



'Editorializing' Up At NAB

CBS-Tele Will Make UHF Reception Tests

The Columbia Broadcasting System notified the FCC over the week-end that it is willing to make reception tests on its proposed UHF television standards as requested by RCA, Philco and Du Mont at the final session of the hearings last week, with the exception that color pictures will be omitted. The CBS' UHF field receiver, as stated by the network at the Wednesday hearing, "does not contain a color disc and none is required for these tests as they are ad-

(Continued on Page 8)

Commission Extends WOKO License 30 Days

FCC over the week-end granted WOKO, Albany, N. Y., a 30-day extension of the station's temporary license. The FCC has not yet acted in WOKO's plea for a "second chance" and the petition of Van Furler Broadcasting Corporation that it be given WOKO's wave length. U. S. Supreme Court recently upheld the FCC's denial of a license renewal to WOKO.

Frisco Press Club Sponsors Radio Scholarship Award

San Francisco—The second annual 1,000 scholarship competition of the San Francisco Press Club, which has just been announced, will again this year include an award designed to create interest in radio writing among the students of Northern California's high schools.

The award—a \$250 scholarship to any university of the winner's choosing—will be given to the senior

(Continued on Page 2)

Doggy

Schenectady—Seventeen dogs of various types and breeds, each equipped with a "March of Dimes" tin can strapped to its back, collected \$56.70 for the national polio fund in a special broadcast on the city's main street arranged by WGY. Co-operating with the Mohawk Valley Kennel Club, an announcer with a pack set paraded up and down street with dogs.

AFM-Nets Again Talk Pact Today

AFM and network negotiators adjourned at 1:30 p.m. last Friday for the week-end and will resume sessions again this afternoon at NBC. Indications are that negotiations are progressing satisfactorily and that a deal will be closed shortly. Union and web reps held only morning sessions all last week except for the Thursday meeting which lasted all day.

NAB Sets Meet Dates Of Committees, Board

Meeting dates for three committees and the board of directors were announced Friday by the NAB, with the board scheduled to convene in Washington for its quarterly session May 21 and 22. Meetings of the Music Advisory Committee and the Freedom of Radio Committee will be held in New York February 23 and

(Continued on Page 2)

FMA Executive Com. Plans Feb. Meeting

Washington Bureau, RADIO DAILY
Washington—Led by President Roy Hofheinz, members of FMA's executive committee will meet here on Feb. 14 for the first time to map plans for the group's promotional campaign. The meeting originally was scheduled for Feb. 10.

Matters of general policy, as well

(Continued on Page 5)

FCC Announces New Grants; 25 CP's For FM Stations

Washington Bureau, RADIO DAILY
Washington—Tempo of FCC activities picked up the past week-end with the return of the Commission to Washington after the three day television hearing in New York and Princeton, N. J. Highlighting the FCC activities was the granting of 25 construction permits for FM stations and four for AM stations.

Three of the FM grants were in Charlotte, N. C. They were made to the Surety Broadcasting Co., Inter-

Called Vital To Small-Market Stations; Joske Report And BMB Praised; 'Radio For Retailers' Lauded

Equipment-Sales Rise Includes FM And Tele

Washington Bureau, RADIO DAILY
Washington — Sales volume of transmitters and equipment, including FM and tele, during the third quarter of 1946, was almost as great as the combined totals for the first two quarters of the year, the RMA announced this morning. Total transmitter equipment sales for the third quarter amounted to \$1,662,933, of which \$1,159,433 was for AM equipment, \$233,600 for FM equipment

(Continued on Page 5)

International Radio Discussed By Price

International broadcasting was discussed by Byron Price, chairman of the board Association of Motion Picture Producers, Inc., in an address before the Harvard Clubs of South-

(Continued on Page 7)

NBC Tele To DuMont For Washington Station

NBC television programs originating in New York may now be seen on Thursday and Friday nights over WTTG, television station operated

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—That broadcasters in small market areas have an obligation to "editorialize," was the general consensus of the NAB Small Market Stations Committee, which concluded a three-day meet here last Friday.

In addition, the group registered itself as favorably impressed by the BMB service to date, and passed a resolution highly commending the Joske report.

NAB's president, Justin Miller, and the executive vice-president, A. D. Willard, Jr., pointed out that a station could more adequately fulfill its re-

(Continued on Page 6)

Milwaukee Stations Aid Storm Emergency

Milwaukee—As the midwest was digging itself out of snowdrifts the past week-end Milwaukee radio stations took stock of the public service roles they performed on Wednesday and Thursday when the city was virtually at a standstill and isolated from the rest of the coun-

(Continued on Page 7)

Oppenheim Leaving WOR; Will Head WINS Publicity

Charles Oppenheim has been appointed director of publicity for WINS, it was announced Friday by Willard Schroeder, station manager. Oppenheim is resigning from WOR

(Continued on Page 2)

Sports Beat

Washington—WRC scored a beat on War Department release Thursday, announcing that Glenn Davis and Doc Blanchard, Army football stars, are seeking furloughs to play professional football next fall. The news was announced by NBC commentator Robert McCormick a half-hour before the official War Department press handout was given, NBC reports.



★ COMING AND GOING ★

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

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DAVIDSON TAYLOR, vice-president of CBS in charge of programs, left Friday on a business trip to Los Angeles.

ED "ARCHIE" GARDNER week-ended in Palm Beach, Fla. He plans to be back on the West Coast in time for his NBC broadcast of Feb. 12.

CLYDE COOMBS, vice-president and general manager of KROY, Sacramento, Cal., paid a call Friday afternoon at the offices of CBS, with which the station is affiliated.

DON PALLINI, dance-school executive, has returned from Washington, D. C., where he made a guest appearance on Nancy Osgood's program over WRC.

JOSEPH EATON, commercial manager of WHAS, Louisville outlet of CBS, has arrived from Kentucky for a few days on station and network business.

SIMON GOLDMAN, vice-president and manager of WJTN, Jamestown, N. Y., an affiliate of ABC, is back at his desk following a mid-Winter vacation in Florida.

MARK WOODS, president of the American network, and ROBERT E. KINTNER, EARL ANDERSON, ROBERT F. HINCKLEY and C. NICHOLAS PRIAULX—all vice-presidents of the web—are back from Washington, where they attended the White House Correspondents dinner given in honor of President Truman.

FRED THROWER, vice-president of ABC in charge of sales, is expected back today from a two-week vacation at Nassau in the Bahamas.

L. S. MITCHELL, general manager of WDAE, Tampa, Fla., is back at the station following a short business trip to New York.

DICK RAWLS, manager of television operations for ABC, has left town with MRS. RAWLS for a deferred honeymoon in the Virgin Islands.

G. W. "JOHNNY" JOHNSTONE, radio director of the National Assn. of Manufacturers, spent the major portion of last week in Washington, D. C., where he handled several radio programs, also sat in at the White House Correspondents dinner.



'Frisco Press Club Sponsors Radio Scholarship Award

(Continued from Page 1) high school journalism student who submits the best dramatic radio script based on some phase of the historic development of newspapers.

The scholarship, together with three others to be given for the best news and feature stories and best photo submitted by journalism students, will be awarded at a Club Junior Gang Dinner to be staged at the Press Club Saturday, April 26.

Last year, the winning radio script, entitled "You Can't Print That," was written by Frank Kaiser of Mission High School, San Francisco, and was broadcast coast-to-coast by the American Broadcasting Co. Kaiser is now attending the University of California.

The contest is open to all senior high school journalism students in any public, parochial and private high school in Northern California. Entries must be postmarked not later than April 5.

Oppenheim Leaving WOR; Will Head WINS Publicity

(Continued from Page 1) and will begin his new duties on February 17.

A member of the WOR staff since 1942, Oppenheim served as publicity director and member of the operating board for three years. Prior to that he was advertising and publicity director for Jay Thorpe, Inc.

He also has worked in the theatrical field, and at one time was assistant to Eddie Dowling. Oppenheim is a graduate of Cornell University.

Joins WINS Staff

Russell Ambruster has joined the WINS staff as night supervisor and program producer, replacing John Poindexter who recently resigned. Ambruster was previously director of the "Hour of Charm" and has handled production for other network shows.

NBC Tele To DuMont For Washington Station

(Continued from Page 1) in Washington by Du Mont Labs., Inc.

In announcing the program arrangement, effective January 30, Carleton D. Smith, general manager of WRC in Washington, and Leslie Arries, manager of WTTG, said WTTG soon may carry other NBC television programs in addition to the Thursday and Friday features. NBC's New York television programs are being made available to Du Mont in Washington while the Du Mont key station, WABD in New York, is off the air for antenna changes.

NAB Sets Meet Dates For Committees, Board

(Continued from Page 1) 24, and February 26 and 27 respectively.

The Program Executive Committee will meet in Washington March 5 and 6, with the Standard of Practice sub-committee of that group to hold a preliminary session in Washington March 5.

FINANCIAL (Jan. 31)

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

Gilbert Takes Arizona Post

Dick Gilbert, well known New York disc jockey and originator of the idea of singing along with records on the air, has joined the Sun Country Broadcasting Co., Phoenix, as program director. He will have charge of programs and programs personnel for the two networks which Sun Country will operate and will broadcast over KPSC and KPSC-FM in Phoenix, KTSC and KTSC-FM in Tucson, and the firm's proposed new AM and FM stations at Flagstaff and Yuma.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.E. "THE FRIENDLY FARMER STATION" SHENANDOAH, IOWA Call or Wire FRANK STUBBS

DEFROSTER

That's a real money-saving gimmick! It's designed to prevent frost damage to fruit trees, strawberries and muckland crops. It uses infrared heat generated by an oil flame, and means the saving of millions of dollars' worth of fruits and vegetables.

Which makes us ask: What defrosting device are you using these days to keep the chill off your sales curve?

If you want to warm up Baltimore to the fact that you've got a worthwhile product . . . and you plan to use radio . . . we give you radio station W-I-T-H. This is the successful independent station in this big five station town. W-I-T-H the independent delivers more-listeners-per-dollar-spent than any other station.

W-I-T-H, in the country's sixth largest city, belongs on any list trying to cover key markets.

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

American Red Cross

AND

The Permanent Charities Committee

OF

The Motion Picture Industry

“The character of the Red Cross and its responsibilities under International Treaty and its Congressional Charter are such that the national interests will best be served if the Red Cross maintains direct contact with the people for the membership and support necessary for its work at home and abroad.”

FRANKLIN D. ROOSEVELT—1942

THE Permanent Charities Committee of the Motion Picture Industry has announced its intention to offer to American Red Cross \$350,000, part of a sum of money that committee raised in a joint fund raising campaign in the Motion Picture Industry despite the fact that the Permanent Charities Committee knew that American Red Cross could not participate in any joint fund raising campaign.

Statements that the American Red Cross is unwilling to accept \$350,000 from the Permanent Charities Committee because that sum from the Motion Picture Industry which grossed \$325,000,000 in 1945 represents only one-half of one percent of the Red Cross goal of sixty million dollars in 1947, are not true. *The amount involved is not an issue.*

The real issue is that nothing can be permitted to deprive American Red Cross either of its right to fulfill its obligations for humanitarian service to the American people by methods it has demonstrated to be efficient or of its right to maintain an organization in which all the people can be members and participate directly.

American Red Cross will barter neither its right to invite anyone to be a member nor the right of any American citizen to become a member.

American Red Cross will not be party to any scheme that will lead to dictation by other groups with motives and interests that would undermine the Red Cross and all for which it stands.

The American Red Cross may not participate in joint fund raising whether that joint fund raising is conducted by the Permanent Charities Committee of the Motion Picture

Industry or any other organization.

This long established policy of American Red Cross is not the policy of any one individual. It is a policy that has been considered and reconsidered from time to time since 1936 by the Central Committee, the governing body of American Red Cross, and reaffirmed on every occasion. *It is a policy that has been well known to all fund raising groups, including the Permanent Charities Committee.*

The reason why American Red Cross may not participate in joint fund raising with others is as follows:

American Red Cross may not assign or delegate to others, in whole or in part, the obligations imposed upon it by international treaties, to which the U. S. Government is a signatory, and by its congressional charter. Neither can it share with others, directly or indirectly, its responsibility to carry out those obligations. When it participates in joint fund raising it permits others (at best, only slightly familiar with its obligations and activities) to determine from year to year how much money, if any, American Red Cross will receive and thus, in turn, permit those others to determine the breadth of its program and the extent to which American Red Cross may fulfill its obligations to the American people.

If American Red Cross participates in one joint fund raising activity, such as that conducted by the Permanent Charities Committee in the Motion Picture Industry, it must, of course, participate in all other joint fund raising activities. The Motion Picture Industry is only one of 446 major industries in this country. There are thousands of other groups and

organizations. The result obviously would be that by participating in joint fund raising, American Red Cross would never know from year to year how much money it would have to carry out its obligations to the American people or plan an intelligent program, nor would it be able to have a membership organization open to all of the people of America.

The foregoing statements are not just opinions. They are statements of fact based on a disastrous experience which American Red Cross suffered after World War I, when some of its chapters submitted to exactly the same kind of pressure that is now being brought by the Permanent Charities Committee to participate in joint fund raising. At that time about 400 chapters engaged with other organizations in joint fund raising with the result that American Red Cross lost its identity in those chapters and was prevented from carrying out its program particularly in dealing with emergency situations. In 1936, therefore, the Central Committee of American Red Cross reasserted its policy and ever since that time has adhered strictly to the policy of non-participation by American Red Cross in joint fund raising.

From 1940 to 1945 the Permanent Charities Committee carried on separate drives in the Motion Picture Industry for the American Red Cross and others. The change to joint fund raising by the Permanent Charities Committee occurred as recently as 1945. It is clear, therefore, that there would be no violation of principle if a separate drive was conducted in the Motion Picture Industry for the American Red Cross in March, 1947, as was the case prior to 1945.

There is, however, a definite violation of the principle of fairness when a small group within the Motion Picture Industry deliberately attempts to mislead the Motion Picture Industry and the public into believing that American Red Cross will refuse to accept—when and if offered—\$350,000 only because a mere matter of method is involved in the scheme. *Fundamental principles are involved: principles without which there could be no American Red Cross.*

American Red Cross

CHICAGO

By NAT GREEN

MEMBERS of NBC's Aldrich Family cast were feted at a luncheon attended by Press, Agency and Sponsor representatives at the Kungsholm Restaurant January 29, as guests of Jack Ryan, manager of the NBC press department. The program was broadcast from Chicago January 30.

The Brown & Williamson Tobacco Corporation's Red Skelton and "People Are Funny" programs will be aired over the entire 157-station NBC network with the addition of ten outlets to the present station lineups. Extension of facilities will be completed April 15 and will make B & W the only NBC central division client using every station on the NBC network.

Fred Waring and his company will open a concert tour of nine mid-western cities with an appearance at Purdue University, Lafayette, Ind., March 12. He will appear in Chicago, March 13 and 14, and other cities on his itinerary are Sheboygan, Wis., Minneapolis, Rochester, Minn., Des Moines, Davenport, Iowa, St. Louis and Memphis.

Crutchfield To Serve As Brotherhood Chairman

Long recognized for his work in inter-racial relations, Charles Crutchfield, general manager of WBT, Charlotte, has been named North Carolina Radio Chairman for Brotherhood Week, February 16-23. The week is sponsored annually by the National Conference of Christians and Jews.

Serving with Mr. Crutchfield is Governor R. Gregg Cherry as honorary chairman. Dr. Frank Porter Graham, president of the University of North Carolina, is regional director of the National Conference of Christians and Jews.

Crutchfield also was recently elected to the North Carolina Advisory Board of the Salvation Army. He is a member of numerous social, civic and philanthropic organizations in the Carolinas.

Symphony Heard Abroad

ABC broadcasts of the Boston Symphony Orchestra now are being received in 68 countries of Europe, Asia, Australia, Africa and South America through the Office of International Information and Cultural Affairs of the U. S. State Department.

PLANNED PROGRAMS, NOT CANNED PROGRAMS.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Manhattan Memoranda . . . !

• • • Abbott & Costello will make a hundred G's for their 4-week engagement at the Las Vegas Flamingo Club. . . . Wm. Morris readying a press build-up for 10-year-old Joey Preston, who's soon to be sent out on a theater tour fronting a swing band. . . . Gen'l Foods auditioning like mad for the soon-to-be-vacated Kate Smith noontime slot on CBS. Howcum they haven't thought of Dorothy Kilgallen, who knows more about human interest news, the theater and films than anyone we can think of? . . . Henpy Youngman now represented for radio by Jules Alberti. Jules also readying a five-time-a-week mystery series tagged "Allister House". . . . Harry S. Goodman is taking over distribution on Larry Hammond's transcribed series, "Keeping Up With The Wigglesworths". . . . Bill Bivens, Fred Waring announcer, ailing at New Rochelle hospital, with Herb Sheldon pinch-hitting. . . . Many of the top maestros are cooking up picture deals to ease out of the band slump. . . . Something else to worry about: Two men were arrested in a Brooklyn bar last week while watching a fight via television. They were caught making bets on the fights. . . . Monica Lewis refers to platter spielers who make with the gags as "disc jokeys."

★ ★ ★

• • • Attention: Agencies, producers, etc.: Those rumors about Tony Martin joining this or that show (specifically, Eddie Bracken, Sinatra and Pabst stanzas) are strictly the old phonus balonus. Actually, Tony hasn't negotiated with anyone about an air show, which is not to be construed as meaning that he isn't interested. It's just that so far Tony has made no air commitments, and no report of same has ever emanated from his camp. Meanwhile, the golden-voiced Martin comes into the Copa March 13th hotter than he's ever been in his entire career and at the highest figure ever paid an entertainer at that spot—\$7,500 per.

★ ★ ★

• • • RADIO ROW CONFETTI: A bunch of the coast disc jockeys are getting together, we hear, to fight talent agencies who've been spotting jobless name bandleaders into platter spinners' assignments. They threaten to cut out all plugs for records made by such maestros. . . . Ben Duffy, pres. of BBD&O (and currently chairman of Salvation Army Drive in Advertising, Publicity and Entertainment field) amazed the industry with his efforts in this cause. His division alone raised over \$100,000. . . . When Perry Como takes four weeks off from his airer in June to play the Paramount Theater, there's a strong likelihood that Gale Meredith may get the nod to sub. Gale is the gal who scored so heavily on a recent guest shot with the Chesterfield star. . . . A coffee sponsor wants to bankroll Allen Prescott's WJZ series on an exclusive basis, but the humorist prefers to retain co-op set-up. . . . Geo. Monaghan celebrating his 1st ann'y as WOR disc jockey today. The lad did a terrific job on AFN in London and rates the breaks now that he's back in civvies. . . . Harry Fromkes, recent owner of the Playhouse theater, heading up a new recording outfit called Rainbow Records. First artist signed is Jack Lawrence, with Larry Clinton as gen'l musical director.

★ ★ ★

• • • We've often wondered why, with so many of the indie record companies shuttering, they didn't long ago get together for some sort of protective ass'n. Among other problems they could sink their teeth in are: Alleged unfair practices—sponsor good legislation or prevent bad legislation (as, for instance, breaking up trust arrangements)—better relations with unions and improve relations with retailers—and, lastly, help to correlate distribution (their major problem, incidentally). Today we learn that a letter offering such a plan is due to go out shortly to every record company east of the Mississippi, setting up a date for an organizational meeting. Behind the idea is Alan Courtney, nationally-known disc spinner, whose knowledge stems from many years in the field.

AGENCIES

FRANCIS W. HATCH, vice-president of Batten, Barton, Durstine & Osborn, and New England director for that company, will be guest speaker at the regular Celebrity Luncheon of the Advertising Club of New York, Wednesday, Feb. 5, 12:30 p.m. His subject will be "Selling Boyhood to America."

C. A. (FRITZ) SNYDER has joined the Bulova Watch Company to handle the spot announcement campaign. He was formerly the Bulova account executive with the Biow Agency, New York City. Simultaneously, the Biow Agency announced that Terence Clyne resigned as vice-president of Free Peters, Inc. to replace Mr. Snyder at Biow.

"LINDA'S FIRST LOVE," transcribed program, celebrated its 10th anniversary, Saturday, February 2. The program holds a unique record in broadcasting history inasmuch as all five principal characters in the story have been portrayed by the same actors since the program's inception—2,600 episodes ago. In honor of the event, the sponsor (Kroger Co.) and its advertising agency RALPH H. JONES CO. feted the radio stars during a testimonial dinner held last Saturday evening at the Sherrin Netherland Hotel, New York.

ALAN COURTNEY

One of Radio's Foremost Disc-Jockeys

Originator of such successful record show features as "Platter Poll", "Platter Sweepstakes", "Recordo", etc.

announces with pride his latest creation for five minute transcription syndication as well as for live broadcast

"YOUR RECORD REPORTER"

This new and unique radio feature is now available for public distribution. It is fully protected and all rights are reserved by copyright and other legal formalities. Any infringement will be prosecuted to the full extent of the law.

Address inquiries to:

SIDNEY M. GOETZ
415 Lexington Ave., N. Y. C.
MU 2-7001

Equipment-Sales Rise Includes FM And Tele

(Continued from Page 1)

and \$269,900 for television transmitters.

Orders received aggregated \$7,533,855 for the third quarter and \$15,227,173 for the year through the third quarter.

Studio equipment sales for the third quarter amounted to \$514,217, while antenna and miscellaneous equipment brought the total sales of all transmitter equipment to \$2,265,565 for the third quarter and \$3,627,627 for the three quarters.

Exports of transmitting equipment added \$624,512 for the quarter and \$1,021,023 for the year.

General communications equipment sales totaled \$655,392 for the third quarter and \$1,483,410 for the year to date.

Government Business Heavy

Airborne communications equipment sales during the third quarter amounted to \$708,266 to scheduled carriers and \$516,731 to non-scheduled carriers. Ground equipment sales to scheduled carriers amounted to \$21,949.

Government business accounted for a total of \$33,645,531 for the third quarter and \$79,467,892 for the year for all classes of transmitting and associated equipment.

First reports since the war on transmitting tube sales disclosed sales of \$2,689,533 in power tubes and \$700,544 in cathode ray tubes to make \$6,518,717 in power tubes and \$1,487,077 for cathode ray tubes for the three quarters.

Quartz crystal sales for the third quarter were \$247,728.

Coast Producing Co. Elects Ex-GI's To Officers Posts

West Coast Bureau, RADIO DAILY

Los Angeles—Three new officers were elected by Command Radio Productions, Inc., 24-man ex-GI co-operative radio producing outfit at a meeting of stockholders this past week-end at 6000 Sunset Boulevard.

Robert M. Light was elected president, Jim Burton, secretary-treasurer, and Frank Danzig was appointed general manager of the corporation. Light and Burton replace Walter Schumann and Michael Meshekow, retiring from office because of outside duties, though they remain on the board of directors. Danzig's appointment to this newly created post is made in order to streamline the outfit's activities. Elliott Lewis continues as vice-president, and Arthur Van Horn remains in charge of the New York operation.

FCC Announces New Grants; 25 CP's For FM Stations

(Continued from Page 1)

Co., Savannah, Ga.; WCBS, Inc., Springfield, Ill.; Southeastern Mass. Broadcasting Corp., New Bedford, Mass.; Royal Oak Broadcasting Co., Royal Oak, Michigan; Joplin Broadcasting Co., Joplin, Mo.; World Pub. Co., Omaha, Neb.; The Brockway Co., Massena, N. Y.; Troy Broadcasting Co. Inc., Troy, N. Y.; United Garage and Service Corp., Lakewood, Ohio; Fred Jones Broadcasting Co., Tulsa, Okla.; Southern Ore. Broadcasting Co., Grants Pass, Ore.; Lone Star Broadcasting Co., Fort Worth, Texas; Western Waves, Inc., Seattle, Wash.; Fisher's Blend Station, Inc., Seattle, Wash.; Badger Broadcasting Co., Madison, Wis.; Milwaukee Broadcasting Co., Milwaukee, Wis.; The Journal Co. (The Milwaukee Journal), Wausau, Wis.

In another FM action, the FCC approved a letter to be sent to state educational FM planning committees and other leaders in the field of educational radio to determine what progress is being made on proposed state-wide educational FM networks. Wisconsin is the only state which thus far has filed such a plan with the Commission and been granted construction permits. The FCC has reserved 20 FM channels for educational use. At the present time 28 non-commercial educational broadcast stations are licensed or have received initial authorizations.

New AM Stations Okayed

Construction permits for new standard stations were awarded four applicants by the FCC over the week-end. They include KTRM, Inc., Beaumont, Texas, to operate on 990 kc., 250 watts, daytime; Elias I. Godofsky, Hempstead, N. Y., to operate on 1100 kc., 250 watts, daytime; Keith Capper, doing business as the Aleutian Broadcaster, Anchorage, Alaska, to operate on 1240 kc., 250 watts, un-

limited; Midnight Sun Broadcasting Co., Anchorage, Alaska, to operate on 550 kc., five kw., unlimited.

FCC over the week-end formally dismissed the applications for new tele stations from four companies "controlled" by Paramount Pictures. The Commission said the four have 20 days in which to file a request for hearing. If such request is received the Commission's action dismissing applications will be set aside and applications designated for hearing. The group includes Allen B. Du Mont Labs. Inc., Interstate Circuit, Inc.; New England Theatres, Inc., and United Detroit Theatres Corp.

New Illinois Station

FCC on Friday announced its final decision granting the application of the Freeport Broadcasting Co., for a new standard broadcast station at Freeport, Illinois, to operate on 1570 kilocycles, one kilowatt, daytime, subject to the condition that applicant will, within 60 days, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission.

At the same time, the Commission denied the application of Kenneth G. Zweifel seeking the same facilities.

FMA Executive Com., Plans Feb. Meeting

(Continued from Page 1)

as co-operation with RMA and the FCC will be discussed at the meeting. In addition to Hofheinz, the executive committee consists of Everett Dillard, Wayne Coy, Leonard Asch, W. R. David, J. N. "Bill" Bailey.

FCC has turned down "at this time" a request by FMA to change Commission rules so that "AM" would be substituted for "standard broadcast." In a letter to FMA, FCC Chairman Charles R. Denny said the request was denied "at this time" because of the many administrative problems involved in making such a change.

"Coast Guard On Parade" Starts Today On Mutual

"Coast Guard on Parade," a new Mutual network weekly half-hour sustainer will bow today, Feb. 3, at 12:30 p.m. Secretary of the Treasury John W. Snyder will guest on the first show, which will feature the Coast Guard Academy Band and will help the Coast Guard's recruiting and Academy program. It will be produced by Newell-Emmet agency for the Coast Guard.

Top stars will visit the Academy each week as guests and the program also will do pick-ups.

Jackobson Leaves WLIB

Louis Jackobson, WLIB station manager for the last seven months, has resigned his position and plans to leave for California. No replacement for the station is planned and it will operate under the direct supervision of owner and general manager Dorothy Thackrey.

one of the

FIRST!

AM + FM

SIMULTANEOUSLY

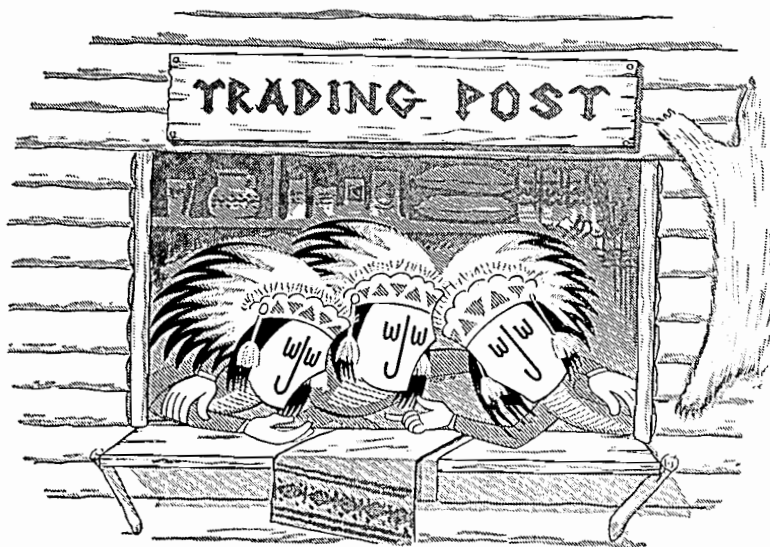
KOCS

ON THE AIR

CHESTER, CALIFORNIA

The Voice of Pomona Valley

MAKE DOLLARS . . . AND MAKE SENSE!



CLEVELAND'S CHIEF STATION has sold itself to the listeners in the great Cleveland Billion-area. WJW delivers more daytime dialers per dollar than any other regional station!

For its old advertisers . . . this result has made dollars! For new advertisers . . . to make sales, to make more profit dollars . . . it makes sense to trade at CLEVELAND'S CHIEF STATION.

BASIC

ABC Network

CLEVELAND, O.

WJW

850 KG

5000 Watts

DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WM AMERICAN BROADCASTING CO

Plattsburg, N. Y.

CONSISTENTLY SELLING THE FORTY-COUNTRY'S RICHEST MARKET

F F

JOSEPH HERSHEY McHALLVRA, Nat. Rep.

Small-Market Committee Commends 'Editorializing,' BMB, Joske Report

(Continued from Page 1)

sponsibilities to the community if it enjoyed the freedom to editorialize. The FCC policy that "radio cannot be an advocate" is a violation of the constitutional guarantee of free speech, he said.

During the discussion, committee members said stations of all sizes have been editorializing in various forms through the promotion of such projects as local bond issues, water purification, establishment of recreational facilities, providing hot lunches for school children, and other similar community activities.

"Community Would Benefit"

In some instances, it was reported, where station management has followed a strict policy of not editorializing, citizens have told the broadcaster that the community would benefit if the station co-operated editorially in the promotion of community projects.

The broadcasters held that broadcasters most active in the presentation of local news also tend to present more community programs which might be classed as editorials.

Use of standard rate cards was urged by Frank Pellegrin, NAB director of broadcast advertising, reporting on the recent meeting of the sales managers' executive committee. He discussed sales problems, station rates, training of broadcast employees, etc.

Marshall H. Pengra, KRNR, Roseburg, Oregon, reported on FCC operator requirements. He pointed out that where small stations have studios and transmitter under one roof, there is a definite need for combination men. To ascertain the needs for first class operators in small stations, the NAB research department will conduct a survey within the next few weeks.

Higgins Shows Sales Aids

Hugh M. Higgins, NAB assistant director of broadcast advertising, presented the latest sales aids prepared by his division. He also presented an audition record produced for the American Bankers Association, available to stations for local sponsorship by banks. Higgins explained the details of a study to be made by the NAB sales promotion group and the research department to determine how promotion funds are spent throughout the industry.

Dr. Baker reported on NAB re-

search services to small stations. He reviewed the NORC study, BMB and small station research, and also disclosed an important series of statistics on the number of small market stations. As of January 1, he said, there were 485 such outlets on the air, representing 48 per cent of all operating stations. In addition, there are over 300 construction permits for small stations. He stated that of the 123 stations which went on the air during 1946, 89 were small market stations, representing 72 per cent of the year's total.

The committee adopted the following resolution endorsing BMB and its services to the industry:

BMB Resolution

"The small market stations executive committee has been favorably impressed with the progress of BMB to date, and is confident that this first uniform system of measurement of radio station coverage is a long step forward in the development of the stature of radio as an advertising medium. The committee urges all small market stations to use their BMB data to the fullest, and to report to this committee on their experiences, with a view to exchanging helpful information, and looking toward the ultimate improvement and refinement of material if such appears to be desirable in the light of such experiences."

Joske Report Praised

After a discussion on "retail advertising trends" led by Miss Lee Hart, assistant director of NAB's broadcast advertising department, the committee adopted a strong resolution commending the Joske report "Radio for Retailers." Text of the resolution follows:

"Retail advertising revenue has always been the mainstay of small market stations. With the influx of new stations on the air, the further development of retail advertising is vital to the continuation of our present system of broadcasting in the smaller markets of America. The NAB has recently completed the most extensive, ambitious, practical and helpful project ever undertaken to aid stations in the development of additional retail revenue, and has published its findings in 'Radio for Retailers.'

"Worth An Investment"

"Evidence is mounting daily that the intelligent and effective use of this report by stations is resulting in new sales, larger sales, and in general, a more effective use of our medium by retail advertisers. This committee believes that every prospective retail advertiser is worth an investment of \$3.00, the cost of the book. Therefore the committee strongly recommends that all small market stations order extra copies

of the report and make every possible use of it."

Under the lead of J. Allen Brown, the NAB small market stations division head, the committee discussed the importance of emphasizing program sales to increase billings and reduce excessive use of spot announcements. One manager reported that several years ago he inaugurated the policy of encouraging the sale of programs by giving salesmen a 20 per cent commission on program sales and 12½ per cent commission on spots.

Hanna Wants Showmanship

Michael R. Hanna, WHCU, 2nd district director and NAB board liaison member, reporting on educational programming, suggested that broadcasters utilize a maximum of talent and showmanship in making education programs attractive to the listener. He pointed out that dramatic educational programs, followed up with good promotion, aid in making such broadcasting successful.

Members of the Small Market Stations Committee who attended the meeting included: Wayne W. Cribb, KHMO, Hannibal, Mo., chairman; Simon Goldman, WJTN, Jamestown, N. Y.; R. Sanford Guyer, WBTM, Danville, Va.; Lofton L. Hendricks, KRRV, Sherman, Texas; Robert T. Mason, WMRN, Marion, Ohio; John F. Meagher, KYSM, Mankato, Minn.; Frank Mills, WDWS, Champaign, Ill.; Marshall H. Pengra, KRNR, Roseburg, Ore., and A. E. Spokes, WJOY, Burlington, Vt.

Crosby Among First Fifteen In New Jan. Hooperatings

Bing Crosby comes back to the "First Fifteen" for the first time since his initial October broadcast in the January 30th Hooperatings rating 11th place. First honors goes to Bob Hope with Fibber McGee and Molly second and Charlie McCarthy in third place. Jack Benny rates fourth place and Fred Allen fifth. Others in the order of their rating are Radio Theater, Red Skelton, Amos 'n Andy, Screen Guild Players, Walter Winchell, Bing Crosby, Bandwagon, Mr. District Attorney, Duffy's Tavern and the Great Gildersleeve.

"Romance of Helen Trent" leads the list of "Top Ten" week-day programs in the January 30th report. "When A Girl Marries" is second and "Portia Faces Life" is third.

NAB Meetings Set

Two NAB area meetings were listed yesterday. They include area F, comprising districts five and six, meeting in Birmingham, Ala., May 1-2; and area D, comprising districts eight, nine and 11, meeting in Chicago, Ill., on May 8-9.

PROMOTION

Humanitarian

KCRC, Enid, Okla., is currently engaged in one of its biggest and best public service projects—spearheading a movement to provide a new debt-free home for a widow and her seven children who lost everything in a post-holiday fire Jan. 6.

Offers of money and gifts started pouring into the station shortly after the news bureau hit the air with the full story of Mrs. Fern Ent. As public interest hit a high pitch, KCRC followed through with spot announcements, news stories and feature items on a women's show aired in the morning.

Largely because of interest created by persistent KCRC plugging, Mrs. Ent has been given a lot and an Enid contractor has offered to excavate the foundation. Carpenters have volunteered their labor and other businessmen are making plans to build the house.

WFIL-Movie Tieup

The eight winning contestants of WFIL's \$4,000 "It's A Wonderful Life" contest received more thrills than their \$500 cash prizes could buy when they were presented with their awards at the Warwick Hotel, Philadelphia, last week. Each of them was personally greeted by Jimmy Stewart and Frank Capra, star and producer respectively of the picture "It's A Wonderful Life."

In addition, the eight prize winners have heard their own stories dramatized on WFIL and each of them made a personal appearance on the stage of the Stanley Theatre at the Philadelphia premiere of the picture. Likewise, each of them participated in a broadcast on WFIL marking official end of the contest.

More than 1200 persons entered the contest, writing of their personal experiences and telling why, for them it has been "a wonderful life."

"Butterfly" Saturday

Puccini's "Madame Butterfly" will be broadcast over the American network next Saturday from the stage of the Metropolitan Opera House.

WTAG WORCESTER

Worcester leads the parade
in department store sales increase over Boston, Springfield and Providence.



Send Birthday
Greetings To —

February 3

Martin Block Charles J. Correll
Mary Carlisle Nick Kenny
Nelson Case Jack Weldon

Milwaukee Stations Aid Storm Emergency

(Continued from Page 1)

try. WISN, WTMJ and WEMP figured in the public service activities.

People slept all night in street cars stranded on the streets of Milwaukee Wednesday night as the biggest snow storm of modern times swept in from the northeast and buried the city. Drifts 15 feet high completely disrupted the city's life by halting all public and private transportation. On Thursday morning stores, offices and factories found it impossible to open for business. Newspaper deliveries were stopped and telephone operators could not report for work.

WTMJ's Service Varied

Over 18 inches of snow fell in Milwaukee Thursday and WTMJ, the Milwaukee Journal station converted its entire programming into offering its facilities in the sudden crisis to relay vital messages, co-ordinate activity of rescue crews, and in general become a clearing house for all agencies trying to put the city back on its feet. Radio covered its biggest story since the war.

WTMJ, with a snowbound staff, foresighted enough to spend the night at Radio City, within the first 12 hours of the storm, had broadcast almost 1,000 different public service announcements concerning Milwaukee industries and businesses forced to close, weddings and funerals postponed, missing persons and lost dogs, emergency messages from stranded victims of the storm to their relatives and friends, directing citizens who volunteered services, naming restaurants offering free food, listing cancellations of conventions, meetings, entertainments, court hearings, citing highway conditions, transportation tie-ups, public utilities announcements, and emergency methods to be used in case of accident, fire or other tragedy. The WTMJ news staff kept the airways flooded with up-to-the minute storm news developments and human interest stories provoked by the crisis. Clifton Utley, NBC network, devoted considerable of this broadcast to news furnished by the WTMJ news desk.

No Ads in the "Journal"

For the first time in its 65 years, the Milwaukee Journal went to press without any advertisements and without assurance of delivery but its 305,000 week-day readers got their news via radio. As soon as it was off the press, the Journal was carried four miles to Radio City by a cross-country champion skier. The paper in its entirety . . . news, financial reports, sports, editorials, even

★ THE WEEK IN RADIO ★

FCC Stages Tele Hearing

By JIM OWENS

BATTLE for color television standards by CBS reached a decisive stage as the FCC held a three-day hearing in New York. Demonstrations pro and con featured proceedings, with several lively verbal sessions spotted throughout by officials of CBS, RCA, Du Mont and Philco. Latter company unveiled a new black-and-white receiver that rivalled heavy interest in the respective color systems.

Radio receiver production in '46 topped all previous marks, according to the Radio Manufacturers Association. Output at the end of December was at the rate of 20 million a year; best pre-war year was 1941, with over 13 million sets marketed. . . . Major webs and AFM opened negotiations, agreed to set a one-year pact. . . . Eight hundred stations volunteered to carry program series of Red Cross shows during '47. Helen Hayes will star. . . . Broadcast Measurement Bureau added five stations to its audience measurement list.

AFRA and the networks signed a new two-year contract. New pact is retroactive to Nov. 1, '46. . . . University of Oklahoma radio conference will attract 500 industry execs. Meet is scheduled for Feb. 27 through March 2. . . . RMA-NAB liaison committee meeting was postponed until Feb. 15; NAB employee-employer relations group, however, had its first full session in Washington last week. . . . March of Dimes Radio Drive ended on a high note, with special shows on all webs Thursday night. President Truman's message topped special

the comic pictures . . . was digested and broadcast in three installments during the day over WTMJ. Because of the impossibility of a full staff getting to Radio City on foot, WTMJ-FM was not on the air during the storm. There was no damage to installations.

WISN Had Its Difficulties

Even station WISN found it difficult to operate normally. G. W. Grignon, general manager, and most of his staff were marooned in their homes. Stranded all night in the studios were Jack Raymond, emcee of the pre-sign off program "Worth Listening To," and Ralph Green, engineer. As they signed on the station at 6 a.m., calls began pouring in thru the switchboard asking the station to broadcast emergency announcements regarding schools, court rooms, stores, factories, etc., which would have to remain closed all day due to lack of transportation facilities. From the time the storm became serious on Wednesday afternoon up to Thursday afternoon WISN broadcast announcements worth more than \$10,000 if they had been sold commercially. Frequent news summaries, description of missing persons, warnings and instructions from public officials made complete WISN's service to the public in the worst storm in the city for 40 years.

lineup. . . . Three New York indies, WMCA, WQXR and WEVD—signed contracts with IBEW.

Television for one third of the nation is assured by 57 licenses or CP's granted by the FCC, according to Walter L. Lawrence of RCA. . . . Oral argument on revised frequency allocations to non-government, fixed and mobile services will be held before the FCC on Feb. 4. Total of 17 companies will participate. . . . Two FM regional webs will "blanket" the state of Arizona, as revealed by grants of four CP's to the Sun Country Broadcasting Co. of Phoenix. . . . Edward J. "Ted" Heffron resigned as executive assistant to the president of NAB to open his own law office.

Reports from stations in San Francisco indicates a favorable business outlook this year, despite "recession" fears. . . . Approximately 140 prize winning letters were picked from 100,000 submitted to Dorothy Lewis, office of NAB. . . . Dr. Herta Herzog of McCann-Erickson urged researchers to attempt to "project" information regarding programs made available through the Program Analyzer. . . . "Kate Smith Speaks" goes co-op on Mutual on June 23. Al Jolson will team up with Bing Crosby on three more shows, based on the top performance of his initial guest stint with the Groaner.

Department of Justice filed an appeal with the Supreme Court to reverse the Chicago Court's Lea Bill decision. . . . Mutual added 11 more affiliates to bring total web to 393 stations. . . . Heaviest snow storm in years partially disrupted operations on three Chicago stations. . . . French radio execs are seeking an arrangement to exchange programs with U.S. broadcasters. . . . Television Advertising Productions, new St. Louis company, announced plans for a "Television Week" February 10 through 16. . . . Over 900 stations are expected to air new U.S. Savings Bond ET's.



"He's rehearsing for that WFDF Flint traffic safety program tonight."

International Radio Discussed By Price

(Continued from Page 1)

ern California in Los Angeles on Friday night.

"At this moment there are no convincing indications that private enterprise in broadcasting means to do anything effective in the international field," Price said. "With all its initiative and inventive genius, the industry has not undertaken effectively to find a way to make international broadcasting pay. It may be set down as a footnote to history that government international broadcasting may in due course succeed the private international broadcasting of pre-war years, and become an ineradicable fixture of American policy."

Speaking further on the subject Price said: "Who knows whether the first venture may not be followed in due course by government broadcasting in the domestic field, and perhaps also by greater invasions of the areas now occupied by private enterprise in press and motion pictures?"

Charlotte Agency In 4-A

Ayer & Gillett, Inc., advertising, Charlotte, N. C., has been elected to membership in the American Association of Advertising Agencies.

WHAT TO DO WITH SITTERS?

Baltimore, Md.—Interest is now running so high in WFBR's Club 1300 that women are now showing up at 10:30 A.M. for a show which goes on at 1:05 P.M.

Even though WFRB's Theatre Studio is used, the audiences are building so each day that the early birds are really arriving early to beat the gun. Any offers on the coffee concession?

But it all goes to show Baltimore's interest in WFBR. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica — studio audiences — product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

EXPERIENCED SALESMAN WANTED

If you have a successful sales background in radio or newspaper, preferably outside N.Y.C., are hard working, imaginative, aggressive, and seeking a high salary permanent connection with top New York City independent station where your income will be reflected by your ability, write

Box No. 316, RADIO DAILY
1501 Broadway New York 18, N. Y.

CBS-Tele Will Make UHF Reception Tests

(Continued from Page 1)

dressed to the transmission and reception characteristics of the ultra-high-frequencies," it was explained. Tests will depend on agreements reached at a meeting of all parties concerned at CBS headquarters tomorrow.

Offer Made in Letter

In a letter to the Commission signed by Julius F. Brauner, CBS attorney, the network offered to make its equipment available for the tests, "although we have serious doubts as to the significance of any tests which can be made in the limited time available before resumption of the hearing on Feb. 10." Cities specified for the tests by Du Mont—Saugerties, Poughkeepsie, Newburgh, West Point, Peekskill, Nyack and Yonkers—are also acceptable to CBS.

CBS will air test pattern transmissions of W2XCS, experimental video outlet, and WCBS-TV for an eight-hour period, 9-5 p.m., for five days starting Wednesday. Network will also furnish a "completely equipped field car capable of supplying shelter, power and antenna facilities for a special UHF tele field survey receiver operating on the CBS proposed color standards." Picture will be supplied only, but web pointed out that lack of sound will not affect the validity of the tests "since our previous tests have shown that, by a wide margin, it is the picture signal which determines the service limit."

"Observer" to Be Present

CBS requested in the letter that, in addition to the FCC representatives, (Curtis Plummer, chief video engineer for the Commission, is expected to be present as an "observer"), Du Mont and Philco, K. A. Norton, propagation expert of the National Bureau of Standards, and E. W. Engstrom, RCA vice-president, be present at both the tests and at the meeting tomorrow (Feb. 4) where plans would be made for the field testing. Network also suggested, to insure fairness in the site selections, that the Commission representative, "while blindfolded, be asked to stick a pin into a map of each of the cities chosen and that the closest convenient test location to the pinpoint on the map be used for the comparative tests."

Brauner also explained that, in the event the CBS offer, as to reception or procedure for selection of sites should be unacceptable to any parties requesting the tests, "we will still co-operate by providing the schedule of test pattern transmissions referred to above to afford such parties the opportunities to make whatever tests with their own equipment they may deem appropriate."

Tests Believed "Helpful"

While the agreement as to equipment, etc., of the tests depends upon what transpires at tomorrow's confab, it is generally felt by industry execs. that the undertaking, although not in color, "will be helpful." E. W. Engstrom, RCA engineer who

Promotion Records Shattered By KFWB Polio Benefit Show

West Coast Bureau, RADIO DAILY

Hollywood—"It Will Hurt Until You Give." With this theme keynoting proceedings, greatest array of talent ever gathered at one place, at one time, proceeded to give Hollywood one of the greatest shows ever seen or heard in entertainment capital of world. As part of KFWB's annual 19-hour broadcast for March of Dimes, huge show "Dancing On A Dime," was presented from 6:00 p.m. to midnight Thursday from grounds across streets from studio at Bronson and Fernwood. Fully 25,000 jammed in to see and hear over 100 of their favorite radio and recording artists who had cheerfully volunteered to perform for National Foundation for Infantile Paralysis. Festivities commenced with a stirring march and concert by 100-piece Sheriff's boy band. From then on it was entertainment which would have commanded a million dollar price for services on that night.

Cancel Commercial's

During the day, all commercial accounts on KFWB were cancelled in order to devote entire broadcasting day to March of Dimes. Heard from between 6:00 a.m., and 6:00 p.m., were such civic leaders as: David Larson, of Infantile Foundation, Basil O'Connor, of same organization, Judge Justin Miller, president of NAB, Dr. George Uhl, Dr. Vierling Kersey, superintendent of L. A. schools, Judge J. F. T. O'Connor, and many others. A host of entertainment celebrities broadcast their messages and also entertained during first 12 hours of broadcasting on March of Dimes day by KFWB. Dinah Shore and Harry Von Zell, Bob Hope, Tex Beneke and band, Fred Waring and band, George Jessel, Paul Owen choir, Woody Herman, Perry Como, and Walter Pidgeon, Warner Bros. stars Humphrey Bogart, Lauren Bacall, Alan Hale,

conducted his company's demonstrations last Wednesday in Princeton, explained that while the offering is not completely that which was desired, "it is a reasonably satisfactory one." He said the tests will reveal measurements of the signal in ultra-high-frequencies, and the possibility of "ghost" reception.

Also on Friday, Adrian Murphy, CBS' vice-president in charge of television who played a major role in the three-day hearings, made a statement in which he reiterated the network's belief that "all contentions made in Washington were upheld during the demonstrations last week." His statement follows:

"An examination of the New York and Princeton color television record will, I believe, clearly show that, within the scope of the demonstrations conducted, CBS proved all the claims it made in Washington during the December sessions.

"Among the points proved were: (1) It is feasible to send satisfactory color television pictures under the

Constance Bennett, Joan Emery and Michael North. Festivities during "Dancing On a Dime" show took place on a huge 90-foot stage, constructed especially for occasion; in center of stage stood a mammoth disc, keynoting fact that hosts for evening were stellar KFWB disc jockeys, Bill Anson, Frank Bull, Maurice Hart, Lou Marcelle, Gene Norman and Peter Potter, all participated as they presented to crowd favorite radio and recording stars. Martin Block, who is to join KFWB in June, brought along the entire Chesterfield show, Jo Stafford, Paul Weston, and Starlighters. Over 150 women from organizations volunteered to mingle with huge crowd for a dime (and more) of contributions. Total sum of contributions will be announced as soon as tabulations have been completed. Keynoting theme of dancing on a dime, "it will hurt until you give" originated with Alex Evelov, publicity head of Warner Bros. studio in Burbank.

Schools "Blanketed"

Producing entire day's 19 hours broadcasting for March of Dimes were production manager Bill Ray and assistant Alan Man. Paul Covert was in charge of construction of high stage. As part of promotion they worked thru school committee, and blanketed every L. A. school and college. Extensive advertising was done in trades. Long range forecast by Cal. Tech Scientist assured manager Harry Maizlish that there would be no rain for evening, and there wasn't. This is the only station here which dedicated entire 19 hour broadcasting day for National Foundation for Infantile Paralysis. . . . Among the stars who appeared were Judy Canova, Harry James, Peggy Lee, Benny Goodman, Helen Forrest, Dick Haymes, Betty Hutton, Andy Russell, Spike Jones and City Slickers, Margaret Whiting and many others.

CBS proposed standards over long distances by coaxial cable. (2) Color fidelity under the CBS proposal is very high. (3) Fundamentally, contrast rather than brightness determines whether a television picture is satisfactory, and the high brightnesses recommended by those opposing CBS are not necessary. (4) Interest value of color is vastly superior to that of black and white. (5) Under the CBS proposed standards, small size sets, even smaller than the table model black and white sets now on the market, are feasible. (6) CBS color television is functioning now at a far higher level of performance than was black and white television at the time it was commercialized.

"The Princeton demonstrations showed that little if any progress has been made in overcoming the technical difficulties which CBS pointed out in Washington stand in the way of development of a successful simultaneous system.

"Among such difficulties, inherent in any simultaneous system, are great

MBS Announces Plan For Daylight Saving

Anticipating the annual broadcasters' headache relative to Daylight Saving Time, which goes into effect toward the end of April, Mutual network has started work on its setup, patterned somewhat along the lines that proved successful last year. The basic premise of the Mutual plan is that live broadcasting will be adhered to wherever possible in all time zones, but that wherever unavoidable conflicts occur between network and local program schedules due to the uneven observance, or non-observance, of Daylight Saving Time, programs will be recorded and played back one hour later.

"Would Be Neat Trick," Says James

It is pointed out that whenever the subject of Daylight Saving Time is discussed, the allegation is made that the desires of a comparative few are placed ahead of the convenience of the majority. (Whichever side the speaker happens to be on is presumed to be the majority side.) The fact is that a breakdown of population affected by Daylight Saving in those observing Daylight Saving and those who left their clocks alone.

"It would be a neat trick to please all of the people all of the time," E. P. H. James, Mutual manager of sales operations, stated, "and a superhuman feat during Daylight Saving Time! So, we try to make our plan of operation flexible enough so that conditions in each time zone and at varying hours of the day are fully considered, with a view to minimum disturbances in listening habits. Thus, if a majority of favorite programs are heard in a given region at the same time all year round, we try to stick to the same time schedule. If the listeners in another region have become used to adjusting themselves to time-tables one hour earlier than during the Winter, we try to conform to those conditions. To do this requires considerable extra expense for duplicate line facilities, and even so we cannot take care of every situation with a perfect solution, but we got through last year with a minimum of complaints and hope to do equally well in 1947."

unevenness of color rendition over the area of the screen, and serious lack of registration resulting in marked fuzziness. An additional defect demonstrated at Princeton was the appearance of bright yellow halations in white objects.

"In short, the Princeton demonstrations failed to give any assurance that the simultaneous system can ever be developed to a satisfactory level of performance for a mass television audience.

"The demonstrations and discussions, in New York and Princeton, also proved that the technical methods claimed by opponents of the CBS proposal as reasons for giving preference to the simultaneous system, can, when and if perfected, be employed effectively under the sequential standards which CBS has proposed."

Foreign Time Sales Up

Manufacturer Outfits 120 AM-FM Stations

Sale of 120 complete AM and FM radio station installations during the first year's operation was reported by W. E. Phillips, manager of the Raytheon Manufacturing Company's broadcast equipment division, Chicago. He added that the company now has more than 260 stations on its books.

Volume production began in the late spring and sizable shipments started in June. Raytheon's initial shipment was a 250 watt AM transmitter to WBEJ, Elizabethtown, Tenn;

(Continued on Page 7)

Settle Technicians Strike At KFEL In Denver, Colo.

Denver—An agreement settling the strike called by technical employees of radio station KFEL on November 29, 1946, was arrived at by representatives of union local 1222 of the International Brotherhood of Electrical Workers, and Eugene P. O'Fallon, Inc., the station's owner. A joint statement signed by A. L. Smith, business manager of the local union, and Joseph A. Myers, vice-

(Continued on Page 2)

Web, AFM Representatives Adjourn; No New Date Set

Representatives of AFM Local 802 and the networks, negotiating for a one year contract to replace the one which expired at 12:01 a.m., Feb. 2, adjourned following an afternoon session yesterday with no date set for the next meeting. It was reported-

(Continued on Page 2)

Brave Man

Denver—Gene Amole, one of KMYR's special events announcers, will enter a cage of 40 lions and tigers Monday, February 10, at the opening night performance of the Junior Chamber of Commerce Circus. He will enter the cage with animal trainer, Terrell Jacobs, to give the radio audience a first hand description of what it's like in a cage full of lions and tigers.

Grapevine Network

The grapevine network resumed operations in New York yesterday with rumors that both NBC and CBS were planning to resign from NAB. Spokesmen for both networks denied the report and at NAB headquarters in Washington it was reported "no such news" had been received.

Coin Machine Firms Eye Radio And Tele

Chicago — Radio and television have an important place in the annual convention and show of the Coin Machine Industries, Inc., which is being held at the Hotel Sherman here this week. Coin-operated radio sets, which are being introduced by several firms, will be on display at the show. RCA has announced that its first coin-operated radio set is being shown and a special demonstration has been arranged for the press. Other firms showing coin-operated

(Continued on Page 7)

IBEW Walkout At WIBC Keeps Outlet Off The Air

Indianapolis—WIBC continued to remain off the air yesterday as the result of a strike by the International Brotherhood of Electrical Workers which began when the station ended its regular broadcasting day last Friday. The striking engineers are members of the Radio Broad-

(Continued on Page 6)

"Intensive Selling" Is Back, Says Kobak In MBS Report

Advertisers and agencies are looking at media more closely today, are asking more questions, and are using the medium which delivers the most effective coverage, Edgar Kobak, president of Mutual, stated yesterday in a report on the web's operations.

"It seems only yesterday," Kobak pointed out, "that we had the nylon line, yawning shelves, ration books, 'one white shirt to a customer,' and

American Advertisers Increase Budgets For Foreign Radio Stations; Latin- American Stations Lead List

By VAL ADAMS
Staff Writer, RADIO DAILY

The use of Latin-American stations by American advertisers amounted to an increase of 80 to 100 per cent in 1946 compared to 1945, while the first postwar plans for use of other foreign stations are now being made. Although no figure is available as to just how much U. S. advertising money is go-

(Continued on Page 7)

Say New WAA Policy Aids Equipment Sale

Washington Bureau, RADIO DAILY
Washington—Large-scale release of surplus electronic equipment is to be looked for shortly with the elimination of much red tape in the operations of the War Assets Administration, Deputy WAA Administrator John H. Carey told M. F. Balcom and Bond Geddes of the RMA in a meeting last week. Manufacturers' agents will hereafter be called in to select

(Continued on Page 2)

Chewing Gum Company Buying Time In Key Cities

Ivoryne Chewing Gum, through Makelim Associates agency, is contacting about 100 stations as to time available for a series of five-minute transcribed programs titled "Story

(Continued on Page 4)

ABC Committee To Meet; Will Elect Chairman

Members of the Stations Planning and Advisory Committee of ABC will meet in New York on Tuesday, Feb. 25, to elect a new chairman and dis-

(Continued on Page 6)

No Transfer Asked Yet For WCAU, Says FCC

Washington Bureau, RADIO DAILY
Washington — The FCC reported yesterday that it has not received a transfer application for WCAU, which was sold last week to the Philadelphia Bulletin along with J. David Stern's Philadelphia Record and two Camden, N. J., newspapers. The station and the three newspapers, transferred to the Record in a single

(Continued on Page 6)

Southern Methodist 'U' Plans New Radio Course

Dallas, Tex.—A study of radio, designed in part to raise programs "above soap-opera level" will be offered at the Southern Methodist Uni-

(Continued on Page 6)

Barnyard Broadcast

Lebanon, Pa.—Folks around here think radio can perform miracles, opines Peter Krueger, Lebanon county farmer, who credits WLBR with rounding up his vagrant white-faced Hereford steer. Krueger asked Bill Phillips to broadcast a description of the critter on his WLBR "Music Hall" program. The animal was found by a man carrying a radio in his jeep.



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FRANK BURKE : : : : : Editor
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FINANCIAL

(Mon., Feb. 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Say New WAA Policy Aids Equipment Sale

(Continued from Page 1) what they need directly, with warehouse release for shipment within 10 days to follow.

This system goes into practice this week in Philadelphia, with the warehouse selection program to be instituted also at Baltimore, Akron and Decatur.

Substantial March deliveries are anticipated.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

COMING AND GOING

FRANK STANTON, president of the Columbia network, has returned from Washington, where on Saturday he attended the dinner in honor of President Truman given by the White House Correspondents Assn. He was accompanied by, among others, three of the web's vice-presidents, FRANK K. WHITE, JOSEPH H. REAM and EDWARD R. MURROW, also by GEORGE CRANDALL, director of press information.

ALLEN M. WOODALL, president of WDAK, Columbus, Ga., is in town for conferences with officials of the American network, with which the station is affiliated.

FRED A. PALMER, Cincinnati consultant on radio management and operation, spent the past week in Mt. Vernon, Ill., assisting WMIX-FM to go commercial. The station begins operating this week on a schedule which is 70 per cent commercial.

DAVE DRISCOLL, director of news and special features for WOR, has returned from a business trip to the southland. On his way back, he attended the White House Correspondents dinner in Washington last Saturday.

LAWRENCE WEBB is in town. He's assistant to the president and treasurer of WJW, Cleveland, Ohio. Chatted for a while yesterday at the headquarters of the American network.

GEORGE C. HATCH, general manager of the Intermountain Network with offices in Salt Lake City, is in Honolulu, T. H., to check on construction details of KVPO, 10 kw. station being built in Honolulu.

J. H. BACHEM, of CBS network sales, leaves today on a short business trip to Pittsburgh.

HARRY WISMER, sports director of ABC, is in Boston, where today he will serve as toastmaster and emcee at the luncheon of the Boston Advertising Club.

CLARK LUTHER, national sales manager and sales promotion director of KFH, Columbia outlet in Wichita, Kans., arrived in town yesterday.

Settle Technicians Strike At KFEL In Denver, Colo.

(Continued from Page 1)

president and general counsel of the company, said:

Joint Statement

"An agreement has been reached settling our dispute which both consider a fair and equitable one, and which was arrived at by sincere collective bargaining upon both sides. The terms are being reduced to writing and a formal contract dated February 1 will be signed."

RMA To Study Promotion

Full discussion of FM and tele promotion in 1947, along with numerous industry projects, will be gone over by the RMA board in its Chicago meeting February 17-19, the RMA has revealed. Particular attention will be paid the planning of the 1947 national radio week, in which RMA co-operates with NAB, and the "radio-in-every-room" promotion campaign.

PRODUCTION ASSISTANT

Young woman with 3 1/2 years agency and network experience in casting, production and script supervision seeks position with agency, production office, or free lance director. Write Radio Daily, Box No. 318, 1501 Broadway, New York 18, N. Y.

DOROTHY DORAN, of the publicity department at N. W. Ayer & Son, leaves for Cleveland today in connection with next Sunday's broadcast of "The Hour of Charm," which will tie in with the Edison Centennial celebration from that city. WAUHILLA LA HAY, Ayer radio publicity chief, leaves for Shreveport, La. tomorrow on a similar mission, thence to Oklahoma City, where the Spitalny orchestra is scheduled to give a concert.

WENDELL C. CAMPBELL, general manager of KMOX, St. Louis, spending a few days in Gotham on station and network business.

JOHNNY THOMPSON, American network "Song Salesman," has returned from a tour with Paul Whiteman and his orchestra.

DON LERCH, agricultural director of CBS with headquarters in Washington, D. C., is spending a few days in Gotham.

JEAN COLBERT, writer on sports and fashions for WJZ, will spend this and next week sunning herself in Bermuda.

JOHN DALY, Columbia network news analyst who went north with the U. S. Army's "Task Force Frigid" to report the tests, is back in New York.

JERRY JEROME, conductor at NBC and musical director of Apollo Records, has returned from a two-week talent-scouting mission in the Chicago area.

JACK PAIGE, Mutual's special events director, and MILTON BERG, the web's director of news, are back from Washington, D. C., where they spent the week-end.

WILL HILLMAN, Mutual network commentator, is back at his Washington headquarters following a few days in Gotham.

JOHN ELMER, president and commercial manager of WCBM, Baltimore, Md., paid a call yesterday at the offices of the Mutual network, with which the station is affiliated.

TOM CONNOLLY, director of program promotion for CBS, has returned from a short visit to Philadelphia.

Web, AFM Representatives Adjourn; No New Date Set

(Continued from Page 1)

ed, however, that no serious implication is involved in the several days adjournment and that such procedure is only normal in any labor-management negotiations. It was implied yesterday that the next meeting will probably be held some time later this week.

A new development occurred during negotiations yesterday, when union and web reps split up and huddled privately. This was the first time that the sessions had consisted of more than a single group.



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-147 West 46th Street, New York, N. Y.



....Like Off A Duck's Back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and the liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town. When you make up that list remember the call letters—W-I-T-H.



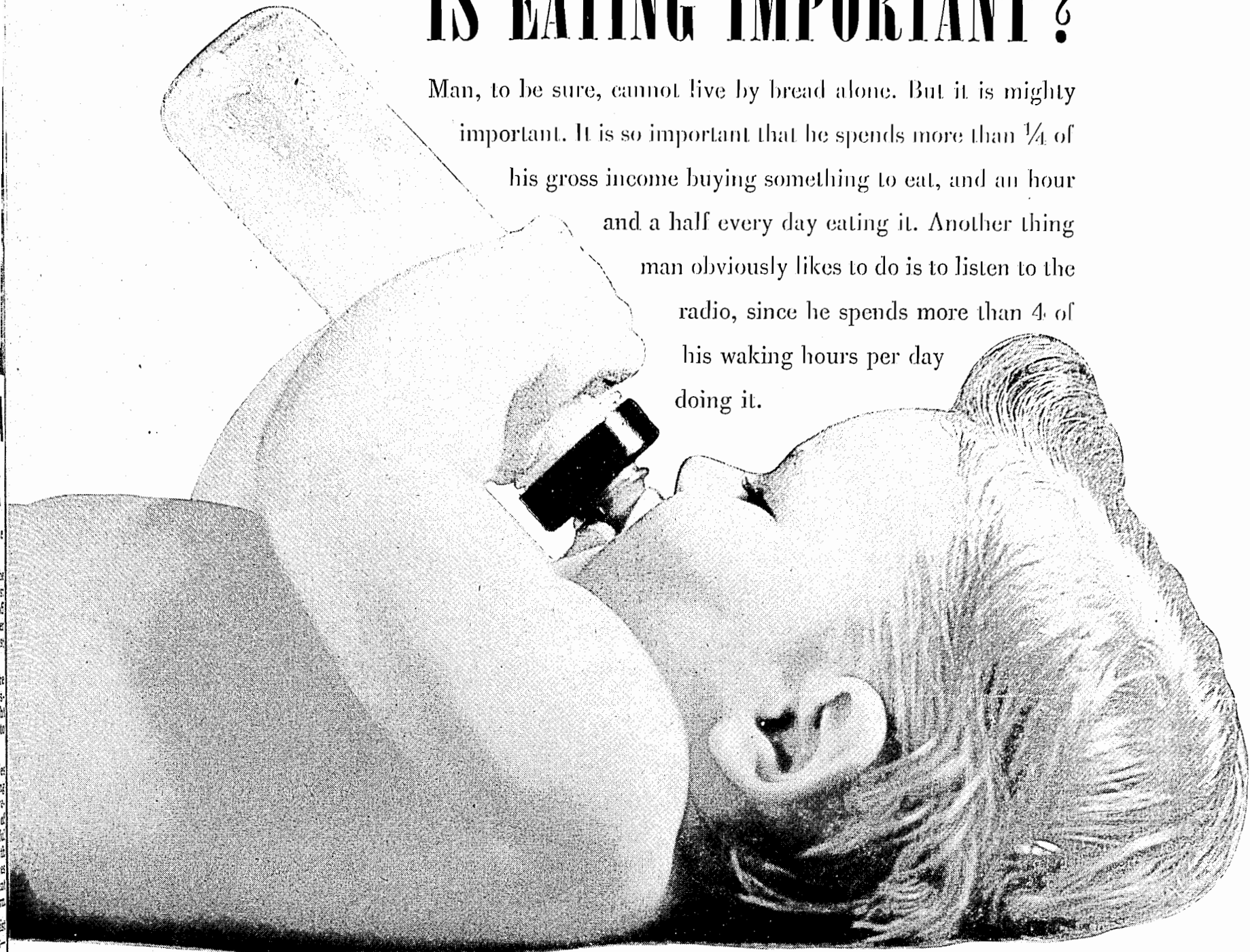
W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

IS EATING IMPORTANT?

Man, to be sure, cannot live by bread alone. But it is mighty important. It is so important that he spends more than $\frac{1}{4}$ of his gross income buying something to eat, and an hour and a half every day eating it. Another thing man obviously likes to do is to listen to the radio, since he spends more than 4 of his waking hours per day doing it.



That is why America's leading food advertisers spend more money talking to him *on the air* about their products than they spend in any other national medium.

...And in 1946* for 7 YEARS RUNNING more of this money was spent with the Columbia Broadcasting System than with any other network.

This is also important.

COLUMBIA BROADCASTING SYSTEM

*Based on
the full
12-month period
of the
calendar year
1946.



CHICAGO

By NAT GREEN

WILLIAM RAY, manager of the NBC news and special events department and retiring president of the Chicago Radio Correspondents Club, has been elected to the six-man board of directors of the organization. Robert Hurligh, WGN news director, succeeded Ray as president.

Frank P. Schreiber, WGN manager, off on a week's business trip to Washington and New York.

A. A. Schechter, Mutual's vice-president in charge of news, special events and publicity, stopped off in Chicago for a couple of days on his way to the West Coast.

David Carpenter, general manager of WINR, Binghamton, N. Y., and William Aldrich, manager of WGL, Fort Wayne, Ind., and Mrs. Aldrich were NBC visitors last week-end.

Merv Griffin, 21-year-old baritone, started a new series of five-a-week song programs on WGN-Mutual Feb. 3.

Jack Searle, baritone, made a guest appearance on the "Cinderella and her Fellas" program on WBBM Jan. 28 and was promptly engaged as a member of the WBBM staff. The production department is preparing a show in which Searle will be featured.

Hal Totten, WGN farm director, left Sunday for Purdue University for a recording session which will furnish material for his "Farm Hour" program.

Chewing Gum Company Buying Time In Key Cities

(Continued from Page 1)

Time." First and only station to be signed to date for the new national campaign is WHN, New York, which now airs the series on Monday, Wednesday and Friday nights from 6:30-6:35 p.m.

The agency reports that the sponsor has asked for time available on some 100 stations throughout the country although it has not been determined just how many stations will actually be signed for the campaign. The agency is of the opinion that Ivoryne gum will place accounts with about 25 stations. Wherever possible, these will be major stations.

"Story Time" is produced by Commercial Radio Productions of Hollywood and features Jim Bannon, movie actor, as story teller. Dick Wells, west coast announcer, is also heard in the series. The first three editions of the series give stories of New Orleans' Mardi Gras, an unusual tale of Abraham Lincoln and "The Real Beau Brummel."

THERE'S ONLY ONE

Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs



California Commentary. . . !

● ● ● Larry Marcus, writer of ABC's "Dark Venture," received a crate of potatoes from Governor C. A. Robins of Idaho in appreciation of his work on the psychological thriller. The state executive's letter to Marcus stated that the governor was a rabid listening fan of the program. . . . Leonard Louis Levinson,

Los Angeles

script consultant to the Wade Advertising agency, and Ted Taylor, editor of the Hollywood Sun, are the authors of the monthly column, "The Left Handed Dictionary," which is appearing in Cosmopolitan. They have been working on this material for several years and have a sizeable book ready for publication. At the behest of John Swallow, Levinson wrote two of the recent March of Dimes programs. William Gargan flew to San Francisco to help install new officers in the famous Bohemians Club. He has been a member of the organization for more than a year and still takes an active part whenever possible. . . . New lovely voice heard reading commercials on "Bride And Groom" is that of Joanne Dessert, popular radio actress.

★ ★ ★

● ● ● Haven MacQuarrie, emcee of "Noah Webster Says," discovered that his profession can be pretty dangerous at times. Following a recent show, Haven discovered that he had played host to a criminally insane soldier, who had escaped from the March Field guard house. Military authorities rushed to the NBC studios following the show to arrest the soldier, after hearing his correct name and serial number on the air. . . . Parks Johnson and Warren Hull added another "first" to their long list of firsts when they took their Vox Pop show to Monterey for the first broadcast from California's first theater Jan. 28. Fast footwork on the part of Milt Samuel, Young & Rubicam's coast press chief, who was first on the scene was responsible for Vox Pop getting the initial press breaks and window tie-ups. Samuel hit the trail for Monterey after handling the publicity for the Lipton show in San Francisco, where a Vox Pop tie-up was made with the Chronicle and KQW. Although the press of the town is anti-radio, the Chronicle deal resulted in six days of daily build-ups for Vox Pop in the Chronicle; a series of "Man Under the Street" broadcasts from Union Square, presented by the top-drawer editors from the Chronicle, as well as Vox Pop personalities; and several other excellent tie-ups.

★ ★ ★

● ● ● The new \$300,000 Master Control Board for the new Don Lee studios now under construction is 34 feet long and 10 feet high and is believed to be the largest project of its kind ever undertaken. It is certainly unique because of the fact that television as well as AM and FM radio shows will channel through it. There are about 75,000 soldered connections, 12 miles of wire and 2,500 jacks, just to mention a few of the unusual features. Frank M. Kennedy, chief engineer of the Don Lee network, and his assistants spent a year in making plans for the board, which is being built by Western Electric.

★ ★ ★

● ● ● A bowling club composed of former Chicagoans meets every Wednesday night in Studio City. Among the members are Pat Buttram, the Hoosier Hot Shots, Curt Massey, Jim and Eddie Dean, Smiley Burnette, Pat Flannigan and Les Clucas. Buttram admits he got the razz from other members recently when he wound up with the amazing score of 273—for four games. . . . Jack Rourke Productions has set Douglas Leigh, creator of many of the "spectacular" signs on Broadway, for several guest shots during his stay in Hollywood. He will create a "spectacular" sign at the corner of Hollywood and Vine, and will also purchase three dirigibles to be used over the Los Angeles area.

AGENCIES

PHILIPP GILLIG, vice-president in charge of sales and advertising at Emerson Radio & Phonograph Corp. has announced the promotion of Leo W. Hahn to the position of sales promotion manager, succeeding Charles Weisser, recently named sales manager. Hahn was with the War Department for three years, serving as a procurement specialist in the Signal Corps. He has filled the positions of administrative assistant to the vice president and assistant sales promotion manager at Emerson Radio during the past two years.

PAUL W. SCHWEHN has been named production manager of Louie E. Wade, Inc., advertising agency at Fort Wayne, Ind. He was formerly with Farnsworth Television & Radio Corp.

HAROLD K. SCHELLENGER, since 1933 director of public relations for Ohio State University, Columbus, has resigned to become head of the public relations department of Byer & Bowler Advertising Agency, Columbus, effective in April.

COVENTRY, MILLER & OLZAKA, INC., Chicago, formerly known as Advertising Production Service, have engaged Lloyd P. Kuehn as art director and production manager, effective Feb. 1, 1947. Kuehn leaves Schwimmer & Scott, Inc., where he served for six years as art director and later as production manager.

ARTHUR H. MILLER, New York public relations organization, has been named public relations counsel for Color Television, Inc., San Francisco.

NANCY HUGHES has joined S. Georges & Keyes, Inc., as director of specialized and fashion advertising. Miss Hughes formerly was director of promotion at Ellington & Co., Inc. and prior to that was with N. W. Ayer & Son, Inc.

FRED ASTAIRE has engaged Leonard Smith and Associates, public relations, New York, to handle the opening of the Fred Astaire New York Dance Studio on Park Avenue. J. Walter Thompson will continue to handle the advertising.

Now Celebrating

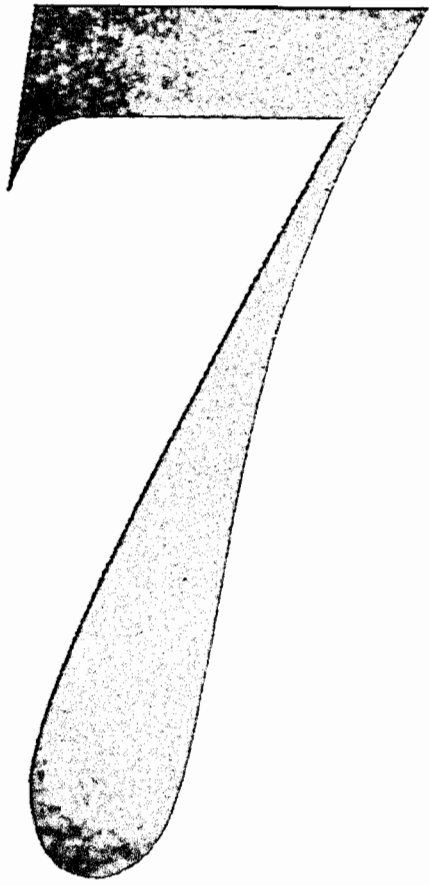
**TWENTY YEARS
OF SERVICE TO
THE PEOPLE OF
SOUTHEASTERN
CALIFORNIA**

1927

1947

MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE RAYMER

THE 7th KEY HAS BEEN ADDED



WXYZ Sales Key to the Detroit Market. The latest key to be added to the ring of ABC SPOT SALES is WXYZ—Detroit. We are proud of our new addition. Proud because WXYZ comes to us with a rich heritage of national good-will inspired in great measure by the *Paul H. Raymer Company*, which has represented it so capably during the past nine years. It is to your advantage to know that now, when you call ABC SPOT SALES, you can contact any or *all* of the 7 keys to America's top markets.

WJZ NEW YORK
ABC's key to
America's 1st market

WENR CHICAGO
ABC's key to
America's 2nd market

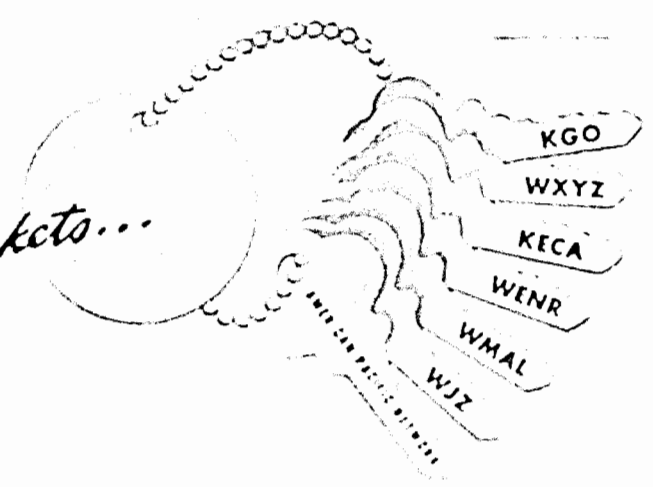
KECA LOS ANGELES
ABC'S key to
America's 3rd market

KGO SAN FRANCISCO
ABC's key to
America's 6th market

WMAL WASHINGTON
The Washington Star Station
ABC's key to
the Nation's Capital

**AMERICAN PACIFIC
NETWORK**
ABC's key to the Pacific Coast

ABC has the 7 Keys to America's Great Markets...



SPOT SALES DIVISION

ABC American Broadcasting Company

Kobak Counsels Radio To Intensify Selling

(Continued from Page 1)

vested." This last is doubly important, Kobak pointed out, because of the up-trend in advertising costs and because they are now "brass-tacks" dollars.

In this regard, Kobak points out that Mutual's daytime coverage now exceeds 28,750,000 radio homes, — over 84 per cent of the nation's radio homes, according to the web prexy. In addition, he says, MBS' cost per 1000 homes has remained practically the same throughout the past two years (an increase of nine-tenths of a cent) despite the uptrend in ad costs.

So far in 1947, Mutual has added 12 new stations, Kobak revealed, all of them in metropolitan markets. Also, there are 22 new affiliates with contracts signed and scheduled to join the network in the next three months.

Southern Methodist 'U' Plans New Radio Course

(Continued from Page 1)

versity here in a course to be offered which will include three hours lecture and laboratory periods. Course will be handled by Dr. Harold Weiss, chairman of the school's speech department. Weiss came here last September from the University of Virginia where he directed the university station. He has had professional experience as an announcer, operator and educational director for WINC, Winchester, Va.; WFVA, Fredericksburg, Va., and WHA, Newport News, Va.

The course will include the fundamentals of broadcasting, radio speaking, script writing and program producing, as well as a study of radio as a medium for creative writing.

A radio studio completely equipped, will be installed on the campus with everything but a transmitter. Weiss stated that plans call for later transmitting programs by wire over the campus. The equipment for the studio and control room has been ordered and will be completed for the first call to start late this month. When the campus station broadcasting begins, the station call letters will be WSMU. A future hope of the university is to have an FM station.

Mac Perles

Funeral services will be held today at Riverside Memorial Chapel, for Mac Perles, brother of Arthur Perles, assistant director of CBS press information.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5775

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of January 24-30, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
And So To Bed.....	Famous
Anniversary Song.....	Mood Music
Bless You.....	Shapiro-Bernstein
Blue Skies.....	Berlin
(I Love You) For Sentimental Reasons.....	Duchess
Girl That I Marry, The.....	Berlin
Gotta Get Me Somebody To Love.....	E. H. Morris
Guilty.....	Feist
How Are Things In Glocca Morra.....	Crawford
I Tipped My Hat And Slowly Rode Away.....	Miller
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
It's All Over Now.....	Broadcast Music
Life Can Be Beautiful.....	Melrose
Managua, Nicaragua.....	Encore
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke and Van Heusen
On The Other End Of A Kiss.....	Beverly
September Song.....	Crawford
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
Things We Did Last Summer, The.....	E. H. Morris
Uncle Remus Said.....	Santly-Joy
Whole World Is Singing My Song, The.....	Robbins
You Keep Coming Back Like A Song.....	Berlin
You'll Always Be The One I Love.....	Santly-Joy
Zip-A-Dee Doo-Dah.....	Santly-Joy

Radio Station Movie Gets Wash. Recognition

Omaha—Radio Station WOW's 30-minute sound color movie "Operation Big Muddy" has been requested for a command performance in Washington, D. C., before members of the House and the Senate sometime late in February. The request came from Lachlan Macleay, President of the Mississippi Valley Association following a showing of the film to 600 delegates to the 28th Annual Convention of the Association in St. Louis, Missouri on Jan. 21.

The movie which grew out of a series of radio broadcasts has caused quite a stir throughout the middle west since its release for public showing by WOW, Omaha.

IBEW Walkout At WIBC Keeps Outlet Off The Air

(Continued from Page 1)

cast Technicians Union, Local 1225. Officials of the station, affiliated with the Mutual network, reported the dispute was concerned with wage increases and that negotiations broke down after several conferences. A union representative stated that the engineers would not return to work until a satisfactory contract had been signed to replace the one which expired at midnight Friday. A picket line has paraded outside WIBC studios located in the Indianapolis News building.

Send Birthday Greetings To —

February 4

John G. Fraser Paul Ruhle
Alice Hill A. Walter Socolow
Jack R. Poppele Jane West

SHOWS TO MAKE YOUR RATINGS GLOW.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

No Transfer Asked Yet For WCAU, Says FCC

(Continued from Page 1)

deal, were sold for a reported \$10,000,000. WCAU was acquired by Stern only a few months ago from the Levy brothers, Dr. Leon, and Isaac D., for \$6,000,000.

Dr. Levy, who continued as president and general manager of WCAU after the station was sold to Stern, said yesterday that when the Philadelphia Bulletin files a transfer application with the FCC it will ask to sell WPEN, independent outlet owned by the paper. WPEN is a 5,000 watt station while WCAU is 50,000 watts and affiliated with the CBS network. No changes in operating policy or personnel have been made since WCAU was sold to the Record last week. Sale of WCAU and the Stern papers came about after the publisher decided to suspend publication following a three months old strike against the papers by the American Newspaper Guild. Stern announced that "it has been impossible to obtain a fair settlement."

ABC Committee To Meet; Will Elect Chairman

(Continued from Page 1)

cuss network problems. The new chairman will succeed Henry P. Johnston of WSGN, Birmingham, Ala., whose term expires. New members who will be meeting with the committee for the first time are Fred Weber, executive vice-president of WDSU, New Orleans; Frank Carman, president of KUTA, Salt Lake City, and Robert R. Feagin, manager of WPDQ, Jacksonville, Fla.

WTVL Aids Polio Drive

Waterville, Me.—WTVL, ABC affiliate, climaxed a month's March of Dimes promotion with an all-local seven hour variety show. The first three hours featured a studio "open house" with local talent contributing and messages re polio by prominent citizens including Sen. Owen Brewster (transcribed). Following this, telephoned requests accompanied by polio pledges were disc jockeyed by Debbie Cotton, Eric Pape, Bob Demers. Whole show emceed by program director Denny Shute and Bill Dey.

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

Coin Machine Firms Eye Radio And Tele

(Continued from Page 1)

sets are Coradio, Inc.; Ray-O-Matic Corporation, Mercury Radio & Television Corporation, and Tradio, Incorporated.

Station WBKB in co-operation with the CMI has arranged for two television programs. First, today, February 4, will be a half hour of interviews with coin machine personalities, and on Wednesday another half-hour show will cover the exhibits and various other phases of the show. Bill Eddy, head of WBKB, has assigned Reinald Werrenrath, the station's director of special events, to direct the shows, and Warren Jones, program director, to produce. Don Ward, well-known in local video, will emcee. Four cameras will be used and a receiver will be placed in the hotel lobby and three in the hotel's West Room.

Local stations will carry several programs pertaining to the show.

School Teachers' Plight Theme Of ABC Programs

All phases of the public education problem will be examined by a program series titled "School Teacher—1947" to be presented over the ABC network in three half-hour broadcasts starting Sunday, Feb. 16. According to Robert Saudek, ABC director of public affairs, the series is based on original research by the network and additional studies made by the U. S. Office of Education. Idea has been in preparation since last Fall but is scheduled for airing in February when most boards of education are reviewing policies, plans and budgets.

The first program will be heard on Feb. 16 at 7:30 p.m., EST, with the other two following on Feb. 17 at 9 p.m. and 9:30 p.m., EST. The second program presents an analysis of problems faced by American teachers, while the third in the series, following immediately behind the second, shows how some of those problems have been solved by certain communities.

Wedding Bells

Martha Alexander, radio writer whose work includes "The Romance of Helen Trent," "The Hollywood Story" and other productions, was married in Danbury, Conn., last week to John Hamilton Hayes, recently discharged from the Coast Guard Reserve, where he held the rank of lieutenant.

GORDON M. DAY

ADVERTISING SERVICE

Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

Use By American Advertisers Of Foreign Stations Increases

(Continued from Page 1)

ing to foreign broadcasters, there is ample evidence to show that American manufacturers are increasing their budgets for overseas selling.

Some of the new business reported by Latin American station representatives includes a half-hour weekly quiz show to be sponsored by Ever-sharp-Schick and an extensive campaign to be carried on by the Koly-nos Co., tooth paste maker. Quaker Oats is already sponsoring quarter-hour soap operas five days a week on south-of-the-border networks while Coca-Cola is using 15-minute strips across the board.

Movies Buy Time

Warner Brothers Pictures recently began airing a quarter-hour Sunday broadcast over the Blue network in Italy, consisting of 12 stations, titled "A Date With Warners." Metro-Goldwyn-Mayer is also responsible for a program heard on Italian stations although time is bought by the picture company's local distributor. The other American advertiser just signed for the Italian radio is Standard Brands whose singing commercials will begin over three stations this month.

All advertising agencies and foreign station representatives say their accounts for overseas radio are on the increase in proportion to the market. Biggest foreign market at present for U. S. manufacturers is Latin America and consequently the heaviest spending for overseas radio is done in those countries. However, U. S. advertisers are now beginning to assemble data on broadcasting conditions in Europe, Asia, Africa and other foreign lands.

Latin-American Stations Lead

Latin-American broadcasts in Mexico, Argentina, Brazil, Venezuela and Cuba get the biggest play from American advertisers and many are sold out across the board. Another new commercial show to be heard shortly in Mexico, Argentina and Brazil is a half-hour participation program sponsored by Pan American Airways. PAA has used spot announcements previously on many of these stations but this marks the first time it has sponsored a weekly show.

A new trend in foreign radio advertising is the use of American mer-

chandising techniques such as singing commercials in Italy. Soap operas are just coming into the picture for the first time and also participation and quiz shows. Most all the commercial shows on foreign stations are patterned after U. S. programs.

Philippine stations are now receiving new business from American manufacturers while South Africa, which has never had commercial radio, will probably be opened up sometime this year. U. S. advertisers are not using the Australian radio at present since local advertisers have bought all available time due to a severe newsprint shortage.

Another untapped market via radio is Turkey, which may come into commercial broadcasting range some time this year. Plans are now under way for the building of a powerful station at a strategic point in Europe which will reach the Turkish audience.

Speculation has also begun about the possibility of American radio advertisers transcribing their network shows and selling them at a minimum

Manufacturer Outfits 120 AM-FM Stations

(Continued from Page 1)

of the 120 complete AM and FM station installations sold, over 75 are now "on the air."

Phillips explained that during their first year of operations, Raytheon had developed complete lines of fine quality AM and FM transmitters of from 250 to 10,000 watts power plus a complete line of high fidelity input equipment suitable for either AM or FM broadcasting.

fee to foreign distributors for re-broadcasting on local stations. This idea was first talked about when Philco began the transcribed Crosby show.

The largest representatives of Latin-American stations in New York are Melchor Guzman Co., Pan American Broadcasting and Clark-Wandless. Fremantle Overseas Radio, which represents every commercial station in Europe except Radio Luxembourg, may also move into the Latin-American field. Advertising agencies with big export departments include Grant, Gotham, Export Advertising, McCann Erickson and Young & Rubicam.



KMPC*

710 KC-LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Prosperous California

NOW READ THIS!

If it's in radio or sales promotion—can do. Executive in transcription company seeks change.

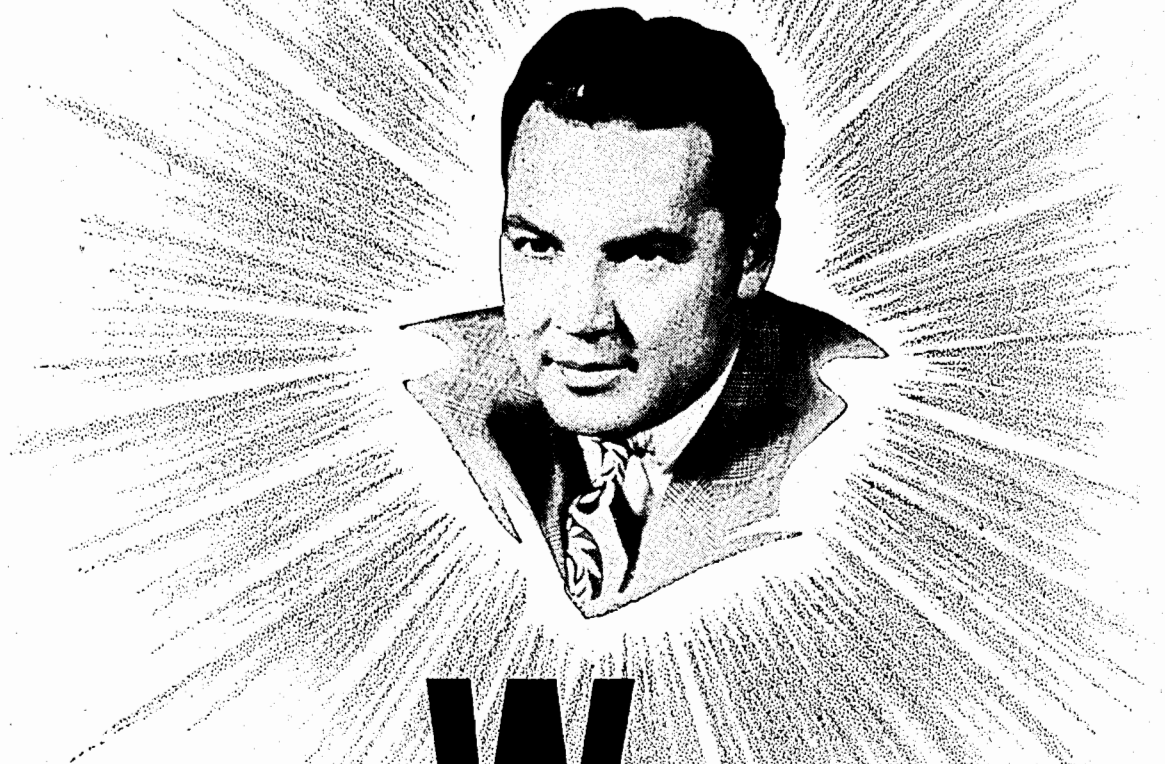
RADIO: (Live and Transcribed) Prod., Direct., Announ., Writing.

SALES PROMOTION: Direct mail, Brochures, Presentations, Campaigns.

Unlimited supply of initiative and creative ability. Free to travel. Write:

Box No. 317, RADIO DAILY
1501 Broadway New York 18, N. Y.

By Appointment



HARRY WISMER

Nationally known Radio Personality begins 1947 as Assistant to the President, Mr. G. A. Richards, of WJR, WGAR, and KMPC. He will expand the important work these three stations are doing to preserve those principles of keen competition and fair play which characterize the American Way of Life.



WJR

WGAR

KMPC

**THE GOODWILL STATION
DETROIT**

**THE FRIENDLY STATION
CLEVELAND**

**STATION OF THE STARS
LOS ANGELES**

G. A. RICHARDS, President

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 25

NEW YORK, WEDNESDAY, FEBRUARY 5, 1947

TEN CENTS

SMPE Files Tele Petition

Commission Grants 19 More AM Stations

Washington Bureau, *RADIO DAILY*
Washington—The FCC yesterday awarded licenses to 19 applicants for new standard stations in scattered sections of the country. Bulk of the grants went to applicants from small cities. The list includes General Newspapers, Inc., WGNI, Wilmington, N. C., operating on 1340 kc., 250 watts, unlimited; Ft. Lauderdale Broadcasting Co., WFTL, Ft. Lauderdale, Fla., operating on 1400 kc., 250 watts, unlimited; Harry C. Butcher, WIST, Santa Barbara, Calif., operating on 1530 kc., 250 watts, unlimited.
(Continued on Page 7)

New York Police Install Two Way Radio In Queens

Completion of installation of a two-way radio system in 85 police cars of the Borough of Queens, New York, was announced yesterday by Police Commissioner Arthur Walender. The system cost \$45,000. Queens is the second of New York City's five boroughs to have such communications facilities. The police department installed a similar system in Richmond last year.

Will Televis Programs Honoring Abraham Lincoln

Two special television programs commemorating the 100th birthday of Abraham Lincoln are being arranged by WNBC, NBC tele station in New York. On next Sunday at 8:45 p. m., WNBC will present a special performance of part of Robert Sherwood's play, "Abe Lincoln in Illinois" and on next Wednesday will present a special performance of "The Lincoln Centennial." (Continued on Page 2)

Tele Preview

St. Paul—KSTP, Twin Cities station, has acquired two \$15,000 image-orthicon television cameras, the latest type of equipment, and will use them to televise the St. Paul Winter carnival parade on Feb. 6. If no actual on-the-air broadcast is arranged, the cameras will be lined by coaxial cable to receivers in order to give the same effect.

High Note

London—A soprano hitting a high note while singing an aria from "Madame Butterfly" is credited with having broken a tumbler on the table of a British radio listener, according to reports reaching the BBC. "One of these fine days serious damage might be caused resulting in a possible lawsuit," the listener wrote.

CBS Tele Tests In UHF Get Under Way Today

First of the additional ultra-high frequency tests requested by opponents of CBS color television in the current FCC hearing on Columbia's petition for establishment of commercial standards for color video will be held at 11 a. m. today, in the home of Dempster McIntosh, president of the international division of the Philco Corp., one of Columbia's advertisers.
(Continued on Page 8)

Gov't Investigation Looms For All Federal Agencies

Washington Bureau, *RADIO DAILY*
Washington — In a move which may presage a full-scale investigation of all government administrative agencies, including the FCC, the House Expenditures committee yesterday called for a complete list of federal agencies, including detailed functions and number of employees. A sub-committee will be appointed to investigate.
(Continued on Page 4)

Stations And Webs Planning Salute To 'Brotherhood Week'

Promotion kits for use by broadcasters during Brotherhood Week, Feb. 16-23, sponsored by the National Conference of Christians and Jews, have been mailed to all U. S. stations and special network programs have been arranged for the observance. Kits contain live announcements, a "radio fact sheet" compiled by the Advertising Council which gives the background of Brotherhood Week and its sponsor, and transcribed spot

Theater Video Interests Oppose FCC's Revised Frequency Allocations To Non-Gov't Services

Radio Set Production Growing In Britain

British Bureau, *RADIO DAILY*
London — British radio listeners have reached an all time high with a total of 10,706,000 sets in use, according to license figures released this week.

Increased production of sets has contributed to the growing number of listeners, it was explained. Set manufacturers are working on a schedule which calls for the delivery of 1,000,000 sets in 1947.
(Continued on Page 7)

BMB Tech. Research Com. To Plan '47 Activities

Broadcast Measurement Bureau's technical research committee, representing broadcasters, advertisers and agencies, will meet in New York tomorrow to prepare a program of development for 1947.
(Continued on Page 2)

French Radio Station Airs Programs Of 26 Nations

A 10,000-watt station, just returned to the French Broadcasting System by the Armed Forces Network, is now airing programs originated exclusively by the French.
(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
Washington—Opposition to the revised television frequency allocations between 1,000 and 13,000 mc., to non-government fixed and mobile services, as proposed by the FCC, was filed yesterday by the Society of Motion Picture Engineers on the grounds that it removes the area for experimental purposes and thereby seriously hinders the development of theater television.

In a detailed statement presented to the Commission by Paul J. Larson, president of the Society of Motion Picture Engineers, it is stated that the proposed allocations would remove the area for experimental purposes and thereby seriously hinders the development of theater television.
(Continued on Page 7)

Tele Showings Set By WBAL, Baltimore

First post-war demonstration of television in Baltimore is scheduled for next Tuesday at the Thomas A. Edison Centennial dinner which will be held at the Lord Baltimore Hotel. The demonstrations, sponsored by WBAL, will utilize new field equipment acquired by the station. Dinner guests at the Edison Center will include representatives of the television industry.
(Continued on Page 7)

News Editors To Meet For Northwest Session

Minneapolis—Some 50 radio news editors from Minnesota, Iowa and the Dakotas are expected to attend the First Annual Radio News Short Course to be conducted February 14-15 at the University of Minnesota.
(Continued on Page 8)

Will Entertain Vets

Chicago—At the request of the hospitalized veterans in Hines Veterans Administration Hospital in Illinois, ABC's "Breakfast Club" will originate its Friday, Feb. 7, broadcast at 9 a. m., EST, from the hospital. Cast will include toastmaster Don McNeill, cruising crooner, Jack Owens; Aunt Fanny (Fran Allison), comedian Sam Cowling and Ann Estes, singer.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tues., Feb. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10 1/8	10	10 1/8	+ 1/8
Am. Tel. & Tel.	174 3/4	174	174 5/8	+ 1/4
CBS A	32	31 7/8	31 7/8	- 1/8
CBS B	32	32	32	+ 1/4
Farnsworth T. & R. ...	8 5/8	8 3/8	8 3/8	- 1/4
Gen. Electric	39 7/8	39 1/4	39 1/4	- 1/4
Philco	27 3/4	27 1/2	27 1/4	- 3/8
Philco Pfd.	96 1/2	95 1/2	96 1/2	+ 1 3/4
RCA Common	9 7/8	9 3/4	9 3/4	- 1/8
RCA First Pfd.	80 3/4	80 1/8	80 3/4	+ 1
Stewart-Warner	18 3/4	18 5/8	18 3/4	+ 1/8
Westinghouse	27 1/2	26 3/4	27 1/4	+ 3/8
Westinghouse Pfd.	99	98 1/4	98 1/4	+ 1/4
Zenith Radio	22 3/4	22 1/2	22 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16	16	+ 1/4
Nat. Union Radio.	4 5/8	4 5/8	4 5/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Finch Tele Comm.	10 1/2	11 1/2
Stromberg-Carlson	12 1/2	14
U. S. Television	1 3/4	2
WCAO (Baltimore)	40
WJR (Detroit)	19	20

Palestine Appeal On WOR

WOR broadcast a transcribed statement at 6:15 p.m., last night by Helen Friedman of Lancaster, Pa., who leaves by plane today for Palestine where she will appeal for the life of her brother, sentenced to be hanged by the British for alleged terrorist activities. The statement explained her mission to Palestine and was heard during George Carson Putnam's newscast.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

★ COMING AND GOING ★

EDWARD E. HILL, executive vice-president of WTAG, Worcester, who has recently attended the meeting of the Columbia network's Affiliates Advisory Board, of which he is secretary, is now resting up in West Palm Beach and Havana.

L. J. DUNCAN, president of WRLD, American network outlet at West Point, Ga., a visitor this week at the headquarters of the web.

JAMES S. POWERS, public relations director of the Yankee Network, is back in Boston after having addressed the Kiwanis Club of Pittsfield, Mass., on the subject, "Radio Is Imagination."

VICTOR A. BENNETT, vice-president of WAAT in charge of sales, left Sunday on a short business trip to Chicago.

BERNIE ARMSTRONG, musical director of KDKA, Pittsburgh outlet of NBC, and HARRY DANGERFIELD, time sales man for the station, are enjoying two weeks under the Florida sun.

FULTON LEWIS, JR., Mutual network commentator, will broadcast today's program from Kingston, N. Y. Next week he'll go on the air from Florida whilst vacationing at Jacksonville and Palm Beach.

WALTER M. KOESSLER is in town. The general manager of WROK, Rockford, Ill., paid a call yesterday at the offices of ABC, with which the station is affiliated.

WALLACE A. WALKER, general manager of WFCI, Pawtucket affiliate of ABC, has arrived from Rhode Island for a few days on station and network business.

French Radio Station Aims Programs Of 26 Nations

(Continued from Page 1) clusively by 26 foreign nations, Jacques Manachem, director of foreign relations, revealed yesterday. The station is located just outside Paris and broadcasts from 8 a.m., to midnight daily.

The station reverted to French control last Jan. 1 and they decided to experiment with it as an international outlet. An invitation was sent to foreign nations offering them time periods every week on the station and at present 26 countries are participating. The nations are located in Europe, Canada, Latin-America, Middle East and Far East.

The international station is operated on an exchange basis with participants agreeing to broadcast programs in their own countries which are originated by the French. Manachem stated that in the exchange of programs censorship is not permitted by any parties. The commercial angle is also voided since no program bares any reference to a station or broadcasting company.

The French radio's foreign affairs director hopes to increase the power of the international station next spring to 100,000 watts so its broadcasting range will take in the entire population of the country. If the experiment proves successful, Manachem plans to add two more stations at some future date which will send international programs all over Europe.

Some of the programs are carried live by the Paris station, particularly music. These are not fed by land line but come in by short wave. All news programs originated in foreign countries are carried live. The French radio does not originate any of the programs broadcast over the international station.

Manachem revealed that consideration is being given to commercializing the French Broadcasting System's home service. The Chambre des Deputes is expected to formally relinquish government control of the French radio very shortly and set it up as an independent organization. Under this policy, the system would be financed by license fees from set owners which would then go directly to the broadcasting system and not to the government treasury.

Will Televis Programs Honoring Abraham Lincoln

(Continued from Page 1) televise the National Republican Club's annual Lincoln Day dinner at which Harold A. Stassen, former Minnesota governor, will be the principal speaker. The dinner which will be held at the Waldorf-Astoria hotel will be televised at 9:30 p.m.

BMB Tech. Research Com. To Plan '47 Activities

(Continued from Page 1) velopmental and experimental research on station audience measurement for BMB to pursue this year. Committee will also form new subcommittees for the current year to specialize in the various phases of the Bureau's 1947 research activities.

Technicians At WIBC End Three-Day Strike

Indianapolis — WIBC technicians strike settled late Monday by compromise agreement. IBEW officials ordered men back to work at 5 a.m., Tuesday. WIBC was off air continuously for three full days, Saturday through Monday.

Winthrop Rockefeller On WJZ

Winthrop Rockefeller will be heard on WJZ on Friday, at midnight, as guest on the Shirley Wolf program. Also scheduled is David Wayne, actor currently featured on Broadway in "Finian's Rainbow."

one of the

KOCs

ONTARIO, CALIFORNIA
The Voice of Pomona Valley



KEEP SWIMMING!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly! Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over... is Station W-I-T-H.

W-I-T-H, is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town. If you're trying to reach Baltimore... the 6th largest city... W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

Tolerance-Show Kits Go To U. S. Stations

(Continued from Page 1)

man of CBS; Niles Trammell, NBC president; and Edgar Kobak, president of Mutual. A letter sent to all NAB members by President Justin Miller states, "I have every confidence that radio will go all-out in commemorating Brotherhood Week. Certainly no cause more deserves the attention of our people."

Special Web Shows

ABC network has scheduled a half-hour dramatic program Feb. 18 at 9:30 p.m., EST., titled "While Earth Endures." Show was especially written for the observance by Ira Marion, ABC staff writer. Mutual's "Story Theater," heard Fridays at 8:30-9 p.m., EST., will devote its Feb. 11 broadcast to Brotherhood Week. The program, starring Jim Ameche, will dramatically present for this performance the problems of a Gentile marrying a Jew.

NBC and CBS have scheduled time periods for the occasion but program plans are still being formulated. NBC will salute Brotherhood Week Feb. 22 from 4:30-5 p.m., EST., while CBS is scheduled to air its program Feb. 18 from 9:30-10 p.m., EST.

WPEN's So. American Sked

WPEN's "private line" technique of direct broadcasts from varied global points will be used from February 5 through April 5 to coincide with the South American assignment of Evening Bulletin correspondent, John Lacerda. He'll discuss living and business conditions through South America and will be heard on the following schedule: February 5, San Juan; February 15, Rio De Janeiro; February 20, Buenos Aires; March 12, Santiago; March 15, Valparaiso; March 20, Lima; March 25, Quito and Guayaquil; March 30, Bogota; April 5, Mexico City.

State House Studio

Sacramento—In order to facilitate coverage of the California State Legislature, Clete Roberts, director of public affairs for KMPC, Los Angeles, has obtained permission to set up a recording and broadcasting studio in the Capitol building in Sacramento.

RCA Demonstration In L. A.

Larry Borgeson, head of the RCA television laboratory in Los Angeles, demonstrated RCA receivers to members of the Radio and Electronics Servicemen's Association last night in L. A.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



RECORDING CORP.
42nd Floor • 20 N. Wacker

Amb. 2142 • Chicago 6 Sta. 5685

★ AGENCY NEWSCAST ★

WOMEN'S ADVERTISING CLUB of St. Louis will sponsor for the third consecutive year a national award in memory of the late Erma Proetz, who was one of the leading advertising counselors of the country. The award is given in recognition of outstanding creative advertising work in art, copy, photography, radio, research, etc., done by a woman during the period from March 1, 1946 through February 1947. Two cash prizes, a first prize of \$200 and a second prize of \$100, together with inscribed plaques, will be presented to the winners at a dinner in St. Louis on May 12, at the Jefferson Hotel. Honorable mention will also be given to three other contestants.

ARMO COOLING & VENTILATING CO., Inc., engineers and contractors

Embry Named Vice-Pres., Of WITH In Baltimore

Thomas Tinsley, President of WITH announced that R. C. Embry, formerly sales manager and assistant to the president, is now vice-president, and Richard Rudolph, formerly account executive, is now assistant sales manager. "Jake" Embry was with the Hearst organization in New York before coming to Baltimore, where he was on the staff of WBAL for seven years, prior to his association with WITH. In addition to being vice-president of WITH, "Jake" is vice-president of the Advertising Club of Baltimore, is on the Board of Governors of the Variety Club, the Cosmopolitan Club, and the American Flag House Association, is president of the Baltimore Bullets, one of the champion basketball teams of the United States. "Dick" Rudolph was with the Hearst papers, in the advertising department, here in Baltimore for 12 years, prior to moving over to WITH, where he has been the "ace" salesman for five years.



JAKE EMBRY

"Hint Hunt" Sold

Chicago—"The Hint Hunt," audience participation show which has been tried out on WBBM, WSBT, South Bend, Ind., and WISN, Milwaukee, since August 18, became a Columbia network show this week and will be heard five days a week, 2:45-3 p.m., CST., from WBBM, sponsored by Armour & Company (Chiffon Flakes). Show will be heard on as many network stations as can be cleared. The original cast, including Chuck Acree, Don Gordon, and Beagle (Reggie Cross), will continue on the program. Plans are in the making to take the program on tour.

specializing in air conditioning, have placed their account in the hands of St. Georges & Keyes, Inc., New York.

THE MODECRAFT CO., INC., of Brooklyn, New York, manufacturers of furniture and fixtures, have appointed the R. T. O'Connell Company as their advertising agents.

COY WILLIAMS has severed connections with the Dave Green office in Los Angeles to devote full time to his own accounts.

THE SEIDEL ADVERTISING AGENCY, Inc., New York, has been appointed to handle the advertising for Margot Fashions, Inc., manufacturers of Rainwear and Sportswear.

Former WJZ Publicist To Direct Beauty Contest

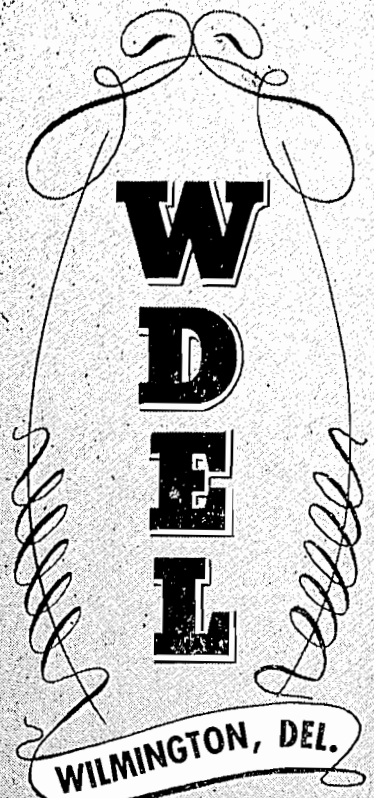
Don Rich, former publicity manager of WJZ, has been appointed director of New York city and state contests associated with the Miss America Pageant, Lenora S. Slaughter, executive director of the Pageant, announced yesterday in Atlantic City. Heading the Miss New York Pageant with Grace Downs, fashion model mogul, Rich has established offices in New York. The Miss New York Pageant has been granted the exclusive franchise formerly held by WJZ for these contests. Working with radio stations and newspapers throughout the state, Rich will supervise the contests for the selection of "Miss Brooklyn," "Miss New York City" and "Miss New York State."

Roshkind Gets New Post; ABC Special Events Head

Michael Roshkind, news editor of ABC since 1942, has been named manager of the network's special events division, Thomas Velotta, director of news and special events, announced yesterday. Robert Brown, former executive news editor in charge of radio for INS, takes the post vacated by Roshkind. John McTigue has been named assistant manager of the special events department.



THE VOICE OF THE PALM BEACHES



SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

**5000 WATTS
DAY AND NIGHT**



BASIC STATION

Represented by
**RADIO
ADVERTISING
COMPANY**

New York • Dallas • Chicago
San Francisco • Hollywood

IT DOESN'T PAY TO IGNORE THE OUTSIDE ^{*}AUDIENCE

on the Pacific Coast, either!

*** A C. E. HOOPER 276,019** coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and \$9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

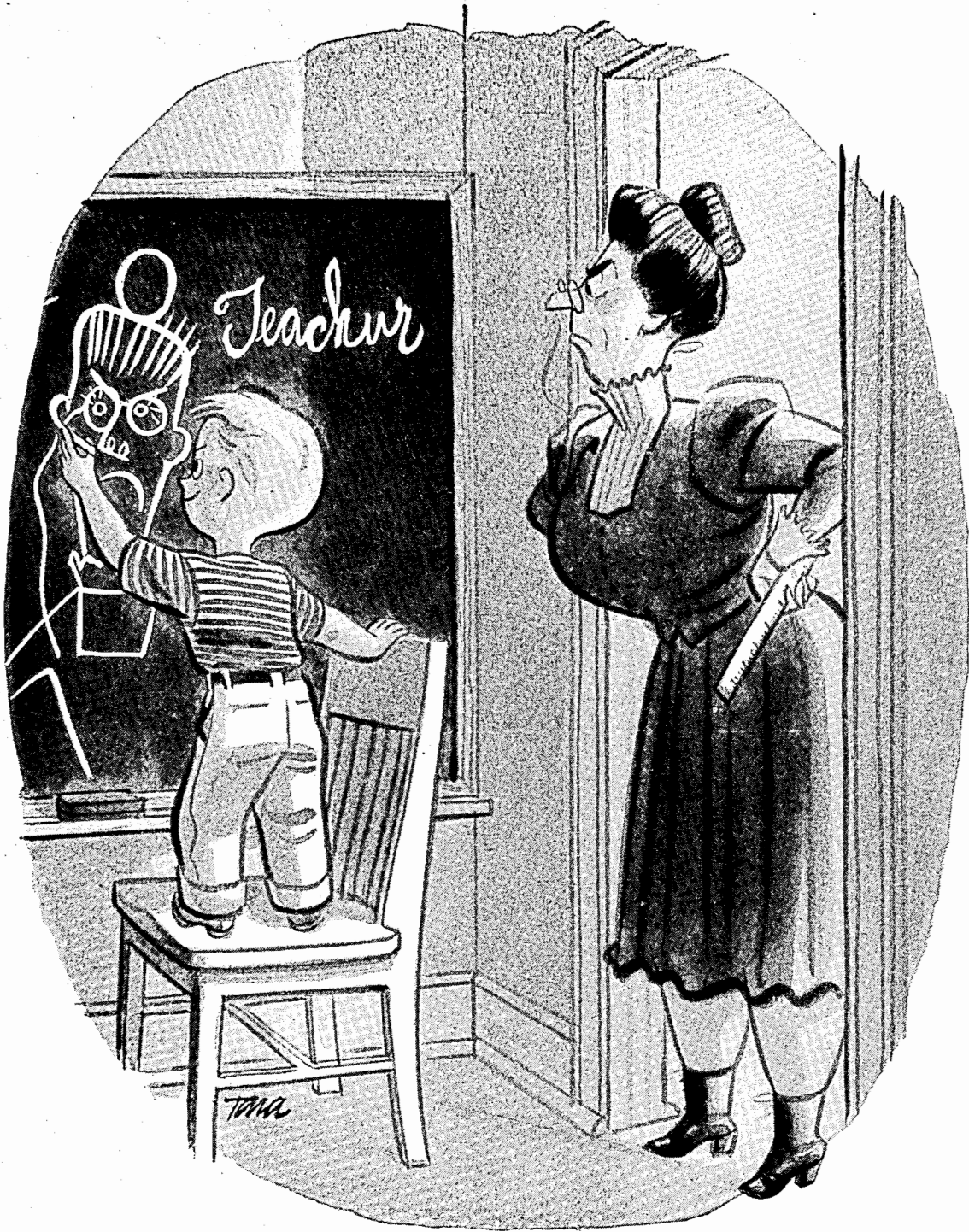
ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.

ONLY DON LEE can deliver both the inside and outside market.

ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
EDWARD LEE
BROADCASTING SYSTEM

LOS ANGELES

By RALPH WILK

JACK SLATTERY, announcer on the Art Linkletter House Party show, has recently completed a transcribed series along with the Dave Barbour Trio. Jack's fine baritone, and the Barbour accompaniment, sound like an unbeatable combo.

Arno Tanney, chanting sergeant of "Sound Off" fame, has completed a children's album called "Pancho Goes To A Fiesta." The story concerns a trip through various South American countries by Pancho and his little burro, and is being used to acquaint American youngsters with their South American neighbors. . . . A junior "Good-Neighbor-Policy."

A good word for Shirley Lerner of the Hoagy Carmichael show for the naturalness of her performance as Hoagy's secretary. This 15-minute spot is the talk of the Coast, packed full of good melody and the Carmichael brand of chatter.

Most surprised disc jockey in town was Peter Potter, who was informed that he is to be the star of a new show on a special Don Lee Network six nights a week for Chesterfield. Titled "Chesterfield's A.B.C. Platter Party with Peter Potter," show was set by Larry Bruff, who came here from the East to set the show for Newell & Emmett. It will be heard on stations in Hollywood, San Diego, San Francisco, Spokane and independents in Portland and Seattle.

"The Whistler," top dramatic show on the West Coast, goes TC in March. Under the able handling of CBS producer George W. Allen, this program has attracted a tremendous following on coast networks, and Eastern listeners are definitely in for a treat.

Bill Harpel, KGFJ announcer, has announced his engagement to Miss Rima de Groot, film dancer. Bill will be married February 22, in Albuquerque, New Mexico, the bride's home.

Gov't Investigation Looms For All Federal Agencies

(Continued from Page 1)

to compile the data and report on the full committee in two weeks. Committee members said, however, that the investigation will be on an individual basis. Meanwhile, possibility that legal activities of the FCC and other government agencies may be put under jurisdiction of the Department of Justice was seen here. The suggestion was made by Attorney General Tom C. Clark at a hearing called by the senate civil service committee.

SUMMER REPLACEMENTS?
WINTER REPLACEMENTS?

COMMERCIAL PROGRAM SALES
1440 Broadway, N. Y. PE 6-8600



Broadway Bulletin Board. . . !

• • • Broadcast Measurement Bureau will be given a citation of broadcaster acceptance in Broadcasting mag next week when the results of their Jan. survey are announced. While the survey revealed some disgruntled subscribers, the overall returns were favorable to the BMB audience measurement reports. . . . Is MCA losing the Edgar Bergen acc't? They're giving him a bigger romance than Antony gave Cleopatra. . . . Henry Morgan got his ears pinned back again the other day—this time by Fred Allen. Seems that our Hank got the idea that Fred had pilfered an idea of his. Allen merely pointed out that he had used the same gimmick 'way back in 1938. Accusing Allen of stealing your stuff is a first-class way of running into a sure headache, Henry. . . . A bill is being readied for the Mass. legislature which would bar all liquor advertising from all publications and broadcasts entering that state. . . . Lawyers for the sponsors of "Superman" are checking legal ramifications of using actual names of KKK's, Columbians and other hate groups in future scripts. . . . Henry Schein, one of radio's pioneer radio engineers, now heading Medco Radio and Television, which will put a \$250 tele set on the market. . . . Gen'l Electric skedded to market its video receivers in a couple of weeks. . . . Alan Young hears that the 1948 Democratic campaign will be "Two Governors In Every State."

★ ★ ★

• • • THOUGHTS WHILE DIALING: Don't think the current crop of vocalists is on a par with the larks of yesteryear: Ruth Etting, in her halcyon days; Marion Harris, Blossom Seeley, Aileen Stanley, et al. But the boys rate as high as the oldtimers. In fact, three of 'em, Crosby, Downey and Rudy, are still around, tho' slightly frayed vocally. . . . Perry Como is our idea of the fair-haired boy today. My, how he can throw a lyric away—and yet hit every note on the nose. . . . Don McNeill has always made breakfast a better tasting meal. . . . The city of Nashville ought to feel pretty proud of two of its natives—Dinah Shore and Bill Perry.

★ ★ ★

• • • SMALL TALK: Pic's ex-editor, Guiles G. Davenport, who already penned one best-seller, has publishers bidding for "Rum Runner," story behind Al Capone, which, incidentally, would make top-notch radio fare. . . . Lou Swerdling, recently out of the Navy, is heading the Larry Finley N.Y. office. . . . Due on the stands today is the contributor-owned mag, '47. Especially recommended is a piece on radio, "Letter To Judy," penned by Rob't St. John, explaining what a liberal really is. . . . Jerry Devine's "This Is Your FBI" out-distancing its competitors in the Hooperace. . . . Rob't Merrill's rating has jumped to 7.7, not bad for a Sunday afternoon. . . . Barbara Weeks rushed to the hosp. for emergency appendectomy, with Grace Matthews subbing for her on "Young Dr. Malone". . . . Sigmund Romberg skedded for concert tour of 117 cities. After which, he'll start NBC air series for Raleigh cigarettes in June. . . . Dorothy Meyers, of the Dave Green office, retiring to await a tol. . . . Sales on Bunty Pendelton's Victor platter of "Horizontal" have passed the 100,000 mark. . . . Chas. Crutchfield, gen'l mgr. of WBT, Charlotte, toying with a terrific promotion idea that will stamp his station as "the live wire of the South".

★ ★ ★

• • • MAIN STREET SCENES: John Kieran, the intelligent gentleman, carrying his concomitant book, in the Simplon. . . . Gloria Swanson, once a famous movie queen, walking on 5th ave. unnoticed. Sic transit Gloria mundi. (Sech learnin'). . . . Blonde Dorothy Claire in Freddie's Grotto, autographing the hatbands of six soldiers. Gidol. . . . Charlie Barnet and Elliot Lawrence enjoying the Jimmy Dorsey crew at the Penn—right down to their toe tapping.

CHICAGO

By NAT GREEN

JOHAN HARRINGTON, WBBM sport and newscaster, has been named member of the Chicago Citizen Olympic Committee by Mayor Edward J. Kelly.

Edward Everett Horton, appearing here in the stage play "Springtime For Henry," guested on Hal Tate's "Strictly Show Business" program Saturday.

Forty-five hundred members and friends of the Illinois National Guard will be guests at the "Chicago Theatre of the Air" presentation of "The Bartered Bride" at Northwest Armyory February 8 over WGN and Mutual. Preceding the broadcast the regimental colors of the World War I units of the Illinois National Guard will be officially returned to the State by the War Department, with Governor Dwight H. Green accepting the colors for the State.

Three new programs, two in part recorded, the other live, bowed on WENR this week. The first, "Clu Midnight," is heard from midnight to 1 a.m. on Monday and Tuesday and from midnight to 12:45 a.m. on Wednesday, Thursday and Friday with Don Ward as emcee. On the last three nights of the week from 12:45 to 1 a.m. "First With the Best" will be aired with Norman Kraeft as disc jockey. Third show, "Highway of Dreams," heard 10:30-10:45 p.m. Thursday and Friday, will feature Jack Lester as singer and narrator.

Mary C. Kirkbride, secretary to Howard Lutgens, NBC chief engineer, will marry Edward J. Silver, Jr., on April 12. And Joe Rumore, guitarist on WBBM, announces that he'll marry Kaye Chiaro in June.

David Moll, NBC staff violinist with "National Farm and Home Hour," "Musicana," and "Design For Listening," will be heard in concert at Kimball Hall on February 23 with Agatha Lewis, soprano, and Mario Hall, pianist.

Seeks New Station

North Adams, Mass. — Neal V. Welch has filed an application with the FCC for authority to operate new station here on 940 kilocycle one kilowatt power, and daytime hours. He seeks the same frequency for which the Citizens' Broadcasting Co., has requested.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

Commission Grants 19 More AM Stations

(Continued from Page 1)

ing on 1340 kc., 250 watts, unlimited; Texarkana Broadcasting Co., KTFB, Texarkana, Texas, operating on 1400 kc., 250 watts, unlimited; Shelbyville Broadcasting Co., WPAL, Shelbyville, Tenn., operating on 1400 kc., 250 watts, unlimited; Newberry Broadcasting Co., WKDK, Newberry, S. C., operating on 1240 kc., 250 watts, unlimited; Associated Electronic Enterprises, WWON, Woonsocket, R. I., operating on 1240 kc., 250 watts, unlimited.

Also Valley Broadcasting Co., WLOK, San Jose, Calif., operating on 1170 kc., five kw., daytime; Fayetteville Broadcasting Co., KGRH, Fayetteville, Ark., operating on 1450 kc., 250 watts, unlimited; Granite State Broadcasting Co., Inc., WKBR, Manchester, N. H., operating on 1240 kc., 250 watts, unlimited; Union City Broadcasting Co., WEEK, Union City, Tenn., operating on 1240 kc., 250 watts, unlimited; Eastern Radio Corp., WHUM, Reading, Pa., operating on 1240 kc., 250 watts, unlimited; New England Broadcasting Co., WNEB, Worcester, Mass., operating on 1230 kc., 250 watts, unlimited; Alfred Dorman, WWNS, Statesboro, Ga., operating on 1490 kc., 250 watts, unlimited; Vidalia Broadcasting Co., WRGN, Vidalia, Ga., operating on 1450 kc., 250 watts, unlimited; Radio Engineering Service, KCLA, Pine Bluff, Ark., operating on 1400 kc., 250 watts, unlimited; Beckley Radio Co., KBRC, Mt. Vernon, Wash., operating on 1430 kc., 500 watts, daytime; WSBR, Inc., WSBR, Superior, Wisc., operating on 1490 kc., 250 watts, unlimited; Cullman Broadcasting Co., WKUL, Cullman, Ala., operating on 1340 kc., 250 watts, unlimited.

'Amos' In Hospital

Hollywood—Freeman Gosden, the Amos of NBC's "Amos 'n' Andy" program (Tuesdays, 9:30 p.m., EST), is resting easily at Hollywood Presbyterian Hospital, after an operation for a kidney ailment on Wednesday, Jan. 29.

FIRST on the Dial

Means

FIRST in Radio Family Coverage

in **ALTOONA**

That's

WJSW — 650 Kc.

See **BURN-SMITH CO.**
19 W. 44th Street N. Y. C.
Chicago Los Angeles

Theater Television Interests Seek Frequency Clarification

(Continued from Page 1)

sen, representing the SMPE, the organization opposed the FCC's action "as not being in the best public interest, as contrary to the general principles the Commission employed in making the original allocations for theater television." SMPE also believes, according to Larsen, that "no need exists at this time for any of the services to whom the FCC is allocating these frequencies." He pointed out that two of the non-government services mentioned above, designated as "mobile general" and "fixed" requested only 25 and 910 megacycles for experimental purposes whereas they were allocated 925 and 1525 mg., by the Commission.

SMPE contends, therefore, that should the proposal be carried out, no frequencies would be available for experimentation for new video services, particularly large screen theater tele.

SMPE Seeks Clarification

"The opposition by the Society of Motion Picture Engineers to the proposed allocation" the statement points out, "is mainly based upon their not having knowledge as to the type of radio facility the Federal Communications Commission con-

siders theater television." SMPE referred to its original request in which attention was directed to the FCC to the fact that "theater television involves communications of a private nature and therefore such service should be accordingly classified to differentiate it from standard broadcasting." SMPE's opinion is that theater tele should be classified under two basic types of facilities: Common carrier fixed circuit and fixed circuits except common carrier and television studio transmitter links. "Theater television is a communication which renders a service to a limited class of users," SMPE contends, "and therefore comes under the definition of a common carrier."

"Extremely Active" in Tele

SMPE has been "extremely active" in television, statement points out, "which covers broadly the two services in this field, namely, broadcasting to the public and theater television." Plea of the Society on behalf of the motion picture industry is that "science be given a chance and the time to develop theater television as an instrument of entertainment, and that the FCC retain frequency bands for this service."

Tele Showings Set By WBAL, Baltimore

(Continued from Page 1)

nial affair will be televised as they enter the ballroom and camera pickups will be shown on six receivers.

Continuing its series of television demonstrations, WBAL will sponsor two lectures before the Maryland Academy of Sciences on Thursday, February 13. New field equipment will be demonstrated, a 10-minute television movie will be shown, and talks will be made by Harold Burke, manager, and Richard Duncan, chief engineer of the station. Other demonstrations are scheduled for the Enoch Pratt Free Library and Hutzler's department store.

With the completion of WBAL's new studios around April 15 television demonstrations will be conducted daily. The station hopes to have its television transmitter in operation in the early fall of this year.

Named KAMD Manager

It was announced yesterday by Frank O. Myers, general manager of KCMC, Texarkana, Texas and Directing Manager of Radio Station KAMD, Camden, Arkansas, that John W. Edwards has been appointed Camden station manager.

Mr. Edwards has had eight years experience in the broadcasting art. He has been employed at KCMC, Texarkana in an executive capacity since his discharge from the Army Air Corps where he served during the World War.

Radio Set Production Growing In Britain

(Continued from Page 1)

of 1,750,000 new receivers between the period of June, 1946 to May, 1947. Highest production of any previous year was in 1938 when 1,600,000 sets were made.

Export figures recently released indicate that the January-June, 1946, exports were valued at 2,869,000 pounds as compared with 1,940,000 pounds for the entire year in 1938. The major portion of the exports went to the British Empire Countries and to Europe.

At the present time there is no ceiling on the number of sets that can be made. The Ministry of Supply issues a block license for the industry which is split up among individual countries. Shortage of timber, of enameled copper wire, and of electrical steel sheet are not allowed to impede the output. Substitutes such as plastics for cases and other materials are being used.

Plan WBCC Opening

Formal opening of Willard D. Egolf's new station, WBCC, Bethesda-Chevy Chase, Maryland, is set for 1 p.m., Sunday, Feb. 9. Charles G. Ross, secretary to the President in charge of press and radio affairs, will deliver the dedicatory address. A luncheon for invited guests will be held.

University Plans Course In Radio Management

Columbus, O.—New course in radio station management will be offered by the College of Commerce at Ohio State University for the spring quarter, announced Prof. Kenneth Dameron, who together with an advisory committee of business men from radio stations, networks, and advertising agencies, worked out the course. School is also offering a course in radio advertising, dealing with programming, buying and using radio time and selling radio time. Research methods used in analyzing radio audience listening habits and other phases of radio advertising are part of the course.

THEY SET HER NOSE ON THE LIGHT

Baltimore, Md.—Many a tired, week-end mariner sets the nose of his boat on WFBR's transmitter tower lights and lets nature bring him home.

Situated right in the Patapsco River inlet at Hanover Bridge, WFBR's signal is clear and its lights a brilliant aid to amateur navigation from Bloody Point up.

This is just another reason why WFBR means radio to Baltimore. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire **FRANK STUBBS**

COAST-TO-COAST

— NEBRASKA —

OMAHA—KOAD, FM station, received a unanimous "NO" in answer to query "should there be legislation against street broadcasts". . . . Mrs. Echo Guiou Rose has been appointed director of the FM station's "Amateur Playhouse". . . . New series titled, "Fine Arts Review," being sponsored by the Omaha Art Center, Joslyn Memorial. . . . Harry A. Burke, superintendent of the Public Schools has begun a new morning feature, "The Public School Radio Bulletin," over KOWH. Program is broadcast by special wire from his desk at Joslyn Castle and has to do with school problems. . . . Some kind of a milestone was reached in Omaha. For the first time an appliance dealer was able to advertise "FM receivers—We have lots of them".

— MONTANA —

ANACONDA—KANA, first Montana station to turn the mike and all facilities to the local schools for entire broadcast of a sports event, will feature complete coverage of local basket ball games. . . . KGVO celebrated its 16th anniversary of broadcasting with a special half-hour feature reviewing the station's growth. . . . The Ford Motor Company has signed for six transcribed chain-break spots weekly. . . . KGVO purchasing equipment to improve station signal.

— UTAH —

SALT LAKE CITY—Ed Black succeeds Eddie Denkema as Program Director of KNAK. . . . Disc jockey James Bettis doing the emcee spot on "Centennial Express". . . . KNAK inaugurates a round-the-clock policy. . . . KALL will use a two-way radio telephone in automobiles for news coverage. The phone will also be used to broadcast clues from the mobile unit in connection with the daily KALL Kilroy Chase in which Salt Lake youngsters are attempting to find station's Kilroy who is hustling around town with a satchel full of gifts and cash. . . . BOISE-NAMPA—KFXD began operation Jan. 27 with 1,000 watts, day and night on the 580 kc. channel. Beginning of this operation was simultaneous with the opening of KFXD-FM.

— WISCONSIN —

LA CROSSE—WKBH will survey county agents in its listening area to find out what market reports are most valuable to farmers. Survey was made necessary by addition of new listeners when the station shifted from one to five kilowatts last fall. . . . MILWAUKEE—New WTMJ and WTMJ-FM feature is giving Milwaukeeans an opportunity to air their gripes titled, "Mr. Jaycee at Your Service." The program is conducted by the Jr. Chamber of Commerce.

SHOWS TO MAKE YOUR RATINGS GROW.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

CBS Television Test In UHF To Start Today In Bronxville

(Continued from Page 1)

versaries in the hearing. McIntosh's home in Bronxville, N. Y., was suggested yesterday at a meeting at CBS headquarters of representatives of the FCC, CBS, RCA, DuMont and Philco. The suggestion was made by F. J. Bingley, Philco's chief television engineer, and CBS promptly accepted.

CBS also accepted a change in the locale of the tests. Originally, its opponents had named Saugerties, Poughkeepsie, Newburgh, West Point, Peekskill, Nyack and Yonkers, all in N. Y. State, as the localities in which the tests should be held. Last night they changed their list to Bronxville, Yonkers, Nyack, Newburgh and three New Jersey cities, Milburn, Cedar Grove and Passaic. Columbia said they were acceptable.

Locations of the other tests will be determined by having the FCC's engineering observer, E. C. Allen, of the Commission's Technical Information Service, blindfolded and stick a pin in a map of each of the designated cities after Bronxville. The nearest convenient location to the pin will then be used for each comparative test. CBS' original offer was to have this done for every city, but when Philco asked to have the first test made in the home of McIntosh, Columbia readily agreed.

News Editors To Meet For Northwest Session

(Continued from Page 1)

and 15 by the School of Journalism of the University of Minnesota.

A two-day program of round-tables and talks on radio news editing problems has been arranged by a committee which was appointed at an NAB Radio News Clinic last May to co-operate with the School of Journalism. Professor Mitchell V. Charnley of the School is committee chairman; others are Jack Dunn, WDAY, Fargo, N. D., Orrin Melton, KYSM, Mankato, and John Verstraete, KSTP, Twin Cities.

Participants, Subjects Listed

Round-tables and their participants planned for the Course are as follows:

"Effective Use of the Wire Services"—leader, Melton; Wally Mitchell, United Press; Alvin Orton, Associated Press; "Writing Radio News"—leader, Mel Nelson, WHO, Des Moines; Fred Worthington, KSTP; Ralph Andrist, WCCO, Minneapolis; "Covering Local and Regional News"—leader, James Baccus, WDAY; Warner Tidemann, KATE, Albert Lea; Fred C. Schilplin, KFAM, St. Cloud; "Local Commentary and Public Service Shows"—leader, William Krueger, Duluth; Dick Anthony, KILO, Grand Forks, N. D.; William Jensen, KUOM, University of Minnesota.

Radio audience and listenership research will be discussed by Dr. Ralph O. Nafziger of the School of Journalism. Dr. Fred S. Siebert, director of the University of Illinois School

of Journalism, will talk on radio law and libel. A discussion of the uses of the wire recorder, with a demonstration of tape and wire recorders, will be led by William Ray, manager of news and special events, Central Division, National Broadcasting Co., Chicago.

At today's and all the other tests CBS will provide test pattern transmission (Black and White) of W2XCS, Columbia's experimental color television station, and WCBS-TV for the five days starting today. CBS also is furnishing a completely equipped field car capable of supplying shelter, power and antenna facilities for a special UHF television field survey receiver operating on the CBS proposed color television picture standards. The equipment also comprises the necessary measuring equipment.

Adrian Murphy, CBS vice-president, reiterated last night that CBS was willing to co-operate with persons or organizations who request additional information.

Present at yesterday's meeting for CBS, in addition to Murphy, were Dr. Peter C. Goldmark, inventor of CBS color television; William B. Lodge, director of general engineering, and Julius F. Brauner, general attorney. RCA was represented by Ray D. Kell, of its television research staff, and Charles Detmar, attorney; DuMont by Dr. Thomas T. Goldsmith, engineering chief; Philco by Bingley, and the FCC by Allen. Also present was K. A. Norton, propagation expert of the National Bureau of Standards, who will be present at all the tests.

Anti-Ascrap Measure Proposed In Indiana

Indianapolis — Groups exacting royalties on each playing of copyrighted musical numbers are targets of a strong regulatory bill prepared for introduction in the Indiana House of Representatives.

Calling for a licensing of persons or groups issuing licenses or other agreements for the public rendition of copyrighted music, it not only requires a franchise tax of five per cent of the previous year's gross income in the state but demands a statement of persons involved, titles of musical numbers controlled, rates charged for use of numbers, price paid to composer where composer is not the party issuing the license, total gross receipts for the previous year and report of the previous year's disbursements including to whom and for what.

\$500 Penalty Provided

Exercise of compulsion to buy a playing license without obtaining a state license or making any request for playing a copyrighted number in public to establish basis for infringement suits would be classified as a misdemeanor punishable by \$500 penalty.

of Journalism, will talk on radio law and libel. A discussion of the uses of the wire recorder, with a demonstration of tape and wire recorders, will be led by William Ray, manager of news and special events, Central Division, National Broadcasting Co., Chicago.

PROMOTION

U. N.-Teachers Contest

A contest to promote the interest and co-operation of the teacher-training students of the United States and Canada in the work of the United Nations organization has been announced by Dr. James Rowland Angell, NBC public service counselor, and Sterling Fisher, director of the NBC University of the Air. Contestants will be asked to submit a paper of not more than 2,000 words on "The Teacher and the United Nations" to American Association of United Nations, 45 East 65th street, New York City, before April 15. A \$1,000 award, presented by Magazine Digest to the NBC University of the Air for outstanding public service in 1946, is being turned over by NBC as prize money in the contest. Awards of \$300, \$200, \$100 and \$50, 14 prizes of \$25 and seven one-year subscriptions to Magazine Digest will be awarded.

Eight More Ask FCC For New AM Stations

Washington Bureau, RADIO DAILY
Washington—Eight applications for new standard stations were listed yesterday by the FCC. They include Radio Austin, Inc., Austin, Minn., to be operated on 1400 kc., 100 watts, unlimited; Beaufort Broadcasting Co., Washington, N. C., to be operated on 1240 kc., 250 watts, unlimited; Abbeville, La., to be operated on 960 kc., one kw., daytime; Joseph P. Ernst, Riverton, Wyo., to be operated on 1450 kc., 250 watts, unlimited; Chanute Broadcasting Co., Chanute, Kansas, to be operated on 940 kc., 250 watts, daytime; The Fairmont Broadcasting Co., Fairmont, W. Va., to be operated on 1490 kc., 250 watts, unlimited; Eastland County Broadcasting Co., Eastland, Texas, to be operated on 940 kc., 250 watts.

Plan Copyright Course

The School of Business and Civic Administration of The City College becomes the first major university to recognize the industrial importance of show business by offering a special course in "Copyright and Business Practices of the Publishing and Entertainment Industries," during the forthcoming Fall term. Robert J. Burton, head of the Legal Department at Broadcast Music, Inc., and one of the city's prominent attorneys specializing in amusement industry problems, will conduct the course.

Send Birthday
Greetings To —

February 5

Ed Abbott Thor Ericson
Steve Ellis Eddie Stanley
Rupe Werling

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 26

NEW YORK, THURSDAY, FEBRUARY 6, 1947

TEN CENTS

Record AM Filing At FCC

Sen. Group Asks FCC For Fax-Clarification

Washington Bureau, RADIO DAILY
Washington—Clarification of FCC policies in regard to facsimile broadcast, with provision to preserve diversity of news-disseminating sources, is an immediate and urgent necessity, the Senate Small Business Committee said in a report on monopoly in the press issued this week. "It will not be long before page after page of facsimile newspaper will be rolling out of the slot in receivers in many homes," the committee said—"combination AM-FM fac-

(Continued on Page 3)

CBS' Tele Tests Open; Weather Hinders Plans

First of a series of television field tests on CBS' ultra-high frequency standards, as requested by RCA, Philco and Du Mont, was held yesterday at the Bronxville (N.Y.) home of Dempster McIntosh, Philco official, despite inclement weather conditions which hampered plans outlined on Tuesday. Tests, which are expected to continue through this week, are the result of further information

(Continued on Page 5)

FM-Allocation Changes Listed By Commission

Washington Bureau, RADIO DAILY
Washington—FCC has issued a recapitulative list of changes to date in the tentative allocation plan for class B, FM broadcast stations. The changes include the following changes in channels, deletions: Selma, Ala., 223; Washington, D. C., 221;

(Continued on Page 7)

Edison Tribute

Mrs. Madeleine Edison Sloane, daughter of the great inventor, is guest speaker on a special CBS' "Hour of Charm" broadcast from the stage of the Public Auditorium in Cleveland, Sunday, Feb. 9 at 4:30 p.m. Phil Spitalny and his orchestra play a special arrangement of "Mary Had A Little Lamb," which song was the first recording made by Edison.

Nice Gesture

Fibber McGee and Molly, Bob Hope, and Red Skelton substituted for the ailing Freeman Gosden, "Amos" of "Amos 'n' Andy" on the team's show heard over NBC Tuesday night. Toward the end of the broadcast Gosden was heard from his room in the Hollywood Presbyterian Hospital, thanking the radio artists for their appearance.

Webs Pulling Out Of NAB This Week

Resignation of NBC and CBS from membership in NAB is expected before end of the week, confirming the rumor printed in RADIO DAILY on Tuesday.

The two networks, according to reports, have agreed to bow out of the industry organization simultaneously and will allow Justin Miller, president of NAB, to make the announcement of their withdrawal. Sta-

(Continued on Page 2)

New Daytime Tele Show Gets Philadelphia Sponsor

Sponsorship of a full hour "Television Matinee" program over WPTZ, Philco station in Philadelphia, by the Philadelphia Electric Co., three days a week, Monday, Wednesday and Fridays from 2 to 3 p.m., was announced yesterday by Philco. Program will be divided into three 20-minute segments. The first 20 min-

(Continued on Page 2)

Heavy Spot Campaign Set By Detroit Automotive Mfr.

First automotive spot campaign of the new year was announced in Detroit yesterday with D. P. Brother & Co., Inc., representing the Oldsmobile division of General Motors, placing Oldsmobile spots on 300 stations throughout the country on a staggered schedule.

Carl Georgi, Jr., the director of media for the agency told RADIO DAILY, that the campaign will begin February 9th and large segments of

Last Minute Rush To Beat Freeze Order Brings Total Of 33 Applicants For New Standard Stations

Six CBS Commercials Renew 52 Wk. Skeds

Renewal of six CBS web commercial programs on a 52 weeks basis was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

"It Pays to Be Ignorant," sponsored by Philip Morris & Co., Ltd., and broadcast Fridays at 10:00-10:30 p.m., is renewed effective Jan. 31. Agency is The Blow Company.

Gulf Oil Corporation's "We, the

(Continued on Page 3)

CAB Regional Meetings Planned in Canada

Plans for regional meetings of the Canadian Association of Broadcasters were announced yesterday by CAB Manager Harry Dawson in Toronto. Meetings scheduled include

(Continued on Page 2)

NBC's Cassidy, Magidoff To Report Moscow Meet

Henry Cassidy, NBC's European news director, will supervise the network's coverage of the Big Four Foreign Ministers' conference sched-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—In a last minute rush to beat the temporary "freeze" date which begins tomorrow, applications for 33 new standard stations were filed yesterday with the FCC.

Anticipating the scramble, the Commission reiterated that incomplete applications will be returned and will not be included in the list to be considered. The freeze period ends May 1.

The near record number of new

(Continued on Page 3)

KFI Protests To Webs On Talks With Unions

West Coast Bureau, RADIO DAILY
Hollywood—William B. Ryan, general manager of KFI, has made protest to NBC and other networks on behalf of independent and affiliated stations regarding network negotiations with the musicians union and AFRA. The following wire from Ryan is now in hands of network heads: "Re negotiations with Petrillo, we

(Continued on Page 7)

Writers' Guild Seeks Meeting With Networks

Officials of the four major networks offered no comment yesterday on the request by the Radio Writers' Guild that a date be set for collective bargaining negotiations. The web officials did admit they had received a

(Continued on Page 5)

Inspirational

Washington—Listening to three hours of network and local crime programs on Sunday of this week was "sufficient inspiration" to bring about Rep. Walt Horan's resolution of yesterday calling for Congressional study of crime shows, Horan told RADIO DAILY yesterday. He is asking for an investigation by the House Committee on Interstate and Foreign Commerce.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wed., Feb. 5)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various companies like Admiral Corp, Am. Tel. & Tel., CBS A, etc.

Webs Pulling Out Of NAB This Week

(Continued from Page 1) tions affiliated with the networks, however, will remain as members of the association. A spokesman for NBC said that the letter of resignation is being drafted by Frank Russell, NBC vice-president in Washington, and was to be forwarded yesterday to New York for executive approval.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

★ COMING AND GOING ★

JEAN OULIF, of Radlo Diffusion Francais, Paris, is visiting in the United States. He conferred this week at KDKA, Pittsburgh, where he discussed educational programs with Vickey Corey, educational director of the Westinghouse Radio Stations. He's also arranging for transcribed programs at the University of Pittsburgh and the Carnegie-Illinois Steel Corp.

DR. MARTIN FREUNDLICH, Columbia network television engineer, and BOB EDGE, sports director for WCBS-TV, the web's video station, off to Boston on business.

ARTHUR GAETH, Mutual network news reporter, has arrived from Washington and will do today's broadcast from New York. He'll return to the Nation's Capital tomorrow.

STANLEY HORNIBLOW, editor of the London Daily Mail, currently on a trip to the States, was heard Tuesday on Martha Deane's program over WOR. He discussed the Palestine situation and now is wading through a pile of pro-and-con answers from listeners.

JOSEPH R. SPADEA, manager of the CBS Detroit office, has spent the major portion of this week in Gotham. He leaves tonight on the return trip to the Automobile City.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., with headquarters in Cincinnati, is in Washington this week on business for WLW and WINS. R. E. DUNVILLE, Crosley's vice-president and general manager, is spending a few days in Atlanta.

ELMO C. WILSON, director of research at CBS, to Carlisle Barracks, Pa., where he will address the students of the Adjutant General's School on the subject, "Formation of Public Opinion."

HARVEY MARLOWE, executive television producer at ABC, tomorrow will be in Ithaca, N. Y., where he will lecture at the video course being conducted by Ithaca College.

HENRY A. JONES, manager of WGNH, Gadsden, Ala., is here for conferences with officials of ABC, with which the station is affiliated.

FRANK TELFORD, producer of NBC's "Mystery Theater," is vacationing in Havana. During his absence, his programs of Feb. 7 and 14 will be handled by Lester Vaill.

THOMAS D. CONNOLLY, director of program promotion for CBS, is in Boston on a short business trip.

New Daytime Tele Show Gets Philadelphia Sponsor

(Continued from Page 1) utes will be devoted to a menu for the day, the second 20 minutes, motion pictures and the last period will be a studio guest participation show. It is estimated by Philco representatives that Philadelphia now has 2,000 tele receivers and that new video sets are reaching the local market at the rate of 150 a week.

CBS Reports On '46 Net; Declares 50-Cent Dividend

Net income of CBS for the 1946 fiscal year ending Dec. 28, 1946, was \$5,796,900, according to a preliminary statement issued yesterday by Frank K. White, vice-president and treasurer of the network. The annual financial report for the period will be issued on or before April 1, the statement revealed. Net income for 1946 compares with \$5,345,641 for the fiscal year 1945. Total earnings per share for 1946 are \$3.38, against \$3.11 for 1945. CBS has declared a cash dividend of fifty cents per share on the present Class A and B stock of \$2.50 par value. The dividend is payable on March 7, 1947 to stockholders of record at the close of business on Feb. 21, 1947.

CBS has declared a cash dividend of fifty cents per share on the present Class A and B stock of \$2.50 par value. The dividend is payable on March 7, 1947 to stockholders of record at the close of business on Feb. 21, 1947.

Tolerance Show Anni. Feb. 11

WMCA's "New World A-Coming," a program devoted to racial and minority problems, will celebrate its fourth anniversary on the air Feb. 11. Broadcast of that date, from 9:30-10 p.m., is titled "His Truth Is Marching On," a story of Lincoln and the Civil War years.

Murrow Is Conference Speaker

Edward R. Murrow, Columbia network vice-president and director of public affairs, will deliver an address today at the 4th National conference of Public Relations Executives which will be held at the Waldorf-Astoria.

NBC's Cassidy, Magidoff To Report Moscow Meet

(Continued from Page 1) uled to open March 10 in Moscow, it was announced yesterday by William F. Brooks, vice-president in charge of news and international relations. Robert Magidoff, web's Moscow correspondent, will assist Cassidy on the assignment. Both NBC correspondents will report on the web's overseas pickup programs: "World News Roundup" and "News of the World" as well as other web news broadcasts and special programs as developments warrant. Cassidy is now in London covering preparatory Big Four negotiations.

CAB Regional Meetings Planned in Canada

(Continued from Page 1) Vancouver on Feb. 14; Calgary, Feb. 17; Regina, Feb. 18 and Winnipeg, Feb. 19. Meetings will be held in the Maritimes in mid-March and at least two will be held in Ontario between that time and June. The first meeting was held last week in Montreal with the Quebec Association of Broadcasters.



Helping Hand

That's a new type vacuum tube. It's used in modern hearing aids. Three such tubes are used (only one is pictured here) in one of the new hearing instruments now on the market. By the time the signal received in the first tube leaves the third tube, it is amplified 20,000 times.

A real helping hand... and just look how little it is! If you're a radio time buyer, and need a helping hand in boosting sales in Baltimore, the country's sixth largest city... the answer is W-I-T-H.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

If you want to be heard down here... put W-I-T-H on that list!



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

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-147 West 46th Street, New York, N. Y.

Sen. Group Asks FCC For Fax-Clarification

(Continued from Page 1)

While receivers are already designed."

The committee noted with alarm that the bulk of the preliminary testing and experimental work is being done by "large stations or operators."

The committee further points out that 34.2 per cent of the 868 pending applications are from people with newspaper interests, 22 per cent of them already in the field. Two hundred and four of the 540 FM permits and licenses already granted—37.8 per cent—went to newspapers, it was shown.

It is safe to assume, the committee continued, that "most of the licenses went to, and most of the applications came from, the big publishers. The Commission should immediately clarify its policies with respect to the development of facilities, and its impact on diversity of ownership. Such a policy is not easy to construct."

The report was put out by the committee as constituted last year, with Democratic Sen. Murray of Montana as chairman. It is understood that the report appeared over the objection of the new chairman, Sen. Kenneth Wherry of Nebraska.

American Music Festival Over WNYC Feb. 12-22

For the eighth successive year, WNYC again this year will give radio listeners 11 days of important American music, making the period between February 12th and 22nd a highlight of the station's musical season. WNYC, feeling that opportunities are limited for young American composers and artists to have their work heard by a wide audience, is placing the emphasis this year, as in years past, on this vital area of music. Among composers who are taking an active part in the presentation of their works are Irving Mopper, Harold Dohme, Alfred Greenfield, Vivien Harby, and Everett Helm.

Another feature of the Festival will be the presentation of Pan-American artists, including Olga Coelho of Brazil, also Carlos Valladolid and his Tres Guitarras, and Carlotta Martin, of Mexico.

Stork News

A 7½ lb. baby girl, Priscilla, was born to Mr. and Mrs. Carl Mark on Feb. 4th at Lying-In Hospital. Mr. Mark is the radio director of Al Paul Weston Co., Inc., New York and Philadelphia, advertising agency.

AM Filing Hits Record Mark; "Freeze" Effective Tomorrow

(Continued from Page 1)

applications include the following: William N. Goodwin and Joseph P. Wrenn, doing business as Douglas Broadcasting Co., Douglas, Ariz., to be operated on 570 kc., one kw., daytime; Paul B. Lingenfelter, Clinton, Okla., to be operated on 1490 kc., 250 watts, unlimited; Frank Krashka, Joseph Patterson and Edith Jansen, doing business as Benton County Broadcasters, Kennewick, Wash., to be operated on 1230 kc., 250 watts, unlimited; Pioneer Broadcasters, Inc., Pleasantville, N. J., to be operated on 1400 kc., 250 watts, unlimited.

Also Ishpeming Broadcasting Co., Ishpeming, Mich., to be operated on 1240 kc., 250 watts, unlimited; George M. Whitney, Caroline L. Whitney and Fredrik K. Feyling, doing business as Steel City Broadcasting Co., Gary, Ind., to be operated on 1260 kc., one kw., daytime; Max H. Lavine, St. Cloud, Minn., to be operated on 1240 kc., 250 watts, unlimited; Angelus Broadcasting Co., Temple City, Calif., to be operated on 1400 kc., 250 watts, night; Tex Ritter and W. K. McCauley, doing business as Bexar Broadcasting Co., San Antonio, Tex., to be operated on 980 kc., one kw., daytime; Ramon Agude Bayamon, Puerto Rico, to be operated on 1560 kc., 250 watts, unlimited; Richland Broadcasting Corp., Richland Center, Wis., to be operated on 850 kc., 250 watts, daytime; Marshall Formby and John Blake, doing business as Randall County Broadcasting Co., Canyon, Texas, to be operated on 870 kc., 250 watts, unlimited.

Puerto Rico Permit Granted

Also Alexandria Radio Corp., Alexandria, Minn., to be operated on 1490 kc., 250 watts, unlimited; Frank E. Duhme, St. Petersburg, Fla., to be operated on 1300 kc., one kw., unlimited; Hobart G. Stephenson, St. Louis, Mo., to be operated on 1230 kc., 250 watts, unlimited; Southern Puerto Rico Broadcasting Corp., Ponce, P. R., to be operated on 900 kc., 250 watts, unlimited; Harold L. Arment, trading as the Farmington Broadcasting Co., Farmington, N. M., to be operated on 1240 kc., 250 watts, unlimited; William W. Hunt, C. I. Shelkofsky and Wilmer Salter, doing business as Auburn Broadcasting Co., Auburn, Ala., to be operated on 1230 kc., 250 watts, unlimited; James S. Lambert, Joe H. Lambert, and Richard A. Bevier, doing business as Chillicothe Broadcasting Co., Chillicothe, Mo., to be operated on 1530 kc., 250 watts, unlimited.

Also Sterling Jake Parrish, Mike Allen Barrett and Esther Constance Parmelee, doing business as Terry County Broadcasting Co., Brownfield, Texas, to be operated on 1160

kc., 250 watts, daytime; Harvey Radio Labs, Inc., Cambridge, Mass., to be operated on 1550 kc., 250 watts, daytime; the Uncomparhgre Broadcasting Co., Montreso, Colo., to be operated on 1240 kc., 250 watts, unlimited; Cecil W. Roberts, Farmington, Mo., to be operated on 1200 kc., one kw., daytime; Tri-Borough Broadcasting Co., a partnership composed of Cecil P. Clifton and Andrew J. West, Apello, Pa., to be operated on 890 kc., 250 watts, daytime.

In addition, the FCC announced that Warner Brothers Broadcasting Corp., has applied for a permit to increase the power of KFWB, Los Angeles, from five to 50 kw. KFWB also would change its frequency from 980 kc., to 830 kc.

Also Alvin E. O'Kenski, Merrill, Wis., to be operated on 1230 kc., 250 watts, unlimited; Samuel L. Stephens, Sr., Brigham City, Utah, to be operated on 1010 kc., 250 watts, daytime; Eastland County Broadcasting Co., Eastland, Tex., to be operated on 1430 kc., 500 watts, daytime; DeKalb Broadcasting Co., Decatur, Ga., to be operated on 1060 kc., one kw., daytime; Ari-Ne-Mex Broadcasting Corp., Demond, N. M., to be operated on 1230 kc., 250 watts, unlimited; Modern Broadcasting Co., Baton Rouge, La., to be operated on 1480 kc., one kw., daytime; Twin Tonawandas Studios, Inc., Tonawanda and North Tonawanda, N. Y., to be operated on 830 kc., one kw., daytime; The Montana Network, Billings, Mont., to be operated on 1550 kc., one kw., night, five kw., day, unlimited.

Automotive Spot Drive Announced In Detroit

(Continued from Page 1)

While other major manufacturers have not announced their plans a flurry of automobile spot business is forecast for early spring.

The first postwar Oldsmobile series in New York City has been placed with WOR. Station will start broadcasting spot announcements in behalf of the auto maker on Sunday Feb. 9. Initial contract runs for three weeks and calls for six announcements per week.

Six CBS Commercials Renew 52 Week Skeds

(Continued from Page 1)

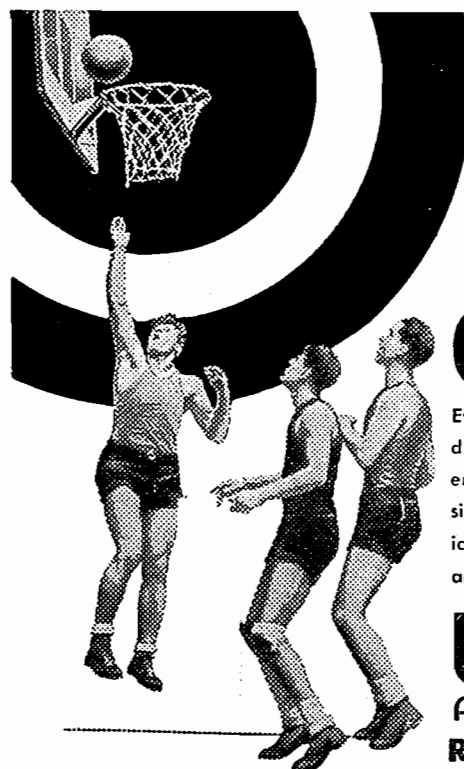
"People," heard Sundays at 10:30-11:00 p.m., is renewed effective Feb. 9. Agency is Young & Rubicam, Inc.

"Screen Guild Players," sponsored by Lady Esther Sales Co., Inc., and broadcast Mondays at 10:00-10:30 p.m., is renewed effective Feb. 10. Agency is The Biow Company.

Campbell Soup Company's "The Jack Carson Show," broadcast Wednesdays at 8:00-8:30 p.m., (rebroadcast at 12:00 midnight), has its contract extended effective Feb. 26. Ward Wheelock Company is the agency.

Roma Wine Company's "Suspense," heard Thursdays at 8:00-8:30 p.m., (rebroadcast at 12:00 midnight), is renewed effective Feb. 27. The Biow Company is the agency.

Sixth renewal is for Pillsbury Mills, Inc., "Grand Central Station," broadcast Saturdays at 1:00-1:30 p.m. Agency is McCann-Erickson, Inc.



ON TARGET

Even when it looks easy, the ball doesn't drop into the basket by itself. It takes energy, skill and experience to score consistently... which is why so many of America's finest radio stations have chosen Weed and Company to represent them.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

Walter W. Biddick

Hollywood—Walter W. Biddick, 57, veteran transcription producer and radio station representative died Monday.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

S. TOOGOOD RECORDING CO.

11 N. LA 5th LE ST. CHICAGO 1, CENTRAL 5775

LOS ANGELES

By RALPH WILK

HENRY ROWLAND, motion picture and radio actor, and **Elinore Brockhoff**, of John Guedel Radio Productions, were married at Las Vegas, Nevada, February 2.

Freeman Gosden (Amos of NBC's "Amos 'n' Andy" show) continues to improve following his recent operation and will return to his place on the program in the near future.

Frank Morgan, star of the NBC "Frank Morgan Show" has completed an article on the history of sailing vessels since Columbus' time for "Yachtsman's Journal".

Cameron-Nicholas Publicity Agency, specializing in public relations and promotion for radio accounts, has opened offices in Hollywood. Firm is headed by **Wes Cameron**, former Pacific Coast manager for the **William G. Rambeau Company**, and **Fred M. Nicholas**, former assistant editor of **Western Radio News** and publicity man for the City of Los Angeles.

Lurene Tuttle, dramatic actress on "The Dick Haymes Show," finished her scenes in the **Nero Production "Heaven Only Knows,"** and returns this week to her full-time radio job. Her daily schedule is so tight that she did last week's Haymes show still made up as a charwoman for her picture stint.

George Whitney, sales and business manager of **KFI**, announced his resignation from the station to become vice-president and resident partner in **Harrington & Buckley**. Whitney will be in charge of the Los Angeles office of **H. & B.**

Walter Tetley, "Leroy" on "The Great Gildersleeve" program, will be aide to his mother, **Mrs. Jessie Tetley**, who has been named a colonel for the Red Cross drive in Encino opening March 3.

Harold Cowan's Hollywood gossip and interview show, heard Sundays over **KHJ** at 5:45 o'clock, hit 41 stations on the **Don Lee** network on Sunday, Feb. 2.

Mary Hanrahan, who is assistant talent buyer at **Young & Rubicam**, has taken a leave of absence to await the stork. Her husband is **John Mulvehill**, talent agent.

Jim Krinsky, **Buchanan & Company** New York account executive, has been assigned to contact duties in the agency's Beverly Hills motion picture office. He began February 3. **Fred M. Jordan**, executive vice-president, is in charge of **Buchanan's** Beverly Hills operation, with **Paul Radin** continuing as head of the creative division and **Saul Bass** in charge of art direction.

ANY SHOW FOR ANYBODY,
ANYWHERE.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Windy City Wordage. . . !

• • • **Burt Farber**, musical director of "Curtain Time," one of the two night-time dramatic shows still broadcast from Chicago, has just concluded a five-year engagement with his orchestra at the **Netherland-Plaza Hotel**, Cincinnati. He'll continue as musical director of

Chicago

the air show, commuting as usual between his Cincinnati home and Chicago. . . . **Al Morey**, **WBBM** program exec. is wondering why, among all the scripts being received at **WBBM** for the new mystery show that's coming up, there is none by a woman writer. Morey avers that women writers are among the best plotters of mystery stories. "If they need a special invitation to submit scripts," says Al, "this is it." . . . **Jan August**, pianist moderne, who is playing a two-week date at the **Sherman Hotel**, will originate his first Mutual network show for **Revere Camera** February 15 from New York, with **Monica Lewis** as his singing star.

★ ★ ★

• • • The writer who did the script for the first show of the new ABC series, "The Greatest Story Ever Told," originating from **WENR**, got a ribbing from radio editors of the local dailies for cluttering up the speech of his biblical characters with modern-day slang. "Why," asked **Don Foster** of the **Times**, "does a sponsor go to the effort and expense entailed in putting on a program as admirable in intent and purpose as this new biblical series, only to allow the overall effort to be marred by a few false notes in anything as basic as the dialogue?" And most of the others felt the same.

★ ★ ★

• • • Family air dramas are anathema to some, including the writer, but at a press luncheon prior to the broadcast of "The Aldrich Family" here we found it no trick at all to like the people who make up the show's cast. All were genial, friendly folks whom it was a pleasure to know. The luncheon and the broadcast the following night were expertly handled by NBC execs, with a resulting large turnout for the show despite the fact that Chicago has seldom had such miserable weather. This was in sharp contrast to the poor turnout for "The Great Gildersleeve" a couple of weeks ago when the sponsor, not the local radio people, handled the arrangements. . . . They're telling this story about **Joe Kelly**, Quiz Kids quizmaster: While Kelly was in Miami for the Quiz Kids broadcast he visited the **Clover Club**. Joe likes to sit in with a band and play the piano. At the **Clover Club** he played the piano for **Norm Sheer's** band—played a solo part and was amazed when a guest came up and gave him a five dollar bill for a request number. "You've got the stuff," the stranger told him. Maybe it's different in Miami—but in Chicago, unless the rules have been changed, the union won't even allow a member to be introduced, much less play with the band!

★ ★ ★

• • • New York is no happier about losing shows to Hollywood than Chicago is of losing them to New York and Hollywood. "We'd like to do something about it," said a **General Foods** official here for "The Aldrich Family" broadcast, but actors think they can get more money and fame in the movies, though for many of them it doesn't turn out that way, and switching the big shows to the West Coast makes it tough for the actors in New York and Chicago to get work." . . . By the time this is in print a mystery will have been solved. To the Main Street desk came a folder lettered on the cover: "Hey, Nat, come on up; ring twice." Inside was the photo of a pin-up gal, midriff—and 80 per cent of the rest—bare, and on the opposite page these q. & a's: "Who—The Pin Up Girls. What—Cocktail Party. When—3 p.m. Wednesday, February 5. Why—Introduce 'Get a Pin Up Girl.' Where—Signature Suite, Stevens Hotel."

SOUTHWEST

BILL DICKSON has joined the staff of **KRIO**, McAllen which will take to the air late this month. Dickson was formerly chief announcer and an actor with Radio House of the University of Texas at Austin. **KRIO** is owned and operated by the **Valley Broadcasting Co.**, and will be managed by **Ingham S. Roberts**. Station will operate with a power of 100 watts full time on 910 kilocycles.

John Birch has replaced **Howard Sheets** at the control room at **WOAI**, San Antonio.

David Naugle has joined the announcing staff of **WFAA**, Dallas. Naugle was formerly with **KRGV**, **Weslaco**; **KFJZ**, **Fort Worth**; **KAND**, **Corsicana**, and **KTBC**, **Austin**.

Rex Preis, commercial manager of **KTSA**, San Antonio has left for a business trip to New York City and Chicago.

New series of programs being aired over **KGKO**, Fort Worth for a quarter hour each Monday, Wednesday and Friday are titled "Guess and Tell" and are being sponsored by **Wallace Studios**. Listeners who identify the tunes played by **Dorothy Bell** at the organ, win a free portrait from the sponsor.

A new series of half-hour Amateur Shows will be heard over **KMAC**, San Antonio under sponsorship of the **Starkist Flotation Toothpaste Co.** First prize is a Plymouth car, second prize a new AM-FM radio and third prize \$100. **Tony Bessan**, **KMAC** program director will be in charge of the programs.

Jack K. Taylor former accountant at **KABC**, San Antonio has been named assistant manager of **KBKI**, Alice which is slated to take to the air soon with 1000-watts daytime on 1070 kilocycles. **Glenn Morris** replaces him at **KABC**.

Earl Bodine and **Ed Hancock** have been named engineers of **KIXL** and **KIXL-FM** now under construction at Dallas.

Charles Balthrope, general manager of **KABC**, San Antonio, back at his desk following a trip to New York City on station business.

Howard Sheets has been added to the announcing staff of **KOMO**, San Antonio. Sheets was formerly control room operator at **WOAI**, there.

Studios of KVLF, new standard broadcast station at Alpine, will be located in the **Holland Hotel**.

Application has been submitted by **H. Miller Ainsworth**, **A. G. Ainsworth** and **Ross Bohannon** operating as the **Tri-County Broadcasting Co.**, to the FCC for authority to construct a standard station at **Luling** to be operated full time with 1,000 watts on 1420 kilocycles.

JACK ROURKE
Productions

6331 Hollywood Blvd.
GRAnite 1950



AGENCIES

WILLIAM STARK has been appointed to the vice-presidency of Charles Stark, Inc., radio and television production agency. Before entering the Army in 1942 Stark was with the Parish Steel Co. of Reading, Penn. Since his discharge from the Army in March he has acted as executive secretary for the Charles Stark Agency.

CELEBRITY - LUNCHEON of the Advertising Club of New York for next week will be held Tuesday, Feb. 11, as the Club will be closed Feb. 12, Lincoln's Birthday. The speaker will be G. Lynn Sumner, president of the G. Lynn Sumner Advertising Agency. His subject will be "Lincoln and His Foreign Relations—How a Country Lawyer Matched Wits with the Diplomats of Europe."

EMIL MOGUL COMPANY, Inc., has made known the appointment of Helen Munroe as space buyer to succeed Jack Szerlip, who resigned recently. Miss Munroe will also continue her duties as time buyer.

HARRY D. GOODWIN, promotion, merchandising and publicity manager of WCOP, Boston, is conducting a semester course in radio advertising at Boston University's College of Business Administration.

RAY D. WILLIAMS, radio director of Prater Advertising Agency, Inc., has been named radio chairman of St. Louis' 1947 Red Cross Fund Drive.

SCANDINAVIAN COFFEE CORP., Brooklyn, has engaged Badger and Browning & Hersey, Inc., to handle the advertising and merchandising of Weden House Coffee.

Writers' Guild Seeks Meeting With Networks

(Continued from Page 1)

Letter from Roy Langham, executive secretary of the Guild, requesting that a date and place for negotiations be set by Feb. 28. This marks the first time that RWG has approached the networks with collective bargaining demands for free lance radio writers.

Five major points are included in the basic agreement proposed by the Guild: (1) Guild shop for free lance writers; (2) a licensing of rights in literary material; (3) a schedule of minimum license terms; (4) a revision of the present "release form" under which a writer signs away all rights when he submits copy; (5) a procedure for settling grievances and disputes.

The RWG letter to the networks stated that a precedent for such an agreement has already been established by contracts the webs have with other radio unions and the Guild itself covering web news and script writers. RWG has contracts with all four networks covering news writers and with all except Mutual for sripters, the latter having no continuity staff. The Guild claims to represent more than 95 per cent of the active radio writers.

CBS' Tele Tests Open; Weather Hinders Plans

(Continued from Page 1)

sought by CBS' opponents in the FCC hearing on color video standards proposed by the network.

Although little testing was done, "good" reception was reported to have been made on CBS' color receiver from its experimental station W2XCS, and on a black-and-white Du Mont receiver from the web's commercial outlet, WCBS-TV. Black-and-white test patterns were picked up on the CBS receiver, since set is not equipped with a color disc. Tests were made in trucks adjacent to the McIntosh home. Actual testing yesterday was said to have been "under two hours" in length, due to delay caused by the weather, etc.

Today's tests will be held in Bronxville and Yonkers, starting at approximately 11 a.m. Other cities to be used in the field pickups are: Nyack and Newburgh, N. Y., and Milburn, Cedar Grove and Passaic, N. J.

Washington Bureau, RADIO DAILY

Washington—The FCC resumes its hearing on UHF tele Monday, with Dr. Allen B. Du Mont expected to lead off a final parade of witnesses. Hearing is expected to take a minimum of two days and probably will last the entire week, FCC sources indicated. The hearing will be a final "clean up" on UHF television, since any other witnesses desiring to testify have been invited to do so by the Commission.

In addition to hearing Dr. Du Mont, witnesses who have already been heard on direct testimony will be subjected to cross-examination. Several top witnesses for CBS and RCA were not cross-examined during the Commission's hearing on the subject in December.

'Sparks' Re-Elect Poppele

J. R. Poppele, WOR veepee and chief engineer, has been re-elected to the board of directors of the Veteran Wireless Operators Association.

Coming Up

- BORN TO BE BLUE (Stevens)
- ILLUSION (Un Suero) (Pemora)
- IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)
- THAT'S HOW MUCH I LOVE YOU (Vogue)
- WOULDN'T YOU LIKE TO KNOW? (Noteworthy)
- YES, YES, HONEY (Chelsea)
- IT'S AS SIMPLE AS THAT (Duchess)
- MI VIDA (Marks)
- MY ADOBE HACIENDA (Peer)
- MIAMI BEACH RUMBA (Marks)
- MY PRETTY GIRL (Tune Towne)
- YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

BMI *Pin-up Sheet*

Hit Tunes for February (On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)

THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
CAPITOL—Hal Derwin
WORLD—Les Brown

BEST MAN, THE (Vanguard)

LANG-WORTH—Four Knights
" Tommy Tucker
STANDARD—Leighton Noble
" The Starlighters
THESAURUS—Novaltime Trio
WORLD—Les Brown
CAPITOL—Pee-Wee Hunt
" Peggy Lee
" Jan Garber
MacGREGOR—Jimmie Grier
ASSOCIATED—Elliott Lawrence

COFFEE SONG, THE (Valiant)

LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
WORLD—Les Brown
STANDARD—De Castro Sisters
" Buzz Adlam
MacGREGOR—Henry King
CAPITOL—King Sisters

EV'RYBODY LOVES MY BABY,

MY BABY (Goode)
MacGREGOR—Music A La Carter
" Eddie Skrivaneck
STANDARD—Joe Reichman
" Buzz Adlam
LANG-WORTH—Frankie Carle
" Blue Barron
CAPITOL—King Sisters

(I LOVE YOU)
FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
" Barclay Allen
ASSOCIATED—Vic Damone

I GUESS I'LL GET THE PAPERS

AND GO HOME (Campbell-Porgie)
LANG-WORTH—Claude Thornhill
" Tommy Tucker
THESAURUS—Sammy Kaye
MacGREGOR—Eddie Oliver
WORLD—Russ Morgan
CAPITOL—Peggy Lee
STANDARD—Leighton Noble
ASSOCIATED—George Towne

I'LL NEVER LOVE AGAIN (La Borrachita) (Peer)

WORLD—Bob Eberly
THESAURUS—Vincent Lopez
" George Wright
MacGREGOR—Eddie Skrivaneck
CAPITOL—Jan Garber
ASSOCIATED—George Towne

IT'S ALL OVER NOW (BMI)

WORLD—Russ Morgan
LANG-WORTH—Tommy Tucker
THESAURUS—Jumpin' Jacks
CAPITOL—Jan Garber
STANDARD—Dick Jurgens
" Buzz Adlam
MacGREGOR—Eddie Oliver
" Eddie Skrivaneck
ASSOCIATED—George Towne

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliott Lawrence

OPEN THE DOOR, RICHARD (Duchess)

CAPITOL—Jan Garber

RICKETY RICKSHAW MAN, THE (Peer)

LANG-WORTH—Les Elgart
MacGREGOR—Jimmie Grier
CAPITOL—Jan Garber
WORLD—Russ Morgan
THESAURUS—George Wright
STANDARD—Buzz Adlam

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliott Lawrence
" Ernie Fiorita
LANG-WORTH—Chuck Foster
" Blue Barron
THESAURUS—Novaltime Trio
" Richard Leibert
WORLD—Charlie Spivak
" Les Brown

WHAT MORE CAN I ASK FOR? (London)

LANG-WORTH—Four Knights
STANDARD—Buzz Adlam
" Bob Crosby
WORLD—Nat Brandwynne
MacGREGOR—Eddie Skrivaneck
ASSOCIATED—Jerry Sears

*Soon to be released

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

COAST-TO-COAST

—NORTH CAROLINA—

JACKSONVILLE—Ann Burton takes over as head of the WJNC continuity department. . . . Joining the announcing staff is Ray Sinclair. . . . Gorton Wilbur, director of promotion, publicity and special events wed Mary Barron January 18. . . . **WILSON**—Heading the list of new public features over WGTM is "The Wilson Forum of the Air". . . . **CHARLOTTE**—WSOC has distributed to teachers and directors of music in the colleges and schools in the vicinity the new NBC publication, "Story of Music". Publication tells the story of the opera, its origin, rise and development.

—COLORADO—

DENVER—KLZ will present Ralph Nicolas, Collector of Internal Revenue, in a series of panel discussions on how to prepare and file an income tax return beginning Jan. 30 through March 6. . . . **COLORADO SPRINGS**—KVOR has increased its newscasts to fourteen during the past week. Also, have stepped up local society, club, business, and other news during the suspension of publication of local morning and evening Gazette and Telegraph.

—NEW YORK STATE—

PLATTSBURG—WMFF's "North Country Musicale" designed to acquaint listeners with local talent. . . . Commercial Manager Joel Scheier has sold two more ABC co-op shows to A. Mason, lumber and building supply dealer, and The Peru Bottling Company. . . . **BUFFALO**—Ed Reimer takes over WBEN sportscaster Jim Wells spot while the latter attends the International League baseball meetings. . . . **WBEN-FM** has erected a new Federal square-loop antenna to replace the single-loop antenna they took to the air with on November 11.

—ALABAMA—

MONTGOMERY—Praise was heaped on local stations by city and gas company officials when an explosion at the gas plant left 14,500 customers without service for more than two days. Notified immediately, the stations opened with announcement of happenings and instructions as to what to do to protect life and property. . . . **BIRMINGHAM**—To find out whether passerby is "Wise or Otherwise," Joe Rumore takes the WAPI mike to one of the busiest downtown street corners to ask pertinent questions on affairs of the day. . . . **MOBILE**—Jack Lang, a native son, showed plenty of vocal promise when he debuted on a fifteen-minute noon show on WKRG.

—OHIO—

COLUMBUS—WELD, first FM station in the state, has increased its power to 35,000 watts. . . . Howard A. Donahue has resigned as promotion and publicity director of WCOL to devote full time to his personal business. . . . **WARREN**—WZHD, Inc. has been incorporated to operate a station here, with Helen Hart Hurlbert, president of the Warren Tribune Co., and others as incorporators. Call letters honor the late Zell Hart Deming, publisher of the Tribune-Chronicle from 1906-1936. . . . **TOLEDO**—Conditional grant of a new FM station for Toledo

Gov't Spokesman Defends BBC Tele Plans In Britain

(British Bureau, RADIO DAILY)

London — An authoritative statement on the development of television in Britain was given in the Commons by W. A. Burke, assistant postmaster general who stated:

"The Government, as part of its plan to put television on a nationwide service at the earliest possible moment, is now seeking a suitable site, at Birmingham.

"Arrangements have been made to run a two-way link between London and Birmingham so that programmes could be sent either by cable or by radio link whichever happened to be the better."

Burke was replying to J. Lewis (Lab. Bolton) who declared that the Government was doing very little to encourage the development of television in Britain.

Lewis indicated that television technicians in Britain were compelled to use out-of-date equipment, manufactured back in 1939. Their accommodation was also bad, and inadequate. He also said that television was aptly described as the Cinderella of the BBC.

Seek Nation-Wide Service

In reply Burke said that he was in agreement with the desire for a nation-wide service and so was the

BBC and the Government. He did not agree that the television service was regarded as a Cinderella or to another suggestion that the Government has been niggardly in allocation of finance.

Discusses Finance

He agreed that accommodation was not good and it was extremely difficult to obtain alternative accommodation. With regard to finance the BBC previously received 75 per cent of the net license revenue; it now receives 85 per cent. BBC finances were also contributed to by the Post Office. The Government, said Burke, had realized that in a very short time the expenditure on television would amount to £2,000,000 and they had justified taking the £2,000,000 from the ordinary licenses to finance and develop the television service.

Referring to the statement that old equipment was being used, Burke indicated, that it had been a question of whether or not to get fresh equipment or to use the old equipment and carry on immediately. Burke ended by saying that the Government desired to regard television as part of an integrated broadcasting service, not for a few, but available to a large proportion of the industrial population.

Shurtleff Promotion Head For The Yankee Network

Boston — Linus Travers, executive vice-president and general manager of the Yankee Network, has appointed David F. Shurtleff as director of promotion for the 24-station New England regional web. In his new post Shurtleff will direct the activities of the promotion, publicity, merchandising and sales service departments. He succeeds James S. Powers, who has been named as head of the Yankee Network Institute.

New KBS Affiliates

Twelve new affiliates have been added to the Keystone Broadcasting System bringing the total number of stations serviced by the transcription network up to 244. The new stations are KSIB, Creston, Ia.; WCTT, Corbin, Ky.; WSLA, Hammond, La.; WIKB, Iron Mountain, Mich.; WMOU, Berlin, N. H.; WJRI, Lenoir, N. C.; WHUN, Huntingdon, Pa.; WRHI, Rock Hill, S. C.; KPET, Lamesa, Texas; KDWT, Stamford, Texas; KVOU, Uvalde, Texas, and WHAR, Clarksburg, West Va.

Canada Set Production High

Montreal — Marking a 1946 high, producers' sales of radio receiving sets in Canada in November totalled 64,177, an increase of 39 per cent over October.

has been awarded the Ohio-Michigan Broadcasting Corp., in which the Electric Auto-Lite Co. is interested. The firm also has applied for an AM station.

PROMOTION

Tourist Tieup

An ambitious plan to stimulate tourist business in the Pacific Northwest through the medium of a souvenir pictorial booklet, "Pacific Northwest Playground", and the XL radio stations of the area has been worked out by S. J. Schile, sales manager of the Pacific Northwest Broadcasters, Butte, Mont. The booklet, printed in three colors and containing 52 pages of selected pictures and text, is being used as a giveaway by such sponsors as restaurants, hotels, motor courts, service stations, dude ranches, etc. Stations carrying the sponsored programs are KXL, Portland; KXLY, Spokane; KXLE, Ellensburg, KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula, and KXLK, Great Falls. Once each week the entire group of XL stations will be hooked up as a network to sell the Pacific Northwest as a vacation land.

Tele Insignia

To identify RCA Victor television with the company's Golden Throat tone system, RCA Victor has developed a novel coat lapel identification tag for use at dealer demonstrations of television, closed conventions, and other internal affairs. It consists of a photo cut-out of an RCA Victor table model television receiver printed on stiff stock. The screen area is routed out to leave a space in which to inscribe the wearer's name. A tab at the top, punched with a hole, provides for use of the company's Golden Throat lapel buttons of heavy-gauge gold-plated metal to hold these identification cards in the lapel buttonhole of the wearer.

WBTM Script Contest

Station WBTM, Danville, Va., announced a contest for radio scripts and invited all students of Averett College, George Washington High School, John M. Langston High School, Schoolfield High School and Stratford College to participate. A prize of \$10 will be awarded by WBTM to the writer of the best script from each school. A grand prize of \$50 will be awarded the writer of the best script among the 5 ten-dollar prize winners.

"Prof. Quiz" To Saturday

Starting March 8, the broadcast day and time of the American Oil Co. sponsoring "Professor Quiz" on ABC will be changed to Saturday from 10 to 10:30 p.m., EST. The last broadcast in the Thursday, 7:30-8 p.m., EST, time will be February 27.

Beneke, Sinatra Winners

The Tex Beneke-Glenn Miller orchestra and vocalists Margaret Whiting and Frank Sinatra won first places in the 21st semi-annual popularity poll conducted by Martin Block's "Make Believe Ballroom" over WNEW. The three top selections were the same as recorded in the previous poll.

John Hancock Ins. Co. To Offer Edison Booklet

On Tuesday, February 11, The John Hancock Mutual Life Insurance Co. will offer listeners to the "Boston Symphony" (ABC 8:30-9:30 p.m.) a booklet on the life of Thomas A. Edison on the occasion of the 100th anniversary of the inventor of the incandescent lamp, the phonograph and other outstanding contributions to mankind.

Jas. O. Jones

Jas. O. Jones, part owner of WGCM, Gulfport, father of Hugh O. Jones, WGCM General Manager, passed away in Memphis, Tenn., January 24, following a heart attack. Mr. Jones formerly published several newspapers in Texas. In 1901 he founded the Jas. O. Jones Company, a nationally known publishing and advertising firm of New Orleans. He retired from active business some eighteen months ago. Other survivors are his widow, a daughter, Mrs. Thomas W. Briggs of Memphis, Tenn., another son, W. Eugene Jones of New Orleans, who is also a partner in WGCM, and two grandchildren.

WNBT Show Goes 'Audience'

A participating studio audience will be admitted to the WNBT television show "I Love to Eat" on Friday, Feb. 7, at 8:20 p.m. Special feature of the telecast is to be "Elsie's Kitchen Quiz" with Don Seymour acting as emcee. Program is sponsored by the Borden Co., which will give prizes to participants.

KFI In Protest To Networks Regarding Talks With Unions

(Continued from Page 1)

request that NBC and other networks take no part in any agreement which may include a scale of wages, fees, vacation with pay or other conditions having to do with employment of musicians by KFI. The AFRA negotiations recently concluded for the networks and their owned-and-managed stations in Los Angeles presumed to automatically embrace KFI.

"While AFRA admitted that we were entitled to a separate negotiation for our staff and did meet with us, it was previously agreed by AFRA and the networks that regardless of any gesture made by AFRA of negotiating with us that we were not to be permitted any difference whatsoever in contract from that already arrived at by AFRA and the network stations. We have this in writing from McCue of AFRA. Wish to assure you that we are thoroughly investigating legal recourse to such collusion. May I call to your attention to the fact that Los Angeles and San Francisco announcers and musicians staffs are dual network and station operators with the exception of KFI and KECA, the latter only by coincidence, since they have not yet been able to find quarters to house both network and station.

"KFI has always had separate agreements covering its own announcers, musicians, and engineering staffs. We intend to continue on this

basis and to fight any joint action on the part of unions and networks to nullify our efforts to negotiate for our own station."

It is Ryan's hope that a way might be found for independent and affiliated stations to take an active part as a group in union negotiations in order to protect their individual station interests. He is also soliciting interest of the NAB, AAAA, and the ANA to join with stations to probe for a solution to individual stations' problems. Statement from KFI concluded with:

Opposes AFRA Move

"Moreover, Station KFI is opposing direction taken by AFRA with advertising agencies. Under threat of being forbidden to use AFRA talent in creation and production of radio programs, advertising agencies are being asked to pay fees to station staff announcers direct without consulting stations that employ them—a practice which might subsequently exclude stations from negotiations involving AFRA members of their staffs. This practice might, in future, also exclude networks from negotiations for fees to their staff announcers.

"If successful, such practice could simply mean an issuing of a price list by AFRA to agencies with no regard for station or network interests—nor, most important, for rising costs to radio advertisers."

Tufts, Grant And Jolson Sked By Burns & Allen

Sonny Tufts, screen star, will guest with George Burns and Gracie Allen during their NBC broadcast Thursday, Feb. 6, 8:30 p.m., EST.

Cary Grant will be heard the following week, Thursday, Feb. 13, and Al Jolson Thursday, Feb. 20, the 15th anniversary broadcast of George and Gracie.

Sponsoring Parker Show

Coward Shoe, Inc., retailers of men's, women's and children's shoes, will use radio as an advertising medium for the first time beginning Sunday, February 23, with its sponsorship of the "Frank Parker Show" over WNBC, it was announced today by William O. Tilenius, WNBC sales manager. The program will be heard Sundays, 1:15 to 1:30 p.m. Frederick Clinton, Inc. is the agency handling the account. H. V. Anderson is the WNBC account executive. The contract with the shoe retailer is for 52 weeks.

FM-Allocation Changes Listed By Commission

(Continued from Page 1)

Griffin, Ga., 224; Clinton, Iowa, 279; Winchester, Ky., 278; Battle Creek, Mich., 273; Grand Rapids, Mich., 234; Winston-Salem, N. C., 243; Elk City, Okla., 238 and 240; Oklahoma City, Okla., 257 and 259; Reading, Pa., 232; Pampa, Texas, 232; Richmond, Va., 246; Fond Du Lac, Wisc., 280; Madison, Wisc., 252.

Additions include: Birmingham, Ala., 223; Selma, 252; Wilmington, 232; Washington, D. C., 246; Atlanta, 224 and 231; Clinton, 254; Winchester, 233; Battle Creek, 234; Grand Rapids, 273; Oneonta, N. Y., 237; Statesville, N. C., 243; Elk City, Okla., 230 and 232; Tulsa, 257 and 259; Pottsville, Pa., 267; Pampa, 236; San Antonio, 256; Front Royal, Va., 221; Huntington, W. Va., 278; Fond Du Lac, 252; Madison, 280.

Send Birthday Greetings To —

February 6

Haven Gillespie	Joseph Rogers
Louis Nizer	Dot Whitehead
Thurl Ravenscroft	Kay Reed
Dorothy DeRosa	Steve Ellis

**WRITER
PRODUCER
DIRECTOR**

Young man, with 11 years all-around experience at top New York City independent stations (continuity, production, directing, announcing, etc.) seeks connection with progressive agency or package firm. New York preferred. Box 319 — RADIO DAILY
1501 Broadway New York 18, N. Y.

January 31, 1947

Dear Member:

It is seldom that one session can attempt to answer authoritatively, the question uppermost in most members' minds . . . Where is advertising going in 1947?

This Thursday, February 6, 1947, the Radio Executives Club is particularly fortunate to have as its luncheon speaker,

ROBERT F. ELDER

Vice President, Lever Brothers

on the topic:

"THE CLIENT LOOKS AT RADIO IN 1947"

He will be introduced by JOHN KAROL
Sales Manager, Columbia Broadcasting System

Robert Elder, widely known and respected in the advertising field for his contributions to the more accurate measurement of media, promises to let his hair down in a discussion of the mutual problems faced in 1947 by advertiser, agency and media . . . especially radio. As one of the country's foremost business analysts—prominent at M.I.T. long before crossing to Boston's biggest client—he is admirably qualified to deal with this challenging subject.

We feel sure that this will be a meeting which will prove both instructive and entertaining to the Radio Executives Club membership and look forward to one of the largest turn-outs yet.

A number of the industry's most prominent figures on both sides of the advertising fence have accepted our invitation to the head table.

Be sure to fill out your card today. Remember. . .

THE DATE —February 6, 1947

**THE PLACE—Hendrick Hudson Room
Hotel Roosevelt**

THE TIME —12:15 P.M.

DON'T MISS IT!

Sincerely,

CLAUDE BARRERE
Secretary

WORST BLIZZARD IN YEARS CRIPPLES CITY AND STATE

Milwaukee Sentinel, Thursday, Jan. 30, 1947

City, Locked in Snow, Faces 5-10 Below

Milwaukee Journal, Friday, Jan. 31, 1947

THANK YOU, Gentlemen of the Press!

Public Service First, WISN's Storm Slogan

A handful of men and women at WISN went to bat in the past few days for the newspapers whose deliveries were curtailed by the blizzard.

As the seriousness of the storm became evident Wednesday night, WISN promptly tossed its rigid schedule out the window and devoted its entire facilities to bringing vital information and instructions to the public.

From Wednesday through last night the station was the information bureau of the city.

About 6 p. m. Wednesday, anxious calls began to pour into the station switchboard. Jack Raymond was at the microphone at the time.

At first, Raymond got the telephone calls indirectly and answered them a few minutes later over the air.

But the public caught on quickly and the incoming calls became a flood.

To save time, Raymond took his microphone into the control room. There, with the telephone in one hand and the microphone in the other, he began answering telephone questions directly to the listening audience.

Scheduled programs fell victim to public service. Commercials were switched, shortened and ad-libbed. All day Thursday and yesterday the telephone-microphone program took priority over most other programs. During the crisis, over 10,000 phone calls went through the WISN switchboard. Urgent safety instructions from

Police Chief Polcyn and Fire Chief Wischer were broadcast. Instructions to employes from industrial plants and other businesses went out over the air.

Notice of cancellation of meetings, graduation, church events and sports programs was heard by the public. And hundreds of other items of information were broadcast.

Behind Raymond's unique program was the entire station staff, whose members helped create one of the outstanding public service jobs in the history of Milwaukee radio.

Milwaukee Sentinel
Feb. 2, 1947

Radio, Take a Bow!

The big storm caused a lot of us to appreciate our radios, didn't it?

The gadget is frequently a joy, of course. We have come to depend on it for entertainment, information and inspiration. Occasionally it is a source of irritation and we are tempted to vent our wrath upon it. But the mood quickly passes. The radio has become an inescapable factor in the ordinary American's life and almost everyone has come to take it for granted.

But to the householder marooned by the storm, the radio suddenly took on new significance. Isolated by the drifts, he depended on it as the one sure connecting link with the outside world, especially when telephone traffic became heavy.

The radio kept pouring out information about traffic conditions, the weather, the closing of schools and factories. It brought the news contained in newspapers suggestions as to how to deal with unusual emergencies which might arise. The radio brought appeals for co-operation in reducing fire hazards, health hazards, telephone congestion and the like.

Hats off to the radio and the tireless announcers and maintenance crews! They are certainly among those who deserve credit for an invaluable service faithfully performed.

Milwaukee Journal
Saturday, Feb. 1, 1947

WISN

Gaston W. Grignon, General Manager

5000 Watts Day and Night • A CBS Station
THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 38, NO. 27

NEW YORK, FRIDAY, FEBRUARY 7, 1947

TEN CENTS

Name Bands Lose Favor

Electronic Scientists Receive IRE Awards

Awarded for his work in the perfection of the image orthicon camera used in television pickups, Dr. Albert Rose of the RCA Laboratories, Princeton, N. J., yesterday was chosen for the Morris Liebmann Memorial Prize for 1946, according to an announcement of the Awards Committee of the Institute of Radio Engineers, made yesterday. At the same time it was announced that the Liebmann Prize for 1947 goes to J. R. Pierce, member of the technical staff of the Bell Telephone Labs., for the

(Continued on Page 5)

Person Set Production Meets 2,000,000 Year Goal

Declaring that Emerson Radio and Phonograph Co., are now turning out sets at the rate of 2,000,000 a year, Edwin Abrams, president, revealed that a five tube table model set for \$19.95 is being produced at the rate of 700 sets a day. He said that the production schedule for the table model will eventually be increased to 2,000 sets a day.

Color Tele Shown In Bronxville Field Test

Field tests on CBS color television standards in Bronxville yesterday included a demonstration of color sets and films on the network's portable model, which were reported to have produced results comparable to the recent Tarrytown demonstrations." Statement was made

(Continued on Page 2)

Civilian-Use

The walkie-talkie is active on New York's Broadway right now and pedestrians et al have noted no sergeants circulating around with the apparatus. One calls "The Victoria" (theater) and the other in the theater lobby calls "Bedelia". Yep, "Bedelia" is the name of the feature motion picture which shortly will make its debut at the house.

Radio Stocks Active

Radio stocks became active in the late trading in Wall Street yesterday with leaders in the industry unable to point to any single factor that might have contributed to the day's developments. Increased production of radio receivers, transmitters, and other station equipment together with growing production of television receivers and transmitters were given as possible explanations of market interest in these stocks.

BMB Committee Sets Plans For '47 Research

Technical planning committee of the Broadcast Measurement Bureau met yesterday to lay groundwork for activities of specific research activities for the 1947 year. Two specific activities will be involved in the plan and are: (1) analysis of the 1946 study of radio station audiences and (2) developmental research on which to base decisions for the next study.

Findings of the first BMB study

(Continued on Page 8)

WLIB Moves Headquarters From Brooklyn To N. Y.

Entire operating staff of WLIB has moved out of the Brooklyn studio and the station is now broadcasting from its new headquarters at 207 E. 30th street in Manhattan. The new,

(Continued on Page 2)

Elder Urges Industry Study Of Listeners' Viewpoints

Broadcasters, advertisers and agencies do not have sufficient factual information about the desires of the listening public and rely too much upon guesswork and "arbitrary" decisions as to what it thinks about radio programs, Robert F. Elder, vice-president of Lever Brothers, told the Radio Executives Club yesterday at a luncheon meeting at the Hotel Roosevelt.

Elder, who is head of consumer

Declining Popularity Of Top Orchestras As Commercial Radio Attractions Strongly Indicated In Survey

Stations Support N. Y. Red Cross Plans

Representatives of radio stations in the Greater New York area met with James Cecil, general chairman of the Red Cross, and Jim Sauter, radio chairman, at a luncheon yesterday at the Waldorf-Astoria Hotel to make plans for radio participation in 1947 drive which will be conducted March 1 to 21.

Stressing the need of humanizing the work of the Red Cross, particularly

(Continued on Page 5)

Commission Extends Time For DuMont-Para. Reply

Washington Bureau, RADIO DAILY
Washington—Paramount Pictures and Allen B. Du Mont labs yesterday were given additional time to request a hearing on the FCC's dis-

(Continued on Page 5)

Seven New FM Grants And 10 CP's Authorized

Washington Bureau, RADIO DAILY
Washington—FCC yesterday awarded seven FM conditional grants and authorized 10 CP's for new FM stations. Conditional grants were given

(Continued on Page 3)

More than two-thirds of the commercially sponsored network shows built entirely on big name dance bands have dropped off the air within the last two years and currently there are no more than six name orchestras with a radio sponsor, a RADIO DAILY survey reveals. Two of these are bankrolled by Army Recruiting Service, which might be considered a special category, and another has only a part time sponsor.

Dance bands which had their own

(Continued on Page 5)

French Firm To Ask Color-Video System

Simultaneous with the announcement yesterday by CBS that first license for foreign manufacture of ultra-high frequency color television transmitting equipment and receivers under its inventions had been granted to Sadir-Carpentier, French firm, the network's Paris bureau revealed that definite proposals for es-

(Continued on Page 8)

German Video Authority Envisions Relay Stations

Washington Bureau, RADIO DAILY
Washington — Public demand for improved television reception will force construction of a series of neighborhood relay stations, according to Dr. Fritz Schroeter, German

(Continued on Page 6)

No Woman

Washington—Charles R. Denny, chairman of the FCC, has vetoed the appointment of a woman—any woman—to the Commission, it was learned here yesterday. Consequently, there is little likelihood that Marion Martin, former head of the women's division of the Republican National Committee, will be named by the President to the vacant FCC chair.

(Continued on Page 8)



★ COMING AND GOING ★

Vol. 38, No. 27 Fri., Feb. 7, 1947 Price 10 Cts.

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

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

JUSTIN MILLER, president of the NAB, in town yesterday for the meeting of the BMB.

HERMAN FAST, general manager of WKRC, Cincinnati, is in New York for conferences at CBS, with which the station is affiliated.

HOWARD A. CHINN, chief audio engineer for CBS, is in Boston to attend the acoustical conference at Massachusetts Institute of Technology.

CHARLES PEKOR, assistant to the director of press information at CBS, is in Greensboro, N. C., to co-ordinate the advance publicity for the planned tour of Phil Spitalny and his all-girl orchestra.

JOE BERNARD, commercial manager of KOMA, Oklahoma City, is in Gotham on station and network business.

J. HAROLD RYAN, of the Fort Industry Company, Toledo, Ohio, is spending a few days in New York.

CHARLES GRENIER and CHARLES MASON, Columbia network engineers, have left for Cleveland, where on Sunday they will handle the "Hour of Charm" broadcast.

GEORGE HICKS, American network commentator, will originate tomorrow night's program at Cleveland and will remain in the Ohio city to do the commentary on U. S. Steel's "Theater Guild on the Air" Sunday. That program will offer "Abe Lincoln in Illinois."

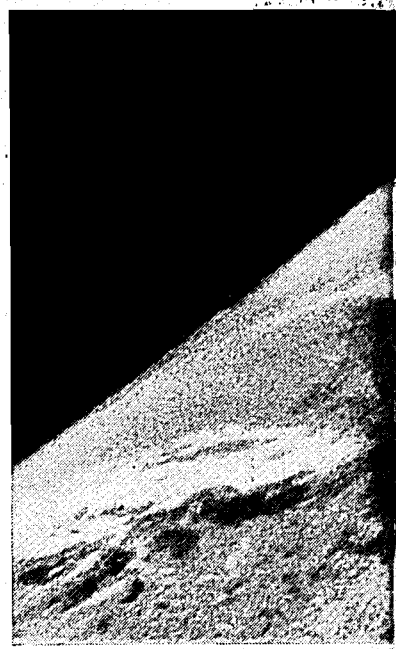
MAXSON BEVENS, commercial manager of KGHF, American network affiliate in Pueblo, Colo., is in town on station business.

ELINOR INMAN, director of religious broadcasts at CBS, is back at her desk after having attended the Institute on Religious Radio in Andover-Newton in Massachusetts.

E. POWER BIGGS, organist heard on CBS, will do Sunday's program from Salt Lake City.

KATE SMITH goes down to Philadelphia tomorrow to receive a Gold Medal of Achievement from the Philadelphia Club of the Printing House Craftsmen, the first time the organization has made such an award.

PETER MARTIN and RUTH ASHTON, of the CBS special documentary unit, off to Washington to gather material for future programs produced by the unit.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? No body.

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

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

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

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



W-I-T-H AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Ro

FINANCIAL

(Thurs., Feb. 6)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Finch Tele Comm., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Todman To Give Radio Course

Bill Todman, who with Mark Goodson co-produces "Winner Take All," broadcast daily on CBS from 3:30-4 p.m., on February 13 joins the faculty at Queens College, Flushing, where he will teach a "Radio Broadcasting" course on Thursdays, from 1 to 3 p.m. Todman, who shares billing on the course with Jerry Franken, will stress practical production problems, supervising programs written, directed, produced, and acted by a selected group of advanced students.

Stork News

John Tillman, CBS announcer is the father of a boy born Sunday at the Doctors Hospital to Mrs. Tillman, the former Patricia Voils, of the Columbia script department.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

CBS' Color Tele Shown In Bronxville Field Test

(Continued from Page 1)

by George R. Tingley and Harold T. Lyman, CBS engineers in charge of the tests. Pictures were in color, in the home of Dempster McIntosh, Philco exec, which marked the first time CBS' color tele was transmitted in the tests.

F. J. Bingley, Philco tele executive and Dr. T. T. Goldsmith, Du Mont video engineer, were reported by CBS to have commented on the "excellent definition" of pictures received on the color set.

Another Test at Bryn Mawr

Another phase of yesterday's tests was conducted in Bryn Mawr, a few miles north of Bronxville, with engineers of Philco, RCA and Du Mont attending.

Today's tests, scheduled to begin at 10 a.m. in Nyack, will use the "blind fold" selection of site as requested by CBS.

WLIB Moves Headquarters From Brooklyn To N. Y.

(Continued from Page 1)

larger studios at present are housing only the engineering, program and announcing staffs, all working in one room, while the sales, commercial and publicity departments are quartered in the New York Post building.

WLIB's new studios, which are expected to utilize four floors, have not been officially opened yet and will not be for another three to four weeks. Construction of studio facilities is still under way, including working space for personnel and departments now housed in the Post building. WLIB is still awaiting FCC action regarding its request for a power increase and an extended broadcasting day.

Peter Lorre With Kate Smith

Peter Lorre, film star, will guest on "Kate Smith Sings" this Sunday at 6:30 p.m. over CBS.

Advertisement for CKLW featuring a radio tower and the text: 'CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS • DAY and NIGHT 800 kc. • MUTUAL SYSTEM'

AGENCIES

OTHER LEMON, with J. Walter Thompson Co. since 1924 and currently treasurer of the agency, has been elected a director of the organization.

RORBIN ADVERTISING AGENCY, with temporary offices at 73 Reade Street, New York, has been formed by Harold Metzendorf, formerly assistant account executive with Lawrence C. Gumbinner Advertising Agency.

FERRITT CHEMICAL CO., Inc., Greensboro, N. C., manufacturer of talc powder, has included radio in its list of media to be used in its present campaign, which is being handled by J. M. Hickerson, Inc.

LES LIPPIT ADVERTISING, Inc., has been engaged to place the account of Bagdad Television Co., Inc., manufacturers and distributors of video receivers.

HN S. LUECK has joined the sport division of Brooke, Smith, Finch & Dorrance, Inc. He formerly was with Campbell-Ewald Co., Inc.

ZESS-APPEL, Inc., makers of Jolite costume jewelry, has named Norman Waters & Associates to place its advertising.

Seven New FM Grants And 10 CP's Authorized

(Continued from Page 1)

by FCC to the following applicants: Jay E. Tapp, Raymond B. Terian, Walter A. Nelson and John W. Doran, doing business as the Cerritos Broadcasting Co., Long Beach, Cal.; Deep South Broadcasting Corp., New Orleans, La.; Chesapeake Broadcasting Co., Inc., Bradbury Heights, Md.; Northwest Broadcasting Co., Fargo, N. D.; John M. Rivers, Charleston, S. C.; Radio Broadcasting, Inc., Memphis, Tenn.; Texoma Broadcasting Co., Wichita Falls, Texas.

CP's Authorized

The following were authorized construction permits:

KUOA, Inc., Siloam Springs, Ark.; Golden Empire Broadcasting Co., Chico, Cal.; Independent Broadcasting Co., Des Moines, Iowa; Lee Radio, Inc., Mason City, Iowa; Unity Broadcasting Corp., of Mo., St. Louis; Mobile Daily Newspapers, Inc., Mobile, Ala.; WCAE, Inc., Pittsburgh, Pa.; Inland Broadcasting Co., Omaha, Neb.; Oshkosh Broadcasting Co., Oshkosh, Wis.; Racine Broadcasting Corp., Racine, Wis.

The FCC yesterday announced adoption of a proposed decision looking towards the grant of the application of Gonzales Broadcasting Co., for a new station in Gonzales, Texas, to operation on 1450 kc., 250 watts, unlimited.

At the same time the following applications in the same proceed-

'Radio Looks Ahead' Sked Over WMCA February 11

The topic "Radio Looks Ahead," presenting approaches planned by broadcasters, latest technical developments and industry plans to meet public needs, will be discussed over WMCA Feb. 11 from 8:30-9 p.m. Discussion panel includes Paul F. Lazarsfeld of Columbia University's Bureau of Applied Social Research; Hugh M. Beville, NBC director of research, and Norman S. Livingston, director of commercial program operations for WOR.

Republican Club On WQXR

A half-hour broadcast over WQXR from the National Republican Club's annual Lincoln Day dinner at the Waldorf-Astoria will feature talks by Harold Stassen, former governor of Minnesota, and Congressman Clarence J. Brown of the Republican National Committee. Program is scheduled Feb. 12 at 10 p.m.

ing are proposed by the FCC to be denied:

Charles W. Balthrope and Express Publishing Co., San Antonio, and Taylor Broadcasting Co., Taylor Texas, all requested the same facilities.

The Commission also adopted an order making final its proposed decision granting application of Mount Vernon Radio and Television Co., for a new station in Mount Vernon, Ill., to operate on 940 kc., one kw, daytime.

SOUTHWEST

BENNY RUBIN, film and vaudeville comic, and Una Merkel, who appears in "It's A Joke, Son" appeared on the Interstate Theaters "It's Showtime" broadcast from Austin from the Paramount Theater, leading movie house, last week.

Tommy Tucker, band leader, was interviewed on the "Bobby Sox Brigade" quarter-hour teen age jive program recently over KTSA, San Antonio.

KYFM, San Antonio carried an address by Dr. Shields Warren last Wednesday on "New Tools for Medical Research." Dr. Warren discussed radio active isotopes in language the average listeners could understand. He was a former member of the U. S. Naval Technical Mission to Japan which investigated the effects of the A-bomb.

The Sky Vu Night Club of Dallas is presenting a new twice-weekly half-hour program over KGKO, Fort Worth each Wednesday and Friday. Programs will feature music by Harry Jennings and his orchestra and interviews with the club's patrons by Jimmy Jefferies, KGKO master of ceremonies.

Stork News

John Dunn, American network news writer, yesterday became a father with the birth of an eight-pound daughter.

KEEPER, Bklyn resident, interested in work to \$55. Macks Agency, 5 W. 24. CLERK

WANTED: WOR would like to prove to 10 advertisers who have \$500 per week or less to spend in radio advertising that it can out-pull any media they have ever used. No "big" name talent; no trick shows, just low-priced tested formulas that pay their way, penny by penny, day in and day out for advertisers throughout the United States. Call or write WOR Sales Dept., 1440 Broadway, New York; PE 6-8600. CLERK 5 1/2

WINTO AGENCY, 11 W 4 ST. H. W.

KEEPER

CHICAGO

By NAT GREEN

ANGELA ORR NEBLETT, who plays Joyce Ryan on Mutual's "Captain Midnight," appears in two fashion pictures in Chicago Fashion Industries' Spring-Summer Digest.

Originators of "The Hobby Horse Presents," juvenile book program now in its 18th week on WMAQ, have received more than 20,000 requests for authors to appear on the show, on which guest authors are interviewed each Saturday and Jack Lester presents a dramatic reading of excerpts from books reviewed.

Alexis Tellis, recently appointed promotion manager of WIND, is a newcomer to radio. He was discharged from the navy last year with the rating of lieutenant j.g.

Nate Hast, former merchandising manager of the Lear home radio division, has opened his own offices in the Furniture Mart as a national radio and appliance sales and merchandising specialist.

"Curtain Time," Chicago-originated NBC program, sponsored by Mars, Inc., has added 74 outlets to the station lineup, it is announced by Paul McCluer, manager NBC network sales department. This brings to 105 the number of stations airing the program. Show co-stars Nannette Sargent and Harry Elders in light mystery and comedy dramas. Grant Advertising is the agency.

The Chicago Northwestern Railway has ordered a 52-week renewal of the six-a-week "400-Hour" program on WMAQ for the ninth consecutive year, starting March 17. Program features Norman Ross as emcee, with recorded music, time and temperature.

Senate Dist. Committee Opposed To Radio Cover

Washington Bureau, RADIO DAILY
Washington—Members of the senate district committee have turned down requests that all public hearings before the group be recorded for radio broadcasts, it was learned yesterday.

J. George Stewart, chief clerk of the committee, said the turndown was not because of Congressional fear of publicity given to committee activities. He said the only "fear" involved was that members of the committee might direct their questions of witnesses in a different manner if they knew their words were to be broadcast.

The request was filed with the committee by Fred Hoffman of station WWDC, Washington.

COMEDY, MYSTERY, MUSIC OR QUIZ?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Notes From An Aisle Seat. . . !

● ● ● Abe Lastfogel, pres. of USO-Camp shows, proposing that they seek a way to continue entertainment to permanently disabled vets after his wartime agency ceases operation at the end of this year. The Veterans Administration estimates that 85,000 permanent patients will be on its rolls by 1948, concentrated in no more than 80 hospitals. . . . "Lone Ranger" and "Green Hornet" stanzas looking for free lance and contract writers. Contact Fran Striker, King-Trendle Broadcasting Corp., Siroh Bldg., Detroit, Mich. . . . "The Hucksters" going into publication in six foreign languages. . . . Hear that a change of format for Internat'l Harvester's "Harvest of Stars" is in the works. Singing gueststars to be replaced by 5-minute celebrity-draped dramatizations. . . . WHN readying a new home on 57th street, complete with theater studios. . . . Everett Sloane back from H'wood where he had featured role in the Orson Welles film, "Lady From Shanghai". . . . Canadian thrush, Anne Marleau, tempted with film lead in Hollywood's version of "Bloomer Girl". . . . John Murray Anderson and Stan Gilkey (he produced "3 to Make Ready") want Beatrice Kay for a B'way amusical about the Cherry Sisters. . . . Gene (formerly of Gene & Glenn) doing a couple of shots on the Fibber McGee ailer and may stay on as a regular.



● ● ● THOUGHTS WHILE DIALING: Mutual ought to have fun and spot its new Scotland Yard stanza opposite Sherlock Holmes on ABC. Like to have both of them do the same script and stand at two radios with a stop-watch to find out which one traps the killer first. . . . Life feature on Jack Benny neglected to say that it was bandleader Geo. Olson who got the comedian his radio start with Canada Dry 15 years ago. . . . Wonder how many miles, if they were counted, the Lone Ranger has ridden in his radio travels. Clem McCarthy ought to announce the show and give an account of Silver's hoof excursions. . . . The most potent factor in the promotion of a recording these days is the disc jockey. As they spin, so shall the maestro weave.



● ● ● TICKER TAPE: Frankie Carle, Tin Pan Alley's most successful platter salesman, (he sold over 7 million discs last year) returning to the Hotel Penn's Cafe Rouge Monday nite. . . . "Theater Guild of the Air" radio scripts being published annually by Rhinehart & Co. . . . Georgie Price putting on a one-man show at Town Hall Feb. 22nd (conceived by WMCA's Joe Franklin) with proceeds going to the Herald-Trib Fresh Air Fund. Georgie is planning to emcee a network show using phonograph platters from Joe Franklin's huge collection of vaudeville rarities, currently the mainstay of his "Echoes of the Big Time" stanza on WMCA. . . . Add look-alikes: Tex Beneke and Bill Pape, manager of Lee Megerian's ork. . . . A nod to publicist John Irving Fields for cornering Ben Gross' entire col'm in the Sunday News last week on his client, Chas. L. Huisling, Pres. of the Conti Co., who has ordered his ad agency to CUT DOWN on the commercials.



● ● ● OUR HAT'S OFF DEPT': Paul Lavalley's standout arrangements of Victor Herbert tunes (especially his brilliant use of strings) on "Highways in Melody" via NBC. . . . The superb performances of Ed Begley and Arthur Kennedy in "All My Sons"—one of the most powerful plays of this or any season. . . . Stan Kenton's Capitol disc, "His Feet Too Big For De Bed". . . . Mel Torme's Musicraft platter of "It's Dreamtime". . . . Justin Herman's Paramount short, "Radio, Take It Away," a clever, if brutal, lampooning of the quiz stanzas. . . . Bill Todman and Mark Goodson's "Winner Take All," which tops the Hooperating of all CBS daytime sustainers. . . . Elaine Malbin's remarkable singing talents via NBC's "Serenade to America."

LOS ANGELES

By RALPH WILK

ED "ARCHIE" GARDNER and merry "Duffy's Tavern" crew after five weeks in the east, start back for Hollywood February 6. The NBC program will emanate from West Coast beginning February 1. Jim Morgan, who besides being producer of the "Queen for a Day" radio broadcast, is also vice-president of the Saint Bernard Club of America is busy these days grooming some of his blooded stock for the Southern California dog show to be held in Bakersfield next month.

WRNY Chief Engineer Gets Belgium Award

Felix Bonvouloir, chief engineer of Rochester's new radio voice, Station WRNY, last week received official notification that he has been decorated by the Belgian government. Bonvouloir, who compiled a brilliant record as an Army Signal Corps officer during World War II, has been awarded the Order of the Couron with Palm and the Grade de Chevalier and Croix de Guerre 1940 with Palm for his wartime work in rebuilding and revitalizing Radio Brussels. He also restored Radio Stuttgart after American forces moved into Germany.

245 POUNDS OF SHOPPING FUN

No one seems to be able to offer a satisfactory answer to how he got through the meat shortage—but every day a packed house jams Studio "A" to hear Lonny Starr chortle, guffaw and babble his way through "Shoppin' Fun"—fifteen minutes of nonsense and prizes for the studio audience. He's moving ahead fast—this 245 pound, baby faced M.C.—so fast they call him "Rising Starr."

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica, studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Electronic Scientists To Receive IRE Awards

(Continued from Page 1)

development of the traveling wave type of tube.

The awards will be made at the annual banquet of the IRE which will be held at the Hotel Commodore in New York on March 5 in conjunction with the IRE National Convention at Grand Central Palace, March 3 to 6.

Dr. Rose, a native of New York City, was graduated from Cornell University in 1931. He received his doctorate from Cornell in 1935 and immediately joined the Research Laboratory of Radio Corporation of America. Since that time, he has concentrated his research in the field of television camera tubes. In 1937 he conceived the idea of the orthicon camera tube, forerunner of the Image Orthicon television picture tube which was developed by Dr. Rose in collaboration with other members of the RCA Laboratories staff as the outgrowth of research conducted during the war on television-guided missiles. It was for his work on the Image Orthicon that Dr. Rose received the 1946 Liebmann prize.

H. F. Tube Researcher

Pierce was graduated from the California Institute of Technology in 1933 and continued there until he received his Ph.D degree in 1936. He then joined the staff of Bell Telephone Laboratories. During the war his efforts were devoted almost exclusively to the development of electronic devices for the Armed Forces. Since then he has been carrying on research in high frequency tubes and it was for his specific development of the travelling wave type of tube that he received the 1947 Liebmann Memorial Prize.

Named to Fellowships in the Institute of Radio Engineers yesterday, were Benjamin DeF. Bayley and Frank H. R. Pounsett of Canada; Pedro J. Noizeux of Argentina; Sir Robert Watson-Watts of England and the following from the United States: George P. Adair, George L. Beers, Lloyd V. Berkner, Edward L. Bowles, Robert F. Fields, Donald G. Fink, W. W. Hansen, Capt. David W. Hull, USN; Fred V. Hunt, Karl G. Jansky, Ray D. Kell, Charles V. Litton, James W. McRae, I. E. Mourmtoff, D. E. Noble, R. M. Page, J. A. Pierce, C. A. Priest, W. W. Salisbury, E. N. Wendell and R. S. Burnap.

Tribute To 'Queen For A Day'

"Queen for a Day" can take a bow following a tribute paid it on another program over Mutual last night. Patsy Ruth Fergus, blind California youngster who recently won her fight to have her Seeing Eye dog admitted to her school classes, was picked up from Hollywood on the Arthur Hale program. During the interview she revealed that her dog had been given to her as a gift after a request for it had been made by a participant on "Queen for a Day."

Name Bands Being Dropped By Sponsors, Survey Shows

(Continued from Page 1)

sponsored programs and have faded from the air during the last two years include Hal MacIntyre, Harry James, Horace Heidt, Johnny Morgan, Vincent Lopez, Lynn Murray, Ray Noble, Tommy Dorsey, Wayne King, Woody Herman, Benny Goodman, and Xavier Cugat. The complete list runs to over a dozen.

Whereas some of these bands may be back on the air with a sponsor sometime in the future, the name musical outfits are definitely on the decline as commercial radio attractions. There are various reasons for the sagging popularity of orchestras, including the lack of new musical styles, the failure of bookers to discover and groom promising new leaders and the constant over-playing of popular dance records by disk jockeys.

The increase of disk jockey programs may have been a big factor in killing off sponsored dance bands. Although band leaders are reportedly very polite to disk jockeys, still the excessive playing of their records on the air is bound to cut down on their drawing power with a regular weekly live program.

Program ratings show that dance bands reach only a very thin audience, although advertisers have used them to reach and build up a special market. But many sponsors have turned away from bands because their ratings average only around two to three.

Actually the networks have more sponsors of symphonic and semi-classical music today than they have dance band accounts. Of course the same sponsors haven't shifted from one type of music to the other, but the comparison is there. Putting one type of music against the other, NBC

Orchestra Leader Injured

Ralph Norman, conductor of several orchestral programs on ABC, has been confined to his home in Elmhurst, L. I., suffering from leg injuries and cuts above his eye following a taxicab crash Wednesday night. Norman who has been conducting the orchestra on ABC's "Willie Piper" broadcasts, will be unable to direct his network Sunday Strings program this week.

Chi. Spot Sales Increase

Chicago — NBC's central division national spot sales department received orders for 1456 time signals and 270 station breaks during the past week. The Bulova Watch Co., through the Biow company, ordered some signals broadcast 28 per week for 52 weeks, effective February 27. Pillsbury Flour Mills, through McCann-Erickson, Inc., contracted for 156 live station breaks, three a week for 52 weeks, and an order from New Process Baking Co., Inc., through Olian Advertising Co., two station breaks a week for 52 weeks.

is top-heavy with symphonic sponsors. It has at least six of the latter every week compared with three dance bands on sponsored programs, namely Kay Kyser, Carmen Cavallaro and Fred Waring. Waring's outfit is sponsored only twice a week and may be off the air soon.

ABC has only one sponsored dance band program, Sammy Kaye's Sunday Serenade, while it collects air time fees for two different full hour symphony programs a week. CBS has Vaughn Monroe for Camel cigarettes and on the other side there is Phil Spitalny, a symphony and a semi-classical, all sponsored.

Under the Army Recruiting Service banner, Mutual has Guy Lombardo and Mark Warnow, although the latter cannot be considered a dance band in the true sense of the word. Mutual carries no sponsored symphonic programs.

Some of the dance music makers still retaining an air sponsor aren't left to stand entirely on their own. Vaughn Monroe's show is a variety affair and has a guest each week, Fred Waring has his Glee Club and individual artists, and a commentator is tacked on to the Carmen Cavallaro program.

Stations Support N. Y. Red Cross Plans

(Continued from Page 1)

ly, as it refers to hospitalized veterans, Sauter asked the broadcasters to be realistic in their Red Cross messages. He told of the work the Red Cross is doing among the disabled veterans at this time and the urgency of continuing the entertaining and other services.

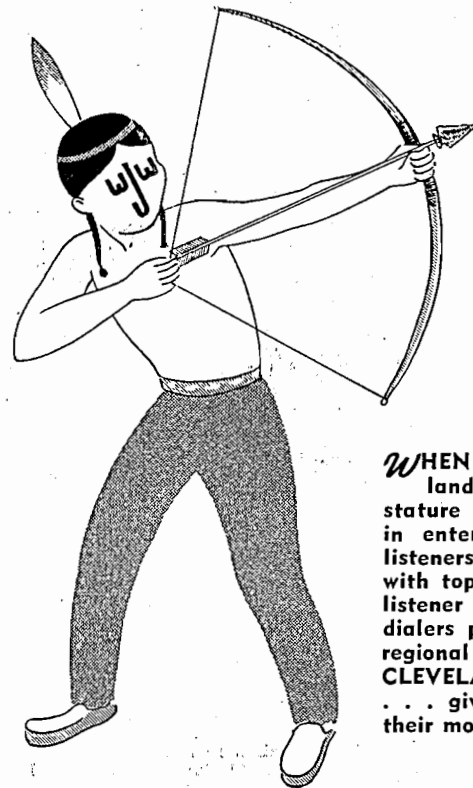
Special radio campaign kits are being prepared by the Red Cross for distribution to program directors in the New York area and in addition Sauter promised name guest artists for use on radio programs devoted to the campaign.

Commission Extends Time For DuMont-Para. Reply

(Continued from Page 1)

missal of their pending television applications. The Commission said the two would have 60 days after the FCC's decision in the color tele hearing in which to request a hearing. The Commission had dismissed the pending applications because of the multiple ownership rule, limiting control of tele stations by one company or individual to five. Under Commission interpretation, Du Mont is controlled by Paramount.

PULLING POWER FOR YOUR BUCK!



WHEN WJW moved into Cleveland it grew in strength and stature . . . aimed at superiority in entertainment and service to listeners and advertisers. Now . . . with top local programming, high listener acceptance, more daytime dialers per dollar than any other regional station, WJW has become CLEVELAND'S CHIEF STATION . . . giving advertisers more for their money.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

NEW BUSINESS

WCOP, Boston: The Leland Powers School, Inc., will use a half-hour of Saturday time on WCOP, beginning March 1, 1947 for a student-produced program. The time is 10:30 to 11:00 a.m. and the contract is for 13 weeks. Broadcasts will be remotes from the dramatic and radio school.

Other new business just signed by the station includes a 13-week sponsorship of Dick Doty's morning news period, 7:30 to 7:40 a.m., Monday through Saturday, by the Continental Co., department store. Weisser & Richmond, Inc. is the agency. The Kingstons Inn, through the Elliot-Hornsby agency has signed for three participations a week in the Mildred Bailey show, 8:30 to 8:45 a.m. Miller & Hollis, through Harold Cabot & Co., have signed a 52-week contract for three spot announcements per week for Haviland Chocolates; while the Croft Brewing Co. has signed for a similar number of spots per week for a year for its Croft Cream Ale. Henry A. Loudon, Advertising, placed the Croft business.

Other new spot contracts are with Firestone Stores, the National Pickling Works, and a renewal of the I. J. Fox contract.

German Video Authority Envisions Relay Stations

(Continued from Page 1)

tele authority and former director of the tele laboratory of Telefunken, Berlin. At the same time, he said, establishment of a neighborhood relay system will both simplify design and reduce cost for tele home receivers. He spoke of direct cable connections from the relays to home receivers.

Six articles on tele are now available from the Department of Commerce. In German, they include an English preface summarizing German wartime developments in use of the cathode ray tube, and English summaries of the highlights of the reports.

Dr. Schroeter feels that the neighborhood relay station will take over some of the functions of the home tele set and carry them out much more efficiently. It would pick up the signals from the studio, he said, convert them into signals of lower frequencies, amplify them and filter out any interference. The home set would consequently need fewer tubes and other electronic parts, and would consume less power.

Instead of rebroadcasting the processed signals, the relay station would transmit them by cable directly to the neighborhood set to minimize any loss in power.

Boggs Named President

Norman Boggs, for the past year Vice-President and General Manager of WLOL, Minneapolis has been named President of the Independent Merchants Broadcasting Company, parent concern of WLOL.

Radio Conference Agenda Announced In Oklahoma

The agenda for the 1947 Annual Radio Conference to be held in the Memorial Union Building of the University of Oklahoma, Norman, Okla., Feb. 27 to March 2 was announced yesterday by G. L. Cross, president of the University. Last year the conference attracted 800 from 21 states and indications are the attendance this year will exceed last year's registration.

Complete agenda for each of the four days follows:

Thursday, February 27

2:00 p.m.—OPENING SESSION—Chairman, Robert T. Enoch, Manager, KTOX, Oklahoma City.

Welcome, For the University, Royden Dangerfield, Administrative Assistant to the President, University of Oklahoma.

Welcome, For the Association for Education by Radio, Russell Porter, Regional President, Association for Education by Radio, Detroit, Michigan.

Welcome, For the National Committee, Sherman P. Lawton, Coordinator of Radio, University of Oklahoma.

2:15 p.m.—Increasing the Effectiveness of Radio Advertising—Chairman, Bill S. Ballinger, MKN Productions, Chicago, Illinois.

Speakers, William B. Hill, Manager, Compton Advertising Agency, Kansas City, Mo.; Sid Garfield, President, Garfield & Guild, San Francisco, Cal.; Charles Luckman, President of Pepsodent Company, New York, N. Y. (asked); Harlow Roberts, Vice-President, Goodkind, Joice & Morgan, Chicago; Russell Tolg, Radio Director, B.B.D.&O., Chicago.

Resource Participants: Ted A. Workman, Glenn Advertising Agency, Dallas, Texas; Claire Cari-Cari, Gardner Advertising Agency, St. Louis; John P. Goodwin, Steele Advertising Agency, Dallas, Texas; Homer Griffith, Homer Griffith Company, Hollywood, Calif.; Lee Hall, Carter Advertising Agency, Kansas City, Mo.; George Knox, George Knox Advertising, Oklahoma City.

3:45 p.m.—Co-operative Programming—Chairman, Allan Miller, Director, Rocky Mountain Radio Council, Denver, Colorado (asked); "State Clearance of Government Programs," Miles Heberer, Department of Commerce, Albany, N. Y.; "Central Clearance of Educational Programs," Franklin Dunham, Radio Chief, U. S. Office of Education, Washington, D. C.

6:00 p.m.—Dinner—Chairman, M. L. Wardell, University of Oklahoma; Presentations to O. U. Alumni-in-Radio, Commissioner, Paul Atlee Walker; Attorney, Walter Emory; Public Relations Representative, Joseph W. Hicks; Newscaster, Calvin Tinney; Announcer, John Walker Swineford; Actress, Muriel Monseal Bremner; Manager, Willard Egoft; Educator, Joseph Callaway; Agency Man, Lowe Runkle; Actor, Norris Goff (remote); Producer, Homer Heck (remote).

Session: United States Radio and the World.

Speakers, Kenneth D. Fry, Chief, International Division, Department of State, Washington D. C.; Col. Jack W. Harris, Special Consultant to War Department, Chief of Staff and Secretary of War; Douglas Ritchie, British Information Services, New York, N. Y.; James Allard, Director of Public Service, Canadian Association of Broadcasters; Managing Director, Ottawa Radio Bureau, Ottawa, Quebec, Canada; Representative of United States Navy.

Friday, February 28

8:00 a.m.—CBS Broadcast, "Oklahoma Round-Up", Biltmore Hotel.

8:30 a.m.—Hill-Billy Programming, Chairman, Allan Page, Production Manager, KOMA, Oklahoma City.

Panel: Harold Safford, Program Director, WLS, Chicago, Ill.; Hal Horton, KRLL, Dallas, Texas; John Lair, WHAS, Louisville and Renfro Valley, Ky.; Hiram Higsbee, KOMA, Oklahoma City; Bradley Kincaid, WSM, Nashville (asked); Jimmy McConnell, KMBC, Kansas City (asked)

8:30 a.m.—Announcing—Chairman, Harold Weiss, Department of Speech, Southern Methodist University, Dallas; "Transcription Analysis of Current Announcing," Mr. Weiss.

9:45 a.m.—Selling Local Programs—Chair-

man, John Tinnea, Assistant Station Manager, KWK, St. Louis, Mo.

Speakers representing industry; Resource Participants: J. Allen Brown, NAB, Washington, D. C., and others.

9:45 a.m.—Farm Programming—Chairman, Robert White, Director Agriculture and Public Service Central Division, American Broadcasting Co., Chicago; Speakers and Panel from Industry.

11:00 a.m.—Popular Recorded Music Programming—Chairman, F. M. Randolph, Program Director, KVOO, Tulsa, Okla.; Demonstration: Rush Hughes, Rush Hughes Radio Features, St. Louis, Mo.

12:00 noon—Luncheon—Audience Participation Programming; Chairman, Earl Williams, Lincoln, Manager, KFOR, Lincoln and Omaha, Nebr.; Talks: Parks Johnson, Vox Pop, New York.

2:00-5:00 p.m.—Public Relations and Promotion—Chairman, Joseph W. Hicks, Public Relations, Chicago; Program Participants: Ralph Evans, Promotion Manager, WOC, Davenport, Iowa; E. P. J. Shurick, Promotion, Press and Merchandising Manager, KMBC, Kansas City, Mo.; Martin Campbell, Manager, WFAA, Dallas; Layne Beaty, WBAP; John W. Fraser, WHB; Harold Safford, WLS; Richard Pack, WOR; Charles A. Batson, NAB.

3:30 p.m.—Programming by Schools for Commercial Stations—Vernon G. Dameron, National Education Association, Washington, D. C., and John Bachman, Director of Radio, Southern Methodist University; Chairman, E. W. Ziebarth, CBS-WCCO

6:00 p.m.—Dinner—Chairman, O. L. Ted Taylor, Taylor-Howe-Snowden, Amarillo, Tex. (asked); Speakers, A. D. Willard, Executive Vice-President NAB, Washington, D. C.; Dr. George L. Cross, President of the University of Oklahoma, "Role of a University in an Electronic World"; Hugh Terry, KLZ, Denver, "Station Vitality."

8:15 p.m.—The Radio Commercial—Chairman, William O. Wiseman, Promotion Manager, WOW, Omaha, Nebr.; Speaker, Col. B. H. Palmer, President, Tri-City Broadcasting Company, Des Moines, Iowa.

Saturday, March 1

9:00 a.m.—Management Problems—Chairman, E. K. Hartenbower, Manager, KCMO, Kansas City, Mo.; "Should Radio Editorialize", J. Allen Brown, NAB, Washington, D. C.; "Station Organization" Ivor Sharp or Ralph Hardy, KSL, Salt Lake City; other speakers from industry and panel from industry; "Role of Audio Media in Audio-Visual Education."

10:30 a.m.—Community Resources in Programming—Chairman, Harold Fair, Director of Public Relations, WHO, Des Moines; Program Participants: "Regional vs. Network Productions," Richard B. Hull, Director of Radio, WOI, Ames, Iowa; "Developing Local Program Resources," H. J. Skornia, Indiana Univ., Bloomington, Ind.; "Cultivating Local Resources," William Ewing, Program Supervisor, WOSU, Columbus, Ohio; "KOMA's Safety Program," Bill Bryan, Assistant to Manager, KOMA, Oklahoma City, Okla.; Jean Klos, WHAS, Louisville, Ky.; Lyle De Moss, WOW; others from industry. Panel: E. W. Ziebarth, Educational Director, Central Division, CBS, WCCO, Minneapolis, Minn.; Vernon Reed, Manager, KPFH, Wichita, Kansas.

12:00 noon—Luncheon—Audience Attitudes—Chairman, Forest Whan, Wichita University, Wichita, Kans.; Speakers: "Audience Attitudes," Paul Sheatsley, or proxy, National Opinion Research Center, New York; "Personal Contacts with Listeners," J. E. Pat Garner, Manager, KFPW, Fort Smith, Ark.; "Making Your Listeners Your Program Advisors," Owen Saddler, KMA, Shenandoah, Iowa; "BMB and the Hooperatings," Hans Zeisel, McCann-Erickson Agency, New York (asked); Resource Participants: Kenneth H. Baker, NAB, Washington, D. C., and others.

2:00-4:30—Radio News—Chairman, Ken McClure, News Editor, WOAI, San Antonio; Speakers to be arranged.

2:00 p.m.—The Woman Broadcaster and the Manager—Chairman, Julie Bennell, Woman's Editor, WKY, Oklahoma City; Panel to be arranged.

3:30 p.m.—General Advertising Problems; Chairman, L. A. Blust, Commercial Manager, KTUL, Tulsa, Okla.; "Sales That Stick," Max Friedman, KSO, Des Moines, Iowa; "Radio Advertising as a Public Service," H. O. Peterson, Sales Manager, KMA, Shen-

PROMOTION

Cereal Contest

A contest, the first prize of which is a 5-room pre-assembled house and \$1,000 towards a lot, will be conducted by the sponsors of the Terry and the Pirates program, heard Monday through Friday at 5-5:15 in each time zone over ABC. The contest, to be sponsored by the Quaker Oats Company, through Sherman and Marquette Advertising Agency, Inc., for Puffed Wheat and Rice Sparkies, will begin March 3 and conclude March 21.

Under the rules of the contest, the sentence "My family likes wheat or rice shot from guns because. . ." must be completed in twenty-five words or less and mailed with two box tops from Quaker Oats Puffed Wheat or Rice Sparkies to The Quaker Oats Company, Box L, Chicago, Ill.

FM Tieup

In the interests of promoting FM, tie-in was made this week with Joske Bros. Department Store and KYFM, San Antonio. Arrangements were made by Charles "Bud" Lutz, general manager of KYFM. A series of six quarter-hour broadcasts beamed at the store were made by KYFM each day. Programs in turn were rebroadcast in the radio department of the store where a shipment of new Sparton receivers was on hand. Personnel of KYFM were on hand at the store to answer questions of the listeners and to demonstrate FM reception. Similar tie-in will be made with other dealers who may receive shipments of receivers in the future.

andoah, Iowa; Clark A. Luther, National Sales Manager, KPFH, Wichita, and others.

3:30 p.m.—The Function of a University in Radio Research.

6:30 p.m.—Dinner—Chairman, Robert Saudek, American Broadcasting Company, New York.

8:15 p.m.—Sportscasting—Chairman, Curt Gowdy, KOMA, Oklahoma City; Ves Box, KRLL—Football; Walt Lochman, KCMO—Baseball; Sam Moelin, KMBC—Boxing; Tom Daley, WOW—Hockey; Curt Gowdy, KOMA—Basketball; John Henry, KVOO—general; Bud Jackson, KVOO—Hunting and Fishing.

Sunday, March 2

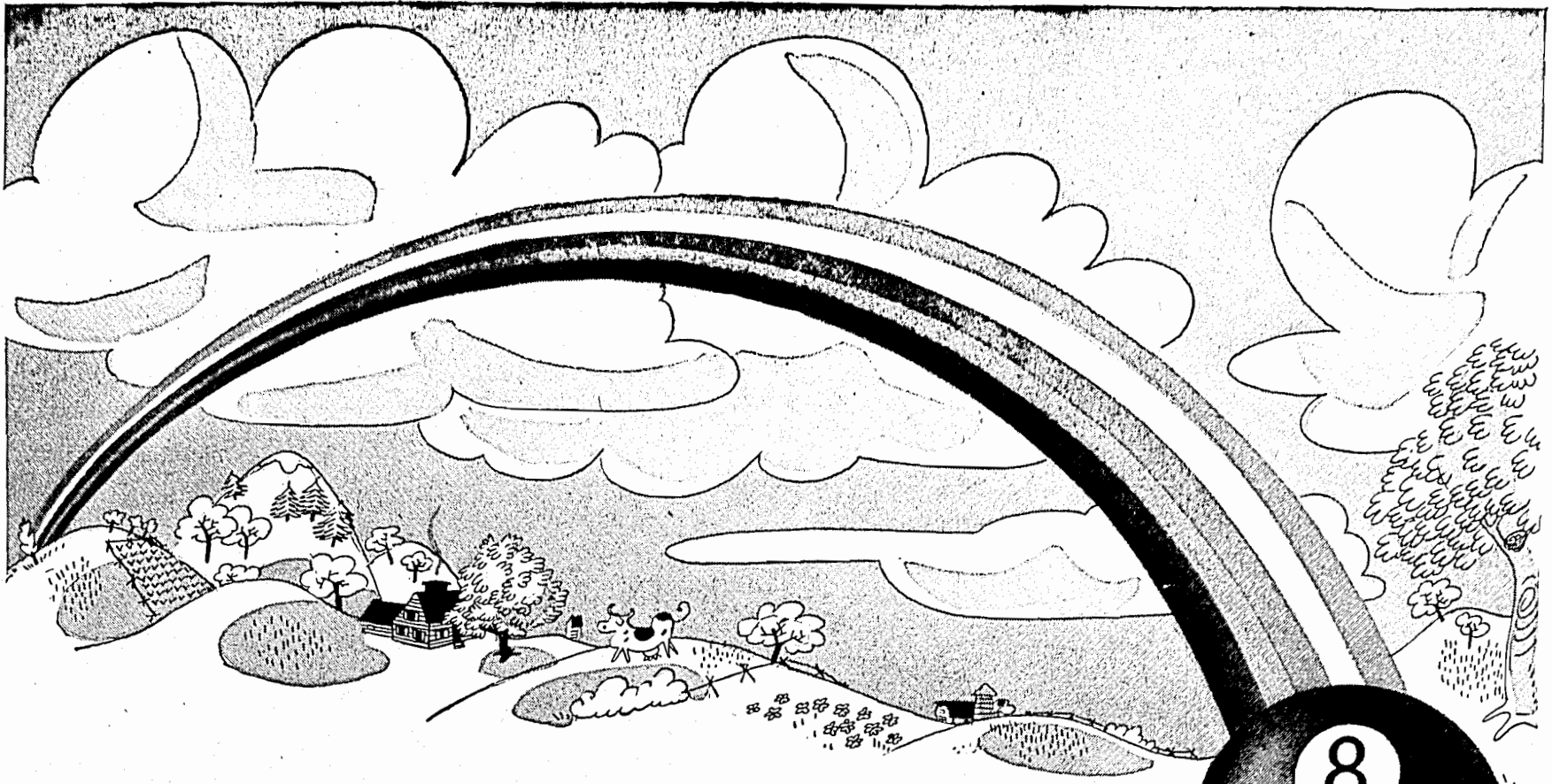
8:00 a.m.—Joint Breakfast—Association for Education by Radio and Alpha Epsilon Rho.

10:00 a.m.—School Training for Radio—Chairman, Thomas Rishworth, Director of Radio House, University of Texas, Austin, Texas; Joint panel of educators and industry representatives.

12:00 noon—Luncheon—Chairman, Judith C. Waller, Director of Public Services, NBC, Chicago, "When and How to Listen," George Jennings, Radio Council, Chicago Board of Education, Chicago; "The Army Broadcasts," Capt. Leonard Schmitz, War Department, Washington, D. C.; "Serious Music Programs," John S. Hayes, Manager WQXR, New York City, or Bertrand Brown, Composers and Authors Guild, New York City (asked).

1:45 p.m.—Frequency Modulation—Chairman, O. R. Wright, KOZY, and Commercial Equipment Company, Kansas City, Missouri; Panel arranged by Mr. Wright.

3:00 p.m.—Television Programming—Chairman, Leland Cooley, Director of Television, McCann-Erickson Agency, New York, N. Y.; Capt. W. T. Lenhart, U. S. Army, Washington, D. C.; George Moscovice, Director of Television Sales, CBS, New York (asked); Al Foster, Director of Radio, Lent Brothers (asked); Reynold Kraft, Director of Television, NBC (asked); Demonstration and equipment by RCA (tentative)



At the end of many a rainbow—

IF YOU GO to the end of a rainbow, so the fairy tales say, you'll find a pot of gold.

Of course, no grownup believes this. But it's surprising how many people believe what amounts to the same thing.

That is, many of us have a dreamy notion that somewhere, sometime, we'll come upon a good deal of money. We couldn't say exactly how this might happen—but we go along from day to day, spending nearly all we make, and believing that *somehow* our financial future will take care of itself.

Unfortunately, this sort of rainbow-chasing is much more apt to make you wind up behind the eight ball than with a pot of gold.

When you come right down to it, the only sure-fire way the average man can plan financial security for himself and his family is through saving—and saving regularly.

One of the soundest, most convenient ways to save is by buying U. S. Savings Bonds through the Payroll Plan.

These bonds are the safest in the world. When you buy 'em through the Payroll Plan, they mount up fast. And in just 10 years, they pay you \$4 back for every \$3 you put in. They'll come in mighty handy when the time comes to send your kids to college, to buy a house, or to weather a rainy day.

So isn't it just plain common sense to buy every U. S. Savings Bond you can possibly afford? You bet it is!

P. S. You can buy U. S. Savings Bonds at any bank or post office, as well as at your place of work.



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

*Contributed by this magazine in co-operation
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French Firm To Ask Color-Video System

(Continued from Page 1)

Establishment of color video system will be made by the company to the French government.

Announcement came from M. Rene Deschamps, director general of Sadir-Carpentier, who said that a group of his company's engineers, headed by M. Jean A. Widemann, head of the television department, are due in the U. S. early this Spring to make a detailed study of CBS techniques.

Commenting on the license grant to Sadir-Carpentier, Frank Stanton, CBS prexy said: "We are gratified at the interest of Sadir-Carpentier in color television, and are confident it will stimulate activity in this new field throughout Europe. After all," he added, "as the European countries emerge from the oppressions of the war and institute television broadcast service, it would seem only logical that they do so on the basis of post-war, and not pre-war, techniques. It is not commonly known that a high degree of interest has been shown in the CBS color television developments by a number of television organizations in foreign countries. For many of these countries the problem will be simpler than it is here in America because they have not yet instituted regular black and white television service, and therefore can make a fresh start, unhampered by outmoded methods and equipment."

Formed in 1943

The Sadir-Carpentier firm is the result of an amalgamation in 1943 of the Societe Anonyme des Industries Radioelectriques and Atelier J. Carpentier. The former manufactured radio devices; the latter, electric meters and navigational equipment. The merged organization presently is concentrating on radio equipment and precision machinery in several factories and laboratories in the Paris area and at Nantes.

M. Widemann became its television chief last year, replacing Yvon Del-

Elder Urges Industry Study Of Listeners' Viewpoints

(Continued from Page 1)

biased continuing study of public reactions."

Regarding the industry's role in the public interest, the Lever Bros., exec declared that broadcasters, advertisers and agencies must accept their responsibilities as "joint trustees" of a vital force which "by its very nature can belong only to all the people." He disregarded much of the criticism of "self-appointed" crusaders, and declared that "if radio is really to be run in the public interest, there is only one legitimate source for guidance. This is the public itself."

Must Seek Listeners Views

As for the public's tastes in programming, Elder urged the industry to attempt to find out where and why radio may be failing in its job of public service, "either by sins of commission or by sins of omission." "How do you know, for example, whether too much time is being devoted to commercials?" he asked. It is not sufficient he pointed out, to base any conclusion in this regard on a comparison with advertising in newspapers and magazines, since the listener can't avoid the spoken message as easily the reader can the printed one. "Any advertising so inevitably intrusive as radio's is bound to rouse some irritation," Elder added. The problem, therefore, is to determine the point where advertising goes beyond what people tolerate as a reasonable price for the entertainment they get and becomes a source of "active annoyance." De-

bord, French television pioneer, when the latter was appointed Chief of the Government Television Department of the Centre National des Telecommunications.

Sadir-Carpentier is the fourth major concern licensed by CBS under its color television patents. The other three, all in the United States, are Westinghouse Electric Corporation, Federal Telecommunications Laboratories, Inc., affiliate of the International Telephone & Telegraph Corp., and Bendix Radio Division of Bendix Aviation Corp.

FCC Approves Sale

Washington—FCC yesterday granted consent to assignment of license of WPOR, Portland, Maine, from the Centennial Broadcasting Co., to Oliver Broadcasting Corp., for a consideration of \$96,250. Commissioner Clifford J. Durr voted for a hearing in the caste.

KFWB Re-Signs Anson

Hollywood—Bill Anson, conductor of "Hollywood Bandstand" has been signed to a three-year contract by KFWB. The contract is effective May 10th, picking up where Anson's original contract with the station leaves off.

isions as to the amount of advertising are therefore "entirely arbitrary," he charged, and "you have no way of knowing what is a reasonable amount of advertising time." He considered the decisions made as a compromise "between opposing pressures." Elder admitted it isn't easy to get the kind of factual measurements needed to make such decisions "on a sound objective basis," but added "it would certainly amaze me if modern research techniques should prove inadequate to do the job."

Elder's criticisms also embraced the practice of refusing certain kinds of advertising and the censoring of scripts on the basis of good taste. "I think anyone will concede the propriety of some such controls," he explained, but claimed that they are dangerous when exercised by individuals or small groups "who rely on their personal prejudices as to what is good taste and what is bad taste." This is one of the points on which public opinion should be sought, he pointed out.

"Mania About Ratings"

Enlarging upon this particular angle. The Lever Bros., executive claimed that the entire industry, over the years, has developed a "mania about ratings,"—which is not all bad, he admitted,—"to the extent that if works as it theoretically should, it is essentially a democratic procedure." The rating system would work better, Elder contended, if ratings were fully representative of all the radio listeners in the country. It is because of ratings that "we advertisers," he said, "all tend to cater to the majority taste, and too frequently neglect the opportunity to cater to the different tastes of substantial minorities." Radio should strive to please the majority, he said, but there is still room for satisfactory programs in sufficient variety to please every substantial group.

A new wrinkle in procedure of REC meetings was offered yesterday when Warren Jennings, chairman of the radio committee of the Boy Scout Drive, was presented a statue in reward for his work by Andrew Helming, 13-year-old trooper. The youth delivered a short address of gratitude to the REC amid a heavy round of applause.

Seated at the dais, in addition to Elder, were: Robert D. Swezey, president of the REC; Robert Lange, North American director of Radio Diffusion; Beth Black; Adam Spencer, J. Walter Thompson; Jess Barnes, vice-president, Mutual; Theodore, Streibert, WOR; Mark Woods, ABC; John Karol, CBS; Dwight Mills, Kenyon & Eckhardt; Charles Ayres, Y&R; Pete Watson, KQV; Fred W. Wilde, Jr., Y&R; and Andrew Helming, Boy Scouts of America.

BMB Committee Sets Plans For '47 Research

(Continued from Page 1)

of station audiences will be compared to other audience studies, some of which were conducted by other tests. Study will also be conducted from the viewpoint of various markets, i.e., urban and rural.

Looking to the next survey, scheduled for 1948, BMB will seek to determine what added information may be required from listeners and to still maintain their full co-operation as to complete answering of forms, etc. After area and network reports have been in use for some months, BMB will study their use to see if forms used may be improved. In addition, ballot forms and mailing lists will be analyzed to insure that samples taken will be "representative."

Naming of sub-committees was postponed until replacements have been made for those members who were appointed to the board of directors of BMB.

Attending the meeting were: Kenneth Baker, NAB; Hugh Beville, NBC; Addison Campbell, ABC; E. P. H. James, Mutual; Marion Harper, McCann-Erickson and the 4 A's; W. J. Main, Ruthrauff & Ryan and the 4 A's; C. E. Pooler, Benton & Bowles; from the ANA: R. E. David, Good-year Tire and Rubber Co.; Albert Dempewolf, Celanese Corp.; Robert Elrick, Pepsodent, from BMB: Hugh Feltis, John Churchill, Philip Frank, Ralph Sharp and Richard Wyckoff. Guests attending were: Harper Carraine and Elmo Wilson, CBS; Kenneth Greene, NBC; Richard Puff, Mutual and D. E. Robinson, La Roche & Ellis.

Beatrice Kay Guesting

Beatrice Kay, singing comedienne currently appearing at the Carnival, will guest star next Wednesday evening, February 12, on Kay Kyser's NBC radio program at 10 p.m., singing her characteristic Gay Nineties songs.

Send Birthday Greetings To —

February 7

Bill Johnstone Jerome Sill
Alexander McQueen
Frank Weltmer Dorothy M. Smith

February 8

Don Ball Henry King
Roscoe Beach Frank E. Mason
Truman Bradley Charles Sears
Ed Fitzgerald Jack Rourke
Irving Kaufman Fred Thoms

February 9

Charlotte Holland James Rich
Charles Marshall Herb Sheldon

**FARGO
BISMARCK**

NOW SERVED
CBS PROGRAMS BY

KSJB Jamestown
North Dakota

5000 WATTS
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 38, NO. 28

NEW YORK, MONDAY, FEBRUARY 10, 1947

TEN CENTS

FCC Reviews Fiscal Year

Networks To Remain As Members Of NAB

Reversing a decision made early last week to resign from membership in NAB, NBC and CBS Friday issued a joint statement with Justin Miller, president of NAB, declared that networks were not dropping their membership and their future relations with the association would be clarified at the May meeting of the board of directors.

The joint statement, issued in behalf of Niles Trammell, president of NBC; Frank Stanton, president of CBS and President Miller of NAB reads:

There has been no schism between us.

(Continued on Page 7)

Color Hearing Resumes Today At FCC In Wash.

Washington Bureau, RADIO DAILY—FCC hearing on CBS color-high frequency television standards resumes today with representatives of the network, RCA, Philco and Du Mont expected to be called upon to add to testimony furnished at the New York and Princeton hearings two weeks ago.

Today's session resumes with additional testimony.

(Continued on Page 6)

U.S. Newsmen Limited To 15 Or 20 At Moscow

The Soviet Embassy has notified the State Department in Washington that only 15 to 20 American correspondents can be accommodated at the Moscow conference, Secretary of State George C. Marshall revealed over the week-end. This figure, in-

(Continued on Page 2)

Reciprocal

A GI friendship that began in the Philippines will result in a special program aired over KORE, Eugene, Oregon, Feb. 15, featuring talent from WWRL, N. Y. Fred Barr, program director of latter station, recorded a special salute show for KORE's 20th anniversary, which will be handled by Bill Minehart, ex-GI buddy. WWRL is also in its 20th year.

Babe's Birthday

Recorded birthday greetings from old baseball cronies were played back to Babe Ruth, seriously ill in a New York hospital, as a part of the Babe's 53rd birthday party on Friday. The greetings, prepared by Leo Egan, sports director of WHDH, Boston, brought the voices of Eddie Collins, Joe Cronin, Ted Williams, John Quinn, and Duffy Lewis. Ted Williams keynoted the greetings when he said: "Babe, there won't ever be another guy like you."

AFM To Proportion 1946 Recording Fees

Plans for disposition of monies derived by the American Federation of Musicians from royalties on home phonograph records and certain transcribed libraries for radio use, were revealed over the week-end by James C. Petrillo, president of the musicians union.

At a press conference held Saturday, Petrillo indicated that the royalties will be distributed as follows:

(Continued on Page 7)

AFRA Negotiations Bog Down In Chicago

Chicago—Contract negotiations between AFRA and Chicago B stations, which have been in progress all week, had made little progress when the conference was adjourned for the week late Friday. While the union representatives are optimistic,

(Continued on Page 2)

Commission 12th Annual Report Covers All Communication Phases; Record Authorizations Are Revealed

Since the close of the war, more than 200,000 applications covering 40 categories of radio service have been received by the FCC, and nearly 200,000 authorizations issued, the Commission reveals in the 12th annual report covering the fiscal year ending June 30, 1946, just released for publication. Total number of licensees and permittees was nearing the 530,000 mark, the report revealed.

Expansion in the fields of FM, television, AM radio, non-standard broadcast constitute several chapters in the annual report. In commenting on FM the report states: "Rapid postwar expansion of FM broadcasting is indicated in the mounting number of authorizations and applications for this new medium of program service."

Turning to television development, the FCC report reveals "there was some difference of opinion in the industry as to whether postwar television emphasis should be placed on experimentation in the higher frequencies above 480 megacycles, where wider channels are available for color and

(Continued on Page 3)

Plan Campaign Urging 'Radio In Every Room'

Washington Bureau, RADIO DAILY

Washington—Representatives of the NAB Sales Managers Committee and the RMA Advertising Committee met jointly in Washington late last week and discussed plans for co-ordination of activities in the "Radio-in-Every-Room" campaign, which is scheduled to be launched early this spring. Chairman John S. Garceau of Fort Wayne, Ind., of the RMA Advertising Committee, and E. R. Taylor, of Chicago, will lead the campaign.

(Continued on Page 8)

MBS And ABC Webs Add More Stations

Mutual and ABC have added a substantial number of stations to their respective network lineups, the former reaching an official total of 400 outlets with the signing last week of WMID, Atlantic City, N. J. ABC added seven new stations in major markets including four owned by newspapers, bringing the web's

(Continued on Page 8)

FCC Outlines Processing Plan As "Freeze" Is Put Into Effect

Washington Bureau, RADIO DAILY

Washington—The FCC at the close of business on Friday "froze" consideration of AM applications until May 1, after more than 175 applicants rushed to get in under the deadline. The last-minute scramble which began Monday resulted in a record-breaking number of applications and kept the Commission staff working overtime to assemble those which arrived before the deadline. Applications pending late Friday totaled approximately 850, including the last minute ones.

Among the last minute applications were two from Alf M. Landon, former Kansas governor and Republican presidential candidate, for stations in Liberal and Leavenworth, Kansas.

At the same time, the Commission announced a formula to be followed in determining in the order in which

(Continued on Page 7)

Weather Note

The Biltmore Hotel in Palm Beach, Fla. will sponsor daily New York City temperature reports over WQXR from Feb. 10 to March 15. One-minute reports will also contain a comparison of weather in New York and Palm Beach. Account was placed thru Needham & Grohmann which states the campaign is confined to New York only.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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ROGER W. CLIPP, president and general manager of WFIL, Philadelphia affiliate of the American network, was in town late last week for the meeting of the Broadcast Measurement Bureau.

HARRY McTIGUE, manager of WINN, American network outlet in Louisville, Ky., is in Gotham for conferences with officials of the network.

CARTER PARHAM, commercial manager of WOOD, Chattanooga, Tenn., was in town late last week for a few days. He sat in at the meeting of the BMB.

HARRY MARBLE, Columbia network newscaster also associated with the Margaret Arlen program, is vacationing with MRS. MARBLE in Florida. During his absence, Sandy Becker will sub for him on the Arlen show, with George Bryan pinch-hitting with the news.

DAVID BIGLEY, program director of WKOL, Florence, Ala., in Gotham on station and network business. Chatted for a while Friday at the offices of ABC.

ED BREEN, manager of KVFD, Ft. Dodge, Iowa, paid a call Friday at the headquarters of the Mutual network, with which the station is affiliated.

FRED GARRIGUS, education director of WEEI, Boston, is back at the station after attending the Institute on Religious Radio at Andover-Newton.

JOHNNY KIRBY, tenor, whose "Songs You Love to Hear" is broadcast on KDKA, Pittsburgh, is on a motor trip to South Carolina.

ROBERT ELDER, vice-president of Lever Brothers, was a visitor in New York late last week.

RAY FREEDMAN, in charge of sales for Jefferson-Travis, Inc., New York manufacturers of marine radio and radio telephone equipment, is on a business trip to the Midwest.

CHARLES PEKOR, assistant to the director of press information at CBS, leaves Greensboro, N. C., today for other Southland points, where he will continue the placing of advance publicity for the forthcoming tour of the New York Philharmonic-Symphony.



Used to be good

That was a sweet ship . . . just two years ago. It did a terrific bombing job for the British. But the parade has passed it. The plane today is much swifter.

As in planes . . . so it is in radio time buying. You've got to stay ahead of the game . . . to win. What used to be the accepted way to buy time (good old power and affiliation isn't the yardstick for the smart buyer today.

He looks for cost per listener.

Down here in Baltimore, W-I-T-H, the successful independent, gets the nod from the people who know. For in this big five-station town . . . it's W-I-T-H that delivers more listeners-per-dollar spent than any other station.

Is W-I-T-H on that list you're making up? It belongs there by facts alone.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Rood

U. S. Newsmen Limited To 15 Or 20 At Moscow

(Continued from Page 1)

cludes radio correspondents. Marshall said, "We are asking the Soviet to increase this figure."

The new Secretary also stated that this country is still trying to obtain broadcasting facilities for the conference.

A total of 73 correspondents have applied to make the trip to Moscow for the conference.

Zworykin Addresses M.I.T. On Video Potentialities

Boston—Dr. V. K. Zworykin, director of the RCA Electronic Research Laboratory, Princeton, N. J., in an address before the alumni meeting of the Massachusetts Institute of Technology Saturday night, stressed the potentialities of television as a means of extending the effectiveness of democracy in this country. He pointed to the recent television coverage of the opening of new Congress as illustrating television's role in showing democracy at work.

Slocum Leaves CBS

William J. Slocum, director of special events for the Columbia Broadcasting System, is resigning to devote his full time to writing, it was announced Friday by Wells Church, CBS director of news broadcasts. He will leave for Sarasota, Florida today to begin work on his newest book on the memoirs of Elmer Irey, former head of the Treasury Department's law enforcement agency, which will be published in the fall by Simon and Schuster.

Gosden Recovering

Hollywood—Freeman Gosden, the Amos of NBC's "Amos 'n' Andy," who is now recuperating from an operation, is expected back on the program Tuesday night.

AFRA Negotiations Bog Down In Chicago

(Continued from Page 1)

and stations got together on several points, they are still far apart on salaries. A special meeting of AFRA has been called for Tuesday, February 11, at which time report will be made to the negotiating committee by Ray Jones, secretary. Stations involved are WIND, WAAF, WJJD, WAIT, WSBC and WGES.

"Theater Guild On Air" Will Publish Scripts

The Sunday night "Theater Guild On the Air" radio scripts will now be available to the public via an annual book to be published by Rhinehart & Co. Each year a collection of 12 of the show's best scripts will be published under the name of "Theater Guild On the Air."

Guild executives Lawrence Langner and Theresa Helburn have waived claim on the royalties and proceeds of the book and, instead, are dividing all monies among the original playwrights and the radio adapters.

FINANCIAL (Feb. 7)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Czech Soprano Heard

Eva Likova, 25-year-old Czechoslovakian soprano who just arrived in this country, made her American radio debut over ABC last night a month ahead of the schedule. Miss Likova was so well received in her first public performance in Detroit Thursday night that Henry H. Reichold, whose Musical Digest magazine sponsors the Detroit Symphony over ABC Sunday nights from 8-9 p.m., EST., arranged for the soprano to go on the air immediately.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjes

Advertisement for K.F.N.F. featuring the text 'The BEST Farm Station Buy?' and 'SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. THE FRIENDLY FARMER STATION SHENANDOAH, IOWA Call or Wire FRANK STUBBS'

FCC Report For Fiscal Year Has Grants At Record High

(Continued from Page 1)

black-and-white pictures of detail, or whether television proceed with monochrome in power frequencies (44-216 megas.)

The industry had urged that television channels be shared with several low-power services in the spectrum emergency fields. In the months considerable attention given to a plan for the shared of television channels by other uses. However, due to the incomplete information available on needs and character of the proposed sharing services, a satisfactory management had not been evolved by the end of the fiscal year."

Importance of Radar Stressed
Radar, classified as "one of the most valuable technical developments of the war," is reported to have attracted much attention from ship operators, aircraft-operating companies and geological-exploration companies.

One of the principal uses of radar is an anticollision device for use on ships and aircraft," the report says. "It also gives exact position of objects. Due to changes in frequency allocations and the differing needs of commercial users, much of the early radar developed is not satisfactory for commercial use. New models and new types are being developed and designations by the manufacturers indicate, to some extent specific uses such as: teleranging, observer, navar, naviglobe, navaid, navascreen and fathometer."

Microwave Relays Explained
The report also touches on the expansion of microwave relay during the past year. "Microwave transmissions showed great expansion during the past year," the report details. "As new tubes and circuits developed it is expected that still further increase in experimentation and application will ensue. In particular, the microwave frequencies provide an economical means of transmitting wide bands of frequencies over great distances by the means of intermediate repeater stations. It will be possible to transmit high quality FM and television programs for rebroadcast by local

outlets. In addition to transmitting commercial radio programs, these microwave stations can be used to carry many telephone, telegraph, and special news transmissions now carried by wire lines."

It is pointed out that the many applications received at the FCC evince great interest in microwave circuits. Among these are existing communications, common carriers, television stations and networks, the aviation, railroad, and petroleum-pipeline industries and law enforcement agencies.

Refers to Blue Book

Reference to the "Blue Book" of the FCC is also contained in the report. The Commission points out that "On March 7, 1946, the Commission issued a report, 'Public Service Responsibility of Broadcast Licensees', which dealt with the problem of improving broadcast service. It announced that thereafter, in issuing and renewing licenses of broadcast stations, the Commission proposes to give particular consideration to four program services, factors relevant to the public interest. These are: (1) the carrying of sustaining programs including network sustaining programs with particular reference to the retention by the licensees of a proper discretion and responsibility for maintaining a balanced program structure; (2) the carrying of local live programs; (3) the carrying of programs devoted to discussions of public issues; and (4) the elimination of advertising excesses."

Commission Shortcuts

Commenting on the period since the close of the last fiscal year the Commission reports, "intensive effort to reduce paper work and simplify procedures wherever possible. Forms have been shortened and, in some cases, applications are reproduced as part of the license. Also, arrangements were made to issue aviation radio licenses at airports. Other short cuts include renewing special temporary authorizations without issuing new documents, accepting single applications where the licensee holds several non-broadcast licenses, eliminating oath requirements for some reports and forms, abandoning fingerprints and proof of citizenship for operators, relinquishing permit requirements for operators of some classes of mobile transmitters, and authorizing use of mobile transmitters in specified numbers instead of individually."

The report reveals that many new services were either authorized or actually got under way during the year. Radio to supplement rural wire telephone service and for taxicabs, trucks, private autos, busses and similar vehicles were authorized on an experimental basis. Experimental microwave radio relay systems, experimental radar systems and railroad radio services were also among the year's grants.



You Get DOUBLE VALUE on WMT

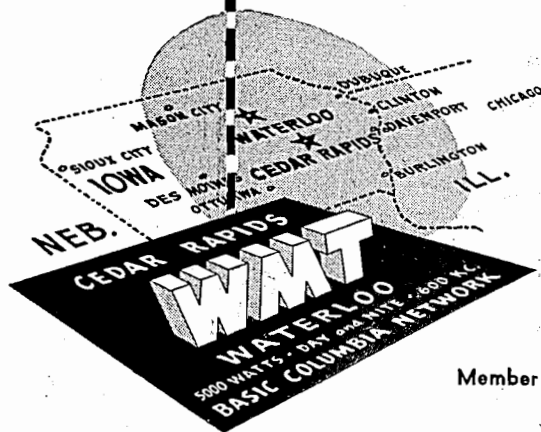
with Eastern Iowa's "Twin Markets"

- 1.
- 2.

RURAL — Sales-Rich Iowa includes a big quarter slice of America's richest farmland . . . has the highest income per capita in the U. S. A.

URBAN—Remarkably, 50% of this famed farm state's income comes from Iowa's equally prosperous **INDUSTRIES!**

WMT brings you BOTH "twins" at no extra cost. . . . 3 1/2 million listeners with dollars in their pockets.

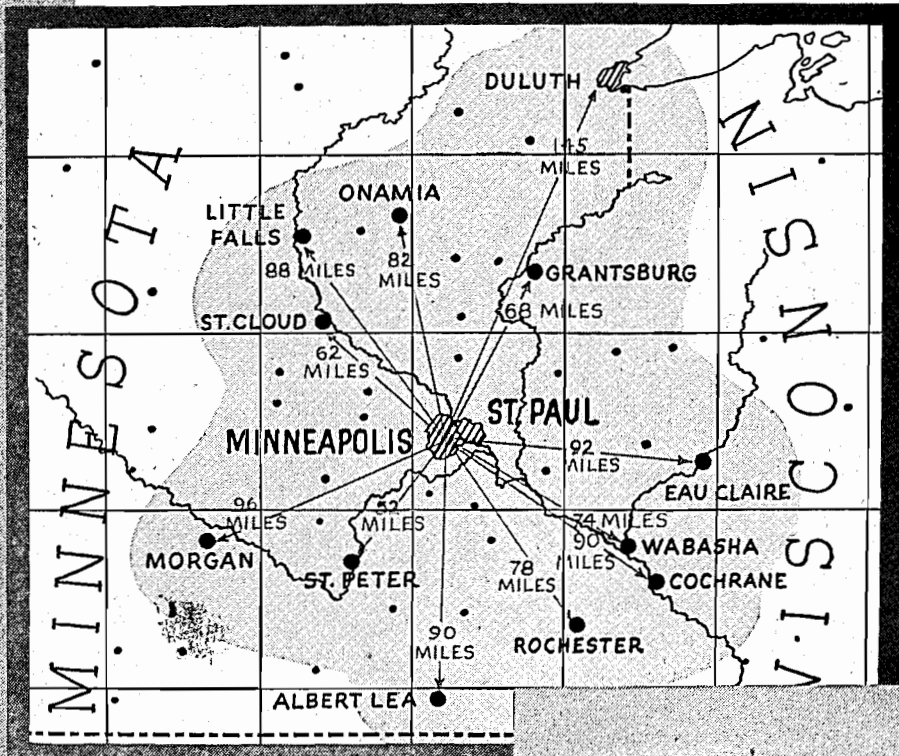
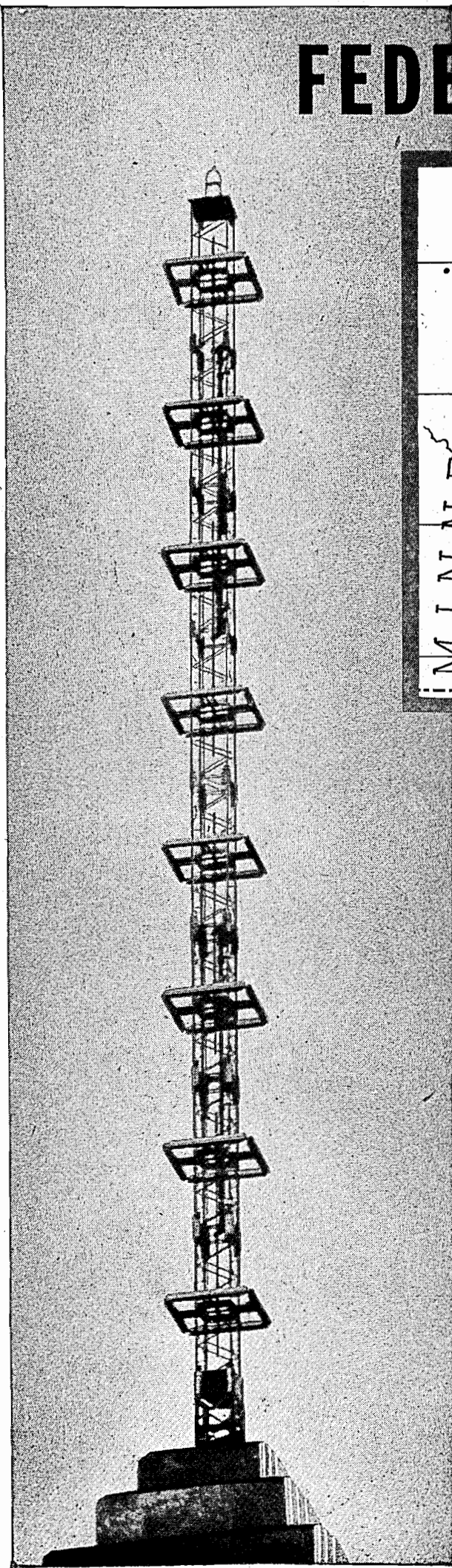



Ask your Katz representative

Member Mid-States Group

one of the **FIRST!** **AM** + **FM** **KOCS** **ON THE AIR** **ONTARIO, CALIFORNIA** **The Voice of Pomona Valley**


FEDERAL'S 8-ELEMENT



 A survey of surrounding cities indicates a radiation pattern approximately as shown by the shaded area above. Listeners almost 150 miles away reported excellent volume and clarity of reception. The remarkable coverage is due to the power gain of Federal's Square-Loop Antenna. The clarity and tone quality is made possible by the exceptional fidelity and mean carrier stability of Federal's "Frequematic"* Modulator — an exclusive feature of every Federal FM transmitter.

*Trade Mark



Federal's 8-Element Square-Loop Antenna dominates the  Minneapolis skyline from the top of the Foshay Tower — highest building in the Northwest. Ruggedly constructed to withstand heavy winds and icing loads, this 80-foot antenna has already proved its dependability in temperatures down to 22 degrees below zero!

Federal Telephone

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal.
 Export Distributors:—International Standard Electric Corp. 67 Broad St., N.Y.C.

SQUARE-LOOP **FM** ANTENNA

MAKES WORLD DEBUT!

WTCN-FM, Minneapolis, goes on the air with most efficient FM Antenna installed anywhere . . . boosts 3kw transmitter to 25kw . . . with coverage of 30,000 square miles

FEDERAL'S 8-Element Square-Loop Antenna made radio history with the opening of the Twin Cities FM station, WTCN — the first super-directive antenna of its type and power gain to be installed anywhere. It gives the 3kw Federal transmitter an effective radiated power of 25kw — providing excellent reception over an area of approximately 30,000 square miles. This makes WTCN the world's most efficient FM station—and, with an FCC permit for an output of 400kw, it will eventually be one of the country's most powerful stations, too. With

Federal's high-gain antenna, this maximum rating of 400kw can be achieved with the installation of only a 50kw transmitter!

WTCN is among the FM stations with permits for the most powerful ratings in the country. Others are KWK, St. Louis, with 369kw — and WTMJ, Milwaukee, with 349kw. These three stations have all selected FM by Federal! And Federal can equip your new FM station, too — from microphone to antenna. Write today for complete information. Dept. 0000.



Station WTCN was officially opened by a gala inaugural program featuring the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting. With FM by Federal, listeners at home were enabled to hear this famous orchestra with the same brilliance and tonal color as the studio audience. Insert shows Mr. Mitropoulos and Governor Luther W. Youngdahl of Minnesota, at opening of ceremonies.



"Wonderful! Magnificent! A terrific step of progress." This was the comment of the famed conductor, Dimitri Mitropoulos, when he heard his own orchestra over an FM receiver, during an on-the-air rehearsal.

and Radio Corporation

Newark 1, New Jersey



LOS ANGELES

By RALPH WILK

JACQUELINE HURLEY, acrobatic dancer who is a hit in "Billy Rose's Diamond Horseshoe" in New York, is a "discovery" of Gordon T. Hughes, the CBS producer, who taught her dancing in Worcester, Mass., some years ago.

The "Leroy" handbook for youngsters dealing with juvenile problems has met with tremendous success. Walter Tetley, "Leroy" of "The Great Gildersleeve" air show receives 500 requests per day and stacks of letters from grateful mothers.

Mr. and Mrs. Max Hutto became the parents of a baby girl, born, February 3rd. The seven-pound, five ounce baby daughter of the NBC producer has been named Colleen Marie.

Bud Ernst and his wife Betty Furness entertained the "Queen For a Day" staff at a week-end dinner party. Attending were Emcee Jack Bailey and wife, Announcer Fort Pearson and his wife and Producer Jim Morgan and wife.

Color Hearing Resumes Today At FCC In Wash.

(Continued from Page 1)

tional technical information acquired from a series of field tests made last week in New York by CBS with engineers of its own video department and those of its opponents in the black-and-white versus color argument participating. Tests were made at the request of RCA, Philco and Du Mont officials at the New York hearing who wanted to measure performance of CBS' equipment in various sessions here in December and in Federal Courthouse in New York in January.

Stork News

Ashton Dunn, NBC personnel manager, became the father of a six and one-half pound girl born to Mrs. Ashton Feb. 6 at White Plains Hospital. Baby, number three in the Dunn family, is named Susan Stryker.

Barry Rumble, NBC research department manager, became the father of a seven pounds, 14 ounce son, born to his wife Jan. 31 at Perth Amboy Hospital. Baby, the third in the Rumble family, is named Barry, Jr.

Gets G. E. Post

David F. Booth has been appointed sales representative for General Electric radio receivers in the southwestern district, according to an announcement made in Dallas.



Broadway Bulletin Board . . . !

● ● ● Margaret Truman is being offered a sponsored spot on the air to do a series of commentary programs concerning topics of interest to young America. . . . British will make a bid for plugs on the airwaves via public relations men who will be assigned to contact script writers to say something nice about Britain, etc. . . . Apollo Records has been taken over by Gar Wood Industries. . . . Insiders predict that the number of FM stations in this country will increase to 700 by the end of the year. At present, there are 142 FM stations located in 100 cities in 33 states. . . . CBS going all-out to sell Arthur Godfrey's Talent Scouts. Last week, they auditioned for Kelvinator and Plymouth, with the web trying to sell the half-hour show in two fifteen-minute slots. . . . Cartoon punch-line: He can't be a very good advertising man. He doesn't have ulcers! . . . Prohibition interests will wage a drive between Feb. 15th and March 15th aimed at alcoholic beverage ads and drinking scenes in films. . . . The term 'hucksters' is now circulating around several H'wood studios to identify some of the studio hot-shots. . . . Biggest feud on the coast right now is between rival radio columnists Joel Murcott and Jack Hellman.

★ ★ ★

● ● ● Radio comics, always on the lookout to latch onto tag-lines, ought to have a field day with this one from a forthcoming Warner film: "If You Were Nora Prentiss, Would YOU Keep Your Mouth Shut?" That punch-line will dominate all Warner Bros.' advertising and promotion on the Ann Sheridan film, "Nora Prentiss." It will shortly be unleashed nationally via one-sheets, radio time spots, subway posters, billboards, teaser ads, etc. Remembering what Mort Blumenstock's ad and press corps did with "Don't Tell Anybody What Mildred Pierce Did," it's a cinch to imagine what will happen in the wake of this bombardment. It's a guaranteed laugh-line, with audience pay-offs, which should topple the well-remembered "Pierce" guffaws. At any rate, it'll be a welcome respite from the over-worked "Open The Door, Richard" tag.

★ ★ ★

● ● ● SMALL TALK: Vic Damone signed for a weekly series on Mutual preeming Feb. 18th at 10:15 p.m. Less than a year and a half ago, he was an usher at the Paramount Theater here—and this isn't a press agent's concoction like the Ink Spots myth. . . . Bill Clifton, well-known for his work on the air and on platters with Sinatra and Crosby, opening up his own vocal coaching studios. . . . Jive jockeys Symphony Sid and Ray Carroll (WHOM all-niter) creating plenty of favorable talk. . . . Frankie Carle's Columbia disc of "What Have You Got To Lose But Your Heart" (Chas. K. Harris' No. 1 plug) a big seller in the platter market. . . . Lew (Let The Chips Fall) Lauria guested for the fifth time on "Leave It To The Girls" last week. . . . Victor King planning a series of shows for Will Rogers Memorial Hosp. at Saranac Lake, N. Y. . . . Thomas L. Thomas, star of "Manhattan Merry-Go-Round", signed for four guest shots on the Firestone show starting tonite. . . . The Larry Finley heir is due April 1st—and we're not April fooling. . . . World Broadcasting has sold its "Strange As It Seems" series to Olsen Co., starting on WOR Wednesday nite. . . . Earl Wrightson has replaced Larry Brooks on "Songs America Sings". . . . Carol Ames to be featured on new Bill Cullen package, "Going Nowhere". . . . Phil Davis, whose hobby is taking movies, has sold a short he made on his "Here's To Ya" program, to be distributed to schools as an educational feature.

★ ★ ★

● ● ● SNAP-SHORTS: Sen. Claghorn: Dixie pixie. . . . Phil Davis: Ba-tonic. . . . Evelyn Knight: Mellow-dious. . . . Jane Russell: Censortive. . . . Happy Felton: No. 1 on the hip parade. . . . Gabriel Heatter: Rumoresque. . . . Harriet Hilliard: The Wizard of Oz.

AGENCIES

JOHN CAPLES, vice-president, Barton, Durstine & Osborn, Inc., will speak today before the Advertising and Selling Course of the Advertising Club of New York, on the subject, "Advertising Copy Research." This meeting will be held at the Engineering Societies Building, at 6:15 p.m.

REVERE COPPER & BRASS, Inc., has renewed sponsorship of "Exploring the Unknown," radio science show, over the entire Mutual network for an additional 13 weeks beginning March 9th, 1947. The program has been sponsored by Revere since it first went on the air in December, 1945. St. Georges & Keyes is the agency.

GEORGE MAHER and WILLIAM FUTTERMAN have announced the formation of the Maher & Futterman Advertising Agency. Maher was for 12 years associated with NBC in the production division, and for 18 months was assistant radio director at Schwimmer & Scott agency. Futterman was associated with Goldblatt Brothers for 18 years as vice-president, publicity and sales director. He resigned that position last year to form the Ward & Futterman Agency, from which he recently retired. The address of the new Agency is 11 East Walton, Chicago.

KREE INSTITUTE OF ELECTROLYSIS, New York, electrolysis apparatus and training school, has appointed the R. T. O'Connell Co. as its advertising agents.

NORMAN B. STANTON, formerly assistant publication manager of the McGraw-Hill publications American Machinist and Product Engineering, has joined the staff of Florez, Inc., Detroit. As editorial manager, he will supervise all creative work on films, printed material and other media used in the promotion and training programs which the firm develops.



"Gee, Percy—did you stay home to hear the Breakfast Club on WFDF Flint too?"

PLANNED PROGRAMS, NOT CANNED PROGRAMS.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

Networks To Remain As Members Of NAB

(Continued from Page 1)

Between NBC, CBS and the NAB. Neither network member has resigned from the association, nor intends to resign. The networks and the association have been considering for some time what the nature of network membership shall be.

"The only question to be decided is whether network membership should be on an active or inactive basis. This will be decided at the May meeting of the NAB board of directors."

While the joint statement gave no reason for the contemplated change in non-voting membership in NAB, the two nets, spokesmen for CBS and NBC indicated that the move will be made to minimize charges that NAB is "dominated" by networks. The whole question was somewhat confused, however, since it was definitely indicated earlier in the week that the nets intended to resign from NAB, rather than change their membership status.

Rules Ask Active Membership

Present NAB by-laws do not provide for network membership on an associate basis. Present by-laws provide that networks shall be active members. In addition, the by-laws state that each network holding active membership in NAB shall be entitled to be represented by one director on the NAB board of directors. With ABC not a member and with CBS and NBC apparently considering a switch in membership status, only Mutual would remain on an active basis.

Also expected to be changed in the by-laws are the provisions for associate member dues. While present by-laws do not provide for associate membership by networks, dues of associate members are considerably lower than those for active members. It is estimated that about 10 per cent of NAB's income is derived from networks. Although its exact amount is not known, it is estimated to run between \$50,000 and \$60,000. Dues for active members range between \$5 to small stations to a top of \$3,000 per month or from \$60 to \$36,000 a year. Net officials said changes in the by-laws of NAB have been contemplated for some time. Any change which would include provision for switch in network membership to an associate basis, of course, will necessitate basic changes.

FCC Outlines Processing Plan As "Freeze" Is Put Into Effect

(Continued from Page 1)

various channels will be considered as a result to the freeze order. In general, the Commission has determined, that wherever possible, in processing Line 2, the time that work will begin with respect to the several channels will be governed by the oldest application on file for the channels in question. Appropriate announcements will be issued to applicants from time to time as to when the informal conferences will begin with respect to the channels on which they have applications.

The following partial schedule of informal engineering conference was listed by the Commission:

Feb. 11: 930 kc., 10 a.m.; 1150 kc., 2 p.m.; Feb. 12: 550 kc., 710 kc., 960 kc., 1280 kc., and 1430 kc., all at 10 a.m.; Feb. 13: 610 kc., 980 kc., 1320 kc., 1440 kc., and 1590 kc., all at 10 a.m.

Attorneys and engineers represent-

ing applicants on the specified channels should appear in Room 7554, New Post Office Building, Washington, D. C. at the time indicated, prepared to participate in the conference concerning the channels in which they are interested. In the event such representatives of adjacent channel applicants, or of existing station licensees, desire to participate in any of the foregoing conferences, they should address a written request to the secretary of the Commission specifying their interest in the conference and the reasons for their participation.

Further Conferences Provided

Further conferences, pertaining to the channels, will, if necessary, be scheduled and announced at the initial conferences provided for. No additional public notice, insofar as such conferences are concerned, is contemplated, although a public announcement of additional initial conferences pertaining to other channels, will be made in the immediate future.

Crutchfield Named V.P. Of Broadcasting Company

Charlotte, N. C. — Charles H. Crutchfield, general manager of WBT, has been elected vice-president of the Jefferson Standard Broadcasting Co., operators of the Charlotte, N. C., 50,000 watt and other radio properties, it was announced Friday following a board meeting.

Joseph M. Bryan, president of the company, announced at the same time the election of E. J. DeGray, business manager of WBT, to the post of secretary-treasurer of the company, filling the spot vacated by Crutchfield's promotion to the vice-presidency.

Joined Station in 1933

Crutchfield joined WBT as announcer in 1933 and was made program manager in 1935. He was named acting manager under CBS ownership in 1945 and when the network sold the station, Crutchfield took over as general manager and was elected also to the board of directors.

DeGray joined CBS as an accountant in 1937 and transferred to WBT as auditor in 1940. He was elected assistant secretary-treasurer of Jefferson Standard Broadcasting in 1946 and in January of this year was appointed national sales manager of WBT.

Transit Hearings On WNYC

Transit hearings, to decide if New York shall continue the five-cent subway fare, are scheduled for broadcast over WNYC today starting at 10:30 a.m. With its pickup equipment located in the Board of Estimate Chamber in City Hall, WNYC will feed the event to WOR, WJZ, WLIB and WMCA for live programming or for transcribing. WOR will use recorded proceedings in a special broadcast from 9:30-10 p.m., tonight.

AFM To Proportion 1946 Recording Fees

(Continued from Page 1)

allies would be distributed to the local unions for such purposes as concerts for veterans and similar causes, which are non-competing with employed musicians. Also for educational purposes. Each local is to submit to the AFM its proposals for use of the money allotted to it, and if approved by the AFM the amount allotted will then be forwarded.

In proportioning the amounts, it is expected that locals with the most musicians employed on recordings will probably receive larger proportionate amounts, although this is not necessarily so in all cases. It is estimated that a possible \$500,000 will be available from the past year's royalties and an additional \$200,000 held over will be distributed.

Royalties, on a sliding scale, are paid per recording to the AFM over and above the scale paid to musicians. This goes into a special fund supervised by the AFM. All royalties are paid by the licensed manufacturer of the record direct to the AFM.



KMPC*

710 KC - LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

*Potent Coverage

FOR SALE
RECORDING MACHINE

16" turntable, high-sensitivity radio, amplifier re-wired for critical frequency response, two speakers 8" and 12", mike on stand with two separate channels, Jack for extra playback unit. Perfect outfit for high-fidelity transcriptions, air-checks, and home use.

INTERESTED?
Call: Robert Wiley Miller, AT. 9-8921
Between 5 - 7 P.M.

MBS And ABC Webs Add More Stations

(Continued from Page 1)

total at the present time up to 243 stations.

Mutual's national coverage has increased by "leaps and bounds," according to Carl Haverlin, vice-president in charge of station relations, with the addition of "100 carefully selected stations in 1946 including outlets in major markets such as Little Rock, Ark., Chattanooga, Tenn., Montgomery, Ala., Portland, Me., Charlestown, W. Va., and Seattle-Tacoma, Washington,—areas not previously served by MBS."

In addition, a total of 72 Mutual stations applied for power increases last year, he pointed out, 29 of which have already received construction permits and the other 43 pending FCC approval. Included in this group is the power grant to WIBC, Indianapolis, Ind., to 50,000 watts.

"Two years ago Mutual did not have any network advertiser sponsoring a program on the full network," Haverlin said. "Today there are 17 accounts using full MBS web facilities."

ABC Adds Stations

Addition of the new ABC stations brings that web's total to 243, according to John H. Norton, vice-president of stations. Included in the list soon to join ABC is the outlet under construction in Honolulu by the Pacific Frontier Broadcasting Co., Ltd. Stations will affiliate with ABC on June 1, with call letters KULA; 10,000 watts on 690 kc. Frank Webb will manage the outlet.

Two new Florida stations, both owned by newspapers are joining the network as replacement outlets. WQAM, owned by the Miami Broadcasting Co., and affiliated with the Miami Herald, said to have the largest circulation of any Florida newspaper, joins as the Miami outlet replacing WGBS, with 5,000 watts daytime and 1,000 nighttime.

Effective July 1, WHOO, owned by the Orlando Daily Newspaper, Inc., publishers of the only newspapers in that Florida city, will affiliate with ABC. WHOO replaces WLOF as the network's outlet in Orlando. A new station now under construction, WHOO will operate full time with 10,000 watts daytime

★ THE WEEK IN RADIO ★

NAB Mulls Station Editorials

By JIM OWENS

NAB Small Market Stations Committee generally felt broadcasts in these areas have an obligation to editorialize. Justin Miller said a station could fulfill its responsibilities more adequately if given freedom to adopt a definite stand. . . . CBS began a series of field tests of its UHF color television standards at the request of RCA, Philco and Du Mont. Final chapter of the color hearing opens today before the FCC in Washington.

Oldsmobile Div. of General Motors launched heavy spot radio campaign on 300 stations. Most time was bought in cities where dealers are displaying the new models. . . . CBS renewed six commercial programs for 52 weeks. . . . Henry Cassidy and Robert Magidoff were set to handle NBC's coverage of the Big Four Foreign Ministers confab in Moscow next month. . . . WLIB, owned by New York Post, moved from Brooklyn to New York.

Last minute rush to beat "freeze" order on new stations brought 33 applications to the FCC before Thursday. Freeze period ends May 1, 1947. Commission earlier granted licenses for 19 AM stations, bulk of which were for small cities. . . . Major webs and independent stations will join in large-scale observance of Brotherhood Week, Feb. 16-23. National Conference of Christians and Jews will sponsor the event.

Society of Motion Picture Engineers filed opposition to FCC's revised frequency allocations to non-Government services. Group's contention is that no area is left in the spectrum for experimental work on theater

and 5,000 watts nighttime power on 990 kc.

Three of the new stations joining ABC will affiliate with the network's Northeast group. On April 1, WBEC, Pittsfield, Mass., owned by the Western Massachusetts Broadcasting Co., and affiliated with the Berkshire Eagle, the only newspaper in that city, will join ABC's Northeast group. Affiliation of WBEC will give ABC coverage in Pittsfield, the 154th market in America for the first time. WBEC operates full time with 100 watts on 1490 kc., and is managed by Norbert O'Brian.

One month later, two 250 watt stations join the ABC Northeast group, WELM, Elmira, N. Y., and WCRO of Johnstown, Pa. Owned and managed by James R. Meachem, WELM operates full time on 1400 kc. WCRO is owned by the Century Broadcasting Corp., and operates full time on 1230 kc. Johnstown is the 100th market in America and Elmira is the 141st.

On March 3, KFSA, Fort Smith, Ark., owned by Donald W. Reynolds, sole owner of the only newspapers in Fort Smith, will affiliate with ABC as a member of the network's Southwestern group. KFSA operates with 1,000 watts on 950 kc., and is managed by Jay Anderson.

television. . . . British radio listening reached an all-time high. Latest survey reveals a total of 10,706,000 sets in use in the United Kingdom. . . . WNBT will air special video programs this week in observance of Lincoln's Birthday. . . . BMB technical planning committee met in New York, prepared groundwork for '47 activities regarding next station-audience study. . . . CBS issued first foreign license of its UHF color tele inventions to Sadir-Carpentier, French firm. Latter also announced it will seek adoption of a color video system in France.

American advertisers have increased budgets for foreign radio-sales campaigns, RADIO DAILY survey shows. Latin-American stations head the list. . . . Raytheon Mfg. Co. has outfitted 120 complete AM and FM stations during '46, with 260 stations on the books for this year. . . . Radio and television occupied a prominent spot in the Coin Machine Industries convention in Chicago.

FCC reported no transfer application for WCAU had been received from the Philadelphia Bulletin, which bought the outlet from David Stern. . . . New WAA policy will cut red tape and accelerate sale of surplus electronic goods. . . . Advertisers and agencies are more selective in their choice of media today, according to Edgar Kobak, Mutual prexy.

Robert Elder, Lever Bros. exec, urged a closer study of the listening public by industry chiefs. . . . Network and N.Y. station representatives attended a confab at the Waldorf-Astoria to plan support of Radio Red Cross drive, March 1-21. . . . Name bands have lost their commercial radio appeal, according to a check of web shows. . . . Dr. Albert Rose of RCA was awarded the Morris Liebmann Memorial Prize for '46. Citation is for his work on the image orthicon video camera. . . . Senate Small Business Committee sought FCC clarification of facsimile broadcasting. . . . KFI protested to NBC and other webs on behalf of indies regarding negotiations with Petrillo and the AFM. . . . Milwaukee stations were virtually only aid to city during a heavy snowstorm which crippled traffic, communications, etc.

Plan Campaign Urging 'Radio In Every Room'

(Continued from Page 1)

cago, chairman of the sub-committee in charge of the sales promotional project, welcomed the co-operation of NAB as offered by John M. Outlin of Atlanta, Ga., chairman of the NAB Sales Managers sub-committee.

Another Meeting Next Thursday

The joint efforts of the broadcaster and manufacturers will be considered further and are expected to be officially approved at a meeting of top executives of RMA and NAB of Thursday.

Members of the RMA Advertising Committee and the NAB representatives also agreed to recommend that the RMA-NAB liaison committee that National Radio Week be observed this year during the last week in October.

Taft On CBS Tomorrow

Sen. Robert A. Taft, Ohio Republican, will deliver a 20-minute address on CBS tomorrow starting at 10:30 p.m. The "Pre-Lincoln Day" talk will originate at WTOL, Washington, D. C.

Jay Jostyn To Guest

Jay Jostyn—"Mr. District Attorney"—will guest next Thursday, Feb. 13, on the "Music Hall" show over NBC at 9 p.m.

THE SILVER DOLLAR KID

He's the guy they wrote "Jingle Jangle Jingle" about. In the last decade or so, upward of 100,000 silver dollars have passed through his hands into the capacious pockets of participants on the "Quiz of Two Cities" and "The Man in the Street." Any wonder Henry Hickman is Baltimore's best-known, best-loved M.C.? (He's been staff at WFBR for umpteen years!)

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica, studio audiences — product displays — all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

AVAILABLE

A man with all the requirements for radio-assistant to a heavily burdened account executive, or other position needing same abilities, training and inclinations, is seeking spot in radio-advertising or allied field. For many years has been top-level officer-executive of large nationwide commercial radio organization, working continuously with clients and stations. . . . heavy experience business operation and management. . . . substantial background in promotion, merchandising, advertising, market research, selling, retailing. Comparatively moderate salary PLUS excellent long-range opportunity. Prefers remain in N. Y. C.

RADIO DAILY — Box 320
1501 Broadway New York 18, N. Y.

Send Birthday Greetings To —

February 10

- Milton Robertson
- George Hessberger
- Edwin S. Reynolds
- Jack Leonard
- G. Stanley McAllister
- Edward P. Shurick, Sr.
- Philip Doelker
- James Monks
- Ivy Scott

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 38, NO. 29

NEW YORK, TUESDAY, FEBRUARY 11, 1947

TEN CENTS

Opposes Color Tele Plans

Record Production In '46 A Record, Says RMA

Washington Bureau, RADIO DAILY
Washington—More radio receiving sets were produced in the United States in 1946 than in any other year in the industry's history, RMA announced over the week-end. Total shipments by RMA member companies were 205,217,174 for 1946—73,535 in December. The highest war production was 135,838,157 in 1941, while the highest output during the war was 139,478,321 in 1944. Last year's output included 129,637,—
(Continued on Page 7)

5 New AM Applications Received By FCC Last Wk.

Recapitulation of the rush to beat the AM freeze deadline last Friday shows that a record-breaking 245 applications were filed with the FCC last week. This brings total pending applications to more than 871—far short of the total AM stations on the air. The Commission worked over the week-end in an attempt to check on the applications to see which got under the wire. The Commission's freeze period for application consideration ends Friday.

C Postpones Hearing On WBAL Until Feb. 25

Washington Bureau, RADIO DAILY
Washington—FCC yesterday concluded until Feb. 25, the consolidated hearing on WBAL, Baltimore. The hearing, on application of Drew Carson and Robert Allen for WBAL's power and wave length,
(Continued on Page 2)

Centennial

The "Telephone Hour," NBC Monday night feature from 9-9:30 p.m., EST, will expand to a full hour on March 3 in order to celebrate the 100th anniversary of the birth of Alexander Graham Bell. The extra half-hour is made available by courtesy of Socony-Vacuum, sponsor of the Borge-Goodman show. Artists are Helen Traubel, Jascha Heifetz, Raymond Massey.

No Paper Tomorrow

Tomorrow, February 12, is Lincoln's Birthday, celebrated in most of the states of the Union as a legal holiday. In observance, RADIO DAILY will not be published.

Tele Station Opens In St. Louis Area

St. Louis — The midwest's first post-war television station was launched Saturday, by KSD-TV, sister station of KSD, St. Louis Post-Dispatch station. RCA has installed one of its newest two kilowatt video transmitters at KSD-TV, and the first project of the new station will be the televising of a full week's schedule of sustaining and commercial programs specially prepared to highlight the city's observance of Edison Centennial Week, February
(Continued on Page 6)

Automobile Tire Dealers Sponsoring Spot Campaign

Automobile tire dealers in 17 states are reported to have signed for local sponsorship of "The Singing Weatherman" series of spot announcements advertising the Seiberling Rubber Company's tires.

The new series of spots consisting of 31 minute announcements and 31 chain breaks have been offered to 1,800 dealers coast to coast through Meldrum & Fewsmith, Inc., of Cleveland.
(Continued on Page 2)

Increase In Net Time Sales Noted By FCC During 1946

Washington Bureau, RADIO DAILY
Washington—Net time sales of standard broadcast networks and stations during 1946 increased by 7 per cent over 1945, the FCC announced yesterday on the basis of preliminary financial reports. Figures included are after deducting commissions. Included in this comparison are the four nation-wide networks and their 10 key stations, three regional networks, and 751 individual stations. In

Paul Raibourn's Testimony For B And W At Resumption Of FCC Color Tele Hearing In Washington

Miami Newspaper To Demonstrate Fax

Miami, Fla.—Residents and winter visitors to Miami will see the first public demonstration here of facsimile operations from March 10-22 under sponsorship of publisher John S. Knight's Miami Herald and WQAM-FM. Event will be carried out by Radio Inventions, Inc. of New York, the facsimile company which represents some 20 publishers in a huge order for recorders placed with General Electric.

Engineers of Radio Inventions will
(Continued on Page 4)

WNBC Volunteers Service In Gas Fuel Emergency

Radio's public service value in the current gas fuel crisis, affecting considerable portion of the Greater New York area, is sharply emphasized.
(Continued on Page 5)

WJZ Reports Increase In Business During Jan.

New business signed by WJZ during January ran about 32 per cent ahead of bookings for December, 1946, according to Murray B. Grabhorn,
(Continued on Page 4)

Washington Bureau, RADIO DAILY

Washington—Sharp opposition to adoption of color television standards at this time was voiced yesterday by Paul Raibourn, Paramount vice-president, as the FCC began its wind-up of hearings on CBS petition for color video standards.

"It has been the motion picture experience," Raibourn told

(Continued on Page 6)

Alaskan Broadcaster Seeks More Stations

An application to build two new Alaska stations and also a relay station to link the network has been filed with the FCC by William J. Wagner, president of the Alaska Broadcasting System, it was learned in New York yesterday. The requests filed by Wagner, owner of KFQD in Anchorage, are for a 1000-watt station in Fairbanks, to operate on 1290
(Continued on Page 7)

Edison Programs Today Set By Webs, Stations

The 100th anniversary of the birth of Thomas A. Edison will be marked today by networks, independent stations, newscasters, commentators and special insertions in regular programs;
(Continued on Page 5)

Emergency

ABC headquarters in New York got a rush order yesterday as a result of the electrical power shortage in England. Frederick Opper, manager of the network's London office, wired New York: "Airmail promptest one dozen best quality candles." Electricity is denied industrial consumers in some parts of England during certain daylight hours.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Feb. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10 1/4	10	10	- 1/4
Am. Tel. & Tel.	172 1/2	171 3/4	172 3/4	+ 1/8
CBS A	31 1/4	31	31
CBS B	31	30 3/4	31	+ 1/4
Farnsworth T. & R.	9 1/4	8 5/8	8 5/8	- 1/2
Gen. Electric	39 3/4	38 3/4	38 7/8	- 3/4
Philco	28 1/4	27 5/8	28	- 3/8
RCA Common	10 3/4	10 1/2	10 1/2	- 1/4
RCA First Pfd.	79 3/4	79	79	- 3/4
Stewart-Warner	19 3/8	19 3/8	19 3/8
Westinghouse	28 3/8	28	28	- 3/8
Westinghouse Pfd.	100	98 1/2	98 1/2	+ 1/4
Zenith Radio	23 3/8	23	23 3/8	+ 1/8

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Finch Tele Comm.	9 3/4	10 3/4
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/2
WCAO (Baltimore)	40
WJR (Detroit)	19

Multiple Ownership Session

Washington—FCC announced yesterday that a further pre-hearing conference for the oral argument on multiple ownership will be held on February 17, in Washington. Oral argument is now scheduled for Feb. 24.

Model-School Head On WJZ

Helen Fraser, director of the Barabon School of Modeling, will be guest on the Patt Barnes show over WJZ at 3:30 p.m., Thursday, Feb. 13.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjes

★ COMING AND GOING ★

LINDSAY MacHARRIE, who had been convalescing in Florida, has returned to New York and has resumed his duties with Young & Rubicam's "We, the People."

LIZ PIERCE is expected back today from Chicago, where, as contact for Sidney Ascher Associates, she conferred with a number of radio editors.

RALPH EDWARDS and his "Truth or Consequences" troupe heard on NBC, will start an engagement tomorrow at the Golden Gate Theater in San Francisco. Saturday's broadcast also will be aired from S. F. On Feb. 22, they'll be back in Hollywood.

BOB EDGE, sports director at WCBS-TV, has returned from a short trip to Boston.

JACK MAURER, sales manager of WHK, Cleveland, paid a call yesterday at the station relations department of the Mutual network, with which WHK is affiliated.

BARNEY OGLE is in town from WRGV, Westlaco, Texas, for conferences with the national representatives of the station.

HOWARD A. CHINN, chief audio engineer for CBS, has returned from Boston, where he attended the Acoustical Conference at Massachusetts Institute of Technology.

SUSAN MILLER, actress and vocalist, off to Miami Beach for an engagement at the Copacabana and a guest shot on WIOD.

ELMO C. WILSON, Columbia network's director of research, has returned from Carlisle Barracks, Pa., where he addressed the students at the Adjutant General's School.

BILL DOWNS, news analyst at CBS, is en route from New Orleans to Atlanta, where he will set the stage for the forthcoming broadcast of "Cross Section, U. S. A."

JOHN DALY, Columbia newsman, goes down to Washington tomorrow to deliver an address at the P. R. O. Seminar of the U. S. Navy.

WALTER WINCHELL is on route to Florida following two weeks in New York, during which time his Sunday program originated at the ABC studios in Radio City.

AL DE CAPIO and EARL JANES, Columbia network engineers, have returned from Oak Ridge, Tenn., where they handled the Gulf Oil program.

DON LERCH, agricultural director of CBS, has returned to his headquarters in Washington, D. C., after having conferred for a week with network officials in New York.

KEN MARSH, general manager of WJHL, Johnson City, Tenn., an outlet of ABC, is in Gotham visiting with executives of the web.

J. H. BACHEM, of CBS network sales, has returned from a business trip to Pittsburgh.

Automobile Tire Dealers Sponsoring Spot Campaign

(Continued from Page 1)

land, agency for the rubber company, and Block-Joseph and Associates, who handled the sale. Spot series, which features the Debonnaires was conceived and produced by L. A. Gifford of Radio Productions, Inc.

NBC Spokesman Declares NAB Status Misinterpreted

NBC never reached a decision as to whether or not the network would resign from the NAB, a spokesman for NBC declared yesterday in commenting on RADIO DAILY's story of Monday which indicated that NBC and CBS had reversed a decision made earlier in the week to resign from the association. The story carried yesterday included a joint statement by NBC, CBS and NAB which led off with the assertion that "There has been no schism between NBC, CBS and the NAB." Webs will continue membership in NAB until the May meeting of the board at which time membership will be clarified.

FCC Postpones Hearing On WBAL Until Feb. 25

(Continued from Page 1)

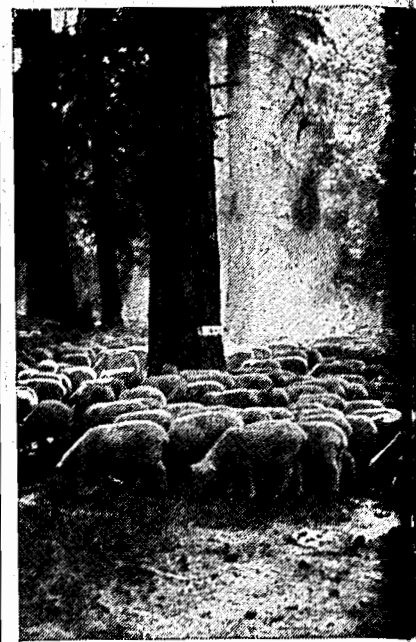
originally was scheduled for Feb. 24. At the same time, the Commission denied request of Pearson and Allen for the issuance of a subpoena to William Randolph Hearst to appear at the hearing. WBAL, cited in the FCC's blue book, is owned by Hearst Radio, Inc.



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—147 West 46th Street, New York, N. Y.



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, the safe bet for bigger sales . . . a 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
AM and FM
IN BALTIMORE

TOM TINSLEY, President

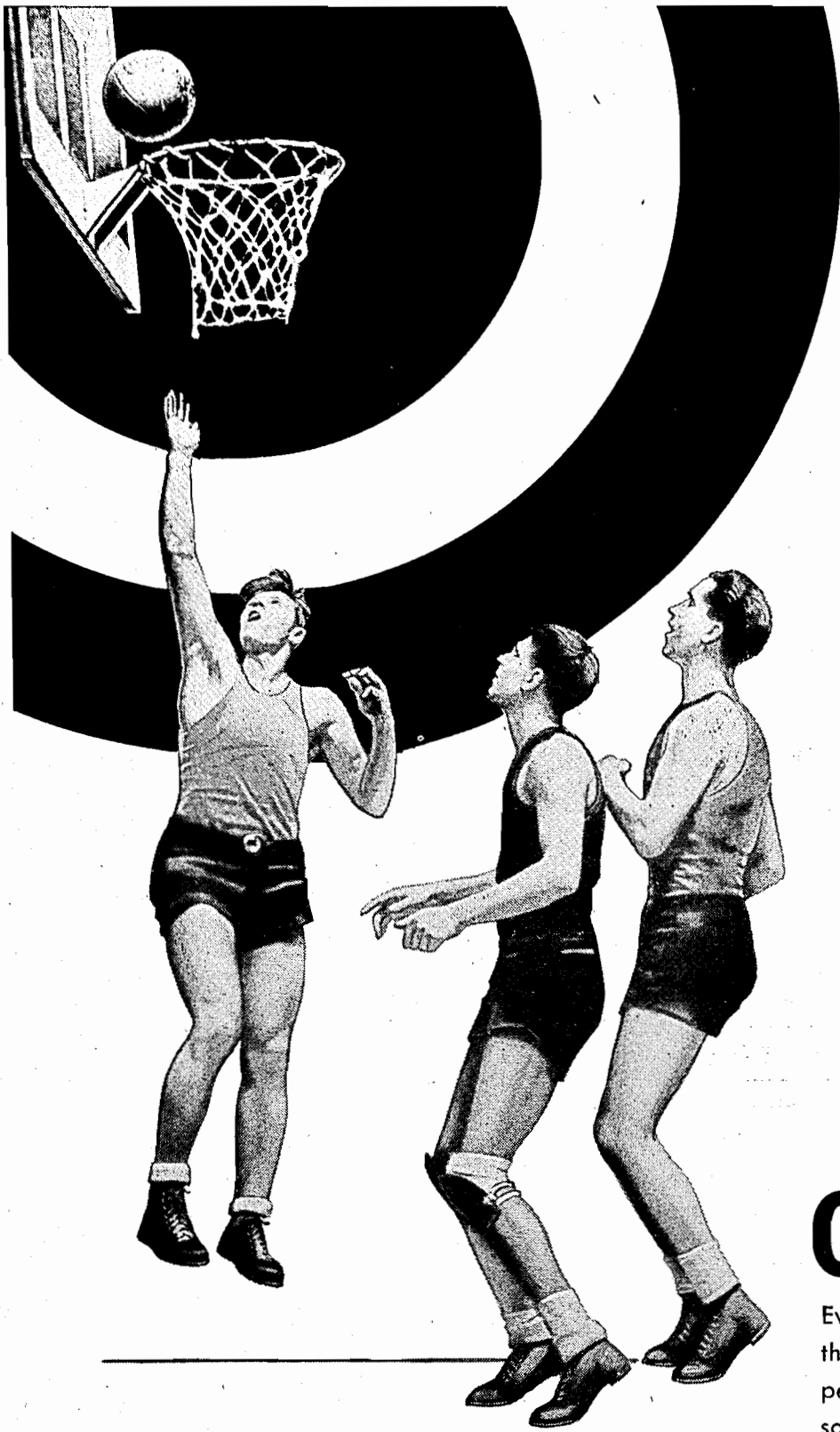
Represented Nationally By Headley-Roy



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"



ON TARGET

Even when it looks easy, the ball doesn't drop into the basket by itself. It takes energy, skill and experience to score consistently . . . which is the reason so many of America's leading radio stations have chosen Weed and Company as their national representatives.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Net Time-Sales Jump Noted By FCC For '46

(Continued from Page 1)
cent decrease in net time sales from 1945.

Preliminary financial reports submitted by the 751 stations show an increase of 9.2 per cent over the amount of net time sales reported by the same stations in 1945. This increase was the result of a 4.9 per cent increase in the sale of station time to networks, an 8.1 per cent increase in the sale of station time to non-network advertisers and a 9.2 per cent decrease in the amount of commissions paid to agencies, etc. With respect to total broadcast revenues (net time sales plus incidental broadcast revenues, such as sale of talent, etc.) an increase of 8.9 per cent was indicated over 1945 for the same stations.

For the 620 stations serving as outlets for nation-wide networks, an increase of 8.1 per cent in net time sales was reported, while for the 131 stations not serving as such outlets an increase of 18 per cent was reported in net time sales.

Stations of the various classes reported increased in net time sales during 1946 as follows: forty-one clear channel 50 kw. unlimited time stations, an increase of 3.3 per cent; 22 clear channel 5-20 kw. unlimited time stations, 5.9 per cent; 251 regional unlimited time stations, 7.7 per cent; 49 regional part time stations, 9.7 per cent; 371 local unlimited stations, 19.4 per cent; 13 local day and part-time stations, 27 per cent. These data are preliminary and in some instances represent estimates by individual stations. More comprehensive data on revenues and income of stations and networks for 1946 will be released at a later date.

Ford Dealers Will View Documentary Tele Film

The Ford Motor Co., and WRGB, Schenectady, N. Y., have arranged special viewing facilities for Ford dealers to witness the telecasting over the station of ABC television's documentary film, "New Automobiles," this evening, Feb. 11, at 8:30 p.m. Film was produced by ABC in co-operation with the Automobile Manufacturers Association. It will be shown in 18 movie theaters in three southern New Jersey counties starting Feb. 20.

"Trovatore" Saturday

Verdi's "Il Trovatore" will be broadcast over ABC Saturday afternoon from the stage of the Metropolitan Opera House.

SHOWS TO MAKE YOUR RATINGS GLOW.

COMMERCIAL PROGRAM SALES
1440 Broadway, N. Y. PE 6-8600



California Commentary. . . !

• • • Dean Wickstrom, formerly with the Don Lee and CBS engineering departments, and Myron Kluge, of the Kluge Electronics Company, Los Angeles, plan to open their new station, KPMO, Pomona, about March 1.

Wickstrom will serve as general manager and chief engineer, and John Pearson, radio veteran, who was formerly with KOMO, Seattle, will be commercial manager and program director. The station will be represented in the national field by W. S. Grant & Company, San Francisco. . . . Mel Blanc is very much interested in the development of radio schooling in high schools. He recently spoke before the radio drama class of Dorsey high school in Los Angeles and reviewed a special comedy performance presented by the class. Jack Carson has been named "Mr. Extra-Curricular Activities of 1947" by the Campus magazine, which represents 13 Southland schools. The presentation was made at Jack's home by Ray Carpenter, Campus editor, and Peggy Lloyd, one of Harold Lloyd's daughters, who is a student at University of Southern California. . . . Tommy Bernard, young radio star, is being considered for an important role in a picture to be placed before the cameras soon by a major production company. This would be the 14-year-old Tommy's second screen role.



• • • Driving his own car with special controls installed in the steering wheel, Tom Miley, son of Thomas J. Miley, president of the New York Chamber of Commerce, paralyzed veteran of World War II, arrived in Hollywood to pay his respects to Eddie Cantor and thank him for the work the star has done for other paralyzed veterans. Miley, accompanied by a companion who helped relieve him at the wheel when the roads became difficult, visited Cantor and Joan Davis on the set of "If You Knew Susie," in which they are co-starred at RKO Radio. . . . Joseph Kearns, one of radio's busiest character actors, entertained several members of the radio colony at a dinner party in his apartment. Among his guests were Lurene Tuttle, Elliot Lewis, Cathy Lewis, Bill Spier, Peggy Wood, Mary Jane Croft and Howard Duff.



• • • Presentation of a past president's ring and a life membership in the organization to Lyman Smith, of the 6000 Sunset Radio Center, highlighted Thursday's meeting of the Hollywood Junior Chamber of Commerce. Smith, who was elected president for the year 1946-47, was taken ill shortly after installation and was forced to resign. . . . Through the co-operation of KOCS, Ontario, Calif., and its manager, Ken Thornton, several announcers from the Broadcasters Network Studios in Beverly Hills will have the opportunity of actually handling FM programs Feb. 16th, from 7 to 10 p.m. KOCS, which operates on FM evenings, is one of the most completely equipped and handsome small stations on the Pacific Coast. Preliminary to the actual broadcasting schedule the executive staff of KOCS will conduct an open forum, discussing announcing, station management, sales and station policies. It will be of particular interest to BNS men, inasmuch as Orrin Wedgewood and Larry Probasco, former Broadcasters' announcers, are now on the announcing staff of KOCS.



• • • KFVB tossed a "brunch" to celebrate the signing of a new three-year contract with Bill Anson, who is in charge of the "Hollywood Bandstand" program. At about the half-way mark of the festivities, the contract was signed by Bill and Harry Maizlish, KFVB's general manager, with the signatures being witnessed by Margaret Whiting and Skitch Henderson. Jay Stewart, emcee of ABC's "What's Doin', Ladies", uses a new technique in his warm-ups. He has Roger Price, well known character actor, "planted" in the studio to play the part of a frustrated audience participant.



Miami Newspaper To Demonstrate Facsimile

(Continued from Page 1)
transport to Miami a scanner and four recorders which are being loaned for the event. Demonstration is expected to be city wide since Knight is known to be enthusiastic about facsimile and desires to show it to Miami at the height of the winter trade. In proportion to size of newspapers which have placed orders with General Electric for facsimile recorders, the Miami Herald order probably outranks all others in volume.

Facsimile recorders carried to Miami next month will be set up in hotels, luncheon clubs and other strategic points. Facsimile transmission will make use of WQAM-FM's regular broadcasting frequency. It is believed that in Miami facsimile the future will be used to a great extent in flashing race results and information.

Publisher Knight plans for continuous facsimile operations in Miami starting late this year. The order for recorders now being made by General Electric is scheduled to be filled in August or September.

WJZ Reports Increase In Business During January

(Continued from Page 1)
manager of the key New York station of ABC. Grabhorn also reported that the gross dollar volume of WJZ last month paralleled the corresponding figure for the like month of 1946.

To Address Conference

T. Jim Allard of Ottawa, Public Service Director of the Canadian Association of Broadcasters, has been invited to address the annual University of Oklahoma Radio Conference February 27th, on the topic "What United States Stations Can Do to Help Promote Friendship with Canada."

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

Edison Shows Today Set By Webs, Stations

(Continued from Page 1)

Mutual is carrying a pickup at 11:15 a.m., EST, from Milan, Ohio where a commemorative stamp will be dedicated to Edison with a representative of the Office of the Postmaster General officiating. Josephus Daniels, Secretary of the Navy during World War One, will be heard on ABC's "Headline Edition" tonight at 7 p.m., EST, telling of Edison's role in that war.

One of Edison's early wax cylinder phonographs is to be played over WQXR, New York, tonight at 9:30 p.m., using several ancient records. John V. L. Hogan, station president, will tell what recordings have done for good music and describe technical developments of the industry.

The "Firestone Hour" and "Telephone Hour" were two musical shows honoring Edison over NBC last night. "House Party" and the "Hour of Charm" via CBS have already paid homage to the inventor while Columbia's "School of the Air" will join in on Feb. 12 at 5 p.m., EST.

Tele Workshop To Produce Lincoln Show On WRGB

"As I Remember Lincoln," documentary depicting the Civil War President at Gettysburg, will be telecast by WRGB, Schenectady tomorrow, Feb. 12, at 7:30 p.m., EST.

Written and produced by Irwin A. Shane, program will utilize a cast from New York including Gregory Dean as Lincoln; John Rossie, who will handle three roles; Norman Duberstein and William Teufel.

Program is produced by the Television Workshop under direction of Peter Strand.

New WNEW Sponsor

McLevy Slenderizing Salon is sponsoring three half-hour programs weekly by Richard Willis, WNEW's beauty expert, which started Feb. 10, at 9 p.m. The series, to be heard Monday, Wednesday and Friday, will be the same type of show as Willis' early afternoon sessions from 12:35-1 p.m., broadcast five days a week. The daytime "Here's Looking At You" is open to participating sponsors. The McLevy account was placed direct with WNEW.

WNBC Volunteers Service In Gas Fuel Emergency

(Continued from Page 1)

sized by WNBC's handling of developments via its news programs in co-operation with local and suburban gas and light companies.

Householders faced with critical gas shortages in Nassau, Suffolk and parts of Queens Counties and Rockland County, N. Y., have been kept informed of latest developments in their areas by day-long news and bulletin schedules set up by the station's news department under supervision of Thomas B. McFadden.

Asked Station-Break Time

Long Island Lighting System Companies first applied for station break time on WNBC when shortages became apparent early last week. The NBC key outlet, which does not sell station breaks, offered to put daily reports on Kenneth Banghart's news show at 6 p.m.—critical time of day in supplying gas heating. In turn, Companies sent 20,000 letters to users advising them to listen to the Banghart programs for latest developments. Information was also included on cards sent to users when the situation became critical over the week-end. Nassau and Suffolk Counties' daily papers also carried Long Island Lighting Companies' advertisements, calling attention to WNBC's use of bulletins. In addition, sound trucks were dispatched through the areas advising home owners to keep tuned to WNBC for latest fuel developments.

Rockland Firm Also Applies

Over last week-end, Rockland Gas Co., Inc., also applied to the station for time and was given a similar arrangement. However, with gas supplies dwindling, WNBC has put bulletins in every one of its news programs since last Friday. Also, station-break bulletins have kept householders informed on the latest changes.

Urgency of the situation, as well as radio's aid in a crisis of this type, was pointed up Sunday when Rockland County clergy advised their congregations to tune to WNBC for late bulletins on the heating situation. Theater owners performed similar services via public address system.

Fulton Lewis, jr.



... available soon* in New York on

WOR

— that power-full station

One of America's great network keys—WOR in New York—will soon be available for sponsorship of the Fulton Lewis, jr. program.

It's an unbeatable combination: The prestige of the nation's outstanding cooperative program aired over the powerful voice of WOR. (The Fulton Lewis, jr. program is now sold on 246 stations throughout the United States!)

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.
AIR CONDITIONED

WJSW — 650 Kc.

Will

DOUBLE YOUR COVERAGE

and

LOWER YOUR COST

in

ALTOONA

Ask BURN-SMITH For Details
New York - Chicago - Los Angeles

Raibourn Hits CBS Color-Tele Plan; Opposition Also Expressed By RMA

(Continued from Page 1)

the Commission, "that program content is much more important in determining interest in motion pictures than color."

The Paramount executive in charge of television said there should be no adoption of commercial standards for any color video system, "until sufficient public testing could prove that system adequate and no existing system has been publicly tested in the home."



PAUL RAIBOURN

Raibourn cited examples in the field of motion pictures where all early attempts to establish a working "additive" process of color photography and projection had failed due to flicker, color break-up, and loss of light through the rotating filter disks involved.

Plugging for present B. and W. tele, Raibourn said, "if television is to become a great educational medium in the home, the requirements are first that receivers be operable by any member of the family and second, that they can be easily viewed under normal home-lighting conditions. Above all, the primary requirement of a high light level seems to render completely unsatisfactory any system of television, which discarded 90 per cent of the available light as does the proposed sequential, color-disc system."

Summarizes Findings

In summarizing his analysis of proposed color television, Raibourn said:

"After 40 years of development of color processes, the motion picture industry, because of production difficulties and costs inherent in connection with color, finds only about 10 per cent of its feature production in color. In general, this situation is explained by the fact that program content is more important than color. Most of the important emotional impressions which the motion picture seeks to convey and which television will also seek to produce, do not depend on color for their value and some of them, at least, are more profound if presented in black-and-white.

"The methods which have been

used to reproduce color in the motion picture have changed considerably from time to time. The method presently proposed for standardization in television is closely analogous to that first proposed in the motion picture industry in that they both consist of a revolving color filter disc sequentially analyzing pictures, with the eye taking over the task of adding the variously colored components together. This was found to produce eye strain in motion pictures and was peculiarly susceptible to flicker and color break-up. The method has long since been abandoned although it has been recurrently proposed from time to time.

"The technical qualities attained in the projection of motion pictures have been reached by the empirical approach of trying them out on paying theater audiences whose reaction is a realistic one of staying away if the image does not please. They do not depend, as would acceptance of the presently proposed color television standards, on judgments formed in the laboratory or in controlled demonstrations on the eight existing color receivers of the proposed type.

"Lastly, and probably more important than even the foregoing, it is necessary to understand that the motion picture has not realized its possibilities as an educational medium. It probably will not realize them because of its limitations arising from the fact that, using portable and convenient apparatus, it is impossible to attain satisfactory light levels for viewing under the common conditions of life. Any color system which, applied to television, loses 90 per cent of the available light is probably exposing television to the same limiting conditions. Such a limitation would be disastrous to television as an educational medium, probably relegating it to the field where the motion picture has found its importance, namely, entertainment."

RMA Warns of 'Obsolescence'

CBS' sequential color tele system will result in "maximum obsolescence," special investigating committees of the Radio Manufacturers Association yesterday told the FCC at the same hearing. Stressing the importance of the impact of color tele on present black-and-white service, the RMA termed the simultaneous system "compatible" with existing video.

"With the simultaneous system," RMA said, "the black-and-white ser-

vice may continue to grow. When the color service is introduced, these two services can develop side by side without obsolescence. The public will determine whether both services will continue or whether one will supplant the other."

The studies conducted by RMA's

FCC Warning

FCC Chairman Charles R. Denny through RMA, has issued a warning to engineers of the radio manufacturing industry against developing industrial apparatus to operate on frequencies altered and served for communication and other purposes. In his letter to RMA, Chairman Denny stated that such industrial apparatus already had been developed and that FCC was "disturbed" over the situation. RMA was requested to advise the industry of the necessity to co-ordinate such developments with the FCC Allocations.

engineering department indicated that equipment for the sequential system may become available in approximately four years, while it would take about five years for apparatus for the simultaneous system. The committee, however, termed this difference "not of significant magnitude" to outweigh simultaneous system's other superior qualities.

RMA's engineering department concluded that the simultaneous system is superior on the following points: "Compatibility," freedom from flicker, freedom from color fringing, freedom from color break-up, greater freedom from limitations on color reproduction, and it provides the opportunity for the public to obtain more television at a lower price.

Reports were presented to the Commission by E. W. Engstrom, chairman of RMA Committee No. 1; W. R. G. Baker, chairman of Committee No. 2, and David B. Smith, chairman of Committee No. 3.

The Commission expects to wind up the hearing late tomorrow, although it may run through the week.

Tele Station Opens In St. Louis Area

(Continued from Page 1)

10-16, it was announced by George Burbach, general manager of KSD.

It was originally expected that about 25 hours of programs would be sent via cable reception points in hotels, auditoriums, department stores and other public centers, but Burbach stated that with the new RCA transmitter St. Louisians at home and elsewhere would be able to pick up the programs with ordinary video receivers, of which there about 250 in St. Louis.

Tie-in With Edison Week

Opening day of television in St. Louis was co-ordinated with the activities of Edison week. St. Louis' governmental, civic, business and educational organizations are co-operating with KSD-TV in the presentation of the Edison Centennial programs. Inaugural program, aired Monday from 12:30 to 12:45 p.m., will give dramatic emphasis to the city's support of KSD in its presentation of television to St. Louisians.

During the rest of the week major industries in St. Louis territory will sponsor television programs.

Send Birthday Greetings To —

February 11

- | | |
|-------------|-----------------|
| Barry Drew | Sam Rothstein |
| Billy Halop | Harry Swan |
| George Ker | Leo Steinbach |
| Josh White | Nancy M. Halsor |

February 12

- | | |
|---------------------|------------------|
| Bob Cotton | Curt Peterson |
| Lee Grant | Barry Wood |
| George Griffin | Philip G. Lasky |
| Pat Hurley | W. A. Myers |
| Raymond Knight | Tom Waring |
| Kathryn Royle Leeds | Tex Beneke |
| Joe Kearns | Newton E. Melzer |
| Bill Grey | Gene Shumate |
| | Ruth Hamlin |

Hooper Ratings continue to show that WTAG has more listeners than all other stations heard in the area combined.



OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.
221 N. LA SA ST., CHICAGO 1, CENTRAL 5276

GORDON M. DAY
ADVERTISING SERVICE
Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

Now Celebrating
TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA
1927 1947
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE RAYMER

Tube Production In '46 A Record, Says RMA

(Continued from Page 1)

191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export and 360,704 for government agencies.

Two new RMA advisory committees have been appointed by RMA President R. C. Cosgrove, to consider general industry problems affecting RMA members. One committee, comprising attorneys of member-companies, will consider industry policies in connection with matters before Congress and government agencies such as the FCC and the Federal Trade Commission. The other committee will be concerned with industry public relations policies. Both advisory committees will make policy recommendations on broad, general industry problems to the RMA, board of directors, committees and staff.

New Advisory Committee

RMA general counsel John W. Van Allen of Buffalo is the chairman of the new advisory committee on legislative and external administrative matters, which includes the following counsel of RMA companies:

Frederic J. Ball, Crosley Division, the Aviation Corp., Washington, D. C.; Philip Dechert, Philco Corp., Philadelphia, Pa.; Robert Farrell, General Elec. Co., Schenectady, N. Y.; Irving Herriott, Zenith Radio Corp., Chicago, Ill.; Edward Martin, Farnsworth Television & Radio Corp., Ft. Wayne, Ind.; Joseph H. McConnell, RCA Victor Division of RCA, Camden, N. J.; William J. Nolan, Sprague Electric Co., North Adams, Mass.; John Steen, Westinghouse Electric Corp., Baltimore.

Paul V. Galvin, of Chicago, chairman of the RMA set division is chairman of the advisory committee on public relations which includes the following RMA directors and division chairmen: M. F. Balcom, Pennsylvania Elec. Products, Inc., Emporium, Pa.; H. W. Bennett, General Electric Co., Syracuse, N. Y.; Joseph Gerl, Sonora Radio and Television Corp., Chicago, Ill.; J. J. Kahn, Standard Transformer Corp., Chicago, Ill.; S. P. Taylor, Western Electric Co., Inc., New York, N. Y., and James G. Wilson, RCA Victor Division of RCA, Camden, N. J.

25th Year In Radio

Chicago — Herbie Mintz, pianist heard on his 'But Not Forgotten' program, Monday through Friday at 10:15 p.m., CST, over ABC's owned and operated Station WENR, will celebrate his 25th year as a radio performer on Wednesday, Feb. 12.



NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of January 31-February 6, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
All By Myself.....	Berlin
And So To Bed.....	Famous
Anniversary Song.....	Mood Music
Bless You.....	Shapiro-Bernstein
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
Gotta Get Me Somebody To Love.....	E. H. Morris
Guilty.....	Feist
How Are Things In Glocca Morra.....	Crawford
Huggin' And Chalkin'.....	Hudson
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
It's All Over Now.....	Broadcast Music
Let's Go Back And Kiss The Girls Good-Night Again.....	Stept
Managua, Nicaragua.....	Encore
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
Open The Door, Richard.....	Duchess
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
This Is The Night.....	Jefferson
This Time.....	Dorsey Bros.
Through A Thousand Dreams.....	Remick
Uncle Remus Said.....	Santly-Joy
Whole World Is Singing My Song, The.....	Robbins
Zip-A-Dee Doo-Dah.....	Santly-Joy

Will Address ATS Today

Harvey Marlowe, ABC tele producer and writer-director Dick Goggin, will be featured speakers at the next regular meeting of the American Television Society today, February 11. Marlowe and Goggin will discuss as their joint subject, "The Relationship Between Video Director and Writer."

The meeting will convene at 8 p.m., in the Benjamin Franklin Hall at 101 E. 35th Street, New York.

O'Dwyer To Air Fare Decision

WNYC and WHN are scheduled to carry a talk by Mayor O'Dwyer Wednesday, Feb. 12, at 7 p.m., in which he will announce the Board of Estimate's decision on the transit fare issue. Other stations are also expected to carry the broadcast.

Alaskan Broadcaster Seeks More Stations

(Continued from Page 1)

kcs, and another outlet in Seward to broadcast on 1340 kcs. Call letters of the proposed stations would be KWJW and KFIW respectively.

If the FCC grants a CP, Wagner plans to use RCA equipment for construction of the Fairbanks station. This would give the city two outlets, since KFAR was established there in 1939.

The Alaska Broadcasting System, consisting of three of the country's present four stations, was set up late last year but it has never yet operated as a network. The request to the FCC for a new relay station at Anchorage is for the purpose of linking all five outlets together so they can operate as a network.

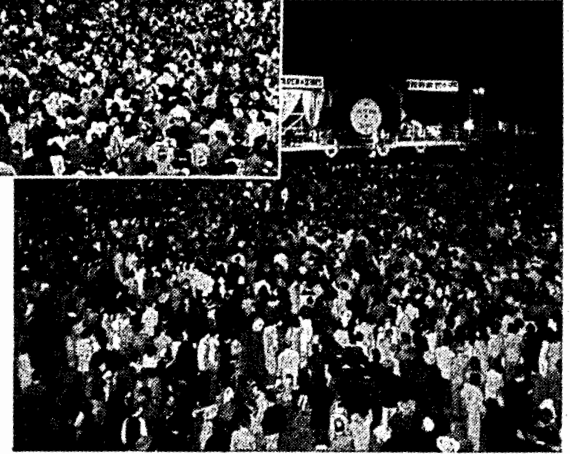
It has been reported by Pan American Broadcasting Co., representative of the Alaskan chain, that transmission rates between Seattle and Alaska are expected to be reduced some time soon so that U. S. network shows can be carried by stations in the territory.

Kenny Delmar Award

Baltimore—Advertising Club of Baltimore at annual banquet February 15 will honor Kenny Delmar as radio discovery of year with trophy award.

DOIN' WHAT COMES NATURAL

Baltimore, Md.—When Larry Surles of John Blair calls on time-buyers to talk about WFBR he knows whereof he speaks. For Larry sold WFBR in Baltimore as a local salesman. So he knows — firsthand — what WFBR means to Baltimore. He knows how WFBR delivers results. That's why, Larry says, they come, they buy, they sell, they stay on WFBR. For WFBR is a living, breathing radio station — not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica — studio audiences — product displays — all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.



PUBLIC SERVICE—SHOWMANSHIP—RESULTS

KFWB, Warner Bros. radio station in Hollywood, for the second consecutive year turned over its entire 19-hour broadcasting day, Thursday, January 30, FDR's birthday, to the National Foundation for Infantile Paralysis, and the March of Dimes. The greatest array of talent ever assembled on any stage. This great open-air broadcast drew a huge crowd. As to the air audience? Well, if talent and showmanship make "rating," you make your own guess of the number of people listening to KFWB on January 30. The following list comprises the names of orchestras and entertainers who appeared:

Andy Russell	Dave Barbour & Band	Hal Derwin	Johnny White & Quartet	Peter Merem-blum & 100
Art Kassel	Dick Haymes	Harry James	Judy Canova	Piece Junior
Basin Street Boys	Dick Stabile	Helen Forrest	Ken Curtis	Symphony
Benny Goodman	Dinah Shore	Herb Jeffries	Louanne Hogan	Phil Harris
Betty Hall Jones	Earl Spencer & Band	Hoagy Carmichael	Margaret Whiting	Pied Pipers
Betty Hutton	Eddie Cantor	Jack McVea & Band	Martin Block	Pinky Tomlin
Betty Rhodes	Emma Lou Welch	Jerry Brent & Band	Matt Dennis	Ricky Jordan
Bob Nolan & Sons of Pioneers	Frank Duvol	Joe Liggins & His Honey Drippers	Mel Torme	Slim Gaillard
Buddy Baker & Band	Frankie Laine	Jo Stafford	Merry Macs	Spade Cooley
Charlie Spivak	Freddie Martin	Johnny Mercer	Page Cavanaugh Trio	Spike Jones & Band
Connie Haines	Gene Phillips	Johnny Moore	Paul Weston & Orchestra	Starlighters
	George Montgomery		Peggy Lee	Stuart Hamblen
	Hadda Brooks		Woody Herman	Tommy Talbert & Band
				Winnie Beatty

WARNER BROS.
KFWB
HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 30

NEW YORK, THURSDAY, FEBRUARY 13, 1947

TEN CENTS

Color Tele Views Differ

Engineering Sessions Set By Commission

Washington Bureau, RADIO DAILY
Washington—Informal engineering conferences to be held during the a.m. "freeze" period were announced Tuesday by the FCC. Meanwhile the Commission still was busy scrutinizing the nearly 250 applications for new stations which flooded the FCC during the final week before the freeze order went into effect. Preliminary survey indicated that many would be rejected because applications were incomplete. Additional engineering conferences listed by the

(Continued on Page 5)

Handling Of Foreign News Draws Benton's Criticism

Chicago—Calling for greater responsibility by broadcasters and the press in the handling of foreign news, Assistant Secretary of State William D. Benton on Tuesday deplored the "superficiality, sensationalism and dishonesty" of the presentation to the American people of some foreign news. Unless the unfairness and inaccuracy of much of this is done away with, he ventured that "breaking

(Continued on Page 4)

New Jersey Radio Council To Meet Today In Newark

Members of the Radio Council of New Jersey will meet at the Board of Education building in Newark today to discuss educational broadcasting both from the in-school listening and after school programs points of view. The meeting has been called

(Continued on Page 5)

Civic Leader

La Crosse, Wis.—Raymond E. Plamadore, production manager of Station WKBH, took office as president of the La Crosse Chamber of Commerce at the organization's annual banquet last night. Plamadore, who was elected at a board of directors' meeting earlier this month, is a comparative newcomer to civic affairs. He served a term as a Chamber director last year.

Gate Crasher

Montreal—Station CJAD's Club 800 week-end afternoon dance was broken up Monday in extraordinary fashion when Paul Kay, 19, unable to gain admittance climbed to the roof and crashed through a skylight, falling on and injuring Nadia Zajac, whose leg was fractured. Two others were cut by falling glass and Kay, himself was bruised and cut. All four were treated in hospital.

Car Manufacturer Sets New Movieland Show

West Coast Bureau, RADIO DAILY
Hollywood—Year long speculation over Kaiser-Frazer activity in radio ended suddenly with announcement of a half-hour five-a-week daytime show titled "Hollywood Screen Test." Show will provide an actual screen test for thousands of motion picture aspirants who swarm to Hollywood. Interviewees will be selected from applications secured from neighbor-

(Continued on Page 5)

New England Stations Set For Cigarette Campaign

Boston—WBZ and WBZA, Springfield, owned by Westinghouse Radio Stations, Inc., have been selected as outlets to introduce the new Alligator cigarette, manufactured by Larus and Brothers Co., of Richmond, Va.,

(Continued on Page 6)

Views Scientific Advances As Dawn Of Electronic Era

Cincinnati — The moon and the planets may some day be used as reflectors to relay radio broadcasts and to mirror television, Brig. Gen. David Sarnoff, RCA president, told the Cincinnati Technical and Scientific Societies Council in a Tuesday night address. The general theme of Sarnoff's talk urged scientific conquest of the upper atmosphere and he said world progress was linked with science at high altitudes.

To back up his theory that radio scientists can make use of the moon, RCA's president pointed out that by radio it is less than two seconds away from the earth and he recalled that a radar signal already has been bounced off the moon and back to the source. Since mankind has always looked upward for spiritual guidance and eternal truths, Sarnoff remarked, "it is not strange that the

(Continued on Page 5)

Dr. Goldmark, Inventor Of CBS System, Replies To Objectors Before FCC With 3-Pt. Defense Of UHF

Brotherhood Awards Announced By Clinchy

The annual Brotherhood Week Radio Awards of Distinguished Merit will be given to three stations, two network programs and Walter Winchell, it was announced yesterday by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews. The awards are for "outstanding contributions to national unity and harmony among all

(Continued on Page 6)

BBC Services Curtailed By Britain's Fuel Shortage

The service of the British Broadcasting Corp., has been considerably curtailed as a result of the electrical power shortage brought about by the critical coal famine, BBC's New York

(Continued on Page 5)

Garber Heads Okla. Web At Annual Board Meeting

Oklahoma City—Milton B. Garber, manager of KCRC, Enid, has been elected president of the Oklahoma Network succeeding Tams Bixby, Jr., president of KBIX, in Muskogee,

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Answering critics of CBS color television, Dr. Peter C. Goldmark, inventor of the system, on Tuesday told the FCC that color video under the net's proposed standards "already is performing better than did black-and-white when it was commercialized." Dr. Goldmark's testi-

(Continued on Page 8)

CBS' Spot Sales Div. In WCBS-TV Tie-up

Tie-up between WCBS-TV and Radio Sales, spot broadcasting division of CBS, was announced yesterday by George L. Moscovics, commercial manager of the web's video outlet. "Immediate activity will center around WCBS-TV," it was added, "... with expansion of the arrangement envisioned to keep pace with the industry's growth."

Entry of Radio Sales into television

(Continued on Page 6)

Newspapers Offered Time For Public Interest Shows

WPAT, Paterson, co-operating with 21 northern New Jersey newspapers, is offering free time to any community organization or group "wish-

(Continued on Page 2)

Revealing

Chicago—Taking the mystery out of electronics, Gordon Wolkenant, associate director of research for Minneapolis-Honeywell Regulator Company, on Tuesday night showed the WKBK television audience how an electronic tube is little more than a glass bottle, a tin can, a bent hair-pin and a piece of window screen. His listeners were impressed.



★ COMING AND GOING ★

Vol. 38, No. 30 Thurs., Feb. 13, 1947 Price 10 Cts.

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

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BRIG. GEN. DAVID SARNOFF, RCA president, on Tuesday went out to Cincinnati, where he was the principal speaker at the annual meeting of the Cincinnati Technical and Scientific Societies Council. He was welcomed by Mayor James Garfield Stewart and introduced by James D. Shouse, president of Crosley Broadcasting Corp.

PAUL RAIBOURN, vice-president of Paramount and head of Television Productions, Inc., is back from Washington, D. C., where he participated in the color-video hearings before the FCC.

KENNETH KEEGAN, commercial manager of WAKR, American network outlet in Akron, Ohio, is in New York for conferences with web officials and with executives of the station's national representatives.

BOB KELLER, head of Robert Keller, Inc., national publicists, spent yesterday in Baltimore and Washington conferring with officials of the NAB.

JOHNNY LONG and the members of his orchestra arrived in town Tuesday and opened that night at the Meadowbrook, where they'll hold forth until Feb. 26, and will follow this engagement with four weeks at the Paramount Theater.

ELI B. "BUCK" CANEL, director of Latin-American programs for the International division of NBC, has returned from a three-week visit to Mexico City, where he made a series of shortwave broadcasts beamed to Latin America. He also covered the Joe Louis-Arturo Godoy exhibition bout in the Mexican capital.

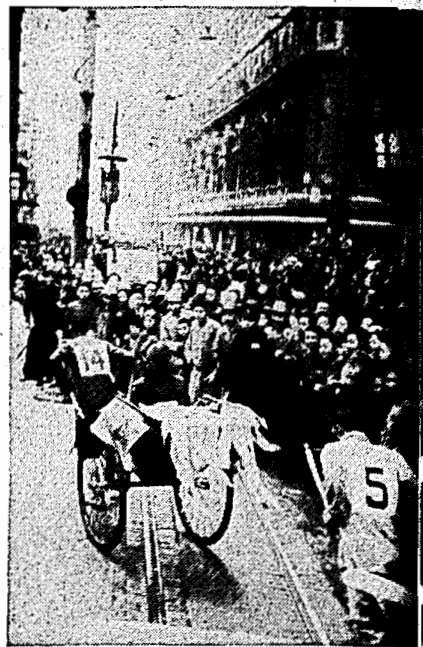
RED BARBER, Columbia network's director of sports, and JOHN DERR, editor on the Barber sportscasts, are going up to Lake Placid this Sunday to report the Olympic trials in the bob-sledding competition.

OLIVE DEERING, of the CBS program, "Road to Life," off to Hollywood, whence she has been called for some movie work.

JOE BERNARD, commercial manager of KOMA, Oklahoma City, is back at the station following a short business trip to New York.

JAMES G. RIDDELL, general manager of WXYZ, owned-and-operated station of ABC in Detroit, is in Gotham on station and network business.

ANN HOWARD, casting director for Foote, Cone & Belding, New York, leaves Saturday for Chicago, where she will join the agency's radio department in the Windy City.



China derby

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

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

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

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

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

Facts are available.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

FINANCIAL

(Tues., Feb. 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Novel Spot Campaign

Novel use of a spot campaign to plug Ann Sheridan's new picture, "Nora Prentiss" is being used on WHN, New York. All programs have been instructed to build gags around the question: "If you were Nora Prentiss would you keep your mouth shut?" Campaign will continue until the picture opens at the Hollywood Theater on Feb. 21.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

Garber Heads Okla. Web At Annual Board Meeting

(Continued from Page 1)

Okla. Garber was named at the annual meeting of the board of directors in Oklahoma City. Albert Riesen, manager of KVSO, Ardmore, was re-elected vice-president, and James M. Griffith, manager of KADA, Ada, was re-elected secretary-treasurer. Robert D. Enoch, KTOK, Oklahoma City, will continue as managing director.

Detrola Figures Up

Detroit—Sales of International Detrola Corporation and subsidiaries during January totaled \$6,549,962.72 and aggregated \$17,582,892.72 for the Company's first quarter ended Jan. 31, President C. Russell Feldmann announced.

These figures compare with \$2,209,185.83 for the month and \$6,408,252.93 for the quarter a year ago. The recent figures include operations of the Newport Rolling Mill division and the Hardy-Burlingham Mining Co., acquired last August.

The figures also compare with sales of \$40,810,028.22 for the entire fiscal year ended October 31, 1946.

Newspapers Offered Time For Public Interest Shows

(Continued from Page 1)

ing to employ radio to promote a cause in the public interest." The plan was inaugurated by front page stories and editorials in the newspapers announcing that interested parties could apply for air time through the paper, but that WPAT reserved the right to accept or reject any recommendations. To aid the public service operation, station has also placed at disposal its program, production and continuity departments.

Each of the co-operating newspapers is carrying a front page box in every issue advertising the plan. According to James V. Cosman, WPAT president, the operation will be extended to include a newspaper in every northern New Jersey community.

Another promotion tie-up between the station and 20 newspapers calls for the latter to give WPAT daily spot news coverage from their own communities. In return for this service, the station airs courtesy lines such as, "For further details read—." WPAT has set up a special "North Jersey News Department" to rewrite incoming stories sent in by the papers.

Within Your Reach



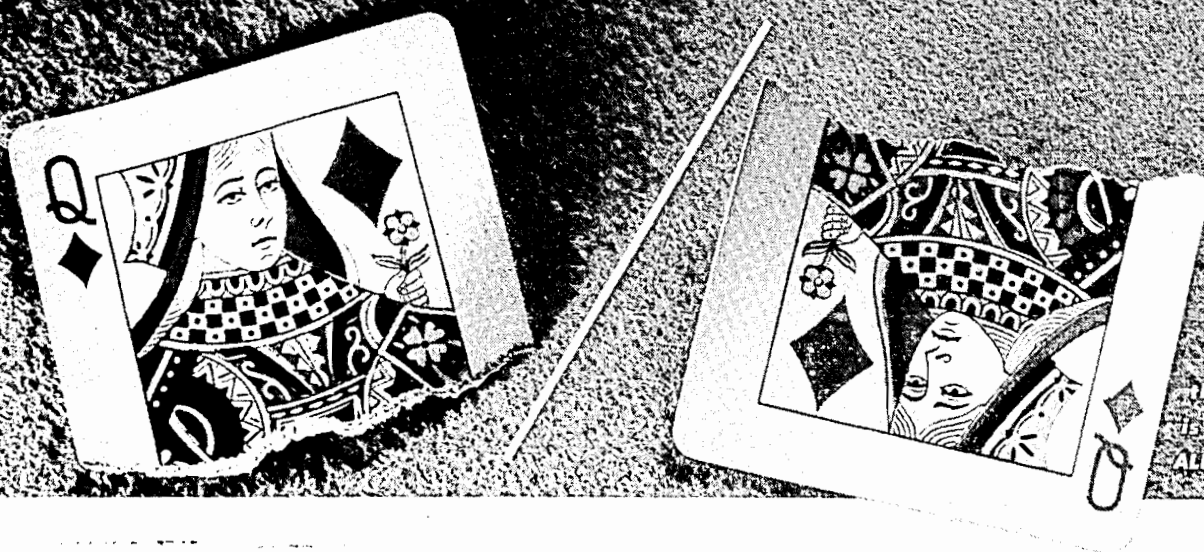
Philadelphia's

WDAS

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

HALF A "QUEEN"

**FOR
SALE**



On April 30, 1945, "Queen For A Day"—a new *kind* of daytime radio program—premiered on Mutual.

Built around woman's yearning for glamour... packed with sure-fire heart-appeal... produced by the hit-conscious Ray Morgan organization... the half-hour, five-a-week "Queen For A Day" with its new Cinderella-a-day story, became an overnight listening must for women from coast-to-coast.

By October, "Queen" had run up such an unusual record that *two* of the nation's top radio advertisers bought it—winning out over other bidders. Alka-Seltzer and P. & G. began sponsorship on October 29 and December 31, 1945, respectively.

Throughout the past year "Queen" continued to queen it over the daytime air waves. Daily ratings

hit a high of 5.3 (not including audience turn-over) and the average has been 4.3. Alka-Seltzer, on December 30, 1946, renewed for another 52 weeks; while P. & G. constrained by shortages, bowed out.

So now—half the "Queen" (quarter-hour, five-a-week) is available and, from current interest, we don't think it will remain available for long.

To an advertiser seeking a radio vehicle which has an established audience and *will sell products*, "Queen" undoubtedly provides a proven answer. We shall be more than pleased to submit the full "Queen" story and why this program, on Mutual, can mean exceptional returns, in terms of sales, for your advertising investment... The Mutual Broadcasting System, 1440 Broadway, New York 18, N. Y.

LOS ANGELES

By RALPH WILK

DEL SHARBUTT has started narration on a new half-hour weekly series for Armed Forces Radio Service known as "Highlights In Music." Show will include outstanding vocalists and musical spots.

Producer-Director Gordon T. Hughes dug up a genuine Egyptian princess, Ananka Rameses, and a Hindu dancer, Bhupesh Guka, engaged to wed, for his "Your Hope Chest" show.

Fred S. Fox, one of Bob Hope's top writers, became the father of twins, born February 7th. A boy and a girl. Boy weighed four pounds, three ounces, and the girl, four pounds, ten ounces.

Sid Fox, of NBC's affiliate in Salt Lake City, Utah, KDYL, is in town this week conferring with NBC executives.

Ronald Colman and his wife, Benita Hume, and violinist Isaac Stern will be guest stars on the Jack Benny show, Sunday, Feb. 16.

Charles Lee Stone, KMPC staff announcer, has been awarded the Southern California Amateur Gardeners Award, the Silver Shovel. This award was presented to Stone as a token of appreciation for his activities and fine announcing on KMPC's program, "Farm and Garden Hour."

Songstress Jeannie McKeon, who is now a regular with Benny Goodman on his ailer with Victor Borge, Monday, NBC, makes a guest appearance on Sound Off with Mark Warnow, Thursday, Feb. 13.

Handling Of Foreign News Draws Benton's Criticism

(Continued from Page 1)

down barriers to a greater flow of information between countries might lead to greater international friction rather than understanding."

Speaking before the Inland Daily Press Assn., Benton said that UN and UNESCO should help break down barriers by encouraging co-operative international activities and by "stimulating the growth of new facilities by which peoples may speak to peoples." In some cases, he pointed out, this may mean the creation of new United Nations facilities.

Benton also called upon UN and UNESCO to "make studies of the restrictions upon freedom of information that exist in various countries of the world." Among such restrictions he included censorship, denial of access to news, tariffs and prohibitions upon the movement of books and other printed matter.

SUMMER REPLACEMENTS?
WINTER REPLACEMENTS?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Windy City Wordage. . . !

• • • Jules Herbeveaux, NBC program manager, has bundled up his family and departed for a vacation at Phoenix, Ariz. . . Jim Mahoney, Mutual's roaming station relations director for the midwest, interrupted his peregrinations to spend a quiet two weeks in his office for a change. . . Guy Wallace, who has had the "Curfew Time" recorded show on WGN, has left the station and on Monday launched the "Guy Wallace Show" on WJJD.

• • • Ell Henry, ABC publicity manager, has been named to the board of directors of Sigma Delta Chi, national journalistic fraternity. . . Kay Campbell, local radio actress, vacationing in New York for a week. . . Quiz Kids mail broke all records in January, averaging close to 5,000 letters a day and almost doubling the number received in the same period in 1946.



• • • With the return of WBKB to the air last week after a brief absence, the tele station is making a bid for the juvenile audience. On the new schedule is a juvenile serial, "Adventures of the Flying Cadets," which will be telecast three times a week. . . Sales of both radio and television sets are zooming. Emerson Radio & Phonograph Corp. reports it is turning out radio and receiving sets at the rate of 2,000,000 a year, and that the sales for the three months ended January 31 were "two or three times better than a year ago." Trav-Ler Radio Corp. is opening a new assembly plant at Bedford, Ind., which will boost production to nearly 3,000 radios daily. And Bell & Howell, in the past mainly identified with cameras, is preparing to produce television receivers.



• • • Ray Morgan, of Mutual's "Queen For a Day" and "Heart's Desire" programs, was in Chicago a few days ago conferring with midwest executives. The phenomenal success of his two programs is very simple, according to Ray. "Most women find their everyday life dull," he says. The "Heart's Desire" show is drawing 70,000 letters a week.



• • • Evanston's new FM station, WEAW, is making a bid for teen-age listeners with a program called "Teen Topics," with two Northwestern students, Al Burton and Alan Harvey, as emcees. Heard on Fridays at 4:05 p.m., it is designed to appeal to the "more sensible type of youngsters". . . Eliza Merrill Hickok's book "The Quiz Kids," telling the inner workings of the program of the same name, will be off the presses next week. . . It will be worth sitting up late to hear Norman Kraeft's new "First With the Best" platter program on WENR, 12:45 to 1 a.m. . . Hundreds of applications to enter "Star-Dust," WBBM's search for Negro amateur singers, are being received. . . Those new "singing temperatures" on the air probably will get a varied reception. Some of the rhymes we've seen limp lamentably and are apt to cause a quick twist of the dial. . . First series of the WBBM Studio Theater has proved highly successful. Students from five colleges and six Chicago high schools have attended the four sessions, held in co-operation with Northwestern University Radio Guild, and the series gives indications of being a valuable workshop for those interested in new ideas, suggestions and criticisms.



• • • Arrangements were completed here a few days ago for televising the American Bowling Congress to be held in Los Angeles late in April. . . When the WBBM "Hint Hunt" series is extended to the coast-to-coast CBS network next Monday (17) it will be heard 2:45 to 3 p.m., CST, Monday through Friday. . . Myron Golden, script editor of "Curtain Time," is directing the 11 lectures sponsored by the Radio Writers' Guild.

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WDEL

Wilmington, Del.

SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.

Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood

Engineering Sessions Set By Commission

(Continued from Page 1)
 Commission include the following: February 14—940 kc., 970 kc., 1370 kc., 1410 kc., and 1520 kc., all at 10 a.m.; February 15—620 kc., 850 kc., 1360 kc., 1410 kc., and 1470 kc., also all at 10 a.m.
 Attorneys and engineers representing applicants on these channels should appear in Room 7454, New Post Office Bldg., Washington, at the time indicated, prepared to participate in that conference concerning the channel in which they are interested. In the event such representatives of adjacent channel applicants, or of existing station licensees, desire to participate in any of the foregoing conferences they should address a written request to the secretary of the Commission specifying their interest in the conference and the reasons for their participation.

BBC Services Curtailed By Britain's Fuel Shortage

(Continued from Page 1)
 Service reported yesterday. Television operations in England have been completely stopped and the "Third Program," a six-hour long daily broadcast, has been suspended. This means the shutting down of one network with only two others, the "Night Program" and the "Home Service," remaining in operation. The number of transmitters used by these two webs have also been reduced.
 Complete details of suspended operations are not yet available in BBC's New York office, but it is known that the North American Service has been curtailed. These broadcasts now begin at 9:15 a.m., EST, instead of 8 a.m., EST. The number of frequencies used in this service have also been reduced. BBC's broadcasts beamed to the west coast of North America have been halted entirely.

New Jersey Radio Council To Meet Today In Newark

(Continued from Page 1)
 Mrs. Dorothy L. McFadden, president of the council.
 Among the speakers will be Dr. John S. Herron, superintendent of schools of Newark, who will discuss the overall plans for Newark's new school station WBGO. The day's agenda will also include a demonstration of the use of a broadcast planned for in-school listening.

OFF THE AIR
REFERENCE RECORDINGS IN CHICAGO
S. TOOGOOD RECORDING CO.
 11 N. LA 94th ST CHICAGO 1, CENTRAL 5275

Views Scientific Advances As Dawn Of Electronic Era

(Continued from Page 1)
 physical sciences should strive to explore the higher altitudes in the search for scientific truths."
 The general revealed that he is not alone in his enthusiasm and faith of conquest of stratospheric regions. He said that "today, through radio and electronics, scientists are finding encouragement to believe that some day they may be able to delour storms, to dissipate clouds and fog, to produce rain and snow and thus measurably to exercise control over the weather."

Pays Tribute to Edison
 Noting that the date marked the 100th anniversary of the birth of Thomas A. Edison, Sarnoff paid tribute to the inventor as the man who not only lighted the world but also enlightened it. Sarnoff described Edison as the "supreme inventive genius of the industrial age."

Speaking of rapid strides in science, the general said radio now spans hemispheric gaps, leaps frontiers and cannot be stopped by any man-made political curtain. He claimed the day of individual radio communication is not far off when "a motorist

on the streets of New York may talk with a friend in Bombay, or with a relative on a ship somewhere on the Seven Seas. The day is coming," he added, "when radio will speak man to man, and television will place them face to face in New York, London or Shanghai. All this is the essence of one world."

Supports United Nations
 Sarnoff voiced America's staunch approval and belief in the United Nations and said the U. S. has given proof of its willingness to co-operate fully to achieve international understanding and world peace. But the general warned of fear and reasoned that the U. S. must remain a mighty power so that policies and relations are not based upon anxieties. He said that fear itself can destroy our freedom.

Sarnoff avowed that man must raise his social sights but he also gave the opinion that "the world needs a peace in which science will play the constructive role. The true purpose of science," he concluded, "is to provide for all mankind a good life and a lasting peace."

Report WMAQ Renewals

Chicago—Business reported by NBC during the last few days includes a 13-week renewal of the George Stone news program on WMAQ, starting February 18, by the Borden Company, through Young & Rubicam; Michigan Mushroom Co., through L. W. Ramsey Co., renewal of their schedule of live participations on the "Food Magician" program, for 13 weeks; Edmund A. Allen Lumber Co., direct, eight one-minute announcements on the "Early Bird" program, to be aired between February 3 and February 26, and the Chicago Sports and Travel Show, through Behel & Waldie and Briggs, Inc., 12 station breaks between February 24 and March 7.

Cox Promoted By ABC

Henry L. Cox, has been named Eastern production manager of ABC, succeeding Howard L. Nussbaum, resigned. Active in radio for the past 18 years, both with networks and agencies and as an independent producer and packager of programs, Cox joined ABC three years ago as a program supervisor and more recently was assistant Eastern production manager for the network.

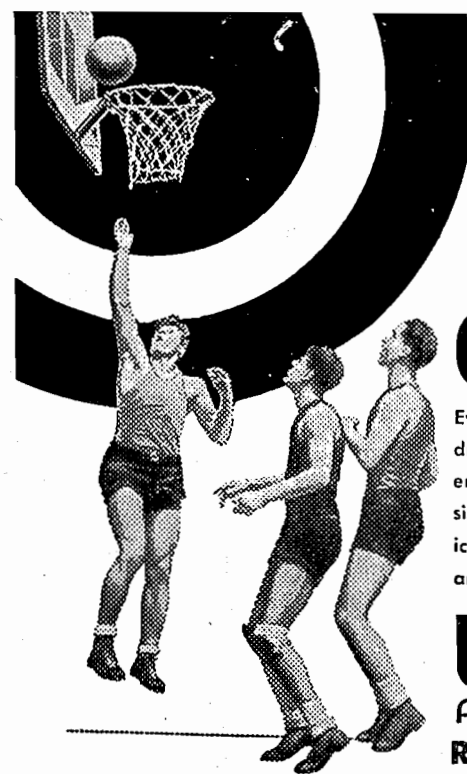
FOR SALE RECORDING MACHINE
 16" turntable, high-sensitivity radio, amplifier re-wired for critical frequency response, two speakers 8" and 12", mike on stand with two separate channels, Jack for extra playback unit. Perfect outfit for high-fidelity transcriptions, air-checks, and home use.
INTERESTED?
 Call: Robert Wiley Miller, AT. 9-8921
 Between 5 - 7 P.M.

Car Manufacturer Sets New Movieland Show

(Continued from Page 1)
 hood K-F dealers on basis of answer to question: "What makes you think you should be in pictures?" Show becomes a legitimate test for each hopeful inasmuch as entire show is filmed and then screened daily for studio talent heads. Each interviewee is professionally made up and supplied with suitable script materials, as determined by pre-broadcast analysis of questionnaire, to render a bonafide screen test while on air.
 Audio Pictures, local independent producers are contracted to handle entire film and video package. Audio also to set up indexed library of filmed shows and classified tests for reference use by studios and applicants in subsequent casting activity. Show breaks in locally over KFWB while network slot is cleared for TC shot. Emcee still undecided.

Parent-Teachers Program Scheduled By Network

NBC will commemorate the 50th anniversary of the founding of the National Congress of Parents and Teachers with a special program on Monday, Feb. 17, with British and Canadian speakers joining U. S. representatives in celebration. Program will be heard on the network from 1:00 to 1:15 p.m. Speakers will include Mrs. L. W. Hughes, president of the National Congress, speaking from Marietta, Ga., and S. R. Laycock, president of the Canadian Federation of Home and School from the studios of CFQC, Saskatoon, Sask.



ON TARGET

Even when it looks easy, the ball doesn't drop into the basket by itself. It takes energy, skill and experience to score consistently... which is why so many of America's finest radio stations have chosen Weed and Company to represent them.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

Brotherhood Awards Announced By Clinchy

(Continued from Page 1)

groups of the American people." Selections were made by officers of the National Conference, sponsors of Brotherhood Week which will be observed nationally from Feb. 16-23.

Walter Winchell, sponsored by the Andrew Jergens Co., over ABC Sunday nights, was cited as the radio individual who in 1946 "made the greatest contribution to promote justice, amity, understanding and cooperation among Protestants, Catholics and Jews in the U. S." Winchell's award will be presented to him by Dr. Clinchy on the "Jergens' Journal" Feb. 16 at 9 p.m., EST.

Citation for the outstanding single network series went to the producers and sponsors of "Superman" which is heard over Mutual. Sponsor of the program is W. K. Kellogg Co., and the agency is Kenyon & Eckhardt.

Network one-shot program receiving the award was "The Biggest Crime" via CBS, heard in the series "Assignment Home" featuring Gen. Omar Bradley, Director of the Veterans' Administration.

WNEW, New York, was cited for its series of spot announcements titled "Keep Faith With America," while WSB, Atlanta, Ga., won an award for the series called "The Harbor We Seek." KMOX, St. Louis, and the Union Electric Co., were cited for the series, "The Land We Live In."

Radio Guild Elects Officers; Berger Named President

Radio Guild, Local 50 of the United Office and Professional Workers of America (CIO), has been granted its charter following a period of organization which began in 1945. The union has contracts with CBS, World Broadcasting System and WMCA.

At a general membership meeting of the newly chartered group, Chester F. X. Berger of CBS was elected president. Helen Lee, WMCA, and Ted Newton, World Broadcasting System, were elected first and second vice-presidents, respectively. Peggy Hellman, WOR, became recording secretary while Ben Margolis, CBS, was approved as treasurer. An executive board of 19 members, representing all component chapters of the Radio Guild, was also installed. Paul Lubow of the UOPWA was named executive secretary.

Stork News

Chicago—The stork recently paid visits to two members of the NBC central division staff. Willard C. Prather, maintenance engineer, and Mrs. Prather announced the birth of a seven pound, twelve ounce Philip Brian Prather on January 23. Richard Alan Waley, eight pounds, twelve ounces, was born to Mrs. Bert Waley, wife of Bert Waley, NBC producer-director, on January 31.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Last Tuesday morning we hurried to the Studios to catch Bill Harrington's MBSongfest . . . bumped into J. Fred Coots, writer of "Precious Little Thing Called Love," "Doin' The Raccoon," "Goodbye Mamma I'm Off To Yokohama" and the great score featured in "Sons Of Guns" . . . we asked Fred about his son who, last year eloped at the age of sixteen . . . "Oh," ejaculated Fred, "Junior is fine and just became a daddy . . . yep the baby's name is J. Fred Coots, 3rd—but I strongly advised my son to force my grandchild to wait until he is **FOURTEEN** at least before letting him get married . . . I don't want to be the youngest Great Grandfather in the world."

★ ★ ★

● ● ● Mickey Goldsen at Capitol Music has started work on a clever ballad, "Give Me Something To Dream About," written by Mack David, Jerry Livingston and Al Hoffman. . . ● Shapiro-Bernstein staff hitting on all cylinders . . . currently maintaining two ballads up with the leaders . . . "Old Lamplighter" and "Bless You" (for being an Angel) . . . ● Del Campo and his Latin-American Band opened yesterday at the Havana Madrid on Broadway . . . this smooth band rates air time. . . ● Did you know that Fred Robbins, platter disciple at WOV, is a graduate of University of Baltimore Law School and was admitted to the Maryland Bar at the age of 21? . . . ● The Rodeo left Madison Square Garden months ago but the yippies left its mark on Composer Canyon . . . firms with Western ditties include, Robbins with "I Tipped My Hat and Slowly Rode Away," Feist with "Oh Why, Oh Why, Did I Ever Leave Wyoming?", Miller with "If You're Ever Down In Texas," Manor with "There's A Gal Way Out West," Remick with "A Gal In Calico," Burke & Van Heusen with "Ole Buttermilk Sky," Leeds with "The Postman Don't Call At My Door Any More," Valmount with "I've Got A Feelin' Someone Is Stealin' My Darlin'," and Bob Miller, Inc. with "Yip, Yip, Yowie, I'm An Eagle" . . . ● Ask songpluggers to name their favorite Maitre de and the answer will be Leon Rodriguez of the Century Room at the Hotel Commodore in Gotham . . . Leon can always FIND a table for the song salesmen.

★ ★ ★

● ● ● If Bob Miller, Inc. will give this ditty a number one plug he can eventually get it on the Hit Parade . . . we're referring to "Too Tired To Care," composed by Cy Cohen and Irving Melsher. . . ● Another sure bet for the Hit Parade is "What Good Would The Moon Be?" from the musical 'Street Scene,' written by Langston Hughes and Kurt Weil and published by Chappell & Co. . . ● Buddy Kaye has placed his latest ballad, "The Things You Left In My Heart" with Lewis Music. . . ● Mel Blanc Radioaf says a Hollywood wedding's an event accompanied by grains of rice which everyone takes with grains of salt. . . ● That's right smart promotion . . . having song stylist Marty Reide plug the tunes of the "Jolson Story" at clubs, restaurants, indie stations, etc. Marty sounds remarkably like Jolie. . . ● A very interesting letter from Audrey Summers with clippings, etc., reveals that disc jockey Kurt Webster, first played a recording of "Heartaches" on his "Dancing Party" program via WBT Charlotte, N. C. last Sept. and subsequent requests kept the song on every night . . . Van Sills, Decca distributor in that territory also credits the revival of this Klenner-Hoffman ballad to Kurt's initiative.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Don't let anything nor anyone prevent you from getting, buying or stealing the Page Cavanaugh Trio's latest Victorecord of "All Of Me" flip-overed with "The Three Bears" . . . ● Riley Shepard, manager of the hillbilly and folk artist division at Majestic, left for a two-week trip down through the south . . . will warble several platters of his own while at Atlanta, Charlotte and Nashville. . . ● Juke boxes should glean many a jitney with the Apollo disk, "You Were Once My Sunshine," backed with "My Good Gal's Gone Away," made by Bobby Gregory and his Cactus Cowboys.

CBS' Spot Sales Div. In Tie With WCBS-TV

(Continued from Page 1)

sion "marks the integration of a full trained sales organization with the new medium and reflects the growing acceptance of commercial television a goal announced by CBS in June 1945, with the release to national advertisers of its "invitation to experimental commercial television."

Commenting on the move, J. I. Van Volkenburg, general sales manager of the CBS division, said: "We will approach the sale of television facilities with the same thoroughness and perfection that have always characterized our radio dealings and contacts. We regard this step as an important and significant opportunity to enhance our service to advertisers and advertising agencies." Radio Sales, according to Van Volkenburg, has won "industry wide recognition as the best equipped radio sales force in the national spot field."

New England Stations Set For Cigarette Campaign

(Continued from Page 1)

through Duane Jones Co., of New York.

Beginning Feb. 17, Alligator cigarettes will sponsor "Dress Parade" Monday, Wednesday and Friday mornings from 7:10-7:25 a.m. Program is a "wake-up" show with recorded band music. Additional periods of recorded music will be sponsored by the company each Saturday at 7:45 a.m., starting Feb. 22. "Dress Parade" contract calls for six weeks at which time Alligator moves into the 7:45 a.m., slot four times weekly—Monday, Wednesday, Friday and Saturday.

The Boston-Springfield market area is reported to be the first of several major markets to be tested with the new product.

NAB Committee To Meet

NAB Radio News committee will meet in New York City, March 10. Committee consists of E. R. Vaden, boncoeur, vice - president, WSYR Syracuse, chairman; William J. Quarton, general manager, WMTW Cedar Rapids; and Paul Wagner, manager, WPAY, Portsmouth, Ohio. NAB Secretary-Treasurer C. H. Arney, Jr., and Arthur Stringer, director of special services, will attend the meeting.

Send Birthday
Greetings To —

February 13

Joan Edwards Russ Morgan
Lennie Hayton
George A. Hazlewood
Russell O. Stewart Hal Michael

SOUTHWEST

LOUIS J. RIKLIN, account executive of WOAI, San Antonio has been selected as one of the five outstanding young men in the state of Texas. Recently he was named outstanding young man of San Antonio. This is the first time a radio man has been given this honor.

Dick Smith has joined the announcing staff of KYFM, San Antonio. Smith was formerly with KTSA there. Jim Wiggins and Monette Shaw are being heard over KABC, San Antonio in a half-hour program Monday through Friday, titled "For Ladies Only" and being sponsored by Somers Drug Stores, the largest chain drug store in the city. Social events, beauty and household hints, and new and unusual items in the woman's world are discussed by the duo. Visiting celebrities are also interviewed on one or more programs each week.

Application has been submitted by the Mercury Broadcasting Co., of San Antonio for an FM station there. The group is seeking a Class B license with frequency to be determined by the FCC.

The Harmoners, colored quartet who are heard on KSAN, San Francisco are being heard over KCOR, San Antonio in a series of quarter-hour program during the concert tour in the southwest.

The new FM antenna for KERA, Dallas has been completed according to Raymond Collins, WFAA-KERA technical supervisor and will be put into operation giving the station 1,000-watt radiating power. Tower is 541 feet from pavement to tip.

An orchid is the reward to the "Citizen of the Week" honored in a new series of half-hour programs being presented each Sunday afternoon over KMAC, San Antonio. Programs are sponsored by the Kelly-Scherrer Flower Shop and the St. Anthony Hotel Flower Shop. Besides an entertaining program of music, a brief word spotlight of appreciation is made to some local citizen in appreciation of his accomplishments for the good of the city.

Davidson Resumes Work

Mike Davidson, executive secretary of the Radio Writers Guild, eastern region, is back at his desk after three weeks of flu and a stay in Beth-Israel Hospital, New York.

Wedding Bells

Jeanette Zander, sales engineer for International General Electric, has announced her engagement to Arthur Kantrowitz, WLIB engineer. The wedding is scheduled for March 23.

AVAILABLE

Newscasts writer, editor, features, Metropolitan references. Write RADIO DAILY, Box 321, 1501 Broadway, New York 18, N. Y.

★ **AGENCY NEWSCAST** ★

JOHN ROBERT POWERS SCHOOL, Pittsburgh, has engaged F. A. Ensign Advertising Agency, that city, to handle its advertising and promotion. John H. Butler, account executive, plans to use radio and newspapers.

PHILLIP M. HAUSER, assistant to the Secretary of Commerce, will deliver an address today at the Statistical Methods Group (American Marketing Assn.) luncheon to be held in the Hotel Sheraton. He will discuss the subject of sampling, as applied to practical commercial marketing problems.

AMERICAN STANDARDS ASSN. has elected six directors to its board. All will serve three-year terms. They are: R. L. Pearson, vice-president of the New York, New Haven and Hartford Railroad Company, who will represent the Association of American Railroads; Curtis W. Pierce, president of the National Fire Protection Assn. and president of the Factory Insurance Assn., who will represent the fire protection group; J. H. Hunt, director of the new Devices Section of General Motors Corporation, who will represent the Society of Automotive Engineers; J. H. McElhinney, vice-president of Wheeling Steel Corporation, who will represent the American Iron and Steel Institute; R. Oakley Kennedy, recently retired vice-president of Cluett, Peabody, will become one of three directors representing general consumer interests on the board, and Auguste G. Pratt, president of The Babcock & Wilcox Company, will represent the American Society of Mechanical Engineers.

JAMES P. NEWTON, formerly sales manager for Western Family magazine, has joined the Hollywood staff of W. Earl Bothwell, Inc. Newton will handle West Coast merchandising for the agency. He has been with Western Family for the past two years, joining the magazine after serving in the Army Air Corps. . . . Another addition to W. Earl Bothwell, Inc., is Harold T. Willman, an assistant production manager in the agency's Pittsburgh office. Formerly with Walker & Downing and James B. Sipe & Company. Willman more recently was assistant production manager of Ketchum, MacLeod & Grove, Inc., Pittsburgh.

Public Service Messages

Chicago—Spot announcements to a total value of \$269,125, representing 64 different social agencies and campaigns, were given gratis by WBBM during 1946, it was announced this week by H. Leslie Atlans, vice-prexy.

Danton Walker Featured

Doris Brooks is packaging a half-hour mystery series built around Danton Walker, New York newspaper columnist, as narrator. Walker is author of a book of mystery stories to be published in the Spring.

GARTH MONTGOMERY, formerly with Geyer, Newell & Ganger, has joined the Kenyon & Eckhardt radio department as commercial writer. Montgomery is probably best known as the man who had the foresight to keep bananas out of the refrigerator via "Chiquita Banana," a chore which he turned out during three years with BBD&O. He also, has had considerable television experience at the GE station in Schenectady.

ROBERT REINHART, JR., formerly sales and advertising director of Jules Chain Stores Corporation, has joined the Lew Kashuk Advertising Co., New York, as account executive.

SCHWIMMER & SCOTT, Inc., Chicago, has appointed Norman Ronsted as production manager. He was formerly production manager for the American Colortype Company.

FRANK O'CONNELL, account executive with ABC's central division for four years, resigned, effective February 8, to join the Chicago office of Liberty magazine.

MARTY SCHRADER, radio and television newspaperman, has been engaged to handle radio exploitation for the United Nations World, new magazine.

FREDERICK W. BOGERT has joined the publicity department of Benton & Bowles, Inc. He formerly was with "Tide" magazine after serving as news editor of "Stars and Stripes" in the European Theatre.

J. F. CROSSIN, director of sales, has been appointed a vice-president of Olympic Radio & Television, Inc., makers of Olympic "tru-base" radios and radio-phonograph combinations, it has been announced by A. A. Juviler, president of the company. Crossin has been in the home appliance field for 20 years. Prior to joining Olympic, he served as a member of the executive staff of the Crosley Corporation. He was manager of the electric refrigerator division and later headed Crosley's government contract office in Washington, where he was directly responsible for negotiating vast military and naval contracts for wartime radio and radar equipment.

Joins WHHT Sales Staff

Durham, N. C.—Larry Drinard, veteran radio time salesman in the southern markets, has joined WHHT, Mutual outlet here, it was announced this week. Drinard will concern himself with all phases of the station's sales activities.

Stork News

Phil Tonken, WOR staff announcer, became the father of a seven and one-half pounds son born to his wife at the Bronx Hospital Feb. 9. Baby is named Neal Jeffrey.

SAN FRANCISCO

A COCKTAIL party honoring Margaret Harrison of Seventeen Magazine was given Friday afternoon by Bill Pabst and the KFRC staff in the Royal Suite of the Palace Hotel. Miss Harrison is here making arrangements for the airing of Seventeen's Mutual program "It's Up To Youth" from the KFRC studios February 19th.

Ben Morris has joined the KGO announcing staff. Previous to his war service with the Marines he was on network programs in New York and also on the staff of WKY, Oklahoma City. In addition to announcing he will take over the role of Pat Novak on the "Pat Novak For Hire" program. This program is now being written by Gil Doud, a veteran member of the KGO production staff.

The 10:15 to 10:30 p.m. spot, Monday through Friday, on KGO has been purchased by the California CIO Council for commentator Sidney Rogers.

Bob Goerner has a new late-evening disc jockey show on KQW titled "Curfew Club." Feature of the program is the awarding each week of ten free record albums to listeners guessing the top five tunes of the week in record sales in this area.

After Frank Nicholson, known as KSFO's Rodeo Roy, fell and broke his leg in two places, studio engineers ran special lines to his bedside so he could continue his music and comment programs from his home. Nicholson has his own turntables in his home, so twice a day engineers go out there to hook up his daily 7:15 a.m. and 12 noon programs.

Ralph Edwards and his "Truth or Consequences" troupe are playing a week's engagement at the Golden Gate Theater. Their Feb. 15th NBC show will originate from KPO. From here they return to Hollywood.

KPO's Jane Lee Breakfast originates at the Modesto Women's Improvement Club Friday, Valentine's Day, and the proceeds will go to buy heifers for Polish relief to replenish cattle stocks in Poland.

Jersey Governor On WAAT

Governor Alfred E. Driscoll of New Jersey will address the Newark Rotary Club at Robert Treat Hotel next Tuesday, Feb. 18th, on "Current State Problems." WAAT will broadcast the address from 1-1:30 p.m.

FREE RADIO JINGLE CLINIC

Do You Suffer From A. J.?
ACUTE JINGLE-ITIS! A Couple Of ASCAPers, as Musical Therapists, Are Willing To Lead Your JINGLE Out Of The Jungle. LOSE NOTHING. TRY Us. Do You Like Your Product Well Enough To Want To Sing About It On The AIR? PRE-AUDITIONING. NO MONEY changes hands unless you're Satisfied. Phone Radio's Only JINGLE CLINIC at once.

MURRAY HILL 3-5882

Dr. Goldmark's Testimony At FCC Presents 3-Point Defense Of UHF

(Continued from Page 1)

mony followed that of Dr. Selig Hecht, biophysicist of Columbia University, New York, who termed as "sheerest irrelevance" Monday's testimony of Paul Raibourn, Paramount vice-president and president of Television Productions, Inc., who had concerned himself with the foundations and functions of the human eye in viewing television.

As the Commission prepared to wind up its lengthy hearing late yesterday, Dr. Goldmark stressed three other points favoring adoption of UHF standards:

- (1) All of the equipment necessary for a highly satisfactory commercial color television system has been developed and tested.
- (2) The standards proposed by Columbia impose no practical technical limitations on future developments.
- (3) Color television requires the same period of commercial development that black-and-white has enjoyed to realize its full capabilities, and this can only happen after commercial operation of color television stations has been authorized by the Commission.

Dr. Goldmark also emphasized the "compatibility" between CBS color tele and black-and-white service in the lower frequencies. He said this should be handled by combination receivers on same basis as AM-FM.

"In radio," he said, "the solution was not converters, though initially some were offered to the public, but rather combination receivers which have an FM band and an AM band. Similarly, CBS developed and demonstrated a dual band television receiver which is the television counterpart of a combination AM-FM receiver. This set receives the UHF broadcasts in color and the low frequencies in black-and-white. The public thus has the choice of buying either, (1) a low frequency receiver, (2) a high frequency color receiver, or (3) a dual band receiver, just as people now buy AM receivers, FM receivers, or combination receivers."

Commenting on cost estimates for tele receivers introduced by the RMA, Dr. Goldmark said that of the 10 manufacturers queried, only Bendix had access to all of CBS color developments. "Bendix," Dr. Goldmark said, "also happens to be the only company out of the 10 which actually wished to make color receivers. For these reasons, it is not

surprising that the Bendix estimate is the lowest and comes closest to actual conditions.

Dr. Goldmark told the FCC that it is "grossly inaccurate" to call the CBS sequential system a mechanical one "because its inherent flexibility permits it to use either mechanical or electronic means of color selection."

"The engineers of the industry," he said, "all agree that the sequential system can be just as electronic as simultaneous, and that the sequential standards permit the utilization of all the tools at the pickup end and at the reproducing end that the simultaneous system can employ now or in the future. The reverse, however, is not true."

Discusses Princeton Tests

Commenting on the RCA color tele demonstration in Princeton, Dr. Goldmark said:

"The simultaneous color pictures so far demonstrated have shown clearly that, even in the laboratory where the apparatus could be shown under ideal conditions, the problems of registration and color fidelity were evident even to a casual observer. The bad registration was due to two main causes: one was the difficulty of superimposing the three scanning patterns at the receiver, and the other was electrical effects, such as unequal phase shift of the electrical signals taking place in any part of the system, both effects resulting in severe color fringing with predominant yellow borders.

"The possible sources of color degradation in a simultaneous system are innumerable. These color distortions were very evident during the Princeton demonstrations. Amongst other effects, objects changed colors as the illumination on the object was varied. Most of the half-tones were bad, especially skin."

In general Dr. Selig Hecht said criticism of Columbia's color video for flicker and lack of brightness was "nonsense" although for the most part Dr. Hecht's testimony was highly technical, the question of what the human eye can or cannot see kept him on the stand for more than two

hours as the entire Commission as well as others joined in the scramble for information.

"To judge as an experienced observer," Dr. Hecht said "I should say that CBS has produced an acceptable color television picture adequate in brightness, color resolution, contrast, and freedom from intrusive flicker."

Dr. Hecht recommended use of a projection system to minimize ambient light in all types of television.

Raibourn had testified that because the rods of the eye see only black-and-white and the cones of the eye are used for color vision the two conflict with each other when viewing color television pictures. Dr. Hecht countered by saying that the rods of the eyes cease to play an important part in vision when the brightness of moonlight is exceeded, and therefore do not confuse the color perception of the cones in viewing television.

Dr. Hecht also criticized yesterday's testimony by Dr. Thomas T. Goldsmith, Jr., director of research for the Allen B. Du Mont Laboratories, Inc. Dr. Goldsmith had suggested that lamps which may send direct light in the eyes may produce serious degradation of a television picture.

Raibourn Disagrees with Dr. Hecht

As a sequel to Dr. Selig Hecht's testimony in behalf of CBS at Tuesday's color television hearing before the FCC, Paul Raibourn, vice-president of Paramount Pictures, stated there are a great many differences of opinion existing among experts as to just how the eye functioned. Raibourn introduced articles by Osterberg, Walls and Bowen, noted authorities, to support his statement.

In addition Raibourn questioned the value of statements with respect

PROMOTION

Exploit 'Info Please'

Novel window displays in 10 local book stores has been set by Owen Johnson, merchandising manager of KTSA, San Antonio for the "Information Please" program and the recently issued Information Please Almanac. Window cards 22 x 28 call attention to the Wednesday night broadcasts by Parker Pens and pictures of the stars of the program. Franklin P. Adams, Clifton Fadiman, John Kieran are prominently displayed on the poster. A display of the almanacs complete the window display. KTSA and CBS call letters are placed to call attention to the station and network in bright colors.

Mailing Pieces

ABC's central division promotion department is distributing to wine dealers throughout the midwest for mailing to clients, a direct-mail piece measuring 4½ x 8½ inches advertising ABC's new murder program titled "Murder and Mr. Malone," sponsored by the Wine Growers Guild and heard Monday over WENR. Another direct-mail piece with the copy "While you are visiting our studios, we cordially invite you to remain after the 'Breakfast Club' performance and see 'Hymns of All Churches, with Dr. Preston Bradley, 9:25-9:45 a.m.'" is currently being included in mailings to listeners who request tickets.

Wedding Bells

Valentine Day, Feb. 14 is the date selected by KABC, San Antonio receptionist, Mary Davis for her marriage to Bill Lightfoot of the KABC sales department.

to television by anyone who does not have a television receiver in his home and who has viewed color television during a one-day private demonstration in a CBS laboratory, and three hours of demonstration conducted for the FCC.

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Tele Battle Nearing End

Disc Jockey Assn. Set; Will Fight AFM Edict

Chicago—At a meeting held Wednesday night, Chicago disc jockeys formed an organization which will be known as the Chicago Disc Jockeys' Association, and elected Jim Simon of WJJD temporary president and Eddie Howard of WIND temporary secretary.

Formation of the Association came about through the efforts of Simon and Hubbard, who felt that an organization could accomplish many

(Continued on Page 3)

Raises FM Station Rates In 10% Of AM Rate Card

Kansas City—Establishing an FM rate card based on 10 per cent of the rate of their AM property, Arthur Church, president of the Midland Broadcasting Co., operators of KSC-FM and KMBC, began making FM time available to advertisers yesterday.

Announcing the rate card for KSC-FM, Church revealed that KMBC will increase its operations day

(Continued on Page 6)

Television Corp. Starts Delivery Of New Set

United States Television Mfg. Co., has started delivery on its 10-1 direct view model, it was announced over the week-end by Ham Hoge, president. First shipments of the new UST "T-502" console which shows a 6 x 8 inch picture, started during January.

(Continued on Page 6)

FM Film

A new film dramatizing advances of FM is being prepared by the electronics department of the General Electric Company. Titled "Naturally—It's FM" the film is being produced as an aid to FM broadcasters and dealers in popularizing the new service in their areas of operation. It will be 16mm and will be furnished by G.E. in two reels.

Suspense

It will be several weeks before the FCC is prepared to render a decision in the CBS' application for a commercial color television license. A spokesman for the Commission pointed out that the Commission engineers and legal staff will first have to digest the voluminous record of testimony by proponents of both black and white and color before they huddle with the Commission. The matter will then be placed in the hands of the Commissioners for final decision.

Canada Show Wins "Bingo" Court Case

Montreal—Since participants had no stake in the proceedings and prizes awarded were gifts, Recorder Leonce Plante dismissed a complaint of keeping a gambling house against producers of the Ferme St. Laurent, a dairy company radio program, broadcast from station CKAC.

Julien Riopel, as producer, was charged with operating the "Radio

(Continued on Page 3)

Editor Joining State Dept. To Aid OIC Int'l Campaign

Washington Bureau, RADIO DAILY
Washington—Lloyd A. Free, editor of the Journal of Public Opinion and member of the faculty of Princeton University, yesterday joined the staff of the Department of State to work

(Continued on Page 3)

TBA Committee To 'Educate' Prospective Users Of Video

Today's meeting of the Television Broadcasters Association executive committee on affiliates is expected to keynote a concerted drive to "educate" business organizations, particularly apartment house owners, in the coming importance of television as an integral part of the life of the American public.

Committee, which was formed at the TBA's annual board meeting last month, under chairmanship of Ern-

Engstrom, RCA, Testifies Against Color Video Plans Of CBS As Hearing Reaches Its Final Stage

Radio Contest Victors To Get NAB Awards

Five listeners to New York City radio stations, all winners in the recently concluded letter writing contest, "What I Think About Radio," sponsored by the NAB's Association of Women Broadcasters, will be announced on the air Monday, Feb. 17. Two winners will be heard on the programs of Charlotte Adams and Alma Dettinger over WQXR, to

(Continued on Page 5)

RCA Executive Predicts Tele Sta. Rise In '47-48

Philadelphia—"Television stations will be springing up in the various communities of the United States at the rate of nearly two a month during 1947 and 1948," J. David Cath-

(Continued on Page 2)

Announce Personnel Of New NAB Committees

Washington Bureau, RADIO DAILY
Washington—Membership of the television sub-committee of NAB's sales managers' executive committee was announced yesterday by Chair-

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—With FCC Chairman Charles R. Denny pledging an "early decision," the Commission yesterday closed its lengthy television hearing. While no target date was given, Chairman Denny said the Commission recognized the "importance of an early decision." The hearing wound

(Continued on Page 5)

Industry Leaders Set To Address AWB

Industry leaders will address the three-day convention of the Association of Women Broadcasters of NAB when it meets at the Hotel Roosevelt, New York on March 7, 8 and 9, Marie H. Houlihan, chairman of the 1st district, announced yesterday in releasing the tentative agenda.

The theme for the three-day meeting, according to Dorothy Lewis, co-

(Continued on Page 6)

No Progress Reported In Webs-AFM Confabs

Negotiators for the networks and AFM's Local 802 met for the first time in 10 days yesterday in what turned out to be a very short session and then adjourned without setting

(Continued on Page 3)

Eager Beavers

G.I. students attending the National Academy of Broadcasting in Washington formed an emergency labor squad this week to assure the readiness of their new school building, for the opening of the second semester, Monday, Feb. 3. Groups of G.I. students volunteered their time during the inter-semester week of registration for new students.



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FRANK BURKE : : : : : Editor

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FINANCIAL

(Thurs., Feb. 13)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Ben Hecht Drama Set For NBC Tele Sunday

Ben Hecht's drama, "Miracle in the Rain" will be televised over WNBT next Sunday, Feb. 16 at 8:35 p.m. sponsored by the Borden Company, it was announced yesterday. Program is the third to be sponsored by Borden's. Borden also is sponsoring "I Love to Eat" regular Friday night series on the NBC video outlet.

Featured in the cast will be John Forsythe, who recently appeared in the Broadway production "It Takes Two"; Nydia Westman, who played the lead in "Life With Father" and Phyllis Ryder, stage star.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent" Represented by Forjoe

COMING AND GOING

EDWARD A. MURROW, vice-president and director of public affairs for the Columbia network, leaves today for Washington, D. C., where he will attend the meeting of the NAB's International Broadcast Advertising Committee.

PHIL EDWARDS, radio and television director of Carl Byoir and Associates, Inc., in Chicago this week for program work on WBKB, the Balaban Katz video outlet, also to confer with clients of the agency on radio activities.

JACKIE KELK is in Quebec trying out that tough ski run at Mt. Tremblant. If all goes well, he'll be back Tuesday and will resume his "Aldrich Family" program on NBC next Thursday.

GLORIA LIPSON, secretary to Henry Kramer, emcee of "Hits and Misses," heard on WCBS, is back from three weeks of leisure in Florida.

JOHN L. SINN, vice-president of Frederic W. Ziv Co., is back at his desk following several weeks at the Hollywood office of the organization. FREDERIC ZIV, president of the Cincinnati transcription firm, was in New York for conferences with Sinn upon the latter's arrival from the coast.

ARTHUR HULL HAYES, general manager of WCBS, and DON MILLER, sales manager of the station, will leave Sunday on a business trip to Chicago.

SYMPHONY SID and RAY CARROLL, all-night jive jockey team on WHOM, have completed a trip to Detroit and Chicago, where they made arrangements for jazz concerts.

DWIGHT B. HERRICK, public service manager at NBC, on Monday will go down to Philadelphia to attend the three-day conference on "The Church and Economic Life" under the auspices of the Federal Council of Churches of Christ in America.

THELMA RITTER, of "McGarry and His Mouse," is en route to Hollywood to finish shooting on a film for 20th Century-Fox. She'll return to New York when the picture is completed.

RCA Executive Predicts Tele Sta. Rise In '47-48

(Continued from Page 1)

cart, advertising manager of RCA Victor's home instrument department, told a luncheon meeting of the Kiwanis Club here this week at the Bellevue-Stratford Hotel.

Most of these new outlets will be introducing television to their communities for the first time, Cathcart said. "Currently, St. Louis and Detroit are inaugurating television. Some 40 construction permits have been granted by the FCC for television stations in addition to nearly a dozen now on the air," he added. "Television receiver production lines are rolling rapidly and steadily in an effort to fill the growing demand stimulated by the expanding industry." By 1948, the RCA exec predicted, "a half million of these receivers may be in the hands of the public.

Cathcart also described some of the problems encountered in placing television in the hands of the public and progress to date on television network facilities to link the major cities of the United States.

Stork News

Carl Pearl, formerly of CBS press information and now with Air Features, is the father of a girl born to Mrs. Pearl this week at the Le Roy Sanitarium. The baby will be named Augusta Lyon.

R. E. DUNVILLE, vice-president of the Crosley Broadcasting Corp. and general manager of WLW, Cincinnati, in New York this week on business. He is accompanied by ELMER BOOS, Crosley treasurer.

MARTY GLICKMAN, sports director at WHN, is spending five days at Grossingers in the Catskills.

ROBERT SAUDEK, the American network's director of public affairs, is in Washington to attend today's meeting of the Veterans Administration Radio Council. He'll stay over for tomorrow's broadcast of "Youth Asks the Government" and will be back in Gotham tomorrow night.

GENE HAMILTON has returned from Tampa, Fla., where he announced the "Prof. Quiz" program. Also announcer for the Boston Symphony, he'll be shuttling between Massachusetts and Florida for the next four weeks.

LAWRENCE HAMMOND, producer and publicist, has left on a business trip through the south and southwest.

G. A. RICHARDS, president and principal owner of WGAR, Cleveland; WJR, Detroit; and KMPC, Los Angeles, has arrived in Detroit from the West Coast for business sessions with officials of WJR. He is accompanied by HARRY WISMER, recently appointed his assistant.

LOUIS PRIMA, the maestro, is vacationing in New Orleans. He'll be back in time to open Feb. 25 at Frank Dailey's Meadowbrook.

AL POSTAL and the members of his orchestra are in Philadelphia for a guest spot on Al Berkman's tele show, "Talent Showcase," on WPTZ.

I. R. LOUNSBERRY, general manager of WGR, Buffalo, N. Y., a visitor yesterday at the headquarters of CBS.

DICK ROFFMAN, in charge of radio promotion for Traubee Products, has returned from Atlantic City, where he attended the convention of the Automotive Manufacturers Assn.

RCA Industrial Relations To Be Headed By Denning

Appointment of James E. Denning as director of Industrial Relations of RCA Communications, Inc., was announced Friday by Thompson H. Mitchell, executive vice-president, following a meeting of the board of directors. Mr. Denning was formerly secretary and general counsel of Press Wireless, Inc., and Press Wireless Manufacturing Corp.

FARGO BISMARCK NOW SERVED CBS PROGRAMS BY KSJB Jamestown North Dakota 5000 WATTS 600 on the dial Represented by Adam J. Young, Jr., Inc. CBS - MBS



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 AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Read

Disc Jockey Assn. Set; Will Fight AFM Edict

(Continued from Page 1)

Disc jockeys that individuals could not be contacted a score of local disc jockeys and 10 attended the meeting Wednesday. Four others phoned but they were unable to attend but were in accord with the idea.

First action taken by the new organization was the appointment of a committee of three to confer with James C. Petrillo with reference to personal appearances of musicians.

Until this week, the union has had a ruling that any AFM member making a personal appearance must be paid \$2,000 by the station. Following an announcement that the disc jockeys were going to discuss this ruling, Petrillo issued a new ruling forbidding musicians from making any personal appearances, whatsoever, on radio stations, regardless of pay.

Leading record companies are interested in the personal-appearance rule and have signified their intention of supporting the disc jockeys in seeking a modification of the ruling. At a meeting of the association to be held next Wednesday, Mike Dinors of Decca, Lee Atwood of Victor, Ken Nelson of Capitol and a representative of Columbia Records will attend. With the large record companies behind the disc jockeys, it is expected that the smaller companies will soon fall in line.

Editor Joining State Dept. To Aid OIC Int'l Campaign

(Continued from Page 1)

The department's program of world-wide freedom of information. He will be a special assistant to William T. Stone, director of the Office of International Information and Cultural Affairs.

Free's appointment follows the announcement Tuesday by Assistant Secretary of State William Benton, in an address in Chicago, of an expanded program in this field by the Department. Benton disclosed that the department is exploring the possibility of a program of bi-lateral negotiations with foreign countries. Such negotiations, Benton said, would supplement and strengthen multilateral activities in support of freedom of information by the United Nations and by UNESCO.

★ AGENCY NEWSCAST ★

ROBERT B. BROWN, vice-president of Bristol-Myers Co., has been elected to the board of directors of The Advertising Research Foundation, it has been announced by Chairman Stuart Peabody. Brown is also director of advertising and market research for Bristol-Myers, with headquarters in New York. He also is vice-chairman of the board of directors of the Association of National Advertisers, and a member of the executive committee of the Market Research Council.

LOUIS G. COWAN, Inc., radio producers and consultants, have announced the appointment of Robert D. Michels, Chicago theater chain operator, as vice-president in charge of the transcription division. His headquarters will be established in the Chicago offices of the Cowan organization. Michels was released recently from the U. S. Navy after three years' service as Officer in Charge of Training Aids Distribution for the 9th Naval District.

EDGAR F. HURFF CO., Swedesboro, N. J., packers of quality foods, have engaged Roy S. Durstine, Inc. A series of test campaigns is planned for the immediate future.

H. C. MORRIS & CO., Inc., has been engaged by Paul Westphal, Inc., to handle the advertising for Westphal's Auxillator hair tonic.

JANE RICHTER, manager of Lit Brothers' new business department, has resigned—effective February 1st. Miss Richter will open an office at 920 Walnut Street, Philadelphia, specializing in radio, direct mail and copy for all printed media. At Lit Brothers she was in charge of all radio programs, direct mail and credit promotion.

CLARK & MCGEEHAN, Inc., with offices in New York and Chicago, has been named national sales representatives for WPIK, Alexandria, Va.

SCHWIMMER & SCOTT, Inc., Chicago, announce the expansion of the radio schedule for the Kitchen Art Food Company of Chicago, makers of Py-O-My prepared pie crust, into two new markets, Indianapolis, Ind. and Minneapolis, Minn. A substantial schedule of half-minute and minute transcribed announcements will be used in each city, the stations being WISH and WIRE in Indianapolis and WTCN, WLOL and WDGY in Minneapolis.

No Progress Reported In Webs-AFM Confabs

(Continued from Page 1)

a date for the next meeting. Network representatives remained in a huddle about 30 minutes yesterday after union chiefs had left the session and will meet again among themselves on Monday at 2:30 p.m., presumably to discuss further counter-proposals. Although representatives of both sides staunchly maintain that no stalemate has occurred, the indication is that practically no progress has been made toward reaching a compromise.

At Odds Re Pay Raise

No statement has ever been made by either side as to offers, demands or progress shown since negotiations began about three weeks ago. However, it is believed that as matters stand now, the networks are offering 17½ per cent while the AFM is standing pat on a demand for an increase of somewhere, between 30 and 35 per cent. On this basis, the webs have increased their original offer made three weeks ago by two and one-half per cent while the union has cut its demand just about the same.

The last contract between the networks and Local 802 expired Feb. 2, a week after negotiations began. It had been hoped originally that a quick compromise could be reached by the two groups since nothing but wages was to be discussed. Although there is no indication that both sides can't reach an amicable agreement at some point, it is apparent that a big gap bars a compromise at present.

Canada Show Wins "Bingo" Court Case

(Continued from Page 1)

"Bingo," later changed to "Zingo" a popular program through which the players obtained their blanks by dealing with the dairy company.

The raid, while the program was on the air, caused a near-sensation in Montreal and was led by Police Prosecutor Pacifique Plante and morality squad Sgt. Armand Courval. At the next broadcast the program name was changed from "Bingo" to "Zingo."

Three considerations, the stake, the prize and luck, entered into consideration when gambling games were to be evaluated, Recorder Plante ruled.

Since the first essential element was missing, there could be no other judgment but to dismiss the complaint, the presiding magistrate said.

'Golden Gloves' On WCBS-TV

Monday's finals of the "Golden Gloves" boxing bouts will be telecast over WCBS-TV starting at 8 p.m., and continuing until the contests are concluded. The video program will be sponsored by Ford on its "Parade of Sports." Caswell Adams and Bob Edge will do the blow by blow. J. Walter Thompson is the agency.

Open the Door RICHARD!

EXCLUSIVELY LICENSED BY BMI

WANTED

Radio Station now on air in market of one million with good-music audience seeks commercial manager. Drawing account open, earnings can reach \$10,000. The man we want should know how to sell quality. Write Box 322, Radio Daily, 1501 Broadway, New York 18, N. Y.

LOS ANGELES

By RALPH WILK

JIMMY DURANTE, co-star with Garry Moore on the Rexall Show, entertains a group of 300 blind persons during recreational classes of the Braille Institute of America, next Monday morning at the First Congregational Church.

Larry Finley, recently returned from New York, has opened temporary offices of Finley Transcriptions, Inc. at 747 S. Hill St. in Los Angeles. Plans call for a national sales staff of 30 people to cover U.S., and franchise has been granted the Horace Stovin Co. for Canadian sales. Two shows are already available; "Flight With Music" featuring Marion Hutton with Nat Brusiloff and his orchestra; the Myrt and Marge serial, which returns to the air after a long layoff, featuring two new stars, Alice Yourman, and Alice Goodkin. Finley also plans to handle national sales for other organizations.

Austrian Gives Support To Tele Code Suggestion

Mexico City — Ralph Austrian, president of RKO Television Corp., while here on company business, added his support to the suggestion of Jack Poppele, president of TBA, that the television industry develop a broadcasters code.

Commenting on Mr. Poppele's stand, Austrian declared:

"I noticed with a great deal of interest that Jack Poppele, president of Television Broadcasters Association in his inauguration address stated that it is television programming which will make or break the great new television industry and that if the operators of stations miss their great opportunity to supply good, clean entertainment and information, they shall only have themselves to blame. When he states that the social responsibility that goes with television programming is far greater than in any visual medium, he strikes a fundamental fact. As a long time member of the motion picture industry, I can assure you from experience that unless the television industry takes immediate steps to regulate itself, others will step in and impose conditions far more restrict than would be necessary. Motion picture industry sets an outstanding example of self regulation. The television industry has no other choice than to follow its lead and quickly. I heartily endorse the suggestion made by Mr. Poppele."

ANY SHOW FOR ANYBODY,
ANYWHERE.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Notes From An Aisle Seat. . . !

● ● ● John L. Lewis, who is secretly conferring with mine operators in Florida, hopes to take to the networks shortly to explain to the nation that he's negotiated a new contract without striking. . . . MCA claiming they can't deliver Jolie for an air show, according to the way we hear it, while Wm. Morris claim they can. . . . Sackett and Prince Television Prod. looking for video writers with scripts and ideas. Contact Pauline Sharpe there. . . . Mel Opera Ass'n has elected Mark Woods, ABC prexy, to its Board of Directors. . . . New York's new schools will be wired for television. . . . The applause the other evening at the Broadhurst (for which Gov. Dewey and James Mason took bows) was really intended for the star, Helen Hayes. . . . Pal blades to put on a big sports advtg. campaign to compete with Gillette. . . . Jo Lyons has resigned as casting director at BBD&O to package her own show, "Between Us Girls". . . . Within three broadcasts after they were bankrolled by the Literary Guild, "Hi, Jinx" received 997 subscription orders mailed directly to them. Guild claims this as the best results they've ever gotten out of radio and twice as effective as newspaper ads figured on a cost-per-inquiry basis. . . . Perry Como offered 40 G's to do a six-week tele series. . . . Bill Miller has sold the Embassy, confining his activities to the Riviera which re-opens in May. . . . Hank Greenberg taking over Leo Durocher's old air spot.

★ ★ ★

● ● ● LOVE AND KISSES DEPT: Larry Douglas' Signature platter of "Ann'y Song". . . . Evelyn Knight singing "Sept. Song" at the Roxy. . . . Dorothy Claire's Enterprise disc of "The Coffee Song," an Enter-prize. . . . Cootie Williams and Ella Fitzgerald at the Paramount. . . . Patti Clayton's Gershwinning version of "It Had To Be You". . . . Bunty Pendelton singing anything at Jimmy Ryan's. . . . Jan Murray's clowning and Boyd Raeburn's rhythms at the new Vanity Fair. . . . Dorothy Gish and Kent Smith in "Story of Mary Surratt," a welcome addition to the B'way boards.

★ ★ ★

● ● ● IF WE WERE THE MR. BIG OF RADIO: Among other things, we'd go to work on the current so-called system of casting. The directors we'd stand up against the firing line are those lovable guys who have so much fun playing God with defenseless actors. Also the type of director who is doing to radio what happened to vaudeville—turning it into a stock company. And how about that delightful chap who likes to hold all his auditions behind locked doors? . . . After listening to Walter Lowen's interesting chatter on the "Hi, Jinx" ainer, we'd nab him for a spot of his own. . . . A comedy writer with the talent of Paul Gardner (one of the top mag scribblers around these parts) would be shanghai'd into radio but fast. The air could use some of his creative ideas. . . . Another comedy writing team looking for a spot (when it should be vice versa) are Bernie Green and Eli Lloyd Hoffman, who have enough star-dust to make any script editor happy. . . . With so many revivals enjoying a new run of prosperity, we'd bring back Lazy (Irving Kaufman) Dan to the airwaves—especially now that Irving is such a solid click in "Street Scene". . . . We'd make a grab for Ted Green's excellent "Teen-Age Club," one of the very few stanzas aimed to help the kids vocationally—instead of making hep-cats out of them.

★ ★ ★

● ● ● SMALL TALK: Disc jockey Rob't Q. Lewis thinks that Louie Prima's coming waxing of "Baciagalooop, (Makes Love On De Stoop)" will be one of his all-time highs. . . . Major disc firms for years have been trying, without success, to sign Monsignor Fulton J. Sheen for a series—but it remained for 20-year-old Harold Styne, Monarch Record prexy, to wrap up the deal. . . . Patrece Snyder new radio manager for Eagle-Lion films.

CHICAGO

By NAT GREEN

MARION SHEPPARD, now in her 16th year with WBBM-CBS and until recently secretary to production executives, has been named director of WBBM's transcription department.

Broadcast time of "Chicago, U.S.A." heard on WENR, has been changed from Tuesday at 10:30 p.m., to Wednesdays at 11 p.m., CST.

The Fine Arts Quartet, heard on ABC from Chicago each Sunday morning, will make its New York recital debut on February 15 in Times Hall concert under the auspices of the American-Soviet Music Society. On February 16 they will play from the New York studios, ABC.

Howard Walsh, WIND salesman and well-known boxing referee, has been appointed to the Golden Gloves official staff, the first time in 20 years that a new referee has been added.

The "American Farmer" broadcast over ABC will originate at the annual meeting of the National Farm Institute at Des Moines on February 15.

E. R. Borroff, vice-president in charge of ABC's central division, has been named chairman of the radio committee in Chicago for American Brotherhood Week, Feb. 16-23.

Rush Hughes, disc jockey and principal factor in Jan August's rise to popularity, was in Chicago Monday to introduce a new singing discovery, Richard Cannon, Birmingham Negro vocalist, who was so well liked that the WIND switchboard was jammed by calls from listeners praising Cannon's singing.

REGISTRATION EXTENDED

Advertising and radio personnel have shown so much interest in the "Speech for Radio and Television" course to be taught by Elissa Landi, and the Television Workshop Course, offered by the Evening and Extension Division of the City College School of Business, that mail registration has been extended through Tuesday, Feb. 18. Those who wish to enroll should write to Dr. Robert Love, Director, 17 Lexington Ave., New York City, sending money order or check for \$19.50 for Miss Landi's course, given on Tuesday nights, or \$19.50 for the workshop course on Thursday evenings. (Adv.)

Engstrom, RCA, And Bingley, Philco, In Final Round: Color vs. B. And W.

(Continued from Page 1)

As RCA and NBC continued their barrage against CBS color system. W. Engstrom, vice-president in charge of research for RCA laboratories, yesterday told the FCC that CBS color television "never can offer a satisfactory commercial service to the public."

Reiterating RCA and NBC's opposition to the CBS petition, Engstrom charged that CBS, color video is not only far from being ready for commercialization, but also has technical limitations so that it can never offer a satisfactory commercial service to the public."

Receiver Estimate

Estimates submitted to the FCC indicate that approximately 450,000 television sets will be produced this year. These estimates were furnished by 19 of 23 manufacturers answering the commission's query. On the basis of information supplied by most manufacturers, it was indicated that approximately one-fourth of the sets are expected to be shipped during the first six months of 1947 and the rest during the latter half of this year. Questionnaires were sent to 33 receiver manufacturers.

Continuing the battle of "compatibility," Engstrom plugged RCA's simultaneous color system as having an advantage.

The RCA exec questioned whether enough components of the CBS system have yet been provided to initiate a "proper field test."

In starting a color television service," he said, "the public will be led to invest substantial sums in the purchase of receivers. In this instance—the CBS proposal—this investment would be in receivers which have not yet been properly field tested under typical receiving conditions. The operation of a number of receivers in homes for a substantial period of time and under typical home conditions was deemed essential by the radio industry before standards were adopted and commercialization undertaken in the case of black-and-white television and certainly nothing less should be accepted in the case of the more complicated color systems."

Cites Experimentation

RCA has had extensive experience with systems of color television," Engstrom reported. "We have experimented with the sequential method which is the basis for the CBS proposal. Our experience in research and development with this system indicated certain limitations which require either unusually difficult solutions or compromises . . . the sequential systems, as we worked with them as others have worked with it, involves mechanical arrangements

which do not permit the flexibility of all-electronic methods.

Charges CBS With Compromise

"The CBS approach to the solution of these problems has been through the medium of compromise. In order to meet the flicker problem without further substantial increase in frame rate they have made compromises by the special selection of primary colors, advocated greater viewing distances, than are desirable, and attempted to excuse dim pictures through a dissertation on contrast. These were compromises which we were not willing to make and which we believe establish standards giving lower performance than for black-and-white and lower than the public has a right to expect.

"While CBS has indicated during this hearing that all-electronic methods may be used in the sequential system, the apparatus they have shown and the apparatus on which they say a commercial service can be built is mechanical and not all-electronic. Even if the system is arranged to operate using all-electronic methods it will still be handicapped by the sequential process of operation; by the 24-frame, 144-color field standards and by the lack of compatibility with black-and-white."

Engstrom said it is "basic" that any service to have lasting value must have, as its foundation, standards which provide satisfactory and adequate performance. "This condition can not be met" he went on, "if compromises are made and particularly where such compromises are

Murphy's Viewpoint

Basing his prediction on 10 years supervision of tele research and department activities, Adrian Murphy, CBS vice-president, testified Wednesday that "the simultaneous system can never be made to work satisfactorily for a broadcast service in the UHF band."

Murphy recommended that the FCC first commercialize the 480-920 megacycle band as CBS has petitioned, and, as soon as possible thereafter, re-establish a television band higher in the spectrum, in which simultaneous and other systems may be developed for future tele broadcast service.

not believed to be proper by a substantial number of the engineers of the industry, as is the case for the proposed color system. Not only must the standards be adequate and provide satisfactory performance, but they must permit further development and provide, in a basic sense, for improved performance as the system progresses and matures."

Ask Denial of CBS Petition

In conclusion, Engstrom said: "RCA and NBC recommended: 'That the FCC deny the petition of CBS and not authorize at this

time operation of commercial television stations in the frequency band of 480 to 920 megacycles.

"That standards for color television not be established at this time.

"That the radio industry be encouraged to aggressively develop color television—RCA plans to do just that.

"That the radio industry be encouraged, but secondary in importance to performance, to consider and investigate, among others, systems which may be integrated with the present black-and-white systems; i.e., a compatible system.

"That the radio industry be encouraged to reach agreement on standards which will provide satisfactory performance, and that the radio industry be encouraged to conduct adequate field tests."

Bingley Gives Views

F. J. Bingley, chief television engineer of the Philco Corporation, and one of the observers in the series of field tests conducted around the New York area by CBS in answer to a request by its opponents in the color controversy, charged that the network's mechanical system "is so deficient at the present time that it could not even be seen in seven out of eight test locations within 23 miles of New York City in the course of field tests." The picture quality at the eighth location, he said, "was only marginal."

Sees Home Service Vital

The Philco executive declared that "the test of any television system is how well it works in people's homes, and a field test made last week raised serious questions as to the workability of the proposed mechanical color system." He pointed out that a color picture could not be seen during the CBS tests "even when elaborate antenna installations far too costly for the average home owner were resorted to." Columbia engineers themselves, Bingley said, "conceded that it was useless even to try to pick up the color signals any more than 25 miles away." The limitations of the network's system are obvious, he added, when it is realized that dependable black-and-white tele pictures "of high quality" are enjoyed regularly by an audience that extends about 40 miles from New York City in all directions. "Present power of the CBS color system will have to be increased at least 100-fold to approach the broadcast service now being provided by black-and-white television transmitters," Bingley asserted.

Considers Request Premature

"Perhaps the most surprising of all is the fact that proponents of this mechanical system of color have asked the FCC to accept their standards as commercially acceptable when practically no field tests under actual home conditions had been made until last week."

Radio Contest Victors To Get NAB Awards

(Continued from Page 1)

whom their letters were submitted, at 10:05 a.m., and 11:05 a.m., respectively.

The three other winners will be announced by Lillian Black, WLIB, at 9:05 a.m.; Bessie Beatty, WOR, at 10:15 a.m., and Alma Kitchell, WJZ at 2:15 p.m. All winners will receive table model radios donated by the Radio Manufacturers Assn.

Announce Personnel Of New NAB Committees

(Continued from Page 1)

man Eugene S. Thomas, of WOR. Members appointed include Samuel H. Cuff, Du Mont; G. Emerson Markham, WRGB; George Moskovics, WCBS-TV; James V. McConnell, NBC; Arthur Hull Hayes, WCBS. First meeting will be held in New York on Feb. 20.

Wilbur Scramm, director of journalism, University of Iowa, has been elected 1947 chairman of the Council on Radio Journalism, NAB, announced yesterday. Also, elected were: Mitchell V. Charnley, University of Minnesota, vice-chairman; and Arthur C. Stringer, NAB director of special services, secretary-treasurer.

WHEN IT'S MORNING IN MARYLAND WHAT TIME IS IT IN MEMPHIS?

Baltimore, Md.—Ralph Powers who has conducted the Morning in Maryland program for WFBR for a decade or more is a bachelor these days. His talented wife—Helen Powers—who has been in radio more years than she likes to remember is now Operations Director at WHHM Memphis. All of which is by way of reminder that Ralph Powers is still Baltimore's top early morning salesman with a waiting list for his time.

For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Industry Leaders Set To Address AWB

(Continued from Page 1)

ordinator of listener activity for NAB, will be "The Woman Broadcaster Looks Ahead" with one of the more important sessions devoted to "Radio In the Public Interest" with Alma Kitchell, president of AWB, presiding.

Justin Miller, president of NAB, Jack Poppele, president of the Television Broadcasters Association and John Hogan, pioneer FM station operator and facsimile authority will be among the speakers.

While the convention does not get under way until Friday, March 7, the women broadcasters will attend a luncheon meeting of the Radio Executives Club on Thursday noon and in the afternoon will visit the United Nations headquarters at Lake Success, N. Y.

The tentative agenda for the three-day meeting follows:

FRIDAY, MARCH 7

10:00 A.M.—

Morning Session—Small Ballroom
Greeting—President Alma Kitchell
Introduction of AWB Officers
Report—Hospitality Committee
Clinic—"Our Business of Broadcasting"
Panel—LEE HART, NAB, "How Would You Handle A Department Store Account"? DOROTHY KEMBLE, MBS, "What Do You Know About Station Operation As It Affects Your Program"? FRANCES WILDER, CBS, "How Well Do You Know The Day-time Listener"? ELEANOR HANSON, WHK, "What Is Your Second Mile"? WYNN HUBLER SPEECE, WNAX, "How Do You Reach Your Rural Audience"? MARIE HOULAHAN, WEEL, "What Are Your Showmanship Techniques"?

12:30—Luncheon—

Guests of the New York Dress Institute

2:30 P.M.—

Afternoon Session—Small Ballroom:
Theme—"Radio Trends"
Address—"Advertising Looks Ahead"—Jean Rindlaub, B.B.D. & O.
Report—"The Public Looks At The Women Broadcaster"—Dr. Paul Lazarsfeld (invited)
Address—"Television's Appeal To Women"—Jack Poppele, President Television Broadcasters Assn.
Address—"FM & Facsimile, John Hogan, WQXR

5:30 P.M.—

Network Cocktail Parties

7:30 P.M.—

Dinner, Greeting Card Industry—Sert Room—Waldorf-Astoria
SATURDAY, MARCH 8

8:00 A.M.—

Breakfast—Guests of Millinery Fashion Bureau—West Ballroom—Commodore Hotel

10:30 A.M.—

Morning Session: Theme—"Radio Serves The Public"
Keynote Address—Margaret Culklin Banning

Panel Discussion

Moderator—George V. Denny, Jr.—American Town Meeting Of The Air—ABC

Participants: Mrs. LaFell Dickinson—Club; Miss Sally Butler—Business; Dean Mildred C. Thompson—Education; Margaret Truman—Youth (invited); Miss Minerva Bernadino—Pres. Inter-American Council of Women (U. N. Member from the Dominican Republic)

12:15—Recess—

Reception in Library—Honor Guests

12:45—Luncheon—

Grand Ballroom: Theme—"Radio in the Public Interest"

Presiding—Alma Kitchell, President of AWB

Invocation—Rev. Ralph W. Sockman, National Radio Pulpit, N.B.C.

Message—Governor Thomas E. Dewey

Introduction—Honor Guests

Music—Rise Stevens (invited)

PICTURE OF THE WEEK



Three men actively engaged in radio either with Mutual or WOR had the pleasure of hearing Carl Haverlin, MBS vice-president in charge of station relations, proclaim their new station WMID, Atlantic City, N. J., as the network's 400th station. The group (left to right) are Paul Hancock, MBS director of station relations research; Earl M. Johnson, Mutual's director of engineering; Haverlin, and Charles Singer, assistant chief engineer of WOR. Johnson, Hancock and Singer are principal stockholders of the Mid-Atlantic Broadcasting Company which will operate the new 250-watter.

Bases FM Station Rates On 10% Of AM Rate Card

(Continued from Page 1)

to seven hours daily from 2 to 9 p.m., including Sundays. Presently on 12,000 watts rated antenna power output, with 250 dial setting on the FM standard high band, the station will continue to operate on the low band as well. It is pointed out the receivers for the low band still greatly outnumber those for the high.

The station reserves the right to schedule AM broadcasts over FM without additional charge, but does not assume the obligation to do so. The FM rates are 10 per cent of the rates of KMBC's card No. 24.

Address—Justin Miller, Pres. National Ass'n of Broadcasters
Preview—"Radio's Record", with galaxy of radio stars

Star Spangled Banner
Tea—AWB Members Guests of N. Y. State Woman's Council, Honoring Alma Kitchell

Buffet Supper—Guests of Grocer Manufacturers of America—Crown Room—Matchabelli

SUNDAY, MARCH 9

Guests of Ass'n of American Soap & Glycerine Producers, Inc.

9:30 A.M.—

AWB Business Session (closed—for Active Members only) Small Ballroom

1:00—

Luncheon—AWB Board (closed)—Suite

US Television Corp. Starts Delivery Of New Set

(Continued from Page 1)

mahogany cabinet of Sheraton design, includes AM, FM, shortwave, and record changer, retailing at \$895, plus installation charge and Federal tax.

"Production, while expected to be limited during February," said Hoge, "will be stepped up during early Spring. Production of this unit, however, will be subordinated to our 'big picture' 21 x 16 inch projection television receiver, which has been in production since last September."

Ascapers For WNYC Festival

Ascap is participating in the Eighth Annual American Music Festival over Station WNYC. Ascap members who will appear on Wednesday, February 19th from 9:00 to 9:55 p.m., will be: Al Goodhart, master of ceremonies for the popular composers; Alex Kramer, Joan Whitney, Jerry Livingston and John Redmond. The serious composers are: Florence Tarr, mistress of ceremonies, Fay Foster, Mortimer Browning, Walter Golde, J. Roseamond Johnson and Lily Strickland.

'Educate Prospects' TBA-Drive Keynote

(Continued from Page 1)

out of multiple apartment television installation has long been recognized by the industry, and in the opinion of Jack R. Poppele, president of TBA, realtors should investigate further before acting in any way to prevent installation of sets and receiving equipment.

The various assertions that present television antenna equipment is "hazardous" and "unsightly" is disputed by several industry execs. Poppele said yesterday that "a television set cannot be hazardous," any more than radio or a telephone is hazardous. "Years ago," said the TBA president, "when the radio antenna was regarded by many as dangerous and would attract lightning, I pointed out that the telephone, with its wires, etc. was just as hazardous." He declared that the problem, if it is a problem, will be shortlived since "if engineers can build a television receiver, they can certainly build a satisfactory antenna." Realtors must face the fact that this new service will be demanded by tenants, Poppele declared, and that "it will be as much a part of the lives of the public as the radio receiver is today."

Says Some Places Have 3 Outlets

He added that there are apartments now being constructed that will provide as many as three television outlets in each apartment "with another in the kitchen for the 'maid of the future'." Poppele said he could not divulge at this time the location of the buildings involved.

Comment from other quarters in the industry tend further to minimize the problems as outlined by realtors. A Du Mont executive expressed the belief that realty firms are "prematurely concerned over something which will not be as important as it seems." He declared that a Du Mont antenna is "not unsightly or dangerous," and further that if the cost of a master system is now excessive, it will therefore enrich the value of the premises which it is housed.

Bruno, New York, distributors for RCA receivers, reported a "few instances" wherein permission to install equipment has been refused by landlords, but no great amount as to cause concern. Company executives felt that the solution to the antenna problem will be shortly available and pointed out that RCA is working on a system which may do the job.

In this regard it is pointed out that the Intra-Video Corporation of America that its system of mass reception and distribution is available now, and is currently in operation with an installation in the General Motors Building on Columbus Circle and Broadway. System was demonstrated at the TBA convention at the Waldorf-Astoria last October and has been shown to several architectural firms in New York.

PROMOTION

Clever Followup

Black Ross of Hal A. Salzman Associates, New York, sent out a telephone, birthday cake and Ronson lighter service kit to New York Telephone to attend the premiere of "Twenty Questions," WOR-Mutual. The telegram read: "Sorry you couldn't be at the first anniversary broadcast of 'Twenty Questions'. We would have had you a piece of cake, however, if you had. U.S. Senator Cain was kind enough to cut on the show. Greeting and good eating from the Van Dinters, Bill Slater, Herb Polesie, Mutual, Ronson Lighters and Bianchi, the baker."

KTSA Radio Album

The 20-page 1947 Radio Album and Program Schedule has been compiled by Owen Johnson, merchandising and promotion manager of KTSA, San Antonio. Booklet is 5 1/2 x 8 1/4 and contains both pictures of local KTSA stars plus CBS stars. Each page contains a program listing of the shows broadcast by KTSA and the stars for that program. Front page is devoted to the stars of KTSA and a personal message to the listeners from George W. Hanson, KTSA's general manager. Letter is printed in blue, green and white with white background. Station letters are found on the top of the microphone with the legend "The biggest show in town" leading to the microphone. CBS affiliation, dial setting is also prominently displayed to attract the eye. Back page contains a list of local, regional and national advertisers plus interesting facts concerning CBS artists. One KTSA staff entertainer's picture appears on at least every page of the album layout. Staff entertainers are signing the booklets to their listeners personally autographed on their individual programs.

Harris Named KPRC Mgr.; Assumes Duties On Mar. 1

Black Harris, who as General MacArthur's radio and press communications officer directed radio coverage of the final phases of the Philippine campaign, the Borneo invasions and Japan's final dramatic surrender, has been appointed manager of radio station KPRC, former Gov. W. P. Hobby, publisher of The Houston Post, owner of the station, announced Saturday. Harris will assume his duties on March 1.

Harris succeeds Kern Tips, who resigned to become a partner of the advertising firm of Franke-Wilkinson-Schwartz & Tips.

Born 35 years ago in Nashville, Tenn., Mr. Harris has been assistant general manager of radio station WSM in Nashville since last June. It was in June that Mr. Harris was discharged from the army. With the rank of lieutenant colonel, he was serving as chief of the radio broadcasting section of the war department in Washington, D. C.

COAST-TO-COAST

— ILLINOIS —

EAST ST. LOUIS—Tom Duffy celebrating his second year of news-casting over WTMV. . . . **JOLIET**—Disc Jockey Gregg Phillips, recent addition to the WJOL staff, inaugurates a new platter show for late listeners, "On Call". . . . Making its debut over WJOL is "Open Forum of the Air," devoted to topics of community interest. . . . **EAST ST. LOUIS**—"The Making of the Flag" an original drama written and produced by the speech class of Notre Dame Academy will be broadcast over WTMV, Feb. 22. . . . **ROCK ISLAND**—Recent personnel changes at WHBF include T. F. Arnold from program director to local sales manager, and Forest Cooke, assistant program director moving up to program director.

— MISSOURI —

ST. LOUIS—Rush Hughes, KXOK disc jockey, has been invited to conduct a session on record programs at the Annual Radio Conference to be held at the University of Oklahoma. . . . "Chet" Thomas, general manager for KXOK has again been appointed to serve as an advisor to the "Visit St. Louis" Campaign, by the Chamber of Commerce. . . . George Clare named production manager of KMOX. . . . Lloyd Smith joins the WIL sales staff. . . . Returning to WIL is Frances Rice, former continuity director of the station before joining the WAC's for wartime service, as Copy Chief. . . . Also returning to the station is Mel Kampe, publicity director and assistant to the program director. . . . High school students of St. Louis will take part in the new KXOK series, "Junior Town Meetings." Program is sponsored by the St. Louis Star-Times and will be modeled after the national "America's Town Meeting."

— NEW HAMPSHIRE —

MANCHESTER—Fight broadcasts are originating every Tuesday night from the Recreation Center with Tony Adams at the WMUR mike. . . . No wonder WMUR listeners found Don Stevens "March of Dimes" speech so sincere! The announcer's own son recovered from infantile paralysis last year with the National Foundation's help. . . . **DURHAM**—University of New Hampshire students are alternating on two transcribed productions for use by the state's stations, "The Silver Coronet" and "Is It Legal?". . . . **CONRAD**—A milk bottle cap is the price of participation in WKXL's "Kiddy Quiz" which made its debut Feb. 10. . . . "Co-ed Clambake" new WKXL show aimed at the teen-age crowd, will feature request tunes and social news of Concord area schools.

— FLORIDA —

MIAMI—WIOD covered the arrival of the "Quiz Kids" in an exclusive broadcast from the observation car of the Florida East Coast "Dixieland," Jan. 21st. . . . When temperatures hit an all-time low here, on February 6, WQAM broadcast two shows featuring requests of students who were frozen out of school. . . . **FORT MYERS**—WINK will go all out with numerous special event shows

during the Edison Centennial Week ceremonies. WINK will be on hand at the Post Office when the first Edison Stamps go on sale in the city.

— CANADA —

TORONTO—CFRB is currently celebrating its twentieth anniversary. . . . Wishart Campbell conferred with David Guion on new program material and music ideas of CFRB. . . . **HAMILTON**—Lyman Potts moves up from the Production Manager's desk to Assistant Manager of CKOC. . . . Bob Amos will fill the vacant Production Manager spot. . . . J. B. Marlatt, Funeral Directors, have bought "Chapel by the Side of the Road," ten minute daily devotional-hymn singing program for one year. . . . Culley-Lawson Electric, following one month test campaign with "The Buccaneers" transcribed male choir, have signed for a year. . . . **VANCOUVER**—Stuart MacKay has been appointed assistant station manager of CKWX. Prior to this MacKay had been regional sales manager since the summer of 1945.

— MASSACHUSETTS —

WORCESTER—In conjunction with WTAG's "Time for Teens" program, 15 high school girls have been chosen to serve on a Junior Fashion Board. . . . **BOSTON**—WEEI will present a new series in co-operation with Dr. Charles Branch entitled "The Doctor and the Child." Feature is presented as a general build-up to the future establishment of a Children's Medical Center. . . . **PITTSFIELD**—WBEC, which begins operation next month, will be ABC affiliate. . . . William J. Connolly, contract representative for the VA, presented WBRK a certificate of appreciation for "its outstanding co-operation in presenting VA material over the air". . . . **SPRINGFIELD**—Haynes Co., Inc., will sponsor a nightly summary of local news, Monday through Friday, over WSPR. . . . The station has increased its power to 1,000 watts day and night.

— NEW JERSEY —

NEWARK—"Everyday Adventures," dramatizations keynoting brotherhood and racial co-operation will debut February 16 over WAAT. . . . **PATERSON**—WPAT will attempt to perpetuate the "March of Dimes" theme throughout the entire year with a new program entitled, "The Children's Story Room" conducted by Joan Bradley.

— IOWA —

WATERLOO—Radio farm editors throughout the nation are co-operating with Hugh Muncy, farm director at KXEL, in the presentation of an evening show, "Mr. Farmer, U.S.A." The broadcasts include discussion of national farm news, market trends, etc. . . . **ST. LOUIS**—Fourteen hundred dollars for a song was the record of KTRI in their special broadcast in behalf of the March of Dimes. . . . **DES MOINES**—The other day, Charles McCuen, broadcasting the weather report, stated that a knife would be necessary to cut the fog. Leaving the studios late he found virtually no haze. Listeners are assured of accurate weather reports, now that windows have been washed.

EQUIPMENT

Sees Profitable Year

The radio parts manufacturing industry can look forward to a profitable year, provided strikes are avoided, according to Robert C. Sprague, president of Sprague Electric Co., North Adams, Mass. Sprague, pointing out that there is a "large unsatisfied consumer demand and plenty of money," said this would mean profitable operations for management and steady employment for labor, "barring strikes."

Philco Products

Several new products, including a complete line of electric clocks, three new flashlight models, factory-sealed jeweled phonograph needles in a transparent plastic display, a new dynamic tester and a light-weight oscilloscope, were presented to about 700 Philco distributors and district representatives at meetings in Chicago, Philadelphia and San Francisco arranged by James M. Skinner, Jr., general manager of the Philco Accessory Division.

Gets Crosley Sales Post

Appointment of Victor R. Lindemann as southwestern regional sales manager for the Crosley Division, Aviation Corp., has been announced by E. C. Brode, manager of distribution. Lindemann served as district sales manager of Crosley from 1939 until late in 1941, when he entered the Air Corps.

School Systems

Sales Manager Al R. Royle of the Stromberg-Carlson sound equipment division has announced that the company's complete line of school sound equipment will be on display March 1 to 6 at the Atlantic City convention of the American Association of School Administrators.

Send Birthday Greetings To —

February 14

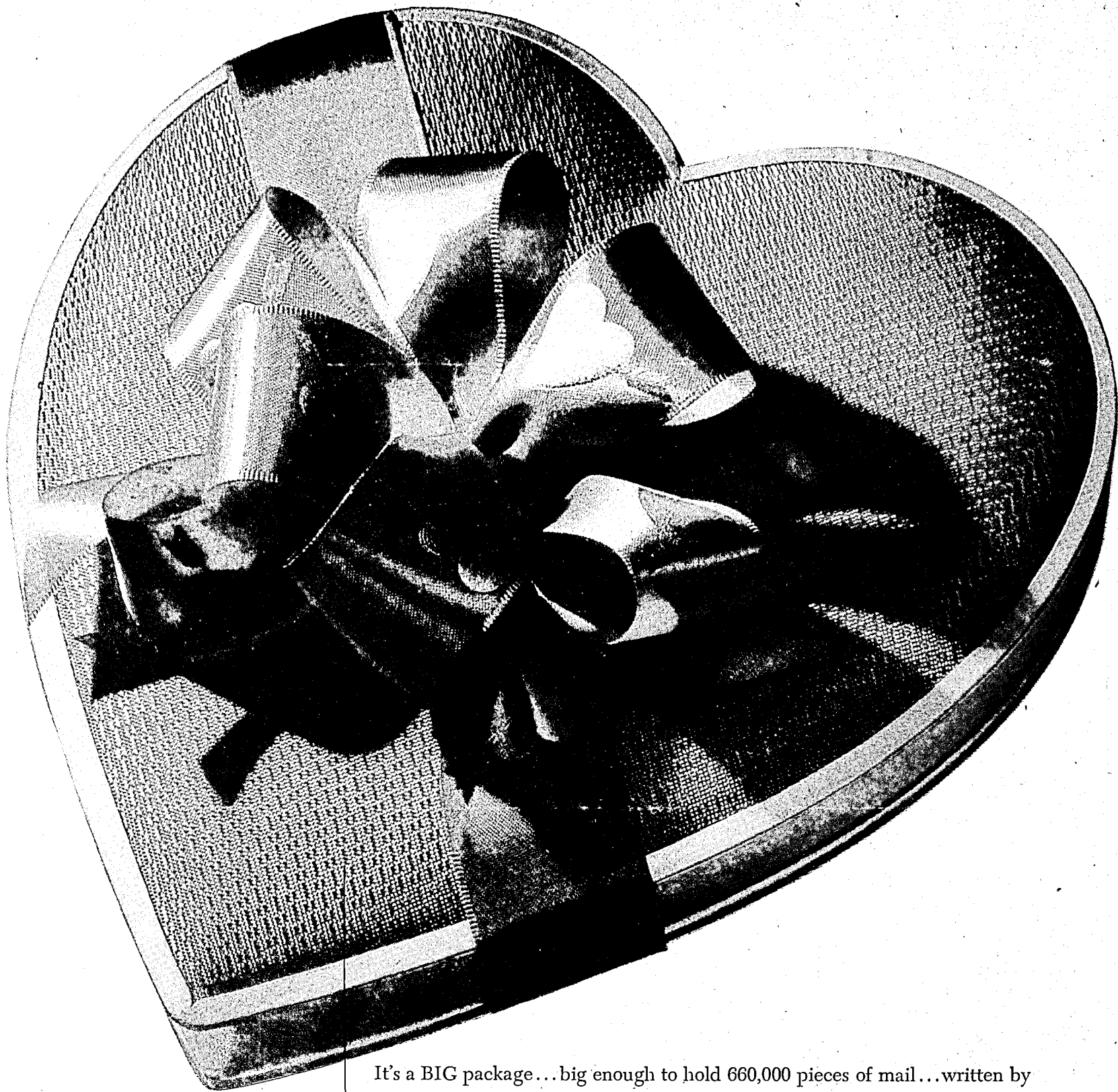
Peggy Allenby	Art Hernes
Jack Benny	Talbott Johns
Jessica Dragonette	Carlton Moss
Bill Pearson	Kenneth Berkeley

February 15

William Janney	G. E. Midgeley, Jr.
E. W. Janes	Charles Sutton
Hugh Wedlock, Jr.	Howard Harris

February 16

Patty Andrews	Bert Kalmar
Douglas Arthur	Wayne King
Mildred Bailey	Jerry Lester
Edgar Bergen	Dell Sharbutt
C. B. Donovan	Joe Smith
"Bert" Greene	



SWEET
STUFF
FOR
A SPONSOR

It's a BIG package...big enough to hold 660,000 pieces of mail...written by listeners to a radio program in the short space of four-and-a-half months.

Sweet stuff for a sponsor.

The Package is BIG enough to hold the radio program itself...
Heart's Desire, heard Mondays through Fridays from 3:00 to 3:30 p.m.

As the name suggests, the show is the magic door through which participants attain their heart's desire.

We do not need to go into emotion as a producer of sales. Nor do we need to underline the sponsor of *Heart's Desire* will have a vehicle for a real selling job. (*Heart's Desire* is produced by the Ray Morgan organization—producer of "Queen For A Day".)

And so—to a sponsor with a definite heart's desire—on Valentine and every other day—Mutual offers this BIG package. Why not get the full story?

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



CL. 38, NO. 32

NEW YORK, MONDAY, FEBRUARY 17, 1947

TEN CENTS

New Auto Business Looms

Regional Groups Set Up By The FMA

Washington Bureau, RADIO DAILY
Washington—Formation of the first series of regional groups which will cover the nation by the end of the year was announced here Friday by the executive committee of the newly-organized Frequency Modulation Association. FMA's executive committee, meeting for the first time at its organization last month, covered Region 1, comprising New Jersey, Pennsylvania and the New England States. The FMA president, (Continued on Page 6)

Choose Moscow's Limit On U. S. Correspondents

Washington Bureau, RADIO DAILY
Washington—Limitation of American correspondent visas for the Moscow conference to 20 is "shockingly inequitable," Washington press and radio correspondents told the State Department last week in a stiff protest against the limitation. It would, they said in a statement signed by members of the standing committee of correspondents, the State Department Correspondents Association, and the Radio Correspondents Association. (Continued on Page 2)

Poppele Asks Landlords To OK Tele Antennas

Owners and multiple dwellings apartment houses who have refused tenants permission to install television antenna equipment were asked to reconsider their actions in a statement issued over the week-end by Jack Poppele, president of the Television Broadcasters Association. (Continued on Page 6)

The Hard Way

Ray Gibbons, Mutual correspondent with the Admiral Byrd expedition, became the first casualty of the group in Little America when he broke two ribs in a fall outside his tent last week. While not serious, the accident was unique, in that the MBS newsmen chose to sleep on a wooden plank—and with the ice lying around for thousands of square miles.

'Monopoly' Again

Washington—Senator Kenneth Wherry, Nebraska Republican, promised Friday that the projected investigation of monopoly in the newspaper field, with particular reference to concentration of ownership of newspapers and radio stations, will be scheduled soon. Wherry, chairman of the new Senate Small Business Committee, blocked such a probe a few weeks ago when it was scheduled by the Democratic-controlled committee.

No FCC Investigation Planned At This Time

Washington—No investigation of the FCC is likely to be undertaken by the Senate Committee on Interstate and Foreign Commerce before "affirmative legislation" has been introduced, Chairman Wallace White of Maine told RADIO DAILY last week. White said he hopes to offer a bill altering the present Communications Act in several ways—but that he will (Continued on Page 5)

NAB And State Dept. Men Discuss Int'l Broadcasting

Three members of the new NAB International Broadcasting Advisory Committee met in Washington Friday for their first session, lunching with State Department officials and discussing generally the international broadcast problems. Present were (Continued on Page 8)

Special Programs In Work For WOR 25th Anniversary

Two special broadcasts, each two hours long, have been scheduled by WOR for its 25th anniversary celebration Saturday, Feb. 22. John Gambling, who joined the station in 1925 as an engineer, will emcee the afternoon broadcast from 2-4 p.m., which will feature some of the station's alumni and also current personalities. The lineup includes WOR's present Martha Deane, real name Marion Young, and two women program conductors who formerly were

Major Manufacturers Plan Campaigns For Localized Spots And Shows Among Nation's Dealers

NAB-RMA Com. Sets 'Radio-Week' In Oct.

NAB-RMA joint liaison committee over the week-end set the week of October 26 for observance of Radio Week this year. In addition, the group agreed to make the event an annual celebration.

The committee, headed by President Justin Miller of NAB and President R. C. Cosgrove of RMA, also made plans for joint promotion of (Continued on Page 5)

Canadian Heads Radio At U. N. Headquarters

Peter Ayles, former general supervisor of international service for the Canadian Broadcasting Corp., has arrived at Lake Success, N. Y., to assume directorship of the United Nations (Continued on Page 2)

DeMille Hits Closed Shop Before Senate Committee

Washington Bureau, RADIO DAILY
Washington—The closed shop is a monopoly, it is undemocratic and it stands in the way of full exercise of constitutional rights, Cecil B. DeMille said before the Senate Committee (Continued on Page 2)

Detroit—Major automotive manufacturers are preparing to launch competitive localized campaigns throughout the country within the next few months with prospects that 36,000 dealers will have a part in placement of both the radio and newspaper advertising, RADIO DAILY learned Friday; (Continued on Page 5)

Summer Inst. Plans Announced By Web

The NBC-Northwestern University Summer Radio Institute in Chicago will get under way June 23 for its sixth annual session, it is announced by Judith Waller, NBC educational director and co-director of the institute. During the six-week term 11 courses, all carrying university credit, and a required series of 12 lectures will be presented. Similar (Continued on Page 5)

CBS Cancels Commercial For Documentary Program

CBS will cancel "Information Please," commercially sponsored by Parker Pens, in order that the network may devote the full hour from 10:00 to 11:00 p.m., Wednesday, (Continued on Page 2)

Pinch Hitter

Chicago—Walter O'Keefe, Broadway and Hollywood comedian, was signed Thursday to replace Don McNeill as toastmaster of ABC's Breakfast Club for two weeks, beginning February 24. McNeill and his family and Sam Cowling and his family will vacation in Florida. O'Keefe has served as emcee on several radio programs of his own in the past.

RADIO DAILY

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

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FINANCIAL

(Feb. 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Fench Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Canadian Heads Radio At U. N. Headquarters

(Continued from Page 1)

tions radio division. He succeeds Vernon Duckworth-Barker who will take over the UN's information office in Geneva.

Aylen joined CBC in 1934, working as program organizer and station manager in Ottawa, Toronto and Vancouver. He has been temporarily replaced in the CBC post by Arthur L. Phelps, assistant general supervisor of international service.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

COMING AND GOING

JOHN S. HAYES, station manager of WQXR, left Friday for Washington to attend the international broadcasting confab at the NAB.

HOWARD CLOTHER and CY KING, station manager of WEBR, Mutual outlet in Buffalo, N. Y., are in Gotham on station and network business.

GEORGES FAURIE, advertising and sales promotion manager for the Westinghouse Home Radio Division, is in San Francisco to make plans for the Westinghouse display at the forthcoming San Francisco Summer mart.

EUGENE LEVY, president of KPDR, Alexandria, La., a visitor Friday at the headquarters of the Mutual network, with which the station is affiliated.

HOWARD STYNE, president of Monarch Records, who recently completed the "Fala" album in Washington, D. C., spent last week in Albany, N. Y., where he made plans for a radio-theater committee to work for nation-wide charities through Governor Dewey's office in mid-1947.

PETER DONALD, of "Can You Top This" and other programs, has returned from Baltimore, where he did a series of benefits.

JOHN DALY, news analyst for CBS, has returned from Washington, D. C., where he addressed the P.R.O. Seminar conducted by the U. S. Navy.

JOHN W. HUNDLEY, Columbia network's assistant director of shortwave broadcasts, has left for a short vacation at Nassau in the Bahamas.

HARRY MARBLE, who has been sojourning in Florida, has returned to New York and today will resume his chores on the Margaret Arlen program over WCBS.

LESTER VAILL, producer of the "Mystery Theater" heard on NBC, returning from a Mid-winter vacation in Havana.

CECIL BROWN, commentator on MBS, left Friday for Cleveland on a three-day speaking engagement.

PETER MARTIN and RUTH ASHTON, of the CBS documentary unit, are back from a trip to Washington, D. C.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., an affiliate of CBS, arrived in New York late last week on station and network business.

NICK KENNY has left for Palm Beach, where, while vacationing, he will work on his 283rd song.

JOHN FRIEBERG, head of the Los Angeles advertising agency bearing his name, is on a trip to New York and other East Coast points in the interest of the Gallo Wine account.

Oppose Moscow's Limit On U. S. Correspondents

(Continued from Page 1)

tion and the Periodical Correspondents Association, "represent a serious step away from enlightened world opinion."

The group then urged that the State Department seek authorization from the Soviet government for coverage by a minimum of 52 correspondents, and added, "We further request that you impress upon the Soviet government the importance of granting to American radio correspondents the use of adequate transmission facilities for direct conference reporting to the American radio public."

CBS Cancels Commercial For Documentary Program

(Continued from Page 1)

March 5, for a special documentary, "The Eagle's Brood," an expose and preachment against juvenile delinquency. The script was written and is to be directed by CBS producer-director-writer Robert Lewis Shayon. It will be the first of a series of three documentary programs planned by Columbia's special documentary unit.

Seeks New Stations

Applications for new radio stations in Norfolk, Va., and Hagerstown, Md., were filed late Friday by Western Maryland Broadcasting Corp. Secretary and general manager of the corporation is Irving M. Kipnes, formerly associated with the weekly trade journal, Broadcasting magazine, in an editorial capacity. Western Maryland is seeking to operate on 860 kc., with 1 kw. daytime only and with 250 w. full-time on 1450 kc. in Hagerstown.

DeMille Hits Closed Shop Before Senate Committee

(Continued from Page 1)

Mille, Hollywood producer and erstwhile radio producer, told the Senate Committee on Labor and Public Welfare Friday morning.

Describing himself as a "union member who has had some personal experience of a union's powers over its members," De Mille called upon Congress to outlaw the closed shop. He related that he had himself been a member of AFRA since it was organized, but that he had refused to pay the dollar assessment called for by the union in 1944 to oppose a proposition on the California ballot which De Mille personally supported.

Donald Doing 'Ski' Disc

Peter Donald today will narrate a film titled "Ski Novice" to be made in the studios of Hawley-Lord, Inc., for national distribution. This will be the first of a comedy series.



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-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?

Advertisement for K.F.N.F. 'The Friendly Farmer Station' in Shenandoah, Iowa. Includes text: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

Advertisement for W-I-T-H AM and FM in Baltimore. Includes a stylized logo of a beaver's head and text: 'W-I-T-H AM and FM IN BALTIMORE', 'TOM TINSLEY, President', 'Represented Nationally By Headley-Ro'.

★ AGENCY NEWSCAST ★

UGH M. FELTIS, president of Broadcast Measurement Bureau and C. E. HOOPER, president of Hooper, Inc., will discuss "Radio Audience Measurements" before the radio and television clinic of the Advertising Club of New York's advertising and selling course this evening. Illustrated talks will be followed by a discussion, led by E. P. H. James, manager of sales operations of the Mutual Broadcasting System.

ROYAL BLUE STORES, Chicago, representing over 900 independent grocery stores in the Middle West, have appointed Schwimmer & Scott, Inc. of Chicago as their advertising agency.

DAVID N. SIMMONS has joined Blair & Company, national representatives of radio stations, as assistant to Lindsey Spight, vice-president and manager of the San Francisco office. This addition increases Blair staff to four men on the West Coast. Simmons, a veteran of World War II, started in radio in 1935 as an announcer at KLZ, Denver. He has been sales and program director of KSJO, San Jose, since its signing in September, 1946.

FURELIO PEGO has joined the newly organized export advertising agency, Robert Otto & Associates, Inc., as copy chief. Pego formerly was a sales manager, copywriter and media expert in the International Division of International Advertising, and prior to that was in charge of foreign copy and media with John F. Murray Advertising Agency. A graduate of the University of Madrid, he came to the U. S. more than a quarter of a century ago as special correspondent for the National Spanish and Latin American publications.

AN AMERICAN BROADCASTING CO., international radio sales organization of New York, enters the European radio field with its appointment as sales representatives of the radio Monte Carlo of Monaco. The company expects to increase its short-wave power to 25,000 watts this spring. Plans now call for a 120,000-watt long wave transmitter late this year.

SEIDEL ADVERTISING AGENCY, Inc., New York, has engaged Russell L. Fradkin as account executive. Prior to joining the agency Fradkin was a space representative for New York trade publications.

ADAM J. YOUNG, JR., Inc., New York, has been named national representative for WKNE, Keene, N. H. The station, a 5000-watt Columbia affiliate, is the fourth New England outlet to be placed on the Adam Young list.

ALL ADVERTISING and public relations activities of the Veteran's of Foreign Wars of the United States has been assigned to the Robert J. Enders Agency of Washington. The first assignment for the new account is production of a 13-week transcribed radio series titled "Our Land Be Bright" which will run on 500 to 700 stations in the United States. The series will promote VFW's already announced national program, and will utilize a number of Hollywood stars and outstanding national authorities. Mr. Enders leaves for Hollywood in two weeks to produce series.

MARION PARHAM has announced her resignation as assistant time buyer at Kenyon & Eckhardt advertising agency. After a short rest, Miss Parham will announce her future plans.

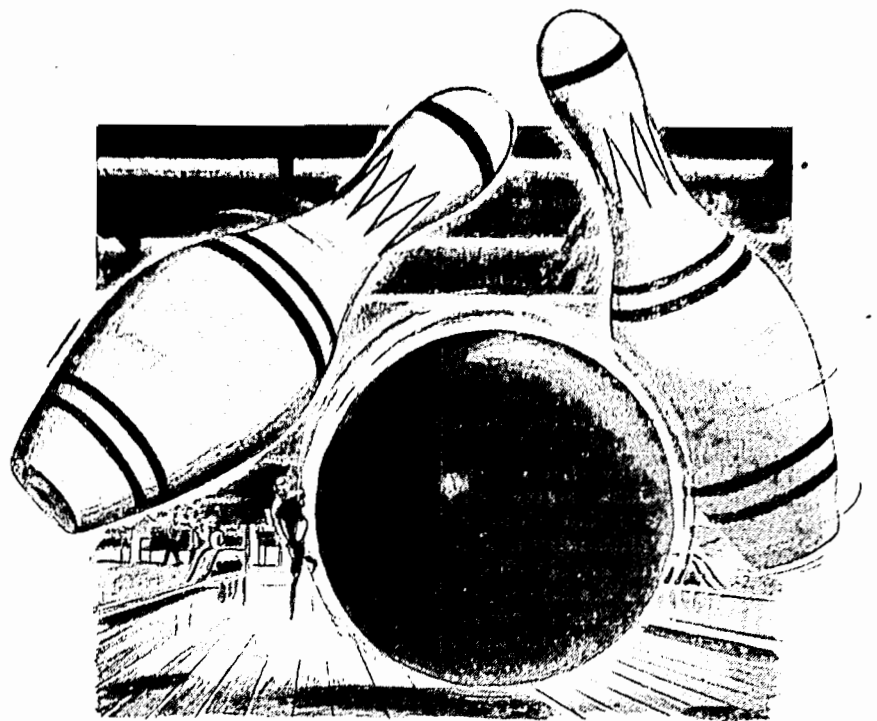
WILLIAM D. COLLIER has been named sales manager of Victoria, Ltd. manufacturer of Et Cetera and Vice Versa perfumes. Previously he was sales manager of Primrose House and prior to that, sales manager of Prince Matchabelli.

WCBS-TV Is Televising Nat'l Sportsmen's Show

The National Sportsmen's Show, opening this month at Grand Central Palace, is being televised over WCBS-TV on February 16, 20 and 23 under sponsorship of the U. S. Rubber Co. Programs will be aired from 9 to 9:45 p.m. on those dates.

Outstanding exposition of its kind, the Sportsmen's Show also is the arena for open competition and exhibition in log rolling, canoe tilting, fly casting, wood chopping and sawing, archery, marksmanship and horseshoe pitching. Most of these events will be held on the main floor where CBS' tele cameras will be in position to pick them up. Bob Edge, sports director of WCBS-TV, will handle the commentary. Extra attraction will be the presence of an Indian tribe chief who will serve as announcer and assist Edge in the commentary.

Contract for the Show's coverage was signed by Charles J. Durban, assistant director of advertising for U. S. Rubber, and George L. Moskovics, commercial manager of WCBS-TV. Agency is Campbell-Ewald.



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 . . . exclusive **Telereel** *

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A Radio-Keith-Orpheum Corporation Subsidiary

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Monday thru Friday
5000 WATTS — 1380 ON THE DIAL
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LOS ANGELES

By RALPH WILK

ART GILMORE, announcer on ABC's Saturday night thriller "Murder and Mr. Malone," began teaching at the University of Southern California's special radio school February 10th. Gilmore, who is instructing in the various phases of radio announcing, recently co-authored with Doc Middleton, Hollywood radio producer, a thorough text-book called "Radio Announcing."

Guest star line-up for NBC's "Village Store," with Jack Haley and Eve Arden includes Brian Donlevy for Feb. 20, Herbert Marshall for Feb. 27, and Ralph Edwards for March 6.

Don Ross has joined the Hal Styles School of Radio as director of advertising and promotion. He formerly was publicity director of Warner Bros. KFVB, the "Queen for a Day" and other radio programs and managing editor of Radio Television News.

The Los Angeles League for Better Radio has informed Producer Gordon T. Hughes that it has voted his "Your Hope Chest" program, the best "human interest" show originating in this area.

WHOM Sets ET Messages For Brotherhood Week

In observance of Brotherhood Week, Feb. 16-23, WHOM will "saturate" its schedule of foreign language broadcasts with messages regarding tolerance, etc., comprising transcribed announcements by prominent persons and news program "tags."

Scheduled thus far for recorded messages over the station next week are the following: Judge Ferdinand Pecora, Anthony Campagna, New York Board of Education; City Councilmen S. Samuel Di Falco and Anthony Di Giovanna; Professor Stephen Mizwa of the Kosciusko Foundation; Joseph A. Pateracki, general chairman of the Pulaski Committee, and Francis X. Wazater, former UNRRA official. Transcriptions aimed at the German, Jewish, Russian and Greek audiences are also planned.

New Howe Series On CBS

Quincy Howe, CBS commentator, tomorrow will start a new series on the network. Titled "Science News," it will be heard each Tuesday from 6:15-6:30 p.m.

Additionally, Howe is taking over the Saturday news spot—11:15-11:25 p.m.—formerly filled by Eric Sevareid.

COMEDY, MYSTERY, MUSIC OR QUIZ?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Broadway Bulletin Board. . . !

Both Wm. Morris and MCA scrambling like mad for the 10% concession on Al Jolson, now that the Mammy singer is hotter than a nickel stogie." However, here's the pay-off: MCA is pitching Jolie for the Texas Co. via Buchanan (who handle the acc't), while Wm. Morris is working through the Kudner agency. . . Deal all wrapped up for Lipton's Tea to bankroll Arthur Godfrey's Talent Scouts. . . This will no doubt get plenty of denials, but we hear that Frankie Carle and his great crew may get the nod on the Hit Parade, with Peggy Lee down for a series of guest shots. . . There's a deal jelling for a coast-to-coast web of FM stations being spark-plugged by Leonard Asch, of Schenectady's WBCA. . . Buddy Clark, who rates it, planes out to H'wood after his Carnation stint Monday nite to pinch-hit for Sinatra on Wednesday's stanza. . . After 14 solid years on WOR, Bob Emery's classy little Rainbow House is being knocked off Feb. 22nd to make way for a new weekly Uncle Don series. . . Mutual's Ed Kobak reported none too happy over that profile in current Time mag. . . Radio whodunits would meet with more official favor if they wouldn't continually show cops being outsmarted either by criminals or private dicks.



Radio Row still laughing over Ralph Edward's "Truth or Consequences" idea which failed to take. Ralph merely wanted to select a contestant, equip him with furs, snowshoes and skis, give him a sealed letter and tell him to deliver it to Admiral Byrd at the South Pole. Contestant was to have gone up to Byrd's igloo, hammer at it firmly and say: "Open the door, Richard!" Navy Dep't put the chill on the idea.



TICKER TAPE: Before they close out those sweepstakes for Kate Smith's daytime slot on CBS, they shouldn't overlook Nellie Revell, one of radio's grander gals with a fabulous background in newspaper and theatrical circles. . . Alan Rinehart, famous short story writer, has a new mystery show in the works which may revolutionize those cops-and-robber operas. It involves a blind detective and makes startling use of sound effects. . . Deal in the works for radio and nitery blues singer, Carol Ames, to go into the new B'way musical, "This Love Business". . . Walt Framer working on new half-hour comedy show, "Mortimer Meek and Mama," story about the little guy who pays and pays and pays. . . Jerry Devine getting Radio Row's plaudits for his defense of radio in answer to movie Producer Jerry Wald's attack on radio as being "tried and trite" in Paul Denis' N.Y. Post col'm. . . Merrill E. Joels conducting classes in radio technique for 60 ex-GI's at Scotti Studios. . . Nick Kenny composing new song, "Nobody Knows the Power of Prayer," at the Palm Beach Hotel. . . One word description of Norcross Valentine Card collection at Museum of City of N.Y.—thrillustrative. . . 3 Suns inaugurating Disc Jockey Nite at the Piccadilly Lounge every Friday eve. . . Best nite club buy in town, for our dough, is the fast-stepping Vanity Fair revue. . . The confidence the sponsor of NBC's Teentimers Club showed a few months back in Gordon MacRae is bearing fruit—and we don't mean lemons. The young baritone is crowding the top boys in his field and it's only the beginning. . . By way of further doing the newspaper feature story on radio, Dave Driscoll thinks his next move will be to bring about a convention of hermits of the U.S. and Canada—and then become one himself.



"Queen For A Day," another zany show, has one of its lady monarchs trekking through sub-arctic northern Canada in search of gold, as a guest of Magazine Digest. The junket grew out of a challenge by Jack Bailey, emcee of the series, to Mike Mitto, author of "How To Find A Gold Mine," to prove that it was actually possible to strike gold by following the author's instructions.

CHICAGO

By NAT GREEN

BEVERLY TAYLOR, inspiration reader, back on "Club Time," on WENR and ABC, Feb. 10. She led the program in January 1945 to award the birth of her daughter, Carylan Mathis.

Art Mercier, WBBM announcer and an enthusiastic hunter, is one of the judges of the duck-calling contest of the International Sportsmen's Show now on at the Coliseum.

Robert McKee, assistant sales manager, and E. R. Peterson, account executive of ABC, back from a three day business trip to Minneapolis.

Several officials of ABC affiliates the Middle West conferred with local execs here last week. Among them were Harry Peck, manager KFOA Lincoln, Neb.; Forrest Blair, national sales manager of KOIL, Omaha; William Martin, assistant manager KMMJ, Grand Island, Neb., and Bert Ekstrum, national sales manager WTCN, Minneapolis.

Chicago Radio Stations Resume AFRA Conference

Chicago — Conferences between AFRA and local B stations which were resumed early last week after previous conferences had resulted in a stalemate were again stymied when the broadcasters and the union failed to get together on satisfactory terms. Negotiations were resumed again on Thursday and Ray Jones, AFRA secretary, expressed himself as hopeful that an agreement would be reached this week.

Paige Gets Award

The Foster Parents Plan For War Children, presented the 1946 Brotherhood of Children Award to Jack Paige for his efforts in this regard. Paige is director of special events for the Mutual Broadcasting System in New York.



"Sorry, ma'am, we're completely sold out of WFDF Flint basement special."

Automotive Campaign Set By Leading Mfrs.

(Continued from Page 1)

Ford, Plymouth and Chevrolet are reported as the leading popular priced cars planning special radio campaigns in the major markets of the country. The programs, produced and transcribed by their advertising agencies, will cover station breaks, 15 minute and half hour shows with allowances made for cut-ins of local dealers. Surveys conducted by the national association of automobile manufacturers and the dealers' organization have indicated the importance of radio as a media in the merchandising campaign. Then too the manufacturers have taken into consideration the sales record of radio in the automotive field before World War II.

Demand Already Exists

A spokesman for one of the leading manufacturers pointed out that campaigns will not be planned to create a demand for cars, as the market is ready and waiting for the manufacturers. The approach will be on a competitive basis with some of the leading popular priced cars making a strong bid to dominate the sales. First of the major automobile manufacturers to place a spot campaign has been Oldsmobile. It was announced last week that the company will use 300 stations in a campaign which will be staggered throughout the summer months.

NAB-RMA Committee Sets 'Radio Week' In October

(Continued from Page 1)

Further distribution and use of radios in a campaign now known as a "Radio For Every Purpose." The committee will meet again some time during the summer.

In addition to Cosgrove and Miller, the committee consisted of the following: Representing RMA, John K. West, assistant to the president, RMA; E. A. Nichols, president, Farnsworth; Paul V. Galvin, president, General Electric; William Fay, WHAM; James D. House, WLW; Carleton Smith, WRC; H. D. Willard, Jr., C. E. Arney, Jr., and Don Petty.

Summer Institute Plans Announced By Network

(Continued from Page 1)

Institutes are to be held at the University of California at Los Angeles and at Stanford University, in cooperation with the NBC western division.

Don Feddersen, recently appointed acting chairman of the radio department of Northwestern School of Speech, will be co-director of the institute with Miss Waller.

Courses to be offered and their instructors, all members of the NBC central division staff except as otherwise noted, are as follows:

Personnel of Faculty

Announcing: Louis Roen, staff announcer; continuity writing, Robert Guilbert, continuity acceptance editor; dramatic writing, William Murphy, manager of script; music for radio, Donald A. Marcotte, manager music library; news writing and editing, Baskett Mosse, former NBC news editor and now instructor in Medill School of Journalism; radio direction techniques, Arthur Jacobson, manager of production; advanced radio production procedure, Homer Peck, production-director; program planning and building, J. Richardson Loughrin, NBC production-director, and James Robertson, program director of WTMJ, Milwaukee; public service broadcasting, Judith Waller; sales, Edward Cunningham, spot salesman; press and publicity and sales promotion, Jack Ryan, manager NBC press department, and Emile J. Huber, of Schoenfeld, Huber & Green, advertising agency.

Students Must Have Experience

Enrollment will be limited to persons with at least one year's experience in radio or an allied industry, former students, and directors or supervisors of educational radio stations and radio activities. Last year's course in radio production has been divided into two separate courses, and the programming course will be presented in two sections, with new emphasis upon local station programming. Lectures, to be presented twice weekly, will cover such subjects as television and FM, audience measurement, daytime serials, station management and similar topics.

New Business Reported By New York Outlet

New business at WQXR includes two 52-week contracts for quarter-hour and 25-minute periods and two participating sponsors. Tourneau Watches is making a one-third increase in its commercial time over the station by adding the "Gilbert and Sullivan Concert" Saturday mornings from 10:05-10:30 a.m. Contract was placed by Merwin J. Chasen agency.

The Vim Electric Co., Inc., has purchased sponsorship of "Great Names in Music" on Wednesdays and Fridays from 9:45-10 p.m. Sponsor is also continuing its twice weekly spot announcements. Miller Advertising handled the account.

"Baseball Today," ET Headed By Bob Feller

Cleveland — L. A. Gifford, Pres. of Radio Productions, Inc., announces a new show called "Baseball Today." It will be a quarter-hour show to be broadcast weekly for 26 weeks, and will be recorded one week in advance of broadcast date with on the spot recordings from dugouts wherever Bob Feller is playing. Disks have open ends with open center for local insertion of current scores. Bob Feller will be featured every week. Guest stars will be top personalities in baseball. Theme of broadcast is done by Hi-Lo-Jack and the Dame.

Religious Broadcast Survey

Washington — Religious leaders of Jamestown, N. Y., are receiving "helpful hints" on using radio from Simon Goldman, WJTN general manager, it was noted over the weekend. Goldman, who is a member of the NAB small market stations executive committee, has conducted surveys among stations in NAB District 2 on methods and policies of handling religious programs, and as a result has prepared a printed form, "Suggestions for Religious Broadcasters."

No FCC Investigation Planned At This Time

(Continued from Page 1)

White probably not be able to begin work on his bill for several weeks.

White was co-author with former Committee Chairman Burton K. Wheeler of a similar bill in 1943. Extensive hearings were held on the White-Wheeler bill, but it eventually died in committee after both authors had found that it would have required important changes before it could be worked out. Senator Wheeler told RADIO DAILY at the time that not only could the two not agree on some points of difference, but that neither individually was able to achieve any solution satisfactory even to himself on some points. Particular difficulty was experienced on the question of political time.

White was definite that a new bill will be prepared. He was also definite that no investigation of the FCC will be undertaken prior to introduction of this bill.

Takes WLIB Post

Mimi Trepel, formerly with WMCA, has been placed in charge of music programming at WLIB.

*50,000 watts talks
to a lot of towns*

KMPC*

710 KC - LOS ANGELES

G. A. RICHARDS, PRESIDENT

R. O. REYNOLDS, VICE-PRES. & GEN. MGR.

** Pacific Coast*

one of the

FIRST!

AM + FM

SIMULTANEOUSLY

KOCS

ON THE AIR

ONTARIO, CALIFORNIA

The Voice of Pomona Valley

Poppele Asks Realtors To OK Tele Antennas

(Continued from Page 1)

tion, who declared that the so-called "dangers" outlined by the realty groups are "unwarranted in most instances." Poppele's remarks came out of a meeting of the TBA's executive committee on affiliates and the sub-committee on multiple antenna systems at the Association's headquarters.

The TBA prexy, referring to the distribution of letters and circulars to tenants in certain dwellings last week regarding the installation of video equipment on rooftops or elsewhere, "for a number of reasons," said that "I believe these reasons to be invalid in most respects, due to a lack of understanding of situation."

Steps were taken to tackle the problem "and to seek an immediate solution" at Friday's meeting, Poppele explained. Ernest A. Marx, general manager of the television receiver division of the Allen B. Du Mont Laboratories, Inc., was named to organize the affiliate members of the TBA, representing manufacturers of video equipment, advertising agencies, talent agencies, film producing and film manufacturing organizations, servicing groups, etc., "so that all problems confronting this growing industry can be met," he added.

Text of Statement

Poppele's statement follows in part:

"Until suitable multiple antenna systems capable of serving large numbers of receivers are fully developed and field tested, it would appear unfair to tenants of apartments and other multiple dwellings to be deprived of a television service, if they desire one.

"The situation is analogous to the early days of radio when landlords were equally moved to protest the erection of radio antennas on rooftops and to prohibit their installations in many cases. Reasons cited were the danger of lightning striking the antennas; of individuals defacing rooftops by erecting poles, and other trivialities.

"Newspapers helped to ease the situation by conducting educational campaigns for readers on how to install antennas and, in many cases, developed and depicted antenna designs which either occupied little or no room on rooftops or could be incorporated within the receivers.

"Surely the television industry

Send Birthday Greetings To

February 17

Willard Batts Eric Madriguera
Shirley Flynn John McLaughlin
Coreen Gillespie Kenneth Walton
Denise Keller Robert H. King

Special Programs In Work For WOR 25th Anniversary

(Continued from Page 1)

another WOR alumnus who will appear is Henry Morgan.

Mutual to Participate

The other silver anniversary is scheduled for 9-11 p.m., with the Mutual network airing the first hour. During the 9-9:30 p.m. period Mutual will salute its New York outlet with a broadcast originating in Hollywood. The two-hour commemoration will offer appearances by Dennis Day, Rose Bampton, Shirley Ross, the Golden Gate Quartet, Frances Langford, Ella Fitzgerald, Eugene List and Carroll Glenn. The WOR symphony orchestra will be directed by Sylvan Levin while Russell Bennett, conductor and composer, will conduct his own special composition, "The WOR Anniversary Overture."

Promotion Plans Under Way

Special promotion being used by the outlet this week are station break announcements which read "WOR, one of America's great stations for 25 years." Station went on the air from Bamberger's department store in Newark on Feb. 22, 1922 with a recording of Al Jolson sing-

Former AP Executive To Head WMT News Dept.

Cedar Rapids, Ia.—Manager William B. Quarton of WMT, Cedar Rapids, announces the appointment of Jim Bormann as director of news for the station, effective February 15. Bormann has been with the AP radio division in Chicago for the last five years, having served as chief of bureau and later as regional representative. Bormann takes over direction of the WMT news staff from program director Douglas Grant, who has been assigned the title of program manager. Bormann, who is a native of Cedar Rapids, plans to extend and intensify the regional news coverage setup for Eastern Iowa inaugurated by WMT a year ago.

will meet this problem and meet it squarely. If the need is shown, the solution is invariably found. Every new service reaching the public has had its skeptics as well as its enthusiastic adherents. Those who came to see Robert Fulton's first steamboat sink on its initial run remained to cheer.

"The very groups who today are anxious over so-called 'dangers,' (unwarranted in most instances) were equally anxious about radio's 'dangers' from 1920 to 1925.

"I am firmly of the belief that the committee activity in the matter of antenna installations, initiated by TBA today under Mr. Marx's direction, will bring about a rapid solution. Meanwhile, I would urge landlords to reconsider their actions on antenna installations, and where adequate space for several antennas is available, to relax the ban and permit dipoles to be erected."

ing "April Showers." Purpose of the station at the time was to help sell radios and promote Bamberger and Co.

WOR's 25th anniversary exhibition at the Newark Museum opened to the public this morning and will run for a month. Exhibit traces the history of the station and there is also a demonstration of facsimile and television.

Theodore C. Streibert became president of WOR in 1945 after joining the station in 1933 as assistant to Alfred J. McCosker, then president. An engineer who helped put the station on the air is J. R. Poppele, now veepee in charge of engineering.

WOR was affiliated with CBS for two years in the late 1920s. In 1934 the station joined with three others to form the nucleus of the Mutual network.

During WOR's first quarter century, a sponsor survey shows that the food industry has been the largest user of commercial time. Next four major time buyers have been makers of pharmaceuticals, toilet goods, confections and beverages.

State Dept. Broadcasts To Russia Start Today

The international broadcasting division of the State Department inaugurates today its new one-hour daily transmissions to Russia at 1 p.m., EST., which is 9 p.m., Moscow time. The broadcasts, originating in New York, will be aired seven days a week and relayed by three 85,000-watt transmitters in Germany used by the Nazis for their propaganda during the war.

The Russian audience will receive a program divided into three separate parts—news, music and features. The State Department's IBD relies on many news sources in preparation of broadcasts, including International News Service, metropolitan newspapers, the division's own special newsroom and State Department sources. Musical content of the programs will contain American folk songs, such as cowboy ballads and Negro spirituals, in addition to jazz and classical music. Cole Porter music is being heard in the first broadcast today.

Chas. Thayer Heads Program

Russian program section in New York is headed by Charles W. Thayer who is on loan from the U. S. Foreign Service. Nicolas Nabokoff is editor-in-chief of the unit consisting of about 15 employees. According to Thayer, "the purpose of the broadcasts to Russia is to give as accurate and as complete a picture as possible of conditions and events both in the United States and affecting United States interests elsewhere."

The estimate of the number of short wave radio receivers in Russia runs all the way from 100,000 to a half million.

FM Regional Groups Set Up By The FMA

(Continued from Page 1)

Roy Hofheinz, named Leonard Asch, WBCA, as temporary chairman of the FMA's first regional group.

Initial meeting of Region 1 will be held in Albany, N. Y., in mid-April. The committee also earmarked a budget of \$50,000 for an FM promotional campaign.

Assurance that the FMA will cooperate with educational groups in the use of FM was given when the committee voted unanimously to establish a special membership for non-commercial educational FM stations and representatives. The membership, on an affiliated, non-voting basis will be \$25 for this group.

Meet With Education Execs.

Dr. R. R. Lowdermilk and Kerry Smith, of the Radio Department, U. S. Office of Education, met with the committee to discuss plans for cooperation with educational groups. Committee members present were Hofheinz, Asch, W. R. David, Everett Dillard and J. N. Bailey. Also present was Leonard Marks, FMA's general counsel.

The committee also issued a statement protesting published reports of alleged interference of certain FM stations with the instrument landing system (ILS) proposed for commercial airplanes. Following an investigation, FMA said that the blame has been "improperly placed" on FM broadcasting. "The trouble," FMA said, "stems from the Army surplus equipment used without proper modification for commercial service. The reason for the interference lies in a well-known receiver-design problem which can be easily and inexpensively corrected.

"Testimony before a sub-committee of the Senate Interstate and Foreign Commerce Committee, named to investigate airplane accidents, indicates that even the aeronautical authorities recognized that a simple modification of the Army surplus receiver used for civilian ILS would eliminate this interference."

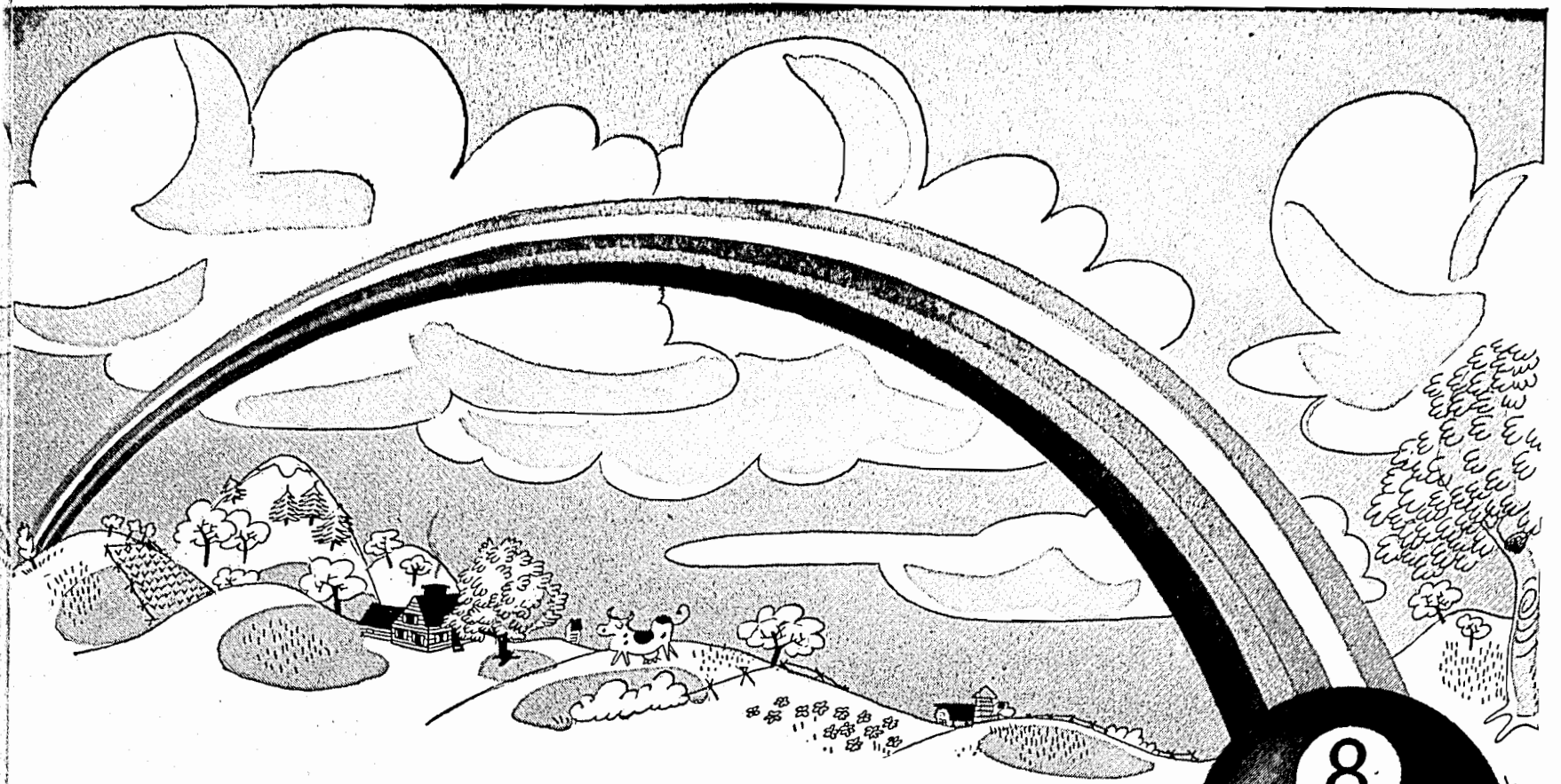
700-900 Stations Predicted

Conservative estimates by government and industrial leaders, said the FMA, indicate that from 700 to 900 FM stations will be in operation by the end of 1947, and that some 5,000,000 FM receiving sets will be produced for home use. These same leaders it was pointed out, estimate that \$350,000,000 will be invested in FM facilities during the year.

The committee called on FCC Chairman Charles R. Denny to clarify reports that the Commission contemplated a reassignment of frequencies to some FM stations because of the alleged interference with ILS.

Nobel-Prize Talks On WCBS

Bill Leonard, of the WCBS program, "This Is New York," tomorrow will broadcast transcriptions of talks to be given tonight by six Nobel Prize winners, members of the alumni or faculty of Cornell University.



At the end of many a rainbow—

IF YOU go to the end of a rainbow, so the fairy tales say, you'll find a pot of gold.

Of course, no grownup believes this. But it's surprising how many people believe what amounts to the same thing.

That is, many of us have a dreamy notion that somewhere, sometime, we'll come upon a good deal of money. We couldn't say exactly how this might happen—but we go along from day to day, spending nearly all we make, and believing that *somehow* our financial future will take care of itself.

Unfortunately, this sort of rainbow-chasing is much more apt to make you wind up behind the eight ball than with a pot of gold.

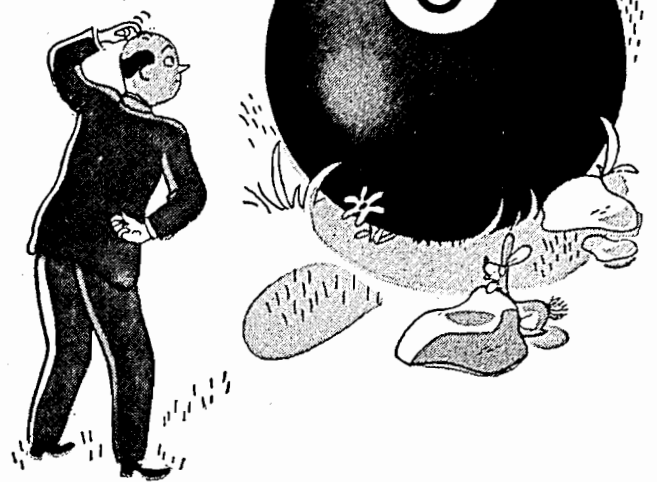
When you come right down to it, the only sure-fire way the average man can plan financial security for himself and his family is through saving—and saving regularly.

One of the soundest, most convenient ways to save is by buying U. S. Savings Bonds through the Payroll Plan.

These bonds are the safest in the world. When you buy 'em through the Payroll Plan, they mount up fast. And in just 10 years, they pay you \$4 back for every \$3 you put in. They'll come in mighty handy when the time comes to send your kids to college, to buy a house, or to weather a rainy day.

So isn't it just plain common sense to buy every U. S. Savings Bond you can possibly afford? You bet it is!

P. S. You can buy U. S. Savings Bonds at any bank or post office, as well as at your place of work.



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

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★ COMING AND GOING ★

Vol. 38, No. 33 Tues., Feb. 18, 1947 Price 10 Cts.

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LESLIE MITCHELL, commentator on BBC, who formerly held up Britain's end of "Atlantic Spotlight" while Ben Grauer spoke from New York for Uncle Sam, is expected in New York momentarily aboard the S.S. "Queen Elizabeth." After a bit of reminiscing with Ben, he'll leave for Hollywood, where he has been engaged as publicist for Alexander Korda.

HERSCHEL WILLIAMS, director of commercial program development at CBS, has left for Boston on a short business trip.

MARTIN AGRONSKY, American network commentator, who was here from Washington, D. C., last week, has returned to his headquarters in the Nation's Capital.

DORIS S. CORWITH, assistant to the public service manager at NBC, today is in Trenton, N. J., to speak before a teachers' radio workshop at WTTM.

RED BARBER, director of sports at CBS, and JOHN DERR, editor of the Barber programs, have returned from Lake Placid, where they attended the finals in the Olympic Winter sports competition.

EDDIE DUNHAM, assistant production manager at NBC, has returned from Boston, where he produced a special edition of "The Voice of Firestone" from Symphony Hall.

FULTON LEWIS, JR., Mutual network commentator, has left on a coast-to-coast lecture tour during which he will broadcast his programs from Nashville, Memphis, Chicago and San Francisco. He'll be heard today from Memphis.

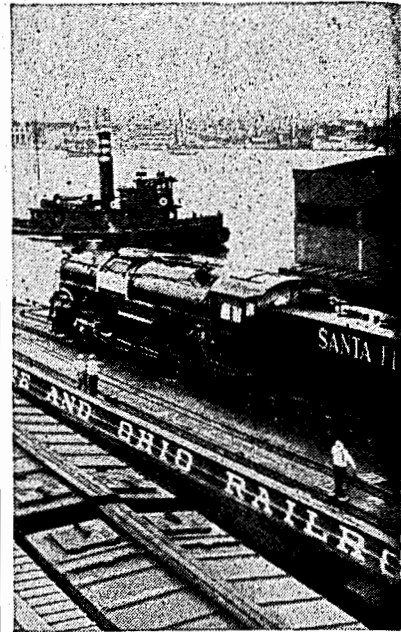
JAYSON GRAY, owner of WCED, Dubois, Pa., and LES RYDER, station manager, chatted for a while yesterday at the station relations department of CBS, with which the station is affiliated.

JOSEPH A. MORAN, vice-president of Young & Rubicam, off for Columbus, Ohio, where tomorrow he will address the radio advertising class at Ohio State University.

GEORGE DUNHAM, account executive for Radio Sales at CBS, leaves tomorrow for a few days in Rochester, N. Y.

"Q" COX, general manager of KGW, Portland, Ore., arrived back at the station from New York just in time to cut the NBC affiliate's 25th birthday cake. He then left for Hollywood, where he will accept, on behalf of the station, a 20-Year Plaque from the network.

J. W. WRIGHT, chief radio engineer for CBS, has left on a short business trip to Washington, D. C.



Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track! (As a matter of fact the picture is too big for this size ad.)

But our radio point is this: just being big isn't always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners per-dollar-spent than any other station. And don't forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember it's W-I-T-H the independent.

FINANCIAL

(Mon., Feb. 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Bergen To Mexico City

Edgar Bergen and company will fly to Mexico City following the broadcast of the "Charlie MacCarthy Show" from Hollywood on Sunday, March 9. Bergen will originate his broadcast from Mexico City on March 16 and will return to Hollywood on the 19th.

New KFI Tele Producer

Los Angeles—Ron Oxford and Jim Church have been added to the staff of KFI. Oxford will be executive producer of television and FM, under Charles B. Brown, and Church will assist him.

RMA And Gov't To Study School Audio Equipment

(Continued from Page 1)

ceptable standards for school recordings and playback equipment. The work will be under the direction of a sub-committee headed by C. F. Gill of General Electric Co., Syracuse, N. Y., and will include industry and school representatives.

Dr. R. R. Lowdermilk, of the radio section, U. S. Office of Education, will assist the sub-committee. When completed, the report will be acted upon by the full RMA School Equipment Committee, of which Lee McCanne, vice-president and general manager of the Stromberg-Carlson Co., Rochester, N. Y., is chairman.

Other RMA Activities

Other RMA activities including the inauguration of a new service for its set manufacturers, consisting of weekly reports of surplus radio materials, was initiated last week from RMA headquarters. The new RMA surplus inventory reports were recommended by the set division, under Chairman Paul V. Galvin, of Chicago, and authorized by the RMA board of directors.

George H. Phelps, of the Westinghouse Electric Corp., has been named

Hooper, Nielsen To Talk At REC Meeting Thursday

(Continued from Page 1)

ficant interest in the light of a challenge made at the last REC meet by Robert Elder of Lever brothers who expressed the hope that "broadcasting will wake up to the need for a comprehensive painstaking and absolutely unbiased continuing study of public reactions . . ."

Hooper will discuss "Radio's Inferiority Complex—and How to Cure It," while Nielsen will cover "Program Ratings—Boon or Menace?"

by President Cosgrove as RMA representative in connection with the organization of the Radio Technical Commission for Marine, a new Government industry agency similar to the Radio Technical Commission for Aeronautics.

Ben Abrams, president of the Emerson Radio & Phonograph Corp., New York, and an RMA director, has been appointed as chairman of a new joint RMA committee of set and parts manufacturers to consider possible development of uniform provisions in the purchase orders of set manufacturers and the acceptance by parts manufacturers.

FOR RESULTS IN THE Philadelphia MARKET

WDAS



PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



W-I-T-H AM and FM IN BALTIMORE

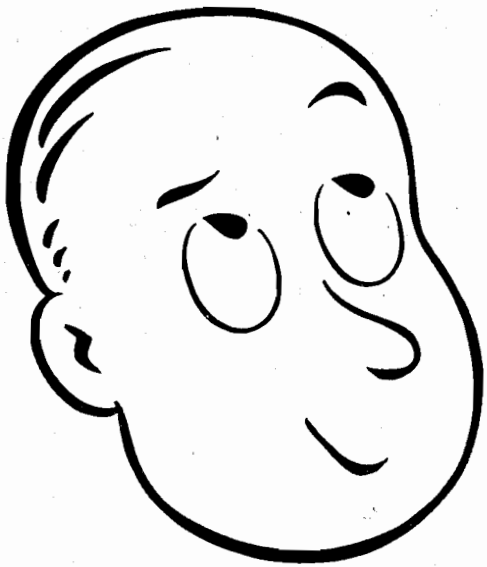
TOM TINSLEY, President Represented Nationally By Headley-Ra

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee



WE'RE **GROWING**

BIGGER

28% more advertisers are buying WPEN than one year ago.

There's good reason.

WPEN's alert staff is building programs that win and keep listeners—a rich fare of music, sports, mystery, news and special events. Philadelphians eat it up.

That's why advertisers find WPEN a master key to Philadelphia homes. This progressive station—owned and operated by *The Evening Bulletin*—pleases all ages, tastes and incomes. WPEN is going ahead fast. Are you with us?

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

SOUTHWEST

WOLFE NURSERY CO., is presenting a program of music thrice weekly over KGKO, Fort Worth in addition to hints on planting and landscaping. Program, aptly, is titled "Howling Wblf."

Fred Waring's Pennsylvanians are slated to make a series of personal appearance tours in Texas. They are slated to appear in Dallas some time in April.

"The Pepsi Game" is the title of a new series of daily five-minute programs being heard Monday through Friday over WBAP, Fort Worth. Listeners are awarded six bottles of the soft drink by filling in from songs played words to letters "P-E-P-S-I."

The "Crustene Melody House" is being heard over KTRH, Houston each Tuesday and Thursday. Programs are also carried by KABC, San Antonio and KRLD, Dallas. Programs feature music by the Crustene Melody Men, a studio orchestra, and John Paul Goodwin as announcer and reader of poetry.

Electrical Voting Device Employed On WNBC

(Continued from Page 1)

audience of 400 will be polled on the topic through the Churchill Opinionmeter an electrical voting device operated by push buttons attached to each chair in the studio. The result of the preliminary polling will be given to the audience only. Later, near the end of the broadcast, another vote will be taken to be revealed to both the studio and radio audience. The comparison of the two votes will decide the winner.

The Churchill Opinionmeter, mechanical feature of "Make Up Your Mind" was developed by John Churchill, research director of Broadcast Measurement Bureau, over a period of two years. It has been used on the Pacific coast for surveys for commercial, civic and labor organizations, and through Surveys, Inc., has been obtained exclusively for "Make Up Your Mind" radio use.

Dinah Shore Coming East

Dinah Shore and her husband, George Montgomery, flying to New York following her CBS broadcast of Feb. 26. They'll be in New York Feb. 27 and 28, then to Washington for the annual White House Correspondents Dinner on March 1, at which Dinah will entertain. March 1 is also her birthday. She flies back to Hollywood with her husband in time for the March 5 broadcast.

PLANNED PROGRAMS, NOT CANNED PROGRAMS.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



California Commentary. . . !

• • • Walter Van de Kamp of the California Advertising Agency has been named to head an interim slate of officers of the newly organized Hollywood Advertising Club. The organization, which has 188 charter members, also elected Thomas H. A. Lewis of Young

Los Angeles

& Rubicam, vice-president; C. Burt Oliver, of Foote, Cone & Belding, secretary; Ernest Belt, national advertising manager of the Hollywood Citizen-News, treasurer. A new roster of officers will be elected in June. . . . "Bride and Groom" program creates such an atmosphere that even Ben Doty, the engineer on the show, won't sit at his dials until he has a white carnation in his lapel. . . . ABC's Zeke Manners, who does his first live broadcast at 4:30 a.m. every day, is being tagged the "Milkman's Melchior". . . . Mr. and Mrs. W. J. Lauck, proud parents of Chet Lauck, (Lum of Lum and Abner), took their second air tip last week when they flew back to their home in Mesa, Arkansas, after a two months visit with their son in Hollywood. . . . Carroll Carroll, Ward Wheelock agency executive, is in the East for New York and Philadelphia home office conferences on the Jack Carson Show.

★ ★ ★

• • • An impressive roster of guests helped Bill Leyden celebrate his first anniversary on KMPC's "Music Hall" with a special broadcast Feb. 14. A dramatized version of Bill's first year as emcee of the "Music Hall" was presented in addition to a radio introduction of the many guests who greeted Bill on that day. . . . If Ozzie Nelson, co-starred with wife Harriet Hilliard on "The Adventures of Ozzie and Harriet," is going to keep his scripts true to life he can't have his oldest son, David, getting into any more trouble at school—for David, pride of the Nelson household, recently brought home a report card completely plastered with straight A's. . . . Mrs. Helen Parsons, postmistress of Berry Creek, Calif., was selected as "Queen Tomato of 1947" (the best wife) by "What's Doin' Ladies" and she flies to Hollywood for a five-day celebration with Emcee Jay Stewart as her personal escort. . . . Jimmy Fidler began his sixth straight year with the same sponsor (Arrid) with his broadcast of Feb. 16.

★ ★ ★

• • • Al Jennings, 83, ex-bank and train robber, "stole" the show at Haven MacQuarrie's most recent "Noah Webster Says" program. Al was a cell-mate of O. Henry (William Sidney Porter) at the Ohio state penitentiary, when Henry Porter was imprisoned. . . . Cary Grant is hanging up something of a record for airings since he completed "The Bachelor and the Bobby-Sock" at RKO-Radio, with the idea of getting in those for which he was promised before going into full swing on "The Bishop's Wife," at Goldwyn's. He has done seven between-pictures broadcasts. . . . Judy Canova says her most cherished radio memory is of the day she had the set tuned to a station which regularly made a Missing Persons Bureau report, and the announcer came on the air with, "Unfortunately, there are no missing persons today, so we will fill in the period with Cole Porter music."

★ ★ ★

• • • Although still recuperating from his recent operation, Freeman Gosden will continue to portray Amos and Lightning on the regular "Amos 'n' Andy" programs. For the present, however, he will shelve his famous Kingfish character, because the low voice tones the role necessitates set up physical vibrations not conducive to a quick recovery. Kingfish is scheduled to reappear in program story lines within a few weeks when doctors give Gosden his final check-up. . . . "The Victor Borge Concerto In A Minor," written by Borge and Charles Hathaway and which had its world premiere recently on Borge's show, incorporates all the sounds that Victor heard while trying to compose it—including the vacuum cleaner, babies crying, doorbells, carpenters sawing and hammers pounding.

CHICAGO

By NAT GREEN

MONICA LEWIS, titian-haired songstress, joined pianist August and his instrumental trio the new "Jan August and His Pia Music" program, which had its premiere on WGN and Mutual 1 Saturday.

WBBM has put a new mobile unit in operation—a one-ton Dodge truck equipped with a studio with turntables and other necessary paraphernalia.

Louis Sudler, Chicago business man who made his debut with the Chicago Opera Company last year, sang the Northerners show on WGN Wednesday night.

Jim Campbell, WBBM announcer and his wife left town for Cuba February 15 for a three-week vacation.

Albert Crews, NBC production director, will leave for Tokyo Feb. 19 to head Japanese and U. S. Army activities. His radio associates arranged a farewell cocktail party for him for February 17.

Joe Girard, program director, WTHH, Hartford, Conn., and William Bennett, sales manager of KXY, Houston, Texas, were recent visitors at the ABC offices here.

Bert Wilson moved his WIN sports review last week from the studios to the International Sportsman's Show at the Coliseum. Gus Savage, of WCFL, also broadcast the sports show, giving on-the-spot interviews with sports notables.

Paul McCluer, manager of the NBC network sales department, and Mr. McCluer are spending a two-week vacation in Havana.

With the addition of WORZ, Orlando, Fla.; KAWT, Douglas, Ariz. and WTNT, Augusta, Ga., the NBC "Farm and Home Hour" is now being broadcast on the full 157-station network.

Wedding Bells

Frederick Machetanz, Alaskan artist-author, and Sara Dunn, former press representative for RCA Victor records, were married last week in a Bering Sea village, Unalakeet, where Machetanz has been gathering material for lectures and a forthcoming illustrated book.

The ceremony, attended by 475 natives of the village, was performed by a Swedish missionary after the bride-to-be was brought in from a CAA air strip by dog team. Sensation of the event was a purple Lily Dach creation with which Miss Dunn topped off her bridal costume. She brought the eye-opener hat with her from New York.

JACK ROURKE
Productions

6331 Hollywood Blvd.
GRANite 1950



Radio Firm Sets Budget For Spot Campaign

(Continued from Page 1)

...mer Brothers. As for the local New York scene, 20th Century-Fox and MGM are said to have dropped out of radio advertising entirely with no putting its coin in a sky writing blimp which costs \$19,000 a month. 20th Century-Fox is reportedly conservative estimate, to have spent \$300,000 with New York City radio stations in 1945, the last year it spent in very heavily for radio advertising.

Promotion Costs Studied For Small-Market Outlets

Washington Bureau, RADIO DAILY
Washington—NAB's research department, in co-operation with the promotion division, is making a survey on the percentage of gross sales set aside for promotion costs, it has been announced. Small stations are showing increasing interest in "station promotion" and as a result are setting up budgets for this initial phase of operation. The survey was covered in a round-table discussion led by Hugh Higgins, head of NAB's promotion division, at the recent Small Market Stations Executive Committee meeting. It was pointed out that there are many forms of promotion, including efforts in behalf of programs, sales and "over-all station prestige."

Bishop to Address Detroit IRE Meeting

Dr. J. B. Bishop, member of the technical staff of Bell Telephone Laboratories, will address the February 21st meeting of the Detroit section of the Institute of Radio Engineers. The subject of Dr. Bishop's address will be "Western Electric FM Broadcast Transmitters." According to advance notices, Dr. Bishop will explain the many features of the transmitters that provide the best engineering answer for each power requirement. He will also discuss the development of the new "insview" type of cabinet styling which makes all components visible and accessible and the field tested Western Electric method of direct-

Stork News

Robert Wadsworth, ABC correspondent in Switzerland reports the birth of a seven and a half pound fighter, Marianne Marjorie, in Geneva, on February 7.

★ AGENCY NEWSCAST ★

THE Edward Petry Co., Inc., oldest and largest exclusive national radio station representative, will observe its 15th anniversary on March 15. Beginning with a single office in New York City in 1932, the Petry Company has now expanded to eight branches located in Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta and Boston. Petry currently represents 42 individual stations, also the Yankee and Texas Quality networks.

RUTGERS NEILSON, president of the Associated Motion Picture Advertisers, announces that the organization's 30th anniversary salute to leaders of the Movie Industry will be held in the Hotel Astor main ballroom on Wednesday, April 23. The AMPA dinner-dance had previously been scheduled for April 2, but the date was advanced so as not to conflict with intervening holidays.

WALTER KANER ASSOCIATES have been named to handle public relations for the Florida Health Conservatory, Orlando, Fla., it was announced last week by Max Warmbrand, managing director. Newspapers, magazines and radio will be utilized.

CAL J. McCARTHY, senior vice-president and treasurer of Ruthrauff & Ryan, Inc., on Feb. 14, rounded out 25 years with Ruthrauff & Ryan—after many previous years as an advertising and sales executive in the railroad, soap and publishing fields.

MICHAEL F. MAHONY has returned to Maxon, Inc., as vice-president in the New York office to head expansion of the agency's eastern operations. Formerly with Maxon for 20 years, Mahony has directed outstanding accounts in the automotive, electrical, radio, transportation and packaged goods fields.

NEWMAN F. McEVOY will speak on "The Media Man's Job", at today's luncheon of Advertising Women of New York, at the Hotel Astor. McEvoe, of Newell-Emmett Company, recently was elected president of the Media Men's Association.

BUSINESS' SUPPORT of the 1947 Red Cross Fund through public service advertising is mapped out in the 16,000 Red Cross campaign guides mailed by The Advertising Council last week to Red Cross chapters and newspapers throughout the country. Lennen & Mitchell served as the volunteer agency donating its services to the Council for the Red Cross campaign, and Paul Ellison, of the Sylvania Electric Company, served as Coordinator. Douglas Meldrum, head of the New York office of the Council, is Staff Manager for the campaign.

NED C. SMITH, of the New York office, and **John McCullough**, of the Boston office, were elected vice-presidents of the H. B. Humphrey Co., at a recent meeting of the board of directors.

THEL COLBY has been appointed radio consultant to the third annual National Antiques Show, to be held at Madison Square Garden from March 10, through 16, 1947, it has been announced by Leader Enterprises, Inc., managers of the show.

THOMAS J. LIPTON, LTD., has engaged Ruthrauff & Ryan, Inc. as advertising agency for Lipton Tea in Canada, effective April 1st.

Literary Program Gets Tele Contract

(Continued from Page 1)

"Books on Trial" roundtable from the Barbizon Plaza hotel. Dorothy Thompson was seen and heard defending Dr. Kurt von Schuschnigg's "Austrian Requiem" with Ralph Ingersoll, former P. M. editor, speaking against the book. Sterling North acted as "judge" or moderator.

NBC's decision to deal with WHN for the television rights to "Books on Trial" came as a sequel to the test televising of the program two weeks ago when Elliott Roosevelt's book, "As I Saw It" was discussed.

Dodds In Pulpit; On Track

WHN listeners get a chance to learn why track star Gil Dodds is called the "Flying Parson" next Saturday, Feb. 22, when the ace miller appears in both roles during broadcasts within a half-hour of each other. From the pulpit of the Gospel Tabernacle on 44th street, Dodds is scheduled to explain during a WHN broadcast from 8-8:30 p.m., how his sports activities give him spiritual sustenance. Thirty minutes later the station will switch to Madison Square Garden for a description of the National A. A. U. track meet in which Dodds will compete. Bert Lee and Marty Glickman will be mikemen.

agencies

Are You Looking For A Summer Tonic?

You know how good a crisp, cool, crackling drink tastes in the dog days. Why not give your summer audience the same refreshment—30 minutes of sparkling music and bubbling laughs distilled from such effervescent elements as Earl Wrightson, Eileen Farrell, and Tom Jones conducting Al Goodman's Orchestra? All this laced together by the dry, spicy humor of Melville Cooper and you have a perfect blend of zestful entertainment. Sound Good? It does! Call our Radio Department and you can hear for yourself.

National Concert And Artists Corporation
Radio Department
711 Fifth Avenue
New York 22, New York
PL 3-0820

Now Celebrating

TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA

1927 1947

MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE RAYMER

THERE'S ONLY ONE

Lord Taaleton

MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
Reservations Invited • Walter Jacobs

SAN FRANCISCO

DICK BREEN and JACK WEBB leaving KGO production staff to go to Hollywood...

KQW is now broadcasting the music of Henry Busse and his orchestra from the Rose Room of the Palace Hotel...

Dick Brill has just rejoined the KQW staff as producer-writer. He has been on a leave of absence since last September.

Phil C. Woodyatt has resigned as director of news broadcasts for CBS in San Francisco to devote his full time to his firm conducting business surveys (Woodyatt-Cavanaugh Co.)

Carl Christopher, head of the KSFO Farm Bureau, has been appointed to serve on the Agricultural Committee of the San Francisco Chamber of Commerce.

Barry Keit, West Coast Division Manager for Universal Radio Productions, reports the sale of "Theater of Famous Radio Players" to the Seven Up bottler in Santa Barbara over station KIST.

Lex Boyd has been added to the announcing staff of KROW. He was formerly with KFEL, Denver, WHFC, Cicero, and AFRS, Shanghai.

Frank Byrnes, KQW account executive, and Elyse M. Morris went to Reno and came back as Mr. and Mrs.

A special salute commemorating the 100th anniversary of the birth of Thomas A. Edison was broadcast on KPO-NBC morning of Feb. 11 (9:45 a.m. PST) when Clarence Leisure interviewed Max Loewenthal, former editor of Electrical World and long-time associate of Edison.

ABC Co-op. Sales Increase; 66 New Deals Last Month

(Continued from Page 1)

manager for the web's co-op department.

Activities in the co-op department showed 66 new sales last month as compared with 45 new sales in November of last year. November is used for comparison rather than December because the announcement of the web's Sales Awards Program "had already stimulated December sales although it did not officially go into operation until January 1947," Day said.

In addition to new sales, ABC announced 46 sponsors signed for "America's Town Meeting of the Air" which have been available since January 9. Total for the month was 112 new sponsors of co-op shows.

Approximately 170 of ABC's affiliated stations have entered 435 salesmen under the Sales Awards Program which makes valuable merchandise prizes available to salesmen as a special reward for selling co-op programs.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of February 7-13, 1947

Table with 2 columns: Title and Publisher. Lists 31 popular songs and their respective publishers.

New MBS Publicity Setup Announced On West Coast

West Coast Bureau, RADIO DAILY Los Angeles—Harriett Crouse, publicity director for Mutual Don Lee Broadcasting for the past three years, has been named Mutual's publicity co-ordinator in Hollywood...

St. Louis Station Installs Mobile Radio Telephones

St. Louis—Installation of mobile radio telephone service for both local and long distance communications was announced by KXOK, Star Times station in St. Louis. This installation which is the first in St. Louis radio enables KXOK field car to keep in constant communication between station and any place between St. Louis and Chicago.

Dept. Store Sponsor

Springfield, Mass.—Albert Steiger Co., leading department store, is currently sponsoring "Platter & Patter," a teen-age show over WSPR, which mixes music and commentary on youngsters' fashions.

PROMOTION

Garden Contest

The Allis-Chalmers Manufacturing Co., sponsors of NBC's National Farm and Home Hour (Saturdays), is again offering awards to county, state and national winners in the 4-H Club garden contest this year. Top awards will be \$200 college scholarships...

Agricultural

Station WPTF's farm department headed by Ted Leeper, farm program director, is conducting a Farm at Home Improvement Contest in eight WPTF primary counties, to be concluded in the fall. Station will award purebred livestock to the white and Negro farmers who show most improvement in their farm program North Carolina during 1947.

Quiz Kids Tieup

NBC affiliated stations have distributed more than 12,000 posters to schools all over the country in connection with the Best Teacher Contest being conducted by the Quiz Kids. Many stations are conducting special promotional campaigns.

NBC Renews Contract With Schwerin System

Renewal of the contract between NBC and the Schwerin Research Corporation for continuation of testing of radio programs for the network on an expanded basis was announced jointly Friday by Hugh M. Beville, Jr., NBC research director, and Horace Schwerin, corporation president. Said Beville:

"In continuing the Schwerin System of program testing for another six months it is our belief that this type of research offers an unusual opportunity to NBC advertisers for the pre-testing of summer replacement shows and the audience testing of radio commercials."

Send Birthday Greetings To

February 18

- List of names: Vivian Brown, Bruce Kamman, Curtiss Demmy, Helen Leighton, Earl George, Melvin Spiegel

N.Y. Indies And AFRA Agree On New Scales

(Continued from Page 1)

Shroeder of WINS and Bernice Jilis of WNEW.

New scale for announcers at WMCA is \$100 weekly base salary with no fees paid for spot announcements and Herald Tribune newscasts. The former scale was \$60 plus spot fees and HT newscasts. Announcers' commercial fees on programs ranging from five minutes to one hour in length amounts to a 50 per cent increase with \$2.50 added for a five minute show and as much as \$15 for a one hour broadcast.

Base salary for WINS announcers now \$105 with no fees for spot announcements. Former scale was \$54 plus spot fees. Free lance announcers appearing on WINS are to get 35 per cent more than the station staff scale. Commercial fees for announcers amount to a 15 to 20 per cent increase on programs running 15, 30 and 60 minutes.

The former \$48 weekly base salary for WNEW announcers is replaced by a \$60 figure plus \$1 for every spot announcement and \$1.50 for five minute newscasts. The old spot fee was 25 cents. Announcers handling WNEW commercial shows are granted all the way from \$3 for a five minute broadcast to \$12 for a one hour program.

Actors and singers performing on WINS obtained an estimated increase of 15 per cent with the fee itself going up when a program is repeated to Cincinnati and aired by WLW. The fee for a two-station broadcast is to be either one and one-half times the WINS rate or a combination of the WINS and WLW rates, whichever is larger. This applies to all artists appearing on the program. Percentagewise, the increase in fees for actors and singers on WMCA and WNEW amounted to about the same, 20-25 per cent. WMCA's one-man sound staff was also granted an additional 25 per cent.

Both the WMCA and WNEW contracts are retroactive to Jan. 1, 1947 with the former running for a year while the latter extends for 18 months. The WINS agreement is retroactive to Dec. 1, 1946 and is effective for one year.

Warren Firm Joins Ascap

Harry Warren Music, Inc., West Coast music subsidiary of Loew's, Inc., was elected to membership in the American Society of Composers, Authors and Publishers at a meeting of the Ascap membership committee.

Hearst Suit Would Stay FCC From 'Blue Book' Penalizing

(Continued from Page 1)

sion to desist in making further moves against WBAL.

The Hearst complaint against the Commission stressed that application of Drew Pearson and Robert Allen for WBAL's facilities was made because of the Blue Book blast at the Baltimore station.

"Refusal of the Commission to withdraw Blue Book charges against Hearst," the complaint states, "and to conduct an investigation to determine the identity of the persons responsible for the deliberate distortions of fact contained therein, will result not only in Hearst being severely prejudiced in any further proceedings on its renewal application for WBAL by reason of the fact the Commission personnel participating in such proceedings will inevitably be influenced by the Blue Book statements but also means that such persons or some of them may be the very ones who deliberately sought to injure Hearst through the publication of the Blue Book."

Hearst also stressed the "damage" resulting in the Commission's failure to act on Hearst's application for an FM station in Baltimore.

The station also asked the court to note the "unfair and prejudicial

discrimination" against W B A L. Hearst said that WBAL was singled out for harsh treatment, although six other stations were mentioned in the Blue Book.

"Three of the stations (KBIX, WIBG and KGFJ) have since been granted regular renewal on petitions for reconsideration and grant without hearing. Two (KONO and KMAC) are awaiting decision on pending petitions for reconsideration and grant without hearing. The remaining one (WTOL) was permitted to go to hearing on issues relating solely to its past operation. Despite the fact that there is pending an application for the facilities of WTOL, similar to the application of Public Service Radio Corp. (Pearson and Allen) for the facilities of WBAL, WTOL was not required to proceed in a consolidated hearing."

The station told the court that Hearst Radio is entitled as a matter "of legal right" to a "correction or retraction" of the Blue Book as far as it "condemns Hearst Radio."

WBAL asked the court to force the FCC into withdrawing the Blue Book charges after twice being turned down by the Commission on petitions looking towards this same end.

FM Applicants Granted 12 CP's, 5 'Conditionals'

(Continued from Page 1)

grants were made to the following: Kingston Broadcasting Corp., Kingston, N. Y.; the Mattatuck Broadcasting Co., formerly a partnership composed of Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn.; Grosse Pointe Broadcasting Corp., Grosse Pointe, Mich.; Potomac Broadcasting Corp., Alexandria, Va.; James Cullen Looney, Edinburg, Tex.

The following were given construction permits:

Gordon Gray, Winston-Salem, N. C.; Everglades Broadcasting Co., Miami, Fla.; Port Frere Broadcasting Co., Wilmington, Del.; Nunn Broadcasting Co., Mobile, Ala.; Burlington-Graham Broadcasting Co., Burlington, N. C.; Harmco, Inc., Sacramento, Calif.; KWHN Broadcasting Co., Inc., Fort Smith, Ark.; Maryland Broadcasting Co., Baltimore, Md.; Clarence H. Frey and Robert O. Greever, Logan, W. Va.; The Campaign News Gazette, Inc., Champaign, Ill.; A. S. Abell Co., Baltimore, Md.; Leaf Chronicle Co., Inc., Clarksville, Tenn.

Continental Names Horton

Continental Records has appointed Vaughn Horton Head of the Folk Artists and its Race and Hillbilly Repertoire. Horton is considered an authority on this type of music with years of experience both as a recording artist, artist manager and composer.

State Dept. Begins Broadcasts To USSR

(Continued from Page 1)

ed 500,000 home receivers, included a discussion of "State's Rights," a summary of world news, science topics, popular music along with cowboy and hill-billy tunes. Translation of the script for the hour-long show was released by the State Department, with a quoted statement by Secretary of State George Marshall as saying that the U. S. will "attempt to give the peoples of the world the pure and unadulterated truth."

Programs of the same nature are scheduled for the same hour, seven days a week, with a possibility of extending the time at a later date. Originating in the New York studios of the State Department's international broadcasting division, programs are relayed to the Moscow-Leningrad area by way of the three news transmitters in Munich. The Russian unit of the department has been in an organizational stage since last December when Charles W. Thayer, a special consultant on loan from the foreign service, came here to establish it. Staff now includes 13 full-time and 15 part-time employees, all U. S. citizens.

NBC's 18 Million Guests

NBC entertained in its New York Radio City facilities 18,083,968 guests from 1934 through 1946, it was announced by Paul Rittenhouse, manager of the NBC Guest Relations Department. Of these, 12,133,800 were broadcast guests, either of clients or the network, and 5,950,168 were conducted on tours of the NBC facilities. The latter figure does not include the hundreds of thousands of servicemen and women who toured NBC without charge.

Narrow Escape

John Donovan, NBC foreign correspondent, came within a few feet of getting severely wounded in Jerusalem Sunday. On his way to the radio station to do a spot for NBC's "News of the World," Donovan was walking down a Jerusalem street when a fusillade of rifle shots broke out. Donovan dove into the nearest doorway to escape the accidental discharge of a British soldier's gun.

Mexican Web To Join Washington Tribute

(Continued from Page 1)

WOAI special events announcer and Monte Kleban, WOAI, program director will handle the broadcast. A description of the annual parade will be made.

A special 21 minute broadcast of the annual ball will be aired by stations of the Texas Quality Network on Thursday Feb. 20 when Lee and Kleban will present a program featuring Xavier Cugat and his orchestra.

Maxwell Adds Sponsor

Joeko Maxwell, WWRL sportscaster, has been signed by the Christian Peper Tobacco Co., St. Louis, for a 13-week quarter-hour sports show over the New York station beginning Feb. 22. Program will be titled "Five Star Sports Final" and will be aired Saturdays from 9:15-9:30 p.m.

Maxwell's "WWRL Sports Club" on Fridays at 10:15-10:30 p.m. is sponsored by the Heidelberg Brewing Co. of Covington, Ky., in behalf of Heirloom Beer.

AVAILABLE

My business experience over the past twenty-five years has included selling radio time, direction of ad agency, radio department and public and employee relations experience. I am interested in connecting with a radio station whose principles recognize the need of someone with that kind of experience. No objection to location. Write Radio Daily, Box 323, 1501 Broadway, New York 18, N. Y.

There's **NO QUESTION** ...about SELLING KANSAS when you hire: **WIBW**

Ben Ludy, GEN'L. MGR.

The Voice of Kansas TOPEKA

Experienced woman available. Excellent radio background. Sales, top agency radio dept., transcription and public service fields. Write

Box 324 — RADIO DAILY
1501 Broadway, New York 18, N. Y.

EQUIPMENT

Engineering Grads

By spring Polytechnic Institute of Brooklyn will have its first group of engineers specifically trained as undergraduates in the newest developments in electronics and radar ready to take their places in industry, according to Dr. Ernest Weber, director of the Microwave Research Institute and head of the Department of Electrical Engineering at Polytechnic, who has released a first report on postwar enrollments in the department.

Will Make Tele Parts

F. W. Sickles Company of Chicopee, Mass., subsidiary of the General Instrument Corp., Elizabeth, N. J., has entered the television field and in future will produce parts for television receivers.

Report New Drama Sked To Replace Frank Morgan

(Continued from Page 1)

sponsorship for Pall Mall Cigarettes. New show, packaged by Procter Radio Productions, will deal with the careers of newspaper reporters with each program devoted to a separate individual. Procter firm currently has two shows on Mutual, Crime Cases of Warden Lewis E. Laws and "Quick As a Flash," both Sunday features.

WGN Publishing Almanac

Chicago—The old Chicago Daily News almanac, published for many years, has been reborn as the 1947 WGN Family Almanac and Yearbook. Rights to the almanac were obtained by WGN to provide an extra service to the WGN audience, according to Frank P. Schreiber, station manager. Revisions to cover 1946 developments in fields of science, world history, etc., have been completed by the editor, Prof. Charles L. Allen, professor of journalism and director of research at the Medill School of Journalism at Northwestern University.

Hedda Hopper To Tour

Hollywood—Hedda Hopper's show, including the orchestra conducted by Adolph Deutsch, will go to Salt Lake City on Feb. 21 to participate in the world premiere of Harry Sherman's picture, "Ramrod" and to air her show from there on the 22nd over CBS. Miss Hopper's show will be an air version of "Ramrod" with Joel McCrea and Veronica Lake starring in their own roles.

OF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

L.S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5375

COAST-TO-COAST

—INDIANA—

FORT WAYNE—WGL general manager Pierre Boucheron appointed voluntary co-ordinator of Naval Reserve Affairs for this area. . . . WOWO's in-school feature, "Across the City Desk" goes international today. A ¾-hour program of two-way discussion will be conducted via WOWO and BBC in London. . . . James Barger elected president of Local 58, AFM for third consecutive year. . . . Ben A. Hudelson, educational director at WOWO leaves the station to take on same duties at WBZ.

—OKLAHOMA—

TULSA—Dick Campbell, KOMA program director, recently received an honorary "T" award from the Tulsa University in recognition of exceptional services to the University in 1946. . . . Ken Cline joins the KOMA announcing staff. . . . OKLAHOMA CITY—KOMA now operating on 50,000 watts becomes the city's most powerful station. . . . Bobby-soxers are sighing for husky Tommy Allen, star of WKY's "Show of Promise". . . . KSWO and KTMC have been added to the sales package of the Oklahoma Network.

—ARIZONA—

PHOENIX—The new KRUX will be the key station of the state-wide Gene Burke Brophy network. . . . Florence Hall comes to the station as assistant program manager. . . . The Coconino Broadcasting Company of Flagstaff, part of the Sun Country Network, filed application with the FCC for a radio station in that city. . . . The Sun Broadcasting Co. has signed Patricia Ann Kidwell as its first staff vocalist. . . . The Company has asked the FCC to permit an increase in power to 5000 watts for station KPSC.

—COLORADO—

DENVER—Gene O'Fallon, general manager of KFEL, has been named radio chairman for the Rocky Mountain Area observance of National Brotherhood Week. . . . KOA Musical Director Milton Shrednik, will be the sole judge in selecting the Queens and two attendants of the Spring Formal Dance at Pueblo Jr. College. . . . GRAND JUNCTION—KFXJ inaugurates a new series of public interest programs titled, "The Community Forum". O. D. Williams will serve as co-ordinator and moderator of the series.

—TEXAS—

SAN ANTONIO—KISS, FM station, has increased its operating power to 3000 watts. . . . KABC announces that the San Antonio Building and Loan Assn. will sponsor alternate week broadcasts of the ABC show, "Town Meeting of the Air". . . . Cecil Casey is the winner of a four-door Plymouth Sedan given by Star-kist on the first 13-weeks of KMAC's Amateur Show. . . . Rex Preis, KTSA commercial manager, recently elected 2nd Lt. Governor of the 10th District of the Advertising Federation of America.

—ALABAMA—

MONTGOMERY—Staff members report a rollicking time at the WSFA staff party hosted by Prexy Howard E. Pill. . . . LANETT—Jacobs Pharmacy is sponsoring a new live talent show, "So You Want To Be In Radio?" on Wednesday nights over WRLD. . . . Bob Hubbell, emcee, and Harry Sondin, announcer, produce the show, aired from the Club Royal in the General Tyler Hotel. . . . TROY—WTBF will go on the air about March 1 with William Needham as executive director and five announcers furnished by the speech department of State Teachers College. . . . Cyril Reddoch will be general manager. . . . ALEXANDER CITY—The early part of March is set for WRFS to go on the air.

NEW BUSINESS

CJOR, Vancouver: Ten daily flash McGavin's Bakeries, through Codfield Brown, Vancouver; two daily announcements for Javex, through McLaren Advertising, Toronto; two daily announcements for Rit Dye through F. H. Hayhurst, Toronto; one daily announcement (renewal) for Bromo Seltzer, through F. H. Hayhurst, Toronto; one 10-minute new-cast daily (renewal) for People's Credit Jewelers, through McLaren Advertising, Toronto; one 30-minute transcribed program (Wayne King weekly for British American Oil Co. through Stewart-Lovick, Ltd., Vancouver; one daily announcement for Safeway Cleaners (renewal); three daily announcements for Chiropractic Association.

New 'Beyond Victory' Series

New series of the "Beyond Victory" programs of the World Wide Broadcasting Foundation will get under way over WHN, New York Sunday, with 32 other stations throughout the country participating. William A. Higinbootham, executive secretary of the Federation of American Scientists, will discuss atomic energy. The WHN broadcast will be at 6 p.m., Sunday with WNY airing a transcription of the Higinbootham program on the following Wednesday at 8 p.m.

CLEVELAND'S
Chief
STATION

DIRECT LINE TO SALES...

Yes, WJW, CLEVELAND'S CHIEF STATION, gives you a direct line into the 7th largest, 5th richest market in the nation.

So — for greater sales . . . plug into a hot line — a direct line — reaching and holding more daytime dialers per dollar than any other regional station.

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

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—147 West 46th Street, New York, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 34

NEW YORK, WEDNESDAY, FEBRUARY 19, 1947

TEN CENTS

Giveaway Problem Grows

Radio Advisory Group Named For Veterans

Washington Bureau, RADIO DAILY
Washington—A national radio advisory council has been appointed by General Omar N. Bradley to consult with the Veterans' Administration on its nation-wide information program for ex-GI's and their families. Charles Dillon, Veterans Administration radio director, announced yesterday.

The Bradley appointments include Frank M. Russell, vice-president, N.C., Washington; Robert Saudek, N.C., director of Public Affairs, New York.

(Continued on Page 8)

Texas Co. Will Replace Bracken With Martin Show

The Eddie Bracken show on CBS (9:30 p.m., EST) sponsored by the Texas Company, will be replaced by a new program starring Guy Martin with guest artists effective March 30, it was announced yesterday.

The program, which is handled through the Kudner Agency, will be heard at the same time and will continue with Hollywood as origination point.

Three U. N. Diplomats To Address Press Club

Three United Nations dignitaries will speak at the annual dinner of the Overseas Press Club which will be held Tuesday evening, March 4, in the grand ballroom of the Waldorf-Astoria Hotel in New York. The speakers will be the Right Honorable Lester McNeil, new head of the United Nations.

(Continued on Page 2)

Award

Frank Stanton, CBS president, will be heard on the network Saturday, Feb. 22, at 10:45-11 p.m. He'll accept, for the network, the International Conference of Christians and Jews Award for the best single network program on human relations for 1946. Award goes to the program, "The Biggest Crime," a feature of the series, "Assignment Home."

International

Schenectady—A 25-year review of broadcasting in England and the United States, to be discussed in a two-way radio conversation between Sir Noel Ashbridge, deputy director general of the BBC, speaking in London, and Everett S. Lee, one of G.E.'s radio pioneers, talking in Schenectady. Program will be broadcast by the WGY Science Forum at 7:30 o'clock tonight as one of the week's features in the celebration of the station's 25th anniversary.

Commission Action Dissolves KGKO Co.

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday adopted a final decision granting applications for renewal of licenses and for assignment of license, of the following:

KGKO Broadcasting Co., KGKO, Fort Worth, Texas, and assignment of license; Carter Publications, Inc., WBAP, Fort Worth, and A. H. Belo Corp., WFAA, Dallas, Texas.

The application for assignment of license.

(Continued on Page 6)

Pres. Truman To Speak In Behalf Red Cross Drive

President Harry S. Truman's five-minute address in behalf of the American Red Cross 1947 campaign will be broadcast by the major networks and most of the nation's independent stations.

(Continued on Page 2)

NAB Official Takes Issue With Gallup's Statement

Washington—NAB director of research Kenneth H. Baker has written Dr. George Gallup of the American Institute of Public Opinion that radio listener research is today more informative than press circulation studies. Baker's letter was in response to a recent story in Editor and Publisher which quoted Gallup that radio has nothing "to compare with the ABC statement."

Baker asked, "must there be some-

Advertising Agencies Oppose Practice Of N. Y. Brokers Promoting Plugs For Free Merchandise

Maddy Again Accuses Petrillo And The AFM

Washington Bureau, RADIO DAILY
Washington — Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich., appearing before the Committee of Education and Labor of the House of Representatives yesterday charged James C. Petrillo and the AFM with stifling the development of music among amateur musicians.

Maddy reviewed the Petrillo or-

(Continued on Page 8)

ABC Suspending Tele For Remainder Of '47

ABC will suspend all television programming activities for the remainder of 1947 in order to devote its efforts to the preparation and construction of its own facilities in New York.

(Continued on Page 6)

Simon Named Sales Mgr. Of WLIB Succeeding Engel

Arthur Simon, previously general manager of WPEN, Philadelphia, and WOV, New York, has become sales manager of WLIB, according to an announcement.

(Continued on Page 2)

Growing problem of giveaway merchandise on radio programs through which brokers bypass advertising agencies and go direct to the programs with their articles is causing concern in New York agency circles and will probably result in organized steps to bring refinements in prevailing giveaway practices.

(Continued on Page 7)

New Spot Campaigns Lead Off Chicago Biz

Chicago—Frank Chizzini, manager of the NBC radio recording division, announces the sale of 15 NBC syndicated programs to station WMXL, Peoria, Ill., and the placement of 10 "Destiny Trails" programs in Missouri and Oklahoma. The "Destiny Trails" series was placed through the Beaumont & Hohman Advertising Agency, Kansas City.

NBC spot business announced by the agency.

(Continued on Page 7)

Ballantyne Gets Award For Wartime Services

John Ballantyne, president of Philco Corporation, yesterday was awarded a special Certificate of Appreciation for his wartime services in the radio industry.

(Continued on Page 6)

Tax Talks On Tele

"Income Tax Quiz," a special two-installment series designed to help members of all income brackets solve their income tax problems, will be presented by NBC Television Station WNBT on two succeeding Saturdays, Mar. 1 and 8 (8:00 p.m., EST). Experts of the Bureau of Internal Revenue will answer questions propounded by money earners in the studio.



Vol. 38, No. 34 Wed., Feb. 19, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Tues., Feb. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	10 1/4	10 1/4	10 1/4	+ 1/8
Am. Tel. & Tel.	172 5/8	172 1/8	172 1/4	- 1/2
CBS A	30 1/2	30	30	- 5/8
CBS B	30 3/8	30 1/8	30 3/8	+ 1/4
Farnsworth T. & R. ...	8 1/2	8 3/8	8 1/2
Gen. Electric	39 3/8	39	39 1/4	- 1/8
Philco	30 1/4	29	29 1/2	+ 5/8
Philco Pfd.	97 1/2	97	97
RCA Common	10 1/8	10	10
RCA First Pfd.	78 7/8	78 1/2	78 1/2
Stewart-Warner	19	18 7/8	18 7/8	- 1/8
Westinghouse	28	27 1/8	27 1/8	- 1/2
Westinghouse Pfd. ...	99 1/2	99 1/2	99 1/2
Zenith Radio	23 1/4	23	23 1/4	+ 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Finch Tele Comm.	9 1/4	10 1/4
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/4
WCAO (Baltimore)	40
WJR (Detroit)	18 1/2	20

Another Mr. Churchill

John Churchill of BMB is not the John Churchill of Butte, Mont., who wants to "Make Up Your Mind" with an electrical voting device which will be introduced on a WNBC show Saturday, Feb. 22. Churchill of BMB devotes all his time to audience measurements while the other Churchill creates ideas to get listeners.

Set News Clinics

Washington—Radio news clinic of NAB, districts 10 and 12, will be held in Kansas City on April 16, it was announced yesterday.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

★ COMING AND GOING ★

COMMDR. TY KRUM, expert on foreign affairs for NBC, has arrived from Washington, D. C., and will air his "Veterans Adviser" on Saturday from Radio City.

WALTER M. KIDWELL, chief engineer of the Sun Country Broadcasting Co., is back at his Phoenix, Ariz., headquarters following a week in Tucson, where he supervised ground installations at KTSC and KTSC-FM.

ROBERT B. HUDSON, Columbia network director of education, is in Washington, D. C., to attend the meeting of the Federal Radio Education Committee.

WINSTON BURDETT, Washington news analyst of CBS, who spent the early part of the week in Gotham, will return today to the Nation's Capital.

CRAIG EARL is in Miami this week for speaking engagements. He'll do his "Professor Quiz" program from the Florida resort.

JOHN NEW, sales manager of WTAR, Norfolk, Va., is back at the station following 10 days in New York.

AUSTIN E. JOSCELYN, general manager of WCCO, Minneapolis, and CARL WARD, manager of sales promotion and director of press information for the station, are in town for conferences at CBS. Joscelyn plans to leave today for Washington, D. C.

OSCAR GIRALDO ARANGO, director of the CBS affiliate in Pereira, Colombia, has arrived in New York. He paid a visit yesterday at the shortwave division of the network.

JACKIE KELK has returned from a vacation in Quebec and will resume his "Aldrich Family" role tomorrow.

SID JONES, Columbia network engineer, to Lake Placid, N. Y., from which point Tuesday's "Vox Pop" program will emanate.

LAURIE O'DAY, Canadian vocalist heard on CFRB, Toronto, has arrived in town by plane. She now begins a local blues-singing career under the aegis of Art Ford, disk jockey at WNEW.

HELEN WOOD, station representative, left Saturday for a vacation in Florida.

Simon Named Sales Mgr. Of WLIB Succeeding Engel

(Continued from Page 1)
nouncement by Dorothy S. Thackrey, station president. Simon succeeds Arthur A. Engel who resigned about two weeks ago.

In addition to his background in directing station operation, WLIB's new sales manager has also been associated with advertising agencies and trade publications. During the war he served as chairman of the Radio Wartime Control Committee for the radio industry and the Office of Censorship.

BBC Further Curtailed By Shortage Of Power

The power shortage in England brought further curtailment of BBC air time this week when broadcasting was stopped entirely between the hours of 9 a.m., to noon and 1:30-3:30 p.m. During daylight hours, starting at 6:30 a.m., the "Light" and "Home Service" programs are combined and broadcast on a single wave length instead of two. At 6 p.m., the programs revert to their separate channels and remain in progress until 11 p.m. Normally the "Light" program does not sign off until midnight but is closing one hour earlier as a result of the emergency, which has affected all of England.

Three U. N. Diplomats To Address Press Club

(Continued from Page 1)
United Kingdom's delegation to the U.N. Social and Economic Council, Andrei Gromyko, Soviet spokesman and Senator Warren R. Austin of Maine, who represents this country on the Security Council. W. W. Chaplin, president of the Overseas Press Club, will preside.

Pres. Truman To Speak In Behalf Red Cross Drive

(Continued from Page 1)
stations on Friday, Feb. 28, from 10 to 10:05 p.m., EST. The date has been designated as American Red Cross day and the President's address will highlight the occasion.

Pope Pius On CBS Today

CBS late yesterday scheduled as a special 15-minute program starting at 10:15 a.m. today an address by Pope Pius XII, speaking in English from Vatican City. The talk will be offered as an Ash Wednesday message to the school children of America.

WBNX
FOR THE LATEST IN
MUSIC SPORTS AND NEWS
2:00 to 6:00 P. M.
Monday thru Friday
5000 WATTS — 1380 ON THE DIAL
WBNX
260 E. 161st ST., NEW YORK 5, N. Y.
MEtrose 5-0338

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



Trouble!

Anybody can stray off the fair way, get into the rough, and trouble

But it's the gent who can make those recovery shots who wins the tournaments.

Radio time buying is not too far away from golf.

Once in a while you get off the line... but it's the smart time buyer who has the savvy and the shots to get out of a bad buy.

Take Baltimore. It's the country's 6th largest city. But did you know that an independent station delivers more listeners-per-dollar-spent than any of the 4 other stations in town?

If you're out there in the rough without W-I-T-H on your list... well, better correct it quickly!

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

BMI-O-GRAM

A FIVE-STAR SALUTE TO BMI'S NEWEST PUBLISHER AFFILIATES—

DUCHESS

MUSIC CORPORATION

AND

ENCORE

MUSIC PUBLICATIONS

FOR CONSPICUOUS ACHIEVEMENT IN A FEW MONTHS UNDER THE BMI BANNER. CONGRATULATIONS!

BROADCAST MUSIC, INC.

FOR SENTIMENTAL REASONS*

OPEN THE DOOR, RICHARD*

The Billboard

HONOR ROLL OF HITS

February 15, 1947

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

1. (I LOVE YOU) FOR SENTIMENTAL REASONS

Records available: The Brown Dots, Manor 1041; King Cole Trio, Capitol 304; Ella Fitzgerald-Delta Rhythm Boys, Manor 23870; Eddy Howard Ork, Majestic 1071; Art Kassel, Vogue R-781; Dinah Shore, Columbia 37188; Charlie Spivak, Victor 20-1981; Skip Strahl Ork, Emerald 108; Fran Warren, Standard, Cosmo 814. Electrical transcription libraries: Buzz Adlam Ork, Standard; Barclay Allen, MacGregor; Bob Crosby Ork, Standard; Vic Damone, Associated; The 4 Knights, Lang-Worth; Eddie Le Mar Ork, Capitol; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Don Swan, MacGregor.

By Duke Watson and William Best
Published by Duchess (BMI)

Position Last Week
1

2. OPEN THE DOOR, RICHARD

Records available: Dusty Fletcher, National 4013; Bill Samuels and the Cats 'n' Jammer Three, Mercury 8029; Jack McVea Ork, Black & White BW-792; Count Basie, Victor 20-2127; Tosh (One-String Willer) and His Jivesters, Empey 103; The Three Flames, Columbia 37288; The Charloters, Columbia 37240; Walter Brown-Tiny Grimes, Signature 1008; The Merry Macs, Majestic 1112; The Pied Pipers, Capitol 389; Big Bid Catlett Ork, Mano 1058; Lips Page Ork, Apollo 1041. (No electrical transcription libraries available.)

By John Mason, Jack McVea, Dan Howell and Dusty Fletcher
Published by Duchess (BMI)

8

3. THE OLD LAMPLIGHTER

Records available: Kenny Baker-Russ Morgan, Decca 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Fred Astaire, Capitol; Hal McIntyre, Cosmo 502. Electrical transcription libraries: Vic Damone, Associated; Les Egart, Lang-Worth; Jan Garber, Capitol; Sam Thesaurus; Russ Morgan, World; The Music of Manhattan Thesaurus; Joe Reichman Ork, Standard.

By Charles Tobias and Nat Simon
Published by Shapiro, Bernstein

4. MANAGUA, NICARAGUA

Records available: June Conway, Signature 15088; The Gordon T. 3032; Kay Kyser, Columbia 37214; Guy Lombardo, Decca 23782; Fred Astaire, Capitol; Two-Ton Baker and His Merry Music Makers, Mercury 1071; The Vibra-Tones, MacGregor.

By Albert Ganss and Irving Fields
Published by Encore (BMI)

The Billboard

February 15, 1947

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,388 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (P) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	WEEKS TO DATE	TITLE	ARTIST	RECORDING COMPANY
1	14	(I LOVE YOU) FOR SENTIMENTAL REASONS	King Cole Trio	Capitol 304—BMI
2	6	OPEN THE DOOR, RICHARD	Three Flames	Columbia 37268—BMI
3	4	(I LOVE YOU) FOR SENTIMENTAL REASONS	Eddy Howard	Majestic 7204—BMI
4	9	OPEN THE DOOR, RICHARD	Jack McVea	Black & White BW-792—BMI
5	3	(I LOVE YOU) FOR SENTIMENTAL REASONS	Dinah Shore	Columbia 37188—BMI
6	2	OPEN THE DOOR, RICHARD	Count Basie	Victor 20-2127—BMI
7	13	MANAGUA, NICARAGUA	Freddy Martin	Stuart Wade—En-
8	3	THE OLD LAMPLIGHTER	Sammy Kaye	Victor 20-2026—BMI
9	5	THE OLD LAMPLIGHTER	Sammy Kaye	Victor 20-1983—ASCAP
10	6	MANAGUA, NICARAGUA	Kay Kyser	The Campus Kids
11	12	MANAGUA, NICARAGUA	Kay Kyser	Columbia 37214—BMI

VARIETY
Wednesday, February 12, 1947

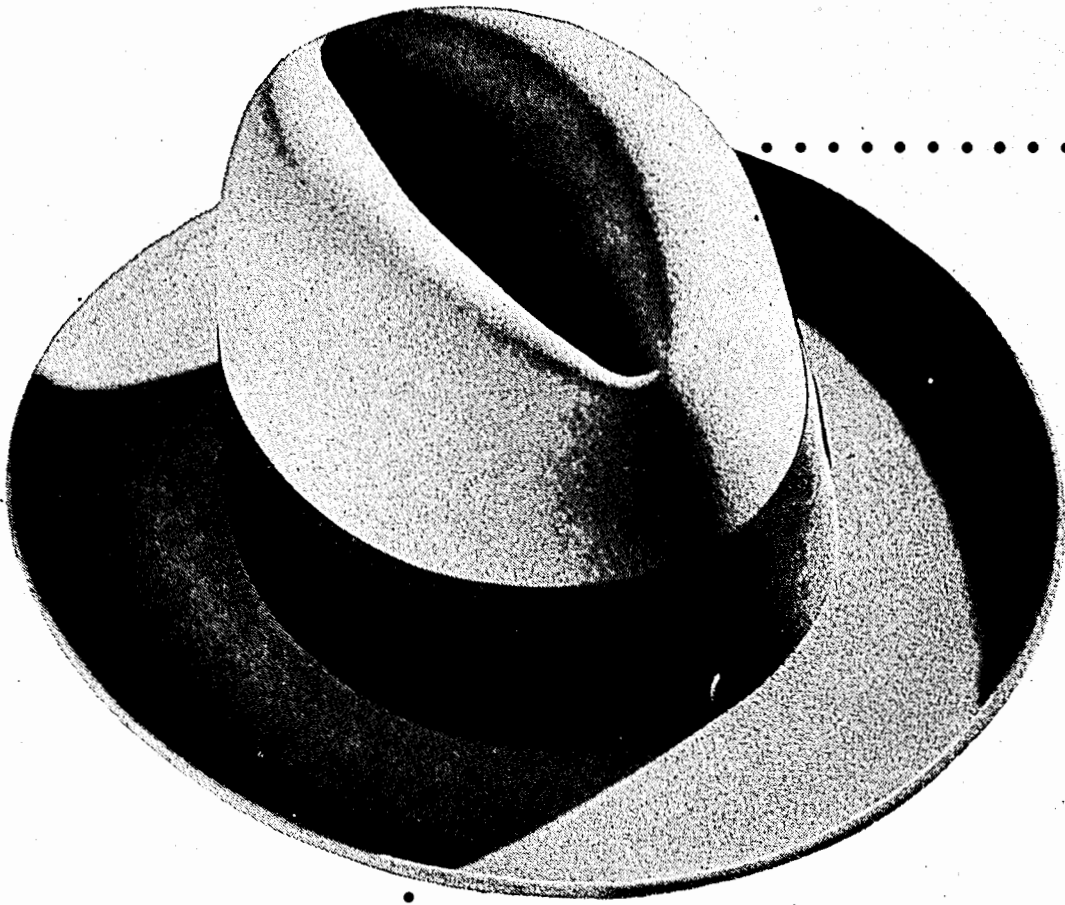
10 Best Sellers on Coin-Machines

1. For Sentimental Reasons (12) (Leads)	King Cole Trio	Capitol
2. Open Door, Richard (2) (Duchess)	Charlie Spivak	Victor
3. Anniversary Song (2) (Mood)	Jack McVea	Black & White
4. Managua, Nicaragua (3) (Encore)	Count Basie	Victor
	Al Jolson	Decca
	Tex Beneke	Victor
	Freddy Martin	Capitol
	Kay Kyser	Columbia

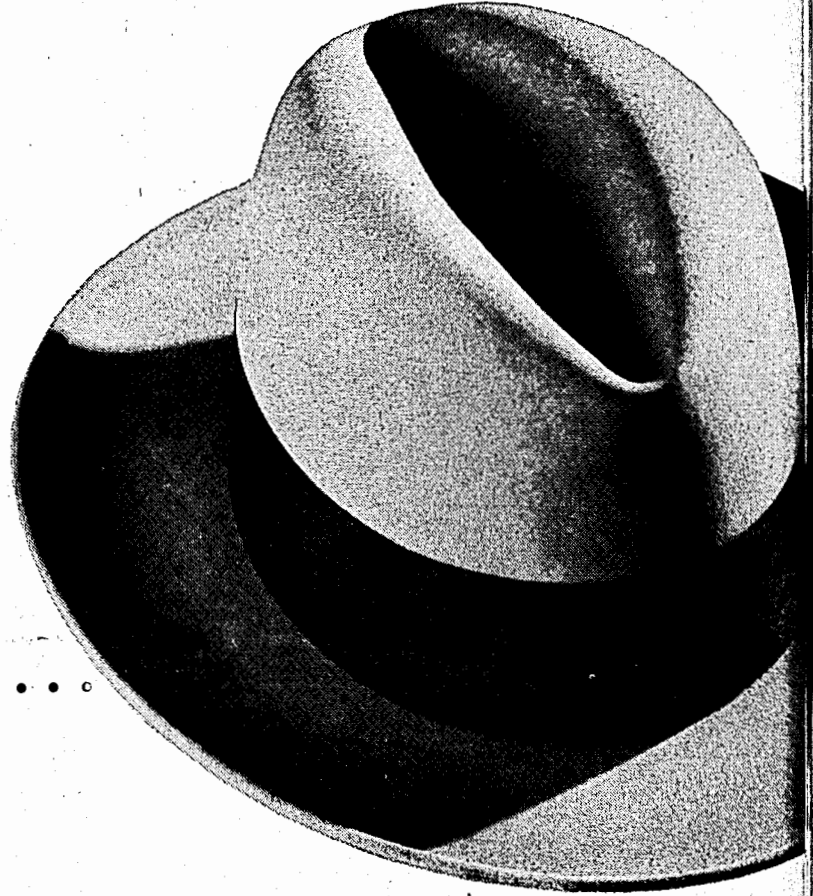
Another booming salute to the BROADCASTERS, THE ARTISTS, THE RECORDING COMPANIES, THE TRANSCRIPTION FIRMS, THE COIN MACHINE DEALERS, THE MUSIC DISTRIBUTORS AND DEALERS, TO ALL WHO SHARED IN BUILDING THESE SUCCESSES.

* PERFORMANCE RIGHTS LICENSED EXCLUSIVELY BY BMI

BROADCAST MUSIC INC. New York • Chicago • Hollywood



What

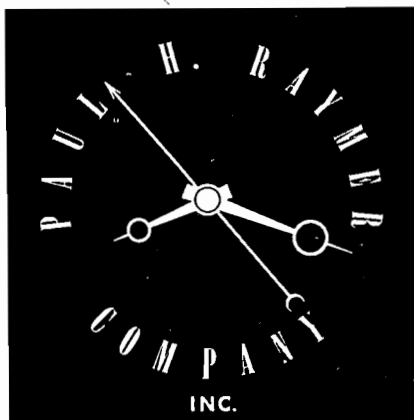




Do you pay for a hat?

One of these hats is made by master craftsmen from pure silver-beaver fur. It is hand shrunk, hand felted, and hand blocked. The mellow calf leather in-band, satin lining and gold tip printing point to the excellence of its quality. It will wear well through all seasons and weathers. The other hat is machine made for the market. Yet at first glance, both look very much alike. One costs less and may seem to be a bargain, but is it?

Similarly at first glance men and organizations, like hats, may look alike, but what a difference there is. We are proud of our fourteen-year record of uninterrupted success under the same ownership and management, of our persistent adherence to sound principles of operation, and of the established record of our sales personnel. Such qualities are more than plans and promises — they are the positive proof of performance.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Commission Action Dissolves KGKO Co.

(Continued from Page 1)

license of KGKO, will have the effect of eliminating the call letters, "KGKO," and dissolving the KGKO Broadcasting Co., and each of the assignees, Carter Publications, Inc., licensee of WBAP and A. H. Belo Corp., licensee of WFAA, will be licensed to use the present facilities of KGKO operating one-half the total time on 820 kc., and one-half time on 570 kc., subject to the condition that Carter Publications, Inc., and A. H. Belo Corp., file with the Commission, within 60 days, a schedule of their hours of operation on both 820 kc., and 570 kc., in accordance with the provisions of the rules with respect to share-time stations; and to the further condition that they submit to the Commission within 90 days, satisfactory evidence that KGKO Broadcasting Co., has been dissolved, that their commitments with respect to the separation of their respective operations have been effectively implemented.

Fort Worth—Harold Hough, general manager of WBAP, following the FCC's action stated yesterday: "The Commission has spoken and we will see to it that the Commission is not disappointed. There's a slight geographical situation to be straightened out, but this will be worked out satisfactorily."

Ballantyne Gets Award For Wartime Services

(Continued from Page 1)

directing the development and production of radar for the armed forces. The presentation was made by Lt. Col. Arnold T. Gallagher of the Signal Corps in behalf of Secretary of War Robert P. Patterson, General Le Roy Lutes, commanding general, Army Services Forces and Major General H. C. Engles, chief signal officer.

The citation read as follows: "The War Department expresses its appreciation for patriotic service in a position of trust and responsibility to John Ballantyne for outstanding contributions by directing the research, development, engineering and production of highly complicated radar and associated equipment for the Signal Corps."

Wedding Bells

Peter M. Tintle, assistant manager of the NBC Guest Relations Department in charge of tours, was married to Jaqueline Ragsdale, a former NBC guidette, on Valentine's Day.

SHOWS TO MAKE YOUR RATINGS
GLOW.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 4-3600



Manhattan Memoranda...!

● ● ● Edgar Bergen, impressed with Crosby's rating on ABC, has asked NBC to give him the privilege of transcribing his own show—which was nixed by the web. Now Bergen, with the approval of Standard Brands, is reported negotiating with either ABC or Mutual. Fred Allen is said to be toying with the same idea, with Mutual making an all-out pitch for some big-league business. . . . Tony Martin gets his well-deserved break with Texaco March 30th, stepping into the Eddie Bracken slot with a musical variety format, a 30-piece orchestra and name guest stars each week. Bob Hope will be his lead-off guest. Baton waver not set for the show as yet, but it looks as tho' Al Sack may get the nod. Insiders claim that Jolson was offered the Texaco shot originally, but insisted on starting in Oct. instead of March. When this was turned down, Jolie offered to compromise by starting in March providing he was given full control of the show. This, too, was nixed. However, reliable coast sources inform us that Jolie never wanted a regular show of his own with its attendant worries and headaches, preferring, instead, to play guest dates with Crosby, Cantor, etc. At any rate, Martin figures to be a sensation in his new slot judging by his record-breaking nite club engagements. . . . Perry Como off for Florida Friday on three-week vacation, with Marion Hutton and guest stars filling in.

★ ★ ★

● ● ● STORY BEHIND A SONG: In 1944, comedian Danny Thomas was touring the war fronts with Marlene Dietrich's USO troupe. Back in the States, his wife, Rosemarie, worried about her mate's safety, penned her sentiments in a poem. The beautiful message stuck with Thomas and he memorized the lines, whispering them to himself whenever the going got rough. Before long he was reciting the lines to a little original melody that just seemed to fit. A couple of weeks ago, Jerry Seelen, who writes all of Danny's songs for the Don Ameche show, heard the comic humming the tune and asked permission to help polish it up for the air. And that's how come Frances Langford will introduce "Just Before I Sleep" on the Ameche stanza this Sunday nite.

★ ★ ★

● ● ● If Fred Waring stays on NBC until June (and it appears practically certain that he will) he's a cinch to get two more sponsors to fill up his across-the-board morning time. . . . Kraft readying a one-hour dramatic television series for NBC which they'll spot Thursday nites at 9:00—right opposite their Music Hall stanza. . . . Least consistent performer, in our book, is H. Morgan, whose material ranges from great to awful. He could use a good script editor. . . . With the release of industrial sugar just a few weeks away, soft drink and candy firms are preparing to up their radio budgets. . . . MCA has acquired the rights to "Tree Grows In Bklyn" and is packaging a daily 15-minute stanza. . . . It's a lad at the Mike Spectors—a husky 7-pounder named Michael Joseph. Pop is Universal's talent head here. . . . John Paris voted So. America's most popular singer for '46.

★ ★ ★

● ● ● MAIN STREET SCENE: Emil Coleman leaving the bandstand at the Wedgwood Room to rumba with Barbara Stanwyck. . . . Jay Jostyn, radio's Mr. D.A., accepting a parking ticket on W. 49th street. . . . Mike Roshkind, ABC's new boss of Special Events, who won his promotion on his daughter, Terry's, 1st birthday. . . . Hank Greenberg warbling "Take Me Out To The Ballgame" at Armando's. . . . Sammy Smith, one of the best-liked contact men in the music biz, who pitched big league ball when he was all of 16. (He joined the Cubs the same day Fred Merkle pulled his famous boner at the Polo Grounds in 1908). In his day, Sammy and Paul Specht were a junior MCA all their own, controlling some 138 bands.

Baker Praises Quality Of Listener Research

(Continued from Page 1)

printed media was subscribing to its methods and results at the end of three years?

Good for Garbage?

"And what do you mean when you say that newspapers do a more thorough job in providing circulation figures, and give advertisers a much better opportunity to weigh coverage? What does ABC tell you except that so many thousand people bought your paper? Does it say anything about whether those people read their papers; or what parts they read; or what parts they remember BMB at least tells you that people listen to your stations—not just that they can hear it but don't like leaving the paper unread on the front porch or in the bus or wrapping up the garbage with it," Baker wrote.

ABC Suspending Tele For Remainder Of '47

(Continued from Page 1)

Detroit, San Francisco, Los Angeles and Chicago, it was revealed yesterday by Adrian Samish, vice-president of the network in charge of television. Samish added that the web still is awaiting approval of its application for a New York license.

The network's television department recently concluded operation at WRGB, in Schenectady, and also at WABD, New York, when the latter shut down for antenna improvement. The web is expected to suspend operation of WPTZ, Philadelphia, shortly. On the Quaker City Philic station ABC has a hockey series which terminates with the broadcast of March 8, also a weekly studio show which is slated to end Feb. 28.

ABC activities on WBKB, Chicago, will be brought to a close when the General Mills hockey series terminates on March 15.

Elect AFRA Directors

Chicago—Six new directors were named at the AFRA board meeting a few days ago, as board replacements. They are Olan Soule, Patricia Dunlap, Norman Gottschall, Clare Baum, Paul Nettinger and Russ Brown. The regular annual election will be held in June.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St
AIR CONDITIONED

Giveaway Programs Problem To Agencies

(Continued from Page 1)

practices, RADIO DAILY learned yesterday. Among the programs reported giving plugs in exchange for merchandise which is handed out are "Five and Take", "Winner Take All" and "Misses Goes a Shopping" on

Dropped Free Plugs

Borden's "County Fair" via CBS is one give away program which has banned mentioning the manufacturer of any prizes which the show gives to participants. "County Fair," produced through Kenyon & Eckhardt agency, purchases its stock of prizes from public sources, normally retail stores. Some time ago when manufacturers began donating their goods to quiz shows in return for a plug, agency and Borden execs. discussed what policy they should adopt and decided to allow no more than two plugs per show to prize donors. When the trend on network shows increased to the point that it was difficult for listeners to ascertain just who the sponsor was, "County Fair" cut out all plugs except for the Borden Co., the actual sponsor.

CBS; "Honeymoon in New York" on NBC; "Harlem Hospitality" on Mutual; "Bride and Groom" on WJZ; "Queen for a Day" on Mutual.

In New York, RADIO DAILY learned, there is a recognized set of brokers public relations men who act as go-betweens for the manufacturers and the radio shows. The brokers receive a public relations fee from clients for planting their merchandise on a network and local shows in return for air credits.

Certain Fields Predominate

Most of the articles presented on the air come from the jewelry, home appliance and cosmetic fields with automobiles being awarded in some instances. Airlines and other travel agencies, hotels and resort spots have also participated in the giveaway field.

The practice has become increasingly annoying to some of the major advertising agencies. In some instances advertising accounts have allowed independent brokers to represent them in such promotions and the brokers in turn have ignored the agencies in handling the accounts. Such intrusions on the formats of shows have resulted in declining prestige for some of the products plugged, agency men declare.

One agency executive suggested that both NAB and the Four A's take an active part in stamping out the practice of brokers promoting radio plugs for merchandise. He added that industry action is needed to bring refinements to the giveaway practice.

New Spot Campaigns Lead Off Chicago Biz

(Continued from Page 1)

Oliver Morton, manager of the central division national spot sales department, includes Park & Tilford Co., through Charles M. Storm, 20 one-minute announcements to be aired on "Elizabeth Hart Presents" twice weekly for 10 weeks starting March 3; Capper Publications, through the Buchen Company, six one-minute announcements on the "Early Bird" program between February 15 and March 1; General Motors Corp. (Oldsmobile), through D. P. Brothers, an additional two one-minute announcements and 11 station breaks between March 9 and 21, and California Packing Co. (Del Monte Coffee), through McCann-Erickson, renewal of 78 station breaks, six a week for 13 weeks, starting March 2.

WGN Renewals Reported

Business reported by WGN this week includes Dr. W. B. Caldwell, Inc., through Sherman & Marquette, Inc., renewal of contract for participation in "Record Reveille," Mondays through Fridays, for 52 weeks; The Colgate-Palmolive-Peet Co., through Ted Bates, Inc., contract for five weekly participating announcements in "Spots of Music," for 45 weeks; the Cleveland Cleaner & Paste Co., through Bayless-Kerr Co., two weekly station break announcements for 12 weeks, and New Process Baking Co. Inc., through Olian Advertising Co., two weekly station break announcements for 52 weeks.

Stork News

Merritt Coleman, in charge of operations at WCBS-TV, is the father of a seven-pound daughter born to Mrs. Coleman this week at the Lenox Hill Hospital. The baby will be named Betsy. It is the Coleman's second child, both daughters.

resent them in such promotions and the brokers in turn have ignored the agencies in handling the accounts. Such intrusions on the formats of shows have resulted in declining prestige for some of the products plugged, agency men declare.

One agency executive suggested that both NAB and the Four A's take an active part in stamping out the practice of brokers promoting radio plugs for merchandise. He added that industry action is needed to bring refinements to the giveaway practice.



BOB FELLER

America's Number One Pitcher

with

"BASEBALL TODAY"

Guest stars: Baseball's top personalities

Theme with Hi-Lo-Jack and the Dame

Quarter hour show—Once weekly

26 weeks

Wire for audition and details

RADIO PRODUCTIONS, INC.

2901 South Moreland,
Cleveland 20, Ohio

one of the

FIRST!

AM + FM

SIMULTANEOUSLY

KOCS

ON THE AIR

ONTARIO, CALIFORNIA

The Voice of Pomona Valley

Send Birthday Greetings To —

February 19

Tom Dawson	Eddie Peabody
Connie Gates	Stan Kenton
John W. Swallow	Margaret Morris
Frank Wilson	Don Iaset
Edward P. Shurick, Sr.	

Radio Advisory Group Named For Veterans

(Continued from Page 1)

York; Edward E. Scoville, CBS, director of talks and special events, Washington; Charter Heslep, MBS, Washington representative; Charles Batson, NAB, director of information, Washington; and George Ludlam, radio director, Advertising Council, New York.

At the first meeting of the council, Ward Mc. E. Lewis, and Austin W. Woolford, director and assistant director, respectively, of Veterans Administration public relations, outlined Veterans Administration veterans' information objectives. Dillon described the organization, results, and next year's plans for VA radio services. Analytical discussion by council members followed, and continued at lunch, with General Bradley as host.

Also in attendance were Hernando Silva, assistant director, VA, radio service, and VA radio chiefs from the field; Don Weiss, New York; Brooks Connally, Chicago; Dean McNealy, San Francisco; Wallace Ruggles, Los Angeles.

In the future, Dillon explained, all major VA projects for webs, local outlets, and transcriptions, will be referred to the council for advisory approval. In this way, the VA hopes to keep its radio operations geared to "the realities of industry needs and trends."

Immediate projects are web and station support of the information program to encourage 10,000,000 ex-GI's to re-instate their lapsed national service life insurance policies and the continuance of the "Here's to Veterans" top-talent platter series, now heard over 900 outlets.

King Joins Concert Agency

William G. King, former music editor of the New York Sun and for the past 10 years supervisor of the broadcasts of the New York Philharmonic orchestra on CBS, has joined Consolidated Concerts Corp., New York, as vice-president, George Engles, president of CCC, announced this week. King succeeded William J. Henderson as music editor of the Sun in 1937 and remained in that capacity until his resignation of Feb. 1 to become associated with Consolidated.

Promotional sales organization serving some thirty station outlets (mostly in the south-east) seek timely 5 to 7 minute transcribed shows of historical or civic appeal value. Quote price for use of series (must contain 24 shows preferably more) once in each city over period of one year. Address: Peter H. Sause Enterprises, 1707 Hunt Avenue, New York 60, N. Y.

★ AGENCY NEWSCAST ★

THE VISCOUNT KEMSLEY, chairman of Kemsley Newspapers, Ltd. of London, and RICHARD DE ROCHEMONT, producer of "The March of Time" series of films, will be guests of honor and speakers at the Celebrity-Luncheon of the Advertising Club of New York, today, February 19, at 12:30 p.m.

MORTON JACOBSON, president of Morton-Josef Radio Productions, announces that Josef Cherniavsky is no longer associated with the organization and that his company will hereafter be known as Morton Radio Productions, Inc. Jacobson, partner of the late Johnnie Neblett, is continuing the sale of "So the Story Goes" and "Louise Massey and The Westerners" under the Neblett label and out of the same offices.

ERWIN ROSNER has been named radio director of the Harry Feigenbaum Agency, Philadelphia. He replaces Ralph A. Hart, who has left to form his own agency. Rosner was with the Feigenbaum radio department in 1942, returned recently after four years of service in the U. S. Army.

Court Dismisses Complaint In "Guess Who?" Suit

Justice Thomas L. J. Corcoran of the New York State Supreme Court granted a motion yesterday to dismiss the complaint brought by Audio-Scriptions, Inc., against WOR Program Service, Inc., the Bamberger Broadcasting Co., N. W. Ayer & Son and Sheffield Farms Co., for alleged piracy of the program idea, "Guess Who?" Granting of the dismissal motion came six days after the trial began, the first time the complaint had been heard in any court.

On Air Since 1943

The program "Guess Who?" has been heard over WOR, sponsored by Sheffield Farms, continuously since August, 1943. The plaintiff's \$100,000 damage claim was resisted by the defendants on the ground that they had no dealings with the plaintiff and knew nothing of any similar program idea which he alleged to have created and copyrighted. Attorney A. Walter Socolow represented the defendants.

New West Coast ET Series With Movie Personalities

William "Wild Bill" Elliott and Andy Devine have been signed by Teleways Radio Productions, Inc., series entitled "The Amazing Texas." for a weekly transcribed half hour Series is an outdoor epic of old west with William Elliott portraying a law enforcement officer and Andy Devine covering top comedy spot. Robert Libott and Frank Burt have been assigned to script series with J. Clinton Stanley producing and directing.

RICHARD E. GOEBEL, president of the Pacific Coast Advertising Co., has announced that his company will discontinue business on March 31, 1947. Effective March 1st, J. Walter Thompson Company will handle the advertising for Langendorf United Bakeries, Inc., Old Homestead Bakery and California Baking Company. No announcement has been made as to what agencies will handle the other clients now being serviced by Pacific Coast Advertising Company.

W. & J. SLOANE, sponsor of "This Is Your Home" on KPO, San Francisco, has been presented with the National Retail Dry Goods Association's Award of Distinctive Merit for outstanding radio programs for 1946. The citation was awarded by a jury consisting of Thomas D. Connolly, director of program promotion, CBS; Margaret Cuthbert, director of women's activities, NBC; Arthur A. Stelzer, president of James McCreery & Company; Arthur Pryor, director of radio, Batten, Barton, Durstine & Osborn, and Isabel B. Wingate, professor at New York University, and a member of the National Consumer-Retailer Council, Inc.

CBC Officials To Study U. S., British Tele Costs

Ottawa—J. A. Ouimet, CBC assistant chief engineer, and H. G. Walker, manager of the CBC Dominion Network, will make a detailed study of the latest television programming and operating costs in the United States and Great Britain to help in estimating operating costs for contemplated television stations in Canada, it was announced here yesterday.

Report Will Be Made

Ouimet will prepare a detailed report on current television costs to be considered with general technical studies already made by the CBC. Walker will investigate the latest programming techniques and costs, envisaging the use of films, actuality broadcasts, lectures, musical, variety and dramatic programs.

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.



Maddy Again Accused Petrillo And The AFM

(Continued from Page 1)

der which put a ban on broadcasts of the student symphony orchestra from the National Music Camp in July, 1942, and his subsequent dismissal as a member of the AFM.

"It is only natural that music lovers of the United States should want to hear radio performances by these talented and enthusiastic young musicians who play great music with reverence seldom present in professional performances," Maddy said. "For 12 summers weekly symphony programs were presented by the student symphony orchestra, band and choir of the National Music Camp over nation-wide networks.

Broadcasts Stopped in '42

"These broadcasts were stopped abruptly in July, 1942, by order of Mr. Petrillo and there have been no network broadcasts from Interlochen in the five years since the edict was issued.

"Mr. Petrillo has maintained hostile attitude toward the musical education of American boys and girls for many years," Maddy charged. "As the individual who was most active in the promotion and development of school bands and orchestras in the United States I became the primary target of his attacks."

IT TAKES A GOOD DIRECTOR TO MAKE GOOD PROGRAMS

Baltimore, Md.—Good local programs have long been the pride of WFBR, Baltimore. Many of them have been cited nationally.

Back of WFBR's local programming is quiet, unassuming Bert Hanauer who has been responsible for WFBR's smart program direction for 15 years. Knowing Baltimore—he also knows what Baltimoreans like.

It's just another reason why WFBR is Radio in Baltimore. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

Court Enjoins The FCC

FM Sets At Low Cost Vital, Says Hofheinz

Washington Bureau, RADIO DAILY
 Washington—The Frequency Modulation Association yesterday called on the radio manufacturing industry to use its combined resources to develop low-cost FM sets on a "wide scale." Roy Hofheinz, president of the FMA, in a telegram to R. C. Bosgrove, president of the Radio Manufacturers Assn., urged radio manufacturers to meet the "crying needs" of the public by producing low-cost FM receivers.

"The most progressive manufacturer..."
 (Continued on Page 6)

Annual Du Pont Awards To Be Made On March 8

Annual Alfred I. Du Pont awards, sponsored by the widow of the late financier and philanthropist, will be made to a radio station and radio commentators at a dinner at the Regis hotel in New York on Saturday, March 8, when Mark Woods, president of ABC, and Mrs. Du Pont will speak. The awards will be broadcast over the ABC network.

The Alfred I. Du Pont Radio Station...
 (Continued on Page 7)

Northwest Radio Newsmen Form New Association

Minneapolis—Formation of the Northwest Radio News Association was effected by more than 40 radio newsmen from Minnesota, North and South Dakota, Wisconsin and Iowa who met February 14 and 15 in Minneapolis for the First Annual Radio News Short Course conducted by the...

(Continued on Page 8)

New Service

Augmenting its present weather report service, ABC announced yesterday plans to inaugurate the new high-speed Western Union ticker for U.S. weather reports on April 1. The new service, according to Thomas Velotta, ABC's director of news and special events, will give hourly changes in temperature, humidity, wind velocity, direction and barometric pressure for the New York WJZ listeners and other special weather information for network listeners.

AAAA Forms Bureau For Export Adv. Info

The renewed and widespread interest in export advertising is reflected in the announcement yesterday by the American Association of Advertising Agencies of the formation of an "Export Information Bureau" to supply data on foreign media and markets. New Bureau...

(Continued on Page 7)

Aylesworth Gives Party For Cities Service Program

Merlin H. Aylesworth, first president of NBC, tossed a cocktail party at the 21 Club in New York yesterday in celebration of the 21st anniversary of Cities Service "Highways of Melody" program which will be observed on NBC Friday.

The occasion brought together network...
 (Continued on Page 8)

Giveaway Trend Stirs Radio; Expose Is Discussed In N. Y.

Mounting evidence of the dangers of giveaway prizes as they affect network and independent shows caused comment in both the broadcasting and agency field yesterday with prospects of a cleanup campaign to eliminate brokers who have cheapened merchandise and discouraged possible commercial radio programming by manufacturers.

One incident which came to light yesterday was a watch manufacturer...

Temporary Injunction Stays Commission From Any Action Against WBAL; Plea For 3 Judges Rejected

Commission Approves Six New AM Stations

Washington Bureau, RADIO DAILY
 Washington—Six licenses for new AM stations were granted yesterday by the FCC. They include:

James E. Murray, KWHK, Hutchinson, Kans., operating on 1190 kc., 1 kw., daytime; Electronics Corp. of Puerto Rico, WECW, Mayaguez, Puerto Rico, operating on 1490 kc., 250 watts. unlimited; Midstate Broad-
 (Continued on Page 7)

Chairman Denny to Speak At IRE Banquet In N. Y.

Charles R. Denny, FCC chairman, will be the featured speaker at its annual banquet of the IRE on Wednesday, March 5, in the Hotel Commodore, New York. IRE's national convention is scheduled for March 3-6.

With Frederick R. Lack, Western...
 (Continued on Page 6)

Naeckel Named President Of L. W. Ramsey Agency

E. G. Naeckel has been elected president and treasurer of the L. W. Ramsey Co., national advertising agency with offices in Davenport,
 (Continued on Page 5)

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday was temporarily enjoined from taking further action against WBAL, Baltimore.

Acting speedily on a plea by Hearst Radio, Justice T. Alan Goldsborough granted the temporary injunction which stops the Commission cold in its contemplated hearing on the station.

Hearst Radio asked the court to force the Commission to withdraw
 (Continued on Page 5)

Tele Set Service Plan Sponsored In N. Y.

A plan which guarantees the year round servicing of television receivers owned by members of the radio, television, newspaper and advertising industries, has been announced by Joseph Y. Resnick, president of Video Television, Inc., New York City.

The plan, which provides 24 hour service, is available to subscribers
 (Continued on Page 6)

WGY Holds Open House For 25th Anniversary

Schenectady, N. Y. — WGY, the 50,000-watt General Electric station, is observing open house all this week in honor of its 25th anniversary on Thursday, Feb. 20. Three special pro-
 (Continued on Page 7)

Line Problem

In the pickup from the Pennsylvania Railroad train wreck five miles from Altoona, Pa., Tuesday night during "News of the World," NBC's crew had to borrow phone lines from the local coal company to get their program on the network. Bjorn Bjornson, of the NBC Washington news staff, and engineer Walter Godwin did a two-minute spot from the wreck.

Brotherly Love

Two New York stations, WNBC and WNEW, will air tributes to their neighbor, WOR, next Saturday, Feb. 22, when the latter celebrates its 25th year of broadcasting. Tom MacFadden, WNBC news director, plans a salute during one of his station's major news broadcasts while WNEW plans to pay homage to WOR in a similar manner.

RADIO DAILY



★ COMING AND GOING ★

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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.

CHARLOTTE ADAMS, whose food and home-making feature, "The Run of the House," is heard five times weekly over WQXR, today is in Poughkeepsie, N. Y., to address the extra-curricular Student Radio Workshop at her old Alma Mater, Vassar College.

M. B. POTTER, president of the Association of Canadian Advertisers, is visiting in New York. Paid a call yesterday at the offices of BMB.

FRANCES CARTER WOOD, president of WFMO, new FM station under construction in Jersey City, has left on a trip to Mexico. **A. LEWIS KING**, vice-president and general manager, leaves today for Newburyport, Mass., to check on the construction of his new yacht.

JAMES CASSIDY, director of public relations at WLW, Cincinnati, is in Gotham this week on station business.

ATHOL McQUARRIE, secretary-treasurer of the Bureau of Broadcast Measurement, Canadian counterpart of the BMB, is spending a few days in New York on business.

ROBERT SCHMID, vice-president of the Mutual network in charge of advertising, promotion and research, off to Miami for a vacation of 10 days.

FRANCES SCOTT and **CHARLIE BASCH**, together with a troupe of entertainers, will return today from Fort Dix, where yesterday they put on a show for the boys at Tilton General Hospital.

RALPH HATCHER, manager of station relations in the central division of CBS, is in town for conferences at the headquarters of the web.

PAUL JONAS, director of sports at MBS, has left for Miami to supervise the network's coverage of the Hialeah broadcasts.

LOUIS PRIMA has returned from New Orleans and has opened with his band—and four wires—at Frank Dailey's Meadowbrook.

CARL BURKLAND general manager of WTOP, Washington, D. C., a visitor this week at the headquarters of the Columbia network in New York.

ROBERT ALLISON, producer of "In My Opinion" on CBS, today goes down to Princeton University to air his program from the campus of Old Nassau and to participate in the university's Bi-centennial Convocation ceremonies.

WARREN WILLIAMSON, president of WKBN, Youngstown, Ohio, paid a call yesterday at CBS, with which the station is affiliated.

TOM SWAFFORD, producer at KGW, Portland, Ore., is on a business trip through California. **Hugh Smith**, his assistant, will fill his shoes during his absence.

JEAN TIGHE, Mutual network vocalist, has returned from Boston, where she sang at a hospital benefit.

J. W. WRIGHT, radio engineer for CBS, has returned from a short trip to Washington, D. C.

JIMMY BROWN, baritone featured on WOR, is in Pittsburgh, where he plans to remain for a few days.

EVELYN LAWSON, secretary to Arthur Hull Hayes, manager of WCBS, is vacationing at the home of her parents in Glens Falls, N. Y.

SYDNEY B. GAYNOR, general sales manager of the Don Lee network, is spending two weeks in Gotham on business.

GALE STORM, Allied Artists' film star, has arrived from Hollywood and is scheduled for several radio guest appearances as a means of publicizing her forthcoming starring vehicle, "It Happened on Fifth Avenue."

BERT CHAN WA, basketball coach at the University of Hawaii, is visiting in New York and will be heard tonight on Red Barber's 6:30 p.m. sports program over CBS.

FINANCIAL

(Wed., Feb. 19)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	10 1/8	10 1/8	10 1/8	— 1/8
Am. Tel. & Tel.	172 1/8	171 3/4	172	— 1/4
CBS A	30	29 1/2	29 1/2	— 1/2
CBS B	30	29 1/2	29 1/2	— 3/8
Farnsworth T. & R.	8 1/2	8 1/4	8 3/8	— 1/8
Gen. Electric	38 3/4	38 1/4	38 5/8	— 5/8
Philco	30	29 1/4	30	+ 1/2
Philco Pfd.	97	97	97	—
RCA Common	10	9 3/4	9 3/4	— 1/4
RCA First Pfd.	78 1/2	78 1/2	78 1/2	—
Stewart-Warner	18 3/4	18 5/8	18 5/8	— 1/4
Westinghouse	27 1/2	26 5/8	27	— 1/8
Westinghouse Pfd.	99 3/4	99 1/4	99 3/4	+ 1/4
Zenith Radio	22 7/8	22 5/8	22 7/8	— 3/8

OVER THE COUNTER		
	Bid	Asked
Du Mont Lab.	7	7 3/4
Finch Tele Comm.	9 1/4	10 1/4
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/4
WCAO (Baltimore)	40	—
WJR (Detroit)	18 1/2	19 1/2

Jessyca Russell On Her Own
Jessyca Russell, formerly New York editor and promotion director for Magazine Digest, has formed Jessyca Russell Enterprises, with offices at 47 West 56th St. She will offer an advisory service on sales, merchandising, promotion and exploitation, and will issue periodically a "Writers Newsletter," dealing with literary activity in the amusement industries.

WSAI Names Nat'l Sales Head
Cincinnati — Effective March 1, 1947, Robert H. Boulware will join WSAI as national sales manager.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

Clark & McGeehan, Inc. In Station Rep. Field

New entry into the national station representation field was announced recently with the formation of Clark & McGeehan, Inc., with offices in New York and Chicago.

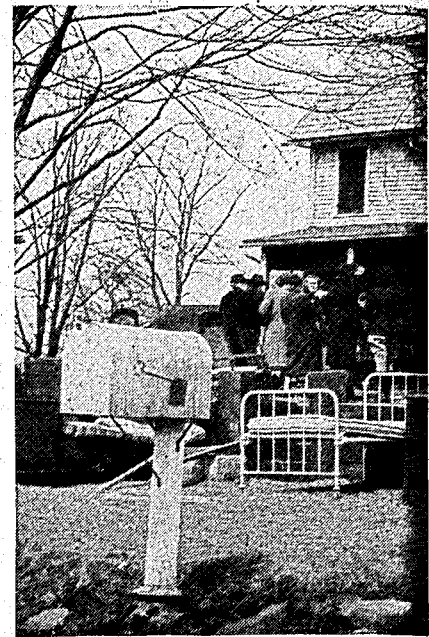
Services offered are being established in Atlanta, Boston, Detroit, Salt Lake City and San Francisco. New York office is headed by W. S. Clark, former New York manager for the Howard Wilson Company. Chicago office is managed by M. J. McGeehan, formerly with the Walker Company and the Radio Advertising Co.

First stations to line up with the new rep firm are WPIK, Alexandria, Va., and WKNB, New Britain, Conn.

Network Correspondents On Truman Foreign Tour

Four network White House correspondents will accompany President Truman on his two trips outside the U. S. next month beginning March 3 when the Chief Executive leaves for Mexico City. Network coverage will be made by John Adams, CBS; Bjoorn Bjoornson, NBC; Bryson Rash, NBC, and William Hillman, MBS.

Following the Mexico trip, President Truman returns to Washington by air and goes aboard his yacht, the Williamsburg, on March 8 for a Caribbean cruise, including a review of fleet maneuvers. When broadcasting from sea, the four network men will share use of one transmitter.



Auction sale

"Going once . . . going twice." You've heard the man with the hammer intone those words that mean a sale to the highest bidder.

We're using that old-form auction sale for one reason: it's our way of saying that in Baltimore radio . . . W-I-T-H, the successful independent, apparently gets the high bid from listeners.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.


If you have something to sell . . . and plan on radio down here . . . the successful way is with the successful independent.

The letters are W-I-T-H!



W-I-T-H
AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"

QUESTION:

Is 94.6%
more
than half?

ANSWER:

Yes! Even
on the
Pacific Coast!

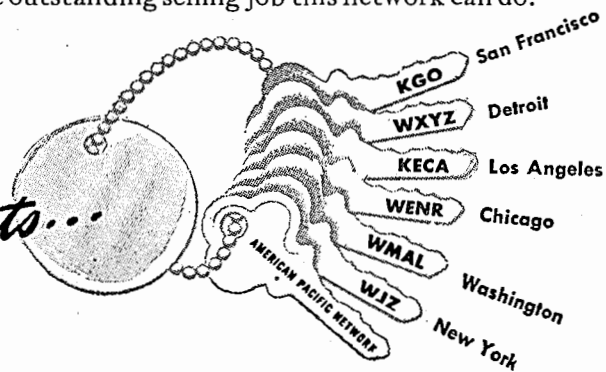
There's a lot of talk going around about the *inside half* and the *outside half* of the Pacific Coast buying market. Frankly, there is no such thing as an *outside half*.

The bone, marrow and good meat of the Pacific Coast market lie in just eleven Metropolitan Districts. These eleven areas include 70.5% of population, 73.5% of radio homes, 72.6% of retail sales, 77.6% of effective buying

income. (*ABC Pacific covers these eleven districts—plus!*) In addition, it covers eight other worthwhile markets from *inside*. *Altogether, ABC Pacific reaches 94.6% of the Coast daytime listeners and 92.5% of the night-time listeners (primary areas).*

ABC Pacific will do a real job for you and your product. Use it and find out first-hand the outstanding selling job this network can do.

*The Sales Keys to
America's 7 Great Markets...*



SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK
33 West 42nd St.

CHICAGO
Civic Opera Bldg.

SAN FRANCISCO
155 Montgomery St.

LOS ANGELES
1440 Highland Ave.

DETROIT
Stroh Bldg.

LOS ANGELES

By RALPH WILK

LARRY FINLEY, president of Finley Transcriptions, Inc., has arranged for the local release of the "Myrt and Marge" serial. Program is being sponsored by the Thrifty Drug Co., and will be aired over KNX on a five-day weekly basis starting March 31st at 12:45 p.m.

Swell job of plugging by Milt Stein, ABC Music's West Coast rep, has moved "That's The Beginning Of The End" into 10th spot among juke box favorites.

Homer Griffith, president of the Homer Griffith Company, radio representative firm, returned to his offices after a two-week illness which confined him to his home.

The March 16 Edgar Bergen show will emanate from Mexico City. Edgar and his entire troupe, will fly to the Mexican capital on March 9, after the regular Sunday broadcast, and remain there until March 19. Bergen and Charley McCarthy broadcast from Mexico once before, three years ago, the event constituting the first major commercial program to originate from outside the U. S.

"So You Want to be a Disc Jockey?" contest staged by Bill Anson on his Hollywood Bandstand program over KFWB, brought 140 applications the first day. Most of the letters were from students, Anson reported.

Tele Commercials

Chicago—A new feature in television commercials will be used by General Mills for their sponsored tele programs. It is the application of animated cartoons, sound on film, with action fashioned around the Cheerios serial character Joe. This new approach is expected to give the commercials greater entertainment value and product identification. The idea was developed and is being produced by Green Associates, Chicago radio and television production agency, in co-operation with Dancer-Fitzgerald-Sample.

About Chinese Philosopher

Chinese philosopher Lao-Tze was born in 604 B. C., but his teachings are very much applicable to the modern-day world, according to Charles P. Farnsley, prominent Louisville attorney and authority on Oriental literature and political philosophy. He'll expound on his theory when he talks about Lao-Tze's "The Tao" on CBS "Invitation to Learning" Sunday, Feb. 23, at 12 noon-12:30 p.m.

SUMMER REPLACEMENTS?
WINTER REPLACEMENTS?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Windy City Wordage. . . !

• • • Eliza Merrill Hickok's book "The Quiz Kids," published this week (Houghton Mifflin Co.), is refreshing, and readers will get as much entertainment and enjoyment out of it as they do out of the air show of the same name—at least we did. Miss Hickok has an easy, natural style that fits her subject matter perfectly and in her history of the Quiz Kids show she has caught the spontaneity that has made the program one of the most entertaining on the air. Her description of the trials and tribulations in handling the youngsters makes good reading. Particularly interesting in the chapter on Joe Kelly, quizmaster, who quit school after the fourth grade but who won the quizmaster post over college professors and a dozen or more other highly educated professional men. We want to check with Kelly on one statement. When Joe was eight years old he joined the Doyle Stock Company at \$50 a week—it says in the book. That was back in the '20's when stock company salaries ranged from \$20 to \$25 a week and a leading man got all of \$40. So-o? ? ?

★ ★ ★

• • • The promoters of the new FM station WEAW, Evanston, Ill., are reported to have originally had in mind the establishment of a Negro station on Chicago's South Side. With a Negro population of some 300,000, they figured a station devoted to the interests of the colored race would fill a definite need and also prove profitable. They looked around for a suitable spot for the transmitter in the country south of Chicago and finally found what they thought would be the ideal location. But word got around to real estate men and the purchase price asked for the property was so far out of line that the idea was dropped.

★ ★ ★

• • • Don Kelley, WBBM director of public relations, will address members of Gamma Alpha Chi, national advertising sorority, at Northwestern University, February 21, on "Radio Publicity." . . . Gene Filip, formerly of the WGN newsroom, has transferred to the public relations department. Filip returned to the station in 1944 after serving as a first lieutenant bombardier in the South Pacific theater and brought back with him the air medal, silver star, and purple heart with oak cluster awarded him for his missions in a Liberator bomber. . . . Walter Emerson, ABC central division attorney, is resting easy in Evanston (Ill.) Hospital. Emerson was delivering tickets for the "Breakfast Club" when he slipped and fell on an icy sidewalk, breaking a knee cap. He'll be in the hospital another week and will have to wear a cast for six weeks. . . . Peter Lucas, WBBM staff announcer, was married February 13 to Sonny Lou Sherman, CBS page girl. . . . Little more than a week old, Guy Wallace's new show on WJJD has built up an enthusiastic listener audience judging from the mail he's receiving.

★ ★ ★

• • • When headlines recently flashed the news that Rocky Graziano, the Golden Boy, was afool of the law, Jimmy Evans, WIND sports commentator and "predicter," went out on a limb and predicted that the scheduled bout between Tony Gale and Rocky, set for March 21 in Madison Square Garden, would be cancelled. Much later the New York State Athletic Commission verified it—so Jimmy's taking a bow. Evans claims his sports predictions are 85 per cent accurate. . . . At a recent bull session of staff members of a leading local station and the writer, one of the boys wondered why Chicago radio people do not make use of night club talent to develop new radio material. Said he: "With Chicago crying because talent goes to New York and Hollywood, the night club angle would seem to offer a lot of opportunities. There are singers and comedians who could be developed into top radio personalities, but for some reason little or nothing has been done in that line."

SOUTHWEST

VIOLET SHORT, KTSA, was elected president of the San Antonio Chapter of the Association of Women Broadcasters, NAB, recently at the regular monthly meeting of the organization held here. Other officers elected to serve the 1947 term were Jane Rowley, KONO, vice-president; Lily Juncker, KABC, second vice-president; Natalie Zogheib, KMAC, secretary, and Ruth Burleson, KCOR, treasurer.

Charles F. Harris, general manager of KCOR here proud of the contributions sent in by listeners to the station during the recent March of Dimes campaign. Audience is comprised mainly of Latin Americans. Harris reported a total of \$2,151.98 coming into the station in about 10 days with every mail bringing in additional contributions. According to Harris about 75 per cent of the mail is coming in from outlying communities and contains, instead of the regular dime, a dollar and, in many cases, more.

KOSA, new standard broadcast station, owned and operated by the Southwestern Broadcasting Corporation, Odessa, Texas, has taken to the air here, operating full time with 250 watts on 1450 kilocycles. Station is affiliated with CBS and the new Southwest Network. Cecil Trigg is general manager of the outlet. John Braue is program director while Harold Kitner is news editor. Paul Moss is president of the organization; Dorrance D. Roderick owner of KROD, El Paso and KSIL, Silver City, is vice-president and Val Lawrence is treasurer.

KGBC, Galveston, owned and operated by the Galveston Broadcasting Co., of which James W. Bradner, Jr., is president has taken to the air, operating with 1,000 watts daytime on 1540 kilocycles. Jerry Fisher, formerly of KVIC, Victoria, is station manager. Program director is Dean Turner, who comes from WHHM, Memphis. Orland O. Dodson is news editor and Jesse Sims is chief engineer.

Frank O. Myers, general manager of KCMC, Texarkana, has announced that John W. Edwards of the KCMC staff will be manager of KAMD, Camden, Arkansas, of which Meyers is directing manager.

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—147 West 46th Street, New York, N. Y.

Giveaway Programs Draw More Criticism

(Continued from Page 1)

home appliance articles as giveaways for audience participation laws.

It is an indictment of the industry to allow promotional men to trade the good name of commercially sponsored shows and to exact fees for services," one agency executive commented at the Advertising Club yesterday. "Everything should be done to discourage and curb this practice in the interest of good commercial radio."

Industry Frankenstein

Bernard Estes, public relations consultant, yesterday commented on the giveaway problem. Estes said: "Radio which has but recently and repeatedly been awakened to the importance of its public relations impact would do well to pay serious heed to your splendid series on 'Giveaway' programs. For, in creating this Frankenstein the industry has laid the foundation for further criticism and untold barbs in the future."

In many instances the identity of the sponsor is lost in the maze of the necessary name and brand mentions that are required to "pay off" for the giveaway. Not only is this lost within the program structure itself but the merchandising of the program at local level and point of sale by the giveaway manufacturers very often exceeds that of the original sponsor who pays the bill for talent in time.

Looks at the Future

Finally—what will happen when giveaways run their cycle? Will listener interest be maintained in the radio program, the particular station the most important of all—will the original sponsor's name be remembered? The answer is plainly 'no'—and with the granting of this premise comes the logical conclusion that the whole structure of selling radio as merchandising media and future goodwill is destroyed."

Naeckel Named President Of L. W. Ramsey Agency

(Continued from Page 1)

Chicago and Hollywood. He succeeds late L. W. "Buck" Ramsey in both capacities, and will assume general management of the firm.

Mr. Ramsey and Mr. Naeckel founded the agency in 1921, and had been closely associated in its development since that date. Mr. Naeckel stated that the policies under which the company has operated in the past will be continued.

Other new officers of the company are A. C. Naeckel, executive vice-president and secretary, and W. J. Anderson, G. E. Bischoff and A. M. Algren, vice-presidents.

French L. Eason, vice-president and manager of the Chicago office since 1937, and Ruth Lambert, manager of the Hollywood office, continue in their respective posts.

★ AGENCY NEWSCAST ★

MICHAEL J. MADAR, vice-president in charge of production, has been elected to the board of directors of Lennen & Mitchell, Inc. He joined L&M in April, 1928, as production manager. He was named vice-president in October, 1944.

W. FRANKLIN MOORE, vice-president, Batten, Barton, Durstine & Osborn, Inc., announces his retirement from the agency and the advertising business as of March 31st next. Moore has recently completed thirty years with BBDO, during the last 25 of which he has served as account executive.

H. C. BAXTER & BRO., Brunswick, Me., has retained James Thomas Chirurg Company, Boston and New York agency, to handle national advertising of the entire line of "Baxter Finest" canned goods, with extra emphasis on potato specialties. The Boston office of the agency will be in charge.

C. L. MacNELLY, recently with Morse International, has joined Doherty, Clifford & Shenfield, Inc. as an assistant account executive in the Bristol-Myers unit. He was previously with the Vick Chemical Co.

PLUTO CORP., makers of Pluto Water, to William von Zehle and Co. Radio, magazines and newspapers will be used. Ted Seller, as account executive, will work with von Zehle.

GEORGE MAHER and **WILLIAM FUTTERMAN** have formed Maher & Futterman Advertising Agency. Maher is a former NBC production man who also has done agency work. Futterman was with Goldblatt Bros., department stores, for 18 years as vice-president, publicity and sales director.

PHILIP ROUDA has been elected a vice-president of Bozell & Jacobs, Inc. He is in charge of radio and motion pictures. He joined the agency about three years ago after serving with the Army Air Forces.

Temporary Injunction Granted Against FCC

(Continued from Page 1)

Blue Book mention of WBAL. The station said that the request for WBAL's facilities by Drew Pearson and Robert Allen was based on Blue Book criticism of WBAL.

Justice Goldsborough said he would set an early trial in the case.

In another blow to the Commission, the Justice turned down an FCC request that the case be heard by a three-judge court.

Gaynor Heads East

Los Angeles—Sydney B. Gaynor, general sales manager for the Don Lee Broadcasting System, left yesterday for a sales co-ordination tour of New York and Chicago. Gaynor will arrive in New York February 24 and will spend the last week of his trip in Chicago. In addition to his co-ordination efforts with regional and national accounts, Gaynor will also showcase three new packages for the net.

Kermit-Raymond CORPORATION

11 EAST 52nd STREET, NEW YORK (22)
ELderado 5-5511

Mr. Program Buyer
Wherever You May Be

My dear Mr. Program Buyer:

In order to better serve you and our other wonderful clients (long may they remain so . . . clients, that is), we wish to advise you that we have just moved into new, larger and quite lush quarters at 11 EAST 52nd STREET in New York.

Make it a point to drop in and see us . . . anytime . . . for business . . . or even a social call (business always preferred . . . but we are socially inclined).

With warmest personal regards, we are

Most cordially yours,

Ray Green

General Manager

P.S. We have some great shows, live and transcribed, and of course radio's greatest transcribed half-hour show, "HOLLYWOOD'S OPEN HOUSE" a variety program featuring the greatest names in all of show business.

R. G.

• Radio Productions

FM Sets At Low Cost Vital, Says Hofheinz

(Continued from Page 1)

turers either are producing FM sets or have publicly announced plans for early production this year," said Hofheinz; "among them are the Zenith Radio Corp., which features a combination FM-AM set for as low as \$58.50; the Stromberg Carlson Co., General Electric Co., RCA, and Pilot."

The FMA president pointed out that in the gulf storm area of the United States, where summer static causes much interference to AM reception, there is a great need for low-cost receivers. FM, he declared, will provide static-free service to the hundreds of thousands of people living in the southern latitudes of the gulf storm regions, particularly where noise-free radio service is essential for storm warnings.

A low-cost FM receiver can realize two of the most important advantages of FM—elimination of inter-station interference and static, Hofheinz added.

Chairman Denny to Speak At IRE Banquet In N. Y.

(Continued from Page 1)

Electric veepee, acting as banquet toastmaster, the Institute's various fellowships and awards will be announced, including the 1947 Institute Medal of Honor, the 1947 Morris Liebman Memorial prizes and the 1947 Browder J. Thompson Memorial award.

A Tuesday luncheon, March 4, is to honor IRE's incoming 1947 president, Dr. W. R. G. Baker, veepee in charge of research for General Electric. Dr. Baker will be introduced by Dr. Frederick B. Llewellyn of Bell Telephone Laboratories, retiring 1946 IRE president.

Philco Dividend

Philadelphia—Philco Corp. has increased the regular quarterly dividend to 37½ cents per share of common stock, payable March 12, 1947 to holders of record Feb. 28, 1947, it is announced by President John Balantyne. All of Philco's quarterly dividends last year were 20 cents for common stock and there was also a 20 cents extra year-end dividend. Board of Directors declared the regular quarterly dividend of 93¾ cents per share on the corporation's preferred stock, 3¾ per cent Series A, which is payable April 1, 1947 to holders of record March 15, 1947.

Buck Rogers 'Style Show' Set

A fashion contest has been planned by Benton & Bowles as a tie-in with the Buck Rogers show. Some two or three dozen style experts will give their impressions of what fashions will be in 2047. The four most interesting numbers will be chosen by a board headed by Norman Bel Geddes and the results will be broadcast over Mutual tomorrow from 1:30-1:45 p.m.

WORDS AND MUSIC

By HERMAN PINCUS

• • • This scribbler was the first to condemn the NBCensorship of the song "Huggin' and Chalkin'" . . . we pointed out that there was nothing objectionable in the lyrics and insisted that the number would be a hit and rated a chance . . . Kermit Goell and Leo Langlois, the publishers finally convinced NBC, who lifted the ban . . . thus we should like to be the first to congratulate that network for being big enough to admit having erred and to have rectified the mistake . . . and a nod too, to Messrs. Goell and Langlois for their dignified yet determined effort to display the courage of their convictions. . . •

★ ★ ★

• • • TIN PAN ALLEY-OOPS:—When W. C. Handy, "Father of the Blues" recently visited Henderson, Kentucky, he heard of a bed-ridden victim of arthritis, Hugh Sandefur, who had composed numerous songs, but due to his illness was unable to do much about getting them published . . . Handy visited Hugh, listened to his melodies and accepted two, "Stars Hide Their Faces" and "Heaven Sent You" for publication. . . • Bob Stephens is garnering lots of plugs on the novelty ditty "Lulu Had A Sweetheart," written by Pat McCarthy, Micky Stoner and Harry Stride. . . • Grand Music will co-publish with Adrian Music the fine ballad, "Need I Say?" written by Bert Mann and Gene West. . . • Arthur Gary renewed by Clements Agency to continue his announcing NBChores on Hudson Coal's Sunday morning series. . . • Every so often Tin Pan Alley produces a musical gem . . . the Ian Donez-Eli Dawson book "Our Party Lines No. 1" not only contains several clever original songs but also gags, jokes, anecdotes, etc. and explains how to present the material . . . published by Dawson Music Co. . . • Originally written as background music for "The Razor's Edge," by producer Ed Goulding, the theme impelled Mack Gordon to write lyrics for it . . . that's how come Feist has a possible hit in "Mam'Zelle". . . •

★ ★ ★

• • • Two years ago in Chicago, Percy Faith encouraged a member of his Chorus to strike out as a soloist and go to New York . . . Patti Clayton took his advice, got herself a CBS contract and is forging ahead rapidly . . . Monday she'll guestrill on NBCarnation Contented Hour, conducted by Percy (who had) Faith in her talents. . . • Danny DiMinno has started his own music firm with "Wear A Smile" which he wrote. . . • Frank Weldon, Marty Symes and Dick Robertson have a fine ballad in "Why Did It Have To End So Soon," published by Irving Berlin Co. . . • While on the coast Abe Olman outbid other pubs for the novelty, "I Wonder, I Wonder, I Wonder," written by Darryl Hutchins and recorded for Tylon Records by the Vagabonds. . . • Three major firms are making overtures for the publishing rights to "Why Should I Tell You?" written by Bill Hueston and Clarence Maher. . . • Mona, of the WWRL sister team "Mona and Pat" is the wife of Marvin Fisher, contactman at Bourne. . . • Beaver Joe and Betty, heard via WCFL for Evans Furs, offer a routine of songs and philosophy which blends delightfully on the ears.

★ ★ ★

• • • ON AND OFF THE RECORD:—Wait 'till you get an earful of Richard Cannon warbling "Maybe" and "Heartaches" on his initial platter for Diamond Records . . . we think Irving Gwartz has uncovered a vocal 'Jan August'. . . • Harold Bostwick, the piano-player in "Burlesque," has been signed to make piano solos for Jewel. . . • Ray Carter, ABC conductor of the Harvel Watch Co. series has three albums, made by Republic, Banner and Continental respectively, simultaneously released. . . • About a year ago in this pillar, we suggested that Saul Bornstein would do well to revive "All Of Me" . . . he followed our advice and to date the Gerald Marks-Seymour Simons classic has been recorded by Frank Sinatra, Columbia; Vaughn Monroe, Victor; Eddy Howard, Majestic; Dinah Shore, Columbia; Page Cavanaugh, Victor, and a Jimmy Dorsey re-issue on Decca.

Tele Set Service Plan Sponsored In N. Y.

(Continued from Page 1)

for an annual fee of \$50.00 plus the cost of parts. Clients who purchase the service are guaranteed immediate repair of any electronic breakdown which might interrupt reception on their receivers if it can be done on premises.

Video employs a staff of 16 trained, uniformed service men who are equipped to cope with any difficulties which might arise. Service men are available immediately throughout the day for calls to subscribers. If the repairmen are unable to service the receiver at the owner's office, it is removed to the nearest Video service shop, and returned within three days.

Statement by Resnick

Mr. Resnick, in announcing the new type service plan said, "Although the television industry is still in its formative stages, it becomes increasingly apparent that there is no limit to the strides it will make in the fields of publishing, entertainment and advertising. Video believes that members of these industries must have perfect reception on their television receivers at all times, and television is to continue to progress at its present pace. For this reason, this special warranty service plan for these industries has been introduced."

Will Honor Writer

Cinema Lodge, B'nai B'rith, will pay tribute to Dorothy Kilgallen, newspaper columnist, for her outstanding work in promoting brotherhood and understanding among all races, colors and creeds, at the Hotel Astor, Tuesday evening, February 25th. Jim Farley will present the Cinema "Honor Scroll" to Miss Kilgallen, Jack H. Levin, Cinema president, has announced. Among the prominent entertainment industry personalities who will be present to join in the tribute to Miss Kilgallen are Fred Astaire, Milton Berle, Hildegard, Robert Mitchum, Robert Merrill, Barney Ross and Henry Armstrong.

Porto Rico ET Completed

Ben Grauer has just completed narration chores for a film for the Office of Information of Porto Rico government. The film is designed to make Americans aware of the Porto Rico problems and possibilities and is to be released to U. S. audience.

Send Birthday
Greetings To —

February 20

Jane Colbert	Bruce Wendell
Judy Frost	Curtis Roberts
Dick Post	Burt McMurtrie

Commission Approves Six New AM Stations

(Continued from Page 1)

...sting Co., WMMJ, Peoria, Ill., operating on 1020 kc., 1 kw., daytime; Southern Idaho Broadcasting & Television Co., KLIX, Twin Falls, Idaho, operating on 1340 kc., 250 watts, unlimited; Carleton W. Morris, KAWT, Douglas, Ariz., operating on 1450 kc., 100 watts, unlimited; Elberton Broadcasting Co., WSGC, Elberton, Ga., operating on 1400 kc., 250 watts, unlimited.

More Engineering Meets Dated

Further schedule of informal engineering conferences to be held under the temporary freeze order were dated yesterday by the FCC. New schedules cover the week of Feb. 24 through Feb. 28 as follows:

Feb. 24—860 kc., 1500 kc., 1560 kc.; Feb. 25—560 kc., 1030 kc.; Feb. 26—80 kc., 810 kc., 1540 kc.; Feb. 27—80 kc., 1350 kc., 1550 kc.; Feb. 28—80 kc., 1000 kc., 1130 kc.

Attorneys and engineers representing applicants on these channels could appear in Room 7454, New Post Office Building, Washington, at 10 a.m. on the date specified, prepared to participate in the conference concerning the channel in which they are interested. Such representative of adjacent channel applicants, of existing station licensees, desiring to participate in any of the foregoing conferences, may also appear at the time and place indicated and take part therein.

Further conferences, pertaining to the above specified channels, will, if necessary, be scheduled and announced at the initial conferences provided.

Annual Du Pont Awards To Be Made On March 8

(Continued from Page 1)

...on Award is granted "for outstanding meritorious public service in engaging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

This year, as in the past, there will be two station awards—one to a small station and one to a large station. Another award will go to a commentator.

Appearing on the program with Mrs. Du Pont and Woods will be Mr. Francis P. Gaines, chairman of the Awards Committee; William H. Woodman, secretary of the Awards Committee, and the winners, whose identity will not be revealed until the awards are made. Paul Lavalle and his orchestra will furnish music.

SERVICES AVAILABLE OF EXPERT SCRIPT STENOGRAPHER-TYPIST

Part-Time Or Permanent Engagements

Day Phone | HERMAN L. ROSEN | Night and
BR. 9-7822 | 4455 Broadway | Sunday
New York City | Phone | LO. 7-7209

Export Advertising Bureau Formed By The A.A.A.A.

(Continued from Page 1)

developed and expanded from a pre-war activity in the same field, has already collected information on Latin American media and has completed a "pilot" study on Brazilian markets, information regarding which is available at present only to AAAA members.

Based on questionnaires and other sources, the Bureau has current information on radio stations and newspapers in Latin America, although the number of stations has not been determined. The AAAA says that "Latin America media still have a long way to go toward uniform and accurate rate-card and circulation data, although Argentina and Mexico have made excellent progress in this direction."

Following its board of directors meeting in New York this week, the AAAA reviewed the cash discount policies of media owners and "found the general situation better but still in need of improvement."

It is now eight months since the AAAA board expressed concern at discontinuances of the discount with an official resolution, it was pointed out yesterday. The Association then reactivated its committee on cash discount, headed by Gilbert Kinney, senior vice-president of J. Walter Thompson, and renewed an educational program with media owners. Since the program has been under way, the Association reports, many more media have adopted the 2 per cent cash discount for prompt payment than have discontinued it. Association's "great concern," in addition to large city newspapers which do not allow the discount, is the lack of cash discount policy among individual radio stations, it was pointed out. "Only about 10 per cent of individual stations state clearly in their rate cards that they allow a 2 per cent cash discount for prompt payment," the Association said. "About 11 per cent of all stations do not even bother to state their discount or payment terms," the Committee added.

The Committee believes this indicates need for a continuing educational program with radio broadcasters, "to show them how the discount works as a payment stimulus and a credit safeguard to protect our financial relations. Many seem to think the discount is kept by agencies and increases agency revenue. Others think that adopting the discount must be at expense to themselves or to advertisers."

Both Young & Rubicam, Inc., and Batten, Barton, Durstine & Osborn, Inc., have made individual efforts—

Grobe's Movie Narrator

Al Grobe, WQXR's chief announcer, has just completed a two reel movie narration on the modern French painter, Matisse. Official French Government films will be distributed in American theaters.

through correspondence—to convince stations of the need for the discount, with some result, AAAA points out. Fifteen stations have adopted the cash discount since the end of 1946, twelve have said they will adopt it with their next rate cards, and others say they plan to do so but are not yet ready to announce it.

AAAA is now readying a letter to all broadcasters who have not yet endorsed the policy and expects to send it out within the next month. The letter will ask broadcasters to endorse the discount now and put it into effect with their next rate cards, when they can do so without loss of revenue. "Making allowance for the cash discount in the agency rate is essentially a 'wash' operation—the broadcaster continues to receive the same net revenue, and the advertiser pays the same net amount by deducting the discount when he earns it," the letter will point out. But it will add a caution: "This is separate and distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

The 29th annual meeting of the AAAA will be held on Wednesday and Thursday, April 16 and 17, at the Waldorf-Astoria, it was also announced yesterday. Wednesday sessions will be limited to management executives of member agencies, and will be devoted to operating problems. Thursday sessions, including the annual dinner, will be open to all Association agency people and to invited representatives of advertisers and advertising media.

WGY Has Open House For 25th Anniversary

(Continued from Page 1)

grams are arranged for the week in addition to the anniversary dinner broadcast on Friday night which is to originate from the Van Curler ballroom from 9-10 p.m. Niles Trammell, president of NBC with which the station is affiliated, will be one of the dinner speakers.

The three special programs are scheduled for Tuesday, Wednesday and Friday nights at 7:30 p.m., with the WGY Players assigned to the first broadcast in an original skit titled, "The World Without Radio." Highlight of the Wednesday night show is to be a trans Atlantic radio conversation between Everett S. Lee, General Electric engineer, and Sir Noel Ashbridge, deputy director general of the British Broadcasting Corp. The third feature broadcast on Friday will mark the fifth anniversary of a WGY program, "The FBI in Action." Guest speaker for the occasion will be Louis B. Nichols, FBI assistant director.

WGY soloists to be heard on the anniversary dinner broadcast Friday night are John Seagle, Helen Spann, Frances Keelan and Jon Crowe. Rufus Wheeler will conduct choral numbers by the "Sweet Sixteen" while "The Music Builders" are under direction of Edward A. Rice.

Gets V. A. Citation

Harry T. Wood, manager of the Veterans' Administration in Connecticut, has sent a "Certificate of Appreciation" to WDRC, Hartford, "in recognition of outstanding service to veterans in that area."

ON TARGET



Being there at the right time is no accident in any fast-moving game. Thorough coverage, backed by 251 years of combined experience, enables Weed and Company representatives to score consistently in the high geared business of time-selling.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Northwest Newsmen Form New Association

(Continued from Page 1)

University of Minnesota School of Journalism.

James Baccus, news editor, WDAY, Fargo, N. D., was made temporary chairman of a committee to complete organizational work of the new association. On the committee also are Siegfried Mickelson, news editor, WCCO, Minneapolis, and Ray Thompson, news editor, KROC, Rochester, Minn.

The conference is to be made an annual event under the sponsorship of the NRNA and the Minnesota School of Journalism. The first event of its kind, it was an outgrowth of a NAB Radio News Clinic held in Minneapolis last May. The committee in charge, under the chairmanship of Mitchell V. Charnley of the School of Journalism, included Jack Dunn, WDAY, Fargo; Melton; and John Verstraete, KSTP, St. Paul.

Those in Attendance Listed

Those in attendance were:

Minnesota: David Johnson, WCAL, Northfield; Milton H. Josephson, WEBC, Duluth; Krueger; John F. Meagher and Melton, KYSM, Mankato; Ralph Andrist, Ralph Backlund, Roger Cowell, Robert Fransen, Mickelson, Charles Sarjeant and Allan Wash, WCCO, Minneapolis; Cal Smith and H. Thompson, KROC, Rochester; B. H. Anderly, M. C. Gorham, R. Hegman and A. W. Williamson, KLIZ, Brainerd; Walter Miller, Fred Worthington and Verstraete, KSTP, St. Paul; Dick Day and Craig Campbell, WDG, Minneapolis; Katherine Barzen, KTRF, Thief River Falls; Frederic T. Dell, KGDE, Fergus Falls; Kenn Barry and Robert Boyle, KUOM, Minneapolis; Wally Mitchell and Ed Steeves, United Press, Minneapolis; Howard Morgan, Alvin Orton and Wally Stone, Associated Press, Minneapolis; Ralph D. Casey, Charnley, Edwin Emery, Edwin Ford, J. Edward Gerald, Arvo Haapa, George Hage, Donald Janson, William Jensen, Fred L. Kildow and Nafziger, School of Journalism faculty; about 40 journalism students.

North Dakota: Baccus, Daniel D. Fandrich and John G. Swenson, WDAY, Fargo; Charles W. Schoregge, KFYZ, Bismarck; Dick Anthony, KILO, Grand Forks.

South Dakota: Tony Moe, KELO, Sioux Falls.

Iowa: Nelsen; E. T. Flaherty, KSCJ, Sioux City; C. D. Hilton, KGLO, Mason City; Robert Redeen, WOC, Davenport.

Wisconsin: Jack Kelly, WEAU, Eau Claire; Lew Martin, WDSM, Superior.

COAST-TO-COAST

—LOUISIANA—

NEW ORLEANS—Burleigh Smith has joined the WDSU announcing staff. . . . Chick Moore, singing cowboy, is being sponsored on two WWL shows. . . . "The Hitching Post," 15-minutes of Western music and humor, is being conducted by Fred Hammond over WWL. . . . John Kent, WWL staff announcer, leaving for New York to narrate a Standard Oil Company film.

—MONTANA—

MISSOULA—Warren Mead and Don Weston will handle the Montana Grizzlies second major home game for KGVO. . . . Don Hopkins reports that the new Signature release, "Lula From Missoula" has received a heavy play since its initial ride on the KGVO turntables last week. . . . ANACONDA—KANA broadcasts three times daily a complete schedule of programs to be heard that day. . . . Listeners from all parts of the Copper Region have written, urging KANA to continue Chet Huntley's Eleven O'Clock Newscasts. . . . Newscasts will be continued.

—WISCONSIN—

MILWAUKEE—School-age musicians responded in large numbers to a "Fiddle for Fame" violin contest held in WISN studios. Winner was 15-year-old Howard Beebe. . . . Clair Stone has joined the WISN announcing staff. . . . LA CROSSE—WKBH covering the winter maneuvers of the Army's Task Force Frost. Recently WKBH was used for a direct pickup on the NBC News of the World broadcast, carrying a summary of Task Force Frost activities during the region's heaviest blizzard in four years.

—OHIO—

ZANESVILLE—WHIZ netted the "March of Dimes" drive more than \$1,000. . . . TOLEDO—After 17 Sun-

days of broadcasting mandolin, accordion, and record music from his library, Emmett Lickert, Jr., has discontinued his broadcasts, being confined to Lucas County jail here on \$1,000 bond on charges of operating a radio station without a license. . . . New personnel at WTOD includes Mark Perkins, disc jockey, and John Dunham, announcer. . . . PORTSMOUTH—Gerald F. Boyd named manager of WPAY to succeed Paul Wagner, resigned to become manager of WCSI, now under construction. . . . Graeme Zimmer, WPAY disc jockey has been recognized as a "Doctor of T" (for Turntableology).

—VIRGINIA—

NORFOLK—WGH began 24-hours-daily operation January 26. George Thomas and Jack Laurence, record-emecees, are handling the 12 ayem-6 ayem stanza, with news periods scheduled on the hour. . . . ARLINGTON—WEAM has filed a proposal with FCC to increase their power from 1000 to 5000 watts day and night. The station is scheduled to begin operations sometime in March. . . . RICHMOND—Harvey Hudson has been promoted to Program Director at WLEE.

—TENNESSEE—

MEMPHIS—Matty Brescia, former night editor of NBC Chicago Press Department, has been named publicity and promotion director of WMPS. . . . Station is planning to move from 1 kw. to 10 kw. . . . Lade Conlee will succeed Gene Allen Carr as WHBQ program director. . . . Gordon Lawhead, WHBQ announcer, receiving rave notices for his performance in the Memphis Little Theater play "Petticoat Fever". . . . T. J. Beasley, furniture company, sponsor of WHBQ's "Fashions for Your Home" has been with the station from the very beginning, with the same program.

Czech Official Presents Lidice Painting To Corwin

Norman Corwin, CBS writer-producer-director, was presented with a painting of the destruction of Lidice Tuesday by Dr. Juraj Slavik, Czechoslovak ambassador to the United States, following the sixth "One World Flight" broadcast. Canvas, which Dr. Slavik said "symbolizes the indestructibility of human freedom," is the work of the Czech artist Anton Pelc, who was professionally known here as Anton Peel. Gift was made by Slavik for the American Czechoslovak Alliance, a federation of societies and clubs whose membership is said to comprise most of the 320,000 Americans of Czechoslovakian birth.

Young Disk Jockey To Record

Barbara Glenn, WLIB's 12-year-old disk jockey, has been signed for a part in a new platter by Willida Record Co., titled, "Joey the Jeep" Barbara is heard on "Junior Jamboree" every Saturday from 10:05-11 a.m.

"Exploring The Unknown" To Use New Technique

Next Sunday's broadcast of "Exploring The Unknown" (Mutual 9-9:30 p.m., EST.) will illustrate a "third dimension in radio"—listener participation—in which the audience will experience sensations of gradual loss of hearing and take part in a special dramatization dealing with obstructive deafness. Special sound effects and microphone techniques have been devised by producer-director Sherman Dryer and an augmented staff of Mutual technicians, soundmen, and engineers will be used accurately to reproduce the distorted sound heard by the deaf.

Aylesworth's Party Salutes Radio Show

(Continued from Page 1)

work executives, trade press, radio editors, and associates on the Cities Service program with most of conversation reminiscent of the early days of the program and audacity. "Deke" Aylesworth in launching such a musical program back in depression years of the late 1920s. It was the consensus of opinion that good musical shows endure and "Highways of Melody" is a splendid example of that type of program.

The program begins its 21st year via NBC next Friday at 8 p.m., EST. The half-hour musical show has only been heard every week for last 20 years under sponsorship of Cities Service but it has always been aired at 8 p.m., Friday nights.

"Highways of Melody" premiered Feb. 18, 1927 over 16 stations of NBC network, which then was more than a year old. Opening broadcast featured Edwin Franko Goldman and his band and since that time many top musical stars have participated in the show at various periods. The list includes Jessie Dragonette, Lucille Manners, Rosalind Bourdon, The Revelers, Frank Blaichman, and others.

Current Cities Service program features Paul Lavalie and his orchestra plus baritone Mac Morgan as soloist and a 16-voice choir. Lavalie was once a clarinet player with Cities Service orchestra. Morgan recently joined the show as regular vocalist after being a guest star some two years.

Cities Service executives present included W. Alton Jones, president; H. O'Brien, first vice-president; Harry Freehoff, vice-president; Merle Thorpe, a director, and Burl S. Wilson, head of Cities Service Oil Co.

Prominent radio industry figures included: David Sarnoff, president of RCA; Edward J. Noble, board chairman of ABC; Mark Woods, president of ABC; Niles Trammell, president of NBC; William Randolph Hearst, Jr.; Abel Green, Variety; Bruce Robertson, Broadcast; Jack Alicoate, publisher of RADIO DAILY; Ben Gross, radio editor of Daily News; Harriette Van Horn, radio editor of the World-Telegram; David O. Alber, publicist; Frank Buck, of "Bring 'Em Back Alive" fame, and Kent Cooper.

AVAILABLE STATION MANAGER

Alert, Aggressive. 20 years experience including program direction and sales. Working manager with practical knowledge who can actively engage in any phase of station operation. Pioneered in FM. Good administrator, skilled in newspaper-radio relations. Experienced public service "do-gooder."

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L. S. TOOGOOD RECORDING CO.
221 N. LA 9th ST. CHICAGO 1, CENTRAL 5775

GORDON M. DAY
ADVERTISING SERVICE
Musical Commercials, Radio Productions
145 E. 53 St., New York City, PL 3-3460
120 Boylston St., Boston, HAN-9343

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 36

NEW YORK, FRIDAY, FEBRUARY 21, 1947

TEN CENTS

NAB To Combat Criticism

KTLA Rate Card Out; WBKB Doubles Rates

West Coast Bureau, RADIO DAILY
Los Angeles—KTLA, Paramount's television station, made available yesterday its first rate card covering facilities offered to advertisers which include use of live, and film studios as well as field pickup equipment. Rates will be effective when a minimum of 1,000 receivers have been distributed in the area. Charges for KTLA's live studios range from \$400 down to \$340, covering for one hour a one-time to 100 lines contract, which include facilities and time charges. Facilities

(Continued on Page 7)

McGee & Molly Renewed For Another 52 Weeks

S. C. Johnson & Son, Inc., have ordered a 52-week renewal of the "Fibber McGee and Molly" program, as announced by Paul McCluer, manager of the NBC network sales department in Chicago. Renewal is effective April 1. Marion and Jim Jordan have been broadcasting the program for Johnson's wax since April 1935 and are now heard over

(Continued on Page 2)

Freedom Of Radio, Press ACLU Luncheon Subject

The importance of freedom of American radio, press and motion pictures will be outlined tomorrow at a luncheon meeting at the Henry Madison Hotel under the auspices of the American Civil Liberties Union. James Lawrence Fly, attorney and former chairman of the Federal Com-

(Continued on Page 7)

Birthday Ballyhoo

Reversing the usual procedure of receiving birthday cakes, WOR, through Dick Pack, station publicist, yesterday sent out frosted hand lettered birthday cakes to the press bearing a 25th birthday message. A note accompanying the cakes calls attention to the special Anniversary shows on WOR at 2 p.m., and 9 p.m., on Saturday.

Weather Note

Heavy snowfall in Washington yesterday caused the FCC, NAB and other offices in Washington to dismiss staffs early in the day. Last night indications were that traffic tieups today might result in only skeleton staffs being called to work.

Trade Associations Check 'Giveaways'

Alarmed at the extent of the radio promotion of giveaway prizes among manufacturers of home appliances, the National Association of Manufacturers yesterday instituted a survey among its membership with recommendations that the practice of providing free merchandise be abolished.

The NAM interest in RADIO DAILY's expose of the growing trend toward giveaway merchandise stemmed from the disclosure that several major manufacturers have been approached by brokers to provide

(Continued on Page 8)

American Broadcaster Criticizes European Radio

Chicago—The American radio set-up in Europe is inferior to that of the Russians, according to Everett Holles, WBBM news editor who has just returned from a 30-day tour of the occupied zones in Europe under the auspices of the War Department;

(Continued on Page 6)

Hooper-Nielsen Get 'Draw'; Verbal Battle Proves Bust

It was Hooper vs. Nielsen at the Radio Executives Club luncheon in New York yesterday with the much heralded battle of the researchers rating less than a Golden Gloves bout draw.

Backed by seconds on the dais, off the dais and even in the aisles neither Hooper nor Nielsen showed championship form and left a listless crowd wondering if Bob Swezey's promotion of this feature attraction

Maps 6-Point Public Relations Program To Sell Industry To The People; Approves 'Editorializing'

RCA Victor To Launch Telesets In L. A. Area

RCA Victor completed plans this week to enter the television set market in the Los Angeles area with substantial quantities of receivers, opening with a series of dealer meetings on Feb. 27-28 at the Ambassador Hotel. Campaign will follow that worked out by RCA most recently in St. Louis and earlier in Detroit, Washington and elsewhere. Meeting will be held in cooperation with Leo J. Meyberg Company, RCA Victor home

(Continued on Page 6)

Retail Dealers Meet With NAB Tele Group

Members of the new Television Sub-Committee of NAB met with retail merchants and association leaders at the Hotel Pennsylvania yesterday for preliminary discussions

(Continued on Page 6)

Wisner Elected to Board Of Goodwill Stations, Inc.

Detroit—Harry Wisner, assistant to G. A. Richards, president of WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles, was appointed

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A vast public relations program designed to combat current criticism of the radio industry was mapped here during a two-day meeting of the NAB's Public Relations Executive Committee. The committee said the "energies of the entire industry" should be concentrated on the task of combating this criticism.

Committee Chairman Gilmore N. Nunn, of WLAP, Lexington, Ky., out-

(Continued on Page 6)

Jones Defends Chi. As Program Center

Chicago—The drive of local radio people to explode the myth that Chicago is a radio ghost town was bolstered Wednesday by a talk before the Radio Management Club by Raymond Jones, secretary of the Chicago AFRA organization, in which Jones gave a comprehensive picture of Chicago's radio opportunities.

A midwestern advertiser can get the greatest return on his radio in-

(Continued on Page 6)

Coast Tele Academy Elects Slate Of Officers

West Coast Bureau, RADIO DAILY
Los Angeles—The newly formed Academy of Television Arts, of which Edgar Bergen is president, completed its election of officers at the Feb-

(Continued on Page 6)

First Again

Radio was first again yesterday with the news of the tragic explosion in Los Angeles. Reports on KHJ, of the Don Lee network, were picked up and broadcast over Mutual by Cedric Foster, while the eye-witness description by Dresser M. Dahlstead, chief engineer of KECA was heard over the American network in Walter Kiernan's slot from 2-2:15 p.m., EST.

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FRANK BURKE : : : : : Editor
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★ **COMING AND GOING** ★

PAULINE FREDERICK, American network staff correspondent, leaves tomorrow for Washington, D. C., where she will join the U. S. State Department delegation going to Uruguay to attend the Mar. 1 inauguration of Tomas Berreta as president of the republic. The group will go to Montevideo by way of Salina, Kans., San Juan, P. R., Natal and Rio de Janeiro.

LYMAN BRYSON, Columbia network counselor on public affairs, is in Princeton, N. J., to attend the university's Bi-Centennial Anniversary ceremonies.

ELAYNE HILDAGARDE FOX, of the Carl Fischer recording studios, has left on her mid-Winter vacation, which this year she will spend at Dover, N. J.

DAVIDSON TAYLOR, Columbia network vice-president and director of programs, has returned from a trip to the West Coast.

FRANK COFFIN, public relations director at KGW, Portland, Ore., has returned from a trip to San Francisco and has taken up his new duties as secretary-treasurer of the Oregon State Broadcasters Assn.

EDWARD R. MURROW, vice-president and director of public affairs at CBS, is in Philadelphia to address the Overbrook Lecture Club on the subject, "How Far Are We From Peace?"

ROBERT WALDROP, narrator on the new Ohio Bell Telephone program, "The Ohio Story," and formerly of the Treasury Department's "American Notebook" series, has been signed by W. Colston Leigh, Inc., and will leave shortly for a series of lectures in the Ohio-Detroit-Chicago area.

ADRIAN SAMISH, vice-president of the American network in charge of programs and television, is in Chicago on business. He'll be back Monday.

HELEN GUY, business manager of the program department at ABC, is at Winter Haven, Fla., from which point the web's "Ladies Be Seated" program is emanating during the period of the Florida Citrus Exposition.

EARL H. SMITH, manager of WLES, the ABC affiliate in Baton Rouge, La., visited briefly yesterday at the Radio City headquarters of the web.

Wisner Elected to Board Of Goodwill Stations, Inc.

(Continued from Page 1)
 to the Board of Directors of WJR, the Goodwill Station, Inc., to fill a vacancy, at the regular meeting of the Board of Directors held in the WJR executive offices in the Fisher Building, Tuesday.

At the same time, the Board promoted William G. Siebert from assistant treasurer to the office of treasurer of WJR. This change relieves P. M. Thomas from the pressure of both the duties of secretary and treasurer, which he has handled for many years. Siebert has been assistant treasurer of the Detroit corporation for the past year and has been employed by WJR since 1929.

As a result of the executive meeting, the officers now include: G. A. Richards, president; Harry Wisner, assistant to the president; Owen F. Uridge, vice-president and general manager; P. M. Thomas, secretary; William Siebert, treasurer; John F. Patt, vice-president, and William A. Alfs, general counsel.

McGee & Molly Renewed For Another 52 Weeks

(Continued from Page 1)
 143 NBC stations and the Canadian Broadcasting Corporation. Needham, Louis & Brorby is the agency, and Rudy Neubaure handled negotiations for NBC.

Stork News

Allen and Jane Kalmus are the parents of a five and one-half pound daughter, Susan Jane, born Wednesday night at Woman's Hospital in New York City. Susan Jane's father is television press representative for NBC and her mother formerly was publicity director of the Hutchens Advertising Agency.

WOR Dinner Tonight

Employees of WOR and their families will celebrate the station's 25th anniversary tonight with a dinner and dance at the Hotel Waldorf-Astoria. The event is being held under the auspices of the WOR "Ten Year Club."



Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business . . . but quite a few! And we didn't depend on the laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a 5-station town.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city . . . W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
 Represented Nationally By Headley-Read

FINANCIAL

(Thurs., Feb. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	93/4	93/4	93/4	- 3/8
Am. Tel & Tel.	172 1/2	171 3/8	172 1/2	+ 1/2
CBS B	29 1/2	29 1/2	29 1/2
Farnsworth T. & R.	8 3/8	8 3/8	8 3/8
Gen. Electric	38 1/2	37 3/4	38 3/8	- 1/4
Philco	29 5/8	28	28 7/8	- 1 1/8
Philco Pfd.	97 1/4	97 1/4	97 1/4	+ 1/4
RCA Common	9 7/8	9 7/8	9 7/8	- 1/8
RCA First Pfd.	78 1/2	78 1/2	78 1/2
Stewart-Warner	18 7/8	18 7/8	18 7/8	+ 1/4
Westinghouse	27	26 1/8	26 7/8	- 1/8
Westinghouse Pfd.	99 7/8	99 3/4	99 7/8	+ 1/8
Zenith Radio	22 1/2	22	22 1/8	- 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	17	16 1/4	17	+ 1/2
Nat. Union Radio	4 1/4	4 1/4	4 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 1/2
Finch Tele Comm.	9	10
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/4
WCAO (Baltimore)	40
WJR (Detroit)	18 1/2	19 1/2

Lubcke Gets Award

Los Angeles—Harry Lubcke, Don Lee Director of Television, was presented with a citation by the United States Army, at a luncheon given by the Los Angeles Ad Club at the Biltmore Hotel. Presentation was made by Brig.-General Leonard D. Weddington of Riverside, Calif. This citation was given for "outstanding assistance in the research, development and production" of electronic equipment during World War II. The Brig.-General was introduced at the luncheon by Lewis Allen Weiss, Vice-President and General Manager of Don Lee.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"
 Represented by Forjee

CKLW

**MORE COVERAGE PER WATT
 MORE WATTS PER DOLLAR!**

in the DETROIT AREA

**5,000 WATTS • DAY and NIGHT
 800 kc. • MUTUAL SYSTEM**



WOR

*one of America's
great stations
for twenty five
years*

That WOR is here to celebrate its 25th Anniversary this month, is the result of a number of sound and basic beliefs. Among them . . .

WOR has always watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial,

fast-changing field of broadcasting would be fatal.

This awareness, this eagerness to pioneer, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. That it works, is repeatedly reaffirmed in scores of surveys and 107 enviable success stories.

mutual

LOS ANGELES

By RALPH WILK

HOWARD N. SMITH of Rogers & Smith Advertising Agency in Dallas, in town for a few days conferring with executives of local office.

Jim Backus, known most for his "Hubert Updike" role on NBC's "The Alan Young Show," plans a club called "Millionaires Anonymous" for busy radio stooges whose names don't mean much but whose weekly income often passes the four-figure mark.

Jerry Toland, broadcaster for the Douglas Oil Co., account, has been added to the staff of the Ernest N. George Co., advertising agency, as account executive.

The basketball series that will probably decide the Pacific Coast Conference championship, UCLA vs. California, will be broadcast by KLAC Friday and Saturday nights. This is another feature of KLAC's extensive sports coverage.

Hedda Hopper is considering a film studio request to take "This Is Hollywood" to Salt Lake City late this month for the world premiere of "Ramrod" in the Utah capital. Dramatization of the picture on Hedda's Saturday night show would be the highlight of the premiere.

Mr. and Mrs. Bob Hope celebrated their 13th wedding anniversary Wednesday, February 19th.

Jack Benny and his cast will furnish the entertainment at the first annual "Newspaper Frolics," sponsored by the Newspaper Guild of Northern California, at San Francisco's Civic Auditorium March 29. A capacity audience of 15,000 is expected. Benny also will broadcast his Sunday show the following day from San Francisco.

Billy Berg, KFWBite, received an Esquire Jazz Award at the Shrine concert Monday, 17th. This is the first time a personality who doesn't play an instrument received such an award. Berg got it for his interest in helping jazz artists.

Ben S. McGlashan, owner of Radio Station KGFJ, left early this week for a month's vacation in Acapulco and Vera Cruz, Mexico.

Knight Joins Mutual Web

Norman Knight, formerly manager of WAJR, Morgantown, W. Va., has joined the Mutual network station relations department as field representative working out of the New York office, it was announced this week by Carl Haverlin, vice-president in charge of the department.

ANY SHOW FOR ANYBODY,
ANYWHERE.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Notes From An Aisle Seat. . . !

● ● ● Frankie Carle, originally talked about as a "Hit Parade" replacement, goes on instead for Pall Mall with Johnny Morgan as emcee. Warner, we hear, can stay on the Parade as long as he likes. . . . "Ellery Queen" the next casualty among the whodunits. . . . Guest star fees are tumbling down. "Cavalcade of America," with a former \$7,500 ceiling, has chopped it to 4 G's. . . . Economy wave still hitting all webs, with NBC releasing staff musical arrangers and copyists. . . . ABC building its own transcription service a la NBC's Thesaurus. . . . Bill Gernannt approached by flicker firms for a series of shorts based on his successful "County Fair" ailer. . . . Edith Gwynne reports about the swank air comic who never lays anything but eggs benedict. . . . Prof. Quiz just missed being aboard the wrecked Tampa Flier, but his announcer, Gene Hamilton, was badly shaken up in the crash. . . . Inside on why Jolie won't accept a regular show of his own (and he's been offered five or six) is that he insists on the show moving wherever he goes—and he never stays put for more than two weeks. To give you an idea, he's been in and out of Miami four times already this season. . . . Arch Braunfeld says don't be surprised if Mayor O'Dwyer starts doing jingles on the air—especially the one ending with "Nickel, Nickel, Nickel." And Hal Kanner adds that if Hizzoner can keep the fare down to a nickel, he'll be King of the Underworld.

★ ★ ★

● ● ● SARTORIAL SNAPSHOTS: Nobody wears bags under his eyes as charmingly as Frank Gallop. In the films, it's Menjou—but in radio, it's definitely Gallop. . . . Herb Sheldon looks positively undressed without a Homburg. . . . Oscar Levant is the only guy in town who looks good with horizontal pleats. . . . Arthur Godfrey sounds like a guy who'd be wearing corduroy coats and slippers. . . . Gus Haenschen appears to be on a one-man campaign to bring back single-breasted tuxedos. . . . Lippy Leo Durocher's ties are almost as loud as he is. . . . Frank Sinatra's heavily padded suits must be a heavy burden to shoulder.

★ ★ ★

● ● ● RADIO ROW CONFETTI: Frank Cosgrove and Tom Ward have acquired the rights to a catalogue of some 400 or more comedy, dramatic, musical and burlesque scripts and bits from the late Gus Hill estate and plan a service for television, radio and films. . . . Marge Kerr, chief talent buyer at N. W. Ayer, off for the coast on her annual show-shopping jaunt. . . . New wrinkle in getting around rent ceilings is this: Some landlords, knowing they can't tilt the rent, are demanding \$45 a month extra just for the right to install special antenna for television. Nice people. . . . Zac Freedman (who's doing a great press job on "Sweethearts" and Bobby Clark) noting that I. Miller did 3 million dollars worth of business last year, observes that there's no business like shoe business. . . . Frank Small working on a deal to bring back "Basin St.," a former radio best bet. . . . Sponsors of "David Harding, Counterspy," very happy over special message from Chaplain Major Gen'l Luther D. Miller, chief of U. S. Army Chaplains, for program's recent efforts in behalf of racial and religious tolerance. . . . Gene Sheldon's "Crimes of Carelessness" opus climbing steadily in rating, despite terrific opposition offered by entrenched "One Man's Family".

★ ★ ★

● ● ● LOVE AND KISSES DEPT': Last Sunday's stanza of "Greatest Story Ever Told," inspiring stuff penned by Priscilla Kent. . . . Kay Kyser's handling of guestars on his new format. . . . Vic Damone's balladmirable singing on his new Mutual ailer. . . . Harold Bostwick's pianoing in "BurLAHRsque" at the Belasco. . . . Phil Brito's warbling at the Greenwich Village Inn. . . . Mutual's "When Justice Triumphed," penned by the classy team of Barth-Conry. . . . Louie Prima's "Sunday Kind of Love" waxed by 12 orks.

CHICAGO

By NAT GREEN

EVERETT HOLLES, WBBM news editor who has been on a 30-day tour of the occupied zones of Europe as a guest of the War Department, got back in Chicago early this week, and a press luncheon was arranged for him for February 19, at the Drake Hotel.

Hal Tate pulled something a bit different Saturday (15) when he had "Flag," young fawn which appears in the picture "The Yearling," do a guest appearance on Tate's WAIT show, "Strictly Show Business." Claude Jarman, Jr., young star of the film, accompanied the deer.

Fred Waring and his band will appear in concerts at the Civic Opera House on March 13 and 14. And Spike Jones plays a return engagement at the same spot March 22 and 23.

Old-time shipboard and land operators gathered at the Continental Hotel Saturday night (15) for the annual stag dinner of the Veteran Wireless Operators' Association.

Eddie Nugent and Blanche Gladstone, principal members of the cast of the stage play "The Front Page," were guests of Hostess June Marlowe on WBBM's "Melody Lane" show Monday (17).

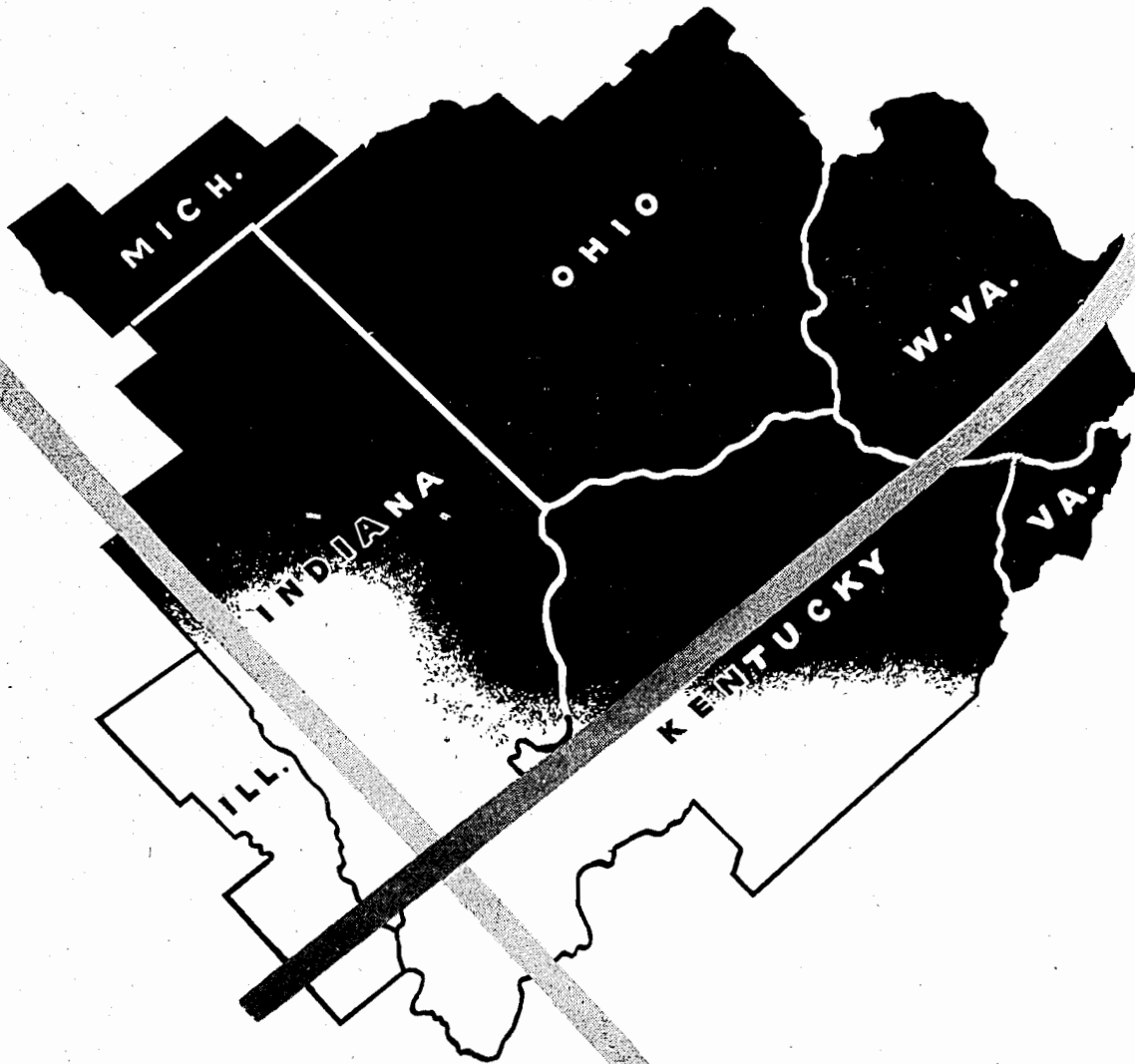
THEY TAKE HIM WITH THE INVENTORY

Baltimore, Md.—Old Doctor Bill Pirie — now National Sales Director for WFBR has been with the Station 16 years.

Starting in as salesman in 1930 — Bill is known on Baltimore streets as WFBR. Some years ago he was made local Sales Director and just recently National Sales Director.

It's just another reason why WFBR is radio to Baltimoreans. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica — studio audiences — product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

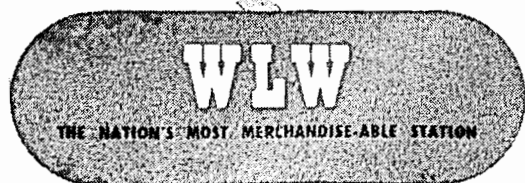
in this area...



In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

reaches 70.1% between 6 AM and Noon
reaches 70.8% between Noon and 6 PM
reaches 79.2% between 6 PM and Midnight
reaches 81.2% between 6 AM and 6 PM
reaches 86.1% between 6 AM and Midnight

and that ONE STATION is ...



Nielsen Radio Index February-March, 1946

CROSLY BROADCASTING CORPORATION

Public Relations Drive Planned By The NAB

(Continued from Page 1)

lined the following "obligations" of individual broadcasters in developing a "realistic" public relations program within the industry:

- (1) Participation in community affairs and active community leadership.
- (2) Recognition of the importance of sales regulation.
- (3) Development of better understanding between radio and local printed media.
- (4) Maintenance of program standards under competition.
- (5) Combating local discrimination against radio.
- (6) Close contact with local, state and Federal representatives with a view to developing increasingly better service in the public interest.

The committee also urged use by radio of its own medium to keep the public informed of developments in the broadcasting field.

Seeks Co-Op With Wire Service

Plans were made for the NAB to solicit the co-operation of wire news services on increasing the amount of news on their wires relative to NAB and the industry.

In another action, the committee agreed that radio stations should be allowed to editorialize as a constitutional right.

Regarding employee public relations, it is important, the committee was told, that cordial relations exist between management and employees within the station in order that each employee will become an enthusiastic supporter of the radio industry.

Committee members who attended the meeting were Chairman Nunn; George Crandall, CBS; James Legate, WIOD, Miami; Carl Haverlin, MBS; Craig Lawrence, WCOP, Boston; Merrill Lindsey, Richard H. Mason, WPTF, Raleigh; Harold Wheelahan, WSMB, New Orleans, and Board Liaison Member F. M. Russell, NBC.

NAB staff members present during the two-day session included President Justin Miller; A. D. Willard, Jr., C. E. Arney, Jr., Charles Batson, Dorothy Lewis, Richard P. Doherty and Ben Miller.

Send Birthday Greetings To —

February 21	
Ethel Beckwith	John Dunkel
Thomas L. Stix	Roy de Groot
February 22	
E. D. Bedel	Kenneth Roberts
Gene Hamilton	Robert Weede
Bess Johnson	Grace Johnson
Phil Lord	Clifford Luhkert
John McGovern	
February 23	
Don Kerr	Thomas L. Thomas

Chicago As Program Center Defended By Jones, AFRA

(Continued from Page 1)

vestment by purchasing a program originating in Chicago, Jones told his audience, made up of radio people and agency executives. "An inventory of Chicago's radio resources show them equal to any in the country," Jones declared, "and entirely adequate to maintain the highest program qualities of every sort. The million homes in Cook county represent a perfect test area in which to develop radio advertising vehicles. The Chicago audience is metropolitan and it contains within itself huge groups which reflect both industrial and agricultural backgrounds. For Midwestern manufacturers, the place to accomplish the most effective radio advertising, local or network, is Chicago."

In the current inventory of Chicago radio resources, Jones listed the following:

Sixty network programs a week originating in Chicago, with 17 sponsors having an interest in one or more of them; of the 225 members of the Radio Writers' Guild in Chicago, 150 have written or are now writing one or more successful network programs; the 52 members of the Radio Directors' Guild share 201 successful network credits to testify to their high excellence; of 312 actors and actresses, 250 have professional experience with more than 250 programs or have more than a year's experience; of 224 announcers, 130 have similarly complete experience of a sort to meet top network quality standards; of 204 singers, there are 133 who have seasoned professionally for a year or more or who have done more than 250 performances for fees; sound effects men on the AFRA rolls meet similar standards; Chicago musicians can meet any requirements of skill and for numbers.

Retail Dealers Meet With NAB Tele Group

(Continued from Page 1)

relative to retail advertisers participation in the new television service.

The meeting, called by Eugene Thomas of WOR as chairman of the committee brought together Reynold Kraft of WNBT, New York, Sam Cuff of WABD, George Shupert of Paramount, James B. McConnell of NBC and George Moscovics of CBS television. NAB was represented by Frank Pellegrin and Lee Hart with Helen Rhodes of Schenectady on hand as G.E. television observer.

David Aarons of Gimbels, Philadelphia, whose store pioneered in television demonstrations, headed the retailer group. Others who attended were Howard Abrahams, director of sales promotion of NRDGA, Irene Bender of Associated Merchandise Corp., May Stern of NRDGA, and Arthur Engel.

It was revealed that NRDGA would conduct a survey in 25 cities to ascertain the television needs of retailers.

Jones made a parallel between the development of actors, writers and directors in Chicago radio, and the development also in Chicago of men who now hold some of the most responsible executive positions in America's principal business organizations everywhere—men who regularly invest in radio advertising for profit as a matter of commercial necessity.

"The sympathetic identity of Chicago radio people with the whole community has a measurable advantage," Jones asserted. "Serious dramatic programs which have been created and developed in Chicago have been known to lose ground with coast-to-coast listeners after moving elsewhere into other atmospheres. Chicago radio people are not provincials. In Chicago, moreover, radio is the entire, principal business of those who work at it. It is not a side line. Chicago radio profits from wholehearted attention of people who do not have their hopes and interest concentrated elsewhere."

Jones told station and agency executives that there has been too much talk and too little thinking and effort toward developing Chicago radio programs. "You and other station and agency executives have spent your evenings at the wailing wall," he declared, "and then, as Fred Allen said, 'when you arrived at your offices at 9 the next morning you found a molehill on your desk and had until five to make a mountain out of it.' . . . The talent is here, and will stay in Chicago if jobs are available. All that management has to do is to recognize it when it is in front of them and use it. I am convinced that there is nothing wrong with radio that can not be cured—and cured in Chicago."

Coast Tele Academy Elects Slate Of Officers

(Continued from Page 1)

ruary meeting this week and named Ronald C. Oxford, executive producer of KFI television, and Mark Finley, public relations chief for Don Lee television, as first and second vice-presidents, respectively.

Other officers are Secretary Marcia Drake, of Bergen-Cunning Television Productions; Recording Secretary O. A. Engstrom, of Glendale City Schools' science department; Treasurer R. A. Monfort, television director of the Los Angeles Times; and Don McNamara of Telefilms, Inc. Syd Cassid, Ver Halen publication executive, was named Academy Executive Coordinator.

Purpose of the new organization is to bring together all persons interested in the development of television.

The next meeting of the Academy is scheduled for March 11 at NBC studios in Hollywood with the public invited.

RCA Victor To Launch Telesets In L. A. Area

(Continued from Page 1)

instrument distributor in the

While no detailed figure of number of receivers set for distribution in the area is available, plans to send two or three thousand of its table model sets to Los Angeles by the middle of March. If showings will be followed by installation of sample receivers in selected dealer stores. Receivers expected to be made available public some time in March.

As at previous dealer meetings RCA Victor will unveil its group of four video receivers, consisting of two table models, a console model with A.C. radio, short wave radio and a player, and a large-screen projection type console which also in AM, FM, and shortwave.

RCA Victor Division representatives who will attend the meetings include: J. B. Elliott, president in charge of the Home Instrument Department; H. G. general sales manager; Dan H. manager of television receiver and J. C. Marden, promotion manager for RCA Victor, in charge of the entire program.

Visitors to the Midwest Sports Boat Show, to be held in Los Angeles Feb. 22-March 2, will have an opportunity to see themselves on television when RCA Victor's television "on wheels" is brought to the event under the auspices of the Palo Alto Evening News radio station WBen. According to William manager of the show, an "elite television program schedule" will be prepared for the event, which will include log-rolling, canoeing, a televised beauty contest, billiard tournaments.

A special platform 40 by 30 in size is being erected for television programs. Broadcasts will be picked up and relayed to television receivers in the 65th Regimental area, locale of the sports show. A mobile tele unit complete with cameras, controls, relay equipment.

American Broadcaster Criticizes European Radio

(Continued from Page 1)

Holles gave an interesting and informative talk Wednesday afternoon for local newspaper and trade paper representatives.

The Russians have a powerful station in Vienna, Holles said, and listened to by 80% of the population. The American station at Salzburg, says, devotes its broadcasts to folk music and food recipes, are of little interest to the American audience. The Russians have another powerful station in Berlin, where the American station is a "cracker-box." American broadcasts, Holles says, are few Russians. Holles was told that American radio newsman had been cast from a Soviet-controlled area in the occupied area.

A Rate Card Out; WBKB Doubles Rates

(Continued from Page 1)
 is \$300 and time is \$100 on a one-time basis. Charge for one hour is \$50 on a one-time basis—each for time and facilities,—and on a 100-times basis. Live rehearsal time will be allotted at a rate of \$25 for one-half hour, per fraction.
 Studio rates are: \$300 for one hour on one time (\$200 facilities; \$100 rehearsal) \$255 for 100 times. Studio rehearsal time will be \$15 for one hour or fraction.
 Station execs added that all charges are commissionable to recognized agencies at 15 per cent; and until such time as the Los Angeles station KTLA will make a "token" charge of \$100 per half hour for facilities and transmitter time. It was added that "station facilities and rehearsal time at such token rates will only be available and rehearsal time will only be reserved for clients agreeing to use station facilities and transmitter time at rates set in this card for the minimum one week period immediately following the distribution of 1,000 television receivers in the Los Angeles area. Station also reserves the right to require a minimum rehearsal time of such a minimum is necessitated by the nature of the program content.

Chicago—WBKB, Paramount station here, will double existing rates next week, when rate card No. 2 is in effect. Current rates as of Sept. 1, are as follows: Live shows, \$100 per hour up to 1,000 sets; \$200 from 1 to 5,000 sets; \$375 from 5 to 15,000 sets; \$500 from 15 to 25,000 sets; \$750 from 25 to 35,000 sets; \$1,000 from 35,000 to 50,000 sets. Film studio charges are \$75, \$125, \$200, \$300 and \$500 respectively. Remotes are cost-plus.

Route To Kettering On WJR
 Charles Kettering, vice-president of General Motors in charge of research, will be saluted on the February 23rd broadcast of "Land of the Living" over WJR, Detroit, at 1:15 p.m. A quarter-hour broadcast will celebrate the life of the 70-year-old scientist. Hardships of his youth, education, later training and development of inventive skills will be noted by a dramatic cast.

Decca Declares Dividend
 Directors of Decca Records, Inc. have declared a quarterly dividend of \$1.00 per share on the 776,650 outstanding shares of capital stock, payable March 28, 1947, to stockholders of record March 11, 1947.

★ AGENCY NEWSCAST ★

FREDERIC W. ZIV COMPANY, Cincinnati, New York, Hollywood and Chicago, in co-operation with the National Red Cross Drive, March 1st, has produced special spot announcements on Easy Aces, Philo Vance, The Wayne King Show, The Barry Wood Show, Calling All Girls and Boston Blackie. For this cause, the transcription firm has made no charge to sponsors for furnishing special spot tracks.

CODD PAPER CO., New York, has appointed William von Zehle and Company to direct the advertising of Fre-Z-Rap cellophane-lined paper and bags for packaging foods for home-freezing.

JOHN COLE and HERBERT CHASON have formed a new agency, to be known as Cole & Chason, with offices at 24 East 23rd Street, New York. Cole was formerly an executive with Lord & Thomas on the Pacific Coast and in New York. More recently he has been with McCann-Erickson in New York. Chason had been with the du Pont Company and the Columbia Broadcasting System. For the past three years he has been operating his own agency, serving a number of accounts, all of which will be handled by Cole & Chason.

PRESTON TUCKER, president of the Tucker Corp. of Chicago, has engaged Roy S. Durstine, Inc., as the advertising agency for the new Tucker automobile, pilot models of which are now being completed in the great B-29 plant in Chicago. Production is expected to start in the Fall. Ellis Travers, vice-president of the agency and manager of its Chicago office, is in charge of the account.

GOODKIND, JOICE & MORGAN, Chicago, has incorporated as Goodkind, Joice & Morgan, Inc. Clyde M. Joice has been elected president and Harlow P. Roberts, vice-president and general manager.

WILL B. PRESBA, vice-president of Presba, Fellers & Presba, Chicago advertising agency, has been elected president, succeeding his father, Bert S. Presba. George W. Smith has been elected vice-president.

ROBERT I. PREIS has joined the Potts-Turnbull Co., Kansas City, Mo., as account executive. Formerly with Dancer-Fitzgerald-Sample, Inc., Chicago, as assistant account executive for several years, he had previously with this agency handled merchandising and promotions.

SMPE Convention In Chi. To Discuss Tele Films

Latest developments in the filming and use of 8 mm. and 16 mm. motion pictures for television will be presented at the 61st semi-annual convention of the Society of Motion Picture Engineers, to be held at the Drake Hotel, in Chicago, April 21 to 25 inclusive.

Major emphasis will be placed on technical papers dealing with various aspects of narrow film motion pictures, including television and other applications, and all phases of studio and stage techniques applicable to both the narrow film and television, according to an announcement by Loren L. Ryder, president of SMPE.

Record Crowd Expected
 Coming convention will be the first in several years to be held in Chicago by the Society, a midway point between the West Coast and East Coast centers of the motion picture industry, with a record-breaking attendance expected. Past confabs of the SMPE have been held either in New York or Hollywood.

Convention will open with a "get-together" luncheon in the Gold Coast Room of the Drake on Monday, April 21, and the 61st semi-annual banquet will be held in the same room the following Wednesday night. Technical sessions are tentatively scheduled for Monday afternoon and evening, Tuesday morning and afternoon, Wednesday morning, Thursday afternoon and evening, and Friday morning and afternoon.

Freedom Of Radio, Press ACLU Luncheon Subject

(Continued from Page 1)
 Communications Commission, will be chairman of the discussion, which will be participated in by Morris L. Ernst, attorney; Dr. Paul Lazarsfeld, research expert; Lou Frankel, radio editor; William Feitelson, attorney for the American Repertory Theater and other allied groups; Morris Novik, public service radio consultant; Richard Griffith, executive director of the National Board of Review; Sam Eubanks, president of the American Newspaper Guild; and Milton Stewart, Senate Small Business Committee.

Dorsey Is Godfrey Guest

Tommy Dorsey will make a guest appearance on CBS next week when he is heard on the Arthur Godfrey program Tuesday at 11 a.m.

FOR SALE—OUTRIGHT
\$2,200.00
 5 minute transcribed Quiz Show. 39 masters additional, 39 scripts. Brand new Show. Write
 Box No. 326, RADIO DAILY
 1501 Broadway
 New York 18, N. Y.

Television Expansion Forecast In Chicago

Chicago—Network television for Chicago within a year is a likely possibility, according to an announcement by the Illinois Bell Telephone Co., which states that coaxial cables linking Chicago with the east coast will be laid this year. Coaxial cable has been established as a suitable means of transmitting video programs, officials of the company state, and it is expected to play an important part in long range transmission of television. It can be used for the transmission of radio programs, telephoto pictures, and telephone conversations.

Construction to Start Soon

The construction of the coaxial cable linking Chicago with the east is expected to be started soon, the telephone company says. From Philadelphia, which is already connected with New York and Washington, it will come by way of Cleveland, Toledo and South Bend, Ind. The Cleveland to Chicago portion will be built first.

The telephone company said that it is expected five television stations will be in the field by the end of 1947. Only one station, WBKB, is operating commercially now, but NBC, ABC, and WGN are expected to enter the field, also CBS, which is awaiting the outcome of color television hearings in Washington. Zenith Radio Corp., now operating an experimental station, hopes to be in the commercial field within the year.

Wall Gets 77th Div. Post

Charles Wall, executive assistant to NBC's veepee in charge of finance, was named chief of staff of the 77th Division of the Organized Reserve Corps, AUS, at formal ceremonies at City Hall late yesterday. Wall held the rank of colonel at the time of his retirement from active duty a year ago. He entered active military service in 1941 and served throughout the European campaign.

FARGO BISMARCK
 NOW SERVED CBS PROGRAMS BY
KSJB Jamestown North Dakota
 5000 WATTS
 600 on the dial
 Represented by
Adam J. Young, Jr., Inc.
CBS - MBS

FOR LEASE
 Room large, unfurnished, finest type Duplex; all modern conveniences; choicest location; East 60's off 5 Ave. Particularly suitable for professional suite for writer, etc. State full particulars including references and financial responsibility. Write
 Box No. 328, RADIO DAILY
 Broadway New York 18, N. Y.

Trade Associations Check 'Giveaways'

(Continued from Page 1)
 free merchandise in return for radio plugs. In some instances the manufacturers have allowed their trade names to be exploited in this manner. Several radio manufacturers who have provided receivers as prizes are also included in the list of mer-

Condemns Excesses

Eugene S. Thomas, president of the Advertising Club of New York and sales manager for WOR, said yesterday that the excessive practice of giveaway shows receiving loads of merchandise in return for free air plugs, with the agency out of the deal entirely, is to be condemned. Prize programs originated by WOR have been alert to steer clear of such practices and the giveaway shows attempt to get their prizes from sponsors already on the station. Such deals are made through and with the consent of the sponsor's appointed advertising representative. Thomas also condemned the practice of making long winded commercials out of free plugs for an advertising donor.

chandise sources, RADIO DAILY learned yesterday. The giveaway radio sets are listed second to watches and jewelry with cosmetics ranking third. In the case of the radio manufacturers it is believed that the RMA organization will recommend discontinuance of giving brokers gratis merchandise in return for radio plugs.

Another example of the damage done legitimate commercial radio advertisers through the use of giveaways came to light yesterday on a major New York outlet. It was learned that a commercial watch manufacturer protested to buying time and following a half hour sustaining show where another make of watches were given away generously to winners in an audience participation show.

Gets WWGP Post

Gerald E. (Jerry) Bowman, who for the past three years has been in charge of the Special Events Division of ABC in New York, has been appointed Program Director of WWGP, thousand watt independent outlet in Sanford, North Carolina, it was announced by WWGP President and General Manager W. W. Primm. Prior to his association with ABC, Mr. Bowman spent three years with International News Service in New York, organizing and supervising the INS "Radio Script Mail Service."

COMPLETE TRANSCRIPTION SERVICE
 STATE 5635



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

COAST-TO-COAST

—NEW YORK—

SYRACUSE—WSYR now has three men reporting on community scene. Heading the staff is Fred Hillegea. . . . John Cleary has joined the WFBL engineering department. . . . WFBL-FM took to the air February 3. . . . ROCHESTER—Arthur W. Kelly becomes promotion director at WHAM. Mr. Brizee moves to the FM staff in the capacity of commercial manager. . . . WESTCHESTER—It is with profound regret that we report the passing of Maurice Galanter, associated with the WFAS sales department since 1943. . . . WFAS program analysis for 1946 shows an increase from 78 to 220 hours in civic features.

—MARYLAND—

BETHESDA—Charles G. Ross, secretary to the President in charge of press and radio affairs, spoke on the subject of community radio in America when he dedicated WBCC to the service of Bethesda-Chevy Chase and the Nation's Capital. . . . BALTIMORE—An application was filed February 7 with the FCC by the Tower Realty Company of Baltimore for construction of a 1490 kc., 250 watt, unlimited radio broadcasting station in Cumberland.

—WASHINGTON—

SEATTLE—KEVR will carry the Chesterfield ABC Record Parade. . . . Disc jockey Peter Potter will run the new show six times a week. . . . John W. Vandercook's commentaries will be carried by KEVR. . . . TACOMA—First emergency spot news coverage by KMO's new mobile short-wave transmitter took place just a quarter-hour after the FCC wired approval for the program license. Emergency was the two and half million dollar fire at the local plant of the Centennial Flouring Mills on the city's waterfront.

—CONNECTICUT—

BRIDGEPORT—An 11-year-old juror on WICC's "Juvenile Jury" answered an irate father's question, "My son likes to climb fences, and in doing so, always tears his pants. What can I do?" The juror promptly replied, "Tell him, when he has to climb fences, to take off his pants". . . . HARTFORD—New WDR feature, "Parade of Youth Forum," invites high school pupils to take part in discussions of leading topics of the day. . . . "Report to Connecticut," a weekly program featuring talks by the State's Senators and Representatives in Washington has resumed over WDR. . . . "Youth, School—The Road Ahead," new 13-week series of discussions covering a wide range of subjects of interest to secondary school students and parents, is being heard over WTHT.

Employee-Ideas Rewarded

A total of \$95 was awarded 11 New York employees of NBC during January for suggestions to improve operations of the company. Biggest award went to James J. Connor, traffic department, for his suggestion that WNBC station breaks should read, "Pioneer station of the National Broadcasting Company."

—NORTH CAROLINA—

CHARLOTTE—The Mayor's Report to the People, a highlight of WSOC's local public service schedule, is the newest feature of this type to be broadcast in the city. . . . WBT-FM, the city's first FM station, will go on the air February 23. . . . Station will operate six hours daily on a frequency of 102.5 mc. . . . On occasion of its fifth anniversary, WAYS, announced its increase in operating power to 5000 watts daytime. . . . WAYS has begun construction of a new FM station.

—WASHINGTON, D. C.—

WOL—Effective March 3, the station will inaugurate a new juvenile quarter-hour titled, "Story Time" followed by "The Adventure Parade," giving a solid hour and forty-five minutes of youngster entertainment everyday. . . . WRC—Station's switchboard operator received a call February 12 asking the name of the announcer delivering a newscast. Operator answered, "Steve Douglas." "What, on Lincoln's Birthday!" . . . "Coffee With Congress," WRC's unusual Saturday morning show featuring Bill Herson in informal interviews at breakfast table of a different Congressman each week, becomes NBC network sustainer February 22.

Hooper And Nielsen Spar To Dull Dr

(Continued from Page 1)

bal barrage. He took a few jab co-incidental and answered his audiometer gong by words—charts and more charts.

Washout—as a Battle

Yawns and the restless shifting customers was evidenced in a smoke filled area when the clock the Hendrik Hudson room was the Roosevelt Hotel registered p.m. At 2:40 a few walked out mbling fix—words—charts—words they searched their vest pocket hat checks.

Hooper vs. Neilsen as battlers a bust. As researchers they ma good—the REC club couldn't n up their minds.

Czech Pianist On WNBC

Kurt Maier, Czech pianist who a German prisoner during the confined to Buchenwald prison c in addition to several others at rious times, begins his first Amer radio series over WNBC Sun Feb. 23, from 9:30-9:40 a.m. M who arrived in New York, for first time last July, was saved death in Nazi concentration cr only because German commar liked his piano music.



ONE FOR THE BOOKS!

Louis Kaufman, KQV's own newscaster (and practically an institution in Pgh.!) is now miking his way through his sixth consecutive 13-week cycle for the William Wise Co. Pulling healthy Hoopers from 7 to 17 on this 1 p.m. period, Louis' job has been to sell books. His results have been terrific—so much so that the sponsor bought him on a network show. In 69 weeks, the KQV-originating program has pulled over 23,000 actual orders. Ample proof that KQV has a large and receptive audience for sales messages!

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 37

NEW YORK, MONDAY, FEBRUARY 24, 1947

TEN CENTS

Sponsors Stress Prestige

RMA Liaison Group To Confer With FMA

Chicago—Emphasizing that the radio industry is doing "everything possible" to expedite production of 500 AM receivers, the RMA board meeting here authorized formation of a liaison committee to confer with the Frequency Modulation Association.

The board also heard that affiliation with RMA of 12 new members has brought the association's membership to a new peak record of 346 companies.

RMA president R. C. Cosgrove was authorized to appoint a special com-

(Continued on Page 6)

West Coast Orchestra Leader Gets Verdict Against Web

West Coast Bureau, RADIO DAILY
Los Angeles—Jack Stanley, orchestra leader and composer, was awarded \$35,000 by a unanimous jury verdict in Department 27 of the Superior Court Friday against Columbia Broadcasting System, Inc., for misappropriating a radio program idea entitled "Hollywood Preview."

The plaintiff, represented by Attorney Harold A. Fendler, contended

(Continued on Page 2)

Harold L. Ickes Signed By Station In Maryland

Washington Bureau, RADIO DAILY
Washington—Harold L. Ickes, former Secretary of the Interior, has signed for a weekly 15-minute radio commentary on WGAY, Silver Spring, Md., it was announced over the week-end. The program will be broadcast at 5:30 p.m. on Tuesdays.

Heart To Heart

Governor Clarence W. Meadows of West Virginia made the first of a series of reports to the citizens from a specially equipped studio in his private office Thursday over an all-state network of 20 stations. Permanent remote equipment was installed by WGKV, NBC's Charleston, W. Va., affiliate. The broadcast marked the first time all the stations were thus linked.

No More Free Airings By Top Movie Stars

Hollywood—After March 15, no "big name" film stars will be furnished by any of the major studios for a free interview on the air, it was decided unanimously late last week by a radio sub-committee of the Association of Motion Picture Producers. The increasing number of requests for such appearances was given by the association as its reason for having taken the step.

Nighttime Prod. Trend To Coast Up—Taylor

Transition of nighttime radio entertainment from New York to the West Coast is "definitely upward," largely because of the availability of top writers and performers in the motion picture center, according to Davidson Taylor, CBS vice-president in charge of programs.

At a press conference last Friday, Taylor, who spent several weeks on

(Continued on Page 5)

Advertising Mgr. Against Giveaway Plugs On Air

Harry Welch, advertising manager of the Borden Company, Friday, emphasized the importance of sponsor identification in commenting on the abuses of the giveaway plugs on commercial shows, Welch said:

"Sponsor identification is a very im-

(Continued on Page 4)

Study Shows Institutional Commercials Favored Over Product Advertising On Major Network Programs

3,000 Are Expected At St. Louis Meeting

St. Louis—Three thousand teachers of the St. Louis area will gather at the Kiel Auditorium here on next Friday for an all-day conference session on "Radio In Education." The conference will be sponsored by the Missouri State Teachers Association.

Morning session of the conference will feature an address by Robert B. Hudson, director of education for CBS, on the subject of "The Social

(Continued on Page 4)

UP Radio News Survey Shows 77 Types Of Clients

Latest annual survey by United Press radio news bureau conducted among broadcasting clients lists 77 different types of business firms which are sponsoring the wire ser-

(Continued on Page 5)

Cleveland Indians Games Gets 2 Sponsors On WGAR

Sale of the broadcasting rights to the Cleveland Indians games to General Mills and Gray's Drug Stores, Inc., was announced Friday by John

(Continued on Page 2)

Use of the institutional or sponsor-identification announcement, as distinguished from straight product advertising, is being expanded by top national advertisers on network programs, according to a survey by RADIO DAILY. A check of sponsor messages on current web shows indicates the grow-

(Continued on Page 7)

'Multiple Ownership' Of FM-Tele Up Today

Washington Bureau, RADIO DAILY
Washington—The FCC today will hear oral argument on multiple ownership of FM and television stations. Decision may affect the expansion of both FM and tele. Already, current limitations on ownership of television stations has nipped in the bud the expansion of Allen B. Du Mont Laboratories. Argument will be held

(Continued on Page 4)

Radio For National Unity, Stanton Tells Audience

Speaking on a special program over the network Saturday night, Dr. Frank Stanton, president of CBS stated, "We have always recognized as a primary responsibility the dedi-

(Continued on Page 6)

Added Radio Public-Service As Blizzard Blankets East

Eastern radio listeners from Virginia to New England were deluged Friday by public service announcements revealing local weather conditions as a result of a snow storm which blanketed the entire east. News programs and commentary features were given over almost wholly to the topical subject.

In New York, which awakened to find itself under nearly a foot of snow,

early morning announcers went to work warning motorists of road conditions and advising parents and children which schools were closed. However, one station announcer who regularly puts his outlet on the air found himself snowbound. Stan Shaw, who opens WJZ at 5:45 a.m., telephoned from his Long Island home to say that he was snowbound, but

(Continued on Page 6)

Philco Fanfare

Officials of the Philco Company, Philadelphia, made arrangements to store their experimental model projection type television receiver in the main vault of the Central Hanover Bank in New York the past week-end. Receiver was brought to New York for photographing and because of construction secrets it was deemed advisable to keep it under lock and key.



★ COMING AND GOING ★

Vol. 38, No. 37 Mon., Feb. 24, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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G. A. RICHARDS, president of WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles, is spending a week in New York for conferences at CBS and for talks with his national representatives.

HAROLD HOUGH, general manager of WBAP, accompanied by MRS. HOUGH, are expected in town today from Fort Worth.

JOHN CLEARY, director of Sammy Kaye's "So You Want to Lead a Band," heard on ABC, was in Gotham late last week and now has rejoined Sammy in Charleston, West Va.

NORMAN ROSS, narrator on ABC's "Famous Jury Trials," is again on the job following a spell of sickness.

PHIL BAKER and the members of his "Take It or Leave It" program company have returned to the West Coast. Yesterday's show over CBS was aired from Hollywood.

ROGER W. CLIPP, president and general manager of WFIL, Philadelphia, chatted for a while Friday at the headquarters of BMB. Also visiting the offices was LOWRY CRITES, director of media for General Mills, who was in town from Minneapolis.

ROBERT B. HUDSON, director of education at CBS, is back from a short trip to Washington, D. C.

JOSEPH CREAMER, promotion director for WOR, leaves today for a mid-Winter vacation in Bermuda.

ARTHUR HULL HAYES, general manager of WCBS, and DON MILLER, sales manager of the station, were in Chicago Friday and left the same night for Detroit.

FRANK CROOK was in town Friday from WFCL, Pawtucket, R. I., an affiliate of the American network.

FRED ROBBINS, disk jockey on WOV, returned by plane over the week-end from Altoona, Pa., where last Saturday he served as announcer on the "Teentimers Club" over NBC.

QUINCY HOWE, Columbia network news analyst, leaving for Cleveland, from which point tomorrow he will broadcast his "Frontiers of Science."

MARY DUNLAVEY, time buyer at Pedlar & Ryan, Inc., is back from a vacation in the Virgin Islands.

F. W. PRELLE, head of the Hartford advertising agency bearing his name, paid a call Friday at the headquarters of the Broadcast Measurement Bureau.

FRIDA SARSEN-BUCKY, author of the record album, "Sketches of Fala," based on the Roosevelt scotty, has returned from Florida.

Cleveland Indians Games Gets 2 Sponsors On WGAR

(Continued from Page 1)

F. Patt, vice-president and general manager of WGAR, Cleveland. Total baseball package is said to involve approximately \$150,000.

No decision has been reached as yet as to what team of sportscasters will handle the games. Patt said that the station and sponsors were considering a number of applications for the job.

Commercial sponsorship of the Indians calls for coverage of 204 baseball broadcasts during the 1947 season. All week-end out-of-town games will be broadcast direct and other road games will be recreated from wire reports.

Knox Reeves agency handled the deal for General Mills and Lustig's agency represented Gray's stores.

Gray Takes WIP Post

Gordon Gray, former vice-president and general manager of KOIL, Omaha, KFOR, Lincoln and WDGY, Minneapolis, has joined WIP, Philadelphia, as assistant general manager and director of sales, Benedict Gimbel, president and general manager, announced Friday.

Joins CBS Sales Promotion

Joseph A. Ecclesine has joined the CBS sales promotion department as a copywriter. He comes to CBS from a similar post in the Time magazine promotion department.

Coast Orchestra Leader Gets Verdict Against Web

(Continued from Page 1)

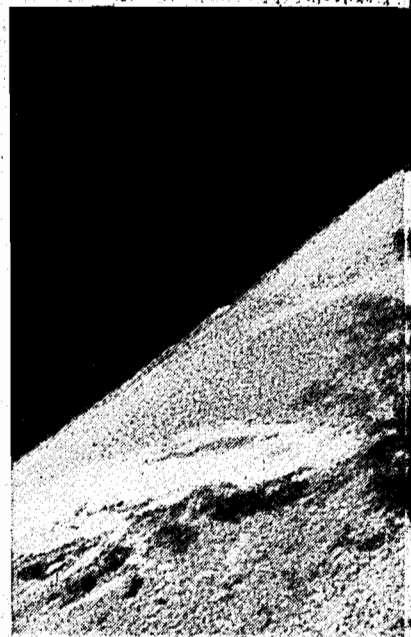
during the course of a 10 day trial that he had submitted an audition recording of his radio program featuring Walter Wanger and Joan Bennett to Columbia Broadcasting System upon three separate occasions during the years 1942, 1943 and 1944 and that Columbia's program directors had always requested these submissions and agreed to pay for the program idea if used by CBS. Notwithstanding these promises however, Stanley claimed his entire program idea was pilfered in a series of 50 broadcasts over Columbia's Pacific Network commencing May 1, 1945. Experts testified during the trial that Stanley's program idea was worth from \$90,000 to \$110,000.

Attorney Calls It First Case Stanley's attorney, Harold A. Fendler, stated it was the first case in the country in which a judgment had been rendered against a radio broadcasting company for misappropriation of a radio program idea.

RENTAL EXCHANGE

Couple with attractive 3 1/2 room Duplex apartment on Central Park West, in N. Y. C., desires to exchange for apartment or house in Los Angeles or vicinity. Phone Circle 7-1833, N. Y.; Hollywood 4788, Los Angeles.

NOW ON THE AIR! WJSW — 650 Kc. A BONUS COVERAGE of 30,750 RADIO FAMILIES in ALTOONA See BURN-SMITH CO. 19 W. 44th Street N. Y. C. Chicago Los Angeles



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? No body.

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

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

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

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



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-R

FINANCIAL

(Feb. 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

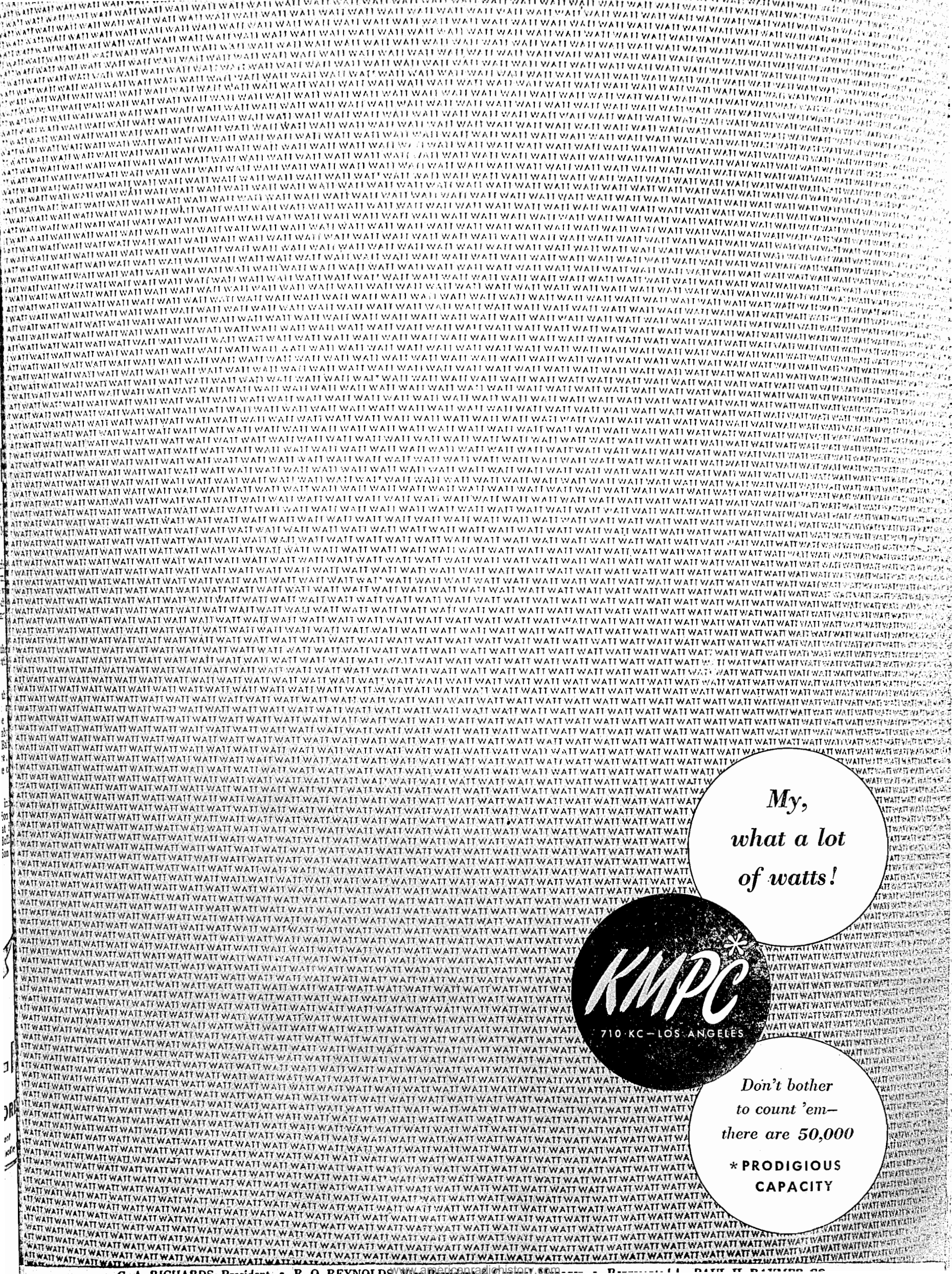
Lavalle' Music Scholarship

An annual \$1500 music scholarship is to be donated by Paul Lavalle, conductor of NBC's "Cities Service Highways in Melody," for administering by the National Federation of Music Clubs. Auditions between March 1 and April 15 will be held nationally in 14 districts and are open this year to students of piano, violin and voice. The Federation will make a final selection from the district winners with the award being given in three yearly installments of \$500 each.

EXPECTED on the air SOON to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent" Represented by Forjee



My,
what a lot
of watts!



Don't bother
to count 'em—
there are 50,000

*** PRODIGIOUS
CAPACITY**

'Multiple Ownership' Of FM-Tele Up Today

(Continued from Page 1)

before the full Commission at 10 a.m., in room 6121. Order of appearance is as follows:

(1) W. Theodore Pierson, on behalf of the Yankee Network, Inc., applicant for the new FM stations at Boston, Mass., Providence, R. I., and Bridgeport, Conn.; Trent Broadcast Corp., applicant for a new FM station at Trenton, N. J.

(2) Geo. O. Sutton, on behalf of WGAL, Inc., permittee of a new FM station at Lancaster, Pa.; Associated Broadcasters, Inc., permittee of a new FM station at Bethlehem, Pa.; WDEL, Inc., applicant for a new FM station at Wilmington, Del.; York Broadcasting Co., applicant for a new FM station at York, Pa.; Reading Broadcasting Co., applicant for a new FM station at Reading, Pa.; Keystone Broadcasting Corp., applicant for a new FM station at Harrisburg, Pa.

(3) Thad H. Brown, on behalf of Television Broadcasters Assoc., and Allen B. Du Mont Laboratories, Inc.

(4) Karl Smith, on behalf of Crosley Broadcasting Corp., applicant for a new television station at Dayton, Ohio.

(5) Horace L. Lohnes, on behalf of McClatchy Broadcasting Co., applicant for new FM stations at Stockton and Modesto, Calif.

(6) Percy H. Russell, Jr., on behalf of Liberty Broadcasting Co., applicant for a new FM station at Pittsburgh, Pa., and Washington Broadcasting Co., applicant for a new FM station at Washington, Pa.

Advertising Mgr. Against Giveaway Plugs On Air

(Continued from Page 1)

important factor in programming. We think that splitting credits with six or eight other products certainly tends to decrease the importance of our own plug. Therefore we do not believe in permitting other product mentions on any of our programs such as CBS 'County Fair'."

GE Offers FM Booklet

Syracuse—An 8-page booklet describing the advantages of FM radio from the listener's viewpoint has been prepared by General Electric for use by broadcasters. GE is selling the booklet in quantities at cost, according to Roy Jordan, advertising manager for the company's transmitter division here.

Cover of the booklet provides space for an imprint.

COMEDY, MYSTERY, MUSIC OR QUIZ?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Broadway Bulletin Board!

• • • Borden bankrolling experimental television series on NBC starting March 1st. . . . In their next flicker, "Road To Rio," Hope and Crosby will unveil a flock of gags about their ball clubs, the Pirates and the Indians. . . . Curiously enough, many of the nation's top bandleaders are solidly behind disc jockeys who have raised a beef against baton wavers invading their racket. Controversy was recently touched off when one of the top maestros, signed to do a west coast platter spinning series. . . . Evelyn Knight practically set as the femme warbler on Tony Martin's new Texaco ailer. . . . Overheard: If you had your life to live over again, would you let Larry Parks play it for you? . . . Dramatic shows cutting casts to the bone since tilt in AFRA fee. . . . Steve Ellis named new sports director of WMCA starting March 1st and drops his daily ayem record stanza. . . . Latest survey gives Amos 'n' Andy 6 million new listeners and puts them 3rd right behind McGee and Hope. . . . CBS has taken a 90-day option on the Bill Goodwin-Celeste Holm revue, a half hour show including the comedy team of Sweeney and March. . . . Bert Shefter resigning as WINS musical director April 1st.

★ ★ ★

• • • Irving Hoffman reports that Lou Quinn, the radio scripiter, was recently evicted from his home in H'wood. After a desperate but fruitless search for a place to live, he finally sent his wife back East to stay with her folks, while he was obliged to go to a Turkish bath every nite for sleeping accommodations. The other evening he ran into a pal who remarked about how well he was looking. "I ought to," retorted Lou. "I get massaged every nite!"

★ ★ ★

• • • SMALL TALK: J. Walter Thompson will handle advertising for Beacon Pictures' "Copacabana" and the Benedict Bogeaus productions, "Christmas Eve" and "A Miracle Can Happen". . . . GAC rates nod for the Jack Philbin appointment. . . . Recommended: The enterprising Doris Sharpe's latest brainchild for casting directors. . . . Memo to Hank Sylvern: Hurry up and get back on full schedule again. We missed you. . . . Funny, with the big scramble for disc jocks today that no one has thought of the idea of grabbing Irving Kaufman, who's been recording for 22 years and made more platters than anyone else in the biz. . . . Harry Spears, leaving Biow after 4 years of producing Ginny Simms, Milton Berle, Philip Morris and "Take It Or Leave It" stanzas, is readying a half-hour variety show with Ruth Hussey and Barry Fitzgerald. . . . Bill Tabbert, last seen here in "Billion Dollar Baby," a solid click in "3 To Make Ready" in Chi. . . . Phil Perlman, nominee for Solicitor Gen'l of the U.S., is a collector, but ardent, of Beatrice Kay's waxings. . . . NBC withdrew its wire from the Commodore Hotel and switched it to the Biltmore. . . . Carol Bruce, now at Palm Beach Hotel, expecting a tot. . . . Benton & Bowlers happy over Family Hour's ascending Hooper. . . . Buddy Lester into the Paramount next show. . . . Ruth Gilbert set for a regular spot on one of the bigger comedy shows.

★ ★ ★

• • • EDITORIALIZING: We'd like to go on record with the belief that the trail in promotion campaigns currently being marked by Chesterfield and Philco will lead to bigger shows, bigger personalities and, most important to the bankrollers, bigger sales. Chesterfield is featuring pix of Jo Stafford and Perry Como in their billboards and car cards. Philco is playing up Crosby in their mag ads plus special newspaper copy. We've always contended that a radio campaign should be coordinated with its other advertising media. Air stars and announcers are salesmen for the product in much the same way as members of the sales staff. Judging by our own reaction as reader-listener, selling power of each medium should be double-barrelled as result of the cycle: Ads building radio personality, building power of ads, with all building the product.

3,000 Are Expected At St. Louis Meeting

(Continued from Page 1)

Dimensions of Radio" and a discussion of "Radio In Education" heard by Philip J. Hickey, superintendent of instruction. Other speakers deal with "The Teacher Looks At Radio" and "The Parent Looks At Radio."

"Radio, a Medium of International Understanding," is the theme of a program which will be held in a playhouse during the afternoon under the sponsorship of KMOX.

Discussions and demonstrations of the use of audio devices will be featured during the session on "Radio and Television, A Demonstration of Equipment." Rev. Lee Wobido, of the Queens Work will show recorders, playbacks, microphone radio receivers and audition material may be used in voice training, production, talks, interviews and discussions. The program will conclude with a demonstration of television by KSD, the St. Louis Post Dispatch station.

Sobin V.P. Of Olympic Radio

Morris Sobin has been elected vice president and treasurer of Olympic Radio & Television, Inc., makers of radios and radio-phonograph combinations featuring exclusive "base".

SALUTE TO MARYLAND

Baltimore, Md.—One of the things that gives WFBR a warm spot all over Maryland is a promotion launched some 11 years ago.

This was the "Salute to Maryland" in which cities and towns in Maryland were featured on a WFBR program in return for newspaper promotion in the dailies and weeklies of these various cities and towns.

Just another first for WFBR and another reason why WFBR is Baltimore's and Maryland's own station. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair mail or write WFBR, Baltimore.

Nighttime Prod. Trend To Coast Up—Taylor

(Continued from Page 1)

Coast recently with web executives, described the trend of production to Hollywood as "quite startling" and "inevitable," because of the reasons mentioned above.

Production flow to the Coast is certainly true of CBS, Taylor pointed out, and offered figures on the trend made during two periods last year. In March of 1946, Taylor pointed out, 49 per cent of CBS shows, between 7 and 11 p. m., come from Los Angeles, 42 per cent from New York; in December, as much as 63 per cent come from the Coast and only 33 per cent from New York. Remainder, in each case, originated in various other cities. The CBS exec said the figure might further increase this year.

New York, however, will "have to remain the key production center of daytime radio," Taylor said, "because of the time differential." In addition, the majority of public affairs programs, etc., will come from New York "since it is closer to the news and political centers of the U. S."

Taylor announced that he and West Coast CBS execs had discussed and agreed up six new shows which, while not definitely scheduled, may make their network debuts within the next few months.

One show, which Taylor has "high hopes for" is a Marie Wilson-Cathy Lewis half-hour comedy vehicle titled "My Friend Irma" which features the former. Show has been auditioned for sponsors twice, but nothing definitely signed as yet. Another program, which deals with the public affairs angle, is a child-guidance series called "Doorway to Life," which might possibly be aired during the summer. "Tell Your Story," a children's program, and the only daytime feature among the group, will have a contest angle, in that dramatizations will be made from brief sketches of their own experiences provided by the youth audiences, age eight to 13. Show will have to be commercial, since a blank check will be provided with the purchase of the sponsor's product. "Tell Your Story" will be written by William Alland, who has been associated with Orson Welles' Mercury Theater, and Virginia Mullen.

Harold Arlen, the song writer, has

UP Radio News Survey Shows 77 Types Of Clients

(Continued from Page 1)

vice's five, 10 and 15-minute special features supplied to radio stations. Results of the UP survey are in line with a RADIO DAILY checkup published Jan. 22 which found that radio newscasts are being used by sponsors to sell everything from candy bars to automobiles.

According to Phil Newsom, UP radio news manager, sponsorship of news features on stations is on the increase and also ad accounts for such programs are now at an all time high. The UP survey was conducted among 650 to 700 stations and concerned over 20 special features which the wire service sends out, most of them daily.

"Speaking of Sports" Is Tops

Advertisers give top play to sport, women's and farm features. The daily UP feature which commands the largest number of sponsors for stations is titled "Speaking of Sports" and it is bankrolled by advertisers on 52 per cent of the stations which carry it. Close behind comes "Women in the News" which is pulling advertisers on 51 per cent of the stations which air the program. In the way of farm features, the "Farm Market Survey" attracts sponsors in 41 per cent of the cases.

As an example of the wide variety of sponsors buying these features from stations, Newsom mentioned a five minute daily human interest feature called, "Time Out." This specialty is sponsored by some 23 different types of firms, including autos, bakery, drugs, bank, building supplies, cameras, a club, department stores, flour, furniture, garage, grocery, hardware, insurance, jeweler, men's wear, oil, real estate, stationery, utilities, veterans' group, women's wear and bread.

Coast Producers Back

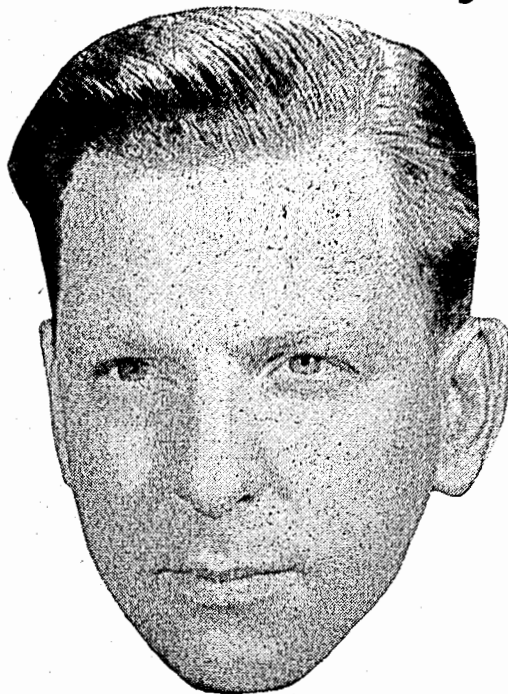
West Coast Bureau, RADIO DAILY

Los Angeles—Hollywood Chatterbox Enterprises, which functioned as a radio production unit from 1932-42, has resumed operation. HCE is a service to advertising agencies and film producers who use the 'spot' and exploitation form of broadcasting.

Headed by Frank R. Brown and Al Michaelian, "Chatterbox" has staff of writers, producers and exploitation men.

also been auditioned, for a 15-minute singing chore, Taylor revealed. The reaction to audition records on this show has been "very interesting," Taylor said, "because there seems to be no middle ground on him." Listeners have ranged from one extreme to the other in their reaction to Arlen, whom the CBS exec described as a "personality" performer as distinguished from the popular type singers. Bill Goodwin, veteran announcer and lately quite active in pictures, has also been auditioned for a "situation" comedy show, Taylor added. Also discussed during his stay on the Coast was a new adventure program, and the possibility of reviving the "Hawk Larabee" series at a later date.

Fulton Lewis, jr.



available* now on
WHBC—Canton, Ohio
17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton's important market. Latest *Conlan* (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in *all* categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were \$66 million. Retail sales: \$115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

*** Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.

TRIBUNE TOWER, CHICAGO 11, ILL.

WBNX

FOR THE LATEST IN

MUSIC SPORTS

AND

NEWS

2:00 to 6:00 P. M.

Monday thru Friday

5000 WATTS — 1380 ON THE DIAL

WBNX

1260 E. 161st ST., NEW YORK 5, N. Y.
MEtrose 5-0333

'Projectable Ratings' Explained By Hooper

The Hooper preview of the "projectable ratings" plan was well attended last Friday at the New York Harvard Club. Present at the meeting were representatives from networks, advertising agency and advertising offices in and near New York City. A similar presentation, also private in character, is scheduled to be held in Chicago within the next two weeks.

Plan Outlined

In introducing the plan, C. E. Hooper stated the following principles as basic to its conception.

(1) It recognizes that laymen are to use results of this measurement and that there is advantage in the introduction of no new statistical concepts in interpretation of final figures.

(2) It recognizes that \$1,000,000 a year is currently being spent to produce "average" audience ratings. It provides for maximum salvage of and comparability with this volume of data in order to capitalize fully on the industry's investment in radio audience measurement.

(3) It utilizes the best and most economical available source material:

(A) Coincidental telephone calls totalling 1,228,230 per study (already being paid for by subscribers) as base for size measurement.

(B) It uses economical, known devices and methods to compensate for the recognized limitations of the telephone home poll.

(C) Broadcast Measurement Bureau figures on radio homes for purposes of both sample distribution control and projection.

(D) U. S. Census information on City-Town-Country distribution, occupational and industrial allocation of sample.

(4) It recognizes that if ratings are to be projected, the sample size behind each must be so large as to remove, in every practical sense, the factor of statistical variation.

This statement was followed by a detailed presentation of the method and sample proposed for use.

Questions posed by those in attendance were answered, with exhibits based on the elaborate experimental work in which the Hooper organization has engaged for several years preparatory to this showing.

Questions which were left open for further discussion included (1) choice of radio homes as compared with actual persons listening to network programs as ultimate figure to be expressed in report, (2) comparative proportion of participation in cost to be allocated to networks compared with advertisers and agencies, (3) schedule of studies Summer-Winter vs. Spring-Fall; it being generally agreed that two or at best three-times-a-year frequency in comprehensive studies of this sort represented practical satisfaction of industry needs.

Added Radio Public-Service As Blizzard Blankets East

(Continued from Page 1)

Phil Alampi, station farm news editor, took over in the emergency.

WOR's John Gambling took over 15 minutes of his "Musical Clock" program to read a list of more than 350 suburban schools in New York and New Jersey which were closed. Gambling, who has been giving this emergency service for 10 years, has a code number system in effect whereby a school telephones the station, giving its numeral, and reports that no classes will be held that day. The length of the list Friday was a new record for Gambling.

The heavy curtailment and slowness of travel facilities worried program departments early Friday over the possibility of people not showing up for audience participation shows. But as the day wore on, it was proved that there are those who are faithful to audience programs. In most cases, studios seemed to be about half filled.

The Allied Maintenance Corp., in New York found itself greatly understaffed by the sudden snow storm and bought spots on WHN, WHOM, WLIB, WOR and WMCA to advertise for snow shovelers. The men were needed to clear the railroad yards around Pennsylvania station. The response was so heavy that the sponsor cancelled all accounts after 12 noon.

Radio For National Unity, Stanton Tells Audience

(Continued from Page 1)

cation of radio to national unity, understanding and harmony among all groups of American people." Stanton spoke on a special broadcast during which he received, on behalf of CBS, the American Brotherhood Award of the National Conference of Christians and Jews, given annually for the best single network broadcast on human relations, which for 1946 was awarded to CBS' "Assignment Home" drama, "The Biggest Crime." The presentation was made by Dr. Everett R. Clinchy, President of the NCCJ.

In accepting the award, Stanton said that "CBS conceived the 'Assignment Home' series to illustrate dramatically the personal problems faced by veterans and civilians alike and to prepare ourselves, as a nation, to face the future boldly."

"Further, and of greater import, it helped to provide an atmosphere of harmony and mutual understanding not just between soldier and civilian, but between Americans and all social groups and racial backgrounds," Stanton declared.

Stanton said that the promotion of these democratic ideals is an old and established tradition in American broadcasting—as much a part of the basic equipment as microphones, transmitters, and impulses which make possible the sending of light and

WCBS began its weather reporting when the station took the air at 5:05 a.m., and warnings to motorists and commuters were announced throughout the entire morning as each station personality — Arthur Godfrey, Harry Clark, Margaret Arlen, and Bill Leonard—tossed the ball on down the line. Bob Smith furnished reports to early listeners to WNBC and gave accounts to Long Islanders on the gas situation as supplied by the Long Island Lighting Co.

WAAT Bulletins

WAAT in Newark, N. J., broadcast "no school today" bulletins from more than 50 communities in 10 north New Jersey counties. Station also called attention to postponed meetings and closed industrial plants during telephone dislocation in many suburban communities.

Sidelight on Friday's adverse weather was a three way telephone conference between Adrian Samish, ABC veepee grounded in Chicago; Paul Whiteman at his Rosemont, N. Y., farm home; and Joseph Stauffer, radio production chief of N. W. Ayer & Son who was also held up by the storm between Chicago and New York. The trio was scheduled for an important business conference in New York but resorted to the telephone hookup when all became snowbound.

New McClatchy FM'er Went On Air Saturday

Sacramento—The first FM station in the Sacramento Valley of California went on the air Saturday when KFBK-FM, an affiliate of the McClatchy Broadcasting Co., began operating on a frequency of 102.5 megacycles.

Opening power of KFBK-FM was 1,000 watts. The power will be increased later to 5,000. Transmitter, studio and control room are located in the studios of KFBK. For the first 60 days, operations will be from a single bay square loop antenna mounted on a 60 foot pole atop the Bee building which is adjacent to the studios.

Sanger 5th Year Starts Today

Eleanor Sanger, WQXR program director, on Friday, scheduled Charlotte Adams for her own program at 10:05 a.m. this morning, Monday, when the latter begins her fifth year as a woman's conductor on the station. Mrs. Eleanor Roosevelt will be a guest on "Run of the House" Wednesday, Feb. 26, at 10:05 a.m. to discuss her work with the United Nations.

Stanton concluded his remarks with CBS' sincere endorsement of American Brotherhood, adding that the network "is proud to lend its resources to this significant annual observance."

RMA Liaison Group To Confer With FM

(Continued from Page 1)

mittee to canvass RMA set and transmitter manufacturers and prepare "factual" report on FM products.

Larry F. Hardy, vice-president, Philco Corporation, Philadelphia, appointed chairman of the committee. Other members are: Ben Abrams, president of Emerson Radio & Phonograph Corp., N. Y.; H. C. Bonfig, vice-president of Zenith Radio Corp., Chicago; E. A. Nicholas, president of Farnsworth Television & Radio Co., Fort Wayne, Ind., and S. P. Taylor, Western Electric Co., N. Y. Taylor will be an ex-officio member of the committee.

The action was taken in response to a formal request from Roy Heinz, president of the FM association, which had set up a liaison committee to confer with RMA on the whole question of FM set production, particularly in low-cost field.

Several directors stated that advertisements by some FM "stations" vying the public not to buy a radio unless it is an FM set, are having a harmful effect on FM promotion by arousing the resentment of radio dealers who now have few FM-receivers.

Industry Banquet Is Back

The RMA board of directors, which meeting concluded three days of industry conferences at the Stevens Hotel, voted unanimously to resume the pre-war practice of holding an industry banquet during the RMA annual convention, June 1-3 at the Stevens.

The next meeting of the RMA board of directors will be held April 24-25 at the Seaview Country Club, Absecon, N. J., near Atlantic City, at which time the board of directors will be host to the Canadian RMA board of directors.

Following are the newly elected RMA members:

Aeronautical Radio, Inc., Washington, D. C.; American Volume Corp., New York, N. Y.; Audak, New York, N. Y.; Audio Electric, Chicago; Electronic Associates, Long Branch, N. J.; Electronic Components Corp., Chicago; The Pacific Co., Irvington, N. J.; Quad, Bourbon, Ind.; Schneider & Marquardt, Inc., Brooklyn, N. Y.; Transmitter Equipment Mfg. Co., New York, N. Y.; Trivec Transformer Co., Chicago; and United Condenser Corp., New York.

Send Birthday Greetings To —

February 24

May Singhi Breen Bert Lytel
Jack Ingersoll John Nelson
Dora Johnson Joe Sage
Joe Laurie, Jr. Robert A. Schmitt

Survey Shows 'Prestige' Favored In Network Product Advertising

(Continued from Page 1)

importance attached to the public relations and prestige angle of top quality entertainment by advertisers. A comparison reveals that there are 22 programs on the air now which use the (one) institutional, (two) sponsor-identification, or (three) both institutional and product-advertising technique as against approximately 15 shows 10 years ago which might be included in this category. While the number of programs of this type on the air during the war approximated the current figure, industry executives point out that, in many instances, it was a case of "necessity rather than choice"; advertisers were aware of keeping their names before the public, although production were scarce, they point out. Many of these same advertisers resorted to the straight selling technique when conditions permitted, whereas a significant number of advertisers continued the institutional in addition to several newcom-

Goodyear Example Cited

technique of "sell your company your reputation" is employed in nearly all of the 22 shows included in this category, along with the occasional indirect reference to product a few go further and use name identification only. Two of the newer in latter classification are Goodyear Tire & Rubber Co.'s "Greatest Story Ever Told" and John Hancock Mutual Life Insurance Co.'s "Boston Symphony". Other programs which heavily emphasize the public relations-prestige angle include Texaco Company's "Metropolitan Opera"; U. S. Steel's "Theater Guild On the Air"; Transit Association of America's "Adventurers of Bulldog Drummond"; Revere Copper & Brass Co.'s "Exploring the Unknown"; U. S. Rubber Co.'s "New York Philharmonic Symphony"; also Prudential Insurance Co.'s "Family Hour"; Electric Companies' "Hour of Charm"; Du Pont's "Cavalcade of America"; International Harvester's "Harvest of Stars"; Bell Telephone's "Telephone Hour"; RCA's "RCA-Rover Show"; Cities Service "Highways of Melody"; National Board of Fire Underwriters' "Crimes of Carelessness"; General Motors' "Your Mind & Mine"; Mutual Benefit Accident & Health Insurance Co., of Omaha's "Gabriel Heatter Show"; American Cyanamide's "Doctors Talk Over"; and Commercial Credit's "Social Investigator."

sponsor-identification "no product mention" is Goodyear's "Greatest Story Ever Told" on ABC (Sun. 6:30 p.m., EST), which uses simple credits only. When show debuted recently, web proxy Mark Woods pointed out that it was the first time the sponsor of a major program series had elected to devote full time to the show itself without a commercial or institutional message. An agency executive explained that the Goodyear Company, in the early stages of developing the show, considered omitting any credit on the show at all, until it was pointed out that an FCC ruling would prevent this. Sponsor felt there was a "great need for this type of show," according to the executive, and decided it would be "completely out of keeping to attempt to commercialize it by mention of product."

Hancock Company's "Boston Symphony" is another example of the sponsor-identification technique. Company makes no attempt to sell insurance policies on the air, points up the educational and cultural value of classical music. Sponsor also offers musical scholarships and may later offer advisory messages on insurance.

Other Programs Participate

Other programs making heavy use of sponsor identification or "presentation" technique is the U. S. Steel's "Theater Guild On the Air"; U. S. Rubber's "Philharmonic Symphony"; and Texas Company's "Metropolitan Opera." Latter has sponsored the Opera for the past seven years, and "doesn't believe the program lends itself to commercialization." A public service feature, company and agency executives believe "it should be presented over the air as it is in the opera house." While principally institutional, announcements mention products interspersed with advice to the listener regarding "safety on the highways."

U. S. Steel uses heavy institutional copy—"the industry that serves America . . ."—in that two messages on the show delivered by announcer George Hicks outline the operation of various of the company's subsidiaries, how its presence serves the community in which it is located, etc. Only direct approach to selling technique is the reference to the USS label on steel products. Company can't, obviously, sell steel as a consumer product, but does emphasize its place in the life of America.

"Better Living" Stressed

Cavalcade of America, sponsored by Du Pont on NBC, plugs the theme "better things for better living . . . through chemistry" and uses "illustrative copy" selling technique. Company feels it's more important to sell the reputation than any specific product, since Du Pont makes and distributes any number of consumer items. Choice of a "high-type" program, is also vital, executives point

out, because the association with "quality entertainment" is as important as any other single phase. Show uses top Hollywood stars and originates from Hollywood most of time.

RCA Institutional

RCA Victor Show on NBC is "difficult to categorize," according to an agency executive, since it does employ sales messages although the over-all flavor of the program contains the prestige and institutional element. Commercial, however, "is not hard selling," it is emphasized. Show plugs records, new record releases, RCA products, etc., and at end plugs RCA as a leader in electronics products.

Although Prudential Insurance Co.'s "Family Hour" on CBS mentions policies, program is used "primarily to enhance the prestige of the company," according to agency executives. Messages highlight the advantages and security provided by the possession of insurance policies, etc.

Transit Association of America, sponsor of "Adventures of Bulldog Drummond" on Mutual, is made up of leading transportation companies throughout the country, hence the emphasis on the various methods of travel with which it is concerned, rather than any specific facility. Revere Copper & Brass Co.'s "Exploring the Unknown" also uses both sponsor-identification and institutional copy, mentioning the various uses of brass in household-industry life, etc. Announcements on "Crimes of Carelessness" sponsored on the same network by the National Board of Fire Underwriters, offer advice regarding fire insurance.

Fire Destroys Labs

Vancouver—Fire destroyed the two-story Vancouver radio laboratories in South Vancouver, February 15, with an estimated loss of \$50,000.

Starting on the main floor, the fire spread rapidly, forcing 25 workers to the street, but several returned to the burning building to recover records and some irreplaceable radio equipment. The laboratories designed and built the Canadian Broadcasting Corporation chain of relay transmitters across Canada.

AGENCIES

SAM BARTON, president, Industrial Surveys Company, Inc., will be the feature speaker at the next luncheon meeting of the American Marketing Association radio group on Tuesday, February 25 at the Hotel Sheraton in New York. His subject will be "How Much Can We Pay For Radio Research?"

VARIOUS CLINICS of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: Sales Promotion—Albert Brown, vice-president, Best Foods, Inc., "Promoting A Food Product"; Sales Training—Herbert Frank, personnel manager, field organization, General Food Sales Co., "Preparing Sales Material"; Copy—Alfred Eichler, copy director, Dancer, Fitzgerald & Sample, "Continuity Advertising and the Five Basics of Mass Selling"; Radio and Television—Noran E. Kersta, manager, television department, NBC, "Opportunities in Television"; Advertising Production—Richard Matheis, production manager, Fuller, Smith & Ross, Inc., "The Mechanics of Production"; and Export Advertising—Aurora Blando, manager, export media division, Morse International, Inc., "Sources of Information Important to Export Advertisers."

WAA Announces Sale Of 2 Radio-Tube Plants

Washington—The War Assets Administration has announced the sale of two receiving-tube plants. One located at Bowling Green, Ky., was sold to the Electra Voice Corp. for \$781,000. The other, located at Tell City, Ind., was sold to General Electric Corp. for \$851,000.

The Bowling Green plant cost the Government about \$1,061,481; the Tell City plant about \$1,032,585. Both were operated during the war by General Electric Corp.

one of the

FIRST!

AM + FM

SIMULTANEOUSLY

KOCS

ON THE AIR

ONTARIO, CALIFORNIA

The Voice of Pomona Valley



"Keep listening WFDF Flint—maybe Hooper call us."

COMPLETE TRANSCRIPTION SERVICE
STATE 5635

Universal

RECORDING CORP.
42nd Floor • 20 N. Wacker
Chicago 6 Ill. Sta. 5635

★ THE WEEK IN RADIO ★

NAB To Launch Public Relations Campaign

By JIM OWENS

NAB mapped out a vast public relations campaign designed to combat criticism of the industry. Association's public relations committee also agreed that stations should be allowed to editorialize "as a constitutional right". . . . Practice of free merchandise plugs on give-away shows opposed by agencies, some of which have been by-passed in deals between advertisers and "brokers". . . . Hearst Radio, WBAL licensee, obtained a temporary injunction against FCC to prevent further action by Commission regarding Blue Book "violations."

Major auto manufacturers are set to launch heavy competitive campaigns before Spring, with some 36,000 dealers reported using radio as well as other media. Ford, Plymouth and Chevrolet said to be heading the popular-priced car group. . . . NBC-Northwestern University Summer Radio Institute is set for Chicago, starting June 23. . . . Ken Baker, NAB research director, challenged Dr. George Gallup's opinion on radio audience-newspaper circulation. . . . Gen. Omar Bradley appointed a radio advisory group to consult with the Veterans Administration. . . . Joseph E. Maddy, president of the National Music Camp of Interlochen, accused James C. Petrillo of "stifling" development of amateur musicians. . . . FCC assignment of license to KGKO, Fort Worth, Texas, dissolved the KGKO Broadcasting Company.

Frequency Modulation Association urged the Radio Manufacturers' Association to develop low-cost receivers to meet the "crying needs" of the public. FMA also announced formation of regional groups which will cover the nation by the end of 1947. . . . AAAA announced establishment of an Export Information Bureau to supply American advertisers with data on foreign media and markets. First markets studied were in Latin American countries. . . . Washington radio and press correspondents vigorously opposed Russian limitation on

foreign reporters to the Moscow confab. Russians want the figure kept down to 20.

WOR celebrated its 25th anniversary with two special broadcasts Saturday. Both shows were two hours long, featured most of station's present and former stars. . . . NAB-RMA joint liaison committee set the week of October 26 as Radio Week for '47. Event will be an annual celebration. . . . No investigation of the FCC, as had been rumored in Capitol circles, will be made at this time, according to Wallace White, chairman of the Senate Committee on Interstate and Foreign Commerce.

State Department's international broadcasting division began regular daily broadcasts to the USSR. Programs are relayed to Russia via three new transmitters in Munich. . . . New contracts between AFRA and WMCA, WINS and WNEW are almost complete, after two months of negotiations. Pacts await formal signing. . . . NBC and WHN signed a contract covering video airing of "Books on Trial" over WNBT for 13 weeks. . . . Universal-International Pictures earmarked \$75-100,000 for radio time in 20 key cities for "The Egg and I". Campaign will extend over a month to six-week period. . . . C. E. Hooper and A. C. Nielsen, research experts, addressed the Radio Execs Club, told industry it had more to offer advertisers than other media. REC expected verbal joust between the research men, but none was forthcoming.

Nat'l Guard To Present Whiteman Show On ABC

The National Guard of the United States will present the "Paul Whiteman Assembly" on ABC as a new public service program starting Wednesday, Feb. 26 at 9 p.m., EST.

Series featuring Whiteman will be aired as part of a nation-wide program of education being launched by the National Guard Bureau of the War Department to bring before the public the importance of its place in the national defense.

Secretary Patterson to Speak

Secretary of War Robert P. Patterson will speak on the initial program to originate in Washington, D. C. Special guests at the show with the National Guard adjutants general from each state. Vocalists on the show will be Mindy Carson, 19-year-old Whiteman protege, and Johnny Thompson, one of radio's top soloists.

The "Now and Then" musical feature, an innovation of Whiteman's, will be continued on this series. After the initial program, subsequent broadcasts will present a tribute to a different state each week.

Melville Ruick is the producer and Norman Rosten, noted American poet and author, the writer. The series was arranged for the National Guard by N. W. Ayer & Son, Inc.

"Richest Gals in the World Are We --- You Can Buy us Both with WMT!"

say the **WMTland Twins**

RIGHT! IOWA has the highest per capita income in the U. S. A. . . . equally balanced between agriculture and industry. WMT, only CBS outlet in Eastern Iowa, blankets these "twin markets" for you.

ASK YOUR KATZ REPRESENTATIVE now for the complete story of WMTland's "twin markets" — 3 1/2 million listeners with spendable, dependable income the year 'round!

Member Mid-States Group

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

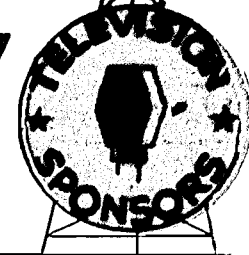
"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire **FRANK STUBBS**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 38

NEW YORK, TUESDAY, FEBRUARY 25, 1947

TEN CENTS

Giveaway Tactics Shown

Three Industry Execs. Elected To IBS Posts

The Intercollegiate Broadcasting System, numbering 58 stations in colleges and universities throughout the country, announced yesterday the election of its first president and vice-president, a move expected to attach a greater degree of importance to its overall operation. Of the officers elected, three are industry executives importantly engaged in network activity.

Dr. Russell Potter, director of the Institute of Arts and Sciences at

(Continued on Page 3)

Elder Resigns ANA Post As Radio Council Chairman

Robert F. Elder, vice-president of Elder Brothers, has resigned as chairman of the radio council of the Association of National Advertisers, it was learned yesterday. Elder, who had held the office for almost the full one-year term, gave as his reason the "pressure of other duties and time."

The Lever Bros. official will continue as a member of ANA executive committee.

Chicago Stations Report Increase In New Business

Chicago—Considerable new and renewal business was reported by WGN for the past week. Renewals include "Crime Files of Flamond," mystery drama, renewed by E. J. Bush & Sons, through George H. Hatman, for 13 weeks effective February 27, and "Old Time Music," Monday through Saturday, renewed

(Continued on Page 5)

Investigating Group

Washington—FCC and other government administrative agencies will come under the scrutiny of a special committee set up by the American Bar Association. Don E. Petty, NAB general counsel, has been named a member of the committee, it was announced yesterday. In addition, Petty will also serve on ABA's national committee on administrative law.

Seeks FM Web

San Francisco—A bill has been introduced in the state legislature by Senator Hugh M. Burns of Fresno County which would allow the establishment of a state owned FM non-political and non-commercial broadcasting network under the State Department of Education. The bill provides for an appropriation of \$1,716,000. Provisions of the bill specify that the broadcasting would be for the purpose of providing educational programs and a radio relay system to meet the needs of the people of the state.

P. & T. Begin Buying Time On 230 Outlets

Some 230 stations throughout the country will be used by Park & Tilford, makers of Tintex tints and dyes, in a three months campaign which kicked off this week with the largest radio budget ever set by P&T in behalf of Tintex. Some markets are still to be signed up for the campaign which will utilize spot anti-

(Continued on Page 5)

Kay Kyser Guest Of NBC At N. Y. Press Luncheon

Kay Kyser, North Carolina's favorite son, told a luncheon crowd at the Plaza hotel in New York yesterday that his 84-year-old mother was his severest critic and listened

(Continued on Page 6)

Stations, Webs, Adv. Council Plan Radio's Red Cross Day

The Advertising Council and broadcasters all over the nation are co-operating in the observance of "Red Cross Radio Day" next Friday, Feb. 28, to be climaxed with an address by President Truman over all four major networks and many independent stations from 10-10:05 p.m., EST. The observance comes on the eve of the month-long annual fund raising campaign by the American Red Cross.

All networks report their sustain-

Method Used By Merchandise Brokers Revealed In Letter To Watch Firm; "Get It Wholesale" Is The Theme

FCC Closes Hearing On 1540 Kc. Frequency

Washington Bureau, RADIO DAILY
Washington—The FCC over the week-end wound up lengthy hearings on the 1540 kc., frequency. The hearing involved six applications for new or improved service on the 1540 kilocycle radio frequency. It was not clear whether more than one can be granted. Two obviously conflicting ones were filed by Roy Hofheinz, Houston, Tex., radio owner, for New

(Continued on Page 8)

WHWL, Nanticoke, Pa. Starts With 51 Sponsors

Nanticoke, Pa.—Launching a new station with 51 accounts on a 52-week basis, Sam Leavitt, general manager of WHWL, Nanticoke, Pa., challenges prophets of gloom who

(Continued on Page 2)

WNBC Sets New Schedule For Saturday Kid Shows

Effective Saturday, March 1, WNBC will offer three and one-half consecutive hours of programs designed especially for children in the

(Continued on Page 6)

An expose of the technique used by merchandise brokers to obtain giveaway prizes for network shows and the fees they exact from the recipients of plugs is contained in a letter relayed to a major New York agency yesterday by a watch manufacturer and in turn released to RADIO DAILY. The offer extended the watch maker by the broker was made direct, with the agency being left out of the deal entirely. This particular manufacturer, incidentally, has been a network advertiser for years.

The letter offered the manufacturer

(Continued on Page 3)

CBS "School Of Air" To Originate In Canada

The CBS "School of the Air" series, heard 5-5:30 p.m., EST., Monday through Friday, will be devoted entirely to programs originated by the Canadian Broadcasting Corp., in its Montreal and Toronto studios during the week of March 3. "Canada Week" is the title given to the new experi-

(Continued on Page 8)

Wildberg Announces Plan For Tele Development

West Coast Bureau, RADIO DAILY
Hollywood—In an interview here, John Wildberg, producer of "Anita Lucasta," disclosed that for the past nine months he has been devoting a

(Continued on Page 6)

KRIO's Problems

Ingham S. Roberts, general manager of KRIO, 1000-watt MBS outlet in McAllen, Texas, has what he claims to be the most dispersed office and studio setup of any 1000-watter. Construction delays were encountered. Since Roberts wants to get started, studios will be in three different locations with business and program offices in still two others.



★ COMING AND GOING ★

Vol. 38, No. 38 Tues., Feb. 25, 1947 Price 10 Cts.

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

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WILLIAM S. HEDGES, vice-president of NBC in charge of planning and development, is back at the network following two weeks of leisure and conferences with affiliates at Ft. Lauderdale, Fla.

PAUL MOWREY, national director of television at ABC, leaving for Uruguay, where he will attend the inauguration of Tomas Berreta as president of the republic. He'll return in about two weeks.

ELSIE DICK, director of women's programs at MBS, returned yesterday from Washington, D. C., where she had spoken at a conference of the U. S. Department of Education. Tomorrow she will address the Cleveland Radio Council on the subject, "Women in Radio."

VIVIAN DELLA CHIESA, soprano, leaves today on a concert tour which will include an appearance in St. Louis and three in Florida.

MEYER DAVIS, orchestra leader, off to Washington, D. C., to arrange broadcasting facilities for his "Hall of Nations" ballroom in the Nation's Capital.

PETER DONALD will return today from Philadelphia. While in the Quaker City, he narrated the second of his current series of film shorts.

HERSCHEL WILLIAMS, director of commercial program development for CBS, is back at his desk following a short business trip to Boston.

EDGAR KOBAK, president of Mutual, and JESS BARNES, vice-president of the web in charge of sales, were "going and coming" over the week-end to and from Florida. The former arrived home from the sunshine state just as the latter trained out for the same destination.

WALTER B. HAASE, station manager of WDRG, Hartford outlet of CBS, is spending several days in New York on station and network business.

MAX MARCIN, writer, producer and director of the CBS show, "Crime Doctor," is expected back today from Florida, where he has been sojourning for the past month.

WARREN WILLIAMSON, president of WKBN, Columbia affiliate in Youngstown, Ohio, is back at the station after having spent a few days in Gotham.

ROBERT ALLISON, producer at CBS, is back from Princeton, N. J., where he attended the institution's Bi-Centennial celebration.

RALPH COLLIER, metropolitan newscaster for NBC and WABF(FM), has returned from agency conferences in Boston.

BILL DOWNS, Columbia network newsman, has left on a business trip to Washington.

LES RYDER, station manager of WCED, DuBois, Pa., is back at the station following a short trip to New York.



NORMAL PRODUCTION

That's molten iron. It's scattering sparks as it pours out during the processing of steel in a Homestead, Pennsylvania plant.

This picture was shot just a few months ago and it indicated "normal production with the end of the coal strike." That's good news.

And we like that word production. At our station it works two ways. It's production in our programming . . . and production in the way we make sales for clients in this 6th largest city.

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

W-I-T-H, the sales-producing station, belongs on that radio list!



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Road

FINANCIAL

(Mon., Feb. 24)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists over-the-counter stocks like Du Mont Lab., Finch Tele Comm., etc.

WINS To Air Orphan Benefit

WINS has scheduled 75-minute broadcast today, Feb. 25, at 11:15 p.m., to originate in Madison Square Garden where stars of stage, screen and radio will entertain for the benefit of the Israel Orphan Asylum. The program will feature Zero Mostel, Alfred Drake, Harry Hershfield, Milton Berle, Henny Youngman and others.

WOR To Carry "Meet The Press"

Mutual network's "Meet the Press," heard Fridays from 10-10:30 p.m., EST, will be heard over WOR at the same time beginning Feb. 28. Program was formerly transcribed by WOR and rebroadcast on Sunday.

WHWL, Nanticoke, Pa. Starts With 51 Sponsors

(Continued from Page 1) claim business is bad. WHWL went on the air last Thursday, with 1,000 watts power on 730 kc., daytime schedule. First day's programming included nine live shows, nine ETs, and 10 15-minute news programs. Station has its own orchestra and plans to increase its schedule of live programming.

Stork News

A daughter, Susan Isabel, was born to Mrs. John J. McKenna, Friday, February 21, at Manhattan's Lenox Hill Hospital. McKenna is director of public relations of McCann-Erickson, Inc. Before retirement in 1944, the mother held a post in the sales department of the Mutual network's New York office.

Rod Mitchell, producer and announcer in the shortwave division of CBS, is the father of a girl born to Mrs. Mitchell Monday at the Woman's Hospital. Baby, which weighed eight pounds, seven ounces, will be named Joy Anne.

WNBT To Present Film On Bell Centennial Day

In commemoration of the 100th anniversary of the birth of Alexander Graham Bell, WNBT will present a special half-hour film titled "Mr. Bell" on the inventor's birthday next Monday, March 3, at 8 p.m., EST.

In Co-Op With AT & T

Presented over the NBC station through special arrangement with the American Telephone and Telegraph Co., "Mr. Bell" features Raymond E. Johnson, and includes Mason Adams, Taylor Holmes, Sara Anderson and Jed Prouty.

Taft To Manage WCTS

Hulbert Taft, Jr., managing director of Cincinnati's WKRC, AM station, has announced the appointment of David G. Taft as station manager of WCTS, Cincinnati's new FM station which starts broadcasting March 1 over channel 245 on 96.9 megacycles. David G. Taft is a member of the Taft family which owns the Cincinnati Time-Star, station WKRC and station WCTS.

Advertisement for WDAS Philadelphia's 780 KC. Includes a graphic of the Philadelphia skyline and text: "Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost."

Advertisement for WHWL 780 KC. Includes text: "NOW ON THE AIR to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area! 1000 WATTS WHWL 780 KC. 'Anthracite's Most Powerful Independent!' Represented by Forjoe"

Red Cross Day Plans Nearing Completion

(Continued from Page 1)

Bandstand," 5:30-5:45 p.m., EST. Quiz shows have scheduled questions concerning Red Cross work and "Give and Take" at 10 a.m., EST., is to duplicate its jackpot prize for donation to the organization.

Gen. A. A. Vandergrift, Marine Corps Commandant, is to discuss the Red Cross campaign on Arthur Gaeth's news commentary via Mutual at 10 a.m., EST., while Assistant Secretary of State John N. Hildring will appear similarly on "Campus Salute" at 12:30 p.m., EST. ABC's "Theater Guild of the Air" on Sunday, March 2, at 10 p.m., EST., has rescheduled a talk by Joseph C. Grew, chairman of the Red Cross fund raising campaign.

N. Y. Stations to Participate

Participation by the local New York City stations is being arranged this week and plans have been set for news and commentary shows on WCBS, WNBC, WJZ and WOR. In addition, a series of seven quarter-hour transcriptions with Helen Hayes as narrator is being aired, or will be, by WMCA, WINS, WEVD and FM stations WMGM and WGYN. Another quarter-hour transcribed series, recorded by the cast of "One Man's Family" will be carried by WNYC, WBNX and FM station WABF.

WBYN in Brooklyn has arranged a pickup from Borough Hall from 12:12:30 p.m., Feb. 28, when the formal opening of the drive takes place. Program will feature Borough President John Cashmore, Jinx Falkenburg, Morey Amsterdam and the Fort Hamilton band.

Admirals Halsey, Hodges, Ingrid Bergman On WNYC

As a public service feature "Musical Caravan" will help launch the 1947 Red Cross Drive, Tuesday, March 4 (WNYC 8:00-8:30 p.m.). Ingrid Bergman, Admiral William A. Halsey, Jr., and General Courtney H. Hodges will present fund-raising appeals in behalf of the American Red Cross. "Musical Caravan" is a recorded program.

Agent's Letter Tips Tactics In Promotion Of Giveaways

(Continued from Page 1)

turer three plugs a week on "Hollywood Jackpot" via CBS in return for three watches and a fee of \$150. The broker pointed out that this program costs the sponsor, Whitehall Pharmaceutical Company, over \$26,000 a week but that the watch maker could "get the same publicity and advertisement for only three watches and \$150 a week on the very same show." Thus the broker, in addition to seeking fees for free merchandise plugs, tended to belittle spot radio business by using the "we can get it for you wholesale" approach.

The letter sent to the watch maker read as follows:

"As you probably know, spot radio (shown by all recent surveys) is the most effective type of advertising and promotion at the present time. Need I point out how Bulova Watches built their business by using spots. Spot radio is also very expensive. However, we offer you a chance to accomplish spot radio for almost nothing.

Details Value of Plug

"We offer you a chance to have your superior product plugged over one of the greatest networks with audiences measured in millions. The program is 'Hollywood Jackpot'. This is an audience-participation show sponsored by Kolynos and Anacin on the basic CBS network from 4:30 to 5:00 p.m., Monday, Wednesday and Friday. The program is a combination quiz and comedy show. The comedy is furnished by Kenny ('Senator Claghorn') Delmar and the quiz consists of questions about motion pictures, motion picture personalities, motion picture music and the glamor of Hollywood.

"The format of the program lends itself to the presentation of a limited number of gifts to the four or five contestants. These gifts are described in a flattering, third-person recommendation mentioning their trade name and manufacturer.

Cites Fees Requested

"We would like to present your... three times a week. We will furnish all material for publicity and advertising tieups. We charge a sum of

\$50.00 per broadcast for the air mention and other services.

"This show costs the sponsors over \$26,000 a week. You can get the same publicity and advertisement for only three watches and \$150.00 a week on the very same show.

"This is really a chance of a lifetime. I hope we can get together and discuss the arrangements very soon."

"Hollywood Jackpot" is produced by Show Productions, Inc., a subsidiary of Dancer-Fitzgerald-Sample. According to an executive of the production firm, George Kamen was engaged, without fee to the producer or sponsor, to supply prizes to be given away on the show. Kamen also has arrangements with three other network shows—"Queen For a Day" and "Heart's Desire" on Mutual and "Quiz Kids" on NBC.

"Hollywood Jackpot" on CBS gives away five or six prizes a broadcast to audience participants and offers a jackpot every day. In addition to smaller prizes such as jewelry, stockings, hand bags, irons and toasters, the big loot consists of refrigerators, stoves, washing machines and radio-phonograph combinations.

Three Industry Execs. Elected To IBS Posts

(Continued from Page 1)

Columbia University, was elected president, and Roger Clipp, general manager of WIP, Philadelphia, was elected vice-president. Two other industry execs elected are Judith Waller, director of public service, NBC-Chicago, as secretary; and Guy della-Cioppa, assistant to the chairman of the board of CBS, as treasurer.

All officials are elected for a term of one year, and were formerly members of the board of directors of IBS. The Intercollegiate Broadcasting System is six years old, and operates outlets on a minor network basis in colleges throughout the country. During 1946, the network added 33 stations, more than half its original lineup, with further expansion due this year.

Named WGAR Treasurer

G. A. Richards, president WGAR, Cleveland WJR, Detroit, KMPC, Los Angeles announced election of Elmer Krause as treasurer WGAR following recent directors meeting. Krause was formerly assistant treasurer. P. M. Thomas who held dual positions of secretary-treasurer is retaining position as secretary of WGAR.

agencies

Are You Looking For A Summer Tonic?

You know how good a crisp, cool, crackling drink tastes in the dog days. Why not give your summer audience the same refreshment—30 minutes of sparkling music and bubbling laughs distilled from such effervescent elements as Earl Wrightson, Eileen Farrell, and Tom Jones conducting Al Goodman's Orchestra? All this laced together by the dry, spicy humor of Melville Cooper and you have a perfect blend of zestful entertainment. Sound Good? It does! Call our Radio Department and you can hear for yourself.

NATIONAL CONCERT AND ARTISTS CORPORATION

Radio Department
711 Fifth Avenue New York 22, New York
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Now Celebrating

TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA

1927 1947

KXO EL CENTRO CALIFORNIA
SEE RAYMER

WGN's FM Station Extends Broadcast Time

Chicago—WGN's sister FM station, WGNB, will expand its broadcasting schedule to 12 hours a day on March 1, it is announced by Marion Claire, director of the station. Five hours of programs a day will be added and from the present schedule of 3 to 10 p.m., will be changed to 11 a.m. to 11 p.m.

The FM audience in WGNB's service area has shown a rapid growth, according to Miss Claire. Prior to the war there were approximately 50,000 FM receivers in local homes in the Chicago area, she states, and post-war sets installed total 15,000.

CHICAGO

BY NAT GREEN

JOHNNY OLSON, emcee of "Ladies Be Seated" on ABC, and his wife Penny are honored in the February issue of Mr. and Mrs. magazine as "Mr. and Mrs. of the Month," in a page and a half article.

Frank B. Falkner, WBBM general manager, is spending a few days at KMOX, St. Louis, on business.

Starting this week The International Program, presented Thursdays on WGNE, FM station, will be re-broadcast into the classrooms of Chicago public schools over the Board of Education FM station WBEZ.

The names of Ransom Sherman, Joe E. Brown, Jack Kirkwood and Ray Bolger were considered to fill the Don McNeill spot while Don vacations for two weeks starting February 24, but Walter O'Keefe was the final choice. O'Keefe arrived Feb. 21 from the West Coast.

First Chicago politician to carry his campaign for re-election to television is Alderman Bertram B. Moss, who appeared on WBKB Monday (17) and with charts, maps and photographs showed his first term accomplishments.

"America's Town Meeting of the Air," radio forum, will originate from the Civic Opera House here on April 3. Subjects and speakers have not been announced.

When ABC's "Breakfast Club" cast arrived in Oklahoma City Saturday for their broadcast from the Municipal Auditorium, they were met at the station by the city's leading officials, including the fire chief, who placed his car at Don McNeill's disposal for the entire stay. The cast rode fire trucks to the hotel and later to the auditorium, where they played to a capacity audience of 11,000.

Stations Co-operate On Civic Program Plans

Philadelphia—Perfect co-operation between big network and local independent radio stations was demonstrated yesterday between WCAU and WSNJ, Bridgeton, N. J., when WCAU honored the South Jersey industrial center on its "looking ahead" series. WSNJ broadcast spots urging Bridgeton residents to tune into WCAU for this salute to communities' program arranged through the co-operation of the Board of Trade and social studies classes of Bridgeton high school. WSNJ by means of a recording rebroadcast the program in its entirety at 10:45 a.m., Monday for the benefit of those who missed the Sunday airing.

PLANNED PROGRAMS, NOT CANNED PROGRAMS.

COMMERCIAL PROGRAM SALES
1440 Broadway, N. Y. PE 6-8600



California Commentary. . . !

• • • Al Jolson will be guest star on the Eddie Cantor Show March 6, and the two old-time friends and rivals, in the theatrical world, are whipping up a program that should be tops for nostalgic music and fun. Al, whose life story, "The Jolson Story," has been cracking box-

Los Angeles

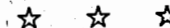
office records, will probably have some cracks about Cantor's proposed life story for the screen, which has been rumored lately. Eddie was kidding Al about Larry Parks being a better Jolson than Jolson. "Wait until we see young Cantor on the screen," Al replied. "I presume you will have Butch Jenkins in the role." A sign reading "Cleveland Indians Training Camp," decorates Bob Hope's dressing room at Peverlymount, while a few doors East Bing Crosby's dressing room has a "Pittsburgh Pirates Training Camp" sign. Of course, sport fans know Bob and Bing are part owners of the Cleveland and Pittsburgh baseball clubs, respectively. Helene Burke, one of the most beautiful members of the radio colony and who was known as "The PhonoCord Girl" before going to Sweden to join her husband, Captain Bob Robb, who was military attache at the American Legation, has returned to Hollywood with Captain Robb and will resume her radio career.



• • • The new Tony Martin show for Texaco, hitting its initial stanza on March 30 on CBS, is the talk of Radio Row, with Bob Hope set to start off a series of guest stars with the popular singer. The show's musical variety format is expected to prove an ideal showcase for Tony's vocal efforts. Following the Bob Hope guest shot, a number of other stars will also appear from time to time, in addition to the regular weekly guest singer, Jimmy Starr, Hearst columnist and amusement editor of the Los Angeles Herald-Express, will guest on the Judy Canova show March 1, presenting Miss Canova with the Jimmy Starr Daily Diary award for 1947 to honor her versatility in comedy and song. Exploiteer Nate Krevitz held a screening of "The Jolson Story" for record dealers and radio jockeys in Portland, Oregon. He was told to expect only 50 per cent of those invited, but, instead, those invited, invited others and an extra screening room had to be provided at the last minute to handle two overflow crowds.



• • • The Cardinal Company, a transcription producing organization, with headquarters at the 6000 Sunset Radio Center, has installed the first electric pipe organ made by the Wurlitzer Company. To celebrate the installation of the organ, Ivan Ditmars, well known organist, who is vice-president of Cardinal, invited 30 fellow organists and they took turns playing the organ. Mickey Phillips is waxing a novel dramatic show. Charles Levin, free-lance press agent, formerly with CBS, had his right elbow badly cut when hit by an auto hoist at a gas station. Composer and musical director Jack Meakin wants to know what good a copyright is when constant radio plugging can so quickly make a song public ptomaine. Wedding bells rang Feb. 16 for Phyllis Schneider, sister-in-law of James Roosevelt, and Dick Pittenger, partner of Al Rackin, the publicity man.



• • • Evelyn Barrows, free-lance actress and wife of John Craven, stage and screen player, did a nice job of pinch-hitting on a recent Alan Young show. Penny Singleton, title star of the "Blondie" show, was honored by Jimmy Fidler on a recent broadcast for having employed a legless veteran Wave as her secretary, after Penny's former secretary resigned to be wed. Sidney Miller, of the "Maisie" show, learned this week that his tune, "There's Them What Do," will be recorded for Capitol Records by Bobby Sherwood's orchestra. Bill Gargan, star of "I Deal In Crime," stepped out of his detective character recently to cut a series of religious records for fathers of Catholic Dominican order.

SOUTHWEST

THE Gonzales Broadcasting Co., has been tentatively authorized to operate a new standard broadcast station at Gonzales by the FCC. New station will operate with 250 watt full time on 1450 kilocycles.

The FCC has denied the applications of Charles Balthrope, manager of KABC, San Antonio, and The Express Publishing Co., of San Antonio, operators of KYFM for a new standard broadcast station at San Antonio. Both were seeking the former facilities of KABC, which operated with 250 watts on 1490 kilocycles.

Work has been started on the tower of KGBS, Harlingen which will be used for both AM and FM operation. KGBS-FM is expected to take to the air on April 1 according to Tom McDaniel, general manager.

"Meet Mr. Griffin" is the title of a new audience quiz show being aired over KRLD, Dallas each Tuesday for a half hour. Program is heard from the service department of the B. E. Griffith Co., auto dealer which is the largest covered garage in the state, large enough to seat about 10,000 people. Bill Hightower is "Mr. Griffin" who asks the questions; his assistant is Malcom Kinney, originator of the program and John Hicks is KRLD production man. Program has the novel twist in that the person who answers a question correctly receives a cash award and if he has spent any amount of money with the sponsor during the past 30 days receives that amount back. On a recent program a contestant won \$1,398.03. Of this amount \$20 was the amount of the question, the remainder was the price of a new car the contestant purchased.

Among the new sponsors of the WFAA, Dallas "Early Birds" program are Wood Manufacturing Co., makers of work clothes, and Ballard and Ballard, bakers of oven baked biscuits. Program is the oldest early morning show of its kind in radio. Ken Lowell is master of ceremonies.

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

Chicago Outlets Report Temp In New Business

(Continued from Page 1)

Consolidated Royal Chemical Co., through O'Neil, Larson & McCon, for 13 weeks effective March

WGN business includes Morrell & Co., through Henri, & McDonald, 16 station break announcements for Red Heart dog for four-weeks, effective March Judson Motor Car Co., through Ke, Smith, French, Dorrance, 12 described spot announcements on "er's Spotlight," for two weeks, effective February 24; Birk Brothers Advertising Co., through Engel Advertising, Inc., transcribed dramatic series "Murder at Midnight," Fridays, 13 weeks, effective March 7; Marshall Kennelly, democratic candidate for mayor, four weekly 15-minute campaign talks under sponsorship of Independent Voters of Illinois, starting March 10; Park & Tilford Co., (Tex), through Charles M. Storm, Inc., three weekly participating announcements in "Baker's Spotlight," seven weeks, effective March 3, Kannengiesser & Co., (Kanana na Flakes), through John A. Meran, Inc., three weekly spot announcements on the June Baker program for 26 weeks.

FM Business Announced

WGN's FM station, WGNB, has signed a 52-week contract from Leeds Seventy Shop, florists, for a 15-minute weekly program, "Trio of Melody," to be heard every day at 6:15 p.m.

Station WMAQ had a brisk business week, it was announced by Oliver Morton, manager NBC national sales department. The Schoenberger-Edelweiss Co., (Edelweiss) ordered the 5-5:30 p.m., Saturday spot for 52 weeks beginning March 15 and renewed the Frank Per show (four-a-week, 10:30-11:30 p.m.) for 52 weeks, effective March 10. The new Saturday program, not yet titled, will feature Don Per with news, sports and recorded music until opening of the racing season in Chicago. During the racing season Elder will broadcast the horse races at Arlington and Washington Park on an exclusive basis.

Donley Recovering

Mansfield, Ohio—Harold B. Donley, manager of the Home Radio Division of the Westinghouse Electric Corp., has been released from the Mansfield Municipal Hospital where he has been recovering from serious injuries sustained in an automobile accident in Mansfield.

★ AGENCY NEWSCAST ★

LARRY NIXON, assistant director of public relations for Pan-American World Airways and F. Darius Benham, founder of the Circus Saints and Sinners, announce a new public relations firm with offices at 292 Madison Avenue, New York. The new organization is successor to F. Darius Benham and Associates, one of the oldest public relations organizations in the city. Nixon has been engaged in public relations work for a number of years and is widely known in transportation and industrial circles, both as publicist and author. Harris Samonisky, former Wilmington, Del. city editor, will be associated with the new concern.

RUTH BRADEN, president of WBSR, Pensacola, Fla., the American network's outlet in that city, has appointed Radio Advertising Company as their national sales representatives effective at once. The station began operations Sept. 26th.

HAL KNUTSON, former Milwaukee, Wisc. advertising man, having recently completed four years with the Army Air Force, has been added to the production department of Allied Advertising Agencies, Los Angeles office.

ETHEL MERKLEN, who has been with the R. T. O'Connell Co., New York for the past six years, has been made creative director.

ERNEST BAUER, head of the public relations firm of Ernest R. Bauer Associates, announces the creation of the National Bureau of Radio Relations, with Offices at 152 West 42nd Street, New York.

KIRBY KATZ has joined the Philadelphia office of The Hutchins Advertising Company as an account executive and member of the creative staff. During the war, Katz served as promotional man and assistant managing editor of The Leatherneck, magazine of the U. S. Marines. Prior to that, he was affiliated with The Biow Co., New York.

WILLIAM N. DAVIDSON has resigned from the station relations department of American network to join the radio department of Benton & Bowles, Inc.

RUSS CUNNINGHAM, formerly on the Chicago editorial staff of Prairie Farmer and in the advertising agency business, has joined the farm service staff of Mitchell-Faust Advertising Company, Chicago.

HON. ROBERT RAMSPECK, former Congressman and now executive vice-president of the Air Transportation of America, will be guest-speaker at the regular Celebrity Luncheon of the Advertising Club of New York, Feb. 26, 12:30 p.m. His subject will be "Wings for Words."

Plan Course Of Study In FM For Dealers, Service Men

San Antonio, Tex.—The Mission Radio Co., local wholesaler, has scheduled the first of a series of meetings to be held monthly for radio dealers, service men and jobbers. The meeting this week will be devoted to FM broadcasting and receiving. Charles "Bud" Lutz, manager of KYFM will address the group on the techniques of FM broadcasting.

A. D. Massey, Westinghouse electrical engineer is also scheduled to talk to the group. Among the problems to be discussed is the proper installation of FM receivers, FM antennas and proper alignment of FM receivers in their servicing by repairmen.

The dealers will be given a demonstration of FM broadcasting through a special half hour program to be aired by KYFM and directed at the meeting, which will follow a supper at La Vallita.

'Stardust Time' Sponsored

"Stardust Time," weekly quarter-hour show which made its debut over WOR Sunday, Feb. 23, at 10:45 a.m., is sponsored by Stardust, Inc., makers of slips, bras, panties and blouses. Program format consists of popular music with actress Nancy Douglas interviewing celebrities. Agency is Norman D. Waters & Associates.

New Tele Film Projector Introduced By RCA Labs.

Camden, N. J.—Introduction of a new RCA 16mm film projector, specially designed for operation with a television camera and facilitating the use of newsreels, a wide variety of short film subjects, and film commercials for low-cost video programming, was announced this week by W. W. Watts, vice-president in charge of RCA engineering products dept.

New projector is an adaptation of an RCA 16mm sound motion picture projector, and has been modified to project pictures onto the "mosaic" of a pickup tube in a television camera where the varying light values of the moving pictures are translated into video signals for transmission.

P. & T. Begin Buying Time On 230 Outlets

(Continued from Page 1)

announcements and five and 10 minute programs. The latter are to be produced by local stations and in most cases the sponsor will buy sustainers that are already on the air. Charles M. Storm Co., of New York is placing the accounts for P&T.

Contracts for the Tintex campaign have been placed in New York with WOR and WNEW and more metropolitan stations may be added. The two already signed are carrying spot announcements. Some contracts will run for 13 weeks while others will be effective for 10 weeks. The Tintex drive is also using newspapers, trade publications and point-of-sale material.

Mich. Theaters Abandon Radio Cash Giveaway Plan

Detroit—Michigan ITO voted to discontinue the radio tieup which was announced several weeks ago. Idea was cash giveaway with all theaters participating, the announcements being timed to come over the air to all houses at the same hour. Sixty houses were expected to participate. However, opposition of other theater owners in the territory to the idea was made manifest, and the spokesman said that the organization decided to give up its plans, although still contending the idea is legal, because of desire for industry harmony.

Merdian To Manage WPIT

Pittsburgh—John L. Merdian has been appointed general manager of Radio Station, WPIT, here, it was announced by John L. Laux, managing director of the Friendly Group Stations: WPIT, Pittsburgh, Pa.; WTSV, Steubenville, Ohio; WFPG, Atlantic City, N. J.; and WKNY, Kingston, New York.

Merdian's appointment as general manager of WPIT became effective February 1st. WPIT will operate on 730 kilocycles with 1,000 watts. Plans call for WPIT to be on the air in April. WPIT is the sixth and first new station in Pittsburgh since 1932.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

TOOGOOD RECORDING CO.

149 N. LA SALLE ST. CHICAGO 1, CENTRAL 5275

NOW READ THIS!

If it's in radio or sales promotion—can do. Executive in transcription company seeks change.

RADIO: (Live and Transcribed) Prod., Direct., Announ., Writing.

SALES PROMOTION: Direct mail, Brochures, Presentations, Campaigns.

Unlimited supply of initiative and creative ability. Free to travel. Write:

Box No. 317, RADIO DAILY
1501 Broadway New York 18, N. Y.



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—147 West 44th Street, New York 18, N. Y.

PROMOTION

Book Match Passout

The promotion department of ABC's central division (Chicago) is distributing personalized book matches bearing the message "Don't forget, Drew Pearson now at a new time, 5 p.m., Sunday, WENR" to radio editors of local newspapers and trade papers. The message is carried below the name of the individual editor. Match cover is red, printing in blue. The distribution is part of WENR's activities in connection with a contest currently sponsored by the William H. Weintraub advertising agency to remind editors of the Pearson time change.

Old Record Auction

Sammy Taylor, disc jockey on KWJJ, Portland, Ore., introduced a new twist in fund raising during the recent March of Dimes campaign which may be applied to any community charity drive. Taylor with the aid of a commercial auctioneer worked up a program in which old phonograph records—collectors items—went to the highest bidders with the proceeds going to the March of Dimes. Some records sold as high as \$15 and \$20 and a total of \$850 was raised for the fund.

WNBC Sets New Schedule For Saturday Kid Shows

(Continued from Page 1)

Metropolitan area at a time considered to be the most convenient for them, 8:30 to 12 noon, it was announced yesterday by D. L. Provost, station's program manager. To do this, station is tying in four new shows with four already on the NBC network, and is scheduling them to follow the chronological age group, from pre-teen to teenagers.

Schedule is as follows: 8:30-9 a.m., Songs for Children by Frank Luther; 9-9:30 a.m., "Triple B Ranch" with Bob Smith in a new audience participation show for youngsters. Program has a Wild West background; 9:30-9:45, "All Aboard for Adventure," produced by NBC Radio Recording Division in conjunction with the joint radio committee of the Congregational, Christian, Methodist and Presbyterian USA Churches; 9:45-10 a.m., "WNBC Saturday Stamp Club," with Walter Law, co-emcee with Harry Lindquist, editor of Stamp Magazine. From this point on the four NBC network shows follow: 10-10:30 Adventures of Frank Merriwell; 10:30-11 "Archie Andrews; 11-11:30, "Teentimers Club"; and 11:30-12, "Smilin' Ed McConnell and His Buster Brown Gang."

KFWB Flash News

Los Angeles—Five minutes after the explosion at the O'Connor Electro-Plating plant in Los Angeles, the news was on the KFWB flashcast at Hollywood and Vine. The news flash attracted the biggest crowd since the World Series news.

NETWORK SONG FAVORITES

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

Survey Week of February 14-20, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
All By Myself.....	Berlin
Among My Souvenirs.....	T. B. Harms
And So To Bed.....	Famous
Anniversary Song.....	Mood Music
(I Love You) For Sentimental Reasons.....	Duchess
Girl That I Marry, The.....	Berlin
Guilty.....	Feist
How Are Things In Glocca Morra.....	Crawford
I Tipped My Hat And Slowly Rode Away.....	Robbins
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
Managua, Nicaragua.....	Encore
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Old Lamp-Lighter, The.....	Shapiro-Bernstein
Ole Buttermilk Sky.....	Burke & Van Heusen
Open The Door, Richard.....	Duchess
September Song.....	Crawford
So Would I.....	Burke & Van Heusen
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
That's The Beginning Or The End.....	ABC
This Time.....	Dorsey Bros.
What Am I Gonna Do About You.....	Paramount
You Broke The Only Heart That Ever Loved You.....	Chappell
You Can't See The Sun When You're Crying.....	George Simon
Zip-A-Dee Doo-Dah.....	Stanly-Joy

Wildberg Announces Plan 'Bob Elson On Century' Set For 2 N. Y. Stations For Tele Development

(Continued from Page 1)

major portion of his time to the study of television. From the viewpoint of entertainment, Wildberg feels that his theater background is going to be a big advantage in this new medium—much more important than a movie or radio background would be, since the problems of the theater such as directing, writing, lighting, makeup, etc., are so much closer to those of television than are those of radio or the films. He is not concerned with the technical side of television in any way—is only interested in seeing that better programs are presented than are too frequently seen at the present time. He feels that too many programs today are put together by engineers, mechanics, and other people who should be concerned only with the technical side of television, and Wildberg intends to use some showmanship for a change. Particularly, he is working on the integration of commercials into his shows, so that they will be entertaining in themselves rather than those which the radio listener is

Krank's shave cream transcribed program, "Bob Elson On the Century," now is heard nightly on two New York City stations started Feb. 24. WHN is broadcasting the show from 6:30-6:45 p.m. Elson's interviews with travelers on the Twentieth Century Limited are heard on WOR five nights weekly at 6:15 p.m. with the contract just renewed for a year. WHN and WOR will not use the same transcriptions on any one day. The shave cream account is handled by Arthur Meyerhoff agency in Chicago. The Elson WJZ series has been dropped by the sponsors.

used to. He has formed the John Wildberg Television Corp., with offices in New York City, and has a staff of writers, directors, producers, etc., working full time preparing television shows. The first sponsored show—two hours a day, five days a week—will commence about April 1st. The firm has a tie-up with one of the largest film libraries, with which he is working very closely in the development of some of his future programs.

NEW BUSINESS

Yankee Network, Boston—The son's Spa this week signed with Yankee to sponsor a 52-week program titled "Breakfast at Thompson's Spa." The show will feature Bill Hahn, Yankee announcer who will quiz various patrons of Thompson's as they eat their morning meal. The program will be on Tuesdays, Thursdays, and Fridays, over WNAC at 7:30 a.m. The show is Arthur W. Sampson Co., Inc. Adams & Swett Cleansing (Arabian Coffee Co. have signed to sponsor the morning editions; "Tello-Test" quiz show, heard daily mornings over WNAC. The show will sponsor on Tuesdays and Thursdays while Adams & Swett will sponsor on Mondays, Wednesday, and Fridays at 9:15 a.m. Agency for Adams & Swett is Alley & Ards.

Paines of Boston has signed to sponsor a series of Sunday night programs featuring the music of King and his ork. Louise M. Yankee personality, will handle commercials each Sunday evening 52 weeks over WNAC, from 10 p.m. to 11:00 p.m. Agency is C. Dowd.

Kay Kyser Guest Of NBC At N. Y. Press Luncheon

(Continued from Page 1)

to all of his "College of IV Knowledge" broadcasts on NBC. Kyser, honorary guest at a luncheon given by NBC, the Bates agency and his sponsor, cited an example of his sponsor's criticism. He said "Mom I carried the conversation Gertrude Neisen a bit too far other night." She really had the defensive."

Soft voiced southerner who took the mantle of success gracefully called the break in days of his program on WGN, Chicago, from Blackhawk restaurant, and his association with Lou Cowan's Quiz Kids producer. He said they were dispensing corn then and same corn grows now."

Among those who gathered to honor Kyser in the Crystal Ballroom at the Plaza were Niles Travis, president of NBC; Clarence M. Brown, vice-president and program director; Ted Bates of the Ted Bates agency; Sydney Eiges, NBC press agent; and J. Edgar Gaines, manager of WNBC.

New Television Screen

Perfection of a new type of fibre glass screen for use in television was announced last week by Herman Gluckman president of the Nu-Screen Corporation in association with the Sparks-Walton Company of Jackson, Michigan. The organization is the developer, manufacturer and distributors of a new type of concave, convex, motion picture screen made of fibre glass.

NAMES MAKE NEWS

Editorially, Radio Daily's 1947

RADIO ANNUAL

will have the privilege of presenting the most interesting list of name contributors in the history of the RADIO ANNUAL.

The Names Include:

CHARLES R. DENNY

Chairman of the F.C.C.

BRIG. GEN. DAVID SARNOFF

President of R.C.A.

JUDGE JUSTIN MILLER

President of N.A.B.

FREDERIC R. GAMBLE

President of the Four A's

STAN LOMAX

President, Sports Broadcasters

H. V. KALTENBORN

Dean of American Commentators

A One Year subscription to RADIO DAILY (260 Issues), includes a complimentary copy of the 1947 RADIO ANNUAL.

(Forms Going To Press Daily)

FCC Closes Hearing On 1540 Kc. Frequency

(Continued from Page 1)

Orleans and by the Bayou Broadcasting Co., for Baton Rouge, La. Hofheinz contended that the Bayou application was made for the sole purpose of keeping him out of New Orleans. Hofheinz is also president of FMA.

Other applications for the 1540 frequency are Patroon Broadcasting Co., Albany, N. Y.; Texhoma Broadcasting Co., Durant, Okla.; Eastwest Broadcasting Co., Fort Worth, Texas, and Galveston, Texas Broadcasting Co. Station KXEL, Waterloo, Iowa, the only station now authorized to broadcast at night on the frequency, has requested that its authority be continued.

New FM Grants And CP's Announced By Commission

Washington Bureau, RADIO DAILY

Washington—FM conditional grants were awarded to five applicants, and another eight were granted FM construction permits yesterday by the FCC.

Conditional grants were given to the following:

San Mateo County Broadcasters, San Mateo, Cal.; Okla Press Pub., Co., Muskogee, Okla.; WLEU Broadcasting Corp., Erie, Pa.; W. Wright Esch, Daytona Beach, Fla.; Wichtex Broadcasting Company, Wichita Falls, Texas.

The following were authorized construction permits:

The Tribune Co., Tampa, Fla.; Evansville On the Air, Inc., Evansville, Ind.; the Gazette Co., Cedar Rapids, Iowa; Stephens Broadcasting Co., New Orleans, La.; Neptune Broadcasting Corp., Atlantic City, N. J.; Spartanburg Broadcasting Co., Spartanburg, S. C.; Variety Broadcasting Co., Dallas, Texas; Larus and Bro., Co., Inc., Richmond, Va.

To relieve FM class B channel limitations in several California areas and to provide a class B channel for Santa Cruz, the following changes were made by the FCC in the tentative allocation plan:

Delete the following channels in cities mentioned:

Monterey, 271 and 273; Fresno, 272 and 274 and 276 and 278; Tulare, 242 and 244; Visalia, 240.

Add the following, Salinas, including Monterey, Santa Cruz and Watsonville, 272, 274, 276, 278, and 280; Fresno, 228, 240, 242, and 244; Tulare, 248 and 250; Visalia, 246.

Send Birthday
Greetings To —

February 25

Ellis Andres Jack McNally
Victor Bay Ranny Weeks

COAST-TO-COAST

— PENNSYLVANIA —

PITTSBURGH—The annual Red Cross show which gives instructions to field workers will be carried by KDKA, Feb. 27. . . . Lois Crawford has been added to the WCAE continuity staff. . . . International Harvester Co. has booked Slim Bryant and the Wildcats, featured on KDKA's farm broadcasts, for 30 promotional shows. . . . **LEBANON**—Willis Heagy has been added to the WLBR engineering staff. . . . **PHILADELPHIA**—Arthur Schofield succeeds William Rambo as KYW advertising and sales promotion manager. . . . New general manager is Robert E. White.

— NEW HAMPSHIRE —

MANCHESTER—WFEA's "Sunshine and Shadows" working with the Salvation Army and Veterans Administration in reporting needy families whose stories are told by announcer George Christie. . . . **CONCORD**—Local car dealer will sponsor broadcast of the State's Interscholastic Basketball Tourney with Ralph Fenno handling the play-by-play over WKXL. . . . **PORTSMOUTH**—Ken Dolan of the WHEB engineering staff is receiving congratulations on the birth of daughter, Patricia Margaret.

— OREGON —

PORTLAND—It's a nine-pound daughter for Wayne Roberts, KGW announcer. . . . C. Robert Zimmerman, KGW choral director, rehearsing the Portland Symphonic Choir for a March 30th presentation of Mozart's "Requiem" at the City's Public Auditorium. . . . Mayor Earl Riley has named Johnny Carpenter, director of special events at KOIN, a member of the city's traffic safety commission. Carpenter will serve as chairman of the commission's public education committee.

— MASSACHUSETTS —

WORCESTER—The Larus Bros., makers of Alligator Cigarettes, will sponsor the 7 ayem WTAG local news bulletin . . . new additions to the WTAG staff are Louise Jorjorian, transcription dept., and Barbara Pierce, publicity-promotion dept. . . . WAAB is presenting "Agriculturally Speaking" under the supervision of the Worcester County Extension Service. . . . **PITTSFIELD**—Lucien E. Dumont has been appointed program director of WBEC, which goes on the air mid-March.

— CANADA —

CORNWALL—The Cornwall Board of Trade is sponsoring a weekly discussion program each Friday evening over CKSF. . . . "Music I Like" new weekly series invites a local citizen to pick a half-hour of musical selections and state briefly why he prefers that type of music. . . . **VANCOUVER**—CKWX has set this week for a "Courtesy in Business" campaign. Campaign on the air will be augmented by tie-ups with civic organizations, etc. . . . CKWX which increased power from 1000 to 5000 watts recently, has climaxed an extensive promotional campaign with a set of singing station calls which play up the "five times more powerful" line.

— MICHIGAN —

DETROIT—WJR aired two special pickups Feb. 18, from Altoona, Pa., as part of their coverage of the Pennsylvania Railroad's "Red Arrow" wreck. . . . J. B. Carr Biscuit Co. has purchased 15-minutes to air a special transcribed musical variety show featuring Johnny Desmond. . . . "Your Congress" new WJR show, featuring Congressmen in a 15-minute report to the people of Michigan. . . . **LANSING**—Robert F. Innes, director of traffic and continuity, died at his home Feb. 15 after a year's illness.

— TENNESSEE —

JOHNSON CITY—Berney Burleson, upped to WJHL program director. . . . Mary Ann Speed added to the continuity staff. . . . Mort Millikan named Continuity Chief. . . . Ed Cowell designated Chief announcer. . . . **MEMPHIS**—John Flood has been named to WHBQ's newest position, that of Production Manager. . . . Dick Doyle, formerly with WELO, has joined the WHBQ announcing staff.

— MISSOURI —

ST. LOUIS—C. I. Thomas, general manager of KXOK, has been appointed to the Liaison Committee to study the possibilities of a World's Fair in the City in 1953. . . . Rush Hughes, Harry Renfro, and Elmer Muschany, KXOK executives will participate in the annual Radio Conference to be held at the University of Oklahoma, Feb. 27. . . . **KANSAS CITY**—Anne Hayes, director of women's activities for KCMO was presented the Brotherhood of Children Award for 1946 by the Foster Parents' Plan for War Children.

— ARIZONA —

PHOENIX—Carl Kent has joined the KTAR announcing staff. . . . Bill Harvey, commercial manager, is back at work after a siege of laryngitis. . . . Paul Hughes, KTAR announcer, spoke before state convention of the League of American Penwomen. Hughes' subject was "The Novel," of which he has had two published. . . . Dick Heath and Dick Gilbert, president and program director of the Sun Country Broadcasting Co., respectively, have received invitations from H. V. Kaltenborn, president of the Twenty-Year Club of Radio Pioneers, to attend the first meeting of the club on April 11. . . . John A. Nelson has been added to the program department staff of the Sun Country Broadcasting Co.

Transit Group To Sponsor MBS' "Bulldog Drummond"

American Transit Association will sponsor Mutual's "Adventures of Bulldog Drummond" (Fri. 9:30-10 p.m.) effective Feb. 28, it was announced by Jess Barnes, vice-president in charge of sales. ATA, which is comprised of many leading transit groups throughout the U. S., will drop sponsorship of "Spotlight On America" which it bankrolled since last July, effective Feb. 21.

CBS "School Of Air" To Originate In Canada

(Continued from Page 1)

ment in international educational broadcasting.

The March 3 program is called "World Neighbors," a dramatic story about democratic living in Canada while listeners on March 4 will hear the favorite English and French-Canadian folk songs, along with music of contemporary composers of the Western Hemisphere's largest country. "March of Science" on March 5 based on the mineral, asbestos product found in Canada which proved invaluable in fire prevention. The March 6 program, "Tales of L. Hemon's novel of pioneer Canadian life, "Maria Chappelaine." Script written by Len Peterson of Toronto with characters portrayed by Canadian radio artists. McGill University students will participate in March 7 broadcast and discuss question, "Should the St. Lawrence Waterway Be Completed?"

Y. And R. Staff Changes Announced On West Coast

West Coast Bureau, RADIO DAILY

Hollywood—Robert J. McAndrews, NBC advertising and promotion manager western division, will leave Young and Rubicam, Inc., Bureau of Industrial Service, in Hollywood, March 1st according to an announcement made by Milt Samuel, head of department's western activities. McAndrews, who has been with NBC for 11 years, will be in charge of audience promotion division of bureau under Samuels direction. Bert Smith leaves agency's publicity staff on that date to devote all his time to free lance writing and to "People Are Funny" program. Other department changes made by Samuel include addition of McAndrews include promotions of Tom Wright to unit manager and Lillian Kramer to Hollywood Feature and fashion editor.

Uley Subbing For Kaltenborn

Clifton Uley, noted NBC Chicago news commentator, will substitute for H. V. Kaltenborn while the veteran news analyst takes a two-week vacation in the West Indies.

LOOKING FOR A RADIO STATION OWNER

who needs additional capital and talent to develop his outlet to the fullest commercial potential. With a 10-year background in the commercial departments of leading NYC radio stations (currently associated with one of them), we are well equipped by background and training to plan, coordinate and "spark-plug" your complete sales effort and assist in improving your operation as a whole. The two of us work as a team, and although our interest is in part ownership, we will consider attractive employment contracts without investment. Replies held in strictest confidence.

Box No. 327 — RADIO DAILY
1501 B'way, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



38, NO. 39

NEW YORK, WEDNESDAY, FEBRUARY 26, 1947

TEN CENTS

Cover Teachers' Walkout

Likes Blue Book, Says Denny To House

Washington Bureau, RADIO DAILY
Washington—Top officials of the FCC have privately told him they like the FCC's Blue Book is a fine job and that they wish NAB had done it, FCC Chairman Charles R. Denny told the House Interstate and Commerce Committee in a session yesterday. The entire session appeared before the committee in one of a series of hearings which the committee is making preliminary studies of the various (Continued on Page 6)

Quiz 'SRO' in Miami Draws Additional Show

Miami, Fla.—The Professor Quiz program, originating here this week, has proved too great a lure to Miamians for better than 6,000 people gathered to witness the broadcast which is held in the Miami Auditorium, seats just half this number. In addition with this emergency, the American Oil Co., sponsors of the program, seized the opportunity to win a public relations job by (Continued on Page 8)

MGM Record Company To Begin Production

Grand opening of MGM's new recording plant at Bloomfield, N. J., is scheduled for March 6 at 2:30 p.m., with time Frank B. Walker, general manager, will place in motion the 120 record presses which are scheduled to eventually turn out 100,000 records a year. The new recording company, a division of Loew, (Continued on Page 8)

Protesters

Cancellation of Bob Emery's "Rainbow House" as a sustaining feature on WOR-Mutual is reported to have brought a flood of mail from clergy, school authorities, and school groups protesting discontinuance of the children's feature. The 724th and final program of the "Rainbow House" series was broadcast Saturday, Feb. 22, for the last time on the stations and web.

Give War Bonds, Not Prizes—Gunts

Suggesting a cure-all for the giveaway problem which confronts both station and network shows, Brent O. Gunts, director of radio for Savings Bond division, U.S. Treasury, yesterday urged the industry to replace present merchandise prizes with U.S. Savings bonds.

"Savings Bonds are acceptable to everyone and by presenting them on radio programs the broadcasters, agency executives and clients alike would be doing a patriotic service," Gunts said. "This would end the present practice of agents trafficking in merchandise in exchange for radio plugs."

Gunts' proposal is being forwarded to Justin Miller, president of NAB, with the suggestion that the industry organization get behind the plan.

McCosker Quits Post As WOR Board Head

Alfred J. McCosker, chairman of the board of WOR, resigned the board chairmanship yesterday and departed for a vacation in Florida, in announcing Mr. McCosker's resignation. (Continued on Page 3)

Executive Order Abolishes War Communications Bd.

Washington Bureau, RADIO DAILY
Washington—The Board of War Communications was officially abolished yesterday by executive order of the President. In winding up its (Continued on Page 2)

NAB-Ascap Conference Set; Will Discuss Future Pact

Music Advisory Committee of the NAB, at a meeting held yesterday in New York at the Waldorf-Astoria Hotel, authorized president Justin Miller to arrange a conference with the American Society of Composers, Authors and Publishers early next

Buffalo Stations Set Heavy Schedules As They Give All-Out Coverage To Current School Strike

(By Staff Correspondent, RADIO DAILY)

Buffalo—Round the clock coverage of the Buffalo school teachers' strike prevailed at local stations yesterday with staffs working overtime to serve all local interests and to provide program material requested by the networks.

The strike did not come as a surprise to the radio stations and as a consequence plans had been made in case of the emergency. Heaviest burden of preparations and coverage fell on the news staff of WGR, WKBW, WEBR and WBEN.

Full facilities of WGR of the WGR Broadcasting Corporation have been brought into play in the interests of public service, and station's listeners are kept posted with special announcements, bulletins, roundups on newscasts and during late evening shows during WGR's 19-hour daily broadcast span.

Foresightedness enabled WGR to be prepared to furnish this service from the beginning of the walkout. Days and weeks

Gen. Mills Buys Two, Renews One On ABC

New business at ABC continued on the upgrade with the announcement yesterday that General Mills has bought two 30-minute shows in addition to a renewal of a 52-week contract for another show on the same web. New shows are "Famous Jury Trials" and "The Green Hornet"; "The Lone Ranger," currently heard on 67 ABC outlets, will be increased to the full network effective September 1. All contracts were signed through Dancer-Fitzgerald-Sample, Inc. Both new programs are sponsored effective first week of June.

General Mills, one of radio's heaviest (Continued on Page 7)

CBS Tele And Sponsors Buy Blyn Home Games

A complete major league baseball schedule of home games will be sponsored for the first time in the history of television next Summer under an agreement signed this week between the Ford Motor Co., General Foods Corp., and CBS' television station WCBS-TV, which calls for alternate sponsorship of the 77 New York con- (Continued on Page 7)

Name Stuff

Since Fannie Hurst recently wrote a fiction story wherein the villain is coincidentally named Allen Prescott, the Allen Prescott of WJZ has received both threatening letters and phone calls because he allegedly mistreated his wife. (Prescott is single). Last Friday night Prescott explained all over the air. And there followed the "FBI" story of "The Prescott Brothers".



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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★ COMING AND GOING ★

A. A. SCHECHTER, vice-president of the Mutual network in charge of news, special events and publicity, has returned from a business trip to the West Coast.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is spending three weeks in Sarasota, Fla., as guest of Henry Ringling North, of circus fame.

BUDDY LESTER, comedian, has arrived in town and is opening today at the Paramount Theater. Incidentally, he'll appear as guest on the Hildegarde program.

RICHARD HUBBELL, production manager of WLW, Cincinnati, and television consultant to the Crosley Broadcasting Corp., visiting this week at the New York offices of WLW.

GUY LOMBARDO, following his Saturday broadcast from the Hotel Roosevelt, will leave by plane for Biscayne Bay, Fla., where on Sunday he will participate in the regatta, and will fly back to New York following conclusion of the races.

ROBERT M. DOOLEY, national sales manager at KFAB, Omaha, Neb., is on a three-week trip to New York and Chicago. At the moment, he's in New York.

ARTHUR HULL HAYES, general manager of WCBS, and DON MILLER, sales manager of the station, who have been spending some time in Chicago and Detroit, are expected back at their desks today.

GEORGE D. COLEMAN, general manager of WGBI, Scranton, Pa., chatted for a while yesterday at the headquarters of CBS, with which the station is affiliated.

LYMAN BRYSON, counsellor on public affairs at CBS, has returned from Princeton, N. J., where he attended the university's Bi-Centennial celebration.

JUSTIN MILLER, president of the NAB; C. E. ARNEY, secretary-treasurer of the association, and DON E. PETTEY, general counsel, in New York for the meeting of the organization's music committee.

Executive Order Abolishes War Communications Bd.

(Continued from Page 1)

operations, the board praised the "all-out co-operation" of the radio industry during the war. In its "statement of appreciation" to the radio industry and other groups, the board said: "American communications constituted a vital and mighty weapon of war . . .

"The mission of the Board of War Communications was to co-ordinate the nation's far-flung communications resources so that this weapon could be forged into its maximum effectiveness.

"In accomplishing this mission, the board has had the all-out co-operation of industry, labor and the government agencies involved. While the board had broad powers to commandeer communications facilities for the war effort and the public safety, we are glad to state that such action was necessary in only one relatively minor instance. The American genius for teamwork, initiative and fair play shone brighter in no other fields of wartime endeavor.

"The board hereby expresses its appreciation to all the industries, the labor unions, and the government agencies who rendered such ready co-operation, and to the many individuals who gave unstintingly of their time and energies on the various committees."

Rescue Flyer On NBC

Lt. Bobbie Joe Cavnor, aviator who rescued the American flyers trapped on the Greenland ice-cap, was interviewed last evening by Robert McCormick, NBC Washington newsman, and his description of the rescue was broadcast over the network starting at 6 p.m. The program was a pickup from the Washington Airport in the Nation's Capital.

Kelk On "20 Questions"

Jackie Kelk, of the Aldrich program, will be guest this Saturday on "20 Questions" broadcast over the Mutual network starting at 8 p.m.

Treasury Bond Program Moving To Coast For ET's

The United States Savings Bonds' new transcribed series, "Guest Star," which will hit the airwaves on over 1,000 radio stations the week beginning March 30th, moves to Hollywood for a period of three to four weeks to continue cutting platters with more of the leading personalities of stage, screen and radio, it was announced Tuesday by Brent O. Gunts, Director of Radio for the Savings Bonds Division.

Accompanying Gunts to Hollywood will be Denes Agay, musical director for the series; Kal Kirby, assistant conductor, and Louis J. Carow, Director of Advertising, Press and Radio for the U. S. Savings Bonds Division.

Cutting will start in Hollywood within the next few days with such stars as: Bob Hope, Fibber McGee & Molly, Bing Crosby, Dinah Shore, Ginny Simms, and Burns & Allen.

Employing a 20-piece orchestra and a six-voice chorus, 10 shows have already been produced by Mr. Gunts, assisted by Ruth Girard, in New York. Kenny Delmar acted as emcee while the variety programs included such outstanding personalities as Lauritz Melchior and Helen Traubel, Abbott & Costello, Alec Templeton and Henry Morgan.

FINANCIAL

(Tues., Feb. 25)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

WCBS-TV Will Air Films Of Berrata Inauguration

Films of the inauguration of Tomas Berrata, president-elect of Uruguay, on March 1, will be shown to the Metropolitan television audience shortly thereafter over WCBS-TV, it was announced yesterday.

Leonard Hole, assistant director of the CBS video station, is among the group of radio and press representatives who left for the Latin-American country last week-end.

NOW ON THE AIR to offer GREATER day-time service to the Wilkes-Barre-Scranton Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley



DOUBLE HEADED

We never get tired of eclipse pictures. In the first place they make a tremendous sales picture for us. And then again . . . they always seem different!

This one was taken in New York last November. The camera was shooting through the George Washington Bridge. In this particular eclipse, lasting seven minutes, the moon cut across the sun. An unexpected display of flaming sun spots accompanied the eclipse.

That's right down our alley, an analogy.

Down here in Baltimore, we have a radio station. It's the successful independent.

And when any big-name call letters start to cut across our picture . . . smart time buyers start flame out in spots too.

They simply ask—"What station delivers more listeners-per-dollar-spent than any other station in Baltimore?"

The answer, on facts, must be that W-I-T-H is the big buy! Is this sales-moving station on your list? It belongs there!

WFBR LISTENERS



GIVE BING 20.8 RATING

Here's proof that Baltimore listener loyalty to WFBR gives WFBR advertisers a definite plus.

In figures just released—the Hutchins Company, agency for Philco—advises that WFBR gave Bing Crosby a 20.8 rating and 61.3% of the listening audience, during the first nine weeks.

This 20.8 rating was so much higher than the national rating that the agency wrote to

ask what special type of promotion was used.

No special promotion. Just the regular loyal WFBR audience. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

LOS ANGELES

By RALPH WILK

ANNOUNCER BILL STULLA of the KFI (NBC) staff, has been chosen to receive the national H. P. Davis award for 1946. The award consists of \$300 in cash and the H. P. Davis Gold Medal.

Warren Lewis, MNC continuity writer, has been upped to the post of an NBC producer effective March 1, according to an announcement by Homer Canfield, Manager of the NBC Production Department. Lewis will replace Ronald Oxford who has resigned to join KFI's Television Department.

Joseph H. Beck, director of television of Station WTCN, ABC affiliate in Minneapolis, Minn., is in town for a two weeks' stay to look over west coast television, radio and theater operations. He is accompanied by Sig Dahlquist, director of the North Star Drama Guild of Minneapolis.

"Hymns of All Churches," an ABC network program sponsored by Gold Medal Flour, will carry for two consecutive weeks an Ann Harding and Allied Artists' "It Happened on Fifth Avenue" plug to listeners of 185 radio stations.

Joel Davis, talented juvenile, has worked out an original Quiz Show which he'll premiere before a youth audience at the McKinley Boys Home Friday night, February 28th. Loaded down with a grip full of Buck Rogers' pistols, comic books and bubble gum, Joel plans to toss questions at the kids 'till he runs out of prizes.

WMGM Back On Air

WMGM, FM affiliate of WHN, has resumed its 2-9 p.m., daily broadcasting after being off the air since Jan. 1 for installation of a new Western Electric clover-leaf antenna. Height of the antenna's supporting structure was increased to 600 feet and a new transmission line was installed. In addition to WHN programs, WMGM is carrying its own recorded musical shows.

WOV Aids GI-Pianists

WOV has set up a subsidiary contest in conjunction with its second annual Piano Scholarship for ex-GIs who have been unable to gain entrance to overcrowded schools and colleges, according to Arnold B. Hartley, program director. Entry rule in the regular Piano Scholarship stipulates that participants must be high school or college students. Final entry date for contest was Feb. 22.



Manhattan Memoranda. . . !

• • • One of the top talent agencies is due for an internal conflict that may reduce it to a Hiroshima-like ash. Seems that a basic principle of the firm is due to get the skids. In the past, firm used to skim their commissions from the total take—but proposed new setup will have each department standing on its own. The way we see it, the various branches of the organization may suddenly get the idea that they can do better on their own. . . . Alka-Seltzer dropping Roy Rogers as well as their time slot. . . . Eddie Bracken stanza being offered around with substantial cut in fee. Also talk of Bracken resuming with MCA. The way we hear it, he's content now to just be an actor and doesn't want the responsibility of the package. . . . Wm. Morris has wrapped up Al Jolson on an exclusive six month deal and are readying a fall show for the Mammy singer. . . . Jack Barry, Mutual's fair-haired lad since he dreamed up "Juvenile Jury," has a \$100,000 offer from Metro as an "idea" man. . . . Y & R has option on "Comedy of Errors" with Henny Youngman. . . . Helen Hayes will play her favorite role Sunday when she does the part of Maggie in the Theater Guild's airing of "What Every Woman Knows." She specifically asked for Richard Waring as her leading man after his click in the John Shand role in the American Repertory Theater version. . . . The rumor-bearers would have you believe that Crosby is switching from Decca to the MGM label. . . . Recommended: Wes McKee's classy production job on Ben Hecht's "Miracle in the Rain" for Borden on NBC video Sunday nite—one of the finest tele stanzas we've caught to date.



• • • ONE MAN'S POINT OF (RE)VIEW: We're glad Hildegarde prefaced her version of the beautiful "Anniversary Song" by calling it "her interpretation." Our interpretation of her interpretation: hum-icide. . . . Hilarious LS/MFT commercial by Jack Benny's quartette last week reminded us of Benny's original Canada Dry kidding that started the vogue of hamming the blurbs and making announcers an integral part of the show. Commercialarity. . . . ABC's series on teachers' problems was a powerful presentation of their plight. "The Portrait," scripted by Lil Schoen, rated tops with us because of its fine balance between the dramatic and the documentary—a balance unfortunately lacking in most public service stanzas. . . . Those Gordon Jenkins "operettas" on the Dick Haymes ailer offer more originality and melody in a few minutes of airtime than most shows do in a half hour.

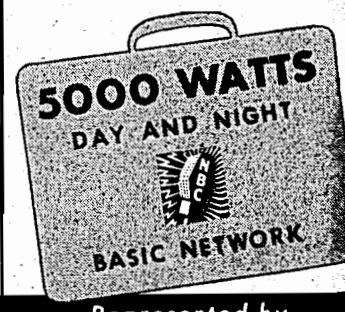


• • • TICKER TAPE: Tin Pan Alley's newest favorite, ex-GI Marshall Young, has signed a recording contract with Rainbow Records, owned by Harry Fromkes. Outfit is backed by movie money, we hear. . . . Ex-Mayor LaGuardia's Sunday noon spot on WJZ tops all competitish with a rating of 5.1. . . . Carol Ames, blues singer on Bill Cullen's "Going Nowhere," getting major recording contract. . . . Bill Koblenzer has joined the Ziv organization, creating and selling live and custom-made transcription shows. . . . Cholly Knickerbocker, vacationing at Palm Beach Hotel, talking possibility of society-column-of-the-air. . . . Grace Matthews landed radio's choicest daytime role, "Big Sister," less than a year after her arrival in N. Y. . . . Geo. Schreier has joined Dick Hyman's publicity emporium. His first task will be to sweeten up Henry Morgan for the press boys. . . . Mose Gumb'e reviving "April Showers," hypo'd by the Jolson film. . . . At Hollywood's new Chanticleer Restaurant, Bing Crosby was singling out a certain gagman. "He's had a very unusual career as a scripter," said the Groaner. "He's never written for Bob Hope". . . . Dick Dudley and Mildred Bailey have their heads together for a new ailer for the Rocking Chair Lady. . . . UN World will inaugurate a radio column with its March 14th issue, written by Richard Witkin. . . . Stan Kenton's ork gets 10 G's for playing Texas U. and Texas A. & M.'s Spring Carnivals in April.

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WDEL SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.



Represented by
RADIO ADVERTISING COMPANY

New York • Dallas • Chicago
San Francisco • Hollywood

SHOWS TO MAKE YOUR RATINGS GLOW.

COMMERCIAL PROGRAM SALES
1440 Broadway, N. Y. PE 6-8600

Buffalo Walkout Finds Radio Ready With Full, Public-Service Type Aid

(Continued from Page 1)

rough telephone and letters and were furnished printed forms that were to be sent by messenger to the WGR studios, and special telephone lines over which could be given latest news of schools' closing or reopening.

Provisions were made to carry special bulletins on school developments over the early-morning shows starting at 5:50 a.m., and continuing through the Ralph Snyder show from 10 to 10 a.m. The same system was applied to the Martin Tobin tune time show from 11:30 p.m., to 1 a.m.

Program Manager Robert Strigl coordinated the efforts of the various shows throughout the day from sign-on-to-sign-off with the WGR news bureau, so that special announcements of immediate importance were channeled through to the listeners in the shortest possible time. Result was that WGR each morning furnished a complete roundup of strike conditions, schools closed, special instructions to teachers and incidents and bulletins obtained from headquarters to the City Hall, Board of Education, Buffalo Teachers Federation and Buffalo Police Department.

Serves CBS Network

And the WGR news bureau, on request, has furnished CBS with a 300-word color roundup for the Bob Ford news show carried Monday evening (Feb. 24) as well as a two-minute roundup carried over the 8 a.m. CBS news Tuesday morning. In addition, announcers John Scelles and Robert Sherry on their re-recorder "coffee call" show have been sounding out opinion of housewives regarding the issues at hand. The WGR newscasts from 6 a.m. to midnight furnish a complete roundup of the progress of the strike, its trends, color and other points.

It is tentatively planned by the management and program department of the WGR broadcasting corporation to conduct one or more open forums in which parties of both sides, as well as the impartial "man of the street," will be asked to participate. This type of public service now in the discussion stage. Finally, WGR has notified all par-

ties concerned that it stands ready to furnish whatever service is desired in the interests of the public. The corporation's position in the entire matter is that of fair reporting and it takes neither side.

WKBW Was Prepared

WKBW covered Buffalo teachers' strike with pre-strike programs and reports as well as complete coverage during strike. Panel discussions on February 18th and 19th treated events leading up to strike threat and merits. Teachers, parents, pupils and city administration were represented.

Complete coverage of school superintendent's orders to teaching staffs carried twice on Sunday evening and four times early Monday. These instructions listed schools closed, schools open, non-striking teachers assignments to open schools, news-room-reporter coverage of opened schools, teachers federation headquarters and department of education all day Monday. Reporter coverage school board's meeting Tuesday morning.

Feed Program to ABC

Eye-witness account of the strike presented by station's educational director on 15-minute afternoon program. American Broadcasting Co., network cut-in 6:45 p.m., headline news program Monday night giving late developments and official quotations from both sides.

Ten minute interview-type program Tuesday with high school principal and four teachers. This secured by sending technical car and educational director to the school.

In covering the teachers' cause WKBW sent out letters and bulletin board posters to 250 school principals of this area calling attention to the ABC programs of February 16th and 17th entitled "School Teacher-1947."

Public Interest Stressed

WEBR is going all out in the public interest during the current school teachers strike. The services of the station have been offered by station director Cy King to city officials as well as the teachers group. At the suggestion of King the teachers group permitted WEBR to install a line in their Hotel Statler headquarters. Announcer Rodger Gustafson is stationed there enabling WEBR to air first hand the strike results and activities. The special events department under the direction of Clare Allen set up the wire-recorder in a car. They are operating the unit by battery power and an A.C. converter. With the mobile equipment, Allen and his staff were able to visit the various schools that operated despite the strike. They gave an on the spot word picture of what was happening in the various localities.

News Editor Ed McCarthy and his staff have been working overtime to bring complete information at news time and have flashed various bulletins when the news warranted.

WEBR's morning disc-jockey Bob

Wells has also been informing the early morning risers with late developments on the strike. When trouble broke out at Lafayette High School, Production Director Bob Dambach and Bob Wells visited the school but were refused permission to broadcast from there without written permission from School Superintendent Robert T. Bapst. Tickets to the Music Appreciation concert given by radio station WEBR and the Buffalo Courier Express at Kleinhans Music Hall have been turned over to the Parochial school system for today's concert and broadcast. During his 6:30 p.m. news report Cy King pointed out: "In connection with the broadcasts from the headquarters of the Teachers Deferation—that the facilities of this station also have been offered to Mayor Dowd and Superintendent of Schools Robert Bapst—should they care to make one or several statements for the radio audience. So far, we've not had a request from them for airtime but we stand ready at any time to make our facilities available to them or any responsible authority—in the interest and simply in the interest of the fullest and most accurate coverage of this situation."

Offer to School Officials

WEBR has adopted a policy of reporting the teachers strike situation on the regularly scheduled news programs, plus any other bulletins deemed desirable. Station's facilities are available to school officials if requested. Remaining strictly neutral and not introducing the controversial issue through interviews or other forms of programs, the situation was aired via University of Buffalo round table prior to strike, C. Robert Thompson explained.

FM Audience Survey

The new FM station now under construction by the Fidelity Media Broadcasting Corp., in Jersey City (WFMO 106.3 mc., Channel No. 292) has retained "The Pulse," to survey FM listeners in the Metropolitan area. These surveys, according to A. Lewis King, vice-president and general manager of WFMO, will be made on a quarterly basis until they begin to broadcast this spring.



**When Even
News Was "NEW"
... KGW Led
in Serving
the Public**

Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. In the following 25 years KGW newscasts have grown from unscheduled bulletins to the imposing list of 46 network and 30 local news programs weekly. KGW installed the first teletype in a Portland station and now utilizes the services of AP, UP and INS.



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The Voice of Pomona Valley

KGW

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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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COCKTAIL BAR

Famous French Candies

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AIR CONDITIONED

NAB Likes Blue Book, Says Denny To House

(Continued from Page 1)

Federal agencies whose work lies within the committee's province.

Denny's reference to the NAB came during the afternoon session, in response to questioning from committee members about the general policy of the Commission and the Blue Book in particular. He explained the purpose and findings of the document, its origins, and discussed briefly the industry opposition to it. Denny characterized the industry opposition as largely inspired by a feeling that the industry criticism in the Blue Book should have come from within the industry, rather than from a Government agency.

Although he reported that NAB toppers had said they thought the Blue Book should properly have come from the industry trade group, he did not say they had ever previously indicated any intention of issuing such a report.

Little Hostility Toward FCC

The hearing was marked by practically none of the hostility toward the FCC which the Commission has met in recent years. Actually, there was a minimum of policy discussion, with most of the time devoted to a general explanation of the various fields in which Commission operates, including discussions of FM and television.

Asked why the Commission is "pushing" the FM service, Denny said that that is not the case, but the Commission cannot be put in a position of retarding FM development. He pointed out that 70 per cent of the FM applicants are already licensed for AM broadcast.

There was some discussion also of the FM receiver problem, with Denny remarking that the FM-AM combinations which have reached the market are rapidly being bought up. Denny spoke at some length on the heavy work-load now on Commission desks, pointing out that in the past year more licenses have been issued than during the previous 11 years.

To complaints that some license applications seem to receive faster service than others, Denny replied that those with no interference, competition or other problems within Commission jurisdiction were acted upon as rapidly as possible, while others, where such problems occur, are bound to be held up.

In general, one committee member told RADIO DAILY, the Congressmen were quite friendly and not highly critical. Another, a Republican, said he thought yesterday's session strengthened his feeling that, "Denny is going to get along with Congress all right," adding, "He won't have the same trouble that some of his predecessors have had."

This same Republican said he sees no likelihood of any full-scale investigation of the FCC in the near future by the Interstate and Foreign Commerce Committee, although the Commission is certain to be put

★ AGENCY NEWSCAST ★

GEORGE SCHREIER, formerly with ABC press for three years and ex-sports columnist, has joined Dick Hyman's publicity and public relations firm as an associate, effective immediately. Accounts include Henry Morgan, Sophie Tucker, Sigmund Romberg, Institute of Air Transportation, Annual Shrine East-West football game and Veterans' Airlines.

OSTBY & BARTON CO., Providence, R. I., has engaged James Thomas Chirurg Co., Boston and New York agency, to handle national promotion of the O-B line of men's, women's and children's rings. The Boston office of the agency will be in charge.

STEWART-WARNER CORP. is "more than doubling" its 1946 advertising and merchandising program, Leo B. Pambrun, advertising manager for the radio division of the company, has revealed.

THE INTERMOUNTAIN NETWORK newscaster, Carl Grayson, has received the first-place Gold Award in the Salt Lake City Advertising Club's annual competition. The award was made for Grayson's nightly newscast sponsored by the Utah Oil Refining Co., and heard over 15 I.M.N. stations in Utah, Idaho, Wyoming and Montana. Grayson's newscasts originate at station KALL in Salt Lake City.

ATW Begins Fourth Term With Record Enrollment

American Theater Wing school for returned GI's of the entertainment world started its fourth term yesterday with an enrollment of 1100 students, a figure that nearly trebles the original enrollment when the school started last summer.

School offers advanced work in all branches of theater,—business, artistic and technical, with complete workshop courses in radio, television opera, stage, etc. Regular broadcast will be produced from the radio workshop over facilities furnished by WMCA and a complete televised program emanates from the advanced workshop of the video course. Supervised by Edward Sobol, program is aired over WNBT.

Martha Rountree In Ads.

Martha Rountree, producer of two shows on Mutual—"Meet the Press" (Fri. 10:30-11 p.m.) and "Leave It To the Girls" (Sat. 9:30-10 p.m.) is currently being featured in full-color advertisements of the Barrett Division of the General Shoe Corporation in leading women's fashion magazines.

Full-color ads are the first of a series to appear in coming months depicting "career women."

through some serious grilling by the House Appropriations Sub-Committee on Independent Offices.

FRED ELDEAN ORGANIZATION, Inc., Chicago, has been named to handle the public relations program for the Radio Manufacturers Assn. The program will be heard on co-operative effort. It will utilize the theme "A Radio for Every Room," and will further advocate and promote the expansion of merchandising through department and furniture stores.

SAUL KRIEG, former public relations director for Phillips H. Lord, radio producer, and for his productions of Gang Busters, David Harding, Counterspy and Policewoman, has opened his own agency under the name of Saul Krieg Associates, at 45 West 45th Street. Krieg has taken the Phillips H. Lord account with him, and will service the radio producer through his newly-formed organization.

THE FIFTY national prize-winning direct mail campaigns, chosen by the Direct Mail Assn. as having been the most outstanding and successful during the past year, will be on view in the Ben Franklin Hall of the Advertising Club of New York, from 10 a.m. to 4 p.m. daily (except Saturday and Sunday), from Wednesday, Feb. 26 to Wednesday, March 5, inclusive. This exhibit is open not only to members and their friends, but to the general public as well,—entrance 101 East 35th Street.

WNBT Artist's Program Shows Audience Response

Indication of the size of the television audience around New York, and the pulling power of certain type of shows is illustrated by WNBT's "You Are An Artist" with John Gnagy, presented Thursday nights at 9 p.m. by Gulf Oil Co.

Sponsored since December 12, and recently added by WPTZ from the NBC outlet, Gnagy does illustrations on the show and makes frequent requests of his audience to send in home-made illustrations for comment and criticism, etc. Viewer response has been roughly two dozen each week, with a total of more than 200 since the first of the year.

Joins WLIB Sales Staff

Peggy Strickland, formerly with the North Central Broadcasting System, has joined the WLIB sales staff. Station sales and publicity departments are moving today, Wednesday, from the New York Post building to join other personnel at WLIB's new Manhattan studios.

Marine Recruiting ET

Ted Husing has recorded a quarter-hour program for the U. S. Marine Corps' recruiting drive using the format of his disk jockey program on WHN. Platter has Husing making recruiting appeals in between musical numbers.

NAB-Ascap Set Meet To Discuss 1950 Pact

(Continued from Page 1)

tween broadcasters, including networks, which terminate Dec. 31, 1949.

Action in arranging a conference in regard to contractual relations more than two years in advance of the expiration date, was pointed out by the Committee as something of a sharp contrast to the situation which developed between the Society and the industry in 1939-1940. This situation resulted in a long drawn-out battle, in course of which the industry backed and developed its own organization, Broadcast Music, Inc.

The current Ascap contract provides that upon decision of the Society the pact may be extended another 10-year period under same terms and conditions. The NAB Committee acted on the Ascap matter following recent receipt of a letter from John G. Paine, general manager requesting the conference.

SESAC Inquiries

The committee, acting in response to numerous inquiries from NAB member stations, also took steps to secure from SESAC, information concerning its licensing procedures and arrangements with the industry.

Music committee members present as well as representatives of the NAB present included: Justin Miller, NAB representative; Ed Souhami, representing A. L. Ashby of NBC; Robert T. Mason, WMRN; John Shepard, Yankee Network; Walter Harbo, WDRG; Jos. A. McDonald, A. L. Ed Yocum, KGHF; Campbell Arnold, board liaison member; and John Brauner, general attorney, CBS.

La Cossitt's MBS Co-op. Has Signed 33 Sponsors

Henry La Cossitt's "The Editor's Diary," Mutual co-op program aired Monday through Friday from 9-10 p.m., EST., has been bought by individual sponsors in the metropolitan area. The program has been on the air, it was announced yesterday. Show is currently aired over 80 Mutual stations and heard in New York over WLIB.

La Cossitt, former magazine editor, features a "name in the news" guest at least once during the week, the most recent being Mrs. Franklin Roosevelt, and William Wyler, producer-director of "The Best Years of Our Lives."

Send Birthday Greetings To —

February 26

Joseph Bonime Bill Mann
Joseph J. Bender Larry Steven

CBS Tele And Sponsors Buy Blyn Home Games

(Continued from Page 1)

ists of the Brooklyn Dodgers. CBS and the Brooklyn Baseball Club concluded a deal last Fall whereby the network was granted exclusive long-term video rights to the Dodgers' home games. While no sure was divulged either at the time of the Brooklyn-CBS deal, or the current arrangement involving

Poll Says. . . .

Washington—The FCC is expected to turn down the CBS plea for new television standards, it was indicated yesterday. A poll of newsmen who covered the lengthy hearings points towards a turnaround by the Commission, largely on the basis of present television's "vested interest." Meanwhile, Commission spokesmen, for obvious reasons, were mum on any decision in the case. Commission spokesmen, however, hinted that a decision could be expected within the next two weeks.

Ford and General Foods, trade rumors yesterday were that each company will pay approximately \$15,000 for the season.

Four agencies are involved, three of which will handle the video arrangements of General Foods. J. Walter Thompson will handle the Ford account, with Young & Rubicam, Benton & Bowles, and Foote, Cone & Belding for General Foods.

The Brooklyn schedule opens officially at Ebbets Field on April 15, and sponsorship of the opener will be decided by a "toss-up" between Ford and General Foods. Thereafter, sponsorship will be alternated. Several General Foods products will be represented in the commercials, where it is expected Ford will make use of short films currently used on CBS video shows.

Ford has sponsored over 25 events in the "Parade of Sports," most of which were pickups from Madison Square Garden and Baker Field, since its commercial tele debut on WCBS-TV last Fall. Dodger broadcasts will mark General Foods first entry into television.

Gives Sponsor's Viewpoint

In a brief statement on the signing, Howard M. Chapin, chairman of the television committee of General Foods said: "We think television has reached the stage of development where General Foods has decided on participation for experimental purposes. Also, the company is looking toward the pre-emption of the franchises."

Commenting on the initial Ford "Parade of Sports" schedule over CBS television, John R. Davis, vice-president in charge of sales and advertising, said:

"In our opinion, television has demonstrated itself as a practical advertising medium and will rapidly reach larger and larger numbers of automobile customers and prospects. In bringing the television viewing pub-

Present Research Systems 'Confuse Industry'—Barton

The present systems of radio audience research are shot through with "inefficiencies" and useless practices which "confuse the industry," according to Sam G. Barton, president of Industrial Surveys Co., who launched a five-point criticism of these defects at a luncheon meeting of the American Marketing Association at the Hotel Sheraton.

Not "Our Money's Worth"

Although a figure approximating \$5,000,000 was spent on radio research last year, a not excessive amount, according to Barton, "we are not getting our money's worth," he charged. "We must be quick to appreciate that the facts of yesterday are almost worthless today."

Today, the industry is a "maze" with research being bought by networks, stations, advertisers, agencies, associations, and other allied organizations, he said.

Barton, who is one of the founders of the Radio Research Council, outlined his criticism of current research methods as follows:

(1) Far too little time, money and energy is being spent for analysis, interpretation and application of findings; (2) Too little is spent in pre-testing, or controlled experimental-type research; (3) In the field of au-

dience size, the present samples taken are so small as to be "unusable except for the broadest generalization"; (4) Too many useless figures are not only collected but processed, computed, and printed and tend only to confuse the applicator and obscure useful facts, and conceal the true costs per useful statistic; and (5) There is still too much "inefficiency" and duplication in collection and preliminary treatment of radio audience data.

To counteract these hindrances, Barton declared that the industry should spend as much money "as can be profitably applied," and that new figures are needed only as often as significant changes occur "about which we can profitably do something."

Makes Several Suggestions

The research expert had several suggestions regarding future developments in this phase of the industry: including a "better" allocation of advertising expenditures, cheaper field tests, faster systems, advance programming tests in studios, and the testing and analysis of proposed programs in special test markets. All of these would combine to eliminate the duplication now provided, Barton asserted.

WGBS To Join CBS; KOMA In Power Increase

WGBS, 10,000-watt Miami station owned and operated by the Fort Industry Company, will join CBS on June 15, it was announced yesterday by Herbert V. Akerberg, network's vice-president in charge of station relations. WGBS joins the same day that WWVA, Fort Industry's 50,000-watt in Wheeling, W. Va., rejoins the network.

Akerberg also announced that KOMA, CBS affiliate in Oklahoma City, Okla., is now operating with 50,000 watts in conformity with a grant by the FCC. Station had been operating on 5,000 watts.

WGBS, which operates on 710 kc. with 10,000 watts unlimited time, will replace WQAM as the CBS outlet in Miami. Station also has an application for power increase to 50,000 watts daytime and 10,000 watts night pending before the FCC, in addition to installation of all new equipment, and a change of location to Hialeah.

lic these important sports events," he continued, "Ford will render them a real service. At the same time, the company assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is so important."

Contract for sponsorship of the Brooklyn home games was negotiated by C. J. Seyffer, manager of the Northeast region of Ford, Howard M. Chapin, for General Foods, and George L. Moskovics, commercial manager for CBS television.

Pulse Report Indicates High Listening Level

Bi-monthly report by The Pulse, Inc., now expanded to include Boston along with New York and Philadelphia, shows that the average sets-in-use for the three areas combined was 25.4 during January-February, probably the highest level to be reached this winter if listening follows the usual seasonal pattern. New York had the highest average of quarter hour sets-in-use for the week studied with 26.3, followed by Philadelphia with 24.1 and Boston with 23.8. According to BMB estimate, there are 4,505,960 radio families in these three metropolitan areas or over 13 per cent of the national total.

Lux Radio Theater, Jack Benny and Charlie McCarthy had the three highest quarter-hour ratings, respectively, among the evening shows. Daytime across the board top spots went to Kate Smith, "Rosemary" and "Aunt Jenny" in that order. "The Shadow" led Saturday and Sunday daytimers followed by "Quick As A Flash" and "True Detective Mysteries."

Income Tax Service

Radio and television audiences will receive clarification of income tax problems next month from Joseph D. Nunan, Jr., U. S. Commissioner of Internal Revenue, when he is heard over ABC and appears on NBC video station WNBT. Nunan is scheduled for a quarter-hour discussion on ABC March 4 at 8:15 p.m., EST, and for a visual demonstration via WNBT on March 1 and 8 at 8 p.m.

Gen. Mills Buys Two, Renews One On ABC

(Continued from Page 1)

best advertisers, and ABC's biggest last year, will spend approximately \$5,000,000 on the web this year, including other shows now heard on the web. Company spent \$2,016,752 on ABC last year.

General Mills, in addition to these programs, also sponsors three other regular ABC features, each heard five times weekly. These are "Jack Armstrong," "Hymns of All Churches," and "News and Betty Crocker." Last year General Mills also was co-sponsor with Wilson Sporting Goods Co., of both the National Professional Football Championship Game and the Esquire All-American Boys Baseball Game.

The sale of these two 30-minute package programs brings to 10 the number of ABC produced shows sold since 1946. Among the more recent sales of this type are "The Henry Morgan Show," "I Deal in Crime," "Fat Man," and "Betty Moore."

Including the new General Mills order, new business signed by ABC since December 30, last, aggregates a total of seven hours a week while renewal business signed by the network totals nine and a half hours a week.

Wagner To Manage WCSI

Paul Wagner, manager of Radio Station WPAY, Portsmouth, Ohio, yesterday announced his resignation to accept appointment as general manager for Radio Station WCSI at Columbus, Indiana. Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., announced that Gerald Boyd, former commercial manager, would succeed Mr. Wagner as manager of the station.

Stork News

Richard K. Bellamy, manager of Benton and Bowles, publicity department, is the father of a girl born Friday, February 21st at the New Rochelle Hospital.

FOR LEASE

Duplex, finest type unfurnished suite; large rooms; all modern conveniences; choicest location East 60's, off 5th Ave. Ideal as combination Business Headquarters and Living Space for Writer, Producer, etc. State full particulars including references and financial responsibility. Write

Box 329,
RADIO DAILY
1501 Broadway
New York 18, N. Y.

McCosker Quits Post As WOR Board Head

(Continued from Page 1)
nation, WOR issued the following statement:

"Because of a desire to curtail his activities for the Bamberger Broadcasting Service, Inc., (WOR), Alfred J. McCosker has resigned his office as chairman of the board of directors of WOR, effective June 1, 1947. He will, however, continue for an additional term of years as director and regular employee for consultation and other advisory services relating to WOR."

Mr. McCosker joined WOR in 1924, becoming director and general manager in 1926. He assumed the post of president in 1933, a position which he had held until succeeded by Theodore Streibert in December, 1944.

From 1932 to 1934 he served as president of the NAB and is still a prominent member of that organization. When the Mutual Broadcasting System was formed in 1934, he was elected as chairman of its board of directors.

He was the first radio executive to be appointed a member of the board of directors of the Advertising Federation of America. He was co-founder of the Hershfield-McCosker Cardiac Foundation, and is a member of the following clubs: Metropolitan, National Press, Lambs, Economic, New York Athletic Club, the Catholic Club of New York, Papal Knight of Malta, member N. Y. State Defense Board, 1941, and the Friendly Sons of St. Patrick. In 1937 he received an honorary degree of Doctor of Laws from John Marshall College.

In 1941, awarded B'nai B'rith Meritorious Service Medal for work done by McCosker-Hershfield Cardiac Foundation.

WTMV Names General Manager

East St. Louis, Ill.—Frank J. Prendergast, sales-manager of WTMV, East St. Louis, Ill., has been named general manager.



ALFRED J. MCCOSKER

Collier Survey Shows Market Is Open For Radios, Phono's

The American public will buy "far more" combination radio-phonograph sets than individual radios this year, with an estimated seven of every 10 sets purchased in the former category, according to a national consumer survey on radios, phonographs and records released by Collier's Weekly and based on replies to questionnaires sent to a "carefully apportioned cross-section" of the nearly 3,000,000 "Collier's families."

"Nearly half of Collier's families," the survey claims, "—actually 47.9 per cent—plan to buy a new radio set during 1947, and of this number 49.3 per cent plan to buy combination radio-phonograph consoles." Another 19 per cent indicate they will buy combination radio-phonograph table models.

"This trend toward owning the larger and more expensive console sets can be attributed to the ever-increasing desire of the public to have recorded music in the home," the survey reports.

Prices Estimated

The survey also shows that prospective set purchasers expect to pay a medium price of \$194 for a console radio-phonograph and \$89 for a table radio-phonograph.

"Although 55 per cent of Collier's families have decided on the makes of radios they'll buy the market is wide open for establishing brand preferences in the minds of the remaining 45 per cent," the survey reports. "These families are not yet sold on any one specific brand and offer an open field ahead for aggressive radio manufacturers of the nation."

Frequency modulation is reported to be gaining "widespread acceptance." Nearly four out of every ten Collier's families (38.5 per cent) are interested in having FM sets. On the other hand, the survey shows that precisely one-third of the questionnaire respondents do not know what FM means. "This is said to show the need for a continuous educational program," according to the report.

The survey also reports that four of every five wanting an FM set are willing to pay more for such a set. They indicated that they expect the cost on an average would be about \$30 more than for an ordinary set.

There is also a substantial market for television sets "providing telecast facilities are made available in the near future." About one-sixth of the families plan to buy such sets when the facilities are available, but the survey shows that three-fourths visualize a television receiver in combination with radio receivers.

The survey shows that 37.2 per cent of all Collier's families plan to buy one or more phonographs during 1947. "To many of the readers (24.4 per cent) this means first-time phonograph buying," the survey reports. "To record manufacturers this in turn will mean the creation of greater demands."

"With these additional purchases, the coming year should see about 60 per cent of all Collier's homes with phonograph players," survey execs point out.

Prof. Quiz 'SRO' in Miami Brings Additional Show

(Continued from Page 1)

staging two separate broadcasts, one hour apart, the first for the ABC network and the second locally over station WGBS, 50,000 watt Miami outlet.

Amoco put up an additional \$500 in prize money for the local show, duplicating the amount of prize money awarded on the network offering. The emergency decision to stage the "repeat" broadcast was made by Bob Swan, director of radio for the Joseph Katz agency, after conferring with the client by long distance telephone.

New Atomic Program

San Francisco—A new public information program is being inaugurated by KGO titled "This Atomic World" on Saturdays at 3:45 p.m., (PST). The program is produced in co-operation with the Northern California Association of Scientists and designed to help promote the peaceful use of atomic power in domestic and industrial fields. Outstanding scientists will appear on the program as well as a representative of the general public.

Edwin C. Hill Renewed For 52 Weeks Over ABC

Renewal of Edwin C. Hill and his "Human Side of the News" program on ABC for another 52 weeks by the Southern Cotton Oil Company was announced yesterday by Kenyon & Eckhardt, Inc., agency for the company. Program is heard Monday through Friday from 3:30 to 3:45 p.m., EST.

Baltimore's Listening Habit

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

WCCB

M-G-M Record Co. To Begin Production

(Continued from Page 1)

Inc., expects to employ 700 when the plant gets in full production.

Lauritz Melchior, Kate Smith and Ted Husing all of whom will record for the new MGM label will be at WHN during opening ceremonies March 6 at Bloomfield. WHN will broadcast a program from 2:30 to 3 p.m., with Walker, Melchior, Miss Smith and Husing participating.

Opening ceremonies of the plant is being timed to coincide with the first record releases of the new MGM label. First sides to go on sale in New York on March 7 will be "Till the Clouds Roll By" featuring the MGM orchestra; Kate Smith singing "The Anniversary Song" and Lauritz Melchior singing "Without a Song." Records will be priced at 60 cents and 75 cents.

The new Bloomfield plant, reportedly outfitted at a cost of \$4,000,000 was formerly a Naval armament plant operated by General Electric during the war. It is geared to produce 3,000,000 records monthly.

WBS Enlarging Field Staff

Jack Meyerson, general manager of World Broadcasting System, New York, is enlarging the field staff of his organization to cover the complete station field.

**Making the best
even better!**



**Now—along with
"The Texas Rangers"**

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrapbook album. Provided sponsors of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

38, NO. 40

NEW YORK, THURSDAY, FEBRUARY 27, 1947

TEN CENTS

FMA To Aid School FM

Mont Sees Wide Use Of Tele In Business

In addition to its value as an entertainment medium, television may play an important role in the interests of business, labor and management, in the opinion of Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., who made a prediction before the Newark (N.J.) Safety Council this week.

When video production catches up with the backlog of orders for transmitters and receivers, "television may lay aside the evening clothes of the entertainer each weekday" (Continued on Page 7)

Truman Broadcasts; Mexico City-Waco, Texas

President Truman is scheduled to give two radio speeches within the coming week, one from Mexico City today, March 3, which will be in Spanish to one made by President Truman of Mexico, the latter being made in Spanish. On March 6, the president and his party will be in Waco, Texas, where the Chief Executive will receive an honorary degree and will make his second speech. (Continued on Page 2)

FCC To Question KSTP Over "Control" By AVCO

Washington Bureau, RADIO DAILY
Washington—Raising the question of possible control over KSTP, St. Paul, Minn., by the far-flung Aviation Corporation, the FCC yesterday ordered a hearing on the application for transfer of control of the station. The Commission said it is "not satisfied" (Continued on Page 5)

Cite John Shepard III

John Shepard III, member of the board of directors of Mutual, and chairman of the board of the Yankee Network, was awarded a citation this week at the second annual birthday dinner of the Boston Chapter of Tub Thumpers of America. Shepard is not a Tub Thumper—but was cited for contributions to the radio industry over a period of many years.

Tele Forecast

Los Angeles—Although figures were not disclosed at a press meeting here Tuesday it is understood RCA will have 1500 television sets here by end of March. It is also reported RCA will furnish 15,000 sets to coast during 1947 which will be 10 per cent of company's total output of television receivers for the year.

Gillette Will Sponsor Army-Navy, '47-'49

Gillette Safety Razor Co., will sponsor the radio and television broadcasts of the annual Army-Navy football classics in 1947 and 1949, according to a joint announcement made yesterday by J. P. Spang, Jr., president of the company, and Colonel "Biff" Jones, graduate manager of athletics for the U. S. Military Academy at West Point.

Both contests will be played at Municipal Stadium in Philadelphia. (Continued on Page 7)

Miles Labs. To Drop Rogers Show On NBC Saturdays

Miles Laboratories which has held the 9 to 9:30 p.m., spot on NBC Saturday nights for the past 14 years, will give up the time when the present contract for the Roy Rogers "Saturday Night Roundup" expires on March 29. The Roy Rogers show which included Dale Evans, Sons of (Continued on Page 5)

RCA Production Increases; Personnel Up, Report Shows

Disclosing that nearly 1,500,000 units, including home radios, phonograph and television instruments were produced the past year and that the number of employees increased to a postwar high of 39,361 in December, Radio Corporation of America yesterday issued the company's annual report.

The net earnings of RCA during the past year amounted to \$10,985,053, equivalent to 56.4 cents per share of common stock, the report revealed.

Association, At Liaison Meet With FCC, Asks State-Wide Educational Webs; Hofheinz Calls For Quick Start

Oklahoma 'U' Starting Four-Day Meet Today

Norman, Okla.—Over 250 radio executives, educators and laymen active in radio work will appear on the program and round-table discussions of the Annual Radio Conference opening today at the University of Oklahoma in Norman.

Today's sessions will be in the Memorial Union Building of the University, with Friday, Saturday (Continued on Page 8)

Close Files Court Action Against Cowles Station

Washington Bureau, RADIO DAILY
Washington—Charging "libelous and defamatory" remarks made against him, Upton Close yesterday filed suit in district court here against Cowles Broadcasting Co. and Albert L. War- (Continued on Page 5)

Radio's Efforts Lauded By 'Brotherhood' Leader

Radio industry's efforts on behalf of "Brotherhood Week", were praised yesterday at a luncheon held at the Astor Hotel where leaders of the (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—The FMA yesterday pledged full support to the establishment of educational FM stations throughout the United States. At its first informal liaison luncheon meeting with the Commission since FMA was organized, the association's president, Roy Hofheinz, assured FCC of support by FMA to state-wide educational FM networks.

"We feel that time is of the essence" (Continued on Page 5)

Networks To Carry Press Club Speeches

Two networks have scheduled coverage of the sixth annual dinner of the Overseas Press Club of America to be held Tuesday, March 4, in the Grand Ballroom of the Waldorf-Astoria Hotel. The gathering will consist of more than 1,000 war and foreign correspondents and their guests from the networks, newsreels, wire services and newspapers.

CBS from 10:30-11 p.m., EST., will (Continued on Page 5)

Standard Brands Cancels WNBT Television Shows

Standard Brands, Inc. through J. Walter Thompson Co. is reported as cancelling its two television shows over the NBC outlet WNBT. "Hour Glass," originally designed as a one-

(Continued on Page 6)

High On the List

Springfield, Mass.—Springfield Daily News, one of the city's four regular newspapers suspended for 144 days by a strike, was published unexpectedly last week by supervisory employees. Paper had 8 pages, one quarter-page of which was devoted to local radio programs and news, second only to sports and regular local and national news stories.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Wed., Feb. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9 1/8	9 1/8	- 3/8
Am. Tel & Tel.	171 3/4	170 3/4	170 3/4	- 1 1/8
CBS A	29 7/8	29 1/2	29 1/2	+
CBS B	29	29	29	+ 3/4
Farnsworth T. & R.	8	7 3/4	7 3/4	- 1/4
Gen. Electric	37 5/8	37	37 1/4	+ 1/8
Philco	28	25 3/4	27	- 1 1/4
Philco Pfd.	96 3/4	96	96 3/4	- 1/4
RCA Common	9 3/8	9 1/8	9 3/8	...
RCA First Pfd.	78 3/8	78	78	- 1/4
Stewart-Warner	18 1/4	17 7/8	18	- 3/8
Westinghouse	26 3/8	25 3/4	26 3/8	- 1/2
Westinghouse Pfd. B.	105 1/4	105 1/4	105 1/4	+ 1/2
Zenith Radio	22 1/8	22	22 1/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/2	16 1/2	16 1/2	- 3/4
Nat. Union Radio	4	3 7/8	3 7/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 3/4	7 1/2
Finch Tele Comm.	8 1/2	9 1/2
Stromberg-Carlson	14	15 1/2
U. S. Television	2	2 1/2
WCAO (Baltimore)	40	...
WJR (Detroit)	18	20

ABC Program At 500 Mark

Today at 7 p.m., EST., ABC's nightly news program "Headline Edition" celebrates its 500th broadcast. Except while he has been on vacation, editor-narrator Taylor Grant has been heard on every one of the ABC broadcasts.

To Cover Midget Races

A description of midget auto races at Kingsbridge Armory in the Bronx is being aired twice weekly by WINS on Wednesday and Saturday nights from 10:45-11 p.m. Nat Kleinfeld, former auto racer, does the reporting.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

★ COMING AND GOING ★

LEN HOLE, assistant director of WCBS-TV, tele outlet of CBS in New York, has arrived in Uruguay to attend the inauguration of President-elect Tomas Berreta on Saturday.

HUGH B. TERRY, station manager of KLZ, Denver, in town this week for the meeting of BMB's Advertising Industry Relations Committee.

GEORGE L. MOSCOVICS, commercial manager of WCBS-TV, and ED LARKIN, sales representative for the tele outlet, are expected back today from Philadelphia, where they spent a couple of days on business.

EVELYN LAWSON, secretary to Arthur Hull Hayes, manager of WCBS, has returned from a vacation spent at the home of her parents in Glens Falls, N. Y.

QUINCY HOWE has returned from Cleveland, where last Tuesday he handled the broadcast of "Frontiers of Science" on CBS.

ROBERT SAUDEK, American network's director of public affairs, left yesterday for Oklahoma City, where he'll attend the annual radio conference of the University of Oklahoma. Tomorrow night he'll be chairman at a banquet honoring Ted Malone, ABC newsmen.

DR. SHIMSHON CZERTOK, authority on Palestinian medicine, leaves New York today for Mexico, where he will give a series of lectures over the radio stations of Mexico City.

ROBERT T. MASON, president and station manager of WMRN, Marion, Ohio, were visitors this week at the headquarters of the Broadcast Measurement Bureau.

MIKE ELLIOTT, general sales manager for Finley Transcriptions, is calling on stations in eastern Pennsylvania.

CARL WARD, director of promotion and press information for WCCO, Minneapolis, is back in the Twin Cities after having spent a week at CBS and Radio Sales in New York.

Clipp Named Chairman Of ABC Station Group

Roger W. Clipp, general manager of WFIL, Philadelphia, was elected chairman of the Stations Planning and Advisory Committee of ABC at the regular quarterly meeting held in New York on Tuesday.

Discussions at the meeting centered almost entirely around plans for closer co-operation between ABC and its 244 affiliated stations in view of the era of intense competitive selling that is just ahead, John H. Norton, Jr., vice-president in charge of stations revealed.

Three new members met with the committee for the first time. They are Fred Weber, executive vice-president of WDSU, New Orleans; Frank C. Carman, president of KOTA, Salt Lake City and Robert R. Feagin, manager of WPDQ, Jacksonville, Fla.

Former WLW entertainers who have been invited to appear on the special anniversary show include Jane Froman, the Mills Brothers, Singin' Sam, Little Jack Little and Hink and Dink. Some of the stars now in New York will be heard via lines from WINS. Crosley officials to be heard on the program are Powell Crosley, Jr., WLW founder; James D. Shouse, president of the broadcasting corporation; and Fred Smith, first manager of WLW.

Wedding Bells

Wedding engagement of Phyllis Sustick, Freehold, N. J., to George Schimmel, WQXR engineer, has been announced.

Two Truman Broadcasts; Mexico City-Waco, Texas

(Continued from Page 1) ard Reinsch as radio advisor, will leave Kansas City by plane for Mexico City, non-stop, on Monday at 3 a.m. Both Monday and Tuesday will have a full round of affairs and events with both Presidents giving formal dinners. On March 8, the President and his party will leave for the Caribbean.

WLW Completes Plan For 25th Anniversary

Cincinnati—WLW's 25th anniversary under its present call letters will be marked by a week long celebration starting March 2 and to be climaxed by a one-hour program March 5 at 7 p.m., EST. The station's predecessor, 8CR, actually went on the air in 1921 with a power of 20 watts and featured the continuous playing of the recording, "Song of India."

Former WLW entertainers who have been invited to appear on the special anniversary show include Jane Froman, the Mills Brothers, Singin' Sam, Little Jack Little and Hink and Dink. Some of the stars now in New York will be heard via lines from WINS. Crosley officials to be heard on the program are Powell Crosley, Jr., WLW founder; James D. Shouse, president of the broadcasting corporation; and Fred Smith, first manager of WLW.



Fault finder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous call letters.

W-I-T-H, the successful independent in Baltimore, is one proof of that.

In this five-station town it's the little fellow . . . W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Road

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

"BOSTON BLACKIE"

13.9

SPONSORED BY TIDEWATER OIL
THRU LENNEN & MITCHELL

HOOPER SUMMER CITY REPORT
JULY—SEPTEMBER, 1946

IN MINNEAPOLIS!

**Fourth highest rated program
all days, all times, all stations!**

OTHER "BLACKIE" RATINGS:

- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

FLASH...NOW 16.5 OCT.—DEC.—1946
C. E. HOOPER

"BOSTON BLACKIE"

TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR

Consistently beats all competition on stations from coast-to-coast. Based on the famous Cosmopolitan magazine stories and current Columbia pictures.
RADIO'S GREATEST POINT-PER-DOLLAR BUY!

FOR LOCAL AND REGIONAL SPONSORS



FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD
NEW YORK

CINCINNATI 6, OHIO

CHICAGO

HOLLYWOOD

LOS ANGELES

By RALPH WILK

DEL SHARBUTT and LEONARD L. LEVINSON will produce a new radio program based on Chic Young's comic strip "Colonel Potterby and the Duchess" which appears in 250 newspapers.

Skitch Henderson who is heard on the Bing Crosby program, has organized his own band, and his agent MCA, is arranging one night stands throughout the country for their appearance this summer.

"Queen For a Day" Emcee Jack Bailey officiated at a dinner at the Hollywood Roosevelt Hotel, February 20th, which was a kickoff for raising funds for a new hospital for underprivileged children to be called the "House of Hope."

Walt Lochman, Sports Director of Station KCMO, ABC affiliate in Kansas City, Mo., is in town for a two-weeks' vacation.

Norma Barnett, KGFJ music librarian, leaves station this week to await arrival of expected addition to family.

Bill Anson, KFWB disc jockey, has been signed to record a minimum of eight vocals per year for Mastertone records.

Jack Benny has been selected as "our favorite comedian" by students at the Westlake School for Girls, fashionable Los Angeles finishing school. Twenty-five of the girls were selected to attend the Jack Benny show Sunday, February 23rd.

New Motion Picture Sign May Pick Up Tele Programs

Pixad, a motion picture advertising sign on Broadway and Seventh Ave., at 43rd St., which made its debut Tuesday night, may possibly be used to pick up regular television programs, it was announced this week.

According to C. L. Thompson, president of the firm, which adapts motion pictures to outdoor advertising display explained that "through a magnification process currently in development re-screening of video programs is included in the possibilities offered by the new sign."

Commends Web Programs

"The Greatest Story Ever Told," heard Sundays on ABC, was commended by the Radio Committee of the Northern Baptist convention at a recent meeting, Dr. Stanley I. Stuber, chairman, announced Friday. CBS' program series titled, "You and Alcohol," also was praised.



Windy City Wordage. . . !

• • • Radio and local movies have hooked up to promote the new Jack Armstrong movie serial. ABC's promotion department in co-operation with the Gold, neighborhood theater, distributed 3,000 photos of Jack Armstrong last week-end to patrons attending the showing of the serial, and the theater ran a trailer to remind patrons to listen to the radio program. Tieups also have been made with two other neighborhood houses, but so far none with the chain theaters. . . . Sidney Gaynor, Don Lee general sales manager, will arrive in Chicago Monday (3) to visit midwest Mutual execs. . . . Kay Campbell has joined the cast of "Ma Perkins" in New York in the role of Evie and will make New York her headquarters. . . . WMBD, Columbia outlet in Peoria, Ill., is planning an anniversary celebration on March 22, in which the Bennett Sisters and the King's Jesters will take part. . . . Alberto Salvi, NBC staff harpist, will be one of the soloists with the Boston Symphony Orchestra at the Symphonic Festival in Tanglewood, Mass., this spring—his eleventh consecutive year with the symphony. . . . Jim Conway, WBBM announcer, is going east March 8 for a week's vacation in New York and Washington. While he's away Ted Grizzard will sub for him on "Shopping With the Missus"; Fahey Flynn will take over "Musical Clock," and Bob Cunningham will fill in on "Musical Clock."

★ ★ ★

• • • Ernie Simon, the wacky disc jockey on WJJD, gets some wacky gifts from his listeners. Last week's gifts included a corset, sent with the suggestion that it would improve his bowling form; a cherry pie, and a red shirt. Simon is giving away two record albums a day on requests from listeners, and to his astonishment he gets more calls for the records of Dorothy Shay, "Park avenue hillbilly" now appearing at the Palmer House here, than for any of the much better known singers and ork leaders, with Gene Autry as a close second.

★ ★ ★

• • • Irving Berlin will publish "Mistletoe Song," written by crooner Jack Owens of the "Breakfast Club," next fall. . . . Gene Seehater, veteran of the European theater, has joined the WIND announcing staff. . . . Jim Crusinberry, of the WBBM news and production staffs, will leave for California, March 7 for a three-week vacation. He'll visit his friend Pat Flanagan, former sports announcer who retired to the West Coast several years ago, and also hopes to see the Cubs and White Sox at their training camps. . . . For the eleventh consecutive year WIND will broadcast the Northern Indiana high school basketball tournament, with Bert Wilson at the mike. . . . Maurice Copeland, who has been added to the cast of the "Tom Mix" show, doing the part of Inspector Wyndham, has been picking up pointers listening to Basil Rathbone on Mutual's "Scotland Yard" ailer. . . . Scripts of the Chicago-originated "National Farm and Home Hour," heard on NBC, are to be used as text material in a new course in agricultural journalism at Iowa State College at Ames.

★ ★ ★

• • • Eloise Kummer, Olan Soule, Paul Barnes, Philip Lord, Betty Lou Smith, and Ray Jones, AFRA secretary, were among the well-knowns who attended the press party for the Misses Dutton and Lippold, publicists, staged by their actor clients last Friday at the Actors' Club. Olan Soule and a group of his fellow thespians are owners of the building in which the club is located, and lease it to the organization. The four-story building has been handsomely furnished and has become a center of activity for local radio people. . . . It has finally been decided that the "Ladies Be Seated" show will permanently locate in Chicago March 31.

SOUTHWEST

COMPLETING a series of two weekly regional network programs the Interstate Theaters, Frankie Meters and his orchestra will head a stage revue to play key theaters the circuit opening at the Metropolitan, Houston today, Feb. 27.

Evelyn Oppenheimer is being presented by the Skillern's Drug Store in a weekly quarter-hour book view over KRLD, Dallas. Miss Oppenheimer will review books of interest and when possible review original book of which current films are based on and which are current at local theaters.

Cuquita Wilton, control room operator of KCOR, San Antonio in off duty hours is becoming well known as a vocalist and is heard over the station as soloist twice weekly in a quarter-hour program and is also appearing with local orchestra. Miss Wilton appeared Austin in a special serenade to Governor Beauford Jester as a soloist from the Latin Americans of San Antonio.

Scheduled to take to the air a half-hour Monday through Friday feature over WFAA, Dallas, is program "The Southwest Farm Programs" will feature Frances Bely, Jimmy Wells, and Dick Co Music, farm news and weather information will feature the broadcast.

Kathy Johnson, "The Story Line" is being heard in a new half-hour program each Saturday morning on WOAI, San Antonio. Miss Johnson tells stories, poems and sings songs in the "Kiddies Club" program. Mel Winters is at the piano for the songs.

Recovering from injuries are Morin of the WOAI, San Antonio staff, and Kenny Hyman, chief engineer of KCOR, San Antonio. Morin suffered cuts and bruises while a passenger in a local bus on way to the studio. Hyman injured hand on a band saw.

Application has been submitted the Longview Broadcasting Co., Longview to the FCC seeking license for a new standard broadcast station to be operated there with 250 watts on 890 kilocycles daytime hours operation.

5000 WATTS 1330 AM
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—147 West 46th Street, New York, N.Y.

SUMMER REPLACEMENTS?
WINTER REPLACEMENTS?

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

Educational FM Webs Draw FMA's Support

(Continued from Page 1)

"said Hofheinz, "here, at last, educators have an opportunity in FM further their splendid work—an opportunity that they missed in the field. I strongly urge educational institutions to get busy and applications for FM stations." The FMA liaison committee assured the Commission that the organization is in no way connected with any elements which have been reported some quarters to oppose any educational networks.

Commissioners Attend

Attending the meeting at the High Hotel, Washington, from the were: Chairman Charles R. Berry and Commissioners Clifford Burr, E. K. Jett, Ray C. Wakefield and Rosel H. Hyde, Chief Engineer George P. Adair, Assistant Chief Engineer John A. Willoughby, Cyril Braum, Chief of the FM section, engineering department; Benedict P. Stone, general counsel; John McNeil, chief of the FM section, law department.

Representing the FMA were: President Roy Hofheinz, Vice-President Brett L. Dillard, Leonard H. Marks, general counsel, and Bill Bailey.

FCC To Question KSTP Re "Control" By AVCO

(Continued from Page 1)

with details given by parties to transfer in control. Transferors include Stanley E. Hubbard, I. A. Maughnessy, et al, and the Hammewing Co.

The Commission said the hearing is ordered to determine, among other things, "the method and manner of control over KSTP by Hubbard, including what influence or control, if any, over the station would be exercised by Crosley Broadcasting Corporation or its parent Aviation Corporation."

The FCC also said the hearing would "determine whether KSTP should be used in the furtherance of the business interests of either transferee or parties."

The hearing will begin on March 13.

WV Record Show On WNEW

"Limited Edition Records" is the title of a new Sunday program over WNEW, starting March 2, 7-7:30 p.m., consist of Concert Hall Society recordings. Premiere broadcast will feature the String Quartet No. 2 in F major, Opus 92 by Serge Prokofieff.

RCA Production Increases; Personnel Up, Report Shows

(Continued from Page 1)

Personnel numbered 39,361, representing an increase of 6,376 over the total at the end of 1945. Various labor problems were solved by RCA without strikes during a year of widespread labor unrest throughout the country. RCA as a whole negotiated and maintained continuous relations with 37 separate labor unions.

In the manufacturing division of RCA the number of employees increased to a postwar high of 28,300 in December, 46 per cent of whom were female employees. During the war, a total of 6,720 employees entered the armed forces and of this total, 3,493 have been re-employed. In addition, 4,171 veterans who were not former employees have been hired.

Production Gaining

"The RCA Victor Division, engaged in manufacturing and sales, exceeded the records it had established in production and merchandising during any previous peacetime year," the report states. "Nevertheless, the availability of products at no time matched the demand," the Annual Report stated.

"Nearly 1,500,000 units—including

RCA Victor home radio, phonograph and television instruments — were produced during the year, despite the fact that manufacture was restricted by shortages of such items as wood cabinets, record changers, steel, plastics, and loudspeakers."

The Report said that delivery of RCA super-sensitive television camera and field equipment during 1946 enhanced programming in general and greatly facilitated advances in the art of telecasting sports and news events. The prospect for new business in the television field was revealed to be good, with home receivers and transmitter apparatus in demand.

The year 1946, marking production of its billionth phonograph disc, was the best in the history of the RCA Victor record business. Co-ordinated efforts of manufacturing, engineering and purchasing departments made it possible to operate plants in Camden, Indianapolis and Hollywood to capacity during the entire year. A fourth record manufacturing plant at Canonsburg, Pa., is expected to begin operation this summer to help meet increased demand.

Miles Labs. To Drop Rogers Show On NBC Saturdays

(Continued from Page 1)

the Pioneers and Pat Buttram has been heard since October 5th, replacing the National Barn Dance.

In announcing withdrawal of Miles Labs from the Saturday night spot, Wade Advertising agency in Hollywood issued the following statement:

"Because of the increased costs of radio network facilities and also the increased costs of radio talent during the past few years, and because during these inflationary years the selling price of Alka-Seltzer has not been increased, it becomes necessary for the Miles Laboratories to make a decided reduction in their radio advertising budget.

"Since the Saturday Night Roundup starring Roy Rogers was the newest on the list of radio shows sponsored by the Miles Laboratories, it was deemed wisest to cancel this show."

Close Files Court Action Against Cowles Station

(Continued from Page 1)

ner, and seeking \$200,000 in damages. Close, whose real name was given as Josef Washington Hall, said a critical broadcast by Warner over WOL, Washington, has brought Close into "public odium and contempt."

Close charged that the broadcast and its subsequent pickup by various publications has led to "pressures brought against radio stations and chains for the cancellation of radio programs and contracts" of the commentator.

Control Of WRUL, Boston, Returning To World Wide

The operating control of WRUL, 50,000 watt shortwave station in Boston, will be returned to the World Wide Broadcasting Foundation today, February 27, after being operated by the OWI and State Department since 1942. The station's original project, called the "World Radio University," will again be used for broadcasting news, music, educational and cultural programs in 10 languages to all parts of Europe, including Russia. Time is also to be granted for the State Department to schedule its own programs.

WRUL is operated by a non-profit, non-commercial organization and was founded in 1935 by Walter S. Lemmon, president of World Wide Broadcasting Foundation, and veep of Globe Wireless Corp. Lemmon states that "the work of WRUL will be directed toward helping to clarify the meaning of international economic problems, and assisting all constructive efforts in the furtherance of lasting peace." Station operating costs are paid for by funds received from the Carnegie Endowment for International Peace and by voluntary contributions from listeners and organizations.

Networks To Carry Press Club Speeches

(Continued from Page 1)

carry speeches by Hector McNeill, Minister of State for Great Britain who arrives in this country Feb. 28 to head UK's delegation to the UN Security Council, and Senator Chan Gurney, Chairman of the Armed Services Committee. ABC has assigned its 9:30-10 p.m., EST., period to talks by Andrei Gromyko of Russia and Senator Warren Austin, head of the U. S. delegation to the UN.

Other dinner speakers include William L. Shirer of CBS and Frank Gervasi of Collier's. Gen. Courtney H. Hodges, Commander of the First Army area, will present special certificates of merit and theater campaign ribbons to war correspondents decorated by the War Department.

The Overseas Press Club has announced that 20 members who contributed "now it can be told" stories for the book "Deadline Delayed," to be published by E. P. Dutton & Co., on the day of the dinner, will be present. Contributors from radio include Henry J. Taylor of Mutual, W. W. Chaplin and Irene Kuhn of NBC, and Thomas B. Morgan of WOV, New York.

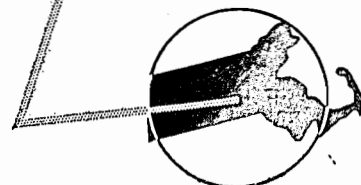
Denny's Address To IRE Set For WNBT Television

Institute of Radio Engineers banquet, which will feature FCC Chairman Charles R. Denny as principal speaker, will be televised over WNBT next Wednesday night, March 5, it was announced yesterday.

Dinner, to be held at the Hotel Commodore, will highlight events of the IRE National Convention to be held here March 3-6. Also featured on the WNBT program will be presentation of the two Morris Liebman Memorial Prizes, the Browder J. Thompson Memorial Prize, and the 25 IRE Fellowships. Dr. Albert Rose, of RCA Laboratories, will receive the 1946 Liebman Prize; Dr. Robinson Pierce, Bell Laboratories, will be presented with the 1947 Liebman Prize, and Dr. Charles L. Dolph of the University of Michigan, will receive the Thompson Prize.



Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.



OFF THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
S. TOOGOOD RECORDING CO.
 10 N. LA 91' LE ST. CHICAGO 1, CENTRAL 5775

PROMOTION

Public Service

Telegrams by Frank Stanton, CBS president, to the mayors of every city in which a Columbia station is located, and recordings by Edward R. Murrow, CBS vice-president and Director of Public Affairs, and a special promotion kit, both for use by the network's stations, are included in the comprehensive promotion by which the Columbia Broadcasting System will seek to insure the biggest audience possible for the one-hour documentary on juvenile delinquency, "The Eagle's Brood," which will be broadcast over CBS Wednesday, March 5, 10:00-11:00 p.m., EST.

The program, the result of four months of careful research and preparation, is being broadcast as a warning to Americans against the rising tide of juvenile delinquency which seriously threatens this country's social structure. It will be a straightforward statement of authenticated facts.

Mr. Stanton's wire will go out today, Feb. 27. It will suggest that the mayors and other members of the city administrations tune in "The Eagle's Brood" and will invite comments on the program.

Agency Reminder

Harry Rauch, radio publicity director of Young & Rubicam, Inc., sent out a Valentine's Day gift to the press in the form of a silver tray from the International Silver Company. Enclosed was a heart-shaped Valentine illustrating the stars of the radio shows handled by the agency. Whole idea smacked of originality and class.

'Richard' Contest

A "Why Didn't Richard Open the Door?" contest is being sponsored by WDAK Columbus, Ga., with a cash prize going to the listener who submits the best reason in a letter to the station. The contest was inspired by Henry East, station disc jockey, who has been deluged with requests to play, "Open The Door Richard."

Standard Brands Cancels WNBT Television Shows

(Continued from Page 1)

hour show which has been on the air since last spring, at 8-9 p.m., EST but which only utilized about 45 minutes each Thursday night, is going off March 6. "Face to Face" also a longer show half-hour but which runs about 15 minutes Sunday nights at 8 p.m. departed last Sunday.

This altogether is a commitment of one and one-half hours of television time and cancellation is unofficially believed to be a matter of retrenchment. It was understood when the time was originally purchased, it was for the purpose of something in the nature of a franchise to acquire a desirable time slot. Production costs on the two shows was in excess of \$3,000 weekly.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Two years ago when we first heard some of his songs, we tabbed Sid Prosen a comer . . . today he's head of the newly-formed Burke & Van Heusen subsidiary, Hometown Music. . . ● Irving Tanz has resigned as professional manager at Encore Music and is succeeded by Sam Wigler. . . ● Susan Music, new Frank Loesser firm, has named Paul Salvatore, manager of the Chicago office. . . ● To us, Anne Marleau's guestrilling of "Guilty" last Thursday on Jack CBSmith's program thrilled the ears. . . ● The Dick Haymes (she's actress Joanne Dru) will welcome Sir Stork for the third time in Sept. . . ● Disk Jockey Art Ford is managing beautiful Laurie O'Day, the CFRBlues singer from Toronto, currently in Gotham. . . ● Wiley Patterson and Grace Shannon have placed their fine bounce ditty, "Yes Yes Honey" with Chelsea Music. . . ● Two top tunesters Fred Coots and Sam M. Lewis have given their sure-hit "I Can't Believe It Was All Make Believe" to Bergman, Vocco & Conn. . . ● Last summer he was knocking out base hits for the Boston Braves . . . now Marvin Grohman is trying for song hits, having just published "I Just Gotta Talk About You," recently introduced by Sammy Kaye. . . ● Last Sunday morning we heard the "Wings Over Jordan Choir" CBSing a song titled, "Mus' Keep A-Moverin'" . . . they should record this inspirational composition.

★ ★ ★

● ● ● The music of the Joe Mooney Quartet, originally scheduled for 13 weeks will be ABContinued indefinitely . . . originates from Dixon's Nitery on W. 42nd street. . . ● Mel Blanc sez that Fox will make a sequel flicker to "The Razor's Edge" to be called "Young Man With a Hone". . . ● Ernesto Lecuona, Latin-America's gift to Tin Pan Alley, set for a P.A. stint at the Roxy Theater in Gotham . . . his ballad "Another Night Like This" from the score of 'Carnival In Costa Rica', looks like a smash for E. B. Marks. . . ● In a recent issue of This Month magazine, Harold Helfer and Bonnie White Baker reveal that a Boston woman, seeking a divorce, charged that her husband often beat her while listening to music . . . (he evidently took the song "Beat Me Daddy Eight To The Bar" quite seriously). . . ● Brown Furlow, writer of "Black Velvet on the Moon" has just placed a fine ballad titled, "Love's A Lovely Thing" with Dial Music Corp. . . ● Marshall Young, baritone CBSinging star of the 'Arthur Godfrey Show', is organizing his own band . . . lad has what it takes.

★ ★ ★

● ● ● Mickey Addy, left Campbell-Porgie to head Mood Music. . . ● Bill Silag, assistant Radio Chief at the War Assets Administration, doing a sock job for the Government . . . lad's a great bet for some smart advertising agency. . . ● Bill Harrington and Susan Kent will co-star on a new MBSeries . . . program will be heard Fridays from 10:30-11 p.m. and will feature Emerson Buckley's orchestra. . . ● Watched producer Bill Brennan in action rehearsing the "Jack Smith Show" last Thursday . . . now we can understand its smoothness and popularity. . . ● Lincoln Music is setting up a great plug on "I Know A Dream When I See One," by Ted Fetter, Al Sherman and Abner Silver. . . ● George Bieber has joined the staff of Campbell-Porgie to work on "It Might Have Been A Different Story". . . ● Networks are overlooking the beautiful voice of Ronnie Gibson . . . and when television comes into its own . . . brother she can write her own ticket.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Jerry Blaine, National Records exec., forming his own waxery with plenty of heavy bank-roll backing. . . ● Chalk up a hit for Morton Gould's Columbia Masterworks Album "Stringtime" . . . the youthful Maestro eliminates the brass entirely on favorites including "Holiday For Strings," "Solitude," "Stormy Weather" and "Over The Rainbow". . . ● New firm, Empey Records starts off on the right foot with a danceable platter of "Harlem's Poppin'" backed with "There's A Bit Of Virginia In Ya" by Noble Sissle's crew . . . vocals by the Chic Chocs trio.

AGENCIES

ROBERT TUCKER has been appointed acting casting director for the radio department of F. Cone & Belding, New York office. He will assume the duties of Ann Howard, who has been transferred to FC&B Chicago office.

WILLIAM T. TODD has been elected vice-president in charge of the agency of Lennen & Mitchell, Inc. He joined the agency six years ago.

ROBERT L. HOWARD, radio director of the Robert J. Enders Advertising Agency, Washington, D.C., has resigned to join the I. T. C. Agency of the same city. He will combine duties as radio director and account executive.

STAZE, INC., manufacturers of Staze and OKaze Denture Appliances, have engaged Roberts Reimers, Inc., New York advertising agency, effective March 1. Radio newspapers in both the United States and Canada will be used in the denture campaign.

FRED MANCHEE, B.B.D.&O., president in charge of Research Market Analysis, will be the guest speaker for the lecture session of the Radio Advertising course being offered by the School of Radio Technique, RKO Building, Radio City, Thursday evening, February 27. The subject will be Market Analysis. This is the sixth in a series of lectures by executives in the radio advertising fields, including Ray Den, Lennen-Mitchell, Stan Quigley, J. Walter Thompson, Guy Cioppa, CBS; Jack Sullivan, WN and T. K. Carpenter, Kenyon & Hardt.

DIENER & DORSKIND has been appointed to handle radio and newspaper advertising of "The Compendium of Prophecies of Nostradamus" released by the Crown Publishing Company. In addition agency and authors have prepared transcribed programs on the subject ranging in length from 5 minutes to 30 minutes, which will shortly be available for sale.

Lisa Sergio Back On Air On WOV, Starting March 3

Lisa Sergio, commentator formerly heard on ABC network and WQXR New York, returns to the air on WOV five nights weekly, effective March 3, from 11-11:15 p.m. Some 100 guests have been invited to a studio welcoming party the night of the premiere broadcast which will be aired for a half-hour starting at 10:45 p.m. Guests expected to attend include Fiorello LaGuardia, Will L. Shirer, CBS commentator; Doris Lewis, NAB; and James Marsden, member of the U. S. delegation to UNESCO.

Mont Sees Wide Use Of Tele In Business

(Continued from Page 1)

ing and don business clothes," Mont said, and "will be set for an ally great, if not greater exploitation of its see-hear medium on behalf of labor and management, of worker safety and productivity, of industry and business, of producer and consumer, and of citizen, nation and world."

Ready for Industry Use

Television is technically prepared after the industrial field, Du Mont stated, since its pictorial standards rapidly approximating those of motion pictures, and already on a par with the best home movies."

Mentioning specifically its contributions to "safety first," the television pioneer pointed to the training of prison raid wardens in the New York State during the early days of World War II wherein films were used to instruct a great many in a short time. For example, he pointed out, the telecasting of photographs of most persons and escaped convicts in co-operation with police departments. Traffic hazards, holiday or other, aired by broadcasters to a high degree of satisfaction, may be more effectively illustrated to the public via television, Du Mont added. Where motion picture documentary films have been used in business and education, "have too often been left in their cans—unseen, unknown, un-used,—because theaters will not screen not run such films" television can be of equally high value. The public has been deprived of such material, he said, and they will now be able to view them "in the ideal atmosphere of the home."

For the modern industrial plant, according to Du Mont, television has tremendous potentialities. He expected that many plants have published address systems whereby foremen, superintendents and presidents talk to groups, sections or departments. "But something can now be done," he said, "—the actual image of the person addressing the group." Another industrial usage of television is the training angle, what is the need for skilled workers at this high point. "By televiewing, one worker can impart his bag of tricks to many others," Du Mont

televiewing," the video pioneer "invites the safety engineer, efficiency expert, the busy executive, the highly trained expert, and a worker to regain that much cherished intimacy which, in the past, the America grow and prosper."

Linke Joins Sonnenberg

Jack Linke, formerly publicity director on the "Chesterfield Supper Club" for Newell-Emmett, has joined the office of Benjamin Sonnenberg to handle the Philip Morris Company's three radio shows: "It Pays to Be Ignorant," "Crime Doctor," and the Milton Berle show which is scheduled to start March 11.

COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—Emcee Maury Farrell of WAPI wondered how many folks really enjoyed hearing Ted Weems' arrangement of "Heartaches" on Chesterfield's "Matinee in Birmingham." His answer came when 1,547 persons wrote in to WAPI in two days to ask for the tune. . . . **AUBURN**—Alabama's largest radio network ever cleared for a state program originated at WJHO with F. Martin Hyatt behind the mike when an estimated 1,500,000 people heard Gov. James E. Folsom talk on "The Future of Alabama." A total of 26 Alabama stations and one in Georgia carried the Governor's speech.

—ARIZONA—

PHOENIX—KRUX, first station of the new Gene Burke Brophy Network, Radio Arizona will take to the air March 1st with three programs already set at this time: "Lucky Baby", "Letters to the Editor" and "The World on Parade." Construction is under way on additional Radio Arizona stations in Yuma, Nogales and Flagstaff.

—CALIFORNIA—

HOLLYWOOD—Howard Hill, one of the most famous archers of the present day was a guest on Sid Ziff's sports program on KECA, Feb. 25th. Ziff discussed the subject of archery for the average citizen, and the fun and benefits to be derived from this sport. . . . **LOS ANGELES**—KFI's "The Wizard of Odds," heard each Saturday afternoon at 5:00 p.m., is sponsored by International 3 Out of 5 Hair Tonic, Los Angeles. The agency is Harrington & Buckley, San Francisco, and the contract runs for 13 weeks. . . . **SACRAMENTO**—KFBK presented as a Lincoln Day contribution Norman Corwin's 30-minute drama, Ann Rutledge. A group of local volunteer talent at KFBK made up the cast for the presentation.

—CONNECTICUT—

BRIDGEPORT—WICC carried the Yankee Network Institute of the Air on Feb. 22nd, featuring talks on International Trade by Harold Smith, Regional Dir. of the U. S. Dept. of Commerce; the values of liberal arts education by Dr. Charles F. Phillips, president of Bates College, Lewiston, Me.; Child Psychology by Sister Mary Dolores, head of the child training dept. at Hartford's St. Joseph College and music trends by Hal McIntyre, popular band leader. . . . **HARTFORD**—WTIC introduced a novel way of getting contestants to appear on the "Quiz of Two Cities" program between Hartford and Springfield when deputy sheriffs were served with subpoenas commanding them to appear on a broadcast Feb. 21st.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—WOL recently added two new 15-minute adventure series to their schedule, making a total of a solid hour and 45 minutes of adventure programs for youngsters, five days a week. . . . Jim Gibbons, WMAL sports announcer asked the Town Clock fans if they

had any opinions on the Daylight Saving Time issue. WMAL's switchboard was swamped with 250 calls in the two ten-minute survey periods and operators taking down statistics showed the ratio was slightly two-to-one in favor of Daylight Time for D. C.

—GEORGIA—

ATLANTA—A five-minute mail pull program entitled "Garden Gate Quartet" is now aired over WAGA at 7:05 a.m. Monday through Friday, for Ballard & Ballard's flower seeds. . . . **SAVANNAH**—George P. Cooper, Jr., formerly of Fenner & Beane, New York City, has joined the staff of WSAV as account executive.

—ILLINOIS—

E. ST. LOUIS—"What Is Your Dating Rating?" is the topic of discussion on the "Youth Speaks" program to be broadcast over WTMV Feb. 27th at 7:45 p.m. Mrs. Frazier, Home Economics teacher at Dupon High School will conduct the program consisting of six students, 2 boys and 4 girls, who will discuss personalities and ratings in the views of the opposite sex. . . . "Musical Souvenirs," a new program consisting of a collection of outstanding vocal and instrumental artists, featured in the combinations of years past, is broadcast over WTMV daily at 12:30 p.m.

—MAINE—

PORTLAND—A new public service program, "The Maine Delegation Reports," made its debut over WGAN at 6:15 p.m., Feb. 20th, when the state's senior Senator and Senate majority leader Wallace White reported home to Maine on developments in the nation's capital. Program will be aired each week via transcriptions made in Washington. . . . A radio engineer at WGAN recently performed an unusual public service on the side. Engineer Donald Loveday, also a radio "ham", successfully contacted a German "ham" in Hamburg, made it possible for Portland resident Harland Bruns to tell his army son in Germany that the soldier's mother was recovering from a major operation.

—NEBRASKA—

OMAHA—Harry Burke, General Manager of KFAB, announced that Ruth Neuhaus, Woman's Director of the station will attend the Assoc. of Women Broadcasters of NAB in N. Y., March 7th, 8th and 9th. . . . A new KBON program, emceed by Had Hughes and Don Perazzo sends Omaha Homemakers running to their phones these days because it could be the "Answer Please" man—and that could lead to a silver fox scarf, etc. Parties answering their phones are quizzed and local advertisers furnish prizes for correct answers.

Stork News

Phillips H. Lord and Mrs. Lord, of New York and Bartlett's Island, Me., announce the birth of a daughter, February 25, at the Flower Fifth Avenue Hospital. Lord is the well-known radio producer. The child, which weighed seven pounds at birth, will be named Phillipa after her father.

Gillette Will Sponsor Army-Navy, '47-'49

(Continued from Page 1)

with Army as the "host" eleven. Location and arrangements for the 1948 game will be supervised by the Naval Academy, and it is for this reason that sponsorship is not included in the current deal. This year's game will be played on November 29.

No arrangements have been made as to radio or video networks to air the games, although it is expected that NBC will televise the classics over WNBT, as it has done for the past two years. Network also carried the radio version last year.

Under terms of the agreement, Spang said, Gillette will devote portions of its broadcast time to support the Army Recruiting Program.

Radio's Efforts Lauded By 'Brotherhood' Leader

(Continued from Page 1)

entertainment field heard preliminary reports on the drive for memberships and funds that have been donated to date. Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews, organization which inspired the Brotherhood drive, told those assembled at the luncheon that radio's part had been highly gratifying under the chairmanship of Edward J. Noble, president of ABC.

Dr. Clinchy further paid tribute to the efforts of the Advertising Council and the individual stars such as Bob Hope, Eddie Cantor, Edgar Bergen and others who gave precedence to Brotherhood Week on their national programs. Noble has been serving as chairman of the radio industry division and had the assistance of the other three network presidents who assigned members of their staffs to carry out the necessary details.

Final reports from both the motion picture and radio industry are yet to be made, with the drive for membership and funds still in progress.

Ralph Edwards Guesting

Ralph Edwards, of "Truth or Consequences," is embarking on a series of guest shots. On Thursday, March 6, he will appear on the Jack Haley program, 9:30 p.m., NBC, and Dinah Shore will play hostess to the "T. or C.," emcee Wednesday, March 19, 9:30 p.m., CBS.

Send Birthday Greetings To

February 27

Upton C'ose Frank Kingdon
"Texas" Jim Robertson
Ruby Cowan David Sarnoff
Malcolm Meacham Frank Munn
Harold Turner Maurice Spitalny

Oklahoma 'U' Startling Four-Day Meet Today

(Continued from Page 1)

and Sunday sessions in the Oklahoma Biltmore, Oklahoma City.

This is the second year the conference has been held at Oklahoma University with Association for Education by Radio as sponsors.

The 1947 conference theme is "Programming to Meet Current Needs." Program analysis, suggestions and demonstrations will vitalize the sessions.

Robert D. Enoch, manager of KTOK, Oklahoma City, is chairman of the opening session, starting at two o'clock today at Norman. Welcome addresses will be made by John Gunstream, Dallas regional president of the Association for Education by Radio; Dr. Royden Dangerfield, assistant to the president of the University of Oklahoma, and Dr. Sherman Lawton, co-ordinator of radio at the University and organizer of conference.

Following the opening session, Bill Ballinger, Chicago, will be chairman of the program on "Increasing the Effectiveness of Radio Advertising."

Allan Miller, director, Rocky Mountain Radio Council, Denver, will be in charge of the co-operative programming discussion at 3:45 p.m.

Alumni to Be Honored

At the 6 p.m. dinner session in the ballroom of the Oklahoma Memorial Union Building outstanding alumni in radio of the University of Oklahoma will be honored. Chairman will be M. L. Wardell, head of the University's department of history and one of the first educators in the United States to use radio broadcasting for continuous series programs planned for adults.

Thirty-five network broadcasting and educational executives serve on the national committee for the planning of the conference. Eighteen radio station executives in the neighboring four-state area were advisory consultants on the program.

Radio personnel from 20 states attended the 1946 conference. An even larger attendance is expected this year. Last year's highlight was the surprise speech by Arch Oboler criticizing commercial radio. Oboler has been billed as a dinner speaker to discuss writing for radio.

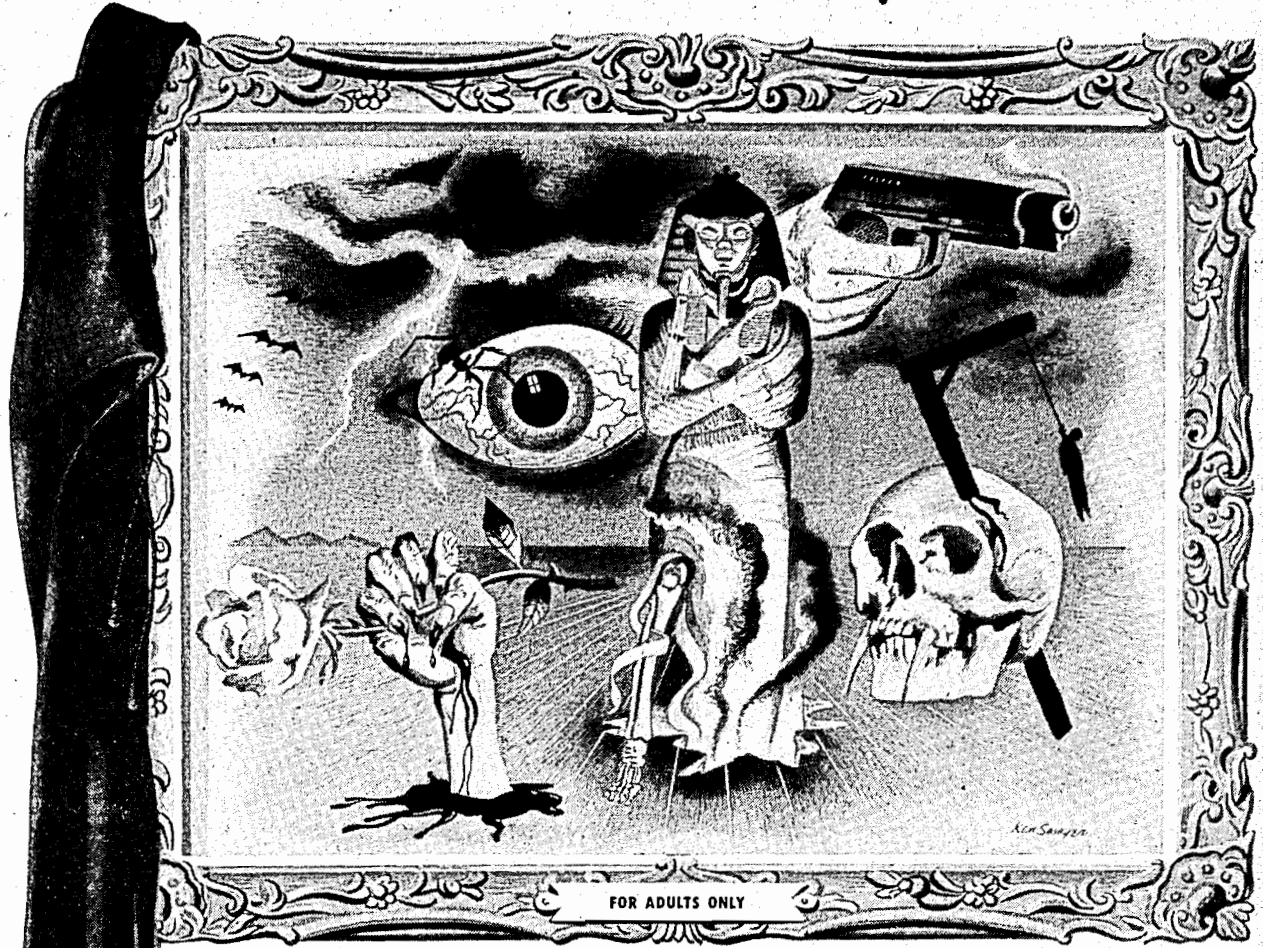
Also during last year's session, Commissioner Paul Walker of the FCC also outlined the principal points of the now-famous Blue Book at a dinner session of the conference.

New Show Packaged

Lou Cooper, Dave Stanley and Dick Diamond have packaged a 30-minute radio program idea, as yet untitled, which will present published and original short stories, one-act plays in American musical comedy format. Each of the programs will be varied in mood. Music will be composed by Lou Cooper, concert pianist. Dividing the writing chores will be Dave Stanley and Dick Diamond.

Murder

IS NOT FOR KIDS



Murder and mystery shows provide thrilling entertainment for adults, but are not the type of program best suited for the youngsters. That's why we have gone to quite some trouble to rearrange our programming so that all our

"who-done-it" shows* are released after nine o'clock at night. That way the adults can enjoy well-written, exciting mystery dramas, and the kids don't have to hear them. It's another example of our idea of public service.

*"MYSTERY THEATRE"
"MYSTERY IS MY HOBBY"
"MR. DISTRICT ATTORNEY"

KFI

NBC FOR LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 ON YOUR DIAL

Barle C. Anthony, Inc. EDWARD PETRY & COMPANY, Inc.
NATIONAL REPRESENTATIVES

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 41

NEW YORK, FRIDAY, FEBRUARY 28, 1947

TEN CENTS

Radio Conference Opens

Operate 30 KC Apart As FCC Experiment

Washington Bureau, RADIO DAILY
Washington—Operation of radio stations 30 kc. apart is now being tried by the FCC in a series of tests conducted in the Philadelphia and Washington areas.

Reference to interference from stations 30 kc. apart is omitted in the Commission's new standards "since in most cases the average listener is not bothered" by such interference.

"There is, however," the Commission said, "still some question in the

(Continued on Page 3)

French Radio Programs Offered Amer. Broadcasters

The North American Service of the French Broadcasting System has announced a series of 12 different programs, five and 15-minute transmissions in English, to be made available to all U. S. stations beginning April 7. Detailed information about the programs and the French Government's new exchange plan is being mailed to over 1,000 U. S. broad-

(Continued on Page 6)

Subpoena Gwilym Price For FCC-WLIB Hearing

Following a stormy session in Washington yesterday, the FCC voted to subpoena Gwilym Price, president of Westinghouse, to appear in a hearing over application of WLIB, New York, for additional facilities. Westinghouse is licensee of WOWO, Fort Wayne, Ind. Additional facilities

(Continued on Page 2)

Complaint

Tele dealers in the New York area are complaining about the lack of daytime programming for set demonstration purposes, RADIO DAILY learned yesterday. It was pointed out that station test patterns alone are not convincing to prospective set buyers and that the schedules of test patterns are often uncertain. Daytime motion pictures are requested.

German Production

Berlin—Radio sets manufactured in the United States sector of Berlin during the January-August 1946 period totaled 35,834, the output for August being 5,768. Loud speakers produced in the sector during the 8-month period numbered 88,366, of which 13,772 were produced in the month of August.

IRE Meet Next Week Will Attract 7,000

Over 7,000 engineers, technicians and executives in the fields of radio and electronics will attend the four day national convention and exposition of the Institute of Radio Engineers at Grand Central Palace, opening next Monday and extending through Thursday, March 6.

Prominent members of the industry will present 125 technical papers covering all phases of development in radio, television and communications in general and panel sessions

(Continued on Page 2)

N. Y. Bank Buying Spots On WOR For First Time

The third New York bank to enter into radio advertising within the last two years is the National City which today, Friday, begins a spot campaign over WOR. This is the first time that the National City Bank has ever used radio and the agency, BBD&O, reports that it is being tried

(Continued on Page 4)

Treasury Offers NAB Plan To Solve Giveaway Problem

Offering a solution to the giveaway problems of radio, Brent O. Gunts, director, Radio Section, U.S. Savings Bonds Division, Treasury Department, yesterday solicited the cooperation of NAB in popularizing Savings Bonds rather than merchandise as radio prizes.

Mr. Gunts in a letter to Justin Miller, president of NAB, said the Treasury Department "solicits the assistance of the National Association

800, From 23 States, At Norman, Okla., For 2nd Annual Radio Gathering Of Oklahoma University

USO Pays Tribute To Broadcasters

Paying tribute to broadcasters for their "most generous contribution of time and talent" from 1941 to 1947, the USO and the National War Fund yesterday presented a citation to NAB through Winthrop W. Aldrich, president of the National War Fund.

It was pointed out the broadcasters' support of USO's most recent campaign was an example of the

(Continued on Page 3)

Celler Would Change Communications Act

Washington Bureau, RADIO DAILY
Washington—Chances for early action on the drastic amendments to the Communications Act proposed by Rep. Emanuel Celler of New York are very dim, members of the House

(Continued on Page 5)

Swezey Heads NAB Group; Committee Meetings Set

Washington Bureau, RADIO DAILY
Washington—Robert D. Swezey, vice-president and general manager, Mutual Broadcasting System has been named by the NAB as chairman of

(Continued on Page 8)

Norman, Okla.—Registration for the University of Oklahoma's second annual radio conference reached 300, within hours after registration began Thursday morning. Continuous arrivals insured an attendance of more than 800 from 23 states who had mailed advance registration.

Leaders in the radio world rubbed elbows with University students of radio courses as the crowd milled in the Student Union building. The opening session began at 2 p.m. when

(Continued on Page 6)

Hollywood Expanding As Production Center

Chicago—Hollywood is due to become the originating point for many more top network shows, in the opinion of Lou Cowan, creator of the "Quiz Kids" program. There is a definite trend in that direction, he told newspaper and trade press representatives at a luncheon Wednesday at the Ambassador West.

The former Chicagoan who has made a sensational success of the

(Continued on Page 8)

New Iowa MBS Outlet Ready About Mar. 15

Des Moines—KCBC, Des Moines' new basic Mutual station, is scheduled to begin operations on or about March 15, set back from last September.

(Continued on Page 8)

Father & Son

If a 17-year-old basketball player doesn't get a big build-up tonight, during a game to be broadcast by WHN, New York, from White Plains, it won't be because his Dad isn't at the microphone. Bert Lee, WHN sportscaster, will report a contest between White Plains and New Rochelle high schools. Bertram Lehar III, Lee's son, is captain of N. R.

(Continued on Page 6)



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thurs., Feb. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 5/8	9 1/4	9 5/8	+ 1/2
Am. Tel. & Tel.	171 1/4	170 3/4	170 7/8	+ 1/8
CBS A	30 1/4	29 3/4	30	+ 1/2
CBS B	30	29 3/4	30	+ 1
Farnsworth T. & R.	8	8	8	+ 1/4
Gen. Electric	37 7/8	37 1/8	37 3/4	+ 1/2
Philco	28 3/4	26 5/8	28 3/4	+ 1 3/4
Philco Pfd.	96	96	96	+ 3/4
RCA Common	9 5/8	9 1/4	9 5/8	+ 1/4
RCA First Pfd.	78	77 3/4	77 3/4	+ 1/4
Stewart-Warner	18 3/8	18	18 3/8	+ 3/8
Westinghouse	26 3/4	26 1/8	26 1/2	+ 1/8
Westinghouse Pfd. A. 100	99 7/8	99 7/8	100	+ 3/8
Zenith Radio	22 3/4	22 1/4	22 1/2	+ 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	4	3 7/8	3 3/4	- 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/4	7 1/4
Finch Tele Comm.	8	9
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/2
WCAO (Baltimore)	40	...
WJR (Detroit)	18	20

State Dept. Exec. Is Guest On La Cossitt's Program

Edward Raquello, executive producer of the State Department's international broadcasting division, was the guest of Henry La Cossitt on the latter's "The Editor's Diary" over WOR-Mutual this morning, 9-9-15 a.m.

Raquello, a veteran radio and theater executive, described the operation of the State Department's daily broadcast to Russia.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

★ COMING AND GOING ★

FRANK W. NESBITT, chief of the English language section of NBC's international division, leaves San Francisco today on the first commercial flight from the United States to Australia.

ADRIAN SAMISH, vice-president of the American network in charge of programs and television, leaving on a 10-day business trip to the West Coast.

DWIGHT COOKE, moderator on "People's Platform" heard over CBS, leaves tomorrow for Buffalo, from which point Sunday's program will emanate, with the current teachers' strike as the theme.

LEON LEVINE, assistant director of education at CBS, leaves today for Atlantic City, where he will take charge of the CBS exhibit at the convention of the American Assn. of School Administrators.

R. G. SOULE, vice-president and treasurer of WFBL, Syracuse, N. Y., is spending this week—and five more—in Pompano, Fla.

FLETCHER WILEY, operator of the "Housewives Protective League" and "Sunrise Salute" programs, with headquarters in Hollywood, is spending a few weeks in New York.

JOHN REED KING, emcee of "The Missus Goes A-Shopping" on WCBS, who has been absent for some time because of illness, will return to the show today.

R. E. "DICK" GREEN, manager of national sales at KOMO, Seattle, has left on a three-week trip through the East, with stops scheduled for Chicago, Detroit and New York.

HELEN HAYES leaves tomorrow for Washington, D. C., where on Sunday night she will be starred in a radio presentation of "What Every Woman Knows" over the American network.

DR. GEORGE CROTHERS, director of "People's Platform" on CBS, is expected back tomorrow from New Orleans.

IRE Meet Next Week Expected To Attract 7,000

(Continued from Page 1)

to be held in both the Palace and the Hotel Commodore. Approximately 168 exhibitors including every major manufacturer, will display equipment including radio and television transmitters, components and allied implements. No home radio or television receivers will be displayed, it is explained, except in "broken down" form for inspection purposes.

Convention gets under way officially Monday afternoon at a general session at the Hotel Commodore, and will be highlighted by the annual banquet on Wednesday night. Featured speaker at the banquet will be Charles R. Denny, chairman of the FCC.

Exposition is not open to the public. It is pointed out, but to members of the industry only. Registration fee, which permits entry to any and all sessions, is \$3. Exposition hours are as follows: Monday and Tuesday, 12-9 p.m.; Wednesday, 9-6 p.m., and Thursday, 12-9 p.m.

Included among the list of manufacturers participating in the exposition are RCA, Philco, Westinghouse, AT&T, Federal Telephone & Radio, General Electric, Sylvania Products, Du Mont, Bendix and over 100 others. GE exhibit alone is said to cost the company \$20,000. One of the 125 papers, delivered by Robert M. Cohen of the tube department of RCA, is expected to shed new light on television receiver design.

HAROLD E. FELLOWS, general manager of WEEL, Boston, and director of CBS operations in New England, is vacationing in Bermuda. He is accompanied by MRS. FELLOWS. They will return March 10.

FRED A. PALMER, head of the Cincinnati management organization bearing his name, is at Oklahoma University, where he is scheduled to speak at the current conference on education by radio.

ARCH GRINALDS, general manager of WMOB, Mobile, has arrived from Alabama for conferences at the headquarters of ABC, with which the station is affiliated.

GEORGE HICKS, "the voice of U. S. Steel" heard on the company's "Theater Guild of the Air" over the American network, leaves today for Washington, D. C., origination point for Sunday's broadcast. He'll also air his Saturday evening commentary from the Nation's Capital.

ROBERT HUDSON, director of education at CBS, is expected back Sunday from St. Louis.

BOB COE is leaving for Boston to week-end with his father and mother, who are celebrating their Golden Wedding Anniversary.

FRANK LAW, publicist, off to Boston to handle arrangements for Margaret Phelan's opening-night broadcast at the Bradford Room.

EMERSON YORKE, executive producer of the Emerson Yorke Studios, will represent ABC today when he lectures on television at Ithaca College.

ANNE MARLEAU, Canadian network vocalist, has arrived by plane from Montreal for an appearance on the Jack Smith show over CBS.

CHARLES H. HORNBERG, JR., advertising and public relations director of Hunt Foods, Inc., Los Angeles, has resigned that post and is coming on to New York.

BILL DOWNS, news analyst at CBS, has left for conferences in Washington, D. C.

To Subpoena Gwilym Price For FCC-WLIB Hearing

(Continued from Page 1)

sought by WLIB apparently will conflict with WOWO.

FCC Commissioner E. K. Jett was the lone dissenter during the Commission meeting.

Commission action may affect plans of newsmen Drew Pearson and Robert Allen to assure presence of William Randolph Hearst at a hearing on WBAL, Baltimore.

'Record Riddles' Six-A-Week

Jack Barry's "Record Riddles," on WOR, currently aired Monday-Friday, 9:15-9:30 a.m., picks up an additional air period on Saturdays, 9:00-9:20 a.m., effective March 1st.

• THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives



Spotlight

There's a gang of skaters on the ice... but the light is focused the star. It's always been that way with champs.

Accustomed as we are to spotlights... we still feel pretty good every time smart time buyers say "How about that independent station down there in Baltimore"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listener-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-R...

Separate 30 KC Apart As FCC Experiment

(Continued from Page 1)
of the Commission and some
ence of opinion among engin-
as to whether or not a restric-
on the use of frequencies 30 kc.
in the same city, metropolitan
ct or general area is desirable
ecessary.

ordingly, stations WTEL and
T operating in Philadelphia on
kilocycles have been authorized
perate on an experimental basis
g the period when WCAM, in
y Camden, New Jersey, is in
ition on 1340 kilocycles. This
ation has been in effect since
y 5, 1947, and the effects are
being studied by the Commis-

One-Kilowatt Station Set

ough the co-operation of sta-
WBCC in Bethesda, Maryland,
ollins Radio Company, of Cedar
s, Iowa, and Richard Eaton,
holds a construction permit for
w station (WOOK) in Silver
g, Maryland, it has been pos-
to place in temporary operation
e District of Columbia, a one-
att station on 1420 kilocycles,
channels removed from WWDC,
isting Washington station.

s experimental operation in-
s simultaneous use of the same
na system by WBCC for their
ar transmissions on 1120 kilo-
and the experimental trans-
r on 1420 kilocycles. WBCC is
ecasting simultaneously on these
frequencies and any interfer-
problems arising between
C and the 1420 kilocycle trans-
ns are to be investigated.

D Commission asked for any
ments from listeners in the Dis-
of Columbia and adjacent areas
rding reception of station WBCC
20 kilocycles and station WWDC
50 kilocycles. This test opera-
ns expected to continue at least
March 7.

18 CP's for FM Granted
FCC yesterday granted CP's
applicants for new FM stations.
e include:

- Berkshire Broadcasting Corp.,
ury, Conn.; South Shore Broad-
g Corp., Hammond, Ind.; Adver-
Press, Inc., Flint, Mich.; Cham-
Valley Broadcasting Corp., Al-
N. Y.; John W. Haigis, Green-
Mass.; Allentown Broadcasting
Allentown, Pa.; The Brockway
Watertown, N. Y.; Miners Broad-
g Service, Pottsville, Pa.; West-
adio Corp., Morgantown, W. Va.;
al New York Broadcasting Corp.,
use, N. Y.; WJR, The Goodwill

★ AGENCY NEWSCAST ★

ARTHUR MEYERHOFF & CO.,
Chicago advertising agency, has
appointed Benjamin J. Green radio
director and has moved Ken Robin-
son up to account executive. Green
was radio director of H. W. Kastor &
Sons Advertising Company from 1938
until 1946 except for his two years
in the U. S. Marine Corps. He also
had been with ABC and Feature
Productions. Robinson, prior to join-
ing the Meyerhoff agency, was with
NBC and the Hearst newspapers. As
account executive, he will continue
to develop new radio plans.

GEORGE E. SOKOLSKY, author
and lecturer, will be guest speaker
at the Celebrity-Luncheon of the
Advertising Club of New York,
Wednesday, March 5, 12:30 p.m. His
subject will be "These Days".

FRANK MARGESON, formerly of
World Broadcasting Co., and before
that with Frederick Ziv Co., is now
representing Harry S. Goodman Ra-
dio Productions in New England.

HOMER HAVERMALE, vice-presi-
dent in charge of the midwest region
for McCann-Erickson, Inc., announces
that John Ravenel has joined the
agency's radio staff and will be as-
signed to radio writing and presenta-
tion. Ravenel has been announcer,
music director and music commen-
tator for WHFC, Chicago, leaving the
station to join the Air Force where
he was special services officer in this
country and Europe, with rank of
captain. He is a graduate of Vander-
bilt University, studied at the Ward
Belmont Conservatory of Music, and
has a background of stage, movie and
radio work.

Station, Detroit, Mich.; Greater Mus-
kegon Broadcasters, Inc., Muskegon,
Mich.; WTAG, Inc., Worcester, Mass.;
Seaboard Radio Broadcasting Corp.,
Philadelphia, Pa.; The Yankee Net-
work, Inc., Worcester, Mass.; The
Yankee Network, Inc., Portland, Me.;
Clark Associates, Binghamton, N. Y.;
Springfield Broadcasting Co., Spring-
field, Mass.

Tennessee Outlet Approved
The Commission announced its pro-
posed decision looking toward a grant
of the application of Jackson Broad-
casting Co. for a new standard broad-
cast station at Jackson, Tenn., to
operate on 1490 kilocycles, 250 watts,
unlimited. At the same time it pro-
posed to deny the applications of
Hub City Broadcasting Co. and
George Arthur Smith, seeking the
same facilities. Commissioner Durr
voted to grant the application of Hub
City Broadcasting Co.

The FCC also announced its final
action granting application of Frank
H. Ford for a new station at Shreve-
port, La., to operate on 1550 kc., one
kw. day, 500 watts night, and deny-
ing application of James A. Noe for
new station at Shreveport, seeking
the same frequency, with 250 watts,
unlimited.

UNIVERSAL RADIO SALES, with
offices in New York, Chicago, San
Francisco, Hollywood and Seattle, has
been named national sales represen-
tatives for WCAW, new independent
station in Charleston, W. Va.

NEW PROCESS BAKING CO.,
producers of Green Mill Bread and
Cake Products, has placed its account
with the Olian Advertising Company's
Chicago office. Radio, newspapers,
and trade papers are now being
scheduled.

GARDNER ADVERTISING CO.
has elected Henry O. Whiteside as
a vice-president. For the past three
years he has been director of re-
search and in recent months has also
been serving as assistant to the presi-
dent.

THE AMERICAN Division of Fre-
mantle Overseas Radio Limited of
London, with headquarters in New
York, has become a separate entity
under the name of Fremantle Over-
seas Radio Incorporated. FORI re-
presents commercial stations in Europe
and North Africa and has recently
entered the South American field.
The board of directors at its first
meeting elected Paul Talbot, former
director of the American Division,
president of the new corporation.

USO Pays Tribute To Broadcasters

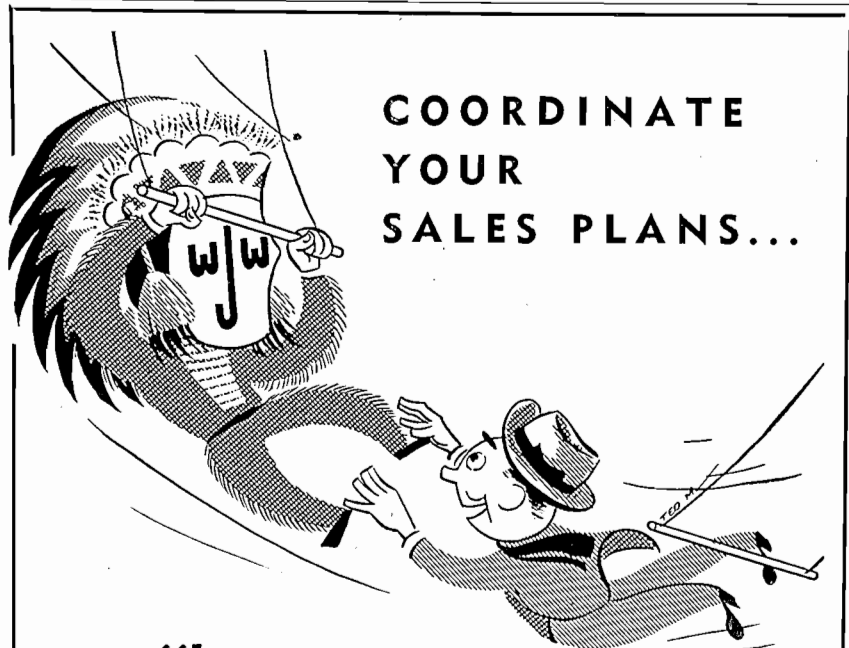
(Continued from Page 1)
service rendered. USO received 350
allocations during its October, 1946,
campaign reaching a peak of 177,-
790,000 listener impressions one week,
or 52 per cent of the nation's pos-
sible listening audience.

In issuing the citation, Mr. Aldrich
revealed that the networks, local sta-
tions, sponsors and advertising agen-
cies are likewise thanked for their
support of USO. "They helped greatly
to finance . . . the USO, and the re-
lief agencies of the National War
Fund," Aldrich said.

CBS Honors Ellen Terry

A 100th birthday anniversary
tribute was made to the English ac-
tress Ellen Terry by CBS in co-
operation with the American Repor-
tory Theatre on Feb. 27 from 11:30
p.m. to midnight, EST. Stars partici-
pating in the program, titled "Born
in a Merry Hour," included Ingrid
Bergman, Helen Hayes, Cornelia Otis
Skinner, Eva Le Gallienne, Mar-
garet Webster, Walter Hampden, Sam
Wanamaker and John Gielgud.

Dramatic sequences from four
Shakespearean plays, in which the late
actress won her greatest acclaim,
were presented. CBS producer-director
Albert Ward is arranging the
program.



COORDINATE YOUR SALES PLANS...

"I DON'T mean a thing if you ain't got that swing."
So to follow thru . . . to get in the swing to greater sales . . .
count on WJW, CLEVELAND'S CHIEF STATION. Better local
programming, high listener acceptance—more daytime dialers
per dollar than any other regional station have given WJW the
impact to reach and hold an audience that spends over a billion
dollars annually.

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

GORDON M. DAY
ADVERTISING SERVICE
Medical Commercials, Radio Productions
E. 53 St., New York City, PL 3-3460
Boylston St., Boston, HAN-9343

LOS ANGELES

By RALPH WILK

ADDISON SMITH, JR., free-lance writer and show packager has joined the Don Lee network sales staff as account executive, according to an announcement by Sydney Gaylor, DLBS general sales manager. Formerly associated with the radio departments in New York of Benton & Bowles, Ted Bates and Ruthrauff & Ryan, Smith will work under Henry Gerstenkorn, assistant general sales manager of the regional web.

Young film star Roddy McDowall is waxing transcriptions for a summer radio series on which he will give dramatic readings of famous short stories from every nation.

NBC Western Network Affiliates, KCRA, Sacramento, Calif., and KAWT, Douglas, Ariz., have added NBC's "Aunt Mary" and "Dr. Paul" to their daytime coverage of network shows.

Tex Ritter, film and recording star, has appointed Chartoc and Colman Productions, Chicago transcription company, as national representatives of his transcribed radio program, The Tex Ritter Show.

Ron Oxford, recently appointed executive producer of Television and FM at Radio Station KFI, will address Public Relations representatives from colleges throughout the State of California at a District Meeting of the American College Public Relations Association. Mr. Oxford will discuss "What Television Wants From Colleges and Universities," at a meeting held at the University Club, March 1st.

N. Y. Bank Buying Spots On WOR For First Time

(Continued from Page 1)

out as an experiment. Initial contract was signed for 13 weeks and calls for four announcements a week on the "Dorothy and Dick" program, heard daily at 8:15 a.m. Commercials will be used to promote sale of the bank's travelers checks.

Amalgamated Bank of New York just recently signed its second radio contract, purchasing sponsorship of Frank Kingdon's nightly commentary via WINS. Amalgamated some time previously had sponsored commentator J. Raymond Walsh on WMCA. Chase National Bank is currently airing a spot campaign over WOR and WHN and last summer bought spot time on WMCA just before and after every baseball game. Chase National's campaign is devoted to advertising its consumer credit service.

ANY SHOW FOR ANYBODY,
ANYWHERE.

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



Notes From An Aisle Seat . . . !

• • • When Ted Collins announced that Kate Smith was moving to Mutual after 16 years on CBS, the B'way wiseguys said that General Foods had dropped the stanza because of Kate's charge that the "soap and food interests were holding back their products for better prices." Well, Kate's first sponsor on her new co-op show is "Sweetheart Soap" . . . N. Y. station (nets and independents) up in arms over alleged chill treatment from City Hall. They're charging 'favoritism' toward the press. . . . ABC suspending all live television shows for the remainder of '47 due to shortage of trained engineers and adequate transmitting stations. . . . Sec'y of State Geo. Marshall is stumping for publicly financed international broadcasting system on the theory that commercial sponsorship is not feasible. . . . English movie tycoon, J. Arthur Rank, already has a time-table for video. Plans to have black and white in his theaters in about a year—color video in about 5 years—and three-dimensional in about 10. . . . Add low blows: The Theatrical Press Agents union caused Maxine Keith to get bounced out of her post as radio liaison agent of "Finian's Rainbow" because she holds no TAM card, although she does have an AFRA card and has been a prominent figure in radio for a dozen years or so.

★ ★ ★

• • • EDITORIALIZING: Two factors, in our opinion, which have brought about this wave of cancellations (with its resultant pessimism) are: (1) too much attention and importance being attached to ratings—and (2) exorbitant price tags on many shows. We can personally name at least half a dozen shows that would still be on the air had they been willing to shave the fee a bit. It is our conviction that cancellations are influenced not so much by poor business as they are by poor ratings. Too many agencies are allowing ratings to become their chief salesmen and are letting their own personal evaluation of a show take a secondary place. Radio today could use some of the experimentation and patience shown in its early days—in the days when even the Jack Bennys and the Bob Hopes floundered around without too much help from the rating charts.

★ ★ ★

• • • RADIO ROW CONFETTI: WOR has set a new daily noon-time stanza, "Luncheon at Sardi's," preeming a week from Saturday at the famous eatery. Program will feature top theatrical names and will be one of the most ambitious daytimers the station has come up with. . . . Cuba's foremost composer, Ernesto Lecuona, due in town today for a 4-week date at the Roxy. Just 20 years ago, he introduced his world-famous "Malaguena" at the same house. . . . Zac Freedman defines alimony as a sustaining program. . . . Mickey Rockford, from MCA's coast office, due in as addition to local radio staff. . . . Sandy Stronach joins Wm. Morris as soon as he gets back from Florida vacash. . . . Dr. Frank Kingdon and Jack Eigen, two newcomers to WINS, are one and two in the Pulse chart for that station. . . . WLJB starting new children's show, "Treasure Island" at 5:30 daily. . . . Mel Torme signed to two-year contract with Metro and gets the singing lead in filmusical, "Good News". . . . Bill Burton pulls into town Saturday for 2-week stay at the Hampshire House.

★ ★ ★

• • • LOVE AND KISSES DEP'T: Frankie Carle's Columbia click, "You Are There," penned by himself and Dave Lieber. . . . The Eddie Cantor-Van Johnson skit last week with some wonderful special material by Lester Lee. . . . Irene Beasley's "Grand Slam" quizzer. . . . Mel Blanc's choice Chooseday nite comedy via CBS. . . . The Amory Bros. at Loew's State last week—a great new quartet. . . . Cab Calloway's "Hi-De-Ho Man" on the Columbia label. . . . Bill Williams' disc jockeying over WNEW nitely.

CHICAGO

By NAT GREEN

MEMBERS of ABC's central division sponsored a bingo party Tuesday (18) at the Chicago Actors Club at which playoffs of the central division bridge, gin rummy, pinocch and checker tournaments were completed. Winners were awarded tickets to stage plays current in Chicago.

James C. Petrillo has announced that the Chicago Federation of Musicians will be allotted about \$56,000 to provide free music to the public. Funds come from royalties collected from recording and transcripting companies.

Olan Soule, star of NBC's "Grand Marquee," traveled to Davenport, Iowa, Monday (17) to emcee the special broadcast on station WOC which climaxed its promotional campaign on its recent affiliation with NBC.

The Quiz Kids matched their wits with two U. S. senators and two congressmen on their broadcast from Baltimore on Feb. 23. The broadcast started the Baltimore Red Cross campaign. On the Republican side were Quiz Kids Joel Kupperman and Lonny Lunde, and on the Democratic side Naomi Cooke and Jack Roomer.

Fred Allen will guest on the Quiz Kids show on March 2, and the Quiz Kids will be on the Fred Allen show same Sunday.

G. William Lang, chief engineer of WGNB, FM station, estimated from mail response and number of FM sets released, that there are now well over 200,000 FM listeners in the Chicago area. Lang states that more than 40 requests a day are being received for the station's booklet listing WGNB programs.

Wayne King has been named chairman of one of the 10 sections in the business division of the 1947 Chicago area Red Cross fund campaign.

Adeline C. Smith, secretary to A. Kaney, NBC station relations manager, will be married April 9 to Hugh W. Hull, staff auditor of Montgomery Ward & Co.

FARGO
BISMARCK

NOW SERVED
CBS PROGRAMS BY

KSJB Jamestown
North Dakota

5000 WATTS
600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS

PROMOTION

Blue Book Take-off

The FCC's now famous "Blue Book" having become so popular, is in its second printing. Only this time its "Blue Book No. 2" just off the press and this smart 28 page booklet, 6" x 8 3/4" with a blue cover which appears a large photograph of a portable mike with four members of KICA's staff (in reduced size) seated or clinging to it, is the new promotional mailing piece to go from that station in Clovis, N. Mexico. With an opening introduction by R. B. McAlister, general manager of KICA briefly stating the reasons for this booklet, the next pages are devoted to "the 22 members of the KICA staff who are making a real effort to do a job for the listeners in West Texas and Eastern New Mexico." Photographs of various members of the staff are given, with a paragraph devoted to their activities and programs. The next several pages contain a reprint of the BMB's Station Audience Report, a page on the Conland Summer of Survey and two pages devoted to KICA's typical three days' advertising schedule. This is intelligent and bright promotion and bound to be in the eye of advertising executives and clients.

WCAE Brochure

An eight page two color brochure titled "In Pittsburgh WCAE Is a Station That Sells" has been released by WCAE, the Pittsburgh ABC station, to advertising agencies and clients. The brochure is subdivided into eight sections with special emphasis being placed on the promotional and merchandising facilities and staffs available to clients. It tells about the rich industrial Pittsburgh market, including population, homes, retail sales, buying power and industries are used on the back cover.

Signs Johnny Thompson

Singer Johnny Thompson is featured on the new ABC program, "War Beautiful Home," sponsored by Benjamin Moore Paint Co., and premiering March 1 from 10-10:15 p.m., EST. Show will be heard every Saturday.

Marilyn Cantor On Gray Show

Marilyn Cantor, daughter of comedian Eddie Cantor, will substitute for Barry Gray on his WOR record show Monday, March 3, from 2-5:45 p.m. Miss Cantor is the fifth substitute for Gray on his day off each week.

PROGRAM DIRECTOR

... with top-flight background seeks connection with aggressive station. Five years' experience in programming, production and special events. Anxious to locate in a community where the ability to make friends and further all civic interests will be appreciated. Veteran, college, 30 years of age. Write Box 330, Radio Daily, 1501 B'dway, N. Y. 18, N. Y.

Celler Would Change Communications Act

(Continued from Page 1)

Interstate & Foreign Commerce committee said yesterday. Celler's bill calls for the FCC to set limits on the price which might be paid for broadcast properties, to specify proportions of broadcast time to be devoted to sustaining programs and to specify the types of sustainers and to make public all financial reports filed with the Commission.

Additionally, the bill would require each station to advertise its intention to file for license renewal, and, in effect, invite competitive applications for the license. The Commission would also be empowered to refuse renewal on the grounds of "excessive" commercial time.

Text of the Celler bill follows:

1. Amend section 307 (D) of the Communications Act of 1934, as amended, by adding at the end thereof the following: "Before filing any application for renewal of a broadcast station license, a licensee shall cause to be published at least three times, in a daily newspaper of general circulation published in the community in which such station is licensed, a display advertisement in such form as the Commission shall prescribe, setting forth his intention to file a renewal application, the date on which the existing license expires, and a statement in the form prescribed by the Commission that others seeking the same channel must file applications before that date in order to receive competitive consideration, and that anyone desiring to oppose the renewal must file his reasons with the Commission in writing at least 30 days before such date."

2. Amend section three of the Communications Act of 1934, as amended, by adding at the end thereof a new subsection, as follows:

"(BB) With respect to broadcast matters, 'public interest' includes the interest of all listeners within the service area of the broadcast station or stations concerned; and no finding of 'public interest' shall be made in any broadcast matter unless the Commission finds that excessive use of the station has not been made and will not be made for commercial advertising purposes."

3. Repeal subsection (C) of section 307

Truman Talks Scheduled By Four Major Networks

President Truman's speech in Mexico City next Monday night, March 3, will be broadcast by ABC, CBS, MBS and NBC from 10:30-10:45 p.m., EST. The address is to be made at a dinner given in honor of Mr. Truman by President Aleman of Mexico.

ABC and MBS have scheduled a second address by the U. S. Chief Executive from Waco, Texas on March 6 when the President receives an honorary degree from Baylor University. Exact time of broadcast was still to be set late yesterday with Mutual reporting 12 noon, EST., and ABC announcing approximately 1-1:30 p.m., EST. NBC will not carry the Texas speech while CBS has not reached a decision.

of the Communications Act of 1934, and insert in lieu thereof a new subsection (C), as follows:

"(C) The Commission shall fix percentages of time (commonly known as sustaining time) to be allocated during each part of the broadcast day by each class of broadcast station or by each broadcast station, without charge, for particular types or kinds of nonprofit radio programs or for particular types or kinds of nonprofit activities; and such percentages of sustaining time shall be set for them as conditions of operations in each broadcast station license."

4. Amend section 303 by adding at the end thereof a new subsection (S) as follows:

"(S) Prescribe the form of any and all accounts, records, and memoranda to be kept by broadcast stations. Any and all financial reports filed with the Commission shall be open for public inspection."

5. Amend subsection (B) of section 310 of the Communications Act of 1934, as amended, by adding at the end thereof the following:

"No transfer or assignment shall be approved in which the total consideration to be paid for broadcast property, tangible and intangible, exceeds the fair value of such property; provided, that such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned."

EQUIPMENT

Bendix Sales Manager

The appointment of J. T. Dalton to the post of general sales manager for radio and television was announced recently by W. P. Hilliard, general manager, Bendix Radio Division of Bendix Aviation Corp. Dalton, who was manager of distribution for the past three years, succeeds L. C. Truesdell, resigned. Veteran of 25 years in radio, Dalton has held executive posts with nationally known manufacturers in the radio and appliance field.

Interviews C-54 Pilot

Boston—The Yankee Network news service Tuesday broadcast an interview with Lt. Bobbie Joe Cavnar, pilot of the C-54 plane that rescued 11 crew members of the B-29 bomber that crashed in Greenland.

When the rescue ship landed at Westover Field, Chicopee, Mass., Yankee's special events crew from WHYN, Holyoke was on hand and got an exclusive interview from Lt. Cavnar. This interview was broadcast over all Yankee outlets at 11:15 p.m., Tuesday night.

Author Meets Critic

Norman Thomas and Earl Browder, who last appeared together as speakers on the same platform at Madison Square Garden in 1936, will be heard on the "Author Meets Critic" program on WQXR tonight at 9:30 p.m. Thomas will support Maj. Gen. Deane's book, "Strange Alliance" and Browder will speak against it.

NAMES MAKE NEWS



Because WFBR is a household word in Baltimore, these national household words are heard on WFBR. It's as natural as ham and eggs.

To them WFBR is Baltimore and a living, breathing radio station, not just a spot on a dial.

At WFBR these smart advertisers get the plusses of the 118,000 odd studio audiences who see the product displays and come to see visualized the radio they hear—WFBR.

It pays to advertise on WFBR.



MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

Radio Awards Made At "U" Of Oklahoma

(Continued from Page 1)

the welcome addresses were delivered by John Gunstream, Audio-Visual Institute, Dallas, for the Association for Education by Radio; Royden Dangerfield, administrative assistant to the president of the University, and Dr. Sherman P. Lawton, co-ordinator of radio at the University of Oklahoma.

First Session Thursday

"Increasing the Effectiveness of Radio Advertising" was the subject of the first session Thursday afternoon. Presentation of awards to University of Oklahoma alumni who have made good in radio highlighted the dinner Thursday night. Those honored were Dr. Walter Emery, attorney for the FCC; Joseph W. Hicks, public relations representative; Calvin L. Tinney, radio commentator; John W. Swineford, announcer for ABC, Chicago; Muriel M. Brenner, NBC radio actress; Joseph Calloway, instructor at Michigan State College, East Lansing, Mich.; Lowe Runkle, president of Runkle Advertising Co. of Oklahoma City; Homer Heck, NBC producer; Norris Goff, Abner of the radio program, "Lum and Abner," and Paul A. Walker, member of the FCC, Washington, D. C.

"The United States Radio and the World" was the discussion topic of the dinner session. Scheduled speakers included Kenneth D. Fry, U. S. State Department, Washington, D. C.; Col. Jack W. Harris, assistant station manager of WSM, Nashville, Tenn.; Douglas Tichie, British Information Services, New York; James Allard, director of public service of the Canadian Association of Broadcasters, and Rear Adm. A. S. Merrill, Eighth Naval District, New Orleans, La.

Eugenio Aza, Mexican Consul of Oklahoma City was a guest of honor at the dinner.

View Color Tele

Prominent scientists and representatives of many of the country's outstanding industrial corporations were included among the 28 members of the Inter-Society Color Council who Monday witnessed a demonstration of CBS color television at Columbia's New York City headquarters.

The demonstration, which included a live pickup, motion picture film and slides, was conducted by Dr. Peter C. Goldmark, CBS Director of Engineering Research and Development, under whose direction the CBS color television system was developed. Dr. Goldmark is a member of the Color Council himself.

New 'Tolerance' Bill Written

Washington—Representative Lane, of Massachusetts, has introduced a bill which would require the FCC to forbid use of radio to anyone for dissemination of views "contrary to the Constitution of the United States, or the Constitution of any state in the matter of religious freedom or freedom of the press."

SOUTHWEST SIDELIGHTS

A NEW daytime only standard broadcast station has been granted by FCC to KTRM, Inc., at Beaumont. Station will operate on 990 kilocycles with a power of 250 watts. Principal stockholder is Frank B. Nell, Jr., with 30 per cent. He is special events director for KRIC, Beaumont.

Loftin L. Hendricks, general manager of KRRV, Sherman, has returned from Washington where he attended the NAB Small Market Stations executive committee meeting.

Newcomer to the commercial staff of KWBC, Fort Worth is Peggy Alston.

Application has been submitted to the FCC by the Bexar Broadcasting Co., for a new standard broadcast station at San Antonio to operate daytime with a power of 1000 watts on 980 kilocycles. Tex Ritter, Hollywood cowboy film actor and W. K. McCauley are the applicants.

William G. Rambeau Co., has been appointed national sales representatives for KWBC, Fort Worth.

Clyde Newberry has been appointed to the continuity staff of WFAA, Dallas. Newberry comes from KPAC, Port Arthur where he was an announcer and traffic manager.

John Birch has joined the engineering staff of WOAI, San Antonio coming from WMON, Montgomery, West Virginia.

The Texas Top Hands, a five-piece musical unit appearing daily over WOAI, San Antonio will leave for a visit this week to New York City. While there they will make a series of recordings as well as a series of musical film shorts. The group is also scheduled for a prominent part in two full length feature films.

Bill Edgerton, chief engineer of KTSA, San Antonio off to KGNC, Amarillo where he will aid in the installation of an FM unit for KGNC.

KBKI, Alice, which took to the air last week, has applied to the FCC for increase in power and for full time facilities. Station is now operating daytime with 1000 watts on 1070 kilocycles. They seek full time operation with 5000 watts.

KYFM, San Antonio, city's first FM station started operation last Wednes-

day with 3000 watts power according to an announcement made by Charles "Bud" Lutz, manager.

The Dude Ranch Buckaroos, formerly heard over WFAA, Dallas, is being heard in a new series of 15-minute programs on Monday, Wednesday and Friday over KGKO, Fort Worth. The group was selected as the best string band in the 1946 Fiddlers Association from bands from Texas, Oklahoma and New Mexico.

Newcomers to the staff of KABC, San Antonio include Jean May who joins the continuity staff and M. Durward Beshers who joined the audience response department.

Receiving FCC approval for a new standard broadcast station is the Gonzales Broadcasting Co., comprised of Laurence Walshak and his brother-in-law, Frank Wilson, Jr. Station will operate with 250 watts on 1450 kilocycles full time. They will serve as joint station managers. Wilson will serve as chief engineer while Walshak will be business and commercial manager.

"Something Old, Something New" organ music and poetry featuring Fred Gibbons and Fred Nahas is being heard each Sunday over stations of the Lone Star Chain for a quarter-hour sponsored by the Hylo Soap Corp.

The Sunshine Boys, Bob, Joe and Merle Shelton, have returned to Fort Worth and to KGKO from Hollywood where they were featured in several movies. The trio will be heard in a new series of programs over KGKO each day Monday through Friday, for a quarter-hour.

East Texas' first FM station has taken to the air at Tyler when KGKB-FM started operating on 103.9 megacycles on FM channel 280. Station is operated by Dr. James G. Ulmer, who also operates KGKB there.

Visitors to San Antonio and to a conference with Charles Balthrope, manager of KABC, San Antonio were Donald B. Thurman, of the advertising department of Standard Oil of New Jersey; A. B. Penny of the advertising department of Humble Oil Co., and James Olive, advertising-promotion manager of Standard Oil interests in Central America.

Benny Waives Interest In His Father's Estate

Chicago—An inheritance tax return filed Wednesday with Jay B. Morse, Lake County clerk, for the estate of Mayer Kubelsky, father of Jack Benny, radio and screen comedian, disclosed that Benny waived his interest in the \$37,109 estate in favor of his sister, Mrs. Florence Fenchel of Chicago. Kubelsky died last October 14 at his home in Waukegan, Illinois, at the age of 77. His will provided that the estate be shared by Benny and Mrs. Fenchel. Benny filed a disclaimer leaving Mrs. Fenchel sole legatee. Net estate after debt and expenses is \$26,119.

12 French Radio Programs Offered Amer. Broadcasters

(Continued from Page 1)

casters. Transcriptions from France will be sent to any stations upon request.

The quarter-hour weekly shows are titled "Hello From France," "French Folklore," and "Rendezvous in Paris," the latter a musical recording. Five-minute features, also supplied weekly, are based on literature, art, recipes, fashion, travel, economics and entertainment. The bi-monthly 15-minute programs consist of French contemporary music, a university series, and a program for youth.

Treas. Offers Solution To Giveaway Problem

(Continued from Page 1)

replacing merchandise give-aways with United States Savings Bonds. Savings Bonds are acceptable to everyone and, what's more, increase considerably in value when held the individual until maturity.

"We are well aware of the fact that several programs are already using Savings Bonds as rewards to contestants but undoubtedly there are many more programs that could advantageously adopt this policy."

"Going even further, we would like to suggest that programs offering CASH prizes convert to awarding Savings Bonds. No better indication of the value of United States Savings Bonds could be given to radio listeners than, when awarding a prize to a contestant, to have the master of ceremonies quizmaster say something similar to: 'Here is your seventy-five dollars in United States Savings Bonds. If you hold the Bonds 'til maturity—just ten years—they are guaranteed by your government to worth ONE HUNDRED DOLLARS.'

"We would greatly appreciate having your reaction to the suggestions set forth in this letter, and we solicit the assistance of the National Association of Broadcasters in disseminating these thoughts through the radio industry."

New Promotion Approach

Dick Reiber of Radio Reports, Inc., New York, revealed recently that a broker in merchandise for giveaway plugs on radio programs sought the services of his organization in getting information on all shows throughout the country making use of prizes. The information, Mr. Reiber said, was not available and he questioned whether or not Radio Reports would be performing a service to broadcasters, agencies and sponsors if such information were placed in the hands of premium promoters.

RCA Show At 'Center'

Construction of a \$1,000,000 display room which will house the latest in television, radio and other electronic equipment is nearing completion at 36 West 49th Street, opposite the RCA building and will be operated as a free exhibit by Radio Corporation of America.

In addition to NBC, other subsidiaries, which will have exhibits will be RCA Victor, RCA Communications, Radiomarine Corp., RCA Institutes, and laboratories division.

Send Birthday Greetings To

February 28

Harry Kramer	David Lowe
Harold Parkes	Olan Soule
Alan Wray	Patti Clayton
Jim Boles	Jimmy Dorsey
Bill Banks	

March 1

Charles Lyon	Ted Shupp
Charles Martin	Jimmy Stevenson
Teddy Powell	Edward T. Davies
Dinah Shore	Ralph J. Gleason

March 2

Jessie Fordyce

FACTS ABOUT FM

1947

RADIO ANNUAL

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FM Association

1947--The Year of FM

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Authorized CP's for FM Stations

FM News Highlights of 1946

and other exclusive features

***A One Year subscription to RADIO DAILY (260 Issues), includes
a complimentary copy of the 1947 RADIO ANNUAL.***

(Forms Going To Press Daily)

Heavy Registration For AWB Convention

Over 150 members of the Association of Women Broadcasters, plus 500 special guests, have registered for the AWB's fourth annual convention scheduled for the Hotel Roosevelt, New York, March 7-9. Alma Kitchell, president of the group, and Dorothy Lewis, Coordinator of Listener Activity for the NAB, have planned a three-day schedule under the overall title, "The Woman Broadcaster Looks Ahead."

Participants on the opening panel Friday, March 7, are as follows: Lee Hart, assistant director of the NAB's broadcast advertising division, on "How Would You Handle A Department Store Account?"; Dorothy Kemble, MBS, on "What Do You Know About Station Operation As It Affects Your Program?"; Frances Wilder, CBS, on "How Well Do You Know the Daytime Listener?"; Eleanor Hanson, WHK, Cleveland, on "What Is Your Second Mile?"; Wynn Hubler Speece, WNAX, Yankton, S. Dak., on "How Do You Reach Your Rural Audience?"; and Marie Houlihan, publicity director, WEEI, Boston, on "What Are Your Showmanship Techniques?"

"Radio Trends" is the theme of the Friday afternoon session with AM and FM radio, television and facsimile being discussed by the following: Jean Rindlaub, veepee of BBD&O; Dr. Paul Lazarsfeld, Columbia University; J. R. Poppele, president of the Television Broadcasters Association, and John V. L. Hogan, WQXR president.

Keynote theme for Saturday is "Radio Serves the Public" with George V. Denny, Jr., conductor of America's Town Meeting of the Air via ABC, serving as moderator. Margaret Culin Banning will be keynote speaker.

Chief speaker at the main luncheon on Saturday is to be A. D. Willard, Jr., NAB executive veepee. Alma Kitchell will preside at the luncheon with Dorothy Lewis making a closing presentation of achievements of radio stars.

Swezey Heads NAB Group; Committee Meetings Set

(Continued from Page 1)

the Special Standards of Practice Committee. Swezey has accepted the appointment, it was announced yesterday.

At the same time, it was announced that the committee meeting, scheduled for March 5, has been postponed until March 31.

Dates for the meeting of the program executive committee have been moved back also. The new dates are April 1 and 2. Both meetings will be held in Washington.

A meeting of NAB's engineering executive committee has been set for Washington on March 10.

Other members of the Special Standards of Practice Committee who will serve with Mr. Swezey remain

COAST-TO-COAST

—MASSACHUSETTS—

BOSTON—The Brooks School of North Andover, scheduled to take part in a discussion on WBZ's New England Junior Town Meeting of the Air on March 1st, entitled "How Can We Best Protect the Nation's Health?" has had to cancel its appearance. Reason—scarlet fever broke out in the school. . . . **WORCESTER**—Miss Ruth Mason, WTAG advisor to the Radio Club, is preparing a series of lectures which she will give to various civic organizations throughout the city and county. The first, which will take outsiders "behind the scenes" in radio will be given to the Worcester Boys Club.

—MICHIGAN—

DETROIT—Directors of WJR voted payment of a quarterly dividend of twenty-five cents per share, payable March 7, 1947, to stockholders of record Feb. 27, 1947. President G. A. Richards announced. . . . Rep. John Dingell, Congressman of the 15th District was heard over WJR on "Your Congress." Speaking from Washington, Rep. Dingell offered a 15-minute report to the people of Michigan. . . . Fred Shafe, band director of Cooley High School was guest conductor of the 100-piece Wayne University Band on "Michigan Unlimited" aired by WJR on Feb. 23rd.

—OHIO—

CANTON—Marjorie Van Buren, continuity editor at WHBC, enjoying a three-week sojourn at Tulsa, Okla. . . . **TOLEDO**—Frazier Reams, President of the Community Broadcasting Co. (WTOL) has returned from a "shake-down" cruise aboard the USS Toledo. Reams boarded the ship Feb. 9 at Guantanamo Bay Naval Base, Cuba. . . . **YOUNGSTOWN**—Hal Graves has recently been added to the announcing staff of WKBN. Graves was active with the American Forces Network while in the service and worked with Capt. Tim Healy and Deems Taylor for a special OWI series.

—MONTANA—

ANACONDA—KANA has added a new school program to their public service themes by airing a 15-minute musical program once a week for the next six or seven weeks. Talented students of the Anaconda High School are featured. . . . **MISSOULA**—KGVO inaugurated a new show, "A Salute To Your Home Town", the week of Feb. 19th. Show will run for a 52-week series and high school students in all Western Montana towns have been invited to submit themes extolling the virtues of their home towns. Winning writers will receive air credit as well as personal letter of encouragement from Ray Woods, program sponsor.

as announced earlier by NAB. They are: Edgar Bill, WMBD, Peoria; Eugene Carr, WPAY, Portsmouth, O.; Roger W. Clipp, WFIL, Philadelphia; Walter J. Damm, WTMJ, Milwaukee; Ken Dyke, NBC, New York; Harold Fellows, WEEI, Boston; Gilson Gray, CBS, New York; Gayle Grubb, KGO, San Francisco; C. T. Lucy, WRVA, Richmond, Va.; John M. Outler, Jr., WSB, Atlanta.

—MISSOURI—

KANSAS CITY—KCMO's director of women's activities, Anne Hayes, was one of the nine radio commentators in the nation presented with the 1946 Brotherhood of Children Award for her efforts on behalf of children overseas. . . . **ST. LOUIS**—Harry Caray, sports announcer for KXOK, who was recently selected by the Sporting News as the National League's top baseball announcer, will originate broadcasts from the St. Louis Cardinal's Training Camp in St. Petersburg, Fla. Broadcasts will commence March 3 through 29, six days a week at 5:45 p.m. This is the first time broadcasts direct from the training camps have ever been attempted in St. Louis.

—PENNSYLVANIA—

BETHLEHEM—WGPA recorded for the first time in the history of the Moravian Church, the Consecration Service of a Moravian Bishop. The rites of the youngest Bishop, Rev. Dr. Kenneth G. Hamilton of Bethlehem were recorded in entirety. Recordings will be placed in the Archives of the Historical Bldg. at Moravian College. . . . **ERIE**—For the second time within a year the management of WLEU was requested to cooperate with the DA's office during a murder trial. Last March, Clarence A. Baker, Chief Engineer recorded a confession upon request of Erie's DA. Recently WLEU was again requested to furnish equipment to play the confession to the court. In addition, Baker had to testify to the authenticity of the recordings.

—SOUTH CAROLINA—

COLUMBIA—WIS has again been given exclusive right to broadcast the Carolina Cup Races at Camden, S. C. on March 29. WIS short-wave station WENL will be utilized in the remote pick-up. Sports Chief Frank Harden and Women's Director Christie Zimmerman will handle the show. . . . **SPARTANBURG**—On Feb. 17, Gov. J. Strom Thurmond pulled the switch increasing the power of WSPA-FM to 3,000 watts at a mammoth party celebrating the 17th birthday of the parent station, WSPA.

—TEXAS—

EL PASO—Frank Junell, director of public relations and promotion for KROD has been named director of station relations for the Southwest Network; KVKM, Monahans; KIUN, Pecos and KVLF, Alpine, all in Texas, have recently become affiliated with the network. . . . **SAN ANTONIO**—In co-operation with the Public School Board of this city, KTSA is distributing 2500 of its 1947 Radio Albums to children in the elementary grades. . . . Eston Pace, KTSA news editor, has arranged wire recordings of the meetings of the Bexar County Commissioner's Court and various other official conferences, portions of which are then incorporated into newscasts and used to highlight the day's feature stories.

Stork News

Seven-pound son, John Richard Overall, Jr., was born yesterday at Doctors Hospital to Mr. and Mrs. Jack Overall. Overall is division sales manager of MBS.

Hollywood Expanding As Production Center

(Continued from Page 1)

"Quiz Kids" stopped off here on way from the West Coast to New York, and he made some pertinent observations on trends in radio. "There are obvious reasons why big network shows want to move to Hollywood," he declared. "St. Louis, glamour, writers, to mention a few. The shows want famous guest stars and more of them are available in Hollywood than anywhere else. Hollywood also has top flight writers and the writer is one of the most important factors in the success of a show, Cowan believes.

There are other factors that are working toward drawing more shows to the West Coast, Cowan discovered in his survey. Retrenchments are in progress in the movie studios; this is going to make more talent available for radio. There are signs that talent costs are due to drop to a more rational level. Because of the rapid expansion of radio shows on the Coast, facilities have become inadequate, but an extensive expansion program is now under way and within a short time there will be ample studios to take care of many more shows. In addition, this is the attraction that the California climate and Hollywood hold for many radio people and for sponsors.

The trend toward Hollywood may not have a disastrous effect on Chicago, Cowan asserts. "Chicago has lots of radio talent," he said, "and it has a chance if someone will develop new ideas for good network shows." Cowan now has two prescribed package shows in which will be produced in Chicago and he has a third show which expects to sell to a network shortly.

New Iowa MBS Outlet Ready About Mar.

(Continued from Page 1)

ber 15 because of material shortage. Gene Milner, program manager of the Capital City Broadcasting Company station, says he has signed a staff of 10 to handle writing-production-announcing chores. These will include writer-producers Jimmy Walker and Verne Jay, the latter best known for his network scripts for "Mr. and Mrs. North," "Famous Jury Trials" and "The Shadow."

Mikemen, and women, including Woody Hirsch on special events and audience participation shows, Dick Purdy, Lee Harris and Chuck Shields as commercial announcers, and Debra Barton handling the farm news department. Mary Jane Chinn is scheduled to take charge of the production and emcee work on a number of variety features, and Stella Barker will originate a new type of women's show designed to give listeners a variety of interests in and out of the home.

Ralph Zarnow, bandleader and arranger, is KCBC's music director with Louis Weertz as staff pianist.