

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 1

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

TEN CENTS

## FCC States Case Re CPA

### 4th Capital Tele Band Awarded To Du Mont

The FCC on Friday accepted the request of Philco to withdraw from the Washington television field following reiteration of the company's stand by President John Ballantyne. At the same time, the Commission said it would soon issue a final order granting the fourth Washington television channel to Allen B. DuMont Laboratories. The other three grants will go to the Evening Star, Bamberger Broadcasting Service and NBC. The FCC decision to accept Philco's

(Continued on Page 2)

### NAB, NBC, WNAX Cited By Public Relations Assn.

Awards for "outstanding achievement" in public relations were presented to NAB, Station WNAX, Yankton, S. D., and NBC Saturday by the American Public Relations Association. The awards were presented by Secretary of Agriculture Clinton P. Anderson at the association's annual banquet, which climaxed a three-day convention in Washington, D. C.

### New Public Service Show Debuts On Mutual Apr. 5

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

(Continued on Page 2)

### Beaucoup Birthdays

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

### FCC To View Tele

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

### Coulter Resigns Post As Columbia Web V. P.

Douglas Coulter, vice-president and director of commercial program development for the Columbia Broadcasting System has resigned, effective April 12, Frank Stanton, president of CBS, announced Friday.

Coulter is withdrawing from CBS exactly ten years after he joined the network organization following eleven years as vice-president in charge of

(Continued on Page 6)

### House Passes Lea's Bill; Measure Goes To Senate

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

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

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

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

### FCC Okays 7 CPs; Rejects Gannett Bid

Washington—The FCC on Friday granted the application of the Southern Tier Radio Service for construction of a standard station in Binghamton, N. Y. By its action, the Commission denied the application of the Binghamton Press Co., whose president is Frank Gannett, publisher of 15 papers and owner of several

(Continued on Page 6)

### Ex-GI Bids \$72,500; Buys 50 Kw. Gov't Transmitter

Washington—Sale of a surplus 50,000-watt radio transmitter to an Army veteran for \$72,500 has been announced by the War Assets Administration. The transmitter, which

(Continued on Page 4)

### Truman Talk April 6 Scheduled On 4 Webs

An Army Day address to the nation by President Harry S. Truman will be aired by the four major webs April 6, 4 p.m., EST, from Soldiers

(Continued on Page 2)

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

At the same time, the NAB announced

(Continued on Page 6)

## Avery Hits FCC Report In Talk At Kansas City

Kansas City, Mo.—Taking the FCC to task because of its recent 139-page report on programming, Lewis H. Avery, president of Lewis H. Avery, Inc., and formerly director of broadcast advertising for the NAB, appeared in Kansas City for the keynote speech before the Heart of America Radio Exhibit staged at the Adver-

(Continued on Page 2)

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

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

(Continued on Page 2)

### WHN To WQXR

"The Author Meets the Critics" moves to WQXR on May 23. It will be heard each Thursday evening from 9:30 to 10 instead of Mondays at 8:00 p.m., its present time on WHN. This was announced Friday by Elliott M. Sanger, executive vice-president of WQXR, and Martin Stone, producer and creator of the series, sponsored by Book-of-the-Month Club.

HE 8660  
R2



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# FINANCIAL

(March 29)

NEW YORK STOCK EXCHANGE				Net.
	High	Low	Close	Chg.
Am. Tel. & Tel. ....	190 1/8	189 3/4	190	...
CBS A .....	44 3/8	44	44	...
CBS B .....	43 7/8	43 1/2	43 7/8	+ 1/4
Farnsworth T. & R. ....	15 3/4	15 3/8	15 1/2	- 1/8
Gen. Electric .....	47 1/2	46 5/8	46 3/4	...
Philco .....	38	37 3/8	37 3/4	...
RCA Common .....	16 3/8	16 1/8	16 1/4	+ 1/8
RCA First Pfd. ....	94 1/2	94	94 1/2	+ 1/4
Stewart-Warner .....	21 5/8	21 1/2	21 5/8	+ 1/8
Westinghouse .....	34 1/2	33 7/8	34 1/8	+ 1/8
Zenith Radio .....	36 1/2	36 1/4	36 1/4	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio ..	11 1/2	11 1/2	11 1/2	...
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab. ....	12 5/8	13 7/8		
Stromberg-Carlson ..	25	25		
WCAO (Baltimore) ..	34			
WJR (Detroit) .....	36			

## Tele Show Returning

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

## ★ THIS WEEK ★

- MONDAY, APRIL 1—Canadian Association of Broadcasters Board, CAB Headquarters, Toronto, Canada.
- TUESDAY, APRIL 2—FM Application Hearings Before Commissioner Jett, Boston, Mass.
- WEDNESDAY, APRIL 3—Celebrity-Luncheon, Advertising Club of New York, 12:30.

**WM** AMERICAN BROADCASTING CO  
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET  
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

**F F**

## Avery Hits FCC Report In Talk At Kansas City

(Continued from Page 1)  
tising and Sales Executives Club, second largest in the country.

Stations from Kansas City and St. Joseph last Thursday conducted the first "Radio Day" at the Kansas City Advertising and Sales Club since the end of hostilities in World War II. Those represented in the all-day clinic included KMBC, KCMO, WHB, KCKN—all of Kansas City; KFEQ of St. Joseph and the Damon Transcription Laboratories.

In his highlight talk of the day, Avery accused the FCC of "imposing a diet of forced feeding on the American listening public. Apparently it is unmindful of the long-acknowledged fact that mass education and uplift is a slow and sometimes discouraging process. What's more this dictum of the FCC bears a singular resemblance to a doctrine that I understood was quite recently discredited at a great expenditure of men and money.

"How can anyone so completely ignore the accumulation of scientific evidence that the American system of broadcasting has made a more important contribution to the providing of education and the dissemination of information during the past 25 years than any other social force except the church and the school.

"What broadcasting needs is not indictment but encouragement to expand the work and to do it faster. And it makes not one whit of difference whether the service be rendered on a so-called sustaining basis or under commercial sponsorship."

In addition to Avery's talk, representatives of Kansas City stations took over the meeting to answer numerous questions brought up by advertisers in attendance, as well as station members themselves.

Musical entertainment was provided by KMBC's "The Texas Rangers" who were welcomed back to Kansas City from their network appearances in New York.

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

(Continued from Page 1)  
weekly on 226 stations, including 90 southern outlets of the Keystone Broadcasting System. Noel Rhys, account executive, handled the deal for Keystone.

The series, which gets under way next week, features Jimmy Atkins, Kerry Harolde and his band and the Flit Foursome, a vocal group. Ken Roberts handles the commercials for Flit and Flit Surface Spray.

## 4th Capital Tele Band Awarded To Du Mont

(Continued from Page 1)  
request came after a second letter sent the Commission by Ballantyne. A previous letter had asked that Philco be allowed to withdraw, but the Commission said a final decision had not been made and denied the company's request.

## New Public Service Show Debuts On Mutual Apr. 5

(Continued from Page 1)  
Mutual network. Subject of the opening forum on the series, which will be heard from 10 to 10:30 p.m., EST, will be "The Influence of Radio on Children."

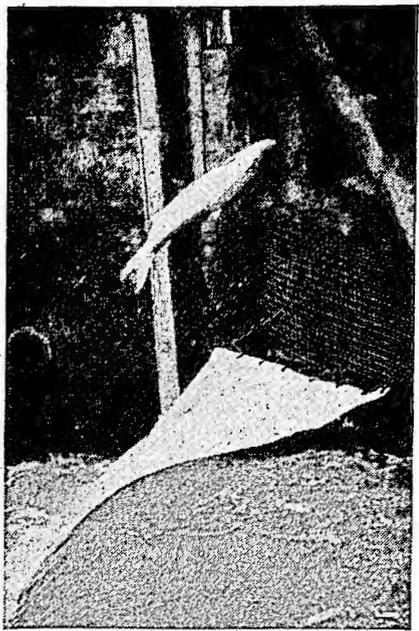
Debating the pros and cons of present radio standards on moulding the conduct and mental attitude of children will be Dr. S. Harcourt Pppard, acting head of the Bureau of Child Guidance of New York City Board of Education; Miss Josette Frank, radio consultant to the Child Study Association of America;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

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

## Truman Talk April 6 Scheduled On 4 Webs

(Continued from Page 1)  
Field, Chicago. Other participants in the program are Governor Dwight Green, of Illinois, and Mayor Edward J. Kelly, of Chicago.

In addition to the President's speech, the webs have planned special tie-in shows for the event. ABC will air a description of the Army Day parade at 12:15 p.m. NBC will air a talk by Joseph M. Stack, commander of the VFW, at 6:15 p.m., while WEAJ will carry a special program from the New York Sub-Treasury Building on April 5, 12:30 p.m. Col. Westrey Boyce, director of the WAC, will speak over MBS on the 5th, and Maj. Gen. J. W. Byron, special service director, will appear on the web the following day.



# Upstream

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

That's a fightin' species for you.

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

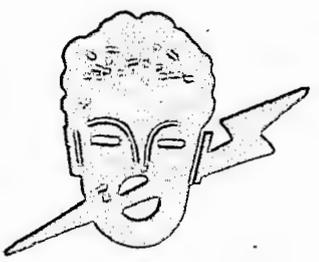
We can give your plans a big lift in the country's sixth largest market.

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

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



"WFDF Flint covers the world of sports."



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



Enoch Light



The Song Spinners

# Announcing A Monthly Release of Hit Tunes from the B M I PIN UP SHEET

### FOUR CONCERT ORCHESTRA SELECTIONS

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

### FOUR DANCE ORCHESTRA SELECTIONS

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

### TOP FLIGHT VOCAL TALENT

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

### ADVANCE RECORDINGS

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

### QUALITY TRANSCRIPTIONS

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

### RELEASED FOR OUTRIGHT SALE

Each monthly transcription will immediately become the exclusive property of the subscribing station. Your B M I Hit Tunes will thus be permanently available for rendition on your station.

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

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

**SPOT SALES, Inc. • 400 Madison Ave. • New York 17, N. Y.**



Harry Prime



Ilene Woods



Danny Sullivan

PROMOTION

WNOX "Newspaper"

Monthly magazine, mimeod in newspaper format, entitled WNOX "Drug Trade News," was inaugurated by WNOX, Knoxville, Tenn., for retail druggists containing news of radio shows of interest to druggists, with material about products advertised and programs advertising drug products.

RSVP

More than 2,500 engraved invitations were mailed out in co-operation with KABC and the Frost Bros. Department Store, calling attention to the debut of the Stradivari Orchestra for Prince Matchabelli Perfumes over the San Antonio outlet. Suggestion for the invitations was that of W. Poundstone Jackson of the KABC merchandising staff.

Ex-GI Bids \$72,500; Buys 50 Kw. Gov't Transmitter

(Continued from Page 1)

equals in power that of any licensed commercial radio station in the country, was purchased at the Richmond Regional Office of WAA by Louis Wasmer, licensee of KGA at Spokane, Wash., and holder of a veteran's preference.

Wasmer outbid several others for the transmitter, which was built originally for use by the Office of Strategic Services. The sale price represents an approximate 80 per cent return to the government on the present commercial value. Original government price was \$102,000, less damages.

The transmitter, which was stored at Roslyn, Va., is the first important piece of surplus electronic equipment to be sold by a regional office.

W. E. Branch

El Paso, Texas—Funeral services were held in Juarez, Mexico, last week for W. E. Branch, manager of XELO in Juarez, and who was electrocuted while testing a 500,000-watt transmitter at Zaragoza, Mexico. Branch constructed stations at Fort Worth, Chicago and Hollywood and also erected XELO.

Valliere Gets Sickles Post

B. F. Valliere, in the radio industry for the past 20 years, has been elected vice-president in charge of operations of the F. W. Sickles Co., of Chicopee, Mass., wholly-owned subsidiary of General Instrument Corp.



California Commentary . . . !

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

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

— Give To Conquer Cancer —

● ● ● As a result of his singing efforts on "The Great Gildersleeve," Hal Peary is now being paged by three major recording companies to platter some of the songs he has done on the broadcast. One of the deals is near the signing stage. By the way, Jack Meakin, music director of the "Gildersleeve" show, had his new tune, "Out California Way," recorded by the Sons of the Pioneers for Victor. Foster Carling wrote the lyrics. Dale Evans, featured vocalist on the "Durante-Moore Show," is taking a busman's holiday from her strenuous activities in western films by embarking on a five-day riding and hunting trip near Tucson following her next broadcast. Several sponsors are reported interested in Maestro Henry Russell's summer show idea, an all-musical based on unique effects Russell developed with arrangements combining a 34-piece orchestra and an 18-voice chorus. Its limited use on the Cass Daley show, for which Russell conducts, proved to be an attention-getting showcase.

— Give To Conquer Cancer —

● ● ● Squibbs' "Academy Award Theater" was launched March 30 with a party at the Beverly Hills Hotel. Calif Coffin, advertising man of E. R. Squibb and Sons, made the arrangements for the affair, which was attended by leading members of the film industry, who have won the "Oscars" during the 18-year history of the awards. Jay Scott and Bob Whalen of the Benjamin Sonnenberg office of New York, have been here, aiding in publicizing the show. Charles P. Ryder, auditor for KNX and Columbia Pacific, has returned from a business trip to San Francisco. Cliff Engle, newly appointed Western representative for C. P. MacGregor, has begun a tour of the Northwest. He was with MacGregor in 1933-45, ten years with NBC and more recently with the Armed Forces Radio Service.

— Give To Conquer Cancer —

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

EQUIPMENT

Herrmann To Westinghouse

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

Named To Finch Post

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

Durham

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

Duke

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

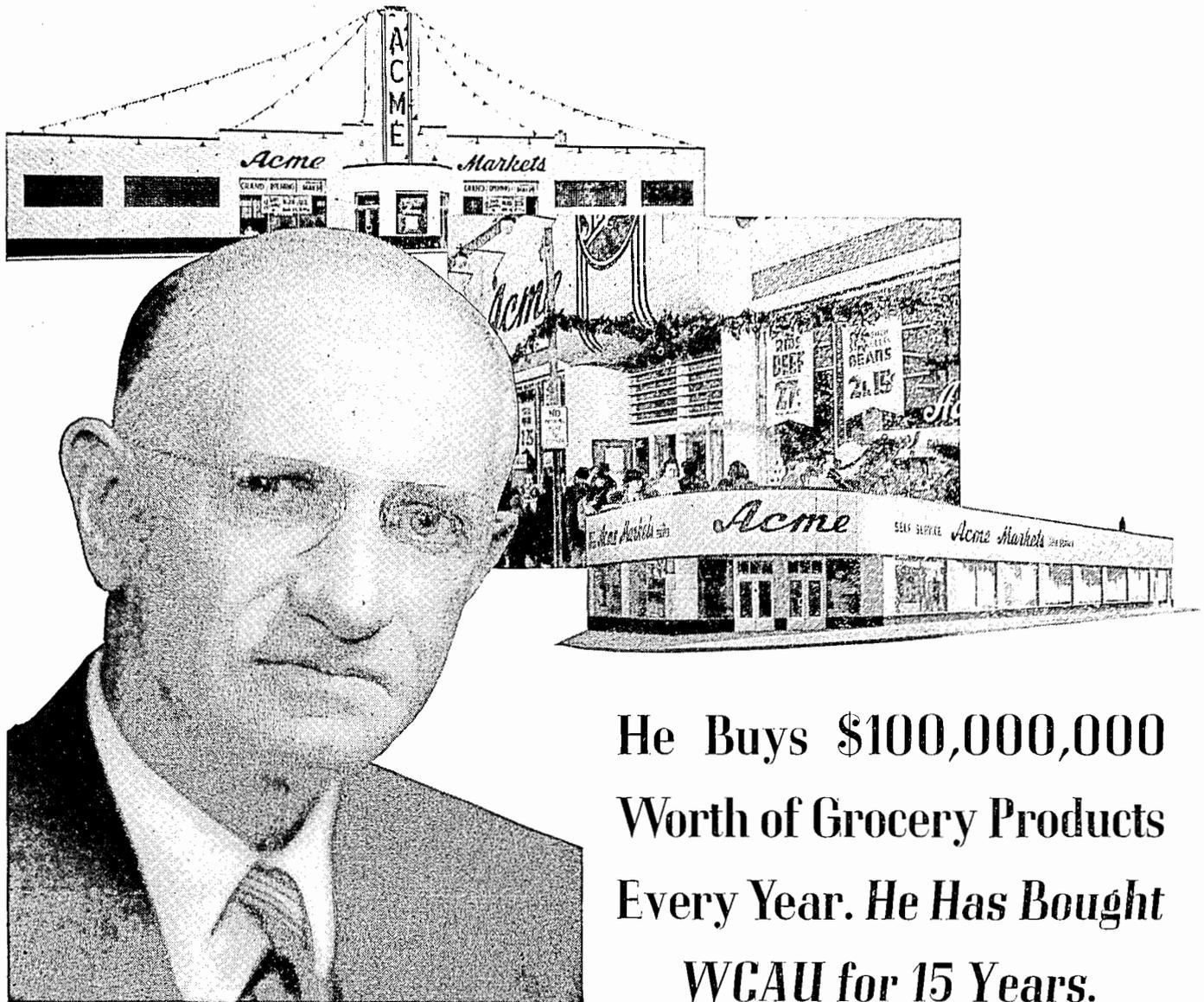
WDNC



OWNED BY DURHAM HERALD-SUN NEWSPAPERS

Represented by Howard H. Wilson Co.

LEN STERLING  
LA 4-1200



Photograph by Fabian Bachrach

**He Buys \$100,000,000  
Worth of Grocery Products  
Every Year. He Has Bought  
WCAU for 15 Years.**

**WILLIAM H. EDEN, VICE-PRESIDENT OF AMERICAN STORES WITH HEADQUARTERS IN PHILADELPHIA, DIRECTS THE PURCHASING AS WELL AS THE MERCHANDISING AND ADVERTISING FOR THE COMPANY'S VAST CHAIN OF RETAIL 'OUTLETS. FOR AMERICAN STORES RADIO ADVERTISING HE HAS SELECTED WCAU CONTINUOUSLY SINCE 1931.**

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

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

**POWER + PROGRAM = SALES**

# WCAU

**50,000 WATTS • CBS AFFILIATE**

**PHILADELPHIA'S LEADING RADIO INSTITUTION**

## FCC Okays 7 CPs; Rejects Gannett Bid

(Continued from Page 1)

radio stations. In making its decision the FCC said:

"An important factor which has led to the grant of the Southern Tier application is that as between two qualified applicants for radio facilities in the same community, of whom one publishes a newspaper having a general circulation therein and the other does not, the grant to the latter will better serve public interest, convenience and necessity, in that there will be added to the area a medium for the dissemination of news and information to the public which will be independent of, and afford a degree of competition to, other such media."

### Six Other CPs

Six other applications for CP's for new standard stations were granted last week by the FCC.

They included:

D. O. Kinnie, Visalia, Calif., to operate on 1400 kc., 250 watts, unlimited; Leo H. Beckley and Louise L. Beckley, doing business as Beckley Radio Co., Mt. Vernon, Wash., to operate on 810 kc., one kw., daytime; Herbert W. Brown and David A. Brown, a partnership, doing business as Central Valley Radio, Lodi, Calif., to operate on 1570 kc., 250 watts, daytime; The Bethlehem Globe Publishing Company, Bethlehem, Pa., to operate on 110 kc., 250 watts, daytime.

Also Valley Broadcasting Co., San Jose, Calif., to operate on 1170 kc., five kw.; Finley-McKinnon Broadcasting Company, San Diego, Calif., to operate on 1170 kc., five kw., unlimited.

### KXA Sale Approved

The FCC approved the sale of KXA, Seattle, Wash., from American Radio Telephone Company, to KXA, Inc., for consideration of \$200,000 for the 1,000 shares of outstanding capital stock.

## O'Dwyer Enters Dispute Between IBEW and IATSE

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

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

## FCC Replies To CPA Edict; NAB Will File Industry Brief

(Continued from Page 1)

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

CPA Administrator John Small has bluntly stated that radio was definitely included in the ban on most commercial construction, although several "clarification" sessions with CPA officials have indicated that radio might be given a break under certain conditions.

Text of the statement issued by the FCC follows:

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

"The Civilian Production Administration and the Federal Communications Commission believe that the situation is now materially different and that, except for the actual housing structures and facilities (e.g. transmitter houses, studio buildings, etc.), the construction of radio stations would have no adverse effect on the veterans' housing program.

"It is pointed out that the CPA limitation order does not halt the construction of radio towers, panel boards, transmitters and other similar apparatus or equipment and that the erection of new buildings can go forward if the new construction does not cost in excess of one thousand dollars. If the cost exceeds one thousand dollars, the program must be submitted to the nearest CPA office for authorization, where it will be measured by the yard stick of essentiality and non-deferrability.

"The one-thousand-dollar figure is the ceiling also for building repairs and alterations. However, there is no cost ceiling on repairs to mechanical equipment.

"In view of the above, the CPA and the FCC further believe that, by limiting the housing plans for radio

### Benton Program Up Tues.

Washington — The House Rules Committee on Friday again failed to act on the bill to authorize the short-wave activities and other cultural relations plans of the State Department service directed by Assistant Secretary William B. Benton. Action was postponed until Tuesday because many members of the committee were not on hand.

### Runyon Story On CBS

An adaptation of Damon Runyon's "A Very Honorable Guy" was presented on the "Columbia Workshop" last Saturday, March 30 (WABC-CBS, 2:30-3:00 p.m., EST).

Director of the broadcast was Jack Mosman who has just been discharged from the Navy.

stations to absolutely essential construction, a considerable number of permittees will be able to operate satisfactorily until materials for more elaborate structures become available.

"Therefore, the FCC proposes to continue processing applications with the understanding that the final decision as to whether construction will be authorized remains with the CPA."

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

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

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

(2) Some television and FM construction may be okayed because of its developmental nature.

Much of the industry pinned their hopes, too, on the local committees set up by the CPA. It was thought that these local committees may recognize the importance of extension of some radio facilities.

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

Washington, under a strict interpretation of the order, would be one of the hardest hit cities. However, even here, there seemed to be "out" for four successful television applicants. NAB, DuMont and Bamberger have some studio space lined up and the fourth, The Evening Star, has a standard station, WMAL. Of the eight successful FM applicants, most however, have no immediate plans for studio space.

Many industry members, however, presented a generally gloomy view of the situation.

### WEAF Revamps Schedule

WEAF is in the process of revamping its program schedule and one of the first changes will be the dropping of Adelaide Hawley's five-times weekly show now heard as a sustainer from 9:30 to 9:45 a.m., EST. Change will take effect April 13, when the current cycle is completed.

Two shows are being lined up to fill the WEAF spot, although some difficulty is arising from clearance of network tie-ins and time segments, etc.

### Pianist Series On WJZ

Vladimir Brenner, pianist, inaugurates a weekly series of recitals over ABC on Saturday, April 13. The program will be heard from 12 to 12:30 p.m., EST.

## Coulter Resigns Post As Columbia Web V.

(Continued from Page 1)

radio at N. W. Ayer & Son, Inc. came to CBS as assistant director of broadcasts in April, 1936, and years later was named director. November, 1943, he was elected vice president in charge of programs. In fall he took the assignment of re-ordination of CBS programs and operations.

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

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

### New Coast Company

Hollywood—In a move to expand their current radio activities, Hal "Parkyakarkus" Einstein and I Fimberg of NBC's "Meet Me Parky's" have formed a new radio production company to be known as Hal-Park Productions for the purpose of creating and packaging radio programs.

## FREMANTLE OVERSEAS RADIO

NEW YORK LONDON

175 E. 79th ST.

The First to Offer European Radio Coverage!

For Best Available Coverage European Markets

### USE RADIO!

WE HAVE TIME TO OFFER THE FOLLOWING STATIONS

RADIO ANDORRA—60,000 Watts Most Powerful Commercial Station in Europe today. Coverage France, Spain, Portugal, Switzerland.

Radio Iberica (Tangiers) Radio Mirimar (Barcelona) Italian Network (in cooperation with Dario Soria)

Full Information Available, Phone for details.

**World's Foremost Tobacco Center**  
FIFTY MILLION TOBACCO DOLLARS  
turned loose in Winston, N. C., last year. MORE this year!  
Manufactured by  
**BURN SMITH**

COAST-TO-COAST

IOWA

DAR RAPIDS—Ten three-hundred-dollar scholarships for 1946-47 will be given to incoming freshmen at Coe College by WMT, according to an announcement by William Quarton, WMT general manager. . . .

ILLINOIS

CHICAGO—The first broadcast of the baseball season will officially open when the Cubs meet the Cincinnati Reds in Cincinnati, April 16. The first airing on Wrigley Field will be on April 20. . . .

SOUTH CAROLINA

COLUMBIA—Kirby Higbe, Brook-Dodger pitcher and Columbia Ave, guested recently with Frank Den, WIS sportscaster, on his "Lighting Sports" program. . . .

PENNSYLVANIA

PHILADELPHIA—Mrs. A. W. Miller, national vice-president of the American Legion Auxiliary, will present the American Legion Auxiliary 1945 award for important contributions to the education, entertainment and inspiration of the community to Zella Drake Harper, WIBG men's commentator, on her broadcast April 1. . . .

★ THE WEEK IN RADIO ★

UNO's Opening On Radio and Television

By JIM OWENS

RADIO began coverage of one of the greatest special events in history,—the UNO Security Council sessions in New York City. More than 1,200 radio, television and press representatives were accredited to cover the proceedings for the major networks and independent stations. . . .

According to an FCC report, time sales for the four major webs during 1945 topped all previous years with a figure exceeding 128 million. . . . The Commission declined to act on Philco's withdrawal from the Washington television picture. Philco was assured that current grants are not final. . . .

The Civilian Production Administration threw a wrench into construction plans for television, AM and FM with its order to halt "non-essential" building. . . . Newspapermen covering UNO proceedings were found to accept present black-and-white video in a RADIO DAILY poll. . . .

Senate and House conferees agreed to the latter's version of the anti-Petrillo bill.

FCC denied a petition to withhold license renewal of KRLD, Dallas, because of liquor advertising. The Commission, however, classified ads "a species of propaganda." . . . First television films of the UNO opening at Hunter College were shown by ABC in Philly. . . .

The Supreme Court may be asked by NAB to review certain points of the FCC programming report. . . . American radio men are in Europe considering transmitter sites for short-wave broadcasts to Russia. . . .

AGENCIES

HOFFMAN BEVERAGE COMPANY has engaged Warwick & Legler, Inc., to place its advertising, effective today. Donald Gibbs will be the account executive.

ARNOLD COHAN, formerly with The John Price Jones Corporation and account executive and director of radio and television for Jones and Brakeley, Inc., has established The Arnold Cohan Corporation to handle general advertising and public relations in New York City. . . .

MARYLAND AIRLINES, newly organized, and serving Washington, D. C., Wilmington, and Baltimore . . . and featuring vacationland flights to Shore points in Maryland and Delaware . . . has selected the Robert J. Enders Agency of Washington, D. C., to direct its advertising campaign. . . .

BALTIMORE'S GREAT FOOD SALESMAN



HE SELLS THRU THE AIR with THE GREATEST of EASE

EDWARD PETRY & CO., National Representatives



BOB BRIGHT

Featured M.C. Starts 3rd Year TODAY—

BOB BRIGHT'S BANDSTAND—WPAT—3 to 4:30 P.M. Daily

ONE OF THE FAVORITE PROGRAMS IN METROPOLITAN NEW YORK

RADIO WRITER AVAILABLE

Commercially that pull applause, sales too, acts to prove both. Also program originalities, presentations. Write RADIO DAILY, Box 154, 1501 Broadway, New York 18, N. Y.

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

(Continued from Page 1)

grams"; Niles Trammell, president of NBS, "The Washington picture and labor"; Harold J. Bock, director of public relations for the western division, "Publicity," and Charles P. Hammond, director of advertising and promotion, "Cooperative advertising." A cocktail and dinner party will conclude the day's session with entertainment provided by Red Skelton and Spike Jones and his city slickers.

Tuesday's speakers will include Easton C. Woolley, director of station relations, discussing "The economics of network broadcasting"; Roy C. Witmer, vice-president in charge of sales, "Network sales outlook"; Charles P. Hammond, director of advertising and promotion, "Advertising and promotion" (Parade of Stars); Clarence L. Menser, vice-president in charge of programs, "Programming the NBC Network," and Niles Trammell, president of NBC, "Labor." Jack Benny, Edgar Bergen and the NBC staff orchestra will entertain at the cocktail party and dinner concluding the day's meeting.

### Television To Be Topic

The Tuesday morning session will be devoted to a discussion between station representatives and NBC officials of station suggestions.

Speakers on the final day of the conference will include: Noran E. Kersta, manager of the NBC television department, discussing "Television Today"; Robert E. Shelby, director of technical development, "Technical Aspects of Television"; Niles Trammell, president of NBC, "Broadcasting in the Future—Television and Frequency Modulation," and Easton C. Woolley, director of station relations, "Value of Joint Planning." A general discussion, if desired, will follow the luncheon meeting that will close the conference on Wednesday.

Among those attending the conference from New York will be Niles Trammell, president of NBC; Roy C. Witmer, assistant to the president and

vice-president in charge of sales; Easton C. Woolley, director of station relations; Sheldon B. Hickox, Jr., station relations department manager; Noran E. Kersta, manager of the NBC television department; Robert E. Shelby, director of technical development; Charles P. Hammond, director of advertising and promotion; Clarence L. Menser, vice-president in charge of programs, and Charles Detmar, attorney for the television department.

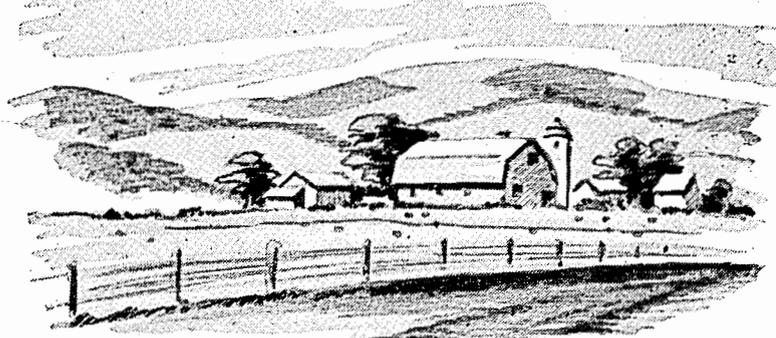
NBC Hollywood personnel in attendance will include Sidney N. Strotz, vice-president in charge of NBC's western division; Lewis S. Frost, assistant to the vice-president and program manager; Richard Graham, attorney; Paul Gale, traffic manager; Henry Maas, sales and program traffic manager; Oscar Turner, manager, recording department; Frank A. Berend, sales department manager; Robert McAndrews, sales and promotion manager; A. H. Saxton, chief engineer; Harold J. Bock, manager of the television department; John Cameron Swayze, manager, news and special events department; Leslie Raddatz, press department manager, and Howard Wormser, press department trade editor.

### Many Station Men Attend

Station representatives will include Lloyd Yoder, manager of KOA, Denver; S. S. Fox, general manager and Frank Baker, George Provol and Kay Richins of KDYL, Salt Lake City; Karl Wyler, manager and Roy Chapman of KTSM, El Paso; Walter Wagstaff, manager and Mrs. Georgia Phillips, owner of KIDO, Boise; Henry Fletcher, manager of KSEI, Pocatello; Mrs. Florence Gardner, manager and O. P. Soule of KTFI, Twin Falls; John Elwood, manager and David Lasely, advertising and promotion manager of KPO, San Francisco; H. Quentin Cox, manager of KGW, Portland; O. W. Fisher, president and general manager and Ray Baker, commercial manager of KOMO, Seattle; Keith Collins, manager and John Hamlyn, Bob Street, L. R. Matushak and Norman Webster of KMJ, Fresno; Robert Stoddard, manager of KOH, Reno; Thomas Sharp, general manager and Marion Hare, assistant manager of KFSD, San Diego; Art Adler, commercial manager of KMED, Medford; Richard O. Lewis, general manager, James Lewis, owner, B. R. Fullbright, business manager, Arthur Anderson and William Harvey of KTAR, Phoenix; R. B. Williams, manager of KVOA, Tucson; Harold Ritter, manager and Mrs. R. Pfister, program manager of KYCA, Prescott; Williard Shoecraft, program manager of KWJB, Globe; Ray Smucker, manager of KYUM, Yuma; Ewing C. Kelly, manager of KCRA, Sacramento; George Whitney, sales manager, William Ryan, general manager, Dean Moxley, H. L. Blatterman, Curtis W. Mason and Seymour F. Johnson of KFI, Los Angeles.

## WMT Serves One-Fourth

# of all U. S. Grade A Farm Land\*

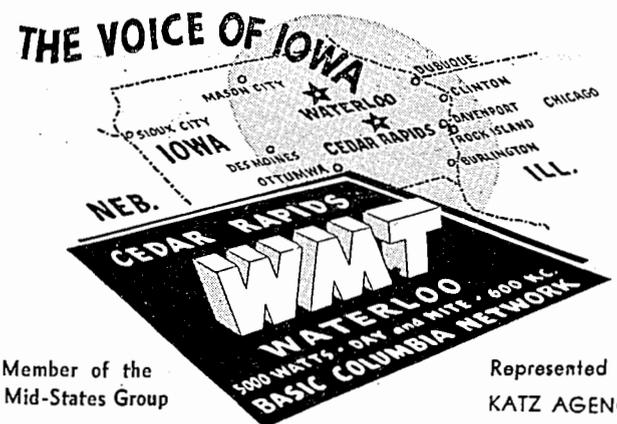


## ...With Farm Programs That Have REAL Farm Appeal!

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

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

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



Member of the  
Mid-States Group

Represented by  
KATZ AGENCY

**BALTIMORE'S Listening Habit**

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President    George H. Reader, General Manager

SALES & PROMOTION, Inc., Exclusive National Representatives



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 2

NEW YORK, N. Y., TUESDAY, APRIL 2, 1946

TEN CENTS

## TBA Protests CPA Order

### Added Time Given For Program Logs

With the industry still discussing the FCC's programming report, the majority of broadcasters have received "additional time" to turn in their new program logs to the Commission, it was learned yesterday. Of the "requests" for new logs sent to approximately 300 broadcasters operating on temporary licenses, only 50 had been turned in by the "deadline" last Friday.

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

(Continued on Page 9)

### Elliott Roosevelts Sign For Transcription Series

Consummation of a deal whereby Elliott and Faye Roosevelt will make a series of 15-minute open end transcriptions, titled, "Elliott and Fay Roosevelt at Home—Hyde Park" was announced yesterday by Ray Green, producer. First of the series will be made this week with Hildegarde as their house guest. Jim Ameche will handle the announcing and the script-

(Continued on Page 2)

### Plan For Daylight Time Developed By ABC Web

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

(Continued on Page 11)

**Premature**  
Washington—Full plans for the taking over of two stations for full broadcast of Congressional proceedings came within an ace of being included in the report on the reorganization of Congress by the joint Senate-House committee set up for such a study. It was learned here Friday. The strong objections of Senator Wallace White (R., Me.), resulted in the deletion.

**Early Bird**  
Art Ford, WNEW's "Milkman's Matinee" jockey, was probably the first perpetrator of an April fool gag this year. At 12 midnight Sunday, Ford opened his program with Martin Block's theme on the "Make Believe Ballroom," thereby confusing listeners, and ended his stint with the inevitable "—April fool, folks!"

### FCC Officials Shown RCA And CBS Video

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

In Princeton as guests of RCA they viewed present day black-and-white and color television using live models;

(Continued on Page 10)

### Dick Pack Rejoins WOR; Oppenheim In New Post

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

(Continued on Page 2)

## First Philippine Radio Web Plans To Link Six Stations

The first radio network in the Philippine Islands, with outlets in the archipelago's six principal cities, is expected to be on the air by Jan. 1, according to Norman Paige, former ABC correspondent in the Pacific, and now general manager of the Philippine Broadcasting Co. Paige is now in New York on business for the new web.

Key station, with the tentative call letters KPOI, will be in Manila and

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

### Business Increase For 50 Kw. Stations

Washington Bureau, RADIO DAILY  
Washington—Total net time sales realized by licensees of the 53 standard broadcast stations of 50 kilowatt power located in the United States, for the year 1945, amounted to \$60,981,196, according to preliminary reports submitted to the FCC. This was an increase of 4.3 per cent over the 1944 total of \$58,625,000.

Forty of the 53 stations reported in-

(Continued on Page 2)

### WOW Orders Equipment, Prepares For Television

Omaha—WOW ended its 23rd year of operation yesterday and to mark the event, general manager John J. Gillin released a report made by Joe Herold, the outlet's chief technical

(Continued on Page 4)

### Commission May Release Set-Mfr. Poll Tomorrow

Washington Bureau, RADIO DAILY  
Washington—The FCC probably will release the results of its poll of radio manufacturers tomorrow, with set production this year expected to

(Continued on Page 10)

Television Broadcasters Association yesterday filed notice with the CPA protesting the application of Veterans Housing Program Order 1 to the tele industry and requesting that video be exempted from the restrictions set forth in the order issued last week.

Copies of a resolution adopted unanimously by the TBA board seeking release of the industry from the restrictions were filed with CPA Chief John D. Small and with National Housing Expeditor Wilson W. Wyatt;

(Continued on Page 10)

## Award Dates Set For CCNY's Entries

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

(Continued on Page 11)

## Trammell, Witmer Speak At NBC Meet On Coast

West Coast Bureau, RADIO DAILY  
Hollywood—Niles Trammell, president of NBC, opened the network's three-day stations meeting here by emphasizing that "despite necessity

(Continued on Page 10)

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



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Mon., April 1)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	190	189 7/8	190	+ 1/8
CBS A	43 3/8	43 3/8	43 3/8	- 3/4
Farnsworth T. & R.	16 1/4	15 3/8	15 3/4	+ 3/8
Gen. Electric	47 1/8	46 7/8	47	...
Philco	38 1/8	37 3/8	38	+ 1/4
RCA Common	17 1/2	16 1/8	17 1/4	+ 7/8
RCA First Pfd.	93 3/4	93 3/4	93 3/4	- 3/4
Stewart-Warner	21 1/2	21 1/8	21 1/8	- 1/2
Westinghouse	34	33 3/4	34	+ 1/8
Zenith Radio	36 1/2	36 1/4	36 1/4	- 1/4

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/2	22 1/2	22 1/2	+ 1
Nat. Union Radio	11 7/8	11 1/8	11 1/8	- 7/8

## OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	34 1/2	...
WJR (Detroit)	36	...

### William B. Miller Named Assistant Mgr. of WEAF

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

Miller, a former Pulitzer Prize winner in journalism when he was on the staff of the Louisville Courier-Journal, joined NBC in 1927. Three years later he organized the network's special events department, and in 1935 he set up NBC's night and holiday program operation which provided for a functioning organization outside of business hours.



L. S. TOOGOOD RECORDING CO. 222 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

# Coming and Going

EDWARD TOMLINSON, commentator and adviser on inter-American affairs for NBC, who now is on a country-wide lecture tour, broadcast his Saturday program from KOMO, Seattle.

JOHN T. MURPHY, of the NBC station relations department, back from Cincinnati and Chicago, where he attended network station meetings.

ARCH MORTON, sales manager of KNX, Los Angeles, left the West Coast Friday for three weeks of conferences with Columbia network sales executives in Detroit, Chicago and New York.

BUDDY BASCH, of the Banner-Grief publicity organization, has returned from Philadelphia, where he covered the opening at the Earl Theater of the Glenn Miller-Tex Benecke band.

GEORGE G. WILSON, JR., assistant program director of WSTV, Steubenville, Ohio, visited yesterday at the offices of the Mutual network, with which the station is affiliated.

HELEN SIOUSSAT, Columbia network's director of talks, is going down to Baltimore, where this week she will address the advertising club of that city on the subject, "Talk Is My Business."

TED HUSING and JIMMY DOLAN, sportscasters on CBS, are back from Chicago, where on Saturday they broadcast the Chicago track relays. Next Saturday they'll cover the opening of the Jamaica race track.

HAROLD DANFORTH, manager of WDBO, Columbia network affiliate in Orlando, Fla., visited late last week at the headquarters of the web.

ERNEST LEE JAHNCKE, JR., the American network's station relations department, is on a two-week business trip to Chicago and other points in the middlewest.

DARROLD CANNAN, vice-president of KFDM, Beaumont, Tex., who spent last week in New York, left over the week-end for Wichita Falls, Tex.

JOHNNY DESMOND is back from Pittsburgh, where on Saturday he broadcast his "Teen-timers" show from the stage of the Nixon Theater.

KEVIN SWEENEY, assistant to Fletcher Wiley in the operation of the Housewives Protective League and Sunrise Salute programs, is back at his Hollywood headquarters following a business trip to St. Louis.

QUENTON "Q" COX, general manager of KGW, Portland, Ore., is in Hollywood for the NBC station-managers meeting. He'll visit San Francisco before returning to Portland.

LYNN L. MEYER, sales manager of KALL-KLO, has arrived from Salt Lake City for conferences at the headquarters of the Mutual network. He plans to be in Gotham for about two weeks.

T. S. MARSHALL, president of WOLF, Syracuse affiliate of Mutual, is in New York on station and network business.

### Business Increase For 50 Kw. Stations

(Continued from Page 1) creases, and 13 stations reported decreases, in net time sales for 1945. Four stations had increases of from \$100,000 to \$300,000, and 35 stations reported increases of less than \$100 each. The range of decreases was from \$300 to \$221,664 for the 13 stations so reporting.

### Dick Pack Rejoins WOR; Oppenheim In New Post

(Continued from Page 1) and regional public relations in the WOR area. Pack joined WOR in 1940, and was formerly director of publicity and continuity at WNYC. Oppenheim became a member of the publicity staff of WOR in 1942 moving over from Jay Thorpe, Inc., where he was in charge of advertising and publicity. Robert Blake, who has been serving as night press editor in the WOR publicity shifts to day side.

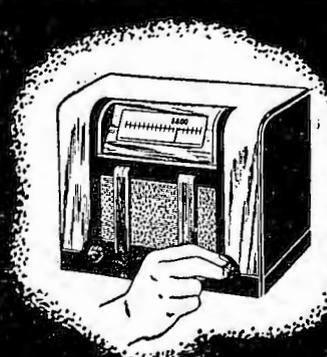
### Elliott Roosevelts Sign For Transcription Series

(Continued from Page 1) ing will be by Lillian Schoen. It is planned to transcribe 13 of the shows while the Roosevelts are in South America this summer on a business mission.

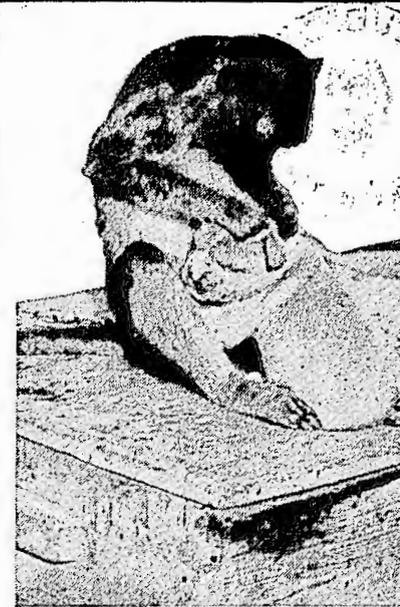


ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

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



**IN PHILADELPHIA**  
*Nearly everybody listens to*  
**WDAS**  
 BROADCASTS OF NEWS...  
 ON THE HOUR • EVERY HOUR  
 That's why 78 percent of our sponsors renew regularly.



# No fleas on Puddles

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

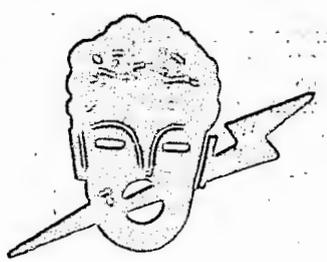
Adopted soon after he was born, now even Puddles' real mother cannot approach him.

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

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

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

Facts are available to prove that W-I-T-H is the buy in Baltimore.



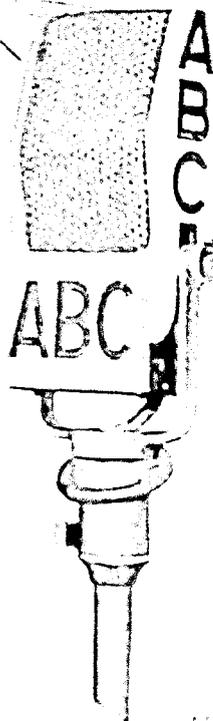
# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL



# First Double Winner of a Peabody Award

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



George A. Dennis  
Moderator of America's  
Town Meeting

*Illustration by  
Lester K. Murray  
Copyright © 1945 ABC*

The American Broadcasting Company (ABC) has been honored with the Peabody Award for its outstanding educational program, "America's Town Meeting of the Air." This program, which has been a mainstay of ABC's educational efforts since its inception in 1945, has been recognized for its high quality and educational value. The Peabody Award, one of the most prestigious in the broadcasting industry, is presented annually to the best of the best in radio and television broadcasting. The ABC program has been a double winner, having won the award in 1945 and 1946. This recognition is a testament to the program's commitment to providing high-quality educational content to its audience.

The program, which is broadcast on ABC's radio network, features a variety of educational topics, including history, science, and literature. It is presented in a format that is both informative and entertaining, making it an ideal program for families and individuals alike. The program's success is a result of the dedication and hard work of the ABC staff, who have worked tirelessly to ensure that the program remains one of the most respected and popular educational programs in the industry.

The Radio Dept. At present inspection it is being  
concluded as to the feasibility of a new service feature.

*ABC congratulates these other winners  
of Peabody awards:*

- ELIZABETH CURRIE McClellan, Moderator, Sunday Morning  
on NBC
- ALICE COOPER, Moderator, MBS
- OSCAR W. WELLS, Moderator, Sunday Morning on the  
New York, N.Y., WNBC
- THE NEW YORK STATE DEPARTMENT OF EDUCATION, Moderator,  
Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC
- FRANK BROWN, Moderator, Sunday Morning on WNBC

# ABC American Broadcasting Company

A DIVISION OF THE AMERICAN BROADCASTING SYSTEM, INC.

## SOUTHWEST

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

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

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

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

A partnership of Lawrence M. Walshak and Frank Wilson, Jr., has been formed as the Gonzales Broadcasting Co., who have applied to the FCC for a standard broadcast station to operate on 1450 kilocycles with a power of 250 watts full time, at Gonzales.

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

## WOW Orders Equipment, Prepares For Television

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

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

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



## Manhattan Memoranda. . . !

● ● ● Today will decide the fate of the R. Vallee show, with P & G execs in a huddle out in Cincinnati. . . . Deciding to give her "Detect & Collect" a broader comedy format, Mildred Fenton brings in Lew Lehr, the Movietone News clown, as emcee starting this week. . . . The new gag around NBC: Herbert Tareyton's back—and Kenny Delmar's got him. . . . What network told its remaining soap opera sponsors to get better or get off? Newest angle now is to adapt best-sellers for the air. Margaret Mitchell has been approached for scripting of "Gone With The Wind" in daily doses. Ex-GI Michael G. Ames new radio ed of Pic mag. . . . NBC has assigned a cordon of studio guards to protect Rob't Merrill from the frantic Robertsoxers. . . . Cab Calloway, approached for a donation to a home for aged Colored folk, said: "Make it a home for old people of all colors and I'll triple my donation." . . . Jerry Devine's audition record of his new chiller-diller, "Murder By Gaslight," is a piperoo. . . . Harry Wismer back in town after 6-week trip with the ball clubs down south, where he had Mel Ott, Leo Durocher, Bob Feller and Happy Chandler on his show as guests. . . . Fortune mag establishing radio production dept'. . . . Johnny Olson's "Ladies Be Seated" switching to ABC's newest playhouse, the John Golden Theater.

### — Give To Conquer Cancer —

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

### — Give To Conquer Cancer —

● ● ● Milton Berle, who has been taking home over 10 G's per for the past few weeks at the Carnival, will increase that sum Wed. nite when he guests on Hildegard's ainer. Lauritz Melchior will be his foil on the show. . . . Chas. Boyer in town to work on plans for a new air show. . . . Radio vets of World War II flocking to join the new Press & Radio chapter of American Veterans Committee. . . . Biow interested in a new quizzer by Hal Wallis' publicist, Irving Zussman. . . . Bob Bright starting his 3rd year as WPAT's featured disc jockey. . . . Aside to Paul Mowry: Did you know that Gene Hamilton used to be ass't movie director for the Army Signal Corps? And don't forget those wonderful "Lower Basin St." stanzas which he emceed and produced. . . . Pat Kirkland, Nancy Carroll's talented daughter, a new addition to "Valiant Lady." . . . Bill Gernant's "County Fair" receiving "This Month" radio citation. . . . Louis Cowan's 1st show will be "Murder At Midnite," a half-hour open ender released by World. . . . Credit for the improved Jimmy Edmondson scripts must go to Marty Ragaway and Len Stern. . . . Recommended: Joan Edwards satire on the Hit Parade—a medley penned by her p.a., Lyn Duddy. . . . With so many comics lifting material from that mag, Lionel Hampton says they oughta call it "Readers' Digest."

### — Give To Conquer Cancer —

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

### — Give To Conquer Cancer —

## LOS ANGELES

By RALPH WILK

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

Ted Steele, KMPC musical director is looking for a large amount of material on which to resume his raising small animals for scientific research on allergies, diseases and vitamin deficiency. He began this work during the war.

Joe Kearns, frequent performer on KHJ-Don Lee's "Theater of Famous Radio Players," plays such a terrific organ between script readings that the cast has a hard time settling down to the business at hand at rehearsals.

Jack Meakin, "Gildersleeve" maestro, composed original score and conducted the work for a new radio series auditioned at Mutual last week, entitled "Jonathan Trimble, Esq." starring Donald Crisp.

Herb Lamb's 35 mm. live-action baseball film, "Play Ball, Son," as well as an animated Teletune featurette in color, were screened this week for Hal Bock, NBC television head, who approved both films as excellent video subjects and is making arrangements to televise them out of New York via NBC.

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

Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.  
**WTAG**  
WORCESTER

**BIG NAMES  
KNOWN PERSONALITIES**

*FOR THE FIRST TIME...*

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

*FOR THE FIRST TIME...*

a transcribed program that is  
Localized for the individual station  
through the new  
Exclusive **CUE-IN** technique . . .

# STAR TIME

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

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

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

"Cue-In" is the new program technique developed and perfected exclusively for this new type of transcribed program. With "Cue-In" the local personality,

the familiar local voice, becomes as much a part of the show as the star.

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

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

Write, wire or telephone for complete information. The program is exclusive to one station in any market.

*Write  
Wire or  
Phone*

**PRESS ASSOCIATION, INC.**

Radio Subsidiary of The Associated Press

50 ROCKEFELLER PLAZA

— NEW YORK 20, N. Y. —

PHONE Circle 7-7363

**BIG NAMES  
KNOWN PERSONALITIES**

All-time stars of the sports world brought to the local station for the first time in thrilling 15-minute dramatizations, on transcription

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

## SPORTS STAR SPECIAL

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

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

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

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

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

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

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

*Write  
Wire or  
Phone*

**PRESS ASSOCIATION**

50 BOWLING GREEN — NEW YORK, N.Y.

**BIG NAMES  
KNOWN PERSONALITIES**

**suspense-filled stories of  
outstanding news reporters  
in gripping dramatizations . . .**

## **SPECIAL ASSIGNMENT**

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

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

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

Brought to the listener by Oliver Gramling, each of the 26 episodes of this exciting series features a different reporter and tells his compelling story

in an exciting, gripping 15-minute dramatization. Mr. Gramling's vast fund of unusual, out-of-the-way news stories is brought to the listener for the first time in **SPECIAL ASSIGNMENT**. His presence on the program lends authority, and the glamour of news to this thrill-packed show.

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

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

*Write  
Wire or  
Phone*

**PRESS ASSOCIATION, INC.**

Radio Subsidiary of The Associated Press

50 ROCKEFELLER PLAZA

— NEW YORK 20, N. Y. —

PHONE Circle 7-7363

**BIG NAMES  
KNOWN PERSONALITIES**

**THE NEW CLIFF EDWARDS...**

the "man of many voices"  
transcribed in

## THE CLIFF EDWARDS SHOW

localized with sparkling continuity

IT'S TRIPLE HARMONY ON THE "SOLID" SIDE

1. New, special arrangements of all-time, all-American favorites . . . great hits that will live forever.
2. Four sensational swing musicians—piano, string bass, guitar and vibraharp.
3. The new Cliff Edwards—"the man of many voices."

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

This new show is an extensive library of all-time, all-American favorites; with distinctive arrangements by a master arranger. Cliff Edwards' incomparable singing, plus the swingtime magic of a sensational instrumental quartet, sets the young-

sters to jumpin' and the oldsters to stomping . . . as he wraps them all in scintillating rhythm.

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

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

### BRIEFING THE STAR

**Hollywood Star**—has appeared in 103 motion pictures.

**Stage Star**—14 Broadway shows.

**Vaudeville Star**—has played every important theatre in this country and Canada and made four European tours.

**Recording Star**—His record sales hit an all-time high of 51,000,000 in less than three years.

*Write  
Wire or  
Phone*

**PRESS ASSOCIATE**

50 WHELFIELD BLVD.

# Philippine Is. Network Sets Outlets In 6 Cities

(Continued from Page 1)

broadcasting will be in English, official language of the islands, he added.

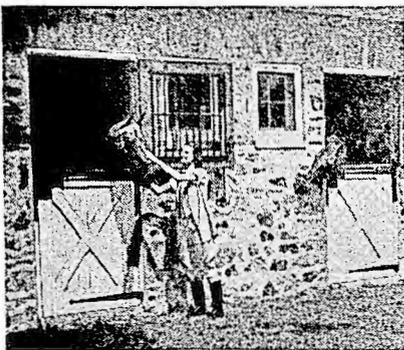
### Has Web Agreement

A unique feature of the network entails an agreement with the major domestic webs whereby sponsors may transcribe their own shows off the air for airing in the Philippines. The records will be flown to Manila and may be played at a corresponding time a week later, Paige said.

Program line between stations will be via microwave, marking the first commercial use of the point-to-point shortwave system, according to Paige. Studio and transmitter equipment specially designed for tropic conditions is en route to the Philippine capital, he added.

### Doty WJZ Asst. Sales Head

Clarence Doty, recently discharged from the Navy, has been appointed assistant sales manager at WJZ, John McNeil, station manager, announced Friday. Doty was one of the early members of the ABC spot sales.



the favorite —

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES

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

## ★ AGENCY NEWSCAST ★

**D**ONALD COOKE, who for the past two and a half years was associated with the Canadian Army with the rank of lieutenant, has formed the Donald Cooke, Inc., radio representatives, with offices in Chicago and at 220 Fifth Ave., New York. Prior to entering the Canadian Army, Cooke was affiliated with W. G. Rambeau, with CKEY and other Canadian stations.

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

# Added Time Given For Program Logs

(Continued from Page 1)

ting themselves officially on record. Most of the broadcasters have requested "clarification" of some of the details and definitions of the information requested, it was learned. NAB spokesmen denied the requests for additional time amounted to "stalling" on the part of broadcasters until some test of the FCC's demands could be made.



### WLS Feature Foods declared



in daytime home-help programs!

Editors' Top P.S. Jobs

### NEWSPAPER EDITORS VOTE REPORTED IN BILLBOARD

WHEN 324 RADIO EDITORS of America voted on program popularity, *Billboard* also asked them to vote on public service jobs in their areas.

THEY CITED 88 PROGRAMS on 76 stations for outstanding public service.

ONLY ONE is a women's or home-maker feature—one out of 88 cited—and that one is WLS Feature Foods with Martha and Helen, 11-11:30 a.m. daily on the *Prairie Farmer* Station.

WLS FEATURE FOODS, in its 11th year on the air, follows the WLS pattern of making service to the listener come first. Martha and Helen and WLS express their appreciation to the radio editors and to *Billboard*, for this recognition of the job they have always tried to do—thorough, year-round, public service.

22 years of broadcasting SERVICE

*A Clear Channel Station*



50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix KTUC Tucson KSUN Bisbee-Lowell-Douglas

# Tele Group Protest On CPA Building Code

(Continued from Page 1)

the resolution stated that the industry is "deeply concerned with the extent to which Order 1 is applicable" and pointed out that during the past five years tele had been seriously retarded by the requirements of the war program and it "desires to prevent the imposition of further obstacles to its development."

In its present form, the order "will further retard the development of the television industry and will seriously jeopardize the future of television at a time when the future success of the industry depends upon its ability to proceed without any more delay," the resolution stated.

The organization further advised the CPA that "manufacturers of television transmitters and equipment are dependent upon the construction of television stations and studios" and that enforcement of the order as presented constituted "will seriously jeopardize the investment of manufacturers of television transmitters and equipment and related products."

Also cited was the employment factor. "Encouraging the development of the television stations and studios will result in greater employment of technically trained ex-servicemen in television and related industries."

"Continued development and unhampered growth of the television industry will provide educational advantages and entertainment benefits to millions in the near future," the TBA asserted, claiming that the order "therefore is not consistent with the public interest."

## New Daily Program Series Opens On Columbia Web

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

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

## Tom Paine Drama On CBS

A dramatization of the work of Thomas Paine in the American Revolution will be aired on CBS' "American Portrait" Saturday as part of the Army Day observance, 6:15-8:45 p.m.

For a campaign in your city  
Sensational new production  
**"VETERANS OF VICTORY"**  
Write or wire direct to  
**NATIONAL RADIO FEATURES**  
100 State Street, Albany 7, N. Y.  
Allen I. Stock, General Manager  
— Court-to-Court —

## Trammell, Witmer Speak At NBC Meet On Coast

(Continued from Page 1)

for compromise on many problems affecting network and stations, there can be no compromise when it comes to presenting very finest programs. This must be done no matter how it affects pocketbook of network or stations."

In another opening talk, Roy C. Witmer, vice-president in charge of sales, predicted an early change from the present seller's market to a buyer's market and warned visiting station executives to be ready for the change when it comes.

First day schedule included talks on "Network Sales Outlook" by Witmer, "Advertising, Promotion and Research" by Charles P. Hammond, NBC director of advertising and promotion; "Publicity," by Harold J. Bock, director of public relations, NBC western division; "The Washington Picture and Labor," by President Trammell.

## New Baton Rouge Station

Washington—The FCC has announced its final decision granting the application of Air-Waves, Inc., for construction permit for a new station at Baton Rouge, La., to operate on 1400 kilocycles, 250 watts, unlimited time. At the same time the Commission denied the application of Louisiana Communications, Inc., seeking the same facilities.

## NBC Co-Op Sold To 5 Outlets

Five NBC affiliates have reported sales for the Robert St. John "Facts and Faces" before it made its debut on the air yesterday morning. Stations and sponsors are WSOC, Charlotte, J. B. Ivey Co.; WFOR, Hattiesburg, Miss., Ritz Jewelry; WFBC, Greenville, S. C., J. B. White Co.; WOPI, Bristol, Tenn., H. P. King Dept. Store; KWBW, Hutchinson, Kan., Wiley's Dept. Store.

## Air Award On WNEW Show

Presentation of a War Department certificate of appreciation to Major A. L. Boyce will be aired tonight over WNEW's "Reunion in New York," 9:15 p.m. Signed by Secretary of War Patterson, the certificate will be presented by Generals J. A. Van Fleet and Julius Ochs Adler. At 80, Boyce is still active in training men.

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

## Commission May Release Set-Mfr. Poll Tomorrow

(Continued from Page 1)

break all records. The predictions of the set manufacturers themselves indicate production of about 14,000,000 receivers, with FM definitely left out in the cold.

This huge production total is indicated, even though at least two of the largest manufacturers did not send the Commission their production estimates.

Pre-war production figures of about 13,000,000 annually are expected to be topped this year, even without the totals from the two manufacturing giants.

The FCC, which has plugged the necessity for advanced FM, will be on a spot as to what action, if any, to take on the virtual freeze-out of FM sets.

With the CPA order cutting down FM development from one side, the apparent freeze-out of FM by set manufacturers might knock FM out for many months to come.

## Pipe UNO Talks To CBS

Arrangements were completed this week by Edmund Chester, director of Latin-American affairs and shortwave broadcasts for CBS, to have the entire UNO proceedings piped continuously into the interior monitoring system at the network's New York headquarters.

## FCC Officials Shown RCA And CBS Video

(Continued from Page 1)

continuing on to New York the Commission members were shown development of color television presented with films and slides.

Present at the various demonstrations in addition to acting-Chairman Charles Denny were: Commissioner Clifford J. Durr; Paul A. Wall, R. C. Wakefield, E. K. Jett, nominee Rosel Hyde, assistant general counsel.

Other FCC officials included Vernon Wilkinson, chief councilman of the broadcast division; Norman J. Jensen, former assistant to ex-commissioner James L. Fly; George Adair, chief engineer; John Willoughby, chief engineer, broadcast division; Curtis Plummer, television engineer; William Norfleet, chief accountant; William Boese, James Barr, Victor Simpson, Cyril Braun, engineer; and Harry Plotkin, assistant general counsel, and Alfred Guest, FCC New York attorney.

## Jeritza Returning

Maria Jeritza, celebrated star of the opera, will resume her professional career in a concert at Carnegie Hall, New York City, on April 10. Mme. Jeritza is the widow of William Sheehan, film producer.

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

**5000 WATT\***  
**DAY and NIGHT**  
**WLWL**  
**MUTUAL-BASIC**

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

\* CP granted, in operation in May, 1946.

# Daylight-Time Plan Developed By ABC

(Continued from Page 1)  
 Time goes into effect on April 29, has been developed and projected upon Monday through Friday operations of the network by Charles E. Rynd, vice-president of the network. The operation involves the acquisition by ABC of special broadcast times and the recording and rebroadcast of programs at the proper hours of the network. Certain Saturday and Sunday programs will be handled in the same manner. The mechanics of the Rynd plan follow:

- (1) Eastern Time Zone originations during Daylight Time will be piped live to Eastern Time Zone Stations and recorded in Chicago, Denver and Hollywood simultaneously for playback one hour later in the respective time zones.
  - (2) Central Time Zone originations will be piped live to Eastern Time Zone Stations and recorded at the same time for playback an hour later in their respective time zones by Central, Mountain and Coast stations. Chicago will go to Central Daylight time.
  - (3) Coast Time Zone originations will be put on an hour earlier in the studio and piped live to the Eastern Time Zone Stations and recorded at the same time for playback an hour later in their respective time zones by Central, Mountain and Coast stations.
  - (4) In addition, a few stations in the Eastern Time Zone which remain on Standard Time will carry the programs live an hour earlier locally.
- ABC is negotiating with both AFM and the AFRA to permit the carrying through of the plan.

## Add Three Stars To List Of UTWAC Show April 11

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

**THE Only REGIONAL**  
 BETWEEN  
**DALLAS, SHREVEPORT**  
 and **HOUSTON!**

**KFFR LONGVIEW**  
 James R. Curtis, Pres.

**1000 WATTS day and night!**

# COAST-TO-COAST

— NEW YORK —

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

— MISSOURI —

**ST. LOUIS**—The Joe Schirmer Trio, who recently terminated a lengthy engagement at the Hotel Chase, has been added to the KWK musical staff which now consists of the Jack Conner Trio, The Roughies, The Coon Creek Boys and the Joe Schirmer Trio. . . . Robert W. Nickles, having concluded three years of Army service, has returned to the KWK transmitting department. . . . **KANSAS CITY**—The Staley Milling Company's twice-daily farm broadcasts by Phil Evans, KMBC's farm editor, this month marks five years of continuous airing over the outlet. In recognition of the 2,600th consecutive program, KMBC officials joined with Staley executives in a luncheon at the Kansas City Club.

— MASSACHUSETTS —

**LAWRENCE**—"Sports News," a new program under the sponsorship of the Lawrence Baseball Club of the New England League and featuring all scores of the major leagues as well as interviews and highlights of the day's sports news, will begin over WLAW April 15, with Arthur Flynn directing the program. . . . **PITTSFIELD**—Ray Dorey, former announcer

and vocalist at WBRK and for the past three years associated with WNAC, has been appointed to the faculty of the New York Conservatory of Music as a voice coach. . . . **HOLYOKE**—As part of the fifth birthday celebration of WHYN, 30 staff members and relatives attended a party at the Hotel Roger Smith, with general manager Charles N. DeRose as toastmaster.

— GEORGIA —

**ATLANTA**—WSB, the oldest outlet in the South, "South That Is," observed its twenty-fourth birthday March 15, and celebrated the occasion with a musical party consisting of songs, popular down through the years on the outlet's programs, one of which, "The Atlanta Journal Song," was used for the web's theme. . . . John MacLean, former WHECohort, has been added to the WGST announcing staff. . . . Buddy Mason, recently released from the Marine Corps, where he sang for camps and hospitals, has been added to the WGST music department. . . . When Bradford F. Crandall, Jr., WSB writer and producer, arrived home in Kansas City to witness the blessed event, he found that the stork had beat him to it. When he got off the train and got to the hospital, he found Jacqueline weighing in at eight pounds and feeling much better than he did after his long trip.

# Award Dates Set For CCNY's Entries

(Continued from Page 1)

a dinner at which the awards will be presented.

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

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

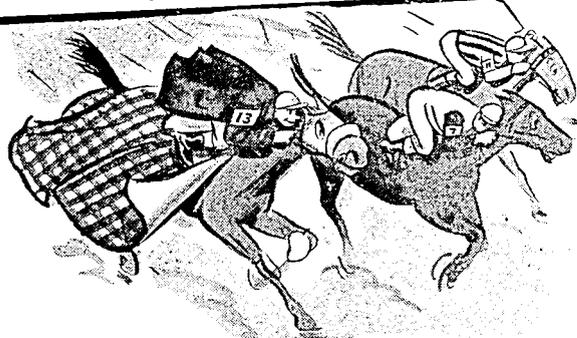
*Send Birthday Greetings To*

April 2

Frances Carlon	Jerry Cooper
W. Arthur Rush	Gary Stevens

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

# watch Radio Mirror



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

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

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the April issue!

watch Radio Mirror



## An All-Time Favorite

# THERE I GO

Published by  
 Broadcast Music, Inc.

Performance Rights  
 Licensed Through  
**BMI**

**BROADCAST MUSIC, INC.**  
 580 Fifth Ave., New York 19, N.Y.

454269

*"... and I therefore am leaving  
the meeting."*

—AMBASSADOR GROMYKO



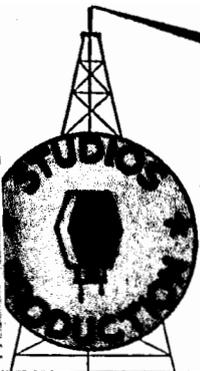
... and the only stations in the entire nation to broadcast this dramatic moment in world history, direct from the scene of the Security Council session in New York, were WMCA, New York ... and Warner Bros. KFWB, Hollywood - the station that brings Southern California listeners complete UNO coverage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

WARNER BROS.

**K F W B**

H O L L Y W O O D

*"The Nation's Outstanding Station for Public Service"*



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 3

NEW YORK, N. Y., WEDNESDAY, APRIL 3, 1946

TEN CENTS

## BMB Budget \$1,250,000

### Replacement Shows Well Ahead—Menser

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

"A few years ago we didn't know on June 1 what a June 8 program was going to be, but now we are getting splendid agency co-operation, not only in buying good summer

(Continued on Page 5)

### Commends Radio Aid In N. Y. Red Cross Drive

Tribute to radio for its public service in the interest of the recent Red Cross drive in Greater New York was voiced yesterday by James E. Auster, chairman of the campaign's radio bureau. He said:

"It is almost impossible to evaluate the tremendous contribution which the radio industry has made to our 1946 drive. The generous allotment of time for spots and special shows, the

(Continued on Page 2)

### RCA Seeks FCC Permission To Interview Repatriates

Washington Bureau, *RADIO DAILY* Washington—RCA yesterday asked the FCC for permission to conduct radio interviews with repatriates and wives of American servicemen coming to the United States aboard the saint liner, Queen Mary.

Interviews, the FCC said, would

(Continued on Page 2)

### Premiere

"Hymn of Nations," the only film made by Arturo Toscanini will be released throughout the country for its first showing to American audiences beginning April 20. Made two years ago, the half-hour film features the Maestro conducting the NBC Symphony with the Westminster Choir and Jan Peerce. During the war, it was shown in 45 countries and in 28 languages.

### Recruiting

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

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

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

### Hawaiian Outlet Hit By Tidal Wave Disaster

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

(Continued on Page 2)

### Final Week Of Subscription Campaign Finds Total Of 721 Stations Signed; Bureau May Solicit Regionals

### Emily Holt Resigns As AFRA Executive

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

A meeting of AFRA's national board of directors has been called

(Continued on Page 5)

### New Promotion Company Formed By Two CBS Execs.

Establishment of a new promotion service group to be known as O'Brien & Dorrance, with offices in New York, was jointly announced yesterday by Harry F. O'Brien and Dick Dorrance. O'Brien is presently art director of

(Continued on Page 6)

### Live Tele Series Set For New WABD Studios

The first sponsored program to emanate from the new DuMont-John Wanamaker television studios in New York City will be directed by Tom

(Continued on Page 5)

The Broadcast Measurement Bureau's station subscription list has reached a total of 721 outlets throughout the country who have apportioned an estimated \$1,250,000 to finance the 1946 audience report, it was announced yesterday. The subscribing stations are listed in addition to the four major networks.

Forty-nine stations joined the BMB group during the final week of subscription, and an additional 15 were

(Continued on Page 6)

### Thirteen FM Stations Ok'd By Commission

Washington Bureau, *RADIO DAILY* Washington—The FCC this week granted 13 additional FM stations, bringing the total to 375 conditional grants to date. Following are the grants made:

Birmingham Broadcasting Co., Inc., WBRC, metropolitan; the New Britain Broadcasting Co. (no call letters), metropolitan (Hartford channel); George T. Morris and J. Newton Thompson, D/B as Dublin Broadcast-

(Continued on Page 2)

### Ad Men Like Color Tele, Stanton Tells FCC Execs.

Over a hundred "top executives of major advertisers and advertising agencies" have gone on record in favor of CBS color tele as opposed to

(Continued on Page 5)

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

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

Arrangements for the new four-year course were completed by Dr. Robert L. Johnson, president of Temple; Walter H. Annenberg, president of the Philadelphia Inquirer, owner of WFIL and Mr. Clipp. The

radio station will equip studios and laboratories for classes to begin in September. The four-year courses will lead to a bachelor of science degree with major in radio, and elective courses will be offered to all university students.

Dr. Johnson, in accepting the WFIL proposal, declared it "a duty of educational institutions and of the radio-television industry to have a con-

(Continued on Page 2)

### Double Or Nothing

Anne Seymour, who was the voice heard on a recent soap opera, will double in brass tomorrow night on the "Carrington Playhouse." Anne wrote the script of "Letters to Irene" which will be aired on the program, and will also play the lead role. She will also receive two pay checks,—one for the script and one for her acting chores.



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

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FINANCIAL

(Tues., April 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

Thirteen FM Stations Okayed By Commission

(Continued from Page 1) ing Co., WMLT, metropolitan, possibly rural; Mt. Vernon Radio and Television Co., metropolitan; Donald A. Burton, WLBC, metropolitan; Kingsley H. Murphy, KSO, metropolitan, possibly rural. Also Bay City Broadcasting Co., Inc., WBCM, metropolitan, possibly rural-community; The Argus Press Co., Owosso; Lincoln Broadcasting Co., KFAB, metropolitan, possibly rural; Sooner Broadcasting Co., Oklahoma City, metropolitan; Joseph L. MaGuire, et al., Pottsville, metropolitan; Berks Broadcasting Co., WEEU, metropolitan, and Marshfield Dairylands Broadcasting Service, Inc., community.

Coming and Going

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

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

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

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

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

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

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, has arrived in town from Amarillo.

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

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

A. O. COGGESHALL, program manager of WGY, Schenectady, has concluded a brief visit to New York City.

LEONARD KAPNER, president of WCAE, Pittsburgh, conferred in New York recently with officials of ABC.

GENE KRAEMER, who has been doing a radio-station survey for clients of The Joseph Katz Co., is now in San Francisco, having completed his work in the middlewest and northwest, and now is devoting his attention to the Coastal area.

WILLIAM T. LANE, general manager of WAGE, Syracuse outlet of ABC, conferred last week at the New York offices of the web.

BARNEY CRAGSTON, director of the cooperative program division of ABC, has returned from a business trip to Chicago.

Commends Radio Aid In N. Y. Red Cross Drive

(Continued from Page 1) assistance of all studio personnel, and the wholehearted co-operation of everyone in the field made it possible for us to tell the world that the Red Cross still has a big job to do for millions of GI's still in service, and in hospitals, in addition to its regular peacetime activity. "To the many people who participated in our radio effort," added Mr. Sauter, "we want to express our grateful appreciation. It was an important job well done—thanks to them."

RCA Seeks FCC Permission To Interview Repatriates

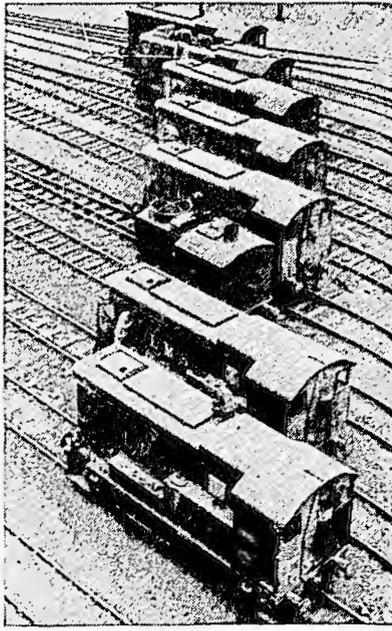
(Continued from Page 1) be turned over to regular radio stations for rebroadcast to servicemen and the families of repatriates. The Commission has granted RCA authority to conduct transmission tests between land stations and the British ship.

Hawaiian Outlet Hit By Tidal Wave Disaster

(Continued from Page 1) resumed yesterday morning, and pickups from KHBC were heard over CBS at 8 a.m., and over MBS at 10 a.m. KGU, the NBC outlet in Honolulu, was not damaged, and reports from the outlet were aired on the web's News of the World spot Monday night, and on the Tuesday morning roundup. In addition, NBC last night aired a report by Alvin Bramstedt, of KFAR, Fairbanks, Alaska, which was also hit by a tidal wave.

Add Radio-Tele Course At Temple University

(Continued from Page 1) stant flow of adequately trained personnel so that radio and television will continue to render the highest possible service to the community." Mr. Annenberg, publisher of the Inquirer, predicted the schools of radio will become as important to our accredited college educational system as schools of journalism are today.



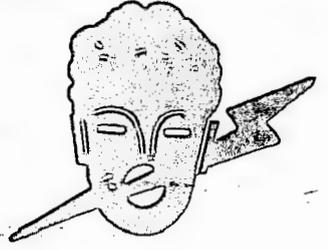
Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes, too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pusher that develop low-cost sales.

W-I-T-H, the successful independent, is the work horse type. In this big five-station town, W-I-T-H delivers more listeners-per-dollar spent than any other station in town.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-R

Jules Harburg INSURANCE 80 JOHN STREET NEW YORK CITY BOWLING GREEN 9-0284 PHONES WHITEHALL 3-6767

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

---

# Here we go again!

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

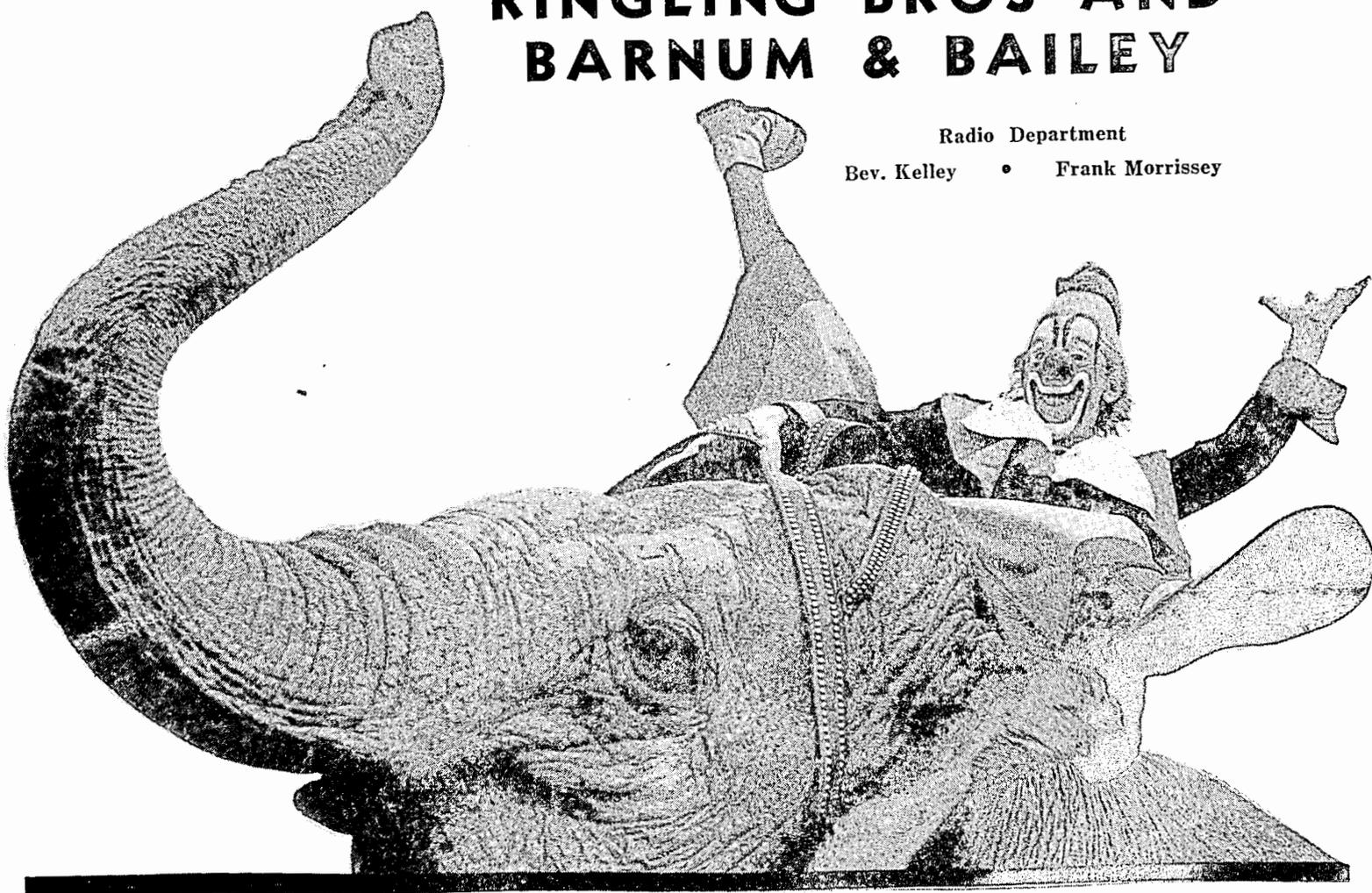
And a lot of words have been aired about the Big Show by its friends of the ink and the ether. Elephants can't eat words, but the confidence which radio men and women have displayed in this grand old American institution through the years has put a lot of hay in front of those elephant picket lines.

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

## RINGLING BROS AND BARNUM & BAILEY

Radio Department

Bev. Kelley • Frank Morrissey



# CHICAGO

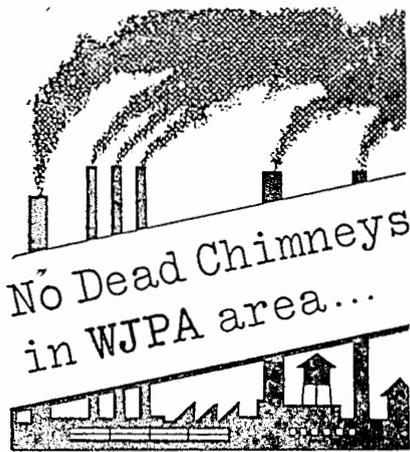
By BILL IRVIN

**R**USS DAVIS, veteran of 17 years of farm radio broadcasting, has been named WBBM farm director, it has been revealed by Walter Preston, WBBM program director. Davis started in radio in 1929 at KFKB in Milford, Kan. He moved from there to WIBW, Topeka, Kan., where he was farm director from 1931 to 1935. He was subsequently with KOA, Denver, and KWTO, Springfield, Ill., joining WBBM in 1944. He conducts the "County Hour."

The Brown and Williamson Tobacco Corp., through Russel M. Seeds Co., Inc., has renewed both the Red Skelton and "People Are Funny" programs, both for 52 weeks. Skelton renewal is effective April 23, and People Are Funny, April 26. Both programs advertise Raleigh Cigarettes and tobacco products.

## Summer Ford Program Debuts From Hollywood

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



No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass... NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

### MUTUAL NETWORK

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

JOHN LAUX  
Managing Director

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



### Walking The Main Stem...!

• • • Latest Crosby flash is that Der Bingle is about to consummate a big deal with the American net. At least that's the way the insiders see it. . . . Gable's 1st radio shot will be on the Lux Theater with no date signed as yet. However Lux is celebrating its 10th year in Hollywood come June, and Gable, who was on the initial airing, may be used on the ann'y show. . . . Bob Hope's replacement will be "Man Called X" with Herbert Marshall. From here it looks like Edw. Everett Horton will go on for Kraft again in the summer. . . . Georgie Jessel getting 10 G's weekly for another of his farewell-to-the-stage appearances set for the Roxy in May. . . . An auto firm, anxious to bankroll Melchior and Berle as a radio team, will have its execs in the audience tonite when the pair appear on Hildegard's show. . . . NBC will present a dramatization of the life of FDR on April 12th, first ann'y of his death. . . . Dave Levy in town from Washington for a huddle with Tom Lewis on possible return to Y & R. Meanwhile he has several agency bids for his new quizzer, "Chance of a Lifetime." . . . Chicago flacks very happy with four of the five papers out there now running daily radio col'ms. . . . Carl Brisson, who rates his own air show, may go on for a perfume manufacturer shortly. . . . Ken Roberts tees off on his 16th year of network announcing and emceeing next week. . . . Perry Como taking Supper Club maestro, Lloyd Shaffer, with him to the coast. . . . CBS readying a show for Maxie Rosenbloom and Maxie Baer.

#### — Give To Conquer Cancer —

• • • An off-mike real life drama with an O. Henry twist occurred on "Duffy's Tavern" last week. It seems that Larry Berns, producer of the Jack Carson show and husband of Sandra (Miss Duffy) Gould suffered a heart attack and was given first aid in Charlie (Finnegan) Cantor's dressing room while his wife and Cantor were portraying a nurse and doctor on the air. Berns showed signs of collapse before broadcast time and Cantor administered first aid without telling Sandra. After the make-believe hospital scene, Sandra left the mike to discover that her husband had suffered the heart attack. When Berns came to, he found three agents—Sam Koerner, Geo. Gruskin and Scrappy Lambert—hovering over him. "Nothing less than a heart attack could ever bring three agents together," he cracked.

#### — Give To Conquer Cancer —

• • • Eddie Cantor devotes his April 17th broadcast to Nat'l Safety Council Week and will soon huddle with Pres. Truman over mounting auto accidents. . . . "Guess Who" playing the Adams Theater in Newark for a week starting in May. . . . Warren Gerz back in Y & R slack dep't. . . . Bob Shepard gets the nod to announce the Coca-Cola-Xavier Cugat stanzas Wed. nite over Mutual. . . . Aside to Nick Keesely: Hear big things are cooking with you. When can we break the news? . . . Jackie Kelk wanted by Warners for films, but is tied down with commitments with Continental Celebrity Club and Henry Aldrich. So he bought a Colonial house, 150 years old, in Poundridge, N. Y. . . . Ron Rawson doing a series for Hyde Park Beer. . . . New chapters of Sports Broadcasters Ass'n springing up in Chicago, Detroit, Atlanta and Baltimore. . . . Kenny Delmar, who has one of the leads in the new Welles-Porter show, "Around the World," won't have to give up his Sat. nite chores on the Hit Parade. Orson will permit an understudy to step in for the nite. . . . Seymour Peck, of PM's drama desk, taking over the radio col'm.

#### — Give To Conquer Cancer —

• • • Our Hat's Off Dep't: Sammy Kaye's disc of "I'm A Big Girl Now." . . . Woody Herman's offering of Igor Stravinsky's "Ebony Concerto" via his Friday nite ainer. . . . Henry Gladstone's news comments via WOR. . . . Radio's mimic, Bernie George, at Loew's State. . . . Erwin Kent's crew at the Singapore. . . . Frank Gallop's smooth as satin announcing. . . . Maurice Rocco's torrid piano pounding at the Zanzibar.



**WDEL**

Wilmington Delaware **SELLS**



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

**5000 WATTS**  
Day and Night

**NBC**  
Basic Network

Represented by **RAYMER**

# Replacement Shows Well Ahead—Menser

(Continued from Page 1)  
shows, but in setting them enough in advance to get network approval," he told representatives of NBC western division stations.

The second day of the three-day meeting also featured a talk on co-operative programs by Sheldon B. Hickox, Jr., manager of the network's station relations department. Hickox lauded his remarks toward his western audience, revealing that two NBC co-operative programs now originate in Hollywood and nine in New York.

Other speakers included John Cameron Swayze, manager of news department, western division, who spoke in "News and Special Events," and Stanton C. Woolley, director of station relations, who spoke on "Economics of Network Broadcasting."

# Amateur Radio Operators Aid Canadian Air Force

London, Ont.—A coast-to-coast radio network of Canadian amateur operators, operating on the 80-metre band, was inaugurated Sunday. The new association, known as the Air Force Amateur Radio System in Canada, will train amateurs in Air Force radio procedure.

# Gets Aviation Post

Robert S. Wood, until recently News Director for CBS in Washington, has been appointed Director of Radio for the Air Transport Association of America, representing the 24 airlines, Perley Boone, announced this week. He will cooperate with radio program directors and news commentators throughout the country.

# NBC Promotes Geo. Frey To Eastern Sales Manager

George H. Frey, who has been sales service manager of NBC since 1940, has been named eastern sales manager for the network, Harry C. Kopf, vice-president in charge of network sales, announced yesterday. Frey succeeds I. E. Showerman who was recently appointed manager of NBC's central division succeeding Mr. Kopf.

# Renew "Gang Busters" Series

L. E. Waterman Company, has renewed sponsorship of "Gangbusters" over the ABC web for a second year beginning September 15. "Gangbusters" is heard over ABC Saturday nights from 9 to 9:30 p.m., EST.

# Ad Men Like Color Tele, Stanton Tells FCC Execs.

(Continued from Page 1)

black-and-white, Frank Stanton, CBS prexy, told members of the FCC at a color demonstration in New York Monday.

"With amazingly few exceptions they (the ad execs) are unanimous in considering color television so impressive an advance, from both entertainment and commercial points of view, that black-and-white television cannot be compared with it," Stanton said. "A substantial number deem black-and-white television akin to a waste of time in the face of color's immeasurably greater impact."

Urging prompt FCC approval of commercial standards for color tele, Stanton said, "The dwindling opponents of CBS color television are hoping that the time consumed in FCC processes will postpone advent of color. I am confident you will not fall prey to delaying tactics."

# Emily Holt Resigns As AFRA Executive

(Continued from Page 1)

for tomorrow night to decide upon a replacement of Mrs. Holt. It is expected that George Heller, associate secretary and executive secretary of the New York local, will fill in until a successor is named.

Mrs. Holt's plans call for "a nice long rest" on her farm in Vermont where she intends to raise beef cattle. Prior to her association with AFRA, she was with Actors' Equity. In 1933 she was appointed to the code authority of NRA to study wage standards of radio artists, and continued until dissolution of the agency.

# Westinghouse '45 Report Shows Net Of 26 Million

Although the war's end and the reconversion process reduced Westinghouse Electric Corporation's 1945 billings to a level 184 per cent below 1944, they were nearly double the company's best pre-war year of 1941, it was announced this week in a sales report to stockholders. Net income continued at a low rate in 1945, amounting to only 3.9 per cent of net sales billed, it was also disclosed by the company.

# Live Tele Series Set For New WABD Studios

(Continued from Page 1)

Hutchinson, and sponsored by Mueller's Macaroni Products, it was announced yesterday by Walter Ware, television director of Duane Jones Company, Inc. The program will debut on the opening night of DuMont's "Television City" April 15, from 9 to 9:30 p.m.

A combination variety-quiz titled "Let's Have Fun," the show will feature such stars as Walter Abel, Goldwyn girls who have appeared in the motion picture "The Kid From Brooklyn"; Patricia Collinge; Audrey Marsh, and Art Gentry.

# Hoge Gets Promotion With NBC In Chicago

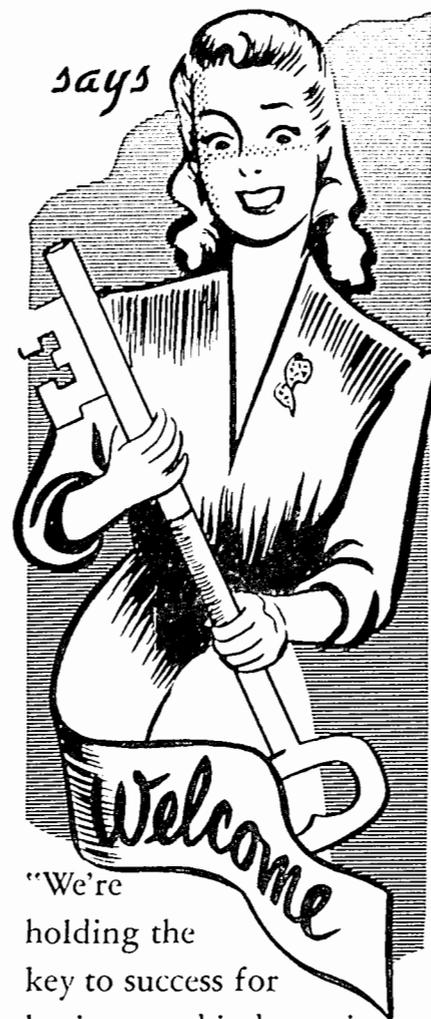
Chicago—Eugene M. Hoge has been appointed assistant manager of the NBC Central Division network sales department, succeeding William W. Weddell, it was announced this week by Paul McCluer, manager of the department. Weddell resigned Mar. 1 to become vice-president of the Leo Burnett Co.

# "Radio Alphabet"

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

# Miss Key G W

says



"We're holding the key to success for business and industry in the progressive Northwest, and we want to hand it over to you! Natural resources are unlimited and there's plenty of space for new business to expand. Portland has the healthiest labor relations of any city on the map... fewer labor disputes than any other Western city!"

# ROSS FEDERAL RESEARCH CORPORATION

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

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



REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

# LEN STERLING

LA 4-1200

1906 1946

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.

## COAST-TO-COAST

— OKLAHOMA —

**MUSKOGEE**—Paul A. Bruner, a member of the Phoenix Times-Democrat editorial staff for the past nineteen years and managing editor of the two papers since 1930, also associated with KBIX since its inaugural broadcast on May 1, 1936, has been named manager of the outlet, it is announced by Tams Bixby, Jr., president of the Oklahoma Press Publishing Company. Bruner, for the past few months has been acting as station director, devoting a great part of his time to station management, in addition to his duties as managing editor of the two newspapers. . . .

**ADA**—Betty Hughes, KADA promotion manager, is back at her desk after tonsillectomy.

— CONNECTICUT —

**NEW HAVEN**—In a drive to interest Greater New Haven children in reading stories especially designed for them, WNHC is presenting a thirteen-week series of transcribed programs in co-operation with the Board of Education, the Free Public Library and the Junior League of New Haven, entitled "Books Bring Adventure." Records are produced by the Association of Junior Leagues of America, Inc. . . .

**HARTFORD**—The Hartford Courant recently prepared a feature magazine article on the weekday "Market Basket," a mobile unit interviews on WDRG. . . . Major Robert Provan, former WDRG announcer, has received his release from the Army Air Force after three years service and has returned to the outlet as production manager.

— INDIANA —

**FORT WAYNE**—"Tri-State News" heard Mondays, Wednesdays and Fridays, and devoted to the coverage of area news, has accomplished a great deal for WOWO by informing listeners that WOWO is not a Fort Wayne station, but a 10,000 watt serving sixty-four counties in its primary area. Supplementing "Tri-State News" and to provide "local color," Sam Gifford, producer and announcer of the program, is conducting a series of interviews with newspaper editors and other personalities of the tri-state area. . . . The Kiwanis Club of Fort Wayne, recently honored Coach Mendenhall and the Central "Tigers" basketball team at a special luncheon at the Fort Wayne Athletic Club. A transcription of the final game of the season as described by WOWO sportscaster Hilliard Gates was presented to Mendenhall by Paul E. Mills, general manager of the outlet.

Send Birthday  
Greetings To

April 3

Jane Barton      George Jessel  
Peter Van Steeden

## BMB Subscriptions Total 721 With Revenue Of \$1,250,000

(Continued from Page 1)

included over the weekend. Plans in respect to lining up regional networks throughout the country are presently under consideration, and are expected to be discussed at the next meeting of the board of directors.

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

The following stations have joined the BMB list during the final week: KSRO, Santa Rosa, Calif.; KGHF, Pueblo, Colo.; KTRB, Modesto, Calif.; KBUR, Burlington, Iowa; KGFX, Pierre, S. D.; KSAM, Huntsville, Tex.; WDSU, New Orleans, La.; WBAA, Lafayette, Ind.; KEYS, Corpus Christi, Tex.; WMOG, Brunswick, Ga.; KSTP, St. Paul, Minn.; WEGO, Concord,

N. C.; WHTB, Talladega, Ala.; WLDS, Jacksonville, Ill., and WGRC, Louisville, Ky.

Other subscribers during the final week included: WSTP, Salisbury, N. C.; KEEU, Reading, Pa.; KOVC, Valley City, N. D.; KDON, Monterey, Calif.; KCOK, Tulare, Calif.; WLEE, Richmond, Va.; WFNC, Fayetteville, N. C.; WFHR, Wisconsin Rapids, Wis.; WMLT, Dublin, Ga.; WKEU, Griffin, Ga.; WMBO, Auburn, N. Y.; WHP, Harrisburg, Pa.; WFVA, Fredericksburg, Va.; WSLB, Ogdensburg, N. Y.; KAVE, Carlsbad, N. M.; WCOU, Lewiston, Me.; WBTA, Batavia, N. Y.; WCAL, Northfield, Minn.; KGCX, Sydney, Mont.; KVOP, Plainview, Tex.; KWFC, Hot Springs Ark.; WLAT, Conway, S. C.; WGIL, Galesburg, Ill.; KNEL, Brady, Tex.; KWK, St. Louis, Mo.; WXYZ, Detroit, Mich.; WOOD, Grand Rapids, Mich.; WHLN, Harlan, Ky.; WHOP, Hopkinsville, Ky.; WPAD, Paducah, Ky.; WSON, Henderson, Ky.; WTAQ, Green Bay, Wis., and WHBY, Appleton, Wis.

### New Promotion Company Formed By Two CBS Execs.

(Continued from Page 1)

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

The new firm will specialize in the preparation of high quality booklets and folders created to meet the demands of clients, but will not assume the functions of regular advertising agencies or public relations groups.

Dorrance, who has headed all promotional activities of CBS-owned stations since 1943, is a New Yorker and ex-newspaperman. Following association with the Associated Press in 1937 he joined the press staff of WOR-Mutual. He later became general manager of FMBI. At one time during the war Dorrance was a special assistant in Elmer Davis' office in the OWI.

O'Brien joined CBS in 1930 as art director and helped set up the network's first promotion department in conjunction with Paul Kesten, now vice-chairman of the board. Prior to that he was art director of Lennen & Mitchell, and has been associated with the art staffs of several advertising agencies. He was recently cited by the Art Directors' Club for his work in 1945.

### FCC Okays WNYC Plea For 10 O'clock Sign-Off

Washington Bureau, **RADIO DAILY**  
Washington—WNYC, the municipal station owned and operated by New York City, has been granted a six months extension by the FCC to continue operations from sundown until 10 p.m., daily.

### DuMont Demonstrates New Tuner For Telesets

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

Demonstrated by Paul Ware, inventor of the system, the "Mallory-Ware Inductuner" is capable of covering the entire frequency range from 44 to 216 megacycles and will take in all 13 video channels as well as the FM section of the spectrum. The band width across which the inductuner operates "covers 170 times more than the pre-war standard broadcast radio receivers" according to the DuMont announcement.

### Author-Humorist Appears On WBKB Show This Week

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

### Start New Agency Service

Los Angeles—Announcing plans for a new service organization designed to represent New York and Chicago advertising agencies in the Hollywood radio and picture field, Joe Donohue, recently left MCA to open "The Hollywood Office" with headquarters in the Equitable building.

## AGENCIES

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

**DONAHUE & COE, INC.**, has been named by the Brandt Theater Enterprises as their advertising agency, effective immediately. This account will include all the advertising for such theaters as the Globe, Gotham and Republic, as well as various other theaters operated by the Brandt organization.

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

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

**LAMB, SMITH & KEEN, INC.**, Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

### Stromberg-Carlson Profit Is \$708,926 For 1945

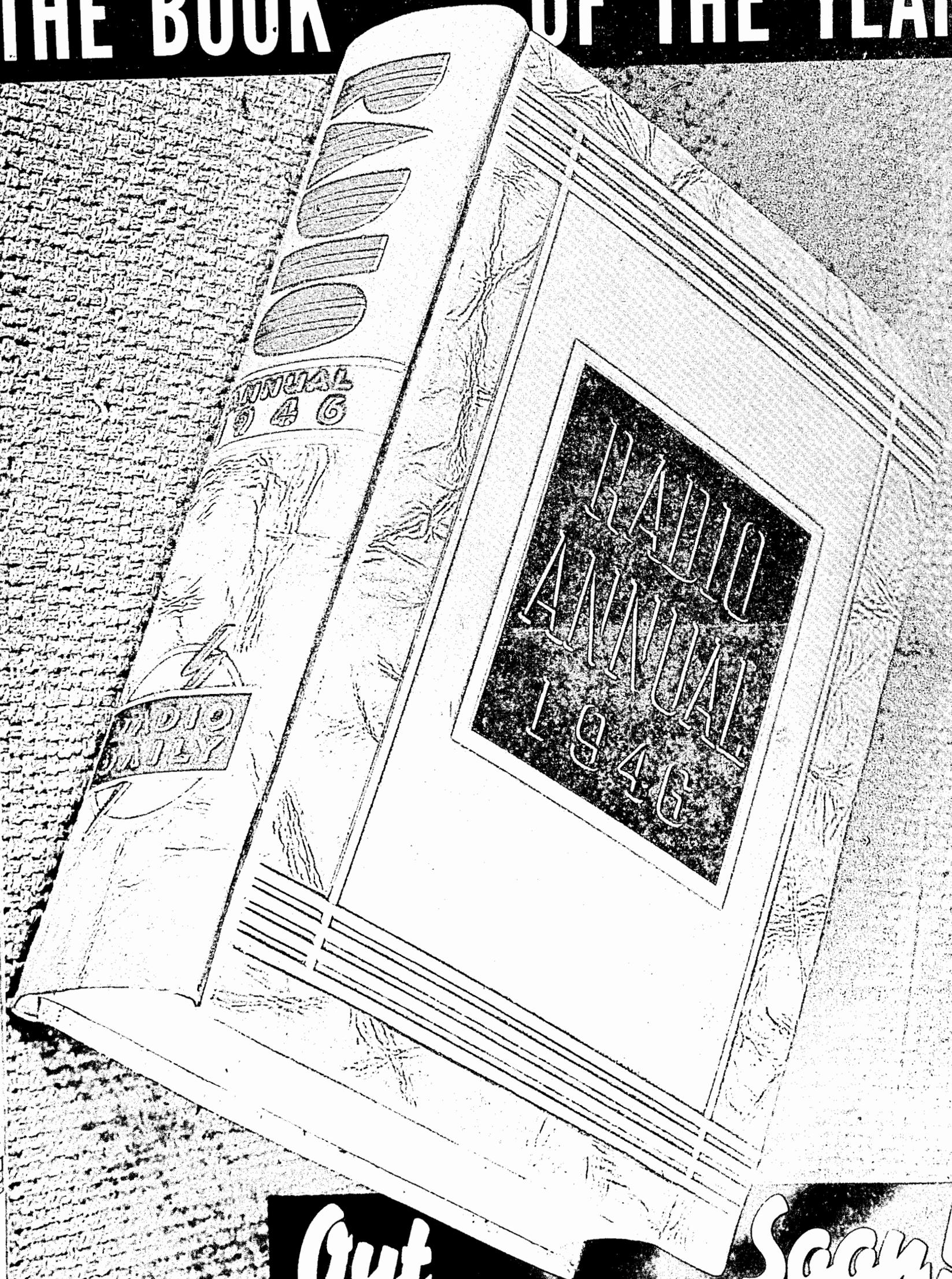
Stromberg-Carlson Co.'s net profit for the year 1945 after tax provisions and reserve, amounted to \$708,926, it was revealed this week in the annual report sent to stockholders and signed by Dr. Ray H. Manson, president and Edwin C. Roworth, corporate secretary.

**BALTIMORE'S Listening Habit**

**WBKB**

**MUTUAL BROADCASTING SYSTEM**  
John Elmer, President      George H. Reader, General Manager  
FREE & PETERS, Inc., Exclusive National Representatives

# THE BOOK OF THE YEAR



**Out Soon!**

# BILLBOARD AWARD!

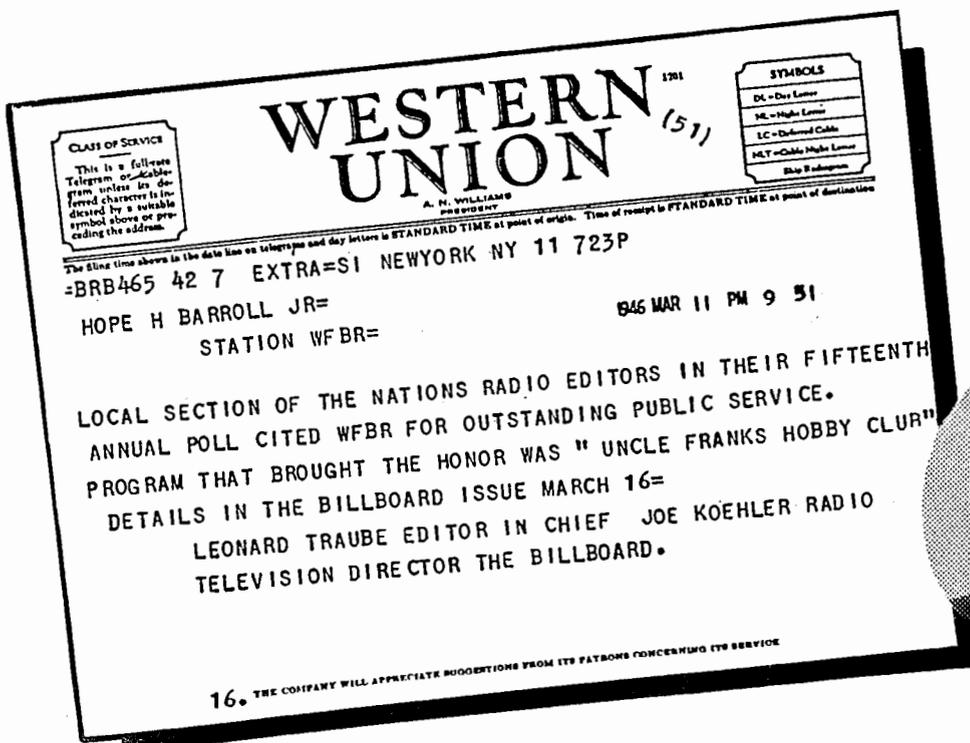
## WFBR GETS SPECIAL BOW FROM NATION'S RADIO EDITORS FOR "JUVE DELINQUENCY" PROGRAM UNCLE FRANK'S HOBBY CLUB

The wire tells Billboard's and the Radio Editors' story. The real story goes far deeper—first to WFBR's conception of a radio station's community responsibility—next to an understanding of Baltimore's

problems—and last to a willingness to promote and finance Uncle Frank's Hobby Club as a public service.

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

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



Uncle Frank Woodfield—writer and former director of the Maryland Academy of Sciences finds out what children like to do and tells them over WFBR how to do it.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

# WFBR

# Plan 20 Million Receivers

## Influx Of Letters Follow FCC Report

Washington Bureau, *RADIO DAILY*  
Washington—The FCC has been flooded with letters commenting on programming study, it was learned yesterday. The controversial report has drawn the largest number of letters in recent years, many of them from parents criticizing certain programs, while others warned the Commission to "let radio alone." Few of the writers take a middle of the road position. Most of the letters, pro and con, reflect extreme likes and dislikes. Typical "pro" comments: "Object

(Continued on Page 2)

## New Weekly WOR Series Bought By Herald-Tribune

The New York Herald-Tribune will sponsor a 52-week series of 15-minute news programs on WOR starting April 1 was announced yesterday. Titled "The Week Ahead," the program will be conducted by Richard L. Tobin, and aired on Mondays from 10:45 to 11:00 p.m., EST. The weekly broadcasts will include check-ups from the Tribune's Wash-

(Continued on Page 7)

## Williams Named President Of Ohio Broadcaster Group

Dayton—John Pattison Williams, vice-president of WING, Dayton, Ohio, was elected president of the Ohio Association of Broadcasters at a 7th district meeting of the National Association of Broadcasters in Cincinnati last week. He succeeds Robert Mason,

(Continued on Page 6)

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

## UN-Delegates Dinner Tonight At NBC-RCA

RCA and NBC will play host to a group of distinguished leaders of the United Nation's Organization tonight at a dinner meeting to discuss development of closer co-operation for the network's United Nation's Project as announced some time ago. Dinner will be held in the executive dining room of NBC with Brig. Gen. David Sarnoff, president of RCA, and Frank E. Mullen, vice-president and general manager of the network, acting as hosts to the UNO dignitaries. NBC's United Nation's Project announced in February by Dr. James

(Continued on Page 7)

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

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

(Continued on Page 7)

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

### Mex. Musicians Union Ban Americans On Air

Mexico City—Mexican musicians union yesterday notified all American musicians in Mexico that they will be banned as reprisal for American Federation of Musicians head James C. Petrillo's order banning Mexican orchestra, San Antonio, Tex. First notified was orchestra leader Everett Hoagland, who played Ciro's night club and commercial programs national network for three years. Union first notified Hoagland to stop

(Continued on Page 2)

### Morgenthau Starts Apr. 10 Sponsored On 4 Stations

Former Secretary of the Treasury Henry Morgenthau, Jr., makes his debut as a radio commentator next Wednesday night when he begins a

(Continued on Page 8)

### American Vets Group Organize Radio Chapter

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

(Continued on Page 7)

Washington Bureau, *RADIO DAILY*  
Washington—Radio manufacturers expect to produce nearly 20,000,000 receivers this year—a record-breaking total, nearly 60 per cent higher than pre-war output, the FCC said yesterday. Of the huge total, only nine per cent of the receivers will be devoted to FM, the poll indicated.

The Commission's announcement confirmed a prediction of new production highs and a near freeze-out of FM made in *RADIO DAILY*. The Commission noted that four of

(Continued on Page 7)

## Detroit Stations Aid In Strike Situation

Detroit—The importance of public service in radio is again being emphasized in this industrial city this week as the transportation strike continues to virtually paralyze the normal conveyance facilities used daily by Detroit's millions of workers. Since last Sunday all stations have devoted the greater part of news programs to discussion of "how to get

(Continued on Page 2)

## Anti-Petrillo Bill Up Today On Floor Of The Senate

Washington Bureau, *RADIO DAILY*  
Washington—With a floor fight in prospect, the Senate yesterday agreed to take up the anti-Petrillo bill when it convenes today. The bill, twice

(Continued on Page 2)

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

Washington—There is "insufficient information" available to give an "okay" to color television, the FCC said in its annual report submitted yesterday to Congress. Reviewing the controversy over "upstairs" tele, the Commission said in its report: "While the higher frequencies offer the only opportunity for a large number of channels of sufficient width to provide this form of television service, insufficient information appeared to

be available upon which to guarantee the prompt establishment of television broadcasting in this portion of the spectrum. It appears that it would be some time before transmitting and receiving equipment would be adequately developed and standards could be adopted for the establishment of television broadcasting in the upper frequency range." Summary of its activities during the

(Continued on Page 8)

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

**Preview**  
Dayton, Ohio—Baseball Commissioner A. B. "Happy" Chandler's preview of the 1946 baseball season before members of the Adonis Club of Dayton, Friday, April 12, will be aired by ABC. Chandler's address will be heard over ABC immediately following the network's 10 p.m., EST, broadcast of the "Gillette Cavalcade of Sports" boxing bout on that date.

# It happen



AMERICA'S NO. 1 NETWORK



A Service Corporation

# NBC



**NBC**, its **Affiliates** and its **Advertisers** have been accepting awards for some twenty years. A list of honors already received this year is typical:

---

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

---

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

---

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

---

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

---

VARIETY SHOWMANSHIP PLAQUES  
**WLW (NBC Cincinnati Affiliate)**  
**KOA (NBC in Denver)**

---

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

---

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

---

Here is further evidence of critical acclaim  
as well as popular appeal.

Here is further expression of a great association:  
**NBC**, its **Affiliates** and its **Advertisers**.

# the National Broadcasting Company



### South Of The Border!

● ● ● Lloyd "Bucky" Harris, radio chief at Grant Advertising Company's Mexico City branch, is the wizard of the stop-watch in Mexican radio studios. It remained for "Bucky," a former NBChicago producer, to show

### Mexico City

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

— Give To Conquer Cancer —

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

— Give To Conquer Cancer —

● ● ● Three of the most genial and obliging chaps in Mexican radio are Homero Rios D., publicity director of Radio Programas de Mexico, representing the two network outlets in Mexico City, XEW and XEQ; Adrian Lajous, assistant manager of Radio Programas, and J. M. Duran, public relations representative and assistant to the president of Radio Programas and also of XEW and XEQ, one Don Emilio Azcarraga, Mr. Radio south of the border.

— Give To Conquer Cancer —

Manhattan in springtime is alive with new sounds and new sights. The big city seems to open its arms in response to the warmth of the season and its people come out to play.

\* \* \*

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

\* \* \*

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

"Please accept my sincere congratulations on your last *Thesaurus* release.

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

"I should also like to say that Patty Dugan with the 'Jumpin' Jacks' is a very terrific little vocalist, and we can certainly use more of both Miss Dugan and the excellent instrumentals of the 'Jumpin' Jacks.'

"Once again, congratulations on a splendid release."

\* \* \*

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

**NBC**  
Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA

## LOS ANGELES

By RALPH WILK

JEAN HERSHOLT observes his 40th screen anniversary this week. The actor began his film career on March 26, 1906, in his native Denmark, playing the lead in the first picture produced in that country. He made his Hollywood screen debut in 1914—at the weekly salary of \$15.00—and has since appeared in 451 films. Hersholt recalls that in those early days in Hollywood he was in as many as half-a-dozen one-reel pictures a week, alternating between cowboy and Indian parts, villains, romantic leads, and old men roles. He is now in his ninth year on the CBS program, "Dr. Christian."

The Frank Sinatra radio program will originate from New York Wednesday, April 10. Frank, who is now in San Francisco making a personal appearance at the Golden Gate Theater, left from here March 29, together with Mann Holiner, vice-president of Lennen & Mitchell, who produces the Sinatra show; music conductor Axel Stordahl and writer Glenn Wheaton.

"John Rayn," the Irish thrush who made such a hit on the St. Patrick's Day edition of Hoagy Carmichael's NBC show, "Something New," was really Joe Rines, producer of "The Judy Canova Show" and a former bandleader and entertainer.

### Williams Named President Of Ohio Broadcaster Group

(Continued from Page 1)

general manager and owner of WMRN, Marion.

E. Y. Flanigan, general manager of WSPD, Toledo, was elected vice-president succeeding Arch Shawd, general manager of WTOL, Toledo. Carl Everson, general manager of WHKC, Columbus, was re-elected secretary-treasurer.

Ralph Elvin, managing director of WLOK, Lima, was chairman of the nominating committee.



Frankie Masters records for LANG-WORTH

# 20,000,000 Receivers This Year, Say Mfrs.

(Continued from Page 1)  
 he radio manufacturers, including two of the largest producers, failed to submit their estimates to the FCC. The 85 manufacturers listing their estimates also indicated that less than 100,000 television sets will be produced this year. Of this total, 44,706 sets will be devoted to tele exclusive-ly, and another 54,606 sets will be FM and tele combined.

The Commission took notice of the small number of FM sets by saying: "As of April 1, 1946, the Commission has received applications for 834 FM stations in addition to the 50 stations now on the air. Also as of April 1, the Commission had made 383 conditional grants to FM applicants. In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

### Estimates Itemized

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

For AM band only, 76 manufacturers reported they plan to produce 16,736,862 receivers.

For FM band only (88-108 mc.), eight firms will produce 86,286 sets.

Embodying both AM and FM (88-108 mc.) bands, 41 companies say they'll produce 1,689,750 units.

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

The combination AM, FM and tele of this type, 14 companies report production plans for 54,606 such receivers.

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

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

For television sets utilizing channels 1-6, inclusive, one company plans to produce 4,000 sets.

For this type of television, combined with AM band, one manufacturer reports he will produce 10,000 sets.

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

In accordance with these plans, 21-129,760 sets will be produced.

Four manufacturers will produce 47,000 FM adaptors.

Three companies will market 37,000 FM convertors.

Regarding units for export, 16 makers report they will produce 677,050 for this purpose.

# New Weekly WOR Series Bought By Herald-Tribune

(Continued from Page 1)

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

Tobin began broadcasting over WOR for the Tribune in 1940 until he went overseas as a correspondent in April, 1944. He resumed in December of that year, following his return because of injuries. He has been with the New York paper since 1932 starting as a reporter on the city staff, became assistant day city editor, and later assistant night city editor. Tobin is also as assistant professor at the Pulitzer School of Journalism at Columbia.

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

(Continued from Page 1)

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

Formation of the new video producing firm known as Television Guild was announced yesterday by Hugo Seiler, night program supervisor at Mutual, and Dave Lown, assistant manager of the literary rights division of ABC. The Guild now has two eight-minute spots on WNBT's video show, "Radio Matinee" and has two other package shows in preparation. Organization will maintain a register of talent and will build radio and television package shows.

# Henle Joins WOL-MBS; Sponsored By NSBMA

Washington Bureau, RADIO DAILY

Washington—WOL, Cowles Washington outlet for MBS recently signed Ray Henle, one of Washington's top correspondents, for commercial sponsorship.

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

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

# American Vets Group Organize Radio Chapter

(Continued from Page 1)

paper and magazine promotions for the World War II organization. Plans for a radio series plus local spot radio campaign are well under way. Temporary chapter chairman is Richard Holsten, Sterling Advertising Agency. Among members of the chapter are Sylvan Taplinger, radio director, Weiss & Geller; E. J. Kahn, Jr., The New Yorker; Peter Witt, producer; Hal Davis, radio publicity director, Kenyon & Eckhardt; Merle Miller, Project X, magazine writer; Dick Roffman, This Month magazine, and Philo Higley, free-lance radio and movie writer; Ray Katz, program director, WHN.

# Chicago Agency Auditions Set On Weekly Schedule

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

# UN-Delegates Dinner Tonight At NBC-RCA

(Continued from Page 1)

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

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

# Joins Network Sales Staff

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

LIKE THE NAME OF

*Tiffany*

ON YOUR JEWELS...

that's **WIRE**

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE PROGRAMS MUST SPARKLE TO HOLD THE LISTENERS

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

*Send Birthday Greetings To*

April 4

Ed East Jay Freeman  
 Dorothy Gordon Doris Rhodes  
 Johnny Forrest

**LEN STERLING**

LA 4-1200

## COAST-TO-COAST

—NEW YORK—

**N**EW YORK—Robert G. Clarkson, senior vice-president of the Federal Home Loan Bank of New York, will guest on the "Report on Housing" program Monday, April 8, over WLIB. . . . Using the theme, "United States and Russia," WQXR will air the luncheon meeting of the Foreign Policy Association, April 6, from the Grand Ballroom of the Waldorf Astoria. . . . Frances Comstock, contralto, is being heard Mondays during the month of April from 5:30 to 5:45 p.m. over WNYC. . . . "The Author Meets the Critics," now aired over WHN, will on May 23, be heard each Thursday evening from 9:30 to 10:00 over WQXR, sponsored by the Book-of-the-Month Club.

—LOUISIANA—

**N**EW ORLEANS—Tulane University, in co-operation with WDSU, recently launched a new series entitled "Career Forum" dealing with the conditions and opportunities to be found in various industries and professions, and will for the first time enable high school students to ask questions and receive authoritative information on subjects they intend to study later on. Weekly forums will feature airings, a complete symphony, a five-hundred-voice background choir and will be conducted by experts in their fields, with a discussion panel to include New Orleans' high school students. Scheduled as a permanent feature, Ruth Phelps, WDSU's local news correspondent, produces the series and acts as announcer and moderator on all programs.

—CANADA—

**H**AMILTON—"Give a man enough rope and he'll hang himself," has nothing to do with this, but the 23 miles of wire that Les Horton has received for the ground system of CKOC's new 5,000-watt transmitter is now the case of "They've given me enough wire; so now I've got to see that it gets buried." . . . CKOC will have a local cut-in on the "Woman of America" show. Werner Bartmann, chief announcer will be used locally since the program in Hamilton is the exclusive outlet of the network feature of P & G's new super cleaner, Spic and Span. . . . A formal farewell party was held recently for William Guild, ex-commercial manager for CKOC and now manager for CJOC, Lethbridge.

—TEXAS—

**E**L PASO—A twenty-five minute weekly program originating from El Paso's high schools and featuring student talent, in which they plan, produce, direct and present the program as part of their extra-curricular activities, has been added to the KROD schedule. Recordings of the programs are made by KROD and presented to the schools for use in classroom instruction. . . . **SAN ANTONIO**—Charles Belli, recently released from the Armed Forces, has rejoined the sales force of KABC. . . . Studer Photo Company, is airing a new series of programs over WOAI entitled "Musical Snapshots" and featuring Jerry Lee and Jane Gilbert.

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

(Continued from Page 1)

year as noted by the Commission is as follows:

Most far-reaching of all the activities of the Federal Communications Commission during the fiscal year was its reallocation of bands of frequencies in the radio spectrum to provide for the post-war development of new services and the expansion of existing ones. This was made possible by the extension of the usable spectrum space from a pre-war ceiling of 300 to 30,000 megacycles through wartime inventions developed to meet military needs. Even with the addition of this space, the demand for channels still exceeded the supply, indicating the vast amount of radio activity that may be expected in the postwar era.

Channels were allocated for FM, television, facsimile, rural telephone systems, railroads, buses, trucks, autos, radar, personal walkie-talkie, and many other types of radio service.

Standard broadcasting profits continued to rise. Total net income of stations and networks (reported for the calendar year of 1944) before Federal income tax, was up 35 per cent over the preceding year. Concerned over the high prices being paid for stations, the Commission called the matter to the attention of the Congress. At the end of the fiscal year, 931 standard stations, 46 FM stations and six television stations were on the air.

Experimentation in radio and elec-

tronics reached a new high, due to the pressure of military demands and the availability of Federal funds for research. Experimental authorizations by the Commission totaled 1,143—a 100 per cent increase over the previous year. There is active experimentation in the operation of radio relay systems for the transmission of standard broadcast, FM and television programs, facsimile and telegraph messages as well as in the use of two-way radio for land, marine, and air mobile units.

The Foreign Broadcast Intelligence Service continued the work started in 1941 for monitoring several million words of text broadcast by foreign stations daily and transmitting significant portions to our Government and allied governments. At the end of the fiscal year, listening posts were being maintained at Silver Hill, Md.; Portland, Ore.; Island of Kauai, of the Hawaiian Islands, and Guam. The FBIS also had access to monitored material of the British Broadcasting Co.

At the close of the calendar year, the Commission had issued conditional grants to 230 of nearly 750 applicants for FM channels and had on file 520 standard and 150 television applications. Indicative of the vast number of conflicting claims of various applicants, was the Commission's action of December 5, scheduling 271 public hearings for the the first three months of 1946.

## Maj. Armstrong, WE Sign FM Agreement For License

The Western Electric Company has been granted a license by Major Edwin H. Armstrong, inventor of FM, for the manufacture and use of apparatus for mobile and certain other communications purposes, it was announced yesterday.

The Bell System is conducting extensive trials of mobile radio telephone service, and Western Electric plans to provide FM apparatus for use in that service. Transmitting and receiving stations to provide two-way communication will be located at appropriate points to make it possible for any suitably equipped vehicle to make and receive calls to and from any telephone.

Bell System is also conducting tests in connection with the use of radio telephone to reach remote rural areas in lieu of extending wire telephone lines, and WE will provide apparatus for such use.

## Valentine Back As Dr. I. Q.

Chicago—Lew Valentine, who carried the role of Dr. I. Q. for several years before going into the Army, returns to the job in June. At that time Jimmy McClain will retire from radio to devote his full time to the clergy, for which he will be ordained

## NBC Announces Winners Of 'Durward Kirby' Contest

What a "durward kirby" actually is,—aside from the live one—was finally unveiled yesterday at a luncheon given by NBC at the Waldorf Astoria in New York on the occasion of presentation of prizes for the contest that has been running on its "Honeymoon In New York" program (9-9:30 a.m., EST).

According to the judges of the contest, who were Maggi McNellis, Fred Waring and Harry Hershfield, a "durward kirby" is a "surrealist figure carved from the natural growth of a Christmas tree combined in a plastic wood ensemble," created by Frank Hopkins of Stony Creek, Conn., and one of the \$500 first-prize winners. The other winner was Mrs. Doris Cochrane of Toronto, Canada, who shared winning honors for the best written description.

Contest began some time ago as a result of a joke on the master-of-ceremonies on the show Durward Kirby, by scripter Arthur Henley when he inserted a newspaper advertisement reading: "Lost,—one durward kirby."

next fall. The program is heard Mondays, 10:30 p.m., EST, over NBC. Sponsor is Mars, Inc., through Grant Advertising.

## AGENCIES

**E**DWARD ALESHIRE has been named by Geyer-Cornell & Newell, Inc., to head the Hollywood, Calif. office which the agency is establishing. Aleshire formerly was general manager of H. W. Kastor & Sons Chicago office and previously had headed the Kastor copy and radio departments.

**WALTER BUTTERFIELD**, ex-lieutenant commander, USCGR, has joined the H. B. Humphrey Company, Boston and New York advertising agency, after three and one-half years as public relations officer for the Coast Guard in the Third Naval District, it is announced by Richard S. Humphrey, president. Butterfield will concentrate mostly on programming and production problems for Humphrey's Radio and Television Department, and act as public relations advisor.

**DUPLI-COLOR PRODUCTS CO., INC.**, reports the appointment of Al Paul Lefton Company Incorporated as its advertising agency. Contact will be through Lefton's Chicago office. The Dupli-Color line consists of "touch-up" enamels in 600 different colors.

**ED. C. BONIA**, general sales manager, Radio & Appliance Division of The Sparks-Withington Co. of Jackson, Mich., announces the appointment of N. H. (Terry) Terwilliger to the position of sales promotion and advertising manager of his division.

**LT. ALDIS P. BUTLER**, USNR and 1st SGT. EDWARD McDONALD, AUS, have returned to Ruthrauff & Ryan, Inc., and resumed their duties on the executive staff. Butler was Communications Officer on an LST Flotilla Staff in the Pacific. McDonald, who was with the 97th Infantry Division, was in combat in Germany and Czechoslovakia before joining MacArthur's occupation forces in Japan.

## Morgenthau Starts Apr. 10 Sponsored On 4 Stations

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

The program has been sold to a sponsor in New York and is open for sponsorship in the other cities. It is planned to add other stations to the "web" after series gets under way.

Morgenthau has set up 14 points which are to govern content of his programs. These include support of the GI Bill of Rights, veterans' housing, full employment, an increased standard of living, United Nation's co-operation. He will combat fascism, black markets and racketeering.



OL. 35, NO. 5

NEW YORK, N. Y., FRIDAY, APRIL 5, 1946

TEN CENTS

# Proposes U. N. Radio Web

## CP's Granted To Standard Stations

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted CP's to ten applicants, including Frank Pellegrin, NAB official, to set up new standard stations and approved four requests for increased power.  
CP's were granted to the following: Twin City Broadcasting Co., Augusta, Me., to operate on 1340 kc., 500 watts, unlimited; Charles Wilbur Lamar, Jr., Houma, La., to operate on  
(Continued on Page 6)

## Olsen Auditioning For Web Commercial Show

Chicago—Ole Olsen of the comedy team of Olsen & Johnson, who recently appeared as guest emcee on the ABC "Breakfast Club" for two weeks, is reported auditioning for a commercial sponsor who may originate a network show on MBS. The show would be produced in Philadelphia where the Olsen & Johnson company open an engagement during Easter Week.

## BC Will Take Tele Films For Aviation Show Opening

Plans for television film coverage of the National Aviation show at the Central Palace, New York, on Monday, were announced yesterday by Al Mowry, chief of ABC's video operations. Mowry said the network would film the opening of the show and the films would be telecast over ABC, New York, Monday at 8 p.m., and WPTZ, Philadelphia, on Wednesday  
(Continued on Page 5)

### Opera Winners

Mrs. August Belmont, president of the Metropolitan Opera Guild, has named Aida, Carmen, La Traviata, Haensel and Gretel, Der Rosenkavalier and Boris as the winners in the recent poll to select the operas to be aired from the Met over ABC next season. More than 170 works received votes in the balloting, she said.

## NBC Hollywood Tele Planned For Fall, '47

West Coast Bureau, RADIO DAILY  
Hollywood—NBC expects to have its Los Angeles television station in operation in the fall of 1947, according to Niles Trammell, who granted a press interview here Thursday. A site has been acquired on Occidental Peak, which is northwest of Mt. Wilson with an altitude of more than 5,800 feet, said the NBC president.  
FCC will hold a hearing in Los Angeles  
(Continued on Page 6)

## Approve Engineering Plans For Nine FM Stations

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday approved the basic engineering plans submitted by nine applicants for FM stations. This action is only one step from outright grants and makes a total of 24 applicants with approved engineering plans.  
In some cases, the Commission pointed out, antenna structures are required  
(Continued on Page 3)

## Army Day Fete From Chicago To Get Wide Radio Coverage

Chicago—In addition to broadcasting the special Army Day ceremonies at Soldier Field Saturday from 3:00 to 3:30 p.m., CST, at which President Truman will be the principal speaker, Chicago stations have arranged several special broadcasts in their coverage of Army Day activity. These will include a description of the Army Day parade at 11:15 a.m., CST. In addition to President Truman, Secretary of War Robert P. Patterson and Gen-

## Brig. Gen. David Sarnoff Outlines Plan For An Int'l Shortwave Network; Benton Hails Suggestion

### BMB & BBM Arrange Exchange Of Surveys

Plans for exchange of all station and network information developed by Broadcast Measurement Bureau in the U. S., and the Bureau of Broadcast Measurement in Canada were worked out at a joint meeting of the two organizations in New York yesterday.  
If approval of the plan is given by the BMB executive board, the BMB's station audience reports will show  
(Continued on Page 2)

### Lea Bill Sen. Discussion Postponed Until Today

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

### 10,000 Seek 3,000 Tickets For Don McNeill Broadcast

Cleveland—Approximately 10,000 ticket requests for 3,000 seats in the Music Hall of the city's Public Auditorium have been received by WJW  
(Continued on Page 8)

A two-point proposal calling for world-wide freedom of the air and for the establishment of an independent international broadcasting system to be run by the United Nations, was offered last night by David Sarnoff, president of RCA, at an RCA-NBC dinner for UN delegates in the web's executive dining room.  
The plan was hailed as an aid to future world peace by Assistant Secretary of State William Benton, and  
(Continued on Page 3)

## Committee Chairmen Set For TBA Meeting

Committee chairmen for the second Television Conference of the Television Broadcasters Association to be held at the Waldorf Astoria Hotel in New York, October 10 and 11, were announced yesterday by Ralph B. Austrian, general chairman.  
The committee chairmen are as follows:  
Awards, Paul Raibourn, president, Television Productions, Inc.; speakers.  
(Continued on Page 5)

## Nominate ATS Officers To Serve For 1946-47

The American Television Society's slate of officers to serve for the 1946-47 period was announced yesterday by Dan D. Halpin, chairman of the slate  
(Continued on Page 4)

### Referee

Former heavyweight boxing champ Jack Dempsey meets up with a group of bantamweights Sunday when he guests with the Quiz Kids, ABC, 7:30 p.m., EST. Answering the questions posed by Joe Kelly will be Richard Weixler, 6; Joel Kupperman, 9; Maureen Buckley, 12; Harve Fischman, 15, and a newcomer, Henry Tobinski, 11, Chicago quiz contest winner.

### Prediction

Red Barber, WHN's famed baseball announcer, went out on the limb the past weekend. He predicted that the Brooklyn Dodgers would finish in first division this year and that baseball would enjoy the greatest season in the game's history. Putting away his crystal ball, Red took in a performance of "Madame Butterfly" at the Met.



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

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## FINANCIAL

(Thurs., April 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	192 1/4	191 1/4	191 3/4	.....
CBS A	44 5/8	44 1/2	44 5/8	+ 3/8
CBS B	44	43 1/4	44	+ 5/4
Farnsworth T. & R.	16 7/8	16 3/8	16 3/8	- 1/8
Gen. Electric	49	48 1/4	48 7/8	+ 3/8
Philco	39	38 5/8	38 5/8	+ 1/8
RCA Common	18	17 5/8	17 7/8	+ 1/8
RCA First Pfd.	95	94 1/2	94 1/2	- 1/4
Stewart-Warner	22 7/8	22 1/2	22 5/8	+ 3/8
Westinghouse	35 3/8	34 1/2	34 3/4	+ 1/8
Zenith Radio	39 1/4	38 1/2	39	+ 1/2

### NEW YORK CURB EXCHANGE

HAZELTINE CORP.	24	23	23 1/2	+ 1/2
Nat. Union Radio	12 1/4	11 7/8	12 1/8	+ 1/2

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11 1/2	12 1/2
Stromberg-Carlson	21 1/2	23 1/2
WCAO (Baltimore)	34	.....
WJR (Detroit)	37	.....

## Columbia Names Cowden Promotional Service Head

John P. Cowden, manager of promotion of Radio Sales, representatives for several CBS stations, has been appointed director of promotional service for Columbia-owned stations, it was announced yesterday by William C. Gittinger, vice-president in charge of sales.

Cowden joined CBS in 1938 as a copywriter for CBS-owned station promotion, and in 1940 went to the network affiliate in San Francisco as promotion director. He later returned to the network's New York headquarters in the station relations department. After a year with the Armed Forces, Cowden returned to CBS last February.

**LEN STERLING**  
LA 4-1200

## Coming and Going

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

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

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

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

JOHANNES STEEL, commentator on WHN, off by plane for St. Louis, where on Sunday he will address the City Forum on the subject, "The Truth Behind the U. N. Sessions." He'll return Monday.

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

JIM O'BRYON, Mutual network's director of publicity, is back in New York following a trip to Chicago in the interest of "Queen for a Day."

BILL STERN, NBC sportscaster, has returned from a trip to Rochester, his home town.

WILLIAM B. LEWIS, vice-president of Kenyon & Eckhardt, in charge of radio, is in Battle Creek, Mich., huddling on the new Kellogg program.

MARTIN PINE, of the Arthur Pine publicity offices, spent Thursday in Miami Beach on business.

FRED DODGE, secretary of the Fred A. Palmer Co., radio station consultants of Cincinnati, is in Durham, N. C., where he will remain until WTKI, a new station and a new client, is on the air.

JACK O. GROSS, manager of KFMB, American network outlet in San Diego, Calif., a visitor this week at the offices of the web.

BUDDY LESTER, appearing at the Rio Cabana in Chicago, made a flying trip to Gotham this week to audition for a Summer replacement program.

NAT MOSS, owner of the 400 Club, off by plane to Detroit, where he auditioned talent for a series of concerts to start at Carnegie Hall in June.

## BMB and BBM Arrange Exchange Of Surveys

(Continued from Page 1)

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

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

Hugh Feltis, BMB president, commenting on the incorporation of Canadian data in the U. S. reports, said, "This arrangement enhances the value of BMB to advertisers and agencies and hence to BMB subscribers. The fact that both organizations have measured audiences by exactly the same methods, using identical ballots, mailed the same week and now being tabulated according to the same standards and procedures, makes all

## Don Lee Denied Petition; FCC Asks Filing On KHJ

Washington Bureau, RADIO DAILY Washington—Don Lee Broadcasting System still must show why it has allegedly overloaded its affiliate stations with net programs, the FCC ruled in a recent decision.

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

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

the information comparable without regard to national boundaries."

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



## Atom smasher

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

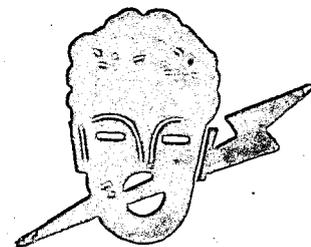
We'd planned to use it sometime ago, but it got lost in the shuffle. It's probably a better news story now than it would have been.

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

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

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

Glad to show you the facts at any time.



**W-I-T-H**  
IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-R...

**MUSIC** has power  
 WDAS is the only Philadelphia radio station featuring three hours of classical music daily  
 No wonder WDAS audiences say "Thank You!"

# AGENCIES

STATE OF OFFICERS and directors to be voted upon at the annual meeting of the Advertising Club of New York, to be held May 14, 1946, has been reported by the nominating committee and is as follows: for president, Eugene S. Thomas, sales manager, Bamberger Broadcasting Service; vice-president, Andrew J. Haire, Haire Publishing Co.; president, James A. Brewer, Brewer-Cantelmo, Inc.; for directors, Allen T. Preyer, chairman of the board, Morse International, Inc., three years; Horace H. Nahm, president, Hooven Letters, Inc., three years; Charles C. Green, secretary, Advertising Club of New York, three years; H. J. Kenner, general manager, Inter Business Bureau of New York, three years; Daniel S. Tuthill, vice-president, National Concert & Artists, two years; Clifford S. Reuter, secretary, one year; Karl M. Mann, president, Case-Shepherd-Mann Publishing Corp., one year.

CAPT. WILLIAM KAMMERER, recently discharged from the Army, has joined the staff of R. T. O'Connell Company, New York agency.

MILDA GUIDROY has joined Catherine Nissly, director of the test kitchen staff of Paris and Peart, New York advertising agency. Specializing in advertising and merchandising of drug and household products, Paris and Peart is currently carrying forward a program of new product development for foods and home appliances.

## Improve Engineering Plans For Nine FM Stations

(Continued from Page 1)  
Subject to approval by the CAA. Following is the latest list: J. E. man, Fresno, Calif.; KOMA, Inc., Oklahoma City, Okla.; Reno News-Service, Inc., Reno, Nev.; Southern Minnesota Supply Co., Mankato, Minn.; The Kansas City Star Co., Kansas City, Mo.; Plaza Court Broadcasting Co., Oklahoma City, Okla.; the Radio Station KFH Co., Wichita, Kan.; The George Harm Station, Fresno, Calif., and Pape Broadcasting Co., Mobile, Ala.

**KSJB** Jamestown North Dakota  
Represented by North Central Broadcasting System, Inc.  
P. ISSUED—NOW CONSTRUCTING  
**5000 WATTS**  
600 ON THE DIAL  
**CBS—MBS**

# U. N. Int'l Broadcasting System Suggested By General Sarnoff

(Continued from Page 1)

by Trygve Lie, Secretary-General of the UN, who said that a similar plan was approved by the UN Preparatory Commission last year and has since been given "careful consideration" by Benjamin A. Cohen, UN assistant secretary-general for public information.

General Sarnoff said that one way to help "increase the effectiveness of the United Nations and advance the cause of world peace . . . is to provide a world-wide system of mass communication that can reach all peoples of the world freely and simultaneously." He offered the following specific proposals:

### Two Point Proposal

1. Establish the principle of "Freedom to Listen" for all peoples of the world. This is as important as "Freedom of Speech" and "Freedom of the Press."

2. Establish an independent international broadcasting system to be known as "The Voice of UN." This system should be owned and operated by the UN. It should have a world-wide range and be used for broadcasting the public proceedings of the United Nations, for disseminating its information to listeners everywhere, and for spreading knowledge and understanding among the peoples of the world. "The Voice of UN" should broadcast in the principal languages employed throughout the world. The UN should continue to afford to other broadcasters and the press the privilege of broadcasting and publishing its proceedings and information.

"The practical problems involved in adopting and executing this plan are both technical and political," Sarnoff said. "The technical problems can be solved. The political problems require for their solution the consent of the member nations of the UN and their united will to make the plan work."

### Lie Endorses Plan

Lie said Sarnoff's plan "is particularly gratifying" coming from "the representative of one of the greatest private broadcasting organizations in the world." He said he is "not surprised that this suggestion comes from such a source in view of the signal services which have been already rendered to the cause of the United Nations by the broadcasting agencies large and small."

The UN official said he will soon call a meeting of technical experts "to make practical recommendations as to a definite plan." Because of the expenditure involved, he continued, "the concrete proposal, together with a budget, will have to be submitted through an appropriate committee to the general assembly."

Benton said, "The proposal that the United Nations adopt as a principle 'Freedom to Listen' is in accord with American tradition and policy."

Broadcasting by the UN, he continued, "should cover all types of material of world-wide educational and cultural interests. The objective

should be to deepen the sense of world community on which the cause of peace rests." The proposed UN Educational, Scientific and Cultural Organization, he added, "would be the appropriate agency to take the responsibility for the educational and cultural aspects of the programming."

### Many Leaders Attend

Present at the dinner were:

From the United Nations Delegation: Quo Tai-chi, president of the United Security Council; Edward R. Stettinius, Jr., United States delegate to the United Nations; Benjamin V. Cohen, counselor to the United States Department of State; Wilder Foote, Director of Information, United States Delegation.

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

From the Radio Corporation of America: Brig. Gen. David Sarnoff, president, Radio Corporation of America; Gano Dunn, director, Radio Corporation of America; Frank M. Folsom, executive vice-president in charge of RCA-Victor Division; Col. Thompson H. Mitchell, executive vice-president of RCA Communications; Edwin N. Clark, managing director, RCA International Division.

From the National Broadcasting Company: Frank E. Mullen, vice-president and general manager, National Broadcasting Company; William S. Hedges, vice-president in charge of planning and development; John F. Royal, vice-president in charge of television; Clay Morgan,



PAUL SIDNEY, actor, narrator and announcer, recently released from the Armed Forces where he served in 74 Army Recruiting network broadcasts, has returned to civvies in a free lance capacity and is currently engaged in Paramount Newsreel narration and announcing for the WHN Sunday "Beyond Victory" program. Sidney, prior to entering the Armed Forces, served as staff announcer on WOR, WOV, WFBR, WCAO and WCBM, also appeared on several local and network shows.

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

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

Back at his announcer's job at WISN, Milwaukee, is HAL T. WALKER after 37 months in the Army, including seventeen and one-half months in India.

CRAIG CLAIBORNE, recently discharged from the Navy after service in the European and Pacific theaters, has joined ABC's Central Division publicity department as a writer. He was formerly associated with the Missourian and with The Chicago Sun.

assistant to the president; Fred Bate, manager, International Department; William F. Brooks, director, News and International Relations; Sydney H. Eiges, manager, Press Department; Sterling Fisher, assistant public service counselor and director, NBC University of the Air.

**CKLW**

**MORE COVERAGE PER WATT  
MORE WATTS PER DOLLAR!**

**in the DETROIT AREA**

**5,000 WATTS • DAY and NIGHT  
800 Kcs. MUTUAL SYSTEM**

## Ten CP's Granted To Standard Stations

(Continued from Page 1)

1490 kc., 250 watts, unlimited; Capital Broadcasting Co., Lewistown, Mont., to operate on 1230 kc., 250 watts, unlimited; Rouge Valley Broadcasting Co., Ashland, Ore., to operate on 1400 kc., 250 watts, unlimited; Stark Broadcasting Co., Canton, Ohio, to operate 1060 kc., one kw., daytime.

Also Kenneth R. Giddens and T. J. Rester, doing business as Giddens and Rester, Mobile, Ala., to operate on 710 kc., one kw., daytime; Frank E. Pellegrin and Homer H. Gruenther, doing business as Pellegrin and Gruenther, Oak Ridge, Tenn., to operate on 1490 kc., 250 watts, unlimited; Methodist Radio Parish, Flint, Mich., operate on 1510 kc., 250 watts, daytime; Alfred Norman, Statesboro, Ga., to operate on 1490 kc., 250 watts, unlimited; Wisconsin Broadcasting System, Milwaukee, Wis., to operate on 860 kc., 250 watts, daytime.

Power increases were granted to Liner's Broadcasting Station, Inc. (KMLB), Monroe, La., from 1 to 5 kw., daytime; Pillar of Fire (POF), Denver, Colo., from 1 kw., day and night to 5 kw., day and 1 kw night; Radio Broadcasting Corporation (KTFI), Twin Falls, Idaho, from 1 kw. to 5 kw. daytime, 1 kw. night; the Metropolis Co. (WJHP), Jacksonville, Fla., from 250 watts to 5 kw.

The Commission also approved the sale of KGDE, Fergus Falls, Minn., to Fergus Radio Corporation by Charles L. Jaren.

### Experimental Color License

In another action, the FCC granted a CP to the Cowles Broadcasting Co. (WOL) for a new developmental broadcast station in Wheaton, Md. The FCC said the station would operate as an "experimental television station, to demonstrate the practicability of CBS color television and to assist in securing acceptable standards therefore."

### Mayers New Venture

Arche A. Mayers, associated with the phonograph and radio industry since 1929, recently announced the formation of the Moldex Rubber and Plastics corporation which will serve the radio, phonograph, refrigerator and allied industries, with molded rubber and plastic items. The company has taken offices at 1 East 57th Street with branches in Akron, Kansas City and Los Angeles. Associated with Mayers is Louis K. Braunston, formerly general manager of Miller Products Company. Mr. Braunston is well known in the rubber and plastics trade.

### New FM Frequency

WOR's FM outlet, WBAM has been converted from 47.1 mc. to its new frequency, 96.5 mc., and has received FCC permission to conduct tests on the new channel using a temporary antenna, with a power of 1 kw. Transmitter is located at 444 Madison Avenue.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **RADIOLOGY:**—Maestro Ruby Newman has been granted a leave of absence by CBS to open his "Ten Acres Club" at Wayland, Mass. Vaughn Monroe got his first break at this spot. . . . Ruby's band will be heard via CBS and NBC. . . . Smiling Jerry Baker's WMCAnarying every day at 5:45 is an ear treat. . . . Teddy Kaye's Trio (he's the son of Leo Kempinski, NBC conductor and composer), will be heard on the networks from Kelly's Stable . . . combo really 'sends.' . . . Jimmy Rich will resign as general manager of Guild Records to open his own studio as vocal coach and manager . . . he only discovered and coached such talent as Dinah Shore, Helen Forrest, Dick Brown, Barry Wood, Nan Wynn and Paula Stone. . . . Bob Bright starts his third year as that station's disc jockey and his fine civic deeds, both local and national rates him a (W) PAT on the back. . . . March 25th issue of Time Magazine carries a story on Dr. Donald H. Andrews of Johns Hopkins University, who perfected the Bolometer which, via heat waves can make objects visible in total darkness . . . same principle was used in a "Fu Manchu" script, written five months ago by Nate Colwell of Colwell-Green Radio Features. . . . Jimmie Costello's daily at noon WGNonsense, is big time. . . . Cafe Society's Susan Reed, will be featured in the Broadway Musical, "Shootin' Star," when it opens in May. . . . Eddie Miller will present his "Pupils On Parade," program via WHOM every Saturday beginning next week . . . Miller has been a baritone songstar for four decades. . . . Empire Broadcasting Corp. is the first transcription firm to get a new post-war Hammond Organ installed. . . . Morrey Davidson, Stan Zucker exec flew to the coast over the week-end to confer with movie moguls on the zany Korn Kobblers—a natural for pictures. . . . CBS will audition a new show, "Up To Paar," starring Jack Paar, the ex-GI about whom we recently wrote, Wilbur Evans, whose unselfish and unpublished efforts on behalf of hospitalized vets rates him a twenty-four encore SALUTE . . . we predict the show will prove to be "Up To Paar—ha-ha-ha." . . . Kathryn Cravens whose recent broadcasts from Europe was MBSensational, will make a lecture tour thru Texas and California and will appear in NBC teleshows on her return.

★ ★ ★

● ● ● **PLATTER-CHATTER:**—Tony Pastor's Cosmo disc of the new Sammy Gallop-Guy Wood novelty, "Azuzo," is a honey. . . . Al Gallico rates a pat from Lou Levy for digging this ditty for Leeds. . . . Vaughn Monroe, hottest name among Ork Pilots, is set to record "Seven Days A Week" on Victor when he returns to the Meadowbrook middle of April. . . . Johnny Thompson just made a soundie of this ballad. . . . Marie Reubens clicking strongly as recording manager of Sonora Records . . . she's put that label on the map. . . . Johnny Olsen's Victor platter of "I YI YIMMINY YI," written by Lee Crane has already reached the quarter million mark. . . . The Jimmy Davis who sings the vocals for Decca disc, "Wave To Me My Lady" and "Tired Of Crying For You" (Lawrence Welk's Band), is none other than the Hon. James Davis, Governor of Louisiana. . . . Sam Donahue Band signed by Capitol.

★ ★ ★

● ● ● **TIN PAN ALLEY-OOPS:**—Academy of Music (Mills) has a terrific bit of jive in the new novelty, "Cement Mixer". . . watch it. . . . Bill Luckenbauer showed us a raft of letters from musical directors asking for copies and orchs of his new ballad, "A Wonderful Night," recently introduced by Frankie Carle . . . tune is set for recordings by Carle, the Modernaires and Hal McIntyre's Orchestra. . . . Cab Calloway described a Broadway phoney thusly:—"he's so two-faced that if he breaks a mirror he'd have 14 years of hard luck". . . . Four film firms want to sign Art Lund, Benny Goodman's vocalist. . . . Robbins' new novelty, "Pickle In The Middle," the tune that had its origin as a gag-line on the Jack Benny Show, is among the best sellers. . . . Last September while in Hollywood, Harry Norwood, manager of the Merry Macs, played us a recording of a new novelty tune titled "Ashby de la Zooch," penned by Milton Drake, Jerry Livingston and Al Hoffman . . . we told Harry that the song couldn't miss . . . the ditty not only is among the best sellers here but is also number three on England's Hit Parade.

## NBC Hollywood Tele Planned For Fall, '47

(Continued from Page 1)

Angeles May 20 on NBC's application for a tele license, with John F. Royal, vice-president of the network in charge of television, and Sidney N. Strotz among NBC witnesses.

NBC's budget for operation of its Los Angeles television outlet will be between \$100,000 and \$150,000 monthly.

Trammell also disclosed that to date RCA has spent \$15,000,000 on tele, NBC, \$4,000,000, and the NBC anticipates a monthly deficit of \$60,000. "We hope to break even in our third year and to operate on a paying basis in five years," he said.

Trammell revealed that NBC has had 175 tele advertisers since 1941 and he believes 1,000,000 tele sets will have been sold by the first part of '48. He feels that tele will be a "feeder" for motion picture industry, and pointed out that tele cannot afford to use the services of top screen stars.

Trammell expressed the hope that the screen industry would permit its lesser players to appear in tele productions, pointing out that television can help raise them to stardom. In answer to a question he said NBC's Washington, D. C. tele station will use five hours of film in a 28-hour program weekly.

Trammell said that NBC engineers believe color is at least five years away and that electronic color will be most desirable.

## Calumet Files Motion Contesting FCC Denial

Washington Bureau, RADIO DAILY

Washington—Action of the FCC in denying the application of the Calumet Broadcasting Co. was termed "unjust and unwarranted" in a brief filed by the company.

The Commission on March 4, had denied Calumet's application for a station in Hammond, Ind., on the grounds that the company's stockholders had been "reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosures of stock ownership and financial qualifications."

Calling for a rehearing on the case, the company said the FCC's decision was "based on unwarranted and incorrect interpretation of evidence and exhibits." In its petition, Calumet said the case should be reopened "in order to properly establish the good or bad faith of the applicant" and "also to protect the interests of the minority stockholders whose interests are practically destroyed by the proposed findings of the Commission without legal justification therefor."

### Guest On Fred Allen Show

Oscar Levant guests on NBC's Fred Allen show Sunday, with Leo Durocher and a repeat performance of "Brooklyn Pinafore" slated for the following week. Program is heard at 8:30 p.m., EST.

# The Year's Highlight

*in the Field of Entertainment and Radio*

## RADIO EXECUTIVES CLUB

and

### United Theatrical War Activities Committee

*Luncheon*

**Thursday, April 11, Grand Ballroom  
Hotel Roosevelt**

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

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

*Reservations*

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

*Call or write*

Warren Jennings

630 Fifth Avenue

Circle 7-1650

Table for ten, \$30.00

Individual place for REC member, \$2.25

Guests, \$3.50



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

*Here are a few who will appear:*

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

## COAST-TO-COAST

## — CALIFORNIA —

**LOS ANGELES**—The first GI broadcast offering discharged servicemen and women a chance to be heard, was presented last Thursday over KFI. Cast for the programs was chosen from the auditions of March 14. . . . **SAN FRANCISCO**—"Night Editor." KPOoooo program airing Fridays, is the story of two men involved in a murder investigation deciding upon a plan whereby one would go free. Plan includes a game of cards, two written confessions, two glasses of wine and a pellet of deadly poison. Program is written and narrated by Hal Burdick and announced by Bill Baldwin. . . . **SACRAMENTO**—KXOA has concluded arrangements with the local booking agencies to broadcast visiting name bands from the Sacramento Auditorium. A permanent telephone line is maintained at the auditorium by the outlet in order that the events may be covered by the KXOA special features department.

## — NEW YORK STATE —

**WESTCHESTER**—To further intensify its policy of programming fine music, WFAS has inaugurated the RCA-Victor record series entitled, "The Music You Want," to be aired Monday through Friday p.m. Individual program selections and composers will be included in the daily column devoted to WFAS' series music feature in eight Westchester dailies. . . . **T. Eugene Duffy**, formerly with WFAS in the capacity of sales director since his discharge last July, has returned to the White Plains Reporter Dispatch as advertising director. . . . **Keith Cummings** who during the war served with the Army Ordnance Department as a lieutenant, has been added to the WFAS advertising staff.

## — UTAH —

**SALT LAKE CITY**—In co-operation with the Salt Lake Telegram, KALL is airing a nighttime series of quarter hour programs entitled "What Salt Lake City Needs Most," dealing with local civic problems. The series bring municipal officials to KALL studios on the same day they are interviewed in the columns of the Telegram. . . . Co-operating with the Unitarian Forum, KALL recently began a Sunday series of timely interviews with nationally known speakers arriving at the Utah Capitol as Forum guests.

## WANTED

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

## U. N. Radio Roster

Below is the official U. N. Security Council roster of radio executives, commentators and reporters accredited to the council meeting now being held on the campus of Hunter College:

## National Broadcasting Co.

Correspondents: William F. Brooks, Kenneth Banghart, John M. Cooper, W. W. Chaplin, Ben Grauer, Edwin Haaker, Martin Hoade, Richard Hartness, Max Hill, Joseph Hainline, H. V. Kaltenborn, Clyde Kittell, Francis McCall, John McVane, Joseph O. Meyers, Stanley Richardson, Adolph J. Schneider, Robert St. John, Cesar Saechinger, James Stevenson, Lowell Thomas, John W. Vandercok.

Shortwave: Danish Section: Niels A. Bonnesen, Adam Luno; French Section: George Day-Doubossarsky, Victor McCausland, Jacques Bablon; German Section: Ernst Noth, Maurielus Kahn, Egon Stadlerman; Italian Section: Fred Chambers, Erberto Landi; Portuguese Section: James I. Christie, Edgar Hodre; Spanish Section: Eli B. Canel, Armando Zegri, Eugenio Soler, Alberto Moore; Swedish Section: Tare Palm, Cal Abraham, Ary Moll, Glenna Finlay, Fred B. Bate; English Section: Frank W. Nesbitt, Leonard Allen.

## Columbia Broadcasting System

Executives: Edward R. Murrow, Paul W. White, T. Wells Church, Bill Slocum, William J. Dunn, Everett Holles, Lyman Bryson, Helen Sioussat, Leon Levine, Robert Hudson, Lawrence S. Haas, Margaret Kennedy, Fernandez Aldana.

Correspondents: Ruth Ashton, Charles Colingwood, Ned Calmer, Harry Clark, Tris Coffin, Bill Downs, Douglas Edwards, Henry Frosman, John W. Gerber, Quincy Howe, Bill Henry, Joseph C. Harsch, Allan Jackson, Larry Lesueur, Harry Marble, Richard C. Hottelot, Alfred Kantorowicz, John Daly, Ellen Roditt, Nina Rubinstein, William L. Shirer, Robert F. Prout, Eric Sevareid, Alice Weel.

Shortwave: Luis Aleivar, Vittorio Asecarelli, Gasper Coelho, Jacques Davidson, Ethel Frank, Mortimer Dank, Russ Johns, Stanley Karan, Klaus Lumbrecht, Marcello T. Maestro, Carlos Garcia Palacios, Hubert C. Pryor, Thomas Perez, Francis Puslowski, Beverly Thurman, Roberto Unanue, Ladislav H. Vydra, George Wronkow, Max Tak, Luis Iatoba.

## American Broadcasting Company

Executives: Robert Kintner, John Madigan, Thomas Velotta.

Commentators: William Abernathy, Martin Agronsky, H. R. Baulchage, Jack Beall, Elmer Davis, Wilfrid Fleisher, Gordon Fraser, Earl Godwin, Ray Henle, George Hicks, Don Hollenbeck, John B. Kennedy, Walter Kiernan, F. H. LaGuardia, Drew Pearson, Lisa Sergio, Melvina Stephenson, Raymond Swing, Orson Welles, David Willis, Walter Winchell.

## Mutual Broadcasting System, Inc.

Commentators and Reports: John Bosman, Milton Burgh, Bernard Covit, Paul Jonas, Floyd MacLaughlin, A. A. Schechter, Tom Slater, Cecil Brown, Cedric Foster, William Hillman, Gabriel Heatter, Quentin Reynolds, Fulton Lewis, Jr., Arthur Hale, Frazier Hunt, Charter Heslop, Theodore Granik, Flora Kaiser, George Brown, Paul Gilliam, Bessie Beatty, Dave Driscoll, Edythe Meserand, Alan Scott, Paul Schubert, Henry J. Taylor, Lyle Van, Fred Vanderventer, Albert Warner, Marion Young, Roland Yoell, Jack Barry, Ted Brown, Harry Carlson, Russ Dunbar, Don Frederick, Jack Irish, Bob Martin, Dan McCullough, Ken Powell, Hugh Sanders, John Scott, Frank Waldecker, Carl Warren, Richard Willard, Sherman MacGregor, Russell Dollar, Philip Hastings, Richard Davis, William Karp.

## British Broadcasting Corporation

Executives: Charles Brewer, Annette Ebsen, Anne M. Koczko, W. R. Reid, Herbert Schaeffer.

Commentators: Allstair Cooke, Donald Hall, Leonard Miall, Gibson Parker.

## Canadian Broadcasting Corporation

Executives: Peter Arlen, John W. Fisher, Neil Morrison, Marcel Oulmet, John DePayno, Walter Schmolka, T. F. Newton.

## Armed Forces Radio Service

Correspondents: William D. Bowen, G. F. Patrick, B. S. Cohen.

## Evansville On The Air, Inc.

(WGFB, WEOA, WMLL)

Correspondent: Jean Ferriss.

AP Radio (Press Association, Inc.)

Executives: Thomas H. O'Neil, Mitchell A. Curtis.

## Stations

KSD, St. Louis, John Francis Eschen;

KFWB, Hollywood, Theo Sanders; KTHH, Houston, Roy Hofheinz; WABC, New York, William A. Leonard, James R. Yankauer, Albert Morgan, Margaret Arlen, Eleanor Wallace, Margot Gayle; WCAU, Philadelphia; Catherine Clark, Bessie Howard, Jim Reeves; WCOP, Boston, Ronald V. Cochran, WEVD, New York, George Field, C. T. Emmet, Jr., William Kernan; WHO, Des Moines, Jack Shelley; WHN, New York, Sidney Walton, George Hamilton Combs, Jr., William Long, Johannes Steel; WHOM, New York, Charles Baltin; WHP, Harrisburg, Dick Redmond; WINS, New York, Willard Schroeder, John Poindexter, Henry Milo, Dorothy Day, Joseph Tobin, John Neal, Paul Miner, Arthur Scanlon, Paul Sherman, Lewis Fisher, Charles Hoffman, Ivar Quam, John Grant, John Bradford, David Stone, Paul von Kunitz, William Karda, Alfred Werner, Frank Caplin, John Waters, Peter Lee, Herbert Greenberg, Joseph Levine, Gene Schoof, Alan Koenig; WINX, Washington, William E. Gold; WITB, Baltimore, Ross McFarlane; WIP, Philadelphia, Alexander Griffen; WLBI, Brooklyn, N. Y., Leonard Carlton, Clifford Evans, Estelle M. Sternberger, Bill Watson, Hal Kosut; WLV, Cincinnati, G. W. Kingsbury; WMCA, New York, Leon Goldstein, Frank Kingdon, J. Raymond Walsh, Edgar Ansel Mower, Nathan Straus, Clark M. Eichelberger; WNEW, New York, Bernice Judis, Ted Cott, Will Yolen, Rhea Diamond, Bill Berns; WNHC, New Haven, Margaret Wilson, Carey Cronan; WPEN, Philadelphia, Frances Blackwood; WRC, Richard Hartness; WSPD, Toledo, Earl Grebe; WTIC, Hartford, Tom Eaton, Andre Schenker, Margaret Thomas; WTMS, Milwaukee, Jack E. Krueger; WQXL, New York, E. M. Sanger, Jr., Albert Grobe, Gilbert Krieger, Rex Benware, Stan Roberts, Richard James, William Strauss, Chester Stanton, Woodrow Leafer, Allyn Edwards, Malcolm Child; WNYC, New York; Seymour Siegel, L. Supory, H. Stone, J. Fishler, J. DeProsper; KFWB, Los Angeles, Theo Sanders, David Kerr; KSAN, San Francisco, Sherwood Patterson, William M. Wilson; KGER, Long Beach, O. Sylvia, C. Dabins; WGBS, Miami, W. R. Wills; WHAT, Philadelphia.

## Office of International Information &amp; Cultural Affairs (OIC)

Executives: Albert Williams, Nancy Myers, John Mullery, Kay Bailly, Arthur H. Myers, John Sheehan, Wilfred S. Roberts, Hal Janis, John W. G. Ogilvie.

Commentators: Werner Michel, Dorothy Van Doren, Robert Dennison, Russell Pierce, Frank Linder, Eugene Patterson, J. Arthur Lazell, Ruby Parson, Demetrio A. Cargara, Douglas Blaufarb, Lowell C. Lucas, Gabriel Reiner, William Clark, Howard Garnish, Martin Fuchs, Gladys Hart, Simone Jacobson, Uesvalod Gabrovsky, Sidney Berry, Harold Janis, Ben Wilbur.

## Radiodiffusion Francaise

Commentator: Paul Gilson.

## 10,000 Seek 3,000 Tickets For Don McNeill Broadcast

(Continued from Page 1)

for the ABC broadcast of Don McNeill and the Breakfast Club here on Friday, April 12. Cleveland will be celebrating its 150th anniversary and in tribute to the occasion the Breakfast Club cast will stage a special personal appearance on Friday evening. This affair will be held in the same auditorium.

## College Forum On Don Lee

Hollywood—Northwestern University's "Reviewing Stand" forum bows in over the Don Lee web Sunday with a discussion of "Independence for India." Speakers include Dr. N. Datei-Majunder and Capt. Michael Fielding. James H. McBurney is moderator.

## SOUTHWEST

**FOLLOWING** an appeal broadcast in Spanish over KCOR, San Antonio, for donations to aid a stricken child in a local hospital with meningitis who was in need of a serum which was to be flown here from New York City, in less than two hours \$100 had been subscribed by listeners. Following another announcement made in English, the amount was doubled. The life of the child was saved and he is on the road to recovery.

Dick Smith is fast becoming one of the southwest's leading disc jockeys. Smith is featured daily over KTSA, San Antonio. He also presents a special hour record program each Saturday night under the sponsorship of the Grand Prize Beer Co.

The Saddle Ridge Buckaroos ride over the radio range for a full half hour each Monday through Friday on WFAA, Dallas. Group plays cowboy and hillbilly tunes.

Joske's of San Antonio have increased their program "The Old Ranch Hand" to a quarter hour Monday through Friday feature and heard over KABC, San Antonio.

Claire Bannister, announcer for the Texas Farm and Home Hour broadcast by the Texas A. and M. College daily over the Texas Quality Network was heard in a talk at the recent regional conference of the American Association of Agricultural College Editors conducted recently in San Antonio.

A half hour devotional program titled "Israel Speaks" is being presented each Sunday morning at 9:30 a.m. over KGKO, Fort Worth.

Newcomers to the staff of KRLD, Dallas, include Fritz Kuler, formerly of the announcing staff, to the post of producer following release from the Maritime service. Hal Teeples joins as a continuity writer following three years service in the army. He was formerly with WJBO, Baton Rouge, La.

## An All-Time Favorite

## PEANUT VENDOR

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 6

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

TEN CENTS

## FCC Forbids WINS Sale

### OPA, RMA Confer To Spur Production

Washington Bureau, RADIO DAILY  
Washington—Prompt action to follow up the RMA presentation of "The Radio Industry Reports to OPA . . . Six Months After V-J Day" is being taken jointly by OPA and RMA in a concerted effort to eliminate the "bottleneck" in radio set production, it was announced Friday. An analysis of the production bottlenecks in each critical radio component cited March 16 by the RMA committee on indus-

(Continued on Page 6)

### Affiliate Members Elected To CBS Advisory Board

Election of nine district representatives as members of the CBS Affiliates Advisory Board was announced last Friday following a meeting at the New York headquarters of the network. The station executives elected, together with the district they represent, are as follows: District 1, E. E. Hill, WTAG, Worcester, Mass.; District 2, I. R. Lounsberry, WKBW, Buffalo, N. Y.; District 3, C. T. Lucy, WRVA, Richmond, Va.;

(Continued on Page 2)

### Former FCC Consultant See Radio Future For FM

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

Siepmann's major gripes were the

(Continued on Page 2)

### No Nylons?

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

### Peace-Waves

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

### Supporters Of FM Question FCC Report

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

### George Heller Appointed National Sec'y Of AFRA

George Heller, currently associate national executive secretary and treasurer of AFRA, and one of the organization's founders, was appointed national executive secretary at a special meeting of the New York members of the board last week. Heller, also executive secretary of the

(Continued on Page 4)

### Industry Committee Asks CAB To Change Its Rating Methods

The present CAB rating service should be discontinued, because it does not meet the specifications of an "ideal" service, it is stated in an 1800-word report by a special committee now being sent to all CAB members.

Members of the special committee were Edgar Kobak, president of the Mutual network; Thomas Brophy, of Kenyon & Eckhardt, Inc., advertising agency, and Robert F. Elder, of Lever

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

### PW Asks Commission To Okay UN Service

Press Wireless, Inc., Friday filed a second application with the FCC for permission to conduct experimental addressed program transmissions from the UN Security Council sessions at Hunter College on a non-commercial basis. Previous application, made March 19, was denied by the Commission because the proposed tests were to have been on a commercial basis.

Plans for the trials call for original-

(Continued on Page 2)

### 70 Civic Groups Aid NBC In United Nations Project

Seventy organizations representing the fields of education, women's activities, religion, law, youth, labor, industry, agriculture and government will co-operate in promotion of NBC's

(Continued on Page 6)

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

Washington Bureau, RADIO DAILY  
Washington—A considerable cut in the budget will be made for the State Department's Office of International

(Continued on Page 5)

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

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

Although agreeing with the full Commission's denial, Commissioners

(Continued on Page 5)

### FCC Clamping Down On Information 'Leaks'

Washington Bureau, RADIO DAILY  
Washington — The FCC clamped down on any information "leaks" Friday after issuing a statement officially denying a United Press report which quoted a Commission "spokesman" on the FM situation. The UP story followed by nearly two weeks a RADIO DAILY quoting another FCC spokesman as saying the small number of

(Continued on Page 6)

### CBS Hollywood Programs To Be Headed By Martin

Ernest H. Martin has been named to the newly-created CBS post of director of network programs, Hollywood, in charge of all national web

(Continued on Page 2)

### Campfire Girl

Boys will be boys, as the saying goes, but Tom Slater, Mutual's special events department manager was bestowed an unusual honor last week. Slater arranged a special broadcast for the Camp Fire Girls of America, complete with celebrities who appealed for aid, etc. In appreciation, the organization made him an honorary member!



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

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**FINANCIAL**

(April 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	191 <sup>3</sup> / <sub>8</sub>	191	191 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>4</sub>
CBS A	44 <sup>3</sup> / <sub>4</sub>	44 <sup>5</sup> / <sub>8</sub>	44 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
CBS B	43 <sup>1</sup> / <sub>8</sub>	43	43	- <sup>1</sup> / <sub>8</sub>
Farnsworth T. & R.	16 <sup>3</sup> / <sub>8</sub>	16	16 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>
Gen. Electric	48 <sup>7</sup> / <sub>8</sub>	48 <sup>3</sup> / <sub>8</sub>	48 <sup>7</sup> / <sub>8</sub>	..
Philco	38 <sup>7</sup> / <sub>8</sub>	38 <sup>3</sup> / <sub>8</sub>	38 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA Common	17 <sup>3</sup> / <sub>4</sub>	17 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>2</sub>	- <sup>3</sup> / <sub>8</sub>
RCA First Pfd.	95	95	95	+ <sup>1</sup> / <sub>2</sub>
Stewart-Warner	22 <sup>7</sup> / <sub>8</sub>	22 <sup>1</sup> / <sub>2</sub>	22 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>8</sub>
Westinghouse	35	34	34 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>2</sub>
Zenith Radio	39 <sup>3</sup> / <sub>4</sub>	39	39	..

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23 <sup>1</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>8</sub>	23 <sup>1</sup> / <sub>8</sub>	- <sup>3</sup> / <sub>8</sub>
Nat. Union Radio	11 <sup>7</sup> / <sub>8</sub>	11 <sup>3</sup> / <sub>4</sub>	11 <sup>3</sup> / <sub>4</sub>	- <sup>3</sup> / <sub>8</sub>

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 <sup>1</sup> / <sub>2</sub>	12 <sup>1</sup> / <sub>2</sub>
Stromberg-Carlson	23	25

**Morgenthau Is Sponsored On WMCA By Ash's, Inc.**

Ash's Inc., New York furriers, have signed a 26-week contract for sponsorship of Henry Morgenthau, Jr., over WMCA. The former cabinet member's commentary program is heard Wednesdays, 10:15-10:30 p.m., EST.

**Rochester Group Incorporates**

Albany—Genesee Broadcasting Corporation has been issued a charter to conduct a general radio broadcasting business in Rochester, N. Y. Authorized capital stock is 101,100 shares, 1,000 preferred at \$100 par, and 1,100 common at \$1 par. Incorporators are: Frank C. Taylor, Walter Hofmann, William R. Badger, U. S. Corporations Co., 120 Broadway, New York.

**World's Foremost Tobacco Center**

FIFTY MILLION TOBACCO DOLLARS turned loose in Kingston, N. C. last year MORE this year!

Represented by BURN SMITH

**Coming and Going**

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

HERSCHELL HART, radio editor of the Detroit News, is sunning himself in Florida—and will continue so to do until May 6.

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

GUY LOMBARDO and the members of his band are in Harrisburg, Pa., from which point he will broadcast tonight.

JAMES V. McCONNELL, director of NBC's spot sales department, left Friday on his annual trip to the West Coast.

JACK BURNETT, publicity director for Foote, Cone & Belding, is in Hollywood for conferences with Jack Melvin, West Coast press director for FCB, on Summer shows and Fall promotion plans.

EDWARD TOMLINSON, NBC's inter-American analyst and adviser, broadcast his program of last Saturday from KPO, San Francisco.

BOB WOLFE, associate radio director of Kenyon & Eckhardt, advertising agency, has returned from New Orleans following "Try and Find Me" program conferences with executives of the Wesson Oil Co.

**Former FCC Consultant See Radio Future For FM**

(Continued from Page 1)

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

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

**Affiliate Members Elected To CBS Advisory Board**

(Continued from Page 1)

District 4, Glenn Marshall, WFOY, St. Augustine, Fla.; District 5, W. H. Summerville, WWL, New Orleans, La.; District 6, F. C. Eighmey, WTAD, Quincy, Ill.; District 7, Arthur Church, KMBC, Kansas City, Mo.; District 8, Kenyon Brown, KOMA, Oklahoma City, Okla.; District 9, Clyde Coombs, KARM, Fresno, Calif.

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

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

**Vanderwarker Joins B & S**

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

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

**P. W. Seeks FCC License For New Type Service**

(Continued from Page 1)

ing many of the transmissions from a broadcasting booth in the Hunter gymnasium. In its application, PW stated that it is prepared to provide high quality programs with name personalities for the tests. Transmissions would be selected by points, such as Houston, Miami, Los Angeles.

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

**CBS Hollywood Programs To Be Headed By Martin**

(Continued from Page 1)

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

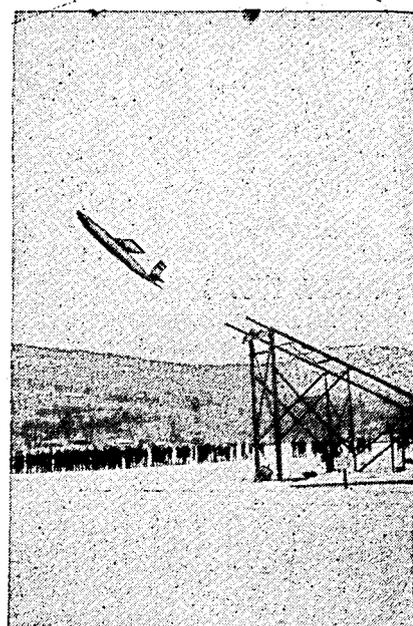
Martin, who is scheduled to leave Hollywood tomorrow for a series of conferences in New York, has been with CBS since 1942. Since 1943 he has been national sales service representative in Hollywood.

**Majestic Records Inc.**

**James J. Walker**  
President

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

**Ben Selvin,**  
Director of Recording  
**Harry Smith,**  
Chief Engineer



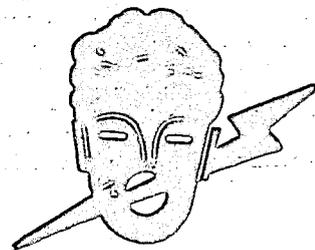
**Rocket—old style**

You may remember that news story back in 1936. An all-metal propellerless rocket took off from a catapult at Greenwood Lake in Jersey and travelled 2,000 feet. Incidentally, it bounced on the ice and then took off again.

That's a far cry from the kind of rockets the boys are talking about just ten years later.

And that's our point. No matter what you invent . . . build . . . or sell, you've got to stay on the ball or competition will outstrip you in no time.

If you use radio in Baltimore . . . we know one sure way to keep ahead of your competition. Put W-I-T-H, the successful independent, on your list. W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.



**W-I-T-H**

and the FM Station W3XMB

**IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



1. Jim Garrett and Jean Chesley, custodians of the "Market Basket," cover WDRG's Service Area with station's Mobile Unit.

2. It's a surprise visit. Doorbell rings, lady of the house answers, and is on the air. Broadcast is live, transmitted via Mobile Unit.

## GET YOUR PRODUCT INTO "THE MARKET BASKET"\*

### A NEW EXCLUSIVE MERCHANDISING FEATURE OF WDRG'S SHOPPERS SPECIAL

**T**HE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It's presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

#### Send for Brochure

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

**WDRG**  
HARTFORD 4 CONNECTICUT  
WDRG-FM

\* Copyright 1946, WDRG Inc.



3. Interview continues inside house and "Market Basket" presentation takes place. Stunt is high spot of Shoppers Special show.

# SOUTHWEST

**K**ROD, El Paso, has received much favorable comment for its weekly half-hour "Memo to the Public" program which features the Mayor and members of city council who explain their actions at meetings and answer questions submitted by the public. . . . Former servicemen, Ted Hunt, Paul Stevenson and Dick Weaver have returned to their KROD mike chores along with Herb Rand on the engineering staff. Herb Lakehomer and Bob Collett are the newest additions in the continuity department. . . . KTSM, El Paso, has installed complete studios, control rooms and other equipment on the campus of the Texas College of Mines and Metallurgy, a branch of the University of Texas, for those interested in radio.

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

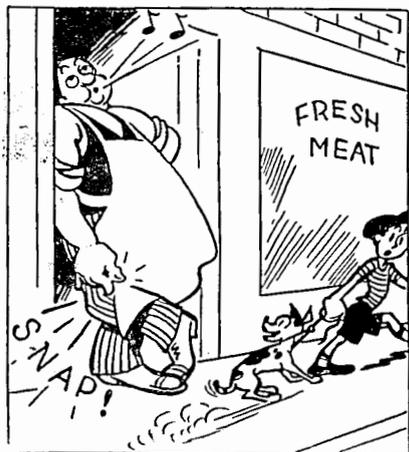
## George Heller Appointed National Sec'y Of AFRA

(Continued from Page 1)

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

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

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



"C'mon, Fido—WFDF Flint says there's a shortage—"



## California Commentary . . . !

• • • Constantin Bakalainikoff, batoneer of the "Date With Judy" program, will train a 100-piece symphony orchestra, a military band and a chorus of vocalists—all in a week's time—at the new national summer music camp to be held in August at the Stockton, California, College of the Pacific. True Boardman, leading man to Ann Sothern on "Maisie," has been

asked by the Legislative Council of the 16th Congressional District in Los Angeles to run for Congress in the next election. Bing Crosby's four sons are as enthusiastic about baseball as their noted dad and worked out one afternoon with the St. Louis Browns at Wrigley Field, Los Angeles. Mr. and Mrs. C. P. MacGregor have returned from a vacation at Palm Springs. They were at the Desert Inn with Mr. and Mrs. A. Carmen Smith of the Smith and Drum Advertising Agency. Bud Abbott, co-star of the Abbott and Costello airshow, has bought a helicopter landing field. Looking toward the future, he purchased two and a half acres adjoining his Encino home, with the idea of some day acquiring one of the "flying windmills."

— Give To Conquer Cancer —

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

— Give To Conquer Cancer —

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

— Give To Conquer Cancer —

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

— Give To Conquer Cancer —

# CHICAGO

By BILL IRVIN

Benjamin J. Green, director of radio of H. W. Kastor and Son Advertising Company until he joined the Marines two years ago, returned to the agency April 1, again in complete charge of its radio activities. Green was with Kastor for more than five years before entering the service, producing and directing many of its programs and supervising all its network, spot and local activities. Following his return recently from duty in the Pacific, he joined the ABC central division as a producer-director. It is that post he leaves to rejoin Kastor.

The Chicago-originate "Voice of the Dairy Farmer" program has been renewed by the American Dairy Association for 13 weeks, effective April 28, over 42 NBC stations through Campbell-Mithun, Inc. The program (Sundays, 12:00 to 12:15 p.m., CST), features Everett Mitchell, farm expert, and commentator Clifton Utley.

WMAQ, NBC key outlet in Chicago and headquarters of the central division, will celebrate its 24th anniversary on April 13. Station is oldest in Chicago, having started broadcast operations in 1922 as WGU from studios in Chicago's loop, using a 250-watt transmitter. At that time the Chicago Daily News and The Fair (Department Store) were joint owners. The station is credited with introducing on the air many of radio's outstanding entertainment personalities, including Fibber McGee and Molly, and Amos 'n Andy. The station has been owned and operated by NBC since November 1, 1931.



**HE DELIVERS  
the GROCERIES  
Because HE SELLS  
THRU THE AIR WITH  
THE GREATEST OF EASE**

EDWARD PETRY & CO., National Representatives

# WINS Transfer To Crosley Denied By The Commission

(Continued from Page 1)

Durr and Walker issued a concurring opinion which held that the sale price was excessive. With the station operating at a profit for many years," Durr and Walker said, "it is obviously improper to characterize the difference between the value of the physical properties (\$30,395.77) and the price paid (\$1,000,000 plus \$400,000 'broadcast time' at good will.) We are of the opinion that the full Commission said the transfer proposed by the instant proceeding should not be approved because as part of the transaction the transferor would receive the right to \$400,000 worth of broadcast time for a period of 10 years. At current station rates this reservation amounts to one hour per day every day, for the 10-year period. The Commission is aware of the fact that a saving clause has been inserted in the agreement permitting the transferor to reject programs which in the opinion of Crosley will be in the public interest.' Despite this reservation, the transferee continues to be saddled with the absolute obligation of furnishing to the transferor approximately one hour of station time each day. The transferee reserves no right of cancellation nor does the contract provide for any method whereby the transferee could discharge this obligation by any other means than furnishing time. Such an arrangement merely gives the transferor a substantial share in the programming of the station and must necessarily restrict the transferee in establishing a com-

pletely new and independent program service. "Moreover, the fact that his restrictive arrangement relating directly to station programs will continue for many years is incongruous with the policy of Congress expressed in the Communications Act of 1934. "Thus network contracts lasting for a period of as much as five years were found to be inimical to the public interest because, in addition to other things, the affiliates were thereby abdicating a portion of their program responsibility for long periods of time without retaining a reasonably flexible means of releasing themselves from network program commitments." "Furthermore," the FCC said, "we are not satisfied with the showing made by the Crosley Corporation with respect to the service to be provided in the operation of Station WINS if the instant application is approved. The Commission does not consider that there should be retailed specifications or hard and fast restrictions which would destroy the opportunity of a licensee to meet its obligation to serve the public interest under changing conditions. But in order that consideration may be given to the merits of an application, it is necessary that the applicant present information as to the service standards contemplated in its plans. In this connection it should be observed that the showing of the applicant with respect to the allocation of time for sustaining and commercial use is extremely ambiguous, with some indication that almost the entire program schedule might be devoted to commercial operation."

## Elsa Maxwell Party Line' On WLIB 5 Days Weekly

Elsa Maxwell, internationally known wit and syndicated columnist, will be heard in a daily (Monday through Friday) series of informal and chatty programs beginning Friday, April 8, from 6:00 to 6:15 over WLIB. Program entitled "Elsa Maxwell's Party Line" will each weekday feature interviews with celebrity guests, book and play reviews, and chats about the people she knows and places they visit. The daily chit-chat program featuring "America's No. 1 Hostess" is broadcast from the bedside of her Astoria-Astoria suite. "Elsa Maxwell's Party Line" will be heard in New York by transcription in co-operation with the Mutual Broadcasting System which airs the program nationally.

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

(Continued from Page 1) Cultural Relations, it was revealed Friday, with the announcement that the funds for the service headed by Assistant Secretary of State William Benton will be slashed from \$19,000,000 to \$10,000,000. At the same time, it was announced that the House Foreign Affairs Committee, on motion of Rep. Kee, of West Virginia, has agreed to reopen the hearings on Rep. Sol Bloom's bill providing authority for operation.

Send Birthday Greetings To

April 8

- |                |                 |
|----------------|-----------------|
| Arthur Allen   | Bill Curtis     |
| Bert Gordon    | Thornton Fisher |
| Martin Gunther | Lulu McConnell  |
| Robert Schmid  | Frank E. Hurt   |
|                | Frank Roth      |



Fulton Lewis, jr.

sells clothing

IN CEDAR RAPIDS,



banking service in Denver, and hundreds of other products for more than 180 sponsors. America's Number One Cooperative Program reaches specific markets with special appeal for listeners who think—mature listeners who know what they want and who buy when they want it.

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr. is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

**LEN STERLING**  
LA 4-1200

MUTUAL COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING SYSTEM CO-OP**  
1440 BROADWAY, NEW YORK 18, N.Y.

## FCC Clamping Down On Information 'Leaks'

(Continued from Page 1)

FM sets expected to be produced this year amounted to an "apparent sabotage."

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

Previously, Denny had sounded out his aides and fellow Commissioners following RADIO DAILY's story, which has been confirmed by the Commission's release of set production figures.

In commenting on the UP story, the FCC said:

### Denies Injuring FM

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

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

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

Commenting on the FCC statement, an RMA spokesman declared:

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

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

## OPA And RMA Confer To Spur Production

(Continued from Page 1)

trial production problems will be conducted by OPA during sessions with RMA and industry representatives with a view to immediate remedial action. Set and parts manufacturers will participate in the conferences.

Prices were given late last week by the OPA on 745 radio receiver models and 914 phonographs, RMA said Friday.

Other figures noted by RMA following four months of OPA pricing of radio sets, were:

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

Price ceilings have been given by OPA to 101 phonograph companies, including three non-manufacturers.

"Despite the large number of set manufacturers," RMA said, "which have received price approvals, OPA officials believe that many of the newcomers have not started production. A score or more of set companies, including some old-line manufacturers, have not yet obtained price approvals."

## Assn. Of Radio Editors Formed In Portland, Me.

Portland, Me.—A move has been started to organize a National Association of Radio Editors, purpose of which is to provide a means for the exchange of ideas among radio news editors, the gathering and editing of news, to set standards for news broadcasting and to improve generally the news reporting and editing efforts of radio stations, according to John F. Hogan, news director of WCSH, and temporary director of the association. Hogan volunteered to act as temporary director of the organization until a meeting could be held to elect permanent officers and draw up definite policies and aims.

News editors from over fifty stations have expressed themselves in favor of the idea and Hogan urges that all news editors interested in the movement to contact him at the Portland outlet.

## Chamber Of Commerce On ABC Labor Program

Washington—The United States Chamber of Commerce has moved into the second portion of ABC's current labor-management series with a new program titled "The Voice Of Business," which will be heard Saturdays at 7 p.m., EST. The programs began April 6.

The program will have a question and answer type format with Ralph Bradford, general manager of the Chamber of Commerce, discussing national affairs and regulations such as the proposed loan to Great Britain and the new wage policy order as they affect business. Prominent figures will guest on the show from time to time.

## 70 Civic Groups Aid NBC In United Nations Project

(Continued from Page 1)

United Nations project, according to Margaret Cuthbert, web director of women's and children's shows. These groups, aligned with the American Association for the United Nations, have an approximate membership of 15,000,000 she said.

Sterling Fisher, director of the NBC University of the Air, is director of the project, assisted by Gilbert Chase, music and special programs; Jane Tiffany Wagner, international information service co-operation; William E. Webb, promotion, and Carl Cannon, station relations.

The schedule of NBC programs for this project to date is:

Thursdays, beginning June 6 (11:30 p.m., EDT) "Concert of Nations"; Fridays, beginning June 7 (11:30 p.m., EDT) "Tales of the Foreign Service"; Sundays, beginning June 9 (11:30 p.m., EDT) "The Pacific Story"; Saturdays, beginning June 15 (7:00 p.m., EDT) "Our Foreign Policy"; and Saturdays, beginning June 29 (9:00 a.m., EDT) "Home Around the World."

## Amer. Medical Association Opens Series On WBKB

Chicago—A new series of television programs designed to take Chicago video fans behind the scenes of modern medicine premiered on the Balaban & Katz station, WBKB, last Tuesday.

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

Brief background dramatizations of high-points in the development of various phases of modern medicine will be written into the scripts. It is hoped the program will prove the efficacy of television in conveying important messages of health and good living to the general public in a new manner. First program, "Evolution of the Stethoscope" will feature Dr. Edwin P. Jordan, associate editor of the AMA Journal.

## Vets Business Problem Featured On WMCA Series

"When He Comes Home," WMCA's weekly series devoted to the problems of readjustment for returned veterans of World War II will present "Easy Come, Easy Go," Wednesday night (April 10), 9:30 to 10 p.m., EST.

Each week the series features a counselor taken from various walks of life to offer his opinions and advice on the case in question and this week, Pierr Noel, supervising loan guarantee officer in the Veterans Administration of New York will be the guest. Dr. Robert Goldenson, of the department of psychology at Hunter College, will moderate the discussion.

Program is written by John Farley and directed by Joseph Gottlieb.

## CAB Asked To Change Current Rating Methods

(Continued from Page 1)

to reorganize toward the development of this ideal service, to standards, to evaluate and improve existing techniques, to develop new techniques and to serve in a lawful manner as a vehicle for "collective bargaining" on behalf of all classes of users of program ratings with producers of such data.

In sum, the committee reported follows:

Endorsed the CAB principle of cooperation, tri-partite program research.

Charged that current ratings are frequently misused by time buyers and sellers, thus becoming, in many instances, false yardsticks.

Stated that CAB has a particular responsibility to see the ratings are not abused, as it is sponsored jointly by the four webs, ANA and AAA.

Criticized coincidental telephone surveys as effectively excluding the majority of listeners.

Charged that the industry is not getting the kind of rating service it needs and stated that the right kind of service ought to be purchasable within the aggregate amount not being spent.

Suggested a combination of existing data-collecting methods to achieve a rating service with the desired speed, efficiency and economy.

Stated that it is unsound for CAB to combine standard-setting and pioneering functions with its operation of a rating service.

Suggested a strong working Board of Governors in the event of CAB reorganization.

Advocated close liaison and cooperation between CAB and BMB interests of efficiency and economy and outlined the fields properly covered by each organization.

## Broadcast From Truman Train

NBC's "News of the World" Friday evening featured a broadcast by Morgan Beatty from President Truman's train in mid-Pennsylvania en route to Chicago.

**An All-Time Favorite**

**FRENESI**

Published by  
Peer International Corp.

Performance Rights  
Licensed Through

**BMI**

**BROADCAST MUSIC, INC.**  
580 Fifth Ave., New York 19, N.Y.

**BALTIMORE'S Listening Habit**

**WMBM**

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President George H. Roeder, General Manager  
FREE & PETERS, Inc., Exclusive National Representatives

**COAST-TO-COAST**

—NEW YORK—

NEW YORK—"WOW, New York . . . Fills Your Nights With Music" is the new station break slogan keyed to the web's programming theme of virtually all music and no talk from 8 p.m. till midnight. . . . Algernon Black, New York Ethical Culture Society leader, will on April 11, transmit his "Ethical Issues in the News" program from WQXR to WEVD. . . . WEVD will salute Army Day with special programs lasting from 8:15 a.m. to 9:00 p.m. . . . Former T/Sgt. George Caren and M/Sgt. Wyatt Benbury, who were both on the ship "Enola Gay" which bombed Hiroshima, guested on the WNEW "Guard The Peace" Army recruiting program Friday, April 5.

—NEBRASKA—

OMAHA—Soren Munkof, WOW news manager, has been promoted to Intelligence Officer of the Nebraska Wing of the Civil Air Patrol. . . . WOW gave a complete coverage of the Nebraska Primary Political Conventions which were held simultaneously in Lincoln. . . . Latest additions to the WOW staff include Patricia Carter, Anna Marie Katusine, Eleanor Mayne, Viola Baish and Slim Eberhart, formerly of WTAM. . . . NORTH PLATTE—John Alexander, KODY manager, has been awarded the gold medal of the Treasury Department for outstanding service in the various Bond Drives.

—IDAHO—

AMPA—KFXD, Nampa and Boise, having been granted the first permit in the State, began construction on the transmitter site and order that the signal quality is not impaired by low-cycle phone lines, call for beaming the signal from the studios to a hilltop transmitter with small, directional transmitters.

—MINNESOTA—

MINNEAPOLIS—Bud Knowles of the Mutual Broadcasting Company guested in special interview on Larry Haeg's "Service Review" recently aired on WCCO. Knowles, affiliated with Winnipeg, and agricultural director of the Prairie Provinces, was on tour for study and observations on farm broadcasts handled on U. S. Stations. . . . MILWAUKEE—Frank Hicks, recently released from the Navy in which he served as pharmacist's mate first class aboard the USS *Albatross* in the Atlantic, has joined the commercial staff.

**WANTED**

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

★ **THE WEEK IN RADIO** ★

Plan UNO Network

By JIM OWENS

A PROPOSAL was offered by Brig. Gen. David Sarnoff, president of RCA, for the establishment of an international network operated by the United Nations. UN officials heard the move outlined at a dinner in their honor given by RCA and NBC. . . . Army Day, celebrated throughout the U. S., had widest radio coverage ever, with the spotlight on Chicago and President Truman's speech from Soldier Field. . . . Douglas Coulter resigned as vice-president from CBS, and was rumored going to McCann-Erickson.

Radio manufacturers expect to produce 20 million receivers this year alone, according to reports made to the FCC. Figure represents an increase of 60 per cent over any previous year. FM production will lag, however,—with only 9 per cent of production schedules allocated to it. . . . The Detroit transit strike gave radio another excellent chance to prove its public service value. Broadcasters' airing of suggestions and ideas to lick conveyance shortage eased a trying situation. . . . The FCC has been deluged with letters commenting on its recent programming report. Critics were divided strongly pro or con, few left doubt as to their reaction.

The Lea Bill, aimed at James C. Petrillo, went to the Senate floor. Shortly before that, Mexican musicians union issued a reprisal order against American orchestras playing south of the border. Petrillo had banned a Mexican orchestra in Texas. . . . BMB and its Canadian counterpart, the Bureau of Broadcast Measurement, worked out plans for an exchange of survey information. Meanwhile BMB's April 1 deadline of subscriptions totaled 721 stations with an appropriation of \$1,250,000.

The Television Broadcasters Association lodged a formal protest with the CPA for including video in its construction ban. TBA charged that further delay would seriously jeopardize the future of the industry. . . . NBC will have its television station in Los Angeles in operation next Fall, according to Niles Trammell. . . . Emily Holt resigned as AFRA's national secretary. She had been with AFRA since its inception in 1937.

FCC's annual report to Congress put a damper on color video for the moment, declaring that there is "insufficient information available" to guarantee prompt establishment of broadcasting in the higher frequencies. At the end of its calendar year, FCC issued conditional grants to 230 FM stations, and had on file 520 standard and 150 tele applications. NBC opened its West Coast Clinic

**Three Stations Join MBS**

Three more stations have become affiliated with the Mutual Broadcasting System it was announced yesterday. They are: KVMV, Twin Falls, Idaho; KGVV, Greenville, Tex., and KPOW, Powell, Wyo.

in Los Angeles with 70 network representatives gathered for the three-day session. . . . Lew Avery, former NAB official, hit FCC's program report, terming it "a diet of forced feeding on the American listening public." . . . TBA committee chairmen were appointed to head the annual conference at the Waldorf-Astoria in New York October 10 and 11. . . . The major networks set plans for the anniversary observance of the death of FDR from Hyde Park, N. Y. . . . Pres. Truman and Mrs. Roosevelt will be heard, among others. . . . KHBC, CBS-MBS outlet in Hawaii was among the casualty list of that Pacific tidal wave. . . . C. L. Menser, NBC vice-president in charge of programs, announced that summer replacements are pretty well set in advance.

Temple University will add courses in radio and television, in co-operation with WFIL, Philadelphia. Classes will begin in September, with studios and laboratories fully equipped by the station. . . . FCC officials made tour of RCA and CBS to see color television developments. Meanwhile the Commission awarded additional time to broadcasters to turn in their program logs for inspection. . . . The first radio web in the Philippines will be on the air by next January. Web will connect six principal cities in the Islands.

**AGENCIES**

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

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

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

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

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



**ELSA MAXWELL'S PARTY LINE**

Now Available To Listeners In New York Area

From

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

(1190 ON YOUR DIAL)

Through Cooperation of the Mutual Broadcasting System

**The Philadelphia Inquirer**  
 accepts the responsibility  
 for the operation  
 of WFIL and WFIL-FM  
 in Philadelphia

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

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

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

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

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

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

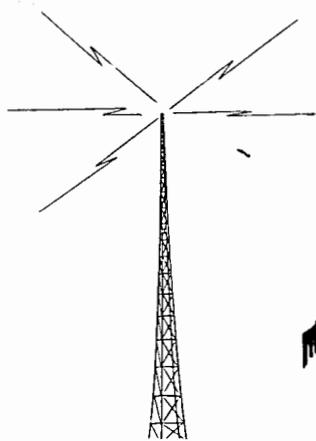
This is the formula which has been followed in the conduct of The Philadelphia Inquirer. And this is the procedure which will be followed in the conduct of WFIL and WFIL-FM.

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



**WFIL-FM**

First Commercial FM in Philadelphia



**WFIL**  
 A B C Affiliate



Inquirer Building

**The Philadelphia Inquirer**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 7

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

TEN CENTS

## Propose NAB-AFM Group

### Outlook For Tele Sets Best Since War's End

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

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

First in a new line of black-and-

(Continued on Page 6)

### WCAU To Air Penn Games Exclusive From Home Field

Philadelphia—WCAU has signed a contract with the University of Pennsylvania calling for exclusive rights on the 1946 Penn football schedule on Franklin Field. Although WCAU has been broadcasting Penn games since 1937 Joseph L. Tinney, executive vice-president of the station pointed out that this will be the first time WCAU has contracted directly with

(Continued on Page 8)

### Maxwell House Renews Burns And Allen Show

West Coast Bureau, RADIO DAILY Hollywood—The George Burns and Gracie Allen show has been renewed for the 1946-47 season, it was announced this week.

Following summer vacation, the program will resume in the Fall for the sponsor, Maxwell House Coffee,

(Continued on Page 2)

### Silver Baseball

Boston—Yankoo Network starts 25th year in baseball broadcasting with Jim Britt, sportscaster, at the mike, beginning April 11, over WNAC and the network, when Boston Braves and Red Sox play their intra-city exhibition contest from the Bulkeley Stadium. The games will be presented by the Atlantic Refining Company and the Narragansett Brewing Co.

### RMA Confab Opens; Plans For May Meet

The Radio Manufacturers Association Spring conference opens a two-day session at the Waldorf-Astoria in New York, today, with set production occupying the important discussion spot on the agenda. Parts and set manufacturers will air distribution problems that have arisen under current OPA price levels in an effort to push production figures beyond the recently estimated 135,000 per week output.

At the current meeting plans will

(Continued on Page 7)

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

Don McNeill and the "Breakfast Club" will originate from Madison Square Garden in New York City on April 22 when the ABC program inaugurates a two-week stay here, with

(Continued on Page 7)

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

National ceremonies held in memory of the death of President Franklin D. Roosevelt, Friday, April 12, and the presentation of his Hyde Park estate to the people of the United States, will be aired by the major networks and independent stations. Ceremonies will also be shortwaved overseas. Willett Kempton, director of radio of the Department of the Interior, is supervising radio coverage. ABC, NBC and CBS will broadcast

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

### FCC Official Predicts 'Ham' Web In 5 Years

Washington Bureau, RADIO DAILY Washington—Development of a nation-wide "network" of veteran-owned amateur radio stations within the next three to five years was predicted yesterday by an FCC official. George E. Sterling, director of the field and research section, said that interest of thousands of ex-servicemen trained during the war in radio would

(Continued on Page 7)

### Name McFadden To Head WEA News, Spec. Events

Thomas B. McFadden, who has been associated with NBC's news organization since 1935, has been named manager of news and special events of WEA, it was announced yesterday by James M. Gaines, manager. Ap-

(Continued on Page 7)

### Panel On Public Relations Set For 'Institute' At OSU

Columbus, Ohio—This year, for the first time, Ohio State University's Institute for Education by Radio will include a panel discussion on public

(Continued on Page 8)

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

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

No definite action was taken at (Continued on Page 6)

### Television In Britain To Reopen On June 7

British television, closed since September 1, 1939, by the BBC, will reopen regular broadcast schedules on June 7, according to a report this week by Arthur Feldman, ABC correspondent in London.

The daily transmission schedule will be from 3 to 4:30 p.m. and from 8:30 to 10:30 p.m., according to Feldman; (Continued on Page 7)

### FCC Favors Stenger In Decision On WBAX

Washington Bureau, RADIO DAILY Washington—The FCC has granted the application of John H. Stenger, Jr., for license to continue the operation of WBAX, Wilkes-Barre, Pa. The Commission's decision denied (Continued on Page 8)

### Precedent

NBC's three broadcasts from the train that took President Truman to Chicago for his Army Day address was considered to be the first time a broadcast was made from a Presidential train in motion. Commentator Morgan Beatty's voice was relayed to a point near Harrisburg, Pa., whence it was shortwaved to the RCA station in Long Island.

### Uncle Sam's Helper

WOR was an official U. S. Army recruiting office last Saturday, Army Day, and aired messages to the effect that enlistments would be accepted at the studios. Station was supplied with a recruiting officer who handled hundreds of inquiring 'phone calls, with at least 100 believed to be bona fide future members of Uncle Sam's peacetime outfit.



Vol. 35, No. 7 Tues., Apr. 9, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Mon., April 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

★ THIS WEEK ★

TUESDAY, APRIL 9 — Radio Manufacturers Association Spring Conference, Hotel Roosevelt, New York.

American Marketing Association, Market Research & Public Opinion Polls, Hotel Sheraton, New York—12:30.

WEDNESDAY, APRIL 10 — Radio News Clinic, New York State Stations, Hotel Utica, New York.

AAAA Annual Meeting, Waldorf - Astoria, New York.

THURSDAY, APRIL 11 — Radio Executives Club Luncheon, Hotel Roosevelt, New York—12:30.

AAAA Annual Meeting, Waldorf-Astoria, New York.

FRIDAY, APRIL 12 — NAB 4th District, Cavalier Hotel, Virginia Beach, Virginia.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.

222 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

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

(Continued from Page 1)

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

CBS newsmen John Daly, who delivered one of the broadcasts of FDR's death, and made the first announcement of the tragedy over the network, will give the opening remarks of the program for Columbia's listeners.

Local stations have also scheduled special programs commemorating the FDR memorial, in addition to carrying the Hyde Park ceremonies.

Independent coverage will include, the memorial dinner at the Commodore Hotel by WNYC along with an outstanding short speech of FDR, every hour on the hour; WOV's thrice daily memorial in Italian; WQXR's "Symphony Hall" from 8:05 to 9:00 p.m., with special music designed for the occasion; WMCA's "Five Star Final" with presentation, "The Day He Died"; WNEW's "Ballads for FDR" as sung by Tom Glazer from 1:00 to 1:15 and "The Life of President Roosevelt" narrated by Milton Douglas, from 10:00 to 10:30 p.m.; WHN's memorial show from 10:00 to 10:30 p.m. with dramatizations and narrations by Hal Mark Arden; and WLIB's special half-hour program starring Melvyn Douglas and Martha Scott accompanied by a thirty-piece orchestra under the direction of Eddy Brown, from 5:00 to 5:30 p.m.

The first anniversary of the death of Franklin D. Roosevelt will be saluted by WINX, Washington, with special memorial program featuring Melvyn Douglas at 5:49 p.m. (the first time the news was announced to the nation) and ending at 6:45 p.m. The program will feature appropriate music and commentary by Richard McNamara, program director of WINX. A playback of a record made

by McNamara on the 6:00 p.m. newscast on April 12, 1945, will be featured. WINX will also observe a one-minute's silence at 4:35 p.m., the actual time of the Roosevelt death.

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

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

Maxwell House Renews Burns And Allen Show

(Continued from Page 1)

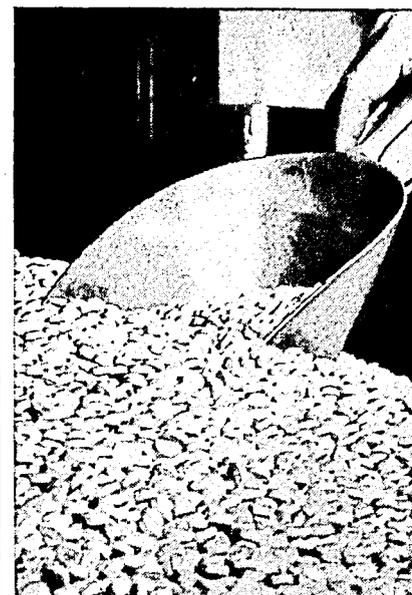
on Thursday, September 5, under the present time schedule, 8 p.m., EST and 8:30 p.m., PST, over the NBC network. Final broadcast of the show for this season will be heard Thursday, May 30.

Dot Lamour With Hildegarde

Dorothy Lamour, film actress currently starring in "The Road to Utopia," will be heard as Hildegarde's guest on the "Penguin Room" broadcast over CBS Friday.

AVAILABLE

Young man, 28, extensive network experience, veteran, college, married, intangible and tangible sales, well grounded in RADIO PROBLEMS including those of RESEARCH—Hooper, Cab, Postcard Surveys PROMOTION—Sales and Network STATIONS—Circulation, Sales, Coverage, Rates ADVERTISERS—Additional Stations, Cost Allocations AGENCIES—Timebuying, Research Write Box No. 156, RADIO DAILY 1501 Broadway New York 18, N. Y.



This is not TNT

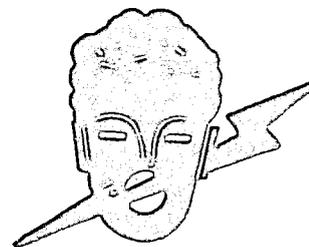
That's a bin full of Atabrine... the anti-malaria tablets.

TNT, the destroyer, and Atabrine, the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.

All stations are the same basically. All do a job. Only some save sales a little more often than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-I-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.



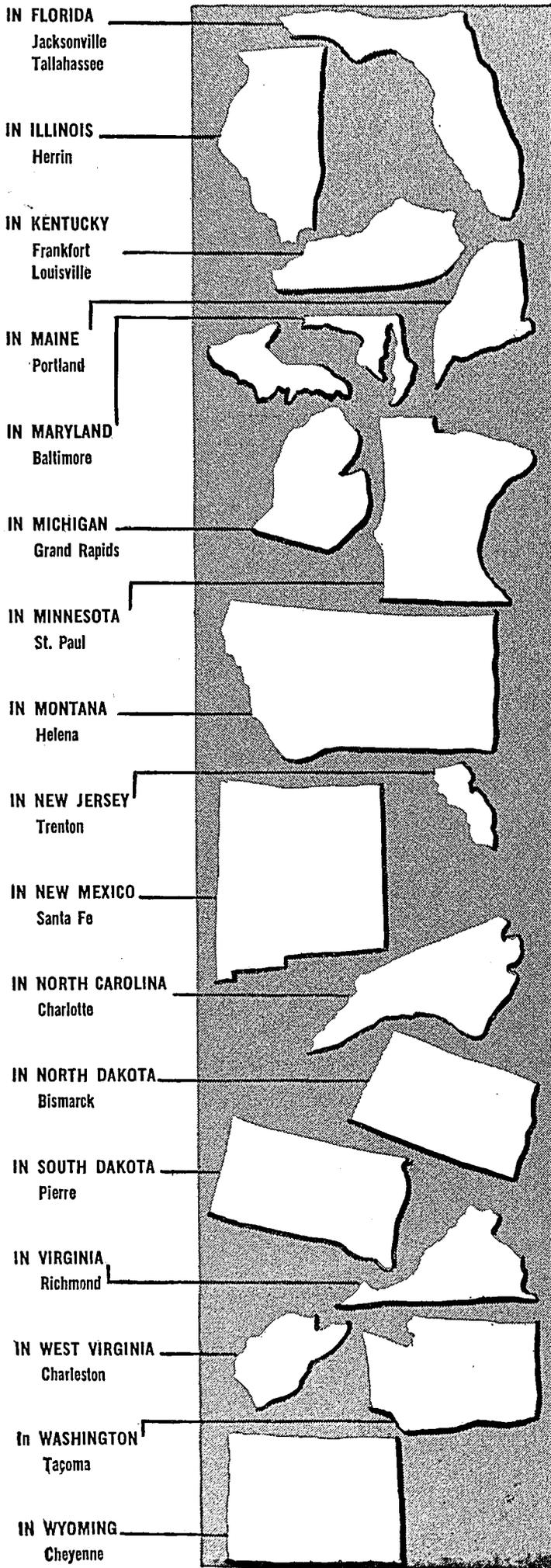
W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET

WDAS logo with a radio tower and the text 'PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION'



# ● 19 NEW BUREAUS IN 17 STATES

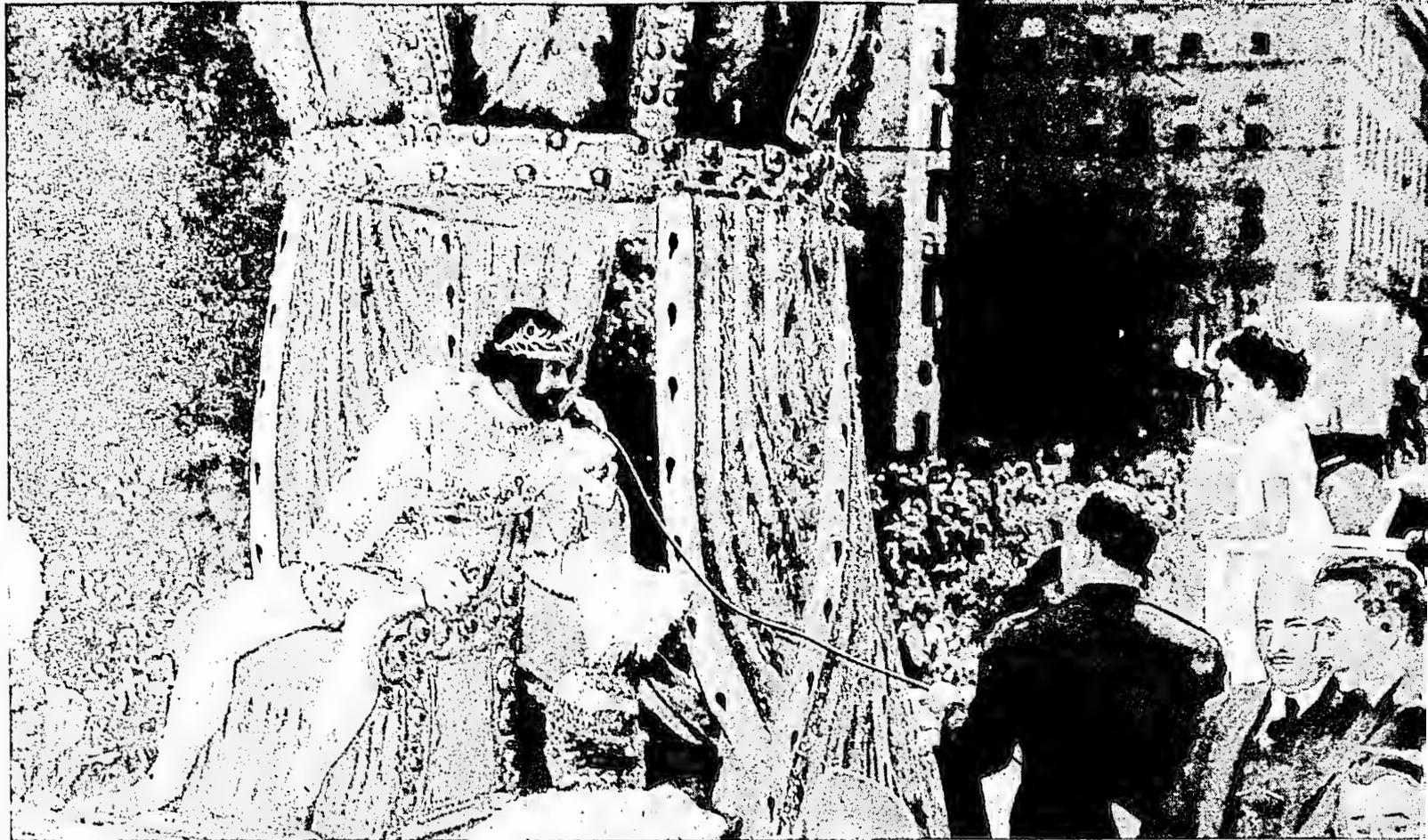
In time of war United Press prepared for peace.

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

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

## UNITED PRESS

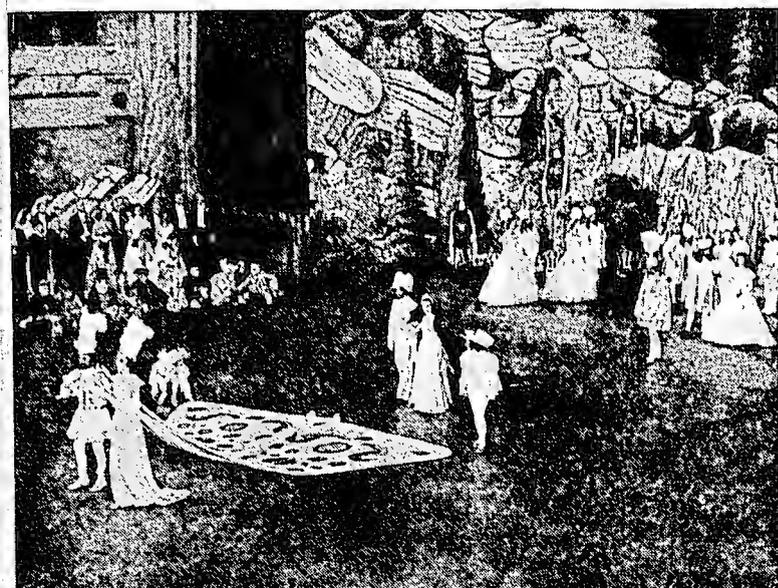
WHEN **MARDI GRAS**—  
BIGGEST SHOW IN THE NATION—WAS ON  
**WWL**



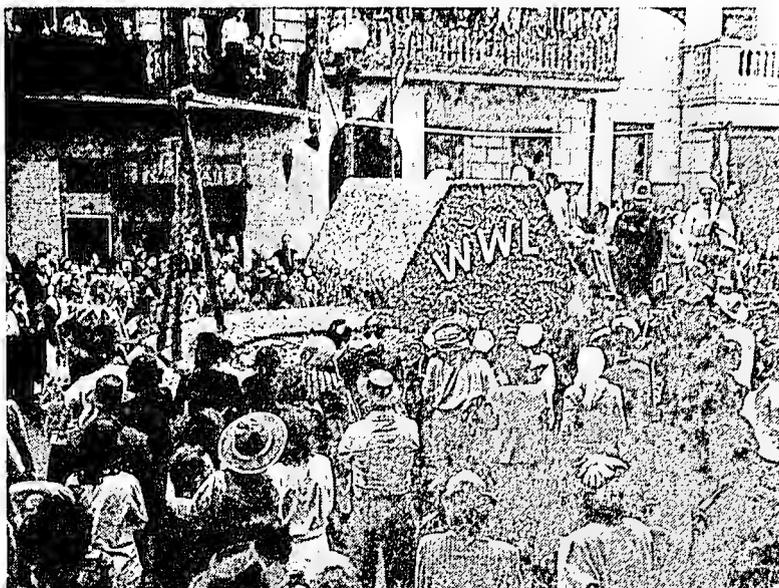
The majestic voice of Rex was carried over WWL—and the CBS network



The Mardi Gras parade—first since 1941—was described brilliantly by the WWL special events staff and Larry LeSueur and Bill Downs of CBS

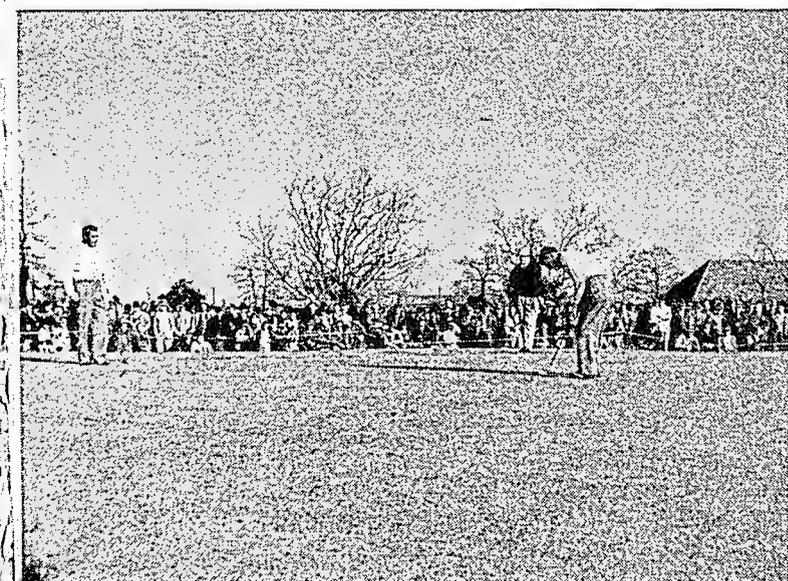


Listeners were transported to one of the fabulous Carnival Balls by WWL

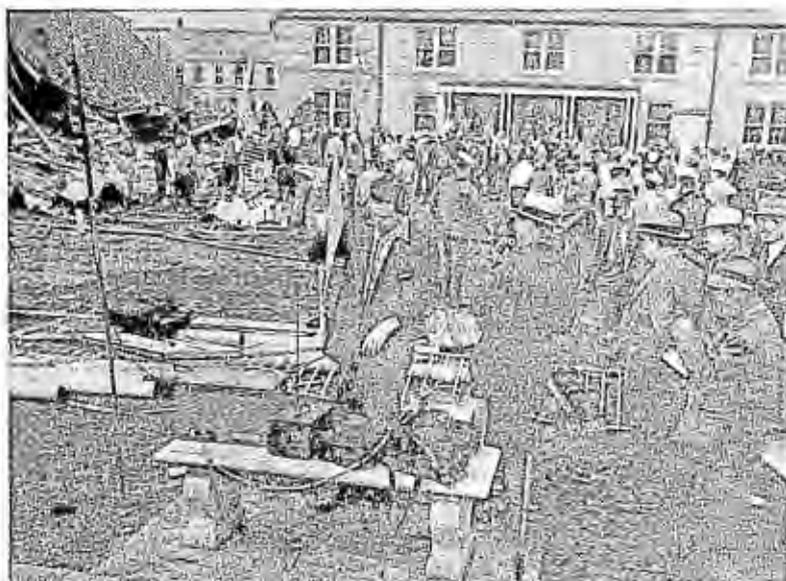


The WWL "float" carrying WWL's Dixieland Jazz Band held a prominent place in Carnival Parade

## Listeners turn to WWL for complete reports of big events



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

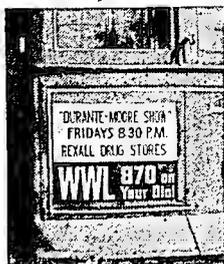


Typically—WWL was first on the scene at the February 19th explosion

### HOW WWL ADVERTISES ITS ADVERTISERS



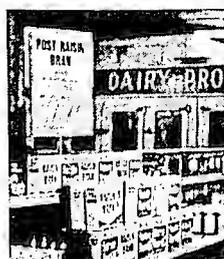
24 Sheet Posters



Street Car Dash Signs



Newspaper Advertisements



Point-of-Sale Displays

Folks turn first to —

# WWL

NEW ORLEANS

The greatest SELLING power  
in the South's greatest city

50,000 Watts - Clear Channel - CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

## Outlook For Tele Sets Best Since War's End

(Continued from Page 1)

white receivers made in the Chicago plant of Belmont Radio Corp., Division of Raytheon Manufacturing Co., is a compact table model selling for about \$150, with delivery expected in July. The image, which Belmont claims is sufficiently brilliant to be seen during daylight or in a normally lighted room, is viewed direct on a seven-inch picture tube. Two tuning bands are employed covering the entire spectrum of assigned channels.

### RCA, Philco Ready In June

Many of the large manufacturers, including RCA and Philco, have their first low-price sets slated for delivery about June, with prices between \$150 and \$200. GE expects to market a direct view, ten-inch console with AM broadcasting towards the end of June, which will sell for about \$300.

Most of the equipment firms are planning production of their tele "showpieces" for next fall. These will include large-size consoles, with direct-view and projection type images about 16x20 inches and more, with AM and FM bands, and automatic record changers. Prices are expected to range from \$500 to \$1,500.

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

### Promises Sets Next Month

A relative newcomer, Viewtone Co., expects to get the jump on the rest of the field with delivery of 10,000 sets promised for the first of next month. Included are a table model with the tele sound only for \$100; a console with AM for \$160, and a console with radio and phonograph for \$225, all prices subject to OPA approval.

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

### Bosin Joins Mutual

Fred A. Bosin, formerly promotion manager of WNEF, CBS affiliate in Binghamton, N. Y., has joined the sales promotion staff of the Mutual Broadcasting System.



### Manhattan Memoranda. . . !

• • • The Rudy Vallee stanza will not be renewed, according to present indications. Whatever the new format will be, however, Pinky Lee will be retained. Meanwhile, there's little doubt that Rudy will be snapped right up by another bankroller. . . . One of the nets has sent a memo to all their comedy writers that "gags which use the name of a product advertised on a competitive web will no longer be acceptable." . . . Kenneth Young, just out of the Army, back as radio head of Campbell-Ewald. . . . Radio Row still talking about Sinatra's ad libbing on his Old Gold shot. . . . Reports again cropping up about Frances Langford leaving Bob Hope for a fall show of her own. . . . Hildegard will be the first guest on the new Faye and Elliott Roosevelt thing. . . . Ex-Sgt. Harold Gary slated for the lead in the Chicago company of "Born Yesterday." . . . Ward Byron will do the Perry Como show on the coast. . . . John Conte takes over Johnny Desmond's spot on Teentimers May 18th, with latter staying with Philip Morris exclusively. . . . Radio proverb: Afra-loaf is better than none. . . . Got the shock of our life the other nite. Tuned on the radio for three hours and didn't hear Kenny Delmar once. What's more, no program had Ray Milland on as guest.

### — Give To Conquer Cancer —

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

### — Give To Conquer Cancer —

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

### — Give To Conquer Cancer —

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

## Miller-Petrillo Meet On Radio-Music Plans

(Continued from Page 1)

yesterday's meeting but it is expected that the question will be discussed further when four members of each organization, including Miller and Petrillo, meet next Monday at the AFM offices. The other NAB representatives at this meeting will be Paul T. Morency, WTIC, Hartford; Marshall H. Pengra, KRNR, Roseburg, Ore., and Frank White, CBS.

Petrillo opened yesterday's meeting by expressing "confidence" in Miller, and then expressing doubt as to "whether or not his people (the broadcasters) will stand by him . . ."

Several times during the proceedings, he referred to the unfavorable press reaction to many of his actions, calling it NAB propaganda. "We can not work with you if this propaganda is going to go on," he said. "You have got to convince us that the knife in the back is over with . . ."

### Some Miller-Petrillo Banter

Terming radio the most troublesome industry with which his union dealt, Petrillo said, "In all our business we never got pushed around until we met up with NAB." To this Miller replied, "They must be a pretty good bunch of scrappers."

"That they are," answered Petrillo.

Referring to the recently-passed legislation which would curb many of his union's practices, the usually fiery Petrillo said, "With the Lea Bill passed, we don't feel so healthy."

Miller repeatedly brought the topic of discussion back to the proposed joint committee, holding it up as an instrument which could have prevented many of the controversies mentioned by Petrillo. Following adjournment, the NAB president said he was "very well pleased" with the meeting and expressed hope that the two organizations will "get beyond the fighting stage" and learn to settle their differences amicably.

### Breck Extends ABC Show

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

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



# RMA Confab Opens; Plans For May Meet

(Continued from Page 1)

also be discussed for the RMA industrial relations conference which is scheduled for May 21-22 at the Hotel Pennsylvania, under the direction of the industrial relations committee.

The RMA board will meet on Thursday, and importantly included in the other sessions will be discussions on the recent construction ban issued by the Civilian Production Administration. R. C. Cosgrove, president of RMA, and vice-president of the Crosley Corp., will preside over the meetings.

### Many Speakers Scheduled

At the May industrial relations meeting, prominent speakers, including government officials, labor leaders, and industry spokesmen, are being engaged to address the conference, details of which will be announced later. In charge of arrangements is Richard S. Smyth of Bendix Radio as chairman of a new committee on industrial relations seminars, which plans periodic conferences on industry and labor.

For the new industrial relations program, the RMA industrial relations committee has reorganized and enlarged to provide larger representation of various RMA groups and interest. A number of industrial relations and personnel managers of RMA companies have been added to the committee by President R. C. Cosgrove.

### Committee Personnel

Following is the roster of the enlarged committee: G. W. Thompson, chairman, Noblitt-Sparks Industries, Inc.; R. T. Borth, vice-chairman, General Electric Company; Arthur Beson, National Union Radio Corporation; Arthur Freed, Freed Radio Corporation; G. F. Gamber, The Crosley Corporation; A. H. Gardner, Colonial Radio Corp.; Lloyd A. Hammarlund, Hammarlund Mfg. Co. Inc.; Paul Ietenyi, Solar Mfg. Corporation; Alfred H. Hunecke, Operadio Manufacturing Co.; J. Newton Hunsberger, Philco Corporation; A. P. Lancaster, Western Electric Co. Inc.; D. C. Lee, Vestinghouse Electric Corporation; J. J. McMann, General Instrument Corporation; Gerry E. Morse, Sylvania Electric Products Co. Inc.; Leslie F. Muter, The Muter Company; Frank J. O'Brien, Galvin Manufacturing Corporation; Harold R. Sharpe, Allen-Bradley Company; A. E. Sinclair, P. R. Mallory & Co. Inc.; R. C. Smyth, Bendix Radio; Alfred C. Uffler, Federal Telephone & Radio Corp.; D. Wilson, Radio Corporation of America, RCA Victor Division; I. W. Tyckoff, Pilot Radio Corporation.

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

(Continued from Page 1)

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

At the time of the broadcast, which is heard over the web daily at 9 a.m., the "Greatest Show On Earth" will still be housed in the huge arena, and the program's audience will witness various of the circus acts rehearsing. McNeill will work several of them into the "Breakfast Club" program.

To insure audience participation, four traveling microphones will be used to interview people seated throughout the Garden. Jack Owens will be hoisted into the air to serenade a trapeze artist; a calliope will pipe the circus atmosphere on to the airwaves and the entire performance will be handled from a regulation circus platform.

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

# Seasonal Listening Decline Noted In New CAB Report

Declaring that the arrival of spring "produced the expected seasonal decline in radio listening," CAB last week announced that average popularity rating for 155 sponsored network programs was 8.6, a decrease of 0.4 from the last report and no change from a year ago. In 81 cities the average percentage of radio sets-in-use was 26.2 from 6 to 10:30 p.m., down 0.8 from two weeks ago and down 0.5 from a year ago. The average set-in-use from 10:30 to 11:30 p.m., was 17.2, down 0.1 from two weeks ago and down 1.9 from a year ago.

### Lasley Gets KPO Post

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

# Name McFadden To Head WEAf News, Spec. Events

(Continued from Page 1)

pointment is effective immediately. McFadden will develop local news and special events broadcasts for WEAf area listeners. He also will co-ordinate WEAf's local coverage of national news stories and special features with the NBC network news staff.

In 1934, McFadden joined NBC in the guest relations department. One year later he became a news writer in the NBC New York newsroom. He covered such stories as Franklin Delano Roosevelt's second inauguration and the crash of the Hindenburg as assistant manager of special events for the network. In 1938 and 1939, he served as a news broadcaster for NBC stations WGY, Schenectady, N. Y., and WRC, Washington, D. C.

# Television In Britain To Reopen On June 7

(Continued from Page 1)

on weekdays from 11 o'clock until noon, demonstration film for the use of manufacturers and dealers will be transmitted. Plans are also under way to televise London's Victory Parade on June 8.

Television broadcasts will be transmitted from Alexandra Palace in London using the prewar standard of 405-line images.

# FCC Official Predicts 'Ham' Web In 5 Years

(Continued from Page 1)

result in establishment of the network.

"The Commission expects," he said, "that the total number of 'ham' radio stations will increase from 60,000 to approximately 250,000 within the next five years. A majority of stations undoubtedly will be operated by veterans who can use this means to talk to their buddies and keep their fingers in the radio game."

Sterling said the Commission favored the growth of amateur stations as an important link in the country's communications system. He pointed out that in times of emergency, the amateurs have offered invaluable service.

Meanwhile, the FCC yesterday issued new regulations concerning amateur broadcasting which, in general, are much the same as the rules in effect prior to the war. "Entertainment" broadcasts are prohibited and amateur stations may not send messages "for hire."

### Jackson To Replace Owen

Effective April 14, Riley Jackson replaces Forest Owen as producer of ABC's "Quiz Kids" show. Owen has been transferred to Hollywood.

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



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

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

Already its print order has been nearly doubled over wartime levels—a whopping 425,000 for the May issue!

watch Radio Mirror



KCKN The VOICE of GREATER KANSAS CITY Without the Rate Penalty of Outstate Coverage BEN LUDY Gen. Mgr.

### AVAILABLE

Station manager and/or production-program director immediately available. Eight years' experience all phases radio including programming, sales, promotion, and production in agencies and stations from 250W to 50KW including NBC. Now radio director and assistant manager Chicago agency. Age: 29. veteran. Write Box No. 155, RADIO DAILY 1501 Broadway New York 10, N. Y.

## LOS ANGELES

By RALPH WILK

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

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

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

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

Knox Manning has been signed to narrate two more transcribed shows in the CBS "Shop Stoppers" series, one starring Dick Powell and the other Rudy Vallee.

### Panel On Public Relations Set For 'Institute' At OSU

(Continued from Page 1)

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

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

Discussing the network picture will be the publicity chiefs of the four major webs, Jim O'Bryon, MBS; Syd Eiges, NBC; Earl Mullin, ABC, and George Crandall, CBS. Station representatives include Sam Serota, WIP; Mark Haas, WJR; Jo Ranson, WHN, and William Barlow, WLW. Completing the roster are Ed Kirby, NAB; David Heffernan, assistant superintendent of the Chicago school system; Johnny Johnstone, NAM, and Len DeCaux, of the CIO.

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

## COAST-TO-COAST

— TENNESSEE —

KNOXVILLE—A new Saturday a.m. show has been instituted on WNOX entitled "Set Your Dial" which features news and chatter about radio stars, patterned after Hollywood air columns. . . . A series of after-school parties for junior and senior high school students is now being presented over WNOX with Bob Castle, former Hollywoodite, as emcee. Spelling bees, questions of civic interest and current events allow the students to win gifts daily with a radio as the grand gift to be presented weekly. . . . When Col. W. C. Taylor, head of Supreme Foods, recently put on a series of fifteen minute programs featuring Bert Vincent, News-Sentinel columnist, he ordered, "give me the briefest commercial in radio today." Result, show was introduced as "Supreme Foods presents" and at the conclusion the Colonel went all out for his product when he splurged with "Supreme Foods, manufacturers of Supreme Lemonized Mayonnaise."

— OHIO —

PORTSMOUTH—Paul Wagner, WPAY general manager; G. F. Boyd, commercial manager; H. W. Apel, program director, and Bob Kuhn, merchandising director, have returned to WPAY following the two-day session of the National Association of Broadcasters District meeting at the Gibson Hotel in Cincinnati. . . . FREMONT—L. E. Kinn, president of the Messenger Co., which publishes the daily Fremont News-Messenger, has asked the FCC for authority to build an FM metropolitan broadcasting station with the coverage of 7,925 square miles. . . . AKRON—Mary Helen Raines has joined WADC as continuity writer.

— COLORADO —

DENVER—An interesting note to football fans is that an agreement has been signed by Comdr. Lloyd E. Yoder, manager of KOA and William C. "Kayo" Lamb, graduate manager of athletics for the University of Colorado, giving KOA the exclusive right to air all the University of Colorado football games for the 1946 season. . . . Within a few hours of each other, Mr. and Mrs. KLZ engineer Kenneth Stanger and Mr. and Mrs. KLZ sales staffer, Harker Spensley, received welcome additions to their families. The Stangers were presented a nice new lad and the Spensleys have a nice new lassie.

— NEW JERSEY —

PATERSON—More than a hundred housewives and mothers, from the metropolitan area participated in the second of the series of original programs devised by WPAT on behalf of the current Red Cross Drive, when they attended "Home Service Meeting" at the station's studios. A number of interesting case histories were cited by volunteer Red Cross workers to stress the need for greater education among housewives and mothers on the subjects of health and proper food requirements. . . . WPAT has been cited by the local section of the

radio editors of the nation, in their 41st annual poll, for the programs "Princeton University Preceptorial of the Air" and "Welcome Home, Soldier."

— DISTRICT OF COLUMBIA —

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

— MASSACHUSETTS —

BOSTON—In co-operation with the Massachusetts Department of Education, a special demonstration of the "Listen and Learn" series of airings for in-school listening, originated and broadcast on school days over WBZ and WBZA, will be heard at the state-wide conference of teachers and headmasters, to be held at the Horace Mann Memorial, Bridgewater State Teachers College, April 15. Demonstration was arranged by Commissioner of Education, John I. Desmond, Jr. . . . SPRINGFIELD—WSPR has been granted permission by the FCC for an increase in nighttime power output of 1,000 watts, with operation changes to take place after the station's directional antenna system is re-oriented to avoid interference with the signals of the webs at Sydney, N. S., and Detroit, Mich., sharing the same frequency.

— WEST VIRGINIA —

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

Send Birthday Greetings To

April 9

Jim Bannon Franklin Bingman  
Brewster Morgan Gilmore Nunn  
Oliver Smith Rose Yvonne Stein

## AGENCIES

BODIE'S TRAILER COMPANY (distributors of the new all-metal Monowheel trailer), Oakland, Calif. has appointed the Ad Fried Advertising Agency, Oakland. Schedule will include radio.

PHILLIP F. BERNE, former advertising manager of Goldenberg's Department Store, Washington, D. C. has been appointed art director of William Sare Advertising Agency, Inc., New York.

BOB MAURER, radio program director of Henry J. Kaufman & Associates, Washington advertising agency, has dramatized his own work picture, "The Sound of Peace," in collaboration with Sol Panitz, and will be produced by CBS on the Columbia Workshop Program late this Spring.

LOUISE RYERSON, formerly traffic manager of the BBC's New York office, and once manager of the short wave station, WRUL, Boston, has taken over the duties of business manager for the Mary Howard Recording Studios in New York.

CHARLES W. CURRAN, advertising and screen writer, has joined Harold Young Productions, Inc., vice-president and associate producer.

### WCAU To Air Penn Games Exclusive From Home Field

(Continued from Page 1)

the University for the broadcasting rights.

Heretofore Penn games were placed on WCAU by a commercial sponsor. According to terms of the WCAU-Pennsylvania agreement the station may offer the broadcast for sponsorship.

### FCC Favors Stenger In Decision On WBAU

(Continued from Page 1)

the applications of Northeastern Pennsylvania Broadcasters; KWB Broadcasters, Inc., Baron Broadcasting Co., and Central Broadcasting Co.

Commission Wakefield dissented the decision.

Meet Mr. Reddy Cash FROM EAST TEXAS



"Hit Oil!" In the Heart of the World's Largest Oil Field! KPRO influence: buying habits Half Million People! \*Affiliated American and Mutual Networks.

**KPRO**  
LONGVIEW, TEXAS  
Texas Richest Market



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 35, NO. 8

NEW YORK, N. Y., WEDNESDAY, APRIL 10, 1946

TEN CENTS

## Urge FCC To Support FM

### House Gives Reasons for Cutting Oil Funds

Washington Bureau, RADIO DAILY  
Washington—The House Appropriations Committee yesterday recommended that the budget for Assistant Secretary of State William B. Bennett's Office of International Information and Cultural Relations be cut in the requested \$19,284,778 to a ten million dollars. That this was a Committee decision was revealed in RADIO DAILY on Monday of this week.

The radio division of the projected (Continued on Page 7)

### Advance Reservations Indicate Big Luncheon

indications that S.R.O. will prevail at the Radio Executives Club luncheon honoring the United Theatrical Activities Committee on Thursday at the Hotel Roosevelt came from Warren Jennings, committee chairman, who yesterday reported that 100 of the 900 ballroom luncheon tickets had been sold. Roster of top celebrities who will attend the luncheon includes great names from theater as well as many press and radio personalities.

### MS Schedules 2 Shows; "Break The Bank" Bowing

When "Break the Bank" completes its cycle on Mutual next Saturday 10 to 10 p.m., EST, the network will replace it with "Hi-Pop," a new 15-minute circle type of show, presently scheduled for the two remaining Saturdays of April. If the show clicks, (Continued on Page 2)

### Experimental

Possibility of utilizing a single antenna array for radiation of television video and sound as well as an FM broadcast carrier will be investigated by RCA under special authority granted yesterday by the FCC. Under the temporary grant, RCA will operate experimental television W3XEP simultaneously with frequency modulation transmitter of the corporation.

### Discovery

Washington—Fading or disappearance of radio signals may be due to electrically charged gases from the sun, three Washington scientists announced yesterday. The scientists discovered fast-moving clouds of these gases, which jump from the sun into the upper layers of the earth's atmosphere. The scientists discovered charged matter scurrying in and out of the ionosphere in few-minute intervals.

### Waring For McGee As Summer Substitute

Fred Waring, orchestra and chorus augmented with additional musicians and singers has been signed as the summer replacement for Fibber McGee and Molly on NBC starting Tuesday, June 18, and continuing for 15 weeks, Clarence L. Menser, NBC vice-president in charge of programs, announced yesterday. Deal for Waring's nighttime show in behalf of (Continued on Page 2)

### Tele Coverage Resumed By RCA At UN Meeting

Television coverage of the UN Security Council meetings, via closed circuit to the overflow press room at Hunter College, was resumed yesterday by RCA-NBC after a lapse of several sessions. The hiatus was caused by "other commitments" for the image orthicon pickup tube employed in the UN coverage.

## Set-Production Won't Equal FCC Prediction, Says RMA

Radio receiver production for 1946 will be "far under" the FCC estimate of twenty million sets, it was stated yesterday by J. D. Secrest, director of publications of the Radio Manufacturers Association.

Calling the FCC report "a lot of wishful thinking," Secrest said the estimated volume for the first quarter of this year is only two and one-quarter million. While it is possible that production might hit two million sets a

## Senate Small Business Committee Report Declares 1946 "Crucial" For FM; Wants Veterans Recognized

### AFM-Movie Pact Draft Says 'No Pix For Tele'

The use for television purposes of films produced by the nation's major motion picture companies would be forbidden, if demands made by James C. Petrillo are accepted and embodied in the new contract now in negotiation between the AFM and the movie producers. The suggestion was one of 91 proposals made by Petrillo at the conferences which are being (Continued on Page 7)

### Outler Refutes Petrillo Regarding WSB Music

Atlanta—"Petrillo's got his facts wrong again," said John M. Outler, Jr., manager of radio station WSB in Atlanta, referring to Petrillo's statement in The New York Times (Continued on Page 7)

### Will Transcribe Atom Tests By Army Planes on WBBM

Chicago—Plans for an exclusive Chicago broadcast by WBBM of the Army's demonstration of planes to be used in the proposed Atom Bomb (Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—Stating that this year is "crucial" for FM, the Senate Small Business Committee yesterday called on the FCC to be "vigilant" to avoid "monopolistic tendencies" and give veterans a better break in FM broadcasting.

In a report generally critical of the Commission's majority attitude toward FM, the Senate Committee censured the FCC for reversing its original plan to reserve some FM (Continued on Page 6)

## Cohen, UN Official, Set For Ohio Meet

Benjamin Cohen, assistant secretary-general in charge of information for the United Nations Organization, will be one of the key speakers in a special session on "Radio and International Scene," at the Ohio State University Institute for Education by Radio in Columbus, May 3-6, it was announced yesterday.

Mr. Cohen, who also holds the rank (Continued on Page 6)

## N. Y. Stations Will Cover High School Forum Meet

Portions of the first annual Forum for High Schools sponsored by the Herald-Tribune will be carried by New York stations on Saturday from the Waldorf Astoria Hotel in New (Continued on Page 7)

### Powerful Citizen

Allen Lafever, the young man who has been lifting Phoebe, the calf for the Borden's "County Fair" program (CBS-Saturdays), has been elected honorary mayor of his home town, Somerville, N. J., for the town's "youth week." Allen continues to do his daily stint with Phoebe, who now weighs over 300 pounds of good beef, and still continues to grow!

(Continued on Page 6)



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

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

FINANCIAL

(Tues., April 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	192 1/4	191 1/2	192 1/4	+ 7/8
CBS A	44 1/2	44 1/2	44 1/2	...
Farnsworth T. & R.	16 5/8	16 1/8	16 1/4	...
Gen. Electric	49 1/4	48 3/8	49 1/4	+ 1/2
Philco	38 3/4	38 1/2	38 3/4	+ 1/4
RCA Common	17 1/2	17 1/8	17 1/2	+ 1/8
Stewart-Warner	22 3/4	22	22 1/2	+ 1/2
Westinghouse	35 3/4	35 1/8	35 1/2	+ 1/2
Zenith Radio	39 1/2	39 1/8	39 1/2	+ 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	11 5/8	11 1/2	11 5/8	+ 3/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	11 1/2	12 1/2
Stromberg-Carlson	23	25
WCAO (Baltimore)	34 1/2	...
WJR (Detroit)	37	...

MBS Schedules 2 Shows: "Break The Bank" Bowling

(Continued from Page 1)

however, Mutual will keep it on the air, probably in the same spot. "Break the Bank" is sponsored by Vick Chemical Co., Inc., a seasonal advertiser.

"Hi-Pop" is the story of the Delmar family, anecdote-and-humor type, with each program a complete story.

Another regular sustainer, which will go into the Saturday 9:30-10 slot May 4, is "Jonathan Trimble, Esq." starring Donald Crisp. Show will originate in Hollywood, and is built around the 1905 period.

AVAILABLE

Young man, 28, extensive network experience, veteran, college, married, intangible and tangible sales, well grounded in RADIO PROBLEMS including those of RESEARCH—Hooper, Cab., Postcard Surveys PROMOTION—Sales and Network STATIONS—Circulation, Sales, Coverage, Rates ADVERTISERS—Additional Stations, Cost Allocations AGENCIES—Timebuying, Research Write Box No. 156, RADIO DAILY 1501 Broadway New York 18, N. Y.

Coming and Going

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

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

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

SAMMY KAYE and the members of his band are in Philadelphia, where tonight they'll broadcast another in the maestro's "So You Want to Lead a Band" series.

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

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

LOUIS S. PETERSON, president of WSSV, Petersburg, Va., and CY NEWMAN, manager of the station, will attend the NAB regional at Virginia Beach on Thursday and Friday.

CEDRIC FOSTER, news analyst heard on the Mutual network, goes to Chicago Thursday to address the Greek fraternity AHEPA.

VINCENT LOPEZ and the members of his band are in Boston, Mass., where they will play for the annual food show.

JOAN BROOKS arrived in New York over the week-end and recorded yesterday for the Lang-Worth Library.

TAYLOR CALDWELL, novelist, has arrived in Manhattan from her home in Eggertsville, N. Y. She will make radio appearances in connection with publication of her book, "This Side of Innocence," which will also be filmed.

FLETCHER WILEY, who controls the "Housewives' Protective League" and "Sunrise Salute" programs, is back in Hollywood following New York conferences with Galen Drake, director of the shows in Gotham, and Kevin Sweeney.

Waring Gets McGee Spot As Summer Replacement

(Continued from Page 1)

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

Philip S. Barrison

Funeral services will be held today for Philip S. Barrison, 57, former dramatic director of WMCA, who died at his home Monday after a short illness. He formerly produced "Five Star Final" and other programs. He is survived by his widow, Mrs. Mabelle Barrison.

Youmans Funeral Today At Church Of St. Thomas

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

ROSS FEDERAL RESEARCH CORPORATION

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

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



THE Society for the Prevention of Cruelty to Animals was chartered on April 10, 1866. The "Society for the Prevention of Sponsor's Headaches" was organized on WIP in 1922

WIP

WIP—FM

PHILADELPHIA

5,000 WATTS • 610 K.C.

MUTUAL'S 3rd MARKET AFFILIATE



Wanna buy a horse?

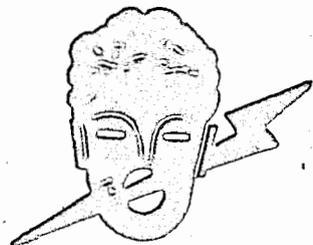
Some of the shrewdest buying in the world, it is said, is done at horse sales.

You've heard, no doubt, about the "teeth test." But in putting the ad together we learned about a new one. The "wind test." The vet sticks his nose up to the horse's nose and listens to the horse breathe.

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

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

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



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

## America's Relations with America

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

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

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

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

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



AMERICA'S NO. 1 NETWORK



A Service of Radio  
Corporation of America

...the National Broadcasting Company

CHICAGO

By BILL IRVIN

VIOLET KMETY, formerly with WWZR, Chicago FM station, and more recently with Muzak, Inc., New York, in program work, has been appointed program director of WWZR, it was announced by E. F. McDonald, Jr., president of the station. WWZR programs for the past six years have featured only music. It has had no sponsored broadcasts.

Dr. Preston Bradley, well known Chicago minister and radio commentator, will join ABC's "Hymns of All Churches" program on September 16, with an augmented choir and additional musical background. Dr. Bradley will present inspirational talks on good living, book reviews, and a "Question and Answer" period. From time to time he will also present guest personalities and dramatizations of religious experiences. "Hymns of All Churches" is heard Mondays through Fridays, 9:30 to 9:45 a.m., CST, under sponsorship of General Mills, Inc., Minneapolis. Dancer-Fitzgerald and Sample is the agency.

Riley Jackson, beginning April 14, will replace Forest Owen as producer of the "Quiz Kids." Owen is transferring to Hollywood where he will handle production on "Lum and Abner" and other Wade Advertising Agency's programs on the coast.

"Song Spinners" Signed Twice

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

Dot Lamour Kate Smith Guest

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

It's  
"OUTDOOR LIFE TIME"  
in Radio Daily  
April 15th

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



Walking The Main Stem. . . !

● ● ● Schick Razor has taken over the 10:30 p.m. slot Monday nites on CBS starting the end of the month. . . A radio-telephone with a 20-mile range will be the surprise new feature of a popular brand of '46 car to be introduced shortly. . . Olsen & Johnson have postponed their London trip. Enormous taxes over there scared them off. . . Dramatic coach, Phyllis Laughton, will become a director for International Pictures. . . Nat Moss, the 400 Club boss, and T. Dorsey cooking up a deal. Moss is also angling to make own films in collaboration with Abe Lyman. . . Y & R radio head, Tom Lewis, recipient of a special citation from Treas. Sec'y Fred Vinson for his War Finance Program work. . . Paul Puner, one of the founders and president of Musicraft, resigning due to ill health. . . Frank Orsatti, H'wood agent, reported planning to retire for the same reason. . . Bernie Schubert's new audience participation show, "Listen, Carefully," with Jay Jostyn in the role of emcee, which auditioned last week at CBS drew good reports. . . Tommy Lyman still nixing radio offers. . . Geo. Wolf's marriage to Miriam Gaffney surprised the entire NBC flack dep't, which had been kept in the dark all along. . . Carl Brisson says society is made up of a lotta people who continually soft-soap you in the hope of seeing you washed up.

— Give To Conquer Cancer —

● ● ● Question Marks: What's holding up the Chrysler-Kostelanetz renewal? . . . Is Ford dropping Bob Crosby? . . . Has P & G bought General Electric's Sunday nite slot on NBC? . . . Is it true that CBS has been pressuring low-rating advertisers to get better or get off? . . . What's gonna be new with the Hit Parade? . . . Is it true, as his sec'y insists, that Jack Rosenberg never pays any attention to messages so therefore she rarely takes any for him?

— Give To Conquer Cancer —

● ● ● Ralph Edwards has one of the best memories in radio. Whenever a contestant for "Truth or Consequences" mentions his home town, Ralph comes right up with the call letters of the local NBC outlet. . . Bobby Byrne coming back to Roseland with seven ABC wires a week. . . Lolita Cordoba's "Arroz Con Pollos," which Robbins just bought, is as hot as her nite club routine. . . Norman Barash, Herb Shriner's writer, collaborating with Joe Stein on the Hildegard aircer, subbing for the ailing Lew Meltzer. . . Margaret Whiting has invested her royalties from "It Might As Well Be Spring" in a piece of H'wood property. Intends to build an apartment house to tenant only ex-GI's. . . Bob Olin's restaurant a new hangout for the radio crowd. . . Don Dunphy at WINS has gotten up a bowling team which is entered in the Journal-American Invitational Bowling tournament Sat. nite. Other members of the team are Geo. Frey and Les Vaughan, of NBC, John Tobin of WINS and Chas. LaPorte of CBS. . . Lanie Harper, production ass't on "County Fair," will be selected as "Miss Subway" for the month of June. . . Guy Lombardo's crew doing one nites for the first time in five years. . . Johnny Bothwells ork signed by GAC, with his wife, Claire Hogan, supplying the vocals. . . Jocko Maxwell, only Negro sportscaster on the air, back on WWRL after a stretch in the Army. . . Bill Stern defines a fad as something that goes in one era and out the other.

— Give To Conquer Cancer —

● ● ● Our Hat's Off Dep't: Eddie Foy's boff clowning in "The Red Mill," plus some excellent staging by Billy Gilbert. . . "The Falcon," which leaped three points since Carlo DeAngelo took over. . . Marilyn Cantor's Sunday ayem stint via WHN, a stanza geared for the kiddie trade and packed with goodies. . . The Korn Kobbler, still a big click after three solid years at Rogers' Corner. . . The sock 2-in-1 show at the Zanzibar. . . CBS' "Theater of Romance," mike-nificent Tues. nite entertainment. . . Ex-Toots Shor bartender, Frank Saunders, who is sending click on the Arthur Godfrey aircer.

— Give To Conquer Cancer —

LOS ANGELES

By RALPH WILK

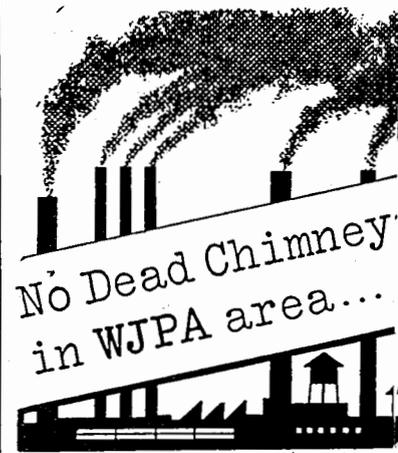
BERLE ADAMS, talent and recording director for Mercury Radio and Television Corp., has announced the appointment of Jerry Johnson as West Coast publicity and promotion representative for the platter outfit. Johnson has a long term contract with Mercury which will not affect his representation of Johnny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

Ginger Rogers, who won an "Oscar" in 1940 for her portrayal of "Kitty" re-created the role in the Academy Award Theater presentation of "Kitty Foyle," Saturday, April 6, over KNBC. CBS. Producer-director for the program is Dee Englebach. Music is by Leith Stevens and his orchestra. Hugh Brundage announces.

Robert Light is quitting the agency field to devote his entire time to writing for pictures and radio.

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

Tuesday, March 25, marked the turn to the "Amos 'n Andy" show. Jim (Gabby Gibson) Basquette, veteran actor, who has been out of the cast for three months because of illness.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on JOHN LAURENCE  
Friendly Group Stations, Managing Director  
write Joseph Barskey  
McGillivray, Los Angeles,  
San Francisco, New York.

- WSTV - Steubenville, O.
- WFG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



Another smash in

THE SATURDAY EVENING  
**POST**  
APRIL 13, 1946

... to build a bigger audience for ABC advertisers

For top entertainment Saturday nights



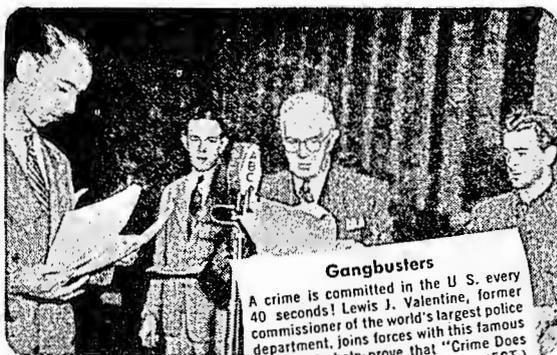
Listen to  
**ABC**

AMERICAN BROADCASTING COMPANY



**Boston Symphony**

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



**Gangbusters**

A crime is committed in the U. S. every 40 seconds! Lewis J. Valentine, former commissioner of the world's largest police department, joins forces with this famous program to help prove that "Crime Does Not Pay." Saturdays at 9 p.m. (EST.) (Waterman Pens)



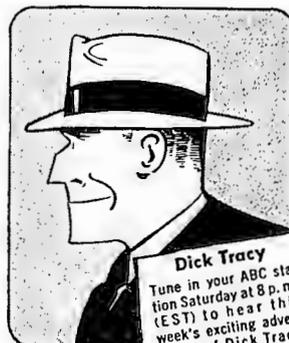
**Famous Jury Trials**

Authentic reenactments of famous jury trials that move swiftly, keep you wide awake. See if you can guess what verdict the jury will hand down this Saturday. 8:30 p.m. (EST.)



**The Green Hornet**

Follow the breath-taking adventures of newspaper publisher Britt Reid, who, as the Green Hornet, tracks down characters of the underworld. Saturdays at 7:30 p.m. (EST.)



**Dick Tracy**

Tune in your ABC station Saturday at 8 p.m. (EST) to hear this week's exciting adventures of Dick Tracy. (Tootsie Rolls)

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

And not only on Saturday night! There's top-notch entertainment in store for you every night - and every day - when you listen to ABC. You'll hear *Paul Whiteman*, *The Quiz Kids*, *Breakfast in Hollywood*, *Bride and Groom*, *LaGuardia*, *Winchell*, *The Theatre Guild on the Air* - and

a long list of other great shows, famous news programs, forums, religious programs, sports events.

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

**Why more leading companies are advertising on ABC today**

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 202 stations reach all the people who live in 22 million radio homes located in practically every major market in the United States. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.

**American Broadcast**

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

*Note to Time Buyers!*

## Sees Set-Production Under FCC Estimate

(Continued from Page 1)

tion, created a few months ago to handle the tremendous increase in "ham" activities expected in future.

Attributed in large part to the great number of GI's introduced to radio while in service, this expansion is expected to triple or quadruple the pre-war volume of 20 million dollars in amateur equipment. The number of ham licensees is expected to jump to 250,000 from the pre-war figure of 66,000.

Although the first full year's production of ham equipment is expected to be consumed by the pent-up demand in this country, the section plans to help foster amateur radio activity abroad, where the potential market is "limitless," according to RMA members.

## Sports Will Be Topic At ATS Meeting Tomorrow

"Television and Sports" will be the subject of the American Television Society's regular monthly meeting tomorrow night (April 11) at the Hotel Barbizon-Plaza. Tom Slater, president of the Sports Broadcasters Association, will preside.

Other participants in the discussion of video's role in sports coverage will be: Bill Slater, WOR-Mutual, Burke Crotty and Bob Stanton of NBC television, and Bob Edge of CBS.

At this meeting the nominating committee will present its slate of officers for the 1946-47 term to the membership. The committee has recommended George T. Shupert for reelection as president, Ralph Rockefeller for vice-president, Dian Dincin for secretary, and Archibald U. Bromfield for treasurer.

It has proposed a board of directors composed of David Hale Halpern, Don McClure, Alice Pentlarge, Charles Alicoate, Frederick A. Kugel Edward C. Cole and Richard Manville.

## President's Audience

Army Day radio address of President Harry S. Truman from Soldier's Field in Chicago on last Saturday was heard by 6,850,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc. The rating for the speech was 14.1 while President Truman's share of the listening audience was 79.4.

Send Birthday Greetings To

April 10

William B. Dolph Fred Hall  
Haven MacQuarrie Eddie Rubin  
Sigmund Spaeth Mark Warnow

## This Year 'Crucial' For FM, Senate Committee Tells FCC

(Continued from Page 1)

channels for veterans noting that the "vast preponderance" of FM grants thus far have newcomers to the field, saying GI's should get an opportunity as a "revitalizing" influence in radio broadcasting. "Several reasons can be advanced for this frustration of hope that FM would usher in an epoch of more scattered control," the report said. "The first of these is the fact that the potentialities of FM were never fully publicized outside the trade."

"The FCC," the report contended, "has not educated the lay public with respect to the opportunities of FM broadcast; and many investors, ready and able to enter the field, are not familiar with the possibilities of radio."

### Reviews Veterans Plight

Discussing "veterans and FM," the report said: "One of the most controversial aspects of the FCC's decision to distribute all frequencies immediately, is the fact that it denies to men and women now in the Armed Forces and to veterans recently discharged, an equal opportunity to compete with other citizens for FM frequencies."

"All of the more desirable frequencies may well be distributed before these members of the Armed Services are re-established in civilian life and have had time to organize their broadcasting ventures."

Emphasizing that there are many radio experts in the Armed Forces, the Senate Committee added: "These men are certainly entitled to a place in FM broadcasting if they wish to apply for it. Many of them have expressed their interest in applying for FM licenses, but are not yet released from the service. The FCC concedes the justice of their claim but argues that it is more important to provide jobs for thousands of veterans in set manufacturing than to provide opportunities for dozens in station ownership."

### Cites RADIO DAILY Story

"This of course assumes that reservation of 20 FM channels for later distribution would cause a decrease in consumer demand for FM sets, an assumption which, it has been pointed out, is open to question." Unable to get early reports from the FCC on the Commission's poll of radio set manufacturers, the Senate Committee reprinted a RADIO DAILY Story (March 20) which stated that although set production would break all records this year, FM would be "frozen out."

The Senate Committee's report was highly critical of the FCC reversal last year of its previous stand on reversing some FM channels on the question of program duplication.

The Committee backed FCC Commissioner Clifford Durr's dissenting opinion in the matter, commenting that the abandonment of the requirements of separate programming is a factor which may seriously stunt the

growth of public interest in FM broadcasting.

"It has also been stated in support of the Commission majority's views," the report said, "that there will be a great many frequencies left in 2 or 3 years even if no frequencies are held back for later distribution. This state-

### Suggestions

Three suggestions were made to the FCC in connection with the handling of FM applications. These suggestions follow:

"1. That the commission give careful attention to a plan whereby a certain number of FM channels be reserved for distribution after veterans have had a chance to organize their applications and after the number of receivers in the hands of the public made the enterprise feasible for modestly financed newcomers. The number of receivers now in use and in production is too small to make the venture immediately profitable. It is suggested that this reservation could be made most fairly on a city-by-city basis, in the manner desired in the section on 'tight areas.'

"2. That the commission give consideration, in weighing applications, to an applicant's plans for future growth, as well as his present blue prints.

"3. That the commission undertake to keep the public fully informed of the development of new communications devices; that it encourage the widest possible participation in their development; and that it provide information and assistance to prospective applicants, both in Washington and in its various field offices."

ment, while literally true, is somewhat misleading. Frequencies are always available in certain parts of the country where stations cannot profitably be operated. Even today, with AM frequencies becoming so highly valued that transfers of major stations in big cities are seldom made for considerations of less than \$1,000,000, there are still AM frequencies available to applicants in the less populated, less prosperous market areas. Actually, at the present time, there are many metropolitan centers where there are insufficient FM frequencies to satisfy even applications already on file."

In conclusion, the report stated:

BALTIMORE'S *Listening Habit*



MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager

FREE & PEYERS, Inc., Exclusive National Representatives

## Cohen, UN Official, Set For Ohio Meet

(Continued from Page 1)

of Chilean Ambassador-at-large, will discuss "Radio Policies in the UNO," at the meeting. Completing the special panel will be Sterling Fisher, assistant public service counselor of NBC; William Bearup, overseas representative in London of the Australian Broadcasting Commission; Dr. Arno Huth of Geneva, Switzerland and Dr. P. H. Frederick Chao, professor of education at the National College of Rural Construction Chungking.

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

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

## SINGAPORE SAL SAY:

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

## SINGAPORE

Exotic Chinese and Island Foods FOR DINNER AND AFTER THEATRE BROADWAY • ATOP WINTER AT 50TH GARDEN BLDG.

**COAST-TO-COAST**

—MISSOURI—

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

—WASHINGTON—

**YAKIMA**—New local shows on KIT include, a sidewalk interview, sponsored by Robert L. Saxton, local realtor; Bob Frisque, at the piano, sponsored by a local department store; Shorty Wilkerson, hillbilly singer, sponsored by Intervalley Equipment Company; an audience participation show, sponsored by Snyder Bakers and Avenue Clothiers; Simon's Furniture has started a five-a-week afternoon show patterned after a newspaper column and including telephoned answers to cash prize questions; and "Building Facts," a five-minute show dealing with local construction now in progress.

—NEW YORK—

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

—ALABAMA—

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

**House Gives Reasons For Cutting Oil Funds**

(Continued from Page 1)

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

Requested for the radio division was \$7,570,579—to include 728 positions at a personnel cost of \$2,595,924—the largest item in the budget.

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

**Outler Refutes Petrillo Regarding WSB Music**

(Continued from Page 1)

yesterday that, "a 50,000-watt station in Georgia employs only three musicians at \$20.00 per week."

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

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

**Will Transcribe Atom Tests By Army Planes on WBBM**

(Continued from Page 1)

tests were set in motion when Jim Hurlbut, WBBM special events director departed last weekend for Roswell, N. Mex., sight of test. Hurlbut flew to New Mexico in an Army C-54 plane. He will return Wednesday. The broadcast, via wire recorder, will feature interviews with pilots and technicians and will be aired upon Hurlbut's return.

**N. Y. Stations Will Cover High School Forum Meet**

(Continued from Page 1)

York City as public service features. "The World We Want" will be broadcast by WEFB from 10:00-11 a.m., and from 4:30 to 4:45 p.m., and WOR will pick up highlights of the session from 11:15 a.m. to 12 noon. Other New York stations will participate in the coverage of the Forum which will attract representatives of 400 secondary schools in the metropolitan area.

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

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

(Continued from Page 1)

held at the Belmont Plaza Hotel in New York.

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

**King Resigns Post**

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

**AGENCIES**

**W. C. WHITTEMORE, JR.**, formerly with the Headley-Reed Company, radio representatives, and the Coca-Cola Company, has joined the marketing and merchandising division of Batten, Barton, Durstine & Osborn, Inc.

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

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

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

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

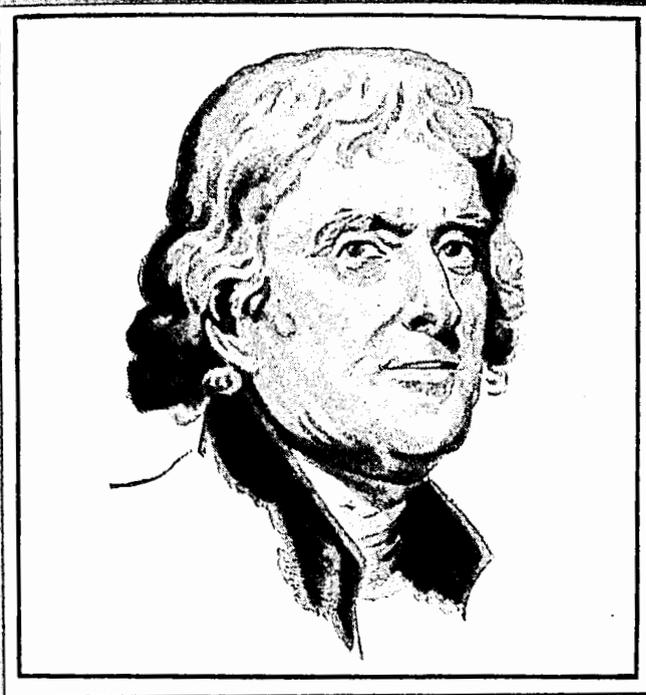
**NOW**  
THE FIRST  
MAJOR IMPROVEMENT  
in radio facilities in years  
FOR  
**MINNEAPOLIS • ST. PAUL**

**5000 WATT\***  
DAY and NIGHT  
**WLOL**  
MUTUAL—BASIC

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

\* CP granted, in operation in May, 1946.

**LEN STERLING**  
LA 4-1200



Thomas Jefferson . . . born April 13, 1743

## THOMAS JEFFERSON said . . .

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

**AS TRUE TODAY  
AS IT WAS THEN!**



GUARDIAN OF  
AMERICAN  
FREEDOM

# WWJRB

THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"  
Columbia-Broadcasting System Basic Station • Fisher Building, Detroit



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 9

NEW YORK, N. Y., THURSDAY, APRIL 11, 1946

TEN CENTS

## FCC 'Okays' FM Report

### Agencies Watch Tele, Brophy Tells 4A Meet

Advertising agencies are very much aware of the possibilities of television as a new and powerful medium and are watching very closely its development into a major industry, Thomas D'A. Brophy, president of Kenyon & Eckhardt, Inc., said yesterday as the annual AAAA meeting got under way at the Waldorf-Astoria Hotel in New York.

Addressing a closed meeting of over 200 agency executives of the AAAA group, Brophy explained that current

(Continued on Page 7)

### Metropolitan Television Acquired By Hirschmann

Ira A. Hirschmann has acquired ownership of Metropolitan Television, Inc., including FM station WABF and experimental television station W2XMT. Hirschmann explained that the transaction is subject to approval of the FCC.

Hirschmann will be president and managing director of the company. He had been vice-president.

### CBS Affiliates Reelect 7 To Board; Add Two

Seven members of the CBS affiliates advisory board, including its chairman and secretary, were re-elected this week as returns were compiled. Two new members were also elected to the board.

I. R. Lounsberry, WKBW, Buffalo, and E. E. Hill, WTAG, Worcester, chairman and secretary, respectively, were re-elected by affiliates in their

(Continued on Page 8)

### Fooled 'Em!

Having just completed sponsorship of Madison Square Garden basketball, Nedick's invited the sports staff of WHN and the Weiss & Geller agency men to luncheon. With dire foreboding the group adjourned downstairs and gazed anxiously toward the "Orange Lounge" at the corner—but actually they wound up in the dining room of a famed hotel.

### Trade Show

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

### Radio Councils To Aid World Peace Program

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

The councils who will participate are: the Radio Council of Greater St. Louis, the Radio Council of Greater

(Continued on Page 7)

### Patent Office To Reclassify All American Patents

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

In addition, the Patent Office is surveying the need for world-wide

(Continued on Page 8)

### Holy Week, Easter Sunday Will Influence Programming

Radio will observe America's first peacetime Easter since 1941 with special broadcasts from churches and public gathering places throughout the nation.

Throughout Holy Week, the airwaves will feature special church services, Bible readings, ecclesiastical music and other programs appropriate to the Resurrection, climaxed by the beautiful Sunrise Services and other ceremonies on Easter Sunday. NBC will begin broadcasting a half-

### Tells Senate Small Business Committee It Is 'Wholeheartedly' In Accord With Suggested Program

### UN Officials Avoid Cameramen Dispute

Efforts to get the UN organization to arbitrate the jurisdictional dispute between IATSE and the IBEW over filming for television at the Security Council meeting at Hunter College have proved unsuccessful, RADIO DAILY learned yesterday.

For the past two weeks television cameramen belonging to IBEW have not been able to make video films of the conference for CBS because of

(Continued on Page 3)

### ABC Directors Relected At Stockholders Meeting

The board of directors of the American Broadcasting Systems were re-elected to serve another year at the annual stockholders' meeting held in New York this week.

### Television On Agenda Of SMPE May Meeting

Television will be included in the agenda of the Society of Motion Picture Engineers at their 59th semi-annual technical conference which

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—The FCC has declared it is "wholeheartedly" in accord with the objectives of the Senate Small Business Committee's report on FM. The Commission, which has been the target of critical comments on its FM program recently, lost little time in issuing a statement following the Senate Committee's report.

"The Commission," the FCC statement said, "agrees wholeheartedly with the objectives of the Senate

(Continued on Page 7)

### Movie-Radio Rivalry On Summer Time Sked

Youngstown—Conflict between the radio and theater interests in the Youngstown area on the subject of daylight savings time has resulted in the Vindicator, daily paper, conducting a poll of public opinion.

Radio listeners through WKBN are being invited to vote for daylight savings time. The station points out in announcements that if Eastern

(Continued on Page 3)

### New WMAQ News Show Will Be On Wire Recorder

Chicago—A new Monday through Saturday wire-recorded spot newscast will be heard over WMAQ from 12:45 to 1:00 p.m., CST, weekdays and on Saturdays at 11:45 to 12 noon CST.

(Continued on Page 2)

### Social Note

Radio is awaiting the arrival of the Marquess of Queensberry who is coming to New York from London on May 11 to be present for the Louis-Conn fight on June 17. Plans for his reception being made by Edward M. Kirby, public relations counsel, include a visit to the White House, New York civic welcome, and initiation into the Saints and Sinners.



Vol. 35, No. 9 Thurs., Apr. 11, 1946 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. Mierser...

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

FINANCIAL

(Wed., April 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Television On Agenda Of SMPE May Meeting

(Continued from Page 1) will be held at the Hotel Pennsylvania May 6 to 10. Papers will include one by Albert Rose, RCA Laboratories, Inc., Princeton, N. J., on a unified approach of the performance of photographic film, television pick-up tubes and the human eye.

Joins Donahue & Coe

Harold F. Kittilsen, who has been with the Paul Beers Studios, has joined the art department of Donahue & Coe, Inc.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

WOW logo with 'PORTLAND OREGON' and 'REPRESENTED BY EDWARD PETRY & CO., D.' text.

Coming and Going

ERNEST DE LA OSSA, personnel director at NBC, has returned from Hartford, where he addressed the National Office Management Assn., on the subject, "Employee Information."

JOHN E. FETZER, president and general manager of WKZO, Kalamazoo affiliate of CBS, has arrived in New York from Michigan.

MARTIN AGRONSKY, who is covering the UN Security Council meetings for the American network, spent the week-end in Washington, D. C. He's now back on the job at Hunter.

FRANK KING is in town. He's the president and station manager of WMBR, Jacksonville, Fla.

JOHN CARL JEFFREY, general manager and sales director of WKMO, Kokomo, Ind., is here for talks with officials of CBS and the national representatives of the station.

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

DON W. HAYNES, who has been engaged as technical adviser for the forthcoming film dealing with the life of Glenn Miller, has left for Hollywood to start work on his assignment.

HOWARD LANE is in town from Portland, Ore.

EDGAR KOBAK, president of the Mutual network, is back at his desk well tanned from 16 days in the Floridian sunshine.

WILLIAM F. MALO, commercial manager and sales promotion director of WDRC, Hartford, and WALTER B. HAASE, program director of the station, conferred at CBS on Tuesday.

BILL BARLOW, publicity director for WLW, Cincinnati, is in Gotham. He plans to remain until Saturday.

FRANCES McGUIRE, femme commentator on WIP, Philadelphia, was in New York this week for the Lewis & Conger dinner.

JOE L. SMITH, JR., owner of WJLS, Beckley, W. Va., paid a call this week at the offices of CBS, of which the station is an outlet.

H. E. TAYLOR, JR., sales manager of the transmitter division, Allen B. DuMont Labs., spent Tuesday in Springfield, Mass., where he addressed the advertising club of that city.

I. R. LOUNSBERRY, executive vice-president of WKBW, Buffalo, a CBS affiliate, is in New York on station and network business.

BURTON M. ADAMS co-ordinator of co-operative programs for NBC, is at Virginia Beach, Va., for the meeting of the 4th District, NAB.

New WMAQ News Show Will Be On Wire Recorder

(Continued from Page 1)

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

Spot news events throughout the city will be wire-recorded for re-broadcasting; initial broadcast of the series will be followed by a press luncheon at the M & M Club in the Merchandise Mart, hosted by Jack Ryan, NBC Chicago press chief.

On "Catholic Hour" Series

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

Anthony Gets WJR Post; Haas Given Promotion

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

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

Before this move to Detroit, Anthony, in addition to his WHN promotion efforts, was secretary of the Television Producers Association and active in the Radio Executives Club. Before going with WHN in 1944, he was assistant audience promotion director of Mutual Broadcasting System.

Top-notch network personality, morning man. Qualified as program director. Writer—producer—announcer. Eight years. Married. Sober. Prefer West or Mid-Western progressive station. Available May 30th. Wire or call Paul Douglas—Pennypacker. 4-5-7-8. 1704 Walnut St., Philadelphia.



Deep water stuff

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

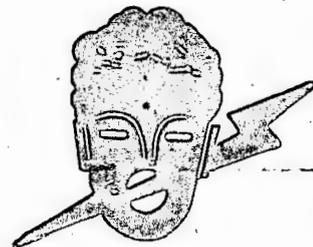
If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

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

And you plan to use radio...

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for W DAS featuring a clock face with 'NEWS ON THE HOUR EVERY HOUR' and text: 'That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON W DAS'

# Movie-Radio Rivalry On Summer Time Sked

(Continued from Page 1)

Standard Time is continued for the summer many popular network programs will have to be dropped as the programs originate in New York on daylight savings time.

Theater managers generally are opposed to adoption of daylight savings time. They declare it discourages families from suburban areas where standard time is in effect from attending movies, because they must leave home an hour earlier.

### Many Remaining EST

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

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

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

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

### Operatic Series On WHOM

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

**5000 WATTS 1330 KC.**  
**WEVD**

ENGLISH • JEWISH • ITALIAN  
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

# Holy Week, Easter Sunday Will Influence Programming

(Continued from Page 1)

will pick up the special services from the Grand Canyon, 8:30 a.m. "A Veteran's Easter" will be the theme of a broadcast from Fitzsimmons General Hospital, Denver, 9:15 a.m. Completing the series of religious programs will be the Sunrise Services from the Hollywood Bowl, 9:30 a.m., except WEAF.

CBS will begin its holiday observance with an hour-long broadcast of the 174th annual Moravian Sunrise Services at Winston-Salem, N. C., 6 a.m., EST. Catholic Mass from Hines Veterans Hospital in Illinois, 7 a.m., will be followed at 7:30 by the annual Knights Templar services from Arlington Cemetery, with a sermon by G. Bromley Oxnam, president of the Federal Council of Churches of Christ in America, and music by the U. S. Marine Band.

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

Mutual's observance will begin at 7:15 a.m., EST, with services from Montreal featuring the Salvation Army Citadel Band. Two hours of religious programs, Young Peoples Church of the Air, Voice of Prophecy and Radio Bible Class, will be heard

### New Outlet For Reno

Reno—A new 250-watt station, on 1340 kc., goes on the air June 1 as an affiliate of the Don Lee network, bringing the web's total to 40 outlets. The new station is owned by Sierra Broadcasting Co., R. K. Wittenberg, president, and Dr. Dana D. Little, vice-president. Call letters have not been selected as yet.

**5000 WATTS NOW**  
**50,000 WATTS SOON**  
**WLAW**  
Offers Advertisers  
**Lyr. Rate Protection**  
On Contracts Accepted  
by April 20th.

Contact **WEED & CO.,**  
National Representatives  
for CHOICE STATION TIME  
and SPOTS

# UN Officials Avoid Cameramen Dispute

(Continued from Page 1)

IATSE objections. The IATSE, which claims jurisdiction over all movie cameramen, threatened to pull newsreel crews if the IBEW cameramen worked.

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

### NBC 'Frisco Conference

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

### Eliot V.-P. Of W. E.

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

LIKE THE NAME OF

*Stradivarius*

ON A VIOLIN...

that's **WIRE**

ALL OVER THE INDIANAPOLIS  
BUYING AREA WHERE SALES SUCCESS  
DEPENDS ON THAT EXTRA QUALITY  
COVERAGE

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

# FOR OUTSTANDING



# PUBLIC SERVICE



**WOV receives Peabody and Variety Awards  
for contributions to American radio in 1945**

**— the result, we believe, of a balanced program policy.**



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

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

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

# WOV

**New York**

Ralph N. Weil, General Manager   Arnold Hartley, Program Director   John E. Pearson Co., National Rep.



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

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

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

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

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

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

**NBC**  
Radio-Recording Division



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



### Michigan Ave. Memorandum. . . !

• • • Bob Ballin, Jack Benny's radio producer, in town looking over possible origination points for Jack's May 12 broadcast from here. . . . Danny Thomas goes into the Chez Paree May 8 for an extended engagement. . . . What's this about Maggi McNellis, the former

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

#### — Give To Conquer Cancer —

• • • When Mrs. Dora Goodman's boy Benny had his life story dramatized on a recent "Freedom of Opportunity" show via Mutual, Mrs. G. dropped into WGN studios for a picture-taking session with Ray McKinstry and Harry Elders, clarinet and voice, respectively, in the dramatization. Mrs. Goodman was nervous at sight of the camera. "I get so excited when I do anything connected with my boy Benny," she confessed. Mother Goodman's pictures turned out okay in spite of her tenseness, especially the shot taken when she relaxed into a charming and relieved smile after the photographer had told her the "shootin'" was all over. . . . Eddie and Fannie Cavanaugh recently celebrated their 24th anniversary on the air, making them radio's oldest team. . . . Everett Mitchell, director of agriculture of the NBCentral Division, will address the sessions of the Governors' Conference on Rural Life at Jackson, Miss., April 25 and 26. . . . WBBM sportscaster John Harrington ailing with laryngitis. . . . When Jack Dempsey guested on the Quiz Kids, six-year-old Richard Weixler demanded to know: "Could you beat Joe Louis?" Without hesitation the Manassa Mauler replied: "Of course, I could beat Joe Louis. I could even beat Superman. But don't let Joe Louis hear I said so." . . . When Merrit (Mac) Schoenfeld of ABC induced Bert Bell, the National Football League's new commissioner, to give American a three-year exclusive on the league's championship game, Schoenfeld first tried to get Bell to agree to five years, but Bell held to the three-year limit, explaining that that was the best he could do because his own contract with the league ran for only three years.

#### — Give To Conquer Cancer —

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

#### — Give To Conquer Cancer —

## LOS ANGELES

By RALPH WILK

**BERTHA KELLY**, former asst. rad editor of the Hollywood Reporter, has joined the staff of Jack Rourk Productions and will be assistant Rourke.

George Goodale, new flack for the Los Angeles Baseball Club, is getting his boss, Bill Sweeney, Angels' manager, into the greasepaint for appearances before the Don Lee W6XA television cameras.

Al Sack has signed Ed Kustrombrionist, and Ralph Hansell and Sammy Weiss, drummers, for the 3-piece orchestra he will conduct on the new Bourgeois show, "Listen to a Lo Song," starring Tony Martin. The program debuts April 20 over the Columbia network.

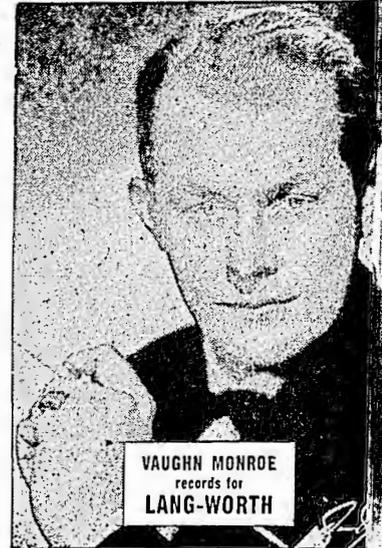
Six Pullman berths, purchased from a local salvage company by Walt Tetley, "Leroy" on "The Great Gildersleeve," have been converted into guest house by the valley actor at Encino ranch.

Raymond R. Morgan, Producer of Williamson and Master of Ceremonies Nils T. Granlund are proud as new parents over the Hooper rating of given their new CBS show, "You're the Act." On the air less than a month, and still a sustainer, the show is climbing fast, in mail pull a ticket demand, as well as in Hooper status.

Walter Tetley's, "Leroy" on "The Great Gildersleeve" program on NBC is set to do the narration on a series of 16 mm. color films of children's stories to be produced by Blackby Films.

**LEN STERLING**

LA 4-1200



VAUGHN MONROE  
records for  
LANG-WORTH

# Agencies Watch Tele, Brophy Tells 4A Meet

(Continued from Page 1)

...ance on the growth of television... clearly indicated in the recent establishment of a special committee on video which has been merged with the radio advisory group of the agency organization under the guidance of Louis Brockway, executive vice-president of Young and Rubicam. This committee will determine video policy similar to the radio faction.

## Agencies Just "Observing"

Although advertisers are cognizant of the value and potential of video when it becomes a national-network proposition, "agency people are maintaining a position of observing trends rather than formulating policies," Brophy pointed out, "and despite the difficulties this new medium offers in its development period," television represents a real challenge to advertising agencies.

On the other hand, however, agency men are of the opinion that they should have an "active part in the development of television as an advertising medium," he added.

Much of the watchful-waiting policy agency heads, however, is due to present uncertainty in television play, Brophy pointed out, and until things are in the hands of the public in sufficient number, and a market is established, little can be done in the way of effective preparation. Despite the physical and economic difficulties of the situation, "agencies will be equipped to make use of the facilities of television as soon as they become available," he said.

## Feltis Talks On BMB

Hugh Feltis, president of Broadcast Measurement Bureau, paid tribute to the advertising agency field for the support given the BMB plan and outlined its functions.

Feltis explained that BMB was established to answer two fundamental questions which advertisers and agencies continually ask stations and networks: "What is the size of your audience? Where is it located?"

"BMB audience measurements will permit an analysis of costs in relation to station audience, providing an evaluation factor comparable to millimeter rates in newspapers or cost per thousand circulation in magazines," Feltis said. "Cost per thousand listeners may be based on a station's total audience or on its audience within a certain area of interest to the advertiser."

The BMB plan will help evaluate stations and networks, Feltis concluded. "It does provide a yardstick, heretofore lacking, by which to measure an important dimension of a station or network," he said.

It's  
**"OUTDOOR LIFE TIME"**  
in Radio Daily  
April 15th

# FCC 'Wholeheartedly' Agrees With Senate's FM Proposals

(Continued from Page 1)

Small Business Committee's report, which urged the avoidance of monopolistic tendencies in FM broadcasting and the adoption of licensing policies which will foster wide diversity of ownership in FM stations."

The Commission generally adopted a "me too" attitude toward the Senate Committee report, which shot several barbs at the FCC's majority stand on FM, particularly on veterans' chances in FM.

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

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

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

## "Plans A "Thorough Study"

After the Commission has processed all of the applications in these first two categories, namely one to a customer and cities without service, it will then make a thorough study of the situation to determine how it should proceed with the consideration of further applications. If at that time it should appear that the procedures followed have not already afforded an ample opportunity for newcomers to prepare and file applications, the Commission will consider ways and means of providing time for such further opportunity.

**Suggestion 2,** That the Commission give consideration, in weighing applications, to an applicants' plans for future growth as well as his present blueprints: Opportunity for expansion is the lifeblood of small business, and radio will benefit by the vigor and energy of those who enter on a small scale with ambitions to grow. Conversely, it will suffer if, during the next few years, it becomes merely the dumping ground for investment-thirsty capital accumulated on other fields. The section headed "opportunity for business growth" describes a method of fostering the growth of

FM stations from small beginnings.

The Commission's policy of providing for future expansion of FM applicants was discussed by Assistant Chief Engineer John Willoughby at the Broadcast Engineering Conference in Columbus in March.

In this connection, the Commission hopes that the report of the Senate Small Business Committee will stimulate newcomers and persons of modest financial resources to investigate fully the FM possibilities, particularly of the community class of station. This class of station does not require extensive financing, offers excellent coverage and is far superior to the local class of station in the standard or AM broadcast band.

**Suggestion 3,** That the Commission undertake to keep the public fully informed of the development of new communications devices, that it encourage the widest possible participation in their development, and that it provide information and assistance to prospective applicants, both in Washington and in its various field offices: Again the Commission is in full agreement with the Committee. In fact it has co-operated with the Committee in the preparation of a 100-page docu-

# Radio Councils To Aid World Peace Program

(Continued from Page 1)

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

ment entitled "How to Apply for an FM Broadcast Station" which contains all of the relevant information which a person seeking to enter the FM business needs to have. It is the Commission's hope, and we understood it is the Committee's plan, that a large number of these documents will be printed and that they will receive the widest possible distribution.

With respect to the suggestion that the Commission provide information and assistance to prospective applicants, it has always been and now is the Commission's policy, within the limit of the appropriations given it by Congress, to make its staff fully available for such purpose.

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



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

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

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the May issue!

watch Radio Mirror



# All American Patents To Be Reclassified

(Continued from Page 1)

classification of patents and allied literature.

As an example of one Patent Office classification that is badly out of date, officials cited class 250, radiant energy, established in 1912. This class contains sub-class 11, directive radio signaling, which comprises 1,176 original patents and 383 cross references, and sub-class 20, radio receivers, consisting of 2,763 original and 1,016 cross-reference patents.

To make matters worse, sub-class 20 contains all types of radio receivers from the simplest early-day crystal set to the modern frequency-modulated type. Thus a person desiring to isolate a single group of patents in the radio field has first to sort them out and do his own classifying.

Once the Patent Office has successfully completed the reclassification of the material on hand, it faces the additional problem of making this information readily accessible. Officials proposed that duplicate sets of all patents and patent literature be maintained at several well-placed central libraries throughout the United States and also in foreign countries.

## Agency Drops Sing Spots

Dropping musical jingles and singing commercials, Batten, Barton, Durstine & Osborn, Inc., are producing a new series of spots featuring symphonic music for Cresta Blanca Wines. Walter Tibbals of BBDO, producer, is using 46 musicians under the direction of Ray Bloch for a series of one-minute spots which feature 45 seconds of symphonic music and ten seconds of actual commercial.

Send Birthday Greetings To

April 11

Carroll Carroll Paul Douglas  
Johnny Welsh Alvina Vogel  
Stephen Chase

### VERSATILE AGENCY MAN AVAILABLE

10 years N. Y. radio station experience. Expert at: Continuity, Scripts, Production, Announcing . . . All phases agency work. Write Box 157, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

# COAST-TO-COAST

— PENNSYLVANIA —

**PHILADELPHIA**—Roger W. Clipp, WFIL general manager, has been named to the committee of businessmen sponsoring the Public Relations Conference to be held May 2 at the Bellevue-Stratford Hotel. The conference, which is called to study public relations in American industry is backed by the National Association of Manufacturers, industrial and business groups in the Pennsylvania, New Jersey and Delaware areas. . . . American wives of GI's who are about to leave for the European theater are interviewed and briefed on what to expect overseas, in a new series now being offered over WIP.

— TEXAS —

**PECOS**—KIUN, owned and operated by Jack W. Hawkins and Barney H. Hubbs, has been granted permission by the FCC for an increase in power from 100 to 250 watts operating on 1400 kilocycles. . . . **EL PASO**—Robert P. Canavan, formerly of the New York Herald-Tribune repertorial staff and recently released from the AAF as a captain, has joined KROD as news editor. . . . **FORT WORTH**—New quarter-hour airing over KGKO is "Bob-O-Link Time," featuring hymns and melodies of devotion sponsored by Bob-O-Link Gasoline. . . . **DALLAS**—Victor Schoffelmayer, agricultural and science editor of the Dallas Morning News, is now being heard in a quarter-hour broadcast over WFAA.

— KANSAS —

**KANSAS CITY**—Buddy Black, KCKN disc jockey, spent his day off last week entertaining the veterans at Wadsworth General Hospital. . . . New faces around KCKN include Patty Gordon, who has moved from the control room to the business department, Billy Lowry, Francis Reis, Paul Hawkins and Paul Snell enlarge the engineering staff with Robin Davis, having been tabbed as the charming new receptionist.

— NORTH CAROLINA —

**CHARLOTTE**—The "Dixie Mountaineers," are the new hillbilly outfit now featured twice daily over WAYS. . . . Betty Jean Gunthorpe, secretary to WAYS program director, Norman Young, has announced her engagement to Wesley Mills. W. M. Bennett, formerly of Salisbury, has joined the WAYS sales staff. . . . **GREENSBORO**—Alden Hubbell and Charles Mitchell, both having served with Uncle Sam, have returned to the control room of WBIG. . . . Bess N. Rosa, a member of the faculty of Women's College of the University of North Carolina, is now engaged in her tenth year of Parent-Teacher Association broadcasts. . . . **GOLDSBORO**—Art Madeley, recently back from overseas service with the late General Patton, is winning friends on the new daily money show, "The Block Party."

# CBS Affiliates Reelect 7 To Board; Add Two

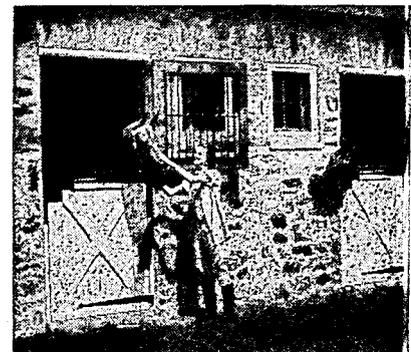
(Continued from Page 1)

districts. The two new members: Glenn Marshall, Jr., of WFOY, St. Augustine, Fla., and Kenyon Brown, KOMA, Oklahoma City, replace John M. Rivers, WCSC, Charleston, and Clyde W. Rembert, KRLD, Dallas. The board represents 148 independent-owned stations affiliated with CBS, and its next meeting is scheduled in May at the network headquarters.

Board members for the ensuing year, in addition to those mentioned, are: C. T. Lucy, WRVA, Richmond, Va.; W. H. Summerville, WWL, New Orleans; F. C. Eighmey, WTAD; Arthur Church, KMBC, Kansas City; Kenyon Brown, KOMA, Oklahoma City, and Clyde Coombs, KARN, Fresno, Calif.

## Graham Joins ABC Staff

Joe Graham, recently returned from two and a half years overseas service, has joined the American Broadcasting Company as a staff director.



the favorite—

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD



## STEEL CITY STEAL!

KQV stole the show in Pittsburgh by signing Jones & Laughlin Steel Corporation for a full hour program six days a week. Proof continues to pile up that KQV has what advertisers want!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 10

NEW YORK, N. Y., FRIDAY, APRIL 12, 1946

TEN CENTS

## U. N. Planning ET Service

### Programming Rules For FM Are Changed

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday denied two NAB requests for changes in FM rules and approved two other suggestions.

At the same time, the Commission took no action on suggestions of the Senate Small Business Committee that the FCC reverse its abandonment of requirements for separate FM programming.

The Commission denied NAB's request for amendment of regulations that permit FM stations "operating in a

(Continued on Page 9)

### New Power Increase Set For XEW, Mexico City

Mexico, D. F.—XEW, key station in Mexico City of the NBC-affiliated Mexican network, shortly will increase its power from 100 kw. to 400 kw., making it one of the most powerful standard broadcast stations in the western hemisphere. Starting operation 15 years ago—Sept. 18, 1930—as a 5 kw. station, XEW now has a 600 kw. transmitter and eventually will operate on that power. Also, sometime within the next year,

(Continued on Page 2)

### Sec'y Morgenthau Begins 2-Week Series On WMCA

Former Secretary of the Treasury Henry Morgenthau, Jr., opened a 52-week series of broadcasts over WMCA, New York, and three other stations this week (Wednesday 10:15-11:30 p.m., EST), sponsored by Ash's

Selecting a subject that is at once

(Continued on Page 2)

### Cheerio!

Leslie Mitchell, emcee of BBC's "Atlantic Spotlight" who became friendly with Ben Grauer, emcee of N. Y. NBC portion of the show will fly back to England Saturday, April 13. In the hectic weeks since his arrival, with Ben showing him the town, the Britisher tasted his first hot dog, sweated out a nylon line and ate his lunch in a chemist's shop.

### Unanimous

Washington—The Senate Interstate Commerce Committee yesterday unanimously approved the nomination of Rosel H. Hyde to the Republican vacancy on the FCC. Quick approval is expected from the full Senate. The Senate Committee took up Hyde's nomination yesterday afternoon and unanimous approval was given shortly afterward.

### Tele Filing Procedure Revised By The FCC

Washington Bureau, RADIO DAILY  
Washington—Noting that many applications are "incomplete," the FCC yesterday announced several changes in procedure for the handling of commercial television applications.

Salient points of the changes follow:

(1) Completed applications—Applications now on file which are completed under either the new or old engineering standards will be considered. An application will be con-

(Continued on Page 10)

### Ten More FM Permits Granted By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday made 10 additional grants for new FM stations, bringing the total to 385 conditional grants. In addition, the Commission granted CP's to six FM

(Continued on Page 10)

## REC Hosts UTWAC Crowd At Gala Victory Luncheon

The United Theatrical War Activities Committee terminated operations yesterday after almost four years of service to a wartime America in which it provided approximately 110,000 individual performer-free appearances from the New York and Chicago chapters. The formal salute to UTWAC was a Victory Luncheon arranged by the Radio Executives Club of New York in the Grand Ballroom of the Hotel Roosevelt that at-

tracted over 800 members and guests in addition to many stars prominent in the theater, radio and screen.

Jim Sauter, executive director of UTWAC, read the final report of activities of the group and accepted a special award from the REC presented by Murray Grabhorn on behalf of the club. Sauter revealed that over 92,000 people in show business had participated in the numerous programs

(Continued on Page 9)

## Security Council Transcriptions Readied As Service To Broadcasters And Educational Institutions

### Larmon Heads AAAA As Board Chairman

Sigurd S. Larmon, president of Young & Rubicam, Inc., was elected chairman of the board of the American Association of Advertising Agencies at its 28th annual meeting this week at the Waldorf-Astoria Hotel in New York. Frederic R. Gamble was re-elected president of the organization for a term of two years.

Other officers named were J. C. Cornelius, executive vice-president

(Continued on Page 11)

### Webs Schedule Passover Programs For Weekend

Special programs in observance of Passover, holiday commemorating the release of the Jews from bondage in Egypt, will be aired by the major webs Sunday and Monday. The week-

(Continued on Page 9)

### Four Different Groups Seek WOKO Wave Length

Albany—Officers and directors of the Patroon Broadcasting Company, one of four incorporated to obtain a license for operation of a station in

(Continued on Page 2)

A transcription service designed to provide full news-feature coverage of United Nations meetings will soon be available to all stations in the country, according to plans now being formulated by the Radio Section of the UN Department of Information.

Every word spoken at the

(Continued on Page 4)

## State Radio Bureau Using ET's Campaign

Albany—Radio stations in various parts of the State are broadcasting one 15-minute transcription and five five-minute platters explaining the State income tax and the 50 per cent deduction on personal incomes, payable April 15. The State Radio Bureau made and distributed the recordings, Director Thomas C. Stowell having charge of the work.

The 15-minute transcription fea-

(Continued on Page 11)

## News Programs Renewed On Chicago NBC Outlet

Chicago—Renewal of the 15-minute John Holtman news program and the five-minute Clifton Utley news broadcast, and orders for 380 station breaks

(Continued on Page 2)

### Turnabout

Buffalo—Effective June 1, through a switch in Buffalo stations, WKBW will leave CBS and become an outlet of ABC, while WGR will forsake its affiliation with ABC and join the station roster of CBS. Both stations are owned by the Buffalo Broadcasting Corp., WGR operating on 5,000 watts and WKBW utilizing 50 kilowatts on day-and-night basis.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

# FINANCIAL

(Thurs., April 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	191 7/8	191 3/4	191 7/8	+ 3/8
CBS A	42 1/2	42	42 1/2	- 1/2
CBS B	42 1/2	41 3/4	41 3/4	- 1 3/4
Crosley Corp.	36	35	35	- 1
Farnsworth T. & R.	15 3/4	15 5/8	15 5/8	...
Gen. Electric	49 1/4	48 3/8	49 1/4	+ 3/8
Philco	38 1/4	37 1/4	37 1/4	- 1
RCA Common	17 1/4	17	17 1/8	- 1/8
RCA First Pfd.	94	94	94	- 3/8
Stewart-Warner	22 3/8	22 1/8	22 1/4	...
Westinghouse	35 1/2	35 1/8	35 1/4	- 1/8
Zenith Radio	39	38 1/2	38 1/2	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	11 1/2	11 1/8	11 1/8	- 1/2
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	11	12
Stromberg-Carlson	23 1/2	25 1/2
WCAO (Baltimore)	34 1/2	...
WJR (Detroit)	38	...

## Four Different Groups Seek WOKO Wave Length

(Continued from Page 1)  
Albany on 1540 kilocycles with power of 1,000 watts on unlimited time, have been filed with the Federal Communications Commission in Washington. Patroon, Fort Orange, Albany and Van Curler Broadcasting Companies are seeking the wave length now held by WOKO. The station had its temporary license extended until June 1, pending an appeal by FCC to the Supreme Court from a recent U. S. District Court of Appeals revising an FCC denial of a license. FCC claimed that WOKO, Inc., had concealed stock ownership and made incorrect statements in its application.

It's  
"OUTDOOR LIFE TIME"  
in Radio Daily  
April 15th .

## New Power Increase Set For XEW, Mexico City

(Continued from Page 1)  
XEW will move into its new 12-story studio-office building in the capital. In addition to XEW the building will house Radio Programas de Mexico, national sales organization, and eventually XEQ, Mexico City outlet of the CBS-affiliated network, making it the nerve center of Mexican broadcasting. Space also will be available for advertising agencies. The first two stories will be devoted entirely to studios, including six or seven studio audience theaters with seating capacities ranging from 500 to 1,500.

Owned By Azcarraga  
XEW and XEQ are owned and operated by Don Emilio Azcarraga, pioneer Mexican broadcaster. XEQ, a 50 kw. station, began operations in 1938. It will take over the present XEW transmitter and increase its power to 100 kw. as soon as XEW switches to its new 600 kw. transmitter. Currently XEQ is engaged in trying to persuade the government to relinquish one of Mexico's six clear channels, three of which are allotted to the capital. XEW and XEB hold the other two. The 730 kc. channel which XEQ wants and which the government holds for possible use by a government station, was used by XEQ for three years until the ministry of the interior announced plans for government-sponsored broadcasts and asked for it back. There has been little radio activity on the part of the government, however, and XEQ is arguing that it should be allowed at least temporary use of the channel. Indications are that the station eventually will be allowed to use the channel again, on a temporary basis anyway.

## News Programs Renewed On Chicago NBC Outlet

(Continued from Page 1)  
were included in new business for station WMAQ. Shell Oil Company, through J. Walter Thompson, ordered a 13-week renewal of the John Holtman news program, heard Tuesdays, Thursdays and Saturdays, 5:45 to 6:00 p.m., CST. Quaker Oats Company, through Ruthrauff, and Ryan, Inc., renewed the Clifton Utley news period for 26 weeks. Program is aired Mondays through Saturdays, 7:55 to 8:00 a.m., CST.  
The King's Jesters and Louise, in a new Monday through Friday series sponsored by Nestle's Milk Products, Inc., headed the list of new business this week at WBBM, according to Ernie Shomo, WBBM sales manager. The 13-week contract was placed through Leon Livingston Advertising Agency, New York.

## Kingdon Stint On KFWB

Frank Kingdon's Wednesday commentary over WMCA, 10:30 p.m., EST, is being fed to KFWB, Los Angeles. Action is presumably a result of the west coast audience built up by Kingdon through his reporting of the UN Council sessions, which are also being fed to the Warner Bros.' outlet.

## Sec'y Morgenthau Begins 52-Week Series On WMCA

(Continued from Page 1)  
timely and important—veteran's job training in New York and other states—the former Secretary brings to radio and excellent voice that is warm, appealing and well paced. His treatment was straightforward and fact-producing, and possessive of the dignity expected of a man with a wide background of distinguished government service.

Other outlets sharing the line costs of Morgenthau's broadcasts are KFVB, Los Angeles; KYA, San Francisco, and WWDC, Washington.

## Former CBS Executive Takes MBS Sales Post

Nick Keesely, for the past three years an executive in the CBS sales department, has been named manager of program sales at MBS, it was announced yesterday by Phillips Carlin, Mutual program head and network vice-president.

Only 36 years old, Keesely has been in radio for 18 years. Before joining CBS he served 15 years with N. W. Ayer as talent buyer, director, producer and account exec.

## WAAT Skeds FDR Tribute

WAAT, Newark, will carry the memorial tribute to Franklin D. Roosevelt at Hyde Park on Friday from 2:30 to 3:00 p.m.



## 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.

# ROSS FEDERAL RESEARCH CORPORATION

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

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

# W-I-T-H

and the FM Station W3XMB  
IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

# NOTICE!

*once again WOR can make a statement  
that underlines its position as the most dominant  
and buyable station in New York . . .*

**day and night (6:00 am to Mid.)**

**during an average week,**

**WOR** gets into more  
homes with

**radios (3,440,000, to be**

**exact) in a 4-state, 78-county area—**

**including metropolitan New York—**

**than any other station\***

*\*based on the Nielsen Radio Index — New York Area — Oct.-Nov., 1945*

MUTUAL

**AGENCIES**

**STANLEY C. PATNO**, of the Cleveland office of Fuller, Smith & Loss, has been elected chairman of the board of governors of Cleveland Chapter, American Association of Advertising Agencies.

**SGT. GEORGE MacLEOD**, recently discharged from the Army, has joined the staff of R. T. O'Connell Company, New York advertising agency.

**RITA BRONFMAN**, formerly with The New York Times, is now a member of Broadcast Sales, New York Office, as sales assistant to Peggy Stone.

**BRITISH OVERSEAS AIRWAYS CORP.**, announces the appointment of Cecil & Presbrey, Inc., as advertising agents in the United States. Robert Carley will be account executive. The campaign will promote BOAC's passenger and freight service.

**I. J. FOX**, New York, has launched a new spot campaign on major New York City stations through Lew Kashek Advertising Company.

**EDWARD F. CAULEY**, formerly assistant account executive with Compton Advertising, Inc., has joined Cecil & Presbrey, Inc., in the same capacity.

**SEIDEL ADVERTISING AGENCY** is moving into larger quarters. On April 15 the organization will take over additional space in the Times Building.

**JOSEPH H. LANGHAMMER** has formed an advertising agency in Omaha, Neb., under his name. Carl J. Kozlik will be associated with him. Langhammer formerly operated his own agency at Shreveport, La.

**ADOLPH ELLIOTT NONAS** has joined the staff of the Green-Brodie Agency in Manhattan, where he will specialize in copy and editorial work. Nonas was formerly copy chief of Walters Advertising Associates. He entered the Army Air Forces in 1941, attained the rank of captain, and was discharged recently.

**Autry Rodeo Tour**

Columbia's "Gene Autry Show" goes on tour for seven weeks starting April 14, during which the program, normally heard from Hollywood, will broadcast from Phoenix, Chicago, Washington and Cleveland. Autry is taking a rodeo to the four cities and later will visit Toronto and Pittsburgh.

**Ave Maria Hour**  
**WMCA — Sunday — 6:30**

For 10 years the number one Religious drama of the Americas.  
**IT'S A DONALD PETERSON PRODUCTION**

**ET Reports Of UN Sessions Will Be Offered All Stations**

(Continued from Page 1)

current Security Council sessions is being recorded, and it is planned to make dubbings available to interested stations to be montaged into UN series and for other uses. Recorded talks by members of the various delegations or the Secretariat, as well as a UN script series, also are planned if there is sufficient station interest.

The plan is outlined in a letter to station managers to be sent out over the weekend by Christopher Cross, U. S. Radio Liaison Officer for the UN, who, with Duckworth Barker, UN Radio Director, expects to visit the nation's radio centers to discuss the plans with broadcasters.

Purpose of the service, which will be made available also to university and other educational stations, is to implement direct spot news coverage and to bring the full story of the UN efforts for lasting peace before the American people, Cross said.

Actual recording of the Security Council sessions is done in a small room in the basement of the Hunter College gymnasium, three floors below the Council chamber, by a small group of Army technicians under the supervision of Maj. G. Robert Vincent, of the Signal Corps.

**Use Four Methods**

Four methods of recording are used, disc, wire, film and tape. The tape recorder was found by Vincent in Germany and is being used for experimental purposes. There are eight disc recorders being used and an estimated 2,500 discs will be cut dur-

ing the course of the current meeting. The recording setup is part of one of the most complex sound systems in the world. Through this system, which was built in 12 days by the Langevin Co., pickups from the 20 microphones in the Council chamber may be fed collectively or individually to 48 points at once.

Focal point of the system is a master control booth located in a corner of the Council chamber. Every word spoken on the floor passes through the 44-inch by 16-inch mixer panel in the booth and is then fed to the 39 loudspeakers of the public address system, to the 10 broadcasting booths, to the television and newsreel booths, to interpreters' earphones, and, via six separate channels, to the recording room.

**Intricate Sound System**

The sound system conforms with the FCC's new FM requirements, with noise level 63-65 db. below program level. There are about 15,000 individual connections, and the entire internal construction employs coaxial cable. The complete system was so constructed that it may be moved easily if the UN should change its temporary headquarters.

According to UN officials, the system represents a "tribute to the genius of American industry." Several firms stopped normal production runs so that the meetings might open on schedule, including Whitney-Blake, C. P. Clare Co., Western Electric and Audio Development.

**New "Superman" Series Attacks Juvenile Problem**

An experiment in the children's program field, designed to spotlight the realistic problems in juvenile delinquency and to present them in an exciting and effective way, will get under way on April 16th on "Superman" sponsored by Kellogg.

Program is heard over 194 Mutual stations Monday through Friday from 5:15 to 5:30 p.m., EST. Plans were completed this week for the subject and announced jointly by W. H. Vanderploeg, president of Kellogg Co., Battle Creek, Mich., and W. B. Lewis, vice-president and radio director, Kenyon & Eckhardt, Inc., agency handling the account.

Feeling that "now is the time for a forward step" in children's radio programs, sponsor and agency execs are beaming a direct approach to the problems now facing youngsters in their schools and clubs, and often at home. Considering that radio is one of the most important mediums in education, they feel that the audience will be strongly affected by the "Superman" series as it exemplifies a "thoroughly American message of good brotherhood." Problems of all types will be handled "openly and honestly" in an effort to impress the American viewpoint which will be emphasized in the new series.

**Agency Operational Setup Announced By Robinson**

Los Angeles—Changes in the operation of the Hollywood office of Foote, Cone & Belding Advertising Agency were announced yesterday by Hubbell Robinson, Jr., vice-president in charge of radio.

Under the new setup, A. L. Capstaff will be in charge of all production originating in Hollywood. Vic Hunter will head the Hollywood talent relations and program development with Jim Fonda as associate. Burt Oliver will be in charge of all Hollywood business operations, contracts, and all communications between Hollywood and other branches.

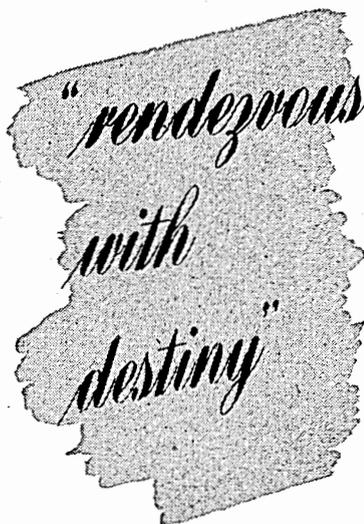
**In Praise Of Baseball**

BBD&O is launching a baseball promotion contest this week among NBC stations in connection with "Cavalcade of America" broadcast April 15 when the story of John McGraw, baseball immortal and manager of the New York Giants is brought to airwaves. Pat O'Brien, motion picture star will play the role of "The Great McGraw."

Contest is built around the national game, and agency is offering autographed baseball for the best letter on the subject, "What Baseball Means to America."

**WEAF**

**FIRST TO PRESENT**



in tribute to the memory of  
**Franklin Delano Roosevelt**  
on the first anniversary  
of his death.

**TONIGHT**  
**11:30 PM**

NBC's Key Station • New York  
**WEAF**  
50,000 watts • 660 kc.  
Represented by NBC SPOT SALES



## ANNOUNCING

*"... rendezvous with destiny"*

### First of NBC DOCUMENTARY RECORDINGS

WITH THE RELEASE of its two-volume album, "... rendezvous with destiny," the National Broadcasting Company makes an impressive contribution to the story of our times. Based on the radio addresses of Franklin Delano Roosevelt, and designed expressly for educational use, this is the first of a series—NBC DOCUMENTARY RECORDINGS—designed to preserve the pattern of contemporary American life as heard through the medium of radio.

Concerned with recapturing the spirit of those decisive years preceding and during the second World War, "... rendezvous with destiny" presents the actual words and familiar voice of America's late Chief Executive in excerpts from 23 of his most important radio addresses. With an

original musical score and with narration written by César Saerchinger, these excerpts are blended into a chronological sequence of stirring history.

From the challenge of the opening excerpt, "*This generation of Americans has a rendezvous with destiny,*" through the final conviction of Roosevelt's words, "*We cannot live alone, at peace,*" here is truly absorbing documentation of an era.

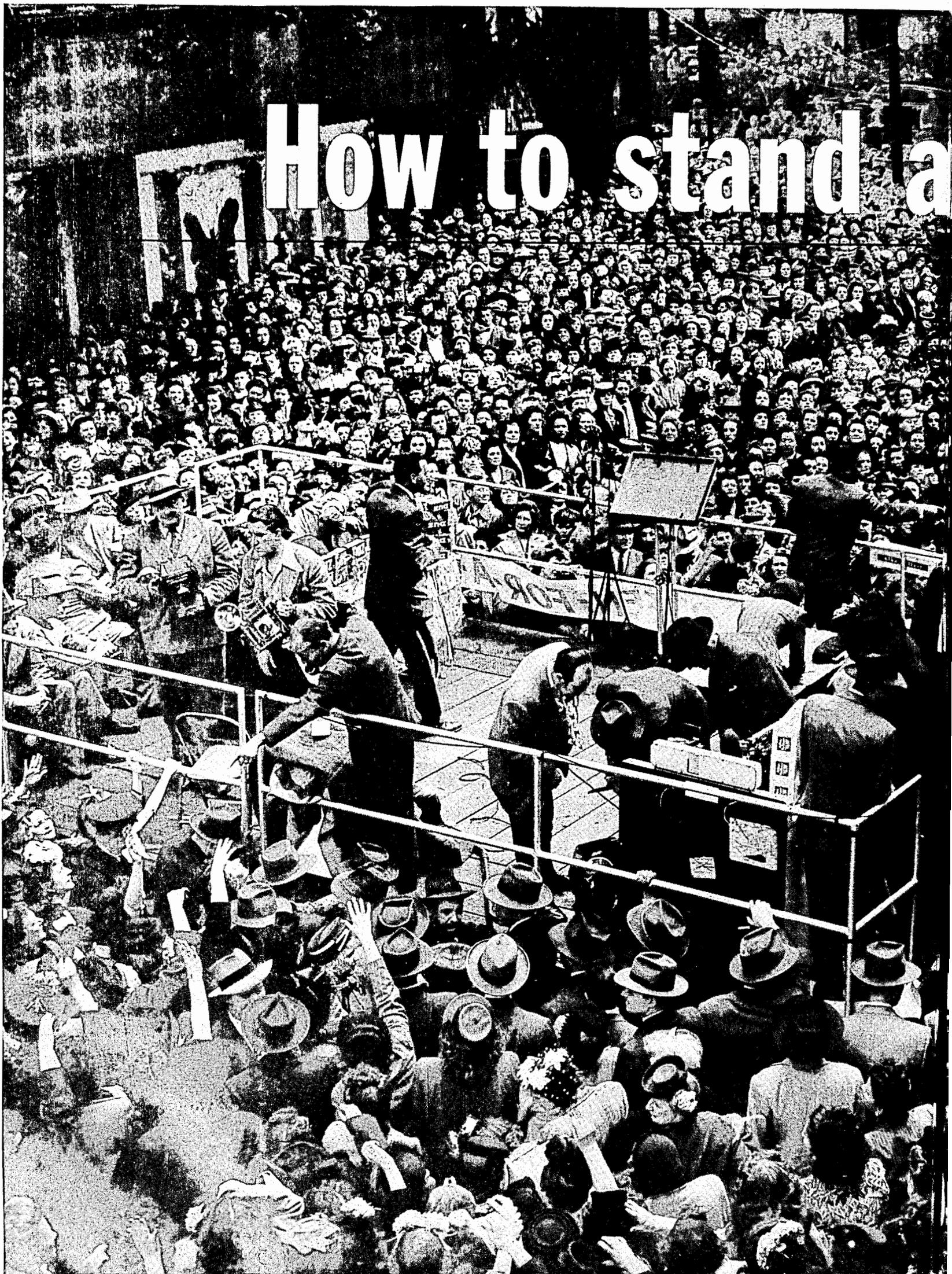
Future presentations of NBC DOCUMENTARY RECORDINGS will be announced on release. The two volume album "... rendezvous with destiny" contains twelve 12-inch recordings—playing time two hours. It is obtainable from Dept. D, NBC Radio-Recording Division, New York 20.

AMERICA'S NO. 1 NETWORK



... the National Broadcasting Company

# How to stand a



200,000 PEOPLE, ACCORDING TO OFFICIAL CHICAGO POLICE DEPARTMENT ESTIMATE, TAKE OVER LOOP

# ity on its ear



## (and a country, too!)

Excitement whirled through Chicago's Loop on April 2nd, 1946: traffic halted for two hours... special details of mounted police and patrolmen... a mile-long public address system... all press associations, batteries of newsreel cameras turned out to cover a broadcast of Mutual's QUEEN FOR A DAY. The "house" numbered over 200,000 people!

This is an all-time high for commercial radio. No other program has ever evoked such a demonstration. (If anyone knows of a "topper" please post us.)

Chicago is just one city in the Cinderella show's current swing around the nation's top towns. Other cities the QUEEN "stood on ear" include Denver, Omaha, Cleveland, Indianapolis. Next: St. Louis and Kansas City. Everywhere—capacity crowds, city-wide excitement, and a press follow-up of *front-page* pictures and headlines. ("200,000 Gals Riot at Loop Broadcast" reported Page 1 of the Chicago Daily News.)

The reason for these ovations is simple. People came to see because they loved to *hear*. Before the QUEEN captured Chicago, she had already dominated the 2:30-3:00 PM half-hour straight across the listening nation! A program developed by Mutual, QUEEN FOR A DAY's success is so marked, it has influenced the whole daytime radio picture. (As well as the Mutual afternoon schedule, which is built around it.)

Yes, QUEEN FOR A DAY is already sponsored—by Miles Laboratories and Procter & Gamble. But the QUEEN is just one member of a *royal family* of Mutual shows featuring the same ahead-of-the-times radio finesse... and currently available. So, if you're seeking top-flight entertainment at *cellar* costs, you'll get more for your money on Mutual.\*

**MUTUAL BROADCASTING SYSTEM**  
WHERE SHOWMANSHIP MEANS BUSINESS

\*Mutual time alone costs at least 24% less than Network X  
47% less than Network Y and 64% less than Network Z

MUTUAL'S QUEEN FOR A DAY TAKES OVER CHICAGO

## LOS ANGELES

By RALPH WILK

**T**HE Jack Benny program on Sunday will feature Ronald Colman and his wife, Benita Hume, marking the fourth time this season the Colmans have appeared on the Waukegan Wit's show.

Don W. Haynes, manager of Johnny Desmond and the Glenn Miller-Tex Beneke orchestras, arrive here April 10th for a week's stay. While on the coast he will go into a huddle with Dick English, who is writing "The Life of Glenn Miller," a tribute to the late band leader.

Ralph L. Power, who heads his local agency for radio manufacturers, left this week for Portland, Maine, with the body of his mother, Mrs. Valore M. Power for burial at Evergreen Cemetery.

Cal Kuhl and Sam Taylor, new producer and writer, respectively, on the CBS "Maisie" stanza, take over officially this week. Format on the airer remains the same.

### Exhibit Displays Tele Bomb Developed By RCA & Navy

An RCA-Navy developed "television bomb," one of the Navy's newest aerial weapons, went on display this week at the Navy Research and Inventions Exhibit in the Museum of Science and Industry at Radio City.

Titled the "Gorgon," the bomb is a shark-shaped, jet propelled flying bomb equipped with "television eyes" and capable of seeking out targets with unerring accuracy. The missile has a speed up to 550 miles per hour and can be built to carry from 100 pounds to several thousand pounds of explosives. In its plastic nose, it packs a video camera of the "Block" airborne system which was produced in quantity during the war by the RCA-Victor Division in Camden, N. J.

At the exhibit, the Navy demonstrates tele pickups with the RCA image orthicon tube of the type employed in the "Gorgon's" nose, and reproduces the pictures on a monitor scope of the same type carried in the plane of the bombardier who directs the flying bombs to the target. Navy spokesmen point out that a bombardier using the system has the sensation of riding the nose of the bomb as it nears the target.

The "Block" system is one of two television systems recently displayed by RCA and the Navy in Washington for the information of industry and press representatives.

LEN STERLING

LA 4-1200



### UTWAC Takes A Bow . . . !

• • • The oldest bromide in newspaper circles is that names make news. If such is the case, and we see no reason to doubt our journalistic forebears, then the Radio Execs' luncheon yesterday at the Roosevelt Hotel honoring the United Theatrical War Activities Committee was a bigger news event than a woman biting a dog. The event, taking place in the Roosevelt's luxurious Grand Ballroom, was an autograph fiend's delight. Practically everybody but Mickey Mouse showed up to pay homage to the members of UTWAC, which hung up such a brilliant war-time record in keeping morale high during the dark years from '41 to '45. It was, in sum, a great tribute to a great gang of people—people who make you proud of show business and proud that you're a small part of it.

— Give To Conquer Cancer —

• • • Figures speak for themselves and in this case they're shouting out loud. To give you a slight idea of the magnitude of UTWAC's contribution to the war effort, digest these figures for a while: The number of free individual entertainment performances from May 1, 1942 to December 31, 1945, totalled 165,650. Of this, 109,613 were routed through UTWAC in New York and Chicago. The H'wood Victory Committee contributed the remaining 56,037. This is exclusive of the American Theater Wing and USO Camp Shows, excepting of course, the New York Stage Door Canteen, which comes under UTWAC. 17,000 events were serviced, 9,368 through UTWAC and the remainder from H'wood. And this, we're given to understand, is conservative figuring.

— Give To Conquer Cancer —

• • • Giving credit where credit is due, we'd like to list the Bd. of Directors of UTWAC, who, under Jim Sauter's inspired leadership, saw to it that the entertainment industry played such a major role in insuring the victory. They include: Paul Dullzell, Geo. Heller, Henry Jaffe, Bert Lytell, Florence Marston, Ruth Richmond, Matt Shelvey, Lawrence Tibbett and Gene Buck.

— Give To Conquer Cancer —

• • • Included in the list of talent honored by both the Radio Execs and UTWAC for their untiring efforts on the entertainment front were: Josephine Antoine, Ralph Bellamy, Ray Bolger, Norman Brokenshire, Carol Bruce, Lily Cahill, John Carter, Mady Christians, Wallis Clark, Clayton Collyer, Jane Cowl, Augusta Dabney, Jean Dickenson, Buddy Ebsen, Jinx Falkenberg, Nanette Fabray, Ben Grauer, Dolores Gray, Judy Holliday, Sir Cedric Hardwicke, Josephine Hull, Ruth Hussey, Walter Huston, Jackie Kelk, Felix Knight, Gertrude Lawrence, Gypsy Markoff, Raymond Massey, Helen Menken, Lucy Monroe, Danny O'Neil, Lew Parker, Irra Petina, Bill Robinson, Lanny Ross, John Sebastian, Tom Slater, Kenneth Spencer, Fred Stone, Dorothy Stone and Yvette.

— Give To Conquer Cancer —

• • • Members of the committee include: Jack Alicoate, Rabbi Bernard Birstein, Harry Brandt, Walter Brown, Gene Buck, Phil Carlin, Art Cooper, Alan Corelli, Father Gustave de Leon, Wm. J. Donoghue, Carl Erbe, Zeb Epstein, Simon Fabian, Hyman R. Faine, William Feinberg, Dave Ferguson, Commissioner Benj. Fielding, Paul Fitzpatrick, Emil Friedlander, Frederick W. Gehle, Albert B. Gins, John Golden, Postmaster Albert Goldman, Abel Green, Commander Harold H. Hamilton, E. Roland Harriman, Guy Herbert, Walter Hoving, Major Thomas R. Ireland, Saul Jaffe, Wm. Kent, Marvin Kirsch, Irving Lesser, Marks Levine, Paul Louis, Paul Moss, Basil O'Connor, Lawrence Phillips, Sam Rausch, James F. Reilly, Herbert Richardson, Ted Saucier, Murray Seaman, Harry Sedgwick, Robert Shapiro,

(Continued on Page 9)

## CHICAGO

By BILL IRVIN

**P**lacement of order for new show, "A Date for Daddy," with Tommy Bartlett, sponsorship of the 3:55 to 4:00 p.m., CST news period, and orders for 54 station breaks, headed the new business list at WBBM this week, it was announced by Ernie Shomo, WBBM sales manager. "A Date for Daddy," currently sponsored by Hol Sum Products (Milwaukee) on WGN will make its debut on WBBM on Monday, May 6, Mondays through Fridays, 5:15 to 5:30 p.m., CST. Contract, for 52 weeks, was placed through Arthur Meyerhoff and Co., Chicago. "A Date for Daddy," is an audience participation show featuring an array of prizes for one of three contestants who presents best reasons why she should treat her husband to a gala evening at Chicago's night spots. Winner is chosen by a panel of three judges, who are also picked from the audience. Wesson Oil, through Kenyon and Eckhardt, Inc., began sponsorship of the Monday-Wednesday-Friday portion of the 3:55 to 4:00 p.m. CST news period with the April 1 broadcast. Contract is for 22 weeks.

A 15-minute dramatic program entitled "The Green Cross Campaign" and 10 one-minute spot announcements have been recorded for the National Safety Council by the NBC Chicago radio recording division, under supervision of Frank Chizzini, manager.

George Killmer, formerly head of the WBBM page department has joined the WBBM sales staff as a junior salesman it has been announced by Ernie Shomo, WBBM sales manager. Killmer was discharged from the Army in December 1945, with the rank of 1st Lieutenant in the tank destroyers.

Libby McNeill and Libby has renewed for 52 weeks, effective April 15, sponsorship of "My True Story," Monday through Friday dramatic series heard over ABC from 9:00 to 9:25 a.m., CST, for the third consecutive year. Agency is J. Walter Thompson Company, Chicago.

BALTIMORE'S *Listening Habit*

MUTUAL BROADCASTING SYSTEM

John Elmer, President    George H. Roeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

# Programming Rules For FM Are Changed

(Continued from Page 1)

single area" to "stagger their hours of operation so that listeners may have a greater number of FM programs available."

In turning down the NAB request, the FCC said it would maintain its present rules requiring a "minimum of six hours per day operation which shall consist of three hours during the period 6 a.m. to 6 p.m., and three hours during the period 6 p.m. to midnight."

## New Rule On Logs

The Commission approved changes in rules governing FM program logs and station identification.

The new rules concerning program logs and station announcements reads: "Sec. 3. 281. The licensee of each FM broadcast station shall maintain separate program and operating logs for such station, provided, however, if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, one program log may be maintained for both stations for such periods as both stations simultaneously broadcast the same programs.

"Sec. 3. 287. Station identification. (A) a licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station, provided, however, that if the same licensee operates an FM radio broadcasting station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station."

## New Ziv Sponsors

"Calling All Girls," quarter-hour transcribed program produced by Frederic W. Ziv Co. adds the following new business: A. W. Cox Company, Welch, W. Va., 52 weeks one per week over WBRW, Welch, W. Va.; Baron's Department Store, Rapid City, S. D., 52 weeks, one per week over KOTA, Rapid City; Stillman's Department Store, 52 weeks, one per week over WIBM, Jackson, Mich.; Yowell-Drewlvey, Orlando, Fla., 52 weeks, one per week over WLOF, Orlando, Fla. This program based on the Calling All Girls Magazine, is produced and released by Frederic W. Ziv Co.

## WANTED

A 4 or 5 room, unfurnished apartment for ex-army captain, his wife and young son. Write RADIO DAILY, Box 158, 1501 Broadway, New York 18, N. Y.

# MAIN STREET

(Continued from Page 8)

Major John Shubert, Richard Walsh, Robert M. Woltman, Irving Windisch, and Col. Marvin Young.

## — Give To Conquer Cancer —

● ● ● Greetings and congratulatory wires were sent in by Fred M. Vinson, Sec'y of the Treasury; Gen'l Omar N. Bradley, head of the Vets Administration; W. L. Mackenzie King, Prime Minister of Canada; J. L. Ilsley, Ministry of Finance; Lt. Gen. Leroy Lutes, Commanding Gen'l of Army Service Forces; Gov. Thos. E. Dewey; Sir Wm. Haley, Director Gen'l of BBC; Lawrence Tibbett; Geo. Murphy, President of Screen Actor's Guild; Ken Thomson, Brooks Atkinson, Helen Hayes and Katharine Cornell. Jim Sauter, who was in Washington recently to acquaint President Truman with the final figures of UTWAC's achievements, brought back a personal message from the Chief Executive—"Thanks and greetings."

## — Give To Conquer Cancer —

● ● ● Highlights and Sidelights: First time we ever saw good old Jim Sauter speechless was when Geo. Heller presented him with a gorgeous leather desk set on behalf of the members and Bd. of Directors of UTWAC in appreciation for his "distinguished leadership and unselfish service." . . . Bert Lytell drew a big laugh when he said that no exec could sit behind such a beautiful desk set as that and cut an actor's salary. . . . Dapper Jimmy Walker should've been a very happy man at the luncheon. First time he ever attended one without being called upon to speak. . . . Universal cry of the autograph hounds was "Where is Pete Jaeger!". . . Cross met Cross for the first time when Milton (ABC) and Chris (UNO) sat at the same table. . . . Ed Kobak taking time out for handshaking to deny that he vacationed in Florida and crediting the Atlantic City boardwalk for that terrific tan. . . . Affable Oliver Gramling, of PA, impressed with the star-studded turnout. Ditto Ralph Austrian, of RKO television, who predicted early tele coverage of such special events. . . . Jack Poppele, v.p. and chief engineer of WOR, came to the rescue when the public address system went on the blink. . . . Ted Streibert, WOR prexy, also disturbed over the sound. . . . Elliott Roosevelt getting a big hand when he took a bow.

## — Give To Conquer Cancer —

● ● ● And so, to Jim Sauter, the members and committee of UTWAC, and to the thousands of performers who contributed so heavily of their time and talent, we can only say "Good show!" Show business is proud of you and we're proud of show business' glittering place in the line-up of Victory.

## — Give To Conquer Cancer —

## Webs Schedule Passover Programs For Weekend

(Continued from Page 1)

long celebration begins at sundown April 15.

The story of Jewish Chaplain Irving Tepper, who served with the 60th Infantry during the war, will be dramatized in "The Four Questions," a special program over MBS, Sunday, 7 p.m., EST. Melvyn Douglas will play the lead role, with music by Emerson Buckley.

The "Universal Significance of Passover" will be the theme of a special CBS program originating at KNX, Los Angeles, Monday, 4:30 p.m., EST. Dr. Jakob Kohn, vice-president of the United Synagogues of America, Cantor Leib Glantz, and Chaplain Rosenbatt, of the Veterans Administration, will participate.

NBC will observe the holiday with a special program on "The Eternal Light" Sunday. Program is heard at 11 a.m., EST, on the network, and over WEF at noon.

## Radio Sales Issues New Rates April 28

New rate cards for Radio Sales represented stations will become effective April 28, with the exception of KNX, Los Angeles, whose new rate went into effect March 17, it was announced this week.

**KSJB** Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

**5000 WATTS**  
600 ON THE DIAL

**CBS—MBS**

# UTWAC Valedictory Amid REC Festivity

(Continued from Page 1)

arranged by the various groups, and that the aggregate number of individual free appearances of the Hollywood Victory Committee and UTWAC had exceeded 105,000. The New York UTWAC chapter alone was responsible for 94,353 individual performances.

Turn about in the spirit of the ceremonies occurred when Sauter himself became the recipient of thanks from the organization he directed during the war. George Heller, executive secretary of AFRA, on behalf of the directors and members of UTWAC, presented a desk set to Sauter for his "distinguished leadership and unselfish devotion to our organization during World War II."

Tributes to UTWAC were offered by Bert Lytell, president of Actors Equity; Basil O'Connor, director of the American Red Cross, and Walter Hoving, director of USO Camp Shows, and Herbert Richardson, Guy Herbert and Harry Sedgwick for Canada.

## Lease Government Plant

The electronic and radio tube plant operated by Tung-Sol Lamp Works, Inc., at Newark, N. J., will be leased to that company for 11 months with a 90-day option to purchase, subject to the priority rights of Federal Government agencies, the War Assets Administration announced. The company plans to use the facilities for the manufacture of electric lamps and radio tubes.

## Connery, Lewis In CBS Posts

Washington—George Connery, formerly of the Washington Post, has been named chief news editor of the Washington CBS newsroom (WTOP) and Lt. (j.g.) Bob Lewis, recently released from the U. S. Navy, has resumed his position of newsman for CBS, according to Eric Severeid, director of the Washington news bureau for the network.

**SPECIAL**

**Franklin D. Roosevelt Memorial Program**

**TODAY 5 P. M.**

featuring

**MARTHA SCOTT**

BERT LYTELL

BARRY KROGER, Narrator

Special Music by LORIN MAAZEL

EDDIE BROWN'S ORCHESTRA

**WLIB 1190**  
ON YOUR DIAL

## Ten More FM Permits Given By Commission

(Continued from Page 1)

applicants and approved the engineering plans of eight other applications.

Conditional grants made are:

**Florida:** Orlando, Hazelwood, Inc., WLOF, metropolitan; Tampa, Tampa Times Company, WDAE, metropolitan; W. Palm Beach, WJNO, Inc., WJNO, metropolitan.

**Georgia:** Toccoa, R. G. Tourneau, WRLC, metropolitan, possibly rural.

**New York:** Hempstead, Elias T. Godofsky, community.

**North Carolina:** Goldsboro, Eastern Carolina Broadcasting Co., Inc., WGBR, metropolitan.

**Tennessee:** Kingsport, Kingsport Broadcasting Co., Inc., WKPT, metropolitan; Memphis, WMP S, Inc., WMP S, metropolitan, possibly rural.

**Texas:** Amarillo, Plains Radio Broadcasting Co., KGNC, metropolitan; Denton, Harwell V. Shepard, KDNT, metropolitan.

The following six stations, which received engineering approval on March 13, were granted regular construction permits:

**Georgia:** Southeastern Broadcasting Co., Macon; Middle Georgia Broadcasting, Macon.

**Iowa:** Burlington Broadcasting Co., Burlington; Telegraph Herald, Dubuque.

**Minnesota:** KSTP, Inc., St. Paul-Minneapolis.

**Nebraska:** World Publishing Co., Omaha.

Following is a list of applications for which approval of basic engineering plans were granted by the Commission:

Radio Sales Corp., Seattle, Wash.; Queen City Broadcasting Co., Inc., Seattle, Wash.; Evergreen Broadcasting Corp., Seattle, Wash.; Fisher's Blend Station, Inc., Seattle, Wash.; KXL Broadcasters, Portland, Ore.; Pacific Radio Advertising Service, a partnership, Portland, Ore.; KOIN, Inc., Portland, Ore.; Oregonian Publishing Co., Portland, Ore.

## Mackay Radio Appointed To Sell Raytheon's Radar

The Marine Division of the Mackay Radio and Telegraph Company, a subsidiary of the American Cable & Radio Corporation, has been named as a sales organization within the United States for Raytheon Manufacturing Company's commercial type radar known as the "Mariners Pathfinder" it was announced jointly this week by Warren Lee Pierson, president of ACR and L. K. Marshall, president of Raytheon.

## Join RCA International Div.

Brig. Gen. William E. Chickering, wartime director of the United States Army Postal Service throughout the world, and Dudley Wood, former advisor to the Secretary of Commerce on foreign trade matters, have joined RCA as executive assistants in the RCA International division.

# WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **RADIOLOGY:**—The Treasury Department has awarded a citation to Joe Seiferth in recognition of his work in helping to sell \$149,000,000 in War Bonds . . . incidentally Joe will celebrate his 20th year in radio next month, having started in as an actor at the age of nine at station WSMB down N'Awilins way. . . ● Renee Terry, pert little songstress of the "Betty & Buddy" WJZ team, will marry Major Harvey Radus (he was Aide to General Stilwell) June 12. . . ● After fifteen years on the "National Barn Dance," Red Foley leaves to succeed Roy Acuff on the "Grand Ole Opry" series . . . pact is for seven years. . . ● Russ Case will baton a 26-week band supporting Eddy Duchin as a summer replacement for Kraft Music Hall . . . He'll also continue as conductor on the "Seven Up" MBSeries. . . ● A note from Sgt. John Tillman is self-explanatory. Writes the radiolite and we quote:—"I was just handed that long-awaited piece of paper, 'Honorable Discharge, Army of the United States'—yes indeed, it feels great to have dinner instead of 'chow.' Wear that plaid instead of khaki, go for a walk instead of a hike, shake hands instead of salute and be MISTER instead of Sergeant." Unquote. Radiolite Ellen Fenwick's initial production, "The Servant of Two Masters," which will be presented Tuesday, April 16, at the 39th St. Labor Stage, has caught the eye of John Golden among others. . . ● Kenny Delmar has signed to write a syndicated column. . . ● Virginia Haskins, lyric Soprano who'll guestrill on Texaco this CBSunday will soon alternate as "Julie" in the musical smash, "Carousel." . . Leslie Mitchell, emcee of BBC's "Atlantic Spotlight," who's been doing the town with Ben Grauer, flies back to England tomorrow. . . ● With Martin Block on the coast for three weeks, Maurice Hart will emcee the "Make Believe Ballroom" via WNEW naturally. . . ● Formerly vocalist with Abe Lyman, Billy Sherman just out of the Army, will be Ginny CBSimms' Vet-Guest Sunday. . . ● Lt. Frank Howard, former vocalist with Paul Whiteman's Orchestra, back in civvies and ready for the big time.

☆ ☆ ☆

● ● ● **TIN PAN ALLEY-OOPS:**—Mills Music is reviving "Prisoner of Love," the 1931 hit, penned by Clarence Gaskill, Leo Robin and Russ Columbo. . . ● Robbins' ballad, "I Didn't Mean A Word I Said," sung by Dick Haymes in the 20th Century-Fox flicker "Do You Love Me?" has already been waved by the top ten recording companies. . . ● You'll soon be hearing a new number titled, "Lucky." The contagious ditty, published by Manor Music Co., is easily one of the sprightliest of the Alley's crop of new tunes. . . ● Lon Mooney at Miller Music is set with a romantic ballad titled "Midnight Moonlight," written by Charlie Tobias and Nat Simon (writers of "No Can Do"). . . ● RKO wants the Korn Koblbers for the forthcoming Joan Davis Musical . . . they'd merely be sensational. . . ● A major film company is trying to sign Frank Kelton who recently resigned as gen. professional mgr. of Southern Music. . . Kelton is rated tops as a music picker and exploiter. . . ● Sunset Music has started on a new novelty "Gonna Give Myself A Pat On The Back," by Jack Val, Fred Patrick and Claude Reese. . . ● Cheerio Music asking vocalists to (sing) "Ask Me What Love Is?" . . . ● Jerry Sears' new WMCAnary, Norma Shepard, is a find. . . ● Lt. Steve R. Adams and Major Chuck Carey will be in civvies before the end of the month. . . ● Morton Downey, after hearing "The Bible My Mother Left To Me," said, quote:—"The best song of that type since "The Shrine of St. Cecelia." Unquote.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—The sensational Velvetones Quartet has been signed to record exclusively for Sonora. . . ● Look for some major developments to happen soon at Musicraft . . . and incidentally that outfit's new Jerome Kern Album, set to be released in May, is a MUST for your victrola . . . grand musical job by Walter Gross' Orchestra. . . ● All's not well in the Krupa band . . . sidemen are feuding with Gene who'll probably open at the 400 Club with several new men in the band. . . ● Dave Denney's Musicraft platter of "Silver Dew On the Blue Grass" backed up with "When The Sandman Rides The Trail" will land him in the big time.

## Tele Filing Procedure Revised By The FCC

(Continued from Page 1)

sidered complete even though it does not answer completely all questions pertaining to equipment. These parts may be supplied later if information is not now available from the manufacturers of equipment. Specifically the equipment items referred to are the following numbered paragraphs in form 330: paragraphs 18, 19, 20, 21, 22, 23, 24, (A), (6) and (G). If Applications are not current regarding financial or other matters that relate to the qualifications of the licensee including the manner in which it is proposed to provide the 28-hour program service per week as required under the Commission. (Commission's rule 3.661) these matters should be brought up to date.

### Many Incomplete

(2) Incomplete applications—An examination of the file of pending applications indicates a high percentage of the applications are incomplete. Applications under this category must be completed before they will be given consideration. Applicants who know they have incomplete applications on file should proceed to complete them within the next sixty days. In the case of applications found incomplete at the time of processing, the applicant will be requested to furnish additional information within thirty days. Those that are not complete at that time will be dismissed.

(3) Applications set for hearing—In order to give the Commission's engineering department an opportunity to study the issues involved in advance of the hearing, it is requested that sections of the application dealing with antennas, transmitter sites and coverage (including radials) be submitted at least ten days in advance of the hearing, using the new standard as a basis for all computations.

## WBBM Plans Air Checks Of Remote Band Pickups

Chicago—A proposed plan of air checks on late evening band pickups for use in the possible installation of new remotes and the improvement of present pickups has been announced by the program department of station WBBM. The plan, soon to be inaugurated calls for a panel of WBBM producers, engineers and music arrangers, who will check recordings of band remotes for weaknesses both from the engineering and musical point of view in musical broadcasts. Teams consisting of a producer, arranger and engineer will then be sent out to the bandstands with suggestions for different band and microphone set-ups and the elimination of acoustical problems. Other producer-arranger-engineer teams will be sent out to night spots not presenting remotes to record programs which will be reviewed by the panel for use in programming them into WBBM's late evening listening schedule.

# Larmon Heads AAAA As Board Chairman

(Continued from Page 1)

for the West, BBD&O, Minneapolis, vice-chairman, and James H. S. Ellis, president of Kudner Agency, Inc., secretary-treasurer.

Directors-at-large elected were James R. Adams, president, MacManus, John & Adams, Inc., Detroit; Theodore L. Bates, president, Ted Bates, Inc., and F. B. Ryan, Jr., president, Ruthrauff & Ryan, Inc. Other directors are Robert M. Ganger, vice-president, Geyer, Cornell & Newell, Inc.; Elmer S. Horton, partner, Horton-Noyes Co., Lee E. Hood, vice-president, Richard A. Foley Advertising Agency; Arthur R. Mogge, president, Arthur R. Mogge, Inc., and H. E. Cassidy, vice-president, The McCarty Co., Los Angeles.

The officers and the following directors-at-large were elected to form the operations committee: Melvin R. Brorby, vice-president, Needham, Louis & Brorby, Inc.; Phillip W. Lennen, president, Lennen & Mitchell, Inc., and Fletcher D. Richards, president, Campbell-Ewald Co., Inc., Eastern division.

# New Canton Station Set; Construction Starts Soon

Canton, Ohio—Newly-formed Stark Broadcasting Corp. has been granted a license by the FCC to operate a 1,000-watt station on 1060 kilocycles, laytime only, and will begin construction immediately on a transmitter to be located between Canton and Massillon, with studios and offices to be located in both cities, announced Royal Lister, vice-president and manager. He said that studios should be operating within the next two months. An application for an FM license has also been filed.

The new station plans to use locally produced programs, and has signed up Conrad Hardenstein, noted in Akron theatrical circles, as program manager. Station has signed the first contract with International News Service in this area.

# Send Birthday Greetings To

April 12

Herman Bess Bill Edmonds  
Leo Miller Henry Peterson  
Howard Phillips Margaret Gardner

April 13

A. L. Ashby Cecil H. Hackett  
Bob Stanley Lily Pons  
Arthur W. Ingoldsby

April 14

Al Cormier Bill Green  
Al Kavelin Robert Stanton

# COAST-TO-COAST

—NEW YORK—

NEW YORK—Margaret Webster, daughter of Dame May Whitty and leading Shakespearian play director who directed and appeared with Paul Robeson in the stage success "Othello," will guest on "Elsa Maxwell's Party Line" Monday, April 15, over WLIB. . . . In co-operation with the different housing authorities supplied by the American Veterans Committee, the WINS "Share Your House with a Veteran" program is now being aired Tuesday evenings. . . . Ray Carroll, former program director of Army radio stations, has joined the announcing staff of WWRL.

—NEW JERSEY—

PATERSON—Instead of the usual format of scholarship news, teen-agers who enact and produce WPAT's feature youth program "The High School Reporter" every Saturday, will during the week of April 13, devote their entire program to a dramatic tribute in honor of the late President Franklin D. Roosevelt. . . . Ted Webbe, WPAT program director, and former automobile racer, has inaugurated a new "Auto Racing News" program to be heard daily, featuring the latest news on auto racing throughout the country. . . .

NEWARK—Jack Moore, former radio promotion and merchandising manager for Batten, Barton, Durstine and Osborn, has assumed the position as director of sales promotion for WAAT.

—MISSOURI—

ST. LOUIS—New series of airings over KXOK is the "Wake Up, St. Louis" program with discussions of the current meat shortage among representatives of the Small Slaughterers Association, Individual Meat Dealers and Retail Grocers Association and the OPA. Program is aired Wednesdays p.m. The second airing in the series will have as its topic "The Reserve System of the Post War Army" in which representatives of the Army, Navy and National Guard will make up the panel. . . . KANSAS CITY—Leon Decker, midwest AP man, is KCMO's most recent addition to the news staff.

—ILLINOIS—

CHICAGO—"With this ring I do thee wed" were the words which made Barbara Reeve of London England, the bride of Sergeant George Nason, at the ceremony held last week at Vaughn General Hospital, and which WBBM's special events department recorded for listeners of the Sunday "Hot Off the Wire" program. . . . With the conclusion of WBBM's "Chicago Baseball Preview," vocalist Jack Fulton resumed his five-a-week series. . . . ROCK ISLAND—Ted Arnold, WHBF program director, has been named chairman for the 1946-47 Rock Island Community War Chest campaign.

—ARIZONA—

PHOENIX—Stella Freasier of the A-Diamond Ranch and Phoenix, was crowned Queen of the 1946 World's Championship Rodeo to be held in Phoenix on the 12 to 14 of this month sponsored by the Junior Chamber of Commerce, which will turn the funds over the Phoenix Boys' Club. Spon-

sored by KOY, Miss Freasier will receive a trip to Hollywood for several national hook-up airings. . . . The KOY engineering department has purchased two Collins MBF Navy surplus transmitters to be used for special events.

—NEW HAMPSHIRE—

MANCHESTER—Melvin C. Green, general manager of WFEA, has announced the appointment of Arthur T. Brush as advertising director of the outlet. Prior to joining WFEA eleven years ago, Brush served as advertising director for the Manchester Union-Leader, and for the past four and a half years has been sales manager as well, having assumed the duties of circulation manager in the summer of 1941. William C. Engle, assistant manager of the outlet will continue in that capacity and will devote the major part of his time to local sales, production and promotion along with local commercial activity, including the local sales staff.

—SOUTH CAROLINA—

COLUMBIA—G. Richard Shafto, WIS general manager, played an important part in the eventual passing of the bill for city-wide observance of Eastern Daylight Savings Time, from April 28 through September 29. . . . WIS will air the Springdale Cup Races from Camden, S. C., utilizing the station's shortwave equipment. Frank Harden, Alden Fox and Christie Zimmerman, WIS staffers will handle the color. . . . Jack Roebuck, recently discharged from the service, has joined the WIS announcing staff.

—LOUISIANA—

NEW ORLEANS—For "A Night in Old New Orleans," which is part of the city's annual Spring Fiesta, WWL installed a low-power transmitter to air a description of the proceedings. In the course of the half-hour show the outlet airing was from old iron-worked balconies including that of the Court of Two Sisters restaurant, sponsors of the show. Henry Dupre, WWL program director emceed the proceedings. . . . "Unusual and True" with Deane S. Long, featuring curious items in the news is the new offering by WWL. . . . Johnny Brechtel, program director of the New Orleans Sports Association, recently inaugurated a new program over WDSU, titled, "Junior Sports Reports." Format features news of local sports activities of youth of an eight to eighteen year age level.

FOR SPECIALIZED  
DELIVERY  
C. 11  
**HOLLYWOOD**  
MESSENGER & EXPRESS  
6278 Hollywood Boulevard  
**GLADSTONE 5591**

Night Phone: GLADSTONE 2244

# State Radio Bureau Using ET's Campaign

(Continued from Page 1)

tures an interview with Alger B. Chapman, chairman of the State Tax Commission, on exemptions, deductions and method of computing. The series of briefer recordings deals with various business and professional fields. All are in interview form, area radio artists being employed.

Commissioner Chapman has also been interviewed on WFAF, WJZ and WABC, New York.

The law passed by the 1946 Legislature increases the personal income tax reduction from 25 to 50 per cent. Cuts in the taxes on incorporated and unincorporated businesses also were voted.

# Still Named Consultant To Lafayette Tele Studio

William Still, head of the Jamaica Radio-Television Mfg. Co., has been appointed electronics consulting engineer of the Lafayette Television and Motion Picture Studios in Brooklyn, it was announced by Harry Pedersen, president of the new studio project. Still, whose organization is installing the radio, television and sound equipment in the Brooklyn studios, in a recent interview said that "within the coming year television will begin to hit its stride, both in manufacturing of receiving sets and in the calibre of televised programs." He also explained that his company was working at capacity in the manufacture of receiving sets that all are custom made and will retail at \$600 and up.

Rudolph Brent, presently associated with the American Cino-Photo Corp., will join the staff of the Lafayette studios. He will leave next month for Europe, where he will make a television and motion picture production survey in England and Scandinavian countries.

**5000 WATTS NOW**  
**50000 WATTS SOON**  
**WLAU**  
Offers Advertisers  
Lyr. Rate Protection  
On Contracts Accepted  
by April 20th.  
WEED & CO. INC.  
National Representatives  
for RADIO STATION TIME  
and SPOTS.

*\$82.37 unclaimed for 16 hrs.*



**WGAN**  
solves the mystery  
in **11** minutes!



Late in the afternoon of March 7th, while crossing Federal Street in Portland, Maine, Police Inspector Flaherty found a key case containing \$82.37. No identification was found in the case and no one reported the loss. Next morning it was still unclaimed! Then Inspector Flaherty turned to WGAN for help in locating the owner. At 9:45 a. m. the first flash went out over WGAN. At 9:57, just 11 minutes later, Mrs. E. Kenneth Fields arrived at Police Headquarters to identify her key case and money!

Whether it's finding the owner of a sum of money or locating a stolen truck, WGAN renders an effective community service to its many listeners in the State of Maine.

...was about \$81."  
Inspector Flaherty brought out the case. There was exactly \$82.37. Tears of relief flooded the face of Mrs. Fields. With a worried "Thank God," she tried to convey her thanks to the Inspector, explaining:  
"I had just cashed my husband's allotment check and was on my way home. It was all the money we had in the world. My father is ill and can't work now. My husband is at Los Angeles, Calif. I think he'll be back Friday—discharged."  
The Inspector grinned. Later he said the words came excitedly.  
"As the Inspector grinned, later he said the words came excitedly. He was to say that this was the Inspector's first case ever handled to him.  
"I prayed all night—prayed and thought of coming to the Police Headquarters but I didn't think anyone would be honest enough to turn in the money. I am so glad it was you that found it. I'll never forget you. What can I do to thank you?"  
The Inspector, a little embarrassed, replied with the moral for 1942:  
"Nothing could ever bring me greater pleasure or a bigger thrill than what I have just seen. But if you want to do anything for me, make it this. Impress upon your children the importance of honesty. If it is ever their good fortune to see such a reward for honesty as I have just seen, they will be rich."  
It was a repeat performance.

5000  
Watts

560  
Kilocycles

**WGAN**  
PORTLAND, MAINE





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 11

NEW YORK, N. Y., MONDAY, APRIL 15, 1946

TEN CENTS

## FCC's Approvals Heavy

### Web, Station Salaries Increased During 1945

Washington Bureau, RADIO DAILY  
Washington—The FCC announced today that a total of 29,405 full-time employes with an aggregate payroll of \$1,922,941 were employed by the country's nine networks and 876 AM stations for the week beginning October 14, 1945.

Increases of 2,717 employes and \$7,815 in total salaries over the corresponding period in 1944 were reported by the Commission. The FCC said that of the total, 3,254 were classified as "executives," with a total

(Continued on Page 18)

### H. V. Kaltenborn Renewed on NBC Pure Oil Program

Chicago—The Pure Oil Co., through the Burnett Company, Inc., has renewed the Kaltenborn Edits the News program (NBC, five-a-week, 6:45 to 7:30 p.m., CST), for 52 weeks effective May 6, it was announced by Bill McClure, manager of the NBC Central Division network sales department. Program features H. V. Kaltenborn and is heard on 34 NBC stations.

### Theater-Studio Bldg. Fire Terminates WOR Program

One of the rare occasions when a program in full blast was terminated by a fire on the premises, took place Friday afternoon at 4:15 p.m., when "The Better Half" participatory program emceed by Tiny Ruffner on WOR. Show coming from the audience-filled "Guild Theater" ran afoul

(Continued on Page 18)

### Silent Tribute

A minute of silence to commemorate the first anniversary of the death of Franklin Delano Roosevelt was observed by the four network key stations in New York Friday. WJZ, WOR and WABC observance came at 4:35 p.m., official time of FDR's passing, and WEFW went silent at 4:30. WOR followed through with a recording of "Going Home" by Alexander Jackson, and featured in Dvorak's "New World Symphony," one of FDR's favorites for 24 years.

### FCC Survey Reveals Tele Experimentation

Washington Bureau, RADIO DAILY  
Washington—Seventeen organizations are experimenting in color and black-and-white television and nineteen others are conducting black-and-white experiments only, according to an FCC survey released Friday. Two of 17 organizations in the first group

(Continued on Page 18)

### Radio Car-Calling Service Okayed By FCC For Va.

Alexandria, Va.—The FCC has granted authority to Frank C. Mallinson, trading as National Electronics Laboratories, to construct a Class 2 experimental land station in Alexandria, Va., and to install 25 portable mobile units, to experiment for the

(Continued on Page 2)

### 14 CPs Granted; Power Jumps Okayed; Sale Of Two Stations Sanctioned; 'Deep Local Roots' Important

#### TBA Cites FCC Report On New Video Sets

Reviewing the recent survey by the FCC among radio and television receiver manufacturers, Television Broadcasters Association in their weekly bulletin the past weekend broke down the FCC figures on tele set manufacturing for 1946.

The report indicated that 44,706 sets will be equipped for television on 13 channels; 54,606 will be equipped for 13 tele channels plus

(Continued on Page 18)

#### Peabody Award Winners To Be Honored Apr. 24th

With award-winners Edgar Bergen, George V. Denny and Arch Oboler slated to appear, this year's Peabody Awards Dinner promises to be the most successful ever held, it was

(Continued on Page 18)

#### Hyde Now FCC Member; Senate Okay Unanimous

Washington Bureau, RADIO DAILY  
Washington—The Senate late Friday unanimously approved the nomination of Rosel H. Hyde as member of the FCC.

Washington Bureau, RADIO DAILY  
Washington—In one of its biggest "approval" days to date, the FCC on Friday granted a large group of construction permits for new stations, sanctioned a number of power increases, approved the sale of two standard stations and reiterated its previously-stated intention of considering "deep local roots" in choosing from two or more applicants seeking

(Continued on Page 18)

### RMA Seeks Standards For Foreign Trade

A plan to set up international standards for the radio manufacturing industry and open vast new markets for American equipment was adopted by the RMA board of directors meeting at the Hotel Roosevelt in New York last week.

Under the plan, which was submitted by Dr. W. R. G. Baker, vice-president in charge of the GE elec-

(Continued on Page 4)

### Heller Heads Committee For N. Y. Jewish Appeal

George Heller, of AFRA has been named head of the radio and stage artists division of the United Jewish Appeal of Greater New York, it was announced by Edward M. Warburg, general chairman. Serving with Heller as co-chairmen are Har-

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Suggest NAB-AFM Advisory Group

By JIM OWENS

A PERMANENT NAB-AFM joint advisory committee to handle future problems in radio and television was suggested by Justin Miller. The action was without precedent, and followed Congressional agreement on the Lea Bill to curb the powers of James C. Petrillo, musician's chief. . . . FCC denied the sale of WINS, New York independent station, to the Crosley Corporation. . . . The Commission also began clamping down on "leaks" from within its own organiza-

tion. Action arose after a UP story quoted an FCC official on the FM situation.

Ceremonies commemorating the anniversary of the death of FDR were aired Friday by all networks, with special shows programmed over the weekend. . . . Television in Britain will be re-opened on June 7 from Alexandra Palace. . . . Outlook in the United States for video sets is better now than at any time since the end

(Continued on Page 17)

### 'Way Up North

The first network broadcast describing activities of the joint American - Canadian "Operation Muskox" expedition in the Arctic was aired Saturday from Edmonton, Canada, via Mutual-WOR. Broadcast narrated by RCAF Flight Lieutenant Ron Gadsby, originated from a Canadian Broadcasting Company outlet in Edmonton, in the western province of Alberta.

### File Objections

Washington—The NAB is expected to file today a petition calling on the CPA to relax its stringent construction order to allow full development of radio. The NAB petition, it was pointed out, will be "no sense" a protest, but will stress the need for full development of radio, particularly FM, and will emphasize the need for AM stations in areas not now served.



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

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Coming and Going

JOHN H. MacDONALD, vice-president of NBC in charge of finance, has returned from Lancaster, Pa., where he spoke before the National Association of Cost Accountants.

JOHN TOOTHILL, president of The Burn-Smith Company, national station reps, who attended the NAB regional in Virginia Beach, will arrive in New York today and will tarry briefly in our midst before returning to his headquarters in Chicago.

H. LESLIE ATLASS, vice-president of CBS in charge of the central division, and general manager of WBBM, Chicago, was in town last Friday accompanied by FRANK FAULKNER, assistant general manager of the station.

JOHN M. OUTLER, JR., general manager of WSB, Atlanta, is in Miami on business.

HENRY W. WITT, assistant general manager of KNX, Los Angeles, and J. ARCHIE MORTON, sales manager of the station, are en route from New York to the West Coast following a few days here on network business.

MARSHALL PENGRA, executive director of KFWL, Klamath Falls, Oregon, a visitor Friday at the headquarters of the American network, with which the station is affiliated.

COL. EDWARD A. DAVIES, vice-president and director of sales at WIP, Philadelphia, has returned to the Quaker City following a short business trip to New York.

ARTHUR B. CHURCH, president of KMBC, Columbia network outlet in Kansas City, Mo., is spending a few days in Gotham.

FRANK M. RUSSELL, vice-president of NBC; CARLTON D. SMITH, general manager of WRC, the network's station in Washington, D. C., and MAHLON GLASCOCK, sales manager of the station, attended the 4th District meeting of the NAB at Virginia Beach.

CHESTER L. THOMAS, manager of KXOK, St. Louis affiliate of ABC, paid a call late last week at Rockefeller Center.

W. P. WILLIAMSON, JR., president and general manager of WKBN, Youngstown, Ohio, was in conference Friday at the offices of CBS, with which the station is affiliated.

WALTER E. MEYERS, of NBC's network sales department, has returned from Massachusetts, where he delivered addresses last week at Westfield and Brockton.

WENDELL B. CAMPBELL, general manager of KMOX, Columbia-owned station in St. Louis, spent the latter portion of last week in Gotham, and has returned to the home offices.

JOHNNY DESMOND, of the "Teen Timers" show, and TOM HUDSON, announcer on the program, broadcast the feature last Saturday from WSYR, Syracuse.

BEN LUDY, general manager of WIBW, Topeka, Kans., arrived in New York last Friday.

JOSEPH C. BURWELL, president and station manager of WMBS, Uniontown, is back at his Pennsylvania headquarters following a short visit at the New York offices of the Columbia network.

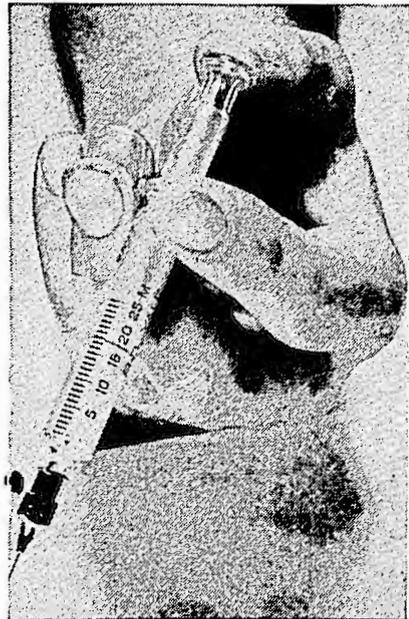
ROBERT E. BAUSMAN, business manager of WISH, American network affiliate in Indianapolis, was in town last week on business.

JERRY LESTER, radio and night club comedian, is filling a four-week engagement at the Club Charles in Baltimore.

MARK SCHREIBER, sales and publicity manager of KMYR, Denver, is in New York for the AAAA meetings. He plans to leave town tomorrow.

KITTY CRAWFORD, radio and night club singer, who arrived Friday from the West Coast, left almost immediately on a hurry call to Washington, D. C., to appear with Ted Straeter's band at the Embassy Room of the Statler.

A. E. JOSCELYN is back at WCCO, Minneapolis-St. Paul, following a series of business conferences last week at the offices of CBS.



Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(April 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists various commodities like DuMont Lab., Stromberg-Carlson, etc.

Radio Car-Calling Service Okayed By FCC For Va.

(Continued from Page 1) purpose of inaugurating "a system which will provide two-way radio telephone service for automobiles owned by doctors, nurses, taxicabs, ambulances, buses, public service trucks and other bona fide carriers." The applicant stated that "such a service would enable a user to communicate with his office, hospital, headquarters, or in turn to be called by same. All communications would be handled through the land station, which will maintain 24-hour service." The applicant proposes to offer the service in Virginia, Maryland and the District of Columbia.

Heller Heads Committee For N. Y. Jewish Appeal

(Continued from Page 1) ry Ackerman, Young & Rubicam; Carter Blake, 20th Century-Fox; Walter Craig, Benton & Bowles; Bert Lytell, Equity. The executive committee includes: I. S. Becker, CBS; Jessica Dragonette, Joan Edwards, Helen Hayes, John B. Kennedy, Myron P. Kirk, of Arthur Kudner, Inc.; John McDonald, NBC; Mary Margaret McBride, Myron McCormick, Minerva Pious, James Reilly, of the League of N. Y. Theaters; Tom Revere, Quentin Reynolds, Kenneth Roberts, Elliott Sanger, Morris Schrier, MCA; Charles Stark, Gladys Swarthout and Earl Wrightson.

Godfrey Adds Time

Arthur Godfrey adds an extra half-hour of his WABC early morning show beginning April 22. The additional period is from 6 to 6:30 a.m.

THIS WEEK

- MONDAY, APRIL 15—ANA Meeting, Westchester Country Club, Rye, N. Y. DuMont Television Opening, Wanamakers Dept. Store, New York. WEDNESDAY, APRIL 17—Society of Motion Picture Engineers, Movietone Studios, New York. Celebrity Luncheon, Advertising Club of New York. American Television Society Luncheon, Hotel Sheraton, New York.

Connect in Connecticut



HARTFORD, CONNECTICUT W D R C - F M

Advertisement for WDAS in Philadelphia. Includes text: 'IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR EVERY HOUR That's why 78 percent of our sponsors renew regularly.'

Here is a TRANSCRIBED "Outdoors" Program  
that has EVERYTHING!

# Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen  
**Outdoor Life**

## A READY MADE AUDIENCE NUMBERING 20,000,000

Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . and who spend *FOUR BILLION DOLLARS ANNUALLY* for equipment and supplies.

*In addition . . .* these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts — in fact, EVERYONE who enjoys life in the open!

## POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL

Amazing oddities and fascinating facts about life in the open — told in friendly, non-technical, "down-to-earth" language — make **Outdoor Life Time** popular entertainment for *every member of the family!*

## PUBLIC SERVICE PRESTIGE

Following the long-established Editorial Policy of "Outdoor Life magazine," **Outdoor Life Time** is produced in the interests of *GOOD SPORTSMANSHIP* . . . and dedicated to the *CONSERVATION* of our country's great natural and wildlife resources.

## "MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION

Sure-fire "mail-pulling" contests — as well as potent point-of-sale promotion pieces — unique in transcribed radio — are available as optional services with **Outdoor Life Time**.

\*Outdoor Life Magazine is read by 1,500,000 sportsmen every month!

Ray Brown — editor of "Outdoor Life" magazine, popular author and sportsman, introduces his famous editorial staff in his role as host of **Outdoor Life Time**.

**Outdoor Life Time** is an expertly produced program — written and directed by Charles Cromer, well-known for his versatility and creative ability; original writer of first network outdoors program.

## RICHMAN PRODUCTIONS

10 EAST 43rd STREET  
NEW YORK 17, NEW YORK  
Murray Hill 2-5854

WRITE, WIRE OR PHONE  
FOR AUDITION RECORDING

**SOUTHWEST**

**K**GVL, Greenville, owned and operated by Truett Kimsey, has taken to the airwaves here. Station is operating on 1400 kilocycles with a power of 250 watts full time. Advertising Times Sales Co., of Chicago will handle national sales. KGVL will be Texas State Network affiliate as well as a Mutual Broadcasting System outlet.

The Cass County Kids, former staff entertainers on WFAA, Dallas, have been signed to a seven year contract for films by Republic Pictures, Inc. Group is also being heard on the Gene Aury CBS broadcasts.

Inaugural show of KCOR, San Antonio, was held recently at the Municipal Auditorium. Highlight of the 4-hour show was an all-Spanish quiz show. A "Cocktail Hour" for radio, news and agency representatives was held following the ceremonies in the KCOR studios with Raul Cortez, station owner as host.

"Fruit Express" with Gay Cook who presents food news, household hints and menu suggestions is being heard Mondays, Wednesdays and Fridays for a quarter-hour over KGKO, Fort Worth. Series is sponsored by the Ben E. Keith Co.

**RMA Seeking Standards For Foreign-Area Trade**

(Continued from Page 1)  
ronics department, manufacturers would make their engineering standards, including AM, tele and FM available to foreign countries, in Europe, South America and the Far East.

American exports under the program will account for an estimated 25 per cent of the industry's volume after filling domestic needs, it was stated. In addition, it is felt that the plan will help bring radio operations in war-devastated Europe back to normal more rapidly.

The RMA voted also to set up a committee to work with OPA to help increase domestic production. Primary objective of the committee will be elimination of "price bottlenecks" on approximately six components, which the organization claims is holding down set output. J. J. Nance, vice-president of Zenith Radio Corp., was named chairman of the group.

The organization's amateur radio activities section, under the chairmanship of W. J. Halligan, president of Hallicrafters Co., adopted a resolution urging new hams to operate in the very high frequencies because of the crowded conditions in the present amateur channels.

**LEN STERLING**  
LA 4-1200



**California Commentary . . . !**

● ● ● Patrick Keatley, of Vancouver, B. C., western publicity chief of the Canadian Broadcasting Company, now agrees that Hollywood and Vine is one of the crossroads of the world. His first evening in town, he strolled down to the famous corner, and in a few moments he espied his old friend, Alan Young.

**Los Angeles**

Norman Ostby, assistant to Don Searle, ABC Pacific head, has purchased a home in North Hollywood, thus enabling his family to abandon the hotel circuit. Peggy Webber, radio actress, who wrote "Miss Tubbs," which was produced on the Don Lee television station, has been conferring with Norman Corwin for permission to prepare his "The Odyssey Of Runyon Jones" for television. Miss Webber, who also plays one of the feminine leads on "Dr. Paul," is writing a radio serial. Mrs. Lee Hogan, who gave birth to a baby girl in February, has resumed her duties in the NBC Western division press department. J. Donald Wilson, ABC Pacific program director, who recently suffered a near collapse, is taking a two weeks vacation.

**— Give To Conquer Cancer —**

● ● ● Several years ago the advertising manager of a Pacific Coast daily became interested in radio. He kept visiting a station in his city, and the higher his interest grew in radio, the lower fell his space sales. Result—he was fired, and figuratively kicked into radio. He acquired the station he had been visiting, and t'other day sold it for a sum that runs into six figures. The Tullis Advertising Agency has opened production offices at the new 6000 Sunset Radio Center and is also opening affiliate offices in Chicago and San Francisco. At the Hollywood offices, the Tullis company will produce and write all radio spots and program continuity which it will place on the West Coast. Hugh Gagos, who was the United Press radio wire chief on the Coast before entering the Army five years ago, has returned to Hollywood. Keith Hetherington, after two and a half years with KMPC as a staff announcer, has resigned to assume the position of special events director at W6XYZ. His plans also include free lance announcing until television becomes commercial.

**— Give To Conquer Cancer —**

● ● ● Col. B. J. Palmer, industry veteran, who is president of WOC, Davenport, Iowa, attended the annual 1946 station meeting of NBC Western Division members here. Tom McKnight, who was active in radio, is co-producing "The Black Angel," at Universal, with the cast including Peter Lorre, Dan Duryea and Ava Gardner. Now that Harry W. Flannery has solved his personal housing problem (he moved into his new home this week), the CBS news analyst is about to resume his interrupted lecture schedule before Southern California civic groups. His talks are based on international subjects covered in his daily broadcasts. C. P. MacGregor has appointed Eddie Skrivanek, composer and arranger, as musical director for his studios. Skrivanek was arranger for Raymond Paige for three years was with KFI for two years.

**— Give To Conquer Cancer —**

● ● ● Ray Schultz, who left the NBC Western division press department, to join "Smilin' Ed" McConnell, is smiling, too. The reason—t'other day, Mrs. Schultz presented him with a baby girl, their first born. Scribes Sam Moore and John Whedon, who write "The Great Gildersleeve" series, are collaborating on a book titled "Shortcuts To Sound Radio Writing," slated to be published in the fall. Next serious musical composition from the facile pen of Maestro Meredith Willson will be "Radio Suite Number One," two movements of which Willson has already completed. Movements will be titled "Georgie And Gracie," "Sunday Morning" and "Fibber McGee's Closet." Suite will be given its debut by Willson this summer.

**— Give To Conquer Cancer —**

**AGENCIES**

**G**EORGE L. MOSKOVICS, commercial manager of the CBS television station, WCBW, will discuss "Developments in Television" in a talk before the regular Monday luncheon meeting of Advertising Men's Post No. 200, American Legion, at the Hotel Lexington, NYC, April 22. Moskovic handled the commentary and non-technical question-and-answer periods during the recent three-a-day month-long series of CBS color television demonstrations for national advertisers and advertising agency executives.

**JIM RANDALL**, manager of the Maxon, Inc., Dallas, Texas, has announced the opening of a new Maxon office in Kansas City. The firm has other offices in New York, Chicago, Los Angeles, New Orleans, Detroit and Schenectady.

**FREDERICK J. MEYER, JR.**, lately of the Navy and formerly with Richard & Co., and Ted Bates, Inc., has joined Donahue & Coe., Inc., as associate production manager.

**Giants Games Sponsored**

A deal consummated last week between the Hoffman Beverage Co., Newark, N. J., and the N. Y. Giants will have the beverage firm bankrolling the entire Giants baseball schedule over WMCA. Calling plays will be Jack Brickhouse, well known Chicago sportscaster, aided by Steve Ellis, WMCA sports editor. Season gets under way Tuesday, April 16, when the Giants face the Phillies at the Polo Grounds.

**BALTIMORE'S GREAT FOOD SALESMAN**



**HE SELLS THROUGH THE AIR with THE GREATEST of EASIES**

EDWARD PETRY & CO., National Representatives

# TELEVISION DAILY

Trade Mark Reg. U. S. Pat. Off.

★ SECTION OF THE RADIO DAILY • APRIL 15, 1946 ★ ★

## Dedicate Du Mont Studios Today In John Wanamaker N. Y. Store

### N. Y.-Wash. Cable Ready For 5-Day Test

The New York-Washington section of the Bell System coaxial program has reached the stage which permits a five-day test period of experimental television from New York to the national capital beginning today, according to the American Telephone and Telegraph Company. During this interval the 225-mile circuit has been reserved for use to the television broadcasting companies in New York. At the end of the five-day period the cable will be turned over to Bell Laboratories engineers for supplemental tests covering several weeks. It is expected that late in the Spring the cable will be made available to television broadcasters for further experimental use.

Experimental television use of the coaxial cable between New York and Washington was discussed some time ago by the Bell System together with

(Continued on Page 8)

### Large Receiver Production Anticipated During 1947

Los Angeles.—H. Leslie Hoffman, president of the Hoffman Radio Corp., Los Angeles, was heard recently over ECA on the five minute program "What's New" under Signal Oil sponsorship and Norman Nesbitt as master ceremonies. Where is television and what about postwar receivers was the theme of the question and answer format.

Mr. Hoffman cited the general improvement in sets resulting in quieter reception and the scientific progress in making tubes and speakers. Delay in the production of radios, he said, is largely due to delay in setting OPA

(Continued on Page 6)

### Been Around

Thomas L. Riley, who directs the dedication part of tonight's WABD program, is an old timer at television directing. Tom is just back from South America where for two years he was assigned by the State Department.

Previously he was with NBC, William Esty and Podlor & Ryan.

### Doner & Koner

Sounds like vaudeville, and to some extent it is true. For Kitty Doner played the Palace, many a time. Currently she is teamed with Pauline Koner and they produce the "Choroctones" tele series, seven of which have been seen over WCBW. Stars from Broadway productions are used and recorded music provides the accompaniment. So far the duo hasn't allowed "boner" to be rhymed with the firm's name.

### Coast Tele Prepares Mid-Summer Boom

Hollywood, Calif.—Television will be in full swing here by mid-summer and remote pickups will be a strong feature of the programming, according to Harry R. Lubcke, Director of the Don Lee Television System, whose new million dollar studio and labo-

(Continued on Page 6)

### Steel Firm's Tele Debut Sked On WRGB May 3

Allegheny-Ludlum Steel Corp. joins the growing ranks of television sponsors when their experimental telecast "I'll Buy That Dream" is aired May 3,

(Continued on Page 6)

## TBA Making Definite Plans To Set Up Educational Org.

The first concrete step to organize educators of the nation into a body to study television and advance its use as an educational medium has been taken by the Television Broadcasters Association, Inc., in the formation of an educational committee within the Association.

Wallace S. Moreland, assistant to the President of Rutgers University, the State University of New Jersey, has been named chairman of the new committee by J. R. Poppele, TBA president. Members of the committee include: Prof. Kenneth Bartlett of Syracuse University; Prof. Barclay Leatham of Western Reserve Univer-

## Set Establishment Of First Permanent Television Network; Distinguished Audience In Attendance

Opening of the Du Mont television studios in the John Wanamaker New York store today will mark the establishment of the nation's first permanent commercial television network, it was announced yesterday by Leonard F. Cramer, vice-president and director of the television broadcasting division of the Allen B. Du Mont Laboratories, Inc.

The network will link the Du Mont stations in New York and Washington, D. C. Applications are pending with the Federal Communications Commission for stations in Cleveland, Pittsburgh and Cincinnati for inclusion in the network. A potential audience of approximately twenty million persons may be reached through television when the five-city network is completed.

### N. U. Dean Lauds Tele School Drama Series

Chicago — Declaring he was more than pleased to lend his approval to the regular presentation on television of major Northwestern University School of Speech dramatic productions, Professor James H. McBurney, Dean of the school, praised the first such venture, "The Far Away Hills," which was aired by Balaban & Katz

(Continued on Page 6)

### Huge Expenditure

More than a half million dollars has been spent in converting the auditorium of the John Wanamaker store at 9th Street and Broadway into the world's most modern television studios. In lighting, camera and sound

(Continued on Page 8)

## NBC Resumes In May With 20-Hrs. Weekly

NBC's television station WNBT returns to the air the first week of May, with a new transmitter as well as a new antenna atop the Empire State Building. Program schedule, while following the same general lines as before, will be increased to about 20 hours of telecasting a week—including a three-times-a-week daytime television program.

Exact date of re-opening has not

(Continued on Page 6)

### Bells Move Dollies

Lovely Co-eds move the DuMont camera. The crew of studio assistants Irene Petroff, Lolly Turner, Florence Monroe and Tommie Tomadelli are all college grads who have determined to make television a career. They are alumni of Barnard, Vassar, Northwestern and Smith.

## NBC Resumes In May With 20-Hrs. Weekly

(Continued from Page 5)

been definitely set, but it is thought WNBT will return with boxing matches from either Madison Square Garden or St. Nicholas Arena. Once again, as before it went off the air, the station will present full-length dramas Sunday nights and will attempt to line up topnotch Broadway talent for these productions. It is expected that the tie-up with the Dramatists Guild made earlier in the year will bring many new scripts to television by talented playwrights.

### Daytime Innovation

Biggest innovation in the NBC television scheduling will be its daytime show, "Radio City Matinee." Program will be aired Mondays, Wednesdays, Fridays from 1:00-2:00 p.m. (EST), will feature a well-known Broadway actress as mistress of ceremonies and will bring to the studios top-ranking experts in the fields of home-making, food, design, sewing, among others. Ten minutes of each show will be devoted to entertainment, the rest to subjects of timely interest to women.

No definite sports schedule has been set yet, but plans call for the continuance of boxing from Madison Square Garden and St. Nicholas Arena on Mondays and Fridays and there is some chance that the television mobile equipment will swing into action from New York's baseball parks before long.

With new field equipment expected at the network soon, special events will be covered more intensively than before and the twice-a-week newsreel, scheduled by Esso Marketers before the station went off the air, will assure viewers of being kept up-to-the-minute on the big news events of the day.

## Large Receiver Production Anticipated During 1947

(Continued from Page 5)

ceiling prices and also delay in the delivery of component parts from suppliers.

He predicted that television receivers will be produced in volume the middle of 1947 with three price brackets. He brought the interview to a close by station the advantages of FM over AM with the separation of stations close together and providing clear and crisp reproduction of voice and music.

## Farnsworth Names Boxell As Public Relations Head

Fort Wayne, Ind.—Farnsworth Television & Radio Corp. has appointed Paul J. Boxell, director of public relations. Boxell was formerly public relations aide to General A. A. Vandergrift, Marine Corps commander. He succeeds Capt. Pierre Boucheron who has been made manager of the Farnsworth broadcast division and station WGL, this city.

## TBA Making Definite Plans To Set Up Educational Org.

(Continued from Page 5)

The program includes:

1. Keep educators accurately informed on new developments in the television field.
2. Aid in developing educational and other forms of public service programs for television stations.
3. Stimulate use of television programs in classrooms.
4. Suggest standards for teaching television programming and engineering.

5. Encourage research in the field of educational television.

6. Develop cooperative activity in educational organizations that might reasonably be interested in television developments.

The committee has under advisement several projects to initiate its program and immediate action is contemplated on one or more of them, Mr. Moreland stated.

## N. U. Dean Lauds WBKB School Drama Series

(Continued from Page 5)

WBKB, recently, and ran over an hour in length.

"We consider it an important opportunity for our students," stated McBurney, "and feel the experience they gain on television will be of infinite value."

Arranged by William C. Eddy, director of television for Balaban & Katz WBKB, the series will be continued for the remainder of the Northwestern University semester, presenting condensed versions of about one hour in duration, of all major University Theater productions. The television versions will follow by about three weeks, the original campus stage presentation.

Commenting on the value of the idea, Eddy stated, "We know from past experience that the School of Speech at N. U., has in its student ranks a wealth of talented youngsters and therefore, feel that by presenting this series over the air, we may be able to contribute a necessary element in their training at the same time giving our television audience dramatic entertainment of the highest caliber."

Members of the Northwestern faculty and WBKB executives were

## Steel Firm's Tele Debut Sked On WRGB May 3

(Continued from Page 5)

over WRGB, Schenectady, N. Y. Using several new techniques, the show was written by Ted Beebe and directed by Clark Jones, both of the WRGB staff. The account is handled by Walker & Downing, Pittsburgh, and supervised by Victor Seydel.

The show has no direct commercial, using instead a light drama of G.I. Joe and his family furnishing his dream house as a means of stressing the value of stainless steel products. Superimposition, in true motion picture style, is another trick being employed. Live talent, film using same talent and slides make up the presentation.

## Goggin ABC Coordinator

Paul Mowrey, ABC tele chief, announces that Richard Goggin has been engaged as writer-coordinator-production man for all ABC television shows.

unanimous in their acclaim of the television adaptation of "The Far Away Hills." All were convinced the new medium of video will open bright new horizons for the development of youthful thespians.

## Coast Tele Prepares For Big Mid-Summer

(Continued from Page 5)

ratory atop Mt. Lee is all set for a busy season.

In accordance with the FCC regulations requiring 28 hours programming per week, Lubcke has allocated 30 per cent time to live studio shows and 30 per cent film. Completed just before the outbreak of war, the new television studio, complete with swimming pool is now undergoing thorough testing in every section of its many novel features.

Throughout the war, the studio was used by the Don Lee Staff for highly-classified government research work but a small space was retained to permit the continuance of fortnightly programming.

First structure in the world erected exclusively for television, the W6XAO studios are two-stories high, measure 100 feet square and the main studio ceiling is 35 feet above the floor, affording plenty of room for catwalks, scenery and ventilation. The entire building is shielded with a blanket of one-ounce copper sheeting, including roof and floor to prevent outside electrical disturbances from "blooping" images broadcast to the several hundred "lookers" within the 45 mile radius the site which is located on the highest peak accessible by road in the Hollywoodland range.

### New Call Letters

W6XAO, later to be replaced by the commercial call letters, "KTSL," after the owner, Thomas S. Lee (K meaning a Western station), operates on Channel 2 in the 54-60 megacycle band. Visual frequency is on 55.25 megacycles and of course the FM aural on 59.75 megacycles. Waves are horizontally polarized with pictures being on 525 lines, 30-frame-60-field images, requiring a vertical scanning frequency of 60 cycles and a horizontal frequency of 15,750 cycles, both saw-tooth waves.

Since its inception in 1930, the Don Lee station has pioneered in remote pickups, having assisted RCA in the development of "suitcase camera" equipment. Compactly arranged in six metal cases about the size of suitcases, the portable transmitter and the two orthicon cameras have been taken to automobile races, fashion shows, toy boat regattas, the Pasadena Easter Parade and a host of other outdoor events. Two cameras remain at home for cut-ins, one for live talent and placards and the other for film.

## Speer Joins ABC Tele; Will Write WABD Show

Charles E. Speer has been engaged by ABC's television department as writer for the Lockheed Show, scheduled to begin via WABD, DuMont outlet in New York, late this month.

## Camera Focusing By Radar

By W. S. STEWART

Television Editor of International Photographers

Automatic focusing of motion picture, television and large still cameras may sometime be possible through the application of the range-finding principles of radar.

Although present day radar measures distances in terms of thousands of yards, future developments in the art may make it possible to measure distances in terms of feet.

The use of radar, or its principle, in the automatic control of optical focusing systems could ease considerably the strain of constant attention to focusing, which is the lot of most cameramen.

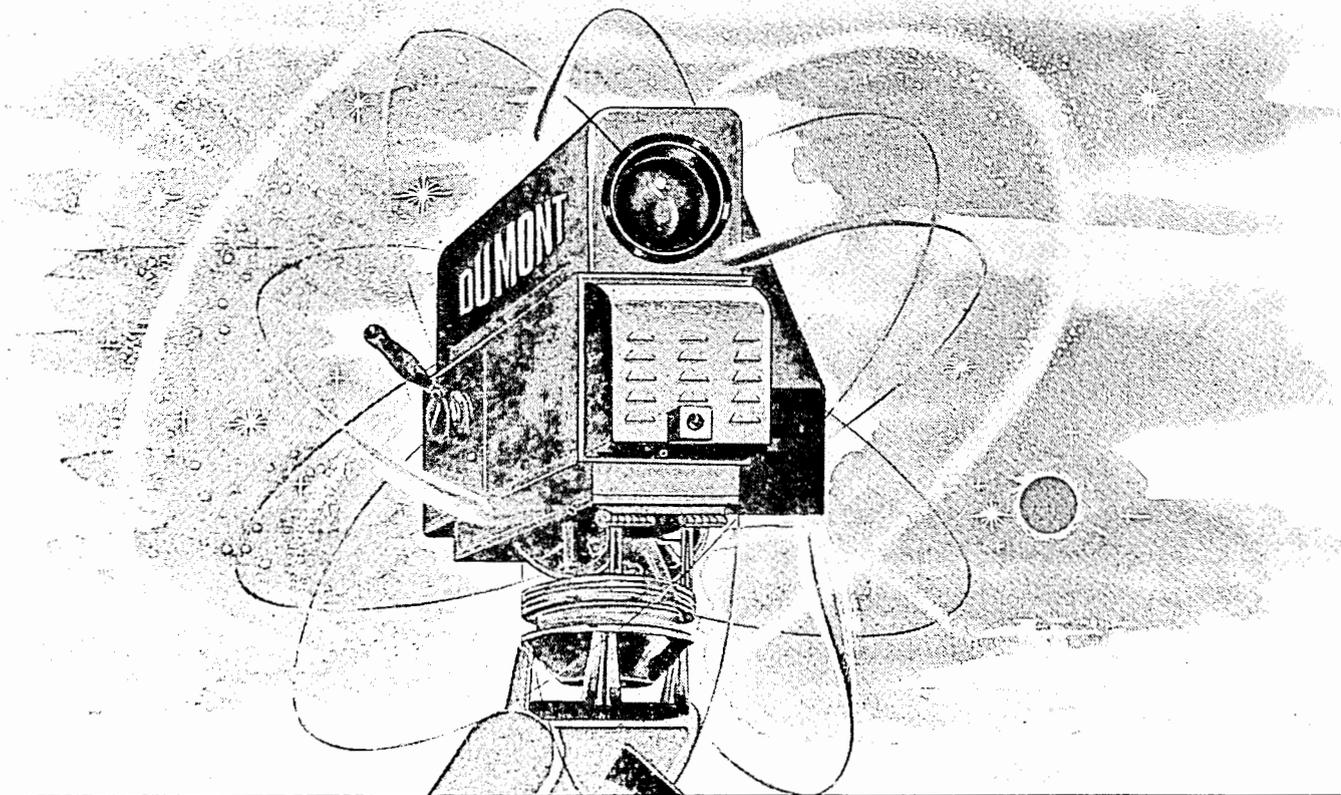
One difficulty in such an arrangement might be that, if the radar focusing beam should inadvertently

wander off the principal subject, such as an actor, and strike a background fifteen feet away, the cameraman might be embarrassed to find his subject completely out of focus in a split second.

Perhaps an adjustable time-delay circuit could be incorporated to permit such accidental mis-direction of the electronic focusing beam to occur, for a brief moment, without putting the optical system out of focus. Thus time would be allowed to re-frame the subject without de-focusing.

Also, the change-of-focus mechanism could be designed with a suitable lag to accommodate shifts to various focal planes at normal rates of change.

**DU MONT ANNOUNCES**  
*the opening of*  
**THE WORLD'S GREATEST TELEVISION STUDIOS**



*Tonight . . . Du Mont's WABD*

goes on the air from the world's newest, biggest, most elaborate television installation... Du Mont's John Wanamaker Studios

A central studio as large as a city lot and fifty feet high . . . a half million cubic feet of space . . . one of the largest concert organs in New York City . . . such is the splendor with which Du Mont's John Wanamaker Studios open this new era of television entertainment.

A WHOLE AMAZING NEW WORLD  
 AWAITS YOUR DISCOVERY . . .

Spacious foyers . . . ramps that command the whole vista of Control Room and Stage . . . a vast Main Balcony holding more than 700 visitors! Here you may watch all the backstage action . . . while the broadcast program appears before you on viewing screens.

**11 TELEVISION CAMERAS**

A huge central studio with four new-type "live talent" cameras . . . two other "live talent" studios with two

and three cameras . . . special studios with cameras for motion picture projection and pickup . . . a grand total of 11 cameras for any conceivable program. These, the world's largest and most completely equipped television studios, will be the production center and originating station of the Du Mont Television network.

NOW . . . SEE DU MONT TELEVISION  
 FROM BROADCASTING TO  
 PERFECT RECEPTION

Spectator tickets required only at broadcasts . . . now scheduled from 8 to 9:30 P.M., Monday through Friday. Write Station WABD. Studios open to visitors without tickets from 10 A.M. to 5:30 P.M. every day except Sunday. (All tickets are reserved for Opening Night.)

DU MONT'S JOHN WANAMAKER STUDIOS . . . ENTRANCE UNDER THE FAMOUS WANAMAKER BRIDGE ON WANAMAKER PLACE JUST EAST OF BROADWAY.



# Dedicate Du Mont Studios Today; Set First Permanent Tele Network

## Facilities At John Wanamaker Store Most Modern Ever Built; Brilliant Assembly Of Guests Attend Debut

(Continued from Page 5)

equipment, the new studios bring television to postwar standards and will result in telecasts of vastly improved quality, according to Cramer.

Approximately one million cubic feet have been utilized for the three studios, control rooms, promenades, dressing rooms and other appurtenances.

The largest of the three studios exceeds in size that of any television studio now in existence. One of its main features is accommodations for an audience of 700. There are 400 permanent seats and room for an additional 300 persons on special occasions.

### For Public Benefit

The new facilities will afford the general public the first opportunity to see television studios in operation. The studios have been constructed so that customers and guests of the Wanamaker store may see rehearsals as well as telecasts and a quarter of a million visitors to the new studios are expected each month.

The premiere program on April 15 will feature the first two-way use of the coaxial cable between New



DR. ALLEN B. DuMONT

York and Washington, with part of the program originating in each city. In addition to the audience in the DuMont John Wanamaker studios in New York, an audience of Senators, Representatives, Federal Communication Commissioners and other governmental officials will be gathered in the Mayflower Hotel in Washington to view the program over a group of specially installed television receivers. Both DuMont stations will televise the program over the air, as will the Philco station in Philadelphia.

Balconies overlook three sides of the huge studio and permit an unobstructed view of studio activities. Nine large viewing monitors are suspended from the ceiling to enable the studio audience to see the picture actually being sent out over the air.

Excessive studio heat, one of the serious inconveniences to actors, operating personnel and studio audiences, will be entirely eliminated in the new studios through the use of

a recently invented lens which absorbs all heat but none of the incandescence of the lights. The main studio will be illuminated by banks of reflector lamps, floor lights and spot lights having a combined power of one hundred thousand watts.

### Main Studio

The main studio will be fifty by sixty feet in floor area with a ceiling height of fifty feet. Each of the two smaller studios will be approximately half that size. Four cameras and two microphone booms will be used

for all "live" programs. A newly-designed camera dolly makes it possible to "shoot" from almost any angle.

Studio control rooms adjoin each of the three studios and a master control room is located on an upper floor. A matched telephone line connects the master control room with the transmitter at 515 Madison Avenue, two and a half miles away. This transmitter has a service range approximately 50 miles in radius although programs have been received by set owners at a distance of 75 miles.

### Other Facilities

In addition to the studios, control rooms and audience balconies, there are commodious dressing rooms, lounges and offices for operating personnel and talent.

The dedicatory ceremonies will be attended by four hundred guests.

## Dedicatory Program

Notables appearing before the television cameras at the opening of the Du Mont-John Wanamaker Studios of WABD today will be Dr. Allan B. Du Mont; Grover A. Whalen, Master of Ceremonies; Dr. Quo Tai-chi, Chinese Ambassador to the United States and President of the Security Council of the United Nations; Governor Walter Edge, of New Jersey; Mayor William O'Dwyer, of New York, and Leonard F. Cramer, vice-president and director of Du Mont.

Appearing as part of the dedication program, relayed by coaxial cable, from Washington will be Senators Albert W. Hawks, of New Jersey; James M. Mead, of New York; Brien McMahon, of Connecticut, and Charles L. Denny, Acting Chairman of the FCC. Bill Slater will announce the dedication part of the program.

Following the dedication program the Du Mont station will present a dramatic fantasy entitled "Experience." The show is written and produced by George Lowther and directed by Louis Sposa, Program Operations Manager of WABD.

To complete the program for the gala opening the C. F. Mueller Co. will present "Let's Have Fun" with Walter Able as Master of Ceremonies and a large cast headed by the six Goldwyn Girls. Ted Hutchison handles the directing chores for the Duane Jones Co.

### Tuesday Through Friday

#### TUESDAY, APRIL 16

8:00-8:30: "Here's How"—Colgate, Palmolive-Peet—Wm. Esty (agency)  
8:30-9:00: Film  
9:00-9:30: American Broadcasting Co.—Lockheed Aircraft Show

#### WEDNESDAY, APRIL 17

8:00-8:30: "Magic Carpet"—Alexander Smith Carpet Co. (sponsor); Anderson, Davis & Platte (agency)  
8:30-9:00: Film  
9:00-9:30: Fashion Show

#### THURSDAY, APRIL 18

8:00-8:30: Famous Jury Trials—American Broadcasting Co.  
8:30-9:00: Film  
9:00-9:30: Thrills & Chills with Dough Allen

#### FRIDAY, APRIL 19

8:00-8:30: Variety Show—Pulitzer Creations (sponsored)  
8:30-9:00: Film  
9:00-9:30: Good Friday Services

## N. Y.-Wash. Cable Ready For 5-Day Test

(Continued from Page 5)

representatives of the television broadcasters who were expected to be early users of the facilities. These included the Columbia Broadcasting System, the Allen B. DuMont Laboratories, and the National Broadcasting Company. Others interested in television transmission, including motion picture producers and theater operators, were also offered use of the inner-city television system during the experimental period.

The Lincoln Memorial services in the national capital were televised and brought to New York via cable when experimental television service from Washington to New York was inaugurated over coaxial cable on February 12. Transmission of this program was arranged in cooperation with Columbia Broadcasting System, the Allen B. DuMont Laboratories and the National Broadcasting Company.

### New York To Miami

The coaxial cable which the Long Lines Department of the American Telephone and Telegraph Company built between New York and Washington forms one link in the Bell System's multi-channel long distance telephone route to be extended from New York to Miami. The present program calls for additional coaxial facilities to be constructed along this route. Other routes are planned for vision programs. They will extend across the country from Atlanta to Los Angeles and San Francisco; west from Philadelphia to Chicago and thence south to New Orleans; and from St. Louis west to Kansas City and Denver, and north to Minneapolis.

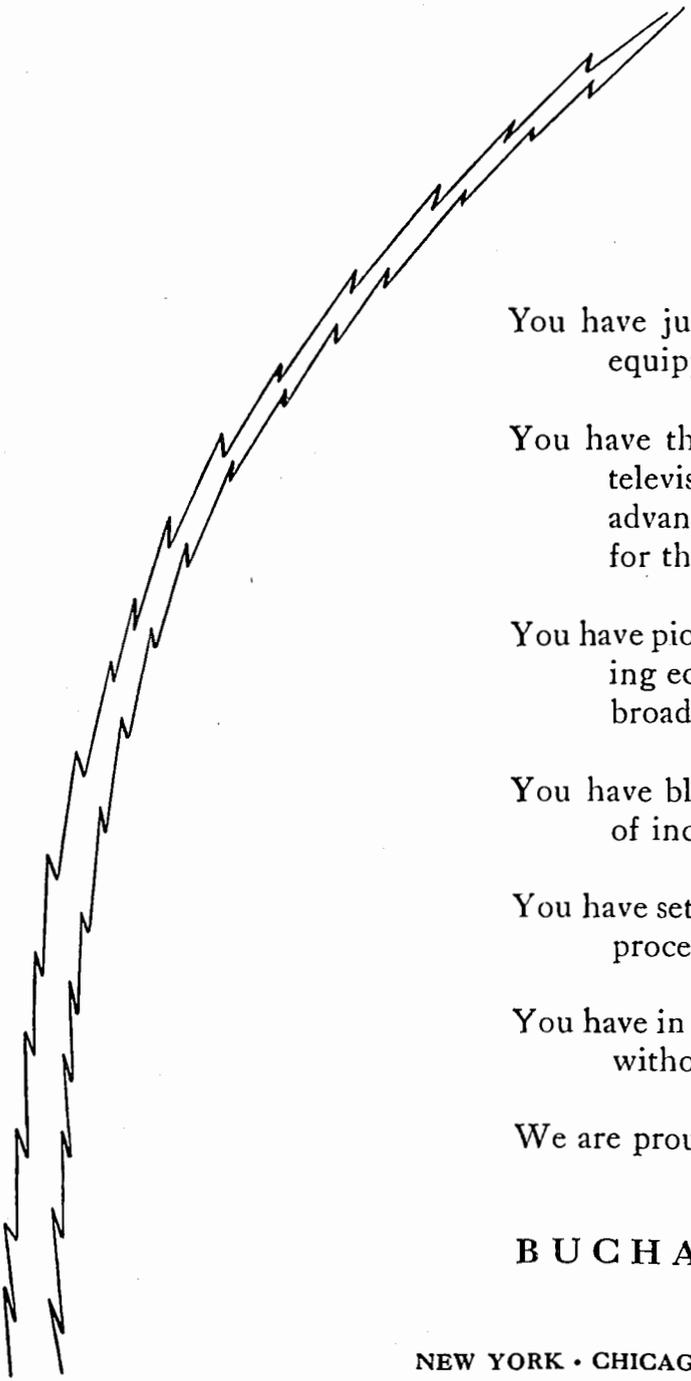
### Cables Under Construction

Construction of the coaxial cable from Washington to Charlotte was started some months ago, and the cable-laying trains have traversed about half the distance between these two cities. The Charlotte-Augusta-Atlanta stretch will be the next link of this significant Atlantic Seaboard voiceway. Construction will be started during the latter part of this year on a coaxial cable between West Palm Beach and Miami. Before cables can be placed in service, however, amplifying equipment has to be installed at repeater stations at frequent intervals along the routes, and the terminal points equipped with the various types of apparatus required.

Construction of the Southern Transcontinental coaxial cable, which will extend from Atlanta to the West Coast, is now under way.

# Congratulations

## DU MONT



You have just completed the world's largest and best-equipped television studios.

You have the inventive genius that made commercial television possible . . . the genius that has steadily advanced the standards of this great new medium for the past 15 years.

You have pioneered in the design of television broadcasting equipment . . . and have built more television broadcasting stations than any other company.

You have blazed a trail in television station operation of incalculable value to newcomers in the field.

You have set basic policies of commercial programming procedure for this great new industry.

You have in production a line of de luxe home receivers without equal in the history of television.

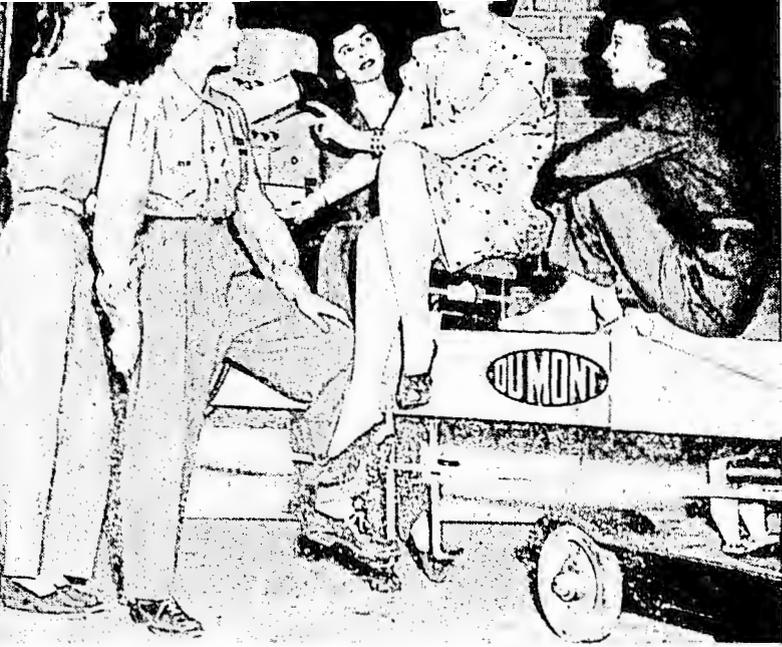
We are proud of our association with you.

**BUCHANAN & COMPANY, Inc.**

*Advertising*

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS

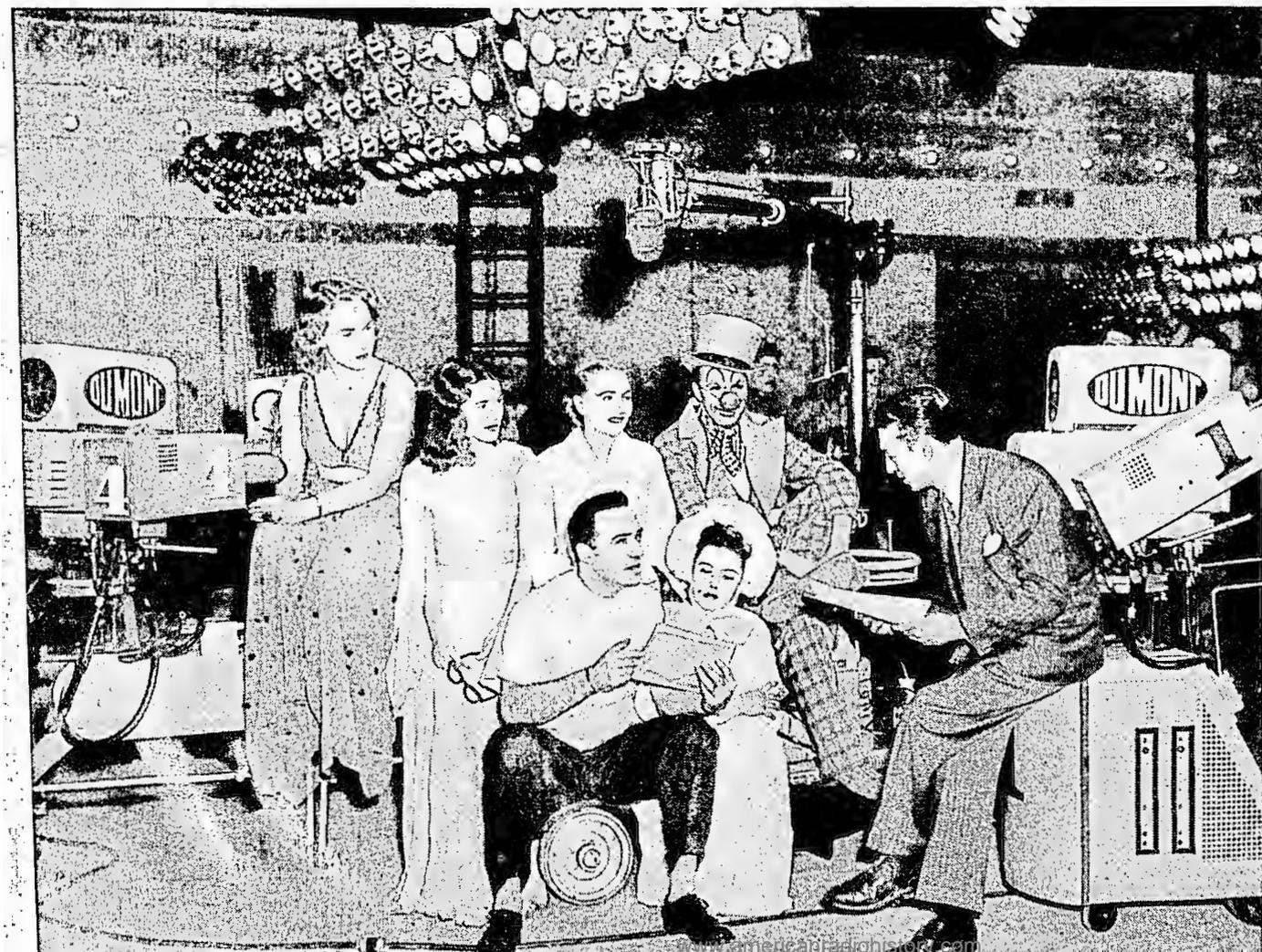
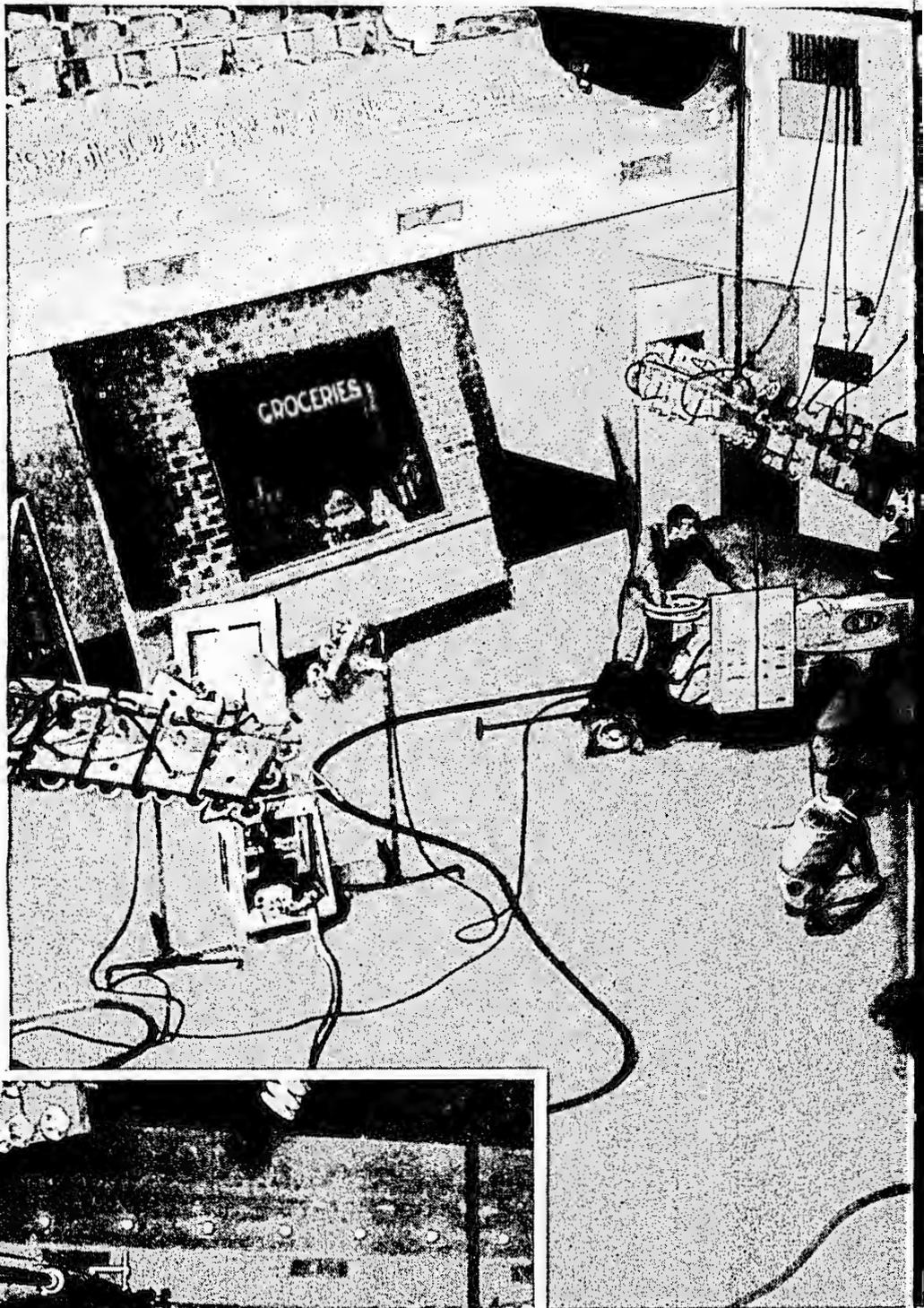
# New Du Mont Studios Inc



**↑ BRITISH STAR TELLS ABOUT TELEVISION ABROAD**  
When lovely Jacqueline Craven, British magazine cover girl and television star, arrived at the new Du Mont Television Studios for inspection of modern television, Du Mont studio assistants gathered around to get an earful about BBC's postwar television plans.

### LISTENING TO LOU

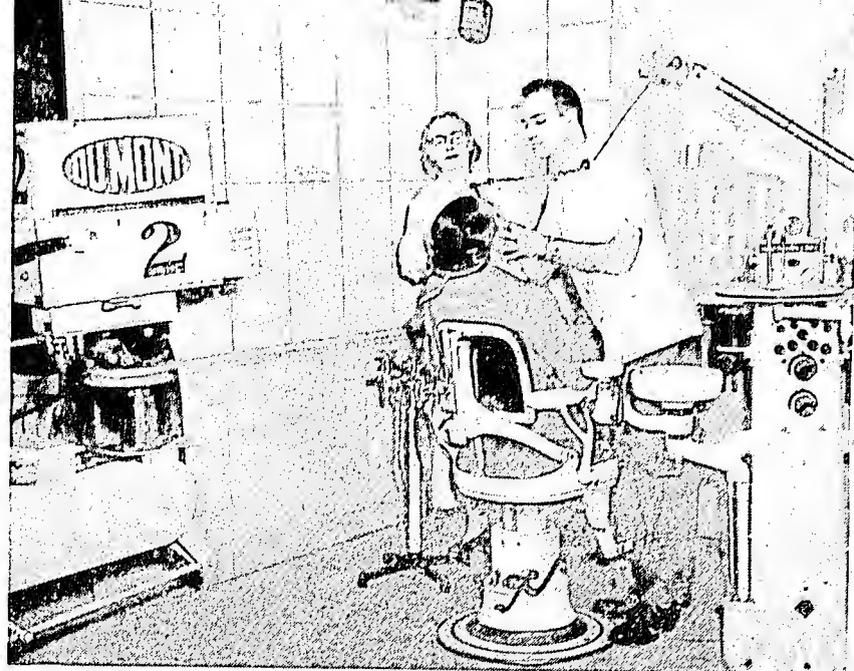
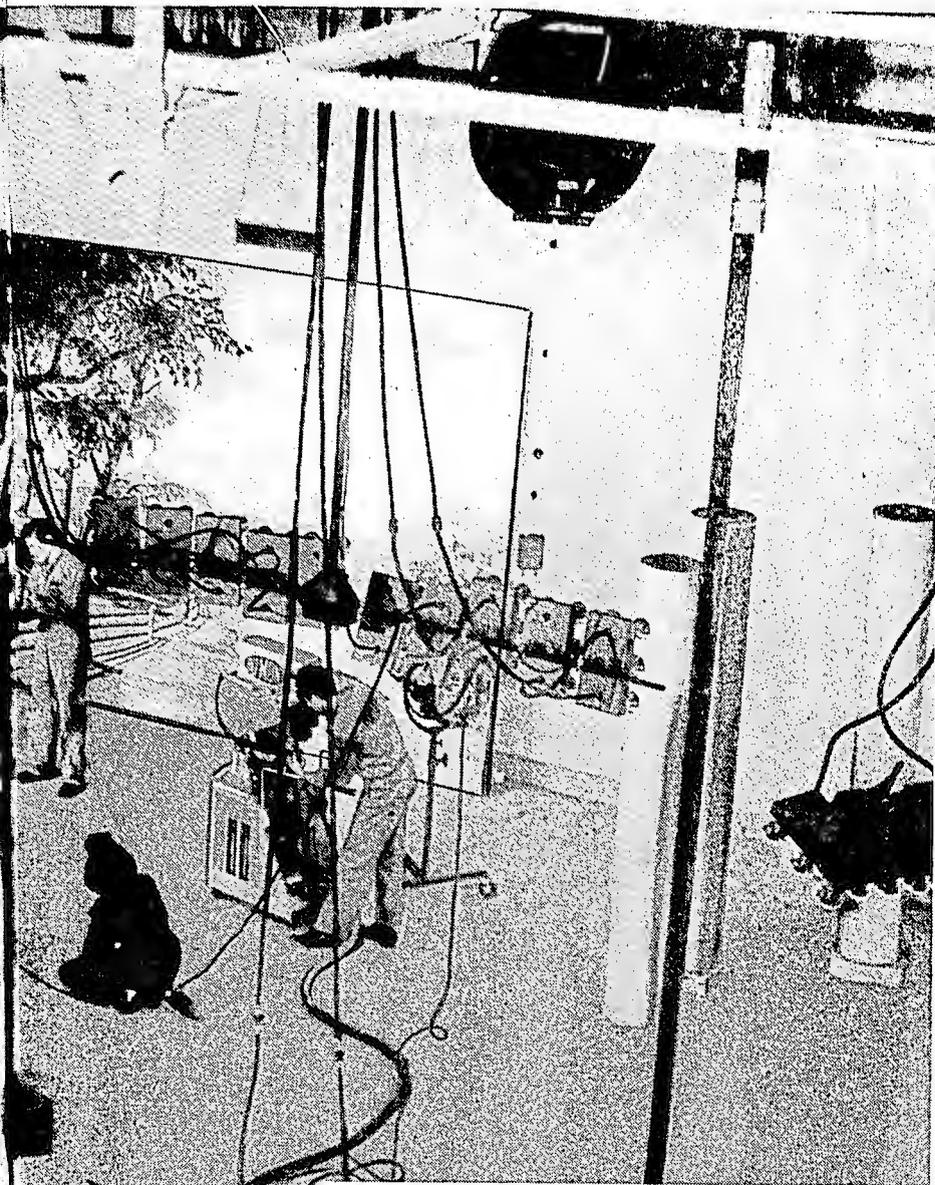
After dress rehearsal of George Lowther's dramatic fantasy, "Experience," Louis A. Sposa, director of the program, gives words of advice to the cast. Incidentally, Sposa is manager of the Program Service Department of Du Mont.



### **↑** WORLD'S LARGEST

Located in the John W. ...  
Broadway, the large stu ...  
control rooms, dressing ...  
occupy about half a milli ...  
cost of half a million do ...  
tem is a newly-invented ...  
not affect the incandescen

# rate Television Network



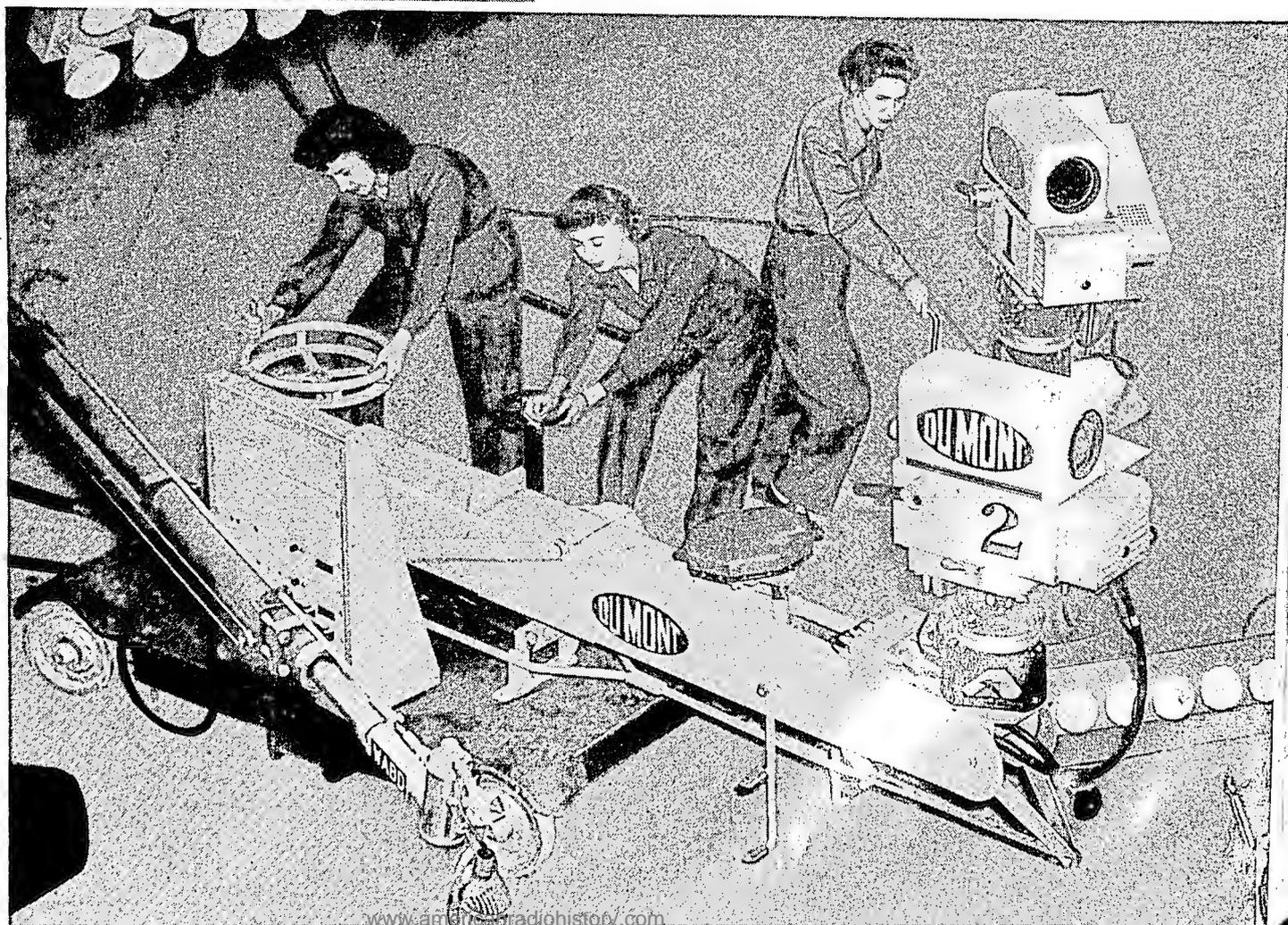
OPEN A LITTLE WIDER PLEASE

↑ Abbey Louis is the nurse, John Graham the patient, and Lawrence Deacon the dentist in George Lowther's dramatic fantasy, "Experience," which will be given at the premiere opening of Du Mont's new John Wanamaker Television Studios on April 15.

### STUDIO ASSISTANTS LEARN TO WORK FAST

The crew that moves dollies, sets cameras, and handles cables, are college girls who are determined to learn all there is to know about television.

↓ Vassar, Mount Holyoke, and Barnard are represented by these efficient workers.



### STUDIOS

at 9th Street and  
smaller studios,  
audience balcony  
and were built at a  
of the lighting sys-  
forbs heat but does  
aps.

# Facts About Du Mont's Wanamaker Studios

Studio A is the largest television studio in existence, having 50 ft. by 60 ft. of floor space. It is 50 ft. high. Formerly the Wanamaker Auditorium. Overlooked by balconies on three sides. Seating capacity 400; total audience capacity 700.

Audience has clear view of studio production. Hung at approximately the level of the audience's eyes, are nine 20-inch viewing monitors, so that the audience may also see the televised program.

## ILLUMINATION

The illumination of this studio is provided by a series of banks of reflector lights suspended from the light grids, floor lights and powerful spotlights—a total of more than 100,000 watts.

## ELIMINATION OF HEAT

Science has solved the serious problem of excessive studio heat—one of the bugaboos of television.

The new studios shortly will have special heat-dissipating glass plates on each lamp and spot, insuring comfort to talent and studio personnel without loss of incandescence or picture quality.

These transparent saucer-shaped plates or discs are clamped in front of the bulbs and spotlights, preventing the radiation of heat but virtually none of the light.

Du Mont is the first television station to install this important improvement.

## CAMERAS

Four cameras and two microphone booms will be used on all live programs, thus assuring greatly improved production. A newly-designed camera-dolly makes it possible to shoot from any angle.

## CONTROL ROOMS

The Studio Control Room is commodious, with ample room for operating technicians, directors, etc. Behind double plate glass windows that command an unobstructed view of the studio, this control room will be the work-room of—

Two video control engineers who control camera sensitivity, and insert shading pulses to correct the inherent fault of the iconoscope;

An audio engineer who "rides gain" on microphone or turntable (when recordings or recorded sound effects are used) pickup;

A video engineer who does the switching from one camera to another, handles fade-outs, montages, etc;

A program director and his assistants.

An interphone headset system provides communication between the studio control room and the studio crew.

The Master Control Room, located behind solid walls on an upper floor, has no immediate concern with studio production activities. It receives the images coming from the studio control rooms and the film projector room. Generally, it is the "clearing house" for the entire station operation. Its personnel include—

A video engineer, charged with final monitoring of the image;

An audio engineer who makes a final check on sound quality and levels;

A production supervisor who cues all live-talent pickups from the various studios, assembling into a smooth-running continuity;

A motion picture video engineer; and

A projectionist responsible for the projection of film, slides, etc.

## FROM STUDIOS TO TRANSMITTER

The master control room at Du Mont's John Wanamaker studios transmits video and audio signals to the WABD transmitter control room located on the 42nd floor of 515 Madison Avenue, a distance of approximately two and one-half miles over a matched telephone line. Arriving at the transmitter control room, the signals again are checked, and built up or corrected when necessary, before being fed to the WABD transmitter atop the building 650 feet above the sidewalks.

The present WABD transmitter has a service range of approximately fifty mile radius, although programs frequently are received by set owners at a distance of 75 miles.

## TWO SMALLER JOHN WANAMAKER STUDIOS

These two studios, adjoining each side of the large studio are each approximately half its size and afford the same technical accommodations.

## THE WORK OF THE ARCHITECT

Large foyers, comfortable opera chairs for the audience, commodious dressing rooms for operating personnel and talent, air-conditioning, and other studio conveniences combine to make the Du Mont John Wanamaker Studios the most modern and comfortable in existence.

# SEEING IS BELIEVING



WINCHELL CALLED

## DUNNINGER'S

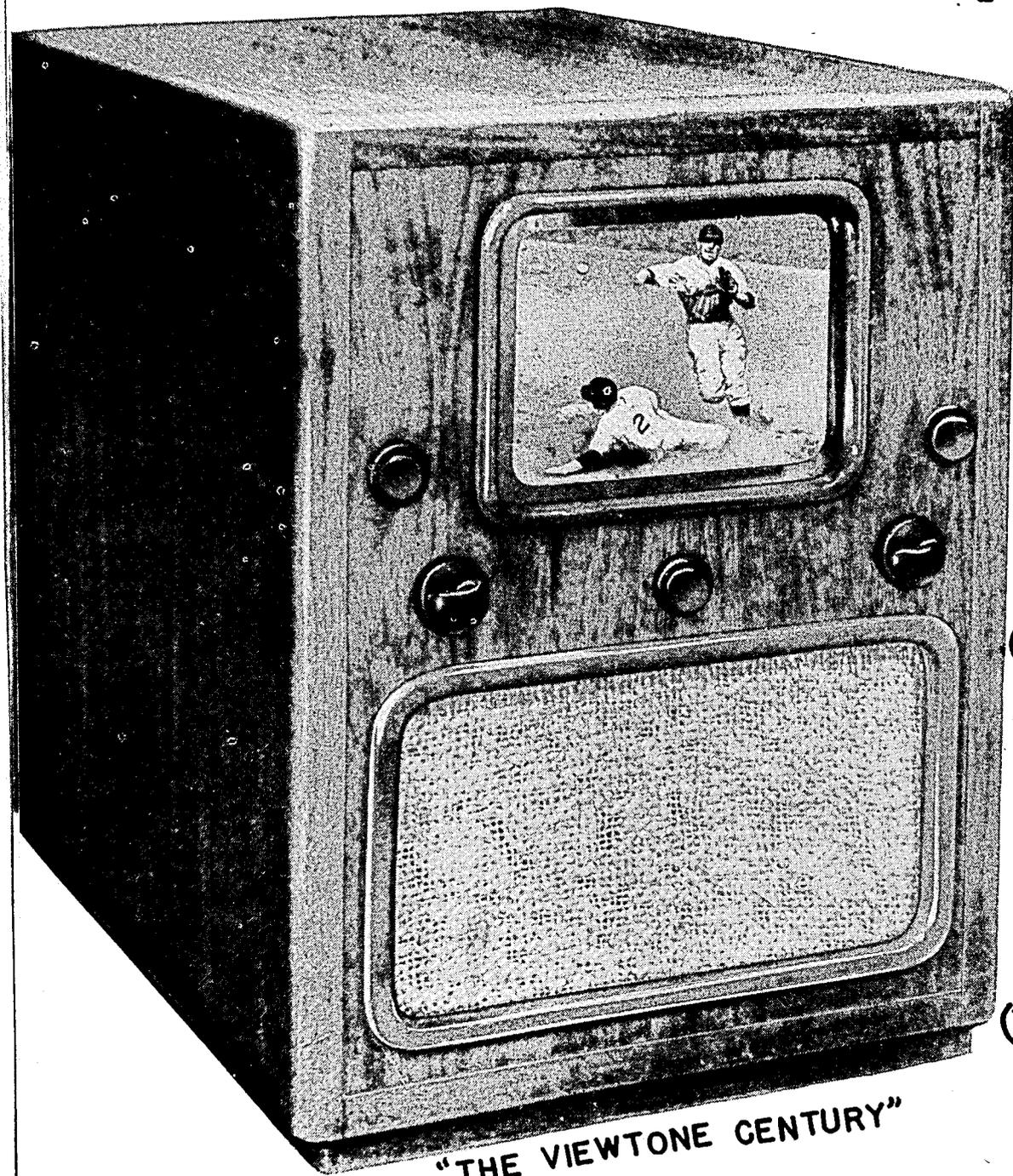
RADIO SHOW "THE MOST INTERESTING NOVELTY OF THE YEAR."  
IN TELEVISION HE WILL BE A SENSATION!

CALL DAN TUTHILL

NATIONAL CONCERT AND ARTISTS CORPORATION

• 711 FIFTH AVENUE, NEW YORK

# DELIVERIES IN MAY



THE \$100  
TELEVISION  
SET

---

THE VIEWTONE  
"ELITE"  
(TELEVISION & RADIO)

---

THE VIEWTONE  
"ARISTOCRAT"  
(TELEVISION, RADIO  
AND  
RECORD CHANGER)

**VIEWTONE TELEVISION CO.**  
203 E18th ST. NEW YORK, N.Y.

## Allen B. Du Mont--Pioneer In Television

By J. R. POPPELE

President, Television Broadcasters Association, Inc.

FROM its very beginnings, the greatness of our nation has been merely a reflection of the greatness of its people. The measure of greatness, therefore, is gauged best in terms of man's contribution to mankind.

As a nation of pioneers, we have prospered. Pioneering has its just rewards, though the compensations generally come only after years of arduous, and frequently thankless, effort.

Allen B. Du Mont is typical of the indomitable spirit that characterizes the inventive genius of our nation. An extremely modest individual, he finds his greatest satisfaction in conquering electronic riddles and achieving a usefulness for them in terms of better living.



J. R. POPPELE

I know Allen Du Mont well. I know him as a down-to-earth hard-working, sincere American who well deserves the laurels which a grateful industry is just beginning to bestow upon him.

As one who has contributed much to the development of the excellent television which is only now becoming available to all of our nation, Allen Du Mont is truly one of America's top ranking television pioneers.

His life has been typical of our best conceived notions of an inventor. As a Montclair, N. J., school boy he took an interest in all things mechanical, particularly radio and its early bulky circuits. His determined interest in radio persevered, and from high school he entered Rensselaer Polytechnic Institute where he pursued engineering studies with enthusiasm.

A Phi Beta Kappa key proudly worn is testimony to the success of his efforts.

Radio telegraphy engaged his attention as a youth and he took to the sea as a telegraph operator aboard a coastwise steamer.

Although radio broadcasting was then still in its infancy, Allen Du Mont looked beyond the day when every home in America would have a radio set. He was a young man of vision so it was natural for him to perceive what the future might hold. That's how he became a man of television.

During the middle 1920's when Baird, Jenkins and De Forest were experimenting feverishly with mechanical methods of television broadcasting, Allen Du Mont began to give thought to other methods—electronic methods. As vice-president of

the De Forest Television Laboratories, Allen Du Mont experimented with mechanical devices, while giving close study to electronic television. He thought so much of his ideas that he left De Forest and went to work on improving an old device that had very little usefulness at that time—the cathode ray tube.

He went to work, it should be added, in the basement of his home—on a shoestring investment. It was here that his inventive genius resolved itself to the fullest. Improved cathode ray tubes to aid radio service mechanics in their labors was the first step forward. A few orders came in and a few men were added to his staff.

Other uses for the cathode ray tube began to materialize and it became quite evident that his basement laboratory walls would bulge only so much. So the business expanded first into the unheated Du Mont garage and a short time later was coordinated into a store in the business section of Upper Montclair. And the walls continued to bulge as experimental work on cathode ray tubes for television went forward.

Television research in earnest continued apace at the new location. The first Du Mont television set was designed and created there; it reached the market ahead of all others. Allen Du Mont had finally set his sails firmly on a television course. He applied for a television station in New York City and was licensed to operate. He was preparing to make great strides in this direction when war clouds began to gather over Europe.

As the storm of war finally broke upon the world, Allen Du Mont pledged his efforts and his plant to the war effort. Much of the pioneering he had accomplished in electronics was rapidly converted to the war program. Radar and other marvelous instruments that contributed much to the winning of the war are directly traceable to many of the Du Mont developments. The exigencies of the war program and the need for tremendous production saw the Du Mont plant in Passaic grow from a modest three-story factory into a large industrial enterprise.

And Allen Du Mont stands ready to meet the challenge of the future. Already granted a New York television station license and about to receive a construction permit for another station in Washington, he is laying plans for still other stations in Cleveland, Pittsburgh and Cincinnati.

The fellow who had faith in an industry and started on a shoestring has become one of the titans of television. A just reward for a pioneering spirit that has gone undimmed through all the years.

## Design Of Du Mont Studios And Operation Told By Cuff

### General Plan and Layout Radically Different From Other Tele Studios With Nothing Overlooked

The general plan and lay-out for DuMont's John Wanamaker Studios differ radically from television studios in general. Quite a large number of problems presented themselves at the outset. These problems resulted from the fact that an existing premises had to be adjusted to television use, and certain basic characteristics of this premises could not be used. The architect, William T. Meyer, in laying out the preliminary plans, held conferences with all of the operating departments of the DuMont Corp. and from each group he secured information pertinent to what they specifically desired. Engineers, program people, agency program directors were asked to give their views and were finally requested to actually sketch up what each most needed in a television studio. With this data in hand,

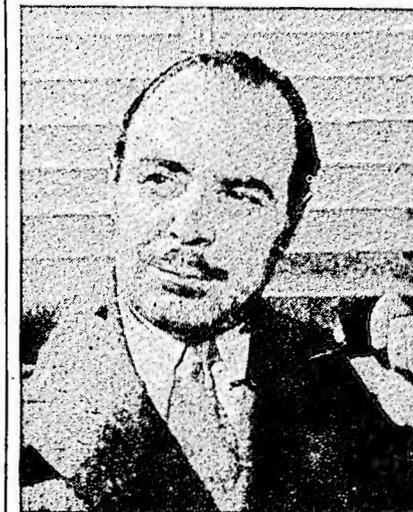
There are three studios in the Wanamaker store. A very large one with an audience gallery, a rather small one and a middle size one. There is thus available a studio for various types of shows. Many programs which are excellent for television require relatively small studios.

The small studio (C) is designed for the interview or two-stage type of show. This studio has two cameras, and can be put on the air with eight people. This small studio has an actual floor area, outside of the control room area, of 700 sq. ft. The middle size studio (B) has an area of approximately 1,200 sq. ft. and is shaped like an abbreviated L. This studio actually consists of two sections and considerable flexibility is possible, in that a more or less permanent stage can be set up in one angle of the L for theater aspects of a show, while in the other angle of the L there is room for three more sets—close-up and one or two commercials. There are three cameras in the middle size studio, and this studio can be put on the air with 11 people.

#### Largest Studio

The large studio (A) has a floor area of about 3,200 sq. ft. exclusive of the audience sections and control rooms. On two sides of the large studio the ceiling height is 18 ft. This is caused by a set-back underneath the balconies. Directly opposite the control room, the straight studio back-wall is 25 ft. more above the balcony. On this working balcony, there are members of the studio crew who operate lights and drops, and any other sort of gadget which may be used in the show, and which requires control from above. A 35-foot square steel piping grid hangs from the central ceiling in the big studio, down to within 25 ft. of the floor. Around the

edges of the grid there are monitors, so that the audience can see what the television program looks like on the screen, as well as on the studio floor.



SAMUEL A. CUFF  
General Manager, WABD

One of the most serious lighting problems in television has been the lack of foot lights. Ordinary stage foot lights in fixed positions were impractical, and no existing mobile lights for the floor gave sufficient illumination. Completely new types of banks of foot lights were designed. These were operated on rollers and could be moved around in and out of sets as desired. The visitor to Studio A will perhaps be immediately struck by a rather peculiar innovation in studio construction. In all television studios so far, the camera cables have come out of boxes directly under the control room window. This has been a constant source of complication, since under this physical set-up it was impossible to move anything across the studio floor without passing in front of a camera. Also camera positions could not be changed. In other words, you had cameras 1, 2, 3, and 4, and it was impossible to bring cameras 4, 4, and 4 to the left of camera 1 or to bring cameras 1 and 2 to the right of 3 and 4. After much consultation with engineers and program people on this subject, the architect and chief engineer together designed a camera cable termination box which juts out of the floor several feet in front of the control room window, thus leaving a clear space between the cable box and the control room window through which cameras, lights, microphone booms, etc., can be moved.

# Du Mont Tele Web Becomes Reality

By LEONARD F. CRAMER

Vice-President and Director of the Television Broadcasting Division of Allen B. Du Mont Laboratories, Inc.

Today with the opening of Du Mont's John Wanamaker studios we can begin to think in terms of nationwide television networks for the first time. Economically, networks are more important to television than they have been to radio because of television's higher production and operating costs necessary to live program origination. Until now, however, there have been no television broadcasting facilities of sufficient magnitude and flexibility to permit the production of truly professional television programs worthy of being aired over a network. While there will always be room for improvement the new Du Mont studios now offer an opportunity and a challenge to the program producing fraternity.

Now that Du Mont has completed the first television network originating facility for its New York Station WABD, we can begin to execute our plans for a nationwide network of Du Mont owned and affiliated stations. In addition to New York it is Du Mont's plan to tie its existing Washington outlet which will also provide an originating source of programs of important national interest and complete its five station wholly owned network by the addition of Pittsburgh, Cleveland and Cincinnati. This contiguous network may be tied together by coaxial cable, air relays, or a combination of both, before the end of 1948 and will cover an exceptionally rich market representing approximately 25 per cent of the purchasing power of the nation. In a market such as this the advertiser can well afford to sponsor top flight shows. It is Du Mont's plan to make its

programs available to independent affiliates throughout the country. At first, film recorded shows will serve as the means for building and holding together this proposed network. Later, air relays and cable will be



LEONARD F. CRAMER

used, but time differences will still require the use of film recording.

Before the middle of 1946 Du Mont will have installed at WABD the special sight and sound film recording system, recently described before the SMPE by Dr. Allen B. Du Mont. Thus, Du Mont and its clients will have a substantial backlog of low cost program material ready for use on its own stations and for use by its affiliates as their transmitting facilities are completed. This will help to solve the program problems of new television broadcasters and will result in immediate revenue from commercial sponsors.

### Newsreel Coverage

Paramount News is covering the opening of the DuMont-John Wanamaker Studios of WABD and will work in the studios throughout the entire evening.

### Tele Veteran

Tom Hutchison, who directs tonight's "Let's Have Fun" show for C. F. Mueller Co., over WABD, has been active in television since 1936. He was formerly with NBC.

## Du Mont Department Heads

LEONARD F. CRAMER: Executive Vice-President, Television Broadcasting Division.

MILTON J. ALEXANDER: Advertising Manager and Director of Publicity.

SAMUEL H. CUFF: General Manager, Station WABD.

ROBERT F. JAMIESON: Assistant Manager, Station WABD.

PHILIP FUHRMAN: Manager, Time Sales Department.

SAL PATREMIO: Chief Engineer, Station WABD.

LOUIS A. SPOSA: Program Operating Manager.

MISS LARI WOLFF: Guest Relations Department Manager.

MRS. J. KENNEDY: Office Manager.

ROBERT BRIGHT: Art Director.

*Attention!!  
Broadcasters!!*

# FRANK SINGISER

SHREWD SELECTION!

CLEAR INTERPRETATION!

POSITIVE LEADERSHIP!



SOUND REPORTING!

ACCURATE INFORMATION!

CONCISE DELIVERY!

*"The News Headliner"*

AVAILABLE FOR A NEW SPONSOR

*Call Dan Tuthill*

NATIONAL CONCERT and ARTISTS CORPORATION

711 Fifth Avenue, New York 22, N. Y. Plaza 3-0820

# The TRUTH About TELEVISION

WITH the opening tonight of Du Mont's John Wanamaker Studios, Commercial Television becomes a full-fledged reality. It is fitting, therefore, at this time, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

Today, black-and-white television of magnificent quality is a reality—ininitely better than prewar television.

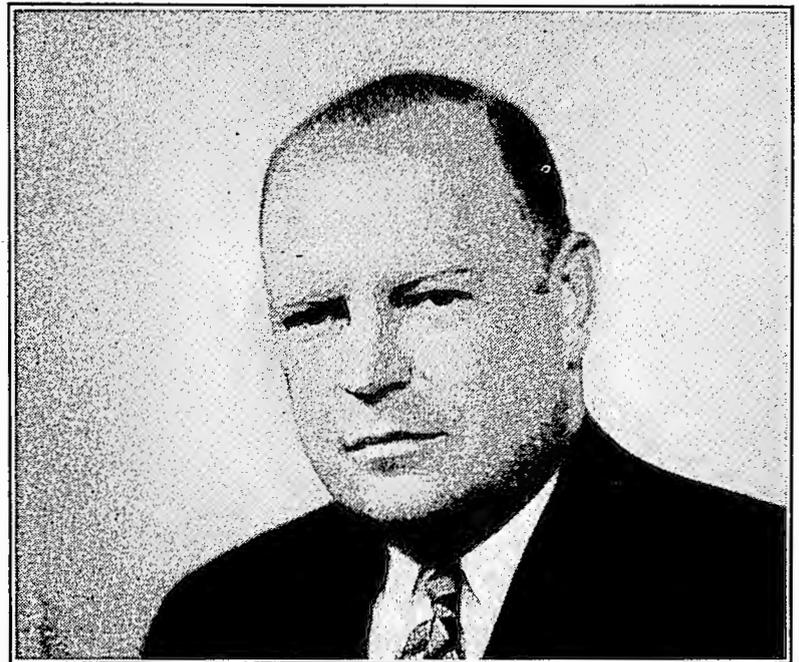
Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been over-emphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today's motion pictures are in color.

Evidence of Du Mont's unqualified faith in black-and-white television and the commercial standards established by the



DR. ALLEN B. DU MONT, *President*  
Allen B. Du Mont Laboratories, Inc.

Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black-and-white television.

Practical color television for the public is not yet in sight.  
Black-and-white television is ready to serve the nation now!

*Allen B. Du Mont*

NOTE: If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, "The Truth about Color Television," now in preparation. Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.

Copyright 1948, Allen B. Du Mont Laboratories, Inc.



★ **THE WEEK IN RADIO** ★

Suggest NAB-AFM Advisory Group

(Continued from Page 1)

of the war, with strikes and labor upheaval settling somewhat. . . . The RMA spring conference got under way in New York. Initial talks indicate a not-so-rosy production outlook for this year, as one RMA member declared output would be far under FCC prediction.

The United Nations meetings in New York are being transcribed to provide full international coverage. ET service is supervised by the Radio Section of UN. . . . Sigurd S. Larmon, prexy of Y. & R. was elected chairman of the board of AAAA at the 28th annual meeting in New York. . . . Thomas Brophy, president of Kenyon & Eckhardt, told the 4-A's that television development is being carefully observed, but no attempt to mold policy will be made by agencies. . . . Two NAB suggestions regarding FM were denied by FCC; two others were accepted. . . . Procedure for filing commercial television applications was also revised by the Commission. Many applications on file are considered incomplete. . . . N. Y. State income tax filing is explained via State Radio Bureau's ET's.

The Radio Executives Club played host to the UTWAC at a Victory Luncheon at the Roosevelt. 800 members and guests heard the final report of the group which proved its morale value during the war. . . . Former Treasury Secretary Henry Morgenthau, Jr.,

launched a commentator series on WMCA. . . . A new contract being negotiated between movie producers and AFM would forbid pictures for television use. . . . Fred Waring and his orchestra will replace Fibber McGee and Molly on NBC this summer.

The FCC told the Senate Small Business Committee it was in complete accord with its FM program. Latter pointed out that 1946 is a crucial year for FM, and also sought strong recognition for veterans. . . . The House Appropriations Committee recommended a nine million dollar cut for the OIC. Committee felt that OIC would go too far for a government agency if the original amount (\$19,284,778) were granted. . . . Benjamin Cohen, ass't secretary-general in charge of information for the UN will speak at the Ohio State University radio sessions.

Conflict arose between radio and theater interests in Youngstown, Ohio, regarding daylight savings time. . . . Industry committee asked CAB to change its rating methods because it does not provide "ideal" service. . . . Press Wireless, Inc. filed with FCC to okay a domestic short wave service from UN headquarters. . . . Meanwhile efforts to get UN officials to arbitrate the tele-newsreel cameraman dispute failed. . . . Webs completed plans for special Holy Week, Passover and Easter programming.

**New Educational Series To Be Presented On NBC**

"The Schools Are Yours," a new 13-week dramatic series, will be presented by the NBC University of the Air beginning June 15. The series written by Osmond Molarsky will be produced in co-operation with the National Educational Association.

**Jewish Appeal Luncheon**

A luncheon meeting of the amusement branch of the United Jewish Appeal Committee has been called by Billy Rose for today at the Hotel Astor at 12:30 p.m.

**Muzak FM Station Sets 10 Hour Daily Schedule**

WGYN, the Muzak FM station in New York, today begins a ten-hour broadcast day, the largest FM sked in the city. Broadcast time will be from noon to 10 p.m., except Sundays, when station goes on the air at 3 p.m. Programs will be almost entirely transcribed music with newscasts three minutes before each hour.

BALTIMORE'S *Listening Habit*



**MUTUAL BROADCASTING SYSTEM**  
John Elmer, President George H. Roeder, General Manager  
FRIS & PETERS, Inc., Exclusive National Representatives

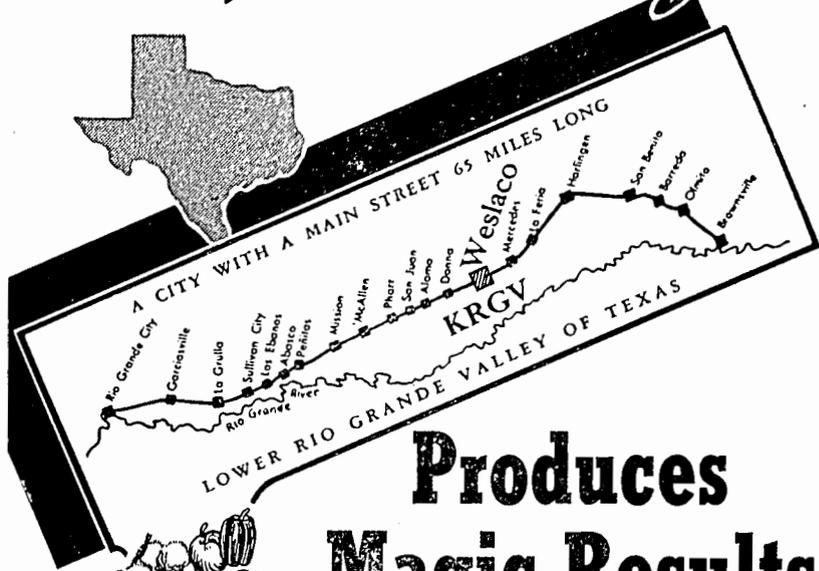
**5000 WATTS NOW**  
**50,000 WATTS SOON**

**WLAW**

**Offers Advertisers 1 yr. Rate Protection On Contracts Accepted by April 20th.**

Contact **WEED & CO.,**  
National Representatives  
for CHOICE STATION TIME and SPOTS

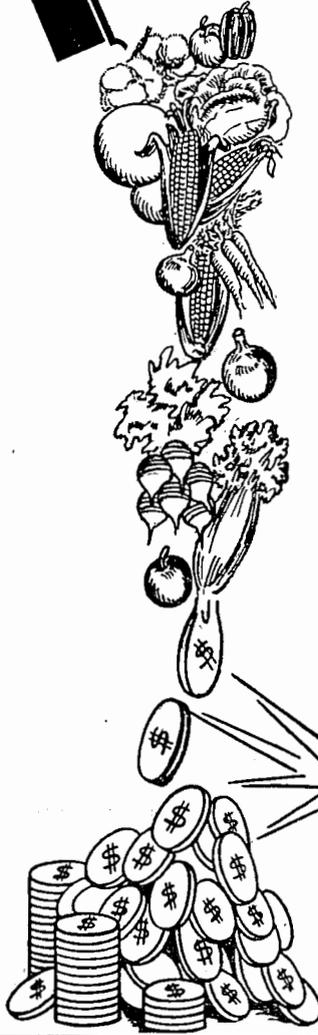
*Magic Valley*



**Produces Magic Results**

Four times the quantity of crops and four times as much money! Sounds fantastic, and to anyone else but a Valley farmer, it would be impossible. Down here we have a perfect climate and a rich delta soil, so it is easy to grow a combination of citrus fruits, cotton, and vegetables the year 'round. Instead of one season, we have four! Money . . . our effective buying power is \$650.00 per person, or a total of 165 million dollars. The results produced by KRGV are equally astounding. That, too, is easily explained . . . it's the only network station to be heard throughout Magic Valley at all times.

affiliated with  
**NATIONAL BROADCASTING**  
Lone Star Chain



AFFILIATED WITH  
TAYLOR HOWE SNOWDEN  
Radio Sales



1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

## FCC Survey Reveals Tele Experimentation

(Continued from Page 1)

are experimenting strictly in color. Experiments devoted to black-and-white exclusively are being conducted by the following: Allen B. DuMont Laboratories, Washington, New York City and Passaic, N. J.; Don Lee Broadcasting Co., Hollywood; Metropolitan Television, Inc., New York; Philco Products, Inc., Springfield; RCA, Camden, N. J.; State University of Iowa, Iowa City; Gus Zaharis, North Charleston, W. Va.; Zenith Radio Corporation, Chicago; Radio Television Co., Jamaica, L. I.; Balaban and Katz, Chicago; Intermountain Broadcasting Corporation; Philco Products, Arlington, Va.; Purdue, West Lafayette, Ind.

Color experiments only are being conducted by Cowles Broadcasting Co., Washington, and CBS, Pasadena, Boston, St. Louis, Chicago and New York.

Organizations now engaged in experiments in black-and-white and color video include the following:

CBS, New York; Television Productions, Inc., Los Angeles; P. R. Mallory & Co., Indianapolis; Zenith Radio Corporation, Chicago; Metropolitan Television, Inc., New York; Sharron Electronics, Brooklyn; Raytheon Mfg. Co., Chicago; North Jersey Broadcasting Co., Clifton, N. J.; Farnsworth Radio and Television Co., Ft. Wayne, Ind.; Times-Mirror Co., Pasadena, Calif.; Philco Products, area of Washington, Philadelphia and New York; Continental Television Corporation, Boston.

Some of the organizations are conducting different types of experiments in each field, hence the difference in totals.

Latest applicants having their withdrawals granted are Marcus Loew Booking Agency (from New York); Metro-Goldwyn-Mayer Studios (from Los Angeles), and Westchester Broadcasting Corporation (from White Plains, N. Y.).

## TBA Cites FCC Report On New Tele Receiver

(Continued from Page 1)

AM and FM bands; 10,000 sets will be equipped for six tele channels and AM reception; 500 sets for 13 channels and AM; 4,000 sets will be equipped for six tele channels and 500 sets for 13 tele channels, plus FM.

TBA believes that within a year that television receivers in quantities will be produced and that several new stations will be televising.

## Approvals By FCC Include CPs, Power, Station Sales

(Continued from Page 1)

to erect a station in the same area. CP's were granted to 14 applicants from scattered sections of the nation. The grants were made to the following:

Mitchell G. Tackley, trading as North Country Broadcasting Co., Malone, N. Y., to operate on 1490 kc., 250 watts, unlimited; Madisonville Broadcasting Co., Madisonville, Ky., to operate on 730 kc., 250 watts, daytime; Middlesboro Broadcasting Co., Middlesboro, Ky., to operate on 1450 kc., 250 watts, unlimited; Lee Broadcasting Corp., Sanford, N. C., to operate on 1050 kc., one kw., daytime; James J. Murray, Lewisburg, Tenn., to operate on 1490 kc., 250 watts, unlimited; Billie Averitte Laurie, Jacksonville, Tex., to operate on 1400 kc., 250 watts, unlimited.

Also the Utah Broadcasting Co., Vernal, Utah, to operate on 1340 kc., 250 watts, unlimited; Sierra Broadcasting Service, Hot Spring, N. M., to operate on 1400 kc., 250 watts, unlimited; Walla Walla Broadcasting Co., Walla Walla, Wash., to operate on 1490 kc., 250 watts, unlimited; Paducah Newspapers, Inc., Paducah, Ky., to operate on 800 kc., one kw., daytime; Ilmo Broadcasting Corp., Quincy, Ill., to operate on 1230 kc., 250 watts, unlimited; The Island Broadcasting Co., Honolulu, T. H., to operate on 630 kc., 5 kw., unlimited; Sun Country Broadcasting Co., Phoenix, Ariz., to operate on 1450 kc., 250 watts, unlimited.

The FCC granted the application of the Observer Radio Co., for construction of a standard station in Orangeburg, S. C. By its decision, made largely on the grounds of local ties, the Commission denied the applications of Orangeburg Broadcasting Corp., and Edisto Broadcasting Co.

In addition to the local ties of the successful applicant, the FCC said its decision was made for one additional reason: "We believe," the Commission said, "that an essential function of a radio station's operations in the public interest should contemplate the gathering and broadcasting not only of national and state news received over one of the regular news

## Theater-Studio Bldg. Fire Terminates WOR Program

(Continued from Page 1)

of a fire in the offices over the theater in a film company's quarters. Studio audience filed out quietly and the listening audience heard, "We terminate this program due to circumstances beyond our control," the station studios then filled in the rest of the time.

How much smoke and water damages had been done to the theater auditorium and stage could not be determined late Friday as water was expected to seep down. Several other Mutual and WOR shows originate from the playhouse.

wire services, but also the gathering and broadcast of local news on a regularly scheduled news program." The FCC reiterated its stand that grants will be made to applicants with "deep local roots," other things being substantially equal.

In proposed decisions, the Commission granted the applications of A. C. Neff, for construction of a standard station in Savannah, Ga., and Great Northern Radio, Inc., for an AM station in Glens Falls, N. Y.

In making the grant to Neff, the Commission denied the application of Atlantic Broadcasting Company and Chatham Broadcasting Company. In the Great Northern grant, the FCC denied the application of Glens Falls Broadcasting Corp.

Requests for power increases were granted by the FCC to two applicants. They are WJHL, Johnson City, Tenn., from one to five kw., and WDEF, Chattanooga, Tenn., from 250 watts to one kw., night.

Sale of WDGY, Minneapolis, Minn., to Twin Cities Broadcasting Corp., for a consideration of \$301,000 was approved by the FCC. The voluntary assignment was made by Mae C. Young, executrix of the estate of George W. Young, deceased.

The Commission also approved the transfer of control of Radio Enterprises, Inc., licensee of KELD, El Dorado, Ark., from T. H. Barton to Wilfred N. McKinney, for a consideration of \$55,000. The deal was for 55 per cent of the stock.

Sale of WMOB, Mobile, to Nunn Broadcasting Corporation by S. B. Quigley for \$250,000 was approved by the Commission. Under the terms of the sale, \$75,000 on deposit in escrow will be applied as liquidated damages "if the proposed assignee does not execute the terms of the agreement," plus \$175,000 to be paid within 15 days after the approval by the Commission.

## Peabody Award Winners To Be Honored Apr. 24th

(Continued from Page 1)

stated over the weekend by the arrangements committee. The dinner will be held April 24 in the Grand Ballroom of the Hotel Roosevelt.

Included on the list of speakers are Justin Miller, president of the NAB, and Mayor Earl J. Glade, of Salt Lake City, a member of the awards committee.

The major webs and agencies have reserved tables for the event.

## Blue Barron On WOR, WABC

Blue Barron, recently discharged from the Army, has re-organized his orchestra, and returns to the airlines via WOR and WABC on April 23, when he opens at the Green Room of the Hotel Edison for an eight-week engagement.

## Web, Station Salaries Increased During 1945

(Continued from Page 1)

weekly payroll of \$407,000. This compares with 3,029 executives receiving \$341,153 in wages for the corresponding week in 1944.

Five major networks and their 10 key stations reported employment of 216 executives at an average weekly wage of \$252.40, a decrease of 13 executives and an increase of \$41.71 per week from 1944.

The study indicates that in general, compensation increases with the power of the station, ranging from an average weekly rate of \$121.82 for a "general managerial" executive on a local station to \$283.74 for the same positions on a 50,000-watt clear-channel station.

Other categories follow the same general pattern.

Send Birthday  
Greetings To

April 15

Dave Alber Earl Ferris  
Marion Jordan Oliver W. Nicoll  
David Driscoll Philip Porterfield

to  
sell  
Durham\*  
you  
need  
station

WDNC



\*NORTH CAROLINA'S  
THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

**World's Foremost Tobacco Center**  
KINSTON, N. C.  
Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your advertising campaign.  
Represented by  
BURN-SMITH  
Jonas Welland Owner Bob Bingham Gen. Mgr.

# THE BOOK OF THE YEAR



*Out*

*Soon!*

# COAST-TO-COAST

## — CALIFORNIA —

**SAN FRANCISCO**—Mildred Garrison, has taken over KPO's Woman's Magazine of the Air program while Dorothy Rankin, Jane Lee to the listeners, is vacationing in New York. . . . Leonard Gross, KPO assistant director of public services, has resigned to become assistant publicity manager and radio director for the San Francisco Chamber of Commerce. . . . Eddie Fitzpatrick and orch replaces Emil Coleman at the St. Francis Hotel Mural Room April 23. St. Francis orch is aired nightly over the KPOutlet at 11:30 p.m. . . . Robert F. Laws, KGO promotion and publicity manager, recently addressed the San Francisco Advertising Club in the Palace Hotel on the subject of radio and the opportunities in the radio field.

## — PENNSYLVANIA —

**PHILADELPHIA**—WPEN, independent outlet owned by the Evening Bulletin, will for the first time in Philadelphia conduct the city preliminaries for the Miss America Pageant of 1946. Although station's plans have not been completed, various guiding committees composed of city notables will be chosen shortly. Through the contest, both WPEN and the Evening Bulletin will promote the scholarship benefits accruing from the Pageant. Station facilities will be employed for talent judging. . . . **PITTSBURGH**—Sister M. Rosalie, was awarded first prize in the \$1,000 KQV contest for the best letters urging the United Nations to adopt an annual international holiday dedicated to peace.

## — INDIANA —

**FORT WAYNE**—Guy S. Harris, formerly associated with a Texas outlet writing continuity, producing and directing local shows and recently of the U. S. Army, has been appointed continuity supervisor for WGL. Madge Roemer, Harris's predecessor, moved into the sales promotion department as assistant to Norman C. Widenhofer, sales promotion manager. . . . The "What Do You Think?" program, aired Wednesdays over WOWO in cooperation with the Junior Chamber of Commerce, is recognized by the public as a truly interesting series. On a recent broadcast, in which the

pros and cons of commercialism were introduced, the speakers on the show discovered that the public had plenty to say about the subject in radio and had few qualms about expressing itself.

## — NEW YORK STATE —

**SCHENECTADY**—Kolin Hager, WGY station manager, has been recently elected a member of the board of directors of the Advertising Club, Inc. . . . Three cub bears adopted by the State Conservation Dept., appeared personally to give the "bear facts" on WGFM's "Armchair Fish and Game Club" program aired Thursdays at 7:45 p.m. . . . **BUFFALO**—Mrs. Jim Wells substituted as principal speaker at the Buffalo meeting of Michigan State College alumni for her husband, WBEN sportscaster, who was in Florida with the Buffalo Bisons baseball team. . . . Ward Fenton, after three years of Army service, has rejoined WBEN's announcing staff.

## — MINNESOTA —

**MINNEAPOLIS**—Ben Leighton will on May 4, take over the KSTP segments of newscaster Mark Gregory. Minnesota's 1946 political campaign began April 8, with Thye and Youngdahl, senatorial and gubernatorial candidates, airing over the Northwest network, with KSTP as the key station. . . . Newest thing in fan clubs has been formed by listeners to Sev Widman's wee-hours record session, "Let's Turn the Tables." Club garnered 700 members in the first two days and will publish a monthly gossip sheet.

## — CONNECTICUT —

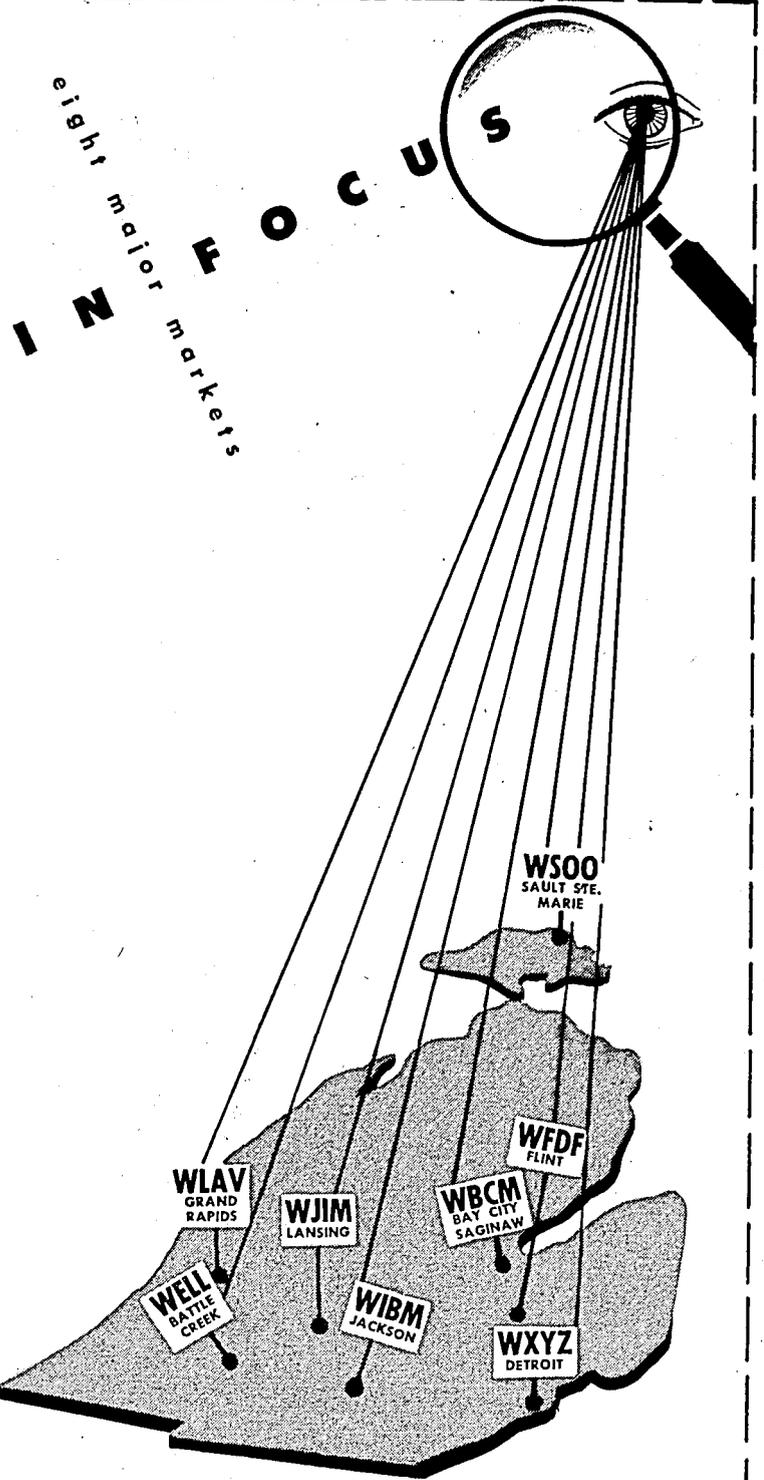
**BRIDGEPORT**—Edwin McHugh, gospel singer, is now being heard in a new thrice weekly series over WICC accompanied by E. Rhey Garrison. . . . **HARTFORD**—The two-hour Shopper's Special program on WDRC, now has studio audiences selected from among various organizations and business firms in and around Hartford. Emcee Roy Hansen, who use to work alone with Otto Neubauer and his orch, now quizzes audience members on the show. . . . **NEW HAVEN**—Resident, Mrs. James Lucason won \$68 from the Retail Merchants Bank in the "Shop New Haven" slogan contest recently conducted on WNHC under the sponsorship of the 350 store members of the Retail Division, New Haven Chamber of Commerce. The web is carrying the entire eight weeks campaign, offering \$20 in daily cash prizes with a grand prize of \$100 for slogans of twelve words or less.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Paul Martin, WWDC studio announcer is now emceeing the "Open House" stint every weekday in the place of Norman Reed. . . . Bonnie Ward, of the WWDC traffic dept., is still in Sibley Hospital. . . . Len Wilson is the new secretary to Ira Walsh, director of public affairs. . . . "The Veteran Speaks" is the new series of programs over WWDC on Wednesday evenings. . . . WOL announced the signing of Marian Sexton as director of women's programs. Prior to joining WOL, Marian served with KMOX, St. Louis, where she created a number of women's features.



"Oh, darling—is WFDF Flint advertising wylons!"



Tremendous prosperity created initially by war production and continuing now in reconversion places Michigan second to none as the most progressive and fastest moving market in the world.

Yes, the magnifying glass does make things much easier to see . . . And it is easy to see that through the Michigan Radio Network you are especially focused on the major radio markets of Michigan in the key centers of population. The Michigan Radio Network is specialized to cover 90% of Michigan radio listeners and to deliver your sales message to the big segment of buying power that often remains untouched by a single high-powered station.

The Only Way to Sell the World's Top Market is Through

**THE MICHIGAN RADIO NETWORK**

1700 STROH BUILDING • DETROIT 26, MICHIGAN

Represented by the Paul H. Raymer Company



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 12

NEW YORK, N. Y., TUESDAY, APRIL 16, 1946

TEN CENTS

# Clear Channel Hearing

## ANA Opens Meeting; Sets Radio Committee

The semi-annual meeting of the Association of National Advertisers got under way yesterday at the Westchester Country Club, in Rye, N. Y., and confined initial discussion to a review of committee activities and the improvement of service to ANA members.

At the morning session, the executive committee of the ANA radio council announced the election as chairman of Robert L. Elder, assistant to the president of Lever Bros., and

(Continued on Page 6)

## Chicago Tribune Buys Nielsen Radio Index

Chicago—The Chicago Tribune, affiliated with WGN (Mutual), has purchased the Nielsen Radio Index, it was announced yesterday by Chesser M. Campbell, who supervises advertising for the Tribune and its radio interests. The Tribune becomes the first newspaper to use the NRI service.

In making the announcement, Campbell explained that the area of influence of the Chicago Tribune and

(Continued on Page 2)

## Two Detroit Tele Bands Granted Sans Hearing

Washington Bureau, RADIO DAILY  
Washington—In a surprise move, the FCC yesterday announced it had vacated an order calling for a consolidated hearing on Detroit television allocations and granted the applications of The Evening News Association and King Trendle Broad-

(Continued on Page 2)

## Anniversary

Marion and Jim Jordan—better known as "Fibber McGee and Molly"—will begin their twelfth year under the same sponsorship with their broadcast today on the NBC network. Besides Marion and Jim, two others have been regular members of the troupe since its premiere April 18, 1935. They are Harlow Wilcox, announcer, and Don Quinn, writer.

## Tele Orchid

An orchid, cut in Aalsmeer, Holland, Saturday, and flown to the United States by Royal Dutch Airlines, was presented last night to Mrs. Allen B. DuMont by the directors and members of the Television Broadcasters Association. The occasion was the formal opening of the DuMont-Wanamaker Studios. Special tele message accompanied the orchid.

## Ascap's Tele Rights; No New Move Near

Although Ascap yesterday confirmed that it had received from its writer and publisher members assignment of their public performance rights in the television field for a three-year period, no immediate change in licensing is expected to take place. Currently, Ascap is li-

(Continued on Page 6)

## Truman's Hyde Park Talk Had 7,840,000 Audience

President Harry S. Truman's address at Hyde Park last Friday commemorating the first anniversary of the death of Franklin Delano Roosevelt, carried by the networks, was heard by 7,840,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc. The Hooper rating for the address was 16.8.

The President's share of the listening audience was 78.7.

## Du Mont-Wanamaker Studios In Formal Debut Last Night

Representing an expenditure in excess of \$500,000, the Allen B. DuMont (WABD) television studios were formally dedicated last night in the John Wanamaker department store, revealing the project as the most modern of its kind ever built in the United States. Co-incidental with the opening of the studios, the first permanent television network came into being with links from New York to Washington, D. C.

Complete description of the WABD

## Commission Resumes Sitting En Banc Until April 26; Take Up The Study Of Rural Dwellers' Problems

### High-Speed Facsimile Shown FCC By Finch

High-speed transmission and reception of printed material and pictures was demonstrated over the weekend in New York for FCC members and engineers by W. G. H. Finch, president of Finch Telecommunications, Inc., and owner of FM-Facsimile station WGHE.

One of the models demonstrated is

(Continued on Page 7)

### Blair & Co. Named Rep. For Philippine Network

John Blair & Co., have been appointed U. S. representatives for a new network to be put into operation about the first of the year by the Philippine Broadcasting Co., it was announced yesterday by Norman

(Continued on Page 2)

### NBC Executives Return From Tour Of Stations

Five NBC executives have returned to their desks in New York after more than a month on the road visiting four major cities on NBC's 1946 station meetings coast-to-coast tour;

(Continued on Page 8)

Washington Bureau, RADIO DAILY  
Washington—With a final session in store for July, the lengthy hearing on clear channel broadcasting was resumed before the FCC yesterday as testimony began on the ponderous Bureau of Census study of the listening habits of the nation's rural dwellers. Acting Chairman Charles R. Denny said the Commission would sit en banc until April 26, after which a single commissioner would hear the testimony. A third and final session will begin on July 1 before the full

(Continued on Page 8)

## Sports Opposes Tele Slater Tells ATS Meet

Television executives who have looked upon future coverage of sports events on a large scale as an early and inexpensive aid to daily programming were confronted last week with a problem that may develop into serious proportions.

According to Bill Slater, veteran sports announcer and president of the Sports Broadcasters Association,

(Continued on Page 7)

## Philco To Seek Approval Of Capital Stock Increase

In order to provide additional permanent capital for expansion of the Philco Corporation's activities in radio, television, and other departments, stockholders will be asked to

(Continued on Page 2)

## Safety Theme

Citing radio and other media for giving "active leadership to the cause of safety," in helping reduce the highway accident rate before the war, the Committee of Information of President Truman's Highway Safety Conference has urged these agencies to resume leadership of the crusade for safe driving. The committee is headed by W. J. Scripps, of The Detroit News.

(Continued on Page 7)



Vol. 35, No. 12 Tues., Apr. 16, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : : : Publisher

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

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

# FINANCIAL

Monday, April 15

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	193 3/4	191 3/4	193 1/4	+ 1 3/8
CBS A	43	42 3/4	43	+ 1/4
CBS B	41 3/4	41 3/4	41 3/4	— 3/4
Farnsworth T. & R.	15 1/2	15 3/8	15 3/8	— 3/8
Gen. Electric	48 1/4	47 3/8	47 1/2	— 3/8
Philco	37	36	36 1/2	— 1
RCA Common	16 3/4	16 1/4	16 3/8	— 3/8
RCA First Pfd.	91 3/4	91 3/4	91 3/4	— 1/4
Stewart-Warner	22	21 3/4	21 3/4	— 1/4
Westinghouse	34 7/8	34 5/8	34 7/8	+ 1/4
Zenith Radio	38	37 1/2	37 1/2	— 1

## NEW YORK CURB EXCHANGE

Nat. Union Radio	11 1/4	11 1/4	11 1/4	— 1/8
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## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	12 3/4	13 3/4
Stromberg-Carlson	22 1/4	23 3/4
WCAO (Baltimore)	34 1/2	.....
WJR (Detroit)	37	.....

## Chicago Tribune Buys Nielsen Radio Index

(Continued from Page 1)

all other newspapers is well defined by the statistics of the Audit Bureau of Circulation, "... and we believe the Nielsen Service will give the Tribune an opportunity to evaluate radio in the greater Chicago market along the same lines as newspaper and magazine coverage."

Campbell asserted that NRI will be valuable to WGN from both a programming and sales standpoint, and that it will provide a "measurement of WGN's influence in this area as compared with other Chicago stations."



L. S. TOOGOOD RECORDING CO.  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

## Philco To Seek Approval Of Capital Stock Increase

(Continued from Page 1)

approve a proposed amendment providing for the increase of two million shares of common stock to 3,370,057 shares, at its annual meeting May 17, it was announced over the weekend by John Ballantyne, president. This includes 250,000 shares at \$100 par value preferred stock, 2,500,000 shares of \$3, par value common stock, and 620,057 shares of \$3 par value "B" stock.

After these steps have been accomplished, the authorized capitalization of Philco Corporation will consist of 250,000 shares of \$100 par value preferred stock and 2,500,000 shares of \$3 par value common stock, of which 1,372,143 shares of common stock are now outstanding and held by the public, so that the corporation will be in a position to raise whatever capital may be required from time to time in the foreseeable future to meet the needs of the business.

The Corporation announced that no plans have yet been made for the sale of either preferred or common stock.

## Blair & Co. Named Rep. For Philippine Network

(Continued from Page 1)

Paige, general manager of the web. First station is expected to go on the air in Manila about July 1. Other outlets will be in Cebu, Davao, Zamboanga, Iloilo and Tacloban. An agreement with the four major American webs will permit U. S. sponsors to re-broadcast their programs in the Philippines via air-expressed transcriptions.

## De Witt Millhauser

DeWitt Millhauser, 61, chairman of the finance committee of the Radio Corporation of America, died Sunday at Doctors' Hospital, following a recent major operation.

Millhauser, who was born and lived in New York City, had been associated with the firm of Speyer & Co., Wall Street banking firm for 38 years. He was a partner from 1920 to 1937 when he retired. In 1929 he was elected a director of RCA and later became chairman of the finance committee and a director of two RCA subsidiaries,—NBC and RCA Communications, 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 — 117 West 48th Street, New York, N. Y.

## Two Detroit Tele Bands Granted Sans Hearing

(Continued from Page 1)

casting Company (WXYZ). By its decision, the Commission, in effect, denied the applications of United Detroit Theaters and the Jam Handy Organization, Inc., thus leaving three television channels in Detroit open.

At the same time, the FCC postponed indefinitely a consolidated hearing scheduled for May 13 on five applicants for television stations in Cleveland.

The Detroit action was unexpected and done without the knowledge of at least one of the commissioners.

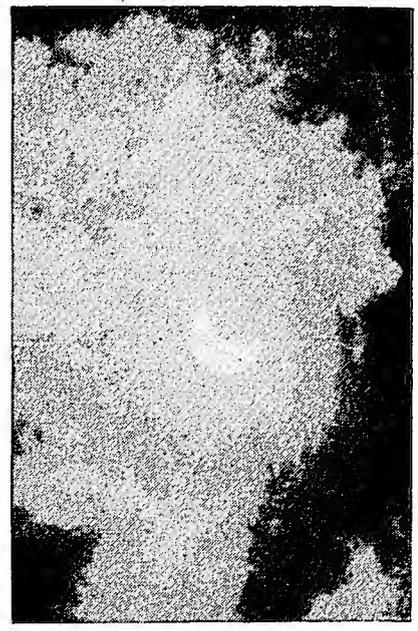
Two of the original six applicants for the Detroit channels dropped out of the race. These included WJR and International Detrola Corporation.

Although the Commission's Detroit action is expected to bring protests, it was viewed with interest because it may set the pattern for television allocations in other cities. The FCC has designated for hearing applications in most of the nation's principal cities. The FCC already has stated that it will take action first in those cities where there are no present television facilities, except it may consider applications in other cities where there is a demand or where grants would "further the art."

## Film Prod. & Distribution Will Be Topic Of ATS Meet

Production and distribution of motion pictures for television will be the subject of a panel discussion group luncheon meeting of the American Television Society to be held Wednesday, April 17, at the Hotel Sheraton. Frederick A. Kugel is co-chairman of the panel committee.

Speakers will be H. G. Christensen, representative of Caravel Films who has a long and varied experience in commercial films, and Reginald Evans, vice-president of General Screen. They will discuss production and distribution of video films and how to defray the costs.



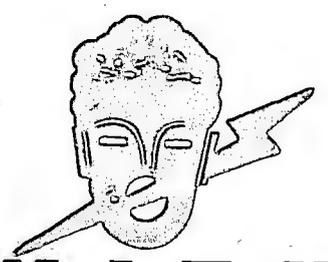
# Eclipse

The sun is larger than the earth. The earth is larger than the moon. But when the sun is eclipsed . . . as shown by this partial eclipse snapped at Manila, P. I. . . it's the moon that does the dirty.

It isn't what you are . . . but if you're in the right place at the right time . . . you can oftentimes steal the show.

Down here in Baltimore, W-I-T-H puts on the eclipse—not every so often—but day in and day out.

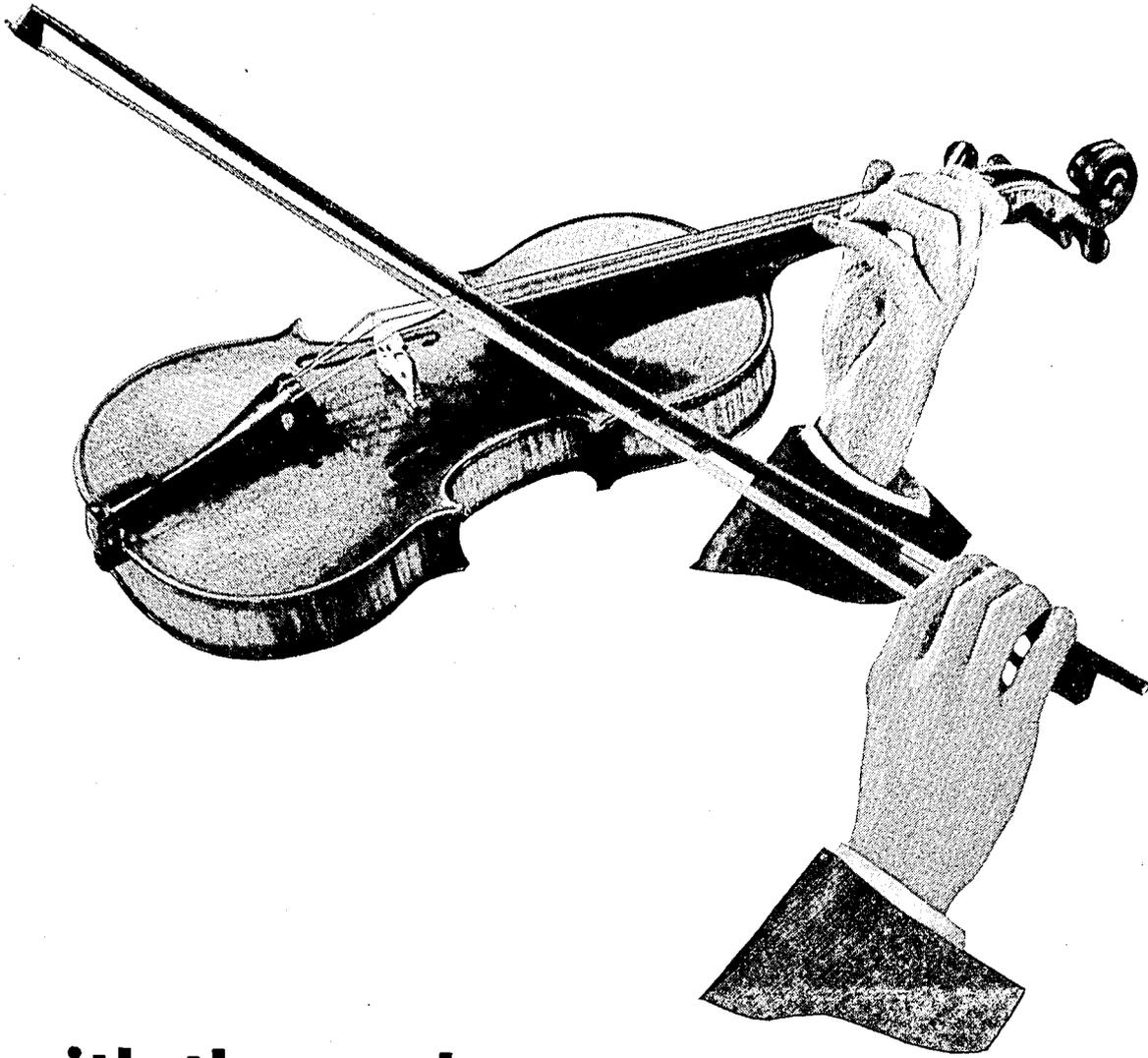
In this big five-station town it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in this, the country's sixth largest city.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

**5000 WATTS NOW**  
**50,000 WATTS SOON**  
**WLAW**  
Offers Advertisers  
Lyr. Rate Protection  
On Contracts Accepted by April 20th.  
Contact WEED & CO.,  
National Representatives  
for CHOICE STATION TIME  
and SPOTS



## In tune with the market

Philadelphia can't seem to get enough fine music.

In a recent survey, 4 out of 10 said they wanted *more symphonic and light classic programs.*

That's why so many of them listen regularly to WPEN.

Today WPEN is giving discriminating listeners in the Philadelphia market more good music than ever before.

And doing it every day — at hours when the audience is biggest.

No wonder thousands of Philadelphia listeners have turned to WPEN since this station has been owned and operated by *The Evening Bulletin*, the largest evening newspaper in America. In music, they count on WPEN for the best.

950

**WPEN**

258

**WPEN-FM**

THE STATIONS FOR PHILADELPHIANS

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**

New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles

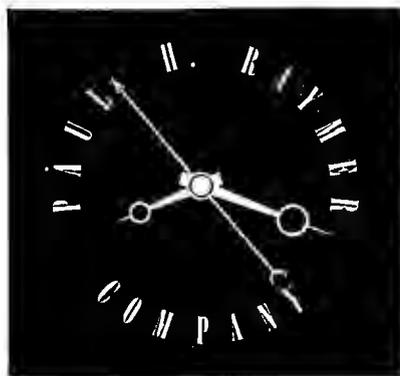




# Personal Contact That Inspires Confidence

Here is an example of the powerful influence of person to person contact. This young man is inspired with an infinite faith that whatever is done is right.

We are not doctors in this representative business, but we recognize the advantages of person to person contact in salesmanship. Telephones, letters, promotion are all good selling aids; so are research, Hooperatings and market data. But the man who brings home the orders is the man who combines with these tools the best person to person contact. That is good selling.



**PAUL H. RAYMER COMPANY • RADIO ADVERTISING**  
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

## Ascap's Tele Rights; No New Move Near

(Continued from Page 1)

censing video stations on an experimental basis. As was the case with radio originally and then Muzak and other wire music, Ascap agreed some time ago to provide television with a covering license to perform its music without committing itself on a strict monetary basis. This is to continue until such time as television is in a position to establish itself commercially and the field more clearly defined.

According to some Ascap officials, television rights as to music have still to be determined as to limitations and other ramifications. Licenses now being used by tele stations have a 30-day clause therein which permits Ascap to cancel it. Television committee of Ascap, however, will continue to study the new art and its possibilities. This group is comprised of board members and is expected to make its formal findings at a later date this year.

At the recent annual meeting of Ascap, it was announced that the membership comprised 1,755 writers and 257 publisher members.

### Benny Broadcast

Hollywood—Jack Benny and his troupe will broadcast from the hangar deck of the USS Saratoga Sunday, on the eve of the carrier's departure for the atom bomb tests in the Pacific. Program is heard over NBC, 7 p.m., EST.

**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

**Dominant**

VOICE OF  
SOUTHEASTERN  
CALIFORNIA

100 MILLION DOLLAR  
YEARLY MARKET

**KXO**

MUTUAL  
DON LEE

EL CENTRO  
CALIFORNIA

SEE TRAYMER



### Manhattan Memoranda. . . !

• • • Look for plenty of changes in the Hit Parade's format. They're meeting three times a week on it now. . . . With the Rudy Vallee show cancelling out, Don Ameche steps in for Drene next fall. . . . P & G, who take over the Gen'l Electric Sunday nite slot on NBC, will insert a Camay show there. . . . Schick not interested in Milton Berle's audition of "Court of Petty Grievances," we hear. . . . Ginny Simms off the for summer May 10th so's she can have her baby. Tommy Riggs and Betty Lou go in. . . . The Tom Lewises (Loretta Young) checked out yesterday for the coast. Mrs. L. guests on Lux next week. . . . Dinah Shore will have a new ork conductor next season. Robert Emmett Dolan too tied up with movie work at Paramount. . . . Bob Hope set for Tony Martin's 2d show. Dinah Shore opens the series. . . . Mary Hanrahan, Y & R talent exec. shifted to the H'wood office to be with her husband. . . . Current gag around the American net is that the Lana Turner-Pete Jaegar blaze was strictly a publicity stunt for their "Bride & Groom" stanza.

#### — Give To Conquer Cancer —

• • • Lee Shubert bedded with pneumonia. 74 years of age, he never wears an overcoat because he says it makes him look too fat. . . . Look-alikes: Van Johnson and Bill Von Zehle. . . . 62 stations already signed up for Harry Wismer's co-op show Saturday nite. . . . "This Is Your FBI" getting a great nat'l press build-up. . . . Ditto the handling of the kickoff on the Woody Herman Win-the-Band contest. . . . Carl Brisson will be on the air with his own music and song program shortly via WOR, and Ade Kahn, his press agent, wonders if his slogan will be 'The Swedish Music This Side of Heaven.' . . . Bob Weiss, at the age of 24, is the new asst to the president of Musicraft. . . . Frank Lovejoy opens with "Woman Bites Dog" at the Belasco tomorrow nite. Show drew nice notices out-of-town. . . . Arnold Hartley, WOV's program director, is profiled in the May issue of This Month.

#### — Give To Conquer Cancer —

• • • Fred Wakeman's forthcoming book, "The Hucksters," will rip apart a prominent agency and its star client. Hitting harder than Joe Louis, it wouldn't surprise us if it costs the agency the account. What's more, the characters involved are so thinly disguised that you can tab them all. It'll be a Book-of-the-Month selection. . . . John Lund going off the Bob Crosby show, with Jeri Sullivan moving in as a regular on the 24th. Guest comic will be added each week. . . . Hoagy Carmichael interested in Ruth Davey, lush Seven-Up vocalist, for his coast show. . . . King Cole trio gets its first regular air assignment May 16th when they join the Kraft Music Hall. . . . Merrill E. Joels will be in "The Cherry Orchard," an Equity Library prod. . . . A H'wood jazz ed is preparing a complete list of big shot musicians and leaders who are alleged to be on the weed and is threatening to publish it in his next issue. . . . It is absolutely untrue that Secy' of the Treas. Fred Vinson, tired of all the Crosby moolah deals, has offered Bing the U. S. Mint on a percentage basis.

#### — Give To Conquer Cancer —

• • • Paul Denis starts his radio col'm in the Post in September. . . . Bob Sylvester, News drama columnist, coming out in the fall with his first novel. . . . Court Benson and his pretty wife, Grace Matthews, who landed the leads on CBS' "American Portrait," Saturday, have been starring in radio drama in Canada for five years or so. . . . Johnny Kane's Monday p.m. stanza over WBYN, "Sammy's Bowery Follies," renewed again. . . . The Jack Rubins expecting a visit from the stork any day now. He's one of the better comedy writers and directors. . . . Ed & Pegeen Fitzgerald, the original breakfast-for-twosome, return to their p.m. network spot in the fall when they'll be bankrolled by a large drug firm.

#### — Give To Conquer Cancer —

## ANA Opens Meeting; Sets Radio Committee

(Continued from Page 1)

the following members to the committee: Lee Bristol, president of Bristol-Myers; Sam Gale, vice-president of General Foods; Harry Jones, advertising manager of Campbell Soup Co.; Niel McElroy, vice-president, Procter & Gamble; D. B. Stetler, advertising director, Standard Brands, Inc., and Charles C. Martin, vice-president, General Foods.

#### Producer List Completed

The ANA film committee also announced the completion of a list of producers of films for membership consumption.

The new ANA membership to date represents an all-time high figure of 426 members, representing a 30 per cent increase over last two years and 50 per cent over the last ten years. Paul West, president of ANA was the principal speaker at the opening sessions, which will extend through Thursday of this week.

**LEN STERLING**

LA 4-1200

### SINGAPORE SAL SAY:

Comes now to Singapore many fellows from movies and radio, enterprising chap could easily get together whole motion picture company or radio station, just by recruiting gentlemen eating Ho Yow Gai Singapore at any moment. Other day see many men from Story Productions: Armand Deutsch, Hal Horne, Ted Lloyd, making much plans for producing Taylor Caldwell's "This Side of Innocence." Also see C. L. Menser, NBC VP, they call him, man of many initials. Also Herb Moss, director of Hildegard program. One gentleman much impressed with my voice, face and figure. Believe he intends to make me great radio star, for he say I am next on his program. Could this be?

**SINGAPORE**

Exotic Chinese and Island Foods  
FOR DINNER AND AFTER THEATRE

BROADWAY • ATOP WINTER  
AT 50TH GARDEN BLDG.

# Sports Opposes Tele Slater Tells ATS Meet

(Continued from Page 1)

Professional sports magnates are likely to "look askance" at television when it becomes a daily-in-the-home proposition, simply because of the great it will bear to the box office that has taken years to cultivate. Slater addressed his remarks to the American Television Society monthly membership meeting at the Hotel Marlborough-Plaza in New York.

### Contacted Many Sportsmen

One of the most prominent sports authorities and announcers, Slater has had occasion in the recent past to accumulate the opinions of several sports officials who will, directly or indirectly, control video coverage of the events they arrange or promote. Among those with whom he discussed the possibilities of the medium were Bill Harridge and Ford Frick, president of the American and National Baseball Leagues, respectively.

The attitude of these men, according to Slater, is one of "vehement opposition," chiefly because of its threat to patronage. And not unimportant among the objections to televising their events is the recent "unsatisfactory" reception of these events at the home which sports officials fear may injure the quality of the game. "Several interests," Slater pointed out, "are planning to set up their own television installations in their parks to provide accurate and satisfactory coverage, if at all."

Also significant, because of its source, is the feeling of Slater that men like Harridge and Frick are "right." He pointed out that a television viewer can experience the intimate association with an athlete in a tense moment much more definitely than a spectator seated in a grandstand some distance from the incident.

### Announcer A Factor

Another angle of television sports coverage Slater wonders about is the role of the announcer. "I have a hunch that most radio sportscasters will never become television sports announcers because of the nature of their radio work." Radio announcers, he said, "are trained to describe action every moment they're on the air, filling in here and there with background and color," whereas this will not be adaptable in video, where the camera does the description. He does feel, however, that the veteran sportscaster's role in tele might parallel that of a director, because by virtue of his knowledge of the game, he will know where to picture the incident as it happens.

The need for co-operation between the director, cameraman and all members of the crew on a sports telecast

# Du Mont-Wanamaker Studios In Formal Debut Last Night

(Continued from Page 1)

F. Cramer, vice-president and director of DuMont. Appearing on the Washington-originated part of the program and relayed by coaxial cable, were: Senators Albert W. Hawks of New Jersey and James M. Mead, of New York, and Brien McMahon, of Connecticut. Other portions of the program as televised from the new studios included "Let's Have Fun," presented by C. F. Mueller Co., and a large cast headed by the Six Goldwyn Girls.

### Many Celebrities Present

Many celebrities from all walks of life were in attendance, at both the new studios and the Park Lane gathering. Those who attended included: Edgar Kobak, Frank C. Walker, Paul Raibourn, George Shupert, O. B. Hanson, Worthington Miner, Jack Poppele, Jim Sauter, Paul Mowrey, Ralph Austrian, Dr. W. R. G. Baker, Tom Buchanan, H. H. Butner, Ted Bates, O. H. Caldwell, Lloyd Coulter, G. L. Best, James Lawrence Fly, Carlos Franco.

Also Dr. Thomas Goldsmith, John Hertz, Jr., Larry Lowman, Frank Mullen, Alfred J. McCosker, Linnea Nelson and H. S. Osborne.

Washington—FCC members and other Government officials last night hailed the opening of DuMont's new WABD studios in the Wanamaker

was stressed by Pete Barker, NBC director, who related some of the incidents of the Army-Navy game telecast from Philadelphia last winter. "Every member of the crew, from the director on down the line, must work together for the best results of a sports broadcast," he said, explaining that each has his own job to do, and co-ordination is of the utmost importance. "NBC is striving," he explained, "for the teamwork and co-operation achieved among motion picture crews in Hollywood which comes from working together for some time."

Slater's remarks bore particular significance on the statement made earlier by Bob Edge, CBS video director, who said: "sixty per cent of television would be made up of sports."

store and the launching of a television network linking Washington, Philadelphia and New York.

Washington ceremonies for the three-city celebration were held in the Hotel Statler, where set owners joined Government bigwigs and industry members in marking the video net's opening. The ceremonies were followed the appearance in Washington newspapers of an ad entitled "The Truth About Television" inserted by Dr. Allen B. DuMont.

### Pearson Leaving NBC

Arthur G. Pearson, purchasing agent and assistant office manager of the NBC Central Division headquarters in Chicago for more than 12 years, resigns that post May 1 to accept a new position. Mary Clancy, who has been Pearson's assistant since March, 1943, will take over duties of purchasing agent.

### Will Emcee WMCA Show

Announcer Roger Chase, formerly MBS staff, but now free lancing, has taken over the emcee job on "Shoot The Works," WMCA audience participation quiz, which has been moved from 9 p.m. Saturday to the 8:30 to 9 spot on Monday nights.

# High-Speed Facsimile Shown FCC By Finch

(Continued from Page 1)

a new duplex unit which sends and receives messages by radio at a speed of 30,000 words or 2,760 sq. in. of picture copy per hour. The second Finch unit shown was a similar duplex machine, but with a slower speed of 9,600 words per hour or 918 sq. in. of picture copy. Both models are identical in size and appearance and have push-buttons for automatic framing and to provide for the ejection of messages.

To show how newspapers may be eventually broadcast to homes, a four-column paper was run off, bearing an eagle masthead and the name "Airpress." An 8½x11-inch page was received in two minutes. The paper was similar in format to the London Daily Mail, and carried news and pictures.

### Portable Model

Other units shown included a portable model capable of sending and receiving at a rate of 20 sq. in. per minute, and a duplicating unit for making facsimile copies of an original.

Commission members in attendance were: Charles R. Denny, acting chairman; Commissioner Paul A. Walker; Commissioner Ray C. Wakefield; Commissioner Clifford Durr; Commissioner Ewell K. Jett; Commissioner Rosel Hyde.

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

# watch Radio Mirror



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

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

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the May issue!

watch Radio Mirror



THE *Only* REGIONAL  
BETWEEN  
DALLAS, SHREVEPORT  
and HOUSTON! K  
FRO

LONGVIEW  
AMERICAN MUTUAL  
KFRO LONGVIEW  
James R. Curtis, Pres.  
1000 WATTS day and night!

There is no expense on the part of the Radio Station to air "VETERANS OF VICTORY" Sensational new program. For a campaign in your city and a good revenue for you. Write, Wire or Call

NATIONAL RADIO FEATURES  
100 State Street Albany 7, New York  
Phone: 4-8226 or 2-7854  
Allen I. Stock, General Manager  
— Coast to Coast —

COAST-TO-COAST

— OKLAHOMA —

OKLAHOMA CITY—KTOK aired the rodeo held in connection with the Oklahoma livestock show and 4-H Club meeting. Paul Hunt, KTOK special events director, broadcast the rodeo from the Coliseum and on the following day aired the cattle auction directly from the stockyards. . . . TULSA—John Barth, who served as radio maintenance officer and technical officer for the American Forces Network, has returned to the KVOO engineering staff.

— MASSACHUSETTS —

LAWRENCE—WLAW has secured exclusive broadcasting rights for the boxing bout between Tippy Larkin of New York and Willie Joyce of Indiana for the world's junior welterweight championship to be staged at the Boston Garden Monday, April 29. Blow-by-blow account will be given by Arthur Flynn, former New England light-heavyweight champion and world's amateur middleweight champion. Between-round commentary will be provided by Jack Stevens. . . . SPRINGFIELD—Bob Jones, former WSPR announcer, has resumed his milk chores at the outlet following service with the Navy.

— MISSOURI —

ST. LOUIS—Sportscaster, France Laux, has inaugurated a new series of airings, sponsored by the Hyde Park Breweries Assn., entitled "The Sports Answer Man" to be heard Tuesdays, Thursdays and Saturdays over KXOK. Series will feature sports stories, answers to questions sent in by fans and interesting sport facts. . . . KANSAS CITY—Walt Lochman, KCMO's director of sports and special events, is now in Florida covering the daily activities of the Kansas City Blues at their Spring training camp. Lochman is airing daily accounts of "What's News with the Blues" as well as information regarding all exhibition games Monday through Saturday played by the team.

— FLORIDA —

JACKSONVILLE—WJIP, in conjunction with Kay Jewelers and the St. Johns Theater, inaugurated a search for Jacksonville's Cinderellas. Doug Oliver and Speed Veal, Mr. O and Mr. Kay' who conduct the "Kay Korner Kwiz" program each day in front of Kay's, interview women in downtown Jacksonville in an attempt to find the lucky women whose feet the magic slipper fits. The women whose right foot fits, will receive a wrist watch and the title "Cinderella Jones," in connection with the Warner Bros., Jacksonville premiere at the St. John Theater.

Send Birthday Greetings To

April 16

- Milton J. Cross W. Wright Esch
George Ludlam Jack Negley
Les Tremayne Norman Welll
Joe McCauley Joseph Meehan

FCC Studies Rural Needs At Clear-Channel Hearing

(Continued from Page 1)

Commission, Denny said, with a decision expected to be reached by late August or early September.

Denny said that the current sessions will stick to a "rigid" schedule in order to have a clear channel answer ready for the new NARBA conference in October.

The Bureau of Census study was started about a year ago at the request of the FCC and the Bureau of the Budget in an effort to get an answer to the perennial puzzler: "Do the nation's rural dwellers get proper radio service?"

Stressed by the FCC as the "major objectives" of the census study were the following:

- (1) What do rural people want from radio?
(2) Do rural people consider the program service they now receive to be adequate, and if not, why not?
(3) Why do many rural people have no radio?

An earlier poll conducted by the Department of Agriculture and introduced at the first hearing, which was adjourned in January, indicated that clear channel stations were shooting their programs over the heads of the rural listeners.

Clear channel broadcasters countered with a study conducted by Dr. Wahn. The Census study, wrapped up in some 23 separate volumes, is expected to be the target of many clear channel broadsides.

The Census study pokes into the

radio habits of rural dwellers in 1,040 sparsely settled counties throughout the United States. The survey embraced a total of 3,175,954 households of which 2,479,405 or 78 per cent, had a radio. Of these, 1,951,262 had a radio in working order.

"A review of the characteristics of the interviewed households," the report states, "shows that about 81 per cent were white, and a little over 42 per cent were located on farms. About one-third of the household heads were farmers and less than two-fifths had attended high school or college. The average size of the households interviewed was 3.6 persons."

The study indicated that of the 1,900,000 radio households, 76 per cent reported they heard between two to five stations during the day, with a like number heard at night.

Many Report Bad Reception

Thirty-three per cent of the households, however, reported they were unable during the day to hear any station signals without trouble, as compared with 20 per cent who said they received clear reception from one station.

Although the meat of the Census study is yet to come, figures presented yesterday revealed that thirty-nine per cent said they could not hear any Class 1 A, clear-channel stations during the day and 26 per cent at night. Thirty-nine per cent said they heard one during the day and 38 per cent during the night.

NBC Executives Return From Tour Of Stations

(Continued from Page 1)

the five are: Niles Trammell, president of NBC; Noran E. Kersta, manager of NBC's Television Department; Robert Shelby, director of technical development; Easton C. Woolley, director of the station departments, and Sheldon B. Hickox, Jr., station relations manager.

Three of the eight executives who left New York on March 6 to discuss network policies with local station executives gathered in Atlanta, Fort Worth, Chicago, and Los Angeles have not yet returned from the West Coast. They are: Roy C. Witmer, NBC vice-president; Clarence Menser, vice-president in charge of programs, and Charles P. Hammond, director of advertising and promotion.

Joins WGN News Staff

William C. Needham, former Associated Press correspondent in Baltimore and Washington, D. C., has joined the staff of the WGN news department as news analyst, it was announced by Frank P. Schriber, manager of WGN, Chicago. Needham, recently released from active duty as an Army major, now broadcasts the news from 6:45 to 7:00 a.m., CST, the program being heard Mondays through Saturdays.

McCormick Quitting GOP; Will Join NBC Sales Dept.

John McCormick, for the past year head of the radio department of the Republican National Committee at Washington, will return to the NBC Central Division network sales department today, April 16, it is announced by Paul McCluer, manager of the department. McCormick, who left NBC in March, 1945, to direct radio activities of GOP, will be assigned to the Procter & Gamble Company and the General Mills, Inc., accounts.

Cancer Benefit On MBS

Frank Sinatra and Bob Hope will emcee a special variety show over Mutual for the benefit of the American Cancer Society, April 19, 11:30-12:30 p.m., EST, from Hollywood. Among those who will appear are Ginny Simms, Perry Como, James Cagney and Lew Ayres. Program is produced by Glenn Wheaton and Al Capstaff.

Hartley Profiled

Arnold Hartley, program director of WOV, and winner of a special Peabody citation for his "Mr. Colombo Discovers America," is profiled in the May issue of "This Month" magazine by Dorothy Sangster. The article is titled "Tune In On Hartley."

AGENCIES

A. L. CAPSTAFF, Hollywood radio production head for Foote, C. & Belding has been named to produce the special award show for the American Cancer Society which airs the complete Mutual network April 19. Bob Hope and Frank Sinatra are among numerous stars who will appear on the broadcast.

ROBERT B. MARKS, after seven years with the Armed Forces, has joined the Edward B. Marks Music Corporation as manager of the mechanical department.

AMERICAN CHICLE COMPANY announces the return on July 1 of Badger and Browning & Hersey, Inc. to handle the Beeman's Pepsin Chewing Gum advertising.

SIR GIRJA SHANKAR BAJPAJEE, K. C. S. I., K. B. E., agent-general for India in the United States since 1938 and India's representative on the Food and Agriculture Organization, will address the Advertising Women of New York, Inc., at a luncheon meeting Thursday, April 18, at the Belmont Plaza Hotel, 49th Street and Lexington Avenue.

WILLIAM SARE, Advertising, Inc. has been appointed to handle national trade and consumer publication advertising for Crafto-Knife Corporation (cutting tools).

TEEN TIME TOPICS



Bob Jenkins, high school senior, airs the news of Canton's 5 high schools to an eager audience of 'teenagers' who pack WHBC for the '1480 Club' five afternoons each week. By including such high-interest local features with each day's schedule holds WHBC its 'good-neighbor' reputation . . . keeps most radios in the 'City That's Always Busy' tune to WHBC.

\*WRITE FOR THE CONLAN SURVEY

YOU CAN'T MISS IN CANTON, OHIO



THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

Represented by BURN-SMITH Co.

# Anti-Petrillo Bill Now Law

## FCC Explores Polls At 'Channel' Hearing

Washington Bureau, RADIO DAILY  
 Washington—Clear channel hearing rolled into its second day yesterday as the FCC referred the "battle of the polls" over broadcast service to the nation's rural radio listeners.

Target of close cross questioning yesterday was Dr. Forest L. Whan, University of Wichita expert, whose several polls of midwest audiences indicate that listeners are generally pleased with present programming, particularly from clear channel stations.

Polls conducted by the Department  
 (Continued on Page 3)

## KDKA Picks Tele Site For Pittsburgh Station

Pittsburgh—Approval of the KDKA television transmitter site near the University of Pittsburgh stadium by the city zoning board was announced by station manager J. E. Baudino.

Bids for the 500-foot steel self-supporting tower which will be erected on the site have been asked for and ground-breaking ceremonies are expected to be held early in May.

## New Series On CBS-BBC To Replace Present Show

A new international exchange series titled, "Yours Sincerely" will replace the CBS-BBC "Transatlantic Mail" series on CBS starting Sunday, April 28, 12:30-1:00 p.m., EDT. Originating in both New York and London the program will present letters from volunteer correspondents in each country to be delivered to the

(Continued on Page 8)

## Easter Surprise

Boston—John Shepard, III, Yankee web skipper, played "Easter Bunny" yesterday when he gave a pair of nylon stockings to every girl staff member for themselves and to men for their wives or sweethearts at all Yankee Network-owned stations. This pleasant Easter surprise gift made a big hit at WNAC, Boston; WEAN, Providence; WONS, Hartford; WAAB, Worcester; WICC, Bridgeport; the FM stations, WMTW, Washington; WGTR, Paxton and the Muzak office in Boston.

## Low Ceiling Prices Decried By Cosgrove

Low ceiling prices, were blamed for lack of radio receivers, by R. C. Cosgrove, vice-president and general manager of the Crosley Corp. and president of the RMA. Cosgrove made the declaration in course of a forum devoted to the industrialist, on CBS network last night. Program was entitled, "Roll Call On Production" and was arranged by the National As-

(Continued on Page 8)

## Elect New Board Members Of RCA Institutes In N. Y.

Dr. James Rowland Angell, public service counsellor of NBC, and Gano Dunn, a director of RCA and NBC, were elected directors of RCA Institutes, Inc., yesterday, Charles J.

(Continued on Page 2)

## President Truman Signs Lea's Measure Without Comment; Spokesmen Warn Against Any 'Misuse' Of Statute

### Harper Report Out On Rating Analysis

Detailed findings of a year's study occasioned by the so-called discrepancies of ratings between CAB and Hooper were released yesterday by McCann-Erickson, Inc., in a 51-page report which seeks "to solve the problem of how to gauge correctly the size of a radio audience."

Compiled under the supervision of  
 (Continued on Page 7)

Washington Bureau, RADIO DAILY  
 Washington—President Truman yesterday signed the controversial anti-Petrillo bill establishing criminal penalties for compelling or attempting to compel radio broadcasters to submit to "featherbed" employment practices. The measure, aimed specifically at the AFM president, James C. Petrillo,

(Continued on Page 3)

## 24-Hour Cancer Benefit On WNEW Easter Sun.

The entire facilities of WNEW will be turned over to the Cancer Drive on Easter Sunday, April 21, under the sponsorship of the Motion Picture Division of the American Cancer Society, it has been announced by

(Continued on Page 2)

## Large Web Delegation To Attend OSU Meet

Several of the radio industry's top management and production executives from networks and stations throughout the country will be on hand when the tenth annual Institute for Education by Radio, conducted by Ohio State University at the Deshler-Wallick Hotel in Columbus, convenes on May 3 through May 6.

Delegates from NBC, ABC, CBS  
 (Continued on Page 7)

## Record Ticket Requests For McNeill Garden Stunt

Ticket demands for the Madison Square Garden's appearance of Don McNeill and the "Breakfast Club" for next Monday morning have exceeded

(Continued on Page 2)

## Silen Organizes Staff For New Manila Station

San Francisco—Bert Silen, manager of KPO's news and special events dept., who arrived in San Francisco a little over a year ago as one of the liberated prisoners of Santo Tomas  
 (Continued on Page 8)

# NAB Petitions For Relief From CPA Building Edict

Washington Bureau, RADIO DAILY  
 Washington—Stressing that construction of new radio stations in the U. S. would further employment of veterans, help reconversion program and advance development of mass communication held to be in the public interest, the National Association of Broadcasters has appealed to the Civilian Production Administration for relief under the recent CPA order restricting construction.

The letter, on behalf of the entire

radio broadcasting industry, highlights the fact that the requested exemption for building by radio broadcasters represents a small portion of the overall cost of construction and installation of a radio station and involves only a negligible amount of building materials now restricted by the CPA.

Studies disclose that "building acquisition and construction represents slightly more than one-fifth of the

(Continued on Page 8)

## Prospect?

WOV's time salesmen, according to reports, are vying for the account of a new "sponsor" who wrote the station, "I should like to know the cost of radio time after 9 o'clock at night. How much is one hour daily from Monday through Friday?" The salesmen are trying to book passage to Europe, for the letter was signed "Raymond H. Kuhn, Munich, Germany!"

### Gratitude

Mme. Leon Blum, wife of the former French premier, in a broadcast over WOR yesterday, expressed gratitude to American radio and BBC for service rendered via underground shortwave while the couple were wartime prisoners of the Germans. It was Mme. Blum's first interview since arriving here with her husband. Martha Deane conducted the interview.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Tues., Apr. 16)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194	192 3/4	194	+
CBS A	43 1/4	43 1/4	43 1/4	+ 1/4
CBS B	42 1/2	42 1/2	42 1/2	+ 3/4
Farnsworth T. & R.	15 5/8	15 1/4	15 3/8	+
Gen. Electric	48	47 1/2	48	+ 1/2
Philco	36 3/4	36	36 1/2	+
RCA Common	16 3/4	16 3/8	16 3/4	+ 3/8
Stewart-Warner	22	21 3/4	22	+ 1/4
Westinghouse	35 1/4	34 7/8	35 1/8	+ 1/4
Zenith Radio	37	36 5/8	36 3/4	+ 1/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	12 3/8	11 1/2	12 1/4	+ 1
OVER THE COUNTER				
DuMont Lab.			13 5/8	Asked 14 1/2
WCAO (Baltimore)			34 1/2	....
WJR (Detroit)			37	....

## Elect New Board Members Of RCA Institutes In N. Y.

(Continued from Page 1) Pannill, president, announced. Re-elected as directors of RCA Institutes were Mr. Pannill, Lieut. Gen. James G. Harbord, who is chairman of the board, Frank E. Mullen, Thompson H. Mitchell and George F. Shecklen.

## Joins Treasury Staff

Edward F. McDouglas, recently discharged from the U. S. Navy, has been appointed Director of Office of Public Information of the U. S. Treasury department's Savings Bond Division for New York. He will direct press, radio, and advertising activities in New York State.

**Jules Harburg**  
INSURANCE  
80 JOHN STREET  
NEW YORK CITY

BOWLING GREEN 9-0284  
PHONES WHITEHALL 3-6767

# Coming and Going

CRAIG LAWRENCE, vice-president in charge of radio for Cowles, is spending a few days in Boston.

WAUHILLA LA HAY, radio publicity director for N. W. Ayer & Son, Inc., has returned from a business trip which took her to St. Louis and Oklahoma.

ARCH MORTON is here from KNX, Los Angeles. Paid a call yesterday at the headquarters of the Columbia network.

PATRICE MUNSEL, coloratura soprano who stars on the "Family Hour" program, was received by Mrs. Truman at the White House this week in the course of a luncheon of the National Society of Arts and Letters.

CLARK A. LUTHER, national sales manager and promotion director of KFJ, Wichita, Kans., is in town on a short business trip. The station is an affiliate of CBS.

WALTER J. PRESTON, program director of WBBM, Chicago, is in town for conferences at CBS.

SAMMY KAYE—he of "So You Want to Lead a Band"—will appear today in Indianapolis.

DORIS S. CORWITH, assistant to the manager of the public service department at NBC, went out to Hempstead yesterday to address the Faculty Women's Club at Hofstra College.

ROSALIE ALLEN, WOV disc jockey, has returned from Philadelphia, where she guested on the "Hayloft Hoedown" over WFIL-ABC on Saturday night.

SAM H. BENNETT, director of sales at KMBC, CBS outlet in Kansas City, Mo., has joined the executive contingent currently in New York on business.

JAY JOSTYN—"Mr. District Attorney"—will wind up his engagement at the RKO Theater in Boston today and will be back in New York tomorrow.

MURRAY ARNOLD, program director at WIP, Philadelphia, has returned to the Quaker City following confabs here with Phillips Carlin, vice-president of the Mutual network.

KEVIN SWEENEY, assistant to Fletcher Wiley, Hollywood program producer, who conferred recently in New York, returned to the West Coast, with stops scheduled en route at Detroit, Chicago and Minneapolis.

## 24-Hour Cancer Benefit On WNEW Easter Sun.

(Continued from Page 1)

Bernice Judis, station manager. All programs beginning midnight, Saturday, April 20, will be fitted into a pattern to bring attention to the "Unseen Enemy," and will go around the clock.

Twenty-three full programs of fifteen, half-hour and hour-long duration, will be especially built for the cancer project, according to Ted Cott, program director. In addition, spots and station breaks will be interspersed throughout the day and night.

The station will be open all day and evening to celebrities who will act as pledge takers on the phone. Movie and theater tickets will be given away to all who phone in pledges. Specially autographed recordings by leading musicians will also be given to listeners phoning in pledges.

## McGrath Named Mng. Dir.

Boston—William McGrath, former sales promotion manager of WNEW, New York, has been appointed managing director of WHDH, independent station here recently taken over by the Herald Traveler Corporation.

## Record Ticket Requests For McNeill Garden Stunt

(Continued from Page 1)

the Garden's 17,000 capacity and officials of ABC announced yesterday that the network will be unable to handle all ticket requests for the seven broadcasts from Radio City during the next two weeks. On last Thursday 9,000 ticket requests were received at ABC in New York and on Friday the mail brought 18,000 more letter and card requests.

In Newark yesterday officials of WAAT were swamped with telephone calls for tickets for the "Breakfast Club" appearance at the Mosque Theater on Monday night. Victor Bennett of WAAT said that the station was not prepared to handle the influx of calls when the Newark appearance was announced on the show during the network broadcast from Chicago.

## Will Sponsor Summer Series

Annual summer series of concerts of the Boston Symphony Orchestra will be sponsored by the Allis-Chalmers Manufacturing Company during the coming months. The summer concerts will include one from the Esplanade on the Charles River and five from Tanglewood.



# Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-R...

Within Your Reach

Philadelphia's

# WDAS

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

## Signature By Truman Makes Lea Bill Law

(Continued from Page 1)

was signed by the Chief Executive without comment. The law, provides penalties of up to \$1,000 fine and a year's imprisonment for violations. Industry spokesmen hailed the bill

### Speculation

It is believed that James C. Petrillo, president of AFM, will attack the constitutionality of the Lea bill through an appeal action to be filed with the United States Supreme Court. Joseph Padway, Petrillo's counsel, could not be reached yesterday for comment on the matter.

It warned broadcasters against foolish attempts to misuse the measure.

"This can be a good law," one spokesman said, "it is up to the broadcasters not to run it into the ground. Irresponsible or reckless abuse of the bill will certainly ruin the whole thing."

The NAB is expected to make formal comment on the bill sometime this week. Meanwhile, it was reported that Petrillo is contemplating "new steps" against radio transcription concerns.

## Speculation On Identity Of 7th FCC Commissioner

Washington Bureau, RADIO DAILY

Washington—The failure of the White House to nominate a seventh commissioner for the FCC, despite the unprecedented volume of work now existing with that body, has given rise to speculation here that the vacancy being maintained as a move to elevate Commissioner Charles R. Kenny, now acting chairman, into the permanent chairmanship of the commission.

Although there is some idea that former Chairman Paul A. Porter might desire to return to his post, that idea is losing hold as Porter has gotten into the fight for the retention of price control. It is known that he is never too happy with his FCC post.

On the other hand, Porter is anxious to remain in the Washington limelight since he is being given serious consideration as a possible vice-presidential candidate in the Presidential election of 1948.

### AVAILABLE

Arranger, age 26, married, local 802. Wants position on staff of major radio network or an affiliate. Experience with Benny Goodman, Louis Prima, Dolly Dawn and others. Some previous experience on Red network. Other references supplied if desired. Write

RALPH STEIN

14 Nye Ave. WA 3-1672 Newark, N. J.

## FCC Scans Listener Polls At Clear-Channel Hearing

(Continued from Page 1)

of Agriculture and the Bureau of Census, on the other hand, have shown that programming of the clears leave much to be desired in the opinion of rural listeners. Questioning by some members of the Commission raised the question whether the "pleased" comments gleaned from Whan's poll might not have been influenced by lack of choice and steady doses of the same programs.

### Approaches Defined

Each of the polls has taken different approaches and in some cases conducted by different means. The Department of Agriculture poll, first introduced into the hearing last January, studied the reactions of the entire rural audience. Dr. Whan, with a somewhat different definition of "rural," concentrated only on several midwestern states, while the U. S. Bureau of Census study concerned itself with a poll of rural audiences in "secondary service" areas throughout the country, maintaining that the census study left a gap, the clear channel group countered with other polls conducted by Whan in the primary service areas of several of the clear channel stations.

Dr. Whan's study of the primary service area of WLS, Chicago, indicated that of the men and women polled, approximately 80 per cent said, unqualifiedly, that radio was doing a "good job" and fewer than 5 per cent thought radio was doing a "poor job."

As an answer to whether or not radio has been giving the public the types of programs it wants, Dr. Whan cited the WLS study which showed that "fewer than 3 out of 10 reported any programs wanted could not be heard when wanted."

"And those who reported inability to get a desired program were at odds over the type of program not available and the time it should be broadcast. No more than 3.6 per cent of any type of listener were agreed on the type of program wanted at a given period of the day or night."

### Discuss Daytime Serials

The question of daytime serials continued to be a top topic in the clear channel hearing.

Whan startled some of his audience by revealing that about 40 per cent

## DeLind Named President Of Borg-Warner Intl. Corp.

Chicago—Enlargement of overseas operations is evidenced in the announcement this week by C. S. Davis, president of Borg-Warner Corporation that John W. DeLind, Jr., has been elected president of the Borg-Warner International Corp., with headquarters here. He succeeds R. W. Gifford, who becomes chairman of the board, while J. L. Cunningham has been named vice-president in charge of automotive parts, and Arch Black, vice-president in charge of appliances.

of women polled in Iowa not only listened to the serials but maintained the programs helped them solve their personal problems.

Commissioner Durr asked Dr. Whan if the women had much choice of programming at these hours, since serials took up a major portion of the time on some of the networks.

In Dr. Whan's study of the service of the clear channel stations he said he had been directed to learning the following:

1. How much listening clear channel stations got in the outer portion of their primary coverage.
2. Whether or not reception was difficult between ½ millivolt and 2 millivolt lines.
3. The types of programs listeners preferred and whether or not different types of people or people in different localities preferred similar kinds of program materials.
4. Whether different classes of listeners in these areas were satisfied with available programs at the various hours of the week day.
5. Whether different classes of listeners were satisfied with programs available during the major portion of Sunday's broadcast schedule.

According to Dr. Whan the clear channel stations came out on top in all categories.

## ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of reputable and efficient service to national advertisers, agencies

and radio stations.

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



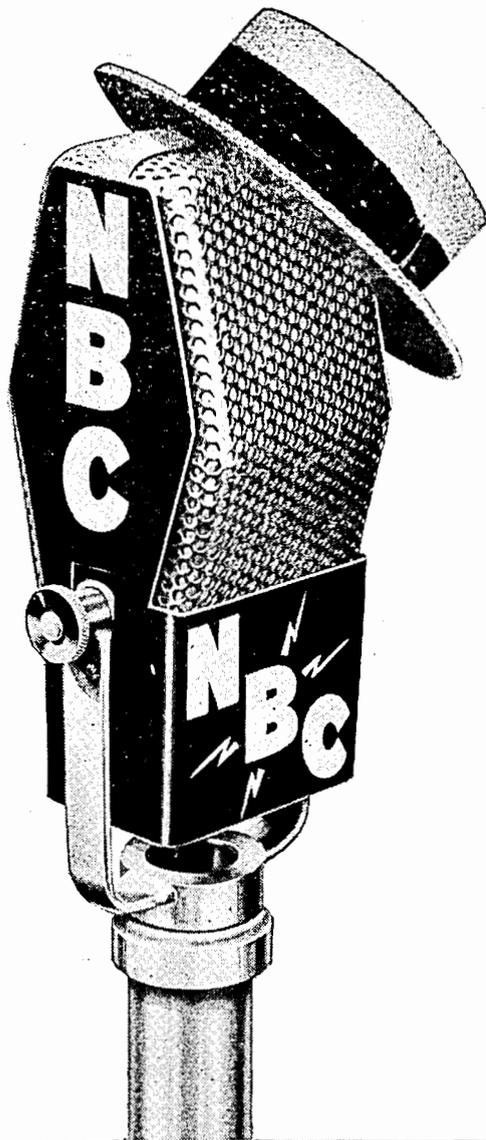
"Remember... more than one million people live in KGW's primary area. The KGW radio advertiser is within reach of 270,000 prosperous homes in the heart of the Northwest's industrial, economic, transportation and trade area! Plentiful power and the nation's lowest industrial power rates are attracting new enterprises to the rich, progressive Northwest."

ONE OF THE GREAT STATIONS OF THE NATION



REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO., INC.

# It happened on NBC



## In the Beginning . . .

**OCTOBER 7, 1941**

*"Red Skelton and Company" made its debut on NBC under the sponsorship of the Brown and Williamson Tobacco Corporation, selling Raleigh Cigarettes. Red leaped to immediate fame among NBC's top comedians.*

**JANUARY, 1943**

*Red won his all-time peak Hooper rating of 40.7 (exclusive of Eastern area\*). By this time he was also famous as a motion picture star, appearing in many Metro-Goldwyn-Mayer productions.*

\* On the present basis of computed ratings in the Eastern Time Zone, this is equal to a 32.4 rating.

► Red Skelton's heritage of humor is rich. His father, who died before Red was born, was a famous Hagenbeck and Wallace circus clown. His mother, too, was in show business. When he was ten years old, Red joined a medicine show at \$1.00 a week. The next few years were spent with wandering stock companies and minstrel shows. At fourteen, Red was playing on a showboat, up and down the Ohio and Mississippi. Then came a period of clown-

ing with the circus that remembered his father a generation before. At sixteen, Red won new fame as the nation's youngest burlesque comedian. A veteran with ten years of hard knocks and experience behind him, Red was 23 when he was first heard on NBC—on the Rudy Vallee show in 1936.

If Mark Twain and Horatio Alger had ever collaborated in writing a book they might easily have produced

**AMERICA'S NO. 1 NETWORK**

*(The Story of Red Skelton)* NO. 11 OF A SERIES

**Later . . .**

**JUNE, 1944**

*Like many other radio favorites, Red was inducted into the Army. Already he had played more than one thousand military engagements. During his eighteen months in the Army, Red worked ceaselessly—entertaining troops in Africa and Italy.*

**DECEMBER, 1945**

*After being hospitalized because of overwork, Red was honorably discharged from the Army. He returned to NBC in his present series with the same sponsor, same product, and same Tuesday night time. His millions of loyal listeners welcomed him back with a 24.8 Hooper rating—the highest first-time Hooper rating ever recorded. This immediately put him in third place among all Hooper-rated programs.*



a best-seller that would parallel the real life story of Red Skelton. Red's Clem Kadiddlehopper, Willie Lump Lump and Junior, the "mean widdle kid," bring to modern radio a rich, earthy fun that stems directly from those earlier and typically American institutions, the minstrel and medicine shows, the showboat and the circus.

Red's most famous line, "I dood it," was the slogan of

many an American fighting unit during the war. General Doolittle's Tokyo raid was headlined by an American newspaper: "Doolittle Dood It."

To reach maturity, the native American talent of Red Skelton required the greatest and widest possible American audience. It found just that on NBC, with its superlative facilities, its vast listening audience, and the friendly association of other great shows heard on NBC.



A Service of Radio  
operation of America

**. . . the National Broadcasting Company**

## LOS ANGELES

By RALPH WILK

ART GILMORE, announcer on "Dr. Christian," "Red Ryder," "Stars Over Hollywood," and others, has been signed to narrate a series of short subjects to be produced by Gordon Hollingshead at Warner Bros.

After more than two-and-one-half years in the Navy, Ken Higgins, KFI staff writer-producer, returned to resume his former position. Higgins, a lieutenant (j.g.) in the Navy, was based in Washington, D. C., where he wrote and directed Navy training films.

Jerry Fairbanks on location at Bob Burns 1,000-acre ranch shooting Bob and his trained birds, prize Berkshire hogs, and his machine shop where he makes all sorts of interesting gadgets and toys for children. Short will be an "Unusual Occupations" series for Paramount release.

Cass Daley, star of NBC's "Fitch Bandwagon" program, signed a recording deal with Decca and plattered her first two tunes, "Put the Blame On Mame" and "The Truth of the Matter Is." Vic Schoen's radio orchestra supplied the background music.

### "Book" Club To Launch New WOR Music Series

The Book-of-the-Month Club, Inc., signed a contract yesterday for sponsorship of a new weekly half-hour program of serious music over WOR titled "Let's Go to the Opera." Program will be heard Sunday evenings from 7 to 7:30 p.m., starting April 28, and will feature one or two outstanding artists in the musical world on each broadcast.

Songs will be taken from the world's most popular operas and heard in English. Series will be written by George and Phyllis Mead, and the casting of artists arranged by Thea Dispecker of the William Morris Agency. The WOR Symphony Orchestra will be conducted by Tom Scherman who has just returned to his musical career after five years in service.

Program will also be carried by the Mutual network with commercials deleted.

1906 1946

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



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

• • • Two picture firms interested in bankrolling Henry Morgenthau's new air stanza. . . Vaughn Monroe's deal with Lucky Strikes calls for \$6,000 per, play or pay. It also kyoayed a proposed setup with Chesterfield. . . "Theater of Romance," the C-B-yessir, will be a full-length film, with Jean Halloway doing the scripting. . . GE House Party with Art Linkletter coming east for four weeks. . . Bill Sweets pinch-hitting for Jerry Devine on "This Is Your FBI" while latter takes three weeks off in Bermuda. . . Reason Anna Sosenko has turned down all those movie offers for Hildegard is that she is planning to produce a film herself with the chanteuse. . . The Jack Dempsey influence: Since the Old Mauler started doing an assist on the Adam Hat Monday nite fites over Mutual two weeks ago, both main bouts ended in a one-round kayo. . . Danny O'Neil and his wife talking about joining the breakfast-for-two ranks. . . Fred Robbins, the disc jockey, dined at the 400 Club the other midnite and Gene Krupa snapped: "There's a guy who's making a fortune giving all the bandleaders the needle." . . John Carl Jeffrey, gen'l manager of WKMO, which copped CBS' ten thousand dollar promotion award, in town at the Lincoln. . . Morey Amsterdam says there's only one Paul Whiteman—and that's Vincent Lopez!

#### — Give To Conquer Cancer —

• • • Question Marks: Is some of the Woolworth coin going into the recording biz? . . . Is the N. Y. State Commission against discrimination readying a new transcribed show to fight against intolerance? . . . Is Hildegard looking for a new sponsor? . . . What p.a. got his knuckles rapped for soliciting votes for one of those popularity polls? . . . Why don't those who are marrying off Lana Turner and Pete Jaeger ask Buddy Rich whom she's really going to wed? . . . Is it true that RKO is trying to get Gloria Stokowski for the lead in the film version of "I Remember Mama?"

#### — Give To Conquer Cancer —

• • • Goody Ace is a happy gent these days. Not only has he found a system for getting white shirts, but he's also dug up a doc who okays as many cigars as he cares to inhale. . . As per our item last week, the Mills Bros. went off their thrice-weekly WEAFF shot and were replaced by a variety show also from the Zanzibar. . . Aside to Ed Murrow and Abe Schechter: Bernie Estes is out of the Army and back in town. . . The Tommy Riggs deal, filling in for Ginny Simms, was set up by Century Artists. . . Erskine Hawkins at the Lincoln one of the few bands to air over every net. . . Prof. Quiz roadshowing his program in Hartford, Baltimore & Washington for three weeks in a merchandising set-up for his sponsor. . . Bill Conway, formerly of the Modernaires, will be the 4th voice in the Smoothies, along with Babs, Charlie & Little. . . Mike Porter, former American Weekly ed, has bought the Sands Point Yacht Club. . . Movie stars unable to get contract renewals at the film factories, flocking to Manhattan for a fling at radio. . . April 30th issue of Look will feature a display of the Jefferson Machamer cartoons from "The Care And Feeding Of Executives" by Tex Faught and Laurence Hammond. . . At a coast broadcast when Clark Gable rested his ciggie on a table and it burned an ash-hole in it, Judy Canova cracked: "Gable's back, and arson's got him."

#### — Give To Conquer Cancer —

• • • Our Hat's Off Dep't: Gene Hamilton's narrating on ABC's "Concert Time." . . Geo. A. Putnam's commercialines on "Portia Faces Life." . . Harold Huber's 'Hercule Poirot' on Compton's "Mystery of the Week" ainer. . . Bradley's piano-maestro, Jan August, an Eddy Duchintellectual. . . Larry Brooks' Mutual sustainer, "Passport to Romance." . . Phil Brito's platter of "Wish I Could Tell You." . . Russell David's rhythms from St. Louis via NBC Monday midnite. . . Red Barber's verbal welcome to fellow baseball announcers during his WHN broadcast yesterday. . . Phil Spitalny's musical magic on NBC Sunday nites. . . Superman's radio pitch for tolerance.

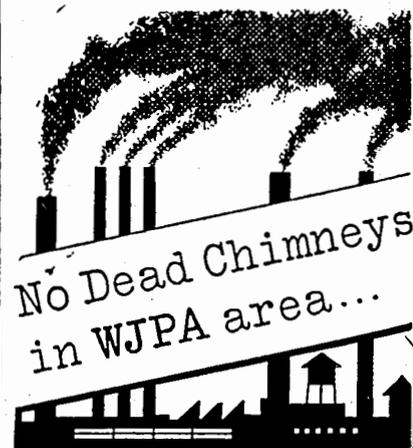
## AGENCIES

A. R. BEVERLEY-GIDDINGS, vice-president and copy chief of Federal Advertising Agency, has resigned to become vice-president and creative director of Morse International, Inc. He is also a well-known novelist.

WM. N. SCHEER ADVERTISING AGENCY of Newark has appointed Robert J. Walsh as director of radio. In pre-war days Walsh was program director for the same agency. During the war he saw service with the Signal Corps and was on duty with the Psychological Warfare Bureau and Armed Forces Radio Service in the North African and Mediterranean Theaters.

M. WILLARD VIENOT, former production director at the Glenn L. Martin-Nebraska Company, has been named account executive for the Baker Advertising Company, Omaha.

STEPHEN A. MACHCINSKI, JR., of the New York sales staff of Adam J. Young, Jr., Inc., has purchased some shares of stock in that company. This now makes a total of four stockholders. Adam J. Young, Jr., maintains the controlling interest. Other stockholders are Paul Wilson, New York staff and Bob Russell of the Chicago staff.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

#### MUTUAL NETWORK

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

JOHN LAUX  
Managing Director

WSTV - Steubenville, O.

WFPG - Atlantic City, N. J.

WJPA - Washington, Pa.

WKMY - Kingston, N. Y.



## Large Web Delegation To Attend OSU Meet

(Continued from Page 1)

ad Mutual will participate in the various panels and forums on all phases of broadcasting to further the progress of significant educational radio programs. The Institute is attended each year by representatives of women's organizations, educators and executives from numerous allied fields.

NBC network executives attending the confab will include: Sterling Fisher, Dwight B. Herrick, Doris Corwith, Jane Tiffany Wagner, Hugh Beville, Jr., Robert W. Friedheim, Thomas McCray and Sid Eiges; NBC central division representatives will be Judith Waller, William Drips, William Ray and Elizabeth Hart. From Hollywood: Jennings Pierce; from Denver: Clarence Moore; from Washington: Gene Juster.

Eight ABC executives will represent the web including: Robert E. Lintner, Robert H. Hinckley, Grace Johnson, Robert Saudek, Earl Millin, Carol Irwin, Robert White, and Alma Kitchell.

Davidson Taylor, CBS vice-president, will take part in the Institute's synote symposium and Lyman Bryson will serve as toastmaster at the annual dinner May 5, when Clifford Durr, FCC member, and Sydney Lyle, New York attorney, will discuss radio's responsibility to the public. No CBS officials are scheduled as chairmen of the panel discussions: Paul W. White, and Robert W. Heller. Others from the web include: Frances Armer Wilder, Charles Freed, Elinor Luman, Leon Levine, and William C. Kerman.

Edgar Kobak, president of the Mutual Broadcasting System, will lead a delegation from the network's New York headquarters including: A. A. Hechter, Jim O'Bryon, Elsie Dick, Dorothy Kemble, Charter Heslep (from Washington Bureau) and Eugene King from WOR program dept.

### New Radar Set Revealed

Vancouver—A radar set designed by Vancouver professor used exclusively by the Royal Navy for its torpedo craft during the war is now being installed in British and Canadian merchant ships for use in ice time navigation, it was announced by Hon. C. D. Howe, Minister of Reconstruction, who recently addressed a Canadian Club luncheon in Vancouver. Howe stated that a radar set known as "No. 268" was designed by Prof. K. C. Mannon, associate professor of physics at the University of British Columbia. He called it a 100 per cent Canadian effort in conception, design and manufacture."

## CAB And Hooper Compared In Detailed Ad Agency Report

(Continued from Page 1)

Marion Harper, Jr., vice-president in charge of research of the agency, and Dr. Hans Zeisel, the report outlines 10 recommendations which, if adopted, "will re-establish the coincidental rating, within its limitations, as a most reliable research tool."

Following is a summary of the findings which were first announced by Harper in a talk before the Radio Executives Club in February:

"I. Both Hooper and CAB underrate the true size of telephone-home audiences; Hooper by about 10 per cent, CAB by somewhere above 20 per cent.

"II. On the average, Hooper ratings are about 20 per cent higher than CAB ratings for the same program and time period. We found this difference to be caused by three factors: (a) The Hooper interviewer waits 10 telephone rings before he counts a party as not at home, and, therefore, not listening—the CAB interviewer stops after the fourth ring and thus misses some listeners. (b) CAB uses an unsatisfactory system of dealing with those listeners who are unable or unwilling to identify the program they listen to. (c) CAB and Hooper use a different statistical treatment of those homes whose telephone is 'busy.'

"III. Hooper ratings, though on the average considerably higher than CAB ratings, are still somewhat below the true audience level for two reasons: (a) Because Hooper (as well as CAB) fail to ask for other listeners in the home if the person answering the telephone answers, 'No' to the interviewer's question. (b) Because some listeners will answer the telephone even after the sixth ring and will, thus, be missed, by Hooper.

"IV. The CAB sample is, for an average once-a-week evening program, about 30 per cent larger for any program rating, than the comparable Hooper sample.

"V. No program is ever checked in '81' CAB cities; even full network programs reach, on the average, only about 65 cities, which, however, still represents twice as many cities as Hooper.

"VI. While 'more interviews' in 'more cities' might eventually be of advantage, it is doubtful whether the present CAB sample is satisfactory: in 65 of the 81 cities CAB makes not more than 15 interviews per half-hour program within one-half month period. Experiments would have to prove that 15 interviews are sufficient to sample a city.

"VII. The definition of 'Coverage from without' used by CAB is unsatisfactory.

"VIII. 'Estimated' ratings for programs broadcast after 10:30 p.m., are not generally acceptable unless supported by more research evidence.

"IX. Ratings based on cities with outlets of all four networks serve better for appraising the relative pulling power of a program; ratings based on a representative city sample come, theoretically at least, closer to the rating which may be projected against number of radio-telephone homes. But in order to secure such a sample of cities, one must secure adequate representativeness of the competitive situation of the four networks.

"X. In order to determine the significance

of telephone home ratings appropriate experiments are to be conducted."

Describing the document as "completely impartial," and released as "a public service without interest in either of the rating services," Harper declared that it contains "definite steps which the industry must take if it is to protect its own investment." At the conclusion of the report are listed the recommendations which "aim to suggest a change where indicated by its findings; and to suggest further research where it is needed."

### Hooper Comments

Harper explained that the report had been read earlier by both CAB and Hooper, and the latter issued a statement simultaneously which expressed the hope that the study "is a forerunner to future searching inquiry by advertisers, agencies, networks and stations into the nature of radio measurements they are asked to accept as authoritative."

"The Zeisel report," Hooper said, "and its summary contains experimental results and observations borne out, except in significant elements, by our own work with the telephone coincidental method." However, Hooper pointed out, "further clarification is called," in addition to the recommendations made, on such questions as the "practical desirability of altering present procedure in handling 'busy's,' 'don't know' telephone rings, and particularly 'other persons listening.'" Hooper explained that these subjects would be treated in detail in a later communication to subscribers, in addition to "correcting statements appearing in the report which are at odds with the facts, introducing our own experimental findings where they will shed more light, identifying new problems created by some of the recommendations introduced by Dr. Zeisel as solutions to old."

### Gets Publicity Post

Betty Hughes, promotion and merchandising manager of KADA, Ada, Okla., and a winner of ABC's "outstanding promotion" awards for 1945, has been appointed state publicity director for Epsilon Sigma Alpha, national sorority for young business women.

## DAWSON RETURNS TO WFBC

### Appointed Director of Programs in the Public Interest



JAMES DAWSON

James Dawson, popular news analyst and author-producer of a series of public service programs on WFBC and the Blue-Ridge Network before the war, has returned to WFBC after four years of active duty with the U. S. Navy.

He participated in the majority of the Pacific fighting; Solomons; New Guinea, Tarawa, Marshalls, Midway, Wake Island, Borneo, Philippines, Okinawa and Japan, ending the war as a Lieutenant Commander.

Dawson has been appointed Director of Programs in the Public Interest and already has two series of shows in the works—a forum discussion of controversial issues, "In the Public Interest" and a dramatized feature-story, "This is Greenville."

Author of several books and backed by long newspaper experience Dawson is well qualified to offer WFBC listeners the best in public interest programs.

# WFBC

GREENVILLE, S. C.

Textile Center of the South

NBC 5,000 WATTS

LEWIS H. AVERY, INC.

## TOP-FLIGHT RADIO SALESMAN-EXECUTIVE AVAILABLE

Six years' intensive (New York City) experience in the toughest kind of radio selling—with an unsurpassed record of sales accomplishments.

Highest references from extremely wide circle of agency-advertiser-radio contacts.

Seeking position either as Sales Executive or Salesman. Available Immediately.

Write Box 159, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

LEN STERLING

LA 4-1200

## Low Ceiling Prices Decried By Cosgrove

(Continued from Page 1)

sociation of Manufacturers. Dr. Ralph Robey, business editor of Newsweek magazine, conducted the roll call. Ten other industrialists in addition to Cosgrove were heard on the program. NAM more or less staged the program in answer to the OES head, Chester Bowles.

Cosgrove's talk was as follows:

"Home radio receivers, have been in low supply for lack of components, those parts that go to make up a radio receiver, manufactured mainly by specialty companies. And this shortage is due to low price ceilings which will not permit recovery by these manufacturers of their actual cost. These costs are made up mostly of labor, which are almost doubled in the radio business. The components or parts people are also having extreme difficulties in getting partially fabricated, or completely fabricated parts from their suppliers for the same reason.

"The OPA does not permit to be included in the selling prices the actual cost increases realized by the manufacturers.

"There are thousands of individual items to be costed and priced and no one is smart enough to intelligently and realistically establish selling prices that eliminate inequalities on all of these items.

"Therefore, certain materials are being manufactured and certain other materials are not being manufactured. Plants are making those materials on which they can obtain their cost and are not making those on which they cannot.

"As a consequence, certain parts are not flowing to the radio set manufacturers and here we are eight months after V-J Day and in those eight months my own company has made only as many radio sets as we should have made in each of those eight months.

"The radio industry has reported through the Office of Price Administration and through Mr. Paul Porter, detailed facts of all of the components in short supply, together with statistical information to justify a modification of policy.

"Many meetings have been held by the industry's advisory committee with OPA officials over a long period of time and we are still holding meetings, hoping to correct this situation.

"The industry had a very easy re-conversion job to do and by this time, the market should have been flooded with radio receivers.

"That is why you cannot get radio receivers."

### STOP!

— if you need assistant with creative ideas, having experience in radio, advertising, publicity and special events. Available immediately. Will travel.

Write Box No. 160, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## COAST-TO-COAST

—NEW YORK—

**N**EW YORK—Monica Lewis, young and talented vocalist, is guesting on the WHN "Gloom Dodgers" show April 15 through the 20. . . President Truman's address to the Pan-American Union in Washington was aired by WENX, April 15. . . WNYC aired the civic reception to Leon Blum, former French Premier, now on an economic mission to the United States for his government, which took place in the Council Chamber at City Hall last Friday. . . In observance of Passover, the Hebrew holy day commemorating the flight of the Jews from Egypt, WQXR will present two religious features. . . WMCA aired the exhibition game between the N. Y. Giants and West Point April 15, originating at The Point.

—CANADA—

**TORONTO**—Among the special musical and religious events taking place in Toronto during Holy Week, will be the singing of Pergolesi's liturgical hymn, "Stabat Mater," by the Toronto Melophonic Choir of 50 female voices, under the direction of Cesar Boore. Presentation will be carried over the CBS Trans-Canada network on Good Friday, April 19. . . Eve Silvester, formerly of the Midland Free Press Here'd, has joined the All-Canada program division as head of the publicity dept. . . **NEW WESTMINSTER**—MacLaren Advertising Agency, Toronto, has placed a transcribed spot campaign on CKNW for Noma Toys.

—VIRGINIA—

**NORFOLK**—Florence Ahman, formerly continuity director at WSAP, Portsmouth, has joined WTAR as continuity director succeeding her sister, Helen Sierer. . . **RICHMOND**—WRVA has added Al Aaroe and Frank Wilson to the announcing staff. Aaroe, discharged as a captain, served with the Army Service Forces in Iceland. . . **PETERSBURG**—Glyn Ellis, former of WISR, Penn., and WLOG, West Virginia, has joined the announcing staff of WSSV. . . Jay Jensen, ex-vet, has joined the WSSV continuity department.

—NEW HAMPSHIRE—

**MANCHESTER**—Bill Mitten, WFEA news editor, has joined the National Association of Radio News Editors, organization recently formed by John F. Hogan of WCSH, Portland, Me. . . Arthur Brush, former advertising director of the Manchester Union Leader newspapers, with which he was associated for the past 10 years, has been appointed advertising director of WFEA. . . Bill Hayes, former chief announcer at WMUR, and recently released from the Army, has taken up mike chores at WFEA. . . Charles Bower has been appointed accountant of WFEA, replacing Barbara Erickson, resigned. . . **PORTSMOUTH**—Robert A. Kelley, has taken over the duties as WHEB commercial manager replacing Keith Field.

—GEORGIA—

**ATLANTA**—Fred Parsons, WSB announcer, had a feature role in the Agnes Scott College production of "Hotel Universe." . . Ivy "Herman Bugfuzz" Peterson and Joseph "Cot-

ton" Carrier, have returned to the WSB entertainment staff after serving in the Marine Corps and Army, respectively. New entertainers with the staff are Joyce and Juanita Oxner and Max Atcheson. . . Fleet Admiral Chester W. Nimitz, while in Macon to speak before the Chamber of Commerce, was interviewed over WSB.

—IOWA—

**CEDAR RAPIDS**—WMT, Cedar Rapids-Waterloo Farm Department, together with the Benton County Farm Bureau, will sponsor the National Clean Plowing Contest, Saturday, April 27. Contest will materially assist in combatting the corn borer by demonstrating correct plowing technique to kill the destructive pests. . . **DES MOINES**—Jon Hackett, KRNT director of sports, has been named master of ceremonies for the fourth annual Iowa Sports and Vacation Show, which opened April 9 for a nine-day run at the Des Moines Coliseum, under the sponsorship of the Register and Tribune.

—OHIO—

**DAYTON**—WHIO brought back to the air "The WHIO Spelling Bee," one of their most popular educational programs and one of Miami Valley's most interesting contests. Program was originated in 1935 by J. Leonard Reinsch, now radio advisor to President Truman and radio director for the Cox stations. . . **COLUMBUS**—Professor Walter B. Emery, on leave from the speech department at Ohio State University, has been named to the legal staff of the FCC in Washington, devoting his time to problems relating to FM educational airings. He will not return to the campus. . . **ZANESVILLE**—Southwestern Ohio Broadcasters, Inc., has applied to the FCC for authority to operate a new outlet in the city.

## Silen Organizes Staff For New Manila Station

(Continued from Page 1)

prison in the Philippines, will leave for Manila April 26, to supervise construction of a new transmitter on the site of KZRH, his own station, which he and members of his staff destroyed when Manila fell, preventing it from falling into Japanese hands.

It is expected that broadcasting will begin on July 1, and that the 10,000 watt with 1,000 watts short-wave power, will bear the same call letters as the original station. With NBC affiliation and Silen as NBC correspondent in the Philippines, the rebuilt outlet will shortwave to the NBC network festivities incidental to the signing of Philippine independence, which will take place in the islands on July 4 (July 3 here) with President Truman and other dignitaries present.

Using T-type antenna with a 350-foot tower, Silen expects to serve 300,000 radio sets in the primary area and 5,000,000 in the secondary area surrounding his new station, covering China, Japan, Malaya, Australia and Java. Henry Lollot, RCA-Victor engineer in the islands, will assemble the transmitter.

## NAB Asks Radio Relief From CPA Bldg. Edic

(Continued from Page 1)

overall expected expenditures by applicants including transmitters, studio equipment, and facilities."

Pointing out that the FCC issues construction permit for radio station only after thorough study to ascertain that the station will serve in the public interest, convenience, and necessity, the letter to CPA goes on to say that by the end of 1946 the FCC will have granted about 1,100 permits for new stations.

Would Create New Jobs

It is estimated that some 20,000 new jobs will be created directly in station employment as soon as these stations can be established. In addition, the request points out, "construction of FM radio stations at this time is essential to the creation of a vast new market for receivers," and the manufacture, distribution, installation and servicing of FM transmitters and receivers would provide employment for untold thousands of veterans of World War II.

Seek \$15,000 Exemption Class

Based on these and other facts, the CPA was urged to place radio stations in the \$15,000 exemption class, instead of the \$1,000 category which the request states "is completely inadequate and would stop dead in its tracks the program for new radio stations. It was further requested that authorization for construction of new radio stations the cost of which would exceed \$15,000 be considered and passed upon by the Washington offices of the CPA.

## New Series On CBS-BBC To Replace Present Show

(Continued from Page 1)

other nation at large through the program. Charles Collingwood will handle the program for CBS in New York and Wilson Midgley will be spokesman for the BBC from London. Robert Heller will produce for CBS and Godfrey James for BBC in London.

**BALTIMORE'S Listening Habit**

**MUTUAL BROADCASTING SYSTEM**  
John Elmer, President George H. Rosser, General Manager  
FREE & PETERS, Inc., Exclusive National Representatives



# Replacement Shows Set

## Price-Bill Amendment May Hypo Production

*Washington Bureau, RADIO DAILY*  
 Washington—The issue of radio receiver production as well as that of production of components and transmitters was put squarely up to the industry yesterday as the House passed the Wolcott amendment to the price control extension bill guaranteeing all manufacturers, jobbers and retailers a "fair and reasonable profit" on each item. If this amendment remains in the bill and becomes law, it will wipe out the complaints

(Continued on Page 9)

## Louis-Conn Boxing Bout Set By Gillette On ABC

Boston—J. P. Spang, Jr., president of the Gillette Safety Razor Co., definitely stated yesterday that his company would sponsor the broadcast of the championship bout between Joe Louis and Billy Conn from the Yankee Stadium on June 19. Show will be heard over the full facilities of the American network and the low-by-blow description will be

(Continued on Page 2)

## Renew "Your Hit Parade" For Another 52 Weeks

Renewal of "Your Hit Parade" on CBS for 52 weeks effective April 27 as announced yesterday by CBS and Moots, Cone & Belding, agency handling the account. Show will continue to be heard on Saturdays, 9:00-9:45 p.m., EST, on the full network. The program is also recorded and broadcast over CBS outlets in Honolulu, Hilo and Lihue.

## AFM Confers

Executive Board of the AFM continues to hold meetings at the union headquarters on Lexington Avenue. Understood that yesterday's meeting included the attendance of Joseph A. Padway, special counsel to the AFM. James C. Petrillo, president, reiterated yesterday that there would be no official comment made relative to the passage of the Lea Bill, until further notice. Meeting of the board included the film negotiations and what was termed various routine matters. Meetings have been lengthy in session.

## Demonstrate To Press New Facsimile System

A newly designed facsimile broadcasting system which will bring into the home by radio, four nine-and-one-half-inch by 12-inch pages of text or photographs during a 15-minute broadcast period was demonstrated to the press yesterday by John V. L. Hogan, president of Radio Inventions,

(Continued on Page 10)

## Many Applicants File For FM and AM Stations

*Washington Bureau, RADIO DAILY*  
 Washington—A new group of applications for FM and standard facilities in various parts of the country was announced yesterday by the FCC. Applicants for CP's for new stand-

(Continued on Page 9)

## Programs Reveal Full Hiatus Advantage Utilized By Sponsors; More Than 30 Web Features Involved To Date

### Six ABC Affiliates Will Increase Power

Six affiliates of ABC have been granted CP's to improve their facilities and increase their power to an aggregate total of more than 60,000 watts, according to John H. Norton, network vice-president in charge of stations. At the same time, ABC added its 204th affiliate, when WDUK, Durham, N. C., joins the web as of June 1, as a Southeastern Supplementary station. WDUK now under

(Continued on Page 9)

### Sees Comm'l Tele Films Strong Advertising Tool

Until network television becomes a reality, commercial films will be able to carry the message of a national advertiser to a widespread audience, thus insuring an important place in

(Continued on Page 2)

### High School Boys-Girls To Run WNEW Apr. 30

Boys and girls of New York City high schools will operate WNEW on Tuesday, April 30, as the radio phase of Boys and Girls Week, April 27 to

(Continued on Page 2)

With the majority of the better-known major network sponsors taking full advantage of hiatus clauses, a full complement of summer replacements is indicated for the hot weather season. Occasional instances of webs keeping shows on as sustainings are in evidence and not a few in-

(Continued on Page 8)

## President Comments On FCC Situation

*Washington Bureau, RADIO DAILY*  
 Washington—President Truman has no plans to fill the seventh seat on the FCC in the immediate future, he told his press-radio conference yesterday. Asked by RADIO DAILY what his plans were regarding that seat, the President remarked that he is considering several men for the post, but that it might be sometime before he

(Continued on Page 8)

## CBS Gross Earnings Show Increase Over Past Year

Gross income of the Columbia Broadcasting System and subsidiary companies for the three months ending March 30 was \$23,276,004 against \$22,031,844 during the same period in 1945, Frank K. White, vice-president

(Continued on Page 2)

# FCC's Authority Questioned By Counsel For The NAB

*Washington Bureau, RADIO DAILY*  
 Washington—The FCC yesterday was accused of overstepping its authority in demanding that broadcast licensees publish advance notice of their intent to sell or transfer control of radio stations.

Don Petty, NAB general counsel, said FCC's so-called "public auction" rule would attract "speculative capital" to the broadcast industry and would result in "trafficking" in li-

censes. "Surely the Congress," Petty said, "would have spoken in unmistakable terms had it intended the Commission should institute a system of publicly auctioning broadcast licenses and permits."

Petty appeared before the Commission for oral argument on the new regulation. He said the FCC already had applied the rule before the oral argument in the AVCO decision. Act-

(Continued on Page 10)

**P. A. Paradise**  
 New daily radio column in New York Herald Tribune will be launched within two weeks. This makes the second N. Y. daily to allot space to radio since the first of the year. The Post announced plans for its radio column recently with Paul Denis slated to be its radio editor. Trend definitely is toward increase in the number of such columns.

**Surprise**  
 When Edgar Kobak, president of Mutual arrived at his office this morning he ran into a surprise party in which all departments took a hand and gave him a gala todo. MBS prexy just crossed the half-century mark, laying claim to being 51 years old today. Another party shortly will celebrate the affiliation of the 300th station with Kobak's Mutual.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Wed., Apr. 17)

Table with columns: High, Low, Close, Net. Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio, OVER THE COUNTER, WCAO (Baltimore), WJR (Detroit).

Sees Comm'l Tele Films Strong Advertising Tool

(Continued from Page 1)

the schedule of video programming, Reginald Evans, vice-president of General Screen, commercial motion picture films producers, said yesterday at a panel-discussion luncheon of the American Television Society at the Hotel Sheraton.

Stressing the specific value of films in commercial television programs, Evans pointed to the important place films have been granted in video programming for a typical period by NBC and Philco.

The most important factor films will provide in a television commercial, Evans said, is the "believable" demonstration of the advertiser's product. "Many thousands of neighborhood theaters throughout the country have been using one-minute commercial films with good acceptance," he said. He referred to the success achieved in this medium by General Motors and other top-notch advertisers in areas that were hitherto uncultivated, adding that the same degree of advantage could be realized in television. Predicting that "television commercials will be largely on film," Evans outlined four points which may prove their value to video executives: (1) films are a perfect means of demonstration in that they are prepared and edited in advance, eliminating mistakes and "fluffs"; (2) the technique of the motion picture medium

High School Boys-Girls To Run WNEW Apr. 30

(Continued from Page 1)

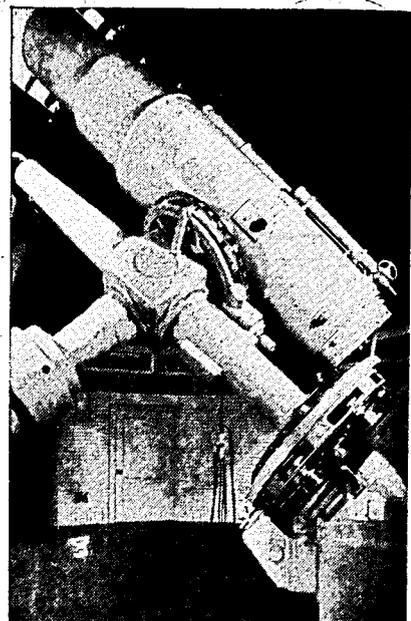
May 4. Operations will start at 10 a.m., under the guidance of the youngsters who specialize in radio curriculae. A station manager drawn from the ranks of the school children will take over the desk of Bernice Judis, manager of WNEW and similar exchanges will take place in virtually every department of the outlet. Meanwhile the station will serve as the official voice of the movement, sponsored by churches, Board of Education and welfare and veteran's groups.

WNEW, incidentally, will give a scholarship award to the winner of an art poster contest to be held in 780 schools, grammar and high. S. Gregory Taylor is chairman of New York's Boys and Girls Week Committee.

FM Group Meets

Ashland, O.—Representatives of six Ohio newspapers which received conditional grants from the FCC for FM radio stations met in Ashland, Ohio, recently to discuss construction plans.

makes available all the tricks achieved in Hollywood,—with a few new ones from television; (3) films can be prepared in advance and used immediately; (4) in the interim between the present and the day of network television, films will be able to carry messages to a widespread audience.



Phobos & Deimos got out of line

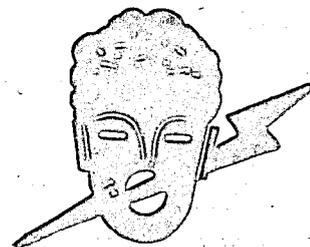
Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars . . . the other farther away.

If even the law of gravity can be shaken up some . . . then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

For instance, Baltimore: The successful independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Q. E. D.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

LIKE THE NAME OF

Beethoven

ON A SYMPHONY...

that's WIRE

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE LISTENERS DEMAND QUALITY PROGRAMS

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

CBS Gross Earnings Show Increase Over Past Year

(Continued from Page 1)

and treasurer, announced yesterday. The net income for the period was \$1,462,229 against \$1,126,545. Earnings per share calculated upon the 1,717,352 shares of \$2.50 par value stock outstanding as of March 30 is 85 cents for the first three months against 66 cents last year.

Louis-Conn Boxing Bout Set By Gillette On ABC

(Continued from Page 1)

shortwaved throughout the world. Understood, but not yet confirmed that NBC is planning to acquire the television rights to the fight, under the same sponsorship.

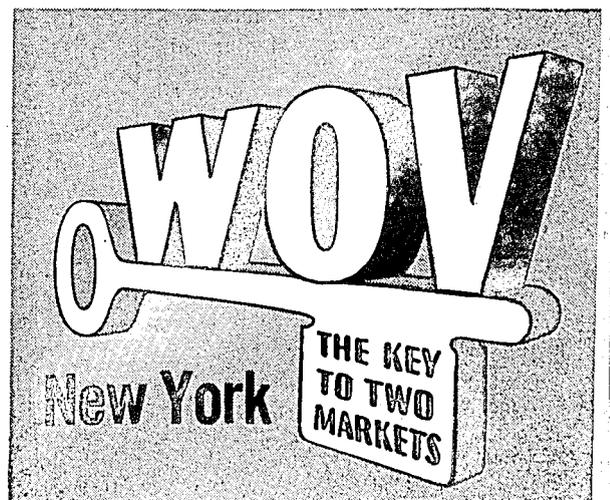
OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

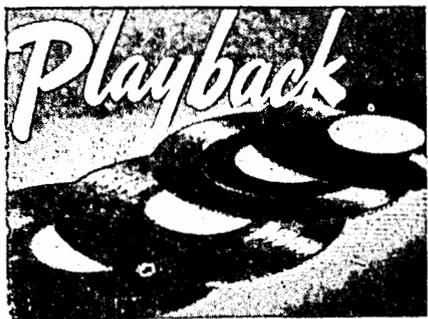


## **BALANCE HOLDS THE AUDIENCE . . . . .**

**T**HE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.*

RALPH. N. WEIL, General Manager  
JOHN E. PEARSON CO., Nat'l Rep.





Last Friday, on the anniversary of the death of a great American, the National Broadcasting Company announced a two-volume record album based on his speeches. It is titled "... Rendezvous with Destiny"—Franklin Delano Roosevelt.

The first in a series of NBC Documentary Recordings designed especially for educational use, "... Rendezvous with Destiny" recaptures the spirit of one of the greatest eras in world history... 1933-1945. Through the actual words and familiar voice of Roosevelt, the significant events of this period are brought back before us in correct chronological sequence... in vivid, dramatic form.

Editor of "... Rendezvous with Destiny" is the noted news analyst, historian and author, Cesar Saerchinger, who was also responsible for the selection of the 23 speech excerpts represented in the album. Mr. Saerchinger was chosen for this important assignment because of his broad experience in radio and journalism and his acute perception of contemporary history. Over 500 of Roosevelt's speeches were reviewed before making the final selection. Long listening sessions were held and recordings of lengthy addresses were played and re-played.

Then came the task of assembling this speech material, with the aim of creating a continuous production. Many times entire excerpts had to be eliminated because of bad pickup conditions and extraneous background noises.

Tom Bennett, NBC staff composer was then commissioned to write an original musical score. An orchestra of 40 skilled musicians was assembled by musical director Norman Cloutier. Ben Grauer, Ed Herlihy and Carleton Smith were assigned the important roles of narrators to carry the historical theme between the various speech excerpts. Director Bert Wood integrated these many and complicated elements, and the result is an absorbing documentation of an era.

"... Rendezvous with Destiny" is now available at \$16.65 per set of two volumes (12 records) plus shipping charges, by writing Department M, NBC Radio-Recording Division, New York, 20.



Windy City Wordage . . . !

• • • Frank Sinatra has been ordered by his medico to cancel his scheduled personal appearance date at the Chicago Theater in May and take a rest instead. From what we hear, Frankle is a very tired and run-down lad. . . . He was to have received \$25,000 for his seven-day stint in Chicago, merely a 20,000 per cent boost in salary over what he received the last time he appeared there—in 1939—when as T. Dorsey's vocalist, he rated all of \$125 a week. . . . Judy Logan has been helping ex-GI's find places to live on her "Help Your Neighbor" program over WAIT. Now Judy and her hubby, Joe Dean, an ex-Marine, to whom she was married in February, need help themselves. They're having to give up their apartment, with slim prospects of finding another one. . . . Guy Lombardo and his Royal Canadians will air their "Spotlight Band" date from WGN studios April 22, preceding a one-night stand at the Trianon Ballroom April 23. . . . Margery Mayer, soloist with ABC's "Hymns Of All Churches" program from Chicago, in N'Yawk for rehearsals with the New York City Center Opera Co., with whom she'll appear this spring in such varied roles as Ruth in "The Pirates of Penzance," Maddalena in "Rigoletto" and Suzuki in "Madame Butterfly." . . . Watch for a couple of ditties penned by two local boys to land on the Hit Parade—"Cynthia's in Love," by Jack Owens, Cruising Crooner of the Breakfast Club, and "Who's Got a Tent for Rent?" by WBBM's Jack Fulton.

Chicago

— Give To Conquer Cancer —

• • • Cowboy Star Gene Autry will air four of his CBSunday shows from WBBM studios this month and next. The first will be April 21, after which he will move on to Washington and Cleveland for two broadcasts before returning to Chicago for three more broadcasts on May 12, 19 and 26. . . . Joe R. Stauffer, program manager of N. W. Ayer, in town conferring with Don Roberts, CBS Western sales manager, on plans for the Wayne King summer show, which will originate from WBBM. . . . When Henry J. Theilen's co-workers at a Hammond, Ind., manufacturing plant questioned the accuracy of his factory whistle's blasts, Theilen told them he checked his watch with WGN. Still skeptical that he blew the five o'clock whistle early enough, they demanded that Theilen prove he was right. Theilen got the proof in the form of a notarized document from WGN explaining the station's hourly time signal originates with Western Union's master clock in Washington, D. C., that this master clock is synchronized hourly with Naval Observatory Time, and that Naval Observatory Time is the universally accepted standard of measurement. All of which ended further argument.

— Give To Conquer Cancer —

• • • Decca Records feted Carmen Cavallaro, one of its best-selling artists, at the Hotel Sherman the other day. . . . When Maggie Ettinger, Hollywood's top femme press agent, came through on her way back to the West Coast a few days ago she was guest at a dinner party given for her by Allan Jones at the Chez Paree. . . . Ted Grizzard, a recent WBBM staff acquisition and emcee on the station's new Monday-through-Friday "Hi, Neighbor" program, reversed the usual procedure when he left WHAS in Louisville to come nawth. Instead of asking for a letter of recommendation from his boss, W. Lee Coulson, Ted left one recommending his boss to any job-seeking radioite. "All in view of the present labor situation," Ted explained. Ted is credited with one of the "gags of the trade." It was an idea he had for a cartoon which appeared in a nationally known magazine. Showing an announcer at a studio microphone, the caption reads: "We wish to thank the program sponsors for relinquishing this time so that we could bring you this special broadcast—all except the Peter Peet Company, who was pretty darn nasty about it!"

— Give To Conquer Cancer —

LOS ANGELES

By RALPH WILK

NILES TRAMMELL, president of NBC, and Sidney Strotz, web's vice-president, visited Jerry Fairbanks and watched sequences of Hedda Hopper's toppers being shot for one of Fairbanks' "Unusual Occupations" shorts.

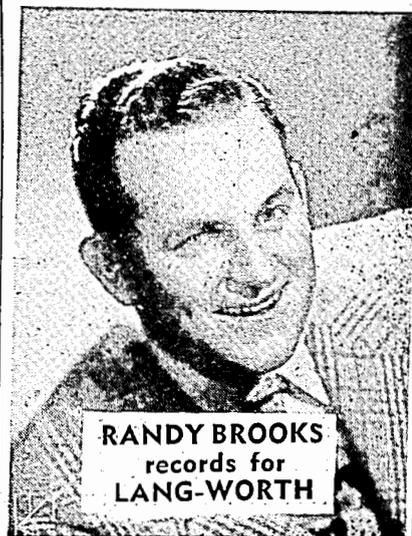
Freddy Martin, who furnishes the music on Columbia's "Jack Carson Show," will soon have his own music shop in the Ambassador Hotel. Freddy plans to launch the new enterprise around June 1.

Opie Cates, music director and clarinet soloist on NBC's "Meet Me At Parky's," has christened his 10-acre ranch in the valley, "Hot Licks Rancho."

Jack Haley, star of NBC's Sealtest Village Store, and his 12-year-old son, Jack, Jr., will appear together on the screen for the first time in a Columbia Screen Snapshots subject, "Famous Fathers and Sons," a novelty reel with an all-star cast of radio and film personalities and their boys.

Moravian Easter Service To Be Broadcast By WBT

Charlotte—For the thirteenth consecutive year WBT will broadcast the traditional Easter Moravian Sunrise Services from Winston-Salem, N. C., April 21, 6 to 7 a.m. As in previous years the services will be broadcast by CBS and shortwaved overseas. This is the 174th consecutive year the Moravian Services have taken place in Winston-Salem and thousands of people from all over the country attend the impressive ceremonies. Bishop J. Kenneth Pfohl of the Moravian Church will officiate at the Sunrise Services and the invitation to worship will be read by the Rev. Douglas L. Rights. Music will be by a band of over 400 men and boys under the direction of Bernard J. Pfohl, venerable conductor who has taken part in this service for the past 67 years.



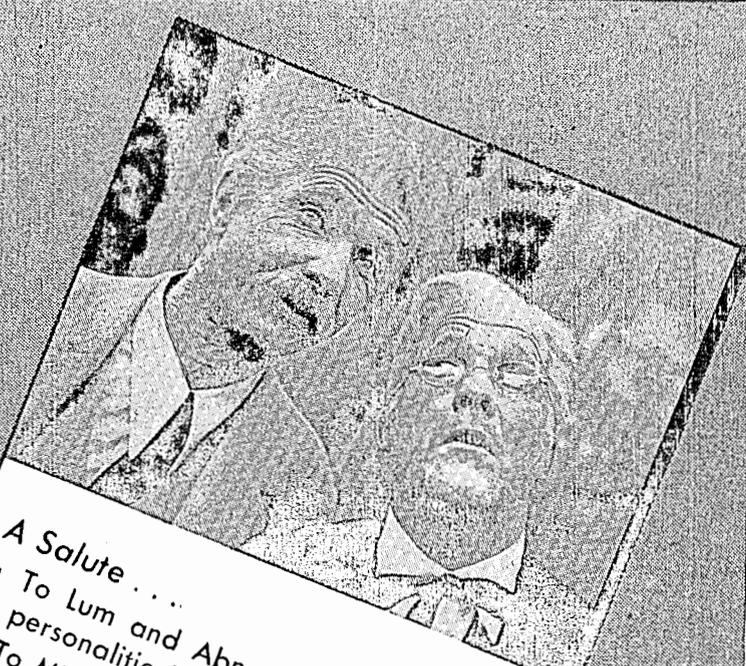
NBC Radio-Recording Division AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco A SERVICE OF RADIO CORPORATION OF AMERICA

FOR THE RECORDING OF YOUR VOICES

# BATting 1000!

*Big League Record!*

Alka-Seltzer's Lum and Abner Program marks its 1000th consecutive broadcast over KBS facilities on April 18th.



## A Salute . . .

- To Lum and Abner, two great radio personalities!
- To Miles Laboratories, a distinguished company, makers of Alka-Seltzer, One-A-Day Vitamins, and Nervine.
- To Wade Advertising Agency in charge of advertising for these products.



Greetings from a team-mate:

## KBS

### The Keystone Network

over whose stations the Lum and Abner program is brought to millions of **NEW LISTENERS** in **BEYOND-METROPOLITAN AMERICA.**

Greetings from a team-mate:

## ALLIED RECORD MFG. COMPANY

whose fine transcriptions reproduce the Lum and Abner programs with "in-person" fidelity . . . treating "Beyond-Metropolitan" listeners to the full enjoyment of **ALL** their comedy.



**CONGRATULATIONS, LUM AND ABNER!** Make it another thousand!

# THE PUBLIC SPEAKS...

Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for *the audience television must create for itself*. Impartial observers well-known in the fields of research and psychology attended the survey session. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair."

Here's what the public says:

## ... GREATLY PREFERS COLOR, AND HERE'S THE EVIDENCE:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

	NON-SET OWNERS	SET OWNERS		NON-SET OWNERS	SET OWNERS
<b>For color</b>	"Beautiful"	"Beautiful"	<b>For black-and-white</b>	"Acceptable"	"Acceptable"
	"Brilliant"	"Brilliant"		"Passable"	"Passable"
	"Exciting"	"Exciting"		"Drab"	"Tame"
	"Clear"	"Magnificent"		"Dull"	"Drab"
	"Magnificent"	"Easy to see"		"Tame"	"Dull"

○ Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."

○ Only 1 out of 4 non-set owners and the same percentage of set owners agreed with the statement, "I would rather have a 16x22 inch picture in black-and-white than an 8 x 10 inch picture in color."

# Overwhelmingly picks color television

- Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."
- Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the statement, "I would be completely satisfied with the quality of black-and-white television if I could get a larger picture."

## ... WOULD PAY MUCH MORE FOR COLOR, AND HERE'S THE EVIDENCE:

The question asked: "...if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8x10 inches...or a color picture the same size...?"

The median answer of non-set owners was 49% more for color. The answer of set

owners was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

## ... WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Those who did not already own television sets were asked: "What is the longest time you would wait for color after black-and-

white sets are on the market?" 7 out of 10 gave replies ranging from one year to "indefinitely."

LET US SEND YOU A COPY OF THE STUDY. Its findings are of vital interest to everyone in any way responsible for planning his organization's investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Ave., N.Y. 22, N.Y.

**COLUMBIA BROADCASTING SYSTEM**



## PROMOTION

### Trade News

KVOA's Drug and Grocery Trade News, which is being sent to all Tucson, Ariz., retail druggists and grocers, is receiving much favorable comment. Printed in different color with each issue, this news-letter in addition to giving news of radio shows and presenting helpful advertising hints, also in convenient form, lists all the drug and grocery products advertised over NBC programs. Outstanding feature of the News, now in its fourth issue, is KVOA's offer, free of charge, to supply pictures of NBC stars for use in advertising displays.

### Re European Facilities

A folder describing the commercial radio facilities available in Europe to American advertising agencies and export firms, has been prepared by Fremantle Overseas Radio Limited of New York and London. Booklet includes the number of sets and stations in Europe and the Fremantle representation of these stations, with the exception of several low powered stations in Spain, and the Eire radio, which do not accept advertising from companies outside Eire.

### Station-Area Sales

Sales in the station's coverage area by commodities and outlets is the theme of an attractive three-color 9½"x12" brochure on heavy stock distributed by WLW, Cincinnati. Maps and charts detail the information about the listening area, and detailed, illustrated charts list the dollar sales under the various classifications.

### President Comments On FCC Situation

(Continued from Page 1)

makes his decision. Asked whether his decision will be announced "very soon," the President said he did not anticipate an early nomination.

The White House admission that further delay may take place was seen here as strengthening the theory that it has been decided to let Acting Commissioner Charles R. Denny build up an experience record at the Commission helm, then be named permanent chairman while a seventh member goes in not as chairman but simply as a member of the Commission.

### AVAILABLE

Arranger, age 26, married, local 802. Wants position on staff of major radio network or an affiliate. Experience with Benny Goodman, Louis Prima, Dolly Dawn and others. Some previous experience on Red network. Other references supplied if desired. Write

RALPH STEIN

14 Nye Ave. WA 3-1672 Newark, N. J.

## Summer Replacement Skeds Reveal Busy Hiatus Season

(Continued from Page 1)

stances of considerable new programming being rushed to fill the breach. Some of the best known stanzas have definitely set replacements, some tentative and others still undetermined.

Mutual having more such commercials this season naturally finds itself with more open periods than usual. Mutual, however, is not obliged to replace vacationing shows with sustainers and it is presumed each station will handle its time. MBS line-up to date is as follows:

"THE SHADOW," sponsored by Blue Coal and Careysalt, vacations as of June 2.

"QUICK AS A FLASH," Helbros Watches, to be replaced for the summer by "Abbott Mysteries," no effective date as yet.

"SHERLOCK HOLMES," Petri Wines, is taking the hiatus.

"TREASURY HOUR OF SONG," Conti Castile Co., replaced as of May 28, by "Starlight Serenade," for the summer.

"BREAK THE BANK," Vicks Chemical Co., is scheduled to depart after Saturday night's show.

"EXPLORING THE UNKNOWN," will take a nine-week vacation after July 7, but will be kept on as a sustaining by Mutual. At the end of the nine weeks, Revere Copper & Brass resumes sponsorship.

"ROGUES GALLERY," F. W. Fitch Co., nothing to date.

"DOUBLE OR NOTHING," will continue during the summer.

**Columbia Settling Schedules**  
CBS will continue the New York Philharmonic Symphony Orchestra time under the name of CBS Symphony, with U. S. Rubber resuming in the fall.

"REQUEST PERFORMANCE," sponsored by Campbell Soup Co., actually continues through the summer with "Corliss Archer" holding down the bag, effective late this month.

DURANTE & MOORE, United Drug, will have Wayne King and orchestra after June 7, with the comedians returning to the fold effective Sept. 13.

GINNY SIMMS, The Borden Co., will have Tommy Riggs and Betty Lou as a replacement.

"THIS IS MY BEST," Cresta Blanca Wine, expected to replace with a script show; plans tentative now.

"OZZIE AND HARRIET," may be replaced with "Silver Theater" again, but tentative at this time.

"VOX POP," Emerson Drug Co., has Jackie Coogan taking the time for the summer at least with the comedy show, "Forever Ernest," starting April 29.

Other CBS replacements are in the making.

### ABC Schedules

Probably the largest single replacement series to hold the time for Texas Co. sponsorship of the Metropolitan Opera Company falls on ABC which have nearly three hours to program until the opera season returns Satur-

day afternoons. This series will include: "Museum of Modern Music," a musical variety 1:30-2:00 p.m., with Henry Morgan as emcee. Also there is "To Live In Peace" and "Saturday Concert" series. "Chicago Serenade" will be heard from 2-2:30 p.m. semi-classical music directed by Rex Mau-pin. "Hill Toppers," a novelty group is heard 2:30 to 2:45 p.m., and "Melodies to Remember" follows. "Piano Playhouse," with Earl Wild as soloist is sked for 3:00-3:30 p.m., and "Roundup Time," is 3:30-4 p.m. A program of popular and concert music will be heard 4:00-5:00 p.m., effective this Saturday. Also starting April 20 is the "Saturday Concert," 5:00-6:00 p.m.

Allis-Chalmers will sponsor the Boston Symphony in its entirety this summer, picking up from all points. Summer edition of the "Ford Symphony Hour" with Alfred Drake will start on ABC Sunday, June 30, at 8-9 p.m.

### NBC's Replacements

Lineup of NBC replacements finds Fred Waring definitely scheduled to replace Fibber McGee & Molly starting June 18, for a period of 15 weeks.

(Continued on Page 9)

## AGENCIES

**A**ERICAN PRODUCTS CO., INC., Cincinnati, O., manufacturers of Zanol and Veeco Products, appoints Franklin Bruck Advertising Corp., of New York.

SEIDEL ADVERTISING AGENCY has been appointed to handle the advertising for the Nelly Ann Dress Co., manufacturers of dresses, sportswear, house coats, wash frocks and Nelly Ann frocks.

FRED M. JORDAN, executive vice-president and Pacific Coast general manager of Buchanan and Company, has been elected to the board of directors of Rainier Brewing Company. Buchanan handles the Rainier advertising account.

EUGENE BERNALD, who served as a public relation specialist with the AAF in the China-Burma-India Theater and was editor in charge of the AAF weekly in that theater has resumed his former duties as vice-president at the Pan-American Broadcasting Co.

E. F. (GENE) STAFFORD, director of press and publicity for WBZ and WBZA, Boston and Springfield, Mass., since 1940, has resigned to join the Tel-a-vix Recording Studio, Boston, Mass., ET and program builders.

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

**5000 WATT\***

DAY and NIGHT

**WLOL**

MUTUAL-BASIC

Located between NBC and CBS on the dial  
**NORM BOGGS**

General Manager

\* CP granted, in operation in May, 1946.

## Six ABC Affiliates Will Increase Power

(Continued from Page 1)  
 construction, is owned by Couch, Campbell & Lancaster and will operate on 1310 kc., with 1,000 watts daytime power.

Of the ABC affiliates which will increase their power, three are in Tennessee and one each in Massachusetts, Georgia and Louisiana. WLAW, Lawrence, Mass., affiliate of ABC has received a construction permit authorizing an increase in power to 50,000 watts from 5,000 watts on their present frequency of 680 kc.

The three Tennessee affiliates which received permission to increase their power are WMPS, Memphis; WDEF, Chattanooga; and WJHL of Johnson City. The FCC grant to WMPS authorized 10,000 watts daytime power and 5,000 watts nighttime power on 680 kc. Currently this station operates with 1,000 watts day and 500 watts nighttime power on 1460 kc.

WDEF also was authorized to step up its power and change its frequency. The construction permit received by WDEF covers 5,000 watts daytime and 1,000 watts nighttime power on 1370 kc., as compared with its current 250 watts on 1400 kc. The third of ABC's Tennessee affiliates to receive FCC permission to improve facilities is WJHL of Johnson City which was authorized to increase daytime power to 5,000 watts from 1,000 watts on their present frequency of 910 kc. Their nighttime power of 500 watts remains unchanged.

The Augusta, Ga., affiliate, WGAC has been authorized a construction permit by the FCC covering 5,000 watts daytime and 1,000 watts nighttime power on 580 kc. WGAC now operates with 250 watts on 1240 kc.

KMLB of Monroe, La., has received a construction permit from the Commission to increase daytime power to 5,000 watts. This means that KMLB now will be operating with 5,000 watts day and 1,000 watts nighttime power on 1440 kc.

## Price-Bill Amendment May Hypo Production

(Continued from Page 1)  
 radio manufacturers that OPA price restrictions have held up the production of parts and components for sets—and will remove the grounds for the hoarding of already completed sets.

Yesterday's vote, technically, was by the committee of the whole—but there seemed little doubt that the same verdict would be handed down this morning as the House comes back for final action on the bill.

## Many Applicants File For FM and AM Stations

(Continued from Page 1)  
 and stations were made by the following: Midwestern Broadcasting Co., Apena, Mich., to be operated on 1450 kc., 250 watts, unlimited; Fort Sumter Broadcasting Co., Charleston, S. C., to be operated on 1450 kc., 250 watts, unlimited; WCBE, Inc., Eau Claire, Wis., to be operated on 1400 kc., 250 watts, unlimited; C. Merwin Dooyns, San Bernardino, Calif., to be operated on 750 kc., 1 kw., daytime; Millard Cibbe and Donald K. Deming, Palo Alto, Calif., to be operated on 1220 kc., 250 watts, daytime; Arizona Radio and Television Co., Meas, Ariz., to be operated on 1400 kc., 250 watts, unlimited; Utah Valley Broadcasting Co., Provo, Utah, to be operated on 1450 kc., 250 watts, unlimited; Nashua Broadcasting Corp., Nashua, N. H., to be operated on 900 kc., 1 kw., daytime.

Also Northern Allegheny Broadcasting Co., Warren, Pa., to be operated on 1310 kc., 1 kw., daytime; Greenville Broadcasting Co., Greenville, S. C., to be operated on 640 kc., 5 kw., limited; Public Radio Corp., Tulsa, Okla., to be operated on 990 kc., 250 watts, unlimited; Del Norte Broadcasting Co., El Paso, Tex., to be operated on 1560 kc., 500 watts night, 1 kw., daytime; The Traveler Publishing Co., Arkansas City, Kans., to be operated on 1280 kc., 1 kw., daytime; Milburn H. Stuckwisch, Charles F. Bruce and F. M. Lindsay, Jr., a partnership, Centralia, Ill., to be operated on 1400 kc., 250 watts, unlimited; Orange County Broadcasting Co., Santa Ana, Calif., to be operated on 830 kc., 5 kw., unlimited; Dan B. Shields.

Applications for CP's for FM stations included Jay R. David, Tiffin, Ohio; Illinois Valley Broadcasting Co., Peoria, Ill.; Springfield Broadcasting Co., Springfield, Mo.; Capital Broadcasting Co., Jefferson City, Mo.; Siskiyou Broadcasting Co., Yreka, Calif., and Ashland, Ore.; Lone Star Broadcasting Co., Fort Worth, Tex.

## Gets RCA-Victor Post

Harold A. Renholm, who has been merchandising RCA and Victor products for almost 30 years, has been named president of the RCA Victor Distributing Corporation, Chicago.



More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England's Number One Station.

**WTAG**  
 WORCESTER

## Small-Town Easter Pickup Solved By WOR Engineers

WOR which set up an ambitious agenda for programming an Easter Sunday pickup from various parts of the city and out of town places with a strong array of names, has finally solved the problem of a small-town pickup with lack of out-going trunk lines. Ready to use an airplane and shortwave to hover over town of Buttzville, N. J., it was learned by the engineers that several miles away in the township of Bellevedere, was a trunk line and the station will shortwave the pickup to the phone station which is independent and being revamped.

Otherwise WOR has set Katherine Vincent, Herald-Tribune fashion editor; Virginia Pope, fashion editor of the N. Y. Times; Mary Wells Ridley, who has a similar post with the World-Telegram; Howard Barnes, drama critic of the Herald-Tribune and others to give a first hand description of the fashion parade in various parts of the town. Pickup will also be made from Atlantic City, with Esquire's fashion editor, and then to the small farm town of Buttzville.

## Raymond D. Hutchens

Raymond D. Hutchens, 41 years old, of 559 First Street, Brooklyn, editor of Relay, a publication of RCA Communications, Inc., died yesterday in Polyclinic Hospital, New York, following a heart attack.

## Summer Substitutes Reveal Busy Schedule

(Continued from Page 8)  
 S. C. Johnson & Son, show's sponsor. RED SKELTON, will have Sigmund Romberg and orchestra filling in for the summer as of June 11, which is sponsored by Brown & Williamson Tob. Co.

HILDEGARDE, Brown & Williamson, has "A Life In Your Hands" set as replacement, no effective date yet. "PEOPLE ARE FUNNY", also Brown & Williamson, will have Harry Sosnik and orchestra starting August 2, for seven weeks.

EDDIE CANTOR, Bristol-Myers, will have "McGarry and His Mouse", effective July 3.

BING CROSBY (Kraft Music Hall) starting May 6, will have Edward Everett Horton, King Cole Trio, and Eddy Duchin orchestra. Not exactly a replacement but a summer fill-in at least unless Crosby returns in the fall for the same sponsor.

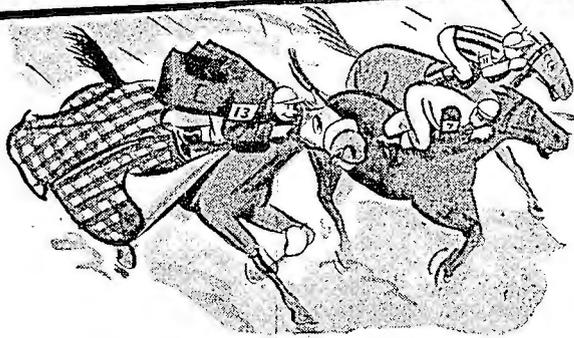
BOP HOPE show, Pepsodent Co. has set "Man Called X", which filled in last summer with Herbert Marshall. No date as yet.

JACK BENNY, American Tob. Co. has Frank Morgan in a show, no effective date as yet, insofar as the network is concerned.

BURNS & ALLEN, will find Meredith Willson and orchestra with no date yet given the network.

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

# watch Radio Mirror



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

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

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the May issue!

watch Radio Mirror



LEN STERLING

LA 4-1200

# Demonstrate To Press New Facsimile System

(Continued from Page 1)

Inc., at the company's laboratory in New York City.

Emphasizing that "it might be many months before sets were produced by manufacturers in such quantities and at such prices as to bring widespread public use," Hogan explained that the equipment, both transmitting and recording, had been designed to provide "a simple and practical method of communicating printed copy from a broadcasting station into the homes in its service area."

The Faximile recorder, as it is called, is a little larger than a portable typewriter, may be built for mounting in a separate cabinet attached to a radio set, or it may be actually incorporated into a radio console. Printed pages emerge from a slot in the top of the set at a rate of 28 square inches per minute with a transparent window enabling the owner to see the page as it is being recorded. Transmission at the demonstration included news and photographs, maps, charts, cartoons, etc. The capacity of the system indicates that any printed material can be transmitted, and a promise is evidenced that printed programs of wide variety could be created, both with and without accompanying sound programs.

### Uses FM Band

The Faximile system uses the FM band because of the greater speed obtained, but company officials explained that AM may be used with equally satisfactory results, but at a lower speed rate. Sets for experimental use will be in production by the end of 1946, Hogan said, and production on a widespread public-consumption basis, may make them available at a price ranging from \$60 to \$600.

The format used by the recorder permits four column layouts of standard newspaper size. The frequency of the picture signal produced varies between 7,000 and 13,000 cycles, "suiting it to radiation by any FM station using conventional FM modulation methods."

Hogan explained that before the war, "a number of broadcasters throughout the United States explored the possibility of making, by facsimile, printed records of programs in the home, hoping that they might overcome this particular handicap of radio." Attention was turned to mili-

# COAST-TO-COAST

### - CALIFORNIA -

**SAN FRANCISCO**—The United States Treasury Department has awarded KPO a citation for patriotic co-operation in behalf of the War Finance program. . . . James Day, ex-Army officer has been named assistant to Henry Schacht, KPO supervisor of public service and agriculture. Day replaces Leonard Gross, who resigned to join the San Francisco Chamber of Commerce as assistant publicity manager and radio director. . . . Easter KPO operations will consist of airing "A Veteran's Easter" from Fitzsimons General Hospital. Program will center on the vet's belief that a new life can be based on faith in the resurrection of Christ.

### - OKLAHOMA -

**TULSA**—KVOO has announced the opening of a 240-acre demonstration farm, where every modern process toward soil restoration in the manner of the Southwestern farmer will be practiced, using tools and equipment available to the average farmer. Terracing, contour plowing, application of minerals and insect control will be a few of the demonstrations carried on under the direction of experts from Oklahoma A. & M. College, county agents and agricultural teachers. Entirety of the program will be supervised by the KVOO farm dept.

### - NEBRASKA -

**NORTH PLATTE**—John Alexander, KODY manager, has been recently elected president of the North Platte Rotary Club. . . . **OMAHA**—Bud Noble, discharged after service in the Coast Guard, has been added to the city, county and federal rewrite staff of KOIL. . . . Clarke Thornton, having served over five years in the Signal Corps, and formerly of WFTC, Kinston, N. C., has been added to the KOIL announcing staff. . . . Westinghouse Electric Corp., announced that eight schools in the WOW area have been cited as possessing superior ability for scientific pursuits in the fifth annual Westinghouse science talent search.

tary work, however, during the war. Toward the end of the war, a group of broadcasters called the "Broadcasters Faximile Analysis" arranged to investigate the feasibility of speeding up the post-war development of a commercial service of facsimile broadcasting to the home. The equipment shown yesterday is the result of the co-operation with this BFA, of which Theodore C. Streibert, president of the Bamberger Broadcasting Service, Inc., is chairman of the executive committee.

General Electric will undertake the manufacture of the designs offered by Radio Inventions, for both transmitters and recorders. "At the present time," the company said, "it appears that facsimile schedules will be begun in about 15 leading cities within the next six months primarily with a view to developing presentation techniques and determining public reaction to them." Newspapers, it was added, will undoubtedly find facsimile an extremely useful tool, both in the

### - NEW HAMPSHIRE -

**MANCHESTER**—WFEA has inaugurated a series of discussion programs, titled "Poll of Current Events," in which pupils in the city's public and parochial high schools discuss current news. Warren Journay, WFEA program director, serves as moderator. . . . Charles O'Neil, recently released from military service, has returned to the WFEA announcing staff. . . . Armand Lapointe, formerly associated with WMUR, WHEB, KSOO and KELO has received his discharge from service and joined the WFEA staff as news editor. . . . Other additions to the WFEA staff include Nicky Pinas and Victoria Sosnowski.

### - MISSOURI -

**KANSAS CITY**—Over 30,000 members of KMBC's "Big Brother Club" will take over the Arena of the Kansas City Municipal Auditorium April 20, for a two-hour party marking the station's twenty-fifth anniversary. . . . April 24 will be KMBC day at the Kansas City Chamber of Commerce weekly meeting with the outlet's dramatic staff schedule for a special half-hour script on the growth of Arthur B. Church's station and radio in general during the past quarter century. In addition to the visual audience at the Chamber meeting, programs will be aired over KMBC Thursday, April 25.

### - CONNECTICUT -

**HARTFORD**—Paul W. Morency, vice-president and general manager of the Travelers Broadcasting Service Corp., recently presented 165 transcriptions of historical programs aired over WTIC during World War II, to Governor Raymond E. Baldwin, who accepted on behalf of the people of Connecticut. Made by WTIC, transcriptions will be turned over to the State Library as a permanent record for future generations. . . . **NEW HAVEN**—David Kent Harris, formerly associated with the Boston Globe before coming to WNHC as an announcer has been promoted to the post of program director succeeding Kenneth Carter.

rapid and immediate distribution of small bulletins and in promoting interest in their regular editions. This, it was pointed out, will be particularly true in rural areas, where delivery is less efficient than in more populated and concentrated areas.

The BFA group, which was organized in 1944, consists of WOR, New York; WCAE, Pittsburgh; WOL, Washington; WINX, Washington; WWL, New Orleans; WGN, Chicago; WNBH, New Bedford; WDRC, Hartford; KMBC, Kansas City; WQXR, New York; WABC, New York; WABF, New York; WOKO, Albany; WFIL, Philadelphia, and Faximile, Inc., a subsidiary of Radio Inventions, Inc. The executive committee of the group consists of Streibert as chairman; Wayne Coy, WINX; C. William Lang, WGN, and Roger W. Clipp, WFIL.

A special demonstration was arranged last week for members of the FCC and staff from the New York office, headed by chairman Charles R. Denny.

# FCC "Overstepping" Authority, Says NAB

(Continued from Page 1)

ing Chairman Charles R. Denny said the rule had been applied as a "test."

### Denny Answers Charge

Answering Petty's charge that the Commission did not have authority, Denny said: "if we don't have then we'll ask Congress to give us authority" and told the NAB representative to confine himself to a discussion of the regulation.

Stating that the rule was "harmful to the public interest" Petty said NAB had received "numerous complaints" from broadcasters protesting the regulation. He said the regulation would result in higher prices, as well as attracting "speculative capital to the broadcasting industry" and "starting trafficking in licenses."

Also appearing in opposition to the rule was Paul Segal, representing the Sioux Falls Broadcasting Association (KSOO). Segal said the rule would make it impossible for executors of an estate to transfer control of a station to the deceased owner's family without first putting the station up for sale. The Commission appeared to be sympathetic to this argument and requested Segal to make a formal request for a change in this respect.

# Lauds Women For Work In Market Research Field

Paying tribute to the role of women in the market research field, Pauline Arnold, partner, Market Research Company of America, addressed the New York chapter of the American Market Association at the Hotel Commodore yesterday.



PAUL REVERE'S famous ride was made on April 18, 1775. Today, the modern way to spread the news in Philadelphia is to use WIP.

# WIP

WIP - FM

PHILADELPHIA

5,000 WATTS • 610 K.C.  
MUTUAL'S 3rd MARKET STATION  
Represented Nationally by  
GEO. P. HOLLINGBERY

## Send Birthday Greetings To

April 18

Page Gilman Leopold Stokowski  
Charles La Torre Muriel Haynes  
Edgar Kobak

**Changes Were Many**

---

**During 1945**  **Keep**

---

**Up With The Parade**

---



**Radio Annual**

---

**BIG 1946 Edition**

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**Covers Everything**

---

**Goes Everywhere**

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**Out Soon**





the favorite —

**WEED AND COMPANY**

RADIO STATION REPRESENTATIVES

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

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 35, NO. 15

NEW YORK, N. Y., FRIDAY, APRIL 19, 1946

TEN CENTS

## UN Avoids Tele Dispute

### Clear-Channel Policy Discussed By Evans

Washington Bureau, RADIO DAILY  
Washington — Presaging possible policy of other clear channel broadcasters, an executive of KDKA, Pittsburgh, yesterday told the FCC a policy for each clear should be determined by the service rendered to individual stations.

It is impossible for me to express my opinion as to whether the number of clear channels should be in-

(Continued on Page 6)

### ABC To Film Easter Parade Video Shows Next Wk.

Colorful features of the Atlantic City Easter Parade will be filmed and broadcast as a television production by ABC, it was announced yesterday by Paul Mowrey, network television chief. The film, to be made for Sunday, will also include shots of Easter strollers on New York's Fifth Avenue, taken from the vantage point of St. Patrick's Cathedral.

The broadcasts will originate from W. B. Schenectady, on Monday, (Continued on Page 4)

### Radio Stars To Appear In Special Shriner Show

A long array of stars from radio, screen and screen will take part in the National Shriner's Organization's special show to tell the story of the 15 North American Shriner's hospitals for orphaned children in a special broadcast Saturday, April 27, at 8:30 p. m., on the ABC network. Harry Von Tilley and Don Wilson will act as em-

(Continued on Page 2)

### Midair "Meeting"

This marvelous post-war world of aviation brings no end of wonders, as evidenced by Mutual's broadcast of a meeting of the Hotel Sales Managers Association, yesterday at 10 p. m., with Ruth Davey, Ray Minger and Tom Slater interviewing members on the shortage of hotel space. The "meeting" was held in an American Airlines DC-4 thousands of feet above N. Y.

### Radio Revelation

Washington — Radio-controlled drone boats, which had their first battle test in the invasion of the Marshalls, will return there in July in connection with the joint Army-Navy Atomic Bomb test. Used only twice during the war, due to the ease with which the enemy could make them ineffective by "radio jamming" they will again be used as part of the safety tests to be made at Bikini Atoll following the atomic bomb bursts.

### Tele Set Schedule Favors Washington

Radio manufacturers, will route between 10,500 and 13,000 television receivers into Washington this year, a spokesman for Allen B. DuMont Laboratory said yesterday. William A. Roberts, attorney for the company, said six leading set manufacturers have assured DuMont they will have (Continued on Page 3)

### Jaeger Resigns ABC Post; Will Enter Own Business

C. P. (Pete) Jaeger, vice-president of the American Broadcasting Company, yesterday announced his resignation to devote his full time to the organization and operation of a new company which he will head. Jaeger will office at 1 East 54th Street, headquarters of Trans-American Broadcasting and Television Corporation.

### Discuss Future Of BBC In London Times Editorial

(British Bureau, RADIO DAILY)  
London—The forthcoming appointment of five new governors of the British Broadcasting Corp. has touched off a great deal of discussion regarding the future of Britain's radio service under the Labor government. Some time this year, unless stymied by other legislative business, the BBC charter is due for a thorough re-examination by Parliament, with sweeping changes possible but not probable. The opportunity exists, according to

### Not An Employer, Security Officer Says, In Taking No Side In Movie-Camera Ban For Television Use

### LaGuardia Broadcasts To Continue On WJZ

From unimpeachable sources, it was learned yesterday by RADIO DAILY that at no time did former-Mayor Fiorello H. LaGuardia contemplate quitting his two radio programs, one over WJZ and the other over the American network. LaGuardia will definitely continue his radio work unless some physical handicap develops and makes it impossible to continue. It was pointed out that LaGuardia as UNRAA chief (Continued on Page 5)

### Pres. Truman, Hoover Talk On All Networks Tonight

President Truman's address to the nation on the food conservation program, and ex-President Herbert Hoover's message from Cairo by shortwave, will be carried by the (Continued on Page 2)

### Cottone Named Counsel Of FCC Replacing Hyde

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced the appointment of Benedict P. Cottone as acting general (Continued on Page 3)

Declaring that the United Nations is "not an employer" and that the question of the use of television cameras to take motion pictures for televising is purely one of American nature, involving labor union jurisdiction, Frank M. Begley, Security Officer for the UN yesterday informed CBS by letter that until the matter is decided in Washington, such cameras will not be used at the UN sessions at Hunter College.

Through vice-president Frank K. (Continued on Page 3)

### Free Political Time Returning On CBC

Montreal—Free radio time for national political parties which lapsed when membership in the House changed following the election in June, 1945, will be restored by CBC within the next few months. It is expected that one half-hour period each week of national network time (Continued on Page 5)

### Sarnoff Given 1st Award Of Temple Brotherhoods

Brig. Gen. David Sarnoff, president of RCA, was the recipient of the First Annual Award of the Metropolitan Conference of Temple Brotherhoods, which was presented last night during ceremonies at the Temple Emanu-El, New York.

### Among The Best

Four religious addresses delivered over CBS' "Church of the Air" during 1944-45, are listed in "Best Sermons—1946 Edition," which will be published by Harpers on May 22. The anthology consists of 52 sermons selected from a total of 5,674 submitted. Eighteen denominations, seventeen states and five nations are represented in the book.



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

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FINANCIAL

(Thurs., Apr. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Radio Stars To Appear On Special Shriner Show

(Continued from Page 1)

Numerous guest speakers will be on hand as well as such stars as Bob Hope, Roy Rogers, Dinah Shore, sports names and orchestras including Spike Jones and King Cole Trio. Vick Knight will write and produce the special broadcast.

Sorry, Mr. Asch

In the April 12th issue of RADIO DAILY, the Albany correspondent incorrectly reported that the Patroon Broadcasting Company is one of four groups seeking the WOKO wave length. Leonard L. Asch, general manager of Patroon Broadcasting Company, advises that his company is not applying for the WOKO wave length.

POSTWAR CASUALTY

Boss back from war—so, young, seasoned radio publicist, writer, is free for radio, agency, movie bids. Single, will travel—West Coast especially.

Box No. 161, RADIO DAILY 1501 Broadway New York 18, N. Y.

Coming and Going

JIM BENNETT, personal manager of Don McNeill, in from Chicago to arrange the details for the two weeks "Breakfast Club" appearance in the New York area. McNeill, Sam Cowling, Jack Owens, Nancy Martin, Fran Allison and other members of cast due in on the Century tomorrow (Saturday).

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is in New York for conferences with the national representatives of the station.

J. WALTER KENNEDY, vice-president of the Scholastic Sports Institute, will leave on Sunday for St. Louis, where he will attend the annual meeting of the National Catholic Educational Assn.

ARTHUR FELDMAN, American network correspondent in London, is on the high seas aboard the "Queen Mary" en route to New York, where he will confer with network officials and take a short vacation.

OLIVER SABIN, Musicraft sales director, left Wednesday on a 10-day survey trip to the South and Southwest, where he will confer with the firm's distributors.

BOB SHAW, co-author of "Mr. District Attorney," leaves for Milwaukee shortly, where he will spend the Easter holidays.

HUGH B. TERRY, manager of KLZ, Denver outlet of CBS, has arrived from Colorado on station and network business.

HARRY SEDGWICK, president of CFRB, Toronto, conferred yesterday at the headquarters of the Columbia network.

JOHN H. NORTON, vice-president of the American network in charge of stations, has left on a two-week trip to the West Coast. While out there, he will attend a meeting of ABC affiliates.

MURRAY GRABHORN, manager of the station's sales department at ABC, and RALPH E. DENNIS, national spot sales manager of the web, are in Chicago on a short business trip.

JERRY SIEGEL, creator and scripter of "Superman," arrived in Gotham yesterday from his home in Ohio. A series of editorial and radio conferences are on his New York agenda.

DON W. HAYNES, manager of the Glenn Miller-Tex Beneke band and Johnny Desmond, has returned from Hollywood, where he made preliminary arrangements for film commitments both for the band and for Desmond.

E. K. HARTENBOWER, general manager of KCMO, Kansas City, Mo., a visitor this week at the headquarters of ABC, with which the station is affiliated.

RICHARD W. HUBBELL, production manager and television consultant for the Crosley Corp., Cincinnati, is in New York on business. He plans to remain until April 23.

HAL DAVIS, radio publicity director of Kenyon & Eckhardt, Inc., is back in town following a trip to the West Coast.

WALLACE A. WALKER, general manager of WFCL, American network outlet in Pawtucket, R. I., is in Gotham this week on station and network business.

Pres. Truman, Hoover Talk On All Networks Tonight

(Continued from Page 1)

four major webs tonight from 7:15 to 7:30 p.m., EST. Truman's talk will originate from Washington, via ABC, NBC, CBS and Mutual.

Rescheduling Coast Programs

Hollywood—As a solution to the daylight savings time schedule problems effective Sunday, April 28, network programs will be recorded and aired at their present regular times on the Mutual-Don Lee network, Pat Campbell, program director, announced.

Plan 'Easter Parade' Report

Maggi McNellis and Ben Grauer, comfortably ensconced in a "Gay Nineties" type of Hansom cab, will report New York's Fifth Avenue Easter Parade on Sunday. Their comments will be heard on NBC from 12:45-1 p.m.

Cheney Johnston Added To ABC Television Staff

Cheney Johnston, authority on stage and screen lighting and photography, has been appointed lighting consultant for the video division of ABC, it was announced this week by Paul Mowrey, television chief. Johnston was for many years consultant to Florenz Zeigfeld stage productions, and is the author of "Enchanting Beauty" and other books on the art of lighting in photography.

DuMont Names den Breems

The appointment of Arie den Breems to direct the export sales of Allen B. DuMont Laboratories, Inc., has been announced.

Originally a Hollander, den Breems has wide experience on various continents in technical selling, engineering, production and sales promotion. Offices are located in the International Building, New York City.



How do Homing Pigeons do it?

You've probably read of the most incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to find their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we got the kind of radio facts that many smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.

For the facts show that the successful independent production the greatest number of listeners dollar spent in this five-station town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your business.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-

Advertisement for WDAS featuring a graphic of a violin and piano keys, with the text: 'MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"'

# Television Set Schedule Favors Washington

(Continued from Page 1)

total on hand, provided commercial television stations are operating in the capital by the end of this year.

stating that DuMont was now "ready to go" as soon as the FCC assigns it a channel, Roberts said there would be plenty of sets in Washington. DuMont is one of four applicants recently receiving television permits in Washington. DuMont's estimate of television sets for Washington was viewed as an answer to statements that black-and-white television would be held back because of a lack of receivers.

FCC's poll of set manufacturers indicated that less than 100,000 television receivers were scheduled for production this year. It was pointed out, however, that four manufacturers do not send in their estimates.

Roberts said that most of the television receivers expected to be earmarked for the Washington market would be table models. According to Roberts, RCA alone promised 2,000 sets for Washington if commercial television were under way by the end of the year.

# Experiences Of Newsmen In New Series On WOR

The adventures and experiences of outstanding news reporters will be presented over WOR in a new series of weekly dramatizations under the title, "Special Assignment," the first program to be broadcast on Sunday, April 21, at 12:30 p.m.

Walter Gramling, of AP-PA, editor of the series, will present each episode. He will be remembered as the author of such best-sellers as "The Story of News," and his significant "Free Men Are Fighting," the story of World War II.

The program will be sponsored by Edward Clothes.

## Siegel To Direct

Walter Siegel, program director of WJNY, has been appointed radio coordinator for "I Am An American Day," May 19. Highlight of the celebration will be a two-hour all-star show from the Mall in Central Park.

**KSJB Jamestown North Dakota**

Represented by North Central Broadcasting System, Inc.

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

**CBS—MBS**

# UN Says Tele Movie Cameras Must Wait On Washington OK

(Continued from Page 1)

White, CBS protested to Begley of alleged discrimination against the use of motion picture cameras for television which was being done by both CBS and ABC. White indicated he was of the opinion that the UN was setting up an adverse labor precedent and that his network was using IBEW members, affiliated with the AFL, as its television technical crews.

## Begley's Letter

Following the recent letter of protest by White, Begley yesterday answered as follows:

"In taking cognizance of your letter under date of April 5, 1946, the writer finds it necessary to correct apparent misinformation supplied to your firm regarding the recent jurisdictional dispute incident involving two AF of L unions, IATSE, local No. 644, and IBEW, local 1212.

"Permit me first to inform you that this is the eighteenth labor relations incident we have experienced in launching the Security Council Sessions of the United Nations at Hunter College. All, with the one exception, have been satisfactorily resolved as of this date through internal adjustment of their own affairs by the bargaining agents involved. We naturally expect this situation will be handled in the same fashion. The United Nations is not an employer in these cases and it does not discriminate or use lockout as has been inferred. We have merely set up facilities for the various information services to use as a convenience for reporting on the work of the Security Council. We are determined that no secondary issue should interfere, particularly when the item is not in our province, and that is the way we view the television dispute.

"Unfortunately, the jurisdictional assignment for television has not been decided upon in the AF of L nor can this be accomplished at the local level. As a result it has been referred to higher echelons in Washington from where we trust a decision will shortly be announced. Until that time television coverage will be eliminated with respect to the two (2) firms so engaged—The American Broadcasting Company and the Columbia Broadcasting System. Naturally we shall assist in restoring the program when the matter is clarified so that technicians involved will use facilities in harmony and not subject Americans to embarrassment by attempting to

## New Transcribed Series Titled 'Calling All Veterans'

"Calling All Veterans," a transcription series prepared by the Veterans of Foreign Wars, is now being shipped to stations. Program features VFW Commander-in-Chief Joseph M. Stack and government officials, with VA Chief Omar Bradley guesting on the first program. Records were cut by Sound Studios, Washington.

explain to representatives from other countries.

"Your own obligation to Columbia employees appears to be properly accounted for in the lodging of this protest but we cannot retreat from a position that these disputes must be settled internally without using the United Nations as a sounding board.

"May we further suggest that agreement by the locals and the broadcasting company to use the booth jointly until Washington advises us further may induce our General Counsel, Mr. A. H. Feller, to reach a favorable decision on re-instituting this coverage.

"Again, we regret unfortunate situations that deprive the public of this medium so promising for accurate reporting of the proceedings, but on the basis of first things first, the broadcasting companies and unions involved seem to have the initial responsibility. We of course will continue accreditation for your people in all other coverage during the interim period. Personally, I join with you in a hope for a speedy solution to this problem which is an American matter politic and not a decision for the United Nations."

## White's Reply

"This will acknowledge receipt of your letter of the 16th in reply to our request of April 5th that the United Nations reconsider its decision respecting coverage of Security Council proceedings by television cameramen making use of motion picture films.

"While we appreciate the reasons which prompted your original action in this difficult situation, we still feel that the exclusion of television does not fairly solve the problem and sincerely hope that you will find it possible to avoid further discrimination against this news medium by re-opening the Security Council to television coverage."

# Cottone FCC Counsel Replacing Rosel Hyde

(Continued from Page 1)

counsel of the Commission. Cottone, who is senior assistant general counsel, temporarily takes the place of Rosel H. Hyde, recently elevated to the Commission. While the FCC did not enlarge on its bare announcement of the appointment it is expected that Cottone will be named permanent general counsel as soon as the chairmanship of the Commission is straightened out. Charles R. Denny is still acting chairman.

In 1936, as a member of the special telephone investigation staff of the Commission, Cottone participated in hearings and preparation of the preliminary telephone report. During 1937-38 he was identified with utility regulation and litigation as a member of the legal staff of the FPC.

In the fall of 1938, with the anti-trust division of the Department of Justice, Cottone did investigatory work in connection with the TNEC monopoly inquiry. In 1939 he assisted in setting up procedure for the CAA. Returning to the FCC in 1939 as special counsel, Cottone assisted in preparation of cases pending in the Supreme Court and the Court of Appeals.

A native of New York City, Cottone attended local public schools and was graduated with high honors from Cornell University in 1930, and from Yale Law School three years later.

## AMA Transcribed Series

A new series of 13 15-minute recorded programs, entitled "The Melody of Life," are being cut for the American Medical Association by the NBC Chicago radio recording division, it has been announced by Frank Chizini, manager of the division. The series, produced under the direction of Harriet Hester, will feature Dr. W. W. Bauer and Dr. William Boulton of the AMA as narrators on various medical subjects.

**CKLW**

**MORE COVERAGE PER WATT  
MORE WATTS PER DOLLAR!**

**in the DETROIT AREA**

**5,000 WATTS • DAY and NIGHT  
800 kc. • MUTUAL SYSTEM**

## CHICAGO

By BILL IRVIN

**E**VEN if it meant bringing part of the Mississippi River to the NBC Chicago studios, the Allis-Chalmers Manufacturing Co., sponsor of the National Farm and Home Hour (NBC, Saturdays, 12:00 noon CST), was determined to spare no efforts to inject a note of realism into its commercials on the April 13 broadcast. To emphasize its offer of a booklet, describing methods of preventing soil erosion, the company secured a bottle of water from the muddy Mississippi, demonstrating how the silt content of the river rises in the spring. Everett Mitchell, M. C., on the program then shook the bottle during the commercial, hoping it gurgled satisfactorily.

WDLM, FM station of the Moody Bible Institute, commenced full-time operation on its new high-frequency channel of 99.7 megacycles on April 15. H. Coleman Crowell, executive vice-president of the institute and manager of WDLM announced. Under the new broadcast schedule the station will be on the air from 8 a.m., to 9:00 p.m. At present the station is using a vertically polarized antenna with one kilowatt power but hopes to install high gain horizontally polarized antenna this summer. Incomplete tests by WDLM engineers indicate a stronger signal on the new band, Crowell said.

The Fair store, through Ivanhill Advertising Agency has renewed its five-minute and 15-minute news programs on station WMAQ for 52 weeks starting April 15, it was announced by Oliver Morton, manager of the NBC Central Division national spot sales department. Both shows are heard Mondays through Friday—the five-minute spot from 5:00 to 5:05 p.m., CST, and the quarter-hour show from 12:00 noon to 12:15 p.m., CST. Moulton Kelsey is heard on the noon period and Bob Brown on the afternoon broadcast.

William McGuineas, WGN commercial manager is serving on the award committee of the Chicago Federated Advertising Club's annual competition to select the most distinguished advertising in all media produced in Greater Chicago during 1945.

### ABC To Film Easter Parade For Video Shows Next Wk.

(Continued from Page 1)

April 22; from WABD, DuMont studios in New York, on Wednesday, April 24, and from WPTZ, the Philco station in Philadelphia on Friday, April 26.

LEN STERLING

LA 4-1200



### Walking The Main Stem. . . !

• • • If Phil Spitalny isn't grabbed up pronto after he concludes a ten-year ass'n with Gen'l Electric come Sept. 1st, this dep't, for one, will be mightily surprised. Averaging better than 10 over the decade, Phil will prob'ly leave the air with the highest rating of any musical stanza around. . . . Overstaffed Y & R dropping two directors and two writers. . . . John Crosby new radio ed of the Herald-Trib. . . . An agency we know wants to do a soap opera about the famous Stork Club. Suggested title: Just Plain Billingsley. . . . A jukebox which will show films as well as play music will be on the market next fall. . . . Bernie Schubert just signed a deal with NBC whereby he'll represent them on their Archie Andrews pkg. . . . Ruthrauff & Ryan pitching a detective thriller for the Amos 'n Andy summer spot. . . . Bergen summer replacement still wide open, despite reports to the contrary. . . . Glamorous Maggi McNellis new Cafe Society ed of Go magazine, with her first col'm appearing in the May issue. . . . Some of these air commercials are so bad they oughta call them crum-mercials. . . . Lester Lewis out of uniform next Friday and hunting for a Quonset hut to put up in Radio City for an office. . . . Bing Crosby added to the Cancer show being put on by Mutual tonight, along with Hope, Sinatra, Cagney, Como, Lew Ayres and Ginny Simms. . . . Murray Dale hears that a bunch of H'wood yes men are joining forces to put on a show tagged "Oui, The People."

— Give To Conquer Cancer —

• • • Canadian Jerry Wilmont, whose rapid-fire newscasts have made him a top Mapleleaf announcer, was once called on the carpet by a CBC official, who complained of his undignified staccato. "You sound like that American, Walter Winchell," sounded off the exec. "In that case," snapped Wilmont, "I want a raise!" The matter was dropped.

— Give To Conquer Cancer —

• • • Cal Tinney, who airs nightly over ABC, has received permission to do shows on other webs. . . . "Fat Man" being readied for a sale, we hear. Peg Lynch is one of the "Interesting People" in the current issue of American mag. She writes ABC's "Private Lives of Ethel and Albert" and plays Ethel on the air. . . . Milton J. Kramer a very busy lad these days what with readying 8 new programs, plus working on a B'way play for the fall. . . . Unique approach to the hotel situation was Mutual's "Meeting in the Sky" aired over Manhattan in a plane yesterday. Program featured the hotel managers of N. Y., being interviewed by Ray Boiger. . . . Paul Gardner has a story on Perry Como in May issue of "The Woman" and a yarn on the Indianapolis Speedway in the current "Holiday." . . . Mutual missing a great bet by not airing Alan Scott's "Once Over Lightly" locally. His adult humor has the casualness of a Crosby plus the buffoonery of a Benchley. . . . Hildegard's new rating on NBC Wed. nites is the first time the web has ever topped CBS in that time slot. . . . Dave Driscoll, of WOR, has a special citation from Sec'y of the Navy Forrestal acknowledging his contribution to the war effort. . . . Morris Novik, radio consultant to LaGuardia, has his card from the Radio Directors' Guild. . . . Burt Brazier, heard on several of the air thrillers, has had quite a few real life adventures himself. As a Navy fighter pilot, he's credited with downing 20 Jap planes. . . . Time magazine readying a story of Ed & Pegeen Fitzgerald, breakfast-for-two originators.

— Give To Conquer Cancer —

• • • Ted Steele's banning of the Mills tune, "Cement Mixer" from KMPC as being a "menace to children's morals," has boomeranged the song into the hit class, with layout being prepared by Life, Look and UP. Incidentally, all the big name bands are taking bows on creating 're-bop' music, but we seem to recall a jazz trumpeter named Dizzy Gillespie using it several years ago, as any 52nd Street disciple can tell you. Re-bop, once for the esoterics, is now on its way to nat'l prominence.

— Give To Conquer Cancer —

## SOUTHWEST

**V**IRGINIA L. A. RAE, coloratura soprano and Rolf Danilo starting new series of daily quarter-hour programs over KTSA, San Antonio. They will be accompanied by Joe Moore at the piano and the Melotones, a musical organization.

The Mission City Pontiac Co., San Antonio will air a new series of programs over KONO, San Antonio. Quarter-hour programs, to be heard Monday through Friday, will be titled "Sing With Cliff Edwards."

KEYS, Corpus Christi, has announced that Taylor-Howe-Snow Radio Sales will be national sales representatives for the station.

The fifth district of the Parent Teacher Association, announced that a new series of quarter hour programs will be aired over WOAL, San Antonio, titled "What Is Happening in Education." . . . The Express Publishing Company of San Antonio, applied to the FCC for permission to operate an FM station. Group already has an application pending for a standard broadcast unit to operate full time with 250 watts on 1450 kilocycles. . . . Violet Short, KTSA continuity chief, San Antonio, has been named chairman of the Women's Activities Committee of the 13th district of the NAB.

Application has been submitted to the FCC by the Southwest Broadcasting Co., for a new standard to be built at Eastland and to operate on a power of 250 watts full time 1230 kilocycles.

KPDN, Pampa, owned by R. Hoiles and operated by the Pampa News has been granted an increase in power from 100 to 250 watts.

Billy Avertitte Laurie, operator KNET, Palestine, has applied to the FCC for a license to operate a standard broadcasting station at Jacksonville, Tex. Facilities for the new include 100 watts full time operation 1400 kilocycles.

The Ector County Broadcasting Company, formed by president Medow, has applied to the FCC for a new standard outlet to operate full time with a power of 1,000 watt 920 kilocycles.

Construction permit has been accepted by the FCC from the Far Broadcasting Co., of Fort Worth to operate full time on 1540 kilocycles with power of 250 watts.

Ken McClure, news chief of W. San Antonio, and G. A. C. I. chairman of the board of WOAI, two of the three Texans which received mention in the latest ed of "Who's Who in Transportation Communication." Amos Carter of Fort Worth, president of KGKO, is the third Texan.

### Ave Maria Hour

WMCA — Sunday — 6:00

For 10 years the number one religious drama of the American radio.  
IT'S A DONALD PETERSON PRODUCTION

## LaGuardia Broadcasts To Continue On WJZ

(Continued from Page 1)

will not have to travel out of the country, with the possible exception of a two-week trip later on. His post is that of obtaining food and not distributing it. Distribution organization is fairly well set up, in fact UNRRA has a staff of some 14,000 people.

Also, further studies and surveys are not indicated since many of these have already been made and some still in progress. This leaves LaGuardia free to seek food in this and adjacent countries. Both programs done by LaGuardia are expected to be a help along this line rather than a deterrent, such as obtaining wheat now and perhaps fats later on.

In conclusion it was further pointed out that LaGuardia did not plan to drop his radio shows when he was drafted by UNRRA and should he leave the country for a short time, his network program would be picked up from abroad and his local show have either a substitute commentator or two shows recorded in advance.

## Mayor O'Dwyer, Chandler To Guest On WEAJ Opener

Mayor William O'Dwyer of New York and Baseball Commissioner Albert B. "Happy" Chandler will be the guests of Jinx Falkenburg at the preview of her new show, "Hi! Jinx!" tomorrow, April 20 over WEAJ, 6:15 to 6:45 p.m., EST. Opener will be a special show before the formal premiere Monday, April 22, to be heard daily except Sundays from 8:30 to 9:00 a.m., EST.

Tex McCrary, Jinx's husband and well known newspaperman, will appear on the show with her. Early guest appearances on the series will include Paulette Goddard, Ham Fisher, Newbold Morris, Bill Mauldin, Sarah Palfrey Cook, Major Alexander de Seversky and George Abbott.

## WGR Joining CBS

WGR, owned and operated by the Buffalo Broadcasting Corp., joins CBS June 1, as full time basic outlet in Buffalo, N. Y., it was announced yesterday by H. V. Akerberg, web vice-president in charge of station relations. The 5-kw. station, on the air since 1922, operates on 550 kc.

## Sammy Kaye Renewed

Raymond Laboratories, Inc., sponsors of the "Sammy Kaye Sunday Serenade" heard over ABC Sundays from 1:30 to 1:55 p.m., EST, have signed a renewal contract with the network. Agency is Roche, Williams & Cleary of New York.

Can you sell nationally known transcribed program service? If you are the right man, you will head our New York office at salary over \$5,000 annually, plus liberal commission. Write details last three years business connection immediately. Box No. 162, Radio Daily, 1501 Broadway, New York City.

## Discuss Future Of BBC In London Times Editorial

(Continued from Page 1)

pendence. This indeed is the decisive justification for maintaining the divorce between British broadcasting and commercial motives."

Preservation of the monopoly, however, must be accompanied by renewed assurance of freedom from "political or bureaucratic interference . . . and independence of merely mechanical or photographic interpretations of what are taken to be the public's taste and predilections."

"The outstanding feature of the BBC before the war was the willingness of those who directed it to accept the responsibility of leadership in both the standard of entertainment and the level of discussion and understanding of public affairs. The danger introduced in recent years and especially intensified by the war is the all-round dilution of programs."

The vital need, the Times continued, "is for a clear-cut plan making plain the aims which are to be sought by the program-makers. . . No doubt for the best motives the BBC has surrendered the initiative which once it claimed and could justify, and the attempt has been made instead to be all things to all listeners."

"A defense of this abdication could no doubt be adduced from the files of listener research which record with exemplary precision and reactions of listeners to the actual broadcasts provided it is evident, however, that these data can afford but little guide to what listeners might like were different opportunities offered to them."

"Certainly the undoubted successes of the BBC in the musical field have been achieved in spite of, rather than because of, this deference to preconceived tastes. The weakness of the BBC in its latest phase, in which it has largely been the victim of events, lies in the effort to do too many things

## Commercial Development Of Short Waves Explored

Montreal—The wartime need for radio waves as short as half a centimeter to direct bombing and gun fire has opened up possibilities for sending television and telephone messages across country by radio. W. H. Doherty, of Bell Telephone Laboratories, told a joint meeting of the Engineering Institute, the American Institute of Electrical Engineers and Institute of Radio Engineers in Montreal. Doherty described the development of equipment and techniques for handling the tiny radio waves needed to pick up such small targets as aircraft, and demonstrated the actual use of radar used on battleships and submarines. Birds encountering the highly-concentrated energy of radar beams, Doherty commented, seem greatly affected and circle aimlessly about many times before recovering and continuing on their way.

L. A. East, chief engineer of the Canadian Pacific Telegraph, presided at the meeting.

to satisfy too many requirements which are necessarily better served by other means. It is from this praiseworthy effort that the process of dilution has developed.

"The BBC has not the funds, nor is it entitled, simply to cater to every demand that arises for entertainment or instruction. It is to cater for the willing citizen, providing the best and most ambitious in artistic achievements within its range, provided always that it is the best of its kind, and at the same time furnishing listeners with a full accurate and intelligible picture, popularly presented, of the world of affairs and ideas in which they live and vote."

The Times letters column has been the forum for an additional controversy over BBC news presentations, with Arthur Mann having raised the issue ten days ago that insufficient time at the best listening hours is devoted to news. Mann suggested that instead of keeping all news broadcasts to the scheduled 15 minutes it might be well to vary the time according to the volume and importance of the day's news.

In reply both to the Times' editorial and Mr. Mann's suggestion, P. P. Eckersley of London proposed that in view of the controversial features about BBC today a Parliamentary committee should be set up to review the whole subject. Stating that he has taken part in numerous discussions and debates about BBC in the last few years, Eckersley estimated that "of those who take an intelligent interest in the subject about five per cent favor the abolition of the BBC and the substitution of the commercial system, about 50 per cent appear to think it would be desirable to copy the scheme in operation notably in Canada and Australia where state and commercial broadcasting systems work together. Only a very small minority appear to consider that the monopoly should be continued without first making an impartial examination of the issues."

## Free Political Time Returning On CBC

(Continued from Page 1)

be allotted for the political airings. The new arrangement will provide more time for the Progressive Conservative and C. C. F. parties which now have larger groups in the House. One decision which will have to be made is whether or not the Social Credit party qualifies for radio time. Previously this party was not permitted to share the broadcasting privileges on the grounds that it was not national in membership. Social Creditors are now expected to argue that although they have representatives in the House from only one province, they have supporters throughout the Dominion and a federal party organization. This, they feel should qualify them for broadcast time.

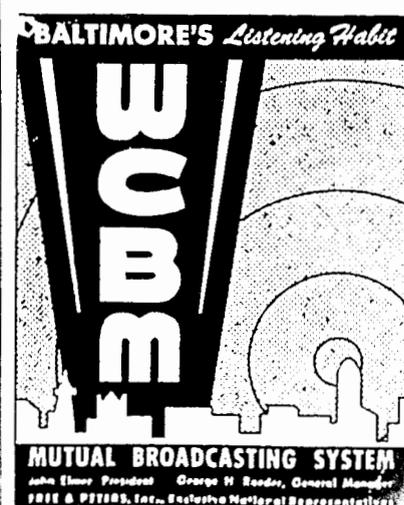
It is understood that the new arrangement will rule out the necessity of the censorship in scripts by the CBC before they are permitted to be delivered on the air. Previously the free time could be used for political discussion only as long as the discussions were not controversial.

Provisions of free time was first announced in a white paper issued by the Board of Governors of the CBC in February, 1944, and then appointed to parties with national membership on the basis of their representation in the House of Commons.

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## Clear-Channel Policy Discussed By Evans

(Continued from Page 1)

creased or decreased, or what power should be authorized," Walter Evans, vice-president of KDKA told the Commission. "It is my opinion," he said, "that the issues will have to be determined separately for each clear channel upon an analysis of the service rendered by each station."

Future stand of ABC was also revealed by the network's counsel, who stressed that NBC and CBS have the lion's share of clear channel stations.

Questioning of Evans brought out that 12 NBC-affiliated stations also serve the secondary service area of KDKA.

KDKA witnesses surprised some observers by comparing the station's programming service to rural and farm listeners with the yardstick of the Department of Agriculture's study which has been under heavy fire from the clear channel group.

"We are deeply concerned," Evans said, "that no action should be taken or policies established as a result of this hearing which would hamper us in continuing to serve the vast audience that depends upon KDKA, and of which more than 40 per cent are located in rural areas. Whether KDKA could continue to serve its rural audience adequately if its clear channel were broken down is essentially a technical issue involving such matters as the adoption of revised engineering standards, the possibilities of higher power and the future allocation policies of the Commission.

"If it is the policy of the Commission that higher power is necessary in order to best utilize the clear channels, Westinghouse is willing to undertake the construction, investment and the operating expense incidental thereto to increase the power of KDKA to any power practical within the present stage of the art.

"With respect to programming, as the testimony of our witnesses at this hearing will show, KDKA has sought to develop a well-balanced program structure designed to meet the needs and desires of all its audience, including the great number of listeners situated in rural areas. We have followed a policy of initiating new types of programs and have made every effort to furnish a program service in accord with the highest standards of the industry. We believe that we have been successful. We have always been fully aware of our obligations to operate our broadcasting station in the public interest. We have recognized the responsibility of KDKA to provide programs particularly suited to the audience which it is able to reach because it is a clear channel station."

Under close questioning by Commissioner E. K. Jett, Evans said KDKA contemplated using a power of 1,000 kw.—double the present limit—if the FCC would okay the increase.

Evans and other KDKA witnesses were closely questioned by counsel for the regional broadcasters on program duplication resulting from other NBC-affiliated stations in the area.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—The French Sinatra, Charles Trenet, who was persuaded to come to America by Lou Levy, arrives from Paris via plane tonight . . . he'll open at the Embassy Club in Gotham next week. . . . Levy will plane in from the coast for the opening. . . . ● Irvin Dash, one of England's most popular music execs is in town. . . . ● KOA's musical director, Milton Shrednik, personally conducts that station's three outstanding musical programs, "Sketches In Melody," "Music By Shrednik" and "Rhapsody of the Rockies" . . . Mill is a Gotham product who graduated with honors from the Juilliard School of Music. . . . ● Happy Godday, yee-pee and nat'l professional manager of Leeds Music flew back to the coast over the week-end. . . . ● Rumors that have Lew Sherwood returning to Eddy Duchin's Orchestra are untrue . . . Sherwood has just organized his own band and opened this week at the Paraglide Club in Hempstead, L. I. . . . ● Dave Denney featured on WHN's "Gloomdodgers," flies to the coast next week to start a series of western filmusicals for Republic Pictures . . . deal was set by Abe Lyman. . . . ● (Aside to Cottonseed Clark) we gave the lad a note to you . . . nuf sed, . . . ● "Bonamba," the Maxwell-Wirges novelty ditty which tells the nation 'not to put bananas in the refrigerator,' has been retitled "Chicquita Banana." . . . For years the music business sought another 'Yes, We Have No Bananas' . . . but no one thought of actually using the word 'banana' in the title until now . . . tee-hee.

☆ ☆ ☆

● ● ● Maxie Ross, former song plugger who headed West a few years ago, stopped off at Denver because he liked the scenery there. He is currently the largest independent distributor of records in the territory between Chicago and California. . . . ● Carl Fischer, Inc., has just published a book, "The Schillinger System of Musical Composition" which is a must for Musical Directors and Arrangers. . . . The brilliant teacher, who died in 1943, taught among many others, George Gershwin, Oscar Levant, Paul Lavalle, Lyn Murray, Marjorie Goetschius, Benny Goodman, Glenn Miller, Jeff Alexander, N. Van Cleave, Lennie Hayton and Charles Previn. . . . ● Bob Emery sent us his latest booklet titled, "What I Know About Television." . . . The 24-page booklet was absolutely without wordage . . . (wonder if Bob had the foresight to Copyright the CONTENTS?) . . . ● Redd Evans, writer of "Frim Fram Sauce," presented Les Brown with an Oscar (made of salami) at the Terrace Room in Newark, for the outstanding arrangement of the 'double talk ditty.' . . . "Jose Gonzales" hot tomas (also written by Redd) were left out in the cold. . . . ● Oscar Levant huddling with Gotham Radio Execs about emceeing and conducting the ork on a new coast-to-coast program. . . . ● Comic Jack Paar says he invented a new wind instrument which he calls a Petrillo Trumpet . . . "it has," sezze, "six valves—three to play and three to stand by."

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—After three years of service in the U. S. Navy, Wayne Varnum returns to Columbia Records as head of publicity. . . . ● Judy Garland's Decca platter of "Smilin' Thru" backed up with "You'll Never Walk Alone," is a honey . . . background by the Lyn Murray Choral Group is plenty smooth. . . . ● Ziggy Talent, who introduced the number on the air, does a swell vocal on the Vaughn Monroe platter of "Josephine Please No Lean On Da Bell" for Victor. . . . ● Larry Clinton named musical director at Cosmo . . . incidentally this outfit's platter of "Cement Mixer" backed with "The Gypsy" by Hal McIntyre's Orchestra could hit the million mark—if Cosmo can get that kind of production. . . . ● Decca execs expect the Ink Spots' recording of "The Gypsy," to hit the half-million mark by the end of the month. . . . ● Don W. Haynes, who flew to the coast to set picture deals for the Beneke-Glenn Miller Band and Johnny Desmond, respectively, returns to Gotham next week. . . . ● Ray Block all set to record for Signature "What Is Love," based on Chopin Concerto . . . ditty is a Natural, written by Mac Davis, Ray Block and Bernard Mallin. . . . ● Bibletone's new Album, "Hymns Children Love," featuring the voices of Muriel Wilson and Paula Heminghouse, is easily one of the finest in the sacred and inspirational field of music.

## Sixteen Apply For AM Three For FM, At FCC

Washington Bureau, **RADIO DAILY**  
Washington — Sixteen applications for CP's for new standard stations, mostly from the South and Southwest, were announced last week by the FCC. They include:

J. O. Fly, Sr., George F. Fly, Harvard P. Smith and Robert W. Round, doing business as Shelbyville Broadcasting Co., Shelbyville, Tenn., to be operated on 1400 kc., 250 watts, unlimited; LCB, Inc., Lorain, Ohio, to be operated on 1040 kc., one kw., daytime; W. C. Lucas and Roy Cox, doing business as Asheboro Broadcasting Co., Asheboro, N. C., to be operated on 1260 kc., one kw., daytime; Southern Broadcasting Co., Charleston, S. C., to be operated on 1450 kc., 250 watts, unlimited; V. L. Rossi and John D. Rossi, doing business as Bee Broadcasting Co., Beeville, Texas, to be operated on 1490 kc., 250 watts, unlimited.

Also Goggan Radio Sales, a partnership composed of Benjamin F. Goggan, Jr., and Howard E. Dennis, Henderson, Texas, to be operated on 1000 kc., 250 watts, unlimited; Matton Broadcasting Co., Matton, Ill., to be operated on 1170 kc., 250 watts, daytime; Gila Broadcasting Co., Silver City, N. Mex., to be operated on 1280 kc., one kw., unlimited; Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho, to be operated on 1450 kc., 250 watts, unlimited; Jessica L. Longston, C. V. Zaser, Edward J. Jansen and L. Berenice Brownlow, doing business as Montana Broadcasters, Havre, Mont., to be operated on 1240 kc., 250 watts, unlimited; Eagle Printing Co., Butler, Pa., to be operated on 1230 kc., watts, unlimited.

And Thomas Maxie Self, John Eads Douglas and Gordon Theodore Rand, doing business as the Progressive Broadcasting Co., Paragould, Ark., to be operated on 1490 kc., 250 watts, unlimited; Tallahassee Appliance Co., Tallahassee, Fla., to be operated on 1450 kc., 250 watts, unlimited; Port Arthur Broadcasting Co., Port Arthur, Texas, to be operated on 1340 kc., 250 watts, unlimited; Kelly Bell, Nacogdoches, Texas, to be operated on 1230 kc., 250 watts, unlimited; Gila Broadcasting Co., Coolidge, Ariz., to be operated on 1590 kc., one kw., unlimited.

The Commission also announced three applications for CP's for FM stations, including Beverly Hills Broadcasting Co., a co-partnership composed of R. E. Henry and J. T. Henry, Beverly Hills, Calif., community; Unity Broadcasting Corp. of Calif., Los Angeles, Calif., metropolitan, and KMPC, the Station of the Stars, Los Angeles, Calif., metropolitan.

F. W. Pepper, brother of Sen. Claude Pepper (D. Fla.), has applied to the Commission for permission to build a new AM station in Tallahassee. Owner of the Tallahassee Appliance Corp., Pepper said the station would operate on 1450 kc., 250 watts, unlimited.

# EQUIPMENT

## Joins Raytheon

J. Ernest Smith has joined Raytheon Manufacturing Co., to head its Microwave Communication Engineering Department; it was announced by Ray C. Ellis, vice-president of the company. During the past twelve years, Mr. Smith was with Radio Corporation of America, working up from student engineer to research division head of RCA Laboratories, previously known as RCA Communications.

## Bendix Promotion

L. C. Truesdell, general sales manager, Bendix Radio Division of Bendix Aviation Corporation, Baltimore, announces the promotion of Paul J. Reed to the position of assistant to the general sales manager. Reed has served as assistant advertising and sales promotion manager for the past year and has been with Bendix since the inception of the extensive post-war program of the Radio Division.

## Takes Emerson Post

Louis Pacent, Jr., has been named works manager of Radio Speakers, Inc., Chicago, Ill., subsidiary to Emerson Radio and Phonograph Corporation. In his new capacity he is taking over all of the production operations at Radio Speakers under the direct supervision of George S. Holly, vice-president in charge of engineering and production.

## 13 Station Spot Campaign Scheduled By Esso Mktrs.

A new one-minute spot campaign titled "Your Esso Weather Reporter" starts April 22 on 13 stations. Sponsored by Esso Marketers, spots will be aired six days weekly, two or three times a day, depending on the outlet.

The stations are: WCAX, Burlington, Vt.; WTAG, Worcester, Mass.; WELI, New Haven; WNLC, New London, Conn.; WNBC, Binghamton, N. Y.; WEPG, Atlantic City, N. J.; WERC, Erie, Pa.; WSWA, Harrisonburg, Va.; WINC, Winchester, Va.; WMPD, Wilmington, N. C.; KOTN, Pine Bluff, Ark.; KTHS, Hot Springs, Ark.; KFPW, Fort Smith, Ark.

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MESSENGER & EXPRESS

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**GLADSTONE 5591**

Night Phone: **GLADSTONE 2244**

# COAST-TO-COAST

## — MASSACHUSETTS —

**B**OSTON—Edward MacHugh, radio's famed "gospel singer" returned to WBZ and WBZA recently for a special daily Holy Week observance of hymns. . . . **SPRINGFIELD**—"Television is ready, and has been ready for some time" were the words of H. E. Taylor, Jr., of the Allen B. Dumont Laboratories, Inc., in a talk before the Advertising Club here recently. Taylor asserted that television isn't a million-dollar gadget, but can be entered upon with a modest investment of \$150,000 or less. . . . **LAWRENCE**—Irving E. Rogers, WLAW general manager disclosed at a hearing before the House Ways and Means Committee that WLAW, recently granted an increase in power to 50,000 watts, will spend close to \$500,000 to make the outlet, with its new transmitter in Burlington, and new studios in Boston one of the country's leading web units.

## — INDIANA —

**FORT WAYNE**—Paul J. Boxwell, formerly director of programming for Indiana University, also with the Indianapolis Times and United Press succeeds Capt. Pierre J. Boucheron as director of public relations for Farnsworth Television and Radio Corp. . . . Plans are in progress to make Fort Wayne one of the outstanding television centers in the country, said B. Ray Cummings, vice-president of Farnsworth Television and Radio Corp. He also said that experimental tele will begin here soon. Plans call for a 500-foot tower south of the city for broadcasting and televising and that four tele channels are currently assigned to Fort Wayne. . . . Eugene A. Yergens, formerly with the Fort Wayne News-Sentinel, has become account executive for WGL.

## — NEW YORK —

**NEW YORK**—WOV aired the finals of the jazz concert April 17 on the "1280 Club" broadcast directly from Fraternal Hall. . . . WMCA's children's series, "Let's Listen To a Story" will be heard from 5:45 to 6:00 evenings beginning Monday, April 22. . . . Harold Hadden, WOR's master control supervisor, will address the Annual Occupational Guidance Forum at the Irving New Jersey High School on the subject of television. . . . Personalities in the fields of painting, sculpture, architecture and allied arts formulate the new weekly series over WLIB. Kate Sanford, a graduate of Bennington College, will conduct the Saturday series.

## — ILLINOIS —

**CHICAGO**—The first edition of the "Baseball Quiz" with quiz master Linn Burton, was aired over WIND last Monday. . . . WBBM will present a dramatization of the Easter story, "The Last Supper" today, Good Friday. Special musical backgrounds will add to the beauty of the story. . . . The return of Violet Kmety as program director of Zenith's FM station, WWZR, was announced recently by Commander E. F. McDonald, Jr., president of Zenith Radio Corporation. . . . Tommy Bartlett will move his audience participation show "A Date for Daddy" to WBBM, May 6. . . . **ROCK ISLAND**—The WHBF "Valley Farm Hour" past its 500th airing.

## — SOUTH CAROLINA —

**DILLON**—Border Broadcasting Company has been granted a construction permit for a 1,000-watt daytime web to operate on 800 kilocycles expecting programs to be aired from their temporary studios around the first of May. Approximately 60 days from opening in temporary studios, they hope to occupy the new modern building now under construction three and a half miles from Dillon, in which the transmitter, offices and studios will be housed for WDRS. Henry Sullivan, formerly commercial representative of WGTN, Wilson and program director of WBIG in Greensboro, N. C., recently separated from active duty with the Navy, will serve as general manager.

## — NORTH CAROLINA —

**CHARLOTTE**—WAYS general manager, W. H. Goan, went to Virginia Beach to attend the regional meeting of the National Association of Broadcasters. . . . Norman Young, WAYS program director has been appointed to the radio publicity committee of the Macklenburg County Food Conservation Committee, set up in conjunction with similar groups throughout the nation to save wheat and fats for a period of four months to alleviate food shortage overseas. . . . J. B. Clark, WAYS sports director was awarded a citation from the Shrine Game's executive committee for his outstanding work in helping promote the annual Shrine Bowl football game, proceeds of which are used to help support crippled children's hospitals across the nation.

## — OHIO —

**CINCINNATI**—James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, will speak for WLW as he did three years ago on Easter Sunday, in a special international exchange airing marking the third anniversary of the BBC-WLW broadcasting relations. . . . **TOLEDO**—Maj. Paul R. McElroy, having served almost four years in the Army Air Forces, has been named an account executive and public relations consultant by the Kight Advertising Company, Columbus. . . . E. Y. Flanagan, general manager of WSPD, has been elected vice-president of the Ohio Association of Broadcasters, succeeding Arch Shawd, WTOL general manager.

## — CANADA —

**MONTREAL**—Provisions for establishment of a Canadian House of Commons radio committee is made in a motion appearing on the House of Commons order paper in the name of Hon. J. J. McCann, Minister of Revenue, who headed similar committees in previous years. The committee will study the annual reports of the Canadian Broadcasting Corporation, review its policies, aims and regulations and study financial statements. . . . Laval University will award an honorary diploma in social science to A. B. Dunton, chairman of the board of governors of CBC, it has been announced. The diploma will be presented May 7 in the promotion hall of the university. Dunton is a former editor of Montreal Standard.

# AGENCIES

**EDWARD R. BEACH** and **A. M. GILBERT** have been elected members of the board of directors of Benton & Bowles, Inc., it was announced yesterday by Clarence B. Goshorn, president of the agency. The agency's five-man board is now composed of Atherton W. Hobler, chairman, Clarence B. Goshorn, William R. Baker, Jr., and the two new members.

**LT. WARREN KREY**, after nearly four years of service with the U. S. Army Quartermaster Corps, has returned to Paris & Peart as assistant production manager.

**SPORTSMASTER ELECTRIC TROMOTOR** has appointed Roy S. Durstine, Inc., as its advertising agency to promote the sale of an electric outboard motor operated from a storage battery for silent power for trolling. C. S. Yarnell of the Cincinnati office will be the account executive.

**DIRK COURTENAY**, publicist, who recently completed four years service as an Air Corps press-radio officer, has opened a public relations office in New York with branches in Chicago and Hollywood.

## Marlowe Gets ABC Tele Post

Harvey Marlowe has been named executive producer for the ABC television operations, Paul Mowry, head of the web's television department, announced this week. Marlowe was formerly producer of television programs on WOR and DuMont. He is producer-director of "Famous Jury Trials" and "The Lockheed Show" scheduled for television production soon.

## Two Join Tele Firm Board

Ludlow Fowler, partner in the law firm of Battle, Levy, Fowler and Neaman and Harold Nielsen, chief engineer, have been elected as directors of the United States Television Manufacturing Corporation.

# Send Birthday Greetings To

April 19

Louis Katzman Murray Salberg  
Ann Shelley Ronny Sherwood Liss  
Ge Ge Pearson Hy Reiter

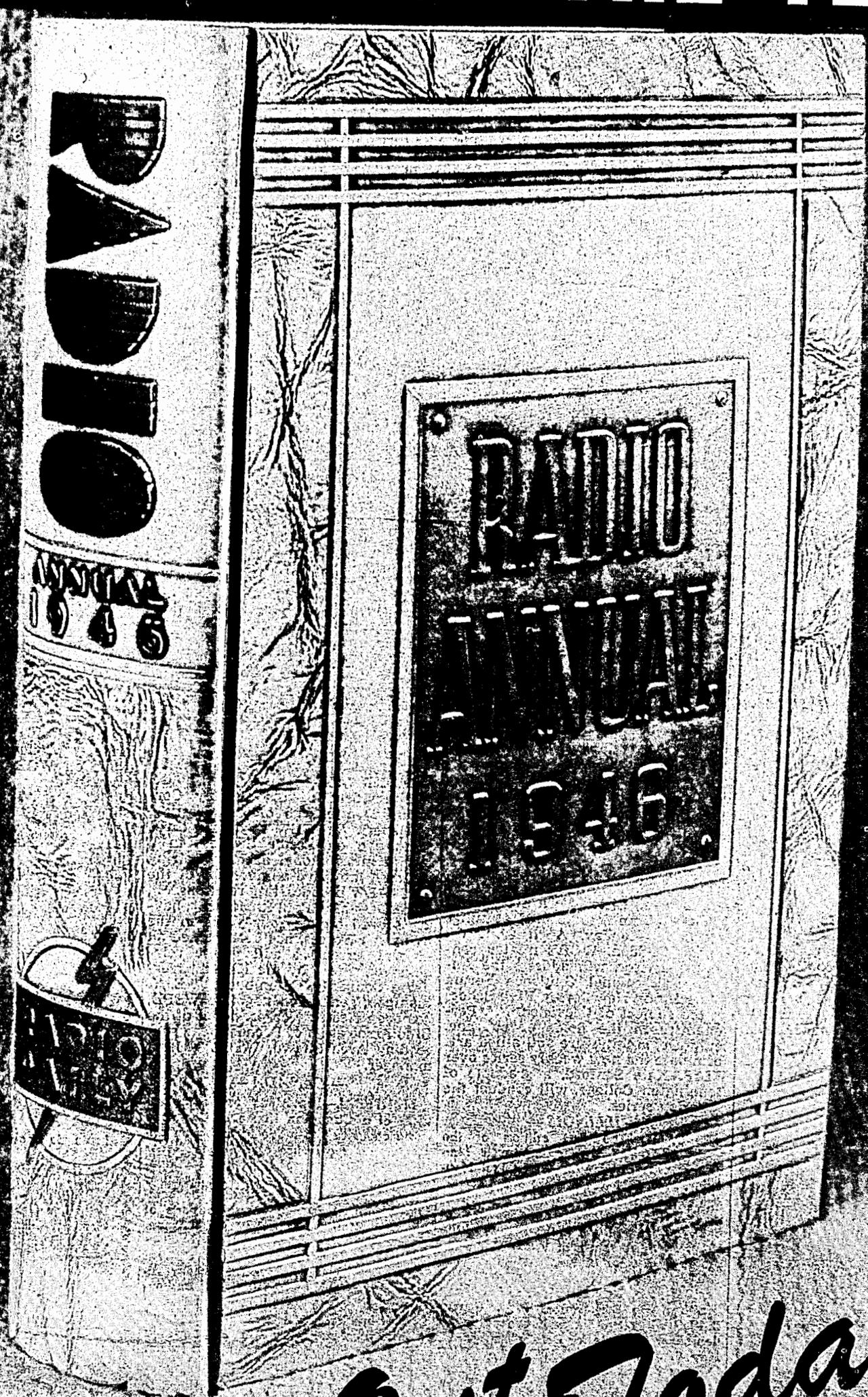
April 20

Betty Lou Gerson Bud Linn  
Merritt W. Barnum Matt Barr  
Marshall Neal Ann M. Wright  
Arthur Pine

April 21

Lois Collier Max Jordan  
Paula Nicoll Carter Ed Jocum  
Arthur Hinett Kon Schon  
Josephine Dee

# THE BOOK OF THE YEAR



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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 16

NEW YORK, N. Y., MONDAY, APRIL 22, 1946

TEN CENTS

## Radio Awards Announced

### KFI-KDKA Witnesses At 'Channel' Hearing

Washington Bureau, RADIO DAILY  
Washington—Parade of clear channel stations plugging their individual program services before the FCC continued Friday, with KFI, Los Angeles, following the lead of KDKA, Pittsburgh.

Countering criticism that the clears were sloughing off service to the nation's rural and farmer listeners, KFI presented a lengthy list of farmers and ranchers praising KFI's program.

(Continued on Page 10)

### NBC Talent Auditions Get Underway Tuesday

Chicago—The first show audition of a complete half-hour dramatic program to be produced under the new NBC Chicago audition plan designed to uncover new talent in Chicago and to offer local performers opportunity to better display their abilities, will be completed here Tuesday, April 23. Thirteen local dramatic actors and actresses, who have previously had general auditions at NBC in Chicago,

(Continued on Page 4)

### AFM Counsel Planning To Contest The Lea Bill

Counsel for the AFM, Joseph A. Padway, confirmed in Washington Friday that the musicians union would contest the constitutionality of the "anti-Petrillo" law which President Truman signed earlier in the week. Padway stated that the bill permits employers to enter into an agreement with the union to perform

(Continued on Page 14)

### Citation

Philadelphia—Andy Arca, ace accordionist and featured soloist on KYW will travel to Ebbets Field, Brooklyn, Saturday, April 29 to receive a special citation from the War Department. Arca who toured the China-Burma-India theater, New Guinea, Australia, Newfoundland, Labrador with USO camp shows has been awarded the Asiatic, Pacific campaign ribbon.

### Authoritative

Washington—Radio, as well as other informational and educational media, should maintain a constant vigil against any sort of censorship, Byron Price declared here Friday as he received from the American Society of Newspaper Editors a scroll in recognition of his outstanding job as director of the Office of Censorship during World War II.

### FCC Agrees To Alter Definition Of "News"

As a result of communications between Robert W. Brown, executive news editor of International News Service and officials of the FCC, suggestions will be submitted to the industry shortly with a view toward rewording the proposed FCC definition of "wire program." In his petition filed with the Commission late last week, Chairman Denny agreed that the proposed wording and definition

(Continued on Page 12)

### Disney Drops Tele Plans; Will Wait For Color Video

Walt Disney Productions, Friday, petitioned the FCC for permission to withdraw its application for a black-and-white television station in the Los Angeles area and declared a preference to wait the advent of colored television on a regular basis.

In the petition for "dismissal of ap-

(Continued on Page 11)

## Radio Seeks Improvement In U. N. Physical Setup

When plans are drawn up for conversion of the Lake Success and Flushing Meadow sites for UN occupancy, the major request of broadcasters will be for more working space, a RADIO DAILY survey of news chiefs revealed yesterday.

The newsmen feel that their greatest handicap at the current Security Council sessions at Hunter College, in the Bronx, is the lack of studio space away from the Council chamber

### Annual City College Of N. Y. Selections For Best Station Promotion And Programming Released

### ANA Urges Keeping CAB Rating Service

Rye, N. Y.—National advertisers attending the annual convention last week of the Association of National Advertisers voiced a formidable desire for continuance of the CAB rating service and at the same time expressed approval of the principle of co-operative, tripartite research. They agreed, however, with the ANA radio committee's criticism of all present-day rating services and its definition of an "ideal rating service."

One member of the group attending

(Continued on Page 11)

### CP's Granted To Seven, Power Jumps To Three

Washington—The FCC yesterday granted CP's to seven applicants for new standard stations in various sections of the country. They include:

Union City Broadcasting Company,

(Continued on Page 2)

### First Major League Game In Chi. Televised By WBKB

Chicago—Television history was made here over the weekend when the opening game between the Chicago Cubs and the St. Louis Cardinals

(Continued on Page 10)

Second Annual Radio and Business Conference, sponsored by the City College of New York will be held in New York at the Hotel McAlpin, Tuesday, April 30, and May 1, concluding with the Radio Awards dinner to be held on the final night. Co-incident with this announcement is that of five plaques and eighteen certificates for Awards of Merit to be made at the Conference, according to Dr. John Peatman, Associate Dean of CCNY and chairman of the com-

(Continued on Page 12)

### Color Tele By Cable To Capital And Back

The last major objection on the practicability of color television as a network service has been eliminated, Frank Stanton, president of CBS, declared Friday following a successful 450-mile transmission of ultra-high frequency television over the coaxial cable facilities from New York to Washington and back.

"The startling fact that programs

(Continued on Page 10)

### FCC Clarifies FM Policy Re "One To A Customer"

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday issued a special statement designed to clear up industry misunderstands about its "one to a customer" policy

(Continued on Page 7)

### Who's Who?

Recently Austin Williams, WLW, Cincinnati, newscaster on Ruth Lyons "Morning Matinee" program met Austin Williams. While interviewing the studio audience during the broadcast, Ruth's first interviewee was Austin Williams who hails from northern Ohio. With this coincidence, Ruth invited Austin Williams (of the studio audience) to sub for WLW's Austin Williams.



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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.

FM Call Letter Change Granted M-G-M By FCC

WHNF, the Metro-Goldwyn-Mayer-Loew's owned FM affiliate of WHN in New York, has received FCC authorization to change its call letters to WMGM, effective immediately, it was announced over the weekend.

The MGM FM outlet in Los Angeles, KTLO, has also been granted permission to change to KMGGM.

McNeill To Philadelphia For Personal Appearance

Don McNeill's "Breakfast Club" visits the home town of one of its sponsors Friday when the program originates from the Academy of Music in Philadelphia, home of the Philco Corp. McNeill and his cast, including Nancy Martin, Jack Owens, Sam Cowling and Fran Allison, are slated for a p.a. from the stage of the Academy Thursday evening. Program is aired over ABC, 9-10 a.m., EST.

THIS WEEK

MONDAY, APRIL 22—AP Annual Membership Meeting, Waldorf Astoria, New York.

NAB Market Executive Committee, Statler Hotel, Washington, D. C.

TUESDAY, APRIL 23—ANPA Annual Meeting, Waldorf Astoria, New York.

THURSDAY, APRIL 25—NAB 2nd District Meeting, Hotel Roosevelt, New York.

World's Foremost Tobacco Center. Includes names like Winston, J. W. Alicoate, and others.

Coming and Going

BILL QUARTON, manager of WMT, Cedar Rapids, Ia., in town Friday for conferences at CBS, with which the station is affiliated.

CEDRIC FOSTER, analyst on the Yankee and Mutual webs, described from the Greek Orthodox Cathedral of New England Saturday, the Resurrection ceremony of the Easter Mass which started at 11:30 p.m. and ended at 12:15 Easter morning.

DR. PHILLIPS THOMAS, head of the Westinghouse research laboratory, will go to Springfield, Mass., tomorrow to address a regional meeting of the American Institute of Electrical Engineers.

HENRY SYLVERN and JEANNE HARRISON, his wife, are back from a short trip to Philadelphia.

ADE HULT, vice-president of Mutual in charge of Midwest operations, and BARRY KEIT, have returned to their desks following a trip through New England in the interest of the network's co-operative programs.

MARGIE, JERRI and BEA FONTAINE, who have been here from Chicago for recording dates at Musicraft, leave today on the return trip to the Windy City.

HELEN SIOUSSAT, director of talks for CBS, on Wednesday will discuss "Talk Is My Business" before the Advertising Club and Women's Advertising Club of Baltimore.

BILL CUNNINGHAM, newscaster on the Yankee Network, did his Sunday broadcast on Mutual from New York.

DuMont-Wanamaker Tele Draws Customer Interest

DuMont completed its first week of operations in the new Wanamaker studios over the weekend, as hundreds of department store customers and visitors were provided their first experience of watching television in rehearsal and on the air.

Each night during the first week of programming under the new, modern setup, DuMont presented one-and-one-half hour shows, with two-thirds of the time live—ranging from audience participation quizzes to heavy drama. Programs aired during the week over WABD included offerings by William Esty for Super Suds, two ABC programs including the debut of "Famous Jury Trials," special religious programs in observance of Easter Week and Good Friday, and a fashion program.

DuMont officials report excellent customer interest in the Wanamaker studios, which visitors are permitted to inspect with the assistance of WABD guest relations representatives. Requests for tickets for future programs have been very heavy, it was added, and are likely to increase as schedules become more settled and projected.

Food Front Problems To Be Discussed At O.S.U.

"Radio's Role on the Food Front" will be the theme of a panel discussion to be conducted by the NAB's Association of Women Directors at Ohio State University's Institute for Education by Radio at Columbus, May 4.

Speakers will be Chester C. Davis, chairman of the President's Emergency Famine Committee, and Paul Willis, president of the Grocery Manufacturers of America.

American Leaves CAB; Woods Quits As Director

The American Broadcasting Company announced over the weekend its resignation from the Co-operative Analysis of Broadcasting, effective immediately. Mark Woods, president of ABC, also made known his resignation as a director of CAB.

CP's Granted To Seven, Power Jumps To Three

(Continued from Page 1)

Union City, Tenn., to operate on 1240 kc., 250 watts, unlimited; John Raymond Bartlett, doing business as Radio South, Quitman, Ga., to operate on 1490 kc., 250 watts, unlimited; The New Mexico Publishing Company, Santa Fe, N. M., to operate on 1400 kc., 250 watts, unlimited; Joseph F. Biddle Publishing Co., Huntingdon, Pa., to operate on 1,400 kc., 250 watts, unlimited; Santa Clara Broadcasting Company, San Jose, Calif., to operate on 1590 kc., one kw., daytime; Maui Publishing Company, Wailuku, T. H., to operate on 550 kc., one kw., unlimited; F. R. Pidcock, Sr., and James M. Wilder, doing business as Georgia Broadcasting Co., Savannah, to operate on 1230 kc., 250 watts, unlimited.

WJJD, Chicago, was granted a CP to increase its power from 20 to 50 kw.

Other power increases granted by the FCC included Big Horn Broadcasting Company (KWYO), Sheridan, Wyo., from 250 to 500 watts, night, one kw., day; Hilliard Company (KGKY), Scotts Bluff, Neb., from 250 watts to one kw.

At the same time, the Commission denied power increases to WHK, Cleveland, and WHKK, Akron, both operated by United Broadcasting Co.



Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

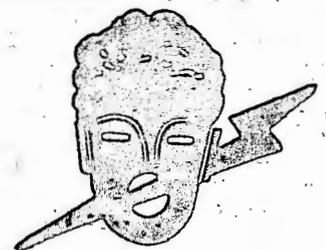
It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

That's all.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Majestic Records Inc.

James J. Walker President

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

Ben Selvin, Director of Recording Harry Smith, Chief Engineer



**SHOWMANAGEMENT AWARD**  
*for*  
**OUTSTANDING SPOT NEWS COVERAGE**

Hecht and MacArthur's uproarious comedy-drama of news gathering, "The Front Page," was given a real life, 1946 version, in Pittsburgh. Only the principal characters were changed. The scoops this time weren't newspapermen but news-minded radio station operators. Instead of covering a murder trial, this Pittsburgh "Front Page" had the current Page One participants, a union and a utility company.

How KQV and its "unholy three," general manager Pete Wasser, assistant Jim Murray, and newshawk Louis Kaufman smoked up the smoky city for 19½ hours will not soon be forgotten by KQV's embarrassed competitors or the town's entire population. Not only did KQV score its first news beat when Kaufman pleaded with the union head to call off the imminent walkout—an action that would paralyze the city's power supply

—but it was the only news outlet functioning when the strike action came. Then the whole dizzy, delirious union-utility fight ended smack into a KQV microphone, when the union head made the exclusive strike-over announcement from the radio station. How KQV sat on the story of the strike's end, snafuing the mayor's office and the city rooms of three newspapers and the other radio stations has already become radio news history.

The question of panty-waist journalistic ethics is not considered here. KQV, by aggressive, tough action, proved that a radio station can stand up and trade news punches with any other news source. A great city's power supply was cut off. This affected the health and security of its town. KQV's job was to "cover" that story and help settle it. KQV did that—and how! They have become Pittsburgh's newest and boldest Pirates.

*Variety's decision serves to confirm what we've been telling advertisers for a long time—*

**WE'RE PITTSBURGH'S AGGRESSIVE STATION**

**KQV**

**1410 KC—1000 W**  
Permit for 5,000 watts granted and transmitter construction under way.

**NATIONAL REPRESENTATIVES**

**WEED & COMPANY · NEW YORK · CHICAGO · SAN FRANCISCO · HOLLYWOOD · DETROIT · BOSTON · ATLANTA**

## CHICAGO

By BILL IRVIN

A FIELD day for midwest flying farmers and their associates, flying men, on August 1 at Purdue University, West Lafayette, Ind., is the latest activity planned by WLS and The Prairie Farmer. On that day the WLS "Dinnerbell Time" program will originate from Purdue.

Louretta Plocki, secretary to Frank P. Schreiber, manager of WGN, will become the bride on May 29 of John Bobay, comptroller for the Fred B. Profit Co., Detroit, Mich.

Sallie Recht, member of the NBC Central division accounting department since 1940, and more recently budget officer of the division, has been named secretary to I. E. Showerman, general manager of the Central division. Miss Recht will take over her new duties on May 15.

The Athletic Association of ABC Central division will hold its spring outing on Wednesday, April 24. Feature of the event will be a scavenger hunt, climaxed with a steak dinner. One of the prizes will be a plane trip to Mexico, plus a three-day holiday.

Beginning April 27, ABC's club time program will feature the favorite hymn of outstanding personalities of stage, screen, radio and other walks of life on each broadcast, Saturdays at 9:15 a.m., CST. Best-loved hymns of President Truman, Gen Eisenhower, Mrs. Eleanor Roosevelt, Sister Kenny, Dr. Serge Koussevitzky, Lauritz Melchior, Lionel Barrymore and many others will be featured on the program. First composition to be chosen is "My Cathedral," favorite of Don McNeill. The hymn itself was written by McNeill, in collaboration with W. R. Williams and the late Walter Blaufuss. Club time is sponsored by Club Aluminum Products Company of Chicago.

First WIND broadcast of the regular 1946 baseball season was scheduled Tuesday, April 16, when the Chicago Cubs met the Cincinnati Reds in Cincinnati. First broadcast from Wrigley Field, home of the Cubs, was last Saturday, April 20, when the Cubs met their long-time rivals, the St. Louis Cardinals. The play-by-play broadcasts were handled by WIND Sportscaster Bert Wilson, who also handles WIND's exclusive broadcasts of the Chicago Bears pro-football games. For the third consecutive season, the WIND-Cubs games will be co-sponsored by P. Lorillard and Co., for Old Gold Cigarettes, and the Walgreen Drug Company, Chicago. Lennen and Mitchell is the agency for P. Lorillard and Schwimmer and Scott for Walgreen.

LEN STERLING

LA 4-1200



### California Commentary . . . !

• • • Les Mitchell, producer and director of "Theater Of Famous Radio Players," heard over Don Lee-Mutual on Thursdays, is all smiles. He has just received word that his show, which is transcribed, won a high Hooper rating. The program has been on the air only since Jan. 17, and Mitchell makes a point of using one or more unknown players on each show.

### Los Angeles

Chet Doyle, who recently joined CBS-KNX as an account executive after serving in field artillery and Armed Forces Radio Service, has resigned to become manager of the Los Angeles office of George D. Close, Inc., San Francisco, which represents newspaper publishers and radio stations. Doyle was manager of CBS' San Francisco office before entering the service. Larry Stevens, who until recently was soloist on the Jack Benny show, is filling an engagement at the El Rancho Vegas, Las Vegas. He recently appeared in "Centennial Summer," at 20th-Fox, singing "All Through The Day." Allan Finn, who was a captain in Army Intelligence and who was radio editor of Newsweek before entering the service, has joined the CBS-KNX publicity department.

#### — Give To Conquer Cancer —

• • • Mel (Scotty McBrown) Blanc, who also plays "Cartoony Technicolorvitch" on the Abbott and Costello stanza, has become the current rave of magazine editors. Recently named radio's best supporting comedian by "Today's Woman," Blanc was this week lensed and interviewed by Redbook and Liberty. Ernie Martin, who is in charge of CBS network programs emanating from Columbia Square and who is spending three months in New York, has no housing problems in Gotham, Gilbert Seldes having loaned him his East 59th Street apartment. Guitarist Bob Simmers, who was in the string section of Billy Artzt's "Blondie" orchestra before joining the Army, is now out of uniform and has returned to his place in the band. Fritz Blocki, Chicago writer and radio producer, is in Hollywood and may take a fling at scenario writing.

#### — Give To Conquer Cancer —

• • • David S. Hillman, who is dissolving his partnership with Donald Breyer as the Hillman-Shane-Breyer agency as of the end of April, will continue the organization under the original firm name of Hillman-Shane, which had its start in 1935. The sole ownership of the new agency will rest in Hillman's name. Jim Bannon, former radio announcer who is now a leading man in Columbia pictures, has had the option in his contract lifted for another term by the studio. Alan Young was the guest of 1,000 youngsters at the Burbank Recreational Center April 13, and at their request spoke on "Teen-Age Clothes." By the way, Young is an enthusiastic booster for his home towns hockey team—the Vancouver, B. C. Canucks—and when they played in Hollywood, he sat on the bench with the visitors.

#### — Give To Conquer Cancer —

• • • W6XYZ has been televising the events at the Southern California Sportsmen's Show at the Gilmore Stadium. Extra cameras were used to enable telecasters to take in full scope of the ski jump and other large scale events. Klaus Landsberg, managing director of W6XYZ, has announced that station will soon stage wrestling and boxing matches, which it will televise, and there is a possibility that outlet may enter promotion of professional bouts, if Los Angeles promoters fail to co-operate with station. Hal Davis, publicity director of the Kenyon & Eckhardt agency, and George Zachary, who will produce the Ford Symphony Hour program in Hollywood, over ABC, starting June 30, have returned to New York after a trip here in connection with the summer programs. The April 13th "Win, Place or Show" program emanated from the Southern California Sportsmen's show at the Gilmore Stadium.

#### — Give To Conquer Cancer —

## SOUTHWEST

PRESIDENTIAL certificates of appreciation for work done for the state selective service have been awarded 30 members of the staff of Radio House at the University of Texas at Austin. The citation was for the program "Now Is the Time," dramatizing problems of Texas veterans.

A several days meeting has been held in Amarillo of station managers of the Taylor-Howe-Snowden stations. Meeting discussed the current trends in broadcasting, station operation policies and general information. The meetings were conducted by O. L. "Ted" Taylor and Alex Keese. Station managers attending including George Johnson, KTSA, San Antonio; Archie Taylor of KRGV, Weslaco; Raymond Hollinsworth, KGNC, Amarillo; Bob Enoch, KTOK, Tulsa and Dewitt Landis of KFYO, Lubbock.

Many stations in the state are making arrangements to bring their listeners broadcasts direct from the 11th annual reunion of the Texas Fiddlers Association to be held May 24 at Athens. It is the largest musical festival of its kind in America. This is the first meeting since 1941.

### NBC Talent Auditions Get Underway Tuesday

(Continued from Page 1)

on April 19, will receive a special audition and voice test under the supervision of Elliot Robertson, an NBC central division production director. Of these performers, from six to nine will be selected for dramatic roles in comedy "Unlike Leonardo," an author's playhouse script previously aired on NBC.

#### Rehearsals Tuesday

The auditioners will rehearse Tuesday afternoon and the program will be produced in its entirety, complete with music, for the show audition Tuesday night. The final production will be recorded and the record made available for reference and study by NBC producers, executives and the artists themselves. Under the new plan, NBC central division auditions now entail three steps—the general audition, the special audition and finally the show audition. The plan is part of NBC's program to foster development in Chicago, with emphasis on improving Chicago's position in the industry.

Send Birthday Greetings To

April 22

Eddie Albert Edmund J. Holden  
Bert Roggen Phil Stewart  
Robert Waldrop G. Richard Shatto  
Patrick J. Montague



★KENNY BAKER  
"SINCERELY KENNY BAKER"



★MARGARET WHITING  
"THE BARRY WOOD SHOW"



★VINCENT LOPEZ  
"YOUR PLEASURE PARADE"



★DONNA DAE  
"SINCERELY KENNY BAKER"



★BARRY WOOD  
"THE BARRY WOOD SHOW"



★BARNET NOVER  
"WASHINGTON NEWS AND INTERVIEWS"

★  
★  
★  
*Frederic W.*  
★  
★  
**ZIV**  
★  
★  
*Company*  
★  
★  
★  
**PRESENTS**  
★  
★



★DICK BROWN  
"CALLING ALL GIRLS"



★GOODMAN ACE  
"EASY ACES"  
★JANE ACE



★ALAN COURTNEY  
"THE KORN KOBBLERS"



★JIMMY WALLINGTON  
"SINCERELY KENNY BAKER"



★THE MODERNAIRES  
"YOUR PLEASURE PARADE"



★VLADIMAR SELINSKY  
"SONGS OF GOOD CHEER"



★THE MELODY MAIDS  
"THE BARRY WOOD SHOW"



★THE PLEASURE PARADE ORCHESTRA  
"YOUR PLEASURE PARADE"



★JERRY SEARS  
"SONGS OF GOOD CHEER"



★SAM BALTER  
"ONE FOR THE LOOK"



★THE KORN KOBBLERS



★BUDDY GOLE  
"SINCERELY KENNY BAKER"



★HENRY SYLVERN  
"THE BARRY WOOD SHOW"



★DICK KOLLMAR  
"BOSTON BLACKIE"



★SALLY FOSTER  
"THE OLD CORRAL"



★PAPPY GESHIRE  
"THE OLD CORRAL"



★BOB KENNEDY  
"YOUR PLEASURE PARADE"



★PAULA KELLY  
"YOUR PLEASURE PARADE"



★MILTON CROSS  
"YOUR PLEASURE PARADE"

TRANSCRIBED  
SHOWS FROM  
*THE HOUSE  
OF HITS*

The new transcribed

# BARRY WOOD SHOW

SMOOTH IS THE WORD FOR IT

- WITH
- ★ MARGARET WHITING
- ★ THE MELODY MAIDS
- ★ HENRY SYLVERN AND ORCHESTRA



WRITE, WIRE OR PHONE FOR AVAILABILITIES

FREDERIC W. **ZIV** COMPANY

1529 MADISON ROAD, CINCINNATI 6, O  
NEW YORK • CHICAGO • HOLLYWOOD

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT

"Sincerely -  
Kenny Baker"



★ DONNA DAE  
Little Miss Rhythm  
Herself



★ BUDDY COLE  
And his men of  
Music



★ JIMMY WALLINGTON  
Your Favorite Master  
of Ceremonies

THE GRANDEST VARIETY SHOW EVER PRODUCED!

## "YOUR PLEASURE PARADE"



VINCENT LOPEZ



DICK BROWN



PAULA KELLY



LILLIAN CORNELL



BOB KENNEDY



MILTON CROSS



JIMMY WALLINGTON



A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship!

★ THE MODERNAIRES

★ THE GREAT PLEASURE PARADE ORCHESTRA

MAKING TRANSCRIPTION HISTORY!

OTHER CURRENT ZIV SHOWS

- BOSTON BLACKIE • SONGS OF GOOD CHEER • MANHUNT
- THE KORN KOBBLERS • CALLING ALL GIRLS • EASY ACES • OLD CORRAL • WASHINGTON VIEWS AND INTERVIEWS

★ **AGENCY NEWSCAST** ★

**ADVERTISING ENGINEERS CORP.** of Los Angeles, has taken over an additional suite of offices in the Pershing Square Building and has added Roy Gulbransen, for many years with Beaumont & Hohman and Ross Federal Research, as head of the merchandising division; George Sanders, and Clark Kuney, KWKW program director and writer-announcer respectively, as heads of the radio dept.; Walter Liebscher, in charge of production and Mary Lyons, new media and time buyer. Edward R. Halperin, will remain as president and general manager of the Corp. According to Halperin, Advertising Engineers Corp., is now specializing in accounts which require merchandising and selling help in the introduction of new products.

**CAPT. MELFORD BRODIE**, recently discharged from the Army after four years' service, has resumed his duties as production manager at the Green-Brodie Agency, N. Y. Since the

agency is expanding, they'll have two production managers from now on. Both Melford Brodie and Sidney Sawyer, who's been production manager these many months, will have the title; a number of the agency's accounts will be divided between the men for separate handling, while on certain others they will collaborate.

**SAMUEL CROOT COMPANY, Inc.**, New York, N. Y., has been elected to membership in the American Association of Advertising Agencies.

**HARVEY M. BOND** returns to civilian life as advertising and sales promotion manager of the Helbros Watch Company, as a result of his appointment by William Belbein, president. Formerly advertising manager, Universal Camera Corporation, and sales and advertising manager, Cosmota, Inc., Bond served three years in the Army in anti-aircraft and contract negotiations.

**FCC Clarifies FM Policy**  
**Re "One To A Customer"**

(Continued from Page 1)

the granting of FM licenses. That policy, the Commission explained, is a procedural policy affecting the order in which FM applications are being processed—and it does not affect the number of FM stations which might ultimately be granted a single applicant.

The multiple-ownership regulation remains applicable, banning the ownership of two FM stations in the same service area and banning the holding of more than six licenses in different areas.

"Since V-J Day," the Commission explained, "no applicant has received more than one FM grant without a hearing unless he offered to put service into a community which, on the basis of existing applications, would otherwise be denied FM service."

Current filings reveal that 850 FM applications have been received from 300 applicants, with the discrepancy of 300 accounted for by applicants who have requested more than one FM assignment.

**G. E. Tele Service**

GE tele receivers in the New York City area may be converted to the newly-assigned frequencies for \$15 per set, the receiver division of the GE electronics department has announced. Television Technicians, Inc., Brooklyn, is handling conversion for the company.

Can you sell nationally known transcribed program service? If you are the right man, you will head our New York office at salary over \$5,000 annually, plus liberal commission. Write details last three years business connection immediately. Box No. 162, Radio Daily, 1501 Broadway, New York City.

**Rittenhouse Returns**  
**To NBC Guest Relations**

Paul Rittenhouse, honorably discharged from the U. S. Army this month, has returned to his former position as manager of the NBC Guest Relations Department. Rittenhouse first came to the network in March, 1934, he was called for military duty in August, 1943. William Ervin, acting manager in Rittenhouse's absence, has assumed the duties of executive assistant manager of the department.

**Steele Returns To Agency**  
**As Vice-Pres. On Coast**

Major Ted Steele, just released from four years service with the Army Air Forces, has returned to Benton & Bowles, Inc., as vice-president in charge of West Coast operations. He will make his headquarters at the agency's Hollywood office.

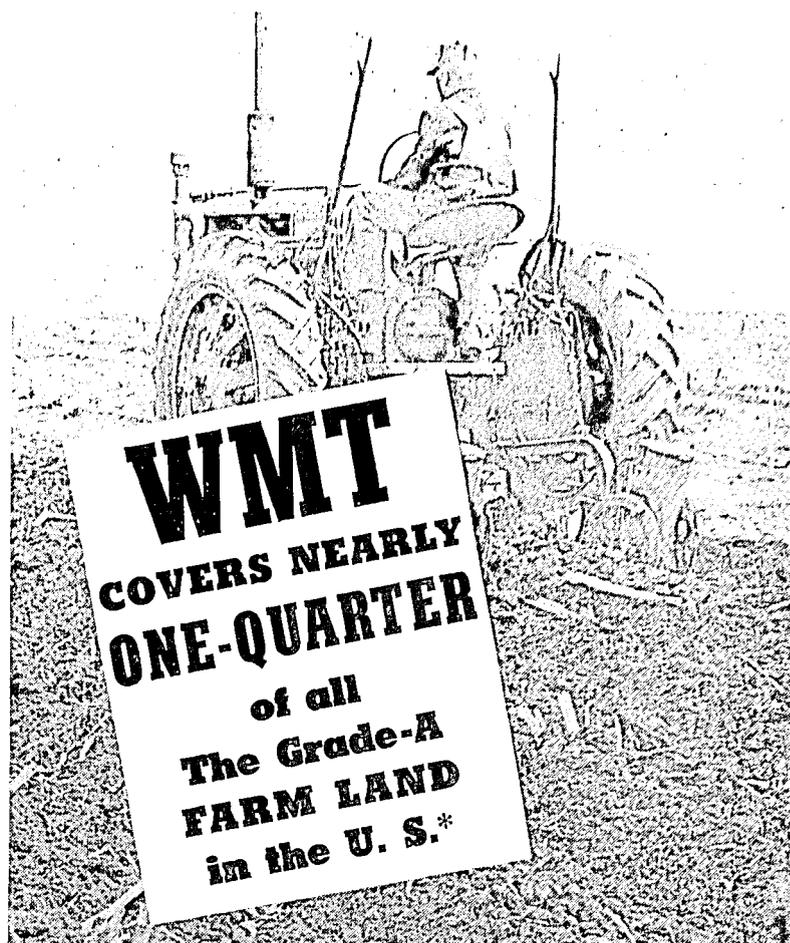
**BALTIMORE'S Listening Habit**

**WCBM**

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President; George H. Roeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives



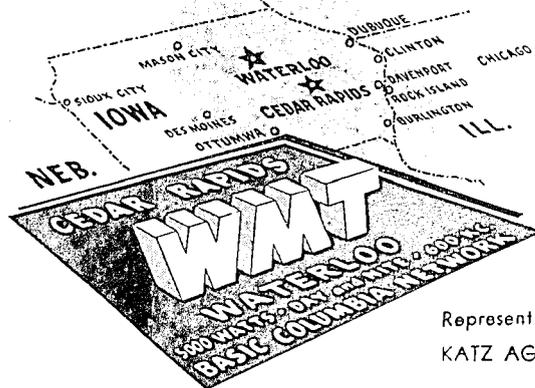
**This Huge Prosperous Iowa FARM Market**  
**is served daily by WMT Farm Programs!**

WMT's hard-hitting Farm Division has successfully carried out projects ranging in scope from "speeding acceptance of the all-pullet flock" by poultrymen to stimulating "the use of rotenone dust in combating costly cattle grubs".

To our Farm audience our interest in these Farm problems is VITAL —

TO YOU — it means the widest, most prosperous, receptive Farm market in the U. S. delivered to you only, by WMT.

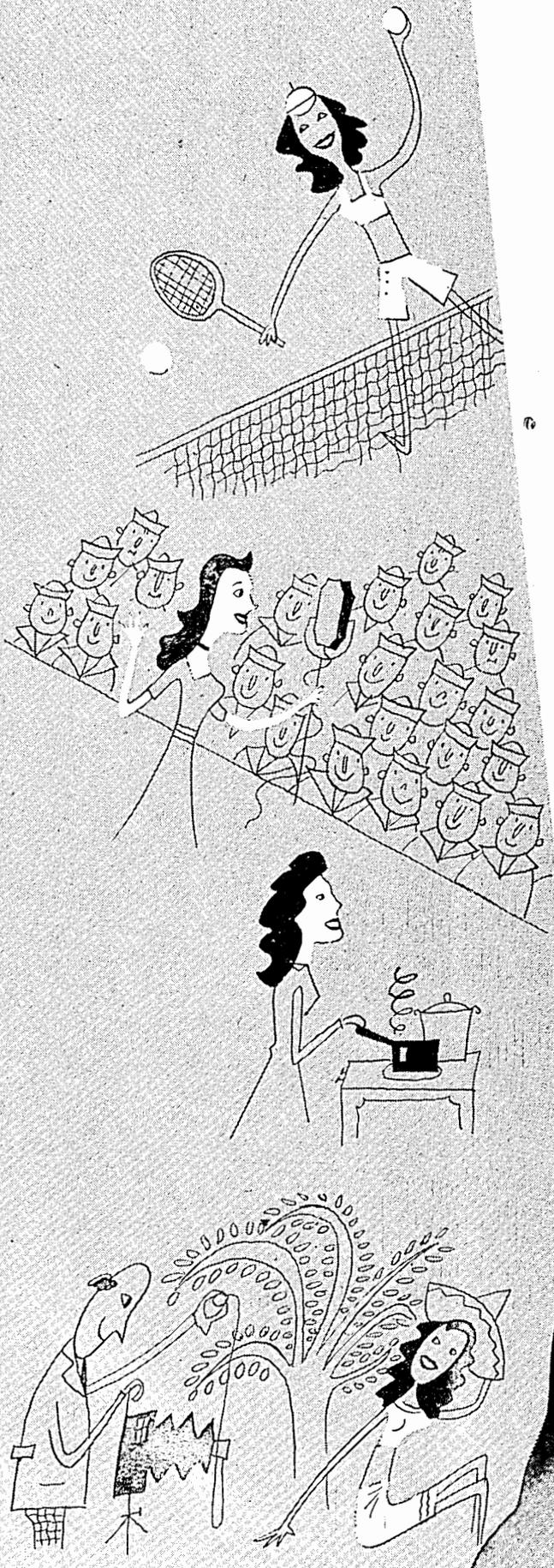
\*Within its half-millivolt contour (5,000 Watts at 600 KC)



Represented by  
**KATZ AGENCY**

MEMBER OF THE MID-STATES GROUP

**"HI! JINX..."**



# First of WEAF's great new shows

Since 1828, Webster's Dictionary has defined *jinx* as: "a charm; a spell . . ." Now WEAF offers you the 1946 *JINX*: personified charm; audience spellbinder.

She's Jinx Falkenburg—most famous of the "fabulous Falkenburgs" . . . Conover model . . . movie and radio star . . . sports-woman . . . USO trouper . . . housewife.

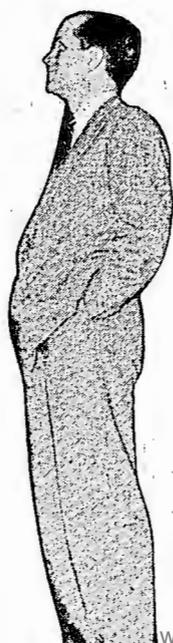
Her husband is "Tex" McCrary—former editorial chief of the New York Mirror . . . now executive editor of "The American Mercury" . . . author . . . star of newsreel features . . . recently Lt. Colonel, United States Army Air Forces.

They make an All-American couple, and combine their individual popularity and talents each weekday at 8:30 A.M. on the new WEAF hit feature, "Hi! Jinx."

For a breezy half hour, listeners join them in "covering" and "discovering" the most fascinating city in the world—New York. In a lively interchange of worth-while ideas, the unsophisticated, highly publicized young pair discuss the problems of the times . . . visit with their famous friends . . . devote one session each week to the youth of the New York area. It all spells a fast-paced vehicle for sales.

"Hi! Jinx" is available. Sponsors may buy units of three or more 15-minute broadcast segments a week on this, the first of a series of great new WEAF shows for America's No. 1 Market.

Write, phone or wire to WEAF, or your nearest Spot Sales representative.



NBC's Key Station · New York

**WEAF** 

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

## KFI-KDKA Witnesses At 'Channel' Hearing

(Continued from Page 1)

ming and calling for an increase in the station's power.

Strategy of the clear channel broadcasters seems to be that instead of a nation-wide indiscriminate slicing of clears by the FCC, each clear channel station should be allowed to stand on its own service.

KFI's farmer-witnesses, in addition to praising the station's programming, criticized the recent action of North American Radio Conference which allocated KFI's frequency to a radio station in Havana, Cuba.

"The result of allocating KFI's frequency and granting greatly increased power to the Havana station may seriously interfere with the very valuable public service KFI has been rendering in the protection of crops by frost warnings, and the very valuable market reports to producers," one witness said.

Another witness, Roy R. McLain, representing the Central California Citrus Exchange, said there was a need for a higher powered clear in Los Angeles.

### Service To Agriculture Stressed

"We frankly state that because of the willingness and ability to properly program the services which have been and will continue to be of the greatest benefit to agriculture, we believe that KFI should be that higher powered clear channel station."

Counsel for the regional broadcasters continued to pound away on the theme that smaller stations could furnish the station, with less duplication than the clears.

Counsel for ABC has brought out during the hearing that the vast majority of the clear channel stations are affiliated with NBC and CBS, with many of the stations duplicating service in the same secondary service areas.

Calling for additional power for KFI, L. N. Spencer, president of the Poultrymen's Co-operative Association said the daytime reception of KFI in outlying areas is "pathetic at the present time."

"Members of the Commission," he said, "I urge you to improve the daytime reception of KFI in San Luis Obispo County, 230 miles north. Reception now is next to impossible."

Similar plugs came from livestock and rabbit farmers.

The FCC said that following the hearing it would conduct field intensity tests to determine the receipt of KFI.

Temporarily laid aside by the Commission is the lengthy study made by the Bureau of Census which, generally, tends to indicate that the clears leave something to be desired in the way of programming.

### Named WRC Farm Director

Washington—A veteran farmer and farm commentator, Tom Noon, has joined the WRC staff as director of farm programs, George Y. Wheeler, program manager has announced.

## ★ THE WEEK IN RADIO ★

DuMont-Wanamaker Studios Open

By JIM OWENS

DUMONT-WANAMAKER tele studios opened inaugurating the establishment of the nation's first commercial video network. Opening program Monday night linked New York, Washington and Philadelphia. . . . President Truman's signature on the Lea-Vandenberg anti-Petrillo Bill made it law. . . . Industry spokesmen hailed the bill but warned against "misuse" of it. . . . FCC had a big "approval day" Monday, granting 14 CP's, and stressing "deep local roots" in okaying applications.

More than 30 shows have been set by the four networks as summer replacements. . . . The NAB questioned FCC's legal right to demand advance notice of intent to sell or transfer control of stations. . . . Gillette formally announced radio sponsorship of the Louis-Conn fight over the ABC network. . . . Industry officials saw strong incentive for set production in the House-passed OPA price relaxing measure. . . . Facsimile demonstrations were given FCC officials by Finch Telecommunications and Radio Inventions, Inc.

The United Nations declined to take sides in the tele-camera dispute at Hunter College. Issue was put to Washington for settlement by Frank Begley, UN Security officer. . . . Six leading set manufacturers plan to distribute between 10 and 13 thousand sets throughout Washington this year. . . . The London Times predicted a "reinstatement of the highest standards of public service" in the BBC this year. Five new governors of BBC will shortly be appointed.

Despite rumors to the contrary, F. H. LaGuardia will continue his radio work on ABC and WJZ. . . . Free radio time for political factions will be restored by CBC. . . . Walter

Evans of KDKA, urged FCC to judge clear channel authorizations on the basis of service rendered. . . . Meanwhile, FCC resumed hearings on the subject with a final session in store for July. . . . Television executives were warned by Bill Slater that sports magnates would probably not welcome video coverage of their events, chiefly because of box-office worries.

The NAB petitioned for relief from the CPA building edict, stressing that employment would result if construction were permitted. . . . FCC released its network and station salary survey for 1945. Employees were paid \$1,922,941 an average week. . . . TBA is making plans for an educational organization, with Wallace S. Moreland, ass't to prexy of Rutgers heading a committee. TBA also released breakdown of figures of FCC production figures for '45. . . . R. C. Cosgrove, president of RMA blamed low ceiling prices for lack of set production.

The Ohio State University IER will attract representatives from all major webs and stations. . . . McCann-Erickson released its study on CAB and Hooper. . . . Six affiliates of ABC have been granted power increases by FCC. . . . President Truman said several men are being considered to fill the seventh FCC seat, but no decision will be made for some time. . . . The ANA meeting opened in Rye, N. Y., and set its radio committee. . . . Ascap confirmed reception from writers and publishers of public performance rights in video for a three-year period. . . . NBC will resume tele broadcasts early next month on a 20-hour per week basis. . . . The New York-Washington section of the Bell coaxial cable is ready for five-day tests.

## First Major League Game In Chi. Televised By WBKB

(Continued from Page 1)

was televised Saturday by WBKB, the Balaban & Katz station, via a specially designed remote mobile unit pick-up. Broadcast marked the first time Chicago fans were able to see a major baseball game on video.

Program went on the air at 10:05 p.m., the first phase of which originated in the WBKB studios at the State Lake Building, with sports commentator Joe Wilson providing background information on both clubs. Scene then switched to Wrigley Field where announcer Jack Gibney did the play-by-play narration while cameras picked up the entire nine innings of play.

Entire production job was composed of nine engineers, cameramen and program personnel, under the supervision of Reinald Werrenrath, Jr., WBKB special events director. Occasion marked the first time the station had its mobile unit in operation since the start of the war, and the first time a middlewest major league game was televised.

## Tele Exec Sees Facsimile To Precede Video Network

Facsimile broadcasting will offer stations, particularly the smaller independent stations, an opportunity to sell time on a 24-hour basis, and numerous operators throughout the Midwest are planning accordingly, according to Jose di Donato, television director of Compton Advertising, Inc., who has recently completed a survey on the possibilities of the medium. Station owners, di Donato explains are waiting for the FCC to reach a decision on standardization of facsimile equipment, with present patent situation involving Hogan, Finch, the New York Times and Globe Wireless, Ltd.

Di Donato predicted that "we will see a complete coast-to-coast facsimile network before a complete television network,—primarily because of the economic factors involved," explaining that station operators can more easily meet the expense involved in facsimile than video. "The solution is obvious," he added, "to install facsimile first, which in turn, will pay the bills for television."

## Color Tele By Cable To Capital And Back

(Continued from Page 1)

in full and vivid color can satisfactorily be carried without modification of present television coaxial cable systems, means that color networks can be formed as rapidly as black-and-white networks," Stanton said, and added:

"Transmission of color programs, whether by point-to-point radio or by Stratovision, has presented no real problem in view of radio's less stringent frequency restrictions. The feasibility of using existing and future cables brings all known means of 'networking' color television into the realm of fact."

### Color Movies Used

The test consisted of colored motion pictures and slides sent to Washington and back over the coaxial loop set up by A. T. & T. Slides were used to test comparative transmissions of ultra high frequency television, developed by CBS, with low frequency black-and-white television.

The demonstration showed that, even though the definition of color pictures was decreased to some degree by the present characteristics of the cable, the added information conveyed by color compensated for the loss, Stanton said. The greater beauty and appeal, inherent in color pictures, and the color fidelity, were maintained, he said.

The test was made last Friday prior to removal from service of the New York-Washington cable by A. T. & T. for technical revision. Plans are being formulated for public demonstrations of transmissions over the cable when it is again available for experimental use.

### Originated At 485 Madison

The color pictures employed in the test were originated on the tenth floor of CBS headquarters at 485 Madison Avenue, New York, and sent by coaxial cable to the CBS television studios at Grand Central Station, thence by coaxial cable to the A. T. & T. Long Lines Building at 32 Avenue of the Americas, thence over the loop to Washington via Philadelphia and Baltimore. Retracing the path back to New York, over the other leg of the coaxial loop, the color pictures were sent by cable to the CBS ultra-high frequency transmitter, W2XCS atop the Chrysler Tower where it was transmitted over the air and received on a color receiver in the CBS Building. There it was viewed by groups of Bell System and CBS engineers. The test included every step involved in network television service.

For comparative purposes, black-and-white pictures utilizing the low frequency black-and-white standard were picked up at the CBS television studios in Grand Central Terminal carried to Washington and back over the same cable route as the color pictures and broadcast over Columbia's low frequency black-and-white transmitter, WCBW, also in the Chrysler Tower.

# ANA Urges Keeping CAB Rating Service

(Continued from Page 1)

In a two-hour session said, "We believe that ANA should take positive action to see to it that this currently available rating service, reflecting as it does, listening in telephone homes in cities of 50,000 population and over, is continued until a broader, authentic service is instituted." Bernard C. Duffy, chairman of the CAB board of governors, summarized important points of the report and emphasized that there should be co-operative control and operation of radio program research. "We are all in perfect agreement," he said, "as to the present deficiencies and what ratings should be." He asserted that the desired type of ratings could be obtained within CAB if the service is continued and then expanded in line with the principles outlined in the report.

### Reasons Stated

Reasons brought forth during the session for continuing CAB ratings included: (1) the avoidance of a "vacuum period" in research operations caused by dropping the service and not having the new service available; (2) the unjustified power or monopoly which might be gained by private researcher to the detriment of the radio and advertising industries if CAB ratings were dropped; (3) the advantages of co-operative, tripartite research; (4) the lower and controlled cost of CAB service; (5) the great retail sales area covered by CAB's interviewing sample; (6) the great financial waste which would result from discontinuance; (7) the ability of CAB to improve its own service as against the unlawfulness of imposing its methods on private researchers; and (8) the legal restriction against resuming rating operations if they are once dropped.

### Admits Limitations

In his remarks, Duffy explained that CAB was conscious of the fact that its figures do not include non-telephone homes, rural areas and small towns under 50,000 population. He added that the board of governors approved a plan in October of last



Let's see now—I'm sure it isn't the Ranger's horse Silver, on WFDF int."

# Disney Drops Tele Plans; Will Wait For Color Video

(Continued from Page 1)

application without prejudice," Disney's attorney, Fred W. Albertson, said:

"Petitioner is engaged in the production of motion pictures for entertainment, educational and instructive purposes, specializing in animated drawings and cartoons. Some fifteen years ago it made exhaustive studies in this field, and it was convinced that the use of color in such animations was essential in order to take full advantage of this art.

"Petitioner has just completed a detailed investigation of the present status of the television art, and it believes that colored television is likewise essential for the type of television program service it proposes to render. In view of this fact, therefore, it desires to await the advent of colored television on a regular basis.

"Petitioner does not desire its action in seeking dismissal of its pending television application to be interpreted by the Commission as a complete abandonment of television. On the contrary, it intends to continue to pursue its television programming plans, and, when colored television becomes established on a regular commercial basis, to seek a permit from the Commission to build such a television station."

### Green Leaves ABC

Chicago—Lew Green has resigned from the American Broadcasting Company as a producer-director effective May 1, and plans to concentrate on his new business, Green Associates. He specializes in production, spots, packaging (both live and transcribed), recording and a furthering of his television animation business, which he started in New York before the war.

year, as soon after V-J Day as possible, for testing the various research methods but that the actual project was held up due to developments since December. At that time, he said, the CAB board decided to employ nationally recognized authorities to evaluate technical and statistical procedures with the understanding that CAB should secure the services of these experts in rendering the best rating service possible.

### Compares CAB With Others

Duffy pointed out that, if the test of methods has been made as scheduled, results would have been issued to the entire industry and "undoubtedly would have helped to clear up many of the impressions, misconceptions or misunderstandings we now have on radio research." The CAB chairman reflected that "it has been long known that the tripartite type of research works best," citing as examples the success of the Audit Bureau of Circulations, the Advertising Research Foundation, and the Traffic Audit Bureau. "I contend," he said, "that—just as it is important for the advertiser to control his product research from within his organization—he should have some control over the research which governs the expenditure of his advertising dollars."

# VARIETY'S

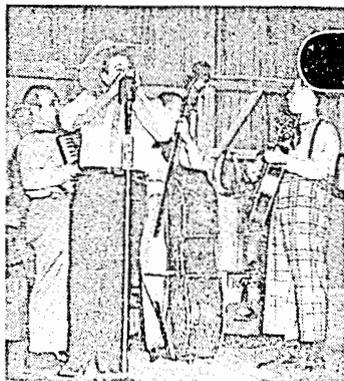
## "How to run a radio station" award



### "SUSTAINING PROGRAMMING"

With its staff of over 100 skilled artisans, KMBC recognizes that many community interests make up the Heart of America way of life resulting in programming such as Monday thru Friday "Big Brother Club" quarter-hours with good citizenship instilled in over 30,000 youthful members; "KMBC Schoolhouse" series of five quarter-hours weekly for all grade groups, supplementing CBS "School of the Air"—16 years on KMBC; special events and sports *on-the-scene* remotes as occasions demand; etc!

## testifies on eve of KMBC's 25th year



### "LOCAL LIVE SHOWS"

Though a basic affiliate of CBS, over 40 live programs originate daily from KMBC's studios and remote points—such as the middlewest's top radio-stage show, "The Brush Creek Follies", now in its 9th successful season; three times daily remotes from KMBC's own developmental "Service Farms"; ten newscasts daily by experienced (all Journalism graduates) newsmen; daily pioneer radio food shows by graduate home economist; etc!

## as to one broadcaster (among many, we'd



### "PUBLIC ISSUES DISCUSSIONS"

KMBC programming goes one step further, long since recognizing that the Heart of America is 51% urban and 49% rural. In addition to regular "Public Issues Discussions" of primary metropolitan interest—such as the CBS "People's Platform" and "Open Hearing", scheduled in preferred time, as well as KMBC's own weekly round table half-hour—the farm department produces at 9 p. m., Fridays a half-hour of purely rural discussion entitled "County Neighbor".

say!) serving in the public interest.



# KMBC



OF KANSAS CITY

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS

# City College Releases Its Selections For Station Promotion, Programming

(Continued from Page 1)

mittee on the National Radio Awards.

The plaques are for the outstanding entry of each of the following groups: Sponsors, Advertising Agencies, Program Producers, Regional Radio Stations, Clear Channel Radio Stations, Regional or Intrastate Radio Networks, National Radio Networks. The plaques for the year 1945 will be presented at the Awards Dinner at the Hotel McAlpin on the evening of May 1, to:

1. *The Ralph H. Jones Company* of Cincinnati, Ohio, for that advertising agency's promotion of the sponsored program: "Linda's First Love."

2. *Station WEEI* of Boston, Mass., for its promotion of the public service radio program: "Life to the Front."

3. *Station WCAU* of Philadelphia, Pa., for its public service program: "Crusade for Better Drinking Water."

4. *The Columbia Pacific Network*, Los Angeles, Calif., for its all-over regional network promotion.

5. *The National Broadcasting Co.*, New York, N. Y., for its all-over national network promotion.

## Awards Of Merit

Certificates of Award of Merit go to:

*Station WGAR* of Cleveland, Ohio, for the most effective direct selling sponsored radio program developed by a clear channel station: "Serenade for Smoothies."

*Station WHN* of New York, N. Y., for the most effective institutional sponsored radio program developed by a clear channel station: "The Author Meets The Critics."

*Buchanan & Co.*, Los Angeles, Calif., for the most effective institutional sponsored non-network radio program developed by an advertising agency: "Romance of the Ranchos."

*St. Georges and Keyes*, New York, N. Y., for the most effective institutional sponsored network radio program developed by an advertising agency: "Exploring the Unknown."

*Station WWJ* of Detroit, Mich., for the most effective public service radio program developed by a regional station: "Alcoholics Anonymous."

*Station WCAU* of Philadelphia, Pa., for the most effective public service radio program developed by a clear channel radio station: "Crusade for Better Drinking Water."

*Columbia Broadcasting System*, New York, N. Y., for the most effective public service radio program developed by a national network: "Assignment Home."

*Batten, Barton, Durstine & Osborn, Inc.*, New York, N. Y., for the most effective sponsored radio announcements developed by an advertising agency: "Chiquita Banana."

*F. W. Ziv, Inc.*, of Cincinnati, Ohio, for the most effective promotion by a transcription producer of a sponsored national radio program: "Calling All Girls."

*Ralph H. Jones Co.*, Cincinnati, Ohio, for the most effective promotion by an advertising agency of a

sponsored regional radio program: "Linda's First Love."

*Station KMBC*, Kansas City, Mo., for the most effective all-over station promotion by a regional radio station.

*Station WLW*, Cincinnati, Ohio, for the most effective all-over station promotion by a clear channel radio station.

*Columbia Pacific Network*, of Los Angeles, Calif., for the most effective all-over promotion of a national network.

*National Broadcasting Co.*, of New York, N. Y., for the most effective all-over promotion by a national network.

*Station WEEI*, of Boston, Mass., for the most effective promotion by a regional radio station of a public service radio program: "Life to the Front."

*American Broadcasting Co.*, of New York, N. Y., for the most effective promotion by a national network of a public service radio program: "America's Town Meeting of the Air."

*Station WKY*, of Oklahoma City, Okla., for the most effective promotion by a regional station of a sponsored radio program: "Edgar Bergen and Charlie McCarthy."

*National Broadcasting Co.*, of New York, N. Y., for the most effective promotion by a national network of a radio program designed for sponsorship: "The Fred Waring Show."

## Honorable Mentions

Honorable mentions go to:

*Station KFH*, of Wichita, Kans., for an unusually effective public service program developed by a regional radio station: "Citizens of Tomorrow."

*Station WROK*, of Rockford, Ill., for unusually effective all-over promotion by a regional radio station.

*Community Chests & Councils, Inc.*, of New York, N. Y., for an unusually effective institutional radio program: "Crisis in War Town."

*Station KLZ*, of Denver, Colo., for an unusually effective public service radio program developed by a regional radio station: "Welcome Home."

*Station KSL*, of Salt Lake City, Utah, for an unusually effective public service radio program developed by a clear channel station: "This Business of Farming."

*NBC Western Division*, of Los Angeles, Calif., for unusually effective all-over promotion by a regional network.

Members of the awards committee are: William McIntyre, radio editor of *Tide*; Joseph Koehler, director of radio and television, *Billboard*; Lawrence Hughes, New York editor of *Advertising Age*; Eldridge Peterson, managing editor of *Printers' Ink*; Bruce Robertson, New York editor of *Broadcasting*; George Rosen, radio editor of *Variety*; M. H. Shapiro, managing editor of *RADIO DAILY*, and E. W. Davidson, director of customer relations of *Sales Management*.

The Second Annual Radio Confer-

ence will open at 2:30 p.m., on Tuesday, April 30, when "The Impact of New FM, AM and Television Stations" will be discussed. The evening session (all sessions scheduled for the Hotel McAlpin, New York City), will cover "Program Trends and Standards."

Wednesday morning, May 1, offers a constructive series. One session will be devoted to "The Effectiveness of Television Advertising," while the other will be a free, open session for all veterans, both men and women, when key individuals will discuss "The Veteran's Chances in Radio" from an employment angle, the following categories being represented on the impressive panel: advertising and promotion, casting, personnel, programs, production, research, sales, scripts, special events, talent and program development, and women's activities.

## FCC Report On Agenda

Probably the most controversial subject will be dealt with on Wednesday afternoon, when "The FCC Report—Is it Right or Wrong" will be discussed from all angles. The Awards Dinner, starting at 7:30 p.m., will close this year's conference. A conference luncheon will be held between the Wednesday morning and the afternoon sessions.

Registration for the conference sessions has already begun and the various committees suggest that all communications be addressed to the Second Annual Radio and Business Conference, 17 Lexington Avenue, New York 10, N. Y. Dr. Robert A. Love, director of the City College School of Business, New York, is conference chairman.

## Cassidy Gets New Post In WLW Public Relations

Cincinnati—James Cassidy, who served as a wartime correspondent overseas for WLW during the war and prior to the war was the station's director of special events, has been named public relations director of WLW, James D. Shouse, president of the Crosley Corporation in charge of broadcasting, announced yesterday. At the same time Mr. Shouse announced that E. A. (Tony) Scheffer has been appointed as public relations and merchandising consultant to the station. The WLW publicity department will continue under William L. Barlow and William McClusky will continue as head of the WLW talent exploitation department.

## Sells Hawthorne Program

B. M. Middleton, New York representative of the Colonel Wilder interests, has sold the Ben Hawthorne program for the 7:00-7:30 a.m. morning show on stations WELL, WATR, WTHH and WSPR. The sponsor will be William Wise, represented by the Huber Hoge and Sons Agency.

## FCC Agrees To Alter Definition Of "News"

(Continued from Page 1)

of a wire program was ambiguous explaining though that the FCC was attempting to set up a standard where by the licensee would get credit for a conscientious news job, as opposed to the non-conscientious job.

The petition was filed formally after it was described orally to Chairman Charles R. Denny, and he invited Brown, on behalf of INS and radio licensees in general, to submit a rewording of or a "suggestion for" a new definition of wire programs. Brown said he would submit such suggestions or rewording after consulting with radio people throughout the country.

Brown said he wished to make clear that he was not attacking the FCC "blue book" report in general, but merely is pointing out what he considers an injustice in the definition of a news program as a "wire program" unless it carries "more than half" of local news items. In this instance, Brown in his petition to the FCC, stated that such a definition might result in a poorly handled and unbalanced presentation of news if the licensee attempted to "pad" a program to carry more than 50 percent "local items" in order to receive credit for "local live" classification.

## Sees 1 Microwave Tower Possible For Radio, Tele

Unification in a single tower of microwave radio functions required to fill the needs of an entire community for radio, television and communications is regarded as a strong possibility, Colonel Sosthenes Behn, president of International Telephone & Telegraph Corp. said last week. Behn made the prediction at a groundbreaking ceremony in Nutley, N. J. for a 300-foot microwave tower being constructed at Federal Telecommunication Laboratories, an I. T. & T. subsidiary.

Behn explained that if the system were achieved, there might be simultaneous operation 12 FM programs, 6 color television programs, 4 black-and-white television programs, 6 police networks for various district, multiple transmissions to delivery trucks, trains, etc., as well as microwave transmission of long distance telephony and television.

"Various broadcasting services in important communities," he said, "will find it much more efficient to cooperate in building one great tower to be shared by all functions utilizing microwaves, than for each service to build its own tower. This is highly probable because there are usually only a few suitable sites for such towers in a given community, and because the total cost of a large tower could be shared by its users." Joint financing, he pointed out, would make it possible to build a tower superior to any that could be afforded by individual services.

# More Working Space At U.N., Radio Urges

(Continued from Page 1)

opped the webs in live reporting of day-by-day proceedings of the Security Council.

However, it is the consensus of those involved that this problem can be solved easily by meetings between

## Shortwave Shopping

U.N. reported to be short wave station shopping with consideration being given to taking over time on one or more of the commercially owned stations on the Atlantic seaboard. Question of the propriety of U.N. in acquiring time on a commercially owned station enters in the deliberations. Some officials favor the Security Council owning and operating its own station.

in broadcasters and Christopher Cross and Hugh Williams, guiding efforts of the UN radio section. Both Williams and Cross are held in esteem by the broadcasters, and should experience no undue difficulty in settling the matter, it was said.

Summed up, the suggestions are as follows:

- 1) Larger broadcasting booths, perhaps 8 by 10 feet. (The booths at Webster are 7 by 8).
- 2) Studios for special broadcasts to be shared by interested stations on webs.
- 3) Larger work rooms (used for preparation of scripts by commentators, etc.)
- 4) Refinements such as air-conditioning, better soundproofing, etc.



HE DELIVERS  
the GROCERIES  
because HE SELLS  
THRU THE AIR WITH  
THE GREATEST OF EASE

CHARP PETRY & CO., National Representatives

## Special Mutual Program Welcomes 300th Affiliate

Mutual's 300th station, WKRZ, Oil City, Pa., will be welcomed to the web with a special broadcast, "The 300 Party" to be heard April 27, 8-9:30 p.m., EST. Program will mark the first time Oil City will be the seat of origin of a national broadcast. With the addition, the leased lines linking the MBS network now total 20,697 miles.

Harry Savoy, Vera Holly and the Murphy Sisters will be heard from the new outlet, and there will be other pickups from New York, Chicago, Buffalo, Nashville, Hollywood and other centers.

Web programs and personalities participating in the show include Todd Russell, of Double or Nothing; "Nick Carter"; "The Shadow"; John Shuttleworth, of "True Detective"; Ken Roberts, of "Quick as a Flash"; Basil Rathbone, Nigel Bruce, Dick Powell, Donald Crisp; "The Chicago Theater of the Air"; "Those Websters"; "Freedom of Opportunity"; "Exploring the Unknown."

Also, "20 Questions"; "Leave It to the Girls"; Bert Lahr, the Landt Trio, of "Take It Easy Time"; Ted Cott, of "So You Think You Know Music"; "Opry House Matinee"; "Queen For A Day."

## New Spot For CBS Series Shows Listening Increase

Listener interest in the CBS's "American School of the Air," now in its 16th year on the network, has picked up considerably since it was switched from the morning spot to the 5 p.m. period, according to a report made last week to the annual meeting of the air school's National Board of consultants, by the CBS research department.

Oscar Katz and Philip Eisenberg of the web's research department, reported that a study showed "that more members per family are listening to the 'School of the Air' at the new time, with many more men and children tuning in the series than before." Their findings were substantiated by Dr. William C. Bagley, professor emeritus of Teacher's College, Columbia University, and chairman of the board, and Lyman Bryson, CBS director of education.

## Taft Resumes Position As Manager Of WKRC

Cincinnati—Capt. Hulbert Taft, Jr., has returned to WKRC as managing director of radio for the Cincinnati Times-Star Co., after three-and-a-half years in the Army Air Forces. He will direct all radio interests of the company, including operation of WKRC, and development of tele and FM. H. E. Fast continues as station manager.

Before entering the service, Taft was general manager of WKRC, a position which he held since the Times-Star Co. bought the outlet from CBS in 1939. While in the Army, he spent 25 months overseas as fighter controller with a night-fighter unit.

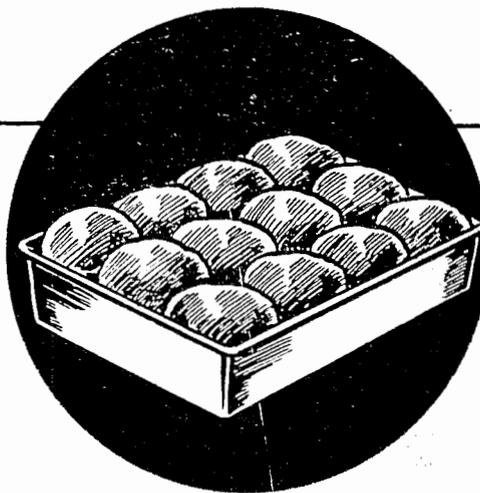


# Fulton Lewis, jr.

## sells hot rolls

### IN

## HAGERS-TOWN,



clothing in Cedar Rapids, banking service in Denver, and hundreds of diversified products for more than 180 other national and local advertisers. He *sells* because his large, select audience keeps its ear to the loudspeaker when Fulton Lewis, jr., talks. His commercials hit home, because his audience believes in what he says and what he sells!

## AND HE'LL SELL YOUR PRODUCT, TOO!

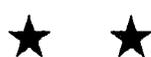
*Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.*



COOPERATIVE PROGRAM DEPARTMENT  
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.



## COAST-TO-COAST



## — NEW YORK STATE —

**A**LBANY—Certificate incorporating The United States Network, Inc., has been recorded with the Secretary of State, through Attorney Bernard B. Smith of New York. Certificate is to carry on business in New York. . . . Texas Telecasting Corp., has also been incorporated to carry on radio and tele business in N. Y. . . . TROY—Roy Shudt has taken leave of absence as news and sports commentator for Fitzgerald Brewing Company over WTRY six nights weekly to air trotting races at Santa Anna, Calif. He also acts as director of publicity for the Saratoga Raceway and announcer at the summer and fall trotting events there. He will return to the Troy outlet in May.

## — OHIO —

**TOLEDO**—Edward Lamb, president of the Unity Corp., Inc., has announced the appointment of the Walter Co. as national representatives for WIOD, the city's new 1,000-watt daytime station which is expected to begin operating on May 15 on 1560 kilocycles. . . . WIOD-FM has been given a conditional grant and studio, transmitter site and equipment have been obtained, and will be ready to operate when the permanent construction permit has been granted. . . . WSPD, owned by the Fort Industry Co., is currently celebrating its twenty-fifth anniversary.

## — VIRGINIA —

**RICHMOND**—WMBG recently presented a 15-minute show for the Virginia Society for Crippled Children. Adele Clark, a member of the Richmond area chapter of the society appeared on the show and told of the work of the society and how they were able by the sale of Easter seals to open the door to a fuller life for the crippled children of the state of Virginia. . . . A special quarter-hour airing presented by the Society for Prevention of Cruelty to Animals, as connected with the observance of "Be Kind to Animals Week" was broadcast over WMBG Saturday, April 13, as a public interest feature.

## — TEXAS —

**SAN ANTONIO**—Tabulated results in a city-wide secret ballot poll, recently conducted in public high schools by KTSA on the substance that if the United States wants an army, we must either pass a draft law or step up the Army's educational offers, showed that the voting resulted with approximately 58 per cent of the nation's future wearers of khaki or navy blue as being against a new draft law and that, according to a KTSA telephone survey made at the same time, mothers of San Antonio were in favor of the draft law by 56 per cent. Voting results were telegraphed to Congressman Paul Kilday in Washington by Pat White, KTSA news editor.

## — TENNESSEE —

**KNOXVILLE**—Jack L. Sellers, recently released from the Army, where he was an instrument instructor in the AAF, has joined KNOX as an announcer. Following his discharge last October, he attended the University of Florida and worked at WRUF. . . . Bill Trotter, WNOX program director, while covering the city council meeting at which City Manager Paul Morton was ousted, had his car stolen. Having recovered it a few hours later he lifted up the seat to see if his tools had been stolen and upon doing so he lit a match. The seat went up in smoke. When he arrived home he received a letter from his wife in Memphis saying that their home had been sold and that she would have to move in a few days. "That's a joke son."

## — COLORADO —

**DENVER**—William S. Foulis, KFEL night news editor, and recently returned to the outlet after serving over two and a half years with Uncle Sam, has been awarded the gold medal of honor of the Order of Orange Nassau by Queen Wilhelmina of The Netherlands, for publishing in Holland what was described as the first unbiased and free-from-dictation newspaper since the Nazi invasion of that country. Foulis, former Army correspondent, published his paper at The Hague.

## AFM Counsel Plans To Contest Lea Bill

(Continued from Page 1)

those things which the bill prohibits. If an employer, Padway continues, "refused to enter into an agreement with us we shall continue to exercise our economic strength by strike, picket or boycott."

Lea Bill as passed and signed, prohibits coercion to induce radio stations to hire more employees than they need, pay royalties to the union on broadcast recordings, or refrain from broadcasting non-commercial educational programs.

## Meetings In Offing

It is the consensus in the industry, however, that since a joint "music committee" has been set up between the AFM and the NAB, that the first step of sounding out procedure will probably be made at a future meeting of these committees. This meeting expected to indicate to the broadcasters what plan of action James Petrillo, union president, contemplates. It is generally hoped that procedure of give and take will characterize the forthcoming meetings.

## Saratoga Send-Off

Jack Benny and program troupe broadcast from the hangar deck of the USS Saratoga, Sunday, April 21 on the eve of the carrier's departure on her last voyage—for the atomic bomb tests in the Pacific.

Here is a TRANSCRIBED "Outdoors" Program

that has EVERYTHING!

## Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen  
\*Outdoor Life

## ● A READY MADE AUDIENCE NUMBERING 20,000,000

Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . and who spend **FOUR BILLION DOLLARS ANNUALLY** for equipment and supplies.

In addition . . . these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts—in fact, EVERYONE who enjoys life in the open!

## ● POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL

Amazing oddities and fascinating facts about life in the open—told in friendly, non-technical, "down-to-earth" language—make **Outdoor Life Time** popular entertainment for every member of the family!

## ● "MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION

Sure-fire "mail-pulling" contests—as well as potent point-of-sale promotion pieces—unique in transcribed radio—are available as optional services with **Outdoor Life Time**.

\*OUTDOOR LIFE MAGAZINE IS READ BY 1,500,000 SPORTSMEN  
EVERY MONTH AND KNOWN TO MILLIONS MORE.

## RICHMAN PRODUCTIONS

10 EAST 43rd STREET, NEW YORK 17, NEW YORK • MURRAY Hill 2-5854

WRITE, WIRE OR PHONE FOR AUDITION RECORDING



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 17

NEW YORK, N. Y., TUESDAY, APRIL 23, 1946

TEN CENTS

# Radio Gets Recognition

## Seek FCC Changes In AM Allocations

Washington Bureau, RADIO DAILY  
Washington—Sweeping technical changes in the FCC engineering standards for the allocation of AM channels were proposed by industry engineers yesterday as the clear channels veered from strict adherence to the clear channel problem to a highly technical discussion of wave propagation.

As explained by the engineer group the recommendations presented are: "The chief differences between these procedures and the Commission's present standards are as follows."  
(Continued on Page 7)

## \$40,000 For Cancer Fund Via WNEW Easter Drive

An estimated 2,500 pledges representing approximately \$40,000 will be turned over to the American Cancer Society this week by WNEW as a result of the indie's round-the-clock drive on Easter Sunday.

Response far exceeded all expectations. With calls flooding the outlet's switchboard on the average of 100 per hour, staffers were forced to  
(Continued on Page 2)

## Quentin Reynolds MBS Show To Cancel Out May 29

The Quentin Reynolds Sunday night commentary on Mutual, sponsored by Fosi-Cola (6:45-7:00 p.m., EST), will cancel out with the end of its 13-week cycle May 19. Program will probably return to Mutual in the fall.

Albert L. Warner, Washington correspondent for Mutual, will substitute  
(Continued on Page 2)

### Day Early!

Return postcards sent out over the weekend by the Radio Executives Club of New York relative to the REC-NAB joint meeting to be held next Thursday, April 25, inadvertently had the date down as April 24. This being one day too early, the REC advises that all but the premature date still be taken seriously and that reservations be sent in.

### On The Way!

Please Be Patient . . .  
Your Radio Annual  
Is in the Mail . . .  
It's Bigger & Better  
Than Ever Before . . .  
Weighs Over Five Pounds . . .  
And Is Radio Completely  
In One Volume.

## Small Market Group Open NAB Session

Washington Bureau, RADIO DAILY  
Washington—The NAB Small Market Stations Executive Committee began a three-day session at the Statler Hotel here yesterday, with the NAB management study, engineering requirements, local news and public interest programming high on the list of discussion topics.

The management study series was authorized as a result of the Committee's meeting last Fall. Arthur Stringer, NAB director of promotion, began the study in January, spending three to five days at each of five stations in various sections of the country.  
(Continued on Page 8)

## U. S. Steel Contemplates Summer Replacement

"Guild Theater of the Air" is reported as contemplating a summer replacement, although nothing definite has been set as yet by U. S. Steel, either as to time or type of program. Understood that auditions are now being held, with a decision possibly  
(Continued on Page 7)

## Boom FM-Tele Era Ahead, Chairman Of FCC Predicts

Washington Bureau, RADIO DAILY  
Washington—One-hundred television stations on the air by the end of next year and 2,000 FM stations built within the next three years, is the prediction of Acting FCC Chairman Charles R. Denny, according to an article in the Sunday Washington Post. Denny, there described as "Atom

## AP Votes Associate Memberships For Broadcasters At Annual Confab Held In New York City

## Indiana Confused On New Time Skeds

Indianapolis, Ind.—Time-zone map of Indiana for the summer of 1946 has taken on new complications. Most Hoosier cities and many counties are switching over to daylight savings time late in April, but many others throughout the state will stick to Central Standard Time. Meanwhile, about 30 per cent of the state's 102 incorporated municipalities, are not decided on the subject.

Indianapolis adopts daylight time  
(Continued on Page 7)

## Radio And Agency Execs. To Attend Peabody Dinner

Between 150 and 200 broadcasters and agency representatives are expected to attend the George Foster Peabody Awards dinner at the Hotel Roosevelt tomorrow night, at which  
(Continued on Page 7)

## Supreme Court To Hear WOKO-FCC Argument

Washington Bureau, RADIO DAILY  
Washington—The U. S. Supreme Court yesterday agreed to hear argument in the WOKO case, thereby providing the FCC a forum for further  
(Continued on Page 2)

Members of the Associated Press yesterday voted owners of radio stations eligible for associate membership in the AP. The action, taken at the AP's annual meeting at the Waldorf-Astoria, marks the first time stations will be allowed to join an international newsgathering organization.

In its radio wire version of the story, the AP termed the ruling "a new milestone in the dissemination of news."

As associate members, station owners  
(Continued on Page 7)

## Recordings Not Hit By Lea Bill Passage

Lea Bill as a law, will not affect contracts existing between the AFM and recording and transcription firms according to leading attorneys in the industry queried yesterday by RADIO DAILY. Nothing in the measure can be construed as eliminating valid contracts, but on the contrary the bill  
(Continued on Page 8)

## Strong Sales Tool In Tele Moscovics Tells Ad Execs.

Television, although an expensive media in comparison to others now being used by advertisers, might develop into a sales impact so powerful that, when measured in terms of results per dollar spent, "it could prove to be the most economical medium"  
(Continued on Page 2)

### The Worst Type

Just in case the public has gotten the notion that all drunks are the dreaming, intellectual Ray Milland type, DuPont's "Cavalcade of America" script on Alcoholics Anonymous, "Thirst Without End," set for broadcast April 29, should get 'em right. Cast as the booze-hound in this one is James Cagney, who'll play the belligerent, brawling type found in low-type bars.



Vol. 35, No. 17 Tues., Apr. 23, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

# FINANCIAL

(Mon., Apr. 22)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	194	193 1/8	194	+ 7/8
CBS A	43 3/8	43 1/8	43 1/8	- 1 1/8
CBS B	43 1/2	43 1/2	43 1/2	- 3/4
Farnsworth T. & R.	15 1/2	15 3/8	15 3/8	- 3/8
Gen. Electric	47 5/8	47	47	- 3/8
Philco	35 3/4	35 5/8	35 5/8	- 1/4
RCA Common	16 3/4	16 3/8	16 3/8	- 3/8
RCA First Pfd.	91 3/4	91 3/4	91 3/4	+ 3/4
Stewart-Warner	22 1/4	21 7/8	22 1/8	+ 1/8
Westinghouse	34	34 1/8	34 3/8	+ 1/4
Zenith Radio	37	37	37	...

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	22	22	22	...
Nat. Union Radio	11 1/2	11 1/4	11 1/4	- 3/8

## OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 5/8	14 1/2
Stromberg-Carlson	21 3/4	23
WCAO (Baltimore)	34 1/2	...
WJR (Detroit)	38	...

## Supreme Court To Hear WOKO-FCC Argument

(Continued from Page 1)

ther argument and possible support for its action in denying the Albany, N. Y. station a renewal last year. The Commission refused to renew the WOKO license because information concerning the quarter-interest in the station owned by Sam Pickard, former Federal Radio Commissioner and CBS vice-president, was withheld over a period of years. The District Court of Appeals, however, reversed the FCC last fall, with the Commission then appealing to the high tribunal to take jurisdiction.

It will probably be a number of weeks before the argument reaches the calendar.

OFF THE AIR  
**REFERENCE RECORDINGS**  
 IN CHICAGO  
**L. S. TOOGOOD RECORDING CO.**  
 27 1/2 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

## Strong Sales Tool In Tele Moscovics Tells Ad Execs.

(Continued from Page 1)

available to sales," George L. Moscovics, commercial manager of CBS television said yesterday in an address before the Advertising Men's Post 209 of the American Legion at the Hotel Lexington.

Tracing the history of CBS' success in demonstrating color to the press and set owners, in addition to other advertising executives, Moscovics stressed the point that "contrary to the usual belief, programming in color is so much simpler that costs tend to be less, not more, than in black-and-white." Thus, he added, in its power to demonstrate products in use, video "and certainly color television should prove to be an extremely economical medium."

The CBS executive also pointed out that the present degree of success in color television was achieved within five months after V-J Day, and that "it was done not by the industry as a whole, but by only a small fraction of that industry operating practically alone."

"I think you will grant," he said, "that television is one of the post-war contributions to the 'good life' most eagerly awaited by the public and that all these anticipated pleasures and benefits will be true in a more marked degree in television in full and natural color." Discussing the economics of video as an advertising media, Moscovics pointed out that "in all other media, you make statements about products; in television, you prove them," and in this way the cost of product demonstration will be sharply lessened.

Also very important to the advertiser, Moscovics declared, is the use and treatment of commercials in television. Audiences have little objection to commercials as such, he said, and "on the contrary, in some cases, they have judged the commercials more attention-worthy than the program itself." On the other hand, however, the video audience is not merely indifferent to a poorly done message, but "they actively resent it," he added.

What television offers advertisers today, he explained, is a laboratory in which commercials and programs can be worked out, experience which may now be gained at a fraction of what it will cost to acquire later on.

## \$40,000 For Cancer Fund Via WNEW Easter Drive

(Continued from Page 1)

"draft" Easter paraders from the streets to help take pledges.

Dr. Frank E. Adair, president of the American Cancer Society, said, "Never before in the history of the Society have I ever experienced such wholehearted support. Station WNEW is to be congratulated upon its magnificent job in helping to awaken America to the dangers of cancer and the need to combat it on the scientific plane. WNEW has earned the gratitude of the American Cancer Society and the American people as a whole for having led the radio and entertainment field in this all out drive."

Another spokesman for the Society said the station's operation plan for the day, whereby all programs were slanted to the drive, will be blue-printed and made available to all outlets for use in similar campaigns.

## Quent Reynolds MBS Show To Cancel Out May 29

(Continued from Page 1)

for Cecil Brown on his daily 11 to 11:15 a.m. broadcast, starting April 29, and his May 1 (7:30-7:45 p.m.) show. Brown will be in Europe for a week.

## Weather Note

Montreal—A blizzard and heavy snow fall in the Maritime Provinces Sunday disrupted CBC's international service, the station at Sackville, N. B., being cut off. No shortwave broadcasts were made to Europe.

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



## Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

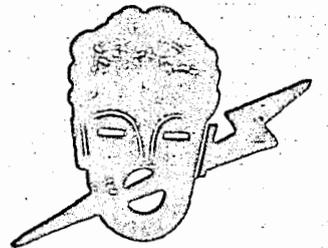
That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-I-T-H—the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners - per - dollar spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-R

FOR RESULTS IN THE Philadelphia MARKET

**WDAS**

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

# IT'S AUDIENCE THAT COUNTS

————→ AND 67% OF THE TIME FROM 6:00 A. M. TO MIDNIGHT (YES — INCLUDING ALL THE BIG NETWORK SHOWS), WAAT HAS AN AUDIENCE IN NORTH JERSEY EQUAL TO OR EXCEEDING ONE OR MORE OF THE FOUR NEW YORK NETWORK STATIONS

*Source: The Pulse of North Jersey*

————→ AND THAT'S ANOTHER REASON WHY:  
WAAT DELIVERS MORE LISTENERS PER DOLLAR IN AMERICA'S 4th LARGEST MARKET\* THAN ANY OTHER STATION — INCLUDING ALL 50,000 WATTERS!

*\*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.*

**WAAT**  
970 KC  
NEWARK,  
N. J.

*(National Representatives: Radio Advertising Co.)*

**"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"**

## **DON'T DISAPPOINT THE FOLKS OUTSIDE**

*on the Pacific Coast, either!*

**\*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves**

Let those Pacific Coast *outsiders* in on your radio show—they spend 4 of the total 8 billions in Pacific Coast retail sales each year. Put your radio message on Don Lee, the only network that can bring it to them.

All networks cover the *inside* 50% population, but only Don Lee has enough stations to cover the *outside* 50% also, which accounts for half of the money spent. For geographic reasons, it takes a great many on-the-spot stations to cover all the import-

ant Pacific Coast markets. Don Lee has 28 stations—the other three networks have 28 stations combined. What's more, Don Lee stations are so strategically located that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

To sell the *big* and prosperous Pacific Coast by radio, use Don Lee, the only network *big* enough to cover *both* money-spending halves, the *inside* and *outside*, completely.

*The Nation's Greatest Regional Network*



Vallejo

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*

**DON LEE**

**BROADCASTING SYSTEM**

## LOS ANGELES

By RALPH WILK

THE Kings Jewelry Company are sponsoring a new program on KMPC, entitled "Battin' Around With Battersea." This program is a man-on-street type broadcast, conducted in front of the Kings Jewelry Company with Wes Battersea, emcee of the program, quizzing passers-by.

Spieler Ken Niles, of the Thursday Abbott & Costello ainer, has turned scribe. He is author of "I Discovered the Ringneck," an article on pheasant shooting in the current issue of Outdoor Life Magazine. Niles is also one of Hollywood's nimblest nimrods.

Paul Weston, Dartmouth Phi Beta Kappa maestro of CBS' "Joan Davis Show," earned most of his college tuition fee leading his own band at Dartmouth away-from-home football games and at fraternity dances.

"Windfall," a collection of the original prose and poetry of Steve Allen, one-half of KHJ-Mutual-Don Lee's "It's Smile Time," has been published by the comedian in a private edition.

KHJ-FM returned to the air last week, with six hours of airfare daily after being silent for the past month, Frank M. Kennery, Don Lee frequency modulation director, announced. The station was off the air while the band was being changed from 44.5 megacycles to 99.7 megacycles.

Dix (Randolph) Davis, who has portrayed Louise (Judy) Erickson's radio brother on the NBC "Date With Judy" broadcast since the comedy ainer's inception, donned Uncle Sam's khaki last week. His replacement in the role has not yet been chosen.

Spending two weeks' stay in California's Palm Springs desert resort is Pat Campbell, program director for KHJ and the Don Lee Network, whose summer vacation began the week of April 16.

Can you sell nationally known transcribed program service? If you are the right man, you will head our New York office at salary over \$5,000 annually, plus liberal commission. Write details last three years business connection immediately. Box No. 162, Radio Daily, 1501 Broadway, New York City.

COME AND GET IT says...  
**MR. REDDY CASH**

"Cash returns" await your message in the heart of the world's largest oil field.

— KFRO influences buying habits of 500,000 people.

• American  
• Mutual

**KFRO**  
LONGVIEW TEX  
VOICE OF PANHANDLE



## Manhattan Memoranda...!

• • • A new ringmaster took over the "Big Top" setting at Madison Sq. Garden yesterday morn and before 15,000 men, women and children gave a circus version of ABC's "Breakfast Club." Heralded as the King of Corn, Don McNeill made his entry on a throne float followed by Nancy Martin, Jack Owens, Fran Allison, Sam Cowling and the rest of the crew. At one stage of the air performance, McNeill interviewed balcony guests from the clamshell of a moving crane. Next came Jack Owens singing from a swing to girl aerialists swung high in the Garden room. Cowling's entrance came from an overcrowded coupe which disgorged midgets, clowns and a giant cowboy. Photog's bulbs clicked everywhere with Life, Parade and Pic giving the show pictorial coverage.

## — Give To Conquer Cancer —

• • • Rushing about the arena with sponsor execs, agency reps and publicity men—Pierson Mapes and Jane Kalmus, of the Hutchins agency, in a huddle. . . . Bev Kelley holding an animated conversation with J. Walter Thompson staffers. . . . James Carmine, of Philco, chewing peanuts in a ringside box. . . . Max Enlow, also from Philco, shaking hands with Kay McNeill. . . . Nick Kenny chatting with McNeill and inviting him to his Jersey home. . . . Ed and Peegen Fitzgerald bowing to the crowd. . . . John McNeil, manager of WJZ, happy about the whole thing. . . . Bob Kintner, Ed Borroff, Earl Mullin among the ABC web contingent. . . . Affable Johnny Gilligan, advertising manager of Philco, beaming over the Philco commercial floats in the parade. . . . Ditto for Bud Barry of ABC who stayed close to the web engineers and okayed the pickup. . . . Whole affair was a whale of a visual merchandising show as well as good air entertainment. . . . Evidence that sponsors can work together and a nice tribute to the showmanship of both Swift and Philco.

## — Give To Conquer Cancer —

• • • Radio Row Ticker Tape: Everybody concerned—Martin Straus, Milton Biow, etc.—seems to be happy with the audition last week of Ted Husing in "It Seems To Me"—so watch for the show to go on for Schick April 29th. . . . Harold Ickes may do a series of radio guest shots to hypo interest in his col'm. . . . Jimmy Dorsey off on a long road tour next week. Bob Carroll, former NBC singer, is his new vocalist. . . . Fred Cole resigned as ABC announcer to go to Boston. Don Lowe taking over his chores on "Ethel and Albert." . . . We hope this doesn't start a new fad: Phil Brito is having his No. 1 fan, Marie Graziano, of Bklyn, appear with him in his next picture for Monogram. . . . Les Gottlieb, Y & R press chief, out in Hollywood for three weeks. . . . Radio nook being opened at Bradley's where patrons can hear their pet broadcasts while dining—something Manhattanite's needed for a long time. . . . Aside to Joy Roth: Good luck in your new connection with CBS' sound dep't on the coast. . . . Robert Q. Lewis' Dizzy Digest may wind up as a summer replacement on a coast-to-coaster. . . . Louise Carlyle, who rates it, just landed a 13-week renewal on the Sunday Evening Party via ABC. . . . The Jane Froman audition comes up Wednesday nite with a specially invited studio audience. . . . Jerry Gray's topnotch arranging-conducting job for Philip Morris attracting offers from the film factories for scoring jobs.

## — Give To Conquer Cancer —

• • • Prediction: Watch for Tony Martin to finish right up there with Bing and Frankie when the votes are counted next season. The guy is dynamite—greater than he ever was. Incidentally, H'wood is gossiping about the reason he wasn't invited to the celebrated dinner thrown by Jimmy Stewart, Eddy Duchin, Clark Gable and other noted bachelors. Could it have been that Stewart was a trifle peeved over Rita Hayworth's affection for Tony?

## — Give To Conquer Cancer —

## CHICAGO

By BILL IRVIN

WIND's Marriage License Bureau series Monday thru Friday 11:15 to 11:30 a.m., CST, direct from Chicago's Marriage License Bureau in the County Building is being sponsored by the Amber Furniture Company on a fifty-two-week contract which was placed direct. Esther Straker interviews prospective bridegrooms and Howard Miller chats with the brides-to-be.

E. C. Horstman, engineering manager of the ABC's central division, this week announced the appointments of Wilbur H. Cummings, former ABC studio-field engineer, as daytime control room supervisor of engineers, and Byron Speirs, also a studio-field engineer, as night control room supervisor effective May 1. Horstman also announced the appointment of four new ABC central division studio-field engineers: Hubert F. Abfalter, Charles C. Blanchard, Russell Edward Hunt and Alvin P. Johnson.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

**KGW**  
PORTLAND, OREGON  
REPRESENTED BY EDWARD PETRY & CO.

## SINGAPORE SAL SAY:

Must conclude show business in United States very complicated indeed. In South Sea Islands where I grow tall, young men paint faces, young ladies put flowers in hair, everyone drink plenty rum and coconut wine, much happiness everywhere, this is Show Business. However, different kinds of show business here make fine opportunities for many people who eat in Singapore, therefore: must not complain. Last week see Bill Stern, Monte Proser, RKO's Sol Schwartz, Ray Bolger, and that restaurant fellow, Jack Dempsey. Also sportsman Elliot Simpson, Mr. and Mrs. Bert Lahr back again, and Prince Plaaz. All very talented people, glad to see, glad to see. Recommend to all American show business people they take lesson from South Seas. If audience drink plenty rum, any show seem like Oklahoma.

## SINGAPORE

Exotic Chinese and Island Foods  
FOR DINNER AND AFTER THEATRE  
BROADWAY • ATOP WINTER  
AT 50TH GARDEN BLDG.

# Week FCC Changes In AM Allocations

(Continued from Page 1)

laws: they take into consideration the variation of atmospheric noise interference with time of day, with geographical location and with frequency of the station being interfered with. They take into consideration the variation with geographical latitude, in night time skywave transmission, both for skywave service and for interference from skywaves. They define both for skywaves and for ground waves three types of service of decreasing utility, based not on the absolute level, but on the signal level relative to interferences of various parts. Three grades are used to show the manner in which radio service decreases in technical value as the distance from the station to the listener is increased.

"These procedures are not considered immediately applicable to the Commission's present standards in cases other than the present hearing. The first reason for this is that they are more complex than necessary for routine allocation problems because of the inclusion of three grades of ground wave and three grades of skywave service. With three grades delineated, the present service picture can be studied in better detail and used not only to show the situation more accurately, but also to indicate what definition of a grade of service is most appropriate for future use in allocating stations. The second reason for not now applying these procedures generally is that it is desired to take advantage of their use in preparation of clear channel hearing exhibits to test to what extent they may be simplified before adoption for general use."

## Opportunities In Radio

OPPORTUNITIES IN RADIO, by Jo Ranson and Richard Pack. Vocational Guidance Manuals, \$1.50. Jo Ranson and Dick Pack, publicity directors of WHN and WOR, respectively, have written and compiled more than 96 pages of informative reading for those seeking a career in the broadcasting industry. This of course applies to those behind the mike, plus sales and engineering. Twelve chapters run the gamut of acting, publicity, production, sales promotion, etc., with sample scripts and such things as AFRA scales. Book would assist in supplying information to those in and out of radio, who have to contemplate an interest in the business of broadcasting. Not too wordy, it delivers its messages in good matter of fact language.

There is no expense on the part of the Radio Station to air "VETERANS OF VICTORY" Sensational new program. For a campaign in your city and a good revenue for you. Write, Wire or Call NATIONAL RADIO FEATURES 100 State Street Albany 7, New York Phone: 4-8226 or 2-7854 Allen I. Stock, General Manager — Coast to Coast —

# Associate Membership In AP Available To Station Owners

(Continued from Page 1)

ers will be allowed to attend meetings of the AP and to participate in discussions, but will not be allowed to vote in the election of officers and other matters.

Under the previous setup, only newspaper publishers were eligible for membership, and station desiring AP news had to buy the service of Press Association, an AP subsidiary.

The extent to which PA will be affected by the new ruling is not known, however the subsidiary's recent entry into the transcription field is now seen by many as being in anticipation of yesterday's move, which is expected to bring about a rush for AP membership by present PA clients.

### Radio Not On Agenda

Nothing on the agenda of the annual convention of the American Newspaper Publishers Association pertains to radio this year, according to the speaking arrangements now set at the meeting being held at the Waldorf-Astoria Hotel. In the past there have been some turbulent sessions, some not on the original agenda. Also there will be no radio meeting in conjunction with the ANPA such as formerly held by the Newspaper Radio Committee which decided to dissolve following the more favorable FCC decisions regarding newspaper ownership of stations. Trend of the convention so far has been an optimistic outlook on the

progress of the post-war reconversion.

As usual a number of publishers with radio interests are in attendance, such as Col. R. R. McCormick, of the Chicago Tribune and owners of station WGN; Mark Ethridge, publisher of the Louisville Courier and owners of WHAS; E. K. Gaylord, of the Oklahoma City Oklahoman, owners of KLZ, Denver and WKY, Oklahoma City; Amon G. Carter, Fort Worth Star-Telegram, affiliated with WBAP, KGKO and other Texas outlets.

McCormick and Gaylord, as directors of the Associated Press which is also meeting at the Waldorf, are re-nominated for another term and Ethridge and Carter have been nominated for election to new terms.

Yesterday's agenda at the Waldorf included: National Newspaper Promotion Association business meeting; AP annual meeting; AP luncheon; United Press business meeting at UP headquarters; NNPA business meeting and the annual meeting of the AP.

One of the matters expected to come up for discussion at the AP meeting is the question of the AP refusing to grant the State Department permission to use its news reports for foreign broadcasts on the ground that it would reflect upon the objectivity of the news service and give some quarters the fear that the news is government propaganda.

This discussion, however, is not on the agenda.

## Radio And Agency Execs. To Attend Peabody Dinner

(Continued from Page 1)

awards will be presented to Edgar Bergen, George V. Denny, Arch Oboler, CBS, KRNT, the NBC Symphony, Dr. Howard Hansen, WHAM, KFVB, Arnold Hartley, WHAS, KOMA and KOWH.

At the Ambassador Hotel in Los Angeles, KFVB will celebrate the event with a dinner for 200 members of the Coast radio colony, with Robert Alda as emcee. The station is expected to make an important announcement at the local affair on its operations, possibly notice of the establishment of limited network facilities between the Warner Bros outlet and WMCA in New York as well as with several other stations.

Send Birthday Greetings To  
April 23  
Bob Campbell      Elsie French  
Edwin C. Hill      Gwen Jones  
Bill Maloney      John W. Baler  
John Edwards

## U. S. Steel Contemplates Summer Replacement

(Continued from Page 1)

reached late this month at the earliest. "Guild" show is one hour, running from 10-11 p.m., Sunday nights and unless the new program is a musical, it is believed that U. S. Steel may cut down to a half-hour for the summer.

### Thompson Is McNeill Guest

Don McNeill's first guest star during the Breakfast Club's New York stay will be Johnny Thompson, radio's "Song Salesman," who will be part of the goings-on this morning (April 23).

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO  
Get Your Share By Using...  
The Dayton Station  
WING  
WEED & CO. National Representatives

# Indiana Confused On New Time Skeds

(Continued from Page 1)

on April 28, to extend until Sept. 29. The same pattern will be followed by most of the larger cities, but some will beat their neighbors to the clock a day earlier, on April 27. At least two towns, Logansport and Batesville, have already adopted the "fast time" schedule.

Though many upstate cities have observed DST for 18 years, following Chicago's lead, Indianapolis was specifically prevented from observing daylight time between 1929 and 1941 by a state law, which was repealed in March, 1941.

Among the cities planning daylight time are Fort Wayne, South Bend, Elkhart, New Albany, Jeffersonville, Laporte, New Castle, Michigan City, Crawfordsville, Garrett, Ligonier, Rochester, Brazil, Auburn, Decatur, Plymouth, and Valparaiso. The issue was undecided in Elwood, Wabash, Peru, Muncie, Richmond, Terre Haute, Franklin, Greensburg, Noblesville, Portland, Tipton and others.

### Ohio Situation

Youngstown—Radio interests favoring daylight savings time for Youngstown won out when City Council last week voted against repealing the fast time wanted by theater owners, farmers, and many others. Youngstown will therefore be one hour ahead of Cleveland and other Ohio cities, which are retaining standard time this year following the end of the war emergency. Neighboring cities near Youngstown are expected to fall in line with that city in adopting daylight time this year, but the district will be out of step with the remainder of the state.

### Going To Hollywood

Anne Francis, 15-year-old radio actress, who plays Kathy Cameron on NBC's serial drama, "When A Girl Marries," has signed a seven-year contract with Metro-Goldwyn-Mayer. She leaves for Hollywood April 26. No replacement has been announced as yet for Anne's role in the daytime serial.

In Central New England WTAG is first in creative ability, first in listener interest and first in big time programming —therefore first in sales influence.  
W T A G  
W O R C E S T E R

## Small Market Group Open NAB Session

(Continued from Page 1)  
country. Altogether, the series is to include some 10 to 12 stations in the small market classification.

The Committee is expected to discuss also personnel training, local, regional and national sales; employee-employer relations, group selling, syndicated programs, BMB, station promotion, FM and publicity.

Members of the committee are: Marshall H. Pengra, KRNR, Roseburg, Ore., chairman; Wayne W. Cribb, KHMO, Hannibal, Mo.; James R. Curtis, KFRO, Longview, Tex.; Monroe B. England, WBRK, Pittsfield, Mass.; William C. Grove, KFBC, Cheyenne, Wyo.; Robert T. Mason, WMRN, Marion, Ohio; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

NAB board liaison committee members working with the group include: William B. Smullin, KIEM, Eureka, Cal.; Clair R. McCollough, WGAL, Lancaster, Pa., and Harry R. Spence, KXRO, Aberdeen, Wash. Frank E. Pellegrin, NAB director of broadcast advertising, and J. Allen Brown, assistant director, will serve as advisor and secretary, respectively.

## NBC Will Telecast National Spelling Bee

Washington Bureau, RADIO DAILY  
Washington—The first National Spelling Bee to be held since 1942 will be televised by NBC over the Washington-New York coaxial cable on May 24, as 28 finalists meet in the grand finals of the contest to be held at the National Press Club here.

NBC television will install the super-sensitive RCA Image Orthicon camera to pick up the proceedings which will be relayed to New York and seen by viewers from 10 a.m. until conclusion. Also aired on the program will be the official pronouncer, Dr. Harold F. Harding, of George Washington University.

## Musicraft Names Adv. Head

Musicraft Records announces the appointment of Peter Fritch as advertising manager of the company, headquartered in New York. Fritch, a member of the firm for the past six months, was previously connected with the Argentina Importers Corp.

## New NBC Tele Tower Started

NBC has started work on the new television-FM antenna atop the Empire State Building in New York. The new tower will be 61 feet in height, replacing the old structure, which was 35 feet. Erection will take from 10 days to two weeks.

**LEN STERLING**  
LA 4-1200

## COAST-TO-COAST

### —PENNSYLVANIA—

**PHILADELPHIA**—Speaking on a special KYW airing, Connie Mack, perennial manager of the Athletics came out in favor of the outlaw Mexican baseball league with, of course, qualifications. . . . John D. Scheuer, Jr., WFIL production manager, will address Ohio State University's Sixteenth Institute for Education by Radio to be held in Columbus on May 3 to 6. . . . Fool proof protection for the buying public through television was predicted today by Arthur C. Schofield, advertising and promotion director of WFIL, in an address before the Optimist Club at the Hotel Sheraton. . . . WPEN sales dept. announces the signing of four new-to-the-station sponsors for as many program features.

### —NEW JERSEY—

**TRENTON**—Dean Andrews, WTTM program director has inaugurated a weekly class in radio script writing and production for Trenton school teachers. Course will continue until next summer. . . . Frank Wellman, WTTM sales manager, is in a brace, due to a serious back injury. . . . **PATERSON**—WPAT's "Counsel For The Veteran" program has been rescheduled for airing Thursdays, as a result of the manner in which the first broadcast was received by the listening audience. . . . **NEWARK**—Jack Moore, former manager of radio promotion and merchandising for Batten, Dursine and Osborn, has started his new duties as sales promotion director for WAAT.

### —GEORGIA—

**ATLANTA**—Extensive coverage of the Eleventh Annual Atlanta Fat and Cattle Show and Sale was recently concluded by WSB. Winners of the Grand Champion and Reserve Champion classifications are being withheld until they are able to be aired. . . . Ay-way down in Atlanta, Ga., WGST announced the new addition of Owen Johnson to the staff as newscaster and announcer. Prior to his heading South he was associated with WSTV, Steubenville, Ohio. Johnson served four years in the Army Air Corps. . . . Mary Jane Williams, of the editorial staff of the Atlanta Constitution, has joined the WAGA promotion dept.

### —CALIFORNIA—

**SAN FRANCISCO**—Shirley Scott, has joined KGO as secretary to sales manager Byron Nelson, replacing Marilyn Rosen-

**KCKN**  
The VOICE of  
GREATER KANSAS CITY  
Without the Rate Penalty  
of Outstate Coverage  
BEN LUDY  
Gen. Mgr.

blum, resigned. . . . Alma Loudon, has joined the KGO sales dept., replacing Gladys Ferguson, who has taken over the post of sales traffic manager, held by Lola Comaches. . . . **HOLLYWOOD**—Absent from the airlines for a brief vacation, Brigadier General Junnius Pierce has resumed his series of Sunday morning commentaries over KECA. . . . **LOS ANGELES**—After having served over two and a half years in the Navy, Ken Higgins returned to the KFI staff as writer-producer. —**NEBRASKA**—

**OMAHA**—Orders have been placed for equipment to go into the FM station which the World Publishing Company, operators of KOWH and the Omaha World-Herald, is to build in or near Omaha. Basic engineering plans for the new web, which is expected to be one of the most powerful types, were approved by the FCC and feature a 584-foot antenna with effective radiated power of 160,000 watts on 92.5 megs. Antenna and power buildings will be erected on the outskirts of the city. Construction will begin as soon as material can be obtained.

### —ALABAMA—

**BIRMINGHAM**—WSGN has inaugurated a new series of morning devotional presentations entitled "Morning Devotions." Religious services will be aired Monday through Saturday and are conducted by a representative from every faith, each of whom will be in charge of services for an entire week. WSGN is mimeographing copies of all sermons, scripture selections and prayers, which may be obtained by addressing a request to the outlet. . . . Ed McKay, former chief announcer at WATL, Atlanta, Ga., has been assigned to the WSGN announcing staff replacing Bob Colby who departed for points west.

### —CONNECTICUT—

**HARTFORD**—To encourage young and talented performers, WDRG has established a "New Talent Day" on its "Shopper's Special" program each Thursday ayem. Each week, a promising individual will be given the opportunity to show his talent by instrument or voice.

An All-Time Favorite  
**OH! LOOK AT ME NOW**  
Published by  
EMBASSY MUSIC CORP.  
Performance Rights  
Licensed Through  
**BMI**  
BROADCAST MUSIC, INC.  
580 Fifth Ave., New York 19, N.Y.

## Recordings Not Hit By Lea Bill Passage

(Continued from Page 1)

reads the reverse of any such move. Royalties now being paid the AFM by the disc firms will continue as per contract which are not affected any more than other contractual obligations now existing. Despite the reading of the law, it is felt that disc firms will pay the fees rather than not make any recordings at all, which is still an AFM prerogative at some future date.

Meanwhile the AFM executive board is still in session in New York, but the AFM states that these meetings are strictly routine matters. One board member said, however, that they were looking forward to the next meeting with the radio industry music committee with a view toward ironing out difficulties that may arise, in long-pull fashion.

## Takes Farnsworth Post

Fort Wayne—William T. Davies has been named assistant to the general manager of the broadcast division and WGL, Ft. Wayne, of the Farnsworth Television and Radio Corp. Mr. Davies has had special experience in television, having served in 1939-40 as program director for the Farnsworth mobile television demonstration unit which traveled across the country.

## HERE'S CAROL ADAMS



Carol's alert to the kind of news that prompts Canton women to listen for "Here's Carol Adams" . . . every weekday morning at ten. And Carol tells them what they want to hear in a happy half-hour of interviews with interesting people and "just-between-us-girls" conversation. It's "good neighbor" programs like this that keep most radios\* in the "City That's Always Busy" tuned to WHBC.

\* Conlan Survey sent upon request  
1000 WATTS FULL TIME  
**whbc**  
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!  
BASIC STATION NETWORK  
Represented by BURN-SMITH Co.

# Press Polled On Tele-FM

## Many Fields Seek FM, Survey By FCC Reveals

Washington Bureau RADIO DAILY  
 Washington—A total of 561 FM applications and grants, as of April 1, were from AM licensees, the FCC has revealed in a breakdown of FM applicants. Two hundred and seventy-five applications were from individuals or firms with no standard broadcast affiliations.

These figures include both pending applications and those to which conditional approval has already been announced.

Proportionately, the AM licensees comprise 67.2 per cent of the FM applications.  
 (Continued on Page 10)

## Y & R Promotes Gottlieb To Talent Department

Changes effective immediately at the Young & Rubicam radio department, promotes Lester Gottlieb, manager of the radio department publicity to the talent end of the agency, where he will be supervisor of program development and in charge of a creative work for the unit. A. S. Smach, is made manager of the program developing department. He

(Continued on Page 2)

## NAB President is Host To French Broadcaster

Washington Bureau RADIO DAILY  
 Washington—Justin Miller, president, National Association of Broadcasters, yesterday was host at a luncheon honoring Robert Lange, director, North American Services, Radio-Union Francaise who is in the United States to study American

(Continued on Page 10)

## Tele Comic Tests

A system of televising newspaper comic strips via color films was previewed yesterday by Telecomics, Inc., a subsidiary of Stephen Slesinger, Inc., before a group of newspaper editors and publishers convening at the Waldorf-Astoria. Two 15-minute demonstrations were held via "simulated television" using 16-mm. sound film.

## AFM Recording Scale To Be Boosted Oct. 30

Having been informed officially by James C. Petrillo, president of the AFM that the union contemplates increasing the scale for recording musicians, transcription and recording companies are now awaiting further word from the AFM for an exact interpretation. The AFM in accordance with existing contracts, has notified the companies of its intention to

(Continued on Page 10)

## REC-NAB Luncheon At Roosevelt Tomorrow

Joint luncheon session by the Radio Executives Club of New York and the Second District of the NAB will take place tomorrow at 12 noon in the main ballroom of the Hotel Roosevelt. Justin Miller, president of the NAB will be among the guests.

A special 10-minute skit written  
 (Continued on Page 5)

# ABC President Would Revise Channel Allocation Structure

Washington Bureau RADIO DAILY  
 Washington—Declaring that rural America is badly underserved or badly overserved from a radio program standpoint, Mark Woods, president of American Broadcasting Company, appearing before the clear channel hearing yesterday recommended as corrective action that the whole channel allocation structure be revised.

"It is unthinkable," Woods said,

## Publishers At ANPA Convention In N. Y. Vitaly Concerned Regarding Future of Media

Polling opinion of newspapermen attending the annual convention of the American Newspaper Publishers Association at the Waldorf-Astoria in New York, RADIO DAILY reporters yesterday learned that all are vitally concerned regarding the impact on the publishing field of new electronic developments, such as tele, FM and facsimile. While not openly supporting the new media, they are taking steps to get in on the ground floor, thus protecting themselves against that time when the new methods achieve mass audience. Many of those interviewed, however, thought the new developments

## Contest Innovation Features UN Angle

Portland, Ore.—An innovation in public service features was announced yesterday by H. Quenton Cox, general manager of KGW, when the station made public a plan to send two Northwest college students to the United Nations Security Council in New

## RMA And OPA Confer On "Parts" Bottleneck

Washington Bureau RADIO DAILY  
 Washington—Bottleneck production problems of radio parts manufacturers are being considered at a two-day conference of a committee of the Radio Manufacturers Association with

(Continued on Page 2)

but even they expressed intentions of witnessing facsimile and tele demonstrations while in New York. Nine such demonstrations have been scheduled by CBS for color tele; six have

(Continued on Page 8)

## Walkie-Talkie Buyers Warned On Licenses

Washington Bureau RADIO DAILY  
 Washington—Sale of Army surplus Walkie-Talkies in many of the nation's stores brought from the FCC yesterday the warning that unauthorized use of the transmitters by the general public is illegal and may

(Continued on Page 10)

## Plan to Conserve Food Sponsored In U. S. Capital

Seven embassies in Washington will go on the "half a meal once a day" plan proposed by Elinor Lee, WTOP's home economist, it was announced

(Continued on Page 4)

## Hotel Receivers

New type of coin operated radio receivers for hotel rooms which will operate two hours for a quarter has been developed by General Electric at Syracuse. When peak production service is reached over 8,000 hotel-room receivers a month will be built at the Syracuse plant. It is reported that 350 hotels have contracted for over 50,000 of the new sets.

## Tele Fight Rights

Both NBC and CBS have made bids for the television rights of the Joe Louis-Billy Conn fight with NBC reported to having the inside track because of former television commitments with Mike Jacobs. It is expected that decision will be reached by Jacobs this week. The fight is scheduled for June 19th at Yankee Stadium and is for world's heavyweight championship.



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

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FINANCIAL

(Tues., Apr., 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Name, Price, Net. Chg. Rows include DuMont Lab., Finch Tele-Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Y & R Promotes Gottlieb To Talent Department

(Continued from Page 1)

was formerly head of the talent buying for the agency.

Robert Hussey, continues as head of talent buying on the Coast for the agency. Gottlieb will co-ordinate his activities with A. J. Scalpone, supervisor of the program department in Hollywood.

Harry Rauch, formerly assistant to Gottlieb, is made manager of radio department publicity. All of the appointments, were made yesterday by Thomas A. H. Lewis, vice-president and director of radio for Y & R.

LEN STERLING

LA 4-1200

Coming and Going

EMERSON FOOTE, president of Foote, Cone & Belding, has arrived in Hollywood, where he will spend 10 days planning summer replacement shows for clients of the agency.

DR. FRANK BLACK, musical director of NBC, arrived yesterday by plane in Detroit, where he was guest conductor on the Gus Haenschen program which originates at WJR.

EDWARD G. DEMPSEY, comptroller of WIP, Philadelphia, is in town for confabs at the headquarters of Mutual. He'll remain in New York through today.

DIRK COURTENAY, publicist, left Saturday on a business trip of two weeks duration to Chicago and Minneapolis.

GENE HAMILTON off to New Haven, where he will announce the "Prof. Quiz" program before a group of local Amoco dealers.

CRAIG LOWE has returned to his announcing duties at WTMC, Ocala, Fla., following a short stay in New York.

MARY PATTON, radio and television actress, is back in New York from Minnesota, where she visited with relatives.

MRS. HOWARD L. CHERNOFF, women's director of WCHS, Charleston, W. Va., an affiliate of CBS, has arrived in New York with the three child winners of the "School of the Air" essay contest.

JOHN K. CHURCHILL, director of research for the Broadcasting Measurement Bureau, and GEORGE BAILLIE, production manager, have returned from Chicago, where they spent two weeks on tabulation work for the bureau.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., is in Gotham for conferences with officials of the Columbia network.

ROBERT C. FEHLMAN, manager of WHBC, Canton, is back at the home offices following conferences in New York with the national representatives of the station.

JOHN TOOTHILL, president of The Burn-Smith Company, national station representatives, is back at his Chicago headquarters following a visit to New York during which he conferred with Bob Keller, his East-Coast major domo and with new personnel of the organization in Gotham.

RMA And OPA Confer On "Parts" Bottleneck

(Continued from Page 1)

officials of the Office of Price Administration which opened yesterday. Proposed price adjustments are also being discussed. The conference, which is being held in the OPA national office, will consider the production problems of each of the following major groups of radio parts: coils, fixed capacitors, speakers, transformers and tubes.

Representatives from these major industry groups were recently named by R. C. Cosgrove, president of the RMA, to confer with officials of the OPA radio parts and sets sections.

"Reactionary" Analysts Hit By Canada Laborite

Winnipeg—F. C. King, president of the Winnipeg Trades and Labor Council, has presented a brief to the Manitoba Royal Commission on adult education asking for an educational program to counteract the "bad influence" of "reactionary" radio commentators and news columnists. Some radio commentators and newspaper columnists, he said, were creating a certain amount of reaction by following one line of thought.

WANTED

Cottage near lake, to buy or rent. Must be no more than two hours from New York. Write RADIO DAILY, Box 166, 1501 Broadway, New York 18, N. Y.

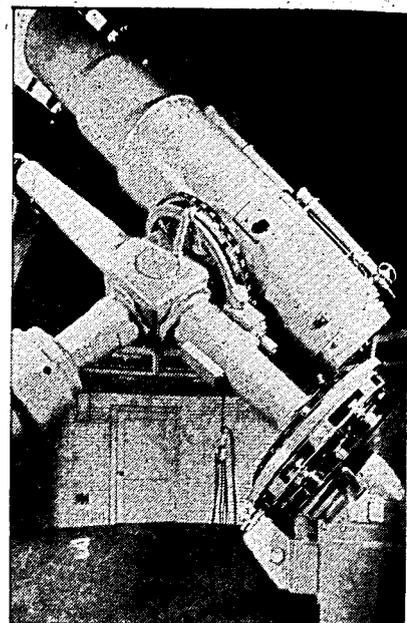
Nedick's Sponsoring WHN's "Today's Baseball"

"Today's Baseball," WHN's daily recreated dramatization of the outstanding ball game of the day, featuring Bert Lee and Marty Glickman at the microphone, is sponsored this season by Nedick's. Program is heard from 7:15 to 7:30 p.m., and is handled by Weiss and Geller, Inc.

ROSS FEDERAL RESEARCH CORPORATION

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

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



Phobos & Deimos got out of line

Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars . . . the other farther away.

If even the law of gravity can be shaken up some . . . then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

For instance, Baltimore: The successful independent, W-I-T-H, delivers more listeners-per-dollar spent than any other station in this big five-station town.

Q. E. D.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# THE LAMP LIGHTER

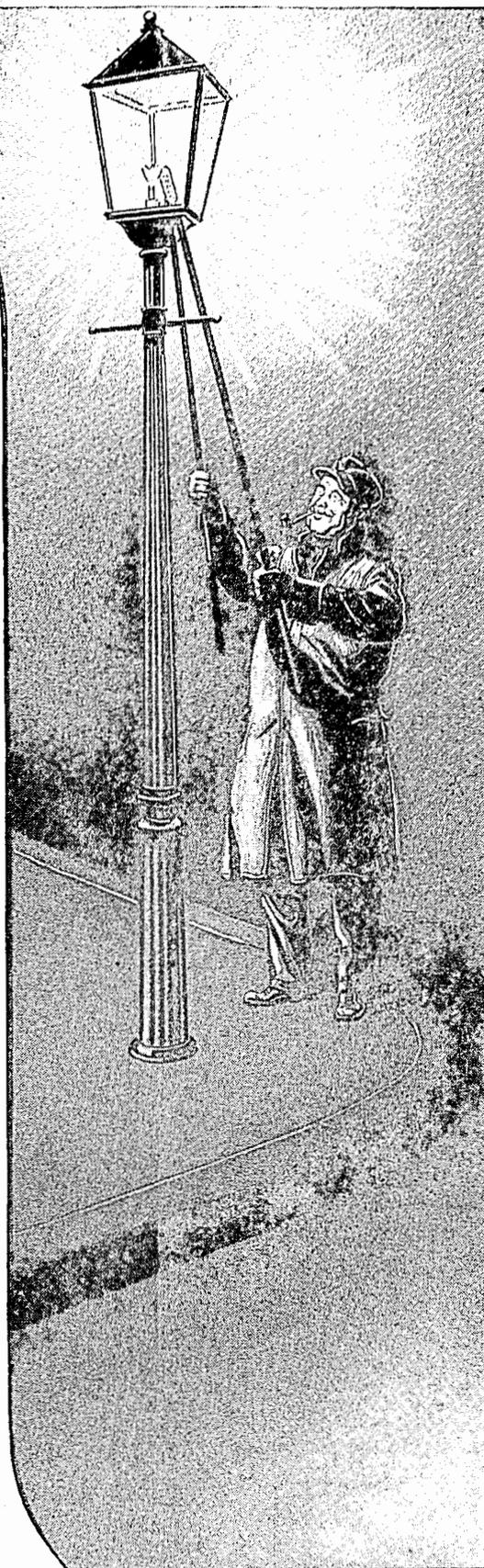
**T**ODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them — linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

*Acceptance is THE YANKEE NETWORK'S Foundation*



## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

# CBS scores

**The CBS "Highlight" Stations**

KTUC, Tucson	WHCU, Ithaca
WBDM, Chicago	WHYC, Rochester
WHIO, Dayton	KIRO, Seattle
CFRB, Toronto	WDBJ, Roanoke
WBT, Charlotte	CKAC, Montreal
WHP, Harrisburg	KRLD, Dallas
WGAR, Cleveland	WRVA, Richmond
KOY, Phoenix	WCBS, Charleston
WCCO, Minneapolis	WBIG, Greensboro
WTAD, Quincy	WTOP, Washington
WWL, New Orleans	WABC, New York
WLS, Beckley	KVOR, Col. Springs

**"Imagination in Promotion"**

**WLAC**  
NASHVILLE

**"Education in Radio"**

**WIBX**  
UTICA

**WCAU**  
PHILADELPHIA

**"How to Run A Radio Station"**

**KLZ**  
DENVER

**KMBC**  
KANSAS CITY

# First in SHOWMANAGEMENT

For the second consecutive year CBS forged ahead to win more major awards in *Variety's* annual "showmanagement" review than any other major network.

In seven different areas of public service *Variety* chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the *only* winners.

*Variety* nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia's *Danny Kaye* program for special citation in the areas of community service and racial tolerance. It cited Columbia's Norman Corwin and Robert L. Shayon for "mature" and "memorable" radio production.

Then it crowned its endorsement of the network's leadership by "highlighting" the achievements of 24 stations throughout the country.

For such leadership Columbia's thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry's foremost professional judges. They can now look forward to the *increasing* respect and attention of the listeners they serve.



**This is CBS... the Columbia Broadcasting System**

# Many Fields Seek FM, Survey By FCC Reveals

(Continued from Page 1)

plicants, with 361 of their number—or 24 per cent of the total of 834 applicants—holding newspaper interests. In addition, 130 of the 273 applicants with no AM affiliation—or 15.6 per cent of the total—are firms or individuals with newspaper interests. Thus 39.6 per cent of all applicants for FM facilities as of April 1 had newspaper affiliations.

Of the 381 conditional grants announced through last month, 166—or 43.5 per cent—were to newspaper interests. This number includes 93 who also were AM licensees. Of the 381, 262—or 68.8 per cent—were AM licensees.

Of the applicants with no AM interests, 14 are labor unions, 24 manufacturing firms, seven non-commercial institutions, three religious or educational institutions, seven dealers and distributors, eight in the entertainment field, six department stores, seven banking, finance or insurance companies, two each real estate dealers and construction companies, four from transportation companies, five from men in the military service, 11 from engineers, two from advertising firms and 45 miscellaneous.

The AM licensees, applying for FM facilities include, besides the 200 newspapers mentioned above, a real estate dealer, two non-commercial broadcasters, five entertainment concerns, 32 dealers and distributors, 15 banks, financial or insurance companies, eight educational or religious institutions, three confection or beverage manufacturers, seven department stores, three contractors, one transportation company, one municipality, three advertising agencies, four men in the service and three miscellaneous.

## Martha Deane Sets Guests For Cancer Fund Drive

WOR is airing special programs to spur the Cancer Drive this week, featuring outstanding figures in science and government circles on the Martha Deane programs heard Monday through Friday, 3 to 3:30 p.m.

Dr. Frank E. Adair, president of the American Cancer Society, and a Fellow of the American College of Surgeons, was heard in a special talk yesterday. Leon Henderson, former head of OPA, speaking on "Peace in a Hungry World"; Ezra Stone, radio actor and producer, and Rome Betts of the American Bible Society, are scheduled for the other daily Martha Deane guestings.

### "Bojangles" Anniversary

Bill "Bojangles" Robinson will celebrate his sixtieth year as a performer on April 29 at the Cafe Zanzibar in New York. Among those who will gather to honor Robinson will be James J. Walker, Joe Laurie, Jr., Harry Hershfield, Bert Lytell, Brock Pemberton, Lee Shubert, Gene Buck, Shirley Temple and Lena Horne.

## NETWORK SONG FAVORITES

Top 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., Radio Division.

Title	Publisher
All Through The Day.....	Williamson
Coax Me A Little Bit.....	Bourne
Come To Baby, Do.....	Leeds
Day By Day.....	Barton
Doctor, Lawyer, Indian Chief.....	Melrose
Easter Parade.....	Berlin
Full Moon And Empty Arms.....	Barton
Gimme A Little Kiss.....	ABC
I Can't Begin To Tell You.....	Bregman, Vocco & Conn
I Don't Know Enough About You.....	Campbell-Porgie
If I Had A Wishing Ring.....	Melrose
I'm Always Chasing Rainbows.....	Miller
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
It's Anybody's Spring.....	Burke & Van Heusen
More Than You Know.....	Miller
Oh, What It Seemed To Be.....	Santly-Joy
One More Dream.....	Barton
One More Tomorrow.....	Remick
Personality.....	Burke & Van Heusen
Seems Like Old Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Sioux City Sue.....	E. H. Morris
Strange Love.....	Famous
Symphony.....	Chappell
They Say It's Wonderful.....	Berlin
Tomorrow Is Forever.....	Advanced
Wait And See.....	Feist
We'll Gather Lilacs.....	Chappell
You Are Too Beautiful.....	Harms
You Stole My Heart.....	Harms
You Won't Be Satisfied.....	Mutual

## AFM Recording Scale To Be Boosted Oct. 30

(Continued from Page 1)

boost the scale a year in advance, which was April 17, 1945. Another communication by registered mail now advises that the increase will become effective October 20, 1946.

How much of an increase is contemplated is not known by the recording companies. Current scale is \$18 per hour per man for the first hour, and \$12 per hour in the succeeding hours thereafter. In his letter, Petrillo states that he is also interested in "bettering the working conditions of Federation musicians."

### Text Of Letter

Letter most recently forwarded to the recording and transcription companies by Petrillo, reads as follows:

"In accordance with the provisions of the contracts executed between the American Federation of Musicians and the various recording and transcription companies, dated September 20, 1943, and October 20, 1943, respectively, and in conformity with the letter sent to these companies on April 17, 1945, the American Federation of Musicians is herewith officially notifying you that it contemplates increasing the recording scales and improving working conditions of Federation musicians. This increase will become effective October 20, 1946.

"In the very near future we will advise you of the proposals we have in mind, as well as attempt to arrange a mutually agreeable time to discuss the entire matter."

## NAB President is Host To French Broadcaster

(Continued from Page 1)

broadcasting methods and techniques and to promote French-American radio relations.

Last summer when a group of American broadcasters, headed by Judge Miller visited the European war zones, Mr. Lange was host at a luncheon for the group in Paris. Several of those attending yesterday's meeting were members of the American mission to Europe.

Guests at luncheon included government officials and representatives of the radio broadcasting industry. Others to attend were: Kenneth Berkeley, WMAL; T. A. M. Craven, Cowles Broadcasting Co.; John E. Fetzer, NAB district director; Earl Gammons, CBS; Charter Heslep, MBS; Robert Hinckley, ABC; Merle S. Jones, WOL; Edward M. Kirby, public relations counsellor, NAB; Clair McCollough, NAB director-at-large; Michael McDermott, State Department; Joseph Ream, CBS; Representative Clarence F. Lea; Frank M. Russell, NBC; Frank Stanton, CBS; Ben Strouse, WWDC; Sol Taishoff, Broadcasting Magazine; Senator Wallace H. White, Jr.

## Lanphier Heads WFOX

Milwaukee—After ten years as general manager of WEMP, Chuck Lanphier bids farewell to become vice-president and general manager of WFOX, Milwaukee.

# Walkie-Talkie Buyers Warned On Licenses

(Continued from Page 1)

subject the user to a \$10,000 fine, imprisonment or both. The Commission's action came after a firm advertised in a Washington paper that the Walkie-Talkies were for sale.

Under the Communications Act no person may operate a radio transmitter without first obtaining a license from the FCC. No licenses will be issued by the Commission for the Walkie-Talkie and other transmitters by the general public, except in the amateur service until the Citizens Radio Communication Service, designed to govern such use, is put into effect. This service will not be inaugurated until equipment operating in the citizen's radio communication band, namely 460-470 mc., has reached a satisfactory stage of development, and until the Commission has completed certain technical and legal studies necessary to the formulation of rules and regulations.

When this service is opened to the public, the Commission will make an appropriate public announcement and set forth the conditions under which licenses may be obtained.

A simple licensing procedure requiring only a minimum knowledge of the regulations is contemplated.

The Commission also pointed out that none of the Army surplus Walkie-Talkie equipment which has come to its attention is built to operate in the 460-470 megacycle band allocated for the Citizens Radio Communication Service.

Retailers planning to sell Army surplus equipment or any other transmitters are urged by the Commission to assist in the enforcement of the Communications Act by attaching to each transmitter a tag explaining the penalties involved in unauthorized operation. These tags may be obtained without charge by writing to the secretary, Federal Communications Commission, Washington 25, D. C.

Tragic interference to the aviation marine, police, fire and military radio communication systems can result from the unauthorized operation of radio equipment, the Commission pointed out.

To detect illegal radio transmission the Commission maintains a nationwide monitoring network equipped with direction-finding stations and mobile units patrolling the ether on a round-the-clock basis.

## New Series On WEAJ Set; Called 'You're On The Spot'

"You're On the Spot," a new program featuring Ray Barrett, WEAJ special events announcer, will debut on WEAJ, Monday, April 29, 12:45-12:55 p.m., and will be heard Mondays, Wednesdays and Fridays at the same hour. Barrett will journey to different spots in the WEAJ area daily with a question on the most pertinent topic of the day for the "man-on-the-street" answer.

# EQUIPMENT

## New FTRC Transmitters

Federal Telephone and Radio Corp. announced two new FM transmitters, 1 and 3 kilowatts, featuring a new "Frequematic" modulator providing for improved high-quality and noise-free transmission. All-electronic circuits maintain the center frequency stable to within 1,000 cycles per second, and linear modulation of audio signals between 5,000 and 15,000 cycles is maintained without overmodulation is as much as 100 per cent.

Both units are 66½" wide, 39½" deep, and 83" high. The 1-kw. unit weighs approximately 1,500 pounds, and the 3-kw. model about 2,000 pounds. The firm's 250-watt FM transmitter weighs about 750 pounds, and is 34¼"x39½"x83".

## New DuMont C-R Tube

A new cathode-ray tube, said to offer greater brilliance and deflection sensitivity, and considered to be the logical successor to the wartime CRTs, has been developed and released by the Allen B. DuMont Laboratories. The new tube, classified as 6EP7, is said to combine the best qualities of the wartime cathode ray tubes 6EP7 and 3FP, and is designed for oscillographic and other applications requiring a small, short tube with high light output and deflection sensitivity.

## Electronic Calculator For Antenna Radiation

Columbus—An electronic calculator which provides a visual means of determining antenna radiation patterns was demonstrated recently at the second session of the sixth annual Broadcast Engineering Conference at Ohio State University.

George H. Brown of the RCA Laboratories, Princeton, N. J., discussed development and use of the new device, which was operated by Wendell C. Morrison, also of the RCA Laboratories.

Brown said that the equipment, known as the "RCA Antennalyzer," already has been used to explore a number of antenna situations and to assist other engineers in the design of directional antenna systems.

"From this experience," Brown said, "we conclude that the present accuracy of the equipment is sufficient to make it a valuable research tool."

The device shows the total radiation patterns of two, three, four or more tower antenna systems by means of an oscilloscope.

## WANTED

Radio technician, must know all circuits, reply in detail, stating experience, etc.

Box No. 164, RADIO DAILY  
1501 Broadway New York 18, N. Y.

# COAST-TO-COAST

## — ARIZONA —

PHOENIX—Charles H. Garland, KPHO executive manager, planned to Denver last Wednesday to wind up a business deal before taking off for the NAB convention. . . . Having received an okay from the FCC for their new FM-AM station, the Sun Country Broadcasting Company is seeking a downtown office site before erecting a transmitter. The station, a 250-watt operating on 1450 kilocycles unlimited time, will be headed by J. R. Heath, president of SCBC, and for twenty-one years associated with KTAR. According to Heath, SCBC has received the FCC nod for an FM-AM outlet in nearby Tucson.

## — NORTH CAROLINA —

CHARLOTTE—WAYS has added two weekly programs to its schedule for a fifty-two week period: "Between Us Girls," a 15-minute stint, and "Happy Gang," a half-hour variety show. . . . DURHAM—WDNC is remodeling a new set of offices to meet the requirements of its many returning vets. . . . Jerry Miles, having served as announcer for almost a year, has taken over WDNC's publicity dept. . . . C. J. Woodhouse, recently released as a Lt. Commander, USNR, has resumed the position of commercial manager at WDNC. . . . Ex-Captain Les Hegbie, returning from service, has rejoined the WDRC announcing staff.

## — MARYLAND —

BALTIMORE—The Maryland Educational Conference for post-war organization, the only group of its kind in the country, is presenting a special series of WBAL airings each Saturday, stressing "the importance of adult education, and the broadening of co-operative education." The program, moderated by William Driscoll, S. J., professor of English at Loyola College, introduces such subjects as "Education in the Post-War World," "Is College Training Necessary," "Adult Education and International Relations," and "Training a Good Citizen." The Very Rev. Edward B. Bunn, S. J., is chairman of the conference.

## — MISSOURI —

KANSAS CITY—"Give to Cancer" was the theme of seventeen airings and numerous spot announcements over KCKN the past week. . . . Jack Anthony "Treasure Chest" emcee and Gloria Snyder of the music department won for themselves leading roles in "Snafu," current production at the Resident Theater. . . . Larry Ray, KCKN sports announcer was chosen by the U. S. Hockey League to air the play-by-play-offs between Tulsa and Kansas City. . . . ST. LOUIS—Lloyd Anderson returned to the KMOX announcing staff after four and a half years service in the Army.

## — LOUISIANA —

NEW ORLEANS—WWL recently carried a special dramatized short-wave airing from plane, boat and Air-Sea Rescue headquarters, describing the exciting operations of various Air-Sea Rescue units when the Coast Guard goes into action on a distress call. . . . Arnold Johnson, resident, was winner of the twenty-five dollar

cash prize offered by WWL in a contest conducted to name the local station's house organ. . . . The former Alice Robert and WWL promotion manager, otherwise known as Mrs. Ed Barclay, gave birth to a baby girl last week. . . . Mary Lou Jacob, of the WWL accounting department, has announced her engagement to Tom McDonald.

## — OHIO —

MARION—WMRN welcomed the addition of Ken Woods, formerly of KFJL, Oregon, to the announcing staff. . . . COLUMBUS—Julian A. Krupnick, recently out of uniform, has formed his own advertising, merchandising and public relations agency, to be known as the Julian A. Krupnick Co. . . . YOUNGSTOWN—Marking twenty-five years as a prominent woman columnist, Esther Hamilton of the Youngstown Vindicator, began a weekly series of airings over WFMJ entitled "Talk of the Town." Series features human interest stories, news about town folks and an occasional interview.

## — UTAH —

SALT LAKE CITY—Herbert Aarons, former WCSCohort and WROLite, has joined the announcing staff of KALL and will be heard as "Hal Murray" on the outlet's platter and street shows. . . . It's four of a kind at the home of the Rosenthals, who announced the birth of a fourth daughter, Anita Lea Rosenthal. Aaron Rosenthal is a member of the KDYL announcing staff. . . . "A Glance in Retrospect" and additional emphasis on local sports has been worked out by KDYL in its new format for the Fisher Brewing Company's newscast which is presented Monday through Friday p.m.

## — NEW YORK —

NEW YORK—WOR Feature Records announces the appointment of the D. W. May Corporation, as sole local distributor for a new language album "A Quick Course In Spanish," which contains three ten-inch records and a forty-eight page text book. . . . "Silhouettes in Tone," new WQXR series featuring Leon Barzin and the WQXR String Orch., bows in April 24 and will be heard Tuesday and Thursdays in the p.m. spot. . . . Gene Ranvier, after his release from the Army, returned to the WQXR engineering staff. . . . BROOKLYN—Art "Pancho" Raymond's "Tico-Tico Time" program over WBYN, is now being heard Monday through Friday from 12:00 to 12:30 p.m.

## — MASSACHUSETTS —

LAWRENCE—Youths, fourteen years of age and under, have been invited to write Jack Stevens, WLAW's sports commentator, letters selecting the outstanding Boston player of the week in a home game, and giving their reasons. Each weekly winner will receive two tickets to a ball game and an official major league autographed baseball of the star honored. At the close of the contest, all weekly winners will be guests of the Red Sox and Braves managements at two games. . . . NEW BEDFORD—James M. Patt, WNBH manager, announced the appointment of Jack Delaney, returning vet, as news editor.

# PROMOTION

## KABC Campaigns

Several promotional activities for the Equitable Life Insurance programs "Your FBI" are on the agenda here by promotion staff of KABC, San Antonio. W. Poundstone Jackson, head of the KABC promotion staff will present a program at the local Ad Club at which a local representative of the FBI and the Equitable Life Insurance Co., will speak and outline the current program to combat juvenile delinquency. On May 3, a meeting of teen age boys has been scheduled for the local municipal auditorium at which time local members of the FBI will meet with the boys and outline a summer program. Youngsters will be asked to sign pledge cards and observe certain rules and regulations of a program set up by Equitable. A highlight of the meeting will be the rebroadcast through KABC by special lines of the ABC network episode of "Your FBI."

## "Public Interest" Brochure

A sixteen-page brochure, illustrated with full-page photos, has been issued by WDLF, Panama City, Fla., detailing the outlet's "Public Interest Program Highlights for First Quarter 1946." Reprints of letters from civic, religious, government, welfare and veterans organizations are featured as well as an outline of public interest programs carried from the Mutual web. City plans for future development are included.

## Canadian Radio Director Invited By Czech Gov't

Montreal—The Czechoslovakian legation has announced that the Czech government has invited Jean Beaudet, director of the French network of the Canadian Broadcasting Corporation and CBC's musical director, to conduct a concert of Canadian music in Prague on May 13 at the first international music festival held in that country since the war.

The legation said the invitation had been extended as a result of the warm feeling the people of Czechoslovakia have for Canada as a result of the war. It stressed the part played by the CBC's international shortwave broadcasts during the war in establishing this feeling for Canada.

## Send Birthday Greetings To

April 24

Paul Monroe Helen Baughman  
Mal Furman Betty Rhodes  
Bob Allison



"If you're trying to pick up something really hot..."

## Listen to ABC"

JUST as better programs are getting more and more people to listen to ABC stations, economical rates are getting more and more advertisers to listen to ABC's sales story. No matter how you look at it, ABC offers advertisers the best value in radio today: *One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more—yet ABC's 202 stations reach all the people who live in Twenty-Two Million\* radio homes located in practically every major market in the U. S.!*

What's more, the per-dollar value of advertising on ABC is growing greater all the time as more families everywhere depend on their ABC stations for news and entertainment. They are finding that ABC gives them worth-listening-to programs of every kind—the news presented by Winchell, Davis, LaGuardia, Swing and a score of other famous reporters; great music on such programs as the *Boston Symphony* and the *Sunday Evening Hour*; the fine daytime

entertainment of the *Breakfast Club*, *Breakfast in Hollywood*, *Ladies Be Seated*, *Bride and Groom*. That is why ABC keeps building—and holding—a bigger audience for advertisers.

It's because they are able to reach this rich, nation-wide audience during good time periods at economical cost that so many leading advertisers are using ABC today. Valuable ABC franchises have already been nailed down by some of the shrewdest buyers of radio time—General Mills, Philco, Swift, Kellogg, Westinghouse, P & G, Jergens and many more.

If you are looking for good radio time at low cost, it will pay you to get the full story from an ABC representative as soon as possible.

\*Night-time coverage. This figure continues to climb with steadily improving station facilities.

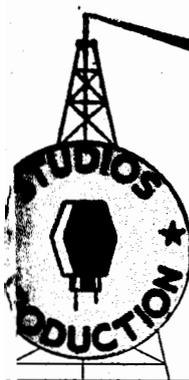
### 7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 RADIO HOMES**, located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present all sides of vital issues.
6. **202 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

# American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 19

NEW YORK, N. Y., THURSDAY, APRIL 25, 1946

TEN CENTS

## Record FCC-FM Grants

### Justin Miller Speaker at Peabody Ceremony

Before a representative group of radio and advertising agency executives, the George Foster Peabody Awards of the Henry Grady School of Journalism were presented last night at a dinner held in the Hotel Roosevelt.

Justin Miller, president of the NAB, spoke briefly, paying tribute to the institution and to the Peabody Awards generally, seeing in them a recognition of the public service value of radio.

Dorothy Lewis, co-ordinator of  
(Continued on Page 3)

### Boston Shortwave Station Being Considered By UN

The United Nations Department of Information is considering employing the facilities of shortwave station WJLB, Boston, as a temporary measure pending the establishment of UN's own international broadcasting setup, it was indicated yesterday by Benjamin Cohen, assistant secretary-general in charge of information.

Although he said it was too early to discuss the matter in detail, he im-  
(Continued on Page 2)

### Scophony Today Will File Anti-Trust Charge Denial

Denial of anti-trust law violation charge by the Government is embodied in the answer which will be filed today by Earl G. Hines, president of General Precision Equipment Corp., and by the corporation. The action involves Scophony television and alleged restraint of trade  
(Continued on Page 7)

### Tryout

Hollywood—Stepping into a role created especially for him, Sidney N. Strotz, vice-president in charge of the NBC Western Division, will make his comedy radio debut with George Burns and Gracie Allen tonight, 8:00, EST, on NBC. The program will offer Gracie Allen trying all her wiles on the vice-president in order to get the Burns' half-hour broadcast extended another half-hour when Charles Boyer makes an appearance the following Thursday.

### Communication School Set For Kansas Univ.

Expansion of the William Allen White Foundation will create the country's first School of Communications, designed to encompass radio, television and all wireless and electronics techniques allied to communications as well as journalism and motion pictures. These extra curricular activities were announced last night at a William Allen White Foundation dinner held in the Starlight Room of the Waldorf-Astoria Hotel in New  
(Continued on Page 7)

### Tele Tube Production To Be Increased By RCA

Purchase of Navy Department's modern electron and television tube manufacturing plant at Lancaster, Pa., by the RCA Victor division of  
(Continued on Page 8)

## Stanton Gives FM Views; Against AM Re-Allocations

Washington Bureau RADIO DAILY  
Washington—Forecasting a great future for FM and declaring that there is grave danger of retarding this new service if the government inaugurates a general re-allocation of present-day standard broadcast frequencies, Frank Stanton, president of the Columbia Broadcasting System, yesterday testified at the clear channel hearing being conducted by the FCC.  
Static-free FM providing consistent-

## Commission Announces 38 New Grants; Total Conditional Grants Now 425; Other Commission Activity

### Webs Reshuffle Skeds For Time Changeover

Last minute changes of plans regarding cities shifting to daylight savings time in numerous important markets throughout the country produced confusion in network traffic departments yesterday as program schedules are being approved and re-approved.

With the changeover set for Sunday at 2 a.m., web execs hope and expect that the shift will be accomplished  
(Continued on Page 2)

### Treasury ET Programs Feature Name Personalities

With a line-up of prominent sports figures and nationally prominent women in various fields, the radio section of the Treasury's Savings Bond Division this week went into  
(Continued on Page 7)

### Memorial Day Auto Races To Be Sponsored On MBS

The Perfect Circle Company, Hagerstown, Ind., will sponsor a broadcast of the 500-mile race at the Indianapolis Motor Speedway on Memorial Day.  
(Continued on Page 6)

Washington Bureau RADIO DAILY  
Washington—Maintaining an accelerated pace in the awarding of conditional grants for FM stations, the FCC yesterday, in approving the bids of 38 more applicants, brought the total of conditional grants to 425. In one of its most extensive FM actions in recent weeks, the Commission also granted construction permits to four other FM applicants and approved the basic engineering plans submitted by eight additional applicants.

Incidentally, the FCC reported the receipt of nine new applications for  
(Continued on Page 3)

### Transmit Facsimile Paper To Convention

Transmission of a facsimile newspaper using the facilities of FM was accomplished at the American Newspaper Publishers Convention at the Waldorf-Astoria Hotel by the Finch Telecommunications, Inc., Captain W. G. H. Finch, president, announced yesterday. The daily newspaper called "Air-Press" was a four-page paper and was transmitted through the FM  
(Continued on Page 3)

### Trammell, Stanton Named To Navy Advisory Group

Secretary of the Navy James Forrestal yesterday named 58 persons, including CBS President Frank Stanton and Niles Trammell, NBC presi-  
(Continued on Page 2)

### Added Attraction

The REC-NAB joint luncheon session today in the main ballroom of the Roosevelt Hotel, will have an added attraction for entertainment in "Leave It To The Girls," Mutual program which is emceed by Paula Stone. Henry Morgan of ABC will be the male guest and possibly, fall guy. Jay Jostyn will head the special "Mr. District Attorney" skit which is scheduled.

### Plastic Radios

National Plastics Exposition which opens to the public today at the Grand Central Palace in New York, sponsored by the Society of the Plastic Industry, is showing at least one television receiver cabinet made by DuPont which has an approximate 24x14 inch screen on the front of the cabinet. Also being shown is a variety of portables of plastic material.



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

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

FINANCIAL (Wed., Apr. 24)

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

Boston Shortwave Station Being Considered By UN

(Continued from Page 1) plied that the UN would take over the outlet should the War Communications Board release its facilities from wartime status.

Corwin Tribute To UN

"The Year One," a dramatic production by Norman Corwin, will be a feature of the United Nations dinner at the Hotel Astor, tonight, under the sponsorship of the Independent Citizen's Committee of the Arts, Sciences and Professions.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

JUSTIN MILLER, president of the NAB, and A. J. "JESS" Willard, executive vice-president of the association have arrived for the Radio Executives Club-NAB luncheon today.

HAROLD E. FELLOWS, manager of New England operations for CBS, and general manager of WEEL, Boston, in Gotham yesterday for conferences with officials of the network.

RUSS CASE, director of popular music for RCA-Victor, leaves today by plane for the West Coast, where he will conduct several recording sessions. He'll return Tuesday in time to resume his duties on the 7-Up program over Mutual.

FRED L. HEATH, president of the Chicago management-engineer organization bearing his name, is in Gotham to address today's luncheon of the American Marketing Assn., which will be held at the Hotel Sheraton.

ROBERT C. VENN, manager of WGBS, American network outlet in Miami, Fla., paid a call yesterday at the Radio City offices of the web.

G. W. "JOHNNY" JOHNSTONE, director of radio for the National Assn. of Manufacturers, has returned to Washington, D. C., where he handled radio activities in connection with the appearance of NAM President Robert R. Wason before the Senate Banking-Currency Committee.

C. GROVER DeLANEY, manager of WHTT, Hartford, Conn., a visitor yesterday at the headquarters of ABC, with which the station is affiliated.

EDGAR BERGEN and EARL EBI, producer of the Chase and Sanborn program, who arrived from Hollywood early this week by plane, are leaving today on the return trip to the West Coast.

ELOISE KUMMER, after nine years in the Chicago radio picture, left yesterday for her first vacation—a week in Florida.

CARL BURKLAND, general manager of WTOP, Columbia-owned outlet in Washington, D. C., is spending a few days in New York.

Webs Reshuffle Skeds For Time Changeover

(Continued from Page 1) without incident, but every day cities announce changes in plans. One major market city, believed to be Cleveland, is expected to announce its plans sometime today, but up to this point was reported to remain on Standard Time.

Greatest confusion will be on the part of listeners living in areas which have barred daylight savings this year. States remaining on old time are: Mississippi, Texas, Kansas, Arizona, Washington, Utah, Minnesota, Colorado, Wyoming, Montana, Wisconsin, Michigan, North Carolina, Iowa, Oklahoma, California, Maryland, Nebraska, Nevada, New Mexico, Arkansas, Georgia, North and South Dakota. Other states have voted to go on daylight savings time on a state-wide basis—Connecticut, New Hampshire, Massachusetts, Rhode Island and Vermont.

The situation in some other states, however, probably will remain unsettled since certain cities will operate on Standard Time, others on daylight savings. In Missouri, St. Louis will use the new time; Kansas City will remain standard. Youngstown and Zanesville, Ohio, listeners will gain an hour, but Akron, Cincinnati, Dayton, and Toledo will not. In the south, Memphis, Knoxville and Nashville, Tenn., will stay on the old time,

Trammell, Stanton Named To Navy Advisory Group

(Continued from Page 1) dent, as members of the Navy's Civilian Advisory Committee. This committee is the first of its kind in the United States naval history. More than 40 of the members will confer with Forrestal, Fleet Admiral Chester Nimitz and other high ranking officials aboard the aircraft carrier "Tarawa" in New York tomorrow and Saturday.

others will gain an hour. Birmingham, Ala., will remain on Standard Time, but Montgomery will use daylight saving. Miami residents will push the clock ahead, but Jacksonville radio listeners will use old time. Portland, Ore., goes on the new time while Portland, Me., sticks to the old. Virginia and West Virginia are leaving it up to various localities to decide for themselves. Detroit and Chicago will differ an hour, with latter going on daylight saving.

Hollywood network schedules will be upset because Pacific Coast and Mountain areas are remaining on Standard Time. Nearly all network shows originating from Hollywood move back an hour to meet web daylight time schedules. ABC has established a recording system in Chicago to feed "delayed" shows over a special hookup to some affiliates on the old time.



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

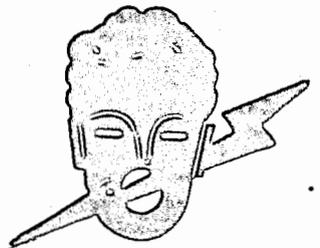
See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this five-station town.

That's a fact and tough time buyers like it.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON WDAS

# Justin Miller Speaker At Peabody Ceremony

(Continued from Page 1)  
omen's activities for the NAB, hailed the work of the "listening posts," those groups which aid in determining the outstanding radio work in the various categories.

Among the industry executives present were: Frank Stanton, president of the Columbia network; Niles Gammell, president of NBC, and Edward Kobak, president of Mutual. Brian Samish represented Mark Woods, president of ABC.

If the FCC's programming reports to presage government control of radio programs, and the Commission to extend its scrutiny to broadcast schedules in advance of their release on the air, then radio freedom . . . in America is gone and fascism is here," Mayor Earl J. Glade, of Salt Lake City, former chairman of the NAB code committee, and KSL board member, told the assembled radio and agency execs.

Urging "a definite upping of radio program standards" everywhere, Glade said, however, that his personal opinion is that the FCC seeks "simply to encourage a quality of program service about which there can be no question that it is in the public interest."

### Winners Listed

Awards went to: Edgar Bergen, for bringing "to the r a mimicry, an original wit, and a power of characterization which are refreshing."

Arch Oboler, "in recognition of his pioneer and continuing efforts, imaginative and intelligent, not only to adapt drama to the requirements of radio, but to create a dramatic form specially for broadcasting."

George V. Denny and "American Town Meeting of the Air" for "the outstanding educational program of 1945." This marked the first time that an award has been repeated, Denny having been chosen previously in 1943.

Paul White and CBS for outstanding news reporting "with a latitude, judgment, and a sense of responsibility . . ."

KRNT, Des Moines, Iowa, for coverage of the atom bomb trials in New Mexico.

NBC Symphony of the Air, "a far-reaching educational program" which has "made fine music a living force in millions of American homes."

Dr. Howard Hanson, the Eastman School of Music, and WHAM, Rochester, N. Y., for their contributions through broadcasting to music education.

KFWB, Hollywood, for "Toward A Better World," coverage of the United

# Commission Approves 38 FM; Conditional Grants Total 425

(Continued from Page 1)

standard broadcasting stations scattered from coast-to-coast, as well as two new requests for FM facilities.

The 38 FM grants were issued to:

ALABAMA—Huntsville, The Huntsville Times Co., Inc., WSGN, metropolitan.

CALIFORNIA—Beverly Hills, Beverly Hills Broadcasting Co., community; Santa Barbara, News-Press Publishing Co., KTMS, metropolitan, possibly rural; San Diego, The Jack Gross Broadcasting Co., KFMB, metropolitan, possibly rural.

CONNECTICUT—Danbury, Frank Parker, community.

FLORIDA—Daytona Beach, New Journal Corporation, WCOA, metropolitan; Palm Beach, Palm Beach Broadcasting Corporation, WWPB, metropolitan; Pensacola, Pensacola Broadcasting Corporation, WCOA, metropolitan.

GEORGIA—Columbus, Radio Columbus, Inc., WDAK, metropolitan; Savannah, Atlantic Broadcasting Co., WRBL, metropolitan; WSAV, Inc., metropolitan.

IDAHO—Twin Falls Radio Broadcasting Corporation, WTFL, metropolitan.

ILLINOIS—Springfield, WCBS, Inc., WCBS, metropolitan.

KANSAS—Hutchinson, Wm. Wyse, et al., D/B as The Nation's Center Broadcasting Co., KWBW, metropolitan; Hutchinson, Hutchinson Publishing Co., KSL, metropolitan, possibly rural.

KENTUCKY—Henderson, Henderson Broadcasting Co., Inc., WSON, metropolitan; Winchester, Winchester Sun Co., Inc., community.

MAINE—Portland, Portland Broadcasting System, Inc., WGAN, metropolitan.

MARYLAND—Silver Spring, Tri-Suburban Broadcasting Corp., community.

MASSACHUSETTS—New Bedford, Bay State Broadcasting Co., metropolitan.

MICHIGAN—Jackson, WIBM, Inc., WIBM, community.

MINNESOTA—St. Cloud, The Times Publishing Co., KFAM, metropolitan, possibly rural.

MISSOURI—Cape Girardeau, Oscar C. Hirsch, KFVS, metropolitan, possibly rural.

NEW YORK—Niagara Falls, The Niagara Falls Gazette Publishing Co., WHLD, metropolitan; Mt. Vernon, Hudson Broadcasting System, Inc., community.

NEVADA—Reno, Saviers Electrical Products Corporation, community.

NORTH CAROLINA—Greenville, Greenville Broadcasting Co., WGTC, metropolitan; Raleigh, Capital Broadcasting Co., Inc., WRAL, metropolitan, possibly rural.

OHIO—Columbus, United Broadcasting Co., WHKC, metropolitan, possibly rural; Steubenville, The Valley Broadcasting Co., WSTV, metropolitan.

OREGON—Grants Pass, Southern Oregon Broadcasting Co., KUIN, metropolitan, possibly rural.

PENNSYLVANIA—Harrisburg, Harold O. Bishop, Community.

SOUTH CAROLINA—Spartanburg, J. M. Bryan and Smith Davis, co-partner, D/B as Spartanburg Broadcasting Co., WORD, metropolitan.

TEXAS—San Angelo, KGSL, Inc., KGSL, metropolitan.

VIRGINIA—Portsmouth, The Portsmouth Star Publishing Corporation, metropolitan.

WASHINGTON—Longview, Twin City Broadcasting Corp., KWLK, community.

WEST VIRGINIA—Wheeling, W. Va. Broadcasting Corporation, WAGA, metropolitan, possibly rural; Wheeling Community Broadcasting, Inc., WKWK, metropolitan, possibly rural.

Following is a list of applications for which approval was given of basic engineering plans. Conditional grants

Nations Conference in San Francisco. Citations in the regional public service category went to WOV, New York and its program director, Arnold Hartley, and to WHAS, Louisville, Ky.

KOMA, Oklahoma City, for outstanding local public service via a campaign to reduce accidents on highways.

were originally made on Oct. 19 and Nov. 1, 1945:

Atlantic Coast Broadcasting Co., Charleston, S. C.; Harbentlo Broadcasting Co., Inc., Harlingen, Tex.; Havens and Martin, Inc., Richmond, Va.; Houston Printing Corporation, Houston, Tex.; KTRH Broadcasting Co., Houston, Tex.; Boise Broadcasting Station, Boise, Idaho; Textile Broadcasting Co., Greenville, S. C.; Spartanburg Advertising Co., Spartanburg, S. C.

Final CP's were granted to the following: St. Louis University, St. Louis, Mo.; Missouri Broadcasting Corporation, St. Louis, Mo.; Thomas Patrick, Inc., St. Louis Mo.; Frank R. Pidecock, Sr., Moultrie, Ga.

### New Standard Applications

The FCC yesterday reported nine new applications for standard broadcast stations, along with two new FM applications. The applicants were scattered throughout the country, from New York to California. Seeking 250-watt stations were:

The Parkersburg, W. Va. Broadcasting Company (1230 kc., unlimited); Tri-Cities Broadcasting Co., Goose Creek, Tex. (1490 kc., unlimited); Downing Musgrove, Douglas, Ga. (1450 kc., unlimited); J. R. Ferguson and E. R. Pepper, Bluff City Broadcasting Co., Memphis, Tenn. (730 kc., daytime); Tallahassee Appliance Company, Tallahassee, Fla. (1450 kc., unlimited), and the News-Press Publishing Company, Santa Maria, Calif. (1400 kc., unlimited).

Robert Schuler, Sheldon Anderson and Lester Eugene Chenail, of Fresno, Calif., have applied for an assignment to the 1470 band, operating with one kilowatt, unlimited.

An application for operation with ten kilowatts on the 850 band was filed by The Champlain Valley Broadcasting Corp., of Albany, N. Y., while The Key Broadcasting Corp., of Baltimore, Md., is seeking an assignment to the 1050 band with one kilowatt, daytime. FM applications were filed by The Northwestern Ohio Broadcasting Corp., Lima, Ohio, and by C. H. Fisher and B. N. Phillips, doing business as The Valley Broadcasting Corp., in Eugene, Ore.

### Noe Amends WNOE Request

James A. Noe has amended his application for New Orleans operation—the major change being a proposal that he operate with 50 kilowatts, day, and 25 kilowatts, night. His station, WNOE, now operates on the 1450 band with 250 watts, but he has had an application before the Commission for some time calling for a change to the 1060 band with 50 kw., unlimited operation. James G. Ulmer, operating KGKB, has applied to change his assignment from 1490 to 690 kc., with power boost from 250 watts to one kw., night, and five kw., daytime.

# Transmit Facsimile Paper To Convention

(Continued from Page 1)

Facsimile broadcasting station WGHF to the convention floor in eight minutes.

Capt. Finch also disclosed consummation of a deal with United Press for commercial use of news via facsimile. Among radio stations who have contracted for the Finch post-war facsimile apparatus are: WMGM, New York FM affiliate of WHN and KMGM in Los Angeles, both MGM interests; KJBS, San Francisco; San Bernardino Broadcasting Company, San Bernardino, Calif., The Western Reserve Broadcasting Co., Cleveland and WJJD, Chicago, owned by The Chicago Sun.

### Bowles Talks On Mutual

A special three-week series of discussions by Chester Bowles, economic stabilizer, debuted over Mutual last night, titled "The Fight to Keep the Cost of Living Down." Program is heard from 7:15 to 7:30 p.m., and will now continue on successive Wednesdays.



the favorite —

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.

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**LEN STERLING**

LA 4-1200

**"COMBINING GOOD CITIZENSHIP  
WITH GOOD BROADCASTING"**

**IN THE WARNER MA**

*Radio Station*

Owned and Operated in Hollywood by Warner Bros. Pictures

*Peabody Radio*

**FOR "OUTSTANDING PUBLIC SERVICE"**

"WE FEEL THAT ALL IN THE MOTION PICTURE  
MAY WELL TAKE PRIDE IN HAVING STATION  
AS THE 'HEART' OF HOLLYWOOD"

*Jack*

**WINNER**

**KFWB**

has Received the

*Award*

**DURING 1945**

**INDUSTRY**  
**KFWB**

*J. Warner*

## SOME OF OUR "OUTSTANDING PUBLIC SERVICES"



The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost \$100,000 for the Red Cross.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".

**THE HEART OF HOLLYWOOD**





He's back! and he's NBC syndicated . . . so goes the cover phraseology of NBC's newest syndicated program brochure. It was mailed this week to stations, advertising agencies and station reps throughout the nation. Pages 2 and 3 tell the most casual reader that it's *Allen Prescott* . . . *The Wife Saver* who is back. And with another barrelful of crazy patter and usable household information that is ready again to delight millions of his "girls" (devoted housewives) everywhere.

"Mrs. Housewife, do you smell something burning?" With that challenging question Allen Prescott moves right into the listener's living room. Everything from boiling okra to a quick way of pressing hair ribbons is discussed. Prescott not only does a masterful job of solving these household riddles, but keeps his audience in stitches with his sly, dry wit.

He's a proven radio personality. Some of the most important advertisers in the nation have sponsored his program over coast-to-coast networks. Housewives everywhere have proven their devotion to his antics by showering him with fanmail by the carload.

Allen Prescott's familiar brand of humor was first introduced to listeners when the N. Y. Daily Mirror (where he was a reporter) sent him out to broadcast a polo game. Never having seen a polo game before, he used his prolific imagination to describe the plays. Listeners were delighted and demanded that he continue.

Out of this spontaneous experience grew an audition at NBC and Allen Prescott began his first broadcasts as *The Wife Saver* on a coast-to-coast network.

Featuring Brad Reynolds as the naïve stogie and songster, *Allen Prescott . . . The Wife Saver* is a quarter-hour show you will want to reserve for your most discriminating client. Not only is it a once-in-a-lifetime comedy feature . . . but it will command a major part of the feminine buying audience in your community.

Ask your nearest NBC Radio-Recording representative about low rates for sponsoring this outstanding new show in your town.

**NBC**  
Radio-Recording Division



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

A SERVICE OF RADIO CORPORATION OF AMERICA



### California Commentary . . . !

• • • Bob Ellis, soloist on "Sunrise Salute," heard over KNX 6:15 a.m. to 7:15 a.m., won't have to get up so early in July, as he will start an engagement in Rio de Janeiro in that month. The Pickards, who have been on the air for 17 years, have been reunited.

### Los Angeles

The boys, Chase and Bub served in the Army and defense plant work, respectively, while one of the two daughters, Ruth, also worked in a defense plant. "Dad" and "Mom" Pickard and their family first went on the air in Nashville and are now heard over CBS. Jean Meegan, Associated Press radio editor, has been royally wined and dined on her current Hollywood visit. Spring has "sprung" and "Date With Judy" fan clubs are beginning to blossom all over the country. NBC's "Foster Family" cast received word this week that another new group of "Judy" admirers have organized in North Carolina, thus giving the teen-age show official representation in the west, east and south portions of the U. S. William "Archie" Hall, ABC newscaster, recently addressed the Studio City Lions Club on the subject, "Must We Have A War With Russia?"

— Give To Conquer Cancer —

• • • Ted Toll, who served as a first lieutenant in the U. S. Marines, has joined the ABC Pacific production department. He was with the Blue and NBC in Chicago before entering the service. The new Nash-Kelvinator show, aired over CBS, originated for the first time April 17 from the new 6000 Sunset Building in Hollywood. A deal is on to air the show from this location permanently. George Jay, active in West Coast radio as an announcer and interviewer for seven years before joining the AAF, has become business manager of the Radio Electronics Service Association, but will also give time to free lance radio. Art Gilmore has been given a new contract by McCann-Erickson as announcer for the "Dr. Christian" series, with a sizeable boost in salary. He has announced the show series since its start in 1937, save for the two years he served in the Navy.

— Give To Conquer Cancer —

• • • Footnote: Leonard Reeg, producer of "Dark Venture," psychological drama series that went commercial April 16 after being on a sustaining basis since May, 1944, always changes to black shoes before putting the program on the air. Larry Marcus, who writes the series, says he always removes his shoes when encountering any obstacles in the story line, while Bob Grapperhouse, sound effects man on the show, because of the number of footsteps required, has to walk almost a half mile at each performance. Abbott Tessman has been named announcer for the Coast engagements of the Sammy Kaye Serenade show, while Harry Walstrum has been assigned the spieler duties on "Dark Venture." "Meet Your Music Makers," written, produced and announced by Ira Cook in Hollywood, is causing a mild sensation in Salt Lake City. A platter show, featuring interviews with Hollywood music personalities, it has achieved a high Hooperating on KSL. Success of the show there has led to national syndication by Myron Fox.

— Give To Conquer Cancer —

• • • Dick Powell has just bought himself a new airplane—a two-seater Ercoupe—and with it a summer vacation, he's hoping. Bob Purcell, narrator of "Voice Of The Moment," is a star guard on one of the top teams in a Los Angeles Industrial Basketball league. Bob's six-foot-four-inch frame and 215 pounds would gladden the eye of many a professional coach, but he says his activities on the hardwood these days are strictly for pleasure and exercise. A young autograph hunter attending the Hollywood-Seattle Pacific Coast League baseball game at the Hollywood field overlooked Bing Crosby, but detected one of his sons. He asked the surprised Crosby offspring for his autograph—and got it.

## CHICAGO

By BILL IRVIN

POTTS-TURNBULL CO., of Kansas City, Mo., has contracted for an additional 39 recordings of the 15-minute Art Van Damme quintet, the Louise Carlyle program series, produced by the NBC Chicago radio recording division for broadcast on station WDAF (Kansas City). The entire series of 117 programs now has been sold to the Kansas City agency. Hank Chizzini reported sale of the Betty and Bob dramatic series to station WERC (Erie, Pa.), to be aired weekly for 52 weeks.

WLS, has been selected, for the second consecutive year, as national winner of the \$500 gold medal offered in the fifth annual gold medal awards competitions for outstanding public service in the field of fire prevention during 1945 by the National Board of Fire Underwriters, sponsor of the awards.

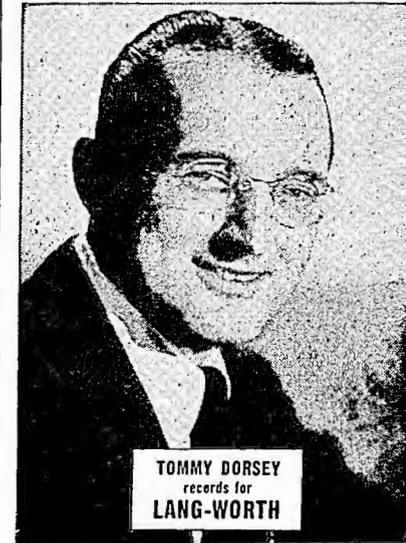
### Memorial Day Auto Races To Be Sponsored On MBS

(Continued from Page 1)

Memorial Day over the coast-to-coast network of Mutual. The broadcast will be dedicated to the "Doctor of Motors," as a tribute to the outstanding achievement of a great army of Yank mechanics throughout the country who have managed to keep American cars and trucks rolling along American roads and highways during four years of war.

### New Ship-Shore Service

Point Edward, Ont.—An innovation in Marine telephonic communication will be introduced at the Marconi Wireless station here shortly. By means of specialized equipment in process of installation, it will be possible to converse to or from a lakeship with any point in Canada via the Point Edward radio station and the Bell Telephone Co.



TOMMY DORSEY  
records for  
LANG-WORTH

# Communication School Set For Kansas Univ.

(Continued from Page 1)

Mark where General of the Army Dwight D. Eisenhower was the guest of honor.

Actual expansion will concern the established School of Journalism at the University of Kansas, alma mater of William Allen White. Debut of the expanded activities will get under way as soon as additional funds become available. Principal speakers at the dinner were A. J. Willard, executive vice-president of NAB; U. S. Senator Arthur Capper of Kansas; Chancellor Deane W. Malott of the University of Kansas; Frank Tripp, general manager of the Gannett Newspapers, and Francis S. Harmon, vice-president of the MPAA, motion picture producers' organization.

Plan as outlined will include the creation of industry foundations, fellowships and scholarships, while the broad theme of the speeches was freedom of the press and the more or less identical interests of radio-television, screen and press.

### "Stick Together," Says Willard

One of the highlights of last night's dinner was the address delivered by Willard, who, urging constant vigilance in the guarding of free speech, called upon all informational media to stick together in the cause. "The disintegration of one medium," he said, "would affect all the rest."

Radio, a young industry, Willard declared, must be particularly careful to maintain its status.

Expressing objection to the recent programming report of the FCC, Willard stated, "We are denied editorial direction of our radio, which is an encroachment on freedom of speech." He reminded his listeners that radio is government-controlled in most of the countries of the world, and added that in the United States, the Government has taken over partial control.

The speaker cited the recent Esquire case as illustrating the consideration of "content" as good or bad, and pointed to a naturally wide variance of tastes and ideas under the American system of government. Radio stations, he said, "will resist by every lawful means at their command, any assault upon the right of freedom of utterance."

Due probably to the Peabody Awards dinner at the Hotel Roosevelt, there was only a sprinkling of radio people at Foundation affair. Frank Mullen, vice-president of NBC, occupied the dais as chairman of the radio division. Other executives included Clarence L. Menser, Horton Heath, Sterling Fisher, Robert St. John, Syd Eiges and William Brooks.

# Stanton Gives FM Views; Against AM Re-Allocations

(Continued from Page 1)

stand on the threshold of a new superior service to the nation's listeners, now is the time to look back into AM and patch together temporary remedies. We should keep our eye on the FM ball."

In exploring the potentialities of FM, Stanton said, the network's general engineering and research departments have projected a 200-station network, choosing cities serving maximum population and with an eye to practical economic support of each outlet. He said the proposed network would embrace nearly 90 per cent of the country's population. Two new super-powered AM stations which might be located in eastern Colorado and northern Kentucky could provide night-time service for the 10 per cent of the population scattered over the remaining half of the nation's total land area, he explained.

The Westinghouse proposal of "stratovision" using high altitude airborne transmitters was also explored as a possible way of providing service for remote areas. He said Columbia's engineering staff has computed the coverage of a 20-plane "stratovision" network which would serve 63.9 per cent of the land area and include 90.0 per cent of the population.

"The transition from AM to FM cannot be stopped, but can be delayed," the CBS president continued. "The Commission's decision in this hearing, if the result is a general re-allocation of the present AM assignments, will substantially postpone the time when the superior FM service is brought to the public on a nation-wide basis."

Concluding his testimony, president

of the Columbia network declared:

"First, a general or substantial re-allocation in the standard broadcast band now would not result in immediate benefit to listeners. At best, it would be the summer of 1948 or 1949 before listeners could observe any substantial difference in the number and quality of their broadcast signals which might result from any present AM re-allocation.

"Second, the expense of putting new AM stations on the air, or increasing or installing new antenna systems, would siphon off the resources of broadcasters which might better be applied to the development of FM stations. The result could only be a substantial delay in bringing FM service to the public.

"Third, a fundamental re-allocation of AM frequencies would amount to official assurance from the Commission that AM broadcasting will enjoy sufficient permanency so that FM could be forgotten for the next several years, at least. This would seriously divert the interest which FM has attracted both from the public and from old and new broadcasters. We should keep our eye on the FM ball.

"Fourth, any decision arrived at now must necessarily be transitory. I think it would be a waste of the Commission's time, the broadcasters' time and money, and a disservice to the public, if the Commission were to order as a result of these hearings a fundamental revision against a background of AM broadcasting, only to re-examine and decide the same problems again when FM becomes the prevailing service."

## Treasury ET Programs Feature Name Personalities

(Continued from Page 1)

production on two special packages of transcribed programs, each containing 12 five-minute interviews.

Records, which will be offered to all stations for use during a stepped-up promotion campaign in June, are being produced with only interviewees' voices answering questions. When aired, questions will be read from prepared scripts by local commentators.

Voices to be waxed include those of Eleanor Roosevelt, Alice Marble, Gertrude Lawrence, Osa Johnson, Dorothy Kirsten, Elsa Maxwell, Jane Cowl, Emily Post, Adele Astaire, Fannie Hurst, Grantland Rice, Harry Wismer, Max Baer, Les McMitchell, Bill Corum and Maxie Rosenbloom.

## Scophony Today Will File Anti-Trust Charge Denial

(Continued from Page 1)

in the licensing of patents. Defendants are Scophony Corp. of America, GPE, Television Productions, Inc., Paramount Pictures, Scophony, Arthur Levey, Paul Raibourn and Hines.

The answer, Hines said yesterday, is a summary of the salient facts regarding Scophony in this country and GPE's relation to it. Except for corporate structures referred to in the complaint, the GPE and Hines answer denies all allegations in the case.

Send Birthday Greetings To

April 25

Joseph Bell Phyllis Altschuler  
Mitchell Gerly Florence Warman  
Virginia Lee Dodge

# AGENCIES

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**, will expand its publicity department, which is under the direction of William P. Maloney, to include a radio publicity and promotion division. The agency is incorporating its former radio promotion and merchandising department as a function of the regular publicity department. This activity will, hereafter, be referred to as the radio publicity and promotion division and will be headed by James A. McGarry.

**KELLOGG COMPANY** of Battle Creek, taking a first radio step into a major Jewish market, has bought "Tales and Tunes," via WEVD, Tuesdays, Thursdays and Fridays, 8:15-8:30 a.m., EST, beginning May 7. Kenyon & Eckhardt set the series, which will plug Raisin Bran, the new Kellogg cereal.

**ARTHUR MEYERHOFF & CO.** (Chicago) has become the 73rd agency to join the N. C. Rorabaugh Co., as a reporting member. According to N. C. Rorabaugh, owner of the New York agency clearing house of spot radio statistics, the total number of national and regional spot advertisers represented in the NCR Spot Radio Reports now exceeds 900.

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1501 Broadway, New York 18, N. Y.

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Radio technician, must know all circuits, reply in detail, stating experience, etc.

Box No. 164, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## COAST-TO-COAST

—NEW YORK—

**N**EW YORK—Jack O'Reilly, WHOM special events director, will handle the two-day running pageant of the Penn Relay Track Carnival April 26 and 27. All high and prep schools as well as the collegiate relay championships of America will be aired. Maxine Sullivan and Larry Douglas, will do a return guest shot April 29 through May 4, on WHN's "Gloom Dodgers." . . . Boys and girls of New York City high schools specialize in radio curriculae, will operate WNEW Tuesday, April 30, as the phase of Boys and Girls Week. Exchanges between the web's personnel and the school kids will take place in the office of program director, chief engineer, announcers and even office boy.

—COLORADO—

**DENVER**—The Colorado State Association of Future Farmers of America, has conferred its highest degree, that of Honorary State Farmer, upon KLZ farm reporter Lowell Watts in recognition of his contribution to farm interests throughout his daily airings and special efforts in the field throughout Colorado. . . . **GRAND JUNCTION**—J. Paul Reed, recently released from the Army, is the newest addition to the KFXJ staff and fills the capacity of writer, announcer and organist.

—IOWA—

**DES MOINES**—Betty Wells, KRNT director of women's affairs, has been elected to membership in the Iowa Author's Club and to the Des Moines Inter-racial Commission. . . . Jon Hackett, KRNT sports director, will head a staff of four men scheduled to cover the annual Drake Relays, April 26 and 27. Working with Hackett will be Bill Riley, color; Chick McCuen, announcer, and special events director, George Cremeens. . . . KRNT has announced the airing of a new five-minute Sunday news period, sponsored by Boesen the florist.

### Tele Tube Production To Be Increased by RCA

(Continued from Page 1)

the Radio Corporation of America, was announced yesterday by Frank M. Folsom, RCA executive vice-president in charge of the division. The purchase price was \$4,362,500.

The plant is the largest in existence for the manufacture of cathode-ray picture tubes used in television receivers and television camera pickup tubes, Folsom pointed out. These tubes, he declared, will be made available not only to his own company, but to other television home instrument and broadcast equipment manufacturers.

### WANTED

Graduate Engineer, experienced in radio and amplifier systems. Reply in detail, stating experience, etc.

Box No. 163, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS**:—Just when BMI was about ready to celebrate its first smash hit, "Laughing On The Outside," along comes a bit of a set-back in the form of a letter from Max Dreyfus of Chappell . . . Letter is to the effect that the ditty, composed by Ben Raleigh and Bernie Wayne, is an infringement on a song titled, "I Could Expect It From Anyone But You," written by Al Hoffman, Al Goodhart and Ed. G. Nelson and published back in 1931 by DeSylva, Brown & Henderson (later taken over by Chappell & Co.) . . . ● How come radio execs are overlooking Joey Nash's natural talents for a disc jockey job? . . . ● Ted Collins wouldn't hazard a guess as to the number of people who've heard Kate Smith during her fifteen years on the air but estimates that over two million fans have seen her at the 3,000 broadcasts. . . . ● Lon Mooney 'the little Napoleon' at Miller Music is making the Youmans-Eliscu-Rose ditty, "More Than You Know" a hit for the second time. . . . ● Mills Music, currently working on the swingy novelty tune, "Cement Mixer," has a plugger on the staff named Leni MASON. . . . ● Jack Robbins corraled the "All That Glitters Is Not Gold" after hearing the calypsonian Mildred Bailey entrancing the cash customers at the Blue Angel with her rendition. . . . ● Ben Barton and Charlie Ross are dickering with Gus Levene for the publication rights to the sprightly "Face The Sun" number recently introduced on "Manhattan Merry-Go-Round." . . . We think it's another "Smile, Darnya, Smila." . . .

☆ ☆ ☆

● ● ● Feist's "Wait and See," written by Johnny Mercer and Harry Warren for the MGM Musical, "The Harvey Girls," is climbing. . . . ● You'll soon be getting a laugh at the lyrics of "The Fisherman's Daughter," penned by Maestro Johnny Long, Sid Block and Sid Prosen. . . . ● Organist Ethel Smith swears she saw this sign in a reducing salon on Fifth Avenue: "What have you got to lose?" . . . ● And in the same vein—Nadine Conner, soprano of the Metropolitan Opera tells this whimsy . . . "I love you—OUCH, I love you—OUCH" . . . merely the story of two little porcupines who decided to neck. . . . ● Don Haynes, who used to manage Glenn Miller, has been named technical advisor on the forthcoming United Artists film "In the Mood," based on the late Maestro's life which will star Dick Powell. . . . ● Housing the UNO delegates is causing strange problems . . . Milton Berle claims to know a chambermaid who's afraid to make up beds these days—she never knows if she's changing the sheets or undressing Mahatma Ghandi. . . . ● Jimmy Lunceford and his Ork head west next month to appear in a musical for Les Freres Warner. . . . ● Some years ago two girls met at Tommy Nip's dance studio . . . one of the girls wanted to be a singer and the other felt that her star would rise if she studied dancing . . . both were mistaken . . . the former was Ruby Keeler whose dancing made her the toast of Broadway . . . the would-be dancer, Francine Day, is currently the featured vocalist at the Candlelight Room of the Hotel Victoria on Broadway.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD**:—Look Magazine has selected Woody Herman's Columbia disc, "Wild Root" backed up with "Atlanta, G. A." as the Record-of-the-May 19th Issue. . . . ● We predict big things for the comedy-western ditty, "Take That Tombstone Off My Grave," recorded earlier this week on Musicraft by Riley Shepard . . . Song was written by Steve Nelson and Milton Leeds and published by Leeds Music. . . . ● Billy Eckstine's platter of Nick Kenny's ballad, "Blue," for National Records plenty smooth. . . . ● Johnny Desmond's warbling of the rhythmic "Shoo Fly Pie And Apple Pan Dowdy," puts the quietus on the talk that the ex-GI songster can't sing anything but ballads . . . Get the Victor disc and judge for yourself. . . . ● With Tony Pastor currently at the Pennsylvania Hotel and Bobby Byrne and Hal McIntyre Bands set for stands at Roseland and Hotel Commodore, respectively, next month, Cosmo will have its platters plugged via three major networks. . . . ● Vincent Lopez' arrangement of the new ditty, "Lucky," is a honey . . . The Maestro, whose predictions of things to come, are amazingly accurate, sees a bright future for the number.

● 'M syndicating a 5-minute live spot that's not bad and not expensive. Fits into local variety or housewife show. Like to send you sample script. It's called "GOOD, FOR NOTHING." Don't phone or wire. It's not that important. Just write.

ALLEN A. FUNT

RADIO PRODUCTIONS

52 Vanderbilt Ave., New York  
Murray Hill 4-6148

# Miller Lauds Lea Bill

## NBC Offering Shares To Public In New Issue

NBC will offer a substantial number of shares for sale to the public and to owners of affiliated stations, with the proceeds to be used "to expand present broadcasting facilities and to provide additional working capital to advance the Company's plans for participating in the development of frequency modulation broadcasting and of television," Edward J. Noble, chairman of the board, announced yesterday.

The public offering will be made by Dillon, Read & Co., Inc., and a nation-wide group of investment

(Continued on Page 4)

## Gov't Publicity Budget Will Total \$75,000,000

Washington Bureau **RADIO DAILY**—Washington—Government agencies will spend a staggering total of \$75,000,000 this year on motion pictures, radio and other "publicity" media it revealed yesterday. Pressed by Senator Ferguson, Michigan Republican, the budget bureau came up with the figure after a quick survey of the government's "educational, informa-

(Continued on Page 3)

## WMCA Program Hailed by Rep. Jackson In House

"Halls of Congress," weekly public service program on WMCA designed to dramatize and re-enact issues discussed on the floor of both houses, was cited this week by Rep. Henry Jackson (D-Wash.), as "demonstrating the use of radio in promoting a better understanding of the democratic processes in action."

## CBC Investigators

Montreal—The Canadian House of Commons has passed a resolution establishing a select committee on radio to study affairs of the Canadian Broadcasting Corporation. Rev. E. C. Hansell (SC, Macleod) said the committee should be a standing one and provision should be made by parliamentary rules for an annual review of all government institutions.

## Tokyo Pick-up

Lewis J. Valentine, adviser to General Douglas MacArthur and former police commissioner of New York City, will speak from Tokyo via shortwave during the "Gang Busters" broadcast to be heard on ABC Saturday at 9 p.m., EST. This will be the first of a series of three scheduled broadcasts from Tokyo by Valentine on the "Gang Busters" program.

## La Guardia Asks Radio To Aid UNNRA Appeal

F. H. LaGuardia, director general of the United Nations Relief and Rehabilitation Administration, will appeal to radio next week to aid the government in the food conservation campaign with a view of stepping up shipments to the needy of Europe. LaGuardia plans to meet with network executives, officials of the Advertising Council, trade press and commentators, in New York for the

(Continued on Page 2)

## Gough Leaving SESAC; Plans Trip To Coast

Emile Gough, for the past six years with SESAC, has resigned his post and will leave for the Coast shortly where he will visit his son and grandson, the latter a newcomer whom he has never seen. Gough's plans are indefinite at present. Prior to joining

(Continued on Page 2)

## NBC Defines Web's Attitude On Clear Channel Issues

Washington Bureau **RADIO DAILY**—Washington—NBC yesterday advocated a "hands off" policy towards clear channels pending determination of new broadcast engineering standards. Avoiding discussion of any point other than the program service of NBC-owned clear channel stations the net told the FCC that final ruling on the fate of clears should follow setting of new engineering standards. Hugh M. Beville, Jr., NBC director

## Tells NAB's Second District Meeting It Is First Legislative Victory; Joint REC Session A Success

## Pres. Truman, Denny In Tribute To MBS

When Mutual welcomes the 300th station into the network fold tomorrow night,—WKRZ, Oil City, Pa.—on a special two-hour broadcast (8-10 p.m., EST), congratulatory messages from President Truman and Acting FCC Chairman Denny will be a part of the institutional program.

The special program, to be celebrated simultaneously in Oil City and the Mutual-Guild Theater in

(Continued on Page 6)

## H. V. Kaltenborn Honored By N. Y. Advertising Club

H. V. Kaltenborn, dean of news commentators, was honored by the Advertising Club of New York Wednesday when Charles E. Green, managing director of the club, pre-

(Continued on Page 3)

## Civic Organization Cites WCAU Public Service

Philadelphia—WCAU became the recipient of the first award ever made to a broadcasting station by the Philadelphia Chamber of Commerce and

(Continued on Page 2)

With more than 100 members from New York and New Jersey in attendance, the Second District of the NAB opened its annual meeting yesterday, the 14th in a series of such NAB gatherings this season. Joint luncheon session with the REC was held in the main ballroom of the Hotel Roosevelt, in

(Continued on Page 6)

## FCC Program Report On CCNY Agenda

F. H. LaGuardia, Edgar Kokab, president of MBS; Adrian Samish, ABC; Ed Byron, Hugh Beville, NBC; George L. Moskovics, CBS tele, and A. D. Willard, Jr., NAB, are among those scheduled to speak at the two-day Radio and Business Conference sponsored by CCNY at the Hotel McAlpin, Tuesday and Wednesday.

The largest panel discussion will be held Wednesday morning on "The

(Continued on Page 4)

## Province Denied Station; Canada Premier Critical

Regina, Sask.—Decision by the Dominion Government to refuse a transfer of CHAB, Moose Jaw, Saskatchewan to the Saskatchewan Government is "an infringement

(Continued on Page 2)

## Nostalgic

Climaxing 15 years as a radio star, Kate Smith will feature on her CBS show tonight at 8:30 p.m., songs she sang May 1, 1931 when she bowed into radio. Reminiscing, she will sing "Dream a Little Dream of Me," "Please Don't Talk About Me When I'm Gone," "I Surrender Dear" and "When the Moon Comes Over the Mountain," as sung on her inaugural show.



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MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Thurs., Apr. 25)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	194 1/8	192 1/2	193 3/4	- 1/4
CBS A	42 1/4	42 1/4	42 1/4	- 1/8
Farnsworth T. & R.	15 1/8	14 7/8	15	+ 1/8
Gen. Electric	46 1/2	46	46 1/4	- 1/8
Philco	34 3/4	34 1/2	34 3/4	+ 1/8
RCA Common	16 1/8	16	16 1/8	+ 1/8
RCA First Pfd.	91	90 1/2	90 1/2	- 1/2
Stewart-Warner	21 1/4	21	21 1/4	+ 1/8
Westinghouse	33 1/2	33	33 3/8	- 1/8
Zenith Radio	35 3/4	35 1/2	35 1/2	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	21 1/2	21	21 1/2	- 1/8
Nat. Union Radio	10 3/8	10 1/8	10 3/8	- 1/4
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	12	13		
Stromberg-Carlson	22 1/4	23 3/4		
WCAO (Baltimore)	35 1/2			
WJR (Detroit)	38			

## Gough Leaving SESAC; Plans Trip To Coast

(Continued from Page 1)

SESAC, Gough was for 27 years with the William Randolph Hearst organization as an editor and in 1927 organized Hearst Radio, purchasing 10 stations which he operated for over 10 years.

## Overseas P. C. Election

William Chaplin, NBC correspondent, was re-elected president of the Overseas Press Club at their annual meeting Wednesday night at the Lotos Club, New York. New vice-presidents of the organization of former and present foreign correspondents are Miss Sonia Tomara, William Shirer and H. V. Kaltenborn.

### WANTED

Radio technician, must know all circuits, reply in detail, stating experience, etc.

Box No. 164, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## Civic Organization Cites WCAU Public Service

(Continued from Page 1)

Board of Trade when a silver plaque "for an outstanding contribution to the future life of the community" was presented in recognition of "Career Forum" vocational guidance series. The presentation was made on the season's concluding broadcast of the series by A. L. Hallstrom, president of the Chamber of Commerce and the Board of Trade and accepted by Joseph L. Tinney, executive vice-president of WCAU.

In his presentation Mr. Hallstrom declared, "I know no other radio series that has done so much to help school children of today prepare for their careers of tomorrow. Naturally the ultimate good effect of these broadcasts on future business in Philadelphia will be far reaching. I speak for Philly business generally when I say we are grateful to WCAU for having taken the lead in preparing the young people in the Philly area for the future. I sincerely hope that this achievement will be an inspiration to others in the field."

Quincy Howe, noted CBS news commentator-analyst was the featured speaker on the last program.

## Province Denied Station; Canada Premier Critical

(Continued from Page 1)

of free speech and an invasion of provincial rights, which we cannot tolerate," Premier T. C. Douglas has declared in a public statement. "This is the type of centralized dictatorship which must be fought at every turn," he said, and added, "we challenge the right of the Federal Government to say that a provincial government cannot own a radio station, and we are prepared to put it to the test."

The effect of Ottawa's decision means that only the Canadian Broadcasting Corporation and private corporations can own an important medium of public information, Douglas insisted. He said the provincial government would not drop its negotiations with the owners of CHAB. The Government held an option on the Moose Jaw station, he said, and would continue to hold this until it was assured a transfer of license would not be obtained.

## La Guardia Seeks Radio Aid For UNRRA Appeal

(Continued from Page 1)

purpose of setting up a plan to coordinate broadcasting activities.

In line with the UNRRA appeal for radio support, broadcasters in the wheat growing areas of Montana, Minnesota, North and South Dakota, Oregon and Washington, this week received a transcribed message from LaGuardia for use on farm programs. Stations were asked to include the wheat growing appeal in current agricultural programs.

## Boice To Succeed Lanphier As Gen. Mgr. of WEMP

Hugh Boice, formerly with J. P. McKinney and Son, station representatives, and previously with station WMBD, Peoria, Ill., as commercial manager, will become general manager of WEMP, Milwaukee, Wis., effective May 1. Station WEMP, affiliated with the American Broadcasting Company, is owned and operated by the Milwaukee Broadcasting Company of which Senator Robert M. LaFollette, Jr., is a partner. Boice replaces Charles J. Lanphier.

## Stork News

The daughter of Robert E. Hartzog, control room supervisor of KOIN, Portland, Ore., won the appropriate nickname of "Bunny" by being born on Easter Sunday morning. Weight: 6 pounds, 12 ounces. Real name: Linda Jo.

## Bermuda Outlet Joins ABC

Effective May 12, station ZBM, Hamilton, Bermuda, will become affiliated with ABC as a basic supplementary outlet.



NATIONAL Fisherman's Week starts tomorrow, April 27th. If you're fishing for sales in Philadelphia, use WIP as bait. Sponsors have made catches t-----h-----i-----s big

# WIP

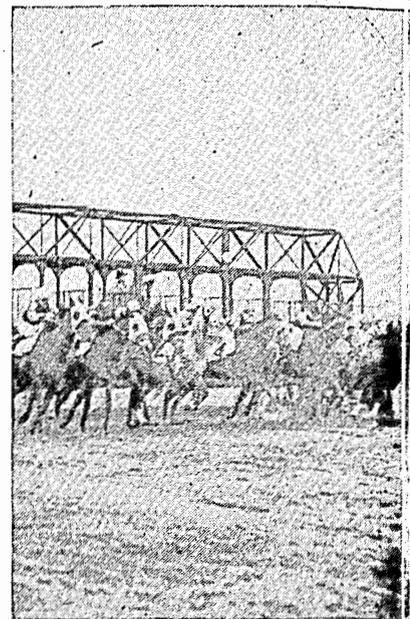
WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.

MUTUAL'S 3rd MARKET STATION

Represented Nationally by  
GEO. P. HOLLINGBERY



## Even start

Those ponies usually get out of the stall . . . even up.

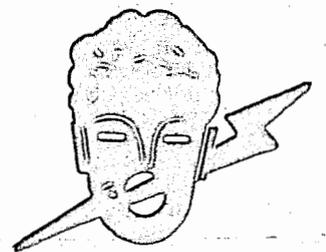
It's the challenge . . . and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged . . . and in the stretch.

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



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

# KSJB Jamestown North Dakota

Represented by  
North Central Broadcasting System, Inc.

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

# CBS—MBS

# Hands Off Channels' Seen As NBC Policy

(Continued from Page 1)  
 Channel stations and two class 1-B. Confining his testimony to only one issue in the clear channel hearing—that of the clear channel stations' program service to rural listeners—Leville reviewed the service of NBC-owned stations, including WEAF, WTAM, WMAQ, KOA and KPO. He stressed, however, that "we have long been convinced that in general rural people like to listen to the same kinds of programs as urban listeners."

**Speaks Of Rural Needs**  
 "In planning programs, therefore," he said, "clear channel stations must keep the farm, rural non-farm and urban population in mind and attempt to arrive at a desirable balance to fill the needs and desires of all groups."

"Radio broadcasting," he said, "has been a great boon to rural people. While the telephone, the automobile and the postal service have done much to end the isolation of the farmer, radio broadcasting is the most important means by which entertainment, recreation, inspiration and useful information are brought directly to the farm home. The service is here at all hours of the day and night and with unending continuity and variety. Radio broadcasting has provided the rural dweller with a means for broadening his interests and hitherto has been available only to a relatively few. With the flip of a switch or the push of a button, the farm family is able to bring to itself the best of entertainment from the talent centers of the nation, musical performances which once were available only in the largest cities, dramatic programs performed by the great artists of stage and screen. In the political field radio provides the farmer with immediate contact with government and with the leaders of the nation; it brings to him the spokesmen for his own organizations; it enables him to know the news events as they occur; it permits him to hear discussions of vital issues affecting his nation and the world. Radio gives the farmer immediate contact with all phases of his national life, political, economic and social. Radio has brought the farm family into the national family, providing things that once were available only to the city dweller. This is a job that can be done only by a well-rounded program service."

**Cites Radio Influence**  
 "The farmer must depend upon radio more than anything else to bring to him the culture and life beyond his own environment. He must rely upon radio to broaden his interests, to relax and entertain him,

# Gov't Publicity Budget Will Total \$75,000,000

(Continued from Page 1)  
 tional, promotional and publicity" activities.

Although the State Department has hit the headlines for its informational program, other government departments and agencies also expect to splurge this year, the budget bureau reported. The State Department's \$30,000,000 "publicity" cost led the budget bureau's list, but other agencies are high in the running, the budget bureau's "little list" showing the following: Treasury Department, \$11,000,000; Agriculture Department, \$9,295,000; OPA, \$2,572,000; Commerce Department, \$2,000,000; War Department, \$5,175,000; Labor Department, \$1,440,000; Navy Department, \$704,000; Interior Department, \$387,000. Other agencies expect to spend smaller sums.

According to the budget bureau the money is being spent for the following: motion pictures, radio broadcasting, publications in hundreds of varieties, exhibits, lantern slides and lecture material, photography, paid advertisements and so on.

# H. V. Kaltenborn Honored By N. Y. Advertising Club

(Continued from Page 1)  
 sented him with the club's Bronze Achievement Award. Accompanying the plaque was the following citation:

"We salute H. V. Kaltenborn, dean of news analysts on the air. Working in the trail-blazing medium of radio, you have introduced many new techniques and have become one of the most effective pioneers of our time.

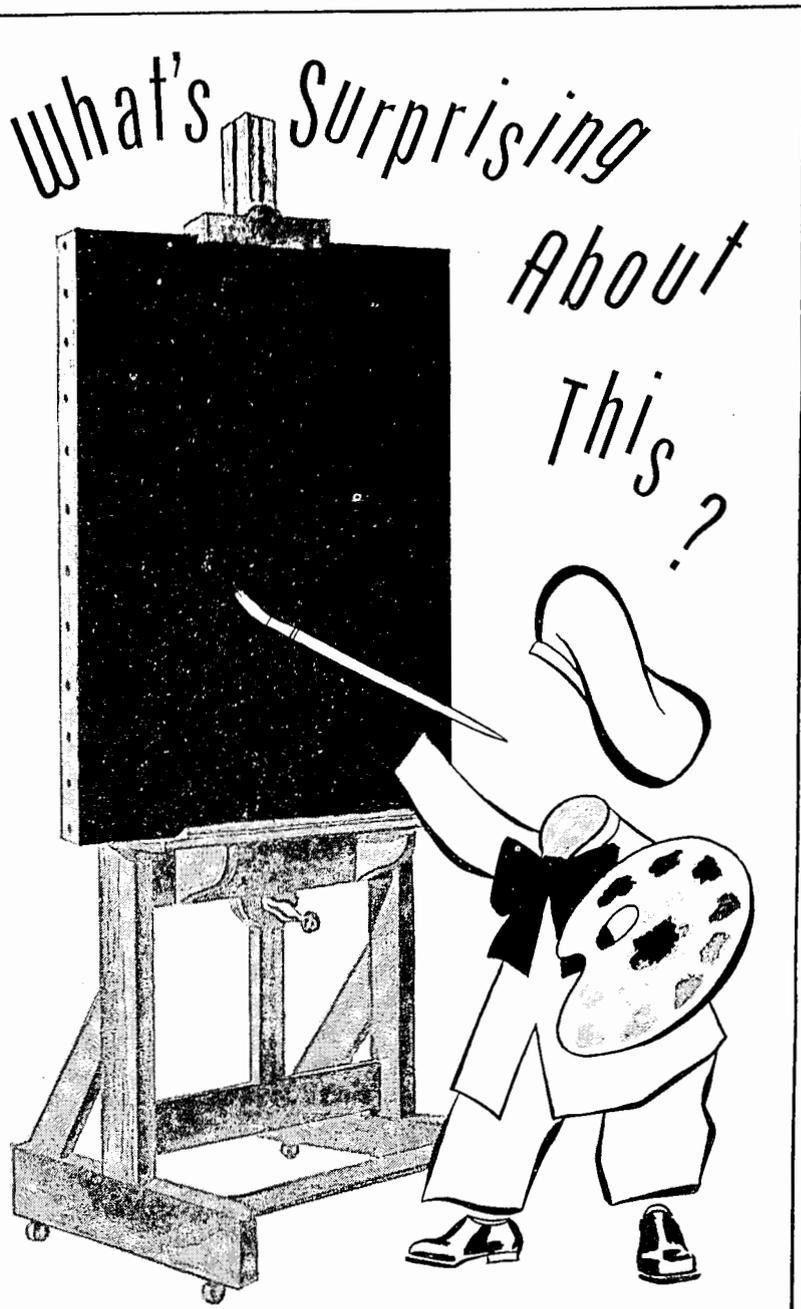
"Your masterful reports and interpretations of news events, during war and peace, have helped men and women on both sides of the world to keep abreast of the news, and furthermore to understand the full significance of each day's developments.

"For the accuracy, reliability and clear insight of your news broadcasts, from April 4, 1922, down to the present, we extend to you our admiration and congratulations, and present you with the Bronze Plaque Achievement Award of the Advertising Club of New York."

to keep him informed of the issues facing the nation and the world. These are the needs that must be fulfilled by the general program form of our stations.

"The program policies of our clear channel stations are based upon these considerations. We know that we must serve all our listeners, young and old, in every social and economic status. We must serve them with a variety of programs based upon a common desire for entertainment, education, inspiration, news and information. We must serve in a satisfactory manner the entire community in which we operate with no major distinction between urban and rural."

Opponents of existing clear channel stations will begin testimony on May 7 following additional plugging for the clears beginning today by independent stations.



No... we haven't forgotten a thing! Just the artist's conception of what carbon black looks like. And we wanted you to know that here in Amarillo we have the largest Carbon Black production in the world! But that's just ONE of the MANY PERMANENT INDUSTRIES raising this market to a \$900 per capita income! When you want best results, let MORE of these high income folks know about your product —use KGNC!

THE FAMILY STATION  
 IN THE GREAT PANHANDLE  
**KGNC**  
 AMARILLO  
 TEXAS  
 1440 KC  
 5000 WATTS DAY  
 1000 WATTS NIGHT



(C. P. GRANTED—10,000 WATTS DAY AND NIGHT—710 KC.)

**LEN STERLING**  
 LA 4-1200

## FCC Program Report On CCNY Agenda

(Continued from Page 1)

Veteran's Chances in Radio," with Charles Batson, of the NAB, as moderator. Included on the panel are Nelson Schraeder, Radio Program Information Service; Ivor Kenway, ABC; Marjorie Morrow, CBS; Ernest de la Ossa, NBC; Herbert Rice, MBS; Samish, Beville, Ira Herbert, WNEW; H. L. Fishel, MBS; Leon Goldstein, WMCA; Robert Novak, MBS; Elsie Dick, MBS; Ted Cott, WNEW; S. C. Mark, Lefton Co.; Jo Ranson, WHN; Earl Ryan and Robert G. Snider, CCNY.

Wednesday afternoon there will be a session on "The FCC Report—Right or Wrong" with Kenneth G. Bartlett, Syracuse University, as moderator. The panel includes Edward M. Brechler, Metropolitan Broadcasting Corp.; Attorney William J. Dempsey; Jack Gould, The New York Times; M. S. Novik, radio consultant; Robert K. Richards, Broadcasting; C. Maurice Wieting, National Council of Farmer Co-operatives, and "Jess" Willard.

LaGuardia is slated to speak on "Freedom of the Air" at Wednesday's luncheon, but it is possible that UNRRA affairs may keep him away. Ordway Tead, chairman of the N. Y. Board of Higher Education, will preside, and there will be features by John Kieran and Jack Glenn, senior motion picture director of the March of Time.

Willard will preside at the annual awards dinner that evening. There will be a message of greeting from Mayor William O'Dwyer and talks by Kobak and Robert F. Elder, assistant to the president of Lever Brothers.

The conference gets under way at 2:30 p.m., Tuesday with a session on "New Stations and FM—Their Impact on Radio and Business." Herman Hettlinger, of Crowell-Collier Publishing Co., will be moderator, and panel members include Leonard L. Asch, WBCA; John V. L. Hogan, Interstate Broadcasting Co.; John H. Laux, WSTV; Frank W. Mansfield, Sylvania Electric Products, Inc.; Linnea Nelson, J. Walter Thompson Co.; Stuart Peabody, The Borden Co.

Tuesday evening there will be a session on "Program Standards and their Observance," led by Arthur Pryor, Jr., BBD&O vice-president in charge of radio. Speakers include Ed Byron, Herschel Deutsch, Grey Advertising Agency; Dorothy Kemble, MBS, and William McGrath, WHDH.

"Television as an Advertising Medium" will be discussed Wednesday morning by Charles J. Durban, U. S. Rubber Co.; Philip Fuhrmann, WABD; Reynold R. Kraft, NBC; Moskovics and Ben Pulitzer.



### Walking The Main Stem. . . !

● ● ● Add radio divorces: Helen Menken and "2nd Husband"—after ten years. . . The offer Hildegard received to appear at the Hotel Astor's Roof this summer tops even Milton Berle's fabulous fee at the Carnival. . . Tony Provost, who just put the new click, "Hi, Jinx," on WEF, has a couple of other hot packages which will be making news before long. Jinx and Tex McCrary, incidentally, form a high-powered team to buck the strong ayem competition. . . Rudy Vallee wrote Harriet Van Horne that he may be everything else she wrote of him—but he is certainly not DULL. Hmn. . . Chicago Times' popular columnist, Irv Kupcinet, in town making the rounds and Gary Stevens refers to him as the Chicago-getter. . . Lunching with the Fitzgeralds—Ed & Pegeen—yesterday proved just as delightful as breakfasting with them on the air. Among other things, we learned that it took Pegeen exactly 8 years to sell the station, and even her husband, on the idea of doing a man-and-wife broadcast. And now look what she's started! . . . This dep't wants to doff its lid to Max Marcin for ironing out the differences that caused the crack writing team of Pellitiere and Finke to withdraw from "FBI in Peace And War." The boys are back together again and everybody's happy.

#### — Give To Conquer Cancer —

● ● ● Jane Froman's CBS audition Wed. p.m. for Roger White proved she's got a voice to match her great heart and courage. Backed by Ray Bloch's lively combo, if that show isn't sold by the time we raise our next five o'clock shadow, we're goin' right out and dispose of all our radio stock. (Both of them). In sum, the show's Fromantic

#### — Give To Conquer Cancer —

● ● ● Eileen Farrell signed for the summer Prudential Family Hour series plus Columbia records. . . Eileen Barton show due to fade from NBC in four weeks. . . Whole town's talking about the swell Easter Parade reporting job turned in by Maggi McNellis, Ben Grauer and Herb Sheldon. . . Louie Quinn, topflight scripter of "Hall of Fame" for the past year, is mulling over three juicy offers these days. Two are from agencies to head their radio dep't—and the third is from Warner's to return to their scenario dep't at five times the dough he formerly got. . . Aside to Chicago network flacks: Roll out the old welcome mat for one of N. Y.'s best known magazine gals, Jessyca Russell, who will be stopping at your Ambassador West until May 1st. While there she'll do a Magazine Digest yarn on the Quiz Kids, among others. . . Larry Douglas signed with Wayne King for the Durante summer spot. . . Evelyn Knight has a new Decca contract. . . Recommended: Clifford Evans' big-timey handling of the Harlan Stone Memorial program Tues. via WLIB—worthy of a major outlet. . . Closing of "Woman Bites Dog" was Broadway's loss and radio's gain. Frank Lovejoy is free for radio roles again. . . Evelyn Pierce, supervisor of Daytime Radio at Compton's, spoke to the girls of the Drama Dep't at Sarah Lawrence College in Bronxville the other day on daytime radio. . . Harry Wismer's new deal to appear on "Headline Edition" nitely over ABC gives him 11 spots a week now. . . After hearing Red Barber's description of that no-hit game the other day, we've come to the conclusion that Ed Heads are better than one.

#### — Give To Conquer Cancer —

● ● ● Question Marks: Is "The Thin Man" slated to fade for good? . . . What were Phil Spitalny and those agency execs huddling about the other noontime at Shor's? . . . Is Ed Wolf bringing back "The O'Neills" on a twice-a-week basis? . . . Did Buddy Clark get the Carnation show as singing emcee? . . . What outside pressure caused Frank Parker to drop his plans for a new radio station in Danbury, Conn.? He already has raised the funds and applied for a license? . . . Does Ray Milland list the Rivoli Theater as one of his legal residences?

#### — Give To Conquer Cancer —

## ABC Offering Shares To Public In New Issue

(Continued from Page 1)

bankers. Consummation of the plan must await approval of the FCC and registration of the new securities with the SEC. None of the holdings of the present stockholders will be included in the offering.

Noble said that when the web passed into new hands in 1943, he "expressed the hope that it would eventually have the broadest possible ownership." He continued, "I am satisfied that the progress which the American Broadcasting Company has made over the past three years justifies a broader public participation in its ownership."

Proceeds will be applied also to improving and developing network facilities and to the payment of bank indebtedness, it was stated.

### Navy Cites WLW's Chase

Cincinnati—Milton Chase, WLW Eastern expert and regular member of the Sunday NBC "World Front" panel, who spent seven months in the Pacific covering the fighting for WLW, has been presented with a U. S. Navy commendation for his service as a war correspondent for "outstanding service rendered to the United States at war as an accredited Navy war correspondent." The commendation was signed by Secretary of the Navy James Forrestal.

## ROSS FEDERAL RESEARCH CORPORATION

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

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

### Ave Maria Hour WMCA — Sunday — 6:30

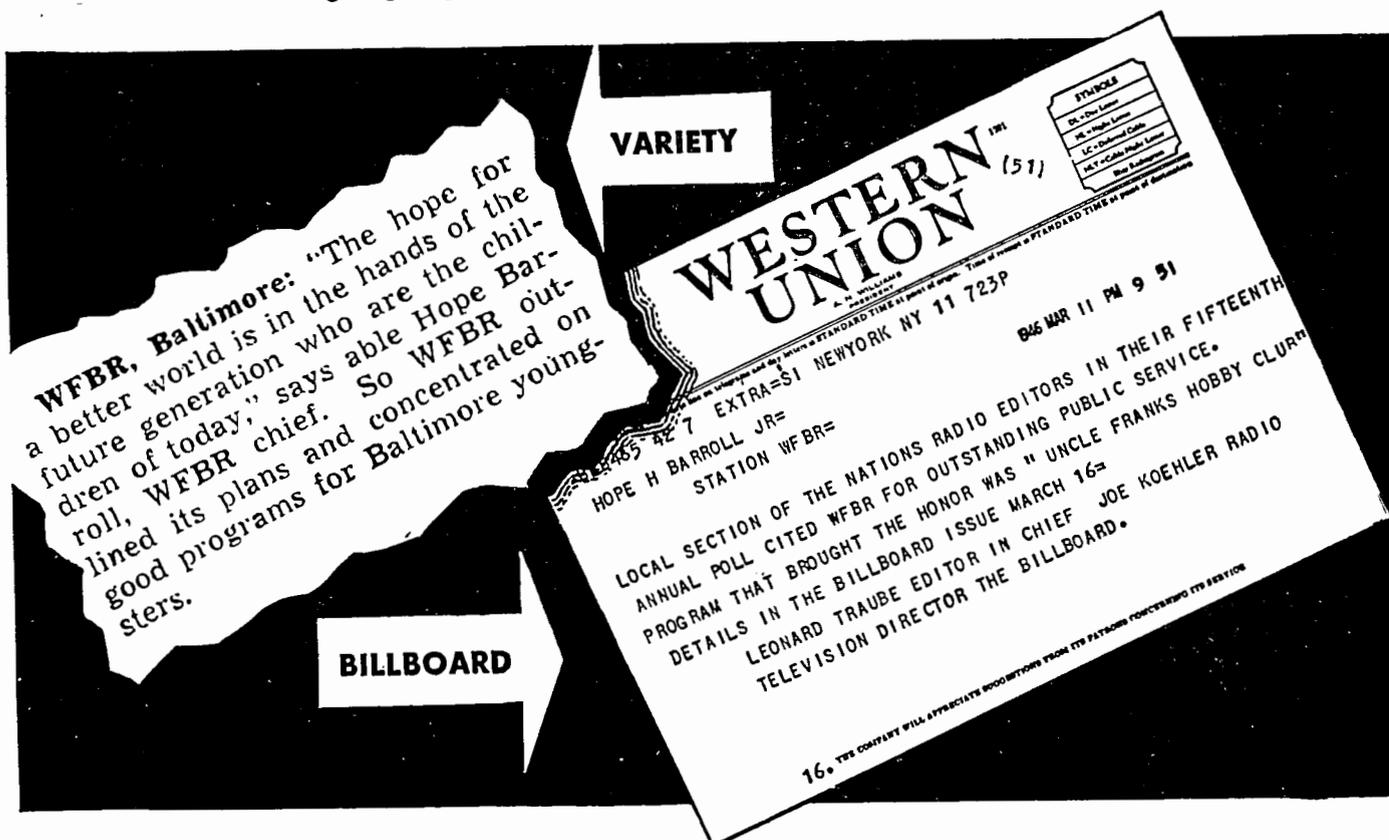
For 10 years the number one Religious drama of the Americas.  
IT'S A DONALD PETERSON PRODUCTION

# THE ONLY BALTIMORE STATION

*Cited by*

## BILLBOARD AND VARIETY

# ...WFBR



**WFBR gets Billboard Award for "Hobby Club of the Air" and special mention by Variety for work on Children's Programs.**

Two more examples that WFBR—Baltimore—is a living, breathing radio station that accepts full responsibility of a radio station's duty to the community.

This duty has always taken the form of civic, charitable and church support and in the cases noted by Variety and Billboard of

initiative in programs that have to do with the welfare and education of Baltimore children.

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

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

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.



# Miller Lauds Passage Of Lea Bill As NAB 2nd District Opens Meet

(Continued from Page 1)

course of which two specially adapted radio programs provided a hilarious hour of entertainment. Morning session of the two-day NAB meeting which opened yesterday at the Roosevelt was keynoted by President Justin Miller who spoke for more than an hour in reviewing and highlighting the activities of NAB since he took office last year. Kolin Hager, of WGY, director of the Second District, presided. Miller was followed in the forenoon by other NAB officials, including Frank Pellegrin, who spoke on the aspects of the small-station sales and A. D. Willard, Jr., executive vice-president, spoke on employer and public relations.

Passage of the Lea-Vandenberg Bill, curbing the powers of James C. Petrillo and the AFM, "is the first major legislative victory" achieved by the broadcasting industry since its inception, and further legislative action is expected to follow, Justin Miller said as the second district meetings opened.

Although many "perfectionists" in the industry felt that the new law is not comprehensive enough, Miller explained that this first major achievement may be compared to the long and finally, successful, struggle labor had to experience before its aims were ultimately granted. These aims, he said, will be achieved in a step-by-step process. Another strong indication of Congressional attitude toward the radio industry, the NAB president pointed out, is clearly made in its passage of the bill, which offers "conclusive proof" that Congress is not unfriendly to it, as has hitherto been suggested.

Miller reiterated his attack on the recent FCC programming report, and suggested that broadcasters challenge the legal right of the Commission to demand the apportioning of time to public service, commercials, etc.

#### Luncheon Session

Joint luncheon session with the Radio Executives Club of New York heard a short talk by President Miller and Murray Grabhorn, REC prexy announced the next two meetings, the latter which is to be the final one of the season. Grabhorn said that the next meeting will take place May 9, and the next May 22. Bill Wilson, will select a nominating committee for election of officers for the coming year.

On the dais were seated: Hugh Feltis, president of the Broadcast Measurement Bureau; Dorothy Lewis, coordinator of listener activity for the

NAB; A. D. Willard, Jr., executive vice-president of NAB; Frank Pellegrin, in charge of sales, NAB; John McNeil, manager of WJZ; Justin Miller; Murray Grabhorn; Kolin Hager, Director of District No. 2; Jack Kennedy, sales chairman, Second District; Robert Soule, public relations chairman of the district; Frank Brenner, engineering chairman and Arthur Hull Hayes, manager of WABC.

Backed by a lusty orchestra conducted by Mort Harris, the festivities opened with "Leave it to the Girls," Mutual program partly adapted to the occasion, with Henry 'Heres' Morgan as the male; emceed by Paula Stone, her femme guests were, Florence Pritchard, representing David O. Selznick; Eloise McElhorne, with Richard Condon, public relations office; Robin Chandler, New York Journal-American fashion editor and Maggi McNellis of NBC. Between Moderator Stone, Morgan and the quick witted gals the skit hit a fast pace and never lost its momentum. Laughs were plentifully spotted.

Take-off on "Mr. District Attorney," NBC top anti-crime program, was handled by the three leads heard on the network, Jay Jostyn as the D. A.; Len Doyle as Harrington and Vicki Vola as Miss Miller. Written by Bob Shaw and Ed Byron, the skit pulled no punches in the way of comedy. Those that came in for a bit of ribbing in the 'gag lines and "plot" included: Ike Lounsberry of WKBW and WGR, Buffalo; Edgar Kobak of Mutual; Harry Wilder, Syracuse; George Rosen, Variety; Ed Petry (they finally tossed him a chain-break); Joe McGillvra; Justin Miller, J. C. Petrillo, Frank Stanton, Paul Kesten, Frank Mullen, Linnea Nelson, Beth Black, Pete Yaeger, Marvin Kirsch, and Murray Grabhorn, on whom the D. A. pinned the rap.

Out-of-town guests other than Second District members in attendance included Jack Harding, manager of the National Sports Club, of London, and Earl Glade, mayor of Salt Lake City and a board member of KSL in that city. Harding was the guest of Jack Alicoate.

#### Afternoon Session

Opening the afternoon session of the Second District meet was a Broadcast Measurement Bureau review by Hugh Feltis. For the first time, the joint backers of the BMB, the Association of National Advertisers and the American Association of Advertising Agencies had their chief executives at an NAB district

meeting. Fred Gamble of the AAAA gave the BMB and the radio industry a hearty pat on the back for a job well done, pointing out that it was a job that had to be accomplished collectively, being one that could not very well be handled by any individual group without the backing of all concerned.

Paul West of the ANA was loud in his praise of the BMB job, saying it was almost unbelievable that within a year hundreds of broadcasters had come to the front and contributed a million and a quarter dollars toward the cause, which he deemed more than a worthy one, for the benefit of all concerned. West stressed the point, however, that BMB was well on its way now, but that it must be regarded as only the beginning, but the beginning he regarded as highly significant and most important to the three groups concerned, the advertisers, his agency and the broadcasting industry. West believed that the postcard surveys will have to be taken more often than now provided for. Nevertheless, he said the BMB start was a milestone in advertising history. West paid a tribute to Justin Miller as having a most analytical and logical way of thinking.

Hugh Feltis resumed the BMB session stating that to date 725 stations were subscribers, but that the proportion of the type of station represented such as small, medium and large was about the same when the BMB had fewer subscribers. With the aid of a series of colored slides he traced the history, the problems and progress of the organization. Feltis pointed out at the same time the difficulty of time-buyers obtaining authentic information on station coverage and illustrated his point. Time buyers and agency folk in attendance included Linnea Nelson of J. Walter Thompson and Leonard Bush of Compton Advertising, Inc.

#### Copyright Talks

Talks on copyright followed the BMB session. Suggesting that broadcasters "begin to think now" about any possible new demands to be made by Ascap when the present contract expires on Dec. 31, 1948, Sydney Kaye, executive vice-president of BMI, Inc., warned against the "effects" of any such agreement decided upon by mediation. "During the next few years, BMI will need the intelligent support of the industry," Kaye said, and asked broadcasters to make full use of the services "you're paying for now."

Ascap, on the other hand, according to General Manager John G. Paine, has "no idea what its policy will be when the time comes to discuss a new contract." In order to clear up "some of the anxiety" created as a result of recent talks before NAB meetings by Kaye and C. E. Arney, Jr., Paine asserted that Ascap has learned to live with the radio industry in the last couple of years,



JUSTIN MILLER

## Pres. Truman, Denny In Tribute To MBS

(Continued from Page 1)

New York, will spotlight samples such regular web offerings as "Leave It to the Girls," "Quick As a Flash" "The Harry Savoy Show," and several others, under Elsa Maxwell, hostess.

All featured MBS commentators will take part in the show, with special skits provided by Dick Powell, Erskine Johnson, Nigel Bruce, Basil Rathbone and other prominent radio and picture stars in Hollywood.

Commissioner Denny's felicitations will point up the service Mutual is bringing to small towns and rural areas. "Your policy of reaching the smaller communities as well as the metropolitan centers," it says, "is evidenced by your achievement in adding 200 stations in communities where there is no other radio station in line with the Commission's policy to encourage and facilitate the extension of broadcast service to the largest number of citizens."

Edgar Kobak, president of the network, also will read a message of tribute to Mutual's expansion since 1934, when its first program was carried by four stations.

and "it has no intention of jeopardizing it. If anybody is worried about Ascap's intentions," Paine said, "the industry should appoint a committee to sit down with us and talk it over now." Much of the present lack of planning, he explained, is due to the uncertainty of the effects of television, FM or facsimile. "We need enlightenment as much as anyone," he said "but we'll continue to be just a friendly."

#### Today's Agenda

Today's sessions, beginning at 10 a.m., will include: Sales Manager's Clinic, John W. Kennedy of WHAM presiding; Frank Pellegrin, NAB director of broadcast advertising. Afternoon meetings cover: Program Manager's Clinic, John McNeil, WJZ presiding; Engineering Session, Frank V. Bremer, WAAT, presiding; AFM Situation, President Justin Miller, and Report of Resolutions Committee.

**BALTIMORE'S** *Listening Habit*

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President    George H. Roeder, General Manager  
FELT & PETERS, Inc., Exclusive National Representatives

### FOR SALE

45% interest in prosperous midwest network affiliate.

Box No. 165, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

**COAST-TO-COAST**

**—CONNECTICUT—**

**HARTFORD**—The "Main Street," WDRS street interview show is taken over by announcer Ray Hansen as chief interviewer. Roy emcees the morning "Shoppers Special" program and now in addition he will do a five-week afternoon chore on a solo basis. . . . **STAMFORD**—Fred Daiger, former AAF captain, has joined the WSTC staff as director of public relations and civic broadcasts. . . . Station Manager Walter Haase of WDRS has been appointed vice-chairman of the 1946 campaign promotion committee of the Greater Hartford Community Chest. . . . WDRS Program Manager Harvey Olson observes his seventh anniversary with the outlet this month.

**—NEW YORK STATE—**

**ALBANY**—Clearstone Research Corporation has been issued a charter to deal in recordings, reproducing telegraphic devices, radio and television products. . . . Audience Surveys, Inc., has been issued a charter to conduct tests on the emotional responses of radio and television audiences. . . . **JAMESTOWN**—Si Goldman and Jim Swan, WJTN manager and member of the sales dept., respectively, teamed up last week to win the city-wide doubles badminton championship. . . . Jack Guinan, recently released from the Army with the rank of captain, is the latest addition to the WJTN announcing staff.

**—NORTH CAROLINA—**

**ROCKY MOUNT**—Pete Corbitt, recently with WHNC, has joined WREB as head of the music dept. . . . Melba Harrison shifts from the community dept. to the traffic dept. with Stu Snipes of the announcing staff replacing her. . . . **KINSTON**—Bob Cunningham, WFTC general manager, has returned from a three-week yacht trip down the intercoastal waterway to Miami. . . . **CHARLOTTE**—Alonso Squires, WAYS blind early morning emcee and disc jockey, averaged two-hundred pieces of mail daily on a singles offer of an electric iron. Only stipulation of the contest was that listeners send their names and addresses. From the entries one was pulled at random by Squires, as he put it, "so I could see it was on the level."

**—PENNSYLVANIA—**

**PITTSBURGH**—WCAE has inaugurated a new weekly series of programs entitled "Greater Pittsburgh Presents." Series is designed to keep WCAE listeners informed of the latest Pittsburgh entertainment, to serve as a guide to local educational facilities and to encourage citizens to take an active part in community projects. . . . Mary Coyle has been added to the WCAE staff as secretary to chief engineer, Jim Schultz.

**NAB Meet Draws Executives From NYC, Upstate, Jersey**

Among those registered at the NAB 2nd District Meeting were: E. L. Trudeau, WOKO, Albany; Joe Nolan, WABY, Albany; Fred L. Keeseo, WMBO, Auburn; E. H. Gamble, WBPA, Batavia; Cecil Mastin, WNNB, Binghamton; E. R. McClosky, WNNB, Binghamton; Stanley Heslop, WNNB, Binghamton; C. R. Thompson, WBEN, Buffalo; Frank Kelley, WBEN, Buffalo; Roy Albertson, WBNY, Buffalo; Cy King, WEBR, Buffalo; H. W. Clothe, WEBR, Buffalo; William Schweitzer, WEBR, Buffalo; John Bacon, WGR, Buffalo; Dale Robertson, WENT, Gloversville.

Also Michael Hanna, WHOU, Ithaca; Samuel Woodside, WICU, Ithaca; Simon Goldman, Jamestown; H. W. Cassill, WGNV, Newburgh; R. Crans, WKIP, Poughkeepsie; R. Coon, Jr., WKIP, Poughkeepsie; A. H. Hayes, WABC, New York; G. R. Swift, WABC, New York; Jules Dundas, WABC, New York; John Field, Jr., WABC, New York; Dinty Doyle, WABC, New York; W. I. Moore, WBNX, New York; A. Solbrig, WBNX, New York; W. Tilenius, WVEAF, New York.

Also James Gaines, WVEAF, New York; Claude Barrere, WVEAF, New York; W. Schroder, WINS, New York; J. H. McNeil, WJZ, New York; T. C. Streibert, WOR, New York; Eugene Thomas, WOR, New York; N. Livingston, WOR, New York; E. Dannett, WOR, New York; R. C. Maddux, WOR, New York; Gene King, WOR, New York; Don Hamilton, WOR, New York; J. Coopersmith, WOR, New York; John Hayes, WQXR, New York.

Also George Bissell, WMMF, Plattsburgh; Jack Lee, WHAM, Rochester; Jack Kennedy, WHAM, Rochester; G. Wigg, WHEC, Rochester; L. Wheeler, WHEC, Rochester; L. Asch, WBCA, Schenectady; Kolin Hager, WGY, Schenectady; B. J. Rowan, WGY, Schenectady; Alex McDonald, WGY, Schenectady; A. O. Coggeshall, WGY, Schenectady; W. T. Lane, WAGE, Syracuse; R. G. Soule, WFBL, Syracuse; C. Phillips, WFBL, Syracuse; A. R. Marcy, WFBL, Syracuse.

Also O. F. Soule, WFBL, Syracuse; H. Wilder, WSYR, Syracuse; E. R. Vadeboncoeur, WSYR, Syracuse; W. R. Alford, Jr., WSYR, Syracuse; T. S. Marshall, WOLF, Syracuse; W. A. Rippe, WTRY, Troy; J. W. Sutphen, WTRY, Troy; E. Stewart, WIBX, Utica; I. E. Martin, WWNV, Watertown; C. Havelin, MBS, New York; Dorothy Lewis, NAB, New York; J. Compter, WHOM, New York; Charles Baltin, WHOM, New York; Ted Enns, WHOM, New York.

Also F. V. Bremer, WAAT, Newark; I. Rosenhaus, WAAT, Newark; V. A. Bennett, WAAT, Newark; P. Alger, WTTM, Trenton; F. Wellman, WTEM, Trenton.

From NAB Headquarters: A. D. Willard, NAB, Washington, D. C.; F. Pellegrin, NAB, Washington, D. C.; J. A. Brown, NAB, Washington, D. C.; H. M. Higgins, NAB, Washington, D. C.; Lee Hart, NAB, Washington, D. C.; H. Feltis, BMB, New York; Don Petty, NAB, Washington, D. C.; Otto Brandt, NAB, New York.

Also G. Markham, WGFM, Schenectady; M. L. Swars, Noble & Swars, New York; V. Liebler, Columbia Recording Corp., New York; Mr. Clarkson, Columbia Recording Corp., New York; Mr. Carlson, Columbia Recording Corp., New York; Everett Goodman, Harry Goodman Prod., New York; Lewis Avery, Lewis Avery, Inc., New York; M. J.

Block, Katz Agency, New York; M. Silberman, Keystone Broadcasting Co., New York; Morton Adams, Keystone Broadcasting Co., New York; Calvin Fox, Keystone Broadcasting Co., New York; Joseph McGilvra, Joseph McGilvra, New York; Charles Kleinman, RCA, New York.

Also Al Josephsen, RCA, New York; H. Sadenwater, RCA, New York; F. Gunther, Radio Engr. Labs., New York; Joseph Behr, Radio Engr. Labs., New York; Loren Watson, Joe Weed, Weed & Co., New York; J. P. Beckover, Western Electric, New York; L. C. Tyack, Western Electric, New York; Sydney Kaye, BMI, New York; M. E. Tompkins, BMI, New York; Roy Harlow, BMI, New York.

Also Bob Burton, BMI, New York; Ralph Wentworth, BMI, New York; Kurt Jadasohn, SESAC, New York; Victor Whitlock, SESAC, New York; John G. Paine, ASCAP, New York; J. M. Collins, ASCAP, New York; Herman Greenberg, ASCAP, New York; Richard Murray, ASCAP, New York; A. F. Harrison, United Press, New York.

Also Bill Ewing, United Press, New York; Oliver Gramling, Assoc. Press, Dave Williams, Assoc. Press, New York; Mitchell Curtis, Assoc. Press, New York; Thomas E. Cunningham, Assoc. Press, New York; Ed Kasper, Kasper-Gordon, Boston; Aaron Bloom, Kasper-Gordon, Boston; Alex Sherwood, Standard Radio, New York; Cy Langlois, Lang-Worth, New York; John Langlois, Lang-Worth, New York; Pierre Weis, Lang-Worth, New York; C. O. Langlois, Jr., Lang-Worth, New York; Muriel Farrel, Lang-Worth, New York.

Also Mae Paul, Lang-Worth, New York; W. O'Keefe, Lang-Worth, New York; Addison Armor, Thesaurus, NBC, New York; Lloyd J. Andres, Majestic Records, New York; W. R. Bruner, Printers Ink, New York; William Roux, NBC Spot Sales; George B. MacGlen-

**AGENCIES**

**THOMAS AITKEN, JR.**, recently released by the Navy, joins McCann-Erickson's foreign department. Formerly with S. & G. Gump Co. of San Francisco, Aitken will be assigned to one of McCann-Erickson's Latin American offices after a period of training in their New York office.

**CHARLES KOONS**, president of Koons-Beebe Associates, Inc., New York City, manufacturers of the new Karen Dial-O-Matic Pressure Kooker, announces that his firm will soon release a campaign through Paris and Peart, New York City. Radio, as yet, is not included in the plans.

**MRS. VERA J. MUENZER**, assistant treasurer of Anderson, Davis & Platte, has been appointed space and time buyer for a group of the agency accounts, including all those in the homefurnishings field. George De Sola will relinquish media functions to devote his full time to account executive duties.

non. WJZ, New York; Clair Heyer, Radio Market Guide, Chicago; J. H. Ganzenhuder, Western Electric, New York; Ken Beghold, Capitol Transcriptions; Walt Davison, Capitol Transcriptions; Miles Hebrer, N. Y. State Radio Bureau; S. D. Gregory, Schenley Affiliates; Richard Grahl, William Esty Co., New York; Adam Young, Adam Young, Inc., New York.

**NOW**

**THE FIRST**

**MAJOR IMPROVEMENT**

*in radio facilities in years*

**FOR**

**MINNEAPOLIS • ST. PAUL**

**5000 WATT\***

**DAY and NIGHT**

**WLOL**

**MUTUAL-BASIC**

*Located between NBC and CBS on the dial*  
**NORM BOGGS**

*General Manager*

\* CP granted, in operation in May, 1946.

*Send Birthday Greetings To—*

April 26

A. L. Alexander Eugene J. Cogan

April 27

Ben Pearson Martha Torge  
Lew Crosby Mel Ronson  
J. Franklin Viola Ned Wever

April 28

Lionel Barrymore Joan Blaine  
Hugh McCartney Marion Taylor  
Michael Fitzmaurice Jay Hertin

**WANTED**

Graduate Engineer, experienced in radio and amplifier systems. Reply in detail, stating experience, etc.

Box No. 163, RADIO DAILY  
1501 Broadway New York 18, N. Y.



# NAB States Lea Bill Policy

## 'Confusion' Cited At 'Channel' Hearing

Washington Bureau **RADIO DAILY** Washington—The FCC on Friday heard FM "confusion" given as a reason for continuing AM broadcasting in low-budget educational institutions.

Although FM is usually regarded as "poor man's radio," J. M. Nalty, director of extension at the University of Minnesota, owner of KUOM, told the Commission the station had applied for an FM license because of this confusion. "KUOM," he said, has been contemplating FM for several years.

(Continued on Page 4)

## Craig Lawrence's Parents Killed In Train Wreck

Mr. and Mrs. Mathew L. Lawrence, parents of Craig Lawrence, executive vice-president of Cowles Broadcasting Company and general manager of WHOM and WCOP, were killed in the train wreck of the Burlington Railroad at Naperville, Ill., Thursday afternoon. Mr. and Mrs. Lawrence, who made their home in Okemos, Mich., were en route to visit other relatives in the midwest.

(Continued on Page 5)

## RMA Plans Meeting On Industrial Relations

Experts on various phases of industrial relations, both from management and labor points of view, will participate in a two-day RMA industrial relations seminar May 21-22, at the Hotel Pennsylvania, New York City.

Because of industry-wide interest

(Continued on Page 5)

### Any Benny?

Allen's Alley finally has been located—in Brooklyn. The first two checks turned over to the American Cancer Society as a result of WNEW's day-long drive Easter Sunday were from Fred Allen and Mrs. Nussbaum, Fred C. Allen and Mrs. J. Nussbaum, of Brooklyn, that is. Clerks are now looking through the mail bags for a contribution from a Mr. Claghorn of South Brooklyn.

## CPA-OPA Pledge Aid To Radio Industry

CPA and OPA have pledged cooperation with the radio industry in breaking production bottlenecks, RMA reported last week following a two-day conference with Government officials in Washington. "Prompt action" on price adjustments for set manufacturers, with the issuance of a formal order this week was promised by OPA, RMA said. OPA officials also said that an order raising tube prices will be issued "momentarily."

(Continued on Page 7)

## Phillips In Hollywood To Originate Serial Shows

Los Angeles—Irna Phillips has arrived in Hollywood to make plans for the removal of her programs, "Guiding Light," "Woman in White," "Today's Children" and "Masquerade" from Chicago to the West Coast. She

(Continued on Page 2)

## Miller Says The Assn. Will Not Engage In Any Individual Station-AM Row; Hits FCC Report On Programs

### WCAU Color Tele Tests Planned In Near Future

Philadelphia—Deserting the black-and-white field for the color tele outlook, WCAU, CBS affiliate here, has petitioned FCC for authority to withdraw its application for a monochrome video station in favor of a new application for color, Dr. Leon Levy, president of WCAU, has announced.

Levy revealed also that WCAU will demonstrate "shortly" CBS color video in Philadelphia, using the coaxial cable system.

(Continued on Page 7)

### Press Wireless To Begin Shortwave Experiment

Press Wireless was granted an experimental license by the FCC on Thursday to inaugurate a shortwave radio news service to broadcasters in the United States on an experimental basis.

(Continued on Page 2)

### Labor Program Cancelled; UAW Protests To FCC

Washington Bureau **RADIO DAILY** Washington—Charging WKRC, Cincinnati, with "acts of censorship," the United Auto Workers (CIO), on Friday petitioned the FCC to deny the union's application for a license.

(Continued on Page 4)

Final sessions of the two-day meeting of the Second District of the NAB were held Friday at the Hotel Roosevelt, New York, the afternoon session being highlighted by the speech in defense of the FCC's recently issued Blue Book on programming, delivered by Charles Siepman, the rebuttal by Justin Miller and Miller's review of the formation of the joint AFM-industry committee.

Siepman, for 12 years with the BBC abroad, author of the book, "The ABC's of Broadcasting,"

(Continued on Page 6)

## FCC Program Report Considered By ACLU

The radio and advisory committee of the American Civil Liberties Union met at a luncheon Friday at the Hotel McAlpin to discuss major points and probable affects of the recent FCC programming report in an effort to establish a basis of policy in relation to it.

Under the chairmanship of Thomas M. McAlpin,

(Continued on Page 4)

## Bright Outlook Indicated In Annual Philco Report

While sales of the Philco Corp. last year dropped to \$119,129,378, as compared with \$152,933,250 in 1944, prospects for the coming year are bright, according to the annual report to stockholders by John Ballantyne, president.

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### ANPA Mulls Radio

By JIM OWENS

AMERICA's publishers attending the annual ANPA convention in N. Y., voiced vital concern with the future of FM, television and facsimile, as polled by **RADIO DAILY**. While most newspaper execs are not openly supporting the new media, they're watching its progress closely . . . ABC will offer new stock to the public through Dillon, Read & Co. . . . The FCC program report was prominently listed by CCNY opening tomorrow at the McAlpin. Several network execs will speak at the session.

At its annual meeting last week the Associated Press voted broadcasters eligible for associate membership . . . FCC Acting-Chairman Denny predicted a boom era ahead for FM and television . . . Industry engineers sought changes in the Commission's engineering standards for AM allocation.

(Continued on Page 5)

### Distaff Side

Montreal—Frances Macphail, 22-year-old Toronto girl and one of Canada's few women wireless operators, reported to the Canadian Government ship St. Heliers at Midland, Ontario, recently. The boat was left with lighthouse keepers and beacon operators for various points in Georgian Bay and Lake Huron. Francos is a former pupil at North Toronto Collegiate.

### Vacation Note

Although Peg Lynch and Allan Bunce, principals in "The Private Lives of Ethel and Albert," ABC co-op program, are taking a short vacation starting Friday, their listeners still will hear them. The web has compiled listener requests for repeats of certain chapters in the series. Those stanzas having the most votes will be broadcast during the stars' absence.



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

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FINANCIAL (Apr. 26)

Table with financial data including New York Stock Exchange, New York Curb Exchange, and Over the Counter. Columns include High, Low, Close, Net Chg., Bid, and Asked.

Stork News

Los Angeles—Jack Hope, personal business manager for his brother, Bob Hope, is the father of an eight-pound, three-and-one-half ounce baby girl born to Mrs. Hope on April 18.

THIS WEEK

- MONDAY, APRIL 29 — Radio Manufacturers Association Spring Meeting For Transmitting Tube Groups, Penn-Harris Hotel, Harrisburg, Pa.
TUESDAY, APRIL 30—City College of New York Conference On Radio and Business, Hotel McAlpin, New York.
WEDNESDAY, MAY 1 — City College of New York Conference On Radio and Business, Hotel McAlpin, New York.
FRIDAY, MAY 3 — Sixteenth Institute for Education by Radio, at Columbus, Ohio State University.

Connect in Connecticut W D R C HARTFORD 4 CONNECTICUT W D R C - F M

Coming and Going

WILLIAM A. SCHUDT, JR., Eastern division manager for CBS, is in Pensacola, Fla., where today and tomorrow he will attend a regional meeting of the NAB.

LUTHER HILL, vice-president of Cowles Broadcasting Co., arrived in New York late last week on station and network business. He conferred at the offices of WHOM.

BERT POWELL, manager of KGGF, Coffeyville, Kans., an affiliate of the American network, was in town Friday on station business.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back at the home offices after having spent Thursday and Friday in New York.

CHESTER MacCRACKEN, radio director of Doherly, Clifford & Shenfield, Inc., is spending two weeks in Hollywood on business relating to the Alan Young show.

CHICO MARX has arrived for a short visit in New York and also upstate in Carmel, N. Y.

A. E. JOSCELYN, manager of WCCO, Columbia-owned station in Minneapolis, has returned to Minnesota following short visits in New York and Chicago.

HERB LANDON, of the radio publicity department at Kenyon & Eckhardt, was in Boston over the week-end. On Saturday, he covered the "County Fair" paper-bag-stunt broadcast which originated on the stage of the RKO Theater.

HENRY P. JOHNSTON, managing director of WSGN, Birmingham, Ala., an affiliate of ABC, paid a call last week at the headquarters of the network.

WATSON DAVIS, director of "Adventures in Science" heard over the Columbia web, is leaving for White Sand National Park, where he will observe the forthcoming rocket tests.

JOHNNY OLSON, master of ceremonies on the "Ladies, Be Seated" program, has returned from a short trip to Alabama, where he visited with his sisters.

Press Wireless To Begin Shortwave Experiment

(Continued from Page 1) basis. Details of the plan and stations to be served will be announced following a conference with FCC officials in Washington on Tuesday. The service will be known as "Addressed Shortwave Program Service."

Phillips In Hollywood To Originate Serial Shows

(Continued from Page 1) was accompanied by Art Gladd, scripter on "Masquerade." While in Hollywood, Miss Phillips will confer with her producer, Carl Wester, regarding necessary arrangements for the move. Programs are heard five times a week over NBC.

Anson Gets KFWB Post

Los Angeles—Bill Anson, veteran Chicago disc jockey and emcee was elected by Los Angeles advertising executives and trade press to conduct KFWB's daily three and one-half hours of recorded music program. Six other candidates from east competed being piped in by private lines to Ambassador Hotel, where advertising men and trade press were guests of KFWB. Each of contestants knew he was being auditioned but none knew audition was competitive.

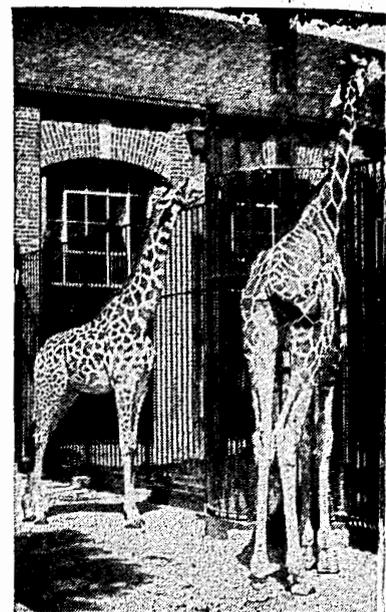
Bright Outlook Indicated In Annual Philco Report

(Continued from Page 1) president, and Larry E. Gubb, chairman of the board. The decline was attributed, in large part, to cancellation of war contracts after V-J Day.

Net income in 1945 was \$2,377,239 or \$1.73 per share of common stock after taxes and adjustment of reserves, as against revised net income of \$3,913,494 or \$2.85 per share the previous year. Renegotiation has not been concluded for 1945, the report states, but the earnings reflect provision therefor.

The tele section of the report read in part, "Philco is continuing its research and development program in the field of television. This includes television receivers, television broadcasting and radio relaying. The possibilities of radio links for television and general relaying seem even greater than a year ago. Over a period, they may replace present wire communications systems to a very considerable extent in view of their low installation and maintenance costs as well as dependability of the service rendered. The company therefore plans to extend its link research program with special emphasis on the microwave relay field."

According to the report, the first Philco video receivers should be on the market late this year.



The long and short of it

That's such an obvious picture... and such an on-the-nose caption... maybe you won't have to read this ad all the way through.

But the sales points in Baltimore radio are just about as quick that headline. And here they are:

Baltimore is the sixth largest U. S. city.

It contains five radio stations... four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any of the other four stations town.

Facts are available that prove W-I-T-H is the buy.

Sorry... that took a little longer than we thought.



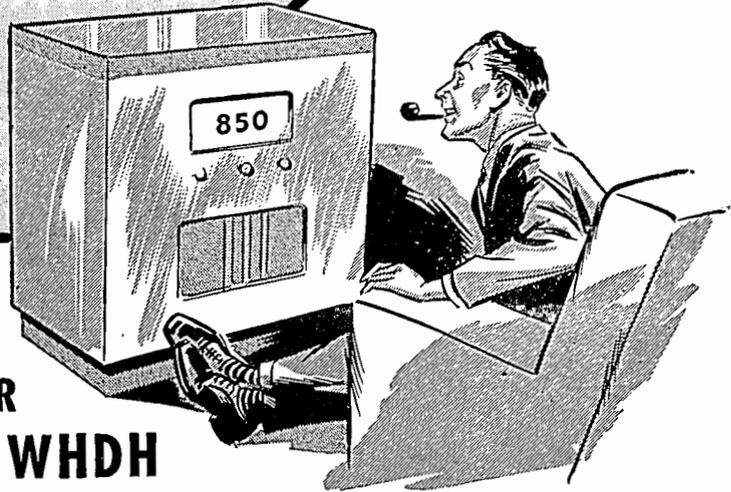
W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-

Advertisement for WDAS in Philadelphia. Includes image of a radio and text: 'IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.'

**IT'S HERE!**  
**NEW ENGLAND'S FINEST**  
**RADIO NEWS SERVICE**

**ON**  
**WHDH**  
**IN BOSTON**



**FIVE-MINUTE NEWS PROGRAMS...**  
**EVERY HOUR ON THE HALF-HOUR FOR**  
**THOUSANDS OF LISTENERS TUNED TO WHDH**

Effective Monday, April 29, WHDH takes the lead in NEWS Service in New England. Every hour on the half-hour, from sign on to sign off, WHDH spots a five-minute news period! Twenty-one news programs every twenty-four hours!

Full facilities of the great Boston Herald-Traveler, New England's leading newspapers, in cooperation with a complete WHDH news writing and reporting staff provide the most comprehensive news coverage of any New England station.

Place your sales message where it reaches wide-awake listeners. Buy time now while select spots are available. Plenty of power—5,000 watts—and a clear channel at 850—to bring your message to alert New Englanders.

An extensive promotional campaign now under way will create thousands of new listeners—a big bonus for wide-awake advertisers.

This is the first of WHDH innovations which will make it a "must" station. Buy NOW, to get the most favorable time spots on WHDH.

**WHDH**  
**BOSTON**

5,000 watts at 850 on the dial

• • REPRESENTED NATIONALLY BY ADAM J. YOUNG, JR., INC. • •

## FM 'Confusion' Cited At 'Channel' Hearing

(Continued from Page 1)

eral years, but there has been so much confusion of late in the field that we have not yet applied for a license.

"When that confusion clears up we will apply. However, I think it would be a dereliction of our duties as broadcasters if we let standard broadcasting go now and devote all of our activities to FM."

Pressed by the Commission, Nalty said the confusion resulted from the small number of FM sets contemplated and the Government's ban on most commercial construction.

From another witness before the clear channel hearing came the request that state-supported educational radio stations be given increased power and longer broadcasting hours.

W. T. Griffith, director of KOI, Ames, Iowa, owned by Iowa State College of Agriculture and Mechanic Arts, told the FCC that "radio stations have a distinct mission to perform in serving the geographical area in which they are located."

Answering criticism by counsel for the clear channel broadcasters that KOI was pleading its request for additional time on the 640 channel, Acting FCC Chairman Charles R. Denny indicated the procedure the Commission expected to follow in its decision.

Denny said the Commission would first enter a general decision indicating what facilities might be available. There would then be a period of 60 days in which "all comers" would be given an opportunity to apply for whatever new facilities might be made available.

## Honoring Mrs. Roosevelt

Leaders in the theatrical field—motion pictures, stage and radio—will be present at the dinner in honor of Mrs. Eleanor Roosevelt sponsored by the Amusements Division of the United Jewish Appeal of Greater New York next Tuesday, April 30, at Sherry's, it was announced yesterday by Billy Rose, chairman of the division.



"May I listen to your radio a while, lady—I don't want to miss Terry and the Pirates on WFDF Flint."



## Windy City Wordage . . . !

● ● ● Guy Lombardo's Spotlight Bands broadcast and Trianon Ballroom one-nighter this week brought the Guy who dispenses the "sweetest music this side of heaven" back to the scene of his first success in the band business. It was at the old Granada Cafe in Chicago's

## Chicago

South Side, not far from the present Trianon Ballroom, that the Lombardo success story had its beginning. . . Hildegarde goes into the Chicago June 21 with her own stage show for her first theater engagement in five years. . . Marion Morgan, WBBM thrush, is having an arrangement made of the new Burke-Van Heusen ballad, "You May Not Love Me," for its air debut. . . Lorry Raine, titian-haired Detroit songstress, has been inked to a personal management contract by Tim Gayle and is getting Chicago auditions. . . Jimmie Costello, who conducts the daily WGN "Let's Have Fun" broadcasts from Goldblatt Brothers State Street store, has received a citation from Army Special Services, praising him for his USO overseas entertaining and announcing that he was voted one of the most popular comedians to appear before GI audiences in the Antilles, Caribbean and Canal Zone. . . Lou Ruppel, former CBS publicity director, has opened a baby photo studio on Chi's North Side called "Twins." . . Lanny Ross will be featured in a Strauss festival at the Opera House May 26, with Oscar Strauss conducting. . . Don Kelley, WBBM public relations director, and Oren J. Weaver, education director, will attend the 16th Institute for Education by Radio at Ohio State University in Columbus, May 3-6.

## — Give To Conquer Cancer —

● ● ● As a result of a letter written to him by Dick Johnson, 13-year-old crippled lad of Des Moines, Iowa, NBC commentator Alex Dreier launched a campaign to aid Dick and hundreds of crippled children through the purchase of Easter Seals. Dreier asked his listeners to send a dime to Dick at Post Office Box 675, Des Moines, for the purchase of seals, the money to be turned over to the National Society for Crippled Children and Adults, Inc., to finance summer camp vacations for crippled children. . . Woody Herman and his ork in town for six Friday night ABC broadcasts, the first of which tomorrow night will originate from Studio E in the Merchandise Mart. Subsequent broadcasts will be staged in the Grand Ballroom of the Sherman Hotel. On the final program May 31 the winner of the "Win-a-Band" contest now being conducted on the show, will be announced. Winner will get the entire Herman aggregation, plus vocalists, for a one-night engagement wherever he specifies. . . Wilma Gwilliam, WLS publicist, has set up a press interview at the Stevens Hotel tomorrow afternoon for the Future Farmers group, who will be here this week-end as guests of WLS and Prairie Farmer. Hour-long interview will be followed by cocktails and dinner. . . Jack Ryan, NBCentral Division press chief, will be in the Chicago contingent to the IER in Columbus.

## — Give To Conquer Cancer —

● ● ● Jack Benny, originating his own broadcast from Chicago on May 12, will also do a guest turn on the Quiz Kids on that date. . . H. Leslie Atlass, veepee in charge of the western office of the Columbia Broadcasting System in Chicago, and general manager of WBBM, will receive from the Treasury Department a silver medal for WBBM's efforts in behalf of the war financing program. WBBM also will be awarded the Treasury's special citation for "outstanding work of the highest quality." One of the station's outstanding accomplishments was its "Victory Matinee" program, credited with selling more than fifty million dollars of War Bonds. The Treasury award program will be aired over WBBM tomorrow at 6:15, with Arnold J. Rauen, Illinois State director, making the presentation.

## — Give To Conquer Cancer —

## FCC Program Report Considered By ACLU

(Continued from Page 1)

R. Carskadon, 28 representatives from the major networks and New York independent stations exchanged opinions on various issues outlined in the report, its legality and constitutionality. These opinions, believed tentatively endorse the report, will be presented in the form of a statement to the Union's executive board for further consideration at a closed session today. Results of these discussions will be disclosed at a later date.

## Public Hearing In Future

A public hearing, designed to provide the radio industry with an opportunity to express opinion on merits of the Commission report, will be held by the ACLU at a future date.

## Labor Program Cancelled; UAW Protests To FCC

(Continued from Page 1)

station a renewal of its license. The union said WKRC indulges in "excessive commercialism" and on Dec 2, cancelled a program entitled "The Rights of Labor" shortly after the beginning of the lengthy strike against General Motors. The program was sponsored by the Catholic Archdiocese of Cincinnati.

"The action of WKRC in censoring the program," the UAW petition said "and in penalizing the Archdiocese of the Catholic Church for proposing to broadcast such a script by cancelling the series, constitutes restraint upon freedom of speech."

**BALTIMORE'S GREAT  
FOOD SALESMAN**



BASIC  
NBC  
NETWORK

**HE SELLS THRU  
THE AIR with THE  
GREATEST of EASE**

EDWARD PETRY & CO., National Representatives

**THE WEEK IN RADIO**  
**ANPA Mulls Radio**  
 (Continued from Page 1)

ns. The NAB Small Market Stations group held a meeting in Washington.

When UN settles plans for location of the Flushing Meadow and Lake Success (Long Island) sites, broadcasters will seek more working space. FCC agreed to alter its definition of "wire programs," and suggestions will be made to the industry shortly proposed by INS . . . As ANA closed its meetings members voiced strong desire to retain CAB's rating service . . . CBS successfully transmitted color television over the New York-Washington coaxial cable. Pages were flashed back and forth over a 450-mile distance.

Networks were re-arranging program schedules as cities made last minute changes regarding shift to daylight saving time . . . The Lea Bill law, will not affect contracts existing between AFM and recording and transcription firms . . . Petrillo, however, notified transcription and recording firms of an intention to boost the scale next October . . . Mutual staged a special two-hour show Saturday as WKRZ, Oil City, joined the club as the 300th outlet. President Truman and FCC's Denny sent congratulations . . . NBC advocated the Commission adopt a "hands off" policy towards clear channels pending determination of new engineering standards.

The Peabody awards were made at dinner at the Hotel Roosevelt . . . CBS proxy Frank Stanton warned against danger of retarding FM development if AM frequencies are relocated . . . ANPA members saw mimeographed newspaper transmitted via M to the Waldorf . . . The nation's best school of communications encompassing radio, tele, etc., will result in the expansion of the William Allen White Foundation . . . FCC announced 38 new grants for FM. Total additional grants are now 425 . . . Buyers of Army-surplus walkie-talkies were warned against illegal use of transmitters by the Commission.

*Send Birthday Greetings To*

- April 29
- |                  |              |
|------------------|--------------|
| Duko Ellington   | Dick Leibert |
| Harry N. Diltman | Jan Martini  |
| Robert Eastman   | Mary Chaso   |

**LEN STERLING**  
 LA 4-1200

**RMA Plans Meeting On Industrial Relations**

(Continued from Page 1) in the topics scheduled for the panel sessions and the program, it was announced that all sessions will be open to any radio industry representatives, regardless of whether they are members of RMA, and to the press.

Dr. W. E. Gelhard, a noted authority on industrial relations, of Chicago, will speak at the Tuesday luncheon, May 21, on "The Scope and Functions of the Industrial Relations program."

William H. Davis, formerly chairman of the War Labor Board, and other prominent persons in labor management affairs will participate in a panel discussion on "union and employer responsibility" on Wednesday afternoon.

**Craig Lawrence's Parents Killed In Train Wreck**

(Continued from Page 1) after spending some time with Craig Lawrence and family at their home in Stamford, Conn. Craig left by plane Friday morning from New York upon receiving news of their death.

**Stork News**

Mr. and Mrs. Hal Davis, Thursday, became the parents of a seven-pound, 10-ounce son, Richard Paul, born at Woman's Hospital in New York. Mr. Davis is publicity director for Kenyon-Eckhardt Agency.



**THEY DON'T HAVE TO GET UP EARLY SATURDAY A.M.**

But they do! Youngsters around Canton LISTEN to Marty's Party Monday through Friday before school. But on Saturdays, they want to SEE their good friend Marty in action and to participate in his show. Long before 7:15 a.m. Saturday morning, a crowd of kids—6 to 16—jam the WHBC studios.

We cultivate kid listener loyalty because these young hopefuls influence sales today . . . will have their own money in their jeans a few years from now. We've developed a market for you...get in and stay in with WHBC.

WRITE FOR THE CONLAN SURVEY  
 CANTON - OHIO

1000 WATT'S FULL TIME

**whbc**

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

**IN FOCUS**  
 eight major markets

WSOO SAULT STE. MARIE  
 WFDF FLINT  
 WBCM BAY CITY SAGINAW  
 WJIM LANSING  
 WIBM JACKSON  
 WXYZ DETROIT  
 WLAV GRAND RAPIDS  
 WELL BATTLE CREEK

Tremendous prosperity created initially by war production and continuing now in reconversion places Michigan second to none as the most progressive and fastest moving market in the world. Yes, the magnifying glass does make things much easier to see . . . And it is easy to see that through the Michigan Radio Network you are especially focused on the major radio markets of Michigan in the key centers of population. The Michigan Radio Network is specialized to cover 90% of Michigan radio listeners and to deliver your sales message to the big segment of buying power that often remains untouched by a single high-powered station.

The Only Way to Sell the World's Top Market is Through

**THE MICHIGAN RADIO NETWORK**

1700 STROH BUILDING • DETROIT 26, MICHIGAN

Represented by the Paul H. Raynor Company

# NAB Tells Policy Regarding Lea Bill As 2nd District Meeting Rebuffs FCC

## Miller In Criticism Of Program Report

Washington Bureau RADIO DAILY

(Continued from Page 1)  
"Radio's Second Chance," is credited with writing the FCC's indictment of radio programming in the U. S., Siepman was chosen as a speaker after it was learned that neither Charles Denny, FCC head, nor Commissioner Durr would be available due to sitting en banc on clear-channel hearings. Siepman took the position that the FCC was within its full rights in issuing the Blue Book and defended the Commission on all counts. However, he stated that unfortunately, the FCC should have issued the Blue Book many years ago and that it was probably unfair to the broadcasters to have been led astray by the FCC, which, by keeping quiet, has tacitly inferred that the broadcasters were on the right track, when as a matter of fact they were not.

### Miller's Rebuttal

This talk took place in course of the Program Managers' Clinic, of which John McNeil, manager of WJZ, was chairman, McNeil, following Siepman's talk asked Justin Miller whether he would like to offer a few remarks on the subject, to which Miller quickly acquiesced. Miller in rebuttal scorned the FCC's action in its entirety. It was written by attorneys he said, and it was not a question of whether it should have been better written, but "better it had not been written at all." He challenged the FCC's Blue Book to stand up in any court or other such body since it was clearly a "legal brief" and only one-sided.

Failure to include any examples whatsoever of the good things in programming that the broadcasters have done throughout the years, stamps the "brief" as prejudiced from the start. It sets no example for the broadcasters, Miller pointed out, but merely delineates the bad, at least bad in the opinion of the FCC.

Miller concluded that the broadcasters should not accept the FCC brief and used the quotation to the effect that "to keep our liberty, we must meet our responsibilities," and toward that end, believed the broadcasters should take the offensive against the FCC and any action that held down free utterance.

Preceding Siepman, Bruce Robertson spoke on the "untrustworthy" procedure of the FCC which got out the programming report "in underhand manner" and doubted "whether the Commission could be trusted in the future."

Bringing the district meeting to a close, was Miller's frank picture of

getting together with J. C. Petrillo, president of the American Federation of Musicians. Miller said he believed that there was common ground somewhere upon which the NAB or an industry committee could meet with the AFM. After explaining how he

### Miller On FM

*Justin Miller, president of the NAB, in course of rebuttal to Charles Siepman's defense of the FCC Friday, pointed out that all was not well in the thinking of the FCC, especially if it was going to continue to suppose that men going into the FM broadcasting business with eight or ten thousand dollars would be expected to give ideal programming with a minimum of commercial time sold.*

*In this case, Miller stated, there will be "a considerable number of bankrupt broadcasters around within the next few years."*

conferred at all times with the NAB board, a meeting was arranged in Chicago and subsequently two meetings in New York.

As to the AFM, the NAB prexy believed that future problems could be ironed out without a knock-down and drag-out fight. He was in favor of each broadcaster negotiating with the musician union on his own and stressed the fact that the NAB as an organization would not take up the cudgels in any violation of the Lea Bill by the AFM.

### Re Lea Bill

In this respect he said violation of the Lea-Vandenberg law was criminal in nature and would be prosecuted by the U. S. attorneys. When a broadcaster has cause to believe the AFM for instance has violated the law or plans to in his particular case, he should appeal to the U. S. Attorney in his district. In such instances the AFM will have rights to appeal up to the Supreme Court if it deems necessary.

Miller said that Joseph A. Padway, attorney for the AFM had intimated to him that the union would seek to operate in "areas" not covered by the Lea Bill, meaning that the union will in the future possibly work on the advertiser and his agency for more money or more musicians to be hired.

NAB president reiterated that the industry must pile up a "record" so that its position in any event will be documented and can stand up before any judiciary.

As to future procedure by the AFM-Industry committee, Miller said this would be set up by the NAB board and committee when it meets on May 6 and again on May 9.

Earlier in the day, the Sales Managers' Clinic was presided over by John W. Kennedy of WHAM; Frank Pellegrin, NAB director of broadcast advertising was heard as per other district meetings and at the luncheon

session, Frank E. Tripp, was principal speaker. Tripp is general manager for the Gannett Newspapers.

### Engineering Session Held

Frank V. Bremer, of WAAT, presided at the engineering session. At this session, representatives of RCA and General Electric stated that television equipment would be forthcoming late this year and early in 1947. RCA stated it would be in a position to deliver equipment in the fourth quarter of 1946, but that studio cameras would be ready early in 1947. Equipment to be delivered at the year-end includes transmitters for all 13 channels.

GE said it was not as far advanced in production as RCA due to strikes, but by the end of this year would have ready complete studio equipment, and in the first quarter of 1947, tele transmitters.

Mike Hanna, of WHCU, was elected director of the Second District of the NAB for the coming season. He succeeds Kolin Hager, of WGY.

### Resolutions

The resolutions committee of the Second District proposed and adopted three resolutions at the closing afternoon session of the two-day meeting, with particular emphasis placed on the much-discussed FCC program report. First resolution was a decision to challenge FCC's "unwarranted assertion of authority" and the authorization of NAB to take steps to contest its authority. Second was a pledge to support BMI, Inc., by a promise by broadcasters to use more BMI music. The third resolution was a unanimous pledge of "loyal support" to Justin Miller as president of NAB and complete satisfaction with his first six months at the helm of the organization.

### Walter S. Fischer

Walter S. Fischer, president since 1923 of Carl Fischer, Inc., died Friday, of a heart attack.

Mr. Fischer was born in New York City in 1882, and was educated at the Horace Mann School. He entered his father's publishing house at the age of 17, joining his elder brother, Carl, Jr., who was already active in the firm. Upon the death of his father, Carl Fischer, Sr., Walter Fischer assumed full responsibility in the firm. As the head of one of the largest and oldest music publishing houses, Walter S. Fischer was one of the most beloved and well-known figures in the entire music field. A recognized leader in the industry, he was on the board of directors of the Music Publishers Protective Association for many years. From 1924 until the time of his death, he was a director of the American Society of Composers, Authors and Publishers (ASCAP). Upon news of Mr. Fischer's death the Society's offices were immediately closed in respect for his memory.

### FOR SALE

45% interest in prosperous midwest network affiliate.

Box No. 165, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

**World's Foremost Tobacco Center**  
KINSTON, N. C.  
Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign.  
Represented by  
**BURN-SMITH**  
Jonas Weiland Bob Bingham  
Owner Gen. Mgr.

# NCAU Color Tele Tests Planned In Near Future

(Continued from Page 1)

... cable to pipe telecasts from New York.

The action was taken, he said, because the outlet's engineers and executives "contend that ultra high frequency color television has reached a point at which black-and-white television is rendered obsolete."

"It is our hope," he added, "that as a national broadcast, WCAU's organization will be part of a national network. The dramatic and highly successful achievement last week in transmitting color television 450 miles by coaxial cable guarantees there can be no delay in providing the technical means for the formation of color television networks which, in our opinion, will sweep the field. That's why, without losing any more time, we're swinging to color and making these arrangements to demonstrate the beauty and practicability of color television to the people of Philadelphia. CBS, leading all the way in this field, has done a magnificent job of development and we intend to start showing the fruits of their work just as soon as the A. T. T. makes some necessary adjustments on its coaxial cable facilities, which will permit us to pipe CBS programs from New York."

### Washington Bureau RADIO DAILY

Washington—Three more withdrawals from the black-and-white television field were approved by the FCC Friday, bringing the total to 39. More than a score of other requests for withdrawal are expected within the next two weeks, it was learned.

Meanwhile, the Commission announced its final decision in the Washington television case, granting the applications of Bamberger Broadcasting Service, The Evening Star Broadcasting Co., Allen B. DuMont Lab., and NBC.

Latest withdrawals include Joseph M. Zamolski Co., Baltimore, Md.; WFIL Broadcasting Co., Philadelphia, Pa., and Keystone Broadcasting Corp., Harrisburg, Pa.

**BALTIMORE'S Listening Habit**

**WJZ**  
**WCBM**  
**WYLB**

**MUTUAL BROADCASTING SYSTEM**

John Elmer, President    George H. Reader, General Manager

FARE & PEYERS, Inc., Exclusive National Representatives

# COAST-TO-COAST

### — NORTH DAKOTA —

**FARGO**—Barney Lavin, WDAY general manager, has resigned to open his own advertising agency in Fargo. Mildred Gregerson, WDAY publicity director and Robert Dobbin of the station's continuity dept., have resigned their respective positions to join the new agency. . . . **GRAND FORKS**—In co-operation with the Greater Grand Forks Junior Chamber of Commerce, KILO presented a special program last week at which, in connection with the housing emergency for vets in this area, the station offered one pair of nylons for every room, two pair for every apartment, plus electric irons, blankets, etc., to stimulate added interest. More than three hundred rooms and apartments were received and the phone was still buzzing the following day.

### — MASSACHUSETTS —

**BOSTON**—George W. Slade, WBZ-WBZA director of education, was awarded a silver medal from the U. S. Treasury Department in recognition of his "efficient and courteous services" in helping finance World War II. . . . **LAWRENCE**—Shirley Saalfrank has assumed the duties as secretary to Irving E. Rogers, WLAW general manager. Shirley succeeds Catherine O'Neill, who will wed on May 8. . . . **IDA JARVIS**, featured soloist with the WLAW studio orch., is the new addition to the secretarial staff. . . . **DAVID M. KIMEL**, WLAW sales manager, for the seventh

consecutive year will on April 25, serve as toastmaster at the banquet of the Industrial Girls' Bowling League and on the 29th will officiate in the same capacity for the same period for a banquet of the Service Club Bowling League.

### — CALIFORNIA —

**LOS ANGELES**—Del Castillo has been appointed musical director of Teleways Radio Productions, Inc. The firm numbers as its stockholders, Warren William, Pat McGeehan, Ken Krippene and Joseph Ricketts. . . .

**SAN FRANCISCO**—More than 500 members of the San Francisco Advertising Club gathered last week at the Palace Hotel to hear Samuel Dickson, KPO writer, producer and authority on California, as he told of his own youth in San Francisco at its "Forty Years After" luncheon. At the conclusion of his speech members stood with him, to drink a toast to San Francisco.

### — NEBRASKA —

**NORTH PLATTE**—KODY audience was educated as to daylight saving changes, in part, with time change announcements following programs during the week of April 21-27; and announcements at old time of shows during the week of April 28 to May 4. . . . **KODY** commercial manager, Joe Di Natale, was recently elected the first president of the newly formed Junior Chamber of Commerce in this area.

# CPA-OPA Pledge Aid To Radio Industry

(Continued from Page 1)

and the RMA committee's report of unequal distribution of basic materials in short supply which have curtailed production of radio cabinets and some parts will be investigated.

Meanwhile, RMA released text of a reply from John W. Snyder, director of OWMR, commenting on the RMA report to OPA. In the letter, Snyder said:

"I have read your presentation with a great deal of interest, and realize that you have had a tremendous number of production problems. I am hopeful that the OPA, through the decontrolling of a great volume of items, will have more time to apply to those remaining under control and will be in a position to give prompt service to hardship cases."

The committee on industry production problems decided to delay sending copies of the report to members of Congress in the hope that prompt relief will be afforded the industry by OPA at forthcoming conferences with industry representatives on "bottleneck" components.

. . . **OMAHA**—Jack Sandler, recently released from the Army, has begun a new daily p.m. sports airing entitled "The Sports Trail."

## SINGAPORE SAL SAY:

Ah me, is such strange business this show business! Comes to Singapore last week beautiful Hildegard, who just smash up all records for guarantee to feminine entertainer in vaudeville theater; comes with his wife, Milton Berle, who is cracking up all records in Nicky Blair's Carnival; comes talented Mitzi Green, youngest person with 21 years in show business, wonderful star of Billion Dollar Baby. All these fine people doing very well, for which I am most happy. Yet must recall days when I am sing-song girl in Singapore, playing lute and singing songs in small cafe. Owner, certain Black Pete, always draw shades before giving salary, pay off in dark. Glad now I am in restaurant business.

## SINGAPORE

Exotic Chinese and Island Foods FOR DINNER AND AFTER THEATRE  
BROADWAY • ATOP WINTER GARDEN BLDG.  
AT 50TH

## NOW

### THE FIRST

MAJOR IMPROVEMENT  
in radio facilities in years

FOR

# MINNEAPOLIS • ST. PAUL

## 5000 WATT\*

DAY and NIGHT

# WLOL

MUTUAL—BASIC

Located between NBC and CBS on the dial  
**NORM BOGGS**

General Manager

\* CP granted, in operation in May, 1946.

**Thanks Everybody.**

---

**Each Year We Have**

---

**The Opportunity** 

---

**Of Making Radio**

---

**Annual**  **Bigger &**

---

**Better**  **That's Why**

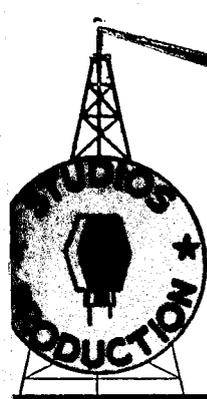
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**We Get a Kick Out**

---

 **Of Doing So** 

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 22

NEW YORK, N. Y., TUESDAY, APRIL 30, 1946

TEN CENTS

# Radio Now Overstaffed

## FCC Gives Approval To ABC Recorded Sked

Washington Bureau **RADIO DAILY**  
Washington—Request of the American Broadcasting Company for permission to use network transcriptions during the daylight savings period was given conditional approval by the FCC for a period of 30 days. In a letter to ABC, the Commission said: "You point out in your letter that some of your affiliates will be operating on daylight saving time while others will be on Standard Time, and that accordingly the American Broad-  
(Continued on Page 7)

## ABC's Mt. Wilson Site Okayed By Forest Service

West Coast Bureau, **RADIO DAILY**  
Hollywood—ABC has received approval from the U. S. Forest Service for its new television-FM station site on the summit of Mt. Wilson, it was announced here yesterday by Don Searle, vice-president in charge of the Western Division of the network.  
Site has been selected and prepared, but actual construction is contingent upon the FCC granting ABC's applications for the stations. Location of  
(Continued on Page 2)

## "Stairway To The Stars" New Philco Show Title

Effective with next Sunday's program, the Philco "Radio Hall of Fame" program on ABC 6-6:30 p.m., EDT, will adopt the title of "Stairway to the Stars." Tie-in with the Paul Whiteman name on this angle is due to the many current stars he helped up the "stairway." With White-  
(Continued on Page 2)

### New Tag Line

New tag-line on stations of MBS is as follows: "This is Mutual, the world's largest network." Web which last week signed its 300th affiliate, is not expected to stop at 300, however. Understood that by the end of the current year, MBS will add a possible 40 or 50 additional outlets. Three years ago it was considered fantastic when a goal of 200 was mentioned.

### For the Record

Washington—Broadcasts by Lyman Bryson, CBS director of education, and Tris Coffin, CBS Washington correspondent, were used in the study of atomic control by the Senate committee on atomic energy which released its final report over the weekend. A transcript of Bryson's broadcast, "The Threat of the Atoms" heard over CBS, August 12, as a feature of his Sunday series "Problems of the Peace" is listed in the bibliography section of this final report. Coffin's report on the atomic energy hearings, broadcast over CBS October 21, since reprinted in the Congressional Record is also listed in the bibliography.

## French Making Bid For American Interest

Creation of an international radio system which will provide "friendly competition" for BBC has been started by Radiodiffusion Francaise, government-controlled French radio, according to Robert Lange, director of RDF's North American Service, who arrived  
(Continued on Page 5)

## Mystery-Drama Series Replaces "Theater Guild"

U. S. Steel will sponsor a full-hour mystery show as a summer replacement for its "Theater Guild on the Air" beginning June 9 and extending  
(Continued on Page 2)

## Heavy Advance Reservation For N. Y. Radio Conference

With an advance registration of 300 attendees, an increase of 100 per cent over last year's wartime meeting, the 2nd Annual Radio and Business Conference, sponsored by the City College School of Business, will get under way today at the Hotel McAlpin, New York. Conference will continue through tomorrow night culminating in the National Radio Awards Dinner when prominent speakers will be heard. As already announced in these

## Networks And Stations Survey Reveals Radio Finding It Difficult To Place Ex-Servicemen Applicants

### Says FM Will Lessen AM Commercial Value

Washington Bureau **RADIO DAILY**  
Washington—Commercial value of high-powered standard broadcasting is "bound to be diminished," by FM, Mark Ethridge, vice-president of The Louisville Times and The Courier Journal (WHAS), told the FCC yesterday.

While stating that WHAS' request for a power increase to 750 kw., still  
(Continued on Page 5)

### Current Audience Level Stronger Than Year Ago

April's listening continued the downward trend started in March, with the average set-in-use slightly off, according to The Pulse, Inc., current report. Pulse figures find a drop  
(Continued on Page 4)

### Harry Butcher Gets CP; Other Activity At FCC

Washington Bureau **RADIO DAILY**  
Washington—Harry C. Butcher, former naval aide to General Dwight D. Eisenhower and CBS executive, has been granted a CP for a new standard broadcast station in Santa  
(Continued on Page 5)

Ten months after V-J Day, the radio industry finds itself in a position of turnabout in its personnel problems, with more and more network and station war veterans returning to the fold in every department—and a long line of new applicants waiting for openings. During the latter half of the war peri-  
(Continued on Page 6)

## Record In Grants Chalked Up By FCC

Washington Bureau **RADIO DAILY**  
Washington—In the six-month period since V-J Day, August 14, 1945, the FCC has granted applications for 173 new standard broadcast stations, 425 FM stations and 8 television stations, a survey revealed yesterday. Except for a scattered handful of AM stations, however, none of the stations are believed to be operating commercially. Many FM applicants are  
(Continued on Page 2)

## Circus Moves To DuMont; WABD To Televis 8 Acts

The Circus will move into the new DuMont-John Wanamaker television studios tomorrow night (Wednesday), when eight acts from Ringling Broth-  
(Continued on Page 6)

### Crime Pays Off

ABC seems to have cornered the market, in New York at least, on retiring crime experts who have completed long and outstanding careers. Having acquired Lewis J. Valentine for "Gang Busters" a while ago, ABC has now signed Mary Sullivan, ex-director of police-women for a new series. Miss Sullivan is true to tradition,—with three brothers on the force!



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

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FINANCIAL

(Mon., Apr. 29)

NEW YORK STOCK EXCHANGE

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

Mystery-Drama Series Replaces "Theater Guild"

(Continued from Page 1) for 13 weeks over ABC, it was announced yesterday.

Program will be heard Sundays at 10 p.m., EDT., and will offer dramatizations of outstanding mystery novels. Details and title of the new series will be made known at a later date.

Stork News

Mr. and Mrs. Edward Kirby are the parents of a daughter born April 25 at Doctor's Hospital, Washington, D. C.

Name Communications Minister

Caracas—The Venezuelan government has named Valmore Rodriguez as Minister of Communications. He will have charge of five branches of communications, including radio.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

CHARLES P. HAMMOND, director of advertising and promotion at NBC, is back at his desk following an extensive tour of the nation for the network's 1946 station meetings.

CECIL D. MASTIN, general manager and station director of WNBC, CBS outlet in Binghamton, N. Y., in Gotham on a short business trip.

JOSEPH B. CARRIGAN, president of KWFT, Wichita Falls, Tex., is in town on station and network business. Conferred at the headquarters of the Columbia network.

JOHN M. OUTLER, JR., general manager; BOB POLLACK, commercial manager of the station, and MARK TOALSON, production manager, attended the Pensacola meeting of the 5th District, NAB.

CLIFFORD C. HARRIS, technical supervisor at WIP, has returned to Philadelphia following two days in New York for confabs at the offices of the Mutual web.

KENYON BROWN, manager of KOMA, Oklahoma City, arrived late last week for conferences at the headquarters of the Columbia network, with which that station is affiliated.

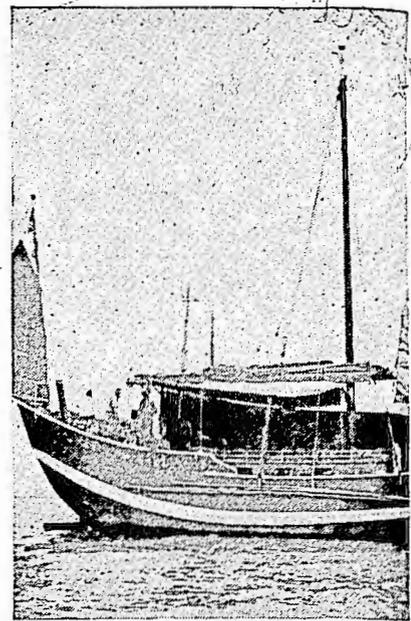
MARTIN BLOCK, who has been on the West Coast with the Chesterfield Supper Club, left Sunday by plane for New York.

HUGH M. BEVILLE, JR., director of the NBC research department, has returned from Washington, D. C., where he testified at the FCC hearings.

JOCKO MAXWELL, sportscaster on WWRL, has returned from Philadelphia, where on Saturday he covered the Penn Relays.

DOROTHY CLAIRE, vocalist, leaves New York Thursday for Hollywood, where she is booked for guest appearances on several radio programs.

E. J. FREY, station manager and promotion director of WBRY, in town from Waterbury, Conn., on station and network business.



Mutual's "300" Party In 2-Hr. Show For WKRZ

Mutual's "300" party last Saturday night welcoming WKRZ, Oil City, Pa., into the network fold via a two-hour special broadcast with shows originating from various points throughout the country brought most of the web's top talent to the mike at some time or other throughout, with Elsa Maxwell as hostess and Tiny Ruffner as emcee.

Originating in New York from the Guild Theater, show went off very well from a production and direction angle, considering the number of cut-ins and switches from various cities on the web list, with several of the special shows featuring two-way participation.

Special programs on the broadcast included most of the regular web features as: "The Harry Savoy Show"; "Leave It to the Girls"; "20 Questions"; "Break the Bank"; "Exploring the Unknown"; "Erskine Johnson in Hollywood"; "Superman"; "Snow Village Sketches." Featured network commentators Cedric Foster, Henry J. Taylor, Quentin Reynolds, Fulton Lewis, Jr., and Arthur Hale were also heard.

The network also introduced its new tag line: "This is Mutual—the world's largest network" on the show, and used it on all chain breaks during and following the show.

From Hollywood, Erskine Johnson interviewed Dick Powell, screen star, who portrays "Richard Rogue" of "Rogue's Gallery"; Donald Crisp, soon to be heard on a new show beginning this Saturday titled "Jonathan Trimble, Esq."; Basil Rathbone and Nigel Bruce of "Sherlock Holmes" were also heard from the Coast. Rathbone's recitation of Shakespeare's sonnet 116 was one of the highlights of an altogether thoroughly entertaining broadcast. Messages from President Truman and FCC's Charles Denny to the web and its new affiliate were read in addition to a special tribute by Edgar Kobak, Mutual's president.

Entire program was produced by Bob Novak and directed by Herb Rice.

Record In Grants Chalked Up By FCC

(Continued from Page 1) hopeful that they will be operating within the next few months and will be able to hurdle obstacles, including the CPA construction limitations. A poll of successful applicants for FM stations in Washington, for instance, indicates most expect to be on the air by late summer or early fall of this year.

ABC's Mt. Wilson Site Okayed By Forest Service

(Continued from Page 1) this site for tele and FM transmission is regarded as particularly desirable because it makes possible complete coverage of the heavily populated region of the Southern California market area.

"Stairway To The Stars" New Philco Show Title

(Continued from Page 1) man on the show continuing is Martha Tilton, and each week two candidates whom Whiteman feels may be favorites of tomorrow will be heard.

Advertisement for WTAG Worcester featuring a radio tower and text: "Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.

Long time been around

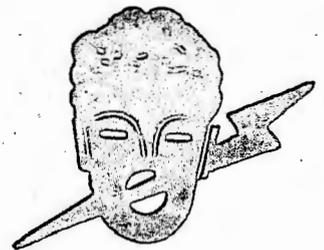
That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental" . . . that's the word that is the answer to long enduring, successful ships . . . countries . . . businesses . . . radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-I-T-H is the successful independent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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KALE	KFRC	KMAC	KRRV	KWIK	WBBB	WFEB	WHTB	WKST	WOMI
KALL	KFRE	KMO	KSAL	KWOC	WEBZ	WFHR	WHYN	WKWF	WONT
KASA	KPRO	KMYC	KSJB	KWON	WBCA	WFIG	WIBC	WIXL	WONS
KAST	KFXD	KNET	KSLM	KWOS	WBHP	WFEY	WIBU	WLAG	WOR
KBIZ	KFXJ	KNOW	KSWO	KWTX	WBLJ	WFNC	WICC	WLAF	WORK
KBND	KFXM	KOAL	KTEM	KWYO	WBOC	WGAL	WILB	WLAY	WRAL
KBON	KGB	KOB	KTHT	KXLR	WBRK	WGDR	WIP	WLDJ	WRGA
KBST	KGCU	KOCY	KTNM	KXO	WBTA	WJMA	WISE	WLEE	WRHI
KBTM	KGCX	KOL	KTRI	KYO	WJML	WJOL	WJBY	WLEU	WRIC
KBWD	KGDE	KOME	KTSV	KYB	WJVI	WGN	WJEB	WLLN	WROX
KCKN	KGFM	KOS	KUCF	KYD	WCBM	WGOV	WJHO	WLNH	WRR
KCMC	KGB	KOE	KUIN	KYOS	WCBT	WGRC	WJHP	WLOI	WRRN
KCOK	KGU	KORN	KUJ	WAAB	WCLO	WGTC	WJLB	WMAJ	WRUF
KDB	KGVL	KOTN	KVAK	WABY	WCLM	WGTM	WJML	WMLB	WSAP
KDFN	KGY	KOVC	KVCY	WACB	WCLC	WJME	WJMS	WMBO	WSAR
KDLR	KHAS	KOVO	KVDE	WAGT	WCOU	WHB	WJNC	WMGY	WSAY
KDON	KHBC	KPAC	KVFD	WAJR	WCPO	WHBB	WJPA	WMJM	WSIX
KDRO	KHJ	KPAC	KVGB	WALB	WDAD	WHBC	WJPF	WMLT	WSLB
KDTH	KHMO	KPDN	KVIC	WALL	WDBC	WHBF	WJPR	WMOG	WSON
KELA	KHSL	KPLT	KVMV	WAOV	WDEV	WHBQ	WJXN	WMOH	WSSV
KFBI	KICA	KPOW	KVNU	WASK	WDLP	WHBY	WJZM	WMOX	WSTP
KFEL	KICD	KQV	KVOE	WATL	WDMJ	WHDF	WKAT	WMSL	WSTV
KFFA	KID	KRBC	KVOP	WATN	WDSM	WHEB	WKBO	WMT	WSYB
KFIO	KIEM	KRIS	KVOX	WATT	WEAN	WHIT	WKBY	WNAC	WTAL
KFIZ	KIT	KRIF	KVRS	WATW	WEBR	WHK	WKBZ	WNEX	WTCM
KFJB	KIUL	KRKO	KVWC	WAYS	WEIM	WHKC	WKEU	WNLC	WTMC
KFJI	KLO	KRLC	KWAL	WAYX	WELO	WHKK	WKIX	WNOE	WTSP
KFJZ	KLPM	KRRR	KWFC	WAZL	WENT	WHLN	WKLA	WNVA	WVSA

**300 stations**  
**- and still growing\***

Listen to the new Mutual programs over your neighborly MBS station. Increasing recognition of our progress comes from radio artists and station men; from advertisers and their agencies; and from listeners themselves. The combination of *better programs plus expanded facilities* is the solid base on which we are building this network.

\*300th station, WKRZ, Oil City, Pa., added April 27, 1946

# MUTUAL

**BROADCASTING SYSTEM**

WORLD'S LARGEST NETWORK



Notes From An Aisle Seat. . . !

Schick, still undecided about what show to insert in their 10:30 p.m. Monday nite spot slated to start in two weeks via CBS, had Arch Oboler's famed "Lights Out" series with Boris Karloff piped in from the coast at five o'clock this morning for a try-out. Incidentally, what's this we hear about Doug Coulter joining Biow to head up their radio dep't over Paul Monroe? . . . Radio Row shocked to hear of Arthur Godfrey's sudden collapse yesterday morning right after his 9:45 show. . . Is Kay Kyser going to a half-hour in the fall? They're looking for another show to fill in the other half. . . It's a boy at the Herb Mosses. Pop is Hildegard's producer-director. Hildegard, incidentally, parts company with Raleigh in June. To date, she's had four offers from other sponsors so it doesn't look as tho' she'll be out of work long. . . Story going the rounds about Milton Berle becoming v.p. in charge of comedy at Mutual denied by the web. . . Alec Templeton into the Bergen summer slot.

— Give To Conquer Cancer —

"Calling All Girls," a Ziv show scripted by Ken Lyons, copped the CCNY award for the best transcribed show in radio for the nation's youth, for the 2nd year in a row. Lyons is also responsible for the poetry and those cute one-liners on the Godfrey ainer, plus, of course, "Boston Blackie" and the forthcoming "Philo Vance." . . Bob Houston, former Johnny Long vocalist, tees off on a solo career with a guest date on the Chesterfield show tomorrow nite. . . Trumpet genius Cootie Williams, who twice toured Europe as top soloist with Duke Ellington, bringing his own crew to the continent early next year under the aegis of Hughes Panassie, wealthy French jazz patron. . . Sid Shalit's piece on guest stars and how they're misused the other ayem in the News hit the situation right on the beezzer. . . Lyn Murray due back from Calif. with some interesting picture deals in the offing.

— Give To Conquer Cancer —

WOR interested in a Beatrice Kay-Peter Lind Hayes package. . . Mexican interests are now invading the phono-record industry, bidding for top stars and name bands, reports Rob't Q. Lewis, who just nixed a South-of-the-Border offer to join the peso parade. . . Foote, Cone & Belding auditioned a new 15-minute thing for Frigidaire. Hear they're also pitching for new show for Cities Service with Lyn Murray and Georgia Gibbs. . . Prize crack of the week by Sydney Kaye: "Trouble with radio parties is that they come with too much frequency and not enuf power." . . Melina Miller, the J. Walter Thompson find, going on for Kraft in the summer edition. Herb Polesie, "It Pays To Be Ignorant" director, had Bing's parents at the ball game the other day and The Groaner's 80-odd-year-old mom showed more baseball savvy than most of the regulars at Shor's. . . Time mag gave a party for Shelley Mydans after her last "Time For Women" stanza over ABC Friday. We think the femme fans will miss Shelley's news commentary plus Gene Hamilton's verbal headlines.

— Give To Conquer Cancer —

Has NBC landed the television rights to the Louis-Conn battle? . . . San Francisco, which gave New Yorkers the horse laugh for having a sales tax, will have one of its own. . . Nat'l Father's Day Committee has selected Happy Felton, "Guess Who?" quizmaster, as the country's jolliest pop. . . Paul Luther got his Student Pilot's license and flies to the coast soon. . . Milton Cross pacted by Musicraft for a series of kiddies' albums. . . Jimmy Rich, who headed Dinah Shore, Nan Wynn and others to stardom with his coaching while at WNEW, may have to drop his plans for going out on his own if he doesn't land some office space soon. Anyone who can help out a swell guy who's spent years helping others please contact this dep't. . . D'Artega back in town again with both an all-girl and an all-male ork competing simultaneously for sponsorship.

— Give To Conquer Cancer —

LOS ANGELES

By RALPH WILK

JUD ALLEN, formerly with the United Press Bureau in Chicago, has joined Margaret Ettinger & Company. During the war, Allen was publisher of the Berlin and Frankfurt German language newspapers. He was also Army correspondent for the First Army in the ETO.

Don Prindle, head writer for the Abbott & Costello show, will head east with the company when they leave to do three shows in New York, May 16, May 23 and May 30.

Seeleg Lester and Merwin Gerard have completed a mystery drama, titled "The Articles of Death," which has been accepted by Producer William Spier for production on the CBS' "Suspense" program.

John Laurenz, RKO actor and singing star of the "John Laurenz Sings" program over KNX, Mondays and Wednesdays, has been signed to make ten records for the Pan-American Recording Co.

When the Frank Sinatra radio show, the Rudy Vallee show, and Duffy's Tavern go off the air for the summer, Marvin Miller, who announces those shows, will have his schedule cut to a mere eight shows per week! Among his multiple duties, Miller will continue to appear as announcer on the Louella Parsons show, the Billie Burke show, and to enact roles on "The Whistler" and the "Coronet Story Teller" program.

Current Audience Level Stronger Than Year Ago

(Continued from Page 1)

from 25.5 in March to 25.1 in April. This, however, is not as large a drop as that which took place in March 1945 when set-in-use dropped from 26.6 in March to 23.5 in April (1945).

These figures reveal that the seasonal drop in the Spring of 1946 is not as much as that of a year ago and, that the listening audience is being maintained currently at a higher level. Presumably these figures pertain to the New York area. Audience ratings by Pulse reveal nearly all in the lead have a higher rating than they did at the same time a year ago. This applies to daytime and evening shows as well as to the quarter-hour daytime programs.

A PRACTICAL GUIDE for COMPOSERS AND ARRANGERS

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Here is a complete, modern treatment of the theory and practice of musical composition. Joseph Schillinger approached the study of music as both a scientist and a musician, alive to the needs and problems of today's composers. He achieved a system of practical techniques and procedures that apply equally well to the classics of the past and the idiom of our time.

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Advertisement for KFRO Longview, Texas, featuring a map of Texas and promotional text: 'THE Only REGIONAL BETWEEN DALLAS, SHREVEPORT and HOUSTON! KFRO LONGVIEW James R. Curtis, Pres. 1000 WATTS day and night!'

## Heavy Reservation For Radio Meeting

(Continued from Page 1)  
 on tomorrow, entitled, "The Veterans' Chances in Radio." This question has evoked considerable interest among veterans' organizations throughout the country and a huge crowd attendance for this has been provided for. Loud speakers will be installed in several additional rooms in the hotel. This discussion will be recorded for permanent record and distributed for the classroom, as well as being made available for future broadcasting. Today's agenda is shown in the box to the right.

## French Making Bid For American Interest

(Continued from Page 1)  
 United States recently from Paris. One of the first steps toward this is the broad interchange of programs between France and the U. S. Lange has sent out a circular letter describing RDF's present shortwave presentations and various methods for broadcast by American stations, and also leaves on a nationwide tour to discuss the plans with broadcasters. In his letter, Lange said that the RDF shows are handled by American radio personnel, and "are of the type of high quality characteristic of American radio." They are heard in this country nightly from 9 to 10:45 p. m., EST, on 25.32 and 31.41 meters. Domestic broadcasting in France, Lange said, is entirely under Government control, as opposed to the present system of Government and private ownership. Programwise, there are virtually no expensive productions, with the emphasis, instead on music, particularly by contemporary French composers. Although there is an acute shortage of studio and transmission equipment due to the war, he said, the country's 10 million receivers provide satisfactory coverage. Most of the receivers he added, are equipped to pick up shortwave broadcasts. French radio engineers have shown great interest in television, and many are very active in the field, he said. The French people, he added, are "extremely anxious" for tele, and the next two years should bring about great development of the visual medium. Lange cited a recent telecast originating in RDF's video headquarters at the Rue Cognac Jay, which he said he received with excellent results at various points in Paris and suburbs. He added, however, that tele in France will be dependent, to a large part, on

## TODAY'S AGENDA

Registration will take place in the Ballroom Foyer of the McAlpin at 2 p. m. with the Afternoon Sessions starting in the ballroom at 2:30 p. m.  
**NEW STATIONS AND FM—THEIR IMPACT ON RADIO AND BUSINESS**, will have Robert A. Love, presiding, Director of Extension, The City College School of Business and Director of the Conference.

Greeting will be extended by Thomas L. Norton, Dean, The City College School of Business.

Moderator: Herman Hettlinger, Director of Editorial Extensions, Crowell-Collier Publishing Co.

Panel members: Leonard A. Asch, president, FM station WBCA; John V. L. Hogan, president, Interstate Broadcasting Co.; Seymour Siegel, program director of WNYC; Frank W. Mansfield, director of sales research, Sylvania Electric Products, Inc.; Linnea Nelson, chief time buyer, J. Walter Thompson Co., and Stuart Peabody, director of advertising, The Borden Co.

**EVENING SESSION 8 P. M.**

**PROGRAM STANDARDS AND THEIR OBSERVANCE:** D. E. Morse, assistant director of extension, City College School of Business, presiding; Moderator, Arthur Pryor, Jr., vice-president in charge of radio, BBD&O.

Panel members: Edward A. Byron, producer and co-author, "Mr. District Attorney"; Herschel Deutsch, account executive, Grey Advertising Co.; Dorothy Kemble, director of continuity acceptance, Mutual Broadcasting System and William McGrath, general manager, WHDH.

## Says FM Will Lessen AM Commercial Value

(Continued from Page 1)  
 stood, Ethridge said that FM would cut down the commercial value of high-powered clear channel stations. "It could have been argued at one time," he told the Commission during clear-channel hearing, "that the grant of higher power to a few stations would operate to the economic disadvantage of others; indeed, it could have been argued that the Commission was fostering a monopoly. "But with the advent of FM, the opening up to commercial broadcasting of new segments of the spectrum, inevitably broadening rather than contracting the licensing base of the Commission, that can no longer be argued. "As a matter of fact, the commercial value of long-wave broadcasting on high power is bound to be diminished, it seems to me, by the advent of FM. It could be that the Commission, in granting higher power to improve service, would be handing the recipients a lemon rather than a plum." Ethridge recommended no general plans for clear channel stations but confined his testimony to a discussion of WHAS' programming.

## ABC To Air Heavyweight Bout

ABC will air the boxing bout between Tami Mauriello and Bruce Woodcock, British heavyweight champion, from Madison Square Garden, May 13, 10 p. m., EDT.

equipment received from America. The prospects are not as bright, however, for FM, which is still in the experimental stages in France. Lange said that part of his mission here is to study FM in this country, with his findings possibly to be used as a basis for development of FM in France.

Lange expects to return to France about June 10, and it is expected that his report might presage expansion of French radio facilities here. RDF's permanent representative is Paul Gilson, with offices at 14 East 53rd Street, New York.

## Harry Butcher Gets CP; Other Activity At FCC

(Continued from Page 1)  
 Barbara, Calif., the FCC announced yesterday. The station will operate on 1340 kc., 250 watts, unlimited, the Commission said.

Other CP's granted by the FCC include: J. Paul Stone and R. M. Ware, Jr., Fitzgerald, Ga., to operate on 1240 kc., 250 watts, unlimited; J. O. Fly, Sr., George F. Fly, Harvard P. Smith and Robert W. Rounselle, doing business as Shelbyville Broadcasting Co., Shelbyville, Tenn., to operate on 1400 kc., 250 watts, unlimited.

In addition the FCC granted consent to the acquisition of control of Roanoke Broadcasting Corp. (WSLS), by Shenandoah Life Insurance Co., for a consideration of \$64,000 for 160 shares of capital stock.

The FCC yesterday denied the petition for a rehearing made by the Calumet Broadcasting Co. In its petition the company had charged the Commission with "unjust and unwarranted" action in denying its application for a new radio station at Hammond, Ind. The application had been turned down by the Commission because the company's stockholders had been "reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosures of stock ownership and of their financial qualifications."

## EKINS ARRIVES IN ATHENS ON GLOBAL FLIGHT

### WSYR Newscaster Covers Major World News Centers In 2 - Month Air Itinerary

Syracuse, N. Y.—H. R. Ekins, WSYR Newscaster who left here by plane last Thursday on a dramatic global news-gathering trip, has arrived in Athens, following stop-overs in New York, London, Paris, Berlin and Rome. Before leaving the French capital, Ekins covered the meeting of Foreign Ministers of the United States, Great Britain, France, and the Soviet Union, now in progress.

Believed to be the first civilian paying-passenger on a round-the-world flight since the war, and the first radio newscaster to undertake so extensive a fact-finding trip, Ekins' itinerary includes foreign capitals and major news centers in more than 20 nations.

#### To Report On China

A veteran U.P. foreign correspondent before coming to WSYR, Ekins' trip will take him back to the scenes of many of his former news service assignments. It is also what he calls "a sentimental journey," because 10 years ago he covered this same route by air in a race against Dorothy Killgallen of the Hearst papers and Leo Kieran of the New York Times. At that time, Ekins established a world-record time as a commercial airlines passenger of 18½ days around the globe.

In China, Ekins will undertake a special commission from United China Relief, of this country, to prepare an objective report on the welfare and needs of the Chinese people.

#### Finch Substitutes

Throughout the trip Ekins will file regular dispatches to WSYR for inclusion on his twice-daily news broadcasts. In his absence, his programs will be handled by Percy Finch, Reuter's News Agency correspondent, and veteran of 20 years' experience in international journalism with the Christian Science Monitor, The Chicago Daily News, and the London Times.

**EKINS BROADCASTS EXCLUSIVELY FOR CENTRAL NEW YORK'S LEADING STATION...**

# WSYR

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

# LEN STERLING

LA 4-1200

# Webs, Stations Already Overstaffed Find Difficulty Placing Servicemen

(Continued from Page 1)

od, radio ranks were sharply thinned by the drainage of manpower that affected virtually every industry in the U. S., forcing management to make the best of conditions, and comparatively inexperienced hands, except in certain rare instances where key men were considered essential. Today the situation is reversed, and radio is heavily overstaffed in nearly every department, a RADIO DAILY survey shows.

## GI's Flock To Radio

According to veterans bureaus and USES offices, the returned GI is "flocking" to radio in such large numbers as to indicate that the field has been "discovered" in recent months. The reasons offered by employment executives are several and varied, but they are in general agreement on two or three.

The most logical explanation is the desire on the part of vets to put to commercial use the training and experience acquired in service. Radar and radio work in the Army and Navy was handled by "thousands of young men," according to one USES executive, "completely inexperienced in this field before the war. Because many have acquired the proficiency of a civilian technician they feel justified in seeking comparative work in professional radio." Radio employment people feel, however, that while much of this experience is "a good basis" for continuing in the particular field, i.e., technical, programming administrative, etc., it is not "completely acceptable for commercial radio."

## Tele And FM Attract

Another reasonable explanation for the "drive" on the industry is the widespread publicity given radio, television and FM in recent months, "—and the promise of high salaries and glamorous working conditions," says one government representative. Another is the startling revelation, according to a USES exec, "that only 20 per cent of war vets have re-employment rights, thus the boys are breaking away from their former types of work."

The majority of non-radio veterans, according to employment officials, are seeking work in two fields (1) technical and (2) programming. Radio operators, engineers, technicians, etc., represent the first group, with an-

nouncers, directors and script writers the latter. Most of the returned servicemen who have never had any commercial experience in the field before want to be announcers, script writers or production men. Artists and technicians follow in that order, with general administration also heavily sought after. "A great many men or women," said one executive, "will try anything at all to break into the industry."

In the late summer of last year the first sizable batch of veterans were getting out of uniform, and began planning for their return to commercial enterprise. Government offices estimate that approximately 225,000 in New York City alone have returned to their former jobs or are "shopping around for something better."

## Figures Are Cited

Because of the comparatively widespread employment setup, accurate figures are available only in certain cases, but the national aggregate total of non-experienced vets wanting radio work conservatively approximates 25,000 since V-J, with "probably no more than 20 per cent successful in getting a permanent spot.

NBC reports that "several thousand" vets have applied for jobs, with about one and one-half per cent employed directly, and many others referred to affiliates or advertising agencies. Through its "Welcome Home Auditions," about 6,000 ex-servicemen have been auditioned. Approximately 1,200, or better than 20 per cent, have successfully passed these, and about 5 per cent have actually gone into radio work.

There has been "a steady stream" of veterans applying at CBS, for technical, commercial, artistic or administrative work, and because of the large number of men who have returned to their jobs, "only 10 or 20 per cent non-CBS veterans" have been employed. ABC has had approximately 3,000 applicants since the end of the war, with about one-third of this amount veterans. Here again, because of the vet returning to his old job, only a "small percentage" has been placed. Mutual has been interviewing more than 100 ex-servicemen per month since V-J, and has put about 5 per cent on the payroll.

## Indie Situation

Precisely the same situation prevails among the independent stations, where most of the veterans have returned to their former posts, or are expected to shortly. In New York, indie personnel men are being "swamped" daily with queries. "We'd love to have them," they say, "—if we could find room for them." War replacements, in most cases, are being retained wherever it is feasible to do so.

One of the most progressive and helpful moves in the interests of ex-GI's who want to break into radio was instituted by WOV, two months

ago. In addition to its regular sales staff, the station established a sales force primarily for war vets who are without radio background to sell time to retail stores in its area. To date, four ex-servicemen are on the staff, "all doing an excellent job." All WOV vets have returned to their jobs, and several new men have been added to the staff in all departments. Meanwhile the hopeful list grows every day. Twenty-seven of WHN's war veterans have returned to their jobs, with several expected back, and the station reports it has not relinquished any of its war replacements to make way for the vets, but is retaining them.

## Majority Of GI's Have Returned

Thirty-two vets are back at their posts with WOR, with two or three recently added to the staff as well. Station's personnel department is "completely swamped" with GI's queries, mostly for engineering work. WMCA has 16 men back out of the 35 who left for the wars during '41-'42-'43; three new men have been hired and "a great many" more are on file. WQXR has averaged 50 to 75 interviews a week with ex-servicemen, chiefly engineers and announcers, and has added seven new members to the 10 who have returned to their posts. Because of its small staff, WEVD lost only three men to Uncle Sam, and two have returned. None of the "very heavy list" of new applicants has been added to the staff. WNYC, non-commercial City station, had 12 men in service, with nine back on duty and five new men added. Applicants here are also "exceedingly heavy."

WNEW reports it has been interviewing over 100 ex-servicemen per week, but because of the return of 26 of its regular employees, only five new men have been put on the payroll. The 26 returned men cover all phases of the station's operation. WINS has added 11 vets who were not with the station prior to the war, and has re-employed nine returned staff men. New applications continue to come in, but the flow has begun to tapered off in recent weeks, station reports.

## WNYC Will Broadcast Sessions Of Conference

WNYC will broadcast several sessions of the second annual Radio and Business Conference of CCNY, at the Hotel McAlpin today and Wednesday, it was announced over the weekend by Seymour Siegel, program director of the municipal outlet.

New stations and FM will be the topic of the opening session which will be broadcast at 2:30 p.m. Wednesday morning at 10 a.m., the station will carry a session on veterans in radio, and at 2:30 that afternoon will air discussion on the FCC "Blue Book."

## AGENCIES

KAYE SULLIVAN, of the CBS promotion department, will resign her position at the network on May 1 to join O'Brien & Dorrance, newly organized promotion service group as account executive and assistant copy chief, it has been announced by Dick Dorrance. . . . LILLIAN LAFF SO has been named assistant art director of O'Brien & Dorrance.

CHENEY BROTHERS has appointed Roy S. Durstine, Inc., as its advertising agency effective immediately.

DAVID W. GOLDMAN has returned to Goldman & Gross, Chicago advertising agency, after two and one-half years overseas. As a lieutenant in the Army, he was in England, France, Belgium and Germany.

EXPORT ADVERTISING AGENCY, INC., of New York, announces that Theodore Fredenburgh (formerly major USAAF), will join the organization as general manager on May 1.

BYER ROLNICK CO., makers of Resistol Self Conforming Hats for men, has started participating sponsor for 52 weeks on Stan Lomax Sportscast over WOR, 6:45 to 7:00 p.m., ES: Madison Advertising Co., is the agency.

McCANN-ERICKSON has assigned W. B. Plummer of its Buenos Aires staff to Montevideo, Uruguay, where he will act henceforth as the agency resident representative in the handling of clients' advertising in the country.

ROBERT J. ENDERS ADVERTISING AGENCY of Washington, D. C. is now occupying larger quarters in the Atlantic Building. New additions to the staff include Grace Carter, fashion artist and Bettye Howard, secretary.

JOSEPH SHAW, art director, and Jules Nathan, marketing and research director, have been made members of the firm of Frankl Bruck Advertising Corp., New York. They have also been elected to the board of directors.

## Circus Moves To DuMont; WABD To Televis 8 Act

(Continued from Page 1)

ers, Barnum Bailey will be featured on the Alexander Smith "Magic Carpet" show on WABD from 8:45 to 9:35 p.m., EDT.

Under the direction of Bud Garble, the "Magic Carpet" will recreate the circus atmosphere. Balloons, cotton candy, talkers, side-show folk and an audience comprised of 3 foremen and their children from the Alexander Smith mills at Yonkers will help set the scene for the program.

Send Birthday  
Greetings To

April 30

Frank Abbott

Bea Wain

Ed Krug

# ABC Gives Approval Records Sked

(Continued from Page 1)

ing Company is recording prac-  
ly all of its network programs at  
ago and Hollywood and then  
ng various legs of the network  
d the records one hour later.  
our letter further states that to  
ire the announcement of such  
grams as transcribed would be un-  
repetitious and unnecessary since  
e programs are in effect network  
grams.

he Commission today considered  
t request and granted it for a pe-  
of 30 days on the following con-  
ns:

he waiver is not to be applicable  
re an individual station makes an  
ne-line recording. It is to be ap-  
ble only when the off-the-line  
rding is made by the American  
rdcasting Company, as indicated  
our letter, at Chicago or Holly-  
al, and is broadcast one hour later  
y those stations which operate on  
tandard Time.

In addition, each station which  
rdcasts American Broadcasting  
pany programs one hour later in  
rdance with the procedure de-  
red in your letter shall make an  
ppropriate announcement at least  
ne each day between the hours of  
:00 a.m. and 10:00 p.m., which shall  
at that some or all of the programs  
e American Broadcasting Com-  
at which are broadcast by that sta-  
opare delayed broadcasts by means  
ranscription.

is the Commission's intention  
ng the 30-day period to re-ex-  
ne regulation 3.407 to determine  
ether any permanent changes  
ould be made in the rule."

he changeover from Standard  
in to daylight saving schedules,  
mits troublesome reoccurrence ap-  
erals, etc., was accomplished by net-  
stations without much difficulty  
no great amount of added pres-  
queries to traffic departments  
icated yesterday.

Whether was there any report of  
ulty from network outlets in  
hago, Hollywood or other key  
throughout the country, as sta-  
made last moment adjustments  
nform to the new schedules. Up  
the deadline last weekend, web  
utives were "apprehensive" and  
lly ruffled about zero hour  
ges indicated by stations in cities  
were reversing pre-announced  
for time procedure. Mutual had  
val cities wiring late plans re-  
ng time schedules, but set a dead-  
of 3 p.m., last Friday for notifica-  
Changeovers went smoothly over  
weekend, however. Mutual shows  
he new time will be live, "as  
as possible," with playbacks  
only where conflict occurs.

**ABC Plan Working**  
st actual test for ABC's "delayed  
roadcast" system via playbacks  
es on old time occurred yesterday,  
results reported to be completely  
actory. First network show on

## NETWORK SONG FAVORITES

Top 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., Radio Division.

Title	Publisher
All Through The Day	Williamson
Atlanta, G. A.	Stevens
Come Rain Come Shine	Crawford
Day By Day	Barton
Doctor, Lawyer, Indian Chief	Molroso
Easter Parade	Borlin
Gypsy, The	Loods
I Don't Know Enough About You	Campbell-Porgio
I Fall In Love With You Ev'ry Day	Stepl
I'm Always Chasing Rainbows	Miller
In Love In Vain	T. B. Harms
It Couldn't Be True	Scantly-Joy
Laughing On The Outside	Broadcast Music
More Than You Know	Miller
Oh, What It Seemed To Be	Scantly-Joy
One More Dream	Barton
One More Tomorrow	Remick
One-zy Two-zy	Martin
Personality	Burke & Van Heusen
Pickle In The Middle	Robbins
Seems Like Old Times	Feist
Shoo Fly Pie And Apple Pan Dowdy	Capitol
Sioux City Sue	E. H. Harris
Some Sunday Morning	Harms
Symphony	Chappell
They Say It's Wonderful	Borlin
Welcome To My Dream	Burke & Van Heusen
We'll Gather Lilacs	Chappell
Who's Sorry Now	Mills
You Won't Be Satisfied	Mutual

### New ABC Tele Show Debuts With Ray Knight

A new television show titled "The Joke's On You," featuring Ray Knight, debuted over WRGB, Schenectady last night produced by ABC. Program's format has Knight displaying many antics before the video cameras, tossing odd gadgets to the studio audience and demanding jokes in return.

Program is produced and directed by Bobbie Henry of ABC's video department.

### NBC Spot Sales On Coast To Be Headed By Howard

West Coast Bureau, RADIO DAILY  
Hollywood—Robert E. Howard, NBC west coast Spot Sales representative, has been appointed western division Spot Sales manager, it has been announced by James V. McConnell, director of the NBC National Spot Sales Division. Howard, who joined the network in 1942 as a Spot Sales salesman in New York, went to the west coast in 1942, where he has served as Spot Sales representative until his present appointment.

this schedule, "Coast-to-Coast On a Bus," was aired Sunday morning from 9 to 10, and carried over WJZ from 9:30 to 10, EDT.

NBC and CBS reported nothing whatever in the way of difficulty in the changeover, with web affiliates conforming to pre-arranged schedules without incident.

### FCC Issues Decision On Porto Rican Station

Washington Bureau RADIO DAILY  
Washington—The FCC on Friday announced adoption of a decision making final its proposed decision granting the application for assignment of license of station WPRP, Ponce, Puerto Rico, from Julio M. Conesa to the Voice of Porto Rico, Inc., a corporation composed of Julio M. Conesa, Andres Grillasca, Francisco Susoni and Felipe Segarra.

The application of Consolidated Broadcasting Corporation for a construction permit for a new standard station at Ponce, Puerto Rico, requesting the facilities of station WPRP, was denied without prejudice.

The decision was made largely on the local ties of the successful applicant.

### Lloyd Incorporates

Albany—Articles of incorporation have been issued to Ted Lloyd, Inc., to carry on a radio, television, advertising and publicity business in New York. Authorized capital stock is \$20,000, \$1 par value per share. Incorporators are: Ted Lloyd, 2 Birch Hill Rd., Lake Success, at Great Neck; Hal Horne, 25 Central Park West; Armand S. Deutsch, 885 Park Ave., New York City.

### Haley Renews On NBC

Hollywood—Jack Haley, proprietor of the Sealtest Village Store, has been inked to a new 52-week contract as the star of the NBC show.

## COAST-TO-COAST

— CANADA —

**MONTREAL**—When telefilming is developed as part of television, people will be able to see news as it happens while they sit in comfort in special cinemas miles away from the event being shown, a London Daily Mail report predicts. . . . Telefilms were discussed before the war, and it is understood, it is said, that the tele pioneer, John L. Baird has now completed his researches on this news phase. . . . The Baird Company, it is stated, will be the first to equip a West End cinema with television.

— FLORIDA —

**MIAMI**—Tom Q. Smith, WIOD's "The Rambler," local news commentator, was signally honored on Easter Sunday during Sunrise Services held by citizens of South Miami at "Blue Waters." At the services, the Rev. Frank C. Morgan, of the South Miami Baptist Church, included a glowing tribute to "The Rambler" for his previous day's airing telling of the fine spirit of co-operation existing in South Miami between all peoples and groups. The Rev. Mr. Morgan suggested that the churches of the community pledge themselves in the future to continue this fine spirit so as to justify the comments of "The Rambler."

— NEW YORK —

**NEW YORK**—WHNF, WHN-FM affiliate, operated by the Marcus Lowe Booking Agency, has received the FCC nod to change its call letters to WMGM. Outlet operates from 2:00 to 9:00 p.m. daily, on 99.3 megs, channel 57, with studios and transmitter atop the Palisades at Cliffside, N. J. MGM, subsidiary of Loew's Inc., has also received the nod for its West Coast KTLO to KMGM. . . . WLIB focused attention to the current Cancer Drive by designating Friday, April 26, as "Cancer Day." Throughout the day twenty-two transcribed appeals by personalities of stage, screen and radio were aired in behalf of the American Cancer Society.

— ILLINOIS —

**CHICAGO**—Dean Smith, whose recollections of faraway lands has been used extensively by educational groups and public schools to supplement textbook material and whose knowledge of trade and commerce in foreign lands has proved invaluable to businessmen through America, is now being heard Thursdays at 9:30 p.m. for 52 weeks, it was announced this week by the WENR station manager, Roy McLaughlin.

There's NO QUESTION about SELLING KANSAS when you hire: W I B W The Voice of Kansas TOPEKA

Ben Ludy, GEN'L. MGR.

# Hubba-Hubba

...ANOTHER  
NATIONAL  
AWARD!



WELL NATCH!  
... AND FOR  
THE SECOND  
YEAR, TOO!



**2<sup>nd</sup> YEAR** ZIV

WINS C. C. N. Y. AWARD WITH

"CALLING ALL GIRLS"



OUR 140 DEPARTMENT  
STORE SPONSORS WILL  
REALLY GET A BANG  
OUT OF THIS!

THE CITY COLLEGE OF NEW YORK

**Award of Merit**

to **FREDERIC W. ZIV CO.**

CINCINNATI, OHIO

FOR THE MOST EFFECTIVE PROMOTION OF A SPONSORED  
NATIONAL RADIO PROGRAM BY A TRANSCRIPTION PRODUCER

FOR THE YEAR 1945

**CALLING ALL GIRLS  
ON THE AIR**

BY THE COMMITTEE ON NATIONAL AWARDS OF  
THE ANNUAL CONFERENCE ON RADIO AND BUSINESS  
AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION  
OF THE CITY COLLEGE OF NEW YORK  
APRIL THIRTIETH AND MAY FIRST 1946

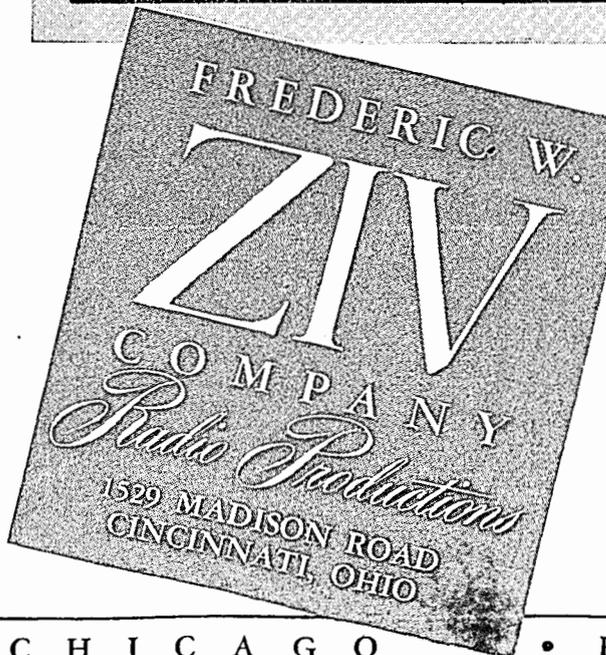
*Harry Wright*  
President  
THE CITY COLLEGE OF NEW YORK



*John Gray*  
Chairman  
THE COMMITTEE ON AWARDS

Never has there been a program designed exclusively for department stores that has achieved such a phenomenal record.

Ask D. H. Holmes Co., Ltd., New Orleans, Crowley Milner, Detroit, Hechts, Washington, D.C.—all three year sponsors.



WE'RE HAPPY  
ABOUT THE  
WHOLE THING  
... BUT DEF!



NEW YORK • CHICAGO • HOLLYWOOD