Record Radio Time Sales

Miller Urges Stations Aid Schools in Strike

In a letter sent over the week-end, station managers throughout the country, Justin Miller, president of the National Association of Broadcasters, urged outlets in areas where schools are closed as a result of the strike to co-operate with educational authorities in presenting in-school instruction by radio. He suggested that each station could contribute enough quarter or half-hour periods daily during the emergency to warrant the continuation of general instruction.

"The crisis occasioned by the curtailment of school hours will provide a valuable opportunity for radio stations to help maintain the continuity of an educational institution."

(Continued on Page 6)

CC Renews Licenses For 25 AM Applicants

Washington, D.C., radio stations were granted new licenses by the Federal Communications Commission for 25 AM radio stations. The list included WTOP, Washington, WJZ, New York; WOR, New York; WORC, Hartford; WLS, Chicago; and WGN, Chicago.

(Continued on Page 6)

AFRA-Web Statement Says 'Solutions Found'

The possibility of a strike by AFRA against the four major networks during the current contract negotiations came to an end officially late Friday when a joint statement from both sides stated that "workable solutions have been found." The typewritten statement added that no details of the agreement would be released.

(Continued on Page 8)

Baird to Demonstrate New Color Television

London (By Cable) — The J. L. Baird Co. will demonstrate not only color television, but three-dimensional color television, in January, it was confirmed over the week-end. Baird is now installing the new equipment.

(Continued on Page 7)

Faye-Harris Get Renewal For 52 Weeks On NBC

The F. W. Fitch Company, through the L. C. Ramsey agency, Friday renewed the Alice Faye-Phil Harris Fitch Bandwagon program on the NBC network. The renewal is for 52 weeks.

(Continued on Page 6)

NAB Appoints 7 Committees, Five Sub-Committees For '47

Appointment of seven new committees and five sub-committees was announced by the National Association of Broadcasters at its recent meeting in Chicago. The committees include FM Executive, International Broadcasting Advisory, Legislative, Public Relations Executive, Sales Managers Executive, Small Market Stations Executive, and the Standards of Progress Committee of the Program Executive Committee. The sub-committees named will function under the direction of the various committees.

(Continued on Page 6)

Total '45 Revenues Reached New High Says FCC; Net Income, However, Showed Decrease From '44

Washington, D.C., the Federal Communications Commission announced that radio and television stations in 1945 reached an all-time high of $310,848,046, figures released by the FCC on Friday indicated. Total broadcast income last year, however, dropped to $885,684,258 from 1944's peak of $90,272,851 because 1945 experienced a recession in advertising.

(Continued on Page 6)

Denny Affirms Stand On Coming FM Service

Washington, D.C., in a letter to the newly-formed frequency modulation association, Acting FCC Chairman Charles R. Denny reaffirmed his faith in FM as "the finest aural broadcast system attainable in the present state of the art." Denny wrote, "any station such as yours," and added, "I can perform one of the...

(Continued on Page 7)

BMB Issues Reprints Of Sta-Audience Reports

BMB announced Friday the issuance of station audience reprints, containing the same information as the original BMB reports but lacking day and night audience area maps. Reprints list all counts and measurements.

(Continued on Page 6)
Friends Get Laudatory At Party For Ted Husing

Ted Husing carried home an old cylinder Columbia phonograph, made friends with Sherman Billingsley, and heard himself praised by radio and music and sport luminaries, at a dinner party thrown for him at the Stork Club last Tuesday night by Benny Goodman. The occasion was in celebration of Ted's being converted to the ranks of disc jockeys by Bert Lebarth, the astute vice-president of WHN.

Harry Hershfield in rare form with remarkable Gene, Buck as a running mate led off the Husing laudation. Other worthy contributions were made by Clem McCarthy, Quentin Reynolds, Guy Lombardo, Louis Sobol, Benny Goodman, Bert Lebarth and Stafford. Music was furnished by the Goodman quintet with WHN airing the entire proceedings.

Many Sachs of Columbia Records was credited with digging up the old cylinder phonograph.

Baird to Demonstrate New Color Television

(Continued from Page 1) large-screen television in houses of the Capitol and Provincial New Theaters, Ltd., next year. Circuit comprises 14 theaters, six of which are newsreel houses.

MUSIC has power

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

No wonder WDAS audiences say “Thank You!”

Pro. Grid Championship Set For ABC Web In Dec.

Chicago—for the fourth consecutive year, General Mills, Inc., and Wilson Sporting Goods Company, will sponsor the official National Professional Football League championship game Sunday, Dec. 15 or 22, it was announced over the week-end. Actual date and city depends on the results of the Eastern championship contest which will be played by the New York Giants and the Washington Redskins on December 7.

Broadcast will be announced by Harry Wisme and an assistant, yet unscheduled, who will handle color. Game will be carried via the full ABC network under General Mills through Knox Reeves and Wilson Sporting Goods through Ewell and Thruber Associates, Chicago advertising agency.

FCC Ruling On P. W.

Washington—they announced its proposal reported looking toward the denial of the applications of Press Wireless, Inc., for modification of licenses to delete the special provisions limiting communication between applicant's stations at Hixsville, N., Y., and Los Angeles, Calif, to service messages and traffic originating in or destined to points outside the 48 states, and the District of Columbia.
WCAU goes direct to the farmer, by helicopter! At the Reading Fair at Reading, Pennsylvania, and the New Jersey State Fair at Trenton, Amos Kirby met and talked to thousands of the farmers who follow his word on the WCAU "Rural Digest" 6:50-7 A.M. Monday through Saturday. This is another example of the lengths to which WCAU goes to build audience through helpful service.

30,000 QUESTIONNAIRES distributed by WCAU at the Fairs told Amos Kirby what farmers want on a farm program.

KIRBY'S BROADCASTS direct from the Fair grounds included a special program aired coast-to-coast on the CBS network "Country Journal".

WCAU
50,000 WATTS • CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION
AGENCIES

WLIB, NEW YORK, has engaged the firm of Young, Jr., Inc., organization as its national advertising representatives in New York City, as well as throughout the country. Young maintains sales offices in New York, Chicago, Los Angeles and San Francisco.

EDGAR KOBAK, president, Mutual Broadcasting System, today will speak before the Advertising and Selling Course of the Advertising-Club of New York on "Qualifications for Salesmen." This meeting will be held at the Engineering Societies Building at 6:15 p. m.

LAWRENCE FERTIG, president of Lawrence Fertig & Company, Inc., New York advertising agency, and writer on economic affairs for the New York World-Telegram and other Scripps-Howard newspapers, will be one of the speakers on the American Forum of the Air program over the Mutual network Tuesday, December 3rd. He will be teamed with Dr. Jules Sachman, New York University professor of economics, in a roundtable discussion of the subject, "Should Labor Get a Raise?" Fertig and Dr. Sachman will support the negative side of the question.

HELEN WILLIAMS, formerly of the Chicago office of The Jacobs Company, Inc., advertising and public relations firm, has accepted a position as publicity director of Veterans Hospital Programs of New York City.

CIO DROPS DETROIT STATION

Washington—Grosse Point Broadcasting Corp., last week filed with the FCC a motion to dismiss the application of United Auto Workers (CIO) for a radio station in Detroit. The complaint is in the Commission that the union's constitution did not permit entrance into radio broadcasting. Grosse Point's request was expressly denied previously during hearings for the Detroit area. In addition to Grosse Point and the union, Herman Rodner and Wolverines Broadcasting Co. also have applied for a station in Detroit.

BROADWAY BULLETIN BOARD...!

- - - Humor of the Week: That the Old Gold-Sinatra show will fold in the spring, with the swock king returning to his oldombok, the Hit parade.... Phillip Morris advertising a sensational new Milton Berle package tonight, idea being as a replacement for "It Pays To Be Ignorant."... Jack Benny, who must thrw on work, reportedly trying to get an offer from his picture and radio bosses to do a B'way show.... Der Bingle, who demanded that he show be recorded because it would mean less work for him, is laboring more than ever making new discs in order to hypo his rating.... Luggage firm interested in backing Ted Williams and his wife in a Mr. and Mrs. session with a sports slant.... A television deal involving the Metropolitan Opera may happen this week.... A couple of more radio spots now in the east will move west shortly, but "Dilly's Tavern" is almost a cinch to be here next month.... That was Ingrid Bergman at the Bagatelle the other night catching the eyes and ah's.... Plenty of agency interest in new audience participation show waxed with Lew Parker, Roy Bloch's ok and Geo. Jessel as guest.... Peter Donald's words of wisdom: Always remember you can't shoot off your mouth without losing some of your face.

- - - Phil Spitzmuy and his magic "Hour of Charm" topped first place in the semi-classical division of the radio poll just announced by the Cleveland Plain Dealer. Poll represented the "people's choice" rather than professional critics and covered 55 other cities and towns in Ohio, Oklahoma, Missouri and Pennsylvania. The top seven in this division, according to the poll, are Hour of Charm, Telephone Hour, Firestone Hour, Family Hour, Fred Waring, American Album of Familiar Music and Harvest of Stars. Latest Hooper also shows a sizable jump for Spitalny in his new 4:30 Sunday afternoon slot on CBS.

- - - SMALL TALK: Lionel Hampton's big Deca disc figures to be "Tobacco In Your Hair," dedicated to WOYS ace platter boy, Fred Robbins, who was just profiled by Geo. Fraizer in True mag. Hamp has a five piece coming up called "Shake Well Before Using."... Zac Freedman, the Jim Farley of the radio tap drummers, due in town next week after a cross-country jaunt meeting up with all the leading radio eds around the country.

- - - Johnny Romano, who signed from the Fred Woods organization to go out on his own, winds up with a new transcribed Hit series. The lead can doing anything from a folk song a la Burl Ives, to a pop tune like Como.... Lew Laurie, who wrote "Let The Chips Fall" in less than ten days, may find a click on his hands. The entire 1st edition's been sold out already.

- - - Recommended: Eleanor Steber's soprano on "Voice of Firestone."... Irving Kaufman rehearsing with Dwight Wiman's musical production of "Street Scene," due to open around the first of the year.... "Gangsturbusters" trying to get LaGuardia as a replacement for Lewis J. Valantine, who collapsed the other side and is at L. I. City Hospital. Teen crowd talking about Eddie Mayhew's great performance on "Hour Glass" over WNBQ.

- - - The Alumni Ass'n of the Professional Children's School (which reads like the Who's Who of Radio, B'way & Film), planning a gala ball and entertainment Dec. 6th as a final effort for the development fund drive to provide pensions for their teachers, additional working facilities and eventually a new building to house "tomorrow's stars." They also plan an athletic dept for the students. Tickets are five dollars and can be obtained through Albert Aley, 155 E. 49th Street, in addition to alumni members Milton Berle, Pete Donald and Kenny Delmar. The star-studded show will include personalities like Cornelia Otis Skinner, Lew Parker, Lew Lehr, Patricia Bright, Dan Healey and many others.

CHICAGO

By NAT GREEN

DADIO WRITERS' GUILD will hold a fund raising party Dec. 13 at the home of Ortnn Tov-rov, vice-president of the guild, Mid-west region. Tovrov recently succeeded Herb Putran as head of the guild here when Putran left for Hol-lywood.

Fram Weigle, announcer on WARR, Friday (Dec. 20) to Gloria LaBadie and they are spending a short honeymoon in Michigan. Mercury Records is holding a cock-tail party Monday night at the Shangri La Restaurant for Tony Mar-tin, who opens here shortly at the Chicago Theater.

WGN's "Charm School of the Air," is now giving away a wrist watch and a cigarette lighter each week to the two women writing the best letters on "charm."

Roy McLaughlin, manager of a WENR and central division manager of ABC spot sales, is rapidly recovering from an operation he underwent on November 9 at Mercy Hospital and is expected back at his desk in a few days.

Frank P. Schaefer, manager of WGN, and Spencer Allen and William C. Needham, newscasters on the station, have been made honorary members of the Northwestern chapter of Sigma Delta Chi, journalism fraternity.

Nikki Kaye wrote the script for "The Words," special program broadcast Saturday over WMAQ for the Jewish Welfare Fund. Alan Florin was the producer.

Establishing News Bureau

Washington—Radio Station WPLI Alexandria, Va., has established a Washington News Bureau in the National Press Building, according to an announcement by Howard J. Hayes, general manager of the station.

"WFDF Flint sure makes 'em down"
JACKSON LEIGHTER

Announces the appointment of

Adam J. Young Jr.

AS SALES REPRESENTATIVES OF

wLIB*

IN NEW YORK CITY
AND NATIONALLY

Effective Dec. 1, 1946

*New York City's fastest growing independent station

• NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO •
NAB Appoints 7 Committees, Five Sub-Committees for '47

(Continued from Page 1)

revenues reached the high mark of $21,753,845. Broadcast income figures are based on Federal tax returns.

Last year's record-breaking return from the time sales compares with the 1944 figure of $20,647,747—a jump of $1,106,098. Total broadcast expenses of networks and stations in 1944 were $18,052,760.

Net revenue from time sales in 1944 was $26,560,560. This figure includes a total of $34,923,466 paid by networks and stations in the form of commissions. In addition to revenue from time sales, revenue from incidental broadcast activities, such as sale of talent, last year stood at $3,772,753.

Total broadcast revenue for last year was broken down as follows: all networks, including 10 key stations, contributed $20,462,042; 18 other managed and operated stations: $2,333,682; 97 other stations: $9,660,971; other network activities: $2,040,722; 18 other managed and operated stations: $2,031,693; 97 other stations: $9,660,971.

Breakdown of total broadcast income (before Federal taxes) is as follows: networks, including 10 key stations: $28,141,042; 18 other managed and operated stations: $2,333,682; 97 other stations: $26,560,560; other network time sales to non-network advertisers and sponsors: $26,560,560; network time sales to local advertisers and sponsors: $26,560,560.

Radio Salesmen Announcers Given Awards for 46

(Continued from Page 1)

Sports commentators who are awarded top honors for 1946 in their particular fields by the American Radio Historical Society are announced for the first time.

SPORTS COMMENTATORS

The sports commentators who were honored this year, instead of at a single selection as in the past, are Harry Wisner, ABC sports director, for the East; Sam Molen, sports director for KCMB, the Columbia affiliate in Kansas City, for the Midwest; and Sam Balter, sports director for KLAC, Los Angeles, for the Coast.

(Continued from Page 1)

THE NARRATIVE COMPANY

Wants Salesmen and Promotional Men Also Solicits Salesmen and Promotional Men for their second quarter's work, effective immediately. Send resumes to Box No. 264—RADIO DAILY

Radio Network Salesmen

(Continued from Page 1)

BMB Issues Reprints Of Sta-Audience Reports

(Continued from Page 1)

NBC network for 52 weeks effective. Dec. 29, Program is heard Sundays from 7:30-8:00 p.m., EST.

Kraft Music Hall Renewed

It was announced at NBC headquarters in Chicago that the Kraft Music Hall program had been renewed over a 26 station Trans-Canadian network for 52 weeks effective Jan. 2. It is in addition to the full NBC network which carries Kraft Music Hall on Thursdays from 9:30-10:30, EST.

Will Offer Listeners Choice

The Metropolitan Opera will receive six operas over the NBC network of ABC as the best radio entertainment of the past season. The first of the six will be "L'Elisir d'Amore" on Jan. 15, 1947, which will be heard on Saturday, December 7, Edward Johnson, general manager of the Metropolitan Opera has announced.

Gets WTOP Post

Richard Linkruch, who enrolled in CBS's apprentice-training program after graduating from Yale in 1937, has been named Program Manager of WTOP, Columbia-owned station in Washington, D. C. He served as Night Operations Supervisor at CBS New York headquarters and worked on the Major Bowes Amateur Hour before the war. Three years of active duty with the Navy followed, after which he reported to WTOP.

Renew News Program

Wischer Baking Co., sponsor of the 8 a.m. news over WOR, continues sponsorship of the program on into the 12th consecutive year Nov. 28, when the new 25-week contract becomes effective. Prescott Robinson handles this news period Monday through Saturday. Fischer Baking Co. account, which first became a sponsor on the key station of the Mutual network in 1929, is placed by the Sheek agency in Newark.

Denny Affirms Stand On Coming FM Service

(Continued from Page 1) most valuable services in the history of broadcasting."

Text of Denny's letter follows:

"Believing as we do that the American people will be quick to avail themselves of the advantages of FM as soon as stations and receivers come into their community, provided they are properly informed, the Federal Communications Commission extends its best wishes to the Frequency Modulation Association for success in its plans to enlighten the public concerning this new and improved system of broadcasting.

Predicts Wide Service

"As I stated in my address at the recent convention of the National Association of Broadcasters, the Commission considers FM the finest aural broadcasting system attainable in the present state of the radio art and expects the medium to be no more popular than AM in the first ten years, at which time it will be the leading means of national and city communication, except the most sparsely settled western areas, will be served by FM stations."

"An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting. Those of us close to radio are excited over this revolutionary improvement but to the vast majority of listeners FM is still just another alchemical combination. It is highly gratifying to know that your group has embarked on a crusade to carry the message of this new FM radio listener in the land."

WMTI Denies CIO Charge

Washington—Denying the CIO's charges, WISN (Hearst radio), on Friday told the FCC that "ample opportunity has been afforded for placing the union's case before the people of Milwaukee during the Allis-Chalmers strike."

The CIO had accused both WISN and WMTI of refusing to sell or give time to the union for presentation of the strike. The FCC has already answered a Commission request for the station's side of the question.

WTAG Leads

52 To 2

The current nighttime overall Hooper score in the Worcester area is 52 to 2 in favor of WTAG. Ratings for the other three stations heard in the market: Station A, 3; Station B, 2 and Station C, 2.

Master these Dialects

with the

DIALECTON AUDIO-VISUAL METHOD

The DIALECTON Album contains eight recorded dialects plus the INSTRUCTION HANDBOOK - a complete course for classroom or individual study. The DIALECTON METHOD has been sponsored by authorities of Speech, Sociology, Radio and Education. Actors, students, directors, teachers find this method the simplest way of studying foreign American dialects.

Price $15 prepaid (plus 10% Fed. Tax)
DIALECTON, Inc. 244 West 49th St., New York 18, N. Y.
AFRA-Web Statement
Says 'Solutions Found'

(Continued from Page 1)
proposed two-year contract will be announced until all details have been settled.

Just what are the most important issues to be discussed in detail is not clear. However, it is known that the so-called "unfair stations clause" was hurried last week-end and is to be further considered in regard to holding up negotiations.

Another demand which AFRA regards as highly important, that a single contract be drawn rather than three separate ones for New York, Los Angeles and Chicago, is still in the works and will be up for discussion in the continuing sessions.

In Session for Week

The session between AFRA and the network station owners was rather a long one and required much patience on the part of both sides. The meeting was held in an atmosphere of good will inasmuch as both parties understand the importance of reaching an agreement. The talks centered around the "unfair stations clause" and the possible inclusion of a provision for a single contract.

Highlights of HBC's Thanksgiving holiday weekend were the telecasts of the Penn-Cornell Army-Navy gridiron game in Philadelphia. New York Yankee Baseball Club was reported asking $80,000 for video right to next season's games.

All web offers a heavy schedule of Thanksgiving fare. NBC and CBS aired hour-long programs. Industry celebrated its 25th anniversary with National Radio Week. Observance was held in several cities, and Government officials paid high tributes to industry's progress. College radio made plans for celebration of its 10th anniversary. Programs planned and produced by Intercollegiate Broadcasting System, will be aired over full Yankee Network.

FCC Renews Permits
For 25 Applicants

Continued from Page 1


Licenses for the following stations were further extended upon a temporary basis only, for the period ending Feb. 1, 1940:


Send Birthday
Greetings To—

December 2
Dorothy Andrews, Homer Smith;
Earl Gladie; Peter C. Goldmark;
Bernice Judis; Henry Mcleomore;
Bill Perry; Ed Burns; Bill Kelso.

RADIO DAILY
ANNOUNCES THE APPOINTMENT OF
NAT GREEN
as
Chicago Representative
with offices at
1417 Ashland Block
155 North Clark Street
Chicago 1, Illinois
Telephone—State 2332
Lea Act Held Unlawful

State Dept. Planning Revised Radio Setup

Faced with growing Republican opposition to "propaganda" broadcasts beamed abroad, the State Department plans to turn over control of its "Voice of America" broadcasts to a special foundation made up of representatives from various segments of the country, a Washington Post story reported yesterday.

Although the plan must still be cleared by President Truman and the Senate, final decisions on these matters were announced yesterday by FCC Chairman N. B. C. Rittenhouse. The decision is expected to be announced soon.

(Continued on Page 5)

PUBLIC SERVICE
Du Mont combined advertising-promotion with public service yesterday in a three-quarter-page ad in New York dailies. Titled: "Get the Most Out of Television," the advertisement displays types of programs available to viewers, and in addition, provides entire program schedules complements with that week on WABD and other New York television stations.

(Continued on Page 5)

Airlines Buying N. Y. Radio Time

The third airline company to begin radio advertising within the last six months is Colonial Air Lines, which will sponsor a five-minute "Ski-Casts" program over WHN every Sunday night, during the winter season, starting Dec. 12. This is Colonial's first entry into radio and the agency, Platt-Forbes, Inc., states the account is being placed as an experiment. "Ski-Casts" has had other sponsors.

(Continued on Page 5)

KCOR Airs Special Show on Mexican Inaugural

San Antonio, Texas--In an exclusive broadcast done entirely in Spanish for benefit of the Latin-American In this section of the United States, KCOR aired a special three-hour program from Mexico City on Sunday, Dec. 1, inaugural ceremonies and (Continued on Page 2)

FCC Acts On Twenty FM’ers; Lists 7 New AM Applicants

Washington, D.C., RADIO DAILY

Washington—FCC yesterday announced favorable action taken on 20 FM applications and seven applications for new standard stations. Granted were: Grant for new AM stations were the following: G. Stanley Brewer, trading as Southern Wyoming Broadcasting Co., Rawlins, Wyo., to be operated on 1240 kc., 250 watts, unlimited; Rawlins Broadcasting Co., Rawlins, Wyo., to operate on 1240 kc., 250 watts, unlimited; Rawlins Broadcasting Co., Rawlins, Wyo., to operate on 1240 kc., 250 watts, unlimited; New Publishing Co., Rome, Ga., to operate on 670 kc., 1 kw., daytime; Pittsburgh Broadcasting Co., Pittsburgh, Pa., to operate on 1690 kc., 1 kw., daytime; James Robert Meachen, Elmira, N. Y., to operate on 1400 kc., 250 watts, unlimited; Empire Newspapers- Radio, Inc., Endicott, N. Y., to operate on 1450 kc., 250 watts, unlimited; West Virginia Radio Corp., Elkins, W. Va., to operate on 1240 kc., 250 watts, unlimited.

(Continued on Page 3)

Chicago Federal Jurist Dismisses Action Against Petrillo And Calls Act ‘Unconstitutional’; Appeal Set

By NAT GREEN

Staff Correspondent, RADIO DAILY

Chicago—Government attorneys yesterday took steps to prepare a United States Supreme Court appeal when Judge Walter S. Laban in U. S. District Court here dismissed a criminal charge filed against James C. Petrillo, president of the APW, and ruled that portion of the Lea Act is unconstitutional.

(Continued on Page 3)

Webs, Indios To Cover 51st Congress of Nam

The importance of the national economic situation, particularly as it will affect production and consumption of necessary products in the next 12 months, will be widely covered by the major networks and New York independent stations starting tomorrow when the 51st Congress of America.

(Continued on Page 3)

"Juvenile Jury" Debuts For Gen. Foods Sunday

"Juvenile Jury" makes its sponsored air debut next Sunday, (1:30-2 p.m.) over a Mutual network of 9 stations with General Foods promoting its product, Gaines Dog Food.

(Continued on Page 3)

AVCO Elects Shouse

James D. Shouse, president of Commonwealth Broadcasting Corp., operators of WLW, Cincinnati, WINS and other radio properties, has been elected vice-president of Aviation Corporation. It was announced yesterday by Irving Babcock, president of AVCO, and chairman of Avco purchasers of Crosby Corp., of which Crosby Broadcasting is a wholly-owned subsidiary.

(Continued on Page 3)
WALLACE A. WALKER, general manager of the Columbia Broadcasting System in New York, said he had canceled all East Coast commitments this week to fly to Hollywood for a screen test.

WINSTON BURDETTE, correspondent for CBS News in Jackson, Miss., is due to arrive in New York today for an interview with the Republican candidate for President, Dwight D. Eisenhower.

WILLIAM W. WOOD, senior executive of the CBS News Bureau in Washington, D.C., said he had returned from a trip to Europe where he had conducted interviews with several European leaders.

NAY THOMPSON is conference with the staff of the New York Times today to discuss the future of the newspaper.

Pemberton to Address REC At Roosevelt Thurs.

(Continued from Page 1)

program moves to Sunday from the station's Saturday (8:30-9 p.m.) slot. It has since its inception last May, the juvenile show, topped only by The Bing Crosby Program in a poll of station managers for the "outstanding program innovation of 1966," according to Mutual, features a discussion panel of three young film stars who delve into the day-to-day problems of childhood. Following an "I Wonder" last month and after four broadcasts, want to go out on the Mutual web.

"Juvenile Jury" has already been filling the Mutual Pictures, who hope to soon release the first of short subjects on the program. Radio show has already been tentatively booked for the week's personal appearance at the Winter Garden Theater in New York.

KCOR Airs Special Show On Mexican Inaugural (Continued from Page 1)

parade and other festivities honoring President Miguel Aleman of Mexico were included on the program.

Approval of the air was obtained from the State Department of both Mexico and the United States.

Airing originated through WEX, Mexican City, key station of the Radio Programas de Mexico, headed by Emilio Azcárraga. Program was carried by special links from XEFE, Nuevo Laredo.

Raoul A. Cortez, owner and operator of KCOR, was a special guest of the Mexican Government at the inaugural.
Lea Act Held Unconstitutional; Appeal To Highest Court Seen

(Continued from Page 1)

Industry of NAM opens at the Waldorf-Astoria.

Officials To Be Interviewed

IBC will feature a special inter-

view of NAM officials tomorrow by

commentator W. W. Chaplin on

"The Outlook on Production of

Short Items," from 12:15-

p.m. from 3:30-4:30 p.m., CBS will

have a symposium on "Production Out-

For Key Industries," featuring

E. Hutchinson, chairman of the

NAM committee of Chrysler Corp.,

M. Gaylord, director of the

Wrigley-Milling Machine Co.; Eugene Hol-

leny, president, Standard Oil Co. of

Ill.; and Charles R. Hook, presi-

dent, American Rolling Mill Co.

IBC will present an interview with Walter B.

Hamburg, president of National

La Cossitt, Mutual correspondent

and former magazine editor, will

read a dissertation on "Labor-

Relations Rules," partici-

pated in by Ira Mosher, chairman of the

Board of NAM; and Warren Whitney,

president of the National Candy

Pipe Division, James B. Clew &

Co., NAM will devote 15-15:30 p.m. to the

IBC will again cover reports of the

NAM Congress activities of NAM from 11:15-

15:30 p.m. on NBC.

New President To Be Unveiled

Thursday, ABC and NBC will

cover the NAM meeting A

Federal Labor Policy" will be

the theme of the new president of NAM to be

unveiled in the Waldorf-Astoria.

Senators Ball On WQXR

delegates to the National Ass."C. of

Manufacturers 51 annual

session and WQXR listeners will

be able to hear the debate

from 12:15-3:30 p.m. The

NAM Congress will also be

covered by local New York stations.

FCC Okays 20 FM; Lists New AM Pleas

(Continued from Page 1)

To operate on 1240 kc., 250 watts, un-

limited.

Conditional FM grants were awarded the fol-

lowing: Dixie Broadcasting Co., Montgom-

ery, Ala.; Monterey Peninsula Broad-

casting Co., Monterey, Calif.; Harm-

co, Inc., Sacramento, Calif.; Skyline

Broadcasting Co., Uruko, Cali.

The following were authorized FM CPs:

Suffolk Broadcasting Corp., Suffo-

vak, Cal.; Harris County Broad-

casting Co., Houston, Tex.; Greater Mus-

kegon Broadcasters, Inc., Muskegon,


Oakhurst Broadcasting Co., Oshkosh,

Wis.; WBFM, Inc., Lawrenceville, N.Y.,

Birm-

ingham, Ala.; WPAM, Inc., La-

fayette, Ind.; West Virginia Radio


Stretch Is ANAN Prexy; 3 New Directors Named

Harold A. Stretch was elected president and chairman of the board of the American Newspaper Adver-

tising Network at a regular meeting of stockholders at A.N.A.N. head-

quarters in New York. He succeeds the late Harold B. Sherwood. Stretch is advertising director of the Phila-

delphia Inquirer.

Three new A.N.A.N. directors were elected at the same session of the stockholders. F. M. Flynn, recently

appointed general manager of the New York News, received a Seat.

The other two new directors are Edward D. Madden, executive vice-president and general manager of A.N.A.N.
AGENCIES

FOOTE, CUBE & BELLING has expanded its management with the election of six new directors to its board. They are: William E. Berchot, vice-president and chairman of the plan board; New York; Col. Harry A. Berk, vice-president in charge of the international division; J. Hugh E. Fringle, vice-president and manager of the Chicago office; William J. Reynolds, vice-president and manager of the San Francisco office, and William R. Sache, secretary-treasurer.

GEORGE W. BOLLING has named Kenneth Carpenter manager of the Chicago office of The Bolling Co., Inc., effective immediately, with offices located at 380 North Michigan Avenue. Carpenter was in charge of new business for the domestic division of NBC and assigned as sales manager after 10 years of association with that network. To join the Treasury Department at the outbreak of the war. He was the director of public information, radio press and outdoor advertising for the sale of War Bonds in Chicago. Genevieve Dunne, who assisted Carpenter in his work for the Treasury Department will be associated with him in the Chicago office of The Bolling Co.

McCANN-ERICKSON's Buenos Aires office has been appointed by Reiner's de Maiz (Corn Products Refining Co.) to handle the advertising of Mazola cooking and salad oil,Limit starch and Maldex prepared desserts, effective Jan. 1, 1947.

CELEBRATING a half-century of service with Batten, Barton, Durstine & Osborn, Inc., Frank M. Lawrence, secretary-treasurer, has been named "man of space buyers," on Nov. 27 was guest of honor of BBDO executives at a luncheon at the Biltmore Hotel. Between 1896, when he joined the George Batten Co., and today, Lawrence has purchased more than $200,000,000 worth of advertising space in newspapers and other publications.

COPELAND DISPLAYS, INC., producers of permanent display units, has named The Arnold Kohan Corp., as its advertising agency. Gilbert R. Lesser is account executive.

WGNJ, Wilmington, N. C., has engaged Joseph Hershey McMillan, Inc., as exclusive national representatives for WGNJ. WGNJ will be the Mutual outlet for the market.

Congress 'Baby' On ABC
Capt. George W. Sarchet, 27-year-old Congressman-elect from Pennsylvania, who delivered the first speech since his election tonight on ABC's "Headline Edition" at 7 p.m. Captain Sarchet, who is obtaining a leave from the Marine Corps to serve in the House of Representatives, will be the youngest member of the forthcoming 80th Congress.

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiencess, as tabulated by the office of Research, Inc., Radio Division.

Survey Week of November 22-28, 1946

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>A Girl In Collo</td>
<td>Remick</td>
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<tr>
<td>A Rainy Night In Rio</td>
<td>Vitmark</td>
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<tr>
<td>The Best Man</td>
<td>Vanguard</td>
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<tr>
<td>Blue Skies</td>
<td>Berlin</td>
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<tr>
<td>Either It's Love Or It's Lust</td>
<td>Mood Music</td>
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<td>Five Minutes More</td>
<td>Melrose</td>
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<tr>
<td>For Sentimental Reasons</td>
<td>Duchess</td>
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<tr>
<td>For You For Me For Evermore</td>
<td>Chappell</td>
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<tr>
<td>The Girl That I Married</td>
<td>Berlin</td>
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<tr>
<td>I Guess I'll Get The Papers And Go Home</td>
<td>Campbell-Forgie</td>
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<tr>
<td>If You Were The Only Girl</td>
<td>Vitmark</td>
</tr>
<tr>
<td>It's A Pity To Say Goodnight</td>
<td>Leeds</td>
</tr>
<tr>
<td>Oh But I Do</td>
<td>Vitmark</td>
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<tr>
<td>The Old Lamp-Lighter</td>
<td>Shapiro-Bernstein</td>
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<tr>
<td>Ole Buttermilk Sky</td>
<td>Berlin and Van Heusen</td>
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<td>Pass It</td>
<td>Feist</td>
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<tr>
<td>Rumors Are Flying</td>
<td>Oxford</td>
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<tr>
<td>September Song</td>
<td>Crawford</td>
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<tr>
<td>Somewhere In The Night</td>
<td>Triangle</td>
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<tr>
<td>Sunday Or Later</td>
<td>Santly-Joy</td>
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<tr>
<td>South America Take It Away</td>
<td>Vitmark</td>
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<tr>
<td>That Little Dream Gets Nearer</td>
<td>London</td>
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<tr>
<td>The Things We Did Summertime</td>
<td>E.H. Morris</td>
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<tr>
<td>This Is Always</td>
<td>Bregman-Vocco-Conn</td>
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<tr>
<td>To Each His Own</td>
<td>Paramount</td>
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<tr>
<td>Uncle Remus Said</td>
<td>Santly-Joy</td>
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<tr>
<td>What More Can I Ask For</td>
<td>London</td>
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<tr>
<td>The Whole World Is Singing My Song</td>
<td>Robbins</td>
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<tr>
<td>You Keep Coming Back Like A Song</td>
<td>Berlioz</td>
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<tr>
<td>Zip-A-Dee Doo Dah</td>
<td>Santly-Joy</td>
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WQXR Will Observe 10th Anniversary Today

In observance of the 10th anniversary of the station's call letters, WQXR announces today the change of their station break announcements to read: "This is the 10th anniversary of our call letters, WQXR, New York." It was Dec. 3, 1936, that the experimental call letters, WQXR, were changed to WQXR, thus putting the station into commercial operation. As WQXR, the experimental station, owned by John Y. L. Hogan, now president of WQXR, operated only two or three hours a day to carry sound broadcasting to television pictures with which Hogan was experimenting.

DURANTE, CROSBY'S GUEST

"Philo Radio Time" on Dec. 4 over WJZ-ABC at 10 p.m., E.S.T., will pair Bing Crosby with Jimmy Durante with the latter singing Crosby's theme song, "Blue of the Night." Following "Philo Radio Time" will be a special version of "I'm Crosby, the Well Dressed Man," the pair will team up for a rendition of "Blue Skies."

Sobel And Wade To Speak At ATS Meeting Tomorrow

Technique of producing a television show will be discussed by Edward Sobel and Robert Wade, both of WNB, NBC tele station, at the American Television Society meeting tomorrow night at the Barabon Plaza.

Problems of costing, lighting and stage business on the television stage will be discussed under the topic of "Building a Show."

Meeting is open to members and their guests.

EQUIPMENT

Hoffman Elects New Directors
The Hoffman Radio Corporation of Los Angeles announced the election to its board of Directors of La Motte F. Cohn and R. J. McNeely. Cohn is the general sales manager of Hollywood Aircraft Company, and a member of the board of directors of Trans World Airlines, McNeely, who is director of sales for Hoffman Radio Corporation, has been active in the radio production and distribution field for many years. Other members of the board are: H. Leslie Hoffman, corporation president, chairman; W. D. Douglas, vice-president and secretary-treasurer; Clare Torrey, of the firm of Cohn & Torrey of New York; Nelson Douglas, Jr., of Nelson Douglass Co., Los Angeles.

New Business Reported

By WMCA For November

Block-time sales at WMCA total approximately 45 hours weekly for the first two weeks in November, according to the station's semi-monthly report. Sales were concentrated on recorded music, sports features and commentaries.

September sales for Grand Central Stores Corporation has taken complete sponsorship of WMCA's all night show from 10-6 p.m., Monday through Saturday, for 52 weeks. Contract was placed through Strauss, Davies and DeWitt, William Warner agency also placed a Strauss contract for five home football games of the Brooklyn Dodgers.

AIEE Sets Lectures; Includes Du Mont Tour

New York section of the American Institute of Electrical Engineers will hold a series of lectures beginning next Wednesday, December 4 and extending through the 18th, if it has been announced.

In addition to the lectures, which will be delivered by experts in all phases of electronics and communications, two inspection tours of the Du Mont Television Studios have been arranged for Dec. 11 and 18.
COAST-TO-COAST

INDIANAPOLIS—Now WIBC series is titled "The Human Side of UN," reports from the UN in New York. Herbert C. Hill, WIBC's special man at the United Nations, described last week's session. The meeting was held in the UN's Joint General Assembly and Security Council chambers. The session was addressed by the UN's Secretary-General, Trygve Lie, and was attended by representatives from all member countries of the UN. The session focused on various issues, including peacekeeping operations, human rights, and international trade. The meeting was well attended, with delegates from all over the world participating in discussions and debates. The session ended with a vote on a resolution that called for greater cooperation among nations to address global challenges.
"If we ever hope to allay the fears which lead to wars, we must have a free flow both of ideas and information throughout the world."

Kent Cooper, A.P.

AS TRUE OF RADIO AS IT IS OF THE PRESS

WJR
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT
MICHIGAN'S GREATEST ADVERTISING MEDIUM
CBS BASIC AFFILIATE
REPRESENTED BY PETRY

G. A. Richards, President . . . Owen F. Uridge, Vice-President and General Manager
Gen. "Ike" Praises Radio

The Gov't Campaigns Set By Advt. Council

The major peace-time campaigns, sponsored by government agencies and administered by The Advertising Council, will be among radio's public service programming between now and January 1. George P. Ludlam, the council's radio director, revealed yesterday that announcements and dramatizations pertaining to Atomic Energy, Saving Student Nurse recruitment for the Army, prevention of traffic accidents, the Savings Bonds Army Savings, Army Precious, salvation of waste fats and the

OV Gives Studio Aid "To March of Dimes Drive"

The National Foundation for In- dle Paralysis, beginning preparations for the radio phase for its March of Dimes campaign, was sup- ported by studio facilities free of charge. The first of five foreign language recordings, to be transcribed in Italian, Yiddish, Hebrew, and German, will be in the recording made at WOV.

Allen Leads First 15 November Web Ratings

Allen moved into first place this time last year, recording his "First Fifteen" in the November ratings, according to Bob McNamara, station manager. WOR, Nipper and Bob Hope are third, Fibber McGee and Molly are in fourth place, and the Charlie McCarthy show is in

Sponsor Objects

Hollywood—Due to objections of American Tobacco Company, Bing Crosby found himself without a guest star when he cut his Pacific record Monday night. Jack Benny was to have been his guest and Crosby was to have appeared on a later Benny show, but Americans, which also stars Frank Morgan's "Dr. Tetracy," which pays opposite Crosby in East, refused to grant Benny permission to do show with Crosby.

Miller Urges Changes
In Communication Act

Miami Beach, Fla.—Revisions of the Communications Act of 1934 to clarify the rights of American broadcast- ers and the authority of the FCC have been suggested by Justin Miller, president of the NAB in an address here to members of the Florida Association of Broadcasters.

Miller outlined his audience, which included many political leaders of the state, several instances of what he called "subtle encroach- ment.

UN's Radio Budget Questioned By Russia

A proposal for a $795,000 expansion program by the United Nations in its international radio broadcasting is momentarily in the hands of the budget committee, following stiff criticism by Soviet

Public Interest

Los Angeles—Newest KFPI public interest feature is "Your City At Work," a fifteen-minute, once-weekly remote broadcast from the Los Angeles City Hall, heard Tuesdays at 8:15 a.m. Program presents spot news of city activities and also has interviews every week with a city department head, slated to tell Angelenos how and where tax money is spent.
**Coming and Going**

**FINANCIAL**

(Tues., Dec. 3)

**NEW YORK STOCK EXCHANGE**

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**Admiral Corp.**

| Am. Tel & Tel. | 151.5 | 151.5 |
| C.B.S. | 325 | 325 |
| General Electric | 56.5 | 56.5 |
| Electric | 27.5 | 27.5 |
| Commonwealth | 135 | 135 |
| Westinghouse | 22 | 22 |
| Zenith Radio | 195 | 195 |

**Over the Counter**

<table>
<thead>
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<th>Bid</th>
<th>Ask</th>
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<td>61</td>
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**Warner To Air Lewis Verdict**

Albert Warner, majority commentator, will report the sentencing of John L. Lewis today over the full network, from 10 to 10:15 a.m.

**Fishing And Hunting Club Starts Dec. 23 Over MBS**

"The Fishing and Hunting Club, sponsored by Mail Pouch Tobacco Co., and previously heard on ABC, will take its debut on the Mutual network Monday, Dec. 23. The program, which will be heard Monday nights from 11-11:30 p.m., has been signed for 26 weeks and will be handled through the Walker & Downing Co., advertising agents."

**NAM Executives On NBC**

Interviews with three prominent members of the NAM will be broadcast over NBC (exclusive of WNBC) today from 12:15-12:30 p.m. WNBC will carry the program by transcription from 11-11:30 p.m. Ben Grauer will interview Harvey S. Firestone, Jr., president of Firestone Tire & Rubber Co.; Harry Bullis, president of General Mills, and Howard Blood, president of the Norfolk division of the Borg-Warner Co. Subject will be "Consumers Tomorrow," based on possibility of alleviating shortages.

**Shirer To Town Hall**

William L. Shirer, CBS news analyst, will lecture next Monday at the Town Hall, New York. His subject will be "A Commentator Looks at Europe."
WAR DEPARTMENT
THE CHIEF OF STAFF
WASHINGTON

25 November 1946

Dear Mr. Burke:

Like all other veterans I am especially concerned with the welfare and happiness of our comrades who are still physically incapacitated as a result of the war. Consequently, I am delighted to support the suggestion of "RADIO DAILY" that during the Christmas season the broadcasters of the nation should slant their programs to give particular attention to servicemen in hospitals. Nor do we neglect the postwar period, and I am sure that our ex-service men and women will want to hear from us, too.

I hope that you will find some way to convey my congratulations and gratitude to all broadcasters who may cooperate with you in executing your plan.

Very sincerely,

[Signature]

Mr. Frank Burke, Editor
The Radio Daily
1501 Broadway
New York 18, New York

Barbasol Buying Time On Stations

(Continued from Page 11)

the country. The sponsor, through Erwin, Wacey agency, is already paying for the midnight to 1 a.m. period, Monday through Friday, on seven stations. Most recent station entering into the campaign is WNEW, New York, which would turn over the first hour of Art Ford's "Milkman's Matinee," from midnight to 1 a.m., to Barbasol commercials.

All contracts placed in the special December issue of "Radio Daily" ran two weeks, ending Dec. 15, and were signed with WNEW approaches a figure of $50,000. Only one station is bought in each major market in which the Barbasol account exists. The other stations participating in the deal are KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBBM, Chicago; KPO, San Francisco, and KFI Los Angeles. All are 50,000-watt stations except WNEW.

Erwin, Wacey has time deals pending on other stations for the Barbasol account and expects to get several more markets to go on January 1. Agency says that final decisions are yet to be made as to which stations will get the accounts.

Rise Stevens To Debut On "Family Hour" Sunday

Rise Stevens, Metropolitan Opera soprano, will make her debut on "The Family Hour" over CBS on December 8, along with two other additions to the cast, Ted Malone and Jimmy Carroll. Malone will be master of ceremonies and Carroll will be the featured tenor.

At Goodman, now in his sixth year as conductor of the Goodman orchestra and Frank Gallo, also veteran on the show, will remain as regular.

G. E. Show Going To St. Louis

"G.E. House Party," sponsored by the General Electric Company for its household appliance division is now in St. Louis for the Dec. 2 through 14th broadcasts. Show is originating in the Kell Auditorium in Convention Hall, in connection with the Greater St. Louis Food Fair, sponsored by St. Louis United Food Industries, incorporated.

1906
HENRI
CONFEITEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
TASTY FRENCH CANDIES
13 East 52nd St.
AIR CONDITIONED

1946

Nine Gov't Campaigns
Set By Adv. Council

(Continued from Page 1)

United America program, comprise the subjects which will be covered under the Network and National Spot Allocations plan.

It is estimated that radio time allocated to public service messages results in an average of more than one billion "listener impressions" every month for the campaign scheduled.

Takes CBC Post

Montreal—Douglas Scott has been appointed director of broadcast advertising, it is announced by the Board of Directors of the Canadian Association of Broadcasters. Mr. Scott was formerly in charge of all advertising for the Z. E. Eddy Company and is present is account executive with Cockfield, Brown and Company, Limited. He takes over Jan. 1.

WOV Gives Studio Aid To March Of Dimes Drive

(Continued from Page 1)

an Italian production featuring Enrico Caruso, Jr., as ence and some of America's top Italian radio talent. Show was produced by Renzo Sacerfio and performed before a studio audience. Arnold Harley, WOV program director, made arrangements for the production.

Canadian FM Bids

Montreal—Ten bids from four firms for the installation of three-way radio equipment on Montreal police cars were opened at City Hall yesterday noon. RCA Victor quoted $32,241.50 and $65,025.50 for two different types of installation. Canadian General Electric quoted $32,170, Canadian Marconi, $154,098, and Northern Electric, $151,112. The tenders were turned over to Public Works Dept.
Incomparable!

That's the word for Colorado, home state of KOA. It applies also to KOA Home Forum, a program where Lora Price does such a selling job that participating advertisers have called it "absolutely perfect."

Since 1942, thousands of housewives in the vast Rocky Mountain & Plains States region have been tuning regularly to KOA Home Forum for news about interior decorating, food suggestions, beauty and fashion notes, child care and psychology, book reviews, interviews and music. Monday through Friday mornings at 11, Miss Price offers the kind of program best suited to garner morning audiences and to sell the goods and services of her three daily sponsors.

The great popularity and influence of KOA Home Forum was proved once again this October, in the offer by Miss Price of a leaflet on crocheting instructions. This limited appeal item pulled 367 requests in the first week alone . . . after a single 45-second announcement.

Naturally Lora Price and KOA Home Forum are booked solid. Occasionally, though, there's an opening. Enter your name on the list waiting for such an opportunity but, meanwhile, investigate the other KOA-built programs capable of creating maximum listener attention from Canada to Mexico.

First in Denver
KOA
50,000 Watts 850 Kc.
represented by NBC spot sales

The National Broadcasting Company
Manhattan Memoranda . . .

- Coast insiders ridicule the report that NBC is changing its H'wood outlet from KFI to KMPC, pointing out that former's contract has over a year to run. Moreover, they claim that NBC wouldn't be interested in making another affiliation there, preferring instead to buy full control of a station in that area. . . . Why didn't Jack Benny appear on the Phil Harris show Sunday night as billed? . . . Can't rave enough about the Milton Berle audition Monday night for Phillip Morris. Few people will argue with you when you claim that Berle is one of the funniest guys in the business—but they'll tell you he's never yet been properly presented for the air. Tall, shy, can't enough warmth or audience sympathy. Well, here it is. Got ready for the new Milton Berle. We think he'll be a sensation in this new variety show of his. Now that she's married her doctor, Shirley Mitchell (she's the widow of Charles Dlamnson on "Gildersleeve") is doing a switch by deserting the coast in favor of New York. She's already lined up a half a dozen shows for herself here.

- One of the most touching tributes to the beloved Jimmy Walker that we've yet heard on the air was George Jessel's offering the other night on WMCA, in New York, and KFWB, in H'wood. Very few persons were closer to Jimmy than Jessel and none more articulate in their sentiment or memories. In an eloquent tribute to "Mayor Jim," Jessel explained that the program was arranged by Walker's friends in H'wood who were unable to attend the services held in New York, and closed with a stirring appeal to the City of New York to erect a monument to the memory of its First Citizen. Program was recorded at the Warner Bros., studio and flown to New York for airing over WMCA. With Jessel were Eddie Cantor, Dick Haymes and Rabbi Magnin.

- SMALL TALE: The many friends of Ben Kaplan, for years radio ed and columnist of the Providence Journal, will be glad to know that his son, Bob, is making good in radio without depending on the "old man's" drop. Using the professional name of Bob Martin, he's just finished a series of transcriptions for Coca-Cola in which he conducts a 14-piece orch. . . . Alan Courtney's mother and dad celebrating their 50th anniv. next week and Alan hopes to be able to fly in from Denver for the occasion. . . . Versailles has a 33-week exclusive deal with Cant's Treasure Hour of Song on Mutual, entertaining the winners there each week, Jean Sablon, incidentally, opens at the Versailles on the 11th . . . DuMont and Yankee baseball officials will host the press today at the Monte Carlo for an "important announcement." Regarding what—football? . . . Paul Killian, former WOR special events man, now operating the Old Knickerbocker Theater on 3rd Ave., throwing a party tomorrow night for Mutual and WOR staffers. Calling it "The Roaring 1440's."

- Final drive on Eddie Cantor's "Give A Gift To A Yank" campaign is under way for the 3rd successive year. Through Eddie's untiring efforts in this direction, over 3,500,000 Christmas gifts have been distributed during the past two years to disabled vets in hospitals. As in the past, the NRDGA and American Legion are again behind this program, which means that some 5,000 dept stores and 15,000 American Legion Posts are combining their efforts in making this the biggest Christmas party in the world. It also has the blessing of Niles Trammel and NBC, which has gone all out for it, plus a special nod to Warwick & Lesler for furnishing the budget necessary for promotion.
Miller Specific In Suggesting Communications-Act Changes

(Continued from Page 1)

ments" by the FCC on the constitutional guaranty of free speech, the NAB president in a statement in which the Communications Act should be amended to eliminate these "theses."

The present provisions of the act which prohibit any interference by the FCC with freedom of speech, he emphasized, were "an attempt to make explicit the scope of these limitations on the Commission's powers. These amendments, he continued, should provide expressly that the FCC shall have no supervision over program content or structure, and should expressly repudiate the so-called "security theory" as a limitation upon freedom of speech.

Judge Miller reminded his audience that the Commission's power to license radio stations is based solely on the interstate commerce clause of the Constitution and not upon a theoretical security of radio frequency.

"As a matter of fact," he stated, "there is no question of scarcity.

Pointing to FM broadcasts and the almost limitless opportunities for broadcasting on ultra-high frequencies Judge Miller contended: "If there is a scarcity, the FCC has created it."

Ask Automatic Renewal

Judge Miller also called for a readjusting of the renewal rights of broadcast licensees. Recalling that in the settling of the West the Government granted ownership rights to homesteaders he suggested that the same property rights should accrue to broadcasters who develop virgin space in the radio spectrum to valuable sources of information and entertainment.

As an example in this direction Judge Miller recommended a system of automatic license renewals except upon protest by the FCC within a limited period of time. Any revocation of license and renewal under protest should be triable in the appropriate Federal court. The renewal should include the FCC as an acting judge, as occurs under the present system. Judge Miller expressed a strong conviction that the Commission should appear in such proceedings as a party complainant. Both the licensee and the Commission, he suggested, should have the right of appeal in the other court with all the usual grounds—factual as well as legal.

It was further suggested that the scope of judicial review of all the Commission's decisions should be enlarged. The NAB president explained that at present the FCC follows the practice of writing into favorable decisions statements of policy which are directive to the broadcasting industry concerning methods of programming. Since the decisions are not unfavorable to any one broadcasting company, he pointed out, it is impossible to obtain judicial review. In this connection he suggested that the law should provide for appeal by any citizen where freedom of speech is abridged.

In addition, Judge Miller called attention to the legal impasse which faces broadcasters who are forbidden by the Communications Act to review decisions by courts of law. He expressed a doubt that Congress could legislate against changes in the state laws but stated that the Federal law must "provide that to the extent the decision of the state is directed against the free press, an action in federal court is available to those charged with the enforcement of the state laws."

House May Rule Analysis

"Political Broadcasters"

Washington, RADIO DAILY

Washington—Although there is no chance for any legislation, there is a strong possibility that the House Committee on Campaign Expenditures will take up the final report of the House on broadcast issues to be filed in January, raise the question of sponsored broadcasts as political contributions. A leading Demo- crat of the committee, announced, told Radio Daily that he has discussed the matter with colleagues on the body, and that although they are not prepared to recommend legislation they feel the problem is serious enough for mention in the report.

Knaye, Mimi Benzell Honored

Washington-Billie S. Miller, who has been prominent in radio, advertising, merchandising and promotion for over 25 years, will become sales manager of WPGY, Alexandria, Va., effective December 1.

Ungar comes to WPK from 3½ years in radio sales at WKBW, Youngstown, Ohio. Previously he was sales manager in Detroit and at WSPD in Toledo, where he was president of the Toledo Advertising Club. In 1958 he organized the Demo- cratic political committee in Michigan for the national committee.

When Kids Choose Up Sides...

Free & Pay Radios, Inc.

When kids choose up sides, they leave it to chance. But, with the broadcast products that are making a mark these days, there is no need to gamble. Whether it's a spread between advertising and sales, or in the field of educational programs, the kids' interest is a surefire market. Minneapolitans' listening habit is as solid as it's ever been. Get the Facts by revising a FREE SAMPLE LISTENING HABIT form from George H. Seaberg, President, SPECIAL ACCOUNTS, Radio & Television, Inc. 300 S. Wabash Ave., Chicago 4, Ill. 

When Kids Choose Up Sides, they leave it to chance. But, with the broadcast products that are making a mark these days, there is no need to gamble. Whether it's a spread between advertising and sales, or in the field of educational programs, the kids' interest is a surefire market. Minneapolitans' listening habit is as solid as it's ever been. Get the Facts by revising a FREE SAMPLE LISTENING HABIT form from George H. Seaberg, President, SPECIAL ACCOUNTS, Radio & Television, Inc. 300 S. Wabash Ave., Chicago 4, Ill.
AGENCIES

CHARLES J. DURBAN, assistant director of advertising, United States Rubber Co., will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York on "Place of Business Films in Advertising." This meeting will be held at 6:30 p.m. in the Engineering Societies Building.

DAVID O. ALBER ASSOCIATES, INC., have been retained as public relations counsel for the Dental Laboratory Association of New York.

CAROL BULKLEY has joined the New York office of Gordon M. Day advertising service as radio production director, to handle musical commercials and dradg shows. In the past six years Miss Bulkley has been program assistant to William N. Robson of CBS and assistant production manager at BBC in New York.

JOHN E. KUCERA has joined Foote, Cone & Bainen, Inc., as account executive, where he will be assistant to Hubbell Robinson, Jr., and Douglas Coulter on the American Tobacco Co. account. Kucera formerly was with Young & Rubicam, where he was time buyer and business manager of the radio department.

APPOINTMENT OF WILLIAM A. RUPP to the advertising staff of the RCA Victor Home Instruments department was announced yesterday by J. David Cathcart, advertising manager. Rupp was formerly classified advertising manager of F.D.R. Journal, and was previously on the staff of Reynolds-Fitzgerald, Inc., newspaper representatives.

BBDISCO, Los Angeles, it has been reported, has been conducting a survey of United-Relay's retail advertising programs at the request of the client with the thought of possibly taking over entire operation next year. Move would involve one of the largest retail advertising budgets in the country, estimated at over $2,000,000 yearly—for Liggett, Owl, Sontag, Benro, Lane and other company-owned drug stores.

COLUMBUS—ARI—-WMGB broadcast the message delivered by the Hon. Edward Stetinaur at the inauguration of the incoming president of the University of California. WMBG has moved to the sales department. M. K. Novello joins the WMBG announcing staff at WMGB, and Hilda Duquette, of the continuous department, will step be the preacher on December 8th. In connection with an important message regarding the coal situation, the Governor of the Commonwealth of Virginia delivered his final address with WMGB. DAVENEL—WMGB begins a new school series with pupils doing. As an incentive a new $600 first prize is being offered for the best script during the series.

- TENNESSEE -

MEMPHIS—For the fifth consecutive year, the famed "Young America Sings Christmas" will present a Christmas Eve broadcast from WMC. The program is regularly heard each Saturday at 7 p.m. and has been sponsored by Sears, Roebuck for the past eight years. NASHVILLE—JFC Coffee Company is sponsoring the popular WSM morning show "Ralph Dickey," featuring Jack Baker. NOXIVILLE—WNOX has closed all its money for the Smoke Alarm Campaign. Opening with a 30-minute forum discussion and plans for the remainder of the year, scheduling interviews with medical men on the effects of the smoke on health.

OREGON

EUGENE—Lane County's first station, KUOH, went under new management as the Valley Broadcasting Company announced the appointment of S. W. McCreary as manager of KUOH, following the resignation of Ralph Boster. PORTLAND—Top-flight West Winghouse executives attended the formal opening of the KZOK Radio Center. The new studio's six ultra-modern studios, five control rooms, a central equipment room and 17 daylight offices. Three new shows being launched include Sunday religious programs, representing all denominations, titled "Your Radio Chapel," a public service program. "The Portland Radio Forum," Mondays at 9:30-10 p.m., and his new show "Gripe and Grin," affording opportunity to air pet peeves each week.

Send Birthday Greetings To—

December 4

Charlie Bauch Larry Rotz
Helen Bryant Bill Slater
Ann Mark Charles G. Bulloch
Isabel Randolph Mort Lawrence

LOUIS ANGELES

ALTHOUGH "Santa Claus Lane Parade" was made up exclusively of NBC stars, records of Bing Crosby were played on the Santa Claus Float on the opening night of the Parade. Lynn Weir, secretary to Edwin W. Buckalew, CBS Western Division Manager, is in charge of the Angels Hospital in Los Angeles, pending surgery. Martha Tilton American Airlines, to New York City today to fulfill radio commitments. She plans to return here on or by December 11th. Lloyd Brownfield, CBS Western Division Director of Press Information, has returned from a two-week business trip to network headquarters in New York.

Contract of Lou Lubin, who portrays "Shorty the Barber" on the Tuesday NBC "Amos 'n' Andy" show has been renewed by Columbia Pictures, and he will continue his role as "Inspector Parody" in the "Boston Blackie" picture series.

Ed Foreman, kept busy till now of a motion picture script, has rejoined the Thursday NBC Abbott & Costello writing team which now comprises Foreman and Paul Conlin, the same staff that wrote for Bud and Lou last season.

Cleveland's Chief Station

MAKES SALES MAGIC

Cleveland's Chief Station cooks up program magic that builds sales in the great Cleveland market. Better local programming and top-rated national shows from the studio that backs your advertising message with the power of more daytime dialers per dollar than any other regional station.
MacArthur Refuses State Dept. Broadcast

Washington Bureau, RADIO DAILY
Washington—General Douglas MacArthur has turned down a request by the State Department's "Voice of America" broadcasts to be rebroadcast in Japan, it was learned yesterday.

The State Department had made the request so that the broadcasts would have wider distribution in Japan, it was understood. Broadcasts now are being transmitted from another country by the short-wave set in the enemy country can pick up the programs.

Government sources here said Gen. (Continued on Page 3)

I. P. To Extend Service To Latin-Amer. Radio

The United Press radio news division, left the United States Monday night, December 2 for Argentina, where it will participate in a major extension of the United Press radio service in that country.

Radio division will supervise the extension of United Press service to the Elgranon network which has the largest audience of any chain in South America. (Continued on Page 2)

Stations Aid Strike Area

General AFL Walkout In Oakland, Cal., Finds Radio Quick To Supply News

Washington Bureau, RADIO DAILY
Washington—Dr. George A. Pearson, chairman of the AFL, and Robert Allen, general counsel, yesterday asked the FCC for flat and specific assurance that "blue books" programming contracts will be issued in the consolidated hearing on WBAL's license renewal application. The commission also has to consider the Baltimore station's wavelength complete with programs. (Continued on Page 7)

Bendix Tele Debut Encounters Setback

Bendix Radio Division of Bendix Aviation Corporation, displaying their first commercial model of a color television receiver, got off to a bad start in a demonstration staged at their executive offices on the 48th floor of the RCA Building yesterday afternoon for the press. Plagued with transmission difficulties the demonstration suffered in comparison to the (Continued on Page 7)

Denny Takes Over Post As Chairman Of FCC

Washington Bureau, RADIO DAILY
Washington—President Truman yesterday appointed Charles R. Denby chairman of the FCC. The appointment had been expected after a White House announcement Tuesday. (Continued on Page 2)

Gen. Bradley Gives Support To Xmas Program Planning

General Omar N. Bradley, administrator of Veterans Affairs, Washington, yesterday joined with General Dwight D. Eisenhower, Chief of Staff, in supporting Radio Days' suggestion that broadcasters devote special air programs and visit to the veterans' hospitals this Christmas.

"It is my hope that broadcasters will use their talents, skills and technical facilities to bring to VA hospitals the good cheer and human understanding that will make Christmas a day never to be forgotten by men who have richly earned the right to be remembered," General Bradley declared.

General Bradley in complimenting the nation's broadcasters wrote: "During the past year the nation's broadcasters, co-operating with the VA, have generously helped to bring (Continued on Page 3)

Du Mont Gets Rights For Yanks' Grid, BB

Du Mont has been granted exclusive rights to televise the home games of the New York Yankees Baseball Club in addition to the home games of the Football Yankees. It was announced jointly yesterday by Lee MacPhail, president of the baseball club; Daniel R. Topping, president of the Football Yankees, and Leonard F. Cramer, executive vice-president. (Continued on Page 7)

Joseph Wershba Named News Editor Of WCBS

Joseph Wershba, CBS news writer for the past two years, has been named news editor of WCBS. It was announced yesterday. He assumes the (Continued on Page 2)

'Winner Take (?) All'

Producers of CBS' "Winner Take (?) All" hope that no bids will be made. They recently arranged for the SS Washington to delay its sailing a half-hour so Londoner Molly Brewster, home-bound, could appear on the program. Now they learn that Molly reached England only to be visa-canceled—because she couldn't pay the taxes and customs duty.
**COMING AND GOING**

HARRY C. KOFF, vice-president of NRC in charge of sales, has returned from Chicago, where he had been conferred with executives of the city's oil companies.

HAROLD RUSSELL, who played the armistice veterans in "The Best Years of Our Lives," is in New York on a route back to Hollywood, where he will open the meeting at the Radio Executives Club which will be held at the Hotel Roosevelt.

JOHN MAYO, of the I.A.R. Executive, has completed a week's trip through the Rocky Mountains and is returning to the sunny climes of California.


CLIFFORD J. HUNT, radio sales manager of Stromberg-Carlson, and STANLEY H. MANSON, manager of advertising at the New York World-Telegram, returned from a trip to Boston and Pittsburgh, where they conferred with S-C distributors in those areas.

**FINANCIAL**

**NEW YORK STOCK EXCHANGE**

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**OVER THE COUNTER**

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Denny Takes Over Post

As Chairman of the FCC

(Continued from Page 1)

day by Press Secretary Charles Ross. No swearing in is necessary and the appointment needs no confirmation by the Senate, Denny thus takes over immediately as chairman of the Commission. The 34-year-old Denny becomes the youngest chairman of the FCC, following the resignation since February, President Truman at the Press conference Tuesday indicated he had not yet made up his mind on a selection for the vacancy on the Commission.

**COMPLETE TRANSCRIPTION SERVICE**

STATE 5605

**UNIVERSAL RECORDING CORP.**

RECORDING CORP.

404 Marlboro St., N. Y.

*W.T.A.G.*

**WORCESTER**

TOM TINSLEY, President

Represented Nationally by Headley &

**W.T.A.G. LEADS IN 83 OUT OF 96**

Of the 96 periods per week rated by Hopper (Dec. 4-'6), in the Worcester area, W.T.A.G leads in 83 and is a close second in the remaining 12.5 hours per week.

**W.T.A.G. STATION IN BALTIMORE**

**THURSDAY, DECEMBER 5, 1946**

**RADIO DAILY**

**JOHN W. ALICOATE**

**TRANT BURK**

**WALKER KIRSCH**

**Business Manager**

Published except Saturdays, Sundays
and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Merendsen, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Hopkins, Managing Editor; Charles B. Rahn, Vice-
President; Charles A. Alicoate, Secretary.

**Subscription Rate**

One Year $5.00.

One Year $5.00.

One Year $5.00.

One Year $5.00.

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One Year $5.00.
Radio Quick To Aid Oakland As General Strike Hits City

MacArthur Refuses State Dept. Broadcast

(Continued from Page 1)

MacArthur was firm in the opinion that United States radio programs aimed for Japanese consumption originate in Japan and would be weighed by his government "on its merits.

The Department spokesmen insisted MacArthur said no direct criticism of the "Voice of America" broadcasts. He apparently insisted, however, that a closer, more consistent watch over program content could be made by his personnel in Japan. The State Department had hoped to banish "Voice of America" broadcasts which are beamed to Japan short wave. Although the question could be taken to the State Department officials or the White House, it was thought there that General MacArthur's veto would close the door on "Voice of America" broadcasts to a semi-private group. Although Government-financed, the group was a front for the most part of non-Government members, only from the press and radio field. In any event, the issue should be placed before the Secretary of State, Secretary of the Air Force, and the President, before submission to Congress.

Broadcasters Notified Regarding New FCC Rules

(Continued from Page 1)

The proposed changes, additional information will be required regarding the operation of some of the new rules. Persons opposed to the changes must file notice with the commission on or before December 20, 1946.

MBS' Gibbons To Report On Adm. Byrd Expedition

Web Coverage On Lewis Rivals Wartime B'casts

(Continued from Page 1)

A 3:30-4:00 p.m. program from the NAM meeting at the Waldorf-Astoria, broke into this feature to give its listeners the verdict of the court. At 3:55 p.m., a television program from a mobile transmitter outside the court covered the verdict. It is one of the first of its kind to be broadcast from the Waldorf-Astoria.

General Bradley Urges

(Continued from Page 1)

Information, advice, and comfort to veterans. The approach of the Christmas season redoubles the opportunities for service to veterans, provided in such abundantly large measures by broadcasters in the past.

The VA Administrator revealed that one network has already made arrangements to produce a Christmas Day show by and for veterans in VA hospitals. He added: "This is but one of the many ways in which radio can bring to hospitalized veterans the unique and human service at its command.

General Bradley wrote in conclusion: "In helping veterans to speed their own readjustment, broadcasters are, in my opinion, making an outstanding contribution to the nation's welfare, for veterans and their families are indeed the nation. "I know the broadcasters of our country can be depended upon to intensify their efforts during the coming Christmas season and throughout the year."
HOLLYWOOD

For

BIG-NAME BANDS
SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME SINGERS
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME WESTERN
SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARRY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME VARIETY
BUDDY COLF'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIANS
DELL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL.WESTON
DICK SHANNON'S ALEUTIAN FIVE

HEAR ALL THE FEATURES
that make the Capitol service diff.
Capitol will be glad to send you a record demonstration transcription.

Every Capitol Star Is
PAUSES...

Pine Ridge Commercial


ill shortest distance between Pine Ridge and Hollywood ... is the Capitol Transcription Library Service.

any local radio station and sponsor — in Pine Ridge or anywhere — Capitol Transcriptions now present Hollywood's big stars, outstanding cues and arrangements, and programming skill. All the sparkling elements of high-cost, live-talent productions... available for a station to build its own network-type musical shows — shows that sell!

Capitol offers a basic library of more than 2000 productions... plus more than 50 new numbers each month. Programming aids too: brilliantly arranged opening and closing themes for 22 shows and musical conclusions to background commercials.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

An Audience Builder

www.americanradiohistory.com
From Christmas to Easter, from Independence Day to Lincoln's Birthday, PROGRAMMING EXTRAS are routine with NBC THESAURUS. The new issue of THESAURUS PROGRAM NEWS offers ample evidence to prove that Christmas 1946 will be no exception to the rule.

First of all (call it a Christmas present if you like) a new recording artist is introduced in the November release. He is Thomas Hayward, youthful Metropolitan Opera tenor and featured vocalist on such programs as the NBC Concert Hour, Highways in Melody, Serenade to America and The Name Speaks with Quentin Reynolds. In THESAURUS Hayward appears with Norman Cloutier's "Memorable Music," and for November sings an interestingly varied pattern of musical fare ranging from the Rhapsody and a Perpetuo Motto to popular tunes of the last few years by an imposing array of composers including Mierzwa, Kurr, Benin, Romberg, Youmans, Porter, Friml and Rodgers.

Next, on the Christmas programming docket, is the fine collection of Christmas music presented, instrumentally, via the pipe organ, with conductors Richard Leiber and Verlye Mills and by Max Hollander and his Salon Concert Players. Pretty Patti Dugan, with the Jumpin' Jacks accompanying, sings five modern songs of Christmas. These instrumental and vocal versions of favorite Yuletide refrains is furnished as additional preparation for holiday programming... additional to the vast collection of Christmas music already in THESAURUS, America's No. 1 Musical Program Service.

Besides the music, the new THESAURUS release brings a new "Christmas Calendar" series (15 special script shows) which hundreds of subscribers have sold to local advertisers. There's hardly a season or holiday on the calendar that's not observed with special programming benefits for subscribers to NBC THESAURUS, America's No. 1 Musical Program Service.

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Windy City Wording...

- One of the most interesting—and successful—telecasts seen here was that of the Blackhawks' hockey game last week over WBBM in association with ABC. In spite of the speed of the game, which kept the cameraman on the jump, the pictures came through very clear and distinct except for an occasional blur when some of the spectators got in the way of the camera. The job of commentator was nicely handled by Joe Wilson, who put humor into his descriptions. From Harris devised a clever commercial depicting a man shopping in the lingerie section of a department store, and Stanley Gordon as the shopper and Beverly Younger as the salesgirl made the commercial as entertaining as the telecast of the game. Direction for WBBM was handled by Beulah Zachary... Kate Smith, on her way to the Sister Kenny Institute in Minneapolis, stopped off in Chicago Monday and did her broadcast from WBBM. Which reminds that there's a rumor to the effect that Kate and Bing Crosby may be teamed for a movie that's under consideration in Hollywood.

- Until the coal strike is settled there will be no more audience broadcasts from the Medinah Temple after the December 3 Theater Guild of the Air show "Golden Boy." U.S. Steel is holding in abeyance plans for a press party for the cast of "Golden Boy" after the broadcast, pending strike developments. ... Georgie Price, currently appearing at the Mayfair by the Blackstone Hotel, is being considered for a radio show by the Reynolds Pen Co. ... Bruce Mayer, WBBM sound man is nursing a broken leg, which he got when he tripped and fell while playing in a neighborhood football game. ... The press, radio and advertising chapter of the American Veterans' Committee is planning a dance and entertainment at the Congress Hotel on January 25. Many radio people are expected to participate. Earl Mills is in charge of entertainment. ... The assignment of Roy Gibbons, science writer, to accompany Admiral Byrd on his Antarctic expedition and report the operations over WGN and Mutual is by no means his first adventurous job. In his 30 years of newspaper work Gibbons has covered such stories as the gold rush in Northern Canada, run runner activities in the Caribbean during prohibition, and numerous others. Gibbons will be aboard Admiral Byrd's flagship, the Mount Olympus.

- Maybelle Prindiville Lauria, former CBS actress, is in Reno to get a divorce from Lew Lauria, author of a book titled "Let the Chips Fall." ... "Strictly Show Business," Hal Tate's program on WAAS, has won many listeners through the musical portion of the program. In which Tate uses songs from many new pictures that have not had a local showing... Xavier Cugat, topping off in Chi, told friends he is making arrangements for a second concert tour. ... Marnie Gander, English radio critic, regards American slapstick programs as "cawdol," and our commercials as still worse. "They would never be pushed down. English there's the way they are here," he declared.

- Karl O. Pearson, Chicago radio "host," will exchange greetings with Wing Commander A. F. Trindler, amateur radio operator of Hertfordshire, England, on December 12 over BBC's broadcast of the "Bridgebuilders" program, which will pay tribute to American radio amateurs. ... Television station WBBQ threw an elaborate party Monday night for Tony Martin, Mercury Record star who is opening at the Chicago Theater this week. After dinner at the famous Shangri La restaurant there was a telecasting session over WBBK that included interviews with representatives of the dairy and trade press.

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Thursday, December 5, 1946

AGENCIES

THOMAS C. BUTCHER, recently with Doherty, Clifford and Henfield, and before that with Benton & Bowles, has joined the executive staff of William Esty & Co., Inc.

CHANDLER STEWART WOOLLEY, following five years' service with the Government, has resigned as advertising branch chief, War Assets Administration, Washington, D. C., and has rejoined Roy S. Durstine, Inc., as an account executive. "Doc" Woolley was account representative specializing in food products and package goods accounts for eighteen years with the New York office of Batten, Barton, Durstine & Osborn.

BUCHANAN & CO., INC., has named Anthony Aldinno as comptroller. Aldinno was formerly associated with Hanly, Hitt & Montgomery (Ferry-Hanly Co.), also with Donahue & Co., Inc.

JERE WHITEHEAD, formerly an art director with Young & Rubicam, has joined Federal Advertising Agency, Inc., as an art director. He was formerly head art director of Abbott-Kimbrough.

METRONOME CORP., New York, publishers of Metronome magazine, have retained Leon S. Goldberg and Associates, Baltimore and New York agency, to direct their advertising. Norman Gladney is account executive.

Elect Officers

Board of Directors at International Recording held a meeting last Friday and elected Chick Vincent, Jay Jasyn and Carl Eastman, president, vice-president and treasurer, respectively. Chick Vincent directs "Pepper Young's Family." Jay Jasyn is the star of "Mr. District Attorney" and Carl Eastman is producer-director of "Hereole Point." Frank Lovejoy and Carl Spaay are stockholders in the company.
RADIO DAILY

Pearson-Allen Outline Issues Important to WBAL Hearing

(Continued from Page 1)

50,000-watt power, petitioned the Commission to include additional details on WBAL's programming as a specific issue in the hearing.

The Commission had consolidated WBAL's license renewal application with the Pearson-Allen application for the same facilities. The Commission appeared broad enough to include a full probe into the programming, the newspaper, and the broadcast of local talent programs.

The nature and character of the programs which have been broadcast will lie under the supervision of the Commission.

They will be watched by the Commission.

Suggested Issues Listed

Filing the petition under the name of Public Service Radio Corp., Pearson and Allen asked the Commission to address the following specific issues in the hearing:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations and proposals heretofore made to the Commission with respect to programming.

2. To obtain full information concerning the nature and character of the program service which has been rendered by the station with particular reference not limited to the following:

(A) The average and maximum number of commercial spot announcements which have been made on the station during a typical broadcast day, and the average number of such announcements during any 15-minute segment of a typical broadcast day.

(B) The frequency of time which the station has devoted to the broadcasting of controversial issues of public importance.

(C) The percentage of time which has been devoted to the broadcasting of local live talent programs.

(D) The nature and character of the programs which have been broadcast.

(E) The existence of network control which will lie under the supervision of the Commission.

(F) The policy of the applicant for the future with respect to the matters covered in Issue No. 2, above.

The petition said inclusion of these issues will (1) remove any question that might be raised at the time of the hearing, (2) afford all parties ample opportunity to prepare testimony direct to this phase of the case, and (3) assist the hearing officer in the admission of evidence.

The petition was prepared by Attorney Marcus Cohn and Leonard Marks.

Send Birthday Greetings To

December 5

Arthur Gibson Lyn Murray
Grace Moore Red Tuttle
Jean Sothern

Nielsen Company Opens Series Of N.Y. Blind Meetings

The A.C. Nielsen Company, market research analysts, held an "NRH Open House" in New York this week, patterned after a series of meetings in Chicago, designed to acquaint industry executives with the inner workings of the Nielsen Radio Index production process.

This, the first New York showing of NRI, displayed among other developments, the new 24-panel automated summary of the Nielsen "adequate audience" which records in the company's office, every day movement in typical New York homes.

Nielsen transported from the Chicago headquarters a complete set of production equipment, etc.

Cal. Unit Changes Name; Is Now Radio Press Club

Hollywood—The newly-organized Southern California Radio Newsman has changed its name to Radio Press Club. The name change was made to avoid confusion with other persons devoting at least 50 per cent of their time to writing news for

paper recording Tape Demonstrated In Chicago

(Continued from Page 1)

of Vaiparado, Ind. The one-quarter inch wide tape paper gets its magnetic qualities from a ferrous coating and records with good fidelity.

The tape is available for immediate playback without processing after each recording and sound may be erased and the ribbon used again. The tape can be played by feeding it with type when broken, although it rests a six pound pull. Content of the program can be identified by writing on the back of the ribbon and any part of the recording can be eliminated by tearing it out of the tape and splicing it on again. Company engineers expect the tape to be used in a spool which records for about 20 hours.

WNYC, New York's municipal station, has been using a similar type recorder for the past month, it was explained yesterday. First use of it came when the station recorded segments of the National Aircraft Show at Cleveland in November.

Du Mont Gears Rights For Yanks' Grid, BB

(Continued from Page 1)

president of Du Mont. Representing the clubs at the announcement was Tom Meany, business manager of both organizations.

All the home baseball games to be played at Yankee Stadium, numbering 77, and all football games of the football club will be aired via Du Mont, with plans included to broadcast 33 more football contests of the Yanks from Washington, Boston and Philadelphia to New York fans. This will cover more than two-thirds of the schedule of the club.

Five image-orthicon cameras will be used at the Stadium, according to Cohn.

"Video rights to the Yanks" ball games have been under negotiation for several weeks, with NBC, which aired the games last year, an "experimental" basis, strongly in the running.

Games will be offered for distribution, said Cohn, who decided that there was "much interest on the part of advertisers." Bill Slater and Jack Murphy will handle the microphone and camera details, respectively.

WRITER-PRODUCER

50,000 watt network station in Middle Atlantic States requires experienced writer-producer with ideas. Man to work on most popular programs and who has the energy to follow through. Write, listing background, experience and salary desired.

Box No. 265, RADIO DAILY
1591 Broadway, New York 18, N.Y.
ABC now
FIRST
in Network Food Advertising

There's plenty of meat for advertisers—especially food advertisers—in this ABC success story:

Today the American Broadcasting Company leads all other networks in volume of food advertising. Since 1942 all network food advertising has increased 55%. But during this same period ABC has registered an increase of 343%—over six times the figure for the industry!

An increase as big as this one doesn’t just happen. It is caused to happen. And in this case the causes were three:

1. **COVERAGE:** ABC provides intensive coverage of America's major food markets from within—and presents your message at economical rates which result in a low cost per thousand listeners.

2. **PROGRAMMING:** ABC morning programming, which has risen to top listener ratings over the past three years, is built to order for America's product-buying housewives.

3. **PROMOTION:** ABC stations—now more than 230 of them—do a terrific job locally, put plenty of enthusiastic promotion behind their network programs.

The moral: follow the lead of top advertisers like Swift, General Mills, Kellogg, Quaker Oats, Derby Foods, and Libby, McNeill & Libby, just to mention a few, and ship your goods to market via ABC.

*First 9 months 1946
P. I. B.
GOP To Seek FCC Posts

CC Analyses Grants Made Since V-J Day

Washington Bureau, RADIO DAILY
Washington—More than one-half all standard CBPS authorized between V-J Day and mid-September were issued in cities which had existing standard radio stations as of V-J Day, the FCC reported yesterday in a statistical analysis of AM and FM grants and applications. The Commission also noted that the greatest percentage of AM stations were in the nation's smaller cities. More than 75
(Continued on Page 8)

Futurist Don Lee Network Expands To 41 Stations

West Coast Bureau, RADIO DAILY
Hollywood—Don Lee Broadcasting system adds another station to its network this week when KPLR in St. Louis begins broadcasts of Futurist-Don Lee programs, morning show which was announced yesterday by Lewis Allen, vice-president and general manager. KPLR, a town under 10,000 population, will have its first network radio service as a result of the new outlet. Station is 41st affiliate of the Don Lee network.

Gov't Pix For Video Discussions in Capital

Washington Bureau, RADIO DAILY
Washington—The use of government motion pictures for television programs is seen here as a definite possibility. Government agencies, it is revealed today, have been visited by representatives of New York television stations for the purpose of determining if Federal-made
(Continued on Page 5)

Daytime Series
First series of daytime talk programs directed to the children will be produced by Bob Ennry, manager of sustaining programs department of WARD, New York for Wannamaker's store on successive Saturdays, Dec. 7, 14 and 21st. The special Christmas programs will be broadcast from 12:00 to 12:30, 1:00 to 1:30 and from 2:00 to 2:30 each Saturday.

Brock Pemberton Hits Comm'ls At REC Meet

Commercial announcements could be briefer, "cleaned up" and are unnecessarily realistic, in the opinion of Brock Pemberton, eminent theatrical producer, who spoke at the Radio Executives Club in New York this week, including address of a series on "If I Were Running Radio," at the Hotel Roosevelt.

One of the most successful producers in America, for the past 25
(Continued on Page 3)

BBC Gets Authorization For Television Films

London—(By Cable)—The new charter for the British Broadcasting Corporation empowers it to produce motion pictures, but with the provision that such BBC-made films shall only be used for television and radio purposes. Insertion of the new film clause
(Continued on Page 2)

Network Presidents Endorse Vets Xmas Program Planning

Pledging active support to the suggestion that broadcasters extend themselves to bring good cheer to hospitalized veterans throughout the nation this Christmas, the presidents of the four major networks yesterday joined with Generals Dwight D. Eisenhower and Omar N. Bradley in endorsing Radio Daily's proposal.

"In our programming for Christmas, we are especially aware of our responsibility to help entertain America's convalescent fighting men during what can be for them the loneliest time of the year," Niles Trammell, president of NBC, declared.

"These men and women are sure to turn to radio, which was so close to all of them during the war," he continued. "Through radio, we can help these men and women remember that we honor them for their service.
(Continued on Page 3)

Speech By Republican Leader Indicates Party Will Wage Spirited Contest For New Commission Appointments

By MANNING CLAGETT
Washington—Republicans will demand majority control of the FCC, it was indicated yesterday. This was made plain yesterday by Carroll Reece, chairman of the Republican National Committee.

Reece, in an address before a "victory" meeting of the Rep.
(Continued on Page 5)

Truman Talk Sunday On Webs And Indies

All four major networks and every New York independent station, which is broadcasting at the hour, will carry President Truman's address Sunday, Dec. 3, in connection with the truce which is expected to receive another record-breaking radio audience. The President will speak to the nation on the coal strike crisis for approximate
(Continued on Page 3)

Warner Show On KFWB Will Boost Young Players

West Coast Bureau, RADIO DAILY
(Continued on Page 2)

ABC Tele Plans

Detroit—ABC's proposed television station here has been assigned the call letters WDLT. The station will use a 5,000-watt television transmitter and a 35-foot transmitting tower is already available. Paul Mowrey, ABC television representative, declared a delivery of equipment is expected, said Mowrey, who has just returned from Detroit.
Coming and Going

BOB DAVIS, publicity director of WNBC, leaves today via American Airlines for Denver, where he'll rollo up for a week.

BELMONT FARLEY, of the National Education Association, who also is on the board of consultant of the Columbus network's "School of the Air," arrived from Washington yesterday for continued negotiations at the head office of the web.

BOB KELLER, of the newly-formed radio sales promotion organization bearing his name, proves today on a short business trip to Boston.

GORDON FRASER and GEORGE HICKS have gone to Chicago for the American network to handle Sunday's broadcast of the U.S. Steel Corporation's "Tea with the Air," which will emanate from the Windy City.

BILL McCLOSKEY, director of promotion at WIBW, Emporia, is on the west coast attending the International Convention of the Fairs and Showsmen's League of America.

GEORGE CROITHERS, director of "Petty Please" heard on CBS, has returned from Cleveland.

MILES HEBERER, director of the Radio Bureau, New York State Department of Commerce, is visiting in New York.

PAUL MOWREY, the American Network's national director of television, is back in New York following a three-day business trip to Detroit and Chicago.

CHARLES GRENIER, Columbia Network engineer, is in Milwaukee setting the stage for Sunday broadcast of the "Hour of Charm," which will originate in the Minnesota metropoli.

MAURICE BRENNER, commentator on WOR, is at the Columbia Broadcasting System on a one-week vacation.

J. ERIC WILLIAMS, manager of WAG, affiliate of ABC in Utica, N.Y., is in New York for conferences with officials of the network.

SIMON GOLDMAN, manager of WHTN, Camden, N.J., an ABC outlet, is in town on station and network business.

AFRA-Webs Continue Contract Discussions

(Continued from Page 1)

that the new contract would be completed this week-end.

A spokesman for the networks stated yesterday that the union representatives and the networks had reached agreement on the major provi-
sions of the contract and the contract now is in the legal phrasing stage.

Warner Show On KFWB Will Boost Young Players

(Continued from Page 1)

designed as a dramatic springboard for its younger players. The first vehicle will be a dramatization of "Casablanca," with Michael Curtiz, who directed the picture, serving as guest commentator.

Will Emcee Benefit

Peter Donald will emcee the special benefit program being staged for the Professional Children's School. Today, Dec. 6 on the Colonnades Room of the Essex House. Dancing and entertain-

ment starts at 8:30 p.m. with the event being arranged by the Alumni Association in cooperation with the Stage Mothers' Club.

BBC Gets Authorization For Television Films

(Continued from Page 1)

in the charter is a direct result of the refusal of the British film industry to permit the televising of features or newsreels.

Exhibitor opposition to the use of theatrical films by the BBC for television purposes has been stiff.

FBI Speaks Out Faced With Sale of Film

In a talk to a statewide conference of police executives at Austin, Texas, Richard L. Millen, a radio engineer for the FBI, stated that new developments and inventions in the field of communications will soon come to the aid of police officers.

Mellen told the officers that also an important development in radio communications was fascimile transmission, in which pictures and written material may be transmitted by radio. Thus a picture of a criminal could be transmitted throughout the state in a matter of minutes.

Adaptation of the Army's "walkie-talkie" and "handy-talkie" to police use was also recommended by the radio engineer.

Playing for keeps

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

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

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

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

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

Yes... pretty soon the marble will be down... and you'll get the W-I-T-H listeners in Baltimore.
Stock Pemberton Hits Comm's At REC Meet

(Continued from Page 1)

(Continued from Page 1)

Billboard Blows

Watts Cautions "Sensitized"

This business of interviews should be looked into," Pemberton said, it suggested that some system of "get - by - way" contests be employed. Actual broadcasts, "Some of us are going to be stiff, as it will be added. And, above all, the theater and motion pictures, radio industry is "limited," and too many programs are "cutting into a groove," Pemberton aged. Too many stations have the same type of program on the air at same time, he said.

(Continued from Page 1)

Sponsor On WQXR

The new participating sponsor of the two renewals announced by CR, La Fontaine Restaurant has me a once-a-week participant, "Thursday's, the "Cool Drink" call program heard daily from 6 p.m. Contract runs for 62 yrs. For the same show, the Champlain Restaurant has renewed its contract for another 52 weeks for par- ticipation on Mondays and Wednesdays.

(Continued from Page 1)

Network Presidents Endorse Vets Xmas Program Planning

"We at CBS welcome RADIO DAILY's suggestion that our year-end holiday programming be planned to bring good cheer to servicemen in Army and Navy hospitals throughout the nation," the spirit of Christmas is universal, he said. The broadcast by the Columbia Broadcasting System, Mr. Elgin, also said the isolated rancher on the plains.

"For many weeks Columbia has had a "Christmas in Service" inaugurated as a partial holiday broadcast which will be heard from Dec. 21 to the last day of the year. They vary in subject matter, from a choral program during the first hour of Christmas morning to a documentary review of the year's major moments.

"We hope that these broadcasts will bring pleasure and comfort to our servicemen everywhere," he said.

Kobak Promises Action

Indicating that Mutual was going into action immediately on the Christmas show plan, Edgar Kobak, president, issued the following statement:

"I think it's a good idea, I've for- rated your letter to all our em- ployees, and through our organization bulletin, I'm asking all our sta- ffs to cooperate. And as much interested in the vets of the First World War—and the one be- fore that—she has been of ours.

The Mutual proxy added that his wife is very active in this regard at the Salvation Army Hospital, she heads a group of some 30 women who donate time and efforts to pro- viding enjoyment for convalescent vets.

Woods Adds Endorsement

Declaring the American Broadcast- ing Company to be in full accord with the motion, Mark Woods, president of ABC, said:

"The American Broadcasting Com- pany, realizing the importance of the veterans this Christmas, is sending its staff, who feel that convalescent service men, as well as other listeners, will derive real pleasure and entertainment from programs which, each in its own way, will tell the Christmas story.

Radio, which provided the bond between home and the battlefield for servicemen during the world wars, this year will link the convalescent service man in military hos- pitals with his loved ones during the Yuletide season.

"ABC is in full accord with Radio DAILY's plan to bring entertainment to veterans who have been physically incapacitated as a result of the war."

Truman Talk Sunday On Webs And Indies

(Continued from Page 1)

(Continued from Page 1)

Mowrey Predicts Future For Tele Advertising

Chicago—Television is going to be a valuable advertising medium, Paul Mowrey, director of television for the American Broadcasting Company, told advertising men and clients at a television symposium held Tuesday by the New York, Louis & Briny agency, even in its present state of development, Mowrey declared, television is worth the attention of advertisers.

Mowrey, who was the only network representative present at the meeting, spoke on "The Commercial Aspects of Television." Other speakers were Artie Rodger, supervisor of television for Commonwealth Ed- gion Co., and Norman Linquist, as- sistant supervisor of television at NBC, New York Edison.

Mowrey said that television will continue to produce shows in connec- tion with the world's most prominent personalities, Dwight Herkert, manager of the Public Service Department; William H. Miller, assistant manager of NBC Public Service; Fred Bate, manager of the NBC Interna- tional Department; Lou Haines, manager of the Press Department; Frank Fass, producer of the NBC "Your United Nations," who was ex- pected to produce shows in connec- tion with the world's most prominent personalities, and David Davis, director of scripts and literary rights at the NBC television department, and William Webb, manager of Public Service promotion, NBC.

U. S. Engineers To Join In World Conference

Participation of American Engineer- ing in a permanent World Engineer- ing Congress, with headquarters in Paris, was disclosed this week by Clarence Davies, secretary of the American Society of Mechanical Engineer- ers, at a session of the society's board meeting held last night in New York. New technical body will have a practical working contact with UNESCO.

Committee on international rela- tions of the engineers joint council is the medium for organizing Amer- ican participation. Malcolm Pirnie, chairman and Stewart E. Reimel, secretary with headquarters in New York.

Plans for the World Engineering Conference were formulated, accord- ing to Davies, during the international technical conference held in Paris last September. At that time contact was established with UNESCO through the director of the engineer- ing section, Dr. Yeh Chiu-Pei.

Educational Forum

Queens College Forum over WNYC on Dec. 6, 9 and 11 will debate the question, "Has American Radio Failed as a Public Servant?"

The forum will be under the sponsorship of Columbia University and Queens College professors, including Henry Robinson, chairman and Stewart E. Reimel. The forum on Dec. 6 will be on "Public Service," and will be moderated by the chairman and Stewart E. Reimel. A. D. Jefferson, Queens College director of radio edu- cation.
Notes From An Aisle Seat...!

- The Milton Berle show is practically in the bag as a replacement for "Ignorant," although official decision probably won't come through for at least a week or so. Berle's attitude toward radio is clearly evident in the fact that he'll pass up a Florida nightclub offer of $15,000 per to take on the air show at 2 G's. . . . Kenyon & Eckhardt's "H'wood Story," which premiers on ABC Dec. 30th, looking for writers. See Nancy Xooor at the agency.
- That ambitious project to sell "America's Leading Dept. Stores" on bankrolling an hour network radio show with Mickey Rooney, Groucho Marx, Frankie Langford and a name band, has hit a snag due to lack of interest on the part of sponsors.
- Earl Glaze, Mayor of Salt Lake City and well known in broadcasting circles out there, being mentioned for FCC vacancy.
- Fibber McGee & Molly planning a series of shows in the next in the early spring. Reports indicate that they may finish out their broadcasting year from N.Y., . . . Sisneros, who spun those lucrative radio offers, may wind up down there to get some of that Miami sun now that his health isn't so good, . . . NBC is televising the Waldorf Town & Traveler's Dec. 11th fashion show, "For Men Only," said to be the sexiest in Waldorf history. Eight blonde功率s will parade in latest and most revealing postwar styles in black lace underdies. . . . With the cold situation as it is, maintains Alan Sands, a friend these days is a guy who gives you a hotfoot.

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- Coleman Jacoby, the gag-writer, was comparing ulcers with a B'way pal, who insisted he visit his doctor for the latest treatment. "Before I took this treatment," said the pal, "I was given up for dead three times." Coleman looked the guy over solemnly. "They were right the first time," was the devastating report.

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- TICKER TAPE: Harry Wismer getting plenty of congratulations on great job he did on the Army-Navy game—a high spot in sports broadcasting. . . . Beatrice Kay becoming one of the most glorified singers in the mags these days. Look's last issue carried her pic; Seventeen has a bylined story on her and Collier's, Glamour and Disc are readying spreads. . . . Irene Beanley's Grand Slam misrheactor drew 60,000 letters last week. . . . J. B. Williams dropping Wn. Shiner and may take on a half-hour musical show on NBC. . . . Ed Begley will get featured billing in 20th Century's "Boomergang." . . . Frank Cooper office has signed up Edd Mackey and Grace Valentine, of the Helen Hayes show, Cy Fisher, of the same office, recently set writers Mary Ragaway and Lou stan with Dinah Shore—Stanley Adams with Mel Blanc and Allan Rede on the Fanny Brice show. . . . J. Walter Thompson agency grabbed off plenty of honors in one of the radio polls, with ampire Du Lane grabbing off top publicist spot.
- Another Hit Parade idea due on the nets based on the Postman System.
- Arlie Pine and Leonard Cohen, N.Y. Post sports ed., have wrapped up a new sports idea for a pitch with the Ohio State football team. . . . After five years on the Family Hour during which time he received little, if any, publicity, Frank Capra suddenly broke out in print last week as being replaced on the show, isn't true. . . . Patsy Campbell, Ellen Fenwick, Elaine Roit and Mary Hall of Radio Row, all up for B'way shows.

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Will sell outright for $3000.00 cash, copyrighted 5-minute transcribed series to an immediate buyer.

39 episodes transcribed.
39 additional scripts, in production form, ready.

This show but for two exceptions has never been sold commercially.

Something new and different; 5-minute quiz show featuring network personalities.

IDEA OF THE SHOW is a 5-minute package of lively fun and bright idea with tested appeal to all women, against a background of sparkling repartee and music.

Two, 30-second slots are provided for sponsor commercials.

Audition record available.

Write or wire Box 267
RADIO DAILY, 1501 Broadway, New York 18, N. Y.
Sports By Television Boosts Bar Business

Conclusive proof of the strong pulling power of sports on television, and sharp indication of how the public will regard video as an entertainment medium, is evidenced in the report this week that business in restaurants, clubs, bars, etc., enjoys an unexpected upswing. Hockey, football, basketball, and major fights, baseball or football games are on the air. Dealers handling distribution of television sets produced by United States manufacturers, e.g., Corp., are said to have contacted some 6,000 restaurant and bar owners in recent months, all of whom express an urgent desire to install sets in their establishments immediately.

However, bar owners usually prefer sets with large screens, survey indicates, which will accommodate a sizable number of patrons. UST reports that only one of every three people who have viewed a single set during one broadcast. Restaurant managers also report that when a major sports event, like the recent Army-Navy game, is aired, there was standing-room only, and many patrons were turned away.

While this report covers the metropolitan New York area, trade executives explain that the SRQ situation prevals in practically any town in the East where a set is available.

Sports By Television Boosts Bar Business

RADIO DAILY

Congressional Republicans Will Seek Control Of FCC

Continued from Page 1

Continued from Page 1

Gov’t Pix For Video Discussed In Capital

NAB, NRGDA Set Contest For Retailers’ Programs

WNBC Selects Yankees As Second Salute City

City of Youngers has been chosen as the second community in the metropolitan area to be scheduled for an all-day broadcast salute by WNBC. It was announced this week. Friday, Dec. 19, has been selected as the day for the event.

It is expected that the same personalities who participated in the recent salute will broadcast again. Plans are for the Yankee, the city is celebrating the 300th anniversary of its founding this year, a fact that will be featured on “Yonkers Day On WNBC.”

VETERANS’ DELIVERY SERVICE

Specializing in personalized delivery

FAST, DIRECT AND RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.
WORDS AND MUSIC

By HERMAN PINDUS

- TIN PAN ALLEY-OOPS—The outstanding portion of the recent Duke Ellington Carnegie Hall Concert last week was "The Deep South," a stirring rhythmic suite in four movements. The title of the musical setting was suggested to the Maestro by Jack Robbins and the score will be published by the latter's new publishing firm, J. J. Robbins & Sons. . . .
- Frank Kelloa, who succeeds the late Ira Schuster as Professional Manager at Paul-Pianta Music has completed a deal with Max Mayer involving the Kelloa, Inc., catalog. . . . meanwhile Kelloa is garnering a great play for the ballad, "Let's Put Our Dreams Together," written by Ira Schuster, the late Jack Rosenberg (who preceded Ira's passing, but by a few months). and Larry Stock. . . . Mutual Music has just published a clever novelty ditty, "A Trout No Doubt" written by two newcomers to the alley. Phil Kadison and Tom Howell. . . . Broader Precter has a staff of writers working on a new half-hour radio series centered around the Kern Kolloibers . . . package will be handled by the Stan Zucker Office. . . . Coca-Cola hasn't yet decided whether or not it will sponsor the Morton Downey "Coke Club" for the sixth consecutive year . . . the transmissions until Feb. 1, the end of the contract, have already been cut . . . the last program has two endings . . . one if the program goes off and vice-versa. . . . Robbins' the "Whole World Is Singing My Song" is getting up there. Vic Mixzy and Mann Curtis are the writers.

- WOLFE (Waitin' For the Robert E. Lee) Gilbert has just written a poem titled "An I A Communist?" which is MUST reading for every American . . . Arthur Godfrey Talent Scouts program last Tuesday uncovered a lyric baritone named Tony Barrow who is going places . . . Burl Ives, Philco's MNSongster, will give a concert December 14 at Town Hall . . . Irving Berlin's ballad "You Keep Coming Back Like a Song" from the flicker "Blue Skies," keeps coming back like almost all Berlin tunes . . . If Tin Pan Alley has never produced a genius, Berlin will do until one comes along. . . . And why isn't the Maybe Dale trio given more air time? Merely ABCcheckful of musical surprises. . . . Beverly Music Corp. has a fine ballad in the new Sammy Gallup-David Saxton torch, "I Guess I Expected Too Much." . . . Did you know that Donald O'Connor is the son of the internationally-famous Ringling Brothers acrobat "Chuck" O'Connor? . . . J. Frederick Coos has just had a series of 30 piano solos published by Mills. . . . The late James J. Walker is eulogized by the Stem's unofficial poet Laureate, Clarence Gaskill in a new ballad titled "Jimmy." . . . Broadway Music Corp. has just started work on a new rhythm ballad "I'm Easy To Get Along With," which sounds like it'll get along well with ork pits and singers. written by Paul Cunningham and Abel Buer.

— Send Birthday Greetings To —

December 6
- Ira Gorsvin John Ravencroft
- Jeannette Land Agnes Moorehead
- Ernest Stem George Redman
- Gertrude Gordon Sears

December 7
- Bob Brown Julio Pinto
- Arch Cooper Al Schankel
- James Joseph McConnell

December 8
- John Ebb Howard Malzman
- Franki Bosch Mary Patten

— ON AND OFF THE RECORD—Juke Boxes should clean up with Louis Jordan's latest, Decca disk of "It Ain't Nobody Here But Us Chickens," a solid sender featuring the Tympany Five . . . flip-over is a happy-go-lucky rendition of "Let The Good Times Roll." . . . Tito Guizar will do a Spanish version of "Choo Choo Ch Ch Boogie," next month on Mercury label. . . . You'll soon be hearing this hillbilly ballad—but patiently . . . we refer to the song, "The Bible My Mother Left To Me" which has just been recorded on Musicraft by Riley Shepard, whose platter of "Atomic Power" zoomed him to the top. . . . Johnny Deansard's next Victor platter will feature a supporting background furnished by the Chitlin Trio. . . . You may look for the initial MGM disks to be released about the first week in March. . . . Estroza does nobly with Berlin's standard "White Christmas" on Columbia . . . reverse side is "Jingle Bells." delivered in a 4/4 tempo with Axel Stordahl's orchestra background . . . disk-jockeys should give this quite a play. . . . Capitol has a sure click in Margaret Whitline's platter of "Oh, But I Do," backed with "Guiltily," (tatter was written by her dad, the late Richard Waiting.)

Radio Listening Off
In New York City Area

While radio listening in the New York area was reported off in October as compared with October-Pulse, Inc., in a statement issued Wednesday explained the situation The Pulse statement follows: "Radio listening in November dropped below the October level. This is due in part to the national emphasis on war bond drives and the World Series and National League play-off games which received large audiences. In 1945 the trend in radio listening from the summer low was one of continuous rise through November. Despite the drop in December, in November this year, average quarter-hour sets-in-use for November 1945 is 2 per cent higher than the same month in 1945 (23.5-22.5). However, as the increase in listening from November 1944 to November 1945 (approximately 10 per cent) it strengthens the premise that radio listening is not rising as rapidly this year as last."
What one gift would please them all?

No matter what their tastes ... their hobbies ... their likes or dislikes ... there's one gift that will please them, each and every one.

That gift is a United States Savings Bond

This Christmas, put at least one Savings Bond under the tree for someone you love.

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.
FCC Analyses Station Grants Made During Past 18 Months

(Continued from Page 1)

more radio stations increased from 16.6 per cent to 23.3 per cent. By September 19, 1946, this ratio had risen to 29.6 per cent.

(B) The greatest gains percentage-wise from 1939 to 1946 was made in new communities, particularly in the 25,000-50,000 size cities—18.6 per cent of the former and 17.2 per cent of the latter acquiring their first stations during this period. In the year between VJ-Day and September 1946, the greatest gains percentage-wise were made. In the 5,000-10,000 and the 10,000-25,000 size class cities from 11.8 to 23.6 per cent and from 6.4 to 61.5 per cent, respectively.

(C) In the class size group 25,000-50,000 (outside metropolitan districts) only six cities were without radio stations as of September 19, 1946, and no metropolitan districts in this size group had a radio station as of VJ-Day. Total FM applications filed as of October 1, 1946:

(A) 70.8 per cent were from persons in the AM field.

(B) An additional 12.3 per cent were from non-AM newspaper interests.

(C) The remaining 16.9 per cent were from persons without either AM or newspaper interests.

(D) Overall 34.2 per cent of the applications were from persons with newspaper interests.

4. Total FM authorizations (CP's and CG's) issued as of October 1, 1946:

(A) 74.6 per cent were issued to persons in the AM field.

(B) An additional 21.5 per cent were issued to non-AM newspaper interests.

(C) The remaining 11.9 per cent were issued to persons without either AM or newspaper interests.

(D) Overall 37.8 per cent of the authorizations were issued to persons with newspaper interests.

Muzak Elects Hembreko Vice-President Of Firm

Emil G. Hembreko director of equipment and engineering for Muzak Corporation since 1945, and previously with that firm as chief engineer from 1941 to 1943, has been elected a vice-president. Hembreko previously had served for 3 years with Western Electric and Electric Research Products, Inc., a subsidiary of Western Electric, becoming chief research engineer, in charge of engineering and equipment for wire broadcasting systems.

Two Join Tel Corp

Ciel Ford has been appointed casting director and Clarence Tripp film consultant, of Lee Wallace Teleshows, Inc. Mr. Ford an accomplished this is a veteran photographer, a former winner of the national Kodak award, and has been associated with Eastman Kodak and 20th Century Fox.
Television Interests To Clash

CC Amends ET Rule On Identification

Washington Bureau, RADIO DAILY—The FCC, on Friday, amended the old rule that transcriptions of one minute or less need not be identified. The Commission said the old rule tended to require more repetitive announcements than were necessary to avoid deception of the public.

The FCC refused to follow NAB's suggestion that transcriptions that programs that lasted more than one minute and not in excess of 30 minutes be announced at the beginning or the end.

(Continued on Page 7)

Our Stations Schedule Nobel-Dinner Pickup

At least four New York stations carry pickups from the Nobel Dinner dinner to be held in the 1st Astor Tuesday night, Dec. 10. WARD R. MURROW, CBS veep in charge of public affairs, will speak at the radio industry dinner.

(Continued on Page 6)

Embargo Ruling

Post Office Department on Friday suspended radio transcriptions from the mail embargo. The Department, however, called on broadcasters to keep the transcription packages within the weight and size limits "whenever feasible." When the weight or size of transcription are in excess of embargo limitations, broadcasters may present the department's letter of authorization to post offices when the package is mailed.

(Continued on Page 6)

Many New CP Grants Made By Commission

Favorable action taken on more than two score applications, covering television, standard broadcast and FM facilities, was announced on Friday by the FCC.

The Fort Industry Co., was granted a CP for a new commercial tele station in Toledo, Ohio.

Granted CP's for new standard stations:

(Continued on Page 6)

Ask Broadcasters Aid in Soft Coal Emergency

Washington bureau, RADIO DAILY—Washington—Secretary of the Interior J. A. Krug, on Friday called on the nation's broadcasters to cooperate in the government's campaign to conserve coal.

The plea brought an immediate response.

(Continued on Page 7)

Color Video Versus Black-And-White Principles In Verbal Showdown Starting Today At FCC

Washington—With color television versus black and white as the issue, leaders of the electronic industry will gather before the FCC today for a showdown verbal battle on whether or not video should proceed on the present black-and-white standards or give way to the immediate commercial development.

(Continued on Page 6)

Mutual's Directorate Sets 3-Day Chi. Meet

Chicago—Directors of the Mutual Broadcasting System will hold a three-day board meeting here beginning Wednesday, at which reports will be submitted to the board of directors on the network's business for the year of 1946, budgets and programs for 1947 will also be discussed.

Reports will be heard by the confab:

(Continued on Page 3)

Religious Radio Group Enlarging Activities

Extension of religious radio activity throughout Canada as well as the United States through the reorganization of the interdenominational committee was announced Friday.

(Continued on Page 7)

Indie Stations Will Support Plans For Vet Xmas Shows

New York's independent stations and the network key outlets are in full agreement with the plan for big network to bring special entertainment to hospitalized veterans during the Christmas season. Reaction of station officials and program directors to the campaign is that they are keeping the convalescent veterans uppermost in mind as they arrange their Christmas shows.

Theodore C. Strelberg, WOR president, revealed Friday that one of his station's regular Tuesday night programs already is definitely set to originate. Dec. 20th show from a veterans hospital in the New York area. The program is the "Scandaland Concert Hour" heard at 8 p.m. and featuring Metropolitan Opera stars Hugh Thompson and Mary Henderson. The show's Christmas night junket to a veterans hospital

(Continued on Page 4)

Book Collector

Pittsfield, Mass: A friend has started his third book drive over WCBS, asking listeners to the CBS flagship to send him old books in return and he'll send them along to hospitals. He plans the drive on his 8:15-8:30 program, Mondays through Saturdays.

In the last year he collected 60,000 books; the year before, 40,000. The third drive has got off to a flying start.
Coming and Going

WILLIAM S. PALEY, board chairman of CBS, Frank Stanton, president of the network, ADRIAN MURPHY, vice-president; DR. PETER C. GOLDEN, director of research and development; JULIUS BAUMAN, general attorney; KENNETH H. KINSEY, senior attorney; and WALTER W. LOGUE, director of general engineering, are in Washington, D.C., for the FCC hearings. Baron, the network's president and general manager, is in New York. Report from the FCC hearing. The FCC hearing has been halted pending a decision by the commission.

NORMAN CLOTZER, musical director of NBC's radio-Recording division and manager of the network's recording operations, has been in Chicago, Ill., on the opening of WABC.

JOHN PITVAL, the American network's director of advertising, is in New York for the opening of WABC. He has been in Chicago for the opening of WABC.

ERIC BERNAY, assistant director of the network's advertising department, is in New York for the opening of WABC. He has been in Chicago for the opening of WABC.

THOMAS L. EVANS, president of KCMB, Kansas City, Mo., is expected to return to his office in Kansas City, Mo., for the opening of WABC.

New Italian Series To Be Launched on WHOM

A daily series of educational programs for Italian language students will be inaugurated on WHOM on Monday, December 9, according to Fortune R. Pope, executive vice-president. The series will be aired Monday through Saturday from 4-4:30 p.m.

The programs, devoted to a different subject each day of the week, will include questions and answers on citizenship, Jewish delinquency problems, American history, English, Italian language classes, citizenship security and government services and a round table discussion on Italian-language topics. Plans are being made for the programs by Joseph F. Lough, director of WHOM, and by Dr. Thomas Russo, who heads the language department at WHOM.

How to make money

That's a complete setup for making half dollars. The equipment includes a 205-ton press, three sets of molds, sheet copper, 256 pounds of coin silver, a small blast furnace and scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that it's making that kind of money or selling radio time, if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers prove that W-I-T-H, the successful independent, delivers the genuine audience of the large number of listeners-penny-a-sawdollar-ten.

It's the McCoy that in Baltimore radio its W-I-T-H on top of the list.

You get the FM audience free.

W-D-A-S

MUSIC has power

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

No wonder WDAS audiences say "Thank You!"

W-D-A-S

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

W-I-T-H

AM and FM

IN BALTIMORE

TOM TIMSLEY, President

Represented Nationally By Headley &Co.
Mutual's Directorate Sets 3-Day Chi. Meet

(Continued from Page 1)

Lewis Allen Weiss, Mutual-Don Lee Network; Benedict Gimbel, Jr., president, WIP, Philadelphia; Z. M. Antzim, WGN, Chicago; Willet H. Brown, Don Lee web; J. E. Campeau, CCLW, Detroit; Chester Campbell, WGN, H. K. Carpenter, WHK, Cleveland; Alfrid H. McCooker, WOR, N. Y., and chairman of the board; John Shepard III, Yankee Network; and Theodore C. Streibert, WOR, New York.

Radio Staff Increased By Vets Administration

(Continued from Page 1)

director announces Friday, Hernando D. Silva, with the VA radio service since his army discharge last year, has been appointed acting chief of the program division. Dillon said. Before coming to the Veterans administration Brown was a news director at WRC-NSC in Washington.

Brown has been managing station WJIR in Greenville, N.C., for the past year. He spent 3 years with the AAP as a public relations officer of the 2nd Air Force, and prior to that was well-known at the south as an announcer at KDKA, Shreveport, La., and WJBO, aton Rouge, La.

Brown will prepare special VA news scripts and field scripts on the nation's broadcasts, service national news wires, maintain liaison with network commentators. Loggers will take over VA production of transmitted shows and "The veteran Wants to Know" series, closely stanza heard over Mutual.

Leaves KCS For KHUM

Hollywood—Jim Stain, production manager of KCS, has resigned and become commercial manager of KHUM, Bureka, Calif. KHUM is a new station and will go on the air in June. Jim is a Carroll Haas radio veteran and former engineer.

WQXR Aiding College

In answer to a request by Queens College, WQXR is scheduling special programs of representative musical works for students who will take comprehensive examinations in February. The college's music library facilities are not adequate for all 450 students and in seeking WQXR's cooperation the Queens College art committee explained that it would like to have students listen intensively to certain music not studied in music classes.

Women's Radio Group Drops Annual Awards

(Continued from Page 1)

organization's plans to "bow out gracefully" from the radio awards field. Her statement follows:

"When the Women's National Radio Committee was started, radio war in effect in its infancy. There was very little supervision or control of program content or of commercials. Much unmentionable material was on the programs of the networks and also much objectionable advertising. The founders of the Women's National Radio Committee felt that to pool the interest and influence of the women's organizations of the country to encourage good radio by annual awards, and to combine the strength of the group in protest against objectionable material would be to result in a general improvement of radio standards. That its opinion was justified was indicated by the form of measures adopted by the networks shortly after the committee was organized, and by the enthusiastic comments of radio editors who agreed with the committee on the disappearance or modification of much of the undesirable advertising and also with improvement of the content of children's and other programs. However, there is little parallel between the situation of radio in 1934 and today. Many organizations have followed the Women's National Radio Committee and have established annual polls. Numerous commercial polls have been established. Many of the organizations affiliated with the committee which had no active radio departments at the time this committee was organized have under its inspiration established them and can carry on in their individual groups the same type of activities that have been sponsored by the committee as a whole. Therefore, we have decided to bow out gracefully and leave the rest to them. The cessation of the activities by the committee does not indicate any lessening of interest on the part of the affiliated organizations as to the content of radio programs. There is to continue to watch the eye on radio offerings, to praise the good and to condemn the undesirable." At the time of dissolving, the Women's National Radio Committee had 15 organizations in its roster with a combined membership of many millions of women, the largest being the United Council of Church Women which alone has a membership of approximately 17 million.

Iowa's Chickens Not "Chicken Feed"

Iowa's Farm Wives' Pin Money Chores Become BIG BUSINESS in Iowa

In 1945 the value of Iowa's Egg and Poultry output was $195,076,000, exceeding the value of California's entire Citrus Fruit Crop of $180,320,000 and the combined value of the Citrus Fruit Crops of Florida and Texas of $194,845,000.

This BIG "Pin-Money" Industry comprises but a small part of the rich Iowa Farm Industry—and WMT reaches the prosperous farm buyers in the huge Eastern Iowa Area COMPLETELY!

*Development Commission Statistics.

Rep. by KATZ Agency
LOS ANGELES

By RALPH WILK

SEYMOUR NEEZEN'S PRODUCTION sulfuron signed for Boyd to handle radio exploitation for the next Bob Cummings - Brian Donlevy star. "Here's Only Town," Fred director of radio for Republic Pictures and a producer with Foote, Cone & Belding, Boyd is setting up his liaison between him and Ackerman, "Our Gang For a Day" and "Saturday Night Roundup.

Cordial relations between California and Wyoming were reaffirmed this week when Jerry Colonna sent the first copy of his latest Capitol recording, "Oh Why, Oh Why, Did I Ever Leave Wyoming," to Wyoming's Governor, Lester C. Hunt. Record was sent at the request of the Governor. Mike Stecky, ABC announcer, became the proud father of a son, born December 2nd, and weighing seven and a half pounds. Baby has been named Michael William, Jr. Mother's name is Pamela.

Set For Lux Theater

Jane Wyman, Warner Bros. star, soon to be seen in "Cheyenne," and Jack Benny, also slated to make an other picture for Warner's next year, have been set to appear on Lux Radio Theater, in "The Man They Couldn't Kill," a Warner story property, December 16th, over the CBS network.

Broadway Bulletin Board . . .

- Eddie Cantor conducting a talent search among college humor writers. He has contacted editors of all college humor publications asking for sample scripts and figures to add the six most promising writers to his permanent staff. Speaking of comedy writers, one of the lads on the forthcoming "Variety Girls" film is named T. Hae. Talk around that George Raft is heading east with a top radio contract in his pocket. It's a six th, boy at the Irving Mansfield. He's the CBS producer and exec. Joan Davis is dropping comic Wally Brown from her staffs. Memo from Harry Morgan tells that the Bunny Berigan trust fund for his daugheter is again in need of money. Send contributions to Bob Christiansen, at the Astor; Bob Weilman at the Paramount Theater; or Max Levy or Morgan at the Lincoln Hotel. Benny Goodman flooded with offers from symphony orchs all over the country for personal appearances in '47. KFL H'wood, making a platter of a novel audience participation show by Leo Gullie called "The Wizard of Odds." First show has John Loder on it who wants to know what the chances are of Hedy Lamarr having twins. triplets, boy or girl etc. The battle for disc jockeys is on. Stations are now jockeying around trying to score the biggest names available for this lucrative field. Peter Donahue says the newest candidates for a husband-and-wife team on the air are Santa Claus and his old hog.

- HANG-NAIL PROFILES: Monty Woolley: "The Razor's Edge." ... Evelyn Knight: "Balladore." ... Vera Vague: "Man-in-a-tiny." ... Andy Russell: "Tearful, earful." ... Robt. Q. Lewis: "Tune-fuel." ... Ylc Damone: "Teen-age, tune-range." ... Chucho Martinez: "Voiceateur." BIGGEST TALK: Latest thing in radio-traveling stock companies. Superman units being organized to perform before Parent-Teacher groups to promote listener-sponsor good-will. . . . Larry Finley on route to Hollywood with his misuses, Venice Grove, the actress. Finley to look over his interests, i.e., ballrooms, restaurants, radio station, etc., and to line up talent for a new transcription series. Director Dick Samville being mistaken for a U. S. delegate because of his brand new beard. . . . Walter Lute's net program builder and one of the production heads at Mutual, leaves N. Y. Jan. 19th. . . . Red Skelton forevermore in New York. Trip will serve to introduce at least two new sustainers on the web, originating from the coast. . . . Bret Morrison doing the lead on the new "The Open End," "Behind the Masterpiece." . . . Buddy Bear," a kiddie show written and directed by Betty Barrie, being distributed throughout the Middle West. . . Bill Gernmant's "County Fair" drew thousands of letters on the sensational "Karma a Borrowed Book" campaign. Show is in another renewal period. . . . Don't care how much the Carnehon Contested Hour fouls around with its format so long as they feature plenty of Percy Faith's high-class music and arrangements. . . . Erle Stone doing a special Mutual show Sunday night with Carl Von Doren and John Kieran on "How To Combat Prejudice In Children." BIGGEST THOUGHTS: Apparently all four webs have lost faith in their own medium for building stars. No longer are sustaining artists built into commercial properties via a five-a-week program schedule. A real loss for the listener, let alone the radio Chick. Bing Crosby, Kate Smith, Morton Downey, Buddy Clark, to name a few, are they what you are today because of the former pioneer spirit that prevailed in the studios and hadn't you thought about it? . . . Monica Lewis sounds like the most promising character for '47. . . . Sometimes it's hard to figure out how come a musician once as popular as Rubinoff is without a regular job on the air.

PROMOTION

Suggests Fair Time

Leading soap operas of the all-time will get a new twist next year plans of Lou Merrill, secretary of the Western Fair Association, Sacramento, Calif, to go through. Merrill, in Chicago for the annual convention, the International Association of Fairs and Expositions, is working on plan to incorporate county fair features in the script of soap operas, a means of building up interest in the fairs. He has talked to three agencies which produce most of the daytimes serials and has found them very interested in his idea.

Institutional Blotter

As part of its promotion effort, WH, Detroit, has just issued a new multi-colored blotter bearing a calendar of December dates all the year-round. As a pledge of allegiance to the F.F. "Utilizing art work including a red, white and blue American flag with call letters and station data on one pr. WJB has hit a new high which this mailing piece. The station's signia and ambassador of good-will, Free Speech Mike, appear in a prominent spot on the blotter as he salutes with one hand and points to the pledge with the other.

New Variety Show

Three Lucky Sevens, Inc., Manhattan clothing store, has taken sponsorship of a new Jewish variety program broadcast over WINS every Sunday from 12:30-1 p.m. Show features Jewish music and stop performers in the Jewish theater but co-authorship and announcements are in English. Program is performed before a studio audience.

There is the second current report account for the Three Lucky Seven Clothing firm also sponsors a 5:50-7 p.m. program every Friday and WBNX in the Bronx. Accounts for the firm are placed direct.

WARNING

Throughout the South and Southwest a Mr. Bill Curtis has been posing as a representative of the National Radio Features. This man is in no way connected with this company and is being sought by the Postal authorities and the F.B.I.


WHEN KIDS CHOOSE UP SIDES

They lose it to chance. But you control and produce profits by working with the advertising and sales. Baltimore's Listening Habit WCBM WHITE BROADCASTING SYSTEM

For free programs, visit the Progressive Banking System John Elmer George H. Roeder President General Manager
**THE WEEK IN RADIO**

Lee Act Suffers Setback  
By IRK OWENS

*District Court* in Chicago dismissed charges against James Persillo, AFM president, and ruled the Lee Act unconstitutional. Government attorneys immediately prepared appeal to the Supreme Court. Possibility of an AFRA strike was eliminated, union and network officials said that "workable solutions" had been found for a new contract. Charles H. Denny was appointed to succeed Paul Dickey as chairman of the Federal Communications Commission.

The four major network presidents met with Generals Eisenhower and Bradley in endorsement of Radio Lure's proposal regarding Christmas programs for hospitalized war veterans. NAB president Justin Miller sent a letter to station managers throughout the country urging full cooperation with schools, etc., during the crisis. Miller also urged revisions of the Communications Act to simplify the rights of American Broadcasters. Message was delivered to the Florida Association of Broadcasters.

Total time sales on web and stations in 1945 reached an all-time high of $130,408,446, according to an FCC report. Brook Bendersohn, theatres' producer, told the Radio Executives Club that commercials should be shortened and "cleaned up." The 51st Congress of American Industry was given wide coverage on the four networks and New York stations. National line companies buying heavy time in New York stations. Latest to enter the air advertising fold is Colonial Airlines with a series of programs on WHN.

Republicans will demand strong presentation in the FCC setup as outlined by Carroll Reese, national committee chairman. President Truman's appeal to the striking coal miners was aired by all networks, most independent stations.

Radio Division demonstrated first commercial color television network. Live and film presentations were made from CBS's studios in New York. Du Mont was granted exclusive rights to television broadcasts of home games of Yankee football and baseball clubs. Company will air 77 home football games in New York, with possibility of others from Washington, Boston and Philadelphia. Network's coverage of John L. Lewis's sentencing in Federal Court Wednesday riled many wartime broadcasts. United Press will extend its radio service to Argentina.

General Douglas MacArthur turned down a request of the State Department to re-broadcast its "Voice of America" in Japan. "Voice" is now beamed to Japan, but only via short wave.

Drew Pearson and Robert Allen, newspapermen, asked FCC that the "Blue Book" be closely adhered to in the hearing of WBAL's license renewal. Newspapermen are seeking WBAL's wave length. William S. Paley, CBS board chairman, launched a new series on the web dealing with "Radio and the People." Charles Denny re-affirmed his stand on FM as the "finest system" in a letter to the new FM association.

Citizens of Oakland, Calif., depend on almost completely on radio for news, etc., during the general AFL strike which crippled the city. All four newspapers suspended publication. FCC analyzed grants made since May Day. More than one-half of all AM CFs were issued in cities already having standard stations. NBC announced plans for a world conference or public service broadcasting in London in April. Dr. James Rowland will head activities.

State Department will revise its radio setup in the face of growing Republican opposition to "propaganda" broadcasts. Non-government members will control future broadcasts. FCC acted favorably on 20 FM applications, listed seven new AM applicants. St. Paul's (Minn.) stations dropped plans to air school programs during strike. Reason was the lack of teachers available to handle programs.

Westinghouse Expansion  
In PortlandOutlined

Portland, Ore.—Disclaiming that Westinghouse Radio Stations were spending approximately $1,000,000 in their KEX program, Walter E. Benoit, vice-president of Westinghouse Radio Stations, Inc., addressed a luncheon meeting of the Portland Chamber of Commerce last week.

Benoit said that the station's application for a 50,000-watt transmitter had been approved by the FCC and that the new transmitter being built at the Baltimore works is fourth on the list for delivery. He added that options had been taken on a 40-acre site near Clackamas for the new transmitter.

He also spoke of the station acquiring a four-acre tract in Beaverton Heights for an FM station. Referring to FM he said: "FM, as you know, is the new and practically noise-free method of broadcast transmission."

*Fulton Lewis, jr. available now in Chicago on WGN*

Outstanding cooperative program — dominant station — important market!

Team up with Fulton Lewis, jr., available on station WGN in the big Chicago market. On 219 stations from coast to coast, local and national advertisers find the Lewis audience responsive to their salesmanship.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr. and the significant WGN market.

*Offered Subject to Prior Sale*
Television Hearing Starts Today At FCC

C. Goldmark, CBS director of engineering, will be the first witness. He will devote six to 10 hours on Nov. 3rd and 4th to presentation of technical matters specified for hearing by the FCC.

Frank Stanton, president of CBS, will also be among the network officials giving testimony. Others include Joseph Roan, vice-president and secretary; Adrian Murphy, vice-president; Lawrence W. Lowman, vice-president in charge of television; W. B. Legg, director of engineering; Donald Horton, manager of CBS Television Audience Research Institute and Paul H. Reddy, chief engineer.


Cuba Gets First Look At Tele Vía Du Mont

Four Stations Schedule Nobel-Dinner Pickup

Many New CP Grants Made By Commission

Satirical

CBS has enlisted the services of William F. Hildebrand, former staff artist and writer, to prepare a piece of promotion which Columbia will toss into the color television hearings being staged in Washington this week. FCC members will be the first to receive a portion of the promotion which CBS is keeping a secret.

Cuba Gets First Look At Tele Vía Du Mont

(Continued from Page 1) officials and press representatives saw the opening broadcast last week—a fateful game, one of the national sports of Latin America. Bull fights, bullfights, bullfights—bears will be shown on television during the course of the Du Mont demonstration.

Mortimer W. Loewi, Du Mont executive, arrived by plane last week with a crew of eight technicians and was greeted by J. Ricardo Oyam, president of the Cuban concern. Robert F. Jameson, assistant manager of WJZ, also made the superimpose installation and operation of the equipment as well as the production.

The demonstration will be thrown open to the public for the entire duration of the demonstration and it is expected that more than 100,000 residents will see the exhibit.

The Havana station is expected to be in operation within six months.

(Continued from Page 1) progress for Peace.” It marks 50th anniversary of the death of Alfred Nobel, Swedish philanthropist who donated the Nobel prizes. Various cities will be heard over the following stations: WNYC, 9-9:30 p.m.; WQRX, 8:30-10 p.m.; WMCA 10:00-10:30 p.m.; WABC 10:30-11:00 p.m. The audience includes Benjamin Cohen, assistant secretary general of the United Nations; Dean Mildred Holmes, president of Vassar College; Honorable Sol Bloom, U. S. delegate to the UN; audio Pearl Buck and others. Each station will broadcast the American Veterans Committee.

Many New CP Grants Made By Commission

Monday, December 9, 1940

(Continued from Page 1) were the following applications for many stations:

Oneonta Broadcasting Co., a network company of John Nazak, to operate on 1100 k.c., 250 watts, daytime; James Valley Broadcasting, Huron, S. D., to operate on 1340 k.c., 250 watts, daytime; InterMountain Broadcasting Co., Alamogordo, N. M., to operate on 1200 k.c., 250 watts, daytime; Intermountain Broadcasting Co., Alamogordo, N. M., to operate on 1490 k.c., 250 watts, limited; Southeastern Broadcasting Co., Ca., All-America, to operate on 760 k.c., 1 kw., daytime.

Also New Mexico Broadcasting Inc., Roswell, N. M., to operate on 1230 k.c., 250 watts, limited; KVOY Broadcasting Co., Roswell, M., to operate on 1230 k.c., 250 watts, limited; KVOY Broadcasting Co., Roswell, M., to operate on 1230 k.c., 250 watts, limited;

Middlebury Broadcasting Co., Paul, Minn., to operate on 700 k.c., 1 kw., 50 watts; WMMT, Braddock, Pa., to operate on 1 kw., 1 kw., daytime.

FM Conditional Grants

FM conditional grants listed include:


The following were authorized CP’s:


Station Sales Approved

Two stations were turned over by the FCC on Friday. The Commission granted consent to the voluntary assignment of the license of WOR, New York City, to Robert F. Evansville on the Air, Inc., to WF, Inc., for a consideration of $200,000; and the transfer of control of Radio Enterprises, Inc., licensee of KVIT, Victoria, Texas, to Edward R. S. for a consideration of $182,560, consisting of $50 shares of common stock.
VETERANS’ ADVISER APPROVES
CHRISTMAS SHOW PLANNING

(CCC Amends ET Rule On Identification)

(Continued from Page 1)

WASHINGTON—Tyrrell Krum, L.A. County Civil Defense official who conducts the weekly NBC “Veterans’ Adviser” program on the network, urged broadcasters to do more this year for the, “We can do much more for Veterans’ Administration and Army and Navy hospitals, in a statement supporting Radio Daily’s suggestion for Christmas shows.

Two-War Veteran

“As a veteran of both World Wars—an 18-year-old Marine buck private in the First Big Show of 1917-18 and as a naval officer in World War II, dating back a year-and-a-half before Pearl Harbor—I am taking this very first opportunity to express my deepest admiration of your most excellent program,” he added.

“I’ve had a lot of experience among veterans during the past two years. I’ve been travelling all around the country in connection with the program by NBC ‘Veterans’ Adviser’ network programs. I have sat at the side of many a sick or bungled-up lad and informed the charge nurse hour. Those lads who marched off and sailed away to win this war are a great bunch of fellows. I have had the joy and happiness of first class entertainment to these lads’ besides you will have rendered a most outstanding service to the oldTIMER orphans and their families by eternally thanking you.”

WINA Will Offer NBC UN Christmas Pick up

(Continued from Page 1)

wave pickup of the hour-long NBC annual Christmas broadcast, WINA will also originate a program which will be picked up by the NBC as a part of its Christmas Day broadcast.

Representatives have been made with Dr. Ronald Bridges, president of the Pacific School of Religion, Berkeley, Calif., chairmanship of the program will be by the UN children’s league and the UN children’s league in the UN’s native lands.

WINA will use Press Wireless facilities for a pickup of the NBC Christmas broadcast set for 9-10 a.m., Dec. 25, 1946, which will include a 10-minute talk by King George VI of England plus pickups from Germany, Scotland, South Africa and other parts of the British Empire. One pickup will be made from a BOAC flying boat out over the Atlantic with a description of Christmas luncheon aboard the plane. During the NBC program, WINA will originate a four-minute live insert which will replace the Christmas studio party for UN children. Four UN children from different lands will be heard during the insert.

WINA will devote New Year’s Day to a series of spot announcements spoken by United Nations multi-lingual interpreters in some 30 to 40 native tongues. Subject to official disposition, these spots will be picked up in station breaks and other periods throughout the entire broadcast day. WINS, the New Year’s Day wish for peace. Each message will be translated into English by a station announcer.

Religious Radio Group Enlarges Activities

(Continued from Page 1)

by Dr. Ronald Bridges, president of the Pacific School of Religion, Berkeley, Calif., chairmanship of the program will be by the UN children’s league and the UN children’s league in the UN’s native lands.

The three denominations will continue with the new committee and the United Church of Canada has joined as a participating body. The group is working for children of the new group of modest in a way for the latter in using the medium of radio effectively on local broadcasting stations and see that the programs are prepared in New York by professional producers and given at the right time for the local stations. These series include “Radio Edition of the Bible,” which uses the text of the Bible in dramatized versions, and “All About for Adventure,” which are true adventure stories for children.

Three new series are planned, Dr. Bridges announced. These include a youth program, a women’s series, and “How We Got Our Bible,” which will tell the origins of the Bible. The last-written program will be written by Eric Barnouw, in charge of radio courses for Columbia University extension department.

Rev. Everett C. Parker, director of the predecessor committee, will continue the work. The Joint Religious Radio Committee also voted to undertake a new one-month Religious Radio Workshop in cooperation with the University of California and the University of Los Angeles.

CAB BRINGS ADDITIONAL HOOPER INFO.

Substantial portion of the increased revenue made available to C. E. Hooper, Inc., by the transfer of CAB subscriptions last July has been used for further development of the Hooper reports, it was announced by the rating organization over the weekend.

The plan involves completion and publication of a new report, “Cooperative Hooperings,” which has been designed for use by advertisers, agency, network and station subscribers. Report is 118 pages long, includes charts and tables, will be published two times yearly. It incorporates under one cover one new section and two previously published reports, “Cooperating Chartbook” and “Sectional Hooperings.”

New section containing “Uniform Competition Audience Indexes” is designed to recognize the fact that whereas “Net Work Program Hooperings” are comparable on a year to year basis. The new report recognizes increased reliance on re-broadcasts, transcriptions and second broadcasts and in part the comparatively small size of the city based “Network Program Hooperings.”

The base for the “Uniform Competition Indexes” is those cities where all network programs are offered to the listeners simultaneously. The reports are designed for use by program directors and producers as a more precise appraisal than has heretofore been available of the listeners’ preferences among programs.

To aid program directors in interpretation, according to Hooper, every item of information is presented in bar-chart, in addition to statistical form, and material on programs of less than 15 minutes in length is charted by 15-minute segments revealing differences in audience size within the program traceable to competitive pressure from other programs.

WILL REPRESENT BUCHANAN

Hollywood—Thomas Freeborn Smith has been named West Coast radio director for Buchanan & Co. C. E. Hooper, Inc., on Eddie Bracken Texaco show. He succeeds Nat Wolf, who was agency contact on show until being appointed producer recently.

BENNY TO HONOLULU IN MAY

Hollywood—Jack Benny late in May will broadcast two hours of his Lucky Strike series from Honolulu. He will close his season in Honolulu and will spend his vacation there with his wife, Mary Livingston.
PICTURE OF THE WEEK

ALABAMA

BIRMINGHAM—From the Tutwiler Hotel balcony, Bob Leach gave WTNB listeners an eye-witness account of the Christmas carnival honoring the city's 75th birthday. By a transcription made at 1:45 a.m. of the arrival of Eileen McKenna, who came as a special envoy of His Majesty, King George VI, WSNF broadcast the record at 8:35 p.m. "War Two Veteran," weekly publication, is back on WAKX with 6-minute daily spots of interpretative reporting on veterans. WAPI has inaugurated a series of recordings of the great "Voices of Alabama." ERSSEMER—"Talent Parade" the new Saturday a.m. show over WJLD, features talented local children. MONTGOMERY—WSFA has been granted a permit to increase its nighttime power to 1,000 watts.

New staffers at WSFA are: Bill England, advertising salesman; Knox Holman, announcer; and Alice Mayfield, continuity department.

MISSOURI

ST. LOUIS—Bryant Flying Service is sponsoring "Your Flying Reporter" each Saturday over KXK. Aviation news in and around St. Louis will be the featured spot. For the fourth consecutive year, Ray Mabon, KXOK commentator, has broadcast the annual Christmas party from the airport of the B. R. Co., December 9th.

KANSAS CITY—Sam Nolen, director of sports for KMBX, has been named by number one sports commentator of the Middle West.

Mr. and Mrs. Sid Tremble (the program director for KMO) are parents of a baby girl.

NORTH CAROLINA

JACKSONVILLE—WJNC celebrated its first anniversary on November 20th with a broadcast in which many local and sectional notable attended. Roy Cummins, assistant program director, arranged a script in which all personnel of the station spent a few minutes.

GOLDSBORO—The Goldsboro High School orchestra played two regular programs over WGRB, "Silent Night" and "Young America." Shows are written and produced by the students in their studio. Stock presented a son to John Gay Britt, assistant manager of WGRB.

GE Appoints Two Execs. To Electronics Sales

Syracuse—Robert L. Casselberry and Thomas Grover have been appointed sales managers in the transmitter division of General Electric's electronics department. It was announced last week. Casselberry will be responsible for electronics heating equipment sales, and Grover will supervise the sale of marine electronic equipment.

Casselberry's position is a new one in the transmitter division, but he's been with GE since May of this year. He previously had served in the Navy and worked for Bethlehem Steel Company. Grover has been with the company since last January and also served in the Navy.

R=E=N=I=U=H==} News Tele Show

The Standard Oil Co. of New Jersey has renewed sponsorship of "Your Esso Television Reporter" over the NBC Television network, it was announced by R. R. Kraft, sales head.

"... and to think I didn't believe the lady on WDBF Flint!"
FCC Wins WOKO Case

Midwest Yule Shows Themed To Veterans

Chicago—Midwest radio folks are to bring plenty of holiday cheer to veterans in hospitals in the Chi-
tro area as a result of Radio Daily's suggestion. Many personal appear-
ces of individual radio artists are being arranged through the Red Cross of AFRFA for the vets at Fort Sher-

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 37, No. 45

NEW YORK, TUESDAY, DECEMBER 10, 1946

TEN CENTS

 confess that nearly 200 broadcasts have come from the Metropolitan Opera House, "Heinzel und Gretel" which has been restored to the repertoire this season will be heard.

Air UMW-Coal Peace Via Wide Web Cover

The American public, and the striking miners themselves, were informed by the nation's radio networks last Saturday that a postponement had been announced by John L. Lewis, president of the United Mine Workers, in a press conference at his Washington headquarters. In many cases station officials them-

(Continued on Page 6)

FCC Grants Applicants Operation On 550 Kc.

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced the adoption of a decision order severing from consolidated proceedings and granting the following applications for use of 550 kc. by the Constitution Publishing Co., a new station at Atlanta, Ga.; WTM, Inc., to change operating arrangement of WJIM, Lansing, Mich.

(Continued on Page 8)

Chinese Broadcasting May Be Privately Owned

Washington Bureau, RADIO DAILY

Washington—General Douglas MacArthur on Friday called on the Allied Council in Japan to report the "adequacy" of the present consolidated radio system in Japan and the possibility of turning broadcasting to a private enterprise.

General MacArthur requested the

(Continued on Page 6)

Xmas Anniversary

On Christmas Day, the Metropolitan Opera broadcasts on ABC will observe the 15th anniversary of their inauguration. Between that day in 1931 to the close of the last season nearly 200 broadcasts have been made from the Metropolitan Opera House, "Heinzel und Gretel" which has been restored to the repertoire this season will be heard.

U.S. Highest Court Upholds Commission

In Refusing To Renew License

Of Albany, N. Y. Station

Gillette Gets Corner

On Bowl Grid Games

Gillette's "Cavalcades of Sports," through the Maxwell agency, is reported to have booked the major college football bowl games on New Year's Day and will sponsor four of the five events to be broadcast by the major network. The Gillette banner will fly the air waves from the Orange Bowl in Miami, via CBS; from the Sugar Bowl in New Orleans, via ABC, and from the Cotton Bowl in

(Continued on Page 6)

4 More NAB Committees, Announced In Washington

Washington Bureau, RADIO DAILY

Washington—Four more committees were announced the last weekend by NAB. The committees, which will serve during the next year, include the Program Executive Committee, Such Executive Committee, Engineering Executive Committee.

(Continued on Page 7)

Decision On Scophony May Go To High Court

The ruling by a New York court that the government does not have the right to force anti-trust proceedings against British Scophony.

(Continued on Page 7)

Stanton Gives CBS Views On Color Tele Development

Washington Bureau, RADIO DAILY

Washington—Declaring that within the past two years Columbia Broadcasting System has spent more than $2,000,000 in color television equipment, Frank Stanton, president of the network, said in a conference with network newspapers on the subject of network televi-

(Continued on Page 8)

Reunion

Celebrating his 10th anniversary in radio, Edgar Bergen has invited Dorothy Lamour, Rudy Vallee, Don Ameche and Nelson Eddy to join him in his program Sunday, Jan. 18, at 8:00 p.m., over the ABC network. The four guests were present ten years ago to wish Edgar and Charlie Lou in their first broadcast. Their good wishes seem to have borne fruit.

(Continued on Page 6)

Gratitude

Perry Como, a small-town boy who made good, last night on the occasion of his second anniversary on the Chesterfield "Supper Club" pro-

(Continued on Page 8)

www.americanradiohistory.com
Supreme Court Upholds FCC In Revoking WOKO's Permit

(Continued from Page 1)

cations to take over the WOKO frequency.

Yesterday's decision brings to an end a battle spreading over three years. Following the FCC decision to revoke WOKO authority, the station went before the lower court and claimed that the Commission was attempting to impose a penalty without taking into consideration the public service record of the station.

The stock concealment was a 24 per cent ownership by Sam Pickard, former CBS vice-president and former Federal Radio Commissioner. It had been given Pickard while he was with CBS in return for an assurance of a CBS affiliation contract. CBS engineering help and publicity. "The purpose of the concealment," according to Justice Robert Jackson, who wrote yesterday's opinion, "was to prevent the facts from becoming known to Pickard's Columbia colleagues."

Decision Regarded Important

The high court's decision clearly established the right of the FCC to revoke any license for any failure in the operation of the station. The Jackson opinion indicated that majority of the Supreme Court might have even believed that the revocation of the WOKO license was more serious than it appeared. However, in light of the fact that Pickard's ownership was concealed, it was clearly apparent that the Commission action was entirely legal.

Pointing out the argument by WOKO that the concealment was not material and did not affect any FCC decisions regarding WOKO, Jackson said this is "beside the point." As for the claim that the Commission has been too lenient in these cases in the past, Jackson speculated that the new FCC would be more conservative and would be more willing to grant a license on a deliberately false application even if the falsity were not of this nature and character, nor were we satisfied that it was in any instance, but that the station carried on the course of deception for approximately ten years. It says that since the proposed operations would serve public interest, convenience or necessity, consideration must be given to the character, background and training of all parties having an interest in the proposed license, and that it cannot be required to exercise the discretion vested in it to entrust the responsibilities to a licensee to an applicant for a systematic course of deception.

"We cannot say that the Commission is required as a matter of the law to grant a license on a deliberately false application even if the falsity were not of this nature and character, nor can we say that such false application as such constitutes a systematic course of deception.

"That we did not say that Pickard's ownership was concealed, it was clearly apparent that the Commission action was entirely legal.

Out in Denver they've built a small-scale model of the proposed Bridger Canyon Dam. It's used to check and eliminate any "bugs" that might be in the final 768-foot high concrete structure. Incidentally, this baby when finished will be 100 feet higher than the Brooklyn and will be the highest man-made dam in the world.

But what we really wanted point out is that in Baltimore radio, a lot of the "bugs" in buying have already been checked out for you.

Down here in the 6th largest city of W-I-T-H, the successful independent, delivers more listeners per dollar spent than any other station in town.

That's a great help to know, we realize that this is a small fact.

Most smart buyers know it, but we're pointing it out our W-I-T-H belongs on the list!

www.americanradiohistory.com
“Mr. and Mrs. Music” present radio’s pioneer development in recorded music shows (or disc-jockeying, if you please). It’s entirely different from anything you’ve heard, or bought, in the past... original in itself... not a carbon copy or facsimile of any other program.

As a husband and wife record-spinning team, singing star Bea Wain and her commentator husband André Baruch dispense with the chatter of the breakfast table to talk across the turntables about their most familiar topic—music. They present America’s top tunes, bands and vocalists on records, of course! But “Mr. and Mrs. Music” give recordings a brand new appeal with such unique features as...

RECORDS COME TO LIFE with guest appearances by popular band leaders, singers, composers and other famous personalities.

BEA WAIN SINGS with instrumentalists and during highly-publicized audience shows in the WMCA Theatre.

RECORD MAKERS “ON THE SET” —Bea and André visit recording studios to interview stars making tomorrow’s hit discs.

INTRODUCING THE “BETTER HALF” as Bea and André interview husbands or wives of well-known music-makers.

*Thanks for your barrage of spot announcements launching the show—Frances Langford, Jon Hall, Milton Berle, George Jessel, Kate Smith, Ted Collins, Ralph Edwards, Joan Edwards, Ella Logan, Jean Sablon, Jack Smith.
DON'T LET "GLAMOUR" BLIND YOU TO YOUR OUTSIDE AUDIENCE on the Pacific Coast, either!

*Approximately half the retail sales on the Pacific Coast are made outside the "glamorous" counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves.

Give the waiting outside audience a present on the Pacific Coast—put your radio show on Don Lee, so they can hear it. Otherwise, they can't!

All four networks cover the inside, or seven "glamorous" major metropolitan county areas but only Don Lee is big enough to deliver the "meat and potatoes" outside audience also.

How come? Most markets on the Pacific Coast are surrounded by mountains—5,000 to 15,000 feet high—and the long-range broadcasting of other networks can't reach them. Don Lee, however, has a station located within every important mountain-surrounded market. Don Lee stations total 40—more than all other Pacific Coast networks combined. Matter of fact, in 26 rich markets, Don Lee has the only station.

When you reach the Pacific Coast out, audience (by using Don Lee, of course), you are tapping a sales market representing about 12 million people, who account for nearly 50% of the 91 billion in Pacific Coast retail sales each year.

Put Don Lee first on your radio advertisement schedule for 1947 and cover the Pacific Coast completely, inside and out. Remember, 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 8: ASTORIA, ORE.:
An exclusive Don Lee outside market
TOTAL RETAIL SALES $16,080.00
Sales Management, 1946... Survey of Buying Power

The Nation's Greatest Regional Network
**Midwest Yule Shows Themed To Veterans**

(Continued from Page 1) Sheridan. Exact dates await word from the commanding general. Don McNellis' "Breakfast Club" will be taken to the front. Although NBC isn't on the network show will be broadcast from the post. The other ABC show will include the Honey Dreamers quartet, Royce Smith, Tommy Bartlett, Harry Hartlane, Tony Trankins, Lulu Ameche, and Don Moreland.

Among artists who have made personal appearances during the last week, and who are scheduled for other shows for disabled veterans are the Melody Trio, which visited the U. S. Naval Training Station; Dave Bacal, Lulu Ameche, and Joe Burton.

**WLS Busy**

WLS is at work on its annual Christmas party for the Salvation Army, which will be held in Chicago Sunday before Christmas in the Eighth Street Theater and the grand ballroom of the Stevens Hotel, with canned goods as the prize of admission. A party also is being arranged for December 19 at the Municipal Tuberculosis Sanitarium. Several smaller parties are in the making.

Hospitalized veterans and wounded service men now in hospitals will be saluted by the Quiz Kids in a special broadcast Sunday, December 15. Maurice Evans, appearing here in "Hamlet," and who was in uniform himself during the war, will be a special guest. The show will be carried on loud speakers in government hospitals. Vets have been invited to submit questions for the broadcast.

**Japanese Broadcasting May Be Privately Owned**

(Continued from Page 1) council to take the subject up at the council's next meeting on Wednesday. Although allied headquarters in Japan have appropriated some controls, broadcasting is still under the monopoly of the Japanese Broadcasting Corp., a non-profit group supervised by the communications ministry.

It was expected, however, that even if broadcasting in Japan is turned over to private interests, General MacArthur will insist on a continuing close supervision of broadcasts.

MacArthur's last week turned down a State Department request that the government's "Voice of America" program be rebroadcast in Japan. The general insisted that supervision of broadcasts to Japan should be made "on the spot".

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**California Commentary . . . !**

- • • • Nat Lund, who will become the new radio editor of the Seattle Times next month, has been visiting Hollywood. Only other paper in Seattle devoting space to radio is the Star-News, which is buying the John Crosby syndicated column. Smiley Burnett has started a 13-week, one-night-a-week Western dance session at Los Angeles Casino Gardens in Culver City. Each Tuesday night during the 13-week period, Burnett is emceeing the dance and show. . . .

- • • • Casino Gardens, owner by the Dorsey brothers. Tommy and Jimmy, is now known as the Casino Stables on Tuesday nights and a half hour broadcast over KABC station has been arranged. . . . Bob McAndrews, manager of advertising and promotion for the NBC Western division, will address the Long Beach Advertising Club Dec. 20. . . . Julie Gibson, who has been a busy radio songstress and actress, and who was recently named the "Esquire Girl," will play a featured role in "Turning Journey." John Garfield's initial independent starrer at Enterprise.

- • • • Dale Evans, featured on the Roy Rogers show, "Saturday Night Round-Up," will hit the big-time shortly when she's profiled in the Saturday Evening Post. By the way, Pat Buttram recently dubbed Rogers as "The Shirt," and the nickname seems to be catching on. . . . The Ge Ge Pearson fan clubs are now turning over 10 per cent of their dues to charities. There are 17 clubs in Canada, one in England and four in the Los Angeles area. The contract between Desi Arnaz and RCA Victor was torn up and a new one given him. The new deal calls for a substantial increase in percentage on recordings, as well as his first call on all recordings of Latin music. . . . Judy Canova says that the boys who didn't get elected in November have at least one consolation—they wouldn't be able to find a place to live in Washington anymore!

- • • • With apologies to the Los Angeles Chamber of Commerce. Heavy fog which blanketed the California Coast over the weekend, almost kept Joan Edwards from rehearsals of the Saturday "Hit Parade" broadcast. Joan had driven to San Diego for a couple of days and planned to return to Hollywood Friday night. The fog was so thick on the Coast highway that travel was forbidden, and the return trip had to be made early Saturday morning. Dick Haymes, chosen Pasadena Junior College's "Most popular vocalist," will originate his Thursday CBS broadcast from the assembly hall on that campus at an early date. . . . Victor McLeod and Betty Wright, top radio writers, are collaborating with Director Arthur Dreifuss on the screenplay of Dreifuss' original musical, "Broadway Baby," to be made for Columbia release.

- • • • The Al Jarvis "Make Believe Ballroom" popularity poll for 1945 and 1946 got under way Dec. 1, with all proceeds from the votes to go to the Los Angeles Children's Hospital. The poll is sponsored and conducted by Kate Crutcher Junior Workers, a local charity organization, and is open to all contestants in the following classifications: orchestra leaders, male and female vocalists, and novelty groups. Contestants can vote for themselves, and fan clubs, as well as the general public, can solicit votes for their idols. However, each vote cast costs the sender 10 cents, with no limit of votes cast for a person, as long as the money accompanies each vote. . . . Judy Canova has chalked up a feminine first as the first woman to be given an honorary membership in the "Society des Gentilhommes Chefs de Cuisine—Amateur Chefs' society. Judy's something of a chef herself, and it was her collection and execution of fine recipes that won her the unique honor.

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**Gillette Gets Corner On Bowl Grid Game**

(Continued from Page 1) Dallas and the Shrine game in San Francisco, via Mutual. Broadcasts of the Rose Bowl game are never sponsored because of a Rose Bowl ruling.

The Rice-Tennessee game and Miami's Orange Bowl will be handled by the CBS network by Red Barber and Jimmy Donlan with the broadcast starting at 1:45 p.m. EST.

The Cotton Bowl game in Dallas, in which the Cotton Bowl, the Cowan Bowl, and the Cotton Bowl will be the major sponsors of the event. The Shore game and the Cotton Bowl will be telecast by the NBC network by Red Barber and Jimmy Donlan at 4:45 p.m. EST.

For the first time since the war the Sugar Bowl car rial resumes this year and ABC, a build-up for the Gillette sponsored event, will carry several sporting events in the week prior to the foot ball game.

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**AD GLIBS**

by DAVID O. ALBER

If the many carping critics of radio will hold their fire for a minute, I'd like to suggest a panacea.

Why not declare a holiday for a week? If radio is sagging with faults, why not shut down all the broadcasting stations in America and let them cool their Breathes?

For seven full days, there would not be a single radio program on the air. Anybody who buys this set would be greeted only by magnificent silence, which is a new switch.

Now return. Well, for one thing, it would revive the art of conversation in the home. It would bring back an era of chess, checkers and parchees.

It would also silence the critics, since they would have nothing to pick on.

It would gag the finicky listeners, since it would dawn on them that life without radio is pretty dull.

In fact, it would make everybody realize that radio is a pretty marvelous invention, just the way it is, and anyone who suggests depriving them of it is deprived. What am I saying?

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., Y.
Plaza 9-2700
Hollywood: 1637 N. Vine St.
Glendale 9489
Air UMW-Coal Peace Via Wide Web Cover

(Continued from Page 1)

selves made use of local stations to inform the miners in order to speed the news directly and without possibility of delay.

Operator Broken Into

Following a first of a suddenly-called news conference, ABC broke into the Metropolitan Opera broadcast with Jack Beatty reporting from Washington. Beatty was on the air from 2:15 to 2:30 with the Lewis story. From 6 to 6:15 the network carried a news round-up with John Slagle reporting from New York; John Edwards providing color background of the Lewis conference in Chicago; while Glenda Gray recorded man-on-the-street interviews in Chicago; and a story from the Great Lakes area. Springfield, Ill., via WCVS. Police in the city aired the news of the strike postponement via touring loud-speaker vehicles. John Witteraker, from WYVA, Wheeling, W. Va., described the reaction of miners and officials in the area, as did Ted Phillips via WCAE in Pittsburgh, heart of the steel section, and Bill Morgan from Detroit. Web carried further information on its 11 p.m. news round-up.

When Lewis made known that he would have a press conference Saturday, Mutual alerted its correspondents in the capitals: Albert, St. Louis, and Huron and Ray Henie, who handled special on-the-spot broadcasts of the UMW's arraignment, trial, and sentencing last week, were on the scene for the meeting.

Meanwhile WOR carried Mayor O'Dwyer's statement at 5 p.m. Saturday which ended the dinout in New York after airing at 2:15 the bulletin that the strike was called off. Chicago also had a chief newsmen

on the strike situation every half-hour through the afternoon.

Eric Seaver's Heard

Roy Porter heard the announcement of the strike postponement for NBC and was followed by Leif Eld, who attended the conference and described it at 2:30. Bulletins on further developments of the strike postponed were aired through the afternoon and at 4:45 the network carried a rundown of the situation by Robert McCormick, Eld and David Drinkleck, NBC, followed by later developments over the weekend on news programs Sunday and yesterday.

News of the settlement came over CBS during the broadcast of "Country Journal" and was followed by a report from Washington with Eric

4 More NAB Committees
Announced In Washington

(Continued from Page 1)

committee, Employment, and Research Committee. Membership of these committee follows:


Executive Secretary, WOR, New York, N. Y.

Board Liaison Committee of the Program Executive Committee — W. F. Barron, WOR, New York, N. Y.; P. J. Veazie, WOR, New York, N. Y.; E. T. Alcorn, WOR, New York, N. Y.


WOR Executive Aids
Plans For Boys Camp

A dinner at the Waldorf-Astoria on January 11 and a Parade of Stars at the Metropolitan Opera House on February 2 are being arranged to raise funds for a new camp underprivileged youth.

Idea for the camp grew out of a conversation between Lieutenant Metz of the New York Police Department and Nat Abramson, manager of WOR's Enterprise Department. Members of the Town Club of New York were enthusiastic about the project and voted to support it. Subsequently, the Boy's League of Philanthropists, Inc., also decided to get behind the camp.

The camp, which is called Loyalton, is on a 200-acre site at Hunter, N. Y.

First Postwar FM Station
In Chi. Area Ready Jan. 15

(Continued from Page 1)

uted by the North Shore Broadcast- ing Co., Inc., of which Edward A. Wheeler, of Wilmette, is president. Associated with Wheel-

er are Leonard G. Dayton of Minne-

apolis and George Bunge, Chicago lawyer. The station will begin operations in the spring.

The station, which is commercial, will be on the air at least 52 hours a week at the start, President Wheel-

er states.

Decision On Scophony
May Go To High Court

(Continued from Page 1)

It's members are planning, and backing up with firm orders for materials, production of radio receivers far in excess of any previous period in the history of the industry, it is said. Monthly production has already exceeded the rate of 600,000 sets per year. 1940 was the only previous year in which Canadian radio set production exceeded 400,000 units.

Canada Receiver Mfrs.
Report Large Increase

NYLONS BRING LETTERS

Nylons were offered for jokes used on an advertiser's once-a-week WLS program. First week, 2,256 replies! Third week, 2,815 letters from one program!
(Continued from Page 1)

more than twice as many television channels, with many more stations than the present low frequencies. He explained that in the low frequencies there is only one channel of 6 megacycles each. The band between 400 and 920 megacycles will provide room for 27 channels of 16 megacycles each, he added.

Pointing to the future if the FCC grants their license for commercial operation, Stanton said, "If the Commission acts favorably on the CBS petition, we intend to convert our present extensive black-and-white television network to ultra-high frequency color television. Our equipment is ready, and we are prepared to inaugurate a partial color television program without delay, under a schedule within a few weeks after a favorable Commission decision and to build it into a substantial color television program within a year. We also intend to proceed with the development of a nation-wide color television network as soon as ultra-high frequency color stations are operating and relay facilities are available.

Under cross-examination, Stanton said that television service in color or monochrome—never will completely supplanted sound broadcasting. He said that in the long run, color television may substantially supplement sound broadcasting but there will always be an important place for sound broadcasting.

Following Stanton to the stand was CBS vice-president Adrian Murphy. Murphy said the Commission "does not have to be separated from the complex technical considerations inherent in television and reduced to two fundamental questions."

"The first is whether Columbia has proved that the Commission shall grant our application for approval. A set of standards, not too high nor too low, has been needed. These standards intentionally permit the wide range of types of equipment which may be developed in the future.

The second point is that the Commission must decide now between two sets of standards—the sequential standards which CBS has proposed, and possible simultaneous standards which have not yet been proposed. Which one will be the one which may be proposed in the future?"

FCC Grants Applicant
Operation On 550 Kc.

(Continued from Page 1)

since last March in the metropolitan New York television picture, were:

1. A radiated power of 10 kilowatts from an antenna in the Chrysler Building, New York City, could provide satisfactory television reception for 92.9 per cent of those living within 50 miles (13,978,000 people). There is good reason to believe that improvements in U-H-F color television equipment will increase these figures.

2. The U-H-F television band is virtually free of man-made interference and completely free of natural static.

3. The ultra-high frequency permits control of the "static" problem. Such control is not generally practicable in the lower frequency bands.

4. The ultra-high frequency is little affected by rain storms or temperature and humidity changes.

Stanton Gave Views

Nineteen months of intensive field tests prove "conclusively" the feasibility of rendering a satisfactory color television broadcast service in large urban areas such as the New York metropolitan district by use of the attached high frequencies. William B. Lodge, CBS vice-president of engineering, told the Commission.

Lodge also told the Commission that a color television station would cost only 15 to 22 per cent more than a black-and-white station.

Major points stressed by the CBS television station engineering report on the field tests made

PRICING OUTLOOK

Survey of television set owners in the New York area indicated that 60 per cent would pay $100 more for a color television set than a black and white receiver.

Donald Horton, manager of CBS television audience research, told the FCC. In addition, the survey showed that 50 per cent of the set owners polled said they would pay $50 more for color television, and 84 per cent said they would pay $50 more.

Send Birthday
Greetings To—

December 10

Andy Kelly Erienne Johnson
Betty Hunter Roy Collins
Alvin Austin Jean Dickinson
Lew Brown Morton Gould
Lois Burke Lawrence Jacoby
Lorey Malignon May Reenie
William Sparrowe

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon., Thur., Fri.,) the latest "Hooper" Index in the Worcester area of over 500,000, gives WTAG 31; Station 8, 7; Station C, 2; Station D, 6 and Station G, 5.

CBS Activity In Color-Tele Field
Told At FCC Hearing By Stanton

(Continued from Page 1)
Radio Backs Xmas Plans

Webs Pledge Co-op In Americanism Drive

Washington Bureau, RADIO DAILY
Washington—Attorney General Tom C. Clark yesterday called on the radio industry to join in an educational program "in the cause of better Americanism." The Attorney General conferred with leaders of radio, the press, and the motion picture industry to discuss plans for launching a nationwide educational program. Radio industry leaders meeting with Clark included the NAB president, Justin Miller; CBS president, Frank Stanton; and NBC's Charles Heald, Washington.

(Continued on Page 3)

Standard Brands Renews Three NBC Web Programs

Standard Brands, Inc., has renewed for 52 weeks its three NBC programs, "One Man's Family" (Sundays, 9:30 p.m., EST), "The Chase and Sanborn Coffee Program starring Edgar Bergen and Charlie McCarthy" (Sundays, 7:00 p.m., EST) and "The Fred Allen Show" (Sundays, 8:30 p.m., EST). All renewals are for 144 NBC stations and were made through J. Walter Thompson Co., New York.

AFRA Members To Hear Union-Web Report Tues.

No further developments are expected in the AFRA-negotiation negotiations until after next Tuesday night, Dec. 17, when the union membership in the four key cities will hear a report of negotiations results to date. At an AFRA board of directors meeting in New York last Mon.

(Continued on Page 3)

Unusual FM Usage

Fort Frances, Ont.—Frequency-modulation radio communication has been established between Fort Frances, Kenora, and the logging camps of the Ontario-Minnesota pulp and paper company. It was announced here today by S. B. Stuart, vice-president of the company. He said the new system, in addition to providing daily communication on wood operations, will serve in cases of emergency, such as accidents, shortage of supplies or fire.

Porter Mulls Offer To Become BMI Prexy

Paul Porter has asked for more time to make a decision on the offer to become president of Broadcast Music, Inc., it was reported yesterday, although formal announcement of his acceptance was expected to come at a board meeting of the group in New York headquarters. It was also rumored that the ex-OPA ad.

(Continued on Page 5)

Coast Hearings Of FCC Started In Los Angeles

Los Angeles—Hearing of Santa Monica Broadcasting Co.'s application for a daytime radio channel was heard yesterday with Bernard Koteen, FCC attorney, presiding. Among those who testified were Ray

(Continued on Page 3)

Envisions Color Tele Webs;
FCC Counsel Questions Use

Washington Bureau, RADIO DAILY
Washington—Dr. Peter C. Goldmark, inventor of the CBS color television system, told the FCC yesterday that the net's proposed video standards permit the networking of color tele programs "right now."
The director of CBS engineering research and development also told the Commission that he has built a dual-band, combination receiver capable of receiving both CBS brand of color tele and black-and-white video broadcasts as well as a table model which can receive color broadcasts in the UHF bands.

On the network question, however, cross-questioning of a former witness by Dr. Milton Smith, FCC assistant general counsel, brought out that CBS envisions only two nationwide networks for color telecasts.
Plozin drew from CBS vice-presi-

(Continued on Page 5)

West Coast Programs Sked Vet Hospital
Appearances; VA Announces Plans
For Special ET Programs

West Coast Bureau, RADIO DAILY
Los Angeles—Southern California broadcasters are completing plans to bring special entertainment to veterans who are patients in Army and Navy hospitals in this area.

Jack Benny will do his December 23rd show from Birmingham General Hospital and his December 29th show from Long Beach Naval Hospital.

Eddie Castor and the entire production and writing staff from his KKO radio picture, "If You Knew"

(Continued on Page 3)

Publisher Acquiring FM Radio Equipment

First batch of 16 orders for FM transmitting equipment placed with Federal Telephone and Radio Corporation during the last six months have already been filled, according to Norman Z. Wunderlich, executive sales director, while the remainder will be shipped within the next few months. All of the 16 orders came

(Continued on Page 6)

Mutual Adds 9 Affiliates; Total Brought To 377

Nine additional stations have been added to the list of Mutual affiliates, bringing the current total to 377, it was announced yesterday by Carl Haverlin, Mutual vice-president in

(Continued on Page 6)

Old 77

Red Grange, the football immortal, will be in the broadcast booths at the Polo Grounds Sunday, Dec. 15, to help Harry Warner describe the Giants-Bears championship game for ABC listeners. The National pro gridiron play-off is scheduled for 2 p.m., EST, with the ABC broadcast being sponsored by Wilson Sporting Goods Co. and General Mills.

www.americanradiohistory.com
Coming and Going

JAMES D. HOUSE, president of the Crosley Broadcasting Corp.; ROBERT E. DONVILLE, vice-president and general manager; and DWIGHT MARTIN, vice-president and assistant general manager, are in town on a short business trip.

HELEN M. KORDAY, employment manager at NBC, was in Northampton, Mass., yesterday to address the undergraduates at Smith College on the subject of personnel supervision.

NORMAN PAIGE, general manager of the Philippine Broadcasting Co., is visiting briefly in New York.

JOHN L. SINS, vice-president of Frederic W. Ziv Co., radio production, is back in New York after having conferred for a week at the home offices of the organization in Cincinnati.

JACK O. CROSS, president of KFMB, San Diego outlet of the American network, has arrived from California for a few days in New York.

CHARLES GODWIN, manager of station relations for the Mutual network, is back at his desk following a business trip to Memphis.

TO STAFFORD, "Super Club" songstress, has arrived in Hollywood. Last night she entertained Tom Bosley, presidential-campaigner, on the first "Super Club" broadcast of the current season from the West Coast. It was broadcast over KFI-NBC.

FRED CUSICK and SIEVOID JONES, Columbia network engineers, have returned from Cincinnati, where they supervised the recent World's Fair broadcast for the R. J. Reynolds Co.

ROBERT WHITE, public service director and director of sales for the central division of ABC, is back in Chicago after having visited Boston to attend a broadcast of "The American Farmer" and meetings of the National Junior Farmers' Union.

BENEDET GIMBEL, Jr., president and general manager of WIP, Philadelphia, is spending three days in Chicago.

EDWARD KOZAK, president of WSM, is in Chicago on business.

life Insurance Company
Sponsors Boston Symphony

Washington Bureau, RADIO DAILY
Washington—FYC yesterday announced its final decision granting the application of Orlando Daily Newspapers, Inc., for a new station at Orlando, Florida, to operate on 990 kc., 10 kw., daytime, 5 kw., night, subject to approval of transmitter and antenna system by CAA and denying the application of Frederick W. Miller for new station at Orlando seeking the same frequencies with power of 1 kw., day and night.

From Page 1

What holds a bridge up?

That's a snapshot of San Francisco's Golden Gate Bridge. And there must be a reason for it. After all, bridge workers have had a good deal to do. They must build the bridge before they can put the cars on it. So they work for weeks, months, years on end. Then, when the cars are finally on the bridge, there must be something to hold them up. It's a mysterious thing, this bridge. It holds up the cars, but what holds up the bridge? The answer is simple: gravity. It's a bridge, not a magic carpet.
Coast Radio Programs Support Xmas Plans

(Continued From Page 1)

Susie" and his radio program will co-operate with a full-hour Christmas broadcast at Birmingham Hospital. Program will be produced and emceed by Cantor and will include his film co-star, Joan Davis. It will be recorded.

Bill Anson's "Hollywood Bandstand" will originate at the Naval Hospital at Corona on Christmas Day.

With the co-operation of KFWB, Don McGuire, Warner Brubagh will record a Christmas carol at the Naval Hospital for Virginia Beach.

Robert P. Patterson, Secretary of War, in a letter to RADIO DAILY yesterday gave his approval of the plan for Christmas shows for disabled veterans and complimented the broadcasters for their interest in the servicemen. Secretary Patterson wrote:

"I am glad to learn, by your recent letter, that RADIO DAILY is currently campaigning for a concerted effort by American broadcasters toward providing radio features especially designed to make the Christmas season more cheerful for hospitalized servicemen and for members of the Armed Forces who, perforce, will be joining their families during the holiday.

"The step next to be taken is to provide a radio with home and family for men serving their country throughout the war and since. The combined and individual efforts of broadcasters toward this end have been so many and so noteworthy as to need no recounting. I, personally, and all personnel of the War Department and the Army are fully appreciative of the many fine programs designed to maintain the high level of soldier's morale.

"I am confident that in the coming holiday season, broadcasters will serve this high purpose, again."

AFRA Members To Hear Union-Web Report Tues.

(Continued From Page 1)

day night the union chiefs decided to move on the record and the latest counter-proposal offered by the networks. When the report is made to AFRA's general membership, along with suggestions by union execs, a vote will be taken among members, presumably as to acceptance or rejection of the meetings on Dec. 17 will be held simultaneously in New York, Chicago, Los Angeles and San Francisco.

Network and AFRA union leaders have not been in official session since last Tuesday, Dec. 5. Although session was reduced to over which, when no agreement could be reached at the moment over a certain individual, individual AFRA execs and network execs have held conferences since that date.

Will Broadcast Session Of Sask. Legislature

(Continued From Page 1)

Treasurer C. M. Flinn said yesterday.

Mr. Flinn said the pattern of broadcasts will follow that of the previous week's program, with legislative proceedings including the speech from the throne, addresses from the mover and seconder and opposition leader as well as the budget speech were broadcast to Dominion listeners.

WHN To Broadcast Game

The game between the New York Giants, Eastern Division champions in the National Professional Football League, and the Chicago Bears, Western Division champions, for the League Crown at the Polo Grounds on December 13, will be broadcast over WHN by Red Barber and Connie Desmond. Starting time is set for 2:00 p.m.

Webs Pledge Co-op In Americanism Drive

(Continued From Page 1)

tion manager of the Mutual Broadcasting System.

McCracken revealed that the Department of Justice, with the support of the President and other Government agencies, has endorsed the exhibition of the priceless documents of American history in all parts of the country, through the medium of national train. The Bill of Rights, the original draft of the Declaration of Independence from the collection of Dr. A. S. W. Rosenbach of Philadelphia and a host of other landmarks in the development of the United States of America, will be taken for the first time in history out of their repositories and exhibited in many of the communities of the Nation.

The leaders in the three fields heard the Attorney General describe the project as a "labor of love" and that he was proud of the undertaking was offered to him.

"We propose an educational campaign," Mr. McCracken told the group, "planned on a national and local level, which dramatizes the American way of life through the traveling exhibition of the most impressive collection of original American documents ever assembled. It is proposed that this exhibition of our nation's history on a special train of railroad cars reconstructed and designed for this purpose, making scheduled stops in all of the 48 states. The trip may take a whole year.

"This collection would include sufficient basic and collateral documents to exemplify the development of American democracy as the fullest expression of individual freedom, human equality and religious liberty. We hope that such monumental landmarks in our history as the Bill of Rights, the Declaration of Independence, the Treaty of Paris that won this nation its independence, and other treasured originals will be included and will make a splendid dramatic presentation of the American heritage."

"Jerry" Mara

Hollywood — Jerome M. "Jerry" Mara, veteran transcription executive, died at the Queen of the Angels Hospital in Los Angeles last week, following a period of illness.

Mara, connected with radio and the transcription industry since 1925, was one of the early pioneers of RT on the West Coast, connecting in Hollywood. He was a former sales manager for the McGregor Corporation, and during the war was associated with the U.S. Treasury programs which were heard throughout the country during the war.

Mara was later connected with the D'Arcy Advertising Company in New York City.

Coast Hearings Of FCC

Started In Los Angeles

(Continued From Page 1)

Birch, who will be general manager of the station if a permit is granted, was operating manager when 36 hours of legislative proceedings including the speech from the throne, addresses from the mover and seconder and opposition leader as well as the budget speech were broadcast to Dominion listeners.

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LOS ANGELES

By RALPH WILK

MIIRIAM LANE, emcee of the "Home Chats" program is asking listeners to contribute Christmas gifts for wounded veterans in the three local military hospitals. These gifts will be given over to the Red Cross for distribution during the holidays. The "Home Chats" program is broadcast on KEMP.

Jack Statford, promotion director of Smith, Bull and McCready, in from a three-weeks' tour of the Midwest. Jess Frank Martin III, an eight-pound baby boy, was born December 4, to Maude Lee Martin, wife of the laudy radio announcer on CBS's "The Dick Haymes Show.

Frank Steele, literary agent, left here last week on his return to New York bringing a book a day of "Great Days." new book by Marcia Drake, dealing with West Coast television. Steele will arrange for publication.

Frances Langford received this week from personal appearance tour, for rehearsals with Don Ameche and Danny Thomas on new format of the Drene Show which takes off via NBC on December 18th. She is accompanied home by husband, Jon Hall.

Walter Tetley, who plays "Leroy" on "The Great Gildersleeve" show, has set Jane Withers to m. c. his new radio show titled "Hollywood Junior." "The Shadow," KJH-Mutual Don Lee mystery thriller, is doing splendidly, according to latest Hooper survey. Show has rating of more than a "ten," bringing it within range of some of the big and expensive, "personality" shows.

Foy Willing, of the Riders of the Purple Sage, singing group heard on KNX's "All Star Western Theater," is under observation at Queen of the Angels Hospital for a heart condition. A boy was born to Bob Laselle of the "Hollywood Junior" show and his wife, Kay, at the Valley Hospital, Van Nuys, December 5th. Baby has been named Robert Dennis, Jr.

Stock News

Mr. and Mrs. Joe B. Morningstar, have announced the birth of twin sons, Douglas Ashby and Barry Lee, Sunday at Lawrence Hospital, Bronxville. Mrs. Morningstar is the daughter of A. L. Ashby, NBC vice-president and General Counsel, and Mrs. Ashby.

MANHATTAN MEMORANDA.

Jack Benny's coming east in Jan. or Feb., for a series of shows here. Jack figures that once she gets into the studio and can hear his friends, he will say a couple of "Bennyisms" a night.

Metro execs, noticing because Billy Rose mixed his "Jumbo" script after the musical was all set for the cameras, Rose and producer, Arthur Freed, couldn't agree on the story treatment and the studio is out a bundle of cash. . . . Coast gag is that if Bob Hope and Ed Gardner moved their writers to N. Y., the wideawakes height would be over. Hope, by latest count, has 13. Gardner, by latest estimate, 14. . . . One of the wildest rumors Radio Row has had in years was the one circulated on Monday that Pres. Truman would do a guest shot with Crosby, playing the piano and gagging, turning over his check to the Sister Kenny Fund. Philco was supposed to donate a like share—ten thousand dollars. . . . Froster & Gumble cancelling participation in "Queen For A Day" after the 27th. . . . The aspirin concession at a certain agency is probably a godsend. They're grousing about advertising commitment to the tune of nearly $150,000, which is being held up on "The Outlaw." . . . It had to come; Charlie Collins thinks that Lee Parachute must've been saving up for a Lascivious Day.

Bunty Pendleton, rleft singer and pianist, to say nothing of Victor recording artist, returns to work tomorrow nite at the Cafe Bagatelle. Miss Pendleton recently married a wealthy playboy and thought briefly about retiring from the art world. In her own words, however, she got tired of living on a $1-a-day allowance. . . . Sam Fuller, head of radio at Sherman & Marquette, recently moved his headquarters to the coast to oversee such Colgate items as Judy Canova's opus and the Mel Blanc giggles-sesh. Just to make sure he'd feel at home out there, he spent all his home furnishings down out as a . . . H. V. (Andey) Anderson, acc. ex at WNBC, and Annie Wright, time buyer at J. Walter Thompson, will tie the knot Dec. 28th. A whirlwind courtship, as the scenario writers put it. . . . Tony Janak, who recently piloted another gal vocalist to the top tracks, has taken Kay Panton under his wing. . . . Dennis Day and Edgar Bergen set for guest shots on "Take It Or Leave It." . . . Incidentally, the Phil Baker quizes is better than ever out in H'wood.

One of the bigger talent agencies on the coast has bought a large hotel there to house its talent when no rooms are available. . . . Walter Germain will direct Kenyon & Eckhardt's new ABC series, "H'wood Story." "We, The People," the agency had all his home furnishings down out as a . . . J. Dorsey was set all to go into the Capitol theatre if brother Tommy insisted on holding out. . . . That was a great break in Sunday's Herald-Trib for announcer Len Sterling. After five years, he was given official credit for having the first news flash about Pearl Harbor on Dec. 7th. '41. . . . Alan Sands writing a comedy situation show for the Korn Robbers who Bernie Procker will wax. . . . With Y & N's "Fighting Senator" package on the block, presence in Manhattan of Geo. Zachary, Mason Adams and Howard Telchem—a trio that made the originalcredited platter—may be significant. . . . Dinah Shore stances greatly improved since茅 M. Bayly, Bayly aloud and Len Stern joined the scripting staff. . . . Suggested tag for port Estello at the Embassy; Cabanis; Canary. . . . Coleman Jacoby was approached by a comic (notorious for sticking everybody) who asked him if he'd write him a ten-minute routine. "Sure," replied the gag writer, "how much are you prepared to owe me for it?" . . . Add radio's best-dressed gent: Announcer Herb Sheldon.

SOUTHWEST

The FCC has authorized operation of an additional two standard stations for Texas. One will be operated at Fort Worth by the Fort Worth Broadcasting Co., with a power of 1,000 watts on 1360 kilocycles. The other license has been granted to the Arthur Broadcasting Co., of Fort Arthur, for a full time station to operate with 250 watts on 1340 kilocycles.

Equipment tests are underway at San Antonio on WQAI—FM and KISS, FM voice of KMAC. Both stations are expected to get under way within several weeks giving San Antonio three FM stations, the highest amount of any Texas city.

George Young, vocalist, has been added to the WOAI, San Antonio, "Memory Lane" program which is heard over number stations of the Texas Quality Network, sponsored by the Taylor Bedding Manufacturing Co.

Jack Mitchell has assumed duties as master of ceremonies of "Luncheon at Ciro's" quiz program aired each Wednesday over KMAC, San Antonio, and fed to KPAR, Laredo.

Betty Burns has scheduled an interview with Andre Kostelanetz over KTSB San Antonio, on Monday, Dec. 2. Miss Burns is head of women's programs on KTSB.

Bill Shomette, Farm News Director for WQAI, San Antonio, by air route to Chicago where he attended the two-day National Association of Farm Radio Directors who met there Dec. 1.

George K. Uley has been named commercial manager of KRIC, Beaumont, replacing G. L. Kirk. Uley comes here from WFAA, Dallas.

KTHI—FM is now KOPY, Houston, and is operating with 1,500 watts power on 88.5 megacycles. Station, according to Roy Hofheinz, is on full time and is being programmed independently of KTHI with six hours of commercial time. Hal Thompson has been appointed program director replacing Ralph Maddox at WFAA-KGKO, Dallas—Fort Worth. Thompson has been a member of the WFAA staff for the past 18 years in the announcing and special events departments.

Bill Shappard has been named production supervisor for WFAA-KGKO, Dallas—Fort Worth. He was formerly night supervisor for the stations.

1906 1946

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candles
15 East 52ndSt.
Air conditioned

Wednesday, December 11, 1946
Report Manila Outlets
Doing 'Landslide' Biz

Porter Mulls Offer
To Become BML Proxy

Envisions Color Tele Webs:
FCC Counsel Questions Use

Master these Dialects with the
DIALECTON AUDIO-VISUAL MENTO

Porter Mulls Offer
To Become BML Proxy

Blackie' Actors In 'Lorraine'

Johnny Long To Guest

When Kids Choose Up Sides

WOMAN RADIO EXECUTIVE

WWW.americanradiohistory.com
Publishers Acquiring FM Radio Equipment

(Continued from Page 1)

A C E N E Y NEWSCAST

LARRY WHERRY, vice-president, has been elected to the board of directors of Sherman & Marquette, it has been announced at the agency's headquarters in Chicago. Wherry served during the war as vice-chairman of the Feed Industry Council, an agency created by the American feed industry to co-operate with the Department of Agriculture in disseminating information to farmers and feeders towards meeting wartime food goals. He is also the author of the forthcoming book “Golden Anniversary of Scientific Feeding.”

WILLIAM F. CRUGER, for nine years advertising manager of John H. Pray & Sons Co., is joining the Herbert W. Frank Advertising Agency, Boston. He will act as administrative assistant to Mr. Frank and head the creative staff.

DAVIS FISHER KATNE, Chicago agency, announces that Jack L. Flanders, Jr., has been made director of the organization as radio director.

BURSON KNITTING COMPANY, Rockford, III., is resuming its national advertising of Burson’s Nylon Anklets for women—through Hicks Advertising Agency, New York.

MEDIA MEN’S ASSOCIATION of New York will hold its annual Christmas party at the Sheraton, today, Dec. 11, 6:30 p.m.

Walter Gorman Named To Direct Kellogg Show

Walter Gorman has been appointed by Kenyon & Eckhardt as director of “Hollywood Story” for Kellogg Foods. The Mid-Atlantic Network, which is broadcast over WNEW, will be broadcast over WNEW tonight, (Dec. 11) from 9:15 to 9:30. Titled “You Can't Stop Soldiering,” was written by John Blank, a member of the Village School radio class.

Competition was open to veterans who write, were asking, or would take the writing courses offered by the school, and was the result of a Radio Workshop broadcast conducted by WNEW, which attracted the attention of Goldwyn. The motion picture executive offered substantial prizes for the best script, and the competition was arranged by WNEW when the first prize winner will be produced, directed and acted by an all-FCC cast from the radio workshop of the Wing.

Russel M. Seeds Co., Inc., has revealed that the controversies between the Seeds agency and Grove Laboratories, Inc., resulting from the transfer by Grove to other agencies of the advertising of Grove products previously handled by Seeds, have been adjusted on a satisfactory basis to both parties. Details were not disclosed.

GLACUS G. MERRILL, manager of WHAR, Clarksville, West Virginia, has appointed Joseph Hershey McGillivra, Inc., exclusive national representatives for WHAR. The station will be the Mutual Broadcasting System outlet for the Clarksville, West Virginia, market.

CELEBRATION of the first anniversary of the organization of Transaction Sales, Inc., Springfield, Ohio, took the form of a luncheon for the headquarters staff with Lin Marcus, vice-president, in charge. John P. “Pat” Williams, president, celebrated by flying to the West Coast to inspect the new station in Hollywood, Calif. While there, he will make a survey of the transcription field with Bing Crosby, president and manager. At the Springfield luncheon, two new additions to the staff were introduced. They are William Ander, who will go into charge of the New England territory, with headquarters in Boston, and Annie Lock- ett, who will handle the Mid-Western section out of Springfield.

Renew Superman On MBS; Gen. Foods Adds Another

“Superman” has been renewed for 52 weeks, and General Foods Corporation will sponsor its fourth program on the Mid-Atlantic Network, it was announced yesterday.

“Superman,” renewed by Kellogg Products, is effective with the broadcast of Kenyon & Eckhardt, program heard Monday through Friday from 2:30 to 3:00 p.m.

New G. F. Show

New General Foods program is “McGary And His Mousetrap” for Sanita Coffee, which starts on the coast-to-coast network January 6, 1947, and will be heard from 8 to 8:30 p.m. EST. Other General Foods shows on MBS are “Buck Rogers” “House of Mystery” and “Jurelile Jury.” The “McGary” program is carried by WNEW and handled through Young & Rubicam. Company also announced an additional sponsorship, effective January 6th. “This Is Love,” an audience quiz program starring Eddie Bunn over WOR. Program will be heard Monday through Friday from 2:30 to 3:00 p.m. Products are Maxwell House Coffee and Instant Maxwell House Coffee. Bentorn & Bowes is the agency.

Send Birthday Greetings To

December 11

Buster Coward Donald Flam
NETWORK SONG FAVORITES
The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on major radio networks. Published by the Office of Research, Inc.,
Dr. John G. Peatman, director.
Survey Week of Nov. 29-Dec. 5, 1946

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<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<td>A Gal In Calico</td>
<td>Remick</td>
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<td>And Then It's Heaven</td>
<td>Remick</td>
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<td>Anybody's Love Song</td>
<td>Miller</td>
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<td>Blue Skies</td>
<td>Berlin</td>
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<td>The Coffee Song</td>
<td>Valiant</td>
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<td>Either It's Love Or It Isn't</td>
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<td>Everybody Loves My Baby, My Baby</td>
<td>Goode Music</td>
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<td>Five Minutes More</td>
<td>Melrose</td>
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<td>I Love You For Sentimental Reasons</td>
<td>Duchess</td>
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<td>For You For Me For Evermore</td>
<td>Chappell</td>
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<td>The Girl That I Marry</td>
<td>Berlin</td>
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<td>My Sugar Is So Refined</td>
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<td>The Old Camp-Light</td>
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<td>Ole Buttermilk Sky</td>
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<td>On The Other End Of A Kiss</td>
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<td>Pass Me Pretending</td>
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<td>Rumors Are Flying</td>
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<td>September Song</td>
<td>Crawford</td>
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<td>Sooner Or Later</td>
<td>Santly-Joy</td>
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<td>South America Take It Away</td>
<td>WMIR</td>
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<td>The Things We Did Last Summer</td>
<td>E. H. Morris</td>
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<td>This Is Always</td>
<td>Bregman-Voccio-Conn</td>
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<td>To Each His Own</td>
<td>Paramount</td>
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<td>Uncle Remus Said</td>
<td>Santly-Joy</td>
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<td>White Christmas</td>
<td>Berlin</td>
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<td>The Whole World Is Singing My Song</td>
<td>Robbins</td>
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<td>Why Does It Get So Late So Early</td>
<td>Harns</td>
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<td>You Keep Coming Back Like A Song</td>
<td>Berlin</td>
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<td>You'll Always Be The One I Love</td>
<td>Sinatra Songs</td>
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<tr>
<td>Zip-A-Dee-Doo-Dah</td>
<td>Santly-Joy</td>
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FOR THE PUBLIC-SERVICE MINDED

Gulf Oil Company Buys Art Program On WNB

Gulf Oil Company has purchased the Jon Gnagy program, "You Are an Animal." It was announced yesterday by Reynold R. Kraft, sales manager of the NBC television department.

Gulf will start sponsoring starting tomorrow (Dec. 12) and program is shown at 9 p.m. EST. Program has been on WNET since last Spring. The band is under the direction of the "Radio City Maize," and later moved to Friday night.

Young & Rubicam is the agency.

Army Band Touring

The Special Service band of the European theater will go on tour in the Bremen Enclave from December 24 to January 5 as a part of the Army's plans to bring Christmas entertainment to G.I.'s overseas. Governor Orr is in charge of the direction of Chief Warrant Officer Lynn Arison.

Plays Places With Publisher

Walter Hackett, free lance writer formerly with NBC, has placed his twenty-five one-act plays with Easter Publications for publication. The play is a comedy, "Just Among Us Girls."

New Music-Request Show Debuts On CBS Dec. 16

CBS will present a new program titled "Bouquet For You" on the network Monday, Dec. 16, which will be a musical request show heard five days a week from 5:30 to 6 p.m. EST. A dozen roses will be sent listeners whose request tunes are played.

John Carnley will produce the show and vocals will be handled by Pati Clayton and Billy Williams.

Cancels Three Shows

Setting of this new show in the 5:30-6 slot involves the canceling of three other programs in that period and the rescheduling of others. Shows canceled are: "The Chica-
goms," (Tuesdays) "Theater of Romance" (Wednesdays) and "Hawklarebees" (Thursdays). "Oklahoma Roundup" which occupied the Mon-
day slot moved Dec. 9 at 12:15-1:00 a.m. Monday through Friday, replacing the Danny O'Neill show. "That's Life" which had the Friday slot from 5:30 to 6 p.m., goes into the 4:30-5 p.m., segment, Mondays and Thursdays, starting December 16, replacing "Give Me Some Sundays" which moves to 10:15-11:00 p.m. Monday through Friday, in place of "Joe Powers."

COAST-TO-COAST

LOGAN—New distribution system for WLOG is Louis Ponte, formerly with WTOL . . . WLOG will broadcast school lessons to the kids during the coal strike. . . Continuity chief, Lucille GaTerror, is back after giving birth to a little lady. . . WHEELEN—WWVA, the states oldest station, cel-
erates 65th anniversary Saturday. . . HUNTINGTON “Club Calendar.” WSAZ’s ladies program, is going over with a bang. . . Jack Bradley, WSAZ sports director, had to do some tail explaining when he accused someone of swapping some football tickets. Turned out to be his sponsor and wife. . . BECKLEY—WJKS has added a new addition to its present building. . . New River Company buys sponsorship of “Mountain Music,” which replaces “Easy Acres” over WJLS.

OKLAHOMA—McAlester—KCTC, continuing their battle against insolvency, has inaugurated Saturday morning as “Youth Morning On KCTC.” Programs range from popular record shows to reli-
gious presentations . . . TULSA—Bill Webb becomes promotion manager of KOME . . . Joining the KOME sales staff is Mary Lou Heinking . . . EDM—New features at KCRC include “Tuesday Check Parade,” and Bette Mitchell’s new show, “OKLAHOMA CITY.” KOMA will bring sports fans complete coverage of all outstanding college baseball games through the sponsoring of the Oklahoma City Athletic Co. . . with Curt Gowdy at the mike.

WASHINGTON, D.C.—WOL—Jack Curry, well known Washington band leader, will feature in a half-hour series from the Arcadia Ballroom. . . Macom Reed. . . ., it assigned the job of interview-
ing a turkey for the station’s Thanksgiving Day celebration. . . Russ Hodges takes over the MC spot for the “Golf Quiz of Two Cities.” . . Art Brown reports the weather of eight cities every morning at 7:15. . . WJW—An interesting agreement was made by WJW—F.M. . . They used their electric razor while radio was turned on the AM band. The razor drowned out the stations. On the FM band the station drowned out the razor. . . Grunewal Co. will sponsor the time signal seven times daily.

WANTED

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5, 4, and night, construction permit. We need a man, with at least 5 years experience who can supervise the construction of the new station. We will consider commercial affiliations. Write RADIO DAILY, Box 259.

FOR THE PUBLIC-SERVICE MINDED

Senior, well known director of Radio for leading public welfare or-
isations. AVAILABLE. A reputable director, with a first-rate program planning and writing; dynamic follow-thru; le publicity experience with imaginative scripts; contacts that produce results. Will consider commercial affiliations. Write RADIO DAILY, Box 259.

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ious presentations . . . TULSA—Bill Webb becomes promotion manager of KOME . . . Joining the KOME sales staff is Mary Lou Heinking . . . EDM—New features at KCRC include “Tuesday Check Parade,” and Bette Mitchell’s new show, “OKLAHOMA CITY.” KOMA will bring sports fans complete coverage of all outstanding college baseball games through the sponsoring of the Oklahoma City Athletic Co. . . with Curt Gowdy at the mike.

WASHINGTON, D.C.—WOL—Jack Curry, well known Washington band leader, will feature in a half-hour series from the Arcadia Ballroom. . . Macom Reed. . . ., it assigned the job of interview-
ing a turkey for the station’s Thanksgiving Day celebration. . . Russ Hodges takes over the MC spot for the “Golf Quiz of Two Cities.” . . Art Brown reports the weather of eight cities every morning at 7:15. . . WJW—An interesting agreement was made by WJW—F.M. . . They used their electric razor while radio was turned on the AM band. The razor drowned out the stations. On the FM band the station drowned out the razor. . . Grunewal Co. will sponsor the time signal seven times daily.

WANTED

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5, 4, and night, construction permit. We need a man, with at least 5 years experience who can supervise the construction of the new station. We will consider commercial affiliations. Write RADIO DAILY, Box 259.

FOR THE PUBLIC-SERVICE MINDED

Senior, well known director of Radio for leading public welfare or-
isations. AVAILABLE. A reputable director, with a first-rate program planning and writing; dynamic follow-thru; le publicity experience with imaginative scripts; contacts that produce results. Will consider commercial affiliations. Write RADIO DAILY, Box 259.
ALL WRAPPED!
READY FOR DELIVERY!

YOUR YEAR-END ROUND-UP
OF HEADLINE NEWS FOR 1946

FREE
TO ALL BMI LICENSED STATIONS

A COMPLETE HALF HOUR CONTINUITY

ACCORDING TO THE RECORD
(SPECIAL EDITION)

Eliminating the LAST HEADACHE of the OLD YEAR... One solid package of history-making headlines in capsule form, tailor-made into a fast-moving half hour story of 1946!

Hundreds of alert broadcasters are Casting In On BMI Continuities! Saleable, distinctive and refreshing program ideas are provided throughout the year, without cost to all BMI-licensed stations.

LOVE LETTERS AND LOVE SONGS—
A complete series of 5-minute programs... Available five times per week for 52 weeks.

ACCORDING TO THE RECORD—
Timely facts about the unusual... A dynamic 5-minute show available seven times per week for a full year.

SPOTLIGHT ON A STAR—
A headline radio show... New and Unusual... Five minute programs, five times weekly.

Write to Russell Sanjek for your copies of these scripts.

Broadcast Music, Inc.
580 FIFTH AVENUE, NEW YORK 19, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD
RMA Production Outlook

Paul Porter To Greece
On Short Assignment

Washington Bureau, RADIO DAILY—Sidney Truman, yesterday named the former FCC
chairman, Paul A. Porter, to head
an economic mission to Greece. The
man, however, is a temporary one
and does not preclude Porter's accep-
tance of the presidency of BMI
The announcement was made by Un-
Secretary of State Dean Acheson.
Porter will have the personal rank
Ambassador, Acheson said.
Porter will head a group expected
to leave by January 10. After
judging conditions in Greece, the
group is expected to return by the
end of April, 1947.

Three Sponsors Renew
For Full Year On ABC

Three sponsors renewed 96-week
contracts yesterday for a total of five
weeks over the ABC network.
John L. Figg, president of WGN
WGN, signed an 18-weeks sponsorship of a new
newspaper program, 10:00-11:00 a.m.,
titled "Betty Moore." New show
will advertise the entire print prod-
and will begin March 1, 1947.

BMB's Subscribers
Will Get New Maps

Following a board meeting yester-
day in New York, Broadcast Measure-
mente Bureau announced that it will
issue new detailed station audience
area maps which will include the
percent penetration in each county.
This action conforms with an NAB

CBS Developing New Tube
For Electronic-Color Tele

Washington Bureau, RADIO DAILY
Washington—Dr. Peter Goldmark
revealed yesterday that CBS is de-
veloping a special tube that will pro-
duce color electronically, but may be
utilized on Columbia's present se-
quential standards. The youthful in-
ventor of CBS's color video system,
decided to estimate when the tube
would be available.
Development of the special tube
apparently was news to most mem-
bers of the FCC and it was predicted
here that the revelation may have an
important impact on the Commission's
decision.

Manufacturers Plan 15,000,000 AM Sets
For 1947; 3,750,000 With FM And
325,000 Television Receivers

Two Tele Stations
Planned For 1947

Two new television stations, one
in Chicago, and the other in Toledo,
are in prospect for 1947, according
to announcements made yesterday
by ABC. The company is to open
a new tele station in operation next
May or June. Yesterday the FCC
assigned call letters WGN for the
new station and WGNM for the
mobile unit.

Canadian Gov't Offers
Sedgwick New Freq.

Montreal — Negotiations between
radio stations CFRB, Toronto, and the
radio division of the Department of
of Transport at Ottawa over the assign-
ing of a new frequency are now tak-
ing place, a Canadian Broadcasting
Corp. official disclosed. CBC pre-
viously announced it intends taking
over the station's present frequency

FCC In Final Decisions
On California Applications

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday
announced adoption of a final deci-
sion granting the applications of the
United Broadcasting Co., for a new
station at San Jose, Calif., to operate

ET Premiere

Hollywood—World premiere of
what is believed to be first record
album recorded will take place on
Gene Norman's East Side show.
KFWB, today, Dick was cut at Re-
puplic studios for Majestic records
by Alfred Newman, film composer,
Academy award winner, with a
110-piece orchestra, featuring fa-
mous light concert selections.
Norman will appear with Norman.

Accolades Plus

Press Agents Mutual Admis-sion
Society—PAMAS—which meets
weekly in the Black Angus Res-
taurant to exchange compliments
and bon vivants, yesterday hon-
ored Hamilton "Ham" Woodie, of
Kenosha, Wis., as the winner of a
Mutual station's promotion contest.
Lee Straus, publisher of the Amer-
ican Safety Razor Co., which
ran the contest, presided.
FRANK SAMUELS, Pacific Coast sales manager of the American network, and DON TATUM, West Coast attorney for the web, have returned to Hollywood following a series of conferences in New York.

GEORGE CROthers, director of "Opinion Please," broadcast over CBS, is back from Boston, from which the most recent stanza of the program emanated.

OTTO BRANDT, of the stations department at ABC, has left on a trip that will keep him away until Dec. 18, during which time he'll visit Albany, Cleveland, Youngstown, Wheeling, Pittsburgh, Baltimore, Washington and Wilmington.

DON LERCH, agricultural director of CBS, is back in Washington, D.C., following a series of conferences with network officials in New York.

MYRTLE ESLY, popular reader in the radio department at ABC, has returned to business on the network.

FRANK STANTON, president of the Columbia Broadcasting System, and JOHN L. CAMPBELL, vice-president and general manager, have returned to Washington, D.C., where they attended the color-television hearings.

PAUL BARRETT, manager of KEO, Bakersfield, Calif., in Chicago this week on business.

JEAN MEGGAN, radio feature writer for AP, has left for a 10-day trip to Hollywood.

EVELYN KNIGHT, vocalist, is expected back today from Chicago, where she enjoyed an extended engagement at the Palmer House.

FIORELLO H. LA GUARDIA is in Washington, D.C., from Long Beach, Calif., the scene of a benefit for the exploitation of a rural community....

GORDON FRAZER, American network news analyst, has returned from Joliet, Ill., where he addressed the Rotary Club on the subject, "The Radio Public's Misconception About Industry.''

Three Sponsors Renew For Full Year On ABC

That water buffalo in Indo-China really totes a load. Working in the rice fields he pushes steadily on and on, getting the day’s work done. It’s tough going, too, with mud up to his thighs.

He’s not glamorous but he’s a real worker.

Back here in Baltimore, W-I-T-H, the successful independent station, has a similar story. It goes like this:

We have no glamorous affiliations either. But we’re a working station. W-I-T-H delivers more listeners per-dollar-spent than any other station in this big five-station town.

Just hard, down-to-earth facts prove our merit!
NAB President Commends Xmas Shows For Veterans

Judge Justin Miller, president of NAB, in a telegram to RADIO DAILY yesterday volunteered the industry's support to the suggestion that broadcasters extend themselves this year to bring entertainment to the 260,000 disabled veterans in hospitals throughout the nation. Judge Miller's message follows:

"Thank you for sending me a copy of General Eisenhower's letter concerning special Christmas programs for hospitalized servicemen. I am in complete accord with the General's statements, and the NAB will be pleased to bring this letter to the attention of its members.

"As General Eisenhower points out, American broadcasters enjoy the singular ability to provide our convalescent veterans with continual hours of information and entertainment.

"In reminding the industry to direct extra efforts during the Holiday Season toward stimulating these men, you are performing a highly commendable service. I know the broadcasters will co-operate wholeheartedly in providing America's veterans with the finest in programs. Those of us in the radio industry must remember that we have an unending obligation to our servicemen. They fought and won the battle to maintain our democratic way of life. We must be ever watchful to see that their victory is preserved and that they know of our lasting gratitude."

BMB's Subscribers Will Get New Maps

(Continued from Page 1)

Petition FCC To Subpoena Hears As WBAL Witness

(Continued from Page 1)

The RMA board of directors yesterday voted a $50,000 appropriation for a merchandising and promotion committee to set up a "radio-industry-year-club." The campaign, extending throughout 1947, will be conducted by the RMA. A "club's" call will be made in New York in February or March of this year, and the committee will issue a set of cards that will be displayed in all displays simulating a furnished room. According to RMA's program, a room without a radio is not fully furnished.

The first report from the RMA council on Thursday claimed that 10 percent of present receiver production was being exported, due to the winding backlogs of domestic orders, but Cosgrove said yesterday that this was not an accurate figure.
Windy City Wordage!...

- A program on the order of the old "Midnight Flyers" of a decade ago which made the Conn-Sanders band famous made its bow over WGN December 9. Originating from the Blackhawk Restaurant. It is known as the "Blackhawk Day Chasers Party" and will be heard every Monday night from 11:30 to midnight. Russ Carlyle's Quartette, the Coachman Choir, and Harry "Woo-Woo" Stevens are featured. Show is written by Paul Benaquin and produced by Russ Roycroft.
- Don Reynolds, new singing personality introduced Sunday on WBBM in his own weekly program called "Swept by the Rhythm," has been on the air a long time. He began his radio singing at WHA, Madison, Wis., while attending the University of Wisconsin. After leaving the university he launched his professional career as staff singer on a Milwaukee station at $17.75 per program. Later at WTMJ in Milwaukee he was vocalist with "Hilary and His Grenadiers." Still later he was with Grill Williams' orchestra. Horace Held's orchestra, and EM&O, St. Louis. Since March of this year he has been on various musical programs in Chicago.
- A new audience participation show, "Hunt Hunt," is being tested out here for network presentation and appears to have definite possibilities. Sponsored by Armour & Co., for Chiffon, the show is recorded daily at 1:15 p.m. in the CBS studios and is broadcast over WBBM at 4:15 p.m. while being tested. It also is aired over WSBT, South Bend, Ind., and WISN, Milwaukee. A board of women is chosen at random from the audience to judge household hints submitted by the audience before the show goes on the air. Three hints are selected to compete for the grand prize and the women submitting them are awarded toasters, broilers, etc., while the winner's grand prize may be a watch, radio, silverware or other valuable prize. Show is produced by Georgene O'Donnell and stage-managed by Janet Kubicek. Chuck Acee is emcee, Don Gordon does the announcing, and Reggie Cross, as "Geagle," the hint hound, provides comedy.
- RANDOM NOTES: William Carr, former reporter on Chicago newspapers, has joined ABC's news and special events department as a writer. A son, Michael, was born to Mr. and Mrs. Jim Conway (see a WBBM announcer and emcee), December 3. Neva Patterson, former WBBM vocalist, is back in Chicago, taking the part of the Player Queen in Maurice Evans' "Hamlet." Bill Henry, CBS newscaster, who did his Johnnie Manville news broadcast from the WBBM studios Friday, will be heard here again on December 30 on his way back East. Robert F. Jones, Jr., ABC's central division station relations director, will center with network execs in New York late this week, returning to Chicago December 16. The annual NBC-ABC Christmas party, to be held in Studio A of the Merchandise Mart on December 21, will be a big and brilliant affair. Judy Walker, educational director for NBC, is busy lining up gifts and entertainment for the shindig, which is for the children and families of employees and staff members of the two networks. Revised emergency train schedules prevented Jane Havoc and other stars of "Golden Boy" from appearing at the party U. S. Steel had planned following the broadcast here Sunday night, so the party was canceled, but the broadcast went on as planned.
- WIND has a new crooner, 23-year-old Jack Nelson, whose popularity is zooming. On his new "Jack Nelson Shaw" Nelson does 23 minutes of music with George Strandt at the organ. Last year, when he was just out of the army, Jack placed second among 5,000 contestants in the Harvest Moon Festival and won a place as vocalist with Dick Jurgens' band. He left the band recently to join WIND... A. W. Kaney, NBC central division station relations manager, left Monday (9) for a tour of Midwestern affiliates.

RADIO DAILY

Thursday, December 12, 1946

LOS ANGELES

By RALPH WILK

BILLED as "The world's greatest regional web," the Mutual Don Le Broadcasting System of 40 stations has just issued a new coverage map showing that three Pacific Coast states have 3,400 radio families in a seventeen billion dollar market. Herbert Sonnenburg, Sales Promotional Director of the network, compiled the two-color map.

Elbert Walker, producer of "Kuhn, "Mutual Don Lee's "Erskine Johnson in Hollywood" program announced the birth of a six-pound and one-half ounce baby daughter. Waltz claims she is the first child to have a radio network for a godfather, naming her Ethel Lee for the regional network.

Joe Twelp, writer-actor on the CB Jack Carson show, was married a Thanksgiving Day to the forme Doris Cleeninger of Dallas. Couple met when Twelp was stationed at Camp Sutton, during the war.

Cathy Lewis, who plays Phyllis Knight on the Mutual "Richie Shayne" shows, also does three different roles on the Sunday Eddi Bracken show, just given a new time slot by its oil sponsor.

Magazine Tie-Up Arranged

Roger W. Clipp, president and general manager of WFIL, Philadelphia, in cooperation with the month magazine, "Philadelphia," has arranged for a four-page, center insert monthly carrying a spread on WFIL announcers and shows. The magazine will print 1,000 additional copies each month with the station insert for institutional distribution. Publicatio is sponsored by the Philadelphia Chamber of Commerce.

Receive Radio License Fines

Woodstock, Ont.—Ninety-three persons in this city and surrounding dis trict were convicted in Magistrate Court for failing to obtain a 1ST radio license. They were each fined $3 and costs.

Randy Brooks

records for LANG-WORTH
The Theories of Marlin Blakes

Jingles

That don't
Jangle!

Radio's Most Complete, Effective Jingle Service.
YOUR Jingle Sung-or-
Written, Packaged, Produced.
"Lanny & Ginger" GREY
545 5th Ave., N. Y. C. - AT. 9-4321

The Voices of Marlin Blakes

WANTED
CHIEF ENGINEER
FOR 5 KW STATION

We have received our 5 kw. day and night construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and controls. Good salary

Reply to:
MR. H. S. NAKIMEN
P. O. Box 795
Fort Smith, Arkansas

PUBLIC SERVICE

CBS Developing New Tube
For Electronic-Color Tele

(Continued from Page 1)

Employed in this tube, he said, "its nicest threshold limit, when fully developed, would be at 110 feet, five times more than the most brilliant, color picture tubes on the market."

CBS's standards are accepted by the Commission, the tube may be expected to provide con-
tinuous development and improvement of television, including color television. Its observations of deve-
lopment indicate that by color television presently available is but a transient developmental phase.

Development of a new service and commercialization are two separate undertakings. Color television is making rapid progress and there is an indication that an improved color television system now in the laboratory are rapidly developed and fielded. The engineers of the industry will be working to improve commercialization and color television can be integrated with the existing monochrome system.

Don Francisco, Jr., Joins MBS

Don Francisco, Jr., has joined the management of MBS as an executive. Prior to his entering the Navy in 1944, from which he was recently discharged after two

The Quarterly Jingle Report

Please note that the above

SD: CHGN2, CHGN3, CHGN4, CHGN5

Radio's Most Complete, Effective Jingle Service.
YOUR Jingle Sung-or-
Written, Packaged, Produced.
"Lanny & Ginger" GREY
545 5th Ave., N. Y. C. - AT. 9-4321

THE THROUGHPUT

Mr. H. S. Nakimen
P. O. Box 795
Fort Smith, Arkansas

We have received our 5 kw. day and night construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and controls. Good salary.

Reply to:

In reply set forth all the information you would like to have if you now the prospective employer.

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...
Two Tele Stations Planned For 1947

(Continued from Page 1)
mitter facilities is now proceeding. Carl J. Meyers, director of WGN, Chicago's television station, has announced that the transmitter will be located on the 29th floor of the Tribune Tower and the station will broadcast on Channel 9 (166-192 megacycles) with an effective radiated video power of 18.4 kilowatts and an audio power of 11 kilowatts. Plans for a modernistic two story building to house the new television station of the Fort Industry Company in Toledo have been completed, J. Harold Ryan, vice-president and treasurer of the firm, announced. The company was granted a tele license and calling letters of WTVT by the FCC on Dec. 5.
The application granted for television is the only one available in Toledo. It allocates Channel 13 with a visual power of 27.4 kilowatts and an audio power of 11.4 kilowatts. The new signal will require the services of at least 22 technitians, E. Y. Flanagan, manager of WSPD, revealed.

FCC In Final Decisions On California Applications

(Continued from Page 1)
on 1370 kc, one kw, unlimited; De Havri, Hall and Gates, for new station at Salinas, Calif., to operate on 1380 kc, one kw, unlimited.

The Commission has denied the following applications: FM Radio and Television Corp., San Jose, Calif., for new station to operate on 1370 kw, one kw; Broadcasters, Inc., San Jose, Calif., for a new station to operate on 1370 kc, one kw, and Central California Broadcasters, Inc., to change frequency from 1380 kc, Calif., from 1390 to 1380 kc, and increase power from 250 watts to one kw.

Putnam Substituting

George Carson Putnam is substituting for the vacationing Gabriel Heatter this week and next at 8:00 a.m., Monday thru Friday, coast-to-coast, over WOR and the Mutual network. Sponsors are: Kreamer G. B. Semler; Barbasol and Zonite (Erwin Wasy); and Serutan (Roy S. Durstine).

Wheeler Is Stromberg Guest

Bert Wheeler, the comedian, will be the Hunt Stromberg Jr., guest of the Stars About Town Mutual today, Dec. 12, at 10:15 p. m.

● ● ● TIN PAN ALLEY-OOPS!—Two columns ago we wrote of the honest efforts by Bob Miller and execs. of the Music Publishers Contact Employees Union to clean house and urged ALL in the music industry to abide by the regulations and steps adopted to safeguard and mutually protect the interests of those associated with MUSIC in all its phases. . . .

The Executive Council of M. P. C. E. U. has just sent a letter to its members asking them to decide on one of three steps to be taken: 1. To seek Government aid in the enforcement of regulations adopted to eliminate payola and other schemes utilized by some to violate legislation adopted to stamp out these evils. 2. To designate a Co-Ordinator to police the industry.

3. If both above proposals are rejected, then to eliminate Popographs and 9 of the by-laws (corrective measures) thus placing the problem squarely in the laps of the publishers: Knowing the problems from years of study, we'd say the music people would do themselves a service by adopting the second proposal, naming as Co-Ordinator a man of high caliber and ability, who strictly observe his own-bisected and honest attempts to govern the industry.

● ● ● About eight years ago tunemaster Irving Caesar, Sammy Lerner and Gerald Marks played us a song which we "raved" about . . . they never played the song for a publisher until last week when Moe Gale heard it and echoed our opinion . . . the song is titled "Frosty Mornin'" and we repeat it Hit Parade material . . .

Bandleader Boyd Raeburn in town for a look-see at the music situation . . . his band can't miss being on top or very close to the leaders by the end of 1947 . . . Former recording exec Bob Stephens has gone into the publishing business with a new ballad "I'm Afraid To Love You," written by Harry Stride, Bert Douglas and Pat McCarthy . . . plenty good, too . . .

Chantolise Peggy Lee, co-author of the hit "I Don't Know Enough About You" has just written another ditty titled, "It's A Good Day." . . .

Canada has given us another vociovously named Gail Meredith—a treat for the eyes and ears . . . we were the first to print a "rave" about Anne Marleau, who, we hear, has just been signed by Victor . . .

Dave Denney, ABC-wboy star and musicriff recording artist, opens next month at Meyer Horowitz' Village Barn. . . . Leo Russetto has returned to Gotham after serving a year as music co-ordinator for the St. Louis Symphony Orchestra to coach singers for the radio and concert fields . . . prior to going to St. Louis, Leo had been staff NBC-ductor-compositor for fourteen years. . . .


There aren't many who can re-write titles of former hit songs successfully . . . the writers of the song "Everybody Loves My Baby, My Baby" have attempted to match the standard song of a very similar title and fall a thousand miles short of the mark . . .

Joe Steiner has signed Paul Whiteman and Emil Coleman Orchestras for his forthcoming musical "Rhythm Rhapsodies" which will be released by Fox . . .

Chelsea Music has a clever novelty titled "Yes, Yes, Honey" by Wiley Patterson and Grace Shannon . . .

Radio execs are overlooking a great voice . . . they should listen to the Baritones of Don Merrill.

● ● ● ON AND OFF THE RECORD—Luminaries of the Radio, Concert and Recording fields, attending a cocktail party last Friday at the Waldorf Astoria, were thrilled by the new Phonotypey Cylinder disks. Procyd J. Goldberg, the host, stated that the need for shells for recording purposes will be lessened considerably by the increased use of vinylite and similar compositions . . .

J. C. Heard, the Colosseum Downtown Maestro, has waxed an album For Continental with Ethel Waters . . .

Dinah Shore (Columbia) is in the groove with ballads "For Sentimental Reasons" and "You'll Always Be The One I Love." . . .

Romo Vincent has just made "The Best Man" and "Birmingham Bus" for Decca.

Canadian Gov't Offer Sedgwick New Freq

(Continued from Page 1)
of 860 kilocycles and boosting it to 50 kilowatts for its CFBF outlet in Toronto.

"We offered a variety of freq uecles and are investigating them," Mr. Sedgwick, president of CFRB, said. "It is a long and involved process to test these frequencies."

"We have heard no more about it and when the CBC intends taking over," Mr. Sedgwick added, "I still hope that sooner judgment will prevail. I am still firmly convinced that it is not necessary for the CBC to have two 50 kilowatt stations in the one area. It is a danger to freedom of speech."

The House of Commons' radio committee in its latest report approved the CBC's action of taking over the CFRB wave length. The decision of the transfer will take place depend on when satisfactory arrangement can be made between the Department of Transport and the station regarding a new frequency, the CBC spokesman said. There has been a change in the commission's decision to take over the CFBF wavelength he added.

It is one of the six clear channel assigned to Canada under the Havan conference of 1941.

Austm B. Fenger

San Francisco—Austm B. Fenger, 46, well known radio commentator and newsmen, died suddenly of a heart attack. He was scheduled to accompany Admiral Richard Etty's expeidition to the South Pole.

Before entering radio Fenger was San Francisco advertising representative for the New York Herald Tribune and the Washington Post.

In 1941 he joined radio station KGO in San Francisco. Fenger, 46, had been the news director and later became the head of the news and special events department, and was accredited as a war correspondent for both the Arm and the Navy. He was the first radio commentator to reach Hilo to report on the tidal wave that inundated the island last December. He gave a series of on-the-scene previews of the Bikini tests.

He was survived by his wife Dorothy and 13 year-old twins, Bryan and Barbara.

Adams Again In Xmas Role

For the third year in a row, Masco Adams, who plays "Pepper Young" in the family of the same name, has been selected to do the lead role in Pillsbury Flour's traditional Christmas presentation of "Grand Central Station" over the Columbia network Saturday, December 21, 1:00 to 1:30 p.m.

Stock News

Mr. and Mrs. Samuel Kaufman became the parents of a second daughter, Sonya Idelle, at the Doctor's Hospital here, Friday. Kaufman is the circulation editor of the NBC Press Department.

www.americanradiohistory.com
December 1, 1946

Mr. Marvin Kirsch
Business Manager
RADIO DAILY
1501 Broadway
New York, New York

Dear Mr. Kirsch:

We have been very pleased with the results achieved from the advertising placed in RADIO DAILY. As you well know, we are a small market station and for this reason have a small advertising budget. In our search for the answer to the question "How to get the most results for the least money invested?" we hit upon the idea of running a small ad in RADIO DAILY at regular intervals.

This letter is to advise you that, to date, we have landed several national accounts directly due to our advertising with you. We are most happy with the results shown and will probably continue our advertising schedule with you on a more frequent basis in the future.

Very sincerely yours,

Ken Thornton, per E. G.
Ken Thornton, Manager
Radio Station KXO

KT:HP
COAST-TO-COAST

NEW ORLEANS—Doling research for WWL’s forthcoming 25th anniversary, Martin Burke, program manager, discovered that when the station moved into the Roosevelt Hotel in 1932, the studios replaced a put-to-pot put. . .

The station is marking its 25th WNOE studio to rehearse numbers they recorded as soon as they hit Hollywood. . . Beverly Brown, producer, found his "Emma Lou" for "The Little Red Schoolhouse" series on WNOE after auditioning 10 little girls. . . WMQ plans to commence commercial operations on January 1st. . . Co-hosters of the station are Stanley Roy, Jr. and Dr. George A. Mayoral.

OHIO—

TOLEDO—City’s first FM station, WDOJ-FM, went on the air December 7th. . . Connecting Link’s Lakeview, a commercial television station and an FM station have been granted the Port Industry Co., with the call letters WWTV assigned. . . AKRON—Harold E. Hageman, of WADC, has been selected program commentator for the Akron Advertiser Club basketball games this season. . . CINCINNATI—WKAC has set up recording equipment in a recording studio in various locations to make recordings for WBYE, the local radio station.

WISCONSIN—

 MILWAUKEE—Second FM venture for the Milwaukee Journal will be known as WJMP-FM. . . WJMP received a second 20-minute program as a public service for the purpose of keeping the public informed of the points at issue in the Allis-Chalmers dispute.

Four Milwaukee State Teachers College students, who were elected to the "World Brotherhood" on the Wisconsin School of the Air December 13th. . . Milwaukee County’s Dubby McCallum, WIBM staff member, is operator of WIBM, Waukesha station, will begin operation sometime in January. . . SHEROYAN—All basketball games played by the "Red Skins" will be sponsored by the Friendly Finance Corp. and broadcast over WHEL.

COLORADO—

GRAND JUNCTION—O. D. Williams will serve as co-director and manager of the new KFJX series, "The Western Slope Forum," which will debut late this month. . . WENDEL, Colorado—New announcer for KFJX. . . A chorus of one hundred voices will present excerpts from Handel’s "Messiah" on the "Mesa College Holiday" series, "The Western Slope Forum," which will debut late this month. . .

DENVER—The Studebaker Corporation has renewed for 26 weeks its questionnaire favoring Bob Young for KFJX featuring Bob Young. . . Dependable Cleaners will continue for one year, with station break announcement weekly.

RADIO DAILY

Many Artists Participating In WNBC’s "Salute" Series

GEORGE HOWARD ALLEN, president of the American Marketing Association in New York, has announced that the board of directors of the 1946 National American Marketing Awards for leadership in marketing. The board was selected as the result of a competitive search, with the co-operation of the American Association of Advertising Agencies, American Association of Advertising Executives, and the Editors of Marketing Executives. Board chairman for the coming Awards will be H. A. Rich of the Metropolitan Life Insurance Co. Other judges appointed are Paul Ellison, director of public relations, Sylvania Electric Co.; D. I. Robinson, vice-president, L&Loe; Ellis; Ralph Rindfus, president, Fac-Readers; Raymond Robinson, director of research, The Kunde Company; and Robert L. Leedy, director of evening sessions, College School of Business, and George Howard Allen, president of the American Marketing Association.

GEORGE BENSON has joined the research department of General, Cornell & Nevel, Inc., as a statistician. He formerly was a statistician for the Department of Defense, and previously served in the same capacity for three years in the U. S. Army.

Send Birthday Greetings To

Evans Named Manager Of New Calif. Station

William A. Evans, formerly commercial manager of KBG, has been named station manager of KYOR, new 250 watt daytime station at San Diego. Albert B. McInwain, manager, announced yesterday that KYOR will go on the air Monday frequency about January 1 with studios in the Hotel San Diego.

Evans Named Manager Of New Calif. Station

On January 1st, 1946

Send Birthday Greetings To

December 12

Send Birthday Greetings To

Send Birthday Greetings To

Send Birthday Greetings To

Send Birthday Greetings To

Send Birthday Greetings To

Send Birthday Greetings To
‘Public Interest’ Discussed

Tele Set Deliveries Falling Behind Sales

The vast majority of the public interested in owning a television set is not likely to find its wish in a Christmas stocking this year, although there may be many 100s. A check made by Bruno-Duro shows that a promise to deliver at some future date is about all dealers have been able to do for those who already have placed orders.

While Bruno-New York, local RCA distributor, reports that “some” installations are being made for consumers, (Continued on Page 6)

Leaders Given Tributes At NCC Luncheon

Leaders of radio, motion picture, and allied entertainment fields gathered in the grand ballroom of the Watertown-Astor Hotel at luncheon today sponsored by the National Conference of Christians and Jews in honor Irving Berlin, Robert E. Sherwood and Spyros F. Papas. Louis Nizer, chairman of luncheon, presented the three honored guests and spoke of the exemplary work of the conference in developing the one world.

A Santa Injured By Gunman: Substitute Set At WWL

New Orleans—Big, hearty Denis Burke-Hoche, 28, who’s played Santa Claus at the annual WWL New Orleans’ orphans’ Christmas party, can’t make it this year.

Burke-Hoche was seriously wounded December 8 when he attempted to capture an armed pursuer.

(Continued on Page 7)

Spot Coverage

Television cameras gave an example of spot news coverage yesterday when ABC and CBS newsmen visited the scene of the tenement house explosion in New York City, made action shots and prepared them for showing late tonight. The television crew of the explosion was sponsored by ABC, by U. S. Rubber Company.

(Continued on Page 2)

Temple Radio Course Schedules 17 Subjects

Philadelphia—Seventeen radio subjects will be included in Temple University’s new Department of Radio, Speech and Theater, to be conducted in cooperation with WFTL and WFTL-AM, which begins classes next Feb. 17th. Curriculum for the four-year college offering a Bachelor of Science degree.

VA Appoints Callahan To New Radio Post

Robert B. Callahan, formerly with WINS in New York, has been appointed to the newly created position of director of hospital radio programs for the Veterans Administration special services.

Callahan will develop a program.

(Continued on Page 5)

Experts Oppose CBS Plan For Commercial Color Tele

Radio As Safety Aid Praised By Speaker

Chicago—Radio has done much to promote safety on the farm, Red D. Dearborn, president of the National Association of Radio Farm Directors meeting in Chicago during the International Livestock Exposition. President Dearborn lauded radio for its wholehearted cooperation in (Continued on Page 2)

Divergent Opinions Re Value Of Radio To American People Expressed By Woods, Durr, Kaye, Wakeman

First Commercial FM Grant Made In Canada

Montreal—First privately-owned concern in Canada to receive a license for FM broadcasting station on a regular basis will be the Canadian Marconi Co., a Transport Department official has revealed.

The “FM” license has been approved and will be issued shortly, the spokesman said. It will cover broadcasts from station CFGM in (Continued on Page 7)

Ganger Named Partner; G-CN Changes Name

Robert M. Gasper, vice-president and director of the Canada Radio Co., will have been a partner of the firm, and the agency name will be changed to Geyer, Newell & G- CN.

(Continued on Page 6)

NBC Dramatic Show Sold; Will Originate In Chicago

“Grand Marquise,” package dramatic show co-starring Olan Soule and Beryl Vaughan with Joseph Galliello’s orchestra, will go commerical.

(Continued on Page 7)

Chi. Advertising Men At Tele Symposium

Chicago—“Television now is the magic word,” Paul Howe, national director of radio for ABC, told 125 advertising agency executives who attended a television symposium Wednesday night arranged by the Electric Association. “Even with the few sets in use today, sponsors get their money’s

(Continued on Page 7)

Broadway Musical Set By Elaine Carrington

Elaine Carrington, well known author of daytime serials such as “Rosemary,” “When A Girl Marries” and several others, will produce a Broadway musical titled “Oscar” set for opening next April, it was announced.

(Continued on Page 6)

Washington Bureau, RADIO DAILY

Washington—Charging that premature attempts to introduce color television on a commercial basis might deprive the American public of all television service now and for some time to come, Dr. C. B. Collif, executive vice-president of RCA in charge of the laboratories division, testified at the FCC hearing on CBS commercial color television application yesterday.

“Further developments and im-

(Continued on Page 7)

Distinction

For the first time in its 10-year history, the Anglo-American Press Association in Paris has chosen a radio reporter as its president. At its annual meeting yesterday, the association unanimously elected NBC’s European news chief, Henry Cassidy, president for 1949. Vice-presidents chosen at the meeting are Goodenough Parsons and Jerome Wills.
Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, will leave this week-end for a trip through Florida. He’ll return after the first of the year.

MAYLYN STEPHENSON, American network correspondent in Washington, D. C., who is now on vacation, is going down to Stillwater, Okla., where on Monday the will speak at the University of Oklahoma. She is then going to Oxford, England, where she will address students of the British Broadcasting Corp.

WALTER S. BROWN, general manager of WSPA, Spartanburg, S. C., has returned from the headquarters of the ABC, with which the station is affiliated.

KEN BANCHART, newscaster for NBC, left yesterday for Washington, D. C., where he attended the annual meeting of the National Association of Broadcasters.

A NDREW T. JOHNS, NBC’s Washington correspondent, has been appointed to the post of that station.

A NDREW J. GREEN, former World War II correspondent for NBC, is now with the ABC network.

The ABC network has signed a contract with the Motion Picture Association of America, which will require the use of a member of the ABC staff at all national conventions.

A NDREW J. GREEN, former World War II correspondent for NBC, is now with the ABC network.

Leaders Given Tributes At NCC Luncheon

(Continued from Page 11)

world concept of the brotherhood of man.

In introducing Berlin, Nizer extolled his creative ability in music for making the concept of American life for the past generation. Quoting song titles, Nizer said Berlin had through his songs influenced the hopes and ambitions of the nation for two generations.

Hon. John G. Winant, former ambassador to Great Britain, made the presentation to Skouras and Will H. Hays, head of the presentation to Robert E. Sherwood.

Among those on the dais were Dr. Everett Clancy, Mrs. Wendell Willkie, Will H. Hays, John Golden, Jack Alcocol, Emerson Foot, Ruth Gordon, Francis S. Harmon, William Cleary, John Reed Kilpatrick, Abel Green, Robert Mochrie, Brock Pemberton, William F. Rodgers, James Sauter, Charles Reagan, Frederic Willman, Jr., and John H. Whitney.

To Honor Damon Runyon

“Spotlight On America” will pay tribute to Damon Runyon, famous columnist who died this week in New York, on its broadcast over Mutual tonight from 10 to 10:30 p.m. EST. Program is directed by Herb Rice.

Radio As Safety Aid Praised By Speaker

(Continued from Page 1)

the movement for farm safety and asked for cooperation during the observance of National Farm Safety Week next summer.

Calling attention to the increasing number of children who are involved in farm work, Dearborn declared: “This means that future farmers of America must become as conscious as the railroad industry, the steel industry, and the textile industry, and that they will need to continue its aggressive aid in promoting safety.

COMPLETE TRANSCRIPTION SERVICE STATE 5685

FOR RESULTS IN THE PHILADELPHIA MARKET

Philadelphia's Outstanding Full-Time Independent Station

WDAI

Philadelphia's Outstanding Full-Time Independent Station

Universal RECORDING CORP.

4th Floor - 20 N. Water

Am. 3246 - O Chicago 6 - Stk. 5685

Wednesday, December 13, 1944

Doing it the hard way

Those two women are washing clothes. (Incidentally, it's another QI contribution to the article.)

First they find a stream. Then they pound the clothes against the rocks to get the dirt out. N modern conveniences.

But back there in the land of laundries and washing machines we know a group of people who still do things the old-fashioned, hard way.

Take radio time buying in Baltimore. We can make it easy for you. Forget the old-time call letters, forget the worn out coverage maps. Look at this one:

W-I-T-H, the successful independent, delivers more listeners per-dollar-spent than any other station in this big 5-station town.

It's as simple and direct as that. So W-I-T-H belongs to the modern list by modern time buying standards.
Radio's Public-Interest Value
Discussed At 'Town Meeting'

By NAT GREEN

ER-QUIZ KIDS, the youngsters who have retired from the program because they have passed the age limit, will have a big holiday party of their own on December 27 at the Knickerbocker Hotel here. There are 128 Quiz Kid "grads" and most of them will attend the dinner, entertainment and dance.

Lawrence Brooks, who emcees the role of Edward Grog in the stage show, "Scng of Norway," will be guest star on Hal Tate's "Strictly Show Business" program on WABT December 14.

Four hundred orphans who are occupants of institutions sponsored by Friends of the Orphans will be guests of Don McNeill on his "Breakfast Club" broadcast on Christmas Day.

Television last week set a new world's record when it radiated more than 50 hours of visual entertainment is seven days, topping its own previous record by more than seven hours.

Jeanne Shirley, vocalist at the Butterfly, is pinch-hitting as featured singer on the "Breakfast Club" this week—and doing a swell job.

Moslem Chief To Speak

Mohammed Ali Jinnah, leader of the Moslems who is currently conducting with British officials on the Indian controversy, will be heard in an exclusive broadcast from London tonight on ABC's "Headline Edition." Jinnah will read the case of his followers on the broadcast.

Special UN Feature On CBS

CBS, from 6:15-6:30 p.m., today has scheduled a special broadcast of "Panorama" of the UN General Assembly at Lake Success. Larry LeSteur will interview several UN diplomats. The program will originate at Lake Success.

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FARGO

BISMARCK

NOW SERVED

CBS PROGRAMS BY

Jamestown

KSJB

North Dakota

5000 WATTS

600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS
AN ALL-STAR LINEUP

Every Day in the Week

WITH CAPITOL'S TRANSCRIPTION LIBRARY SERVICE

BIG names ... the ones that lure listeners and attract sponsors. BIG names ... Hollywood's talent leaders. Yes, BIG names like these make the Capitol Transcription Library Service your biggest and newest bid for audiences.

With Capitol Transcriptions anyone radio station of any size anywhere can build its own network-type musical shows for any sponsor. Outstanding tunes and arrangements, plus programming aids prepared by Hollywood experts ... all are part of the Capitol service.

Capitol offers you a basic library of more than 2000 selections ... and more than 50 new numbers each month. You'll get programming aids and dated formats for 400 shows each month, too. Brilliant opening and closing themes, musical interludes to background commercials, patter by the stars themselves - everything to build BIG shows.

Send for a Recorded Demonstration!

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.

An Audience Builder
Tele Set Deliveries Falling Behind Sales

(Continued from Page 1) Since the successful sale of an RCA set from a dealer brings no promise whatsoever of a delivery date, this applies not only to RCA sets but all in general.

RCA's New York distributor states that about 10,000 orders have been placed in the New York area of the new table model set. Bruno also reported that at the present time daily sales throughout the metropolitan area amount to approximately one week's production of sets. Although no figures were stated, this seems to indicate that RCA's production line is far from hitting its stride.

In answer to how rapidly consumer orders are being filled, an RCA general sales manager said "installations are almost of sales, particularly in New York and New-ark where we are able to install a set the day after it is delivered to the customer."

Du Mont reported yesterday that it is now in the process of making installations and filling orders for receivers. But even though the first orders have been filled, Du Mont dealers are not yet promising when delivery can be made. Some dealers are now talking in terms of "next spring."

The almost complete absence of television sets for immediate delivery is broken by Viewtome Television & Radio Corporation which currently talks of "delivery within 10 days."

And this claim is backed up by some dealers who say that they can deliver a Viewtome set by Christmas. Viewtome stock is presently limited, however, due to a shortage of cabinets. The company reports that its customers are now coming in to place orders which await the arrival of cabinets.

Viewtome's latest report shows that it has installed 2,300 television receivers in the New York area since last July. The manufacturer is now concentrating production on a new table model set, with a five by seven-inch screen, which will sell for around $225 plus installation charges.

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Heavy Sales Demand

Philadelphia—Demand for Philco radio receivers, radio-phonographs and other products is so great that even the company's present volume of production, said to be close to the highest levels in history, is "impossible to supply distributors and dealers with all the products they are able to sell," according to John Ballantyne, president. Statement was made in a letter to stockholders this week.

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Notes From An Aisle Seat . . . !

* * * One of the most powerful answers we've yet heard to bigotry, intolerance and the various "hate fringes" hate organizations was supplied yesterday at a Waldorf luncheon tendered Irving Berlin, Robert E. Sherwood and Spyros P. Skouras by the Nat'l Conference of Christians and Jews, honoring them for their outstanding work in this democratic cause. Show business was widely represented in all its phases among the huge assembly gathered together for a common purpose—to further unity in this country and to help erase prejudice in any form. A special nod must go to Louie Nizer for a magnificent job of emceeing. His introduction of every speaker was a Rembrandt in itself. Bob Sherwood drew a laugh when he commented that he and Jim Farley represented another minority there—the Democrats. Big Jim took exception to this later on by jokingly replying: "I think we represent the majority—temporarily in trouble." From an organization which numbered about 40 at its inception, the luncheon yesterday drawing better than 1,100 persons was a solid vote to the effectiveness of the conference. We couldn't begin to list all who were there, but among those we spotted were: Hon. John G. Winant, Will Hays, Mza. Willie, John Reed Kilpatrick, Barney Balaban, Milton Blaw, John Gooden, Jack Alcoote, Ruth Gordon, Abe Green, Ed Irish, Abe Lastovagal, Earl Wilson, Jim Sauter, Herb Petey, Brooks Atkinson, Harry Herreshfield, A. S. E. I. Churchill, Ted Husing, Jack Pearl, Danny Kaye, Lucy Monroe, Roy Bolger, Danny O'Neill, Syd Eiges, Earl Mullin, among others. And, as usual, radio can take deep pride in the major role it is assuming in this drive toward better understanding and human relationship.

* * *

OUR HAT'S OFF DEPT: Dean Murphy's wonderful satires on the Hildegard airer Sunday night... Jean Sablon's CBS series for Hudson—lip dynamite... Johnny Dale's all-nite disc-jockeying on WJZ... Eddie Foy's clowning on the Kraft Music Hall... and Joe Bigelow's smart showmanship in easing him in with four guest shots prior to his taking over the spot as a regular... Paul Taubman's pianotations at the Penthouse Club... Hal Horton's Senera!-h! records... Dick Hyman's new book on Loony Laws.

* * *

TICKER TAPE: As we're going to press, "It Pays To Be Ignorant" is being handed another 13-week renewal slip... Beatrice Kay, the click miss, goes into the Carnival Jan. 7th with Ole Olsen and Chic Johnson, a couple's straight (jacketed) men... 19-year-old Vic Damone being strongly touted to sub for Sinatra when latter goes south for his health.... Aside to Jack Benny: Mutual's Nick Kessely, who worked on your radio premiere back in '32, has records of your first commercial show—and what do you think was the hit tune on it? "I Found A Million Dollar Baby." Your sure did, Jackson!... Latest and hottest entry in the feminine vocalist sweepstakes is Canadian-born Anne Marjou, whose debut here some two weeks ago on the Chestfield stanza has brought the postman to her door ringing almost constantly with offers of radio, theater and the films. Combining the warmth and softness of Dinah Shore with the sex appeal of Jean Sablon, Anne, in our book, can't miss becoming a sensation... Priscilla Kent, one of radio's top female writers, now under Marty Goodman's management... Bob Thiele has an important public stock deal coming up soon for his Signature record firm... Betty Morgan, one of radio's beter emcees, on CBS's "Workshop" tomorrow... Ezra Stone and screen actor John Harvay have transcribed two half-hour package programs, written, directed and produced by themselves. One, "Kitty Hawk, Hostess of the Skies," is a daytime soap opera, and the other, "The Stranger," is an excursion into the supernatural with a cash giveaway twist.

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Temple Radio Course Schedules 17 Subjects

(Continued from Page 1) lor of Science degree was made yesterday following a conference between Dr. Robert L. Johnson, Temple president; Armand Hunter, chairman of the new department, and Roger W. Clapp, general manager of WFTL and WFTL-FM. WFTL studios facilities will be used by Temple students in all the courses, including four studios, a control room, a music room and a control room fully equipped.

Armand Hunter assumes the chairmanship of Temple's radio department after holding a similar position at Northwestern University. He is also director of the Temple University Broadcasting Institute. M. W. Stidman states that the radio course at Temple will be "geared to industry," including all management aspects of broadcasting. "Rather than train announcers, production men as such," Hunter says, "we plan to instill all students in such phases of radio as traffic, sales and promotion to give graduates a complete background in radio."

Broadway Musical Set

By Elaine Carrington

(Continued from Page 1) announced yesterday that Stanley Gilkey will produce the show with Miss Carrington, who collaborated with Draper Lewis on the script.

"Crozstown" deals with the adventures of a night club hat-check girl, and features Peter Lind Hayes, current with the Dinah Shore program on CBS. Barna Halpyn, radio and screen actress. Score is written by Arthur Seigel, Tom Pridex, Jeff Bailey and Richard Loeb.

Production is not Miss Carrington's first venture with the Broadway theater, since she wrote a drama called "Nightstick" which later became a movie under the title "Alibi."
Experts Oppose CBS Plan For Commercial Color Tele

(Continued from Page 1)\n
In a color television system which can become an integral part of the present monochrome (black-and-white) system.

"Much work remains to be done before a determination can be made as to the proper standards for a system of color television, which would be mutually adopted. To adopt standards and authorize commercialization of any system of color television now will not in itself solve the greatest problem which faces the industry, namely, how can the art be made economically feasible? We believe that television will one day become a great industry. At the same time we believe that it can only become a great national service if the broadcasters offer programs of such high entertainment value that the public purchase of receivers will be in the millions. We further believe that, to arouse such sustained public interest, broadcasters will be forced to offer, in addition to news, sports, playlets, etc., many hours of programming that is at least as compelling as pictures in mass appeal. Since production of such mass appeal visual entertainment is extremely costly, we believe that the funds required will be borne in part by the means of the advertisers of America, and that some other method of payment for television must be devised."

"There has been discussion of obsolescence of black-and-white television receivers through the adoption of color television. One proposal advanced to avoid this obsolescence has been for color receivers to be made which will convert existing black-and-white receivers to operate on the high frequency television band. However, such systems are expensive to develop and it seems more feasible to extend the utility of radio receivers into other fields through the use of color television. Such efforts have been made to make ordinary broadcast receivers useful for short wave radio by means of FM receivers designed for the 50 MC band used on the 100 MC band. As a practical commercial matter such adapters are not commercially feasible. One attempt to develop color television standards based on the premise of harnessing existing black-and-white receivers and black-and-white TV receivers to TV operation in the 480-920 MC band could very well hamper the color TV development."

First Commercial FM Grant Made In Canada

(Continued from Page 1)\n
Montreal at 3,000 watts. Previous experience of the contractor, Massey, had an experimental FM license.

The only other FM licensee in Canada at the moment is in the CBC.

This new broadcasting station will be installed in the Sun Life Assurance building, it was learned. Station personnel at Montreal, designed on Major Armstrong’s “wide swing” system and is being manufactured in the company’s plant in the town of Mount Royal.

The new station will operate on a frequency of 106.5 megacycles, with the necessary tower and construction features completed so that service will be commenced early in 1947.

Ganger Named Partner; G-CN Changes Name

(Continued from Page 1)\n
Ganger started the agency as an office boy in the Dayton, Ohio, office in 1928. He advanced into production, contact work, and later became manager of the Rochester office of the firm. When the headquarters were moved from Dayton to New York in 1935, Ganger was transferred there as an account executive, and later was elected vice-president and director.

Brockner joined the agency as director in 1943, and was elected a vice-president last March. He previously served as assistant to the J. Stirling Gatchell agency, and the Dyer Eninger Company in Milwaukee.

SANTA INJURED BY GUNMAN; SUBSTITUTE SET AT WWI

(Continued from Page 1)\n
chatter just in front of his residence. The Round John Jipper will be this year’s orphans’ Santa Claus a role which Burkle-Roche made an institution.

WANTED

CHIEF ENGINEER FOR 5 KW STATION

We have received our 5 kw. day and night construction permit. We need a man, with at least 5 years experience who can supervise the construction of the station and the time of our 5 kw.

In reply set forth all the information you would like to have if you were the prospective employer.

Report to

MR. H. S. NAIDMEN
P. O. Box 759
Fort Smith, Arkansas
VA Has 123 Hospitals: Majority In Small Localities

Advising broadcasters that VA hospitals for disabled veterans located in areas with lesser concentration of population as being the most deserving of entertainment at Christmas time, Charles Dillon, director, Radio Service, Public Relations office, Veterans Administration, yesterday provided RADIO DAILY with a list of hospitals and the number of hospitalized veterans. This list, covering every section of the United States, is published as a service to broadcasters who plan special Xmas entertainment:

Name & Location of VA Hospitals Name of Rec. Aide No. of Beds Occupied Nov. 27, 1946
Albuquerque, N. M. Mrs. Leonora P. Babcock 279
Arrington, Idaho Mrs. Virginia Cary Ferril 919
Arlington, Texas Mrs. Charlotte C. Greenberg 161
Asheville, N. C. Mrs. Delis C. Green 809
Asheville, N. C. Mrs. Virginia Lederman 875
Atlanta, Ga. Mrs. Dessa M. Robinson 141
Augusta, Ga. Mrs. Neal Harper 1,290
Baton Rouge, La. Mrs. Marion K. Kinsey 236
Bath, N. Y. Mrs. Virginia F. Smith 1,271
Bay Pines, Fl. Mrs. Ellen Ma Jones 1,327
Black Hawk, Ill. Mrs. Evelyn Davis 1,020
Biloxi, Miss. Mrs. Eugene D. Parsons 782
Boise, Idaho Mrs. Grace Bottomley 182
Brockville, Ontario Mrs. Marion M. Llanos 160
Bromont, Que. Mrs. Muriel T. Duff 1,412
Butler, Pa. Mrs. Florence B. Taylor 560
Cambridge, Mass. Mrs. Dean R. Wisker 1,288
Castle Point, N. Y. Mrs. Ann G. Graham 547
Charlotte, N. C. Mrs. Edgar K. Allen 348
Cheyenne, Wyo. Mrs. Mary S. Wilson 312
Chillicothe, Ohio Mrs. Beatrice H. Graham 2,931
Columbia, S. C. Mrs. Elizabeth E. Blamey 568
Dallas, Texas Mrs. Elizabeth M. Lutz 2,041
Dayville, Ill. Mrs. W. N. LaFare 2,097
Des Moines, Iowa Mrs. LaVerna R. Gow 368
Dearborn, Mich. Mrs. Leo J. Fink 428
Downey, Ill. Mrs. Eleanor M. White 1,071
Eastham, Ill. Mrs. Bertha Coughlan 138
Exeter Springs, Mo. Mrs. Kayte Peterson 251
Fares, N. D. Miss E. Hart 179
Fayetteville, N. C. Mrs. Virginia N. Brantley 254
Fort Bragg, N. C. Mrs. Nettie E. Allin 246
Fort Howard, N. C. Mrs. Inez M. Howard 416
Ft. Knox, Ky. Mrs. Sarah M. Hulme 1,219
Ft. Meade, S. D. Mrs. Elizabeth K. Yardrough 378
Galveston, Tex. Mrs. Helen E. Holcomb 960
Glens Falls, N. Y. Clifford House 2,800
Golden, Colo. Mrs. Eunice P. Shilling 610
Hartford, Conn. Mrs. Harriet E. Sothern 1,200
Huntington, W. Va. Mrs. Elizabeth A. lantern 344
Indianapolis, Ind. Mrs. Ruth B. Price 2,740
Jackson, Miss. Mrs. Minnie W. Stringer 300
Jefferson Barracks, Mo. Mrs. Clifford W. Virginia 603
Knoxville, Tenn. Mrs. Joseph S. Adams 1,721
Lafayette, Ind. Mrs. George G. Saunders 566
Lafayette, Ind. Mrs. James W. Colfer 356
Legion, Ill. Mrs. Grace Darby 298
Lincoln, Neb. Mrs. Grace Darby 298
Los Angeles, Calif. Mrs. Paul 602
Loudonville, Ky. Mrs. Pearl L. Desmet 2,120
Marion, Ind. Mrs. Pearl Mitchell 1,852

VA Appoints Callahan To New Radio Post

(Rational continued from Page 1)

of radio broadcast listening and hospital studio broadcasts for patients in VA hospitals who will be provided with wireless headphones, Dr. Krenz said.

Four VA hospitals already have multiple-channel radio receiving equipment, and a fifth VA hospital expects to have the equipment in 26 more hospitals by next summer. VA hospitals are expected to have it actually, but tuberculosis hospitals have priority for installing the radio equipment now.

A total of 69 hospitals and homes now have dual speed transcription turntables as part of the special treatment.
Change FCC ‘Processing’

RCA To Make 160,000 3 & W Tele Sets In ’47

Washington Bulletin, RADIO DAILY

WASHINGTON:—RCA expects to produce a total of 160,000 black and white television receivers totaling at approximately $55,000,000 next year, the FCC was told on Friday by George L. Beers, assistant general manager of the RCA Victor Division, giving the figures as another RCA answer.

Atomic Area

Although granted a CP by the FCC, the Highland Broadcasting, Inc., at Oak Ridge, Tenn., must lose construction plans on their AM station until the U. S. Atomic Energy Commission has given authorization to erect the station. The station will be located in the Oak Ridge area which comes under direct control of the new Commission.

End Of Grid Season Cuts Tele Schedules

Conclusion of college and professional football schedules eliminates a considerable part of week-end air time for the three television broadcasters in the New York area. Official pro season ended a week ago, colleges having completed their schedules a week previous. NBC ended its grid coverage with yesterday’s telecast of the NY-Giants-Chicago Bears championship game in New York. Availability of such college grid contests in Gotham at these provide.

FCC To Use Industry Engineers In Judging Flood Of Applications; Conference Set For Jan. 6

Milwaukee Journal Revises Video Plans

Milwaukee—The Milwaukee Journal, which last spring withheld application for a low band black-and-white television station and received FCC authorization for experimentation in high frequency color or tele, announced the past week-end that it plans to file for a commercial black-and-white television station in Milwaukee.

Chief among the factors which influenced the Journal’s re-application (Continued on Page 7)

New Dates Announced For Olds Conference

Norman, Okla.—February 27 to March 2, 1947, have been set as the dates for the radio conference, station problems held annually at the University of Oklahoma, Norman, and (Continued on Page 6)

Sixteen Dance Orchestras Participating in CBS Party

Sixteen dance bands will participate in a four and one-half-hour dance party on the CBS network at noon hour before midnight on (Continued on Page 7)

U.S. Navy Gives Suggestions For Vets’ Christmas Shows

The office of Navy Secretary James V. Forrestal has offered gratification for the active interest shown by the broadcasting industry in bringing Christmas cheer to hospitalized veterans and has offered suggestions as to what programming will benefit Navy personnel. A letter from Rear Admiral Felix Johnson, public relations director, who speaks for Secretary Forrestal, also points out a year round activity by which broadcasters can bring immense enjoyment and aid to convalescent veterans. The Admiral states: “We have been advised by Red Cross representatives that whenever patients are confined to a hospital with injuries which do not permit them to go home, and they are taken to a radio station for participation in a radio program, their general mental outlook on life is brightened immensely and they are in excellent spirits for days and often weeks afterward.”

Xmas Appeal

Appealing to Christmas shoppers to remember the wounded servicemen in veterans hospitals and the children whose fathers were lost in the war, Meredith on “Spoolie Time” Friday at 7:30 m. on WCBS once again urged his listeners to send gifts to convalescent men instead of to friends. Reaction to the appeal was most encouraging.
Coming and Going

H. R. BAUKNAGE, American network commentator, is vacationing in Ft. Pierce, Fla., and will continue in the Sunshine state until Dec. 30. Meanwhile, David Willis will substitute for him on the Monday-through-Friday broadcasts.

WILFRED GUENTHER, station manager of WLGM, new FM station of Crooksville, is back in Cincinnati following a one-week trip to Milwaukee and Detroit.

JOHN RIVERS, president of WVEC, is back in Charleston, S. C., after having spent the early part of the week in New York conferring at CBS, with which the station is affiliated.

JOHN YEEL, consulting engineer for WECF in the new station to be erected in Johnston, Pa., has left New York for the Pennsylvania city to select a site.

Milwaukee Journal
Revises Video Plans
(continued from Page 1)
were developments which indicate that black-and-white television, receiving sets will not be made obsolete by color, network advancement in programming and the stepped up production of transmission facilities, the Journal statement revealed. Experimentation in color tele will be continued, however.

The newspaper also revealed that the application had been made for an FM station in Green Bay, Wis. With WTMJ-FM operating in Milwaukee, WMPL, under 914 kHz at Wausau, the new Green Bay station is planned to cover the area of the lower Fox River valley.

Renewals And New Biz
Reported by NBC Outlet
(continued from Page 1)
nearby, and the first of the Colgate-Palmolive-Peet company through William Esty and Company for Super Suds. The six-week schedule will start January 1, 1947, for 52 weeks.

Time Salesmen Wanted
Here is your chance to make some money. Liberal drawing account and commissions. Excellent opportunity for advancement. Give full qualification and experience. Frank Kautz, Sales Manager, KLO, Ogden, Utah.

W.I.T.H.
AM and FM
IN BALTIMORE
TOM TINSLER, President
Represented Nationally By Henderson

W.D.A.S.
Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"

Bell Gets WGAY Post
Don Bell, Mutual correspondent who covered the war in the Pacific and was imprisoned by the Japs in the Philippines has been named program director of WGAY, Silver Springs, Md.

WHN's Christmas Party To Be Held On Warship
(continued from Page 1)
crew and the broadcast will originate in the main compartments below the main deck. The Morey Americay show is to be heard from the Little Rock from 1:05-1:30 p.m. Program will feature Joel Herron's WHN orchestra, Little Rock, Arkansas, incident director Bob Houston and mimie Jack Carter.

SOON on the air to serve the GREATER WlNW, Van sco-Scranton and Anthracite Area
1000 WATTS WHWL 730 KC.
"Anthracite's Most Powerful Instrument" Represented by Forjés
in case you haven’t heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying “This is CBS—the Columbia Broadcasting System.”

We're glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary—they'll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State. Now with WTRY's robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They're nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they'd like to earmark some dollars for what you have to sell.

Why don't you talk to them and suggest it via WTRY—CBS?

WTRY
Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY
LOS ANGELES

By RALPH WILK

KMPG's Production and Music Director, Charles Calvert, was recently assigned to radio duty of the Pasadena Institute of Radio Workshop. This workshop trains persons interested in radio in all phases of production and programming, and Calvert supervises these activities.

Mark Finley, Public Relations Director for Mutual Don Lee Network, is the subject of a humorous incident in Bob Hope's new book, "So This Is Peace." Finley, a Pvt. Col. in charge of public relations for U. S. Army in Southern France, arranged for the French press to interview the famous American comedian when he paused there on a world tour, but neither Hope nor the press, it was later discovered, could speak the other's language.

Eddie Cantor's third annual "Gifts For The Yanks Who Gave" drive, in association with the American Legion and designed to provide Christmas gifts for hospitalized service men, will culminate in an NBC coast-to-coast broadcast Christmas Day. A number of top radio stars will appear as guests on the holiday program.

Producer Sam Fuller is going to use more of Mel Blanc's varied talents on his air show. Instead of the usual three voices, Blanc will play six characters on Dec. 17th.

New Dates Announced For Okla. Conference

(Continued from Page 1)

in Oklahoma City, Dr. Sherman P. Lawton, university co-coordinator of radio, has announced.

The meeting was originally scheduled for March 6 to 9, but the time was changed because of a conflict with the Association of Women Broadcasters' Convention in New York City, Lawton said.

To be sure that this year's conference meets the current needs of the radio field, topics of discussion and speakers will be chosen by the delegates themselves. Questionnaires have been sent to potential delegates for their preference in both subjects and speakers. "Radio Programming in a Changing World" has been selected as a tentative theme.

Broadway Bulletin Board...!

- Now they're saying that if Sinatra does take a vacation, "Mr. and Mrs. North" will be inserted as a filler. Incidentally, Fred Allen blew his top Friday when The Voice, who was his guest this week, failed to show up for script rehearsal. Allen's comment on the incident was very beautiful—but strictly unquotable.... Wonder if Ken Niles and his brother, Wen Niles, know that just to add to the confusion there's a Mid-West announcer who calls himself Ken Niles, too? B'way scuttlebutt has it that Meyer Ax is angling to buy an East Side spot.... Quintin Reynolds featured in a new top-rated crime series being offered as a half-hour package by agent Mark Hanna. He, the London trip for "The Voice Of The Turtle" is on again with a Spring sailing date.... If he wanted to, Al Capp, "Li'l Abner" creator, could be one of the top gag writers of radio.... According to key magazine men, the lineup on the contributor-owned mag "47," due out Feb. 5th, looks like the Army grid team of the literary field. A B'wayphony is around town impersonating Geo. S. Kaufman and offering lush jobs to stage-struck hat-check girls.... Polka Dot King, Bill Schiller, holding a contest for new polka dot girl of '47 to be the successor to Chili Williams.

- Hear that Ed Gardner has been warned by psonor to pay more attention to recommended script changes. Sponsored report a bit miffed at audience reaction to several gags.

- Desk-Scriptions: June Richmond: A smooth operator, a fellow who has been doing radio work for a long time. He is a regular on the Jack Benny show. He is a great actor and has a wonderful sense of humor. He is always ready to do anything that is asked of him.

- Small Talk: Morgan McVie has been seen more than she'd like to be. She is now working on a new series for Columbia, and she has been offered a part in a movie with Bob Hope. She is very happy with her new job, and she is looking forward to working with Bob Hope.

- When kids choose up sides they leave it to chance. But WCBE's products compete with the rest of the world in advertising and sales.

- Mutual Broadcasting System

- When it is possible to get really fine transcribed and live programs tailored to your measure.

- ROBERT EVANS PRODUCTIONS, INC.

- 113 West 57th St.

- PLaza 9-4545

- Monday, December 16, 1945

AGENCIES

LENNEN & MITCHELL, INC., with payment of Christmas bonuses this week, distributed nearly $100,000 in employee benefits to mark its first year as a "mutualized" agency. Ray Vir Dem, executive vice-president, announced on Friday. Employee benefits reached a new high for Lennen & Mitchell in 1944, Mr. Vir Dem said. A good proportion of the firm's earnings was returned to employees in the form of pension and group insurance, sickness benefits and Christmas bonuses; all costs of which were borne entirely by the agency.

LYNN B. GORDON has been named managing editor of the newly-opened Hollywood office of Ewell & Thurber Associates. Toledo, Gordon was formerly with the D'Arcy Agency in New York City.

EDWARD MAZZUCHI, vice-president, Robert Otto & Associates, Inc. will speak today before the Advertising and Selling Course, conducted by Advertising Club of New York.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBE's products compete with the rest of the world in advertising and sales.

WCBE's Listening Habit

FREE PETERS, Inc.

Exclusive National Representatives

John Elmer George H. Roeder

President General Manager

"What does WDFD Flint have in store for us?"

www.americanradiohistory.com
New 'Processing' Plan
Sought By Commission

(Continued from Page 1)

to CBS's plea to put its sequential color video system on a commercial basis.

As the Commission wound up a solid week of television hearings, the spotlight of cross examination still had not been turned on the principal witnesses. As a time saver, the hearing schedule for this week was cut to 90 days for the simpler type of calculations involving local channel or daytime-only operation.

Trained engineers familiar with Commission allocation procedures are necessary in order properly to inform the Commission regarding applications. It has been impossible, within the Commission's budgetary limitations, to train engineers with the requisite qualifications in sufficient numbers to make satisfactory progress on all pending applications.

"In the interest of providing some method of processing the applications within a reasonable length of time, the Commission has under advisement several suggestions advanced by various applicants and consulting engineers, as well as by manufacturers of television receiving equipment which would permit a large portion of the engineering work necessary for applications to be done by the applicant's engineers, at least until such time as this work is reasonably curtailed.

Primary purpose of the meeting, the FCC said, will be to acquaint the applicants' engineers with the Commission's method of processing applications, to advise them of the engineering information which the Commission will need and to have their advice concerning equipment which will be permitted. Based on the advice thereof, and to secure concrete suggestions as to how applicants can best aid the Commission in supplying engineering details.

Special WOR Programs
Aid Explosion Emergency

(Continued from Page 1)

Sixteen Dance Orchestras
Participating In CBS Party

(Continued from Page 1)

DO YOU NEED MONEY?
HM-M-M?

Baltimore, Maryland—

Ralph Powers who wakes up Maryland 6 days a week, asked for contributions toward an airplane fund during the war. The river of money that poured in bought not a tail assembly—not a motor—but two Martin Bombers!

For WBFR is a living, breathing radio station not just a spot on a dial. WBFR offers all the glamor of Radio City in smaller replica—studio audiences, home market, the whole ball game. And advertisers want and buy. It pays to advertise on Radio Station WBFR. Ask the Blair man or write WBFR, Baltimore.
Navy Dept. Cites Value Of Vets' Xmas Shows

(Continued from Page 1)

Several major hospitals within the limits of the U. S. with approximately 18,000 patients confined for treatment. There are three major hospitals within the New York area — Brooklyn, St. Albans and Sampson, N. Y.

To obtain an expression as to the service broadcasters can render at Christmas time, Secretary Forrestal's office sought the opinions of Vice Admiral Ross T. McIntire, chief of the bureau of medicine and surgery; Rear Admiral William S. Thomas, chief of navy chaplains; and Rear Admiral Thomas C. Anderson, commandant of the Naval Medical Center at Bethesda, Md. The Navy consensus was that men in both naval hospitals and naval stations will welcome any radio broadcast which reminds them of "Christmas at Home." Its best Navy men are said to idealize their memories in this regard and will appreciate assistance in promoting them.

Navy heads feel that men in hospitals do not wish to have attention called to their plight but desire only a share in the normal and general Christmas activity. As for radio's help in this respect, the Navy makes several suggestions. One of them is a half-hour round-up of descriptions of Christmas festivities in various cities throughout the nation with spot pick-ups from several points.

Control

Only MOTION PICTURES give you Control—
Showmanship Control—vital on TELEVISION programs

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?
A. FILM!

Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?
A. FILM!

Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?
A. FILM!

In TELEVISION...FILM removes the question mark!

Now available for sponsorship...exclusive Telecine Series. 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film — The Backbone of Television Programming."
FCC Visits Tele Plants

Construction Okayed; See Radio Bldg. Boom

Washington, D.C.—President Truman may see the first building boom since before the war. Government officials predicted here yesterday following President Truman’s week-end order of the Teleplants, Inc., which is building the new radio factory. The President, speaking with a group of leaders, told President Truman that the company is making good progress on the project.

(Rodeo)

Washington—Phil Alampi, WIZ farm news editor, and a group of poultry breeders, watched President Truman cut the rams of a 42-pound turkey they were presenting to the Chief Executive yesterday at the White House. The President, turkey-like in his youth, asked on a Missouri farm, stopped the cutting board by grabbing its neck. Alampi told the story last night on ABC’s “Radio Daily.”

U. S. in Munich Using Three 85,000-Watters

The U. S. State Department has begun using three 85,000-watt transmitters in Munich, formerly operated by the Germans, for programs beamed to eight European countries. The new shortwave radio relay point, a link in the “Voice of the United States of America” network, began operation last Sunday, Dec. 15.

(Continued on Page 5)

REO Christmas Party At Roosevelt Thursday

Radio Executive Club of New York will hold its annual Christmas party in the Hendrick Hudson Room of the Hotel Roosevelt next Thursday, December 19, It was announced yesterday.

Two local funds will benefit from a special drawing, as a “Contributor” (Continued on Page 4)

Officials Of VA To Appear On Special Xmas Programs

While additional radio programs plan for originations in veterans hospitals during Christmas week, the Veterans’ Administration revealed yesterday that in connection with the special program, selected by Radio Daily, Gen. Oscar Bradley, VA chief, will participate in the Bob Hope show originating in Birmingham Hospital, Los Angeles, on Christmas Eve. Gen. Bradley was one of the first to praise the network when it was suggested two weeks ago and stated, “In helping veterans to speed their own adjustment, broadcasters are, in my opinion, making an outstanding contribution to the nation’s welfare, for veterans and their families are indeed the nation.”

Other high VA officials also will make appearances on some of the network shows being broadcast next week from veterans’ hospitals, etc.

(Continued on Page 5)

Commission Delegation Makes Inspection Of Du Mont, CBS And Radio Marine As Sequel To Video Hearing

Wasserman President Of MCA Companies

Chicago—Following the two-day meeting here of the MCA companies held Saturday and Sunday, it was announced to the personnel that Julius Stein resigned the presidency of the company to become chairman of the board. That Wasserman would succeed him as president. Stein stated that the board of directors has unanimously elected Wasserman as president.

(Continued on Page 5)

Six Georgia Broadcasters Named To Plan “Institute”

Athens, Ga.—A committee of six Georgia broadcasters was named this week by Allen W. Woodall, of WDAX- Columbus, president of the Georgia Association of Broadcasters, to work with John P. Drewry, dean of the

(Continued on Page 2)

Public Interest Policy Reiterated By Yankee Net

Boston — The Yankee Network took concrete steps over the weekend toward solidifying radio’s public service status in New England.

(Continued on Page 4)

Chi. Furniture Show Will Have Tele Display

Chicago—Importance of television as a future permanent part of the household is pointed up by the role it will play in the Furniture Market exhibition here next month. In which RCA receivers and those of various other manufacturers will be displayed. Live telecasts will add to the exhibitions of post-war receiver sets.

(Continued on Page 7)

‘Glamour Manor’ Changes To ‘Kenny Baker Show’

The “Glamour Manor” program has changed its name to the “Kenny Baker Show,” effective immediately. It was announced yesterday. Program is heard from 12 noon to 12:30, over the ABC network. “Kenny Baker Show” will continue with same cast.

(Continued on Page 2)

Santa With Wings

Boston—Edward Rowe Snow, Yankee Network narrator, is making his 10th annual Christmas visit to all lighthouses and lightships along the New England coast—via helicopter. Snow is wearing his traditional Santa Claus costume for the trip, on which he distributes gift packages containing candy, cigarettes, milks, etc. Trip covers coast from Maine to N. J.
**Coming and Going**

"PETE SCHLOSS," of the stations department at ABC, is expected back today from Rhode Island, where he conferred with officials of WJAR, the network's affiliate in Pawtucket.

JAMES YANKAUER, reporter for WCRS heard on station WWJ, returned from a romantic vacation for which he used all $500 of his 30-day red jet. He motored safely to Quebec and back.

BEN NYMAN, Columbia network music commentator, visited the Panda Tiger next Friday night for Puerto Rico. He'll spend a two-week vacation as guest of Governor Jesus Pinero in San Juan.

LOUISE RENAY, broadcaster and radio director of Albany, N.Y., is honeymooning on the West Coast, having been wed recently to Elaine A. Wise, district manager for TWA airlines.

CBS Adds 2 Outlets For Total Web Of 163

KOSA, Odessa, Texas, and KSIL, Silver City, N.M., both stations affiliated to KROD, El Paso, Texas, have joined the Columbia network. The station was announced by Herbert V. Akerman, CBS vice-president in charge of station relations. This brings the number of network affiliates to 163.

KOSA operates full time on 1450 kilocycles with 250 watts power. It joins the network January 1. Cecil T. Trigg is General Manager.

KSIL operates full time on 1480 kilocycles with 250 watts power. Affiliation is effective Dec. 32. Hiltis Bell, manager.

Both stations are owned and operated by Dorrence D. Roderick.

Southwest Network Group Holds Meeting in El Paso

Officials of the Southwest Network and managers of affiliated stations met in El Paso last week, to make programs and sales plans for 1947. Representing the network were: Dowene D. Roderick, president; Val Lawrence, general manager, and Carl Dunbar, sales manager. Station representatives were: Frank Junell and H. C. Watson, KROD, El Paso; Hillis Bell, KSIL, Silver City, N.M.; Norman Loose, KAVE, Carlsbad, N.M.; and Cecil Trigg, KOSA, Odessa, Texas.

Buddy Basch Leaving B & G

Buddy Basch, currently associated with Banner & Greif, publicists, as account executive, will sever his connection with that organization on Dec. 31, and will operate independently, making his headquarters at the offices of Basch Radio Productions, 17 East 45th Street.

Wakefield Quitting Magnavox

Delbert W. Wakefield, advertising manager of the Magnavox Co., Fort Wayne, Ind., has resigned his post to become advertising director of Eco Products Corp., Chicago. His successor at Magnavox has not been announced yet.

Six Georgia Broadcasters Named to Plan "Institute"

(Continued from Page 1)

University of Georgia-Henry W. Grady School of Journalism, in making plans for the second annual Radio Institute to be held on the University campus some time in the spring of 1947.

Dwight Bruce, WTOC, Savannah, was named chairman of the planning group, and he will be assisted by: Charles Smithgall, Atlanta; Wilton Cobb, WMIAZ, Macon; Charles Pittman, WMIR, Macon; Russ Holt, WGGA, Gainesville, and Abner Israel, WALB, Albany.

First annual institute was held in Athens on November 21-22 where the members voted to make the meeting an annual affair with subsequent sessions to be held in the spring of each year.

'Glamour Manor' Changes To 'Kenny Baker Show'

(Continued from Page 1) and originating point, Hollywood. Baker will continue his singer-come-performer performance on Monday, Wednesday and Friday, assisted by Don Wilson, Sam Hearn, Elvia Allman and Barbara Kilder, Tuesday and Thursday, the singer will emcee a half-hour audience participation show. Harry Lubin's orchestra provides music for the program.

**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 workhorse of the railroad. The engine that delivers.

It’s like that in radio sometimes, too. The glamour calls let get the first glance. But smart time buyers usually want to know more about the working stations. The pushers 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-E-V-D**

**ENGLISH • JEWISH • ITALIAN**

National Advertisers consider W-E-V-D a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on W-E-V-D.

W-E-V-D—167 West 46th Street, New York, N. Y.
Fred Robbins Tells You All There Is To Know About His Select and Ardent Audience

Age, sex, income, where and how they live... to our knowledge, Fred Robbins is the only emcee who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered listeners to WOV's "1280 Club" program, broadcast nightly from 6:30 to 9:00 p.m. The results really give you the dope. For example:

The "1280" "Club" delivers 1280 listeners for a dollar. Their average age is 23 years. 56% are women... 44% are men. 96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this most revealing of all listener surveys. You'll discover that the "1280 Club" is a "must" in New York. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nav'l Rep.
**Windy City Wording...!**

- In the last month thousands of Chicagoans have become acquainted with a new radio personality whose antics on WJJD twice a day convulse them with merriment and send his Crosley rating skyrocket. Ernie Simon, 29-year-old disc jockey, came to Chicago from WHI, Birmingham, early in November with the reputation of having had the zaniest show ever to come out of the Chicago city, and it may be safely said that there's no zanier one on the air in the Windy City. In fact, some of Ernie's listeners say he works too hard at being screwy, but most of 'em love it! Not only is he between-record humor, but his commercials and lead-ins also get plenty of laughs. He's entirely uninhibited and as the entire program is ad lib, anything is liable to happen and usually does. We've never seen a studio more cluttered up with props—shoof from a toy trumpet to a thermos bottle of tea from which Simon frequently takes a swig, and he's as natty as Abbott and Costello. But he's thoroughly entertaining and if his two-hour platter shows morning and afternoon don't knock him out he has a bright future.

- When the "Ma Perkins" show moves to New York on January 15 it will be the last of the large soap operas to desert Chicago, where practically all of them started. Members of the "Ma Perkins" cast have been told they can retain their jobs in New York If they want them. . . . Eric Frey, blind baritone who attracted attention last spring through his appearance on WGN's "Stars of Tomorrow," intends to launch his professional career next April with a concert recital at the Chicago Opera House. Frey will donate the profits from his professional appearances to establish a bureau for blind talent. Funds from the sale of his own composition, "Recompose," will be used for the same purpose. . . . At a pre-Christmas party given by Edgar Kebab, Mutual network prexy, for the MBS Chicago office, last week-end, some hidden talent was discovered. Norman Boggs, manager of WLOE, Minneapolis, guesting at the party, sat at the piano pounding out old faves when he landed in the Christmas carol department. Immediately three female Mutualists, Marie Karlstrom, Connie Virgil and Virginia Evans, came up with a new version of "We Three Kings of Orient Are" that went like this: "We three girls from Mutual are, going down Boul Mich from bar to bar; Mower, Kolden, Kobak and Bult, Following from afar. We're not beauty, we're no wit. We do our duty and that's about it; Martinis, bourbon, Scotch and soda. Every day we're lit'."

- **Crest Specialty Co., a Chicago firm, is preparing for an extensive radio campaign. It is preparing to have a series of quarter-hour shows titled "Even Knight, Criminologist," transmitted here. Kent Taylor, Hollywood 1 ading star, will be featured and will be supported by a cast of Chicago actors. Show is being written by a group of Chicago actors...**

- **Criterian Radio Features, Inc., announces the production of a transcribed special half-hour program titled "All-Americans Of 1946—On The Air," written by Tom R. S. ton, to follow the successful 13-week series, "Here Comes A Harmonist." Program is packaged by Vick Knight, director-producer, and in addition to Harmonists eleven All-American football stars, the 84james Quartet, F. B. Kelsey, director of sports for KMPC, and Bob Knell, organist and musical director. . . . John Harrington, news and sportscaster, will sub for Fahey Flynn on WBBM's Sunday news program during Flynn's three-week vacation, starting this week. Bob Venables will sub for Flynn on his "Windows In The News" program. . . . Fred L. Reaves has joined the WBBM production staff and is currently in charge of the around-the-town programs "Cought In The Act." . . . Norman Felton, NBC national division production director, is winding up a vacation in Hollywood. . . . The Radio Writers' Guild Carnival of Hacksters, skedded for December 21 promises to be a zany affair.
U.S. In Munich Using Three 85,000-Watters

(Continued from Page 4)

according to Charles E. Dilley, radio director of the administration, &
Paul R. Havloy, VA’s chief medical
director, will make a brief talk on the
special Eddie Condon show, which
originates at Birmingham Hospital on
Christmas morning and is to be
carried by the NBC network. Con-
don’s entire production and writing
staff of his latest film and his radio
program will assist him in producing
the full hour broadcast. Joan Davis,
the comedian’s film co-star, also will
appear on the program.

Harry To Visit Hospital

Another network show which has
just arranged special Christmas en-
tertainment for veterans is the Phil
Harris show which will originate its
Dec. 22nd broadcast over NBC at 7:30
p.m., EST, from Birmingham ve-
terans’ hospital in the Los Angeles
area. This will afford one full hour
of entertainment for veterans since
the Jack Benny show, which precedes
the Phil Harris program, will have
the same organization on Dec. 22.
One week later, Dec. 29, the Jack
Benny program will be heard from
Long Beach Naval Hospital.

Prof. Quiz Volunteers

Prof. Quiz, who has visited thir-
teen veterans hospitals during his
recent tours with his ABC network
show, yesterday volunteered to assist
the Radio Daily campaign to bring
tertainment to hospitalized veter-
ans this Christmas. He will visit a
different hospital in the New York
area each day during Christmas week
and the Gruen Watch Company will
supply grand prizes to quiz winners
in each of the hospitals.

Commenting on the plan to bring
tertainment to the veterans this
year, Prof. Quiz wrote:

In my opinion the Radio DAILY de-
serves a special citation for its initia-
tive in originating a campaign to
bring some cheer into the lives of
hospitalized veterans. I speak from
first-hand experience when I state
that no medication can match the
curative qualities of a live, home-town-
God show brought into the wards of a
hospital.

“My program is on the road seven of
each 13 weeks. I want particularly
to urge all touring radio troops to
include a veterans hospital program
in their schedule. The hospitals lo-
cated in the larger metropolitan cities
generally are fairly well covered with
entertainment programs. It is the
hospitals located off the beaten track
and in the smaller communities through-
out the nation, that are the neglected
ones. To these hospitals, a ‘live’ show,
particularly a famous radio show, is
indeed a God-send. I have just com-
pleted nine weeks of appearances in
the South, and in this period I have
played 13 veterans hospitals, there-
fore, I know whereof I speak.”

UCCW Re-Elects Jane Wagner

Jane Tiffany Wagner, NBC’s direc-
tor of home economics, has been re-
lected radio chairman for the
United Council of Church Women.
Miss Wagner attended the Council’s
recent biennial convention in Grand
Rapids, Mich., where she was one of
the featured speakers at the sessions.

Wasserman President
Of MCA Companies

(Continued from Page 1)

man and that he himself would now
continue to further MCA as a world-
wide organization. The
MCA board as well as all other
officials were re-elected. These include:
Leland Hayword, Karl Kramer,
Maurice Lipsey, Charles Miller, Taft
Schreiber and David Werblin.

AFN Co-Op With Czechs
On ‘G. I. Joe’ Broadcasts

Frankfurt, Germany—GI listeners
to the American Forces Network in
Europe are being offered a series of
special programs broadcast from Pra-
gue in co-operation with the Czech-
O-HO

Ohio’s first "Big Three" network
station

Triumphant on the air since 1923

SWEET MUSIC... with

CLEVELAND'S

Chief

Station

wji

ECONOMY... with

CLEVELAND'S

Chief

Station

wji

Let WJW give the perfect pitch to your advertising
message... key it to the large Cleveland audience...

to bring you sweeter profits in sales.

THE CLEVELAND "BIG THREE"

WEATHER... with

CLEVELAND'S

Chief

Station

wji

COAST TO COAST PROGRAMS...

with

CLEVELAND'S

Chief

Station

wji

LET'S TUNE IN TO WJW....

CLEVELAND'S

Chief

Station

wji

880 KC

5000 Watts

DAY AND NIGHT

Cleveland, Ohio

Repre

nated Nationally By Headley Reed Company

TRANSCRIPTION COMPANY WILL SELL
your program
in coast-to-coast campaign.
Box No. 266, RADIO DAILY
1501 Broadway
New York 18, N. Y.

RADIO DAILY

U.S. In Munich Using
Three 85,000-Wallitters

(Continued from Page 1)

to William T. Stone, director of
the Office of International Infor-
mation and cultural affairs.

Programs carried over the Munich
relay originate in the State De-
partment’s OIC in New York and are
beamed to Europe daily from 11 a.m.
and 1:30 p.m., with peak listening
hours for the various European
countries. Programs are broadcast
simultaneously to Czechoslovakia,
Yugoslavia, Rumania, Poland, France,
Bulgaria, Hungary and Austria. And
the State Department made it known
that studies are underway for broad-
casting to other European countries,
including Soviet Russia.

Taken From Reichszeitung

The three new transmitters were
taken over by U.S. authorities from
sixteen of the 150 transmitters operat-
ing in Munich. A portion of these fac-
itiles are being used by the Armed
Forces Radio Service for entertain-
ment of occupation forces in the area.
A special three-man team was sent
to Europe last September by Ken-
eth D. Fry, chief of the Internation-
al Broadcasting division, to make plans
for opening the relay with occu-
pation authorities. The team was
comprised of Second Lieutenant Kernig,
formerly with Press, Wireless; John
Herrick, chief IBD engineer in New
York, and John Wragg, administrative
officer. The trio aided in acqui-
sition of the transmitters and hur-
tled the repair work necessary to put
them on the air.

Lewis J. Valentine Dies;
No ABC Successor Set

(Continued from Page 1)

lapsed of his growing illness and was
last taken to his home.

Valentine assumed his $50,000
yearly radio job in the fall of 1945.

Just after he resigned as New York
City’s police commissioner in March
of this year he went to Japan at the

Since Valentine’s absence from “Gang Busters” during the last
month, no one has been named to
take his place.

Stock News

Mr. and Mrs. Robert McFadyen
are the parents of a seven pound,
four ounce boy, born Tuesday
at the Mountainside Hospital,
Montclair, N. J. McFadyen is man-
ger of the ratings section of NBC’s
research department. This is the Mc-
Fadyen’s second child.

BASIC
ABC Network

WJW
5000 Watts

DAY AND NIGHT

Cleveland, Ohio

Represented Nationaly by Headley Reed Company

HOT SALES... SWEET MUSIC...
examination of witnesses will begin.

Yesterday 60 of the Westminster receivers priced at $2,400 each, were coming off the line during the morning production hours at Du Mont's new Clifton, N.J. plant. These sets, as the company spokesmen said, were for dealer delivery and it was indicated that production would be full scale until after January 1.

Light Beam Interlacing

The FCC Commission had been particularly intrigued with Du Mont's demonstration of its "Photovision" system at its experimental laboratory in New York City. It had pointed out that a light beam system of transmission had potentialities for inter-city relay, and the FCC had been impressed with the extreme directivity of the system, several million relays could be used in a city such as New York City without interference, and the test results were promising.

It also might be useful in New York City as a substitute for transmission in television cameras and super-8 cine cameras, as its tests have shown that these frequencies are fundamentally linear in frequency as in the "Photovision system." Dr. Du Mont declared.

Dr. Du Mont Expects On Hand

Thomas T. Goldmark, Jr., director of research of the Allen B. Du Mont Laboratories, expressed the Du Mont Co. interest in the prospects of television in general and inter-city television in particular. The committee's interest in television is evidenced by the recent shipment of a new television set, the Du Mont model, which has been announced for sale on the under-the-counter market.

"We are not offering any color television system at this time because we feel that the tools necessary to make any color television system work properly are still in the development stage, and the progress that can be made in developing these tools will be the major factor in what type of system is most suitable for the public," Dr. Du Mont said.

"Of the systems so far proposed," Dr. Du Mont stated, "we favor the simultaneous method of transmission as it avoids the sequential method. However, we feel that with the numerous development efforts, now being worked on, any standardization at this time will certainly mean that the public will not get anywhere near a color television system for some time to come. As far as color television goes, we are working on it; we have done it before."

Emphasis on 2 & 6

Du Mont's statement on the color status and the simultaneous method was put on the progress made in the development and manufacturing of black-and-white equipment. "The emphasis of the stand we will take when the hearings on the CBS color television application are resumed in Washington on January 6. At that time, we expect a demonstration of a completely operational system," Dr. Du Mont said.

Goldmark pointed out that because of this effort color television pictures can be shown in a well-lit room and still be viewed easily.

In their second meeting at the CBS laboratory the Commissioners and their staff also witnessed a simulated demonstration of the black-and-white television system under the CBS-proposed color television standards, and saw the CBS UHF color television color calibration. In addition, they witnessed a color television visualization demonstration, and the demonstration of the potential of high-definition television under the proposed color television standards, and saw an actual demonstration of the color television system.

The laboratory visit was followed by a demonstration of the special television system which was the only color system that was demonstrated at the time. The demonstration was given by Dr. Goldmark and his assistants, who spoke of the promise of providing a simple solution for producing color television, and experimented with a single receiver tube under Columbia's sequential standards.

Dined In Tarrytown

Immediately after the laboratory demonstrations, the FCC party motored from the laboratory to Tarrytown, N.Y. There it saw a small, low-powered black-and-white television system, and then went back to the FCC's new headquarters in New York City to see the operation of its television system.
Chi. Furniture Show Will Have Tele Display

(network song favorites)

Top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of December 6-12, 1946

TITLE | PUBLISHER
---|---
A Gal In Calico | Remick
And So To Bed | Famous
The Best Man | Vanguard
The Coffee Song | Valiant
Connecticut | Harry Warren
Everybody Loves My Baby, My Baby | Goode Music
Five Minutes More | Melrose
(I Love You) For Sentimental Reasons | Duchess
For You For Me For Evermore | Chappell
The Girl That I Love | Berlin
I Got The Sun In The Morning | Berlin
If You Were The Only Girl | Mutual
I'll Never Love Again | Peer International
It's A Pity To Say Goodnight | Leeds
It's All Over Now | Brunswick
Morgue Block | Mills
Oh But I Do | Witmark
Ole Buttermilk Sky | Burke and Van Heusen
The Old Lamp-Lighter | Shapiro-Bernstein
On The Boardwalk | Bregman-Vocco-Conn
Pretending | Criterion
The Hickety Rickshaw Man | Oxford
Rumors Are Flying | E. H. Morris
The Things We Did Last Summer | Bregman-Vocco-Conn
This Is Always | Bregman-Vocco-Conn
This Time | Berlin
White Christmas | Dorsey Brothers
The Whole World Is Singing My Song | Robbins
Winter Wonderland | Bregman-Vocco-Conn
You Keep Coming Back Like A Song | Berlin
You'll Always Be The One I Love | Sinatra Songs
Zip-A-Dee Doo-Dah | Sankey-Loy

ABC Gets Tele Films Of Ohio Train Wreck

New York television audience got a chance to see films of the three-way train wreck near Mansfield, Ohio last week when ABC rounded up clips from amateur photos and televised them over WABD 36 hours after the accident occurred. Following the train wreck early Friday morning, ABC used its Mansfield affiliate, WMAN, in obtaining movie film which might have been recorded by any amateur photos in the vicinity. ABC obtained several hundred feet of film and offered a prize of $100 to viewers who would submit any film of the accident. The film was shot by a photographer working for the Mansfield newspaper, The News Journal, and was submitted to ABC by William J. Egan, who was on the train at the time of the accident.

Felton To Do Film Role Of Recent Stage Play

Happy Felton, currently master-of-ceremonies for "Guess Who?" and "Pot O' Gold," and who starred in the Broadway production of "Flamingo Road," will duplicate his role of the sheriff in the screen version of the play which will be produced by Jerry Wald. Felton has appeared in several films prior to this assignment.

Dealers Ask Viewtone To Extend Tele Lectures

Radio and television dealers in the New York City area, who have recently been provided with the first shipment of video receivers—or are expecting shipment around the first of the year—are keenly aware of the need for fast, reliable installation and servicing sets, as evidenced by requests made this week of Viewtone Television Corporation, Company recently inaugurated a six-week course of Thursday night sessions for some 75 dealers in the Metropolitan area, many of which were named to handle Viewtone's first line of tele sets.

At the conclusion last week of the first course, which included lectures, actual demonstrations, etc., by company engineers, dealers urged Viewtone officials to extend the course, in view of their still apparently meager fund of practical information on the tex video sets—particularly regarding installation.

As a result, Viewtone will extend the course for an indefinite number of sessions, and while it has not yet been decided, might possibly set another course to run later on. Dealers are being urged to acquire "trouble shooting" knowledge, according to company officials. Dealers and their assistants attending the weekly sessions have numbered over 100, it was added.

Y.M.C.A. Script Contest

Y.M.C.A. Script contest sponsor the Y.M.C.A. is receiving 1946, is scheduled for March 1, announcement of the winning script will be made early in March.

NEW WEEF SERIES

Singer Jeff Clark, who recently began a three times weekly schedule over WEEF, will be heard six times a week from 7:45-8 p.m. starting Dec. 16. The program's new sponsor, Gleam Shampoo, will continue its twice weekly sponsorship.

TELEVISION? AD AGENCIES:
To your own department?
Complete Competent Television

AT NO COST—EXCHANGE PLAN
NEW YORK RADIO DAILY
1501-1505 New York 18, N. Y.
COAST-TO-COAST

NEW MEXICO—Bob Cremin comes to KOB as announcer, and Dale Scott joins the sales staff. KOB's continuity director, Nick Neuberger, and a number of commercials were featured by "Glamour Magazine" in an article on "Radio Women." Silver City—Upon completion of the line installation, KSLJ will carry a full schedule of CBS network shows. A husband and wife show over KSLJ presents Marion and Jim Leonard in "Pollock," forty minutes of chatter and music.

GEORGIA—Atlanta—WAGA devoted eight continuous hours to its coverage of the disastrous Winecoff Hotel fire, December 7th. Staff was alerted by morning man, Ken Hurley, who learned the scene in his way to work. Columbus—WRBL . broadcast a twenty-five-minute show of Santa Claus' arrival via air. He is being sponsored by J. A. Kirven, department store, six times weekly.

Savannah—Bob Bright, disc jockey heard over WDAH, recently interviewed Nat Fleischer, editor of "The Ring" magazine.


FLORIDA—Miami—Father Flanagan has continued his honorary citizenship in "Boys Town" program in cooperation with the local committee and Alva Powell, WQAM personalities. Appreciation of their programs is in the interest of himself and Boys Town while he was in Miami. WQBS and the Dunt Laboratories presented a full week of continuous entertainment on Television at the Miami 50th Anniversary Exposition.

Sarasota—Recent personnel appointments at WSPR include Robert H. Nett, commercial manager, and Jim McDowell, announcing staff. John Brown, general manager of WSPR, has been appointed to the Special Events Committee of the Sarasota Chamber of Commerce.

CANADA—Toronto—Big Bill MacEachern and his talented cowhands of the CFRB "Home on the Range" show, recently presented the patients of the Hospital for Sick Children with a beautiful Western Saddle.

GIFT SHOWS, ATTENTION! We supply gifts up to $1,000 in value, to local and network programs. No charge for "send it" in your program to RADIO DAILY
1501 Broadway New York 18, N. Y.

PICTURE OF THE WEEK

Three women leaders of the radio industry met last week to ratify the change of the name of their organization from the Association of Women Directors to the Women Broadcasters of NAB. Left to right in the picture are Dorothy Levine, NAB Co-ordinator of Listener Activity; Alma Kitchell, WJZ, New York, president; and Norma Richards, WSPD, Toledo, treasurer.

BOSTON DEPARTMENT STORE
Renews "Tello-Test"

Boston—William Flene's Sons Co., world's largest specialty store, has renewed for 32 weeks its "Tello-Test" program, heard daily from 9:15 to 9:30 a.m., over WNAC, key station of The Yankee Network. Flene's has sponsored "Tello-Test" since May, 1945, and has regularly tested the results by including in commercials "Tello-Test" specials not advertised elsewhere. Program features Fred Lang and Louise Morgan. John C. Dowd, Inc., Boston, is the agency.

VFW Presents Citation To NAB And Membership

The Veterans of Foreign Wars have awarded a "citation for meritorious service" to the NAB and its membership.

Presentation of the citation was made by VFW Commander-in-Chief Lois E. Storr to President Justin Miller at the Washington offices of NAB last Thursday.

Send Birthday Greetings To—

Dec. 17
Dick Gilbert 
Herbert Neeson 
Eugene Lamon 
Ray Noble 
Howard X. Miller 
Stella Unger 
Calvin J. Smith

AERO-FOUNDER, the new aerial advertising medium, which makes it possible for musical advertising transcriptions to be reproduced from slow flying aircraft, has now been successfully developed by Skyway Enterprises, Inc. Literature concerning "Aero-Sound" is being sent out to the media directors of leading advertising agencies.
Xmas Plans Of BBC, CBC

Remote Portions Of Earth Will Receive, And Also Originate, Web Programs Re-Creating Spirit Of Christmas

FCC Non-Committal On Color Tele Visit

A cogent reminder of the universality of Christmas and the Yuletide spirit is reflected in the announcement of observance of the day planned by British Broadcasting Corp. and the Canadian Broadcasting Corp., particularly, will mark the Day of the Nativity with a world-wide round-up, in which its microphones will beam not only to the British Isles and to America, but also to the far corners of the earth to help ring in the spirit of the season. CBC, broadcasting its messages in (Continued on page 6)

ABC Sells Full-Hour For Sunday Symphony

"Sunday Evening Hour" and the Detroit Symphony Orchestra return to ABC on January 13 under a unique policy which is said to be the first of its kind in commercial radio. A full hour program sponsored by Musical Digest magazine for 2 weeks, over 107 ABC stations, 6-8 p.m., EST, opposite Fred Allen.

Tex. Women Broadcasters Form 13th NAB Dist. Group

San Antonio, Tex. — The initial meeting of the San Antonio chapter of the Association of Women Broadcasters was held here. A branch of

For Freedom

Radio delegates will be among those attending a conference on freedom of information in 1947 sponsored by the United Nations. Delegates to the meeting will be persons actually engaged, or experienced in radio, press, motion pictures and other media for dissemination of information. Date of meeting will be set some time in February.

New WAA Ruling Aids Purchases By Schools

Radio Financial Firm Formed By Stark & Co., Inc.

Formation of a firm of radio financing specialists to be known as Stark & Co., Inc., was announced yesterday by Howard E. Stark, president. The company proposes to offer its services as a clearing house for non-profit and tax-supported schools and similar institutions may obtain (Continued on page 7)

Midwest Advertising Conference Planned

Championship Fight Set For Radio And Tele

The fifteen round welterweight championship bout which will be fought at Madison Square Garden on Friday night between Ray "Sugar" Robinson and (Continued on page 7)

UN Listener

City-owned station WNYC, which devotes complete coverage to all United Nations sessions opens to the public, received a telephone call yesterday morning asking it to broadcast the UNNon-Media Conference meeting at Lake Success would be broadcast. The interested caller identified himself as a U. S. representative to the General Assembly which has recessed.

Christmas Program Planned By WHOM For Vet Hospital

Another New York independent station yesterday joined the campaign to bring Christmas entertainment to hospitalized veterans when WHOM revealed that it is putting together a one-hour program to originate from the Army hospital at Camp Kilmer, N. J., on Christmas Day. Talent transported to Camp Kilmer for the holiday show will include a band, a dozen or so top entertainers who have appeared on the station and a male chorus of 24 voices. Program is being produced by Charles Balto, WHOM program director, who will also act as emcee during the broadcast from 2-3 p.m. on Dec. 25.

For the last several weeks WHOM has appealed to its listeners for contributions to be turned into Christmas gifts for GI patients at Camp Kilmer's hospital. Station reports a (Continued on page 4)

12 Web Renewals Announced By CBS

Renewal of 12 sponsored CBS network shows was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales. The renewals are for the full network or 52 weeks with one exception, "Garden Gate" which is sponsored by Perry-Morse Steel Co. for 16 weeks starting Jan. 11. Five Procter & Gamble Co. programs are included among the renewals, and their effective date for all December 30. These are Compton (Continued on page 6)

Web Opens Talent Search Via "Laboratory Theater"

NBC last night inaugurated a new series of "Laboratory Theater" devoted to bringing unknown radio actors to the attention of its directors who will work closely with the actors in plays created for recording purposes only. Last night's session was held from 8 to 9 p.m., and two more are scheduled in the current series.

An agreement has been made with (Continued on page 2)

Raymond Labs. To Drop Arlene Francis Program

William N. Warner Co., Inc., which over sponsors of "Grand Hotel" on NBC January 23, to discontinue Arlene Francis program, opens "Fair of Ann Scotland" on ABC, effective the January 22, broad- (Continued on page 2)

Radio Daily
The National Daily Newspaper of Commercial Radio and Television

VOL. 37, NO. 55
NEW YORK, WEDNESDAY, DECEMBER 19, 1946
TEN CENTS
Philip R. Priestley, business manager of WWJ, Detroit affiliate of NBC, also of WWJ and WJMA, State College, Pa., is giving the Christmas season in New York.

Robert L. Wilson, manager of WMJ, State College, Pa., is giving the Christmas season in New York.

Paul T. Neal, executive vice-president of NBC, is expected back today from Washington, D.C., and will leave tomorrow on a short trip to WJCL, the NBC's west coast station.

Kane Blakemore, of the documentary unit in New York, is giving the Christmas season in New York.

WEB OPENS TALENT SEARCH VIA "LABORATORY THEATER"

New WAA Ruling Aids Purchases By Schools

(Continued from Page 1)

AFTRA to allow these inexperienced actors and actresses to work with the directors for the recordings, according to Bob Adams, NBC's national production manager. There will be no fees paid.

Eddie Dunham directed last night's recording of "Dictated But Not Read," originally done on NBC on Oct. 8, 1947, during the "Saturday Evening Series of Original Radio Plays." Fifty-six of the radio hopefuls have requested auditions for participation in the "Laboratory Theater," according to Adams.

GRAY RESIGNS POST

Gray came to Omaha in 1941 to manage the Charles Stuart stations from the Katz agency, Inc., at Kansas City. He did not divulge plans for the future.

GETS SBA AWARD

The Sports Broadcasters Assn. made their third annual award to the University of Michigan for the college having the best broadcast facilities for sports. Points taken into consideration included visibility, size, location, and co-operation by the college.

LYMAN SRYSON, counter on public affairs for CBS, is in Boston, where tonight he will address the American Institute of Arts and Sciences on the subject, "Broadcasting."

PHIL COOK, renewed on WCRS, went up to New Rochelle yesterday to entertain at a charity dinner and social gathering at the Men's Club of the First Presbyterian Church.

C. E. ROBERTSON, of WJZ's "Around the Town," is in New Brunswick, N.J., to cover "New Jersey's Tribute to Sister Kenny," which will be attended by Governor Walter E. Edge, among others.

GEORGE GOWNE and his orchestra are back in New York and have resumed broadcasting.

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 mothberry 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.
This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD
Manhattan Memoranda...!

- Despite all those reports about the Milton Berle show being bought as a Vallee replacement, Milton Berle himself hasn't made any decision as yet. Berle will probably go on in March in either the Rudy Vallee or "It Pays To Be Ignorant" slot. It may be pure coincidence, but ticket requests for Perry Como's show from hobby-boxers have doubled since Sinatra banned that group from his stanzas. Donald O'Connor signed as a regular on the Ginzy Sims act. Who said there's a housing shortage? There's a 52-room apt. for rent at 1120 Fifth Ave. The British are developing a television set to compete with U. S. mfrs. With Arthur Godfrey's Talent Scouts switching to 8:30 on Tues., next week, they're calling for I'll Arthur the hatchet-man for CBS. After cracking down Hope's rating, they're sending him after the Fibber. The Geo. Temple who wrestled here is Shikey's big brother. Amusement tax is expected to drop to the pre-war 10 per cent by March. Fashion note: Hildegarde, recovering from her stew of laryngitis, wore an ermine sweater over her evening gown while doing her best Sunday night. Toni Arden, who used to work with Joe Reinhardt, has taken Vic Damone's spot on WHN's Gloom-busters. Latest of the guys about husband-and-wife air teams is Pieter de Witt's observation that he knows a radio announcer who sued his wife for divorce on the grounds that she had no radio voice whatsoever.

- THUMBNAI!LS: Hallman's "Another Part of the Forest"—Gliding the Lillian. ... Artie Shaw—In the Amber spot; "Razor's Edge"—Maughementous. ... Judy Canova—Rurali We Roll Along. ... H. Bogart—Gangster. ... Peter Donald—The tee-hee-man type. ... E. Wilson—The bust-man. ... Beatrice Kay—Niceragal. ... D. Zanuck—40th Century-Foxy. ... Mel Blanc—Comicavorter. ... Geo. Jean Nathan—Acidy-slicker.

- One of the biggest radio promotion stunts in years has just wound up with station KGNC, Amarillo, Texas, copying the $1,000 grand prize for best promotion on Eddie Cantor's stint for Fabfit Eue Ribbons. Second prize of $500 went to KRDO, Augusta, Maine. The Golden Gate quartet remaking their famed spirituals "Dry Bones" and "Joshua" for Victor. Evelyn Knoll has entered the $10,000 in bookings to go home for Christmas—Arlington, Va., that is. ... Beifus, men's tolettries line, will go in heavily for television. ... Recommended: The terrilite mirror at Brad-ley's popular Radio Row dining spot. ... Al Davidson has readied a package with Maggi McNellis tagged "What's Cookin' At Midnite?" With record companies launching promotion campaigns, Fatti Clayton knows one disc outfit that ought to put out a double-decker record. ... Jerry Lester writing a play which will star himself. He'll probably produce it himself, too. ... New edition of Lawrence Hammond's "Care and Feeding of Executives" off the presses. ... Chuck Martin inheriting his own radio show soon, with a build-up as a pop singer instead of Latin-American star. ... Eddie Garg back from a year's post-war tour of the Pacific and starting a noisy run in San Francisco before coming East.

- OUR HATS OFF DEPT: Jerry Cooper's new Pilote album of standards. ... Bill Todman and Mark Goodson's quizzzer, "Winner Take All." ... Martha Sleeper's wonderful emoting in the Moss Hart click, "Christopher Blake." ... Gypsy Markoff's album of accordians. ... Mel Torme's Musicraft platter of "Born To Be Blue." ... WINS' glamorous commentator, Dorothy Day. ... Judith Anderson and Helen Menken on the Theater Guild's airing of "The Old Maid"—ranking with any performance we've yet heard on the air. ... Shirley Wolf's "Celebrity Nite" on WJZ—deserving of a better time slot, incidentally. ... Phil Davis' musical direction on the Hires Sunday Party.
KZRH is more than a Manila radio station serving seven million people in Metropolitan Manila... more, actually, than "The Voice of the Philippines" serving another eleven million in the Islands.

It is the dominant voice... the major means of communication... of the entire Orient, listened to regularly in China, Japan, Australia, the Dutch East Indies, and countless other Pacific Islands.

Because, but there, short-wave broadcasting is even more widely listened to than long wave, KZRH, using both simultaneously, effectively covers and influences this vast area... dominates it thoroughly. And right now there is a tremendous need and demand for American goods of all kinds... and plenty of money available to buy them.

NBC Spot Sales is proud to represent KZRH, the NBC Network affiliate in Manila, and is eager to discuss with you the interesting and important facts about the station, the market, and your potential stake in that market.
12 Web Renewals Announced by CBS

(Continued from Page 1)

Advertising, Inc., shows. They are "Big Sister," heard weekdays at 1:00-1:30 p.m.; "Young Dr. Malone," broadcast weekdays at 1:30-2:15 p.m., and "Road of Life," heard weekdays at 1:15-2:00 p.m. The other two "B & O" programs are: "Pilgrims," broadcast 1:15-2:00 p.m. and handled by Benton & Bowles, Inc. and "Ma Perkins," broadcast weekdays at 1:15-1:30 p.m., and handled by Dancer-Fitzgerald-Sample, Inc.

Also renewed, effective Jan. 4, are General Motors Corp.'s "Hollywood Startime," heard Saturdays at 8:00-9:00 p.m. (rebroadcast at 11:00), with J. Walter Thompson Co., the agency; Johns-Manville Corp.'s "Bill Henry News," heard weekdays at 10:00-10:15 p.m., renewed, effective Dec. 30, also a J. Walter Thompson show, and Eversharp, Inc.'s "Ann Sothern in Maisie," broadcast Tuesdays at 6:30-7:00 p.m., renewed effective Jan. 3, with The Blow Company handling.

The three other shows renewed are: Lever Brothers Co.'s "The Joan Davis Show," heard Mondays at 8:00-8:30 p.m. (rebroadcast at 11:30), effective Dec. 30; agency Young & Rubicam, Inc.; "Crime Photographer," sponsored by Anchor-Weather Glass Co., paper clips worth $5000, and handled by the ABC with Bill Corum and Steve Ellis at the ringside. Bob Stan- ton will handle the television commentary for WNBT, NBC's New York video station.

Brown Joins Godofsky

(Continued from Page 1)

Eddy Brown, violin virtuoso and president of the radio section musical direc- tor, has been appointed musical di- rector of the Hemstead, Long Is- land, FM station now under construction. Eddy Brown will join the ABC with Bill Corum and Steve Ellis at the ringside. Bob Stan- ton will handle the television com- mentary for WNBT, NBC's New York video station.

Time Salesman Wanted

Here is your chance to make more money, liberal drawing account and commission. Glee full qualifications and experience. Rauli, Sales Manager, RKO, Ogden, Utah.

Wednesday, December 18, 1946

BBC, CBC Xmas Programs To Reach Into Remote Areas

both English and French to His Majesty's subjects in the Dominions, has planned programs which will be broadcast to Africa, India and the Pacific, and will also beam its signal to the frozen reaches of the North West Passage, for the comparatively few who will be there will be cheered by it in those areas.

BBC, in a full-hour broadcast which will be heard over the North American Service—and over WINS, New York—December 25th, 5:00 to 5:30 p.m., EST, will offer contributions from 17 points in the British Isles, Europe, and the Common- wealth, including—Sydney, Hamble, Montreal, Quebec, New York, Chicago, and British Columbia. Those who work on Christmas Day won't be forgotten, for a Canadian Christmas carol will take its place in the general post office, and to a radio operator's home on the prairies where the family is waiting impatiently for "Dad" to get home from the radio station. What radio means to those in far distant places will be under- scored by a call to Dawson Creek, "Mile Zero" on the Alaska highway, where an unusual ceremony is sched- uled to take place. In Winnipeg again, the CBC "mikes" will visit Deer Lodge Military hospital, to tell the story of some of the veterans who helped to make this second peacetime Christmas possible.

"Mounties" To Be Honored

A special edition of "Northern Memories" on Christmas Day will not only perform the program's usual function of linking isolated "mounties," trappers and others in the far north with their friends and relatives "down south," but will give all Canadian listeners a graphic ac- count of how public service is carried on. CBC commentator John Fisher will tell the story of "Northern Memories," now in its 13th year, on the air, before the brief, personal Christmas messages are sent off into the Arctic Night. The special broad- cast will be carried at 11:00 p.m. EST, 12 midnight, AST, on the CBC-Trans-Canada network, Wednesday, Dec. 25.

FCC Non-Committal On Color Tele Visi

(Continued from Page 1)
tions they wished to dispose of the CBS application for commercial color television as early as possible in January. Present plans call for a revival of the hearing on January 6 at which time the Du Mont interests and others will give direct testimony, and cross examination of witnesses already heard will begin.

One member of the FCC party in- terested in the black and white de- velopments at Du Mont told of inter- ference problems he was having with a new table tele receiver in Wash- ington. He said the receiver picked up much aviation interference when it was placed in a residence near the National airport on the day of the Army-Navy game. On other occasions in his apartment interference was noticed when the mile-away Venetian blinds were closed and reception was fair when the blinds were open.

Many of the party seemed anxious that television should de- velop to a greater degree in the Nation's Capital. It was pointed out that Du Mont programming was about the only programs now re- ceived. The Commission spokesmen were said to be looking forward to augmented service with the establishment of the NBC station there in February.

Two impressions on color television were reported carried away by the FCC group. One was the brightness of the new direct image tube developed by Du Mont for electronic color and the other was the reception of the CBS color on a receiver at Tarrytown, N. Y., 25 miles from the transmitter in New York City.

Worcester

(Continued from Page 1)

Tufts, Memorial, Is Back

Lucile & Eddie Roberts, Cotillion Room magical meta, who will be honored at Leon & Eddie's Memorial Party Sunday night, will utilize this occasion to audition their new radio- television program. Roberts had such a program back in 1941, before enter- ting the Army, from which he was recently discharged.
JOHN R. GILMAN, vice-president in charge of advertising for Lever Brothers Company, Cambridge, Mass., announces the formation of the Federal Advertising Agency, Inc., of New York City, to handle the advertising of its new product, Breeze. At this time the agency is available to the market and what media will be used in its advertising.

GORDON-LACEY CHEMICAL PRODUCTS COMPANY, INC., Mass., New York, have appointed the Arnold Cohen Corporation to handle their advertising. Products advertised will include Syntron, a plastic coating for paper, cloth and metal, and the Gordon-Lacey line of plastic film for household and apparel uses. Account executive is Gilbert R. Lesser, vice-president.

Tex. Women Broadcasters Form 13th NAB Dist. Group

The women’s group of the NAB, membership in the local group is composed of women executives and broadcasters of local radio stations, advertising agencies, and business concerns.

Present at the organization of the local chapter were: Violet Short, KTSA, chairman (Texas) District, ABW; Lila Knueke, Sybil Chad, and Betty Burns, KTSA; Josephine Kenner, WQA; Reena Lynn, radio director, Pilluck Advertising Agency; Mrs. W. S. C. (Miss) Sweney, chairman (Texas) District, ABW.

The local group will participate in national projects launched by the ABW, and will function as a radio discussion group with guest speakers. Monthly meetings will be held with the next scheduled for Jan. 14 when officers will be elected and committee's appointed.

ABC Sells Full Hour For Sunday Symphony

(Continued from Page 1)

Charlie McCracken, director of music at the NBC, “Sunday Evening Hour” will present the following innovations: no middle commercial announcements, no station-breaks, an all-unbroken hour of music. Program also includes strict adherence to heavy classics, with no variations of light classics or easy listening, etc.

This sale establishes another “first” in Monday radio, it is understood, marking the first time two full-hour symphonies will be heard on the same network. While the Boston Symphony, scheduled to start under sponsorship of the John Hancock Mutual Life Insurance Co., January 11 (Tuesday, 8:30-9:30 p.m., EST.)

This is the second time within a week ABC has sold a full-hour show. Henry R. Reichold, president of Musical Digest, and also president of the Detroit Symphony, is said to be considering approximately $750,000-$1,000,000 for the show, which will be performed by 75 musicians led by Karl Krueger.

Reichold, who is also president of the Rockford Chemical Company, is said to be an ardent music lover and aware of the task of Bucking Allen and Bergen on NBC, feels there are enough persons who want good music to listen during this time.

Kenyon & Eckhardt is the agency handling the account.

‘Norths’ In Farewell Soiree

Joe Curtin and Alice Frost, “Mr. and Mrs. North,” NBC serial of which Woodbury will relinquish sponsorship with tonight’s program, plan a little soiree following the close of the show at Charles Restaurant in the Village. Important present will be the Lockridges, writers; Ben Grauer, announcer, and John Lovelein of Lennan & Mitchell.

WOV Xmas Mass Broadcast

WOW will again this year pick up the Christmas Eve Midnight Mass from Paulist Father’s Church. The broadcast will start at 11:30 p.m. and continue until the Mass concludes at some time after 1:00 a.m. on Christmas morning. This is the sixth consecutive year WOW has broadcast this Christmas service to its listeners.
“Cyclical Programming” and “Development Production.” WNSC will present to their audience more than 30 shows in the next 12 months. WNBC and WOR will continue to offer a variety of programming, including news, music, and public service announcements.

**Connecticut**

HARTFORD—WHTC brought station to the people of Connecticut for the first time. The station was launched on December 16th with a special program featuring the Hartford Symphony Orchestra. The station will continue to offer a variety of programming, including news, music, and public service announcements.

**Tennessee**

CHATTANOOGA—State's first FM station, WAPU-FM, went on the air December 16th. George Petrick and Dan Skilton join the WAPU announcing staff. New business at WAPU includes Chattanooga Medicine Co. for 5 spot announcements weekly for 52 weeks, the renewal of the Beechnut account for 52 weeks, and a 52-week contract from Burls Mills for “Light Crust Doughboys” to be transcribed 5 times weekly.

**Memphis**—WMC's new show “How Did You Meet?” dramatizes the romantic meetings of husband and wife, causing an unusual amount of listening activity. Larry Trewler just out of the Army returns to WMPS as Program Director in addition to doing two newscasts a day.

**South Carolina**

COLUMBIA—New appointments at WIS include Horace Pack, announcing staff; and Clyde McLean, in addition to his announcing duties becomes Music Director. Leon Downs, salesman, celebrates his 16th year at WIS. Steve Libb, WIS promotion manager, returns to his desk after vacationing in Maine and New York.

**New Jersey**

PATerson—Adelle Hunt, WPAT’s conductor of “Fun in For Happiness,” receiving great response for her daily appeals on behalf of shut-ins of New Jersey, requesting Xmas gifts for them from her listeners. Fourteen-age children of ranking UN delegates will participate in WPAT’s “The High School Reporter” sending Seasonal Greetings to the youth of their respective countries. NEWARK—WAAT will broadcast Newark’s Advertising Club’s annual Christmas party December 19. NEW BRUNSWICK—WCTC began a 17-hour daily schedule of broadcasting at 1450 kilocycles. Staff is made up entirely of World War II veterans.

**Washington**

BELLINGHAM—KVS will soon be transmitting on 1000 watts. John Griswold becomes program director of KVS. and Jeanne Paris takes on the position of Traffic Manager. Hal Reaves joins KVS for wire recorder work and special events.

**Pullman**—Two new shows slated for 1947 over KWSG are

“**Amazed!”**

said one sponsor, when we told him the other day...

1. that WOR reaches 16 cities of more than 100,000 people each.
2. that the WOR area contains 65,000 farms—284 of which are in New York City!
3. that WOR delivers 32 trading areas with 25,000 to 100,000 people each.
4. that the 18,000,000 people in the WOR territory have a spendable income of more than 26 billion dollars!

*don’t know why; we’ve been that way for years.*

**Send Birthday Greetings To—**

December 18

Sam Berger  Harry Keelan
Harry Carlin  Jack Levan
Emile Jacobson  Donald Stuart
Jerry Lawrence  Hal Ranier

**Mutual**
Nets Set Christmas Shows

AFRA To Defend Action in Row With Networks

AFRA's general membership in New York, hearing a report of negotiations between the national executive board and the networks, voted Tuesday night not to take action until national negotiations are completed in Chicago and Los Angeles. The New York membership left the situation in the hands of AFRA national board members to bring negotiations to a satisfactory conclusion.

The union's rank and file will assemble in Chicago and Los Angeles.

Gabriel Heather Renewed On 300 Stations Of MBS

Gabriel Heather's "A Brighter Tomorrow," (Sunday, 8:15-9:30 p.m., EST, "Manhattanerry-Go-Round," Sunday, 9 p.m., ST, "The American Album"

Three Sponsors On NBC Renew 5 Shows For Year

Five NBC programs have been renewed for 52 weeks, it was announced yesterday by Harry C. Opper, vice-president in charge of programming.

Programs are: "Waltz Time," Fridays at 8:30 p.m., "Variety Show," Sundays at 9 p.m., "Manhattanerry-Go-Round," Sundays at 9 p.m., and "The American Album"

Engineer Develops New FM Converter

Heavy Schedule Of Yuletide Programs Includes Xmas Eve Broadcast Of Truman Address

With the American public and industry primed for the biggest and most joyous Christmas in years, the nation's major radio networks will feature the theme of a peace time Yule that is unrivaled in the range and quality of special programs scheduled from key cities as well as the four corners of the earth. Several programs and series of programs are already under way and will accelerate the enthusiasm of the holiday spirit with broadcasts scheduled to start on Christmas Eve.

All the major networks and most

Electronic Leaders Get War Dept. Awards

Two leaders in the electronic industry received the War Department's highest civilian award for "patriotic service" and position of trust and responsibility during the war. They were Dr. W. R. G. Baker, vice-president of General Electric, and R. C. Conger, general manager of

FCC Calls On Webs For Info Re Station-Use Of Sustainers

The question, "What I want Santa Claus to bring me this Christmas," was answered by a long list of sports figures and read by Red Barber on the NBC sports program, Dec. 24, 6:30-8:45 p.m. Responses have been received from Joe Louis, the 16-year-old baseball manager, from outstanding football coaches and several boxers greats.

Collegiate

Boston: Special Christmas concert by 370 students of the University of New Hampshire will be broadcast direct from the campus at Durham, N. H., by The Yankee Network today, December 19, from 8:00 to 8:30 p.m. Program will feature the University Symphony Orchestra, the Wind Symphony, the Women's and Men's Glee Clubs, the quartet and the mixed chorus.
FINANCIAL

(Wed., Dec. 18)

NEW YORK STOCK EXCHANGE

Net High Low Close Chg.
Admiral Corp. 3 1/4 3 7/8 3 3/4 3 1/4 3/8
Am. Tel. & Tel. 167 1/2 167 1/2 167 3/4 167 3/8 3 1/2
Federal Telephone & Tel. 6 1/2 6 1/2 6 1/2 6 1/2 0
Philip Morris 101 1/4 101 1/4 101 1/4 101 1/4 0
RCA Common 95 3/4 95 3/4 95 3/4 95 3/4 0
RCA First Pfd. 79 7/8 79 7/8 79 7/8 79 7/8 0
Stewart-Warner 16 15 15 16 16 0
Westinghouse 25 25 25 25 0

NY NEW YORK CURB EXCHANGE

High Low Close Chg.
Harrington & Sons 14 1/4 14 1/4 14 1/4 0
Huron Union Radio 3 3/4 3 3/4 3 3/4 0
OVER THE COUNTER

Bid Asked
Du Mont Elec. 77 1/8 77 1/8
Fisher Telechron 8 1/4 8 1/4
Streamline-Corton 11 15/16 11 15/16
United Corporation 1 1/4 1 1/4
VICA 1 15/16 1 15/16
WRJ (Detroit) 18 20

Cancel Conference Plans For Broadcast Engineers

(Continued from Page 1)

ing at the University of Illinois and Ohio State University, have been cancelled. In a joint announcement by the sponsors, it was stated that crowded conditions and lack of sufficient personnel at both universities made the cancellation necessary, although it is expected that the event will be resumed in 1949. The 1947 conference originally was scheduled to be held at the University of Illinois.

RADIO EXECUTIVE

STATION MANAGER

Sales-Advertising

Record of Outstanding Accomplishment.

Write

RADIO DAILY

Box No. 274

1501 Broadway

New York 18, N. Y.

ENGLISH - JEWISH - ITALIAN

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

Send for WHO'S WHO NO WEVD

WEVD-147 West 66th Street. New York, N. Y.

260 Years of Safety

That's a shot of the lighthouse at St. Agnes Island, Isles of Scilly. It was built in 1680 and some time ago it was converted into a home.

That's a lot of years to guide ships away from reefs... and to keep them on the deep-water route.

And maybe we're a little bit headed to compare our radio "safety" record with such an old-time beacon... we've only been at it for six years.

But smart radio time buyer know that to play safe in Scilly more... all they've got to do is W-I-T-H on the list. It delivers.

W-I-T-H operates in the successful independent that delivers more listeners per dollar - spent than any other station in town.

And Baltimore, in case you didn't know, is a 5-station radio town... and the 6th largest city.

You'll get to port safely... with W-I-T-H. Try it and see.

W-I-T-H

AM and FM

IN BALTIMORE

Represented Nationally by Headley-Rose

Thursday, December 19, 1948

Coming and Going

HARRY C. KOEP, vice-president of NBC in charge of sales, will attend the Christmas holiday of his wife in New York Mon-
day and will return Dec. 30.

A. A. SCHNECHTER, vice-president of the Mutual network, will return today from a busi-
ness trip to Hollywood.

M. B. GRABHORN, manager of ABC's sta-
tions' sales department, and RALPH DENNIS,


Blanket 35

1501 Broadway

New York 18, N. Y.

2000 WATTS 1220 KC.

ENGLISH - JEWISH - ITALIAN

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

Send for WHO'S WHO NO WEVD

WEVD-147 West 66th Street. New York, N. Y.
Promotion with a Punch for WCOP Local Programs

1,400,000 people in Greater Boston are continually reminded of WCOP local programs through newspaper "reader ads" like these, plus window displays, announcements, magazine ads, outdoor boards and car cards. With new power and vigorous merchandising, backed up by all-out listener promotion, WCOP is Boston's outstanding buy in radio advertising.

Now 5,000 watts
Rates and availabilities from any Katz office

WCOP Boston
A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
something

TO SPARK UP

CAPITOL

Send sparkling new Capitol Transcriptions over your airwaves - you'll latch on to a brand new batch of listeners. Because the Capitol Transcription Library offers you new and intriguing - different programs that give you all the elements of big time network shows skillfully transcribed to permit full opportunity for that essential "personal" touch that will give a local flavor.

You get more than 2,000 selections in Capitol's basic library... more than fifty new numbers each month. You'll get program aids, too: brilliantly arranged opening and closing themes for programs. Musical interludes to background commercials.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program forms for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

Hear all the features that make the Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.

Every Capitol Star Is
new
YOUR PROGRAMS
TRANScriptions!

BIG-NAME BANDS
BILLY BUTTERFIELD • DUKE ELLINGTON
JAN-GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUEIRA • ALVINO REY

BIG-NAME SINGERS
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME WESTERN
SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME VARIETY
BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAAHA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★
California Commentary. . .!

- Edwin J. Sell, who recently joined Makellim Associates, advertising agency, as vice-president and member of the planning board, with headquarters in Hollywood, last little chance to buy a house in Hollywood.

Los Angeles

He was advertising manager of the Jos. Schlitz Brewing Co., Milwaukee, for the past nine years and prior to joining Schlitz, operated his own advertising agency. He has written three Broadway plays and is also the author of "Limbo City," which was published last month.

- Harry Butcher, owner of KIST, Santa Barbara, and Ralph Miller, commercial manager of KCRU, Sacramento, have been confering here with NBC western division executives.

- Billy Leyser, veteran publicist and advertising man, has opened an advertising agency, with offices in Studio City.

- "Radio Dramatists," a University of California extension course with eight weekly meetings under the direction of Norman Randolph Field, will open in Los Angeles Jan. 7.

- Casting, auditions, clothes and all the backstage production of well-known radio dramas will be featured in the course.

- The University of Idaho Christmas Candlelight ceremony was broadcast over the entire NBC net Dec. 27 and emanated from KQV, Spokane.

- The Tuscany Boys Choir will be heard over NBC Dec. 23, with the program originating at KVOA, Tucson.

- Jack Meakin, musical director of "The Great Gildersleeve" and the Joan Davis show, has just collaborated with Ben Brown on a song, "There Are Some Things" which will be published by Crystal Music Publishing Co. Meakin's last song, "Out California Way," was purchased by Republic for use in a movie, and also was the title and theme for a new Western.

- Don Wilson, Jack Benny's announcer, is getting plenty of fan mail from districts where the Seymour Nebulous picture, "The Chase," is being shown. Don wears a ten-gallon hat while portraying a character named "Fats" in the picture, and fans want to know if Benny will send a similar hat out free on request.

- Others want to know if Wilson got the hat instead of a pay-check from his radio boss. By the way, Don has been elected president of Acrus-Speed, Inc., manufacturers of a revolutionary type of motor tune-up, and will serve for one year. Entertaining members of the Long Beach Junior Chamber of Commerce saw to it that Jo Stafford stepped onto their city's ground when she arrived from New York—even though she disembarked from her train at Pasadena. She was met by the Long Beach group with a huge bouquet—and a box of Long Beach sand.

- "Inasmuch as you are a Long Beach girl," a spokesman told Miss Stafford, "it is only fitting that you arrive on home soil. We know you can't come to Long Beach at this particular time, so we are bringing Long Beach to you."

- Frank Conrad, ABC Western Division station relations manager, has returned to Los Angeles after an extended tour of ABC stations in Idaho, New Mexico and Utah. Conrad also took "time off" to be in Portland, Oregon, for the Westinghouse opening of KEX Nov. 24-25. The Sherman & Marquette agency is so anxious to keep Radio Director Sam Fuller happy that it is rushing his furniture out from New York by charter airplane, now that he has located a house. He is currently producing the Mel Blanc program and supervising the Judy Canova show.

- Basil Adams, ABC Western Division musical director, announced that Rex Koury is replacing Ruby Lloyd as ABC staff organist. Koury played organ and piano for "Fibber McGee And Molly" for four years before entering the service... Miss Lloyd, who was assigned to free-lance, has been with ABC for more than two and a half years.

Regional FCC Hearing Being Conducted In L. A.

West Coast Bureau, RADIO DAILY

Los Angeles—Officials of Huntington Broadcasting Co., which seeks a permit to operate a radio station in Huntington Park testified Monday at hearing conducted by Commissioner Ray C. Wakefield of FCC Huntington, proposed to operate at 1540 kilocycles, while Hollywood Community Radio group is seeking a permit to operate on 1590 kilocycles. San Gabriel Valley Broadcasting Co., desires a permit to operate on 1530 kilocycles, and Wakefield points out that stations operating within 30 kilocycles on same wave length interfere with each other. Coast Radio Broadcasting Co., is also seeking a permit.

Frankie Masters

Records for LANG-WORTH

Thursday, December 19, 1946
AFRA To Defeat Action
In Row With Networks

(Continued from Page 1)

on Friday evening, Dec. 20, to hear a report of the contract proposal to date. 

Mr. Kollin, general counsel of the NAB, told Tuesday night that the networks proposed a general wage increase of 20 percent for both actors and singers. While sound operators are included in the commercial code, a proposal has been made for a wage increase of $1.50 per hour in New York and Chicago of 25 cents per hour for the West Coast. Higher increases for West Coast sound effects men were allowed on the condition that the other cities. It is also agreed that if the cost of living increases 10 percent by Nov. 15, 1946, the new contract will be subject to renegotiation.

The so-called management-AFRA committee, which grew out of the discussions between the networks and the station in New York, which was called the station representatives will be named by the Joe Miller, president of the NAB. Function of the committee will be to protect managers and employees of AFRA.

As the proposed two-year contract stands, AFRA has the right to terminate the code, with 10 days notice, on the first day of any month. The termination, however, is subject to a mutual cancellation clause, it was decided that an artist under written contract for more than 26 weeks shall have the right to cancel the contract on any 26-week period up to 36 days notice.

Swope, Sr., On WCBW

Herbert Bayard Swope, Sr., a member of the CBS board of directors, will be televised on WCBW at 11:15 p.m. today. He will be interviewed by Larry Lesuer on the subject of "Atomic Energy."

Korean Diplomat On WWRL

Louise Yim, president of the Central Women's College of Korea and chairman of the Korean Women's National Party, will broadcast on WWRL tonight from 10:10 to 10:15 p.m. She will describe the plight of her country during an interview with Meade Davis, commentator.

RADIO DAILY

Texas Stations Consider Vets
In Plans For Xmas Programs

(Continued from Page 1)

the hospital radio bedside network and the hospital station, KBGK, many more patients who otherwise would not be able to attend the shows in person, can now tune in and hear the programs. In line with the re-broadcast of the shows, the new station will be installed in all the hospitals and stations from that station as well as ABC network programs.

"Dr. I. Q." Participating

Monte Kieban, program director of KABC, has announced that a group of patients will be guests at the "Dr. I. Q." broadcast on Monday, Dec. 21, at the Majestic Theater. L. Valentine and members of the WOA1 staff last week presented a special program at the hospital with silver dollars going to the servicemen. Kieban also stated that the "Once Over Brightly" studio program would fill requests from the servicemen during Christmas week.

Bill Michaels, program director of KREC, has planned a daily 15-minute program to be heard each afternoon during the week which will play and dedicate those selections of music desired by the servicemen.

Marvin Byler, program director of KXOB, has planned to present a group of entertainers from the station in a 90-minute revue to the patients at the hospital. These programs would be many outstanding entertainers heard on KXOB.

Herb Dahlen, program director of KYF, has scheduled a program of Christmas music as well as dramatics to be directed principally at the men in the wards.

In addition to the many programs yet to be scheduled by the various stations, the hospital's own KBGH, KBGK, KBG, and KBGT have been announced as special transcribed shows. According to Ralston, manager, more than 20 half-hour programs have already been scheduled for the Christmas Eve and Christmas Day shows. Included are Lionel Barrymore as "Scoop," and "A Christmas Carol" on Christmas Eve, and famous entertainers such as Bob Hope, Garry Moore, Fred Waring and his orchestra, and others. A special chapel service for the men unable to attend will also be presented.

According to Ralston, even though the station has been in existence for only about a month, the response for programs and aid from San Antonio's wide broadcast and FM stations is gratifying and overwhelming.

San Antonio will not forget its heroes this Christmas or any day through the New Year which will come. It has devolved time for programs of all kinds and for the veterans and will continue to do so until there shall be peace on earth, good will to all men," he said.

REC To Play Santa Claus
At Today's Xmas Party

(Continued from Page 1)

Party of the Radio Executives Club at the Hotel Roosevelt's Hendrick Hudson Room today. These articles have been contributed by various friends of the REC as prizes.


Other valuable merchandise prizes have been donated to the Christmas party by Astor Stores, Alwyn's, Club Aluminum Wear, Columbia Records, Columbia Luggage, and Astor Stores, Alwyn's, Club Aluminum Wear, Columbia Records, Columbia Luggage.

Send Birthday
Greetings To—

December 19

Clark Deming
Jack Rubin
David Miles
Tom Shirley
Charles Naurwood
Bob Swan

Send Birthday
Greetings To—

December 19

Clark Deming
Jack Rubin
David Miles
Tom Shirley
Charles Naurwood
Bob Swan

Electronic Leaders Get War Depl. Awards

(Continued from Page 1)

the Croxley division, The Aviation Corporation.

The presentation to Dr. Baker was made by Brig. General Colvert H. Arnold, chief of procurement and distribution, Office of the Chief Signal Officer.

Mr. Congrove received his award at Cincinnati from Col. Raymond C. Hildreth, commanding officer of the Lexington Signal Depot.

Three Sponsors On NBC Renew 5 Shows For Year

(Continued from Page 1)

Familiar Music," Sundays, 8:30 p.m., EST, all sponsored by Sterling Drug, Inc., through Dancer-Fitzgerald and Sample; "Lora Lawlor," Monday through Friday, 11:45 a.m., EST, sponsored by B. T. Babbitt, Inc., through Dancer Jones Co., and "Mr. Mystery Theater," Fridays, 10 p.m., EST, sponsored by the Central Co., through Young and Rubicam.
Networks Schedule Wide Variety Of Programs For Christmas Week

(Continued from Page 1)

Independent stations will broadcast one phase of the Christmas celebration in this country — the lighting of the White House tree followed by an Xmas message by President Truman which will be heard at 5:30 p.m., EST, on Christmas Eve.

**NBC Lineup**

Heading a week-long schedule of Yuletid programs on NBC are two full-hour shows, offering religious and dramatic themes, presented by the Procter and Gamble Co., and Sterling Drug, Inc. Six special Xmas Eve broadcasts are also scheduled to cut off the 24-hour observance. Sterling and Gamble will offer time serials in the 4-5 p.m. period with a musical program in the Yule spirit featuring such performers as Thomas W. Mathis, New York’s Bing, Evelyn MacGregor, Bob Hannon and others, including a chorus and orchestra directed by Victor Arden. Artists on the program, which will be directed by Frank Hummert, are drawn from The Metropolitan Opera and The New York Philharmonic Orchestra.

**Four Serials Included**

Procter and Gamble will build a program with a "rebirth" theme around its four daytime serials: “Life Can Be Beautiful,” “Ma Perkins,” “Pepper Young’s Family” and “Right To Happiness,” — all in the 3-4 p.m., slot.

Special NBC programs on Christmas Eve will start at 11:30 p.m., with Fred Waring and his Pennsylvanians who will present an all-music show. Helen Traubel will sing the traditional “Silent Night” at 11:57 p.m. and at midnight, the network will pick up the call-in bell in the Riverside Church heralding the arrival of Christmas Day. In addition, the Boys Town Choir of Boys Town, Neb., will sing cards at 12:83 a.m. and from 12:30 to 12:55 a.m., EST, network will present a dramatization of Charles Dickens’ classic “Cricket On the Hearth.”

**MBS “Heaviest Schedule”**

Mutual’s Yule lineup is the heaviest ever scheduled by the network, with some nine days programs set day to day. Network started an Xmas series last week titled “American Goes Shopping,” featuring pick-ups from New York, Omaha, Salt Lake City and other points. Finale on December 25. On Christmas Day will be a show titled “Christmas In Toll Land,” featuring coast-to-coast interviews with persons “...who Christmas is just another work day.” Another special show scheduled for the 25th is an exchange program between occupation troops in Germany and Tokyo with a typical GI family now re-united, being heard from each of the two capitals. Another highlight of the week’s programs is Christmas Day is an exchange between members of the Grenfell expedition in Labrador and the Barty Antarctic Expedition. Other programs include an “Appartment House Christmas Party,” featuring Bob Emery, Joe Louis, World’s Heaviest Champion, will play Santa Claus on “Quick as a Flash” in association with 1060 Louie, world’s award cash prizes won by the youngsters.

**ABC Yule Programs**

All the “great” names associated with the ABC network, as well as stars of the Metropolitan Opera and “Theatre Guild on the Air” will aid in the ABC’s Christmas shows. New York, Hollywood, Italy, France, Buenos Aires and Tokyo are a few of the locales from which ABC will originate and pick up special holiday programs from around the world. On Christmas Eve, from 10 to 11:30 ABC will present 90 minutes of music, including “Christmas Party” featuring the following stars: Paul Whiteman with his orchestra and composers of the New York portion of the show; Bing Crosby, Walter Winchell, Henry Morgan, Tom Breneman, Lum & Abner, Kenny Baker, Leo Durocher, Patrice Munsel, Don Wilson will be on the West Coast network. From 9:30 to 10 p.m., network will air Ben Hecht’s play "Miracle of the Bum," which will be narrated and directed by Alfred Hitchcock. Crosby, Morgan, Tom Breneman, Kenny Baker, and others, whose programs have been heard on Christmas Day, will also be in the Yule spirit on their own shows. Another ABC special on Xmas is "I Won’t Be Home For Christmas," featuring pick-ups from points throughout the world on how Americans abroad are celebrating the day. George Hicks will emcee this show, which is scheduled for 4-3:00 p.m., EST.

Among the traditional dramatic offerings on CBS are Dickson’s “A Christmas Carol” with Lionel Barrymore as Scrooge, a role he will enact for the 11th year; Kate Smith narrating Charles Tazewell’s "The Small One," an annual favorite since 1938, "’Twas The Night Before Christmas," by Nila Mack’s "Let’s Pretenders;" "The Dancing Turtle" and "Mickey For Christmas," heard for the fifth year on "Grand Central Station." These programs will be heard starting tomorrow and extending through Christmas Week.

**FCC Asks Web Info On Use of Sustainers**

(Continued from Page 1)

We could hardly believe it ourselves when we heard several thousand people respond recently to a single announcement on KQV’s Sum Fun Show. The show had been on the air only 20 days, hardly long enough to build up a following. M. C. Dave Scott offered no prizes but simply invited listeners to send in their answers to his Sum Fun quiz tele. 1231 replies flooded in! Potent proof, we think, of KQV’s terrific audience-building power.

**PULLING POWER...WITH PROOF!**

We could hardly believe it ourselves when we heard several thousand people respond recently to a single announcement on KQV’s Sum Fun Show. The show had been on the air only 20 days, hardly long enough to build up a following. M. C. Dave Scott offered no prizes but simply invited listeners to send in their answers to his Sum Fun quiz tele. 1231 replies flooded in! Potent proof, we think, of KQV’s terrific audience-building power.

**Good Shows Are Tailor-made**

The Best Shows Are FRAMER-made

Presenting

"IT’S FUN TO LEARN" A sparkling kiddie quiz with

Created and Produced by

WALT FRAMER

302 W. 56th St. TR 4-0589 N.Y.C.
NAB Hits FCC Blue Book

Miller Urges Assn. Members To Object To Rulings On License Renewals; 'Jess' Willard Also Critical

Washington Bureau, RADIO DAILY

Washington — NAB is advising broadcasters to express their belief that the FCC is oversetting its authority in seeking to examine their program performances and plans as a condition of license renewal. At the same time the association advises members to file up-to-date applications at the time of renewal.

President, Justin Miller, said on Wednesday, Miller told trade press reporters that the special luncheon here by the association for the purpose of the rights of the FCC to follow.

(Continued on Page 5)

REC Aids Xmas Funds With $1,000 Donation

Members of the Radio Executives Club of New York contributed $1,000 to the New York's hundred neediest cases and the Herald Tribune's Fresh Air Fund at the club's annual Christmas party which was held yesterday at the Hotel Roosevelt's Hendrik Hudson room. The auction, presided over by

(Continued on Page 8)

Bilbo-Hearing ETF's Aired On WTOP And Mutual

Washington Bureau, RADIO DAILY

Washington — Radio crashed a Senate hearing yesterday for the first time, with WTOP, Washington CBS bullet, and WOL, CBS affiliate. The

(Continued on Page 7)

N. Y. Indies Vary Programs For Christmas-Day Listening

Christmas week in New York finds all radio program directors busy in observance of the holiday season which brings the tree lightings running all the way from bedside services to religious devotion. In general, however, a theme of inspiration dominates the over-all special Christmas programs offered metropolitan areas listeners during the coming week and special emphasis is placed upon bringing the true Yuletide spirit to such groups as convalescent veterans, shut-ins and underprivileged children.

Fourteen New York stations will carry live broadcasts of the annual Holiday Christmas tree ceremony at 5 p.m., Dec. 22, during which President Truman will deliver his Christmas message to the nation. climax of the event comes when Mr. Truman presses a button lighting the tree on the south lawn of the

(Continued on Page 6)

Tribute

Regular “Gangbustcrs” broadcast on ABC Sunday. 9:00 to 9:30 p.m. will be devoted to a dramatization of the life of the late Lewis Valentine, former N. Y. Police Commissioner, Ex-Mayor, F. H. LaGuardia will appear in the role of a"crimson" in the broadcast. It was during LaGuardia’s administration that Valentine gained fame as a law enforcement officer.

VA Assistance

Thirteen district chiefs of the radio division of the Veterans Service are cooperating with broadcasters throughout the nation in bringing entertainment to disabled veterans. This Christmas, Charles Dillon, director, Radio Service, Veterans Administration, revealed that the district offices are located in Boston, New York, Philadelphia, Richmond, Columbus, Chicago, St. Paul, St. Louis, Dallas, Seattle, San Francisco and Denver.

Gov't Lea-Case Appeal Is Sent To High Court

The Government's appeal to the U. S. Supreme Court for a hearing on the Lee Act case against AFM President, James C. Petrillo is now in the hands of the Government in Washington. It will be heard by the court, by the clerk of the Chicago District Court and should reach the Supreme Court, early next week. The Court's decision will not be made public until then.

Advertising Club Of N. Y. Re-Opens Own Quarters

The Advertising Club officially this week re-opened its headquarters at 25 Park Avenue, which were partially destroyed by fire last June — with some 500 members and city officials in attendance. Occasion coincided

(Continued on Page 8)

Magazine To Sponsor Pro Football Game

"Pic" magazine will sponsor a simultaneous broadcast over five stations, all independent except one, of the New York Yankee-Cleveland Browns.

(Continued on Page 5)

REC Aids Xmas Funds With $1,000 Donation

Members of the Radio Executives Club of New York contributed $1,000 to the New York's hundred neediest cases and the Herald Tribune's Fresh Air Fund at the club's annual Christmas party which was held yesterday at the Hotel Roosevelt's Hendrik Hudson room. The auction, presided over by

(Continued on Page 8)

Bilbo-Hearing ETF's Aired On WTOP And Mutual

Washington Bureau, RADIO DAILY

Washington — Radio crashed a Senate hearing yesterday for the first time, with WTOP, Washington CBS bullet, and WOL, CBS affiliate.

(Continued on Page 7)
Coming and Going

KEITH KIGGINS, vice-president of the American network, returned to New York this week following an extended trip to the West Coast.

WILFRED GUENTHER, station relations manager of the Crosley Broadcasting Corp., and WWV, Cincinnati, is in Gotham this week confer-

HARRY SEGWICK, president and general manager of WGBH, Boston, is in town from Eart 2.

WWVA, 50 kw Station Rejoins CBS In June

WWVA, 50,000-watt Fort Industry station in Wheeling, W. Va., will rejoin CBS June 15, 1947. It was announced this week by Herbert V. Akerman, CBS vice-president in charge of station relations.

The station opened Dec. 16, 1928, and became a CBS affiliate Jan. 2, 1931. It transferred to the ABC network May 5, 1941. Its original power of 5,000 watts was increased to 50,000 Oct. 22, 1942, with a frequency of 1170 k.c.

WWVA serves more than 50,000 radio families in the Western Pennsylvania-Ohoi coal, iron and steel belt.

George B. Storer is president of the Fort Industry Co., with headquarters in Detroit, and of the West Virginia Broadcasting Corporation, operating WWVA, a part of the Fort Industry Co. group.

Waring Program Renewed By American Meat Institute

(Continued from Page 2)

Paul Mowrey, ABC's national di-

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Tom Harmon presents

A RADIO SCOOP FOR YOUR STATION!

HERE'S WHY!

All Americans of 1946 on-the-air—and all eleven are on the Program—chosen and presented by Tom Harmon.

HERE'S WHY!

The first time the pick of the season’s gridiron crop have been heard together on the air!

HERE'S WHY!

America’s young manhood from East, South, North and West—a program you’ll be proud to air.

HERE'S WHY!

The ears of the Nation are awaiting Tom Harmon’s verdict—and already 7 of Tom’s selections are confirmed by all selections made to date. Here are the All Americans—

- Barzilaiuskas of Yale
- Strohmeyer of Notre Dame
- Andros of Oklahoma
- Baldwin of U.C.L.A.
- Humble of Rice
- Connor of Notre Dame
- Ford of Michigan
- Davis of Army
- Trippi of Georgia
- Lujack of Notre Dame
- Tucker of Army

HERE'S WHY!

Actual broadcasting by each and every one of the team following Tom’s analysis of choice and introduction. You’ll be agreeably surprised at the radio voices—the colloquial tongues of these sons of far-flung America.

HERE'S WHY!

Famous “Sportsmen”—America’s outstanding quartette (Jack Benny, Judy Canova, and other network shows)—Bob Kelley, great sports announcer—Robert Mitchell (Robert Mitchell Boychoir), organist—all packaged by Vick Kight, one of radio’s greatest showmen.

HERE'S WHY!

It’s the soundest, timely promotion you could give your station! A polished, balanced, hotspot show!

HERE'S WHY!

Because it’s the radio scoop of the air! A masterpiece of timing! It’s a station-lifter-upper! It’s ready now—air expressed to you within the hour.

PHONE OR WIRE NOW!

CRITERION RADIO FEATURES, INC.
CENTRAL 1453-1204 — 360 NORTH MICHIGAN AVE., CHICAGO 1, ILLINOIS

COMING UP! THE NEW 52 WEEK “HERE COMES HARMON.” YOU’LL WANT IT!

We suggest you write or wire immediately for information and availabilities

www.americanradiohistory.com
Los Angeles

By RALPH WILK

T HE WHISTLER," CBS mystery show heard on the West Coast, has been climbing steadily in its Hooper-rating, and in the last rating came in 8th place, topping dramatic shows, as well as mysteries. Program which is sponsored by Signai Oil celebrated its 4th straight year on the air December 2nd.

The Calgary Kid, Allen Erwin, well known Canadian Cowboy and Radio Star, has joined Smiley Burnette in his co-operative platter plan by wax- ing four sides recently.

Allied Artists has set a combination radio spot announcement and newspaper advertising campaign on Gale Storm and other stars of Roy Del Ruth’s “It Happened On Fifth Avenue” in connection with Texsum grapefruit juice. Spot announcements will be on 150 of the largest radio stations from Pittsburgh west, and newspaper ads will hit more than 100 big-circulation newspapers in the same area.

“Bellevue Studio Gates,” the Samuel Goldwyn radio package which plugs all studios, shows, and stars heard locally on WXYZ, has added two more stations to its growing network of outlets. The new additions are CFMM, San Diego, and KJUM, Eureka, Calif. Believing that it is the proper time to expand the department of Hillman-Shane, and Mary Ann Briggold has joined the agency’s art department.

Joins Latin-Amer. Group

Station XETZ, Tezutilan, Pueblo (Mexico), has been added as an affiliate of the CBS Network of the Americas, it has been announced by Edmund Chester, Columbia’s Director of Latin American Relations. The addition of XETZ brings to 124 the total number of CBS affiliates throughout Central and South America, Mexico and the Caribbean.

Gives Xmas Bonus

Edward Wallerstein, President of Columbia Recording Corp., announced yesterday the distribution of one week’s salary to all office and factory personnel who have been continuously employed by the Corporation since January 2, 1946. A total of 1,011 employees received their Christmas checks.

Notes From An Aisle Seat...!

✦ ✦ ✦ CBS auditioning a new 15-minute once-weekly comedy show, "The Whistler" with Walter O’Keefe, the switch being that no studio audience will be allowed in. Figure they’ll be practically the equivalent of a half-hour show, allowing for some six minutes spread for the yaks, applause, etc., and etc... Marshall Field will use a tremendous radio spot campaign on the launching of his new mag... Nelson Eddy due to become a grandpappy. His son’s wife has a date with the Stork... RCA proxy, Brig. Gen’l David Samoil, to be given the works by N. Y. Financial Writers Ass’n at their annual shindig in March... Big shift in P&G radio setup in the wind... It’s a girl at the Fox Avery’s. Born Friday the 13th—the 13th baby of the week born at Harkness... Pat & the herd of being appealed to a nickel after Jan. 1st... A leading N. Y. publisher is quietly investigating the market for a daily children’s newspaper... Dennis James, successor to Carr & Stork’s television show, “Cash & Carry,” had his car stolen from in front of CBS while he was upstairs broadcasting. Burns him up almost as much as losing the heep, is the fact he had a couple of Heep & Heep pinch-bottles stacked away in the back... Sid Ascher thinks it’s about time someone invented a fountain pen that just writes on paper.

✦ ✦ ✦ Hedda Hopper, in addition to being a first-rate newspaper gal, now proves to be quite a showman (or show-woman) as well. We’re referring to her Sat. nite P&G show, “This is Hollywood,” which the film moguls now realize is so valuable an outlet that Universal has just concluded a deal with her whereby she’ll dramatize eight of their biggest budgeted pictures prior to the release date. A survey taken by them drove home one potent fact—that contrary to the popular belief that a radio dramatization would hurt the box-office, actual figures reveal that the intake was hypo’d some 35 to 40 per cent. Which only goes to show that when the various entertainment factors are smart enough to work together, they can contribute the maximum not only to the cash customers but to themselves as well.

✦ ✦ ✦ SMALL TALE: Max West will do a B’way show this season, but first she’s pencilled in for Hunt Stubenberg. It’s his new 37th bistro opening soon, but Mont Lewis back to H’wood after setting deal to script two musicals for B’way production... It’s a boy at the Eldridge Parkbans. Pop directs Jo Stafford’s air series... Lyn Duddy is doing a Christmas Song Story on “We the People,” Sunday, with Victor Moore as Santa Claus... Jane Barto starts a radio col’ in this week for the Passaic, N. J. Town Record... Advertising Club of N. Y. holding its annual Christmas Party in the Grand Ballroom of the Astor today, with Milo Boulton emceeing the show... Walt Framen, tired of all the blood-and-thunder air shows for kids, is trying to break down the old block of “Kill ‘em or kidnap ‘em” type of stories with a sugar-coated “Dieu, Mon Dieu” story... It’s a quilter aged for the average kid of twelve or so... Larry Finley trying to signature Clark Gabbe and Van Johnson to a transcription deal while out in H’wood... Howie Horwitz points out no wonder it’s tough to get by Harvard’s left halfback. His name is Petullo (or relation)... Judy Canova’s singing of the Jolson medley on her show last week was a new high.

✦ ✦ ✦ THEY COULD USE: Jack Smith: Less ballads, more Spanish tempo rhythm songs... Percy Faith: Another program devoted exclusively to fine arrangements... Cecil B. DeMille: Peace with AFRA... Guy Lombardo: A Bing Crosby horse that could laugh at the erkjays who told Mr. L. that sweet music was doomed back in ’37... Victor Borge: Less microphone confidence in material that often sounds tired.
NAB Execs. Urge Members To Oppose FCC ‘Blue Book’

(Continued from Page 1)

low a renewal policy based upon the Blue Book. Now, William, NAB executive vice-president, interpreted that in two cases—he claimed definite knowledge to the contrary—in that the second—broadcasters have refused to submit programming statements along with their renewal applications, FCC Chairman Charles R. Denny later authorized a statement that he knew of no such instances. Willard had declared that the Commission renewed the license in both cases.

The broadcasters, Willard said, explained in their renewal applications that they could not say what their program futures would be, that they preferred not to commit themselves beyond saying that they would continue to operate in the public interest.

Willard’s statement came after Miller had complained that the radio industry cannot test the Blue Book in court until the FCC refuses to renew a license on the policy grounds set forth in the Blue Book. Miller said he hopes for a court test soon, adding that he is certain the Commission will be found to have exceeded its power. He based his contention on his belief that the Blue Book policy calls for an abridgment of the freedom of speech in the U. S.

Through a lengthy discussion, Miller refused to yield ground in his stand against the Blue Book. He contended that the Commission has no legal right, even in the licensing of new stations, to require even a filing of program plans by applicants. Commission discretion, he said, should extend only to questions of financial and technical fitness, citizenship and availability of frequency.

He also spoke strongly against what he termed the scarcity-of-frequency theory, insisting that the FCC is itself responsible for whatever scarcity of frequency which exists. It is his feeling that many new channels could be opened up if the Commission so desired.

Miller said he was sorry he had not been meeting with the Commission leadership more frequently before the Blue Book came out last March. He implied that he could have argued the Commission into abandoning or changing the document, explaining that his current regular sessions with Chairman Den- ny are proving fruitful.

He also spoke at length on his belief that the Commission is thinking of the Blue Book as actual regulation. He insisted that it does not have the standing of regulation.

Magazine To Sponsor Prof. Football Game

(Continued from Page 1)

Browns pro football play-off game in the Ohio city Sunday, Dec. 22. The five station hook-up includes WMCA, New York; WBNY, Buffalo; WIND, Chicago; KLAC, Los Angeles; and KYA, San Francisco. Sportscaster Stan Lomax will report the event over the Special Network direct from Municipal Stadium in Cleveland starting at 1:30 p.m., EST. The “Pic” account was placed with all stations by William Warren, director.

A broadcast of the game is also scheduled over WINS, New York, a station which reported all games of the football Yankees during the regular season. Next Sunday’s broadcast over WINS, with Mel Allen and Russ Hodges at the microphone, will be carried as a sustainer.

Earl E. May

Earl E. May, president and founder of KMA, Shenandoah, Iowa, died Wednesday night at St. Mary’s hospital in Dulu, Minn. Funeral services will be held Monday at 5 p.m., in Shenandoah.

To Join Agency Staff

Edward Roberts Carroll, connected with the ABC production department since its split with NBC, has resigned to join the radio staff of Roche, Willard and Hardy effective December 31. Carroll formerly had been with NBC in the traffic department.

FARGO
BISMARCK
NOW SERVING CBS PROGRAMS BY
KSJB Jamestown North Dakota
5000 WATTS 600 on the dial
Represented by Aden J. Young, Jr., Inc.
CBS - MBS

PROMOTION

Scholarship Award
WPEN, commemorating the 241st birthday of Benjamin Franklin, has announced a scholarship competition for high school students in the Philadelphia area. Two scholarships, valued at $500, to the Charles Morris Price School for Advertising and Journalism which is sponsored by the Poor Richard Club, will be awarded for a 600-word essay on "What Would Benjamin Franklin Say to the United Nations on Living Together in Permanent Peace?"

WPEN is enlisting the support of all schools, and handbills are being distributed to students, and to further promote the contest, spot announcements are scheduled.

WMT Directory
The 1946 year-book and directory of the National Association of Radio Farm Directors is off the press. Edited by Chuck Worcester, WMT Cedar Rapids-Waterloo, Iowa Farm Service Director, the book contains information on NARFD’s activities in 1946 and also includes a personal directory, with the varied types and phases of farm broadcasting in the United States. Worcester is also vice-president of NARFD, and before joining WMT, was Farm Director for the Columbia Broadcasting System.

HERE’S HOW
SAYS CLEVELAND’S
Chief STATION

By comprehensive coverage
By creative entertainment
By consistent selling
By action on the constructive criticism of government officials, newspapers, civic groups and the listening public

WJW has become CLEVELAND’S CHIEF STATION.

BASIC
ABC Network
CLEVELAND, OH
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
Gayety, And Profundity, Of Xmas Reflected In N. Y. Indie Programs

(Continued from Page 1) White House Program includes music by the U. S. Marine band and choral singings of local stations which will carry the broadcast live are WCBS, WJZ, WNBC, WQXR, WNEW, WHN, WMCA, WJZ, WOR, WEVD. Because WLIR's broadcasting day does not allow for the 3-5:30 p.m. program from Washington, the station will transcribe the event and rebroadcast it at 1:30 p.m., Christmas Day.

Originate In Hospital

The "Scalamandere Concert Hour," heard over WOR every Wednesday from 10-10:30 p.m., will originate on Christmas night from Halloran General Hospital in the Supplying Music. All hospital personnel, including all the children and veterans, will be scheduled by WHOM which will do a full-hour's broadcast from Camp Kilmer, New Jersey, "For Camp, Only." 25 GI patients at Camp Kilmer will see a show performed by some of the entertainers.

Xmas Greetings To Vets

"Christmas Greetings to Veterans," will be aired by WNBC on Dec. 24 from 1-4:30 p.m., with the Art Van Dansens' quartet supplying music. All New York area veterans hospitals have been notified of the program, which will be fed into the Bedsides Network. Captain W. C. B. Apel, American Legion national commander, will broadcast greetings to all hospitalized veterans.

WNBC personalities Bob Smith, Jinx Falkenburg and Tex McCrary are set for a Christmas Day broadcast. McCrary will appear on NBC's "Your Children's Center." In behalf of the Salvation Army, the 40-voiced Hall Johnson Choir will sing Christmas carols in the WOR's broadcast; the Salvation Army will pipe in several shows from WLW in Cincinnati, one of which will be "The Gift of the Little Shepherd" from 11:15-11:45 p.m. WLW's Christmas Eve. The dramatization of the birth of Christ will celebrate its 10th anniversary.

Broadcasts From Home

In order to be with his family on Christmas Day for the first time in 18 years, Arthur Godfrey will make two broadcasts Dec. 25 over WCBS from his home atop Cateon mountain near Leeds, Va. Godfrey flies to Virginia Christmas Eve night immediately after his regular nightly network show and will originate his 6-7:45 a.m., and 11-11:30 a.m., broadcast, respectively. Another Yuletide special over WCBS will be a Margaret Arlen-Harry Marble salute of thanks to all who have contributed to American Red Cross. "Music for Christmas," 8-9:45 a.m., broadcast Dec. 25, they will send special thanks to letter carriers, department store clerks, policemen, firemen, ex-fighting men and hospitalized veterans.

Merits Stars On WJZ

WJZ is calling in several Met opera star guests to lend their voices in Christmas music for listeners. Vyan della Chiesa, soprano, will guest star in the "Met Christmas Carol" program Christmas Eve night from 9:9:30 p.m., while Helen Traubel will sing "Silent Night, Holy Night," during Nazareth Craig's Dec. 25th show from 12:35-4 p.m.

The American Negro Theater, pre- pared exclusively for Christmas, night, has scheduled the Charles Dickens classic, "A Christmas Carol," for its network. WJZ will broadcast 9-9:30 p.m. Canada Lee will play the role of Scrooge" while Raymond Hill is named as "Tiny Tim" with Gospel Girls in the cast. The program will be broadcast the all negro program will receive the award of 1846 from the National Association for the Advance of Colored People. At 11:30 p.m. WNEW will broadcast a recording of the late Mme. Ernestine Schumann-Heink, singing "Silent Night, Holy Night." On WOR, the "Mumbled" program cast of conductors of the "Irrede" and will throw erotica for choral music, which will be broadcast from: 3-5:30 p.m. Records for the broadcast are supplied by BHI, will organize and orchestrate under direction of Sir Thomas Beecham.

Messages From Gift Set

Transcription messages from American GI's stationed overseas to their friends and relatives will be broadcast by WMCA during three different periods Christmas Eve. Most participants will be soldiers from New York, Connecticut and New Jersey and their families will be notified ahead of time. The "Christmas Overseas" evening broadcast will be heard from 8:15-8:30, 9:10-9:30 and 10:30-11. Transcriptions will be flown to WMCA by the War Department.

WNYC has arranged a children's dance festival to be broadcast daily at 5 p.m., from Dec. 27 to Dec. 28, with the exception of Monday. Special Christmas season includes a Christmas Carol, Alice in Wonderland, Alice Through the Looking Glass, Tom Sawyer and Ronald. On Dec. 21, 22, 28, Dean Dixon conducts the American Youth Orchestra in a children's program of music and story: "The Story of the Nutcracker" and "Carols for Children."

WVO Stores Holy

The WBYN audience will be offered Dickens' "A Christmas Carol," with the cast including Peter Donald, Mitti Gould and Ronn Liss. Invitations for its Italian listeners in New York to hear the voices of their relatives in and around Palermo, Sicily describes Christmas in that part of the world. The broadcast, to be heard during Christmas week, will also offer an English version of "A Christmas Carol," 10-11 p.m., Christmas Eve. Alternatively, you can watch a pick-up, via RCA facilities, of the transcribed messages broadcast from Rome. WBYN is in that foreign born Italians in New York hear of Christmas "back home."

Will Debate "Plotter"

Author John Roy Carlson's latest expose, "The Plotter," is schedule for debate by the "Books On Trial" jury over Dec. 23 from 4-8 p.m. Defense of the book will be led by O. John Rogge, former special assistant to the U.S. Attorney General, while Hamilton Fish, former New York Congressman, will prosecute the case. "Books On Trial" origina ted from Plaza Theater every Monday night.

Eleventh Annual "Plans"

The choir from the First Baptist Church of Flushing is to be heard on WOR at 11:11-11:30 p.m., Dec. 23; 9-9:30 a.m., while a special Yuletide dramatization will be heard from 1:30-2 p.m. Ten-second Christmas recordings from the United Nations, will be aired by WWR on all station breaks on Dec. 24.

The Roger Alford singers, with Christmas carols, hymns and spir-
Radio Producer Sets Record As Disabled Vet Entertainer

Frankie Bosch of Basich Radio, a 13-year-old one
woman campaign to entertain disa-
bled veterans in government hospi-
tals of the New York area the last
two years, has suggested that he will
be able to do just that even if he
doesn’t have the muscular control
to move his arms or legs. He
will still be able to keep the
chorus of “Happy Birthday toYou”
up in their seats, with a new glow
in their eyes, it makes you feel
like a million dollars. There just isn’t
anything you can do that brings
more real satisfaction than these
G.I.s shows that you do purely for the
love of it, for the mere pleasure
of it, the joy of it all. Frankie,
will you ever change, to do
other than what you would, then show business isn’t
the great industry I’ve always known it
ChSales "Thank You" Letters

If I could show you the hundreds of
"thank you" letters we have from
veterans over the eastern sea-
board, I’m sure you wouldn’t have
any trouble at all in persuading en-
tertainers to BBC for the opportunity
to show their sentiments to
these troubled and their bitterness for a
while. But, let’s not make Chris-
tmas more thank-yous, but
we’re giving to our talents. Let’s make
every day Christmas for the
man in the purple heart circuit.

NBC To Cover Expedition Of AAF-Natl Geographic

(Continued from Page 1)

relations, and John F. Royal, vice-
chairman in charge of television.

Franklin Delano Roosevelt, Jr., will not
be in the United States, will be viewed in
"notable by an expedition headed by
Dr. Lyman J. Briggs, chairman of the
National Geographic research
committee. AAF detachment on the
mission will be led by Brig. Gen.
Ivan F. Oates, commander of the
AAF delegation to the Joint-U.
Military Commission. Expedition will
be "never seen the town of Boca-
Raton, Fla., and will make its
way into the Rio Grande and
into the center of the
area of total.

NBC will send a commentary
team of radio engineers and tele-
sion motion picture personnel with
the expedition, who will be named
at a later date. There will be a series
of broadcasts before, during and after
the eclipse, which is expected
to occur at 8:35 a.m. EDT. Period of
totality will be about four minutes.
It is said. As film stories become
available during the expedition, they
will be flown to this country
for showing over NBC video outlets.

In 1937, the last time NBC sent
crew outside of the U.S. to
describe a solar eclipse, Commentator
Cecil Hicks accompanied a National
Geographic-U.S. Navy expedition
to Canton Island in the Pacific to do
so. Most notable of the National
Geographic’s scientific expeditions
covering the eclipse of 1937 was
its weather official, the historic Army-Air
Corps-Geographic stratosphere bal-
loon flight of Nov. 11, 1935, at Rapid
town, Wyo. In that same year, in an exclusive broadcast, described
the ascent, including direct pickup
of the balloon at an altitude of
70,000 feet.

Bilbo-Hearing ETs Aired On WTOP And Mutual

(Continued from Page 1)

broadcasting transmissions of the
Killing of the Unicorn on Mutual, The
Theodore Bilbo’s defense of himself
against charges of taking graft. The
committee refused to permit a live
broadcast, but microphones were set
before Senators Mead, Ferguson and
Billings with a direct line to the studio.

Transcriptions were pulled, and when
the two stations went on with
targeted programs at 11:00 a.m., the
hearing had only been under way for
45 minutes.

Both CBS and Mutual had tried or
Wednesday to transcribe part of the
hearing on wire recorder but the results
were not satisfactory.

The WOL transcriptions went out
over the extra MBS network several
hours later, but were refused to breach its anti-transmis-
sion policy. Result was that the CBS
discs were used locally only.

Paul Gould Joining WHNY

Paul Gould, director of recorded
music programs at WMCA, is resum-
ning his present position, effective Jan.
1. to become executive veep and
station manager of Long Island’s first
FM station, WFCR, under construction at Hempstead. Gould will
also head up operations for the
proposed new AM station, to be owned by Elgin Godfrey, whose
application is pending before the FCC.

Gould has been at WMCA approx-
imately a year and a half, and was formerly veep and station manager of WLIB.

Leaves WNEW For WMCA

Joel Finer, senior member of WNEW’s music department, leaves
from the station to become associated
with WMCA beginning Dec. 31.

Finer worked for WMCA’s rec-
orded music department.

VETERANS’ DELIVERY SERVICE

Specialising in personalized delivery
Studios—Publicity—Advertising
Agencies

FAST, DIRECT and RESPONSIBLE

Call Hollywood 4780
Hollywood, Calif.
La Guardia To Mutual
With Co-Op Program

(Continued from Page 1)

been humane, honest and keen obser-
vations of current events," said Kolbe. "As a result, people of all ages, and in all walk of life, will listen to him.

La Guardia expressed enthusiasm for being available on a co-op program, which will enable local advertisers in each community to sponsor him in their area.

"We are entering a very important era of economic adjustment and pend-

(Continued from Page 1)

in which the weather is perfect for outdoor activities. He will continue to deliver his daily reports, which include weather forecasts and news highlights, throughout the summer. His deep voice and clear enunciation make him a popular choice among listeners.

Radio Recognition

In less than a month the recently published Quiz Book of the Scientific Arts, written by Jo Ranson and Richard Pack and illustrated by Leo Broderick, will be available in bookstores. The editors, Summit Press, consider an all-time record for radio recognition of a new book. Since the pre-publication appearance of the book featured on the show, the book has garnered widespread attention from listeners of all ages. The authors, Summit Press, consider the book a major achievement in the field of scientific entertainment.

Send Birthday Greetings To

December 20
Harold Anderson
Jeanne Harrison
Carol Powers
Arlyn Lockner
Douglas littler
Hal Gordon
Bob Prescut
Monica Boyar

December 21
Bess Churchill
Antonio Santolukio
Xavier Curnel
Bob Strong

December 22
Bob Calbines
Deanna Taylor
Emmi Haceford
Dorothy Lewis

ATTENTION

TRANSCRIPTION DISTRIBUTORS

$100,000.00 recently invested in new series by Hollywood producers. Can-

(Continued from Page 1)

President Robert Swozey brought together nearly 500 radio executives representing networks, stations, and agencies. Among the guests were Harry Sedgwick, president of the Canadian Broadcasters Association. First prize award of a RCA table model television set went to Bruce Robertson, senior associate editor of Broadcasting magazine.
Radio Remembers Vets

Web Programs Set For Yule Season And Veterans

Radio and television broadcasters throughout the nation will help make this the merriest Christmas in years, with an ambitious schedule of variety, musical and religious programs highlighted by the traditional tree-lighting ceremony on the White House lawn tomorrow night by President Truman. (Continued on Page 2)

Merry Christmas

Opening Of Congress Set For 5 Tele Stations

The opening session of Congress will be televised for the first time in history on Friday, January 3, in a co-operative broadcast by NBC, CBS and Du Mont, it was announced over the weekend. Broadcast will start at 12 noon and will be aired over WNBT, WCBS. (Continued on Page 2)

Paul White Named AP News Consultant

Appointment of Paul W. White, former Director of News at CBS, as special radio news research consultant for a limited period, was announced Friday by W. J. McCambridge, General Manager of Associated Press Radio News. McCambridge, in making the announcement, said that anticipated. (Continued on Page 2)

Merry Christmas

"Silent Night—Holy Night..."

Radio Giving Aid To 'March Of Dimes'

Many radio personalities and network shows will aid the annual "March of Dimes" campaign, starting Jan. 15, with transcriptions being cut last week by Tex Eneke and (Continued on Page 14)

New NAB Committees Announced By Miller

Washington—Members of three additional industry committees for the next year—the freedom of radio, music advisory, and research committee. (Continued on Page 14)

Merry Christmas

Stations Dedicating Entertainment To Disabled Men

By FRANK BURKE

Editor, RADIO DAILY

The nation's broadcasters responded graciously to the appeal to provide disabled veterans with Christmas entertainment this year.

Returns from the 13 regional offices of the Veterans Administration throughout the country indicated that none of the 128 hospitals for convalescent (Continued on Page 6)

Merry Christmas

Six Tele CPs For Coast; Commercial Use OK'd

Washington—The FCC on Friday announced the granting of six commercial television applications for Los Angeles, with decision on the Don Lee network's application for the seventh channel in the area reserved. Of especial interest in the (Continued on Page 4)

Merry Christmas

NBC Supports BBC Ban On Hypnotism Via Video

Following the announcement that BBC had abandoned the idea of televising a hypnotist in action, John F. Royal, NBC vice-president in charge of television, on Friday declared that the network agreed that hypnotism by television would be dangerous; (Continued on Page 4)

Merry Christmas

U. N. Messages Of Good Cheer Broadcast Over 500 Stations

Transcribed Christmas messages from United Nations delegates will be broadcast this week by more than 500 U. S. stations. Advertising agencies, the four major networks and their affiliates and about 100 local stations are cooperating in the program. The transcriptions, with each message two to three minutes duration, were mailed out over the week-end for broadcast release after Dec. 24. Among the voices bringing Christmas greetings from the United Nations are those of Secretary of State James Byrnes and Mrs. Eleanor Roosevelt, U. S.; Ernest Bevin, Great (Continued on Page 4)
Paul White Named
AP News Consultant
(Continued from Page 1)
rapid development in the fields of frequent-
ancy, television and facsimile had made it de-
sirable to sponsor radio as to how the A. P. could be of ever-increasing use to an
expanding industry.
"Our present leadership in serving
news report to radio stations," McCambridge said, "is unquestioned. What we intend to do is to re-
main in front no matter what progress is
made in radio in the future."
While, after an extensive back-
ground in newspapers and news ser-
vice, joined CBS in 1930. Generally
regarded as a top man in network
news direction and given a Peabody
award this year for the CBS news
coverage in 1945, he resigned from
the network last May. Since then he
Next spring, has lectured at the Uni-
versity of Illinois and has conducted
a short course in radio news at the State University of Iowa.

— Merry Christmas —

Radio And Tele Joining
For 'Merry Christmas'
(Continued from Page 1)
the networks and stations have ar-
ranged the heaviest lineup of Xmas
programming ever attempted, de-
sign to spread the true Christmas/spirit
of Yuletide to civilian and soldier alike, at
home or in far-off points throughout
the globe. Many outlets, have arranged special shows for
veterans' hospitals, many of which will
originate from sick wards or hospi-
tals.

Outstanding among the network
offerings on Christmas Day are two
full hour programs on NBC and ABC;
a two-hour show on CBS; and a se-
ries of special pick-ups by Mutual
of occupation troops overseas.

Television's coverage of Yule cele-
bration, which got under way over
the week-end, includes the follow-
special programs:

NBC tonight will air a speciality
made film of Santa Claus, Indiana,
and a special Christmas show to
your local area affiliate. ABC will
air a film package of Christmas
features and special programs.

On Christmas night 'A Christmas
Dream,' animated film will be aired
over WCBS-TV; an animated special
of the studio, and a drama titled
'Christmas in Chicago.' "A Gor-
lin's Christmas," "Music For A
Christmas Night" and films with the Yule
spirit will be aired by WABD, the
Du Mont outlet.

The annual Hollywood Santa Claus
lane parade was shown on W6XAO-
Don Lee television last week as a de-
layed film display in the event.
The features were screened for the
opportunity of all who couldn't see
Hollywood's welcome to the Christ-
mas season.

— Merry Christmas —

Special ET Series
Plans to use radio transmissions as an emergency measure in the
sense racial situation in the Chicago
area were revealed the past weekend
by Harold Franklin, program director
of the Institute for Democratic Edu-
cation. Franklin said that twenty
transmissions of its "Keep Faith With
America" series have been sent to
Chicago at the request of the Com-
mission on Human Relations.

Whiteman Concert Tour
Set By Larry Golden
Plans have been completed for a
concert tour of Paul Whiteman
and his orchestra to open January 13
at Syracuse, N. Y., and close January
30 at Schenectady, Lawrence Golden,
announced yesterday. Following the
opening night at Syracuse, the orche-
stra will play single concert engage-
ments at East Lansing, Mich., La-
fayette, Ind., Youngstown, Ohio, Bal-
timore, Md., Washington, D. C., Rich-
mond, Va., Pittsburgh, Pa., Chi-
ago, Ill., Milwaukee, Wisc., Detroit,
Mich., Pontiac, Mich., Columbus,
Ohio, Erie, Pa., Toronto, Canada, and
Schenectady.

EXCEP'TED on the air SOON to offer
GREATER day-time service to the
Wilkes-Barre-Scranton Acrhitective Area!
1000 WATTS WHWL 730 KC.
"Anthropics Most Powerful
Independent" Represented by Forjoe

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

W-I-T-H
AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally by Hearley-Birch

MAY WE AT THIS TIME OFFER OUR SEASON'S GREETINGS AND A HAPPY NEW YEAR TO ALL OUR FRIENDS
SANTA CLAUS LIVES AT OUR HOUSE

It's been like Christmas all year long at WOL. Local advertisers have been filling the WOL stocking with choice new business in a steady stream, January to December. For example:

In one summer month alone, local sponsors placed 57 quarter hours per week of NEW business on WOL—all on a 52-week basis.

In early autumn, Washington's largest department store broke precedent to place on WOL the first radio advertising in the store's history.

In October, after 12 consecutive years on another Washington station, the National Brewing Company switched to WOL exclusively, sponsoring 29 quarter hours a week.

Matter of fact, Washington's three largest buyers of program time are all on WOL—two on WOL exclusively. That's because 5000-watt WOL is getting results in one of the nation's top ten markets, at base rates lower than those of any station of comparable power in any comparable market in the country.

National advertisers, no less astute than Washington sponsors, may find that playing Santa to WOL is the surest way to fill their own stockings. Ask Katz to point out our chimney to you!
Six Tele CPs For Coast; Commercial Use OK’d

(Continued from Page 11)

granting of applications from both NBC and Earle C. Anthony, licensee of KFI. KFI is the Los Angeles outlet for NBC’s AM network.

NBC was assigned Channel 4; ABC Channel 7; The Times-Mirror, Channel 11; Television Productions, Inc., Channel 3; Dorothy S. Hitchcock, Channel 13, and Anthony, Channel 9.

Commissioners Durr and Hyde dis- sented on the last grant, holding that the question of license renewal for KFI should be settled first.

Television Productions is a Par- mand subsidiary, while Mrs. Thack- rey is publisher of the New York Post and licensee of WLIB, New York. She has recently withdrawn tele appli- cations for New York and San Francisco.

Four of the six stations will have trans- mission sites on Mt. Wilson, with Permanent on Mount Ada and the Times-Mirror on Mount Dis- appointment.

A commercial tele grant was also made to the Broadcasting Corp. of America for operation on Channel 1 in Riverside, Calif.

— Merry Christmas —

NBC Supports BBC Ban On Hypnotism Via Video

(Continued from Page 1)

"Television’s ability to capture the attention of its audience is so strong that we feel hypnotism could be poten- tially a very dangerous and risky thing," Royal said.

Trials were conducted by BBC at the Alexandra Palace television head- quarters in London, and a girl who had been watching the hypnotists perform on the screen in a darkened room across the hall fell asleep. In addition, four of six BBC staff mem- bers who had volunteered as "guinea pigs" were affected and had to be shaken awake.

Although BBC has denied the report that it had planned to televise a hypnotism program, the company is said to have confirmed that it had been toy ing with the idea of providing such a touch in its schedule. The hypnotic expert, Peter Casson, pro- poses to be able to put people under his spell without speaking to them or even looking at them.

The Royal Variety television will keep off the air any performer who could exert undue influence by hyp- notic means.

"If people fall asleep watching our television," Royal said, "we trust that it will be from natural and not from hypnotically-induced causes."

— Merry Christmas —

Robbins Takes Block Spot

Disk Jockey Fred Robbins of WOV’s “1260 Club” takes over the emcee job now held by Martin Block on the “Columbia Record Shop.” WCVB and WCVS are simulcasting the show. Robbins signed to a one-year contract.

If I Were Santa Claus. . . !

• • • With the strains of “Silent Night” winging over the airways and holly wreaths meeting the eye at every turn, this column does a slightly meth-enhanced Santa suit, fills out the stomach with a batch of old press releases and does a little gift-distributing of its own. Is my beard on straight? Okay, then, let’s go. . . . I’d salute Walter Winchell with a poise even the America’s radio editors didn’t vote him the host of the radio analysis. The Jornal’s journalist not only has a place in radio—but also in the history books. . . . Fred Allen would get a candy-coated cane for his radium. One Long Panic, if you ask us. And heartfelt gratitude as warm as a burning fireplace for the countless charities and kindnesses performed daily by Fred Allen—a guy who in an unobtrusive way makes a liar out of the calendar. With him, every day is Christmas. . . . Kate Smith would get an accolade aloud, bright, because larks may come and go, but Katie will still carry the most weight with us. . . . I’d give Jack Benny a brand new Lounge, perhaps, but not the Fr. . . . Same goes for Eddie Cantor for his “Give A Gift To A Yank” campaign—insuring every vet in every hospital a Christmas remembrance. . . . A petition would be made up to force Irving Berlin to do that long promised original variety radio show planned for him two years ago—and a package would be unveiled on Christmas Day: The start of a new Arch Oboler dramatic series. . . . Mel Blanc, who does more voices than anyone else in radio, I’d introduce with a laugh to the guest who first said “Silence Is Golden.” . . . I’d give Beatrice Kay, the little lady whose singing keeps alive another day (the she never saw it) a new com- mercial all her own. . . . I’d send Scrooge’s Ghost of Tomorrow out to haunt the host of time buyers who peddle murder on the kilobytes simply because they’re cheap buys and giving no thought whatso- ever to the emotional damage being done to the kids who listen to this stuff.

— Merry Christmas —

• • • Yes, if I were the gent with the long white beard, AFRA and the networks would kiss under the mistletoe to make the happy ending official. . . . The monopoly of other performers on dramatic shows would end and dozens of capable kids who can’t break in now would be draw- ing pay checks every week. . . . Naturally a nosegay for Jimmy Durante who does so well at keeping a grinadote to his nose. No wit is more natural. . . . Carroll Carroll, the man responsible for the Crosby personality of the past ten years, would return as Bing’s chief scripter. . . . I’d salute individ- ually radio’s legion of gag-writers, the wise men who manufacture the witticisms which tickle you day after day even the’ they’re mouthed by others. No group goes along with as little recognition year after year. . . . Radio as a whole would get a sleigh-bell and eight reindeers for the won- derful tributes it’s featured to the many beloved personalities who have passed from our realm—It has become the binder which expresses the sympathy of the masses for those important folk who go West. . . . And to the many, many artists I didn’t mention, but who are the nicest people any Santa Claus could hope to meet, I give 1947—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. Merry Christmas!

— Merry Christmas —

Plan U.N. Messages On 500 Radio Stations

(Continued from Page 11)

Britain; Jacques Rueff, France; Well- ington Koo, China; Dr. Oscar Lange, Poland; Carlos P. Romulo, Philippines; Nawab Ali Yar, Sult, Indi- dia; A Aziz, Afghanistan; Jorge Fidel Duron, Honduras. Arrange- ments for the transmitted messages were made through the office of Christopher Cross, U. S. radio officer assigned to the United Nations.

Five Languages Included

The greetings, to be heard not only in the U. S. but around the world, will be heard in five languages—Eng- lish, Spanish, French, Russian and Chinese. UN Yuletide greetings will be carried overseas by BBC, CBC, the Australian Broadcasting Corp., State Department, UN, shortwave broadcasts and by shortwave trans- mitters of CBS and NBC. For Eng- lish language audiences there is no need of translation, since all delegates whose voices are heard speak fluent English. Except for the messages by Mr. Byrnes and Mr. Bevin, speakers introduce themselves.

The transcriptions may be carried by stations at frequent intervals with no added programming. Some sta- tions, however, are planning to use the recordings in special United Na- tions programs.

— Merry Christmas —

Report On Soviet Sports

The fourth overseas pick-up car- ried by Red Barber’s nightly sports program over CBS, 6:30-6:45 p.m. EST, is scheduled for Dec. 26 when Richard C. Hottelet, network corre- spondent stationed in Berlin reports on the “Moscow Sports Scene Today.” Hottelet was assigned to Moscow until a few weeks ago when he was switched to Berlin after the Russian government denied broadcasting fac- ilities to foreign correspondents. This will be the second pick-up from Berlin for Red Barber’s sports strip the others coming from London and Tokyo.

“Don’t shoot now—it’s time for the Lone Ranger on WDFD Flint.”
**THE WEEK IN RADIO**

Christmas Sked Under Way

By Jim Owens

Networks and independent stations throughout the country completed plans for the heaviest schedule of Christmas programming in years. Veterans' officials were giving particular attention to Xmas planning, with many stations originating shows from wards, hospital grounds, etc. Veterans Administration officials will appear on several shows, in connection with Ramo-Diaz's special campaign.

NAB proxy Justin Miller advised broadcasters to argue FCC's Blue Book authority in license renewals, Miller said he hoped for early court sets of the Commission's right to use the Book... F. H. LaGuardia signed contract with Mutual for a weekly show, to go over the WJU. Government made formal appeal to the Supreme Court regarding the Lea Bill, petition was filed in Chicago... NBC's Christmas Party raised $1,000 for Yale charity funds. ... FCC approved 22 AM construction permits.

New York AFRA group voted to suspend network issue pending negotiations in Chicago and Los Angeles. A tubeless FM concept was developed by Henry R. Kaiser, chief engineer for WWSW, WYOT, Pittsburgh. ... FCC asked networks to lists of outlets carrying their programs. NAB formed the move "ore-censorship." ... War Department conferred highest civil awards on G.E.'s Dr. W. R. Baker and N. C. Cosgrove of Crosby Corp. ... For the second time in a week, ABC sold a full-hour of web music programs. Second to sign was Mutual. "Music Digest" with music program for Detroit Symphony. ... CBS announced renewals of 12 sponsored programs... Three sponsors renewed five shows on NBC for full year... Web also set new talent search via a "laboratory theater"... New ruling by War Assets Administration regarding electronics items aids purchase of equipment by schools, etc.

President Truman's recent relaxing of order on construction gave rise to prediction by trade officials that radio will have its biggest building boom... British and Canadian Broadcasting Corporations set world-wide Christmas programs... Twenty-five FCC officials visited Du Mont and CBS for tele demonstrations, were non-committal on their impressions.

Former demonstrated ... light-beam video transmission system, and CBS's color system... Jules Stein re-signed as president of MCA to become chairman of the board. Lew Wasserman succeeds him as president... U. S. State Department is using three 85,000-watt transmitters in Munich. Programs are beamed daily to eight countries. ... Furniture Market display in Chicago will have RCA tele equipment... Lewis J. Valentine, died. He was chief investigator on "Gang Busters" and former New York Police Commissioner.

RCA announced plans to produce 160,000 television sets in 1947, with retail cost of $65,000,000. ... End of grid season cut out six hours weekly from TV schedules...

Milwaukee Journal revised television plans for a station in that city... NBC held a dinner for its Ten and Twelve-Year Clubs... To ease the heavy flow of applications, FCC asked for the Industry-Commission conference next month.

**WIN Staff Changes**

Marion Annenberg has assumed as WINS promotion manager's job that was vacant some weeks ago when Jerry Layton resigned to help form a new company. Miss Annenberg came to WINS from the Mutual network where she was assistant promotion manager. She is former promotion manager for WCAE in Pittsburgh.

Max Berton, script writer formerly associated with Mutual and also WNEW, has joined the WINS staff.

**Available Now in Yankton, S. D.**

Reach this rich Middle-Western market with the nation's outstanding cooperative program! Fulton Lewis, jr. is available for sponsorship on WNAX, Yankton, South Dakota.

On 231 stations from coast to coast a steadily growing group of local and national advertisers finds that Fulton Lewis, jr. enters homes as a news guest and remains to sell.

Wire, phone or write us immediately for complete information about Fulton Lewis, jr.—the No. 1 Cooperative Program on the air today.

**Offered Subject to Prior Sale**

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

TRIBUNE TOWER, CHICAGO 11, ILL.
Radio Remembers

Vets

Soldiers’ Hospitals, All 128 Of Them, Given Show

(Continued from Page 1)

soldiers had been forgotten. Special Christmas programs and personal appearances of radio artists at the hospitals constituted radio’s contribution to veterans’ holiday cheer.

"Radio, as always, did a magnificent job," Charles Dillon, director of radio service, Veterans Administration, commented Friday. "They gave not alone of their time and talent to prepare special air programs but...

Newspaper Co-sponsor

KDKY, Salt Lake City, NBC outlet provided one hour variety show for patients at VA hospital there cosponsored by Salt Lake City Tribune and Telegram featuring 12 piece local orchestra of high school chorus, variety acts."

In many instances sent companies of artists to hospitals for entertainment of the veterans.

The participation of independent stations throughout the nation was not the only phase of the industry’s Yuletide effort. Many commercial network programs originated at hos- pitals and in some instances guest artists were from the ranks of disabled veterans.

Reports Pour In At VA

Reports from the VA branches poured into the offices in Washington over the week-end. They came from regional radio directors who worked directly with stations in their areas. While the returns were incomplete, it was evident that broadcasters everywhere had adopted Radio Daily’s suggestion to provide more entertainment for hospitalized veterans this year.

Plan Hospital Show

KANS, NBC outlet, Wichita, Kan- sas, will present a talent jamboree- card session at the Wichita VA Hos- pital, December 24, with Arch Tay- lor, station manager, Vic Rugh, program director, Raymond Shelby, organ- ismer and musical director. After the broadcast, a show will be given by the same talent. Interviews with the Hospital Special Service Chief, Lester B. Kappelman, Monday, and Bill Lewis Rucker, Assistant Chief, Tuesday, will be conducted to inform listeners of American Legion’s “Give A Gift To Yanks” presentation with gifts pouring into hospitals.

Harold Henry, Kansas City, Mis- souri, Marine veteran who lost his right arm in Pacific combat, will be interviewed on WDAF.

In St. Louis, another program, a vaunted “hospital famous” with his brothers, accompanied by KVJO, KWK, WIL, KXOK, WEW, and KFPU, to obtain gifts, with good results, for Jeffer- son Barracks patients.

KVJO, Moorhead, Minnesota, will present a show from Fargo, North Dakota, hospital auditorium December 25. Mannie Margot of KVJO will head the program. WDAY, Fargo, will sponsor a special stage show to the Fargo Hospital December 26, but will not broadcast.

WTCN, Minneapolis-St. Paul, origi- nated their “Church Music Appreciation Hour” from the Minneapolis.

Season’s Greetings

Secretary of War Robert P. Pat- terson will broadcast a special meeting of Christmas greeting to disabled veterans on the Armed Forces Godfrey program on CBS Wed-nesday, November 11, at 11:30 a.m. Secretary Patterson will speak from Wash- ington.

VA Hospital on December 17 fea- turing the St. Johns Lutheran Church Choir in Christmas carols and a community sing. This pro- gram was transcribed and replayed over the Hospital PA system on De- cember 18.

WMIN will transcribe an interview show with patients from the Minne- apolis VA Hospital for broadcast on Christmas Day.

Southern Stations Aid

In Georgia, WGST, Atlanta, will direct their Christmas carols with narrations by Jimmy Kirby, to Vet- erans in the Lawson and Peachtree Road VA Hospitals. WMIS, Mem- phis, will broadcast from the Ken- nedy General Hospital on Christmas Day with Helen Parker, Fred Chris- tenson, and Berle Olswanger, talent.

From the Thayer VA Hospital, WSMN, Nashville, will present a special Christmas program for hospital staff, interviewing approximately 75 pa- tients. Talent will include the "Red Foley" show, Jack Baker, Jack Har- ris, Owen Bradley and Orchestra, Grand Old Opry artists, Beasley Smith and Orchestra, Snoopy Lawson, Evelyn Parker, and Ann Ford. Other...

Visit Hines Hospital

WCFI, Chicago, will originate a special Christmas show for veter- ans at the VA hospital at Hines, Ill., tonight. The program will be heard from 8 to 8:30 p.m., CST.

WSM stars will visit wards of the hospital presenting gifts from the National Life and Accident Insur- ance Co.

Bill Goode and Woody Woodward of WCOS, Columbia, S. C., prepared a recording for "Veterans, Christmas" for presentation on Christmas Day at the VA Hospital.

WKAT, Miami, will present tran- scriptions, honored by the Nationa- l Life and Accident Insurance, and Pratt General Hospitals, and WQAM will broadcast “Christmas Carol,” designed especially for veterans.

WCOV, Montgomery, will channel all network programs into veter- ans’ hospitals during the Xmas season, as will WMGY, WATI, WRC, and WSGN.

General Bradley To Be Heard

Branch No. 12, Pacific Coast shows originating from Los Angeles: Bob Hope broadcasting from the LA VA Hospital with a cut-in by General Omar Bradley from Washington, December 24; Eddie Cantor at the Birmingham VA Hospital, also Bob Benny and Phil Harris shows on December 22; and Van Nuys, Cal- if., gives a special Christmas broadcast with a Washington cut-in by Dr. Paul R. Hawley, KHJ, Los Angeles. Army Times Christmas program had as its guest Dr. Bull F. Beyerly, December 21.

Shows originating from San Fran- cisco: KGO, regular weekly musical variety show “What’s New?” will carry a Christmas broadcast with message by Colonel Thomas J. Crot- to, veterans, December 23.

Approximately 92 per cent of the local stations in the VA branch West Coast areas, will carry special VA Christmas spot or 15 minu- texts.

Stations of New York City and New York State, as has been predic- ed in Radio Daily are going “all out” in their observance of the day, with special emphasis on veterans-hospital-programs.

Indicative of the heavy program- ming for veterans is the case of Re- katz, of WHN, who last Friday to arrange still another soldier-hos- pital show only to learn from Veterans Administration that all hos- pitals in the New York area have been booked solid.

WOR, this paper learned from Eugene King, following a query to the station, has, up to Friday evening, scheduled Christmas shows as fol- lows:

Today—1:30-1:45 p.m., Christ- mas with the United States Marines, Mr.

(Continued on Page 11)

Dillon, Of The VA

Lauds Industry For Service

They Had to Call The Cops!

Baltimore, Maryland— WFBF has to be careful on plugging its studio audience shows. One time they ad- served a special grab-bag on Club 1300 and they had to call the Riot Squad to handle the thousands who showed up.

For WFBF is a living, breathing radio station not just a spot on a dial. WFBF offers all the glamor of Radio City in smaller repli- ca — studio audiences — product displays—all the plusses that smart adver- tisers want and buy. It pays to advertise on Radio Sta- tion WFBF. Ask the Blain man or write WFBF, Balti- more.

WHEN KIDS CHOOSE UP SIDES

they leave it to chance. But WCBM produces personalities & work between advertising and sales.

Baltimore’s Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

- Exclusive National Representatives

John Elmer

George H. Roeder

President

General Manager

ALBERT L. CAPSTAFF

Program Director

FOOTE, CONE & BELDING

Hollywood

www.americanradiohistory.com
Season's Greetings

THE HOUR OF CHARM
All Girl Orchestra
PHIL SPITALNY
THE HOUR

ALL GIRL ORCHEST
OF CHARM

A and PHIL SPITALNY
Season's Greetings

Evelyn
Midwestern States
And West Coast
Plan Shows

(Continued from Page 6)

A band and a message from Gen-

eral Vandegrift.

Tuesday—December 24th—1:30-1:45
Christmas with our occupation
troops. Interviews with troops and
GI's families in Germany and Tokyo.

Thursday—December 26th—8:00
8:00, 1946 in Review. An appraisal of
this past year and of outstanding
events.

National on New Year's Day, 12:30.
1 p.m. has scheduled a special dedi-
cation ceremony at Halloran Hospi-

tal, Staten Island, New York, to
mark the transfer of the Hospital to the
Army to the Veterans Administra-
tion; Ed Sullivan, master of cer-


emonies Message from Major General
Medical Director of the VA; David P.
Page, New York Deputy Veterans Adminis-
trator; program to include many stars.

Legion Head On NBC

NBC's schedule includes:

Tuesday, December 29th—12:15-
12:30 p.m., on the network 8:00-1:45
2:00 p.m., on WNBC only, Christmas

greetings to hospitalized veterans.

Musical by Marquis Quartet con-
ducted by Paul Griffith, National
Commander of the American Legion;
1:00-1:30 p.m.—Navy Band program.

Greetings to veterans from Rear Ad-
miral William N. Thomas, Chief of
Navy Chaplains; 10:00 p.m.—Bob
Hope show. Bing Crosby is special
guest. Broadcast from the Veterans
Hospital, Van Nuys, California.

Wednesday, December 28th—12:30-
1:00 p.m.—The show gives.

Clamming Eddie Cantor's gift drive
for veterans, featuring Marguerite\nWhitney, Harry Von Zell, and
Christmas message by Major General
Paul R. Hawley, Medical Director of
the Veterans Administration.

Phil Cook in Another Drive

WCBS, key station of the Colum-
bia network, will feature the Phil
Cook Book Drive for Veterans in
Hospitals. The station states that
last year the drive resulted in the
receipt of 40,000 books. They expect
top this figure this year. Plugs for
the book drive are also being made
by John Reed King, Margaret
Ashley, Arturo God-
frey and the Juke Box Parade—1:05-
1:55 a.m.—seven days a week.

First reports from update New
York reveal plans of WHAM and
WHFMC, in Rochester, and WBTA,
Batavia.

Webs, Also Indies, All Joining In
Celebration

Club and other similar organizations.

WMCA informs that their new
show, "Mr. and Mrs. Music," featuring
Andre Baruch and Bea Wain, on
Christmas Day (12:03-2:00 p.m. and
4:03-5:30 p.m., will be dedicated to
hospitalized veterans. On Christmas
Even WMCA will present transmitted
shows from men overseas messages
from home and messages to former
buddies.

WBZ's has made arrangements
to bring a disabled veteran, and his
wife, ex-Army Sergeant, to New-


man, to the station in a limousine
to be the guests of the station and
for Newman to appear on Cross-
roads Cafe, where he will be inter-
viewed by Miss Dorothy Day, MC.

On the same program is Bert Shul-

ters' orchestra and other talent.

program will also be heard in Cin-
cinnati, Ohio, through the facilities of
WLW.

WABX starts on Sunday, Decem-
ber 29, a new program, 3:30-5:15 p.m.,
"Singing Sergeant," featuring singer

Christmas Greetings
and a Happy New
Year to the
Radio Industry

Send Birthday
Greetings To

December 23
Howard Breinin W. A. Stretch, Jr.
Rose McNeill Herman Ficus John Charters
Norman V. Farrell Mary Howard

Kasper-Gordon, Incorporated

140 Boylston Street Boston 16, Mass.
...fame

However you define it, it adds up to leadership...Fame-Motion Picture Daily Poll is now eleven years old. Every year its highest honor, Champion of Champions, has gone to a star heard over NBC. This year it's Fred Allen.

And in addition to the topmost honor, NBC won 11 other firsts, more than any other broadcaster.

Fred Allen
(Standard Brands)
Champion of Champions
Best Comedian
Best Comedy Show

Bill Stern
(Colgate-Palmolive-Peet)
Best Sportscaster

America's No. 1 Network
We call it PARADE OF STARS

Motion Picture Daily calls it CHAMPIONS

The public calls it NBC

FRED WARING
(American Meat Institute)
Best Daytime Program

ARTURO TOSCANINI
Best Symphonic Conductor

DON WILSON
(American Tobacco)
Best Studio Announcer

JAMES MELTON
(International Harvester)
Best Male Vocalist
(Classical)

H. V. KALTENBORN
(Pure Oil)
Best News Commentator

FIBBER McGEE AND MOLLY
(Johnson's Wax)
Best Comedy Team

TELEPHONE HOUR
(Bell Telephone)
Best Musical Show

TRUTH OR CONSEQUENCES
(Procter & Gamble)
Best Audience Participation Show

... the National Broadcasting Company
Radio Giving Aid
To 'March Of Dimes'

Jingle Bells...!

- TIN FAN ALLEY OOPS — All through the year the struggle for essentials, the long-drawn-out battles between Labor and Capital, the jockeying for power and position by Heads of State, the terrific conflict over ideologies concerning various ways of life and other heart-rending and nerve-wracking travails confront and bewilder men, but when December rolls around and the Yuletide is just around the corner, one finds oneself forsaking the cares of the flesh to dwell upon that mythical white-bearded, crimson-bedecked little character known as Santa Claus — beloved the world over, he is the symbol of the brotherhood of man — the harbinger of joy — the spirit of rekindled Faith — the international champion of Peace on Earth.

— Merry Christmas —

- The bag that weighs so heavily on his Atlas-like shoulder contains the material items which gladden and quicken the hearts of children and grown-ups alike... children see toys to intrigue their play... adults envision in the hurlap carry-all, dreams of a better and more complete life for their loved ones; Statesmen hope for guidance in their efforts to arrive at just solutions to world problems; the old folk see in Santa's pack kaleidoscopic scenes of their own younger and happier days... surely if ever there was one who possibly could be 'all things to all men,' he must be St. Nick.

— Merry Christmas —

- The bewhiskered visitor from somewhere near the North Pole must needs be a helpful individual... there can be no doubt about it... his adaptability to the ever-changing times is remarkable... true his press agent (everybody who is anybody has a p.a., though Santa doesn't have one) depicts Mr. Claus' mode of locomotion as a sleigh powered by six prancing reindeers. However he gets around by utilizing modern developments to cover his route he probably parks the sleigh somewhere in Iceland and hops into his jet plane but he sends his thoughts and well wishes via Radio. The latter seems the most intriguing because kids from seven to seventy, inhabitants of both hemispheres, are reminded via their loudspeakers by radio singers, speakers, announcers and actors of the impending annual visit long before December twenty-fifth dawns. RADIO is the ultra modern personalization of the old Town Crier; the universal medium of dissemination of news. Yet of all the hundreds of types of music themed on the immediate topic or season, that which we hear on the radio at and just prior to Christmas, is merriest, most heart-warming.

— Merry Christmas —

Taubbee Back At WQXR
Alan Taubbee has returned to the announcing staff at WQXR after more than four years service with the Navy.

Season's Greetings

ARTHUR SIMON

New NAB Committees Announced By Miller

(Continued from Page 1)

Monday, December 23, 1946

New Columbia Station Opened

According to a letter to Fan-American Broadcasting Co., of New York, foreign radio station representative Ernesto Unidas of Barranquilla, Colombia, will soon go on the air in a new 10,000 watt transmitter in January, along with a 250 watt FI transmitter.

RA D I O E X E C U T I V E

STATION MANAGER

Sales-Advertising
Record of Outstanding Accomplishment.
Write
RADIO DAILY
Box No. 274
1501 Broadway
New York 18, N. Y.
Holiday Greetings
from
The Staff
of
RADIO DAILY
WITH THE 10 TOP FOOD ADVERTISERS

ABC IS FIRST

NETWORK RADIO EXPENDITURES

10 LEADING FOOD ADVERTISERS

1942-1946

PIB & Broadcasting Yearbook—1946
1st 7 MOS.

There's plenty of food for thought for all food advertisers in the chart shown above. Study it and you will see that today ABC is the No. 1 network with America's foremost food advertisers. During the past 5 years, total network radio expenditures of these 10 food advertisers have increased only 47%—but during that same period the share of their business placed with ABC has increased 450%!

Why the big swing to ABC?

There are three particularly good reasons: 1. COVERAGE. ABC now covers 172 of the 300 leading markets from within. In four years 84 new stations have been added in these markets; in 39 others, improvement of facilities was also effected. 2. INCREASED LISTENING. In the year October 1945-1946 ABC was the only one of the three leading networks to increase its share of audience both in the daytime (up 34.6%) and nighttime (up 10%). 3. PROMOTION. ABC's 238 stations do an all-out local promotion job on ABC's network programs.

If you have a product to mass sell to the American public, why not do as Kellogg, General Mills, Quaker Oats and others are doing—ship it to market via ABC, the American Broadcasting Company?

ABC American Broadcasting Company
A NETWORK OF 238 RADIO STATIONS SERVING AMERICA
Scramble For Key Post

Color Tele Hearing To Reopen In N. Y.

Washington Bureau, RADIO DAILY

Washington—FCC yesterday announced that it has ordered a resumption of its color television hearing for the week beginning January 27. The hearing will be re-opened in New York City by a Federal court room to be subsequently specified and at that time a CBS is "requested" to be prepared to repeat for the record actual demonstrations of its color television system similar to those which have been made to the Com... (Continued on Page 7)

Dr. Frank Kingdon's Case Becomes FCC Complaint

A WOR official has branded as "abused and unfounded" certain charges filed with the FCC that the station, in dropping the nightly commentary by Dr. Frank Kingdon, is trying to keep liberal commentators off the air. Letter of complaint came jointly from the COE Political Action Committee, National Citizens Political Action Committee and the Independent Citizens Committee of the Arts, Sciences and Professions. The letter sent to FCC Chairman... (Continued on Page 6)

Dynamic Noise Suppressor Developed By Engineer

Waltham, Mass.—A new dynamic noise suppressor, an electronic device which removes background noise and needle scratch from phonograph record reception, has been developed by Homer H. Scott, president of the Technology Instruments Corp., and member of the Institute of Radio... (Continued on Page 2)

Mexican Quiz

George Marron, said to be Mexico's first radio announcer and who conducts a quiz show in Mexico City, will be on the air in New York City by a Federal court room to be subsequently specified and at that time a CBS is "requested" to be prepared to repeat for the record actual demonstrations of its color television system similar to those which have been made to the Com... (Continued on Page 7)

No Paper Tomorrow

Tomorrow is Christmas Day, a legal holiday throughout the United States. RADIO DAILY, in observance, will not be published.

Wismer To WJR Post; To Continue With ABC

Detroit—G. A. Richards, president of WJR, here, WCAR, Cleveland, and KMPC, Los Angeles, announced yesterday the appointment of Harry Wismer, as assistant to the president starting January 1, 1947. Wismer will continue as sports director of ABC, a post he has held for the past four years, and will continue to broadcast major sports events. Wismer was first associated with WJR in 1938, following a recommendation by Charles Bachman, coach of Michigan State College. In 1937,... (Continued on Page 5)

Coast Tele Started Following FCC Grants

West Coast Bureau, RADIO DAILY

Hollywood—The West Coast division of NBC and Television Productions, Inc., a subsidiary of Paramount, both of which were among the six companies granted commercial television construction permits by the FCC last Friday, have revealed plans to go ahead rapidly with their... (Continued on Page 7)

Goodyear Buys ABC Time For New Dramatic Show

"Greatest Story Ever Told," new half-hour dramatic show sponsored by the Goodyear Tire and Rubber Co., debuts on ABC Sunday, January 26, 8:30 to 9 p.m., EST. The show will be produced by... (Continued on Page 2)

Special Yuletide Programs Set By Chicago Stations

Chicago—Holiday programs splendent will be on the air from Chicago stations during the holiday season. Of the local stations, WGN probably has more Christmas specialities than any... (Continued on Page 7)

Blizzard Traps Radio Crew Enroute To Far North Post

Goose Bay, Labrador—Deserted by a dog team which broke its tow line and raced "hell bent for home" at the height of a howling Labrador blizzard, Michael Barkway, Canadian representative of the British Broadcasting Corp., related yesterday the experience that almost cost the lives of Jim Murphy, a CBC engineer from Halifax, and himself. Resting in comparative comfort here after experiencing two tragic nights in the open on snow-covered Melville Bay, Barkway said he and Murphy left Goose Bay early in the week with two dog teams driven by U. S. soldiers to record a Christmas party at the Grenfell Mission 27 miles from here. As they crossed the Bay, Barkway observed Murphy's sleigh was stalled and saw the dog team racing for home. The men held a consultation as the blizzard whipped about them and decided... (Continued on Page 7)
Coming and Going

JACK McELROY, of "Bride and Groom," broadcast on the American network, is in Tu-
sas, Oklahoma, attending the annual Christmas party that is thrown each year for the chil-
dren of that city by Sam Ave.

JACK DONALDSON-HUDSON, chairman of the board of Independent Owners Radio, Ltd.,
has arrived in New York for conferences at the local headquarters of the organization and to
study American radio methods.

ANDREW "ANDY" WHITE, writer on NBC's "Fibber McGee and Molly," has arrived by
plane in Chicago, where he'll spend the holi-
days.

RUTH WELLES, women's home economist on KYW, Philadelphia, is leaving for Phoenix, Ariz.,
to spend the Yuletide season with her son and
dughter.

Dynamic Noise Suppressor
Developed by Engineer

ILGWU Sets FM Building
At $300,000 For 3 Sta.

As an agreement for the designing and construction of FM stations and
transmitters in St. Louis, Mo., Chil-
tanooga, Tenn., and Los Angeles, Cali., owned by Unity Broadcasting
Corporation (the National Ladies Garment Workers' Union), was signed Friday by Fred-
rick F. Umhey, executive secretary, and Paul Demarest, representing Ray-
mond M. Wilkom, Inc. Construction, expected to start next spring for
completion in July, is said to be in
excess of $300,000 for the three sites.
Amount is said to be one of the highest expenditures in the history of
FM construction.

Applications for these stations were filed with FCC about a year ago by
Unity Broadcasting of these stations and
were approved after hearings held during 1946. Three other applica-
tions, covering New York City, Phila-
da Philadelphia and Boston, are still to
be acted upon.

Will Rebroadcast Message
Address of Pope Pius XII on Christmas Eve delivered before the Sacred College of Cardinals will
be transmitted by WQV for rebroadcast
at 6 p.m., EST, Dec. 24. Following the rebroadcast, Thomas B. Morgan, WQV's special events
director and former Vatican correspondent, will
be heard with interpretation and commentary.

Stiff upper lip

That water buffalo in Indo-Chin
really totes a load. Working in
rice fields he pushes steadily on
on, getting the day's work done.
It's tough going, too, with mud up
to his thighs.

He's not glamorous but he's a
real worker.

Back here in Baltimore, W-I-T-H
the successful independent station
has a similar story. It goes like this:

We have no glamour affiliation
either. But we're a working station
W-I-T-H delivers more listener
per-dollar-spent than any other
station in this big five-station town.

Just hard, down-to-earth fact:
prove our merit!
**Kiss 'em under the Mistletoe**

WPEN goes out of its way to win friends. It starts with good programming—giving Philadelphians the kind of entertainment they want. And it does a lot more.

WPEN talks up its shows weekly in Philadelphia's *Evening Bulletin*—the nation's largest evening newspaper. Unusual card cards brighten panels on subway, elevated, and suburban trains. 270 appliance and radio stores regularly post WPEN displays. And then there are mailers and streamers and stickers and stuffers and bumper strips . . . ad infinitum.

Results? WPEN now reaches more Philadelphians than ever before. Mistletoe-time—and all the time—WPEN's a favorite. That's why several score new advertisers came our way in '46.

We'll be glad to share with you, too, some Hooper ratings that glow with a holiday luster—the whole year round!

---

**WPEN**

**Philadelphia**

**National Representatives**

**Headley-Reed Company**

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

**The Evening Bulletin Station**
By RALPH WILK

WARNER BROS. has set "Make Your Own Bed," as the vehicle for the third presentation in its new "Star Makers Radio Theater" series, to be presented today. Jack Carson will appear in this show, so the studio's featured players will be varied in the ether version of the same cast.

Fred Henry has assumed his duties as program director of radio station KLAC, moving from his former position as head of the newstalk department. The news department will become part of the program operations, and Logue Patrick has been named news supervisor.

Smith Dawsley, former Warner Bros. writer who has been associate editor of "Any Time, Any Place" discharge from service, just out from Washington, D.C., with new veteran information show which is Mutual Broadcasting every Saturday.

Johnny Klein, composer-arranger on "Hit Parade" and "Sound Off" for Mark Warnow, off to New York for Christmas holidays.

Phil Baker, quizmaster, and his CBS Sunday "Take It Or Leave It" show cast, will remain here through the holidays. They will return to New York some time in January.

Contracts have been drawn between CBS and Cathy Lewis, "Michael Shayne," "Phyllis Knight," to co-star with Marie Wilson in a new comedy series, "My Friend Irma," written by Cy Howard.

Charles Henry, assistant producer on the Ginny Simms show, has been made producer of the Vox Pop program. He joins the show in Chicago for the broadcast of December 31st.

WINDY CITY WORDERGE...!

- Johnny Olsen and his "Ladies Be Seamed" program definitely are moving to Chicago, but as this is written there's a hitch in the date (maybe it will be set by the time this is in print). Originally announced for January 6, it may be delayed a couple of weeks, according to word received by the local ABC offices. With Johnny Olsen, Tommy Bartlett and Don McNell, ABC will start the new year with three top network shows—and all headed by former Milwaukeeans.... The Chicago River concourse of the Merchandise Mart, NBC headquarters, is undergoing extensive beautification. A. W. Konecny, NBC station relations manager, submitted the prize-winning suggestion for landscaping, a contest conducted last spring by the Mart management, and thereby won for himself and Mrs. Konecny a two-week all-expense tour of South America. First part of the project, now getting under way, calls for the construction of a balustrade hanging garden section and improvement of the lower deck beneath the plaza.

- Between trying to keep office schedules on an even keel and endeavoring to spread a bit of the holiday spirit—and spirits—among the men and women of the press, the ten days preceding Christmas have been sort of hectic ones for the radio guys and gals. But they were equal to the task and proved that a lot of routine work could be deferred until "manana" without an appreciable slowing of efficiency. There were informal gatherings at the ad agencies up and down Michigan Boulevard, office parties at NBC ABC, WGN and other stations, and several sizable press parties. The "Seventeen" magazine-WGN party on December 18, at the Hotel Continental, was a pleasant affair that gave the press an opportunity to meet Mrs. Margaret Harrison, of the "It's Up To Youth" program. Longest part of the party was that of WIND, on Friday. Goodfellowship was dispensed from 4 to 10 p.m. On Saturday night the Radio Writers Guild staged a "Carnival of Hucksters" at the home of Orin Tovorv. Guild V.-P. And on Monday WWJD threw an afternoon press party, with many, radio well-knowns on hand.

- Last October a new show titled "Going Places" made its bow on WCLF, Monday through Friday, with Guy Savage as the man and emcee. Guy visits night spots, theaters, sports and other local events, interviews spectators on 12 minutes of wire, and broadcasts the show the following night. Show, sponsored by Newart's, clothes, has a prize angle, a Going Places question for which the guy or gal giving the closest answer receives a $74.50 watch. In the two months it has been on the air the show has built up quite a following and Savage has covered practically every big event that's hit Chicago.... Phyllis Gibbons, of Hammond, Ind., daughter of Roy Gibbons, Trib correspondent with Admiral Byrd's Antarctic expedition, will exchange greetings with her father on the program to be broadcast over WGN on Christmas Day.... "Party Time," which made its bow on WBBM Saturday, brings Joe Rumoro out of the ranks of staff musicians to a featured spot with his own instrumental combo. NBC's engineering and special events staff is staffing a new Mercury station wagon complete with radio-telephone equipment.

- The gaiety in Chicago's Loop on New Year's Eve will be broadcast over the Columbia network, with pickups from the Chicago Theater marquee, the Columbia, except those prompted from Hobart Collection. Cab Calloway is playing, and the new Copacabana night club featuring Chuck Rayes and his orchestra. WGN's FM station, WGNB, will celebrate Christmas with a variety of programs which will include carols, symphonic works and oratorios.

WESTINGHOUSE STATIONS ANNOUNCE INCREASED RATES

Increases of approximately 11 percent in night base rates of Five Westinghouse radio stations were announced by Sales Manager B. A. MacDonald on Friday. Other rates will be increased in all six Westinghouse stations, said MacDonald.

Increases will become effective January 1, 1947, although current advertisers will be protected at present rates through December 31, 1947.

Night base rates will be increased at: KDIA, Pittsburgh; WBZ-WIZA, Boston-Springfield; KYW, Philadelphia, and WOWO, Fort Wayne; but will remain unchanged at KEX, Portland, Oregon. Other increases will be effective in all six stations.

THERE'S ONLY ONE

MiamI BEACH

Ocean Front - 40th to 51st Sts.
Reservations Invited - Walter Jacobs

LODGE TALETON

SAN FRANCISCO

ALAN N. CORMACK has been named Chief Engineer of KORO. He replaces Ken Owen who is now in Reno. Cormack has been in the engineering department of CBS in Hollywood for 18 years. He spent 1/2 year stint in the Navy as a Lieutenant in the Naval Research Laboratory.

Paul Speegle, radio editor of the San Francisco Chronicle, replaces Herb Cen on KPO-NBC starting January 5th in the 10:15 p.m. slot. The program is sponsored by the Grace Brewing Company. The "KPO Midnight Special" included both a sponsor and an extension in time. Starting December 31, the show will be sponsored by the Brothers Company from midday to 1 a.m., daily except Monday, pushing KPO's sign-off time up to 1 a.m. The MS was formerly half-hour show.

The San Francisco unit of the Bar Writers Guild has elected as chairman, Jim Mosher, KGO news room vice-chairman, Bert Leiper, KIN news room secretary, Pat Mitchel, KPO traffic, representatives to Western Regional Council, Bill Nettie KFRC news room and Bert Leiper KFRC Magazine took a look at Chip's "Standard School" broadcast, and photo spread should be appear soon.

AD GLIBS

by DAVID O. ALBER

Radio will coast along this week, from coast to coast. Don't expect any startling developments between now and January 1st. Any executive who expects to get some work done in this period is out of his mind, and should read Dickens' Christmas Carol. Regardless of what astrollogers, pal-readers, or other astrological tell you, don't brood about any new ideas this week. Nobody will listen, and if they do, they won't take you seriously.

Let the bar down. Let the sun pluggers swarm all over the lot. Let all the salesmen in. It's one house. Nobody will sell anything or buy anything anyway. What can you lose? Chuck your secretary under the chin. Give the telephone operator a big hug. Kiss boss. Forget the year grudge. Everybody's your pal. Radio has had another good year, so let joy be unconfined. Let the wekin ring. Let’s drink at the other coast and what's the difference what we drink it to. Merry (his) Christmas!

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
55 Madison Ave., N. Y. 8, Plaza 9-2770
Hollywood: 1307 N. Vine St.
Glendale 9469
Treasury Compliments
Radio As Sale Medium

(Continued from Page 1) dropping its transcribed program, "Treasury Salute," with records issued heard reports of negotiations to
Weekly program will be replaced by a new transcribed series to begin
earlier next month. "Treasury Salute" was heard over more than 1,000
stations.

Two Web Shows Contribute
Two regular network shows contributing to the interest of savings bonds will not discontinue. They are "Treasury Bandstand," featuring Tex Beneke and the Glenn Miller orchestra over CBS at 3 p.m., EST, Saturdays, and "Bands for Bonds," broadcast over Mutual by Johnny Belwell's orchestra at 12:30 p.m., EST, Saturdays.

Report AFRA-Web Post
Now Ready For Signing
(Continued from Page 1) by the New York membership earlier in the
week.

Now that the union's rank and file has heard reports of negotiations to
date, and voted only to let the nu-
tral board take any action it de-
sires, it can be assumed that AFRA's membership is agreeable to pro-
ceedings as they stand. Next meeting between George Heller, AFRA's na-
tional executive secretary, and the Hoosier representatives is scheduled for
next Friday, Dec. 27. Purpose of the meet-
ing is to work out a few technical-
ties still remaining.

West Coast bureau, RADIO DAILY
Los Angeles—Local members of
AFRA have authorized national
board to take whatever action it
seems necessary in negotiations to
with the networks. Coast soundmen
are strongly opposed to AFRA's accepting a 30-per cent tilt inasmuch as
their contracts are considerably lower than
that paid to Chicago and New York
soundmen.

Coast Network representatives and
radio leaders required only two days
for their parleys on the local agree-
ment, but no details will be disclosed at
this time.

Artist's Personal Appearance
Author and cartoonist James Thur-
ber will make a personal appearance
on WMCA on Saturday, Dec. 29, to participate in the "Young Book Re-
viewers" program heard weekly from
11 to 12. The icon-ize critics will discuss a Thurber book, "The White Deer." The series, open
to any boy or girl from 12 to 15 who
tends one broadcast monthly is directed by Lilian Okun.

Treasury Compliments
Radio As Sale Medium

Dunton Defends License Fees
As Vital To Canadian Radio

Montreal—License fees and reve-
lues from commercial broadcasting are needed to maintain "national radio service in Canada on modern standards," A. D. Dunton, CBC chairman, has said out, say-
ing that the cost of network opera-
tion was probably greater in Canada
than anywhere else in the world. Mr. Dunton said the license fees or commercial broadcasting
revenues could alone provide the
type of radio service the Canadian people wanted. He spoke before the
Ottawa branch of the Canadian Club.

"Operating a nation-wide radio sys-
tem is probably more expensive per
head in Canada than in any other
country in the world that has one," said Mr. Dunton. In a regular day's
operation, the CBC uses over 20,000
miles of land lines connecting sta-
tions—and land lines cost plenty of
money.

Because of our geography we need far
more transmitters and more miles of
wire lines than in other countries
to reach the same number of listen-
ers, and the $23.50 annual license fee paid by Canadians
required a revenue needed for the
UGC, sole operator of
networks in the Dominion. Much of
this revenue was expended on tech-
nical and operating costs and a
Mr. Dunton said that neither license
and program. It was possible that
revenues from commercial broad-
casting might be increased. However,
he added, "apart from any question of
profitability, commercialism is nearly sufficient to support a Cana-
national radio service in this
expensive country of ours." The public-
licy-owned CBC operated three net-
works—the Trans-Canada, stretching
across the country and composed of
seven CBC stations and 11 basic af-
iliated private stations: The French
Network, composed of three CBC
stations and eight basic affiliated pri-
ivate stations; and the Dominion Net-
work, composed of one CBC station in
the Toronto area and 28 private
stations from coast to coast. The sta-
tion was able to reach the country's
12,000,000 people. In the United
States and in Britain one station could
reach more people than were in Can-
ada, where the CBC was still seeking to operate its
new stations.

WESTON'S Note:
No information could be obtained about
this significant announcement.

Wisman To WJR Post:
To Continue With ABC

(Continued from Page 1) he became sports director of the sta-
tion, broadcasting the University of
Michigan and Detroit Lions football
games, as well as other major sports
events. In 1941, Wismer became
sports director for the Blue Network,
now ABC, and since that time has
been most general for his work in the
field of sports. For the past four years
he was chosen the nation's out-
standing sports commentator by the
Daily News. In 1944, he was
Esquire Magazine Sports Award, and
in '43 and '46, the Washington Touch-
down Club Award. Last year, the ABC
broadcaster won the Atlantic Touch-
down Club Award as the sports
broadcaster "who had contributed the
most to general sports broadcasting."

Richards Comments
Commenting on the appointment of
Wisman, Richards said: "With his
assistant we will be able to expand these principles of keen competition
and fair play that characterize Ameri-
can athletics."

FCC's FM Okays Include
11 Class B And 2 Class A

Washington—Construction permits
for 11 Class B and two Class A FM
stations have been announced by the
FCC. The Class B applicants were
WMAS, Springfield, Mass., Channel
18; WMLA, Northampton, Mass.,
Channel 20. Class A applicants
were WMTH, Whitmore Lake, Mich.,
Channel 27; WMIK, St. Paul, Minn.,
Channel 26; WHEB, Portsmouth,
N. H., Channel 24; WJJD, New
Jersy City, N. J., Channel 20; and
WNHC, Providence, R. I., Channel
29.

NAB Dist. Meeting Dates
Announced In Washington

A meeting of broadcasters in area
"G," composed of NAB members in
the Fourth and Seventh districts, will
be held April 29-30 at the Hotel Ro-
anoke, Roanoke, Va. The two districts
include West Virginia, District of
Columbia, Virginia, North Carolina,
South Carolina, Kentucky and Ohio.

Arrangements for the meeting are
under the supervision of Campbell
Aronus, WOTR, NAB director for
District 4, and James D. Shouse,
WLW, NAB director for District 7.

A meeting of members in NAB's
second district is scheduled to be held
at the Waldorf-Astoria, New York
City, on May 5-6. Michael R. Hai-
man, WHCU, NAB director for Distric
2, has arranged to accommodate all
members of the district.

WISER To WJR Post:
To Continue With ABC

Artists' Personal Appearance
Author and cartoonist James Thur-
ber will make a personal appearance
on WMCA on Saturday, Dec. 29, to par-
participate in the "Young Book Re-
viewers" program heard weekly from
11 to 12. The icon-ize critics will discuss a Thurber book, "The White Deer." The series, open
to any boy or girl from 12 to 15 who

tends one broadcast monthly is directed by Lilian Okun.

Jingle Bells, Jingle Bells
Jingle all the way
"CHRISTMAS CHEER and a HAPPY NEW YEAR!"
from "Lanny & Ginger" Gray

Hey!—

"A JINGLE SELLS! A JINGLE SELLS!"
So our sponsors say.
"That is, Son, Especially One,"

BY "LANNY & GINGER GREY!"
Our Best Wishes To All
For A Happy & Successful New Year . . . L. & G.

Ave Maria Hour
Tonight — WMCA — 8:30

The Nativity
BARRY THOMPSON as GASPAR
GREGORY MILLER as BERNABE
12th Annual Broadcast Is a
Donald Petson production.
NETWORK SONG FAVORITES

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

Survey week of December 13-19, 1946

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tr>
<td>A Gal in Colico</td>
<td>Remick</td>
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<td>Among Your Souvenirs</td>
<td>T. B. Harms</td>
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<td>Anybody's Love Song</td>
<td>Miller</td>
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<td>The Best Man</td>
<td>Vanguard</td>
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<td>Blue Skies</td>
<td>Berlin</td>
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<td>The Coffee Song</td>
<td>Velzani</td>
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<td>Either It's Love Or It Isn'</td>
<td>Mood Music</td>
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<td>Five Minutes More</td>
<td>Melrose</td>
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<td>I Love You For Sentimental Reasons</td>
<td>Duchess</td>
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<td>For You For Me For Eternmore</td>
<td>Chappell</td>
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<td>The Girl That I Marry</td>
<td>Berlin</td>
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<td>I Guess I'll Get The Papers And Go Home</td>
<td>Campbell-Forgie</td>
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<td>I'll Be Home For Christmas</td>
<td>Melrose</td>
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<td>I'll Close My Eyes</td>
<td>Peter Maurer</td>
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<tr>
<td>In My Merry Oldsmobile</td>
<td>Wimmar</td>
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<td>Is It All Over Now</td>
<td>Broadcast Music</td>
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<td>Oh, Just A Dream</td>
<td>Wimmar</td>
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<td>The Old Lamp-Lighter</td>
<td>Shapko-Bernstein</td>
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<td>Ole Buttermilk Sky</td>
<td>Burke and Van Heusen</td>
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<td>Rumors Are Flying</td>
<td>Oxford</td>
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<td>September Song</td>
<td>Crawford</td>
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<td>The Things We Did Last Summer</td>
<td>E. H. Morris</td>
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<td>This Time</td>
<td>Dorsey Bros</td>
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<td>Uncle Remus Said</td>
<td>Santely-Joy</td>
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<td>While Christmas</td>
<td>Berlin</td>
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<td>The Whole World Is Singing My Song</td>
<td>Robbins</td>
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<td>Winter Wonderland</td>
<td>Breyman-Yocco-Conn</td>
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<td>Years Ago</td>
<td>Bourne</td>
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<tr>
<td>You Keep Coming Back Like A Song</td>
<td>Berlin</td>
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<tr>
<td>You'll Always Be The One I Love</td>
<td>Sinatra Songs</td>
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<tr>
<td>Zip-A-Dee-Doo-Dah</td>
<td>Santely-Joy</td>
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Dr. Frank Kingdon’s Case Becomes FCC Complaint

(Continued from Page 1)

Charles V. Dennis by the three organizations claimed that WOR dropped the Kingdon commentary last Friday, Dec. 23, after the plea of his sponsor for a better program time.”

A WOR spokesman said, however, that Kingdon’s sponsor, Crawford Clothes, dropped the program last Nov. 29 and refused to renew the contract for other time periods which the station offered. The station’s reply also said that “WOR tried to induce the advertiser to select any time desired from all the periods remaining in the contract, but a new sponsor had not been found.”

According to the WOR spokesman, Kingdon, through his agent, was given two weeks notice that the program would be dropped on Dec. 29. This point will still be held over until WOR every Sunday morning from 10:15-10:30 a.m. Program is sponsored by Inkograph Pans.

Send Birthday Greetings To—

December 24
Jack Alcott O. W. Olinus Doris Sharpe Dick Crans
Naylor Rogers

December 25
Matt Brooks Nathaniel Shilkrest Peggy Stone Joseph Stoppa
Ron Gambley G. C. Swartbout George Backer
Betty Olson Bud Feller Arther Perles
Bob Ripley Larry Goddard
Herman Ettman Noel Ryba

A AGENCIES

BARTON A. CUMMINGS, account executive at Maxon, Inc., since he was discharged from the Navy Amphibious Forces last year, has been cleared of a vice-president, according to Lou P. Maxon, president, Cummings, who has his office in New York, en- tered the Navy three years ago after having served as Director of Informa- tion Campaigns, Office of Price Administration, where he co-ordi- nated the War Advertising Council and the Office of War Information. Before the war, he was in the copy department of Benton & Bowles from 1938 to 1942.

C. H. ELLSWORTH, director of advertising, Biograph Co., manufac- turers of mechanical pencils, has en- tagged the Gardner Advertising Co. of St. Louis, as advertising counsel. Publication of the appointments will be announced later. L. C. MacEachern is account executive.

THE CURTIS PUBLISHING CO. announcea the appointment of Batten, Barton, Durstine & Osborn, Inc., to direct all advertising and promotion for Holiday, effective January 1st. This is in addition to Holid- day radio advertising for which the agency has been responsible.

JAMES RAYEN, director of adver- tising and merchandising of Boyle- Midway, Inc., announced that W. E. Bothwell has been assigned the company’s advertising on the Old English line of waxes and polishes, the Black Flag line of insecticides and a number of other items in addition to the products now handled by the agency. The appointment is effective January 1st.

DONALD COOPER, INC. of New York, Chicago, Hollywood and San Francisco have been engaged as exclusive United States national repre- sentative of WQW, Washington, D. C., Edward M. Brecher, general manager, announced yesterday.

WILLIAM G. RAMBEAU, COM- PANY has been named national repre- sentative of WQV, Washington, D. C. Edward M. Brecher, general manager, announced yesterday.
Coast Tele Started
Following FCC Grants

Blizzard Traps Radio Crew
Enroute To Far North Post

Nautical Santa
Montreal — Santa Claus in all his finery, riding in a ship with a lighted, 30-foot Christmas tree at her masthead, withed ship in Halifax harbor, but there was not a soul aboard to serenade the crew and distribute gifts. The idea originated in the special events department of CBC, which will broadcast the Santa Claus tour at 7:30 p.m., AST, over maritime stations of the Trans-Canada network, on Tuesday, December 24, and at 11:00 p.m., EST, over Ontario and Quebec stations.

Special Yuletide Programs
Set By Chicago Stations

Bristol-Myers To Sponsor
"Party Line" On CBS Tele

Radio Round Table
San Francisco — News-people who write about radio and members of the mike caste who get written about have organized the Radio Round Table. The group is meeting for lunch today at the San Francisco Press Club. Ed Murphy, radio editor of the Examiner, is chairman of the Round Table, but the group has been able to have no official by-laws, no parliamentary procedure whatever. "Fancy gold membership cards have been presented to the members by Ted Fried, who, with his wife, produces the NBC show 'The Friends.'

Color Tele Hearing To Reopen In N. Y.

Charlie McCarthy Show Leads December Ratings

Hooper for ratings for Dec. 15 find the Charlie McCarthy show in first place, followed in order by Fibber McGee & Molly, Yed Allen, Jack Benny, and Bob Hope. Average evening sets are 25.6, up 3.6 from previous week.

The other 10 programs placed as follows among the top 15 evening programs: Red Skelton, Walter Winchell, Radio Theater, Screen Guild Players, Amos 'n Andy, Bandwagon, Mr. District Attorney, Great Gildersleeve, Suspense, and Burns and Allen. "When A Girl Marries" toppled the list of the first 10 weekday programs with a rating of 8.4. "Young Widder Brown" was second and "Our Gal, Sunday" came in third.

Co-Eds Honor Baruch-Wain

Students of NYU will present the title of "Mr. and Mrs. Music of 1947" to Bea Wain and Andre Baruch, WMCA record team, at the Waldorf Astoria on Dec. 26. Pair will be officially crowned King and Queen of the All-University Ball, annual event to be attended by more than 2,000 students.
**RADIO DAILY**

**COAST-TO-COAST**

(Continued from Page 1)

Vermont—D UR LINGTON—WCAJ has been granted permission to increase their power to 2,000 watts. This will give them the largest station in Vermont. . . . WATERTOWN—WDEV will operate from 6 a.m. until midnight as soon as construction of a new transmitter is completed.

Missouri—KFW in Rolla has signed a contract with the Mutual network for a Christmas Carol program featuring a Norman Carrol group December 20th. . . . KMOX will bring the beautiful music of December 20th to Genevieve to their listeners on Xmas Eve . . . FCC has granted KSD an increase of nighttime power from 1,000 to 5,000 watts . . . KANSAS-KMBC has assumed leadership in the campaign to call a halt to careless driving.

New York—BUFFALO—New appointments at WGR include F. Robert Greene as Asst. General Manager and Nat L. Cohen as Sales Manager. . . . When 1600 AM & 1560 FM of the Hooked Rug Club failed to show up for the News Quiz program on WBNJ, Studio Manager of the FM operation, BROOKLYN, N. Y., took over and carried the show thru their three hours before broadcast time.

WBNJ—FM, in operation since November 11, travels 60-mile distance reaching Aurora and Olean, N. Y. . . . BATAVIA—Bereen Sanderl comes to WBTM as emcee of the "1400 Club" and James Gerrey after being in the Armed Forces several years, returns to his duties as News Editor.

White Plains—WFAS will present two hours of uninterrupted carols and Christmas music December 24th.

Westchester Oil Trades Assn. played host to 150 Westchester High School students with whose co-operation the Assn. sponsored the weekly student-discussion panel, "Youth Speaks" over WFAS, offering prizes totaling $50 to a student on what oil means in comfort.

Massachusetts—BOSTON—Through the cooperation of WEAI and the Boston and Maine Railroad, 200 Christmas trees donated by the Lions Clubs of the state were donated to the grand concourse of North Station. . . . A Christmas party was given to children and grandchildren of WVEES . . . A Hollow Security Service of Holy Communion will be broadcast by WBZ and WBZ-A . . . The annual Xmas Eve service of Holy Communion will be broadcast by Trinity Church.

Utah—Salt Lake City—S. S. Fox president and general manager of KDLX, presented his traditional Xmas party for the children of station employees December 21 . . . KDLX in Salt Lake City. . . . The station quartered a model of all hospitals in the area with their annual Christmas Cheor program. The program was broadcast by participants in the annual Christmas Carol program in the heart of downtown Salt Lake . . . Frank Goodman, KUTA general manager and "father of the newly formed Rocky Mountain Broadcasting System, played the 3x399, Utah, Dec. 16 when the station was presented with an eight-pound son . . . KALL will carry all Saturday night University of Utah basketball games.

Speak for Postmaster Fero, is carried by KALL and sponsored by the Steel and Forge Co., with dedication of freedom of speech, education, and free enterprise.

**Detect And Collect Out! WABD Sets Ranch Show**

Songs, stories and folks dances of the old West will be offered in a new ABC television program titled "Melody Bar Ranch," starting over WABD New York, Jan. 2, as a replacement for the current Thursday night show "Detect and Collect!" New sustained was brought to ABC as a television package by Hal Horton, radio singer, and actor heard over WOR every Saturday at 5:45 p.m., who also will act as emcee. Half dozen regular cast members include Chester and Lister Buchanan, Victory recording artists and Katherine Gregg, RKO movie actress. The program, to be aired from 8:30 p.m., will be directed by Harvey Marlow.

"Melody Bar Ranch" replaces the current series of half-hour programs being sponsored by Hirshon-Garfield agency in cooperation with its clients. Agency began its series early in November and has experimented with three different programs.

The western television show will feature a guest artist each week. One of the personalities signed for a guest spot is Ed Durkle, president of the American Association of Square Dance Callers.

**Detect And Collect Out! WABD Sets Ranch Show**

(Continued from Page 1)

Hausser, director of the department, said he thought the most widely sold co-op show on the air, was bought by Pertusin on WOR, N.Y., KFW in Louisville, CJKL in Detroit, and WLOL in Minneapolis. Program’s total is now 232 stations.

Cedric Foster was sold on 30 additional stations to bring his total to 124, second only to Lewis, Cecil Brow who sold to KDB, Santa Barbara; WWNY, Berkeley, W.V., WKAT, Miami, "Tell You Your Neighbor," was sold to five new stations; "Erskine Johnson In Hollywood" was sold to WORC, Kansas City, KJL, GAP, Toronto, KJXZ, San Diego, and WJPA, Washington, Pa.

"Captain Midnight" was sold on three stations, "Life at Sea" on two; Bill Cunningham on four others and Arthur Hale on one.

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Activities Of FCC Varied

Tele Set Production Up, RMA Reports

Television receiver production although small, increased in the month of November and doubled that of October with a figure of 1,644 against 827, respectively, according to the latest report by the Radio Manufacturers Association. Of the total November production, 1,581 were table model receivers.

The RMA report brought to light an error contained in its television production figure for last September (Continued on Page 3)

"Good Neighbor" Awards To Be Aired On MBS-WOR

Two "Good Neighbor" awards, the first to be made by the Good Neighbor Foundation, will be presented to Trygve Lie, Secretary-General of the United Nations, and Bernard M. Baruch, Chairman of the U.S. Atomic Energy Commission, on Sunday, Dec. 30. It was announced this week by Benjamin Edwards Neal, founder and President of the Foundation. Occasion will be broadcast over Mutual-WOR (Continued on Page 2)

Christmas Mass Broadcast Originated At Vets Hospital

Philadelphia-The first Christmas mass ever broadcast from the chapel of the Valley Forge General Hospital went on the air over WFTI at midnight Christmas Eve, climaxing a full evening of special programs at 9 p.m.
The station's Campus Quiz program originated from Valley Forge when the hospital's team competed against sailors from Willow Grove Naval Air Station.

Potentialities Of Television Envisioned By Gen. Sarnoff

The wide potentialities of television are given extensive discourse in a year's end review and preview of radio by Brig. General David Sarnoff, RCA president. Sarnoff envisions 1947 as America's first major television year, if industrial strife is curtailed and the flow of components is stepped up, and he foresees a large market for radio-phonographs and television receivers in the seven to 10 million new homes which may be constructed during the next 10 years.

Sarnoff believes that television will have a substantial role in the 1948 presidential campaign and that the year will be to television what 1924 was to broadcasting when Coolidge, Davis, Dawes, Cox, Bryan and other orators used a microphone for the first time in a national campaign and marveled at its ability to reach the people. The general points out (Continued on Page 5)

Civic Welcome

Members of KNOW, Austin, are giving newcomers to the city a real southern welcome. Each Wednesday the newcomers are invited to be the guests of KNOW at the Old Seville Cafe where a full half-hour show is broadcast. The newcomers receive merchandise gifts from local merchants plus meeting and seeing a review presented by the staff of KNOW.

Commercials Studied On 9 N. Y. Stations

A week's log of nine leading New York stations, released this week by Radio reports, Inc., shows that the greatest number of commercials is carried by WOR, with WNJW and WNEW following in that order. Stations covered in the report were logged the week of December 4-10, from 7 a.m. to 11 p.m.

Other six stations lined up in this (Continued on Page 5)

Temporary FM Bands In Low Band Set; Date Hearings For Stations And Record New Applications

Washington Bureau, RADIO DAILY

Washington—In order to clear the 40-44 megacycle band for use by non-Government fixed and mobile services to which it has been allocated, the FCC has assigned temporary channels to FM stations now operating in the low band. The changes are effective January 1, and in no case later than February 1. Date for cessation of all FM operation in the 44-50 band has not yet been set, and will not be until the Commission (Continued on Page 5)

Paley Radio Address Web Review Keynote

The most significant event in CBS' review of the rapidly closing year of 1946 was the address made by William S. Paley, chairman of the board, at the NAB convention in Chicago when he called for a new code of programming standards in American broadcasting, strengthened by "adequate enforcement provisions."

Out of this talk developed a se (Continued on Page 3)

Dec. Audience Survey Announced By Pulse, Inc.

Radio listening in New York City tapered off in the month of December and remained at practically the same figure as that for November, according to The Pulse, Inc. Percent-

(Continued on Page 3)

"Fluffscar" Award

Since only three call letters "fluffscar" were committed since November 2, the date when WAFM became WNBC, station manager Jim Gajes decided to award a $100 "Fluffscar"—as distinguished from an "Oscar" to the Feedback Club instead of a single encounter. Club is a local social organization of WNBC announcers, in which every member is a veepoo.
Adv. Agencies Launder For Public Service Aid
(Continued from Page 11)
statement issued yesterday by the council. Claiming little or no credit for their donations of personnel, time, and services, agencies have assisted in the spreading of a false impression that nearly every major international program conducted since the early days of World War I, the council added.
When it was established early in 1922, then known as the War Adversity Council, a pool of 457 voluntary agencies, from which task forces were selected, was formed by the American Association of Advertising Agencies.
The I-A's have since continued to be the clearing house for agency participation, appointing agency liaison staffs to underwrite the agency's share of council financing.
Following the pattern established at the beginning of the war years, advertising agencies are continuing to donate services, including research, analysis, planning, and preparation of campaign materials and merchandising in behalf of approximately twenty peace-time projects which have been undertaken by the council. Indicative of the type of campaign which are being given advertising support at present are campaigns designed to disseminate information on such subjects as atomic energy, world trade, group prejudice and problems relating thereto.
Based on current estimates, American business will contribute, through its advertising time, space and support, more than $100 million dollars this year toward public service projects.

Pres. Truman May Appear On Pooled Video B'cast
(Continued from Page 11)
may be highlighted by the appearance of President Truman as he makes his "State of the Union" report to Congress. A publication has been made by the White House as to whether or not the President will address the new Congress at this session, but it is felt that should he make an appearance, permission will be given to all television broadcasts to carry the event.
In the event that the President does not address the opening session, it is expected that a new pooled broadcast will be arranged by the three video stations.

Two Hummert Shows Shifting
"David Hamr," daytime serial produced by Frank and Anne Hummert, has been heard on NBC Monday through Thursday. Beginning Friday, the program moves to CBS, where it will be heard at 10:45 a.m. across the board, effective January 13.
Another Hummert show, "Larry Lawton," now on NBC at 10:15 a.m. moves into 11:45 a.m. slot vacated by "David Hamr" on January 13.
Both shows are sponsored by B.T. Babbitt, Inc. Diane Jones is the agency, with Air Features handling production details.

Commission Authorizes Commercial FM In Capital
(Continued from Page 11)
eight capital and FM grants, granted 16 CP's for FMs and granted one television construction permit. The television grant went to Radio Sales Corporation for a new station in Seattle, Wash.
Conditional FM grants were awarded the following:
The following were authorized FM construction permits:

New Rate Card Issued By ABC, Effective Jan. 1
ABC has prepared a new rate card under which costs for time periods on the network will remain constant, it was announced.
As a part of the new rate structure the special daytime discount has been reduced two-and-one-half per cent on programs at 2 and 6 p.m., effective January 1, 1946. Current ABC advertisers may change to the new rate structure at any time after that date or may continue under the present rate for the usual one year period from date of signing.

Alterations Okayed
Station WBBN, Warren, O., has received Civilian Pollution Administra-more approval for alterations there to cost $15,000.

W.I-T-H
AM and FM
IN BALTIMORE
TOM TINSELY, President
represented nationally by Heardley-Rose

Splashes
A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open, 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.
W.I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W.I-T-H.
For it is W.I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the other stations in town.
W.I-T-H belongs on any list that wants to make sales.

EVEI
ENGLISH - JEWISH - ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York market.

Send for WHO'S WHO on WEVD
WEVD-147 West 46th Street, New York, N. Y.
AGENCY NEWSCAST

JOSPEH A. MORAN, associate director of the radio department of Young and Rubicon, Inc., has been named a vice-president of the agency. He joined Young & Rubicon in 1943 in the radio commercial department. He later became manager of the department. He was appointed associate director of the radio department in 1944.

INSTITUTE OF PUBLIC RELATIONS, INC., through its president, John W. Darr, announces the election of four executives to vice-presidencies. They are Benjamin N. Lask, William F. Reed, Hubert Holloway and William Kostos.

SIDNEY G. ALEXANDER, formerly eastern director of advertising and publicity of Selznick International Dec. Audience Survey Announced by Pulse, Inc.

(Continued from Page 1) age for December is 24.0 while last month's rating was 23.0, a breakaway from the customary seasonal increase from the summer season well into the winter months. The Pulse report local listening audience for the week ending Dec. 18, 1946, at its peak in the month of January with a figure of 261 per cent for average quarterly sets in use.

Top 10 evening programs in New York City during December were reported in the following order: Jack Benny, Lux Radio Theatre, Fred Allen, Case & Sanborn program, Walter Winchell, Fibber McGee & Molly, Bob Hope, Hoay, District Attorney, Screen Guild, Suspense and Duffy's Tavern. Among the five-week daytime, Kate Smith retained top position followed by Arti Jenny and Helen Trent.

Richard C. Hottelet from Moscow following denial of shortwave facilities to radio men by Russia.

Return of William S. Paley from war duty and his subsequent election as chairman of the board. Election of Frank Stanton as president of the network, and other executive changes involving Adrian Murphy, Davidson Taylor, Earl H. Gammons, Howard S. Mogilman, David Fredrick and the acquisition of Red Barber as director of sports following Ted Haring's resignation.


Addition of 11 new affiliates to bring the network total to 162 stations, effective Jan. 1, 1947.

To Dr. Goldmark, and Norman Corwin, CBS writer-producer.
Notes From An Aisle Seat...!

- Have Some Irony: At the Radio Execs Christmas party last week, the television set was won by Bruce Robinson, probably the only guy in the room who already had one. And the Sally Victor hat was capped by Oliver Nichols, whose wife is editor of Millinery Monitor and no doubt gets a sockful of chapardeux every Yuletide... Danny Kaye, one of the rebels whose name has been used sans permission by radical groups, is threatening legal action... Lindsay and Crouse will make H'wood their home. They say they like it better—the tax rates. That tall gent doing the late spots, demanding top service, etc., claiming he's on MCA exec isn't kidding. He's one of the big shots of the Match Corp. of America... Hear that CBS censors are stepping on comics who persist in making gags about shortages of nationally advertised products. claiming they're doing it so that listeners will send them in as gifts... Burr Ives' definition of a monopolist: A guy who wants both arms of his theater seat.

- Alan Courtney, passionately fond of his newly adopted state, Colorado, and grateful for the strong reception his air show is getting from Denverites, has written the words and music to a song called, "Tis A Privilege To Live In Colorado". This slogan, which appears daily on the masthead of the Denver Post may well become the state song, inasmuch as Colorado is one state that has none at present. Alan, who penned "Jolting Joe DiMaggio," among other clicks, claims that his new tune is the best thing he's done to date. If nothing else, it's a cinch to get him in solid with the local Chamber of Commerce.

- Ray Specter, whose agency retires Jan. 30th, planning a two-month rest in Florida before taking up his chores with Popular Home Products and Stove, of which he is chairman of the board. Incidentally, it's rumored that Ray just received a handsome settlement from the Scranton case... Henny Youngman will be on with Kate Smith Sunday... Cootie Williams tagged Fargo One band of the year by local newspapermen and will play at their Jan. 6th Waldorf dance... Phil Davis renewed on the Hires show, which shifts to CBS Jan. 26th... John Tyers, Metro star, such a click over BBC in London, that locals there wired Louise B. Meyer, never realizing that he's already under contract there... Marie-Louise Lusher, famous N.Y. correspondent for Swiss publications, will talk on her native country via WHN Sunday at 6 p.m.

- An actor we know doesn't see spots in front of his eyes—he sees Bixbys. The other day he saw Carl peering at him through a control-room window. Some time later he did some recording and there was Carl's son, Jack, at the console. At a Benton & Bowles show he ran into Betty (Knight) Bixby, Carl's niece, in the control room. And while making a film, wearing the megaphone was Lydon Bixby, another son.

- OUR HAT'S OFF DEPT.: NBC's new singing threat—John Paris, who is a combination of Conte, Crosby and Columbo. Born in England and raised in So. America, this good-looking newcomer makes 'em swoon in three languages, English, Spanish and French... Bunty Pendleton doing "Peculiar" at the Roxy... The brilliant "Music of David Bruckman," published by Bregman, Vocco & Conn... NBC's Teenagers—especially the sponsor, who has elected to sell not only his product, but tolerance, as well... Lyn Daddy's clever Christmas Song Story on "We, the People" last Sunday—one of the most ambitious he's done in that line to date... WNEW's Christmas spirit is collecting money all day Friday for Sydenham Hospital—another of the terrific all-out projects that WNEW seems to know how to do public service-wise so well.

Chicago

By NAT GREEN

Bell-ah Carney contest, in connection with the WENR program of that same heard Monday through Friday, drew more than 5,000 entries. First prize winner receives a seven cubic-foot refrigerator.

The "Jimmy Evans Sports Fore cast" on WIND has been renewed for 13 weeks by the Erie Clothing Co. through Gourfuss-Cobb agency.

Mrs. Pat Buttrum, wife of the come dian on the "Saturday Night Round up" program is back in Chicago with her young daughter to spend the Christmas holidays, "In the California climate we couldn't get the Christ mas spirit," she said.

Paul Whiteman and his orchestra and chorus will present an all Gershwin concert at the Civic Opera House here January 23.

Bruce R. Lafferty, for 18 years in radio, several of which were in the South Pacific as a civilian radio engineer with the GAA, has been named general service manager for the Hallickers Company.

Judith Waller's book "Radio the Fifth Estate" will be used as a text book in the new radio workshop course at Roosevelt College.

Paul Harvey, WENR newscaster, spoke on "Keep Radio Clean" before an audience of 1,000 at the Merck Federation Forum December 15.

John Harrington, WBBM sports caster, will spend Christmas at home this year for the first time in years. He'll do his two regular broad casts from his home.

Steel To Conclude Series

Johannes Steel discontinues his nightly commentary over WHN at 7:45 p.m., with the expiration of his contract Friday. Day 27. Steel began the WHN broadcasts Jan. 2, 1941, under sponsorship of Parker Watche and later was sponsored by Reader's Scope magazine. His program durh 1946 has been a sustainer.
Sarnoff Forecasts
Bright Tele Outlook

(Continued from Page 1)
that radio changed political techniques and that television will force candidates to answer for what they say. As a result, those who think that in 1948 there will be several hundred thousand U.S. homes equipped with video, may be as widely off the mark as half million. This 500,000 figure is the only reference Sarnoff makes to receiver production but from his remarks it can be discerned that set production is television’s major bottleneck at present. Looking back over the year 1946, he finds that “showmen are preparing to present an interesting variety of entertainment, newsreels and sports events,” judging from the increased number of television programs appearing during the past year. “Their technique in the operation of new concepts,” says Sarnoff, “has attested that they are on the mark and ready to go!” As for the perfection of television cameras, the general consensus is that the “electronic eye” now rivals the human eye in what it is able to see. It can see whatever the eye can see in twilight, moonlight, candlelight, and even go a step farther and see in ‘black light,’ or infrared to which the human eye does not respond.”

Of “Undiscovered Frontiers”
Radio research into the upper atmosphere and far beyond the orbit of the earth—where telescopes are not practical—stands to be an excellent field in the future, according to Sarnoff. He hints that atomic energy scientists, who have been looking into the earth for uranium and other metals, may some day find more nuclear energy between the heavens and earth than there is in the ground.

Electronics became a vivid force in American life, in 1946, Sarnoff feels, because this was the year people actually began to listen to radio. The general recalls the 1920s when it was claimed that radio was killing off the talking machine but that now it is realized that the phonograph, in combination with radio, has become more popular than ever. At one time, he says, the newspaper publishers dreamed their interests imperiled by newscasting and theater owners worried about movie houses losing because of people staying home to listen to the radio. But all have survived and prospered, Sarnoff points out, with each supplementing the other.

In reference to the “lesson taught by 1946,” Sarnoff sums it up: “Science is scientists’ command. Listen to radio and radar to guide rockets and bombs loaded with atomic warheads; he can equip these with special lenses and rocket planes with television eyes focused on great cities as targets of destruction. Or he can use radar to detect atomic energy for peaceful pursuits in commerce, industry and agriculture—applying the techniques so successfully to ‘One World’ in which people everywhere may live together in understanding, happiness and friendship.”

Temporary FM Bands Set;
Other Commission Activity

(Continued from Page 1)
gets a clearer picture of the outlook for early accessibility of FM receivers.

72XWM, the Armstrong station in Alpine, N. J., will shift from 42.8 MC to 44.1; WINX-FM, Washington, D. C., from 43.2 to 44.7 MC; WMBN, Mound, Ind., to 43.9 to 45.1 MC; WBZ, Chicago Board of Education station, from 42.3 to 44.3 MC; WBYK, University of Kentucky station in Lexington, Ky., from 42.9 to 44.3 MC; WBCB, Cleveland, O., Board of Education station, from 42.5 to 44.3 MC; KAIW, San Antonio Board of Education, from 42.1 to 44.9 MC; WNYE, New York Board of Education station, from 42.4 to 44.3 MC; KIWA, University of Illinois station in Urbana, Ill., from 42.9 to 44.7 MC.

All these stations have their regular assignments in the higher band, and some of them are broadcasting over this band. WNYE and WJUH have both discontinued operations until equipment for the higher-band broadcast is ready.

Four new AM applications were granted by the FCC Friday, with hearings set in more than a dozen other cases. The Pittsburgh Publishing Co., Pittsburgh, Kansas, was granted a construction permit to build a 500-watt station, with 250 watts, unlimited, on the 1400-watt band; and the 1400-band, while one kilowatt daytime operation on the 800, 870 and 1050 bands, respectively, was okayed for the Lawrence Broadcasting Co., Lawrence, Mass.; Fred H. Whitley, Kingston, N. Y., and the Washington County Broadcast Co., Johnson City, Tenn.

Many New Applications

At the same time, the Commission reported receipt of several new applications, including one from Radio Springfield, Inc., Springfield, Ohio, to amend its pending application for a one-kilowatt daytime station on the 940 band, to request, instead, 250 watts daytime on the 1240 band; the Hinson Memorial Baptist Church, in Portland, Ore., seeks a Class B FM license, while three new AM applications were also asked. Lester Lee May seeks the 650 band with five kilowatts unlimited, in San Bernardino, Calif.; the Aberdeen Broadcasting Co., Aberdeen, S. D., seeks the 930 band with one kilowatt unlimited, in Pacifica, Calif.; the Pacifica Broadcasting Co., Redland, Calif., seeks the 1370 band with 500 watts unlimited.

The Commission set aside its grant of December 17 for a new station to the Snowy Range Broadcasting Co., Laramie, Wyo., to order a consolidated hearing to include also the application of the Voice of Wyoming, Inc., also in Laramie. Both seek the 1340 band with 250 watts, unlimited.

Hearing was ordered also in the application of the Capital Broadcasting Co., Annapolis, Md., for a new station on the 1430 band with 500 watts unlimited. Commissioner Johnson voted to grant.

Other Hearings Ordered

Other hearings ordered include: Arkansas Valley Broadcasting Co., Ft. Smith, Ark., seeking the 1270 band with one kw, unlimited—with KGUC, Mandan, N. D.; KEF, Twin Falls, Ida., to be parties; Central Michigan Radio Corp., Lansing, Mich., and Farmers Chemical Co., Kalamazoo, Mich., both seeking the 1320 band for operation with one kw, unlimited; McElrath Air Enterprises, Inc., McElrath, Tex., on the 1350 band; and the television station in Galena, Texas, both seeking the 1580 band with 250 watts, unlimited; Kitsap GI Broadcasters, Inc., Bremerton, Wash., and East Side Broadcasting Co., Kirkland, Wash., the former seeking the 850 band with one kw, unlimited, and the latter the 850 band with 250 watts, unlimited.

Also Mount Vernon Broadcasting Co., Mt. Vernon, O., and the Mound Vernon Broadcasting Corp., Newark, O., both seeking the 1340 band with 250 watts, unlimited; WCOE, Inc., Nashville, Tenn., and Frank Mitchell Paris Jr., Nashville, both seeking unlimited operation on the 1410 band, the former with five kw, and the latter with one kw; Radio Broadcasting Corp., Twin Falls, Ida., and Radio Television Corp., Medford, Ore., each seeking license for station KTVU—seeking to change from one kw, five kw, limited service on the 1270 band, to five kw, unlimited, on the 1270 band, and the latter seeking that band for five kw, unlimited, operation.

And Louis F. Leuring and F. F. McNaughton Wewoka, Okla., for the 1490 band with 250 watts unlimited, in the manner of the order on commercial stations: WMCN, WINB, WNBIC, WJZ, WCBS and WGN.

Radio Reports points out that the “tally cannot be translated into terms of actual dollar volume traffic, inasmuch as all commercials are treated as a single unit, regardless of time.” Log itself, however, shows the duration of commercials. Survey is comprised of 600 pages, with about 18,000 separate entries, divided into nine parts, one for each outlet.

Foreword to the report states that the “log is aimed primarily at showing the commercial traffic on the stations, and to some extent, the nature of that traffic.” Radio Reports is planning to do the job periodically in 1947, and perhaps in other cities and markets.

With KBIX, Muskogee, Okla., Lamar Newcomb, Falls Church, Va., and Rock Creek Broadcasting Corp., Washington, D. C., both seeking the 840 band, the former with 250 watts, daytime, and the latter with 10 kw, daytime; Robert S. Laverence, Gaffney, S. C., and Mid-Carolina Broadcasting Co., Salisbury, N. C., both seeking the 1170 band the former with 250 watts, daytime, and the latter with one kw, daytime; Enid Broadcasting Co., Enid, Okla., seeking the 1490 band with 250 watts, unlimited.

Also Rose Capital Broadcasting Co., and Blackstone Broadcasting Co., seeking the 940 band, 250 watts, unlimited, in Tyler, Texas; G. Stanley Brewer, Ogden, Utah, and Oral J. Wilkinson, Murray, Utah, both seeking to operate with 250 watts, unlimited, in Ogden, Utah; the Mahoning Valley Broadcasting Corp., Youngstown, O., seeking the 1240 band with 250 watts unlimited.

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LOS ANGELES

BY RALPH WILK

BEN ALEXANDER, former child star of silent movie days, who has played frequently on CBS' "Baby Snooks Show," has been made a regular member of the program's cast.

Shirley Morris, formerly with Al- len and Marshall Agency, has joined the staff of Radio-Link, Hollywood Advertising Agency as radio director.

"California Caravan," 14-min. dramatic program featuring episodes of early California history, sponsored by the California Medical Association, now heard Saturdays, over the Don Lee California network, will switch to Friday nights, effective December 27th.

Lum and Abner made a surprise guest appearance with their Ozark friends in the "Home Hour For Western Folks" over KXLA last Thursday.

Art Kilkhamer is introducing a dance arrangement of Bill Anson's song, "You're Ceez." Will Orelan, radio commentator, making his screen debut in Seymour Nebenzal's "Heaven Only Knows," gets a rare break—the sort of setup in which he is virtually immune from being cut out of the picture. Playing the "Kansas City Kid," Orelan is hired by Bill Goodwin to do a killing job, is eventually murdered by Robert Cummings, who then impersonates him during the rest of the picture.

Jimmy Wakely, Monogram western singing star, has signed a five-year contract as a recording artist for Capitol Records. Wakely has just completed six years with Decca.

Gordon T. Hughes, CBS producer of "Your Hope Chest," is writing a feature story for a national magazine based on human interest tales told him by members of the audience participating in the show.

Walter Tetry, "Leroy" on the "Great Gildersleeve," is spending weekends at Birmingham hospital in Van Nuys (Calif.) making records on his portable equipment for the veterans to send back home as Christmas greetings to their families.

KMPG held its annual holiday staff party at the Beverly Hills Hotel, December 20. Chairman of this affair was C. G. Renier, Program Director, and assisting him were H. H. Watson, Charles Calvert, Orin Matson and Gertrude Mattson.

"Broadway" To Air

The radio version of "Broadway," first produced in New York by Fred Harris in 1927, will be performed by "ThePassword in the Wind" cast of WOR, ABC Sunday, Dec. 28, from 10-10:30 p.m., EST. James Dunn and Shirley Booth are assigned top roles in the production. "Broadway" is the story of the "Great White Way" during the prohibition era.

• • •

The last song written by the three Tobias brothers (Charlie, Harry and Henry) was "Miss You." The trio have just placed another ballad called "I Used To Be Her One And Only," published by World Music.

• • •

Ridler, music publisher, has been elected a director of the Society for the Prevention of Crime.

• • •

Add Life's little Ironies: Two weeks after his song "I Don't Have To Dream Anymore," was published by Miss Allman Music Co., Phil Capwell passed away. After five years on the coast, songstress Ava Lorraine has joined the Platiomation Room floor show at the Hotel Dixie in Gotham.

• • •

Revercomb Promoted To New NAB Position

Everett E. Revercomb, former NAB auditor, was appointed assistant treasurer of NAB this past week.

Replacing Revercomb as auditor is Donald S. Farver, formerly with Frager and Tornquist, Washington public accountants.

Revercomb, in his new position, will be assistant to C. G. Arney, Jr. He rejoined NAB as auditor after serving in the Navy from 1943 until January, 1945. Prior to his naval duty, Revercomb was with NAB as auditor for eight years.

Farver is a graduate of the University of Virginia, where he received his BS degree in 1937. He served with the Army Air Forces for almost five years and was released from service duty with the rank of major.

Charity Show

Entire announcing staff of WGL, Fort Wayne, Ind., participated in three-football fan who was going to do a show on Sunday, Dec. 22, to raise funds for gifts to needy families in that city. subtitle: "the best in his newest Columbia disk on "This Is The Night" I backed with "Hushabye Island." Harmonia Records enters the kidisk field with a finely-narrated album by Radiolite Lorraine Clark titled "Bosom Bows The Bandit," with supporting music by Haaken Bergh.

• • •

KQW's News Director Carroll Hanson is making arrangements for a broadcast from the University of California, on New Year's Day. It is said that new developments will enable the giant 184-inch cyclotron to produce atomic blasts ten times as powerful as any previously known.

Len Curley and Vern Lauden have joined the announcing staff of KDOW reporting Martin Tall and Bill Willar.

Panda Records is the name of a new recording company formed by Merf Grenz, Lyle Bardo and Dick Dinsmore. Their first album just issued includes the four popular numbers, "Falling In Love With You," "Let There Be Love," "Lullaby Of The Leaves," and "Sand."
ON THE WAY

IMPORTANT

THE 1947 RADIO ANNUAL

Containing a section devoted to Music
Ralph Maddox is new manager of WEAM-AM, San Antonio. He came here from WFAA-KGKO, Dallas-Fort Worth, where he was program director. He replaced Jack Nie."}

The final quarter hour of the hour long "Carnival of Song" aired daily over KTSA, San Antonio features a "Date With Novelty," a novelty novelty program, "Jive Joe," the sardonic host, Joe Morin, at the piano, Tony Rosanne at the accordion, Tony Mornell at the guitar, Dom DeAnda on bass, and Bill Thomas, saxophone, Pat White is the announcer.

The Uvalde Broadcasters at Uvalde have been given FCC approval for a standard broadcast station to operate full time on 1490 kilocycles with a power of 20 watts. Edward J. Harse, W. J. Harse and W. T. Kamp are principals. W. J. Harse is owner of KVOP, Plainview, while Kamp is manager of KVOP.

Back to the west coast, a new series of studio programs for those who enjoy cowboy and western tunes is being heard each Saturday morning over WOAI, San Antonio. Programs feature the songs of Red River Dave, songstress Jane Henry, music by the Top Hands, a novelty band and Bill Shomette as announcer.

Bill Elkins, long active in technical and educational phases of radio work has joined the staff of the Texas Radio School in Dallas as the School's public relations man.

Kitty Winters will give "Society Notes" over KERA, Dallas each Tuesday and Thursday. Program is devoted to news of women's and civic clubs. "Church Calendar" is heard at the same time on Wednesdays and Fridays.

"Your Life at Stake" a new program in keeping with the current safety campaign, has replaced the Homer K. Saphep program over WFAA, Dallas each Tuesday evening. Programs are presented in cooperation with the Texas Safety Association and the Dallas Citizens' Traffic Commission. Austin F. Allen, president of the Texas Safety Association, is scheduled to speak the first of the program which will feature talks by prominent leaders in traffic safety.

**WILL DROP SERIES**

WMCA will drop its nightly "Five Star" Drop Program which has been heard from 7:15-7:30 p.m., when Le Tourneau Watches discontinues sponsorship on Jan. 1. Le Tourneau has been promoting The Monkees through Friday show three nights a week. "Five Star Final" made its first appearance over WMCA some 15 years ago.

**PROMOTION**

Parker Pen Tieup

As a promotional aid to the Parker Pen Co., programs being aired over KTSA, San Antonio, Owen Johnson KTSA merchandising chief, is planning a series of posters in the windows of various stores handling the pen. Poster will contain pictures of Ned Calmc who flies five minutes of news for Parker and a picture of Clifton Fullman, head of the Information Please program, also aired over CBS. Calm's letters of the station are displayed prominently on the poster which contains the time and day of the broadcast. A display of Quink Ink and a Parker Pens completes the window display.

**WCPB Souvenir Booklet**

In honor of its Open House Week WCPB, Boston, brought out its merchandising magazine, "Sales Spot Light." In a larger size edition were printed two color covers and 23 pages of pictures of new studios, offices, and all behind-the-scenes production. Not only did the special edition go to the regular mailing list of dealers, advertisers and agencies, but 10,000 copies were distributed to visitors during Open House Week.

**Tele Industry Hampered, Says Vistowel President**

Television development is being hindered, the American public is being "misled" Irving Kane, president of Viewtowel Television and Radio Corporation, charged last week at showing of the company's new table model at the Park Central Hotel. Company has produced and installed over 2,000 video sets since V-J Day.

"Television is here; you can stop worrying about it," he said. "It will go to the public, if the public wants it. If not, it will not. Until the small radio was developed the radio became a really big industry. And today with who loses income from video receivers in their homes, then television will be a reality and huge industry."

The Viewtowel president said the 40 million persons could be reached by television if sets were available since clear reception is now an "actuality" in a 50-mile radius. In addition, he said, there are enough stations now operating to warrant the start of huge video set production.

**SOUTHWEST TO COAST-TO-COAST**

**PENNSYLVANIA — PHILADELPHIA/WCAU, for the first time in the history of Philadelphia radio, broadcast a special children's Mass on Christmas Day. The Standard Oil Company of Pennsylvania began their tenth year on KYW in January 1947 with their new news program "Your Ears Report," with composer, Ralph's with the WBPG engineering department. ... W7FLFM completes its first year of full-time postwar broadcasting December 31. ... NANTICOKE—W7WT will take to the air soon and will provide the only full news coverage among Pa. stations outside of Philadelphia and Pittsburgh. ... PITTSBURGH—William Schott has been added to the WCAE technical staff. ... WWWJ will provide entertainment for the Association of Manufacturers Representatives when they hold their annual meeting.

**NEW YORK**

CHEYENNE—Johnnie of the KFBG staff are Dave Chase, announcer, and Phyllis Guthrie, assistant copy writer. The program features 49 basketball schedules of both the University of Wyoming and the Cheyenne High School. ... New KFBG program "Radio" is Ex Claim 20. Cheyennes register their names and phone numbers at the Stone Furniture Store, sponsors of the program, and will be sent to the local broadcasters chosen, describing a piece of furniture. If person can identify it, he may claim it.

**MISSISSIPPI**

COLUMBUS—New addition to the WCBP studio equipment is a Hammond organ. ... WCSI recently demonstrated the versatility of the magnetic tape which when the unit was taken into the hunting roads adjacent to Columbus for a word picture and complete coverage of the Mississippi Fall Field Trials. ... CLARESDALE—Ed Howard has been promoted to sales manager of The Right Cover of Buena Vista. ... TULSA—WLOL is saddened by the death of Joe Russell, program director, and announcer, who died of pneumonia which developed after an automobile accident.

**KANSAS**

LAWRENCE—Distribution of "Wren News," weekly publication of Wren program information has been augmented by a recent agreement with MacFarland. The "Take One" boxes have been placed in all MacFarland stores and are supplied weekly. Each box and its contents is approximately $7.25, or 13% of the total value of goods sold. The program has been received with enthusiasm by the stores and the promotion is expected to increase significantly.

**ALABAMA**

BIRMINGHAM—Birmingham's annual Toy Bowl football game sponsored by the John Carrol High School Alumni Association was held at the Memorial Field. ... Congress-Albert Reins, Carter- debacle, and Pete Jarman and Senator John Sparkman addressed the State Broadcasters Association in annual convention here.

**MOBILE—**The city commission approved applications from Huan Broadcasting Corp. and Furyel Broadcasting Service for rezoning of two districts in order that the firms might set up a transmitter site. ... WMOB-TV becomes a full-time station in the fall.

**MICHIGAN**

ANN ARBOR—"Schoolroom of the Air" new public service feature over WPAG, designed to give youngsters a speaking acquaintance with behind-the-mike-radio people. ... KALAMAZOO—WZKP is currently broadcasting a weekly quarter-hour program "Western Michigan At Work," featuring one industry each week. ... SAGINAW—The record at the World's Fair was written by the man who opened the first radio station, and the broadcaster was the subject of a talk given by Doris Conwell over WсяМe.

**TEXAS**

SAN ANTONIO—KBSB the new network outlet here, has taken to airways with a nine-hour daily schedule. Besides programs originating on the station in the morning and afternoon, the schedule includes Mutual features. ... Jorge Marron, Mexico's Mr. D. J. Lame, lent a Latin American flavor to the new "Say it in Spanish" program, which is aired daily by WOAI recently. ... DALLAS—WFAA will carry the Dallas Symphony Orchestra every Thursday with a different sponsor each week. ... WFAA, is now referred to as "manager mill." Within the past three months as many staff members have left the station to take on "manager mill" functions as the wild geese.

**GENERAL WELLS-KORC, new 250-watt, had its debut December 8th, operating in the Arkansas City area. A network of KAND from J. C. West and Frederick Slaouson to the Alto, Inc., for $215,000 has been approved by the FCC.

**Philco Statement**

Philco—Substantial increase in recent earnings by Philco Corp. is expected to place 1946 net income, including non-recurring items, in excess of $2,000,000, and dividend payments, which includes dividends on preferred stock and $1 per share paid on 13.75 shares of common stock. In mailing checks to stockholders for the year-end dividend payable Dec. 23, John Ballantyne, Philco president, stated that increased annual earnings were achieved despite first quarter losses resulting from labor difficulties, a national strike, a railroad strike, and increased war production taxes because of reconversion problems.

Ballantyne indicated that earnings in excess of dividends will be diverted back into the corporation to increase working capital and expand production facilities, a policy which is consonant with his statement that Philco's president said that by the end of this year over $10,000,000 will be paid out of earnings from earnings and profits since 1939.
Xmas Shortwave Broadcasts

Heard 'Round World Via IBD

Washington, D.C. - Shortwave enthusiasts throughout the world tuned in to the broadcasts of the International Broadcasting Bureau (IBD) during the festive season. As part of the Bureau's holiday programming, a range of music and news from around the globe was transmitted via shortwave, providing listeners with an unique auditory journey.

1. Empire State Building Lighting Ceremony - Celebrating the holiday season with a spectacular lighting display.
3. New Year's Eve in Times Square, New York - Witnessing the world-famous ball drop.
4. Berlin New Year's Eve - Revelers ring in the new year in the capital of Germany.
5. Tokyo New Year's Eve - A vibrant celebration complete with fireworks and vibrant lights.
6. Sydney New Year's Eve - Enjoying the countdown on Sydney Harbour Bridge.
7. Sydney New Year's Eve - Witnessing the world-famous fireworks display.
8. New Year's Eve in Rome - Enjoying the Roman tradition of lighting fireworks on the Colosseum.
9. New Year's Eve in Madrid - Celebrating the new year with music and dance.
10. New Year's Eve in Cape Town - Ringing in the new year with a unique celebration.

The IBD continued its tradition of programming during the holiday season, providing an international perspective for listeners around the world. The broadcasts, which included music, news, and cultural content, offered a rich tapestry of global experiences. For shortwave enthusiasts, the IBD's holiday programming was a standout feature, showcasing the diversity and richness of the world's cultures.
Outstanding Broadcasts of 1946

Executions of Nazi war criminals—Suicide of Goering, pooled broadcast by Arthur Gaeth.

• ABC’s four-part broadcast of John Hersey’s “Hiroshima.”

• Network pickups of Bikini atomic bomb explosions.

• MBS’ broadcast of Harold Ickes’ final press conference as Secretary of the Interior.

• National Air Races from Cleveland (CBS).

• Radar to the moon experiment from Belmar, N. J. (WOR).

WHOM All-Night Show
To Debut New Year’s Eve

(Continued from Page 11)
of the station. Program, which marks one of the station’s first moves in the expansion of English language programs under the ownership of Gen.-Cross Pope and E. Progessio, Italian newspaper, will feature a wide range of swing and smooth offerings within a “maximum of music and a minimum of talk.”

New show will be conducted by Ray Coricardi and “Symphony Sid.” Latter conducts a current hourly (11-12 midnight) session titled “After Hours Singling Session,” which will be continued. News bulletins and announcements will also be included throughout the night. Inauguration of “After Hours” gives WHOM a total of 23 hours on the air each day, since the current broadcast schedule is from 6:30 a.m. to 12 midnight. Station carried a late program of this type in 1930-40 but signed off at 3 a.m.

Tober Heads Dep.

Arthur Tober has been named supervisor of Columbia Recording Corporation’s newly created department of transcription order service and production, W. G. Wilkins, treasurer, announced yesterday. Tober returned to Columbia last year after more than five years in the Army.
RICHARD M. ALELERTON has been appointed marketing director of Abbott Kinkhill Co., Inc., advertising agency here, it has been announced by Abbott Kinkhill president, the agency. Mr. Allerton formerly was the head of Trade-Way Radio and was director of radio research for Crosley, Inc. During the war he was a management consultant for the War Department.

PREMANTLE OVERSEAS RADIO LTD., New York and London, have been appointed exclusive United States and European representatives for HJDE-JHJJK, La Voce di Andreola, of Medellin, Colombia. Their station is broadcasting with 10,000 watts on both long and short wave.

THE CASH BOX weekly of the juke-box industry, announces the appointment of Bob Austin as advertising manager of their music division effective January 1st. For 11 years he handled talent and band advertising on The Billboard. For the past year he was advertising manager of "Music Business.

LUTHER WEAVER AND ASSOCIATES, St. Paul, Minn., have been elected to membership in the American Association of Advertising Agencies.

WOR Stages Annual Show For Children of Bellevue

WOR staged its second annual Christmas party for the children of Bellevue Hospital this week, at which thousands of gift packages were distributed to the youngsters. Staff members dropped their routine duties for the day and sat in the distribution of gifts donated by WOR listeners, eight states and local manufacturers. Several questions were answered for parents' appeal for clothing and toys. Highlight of the party was a two-hour farce including Bob Emery and his Rainbow House Choir, cowboy singer Tex Fletcher, and Joan Don. Others taking part were Elizabeth's Canines, an animal act of trained dogs; Stanley Burns, ventriloquist; Bert Turner, clown; Jugger, and Jack Lavelle, who played Santa Claus.

Page Taking WMBC Post

Thomas J. Page, currently farm director of WMBC, Utica, N. Y., has been named agricultural director of WMBC, New York, James M. Gaines, manager of the station, announced. He succeeds W. S. Trainor, resigned to accept a network agricultural directorship.

Godfrey Buys Plane

Arthur Godfrey, who emcees two daily programs over WCBS and another CBS Sunday afternoon show, has just bought a Republic "Seabee" amphibious plane to take his radio clients and friends for a ride.

Dr. Frank Stanton, president of the Columbia Network, leaves for San Francisco, where he will attend the board meeting of the NBC.

Dorothy Day, commentator on WINS-WLW, left for San Francisco, where she will originate her "Crossroads Cafe" program on WLW from Dec. 19 to Dec. 24, and will also broadcast her daily morning show from WLW, piping it to WINS.

Phil Alamps, farm news editor on WIZ, leaves today for Ithaca, N. Y., where he will present a turkey to the mail-room girls at Cornell University. President E. Day of the university will officially accept the fowl.

Bill Downs, news correspondent on CBS, and his bride, the former Rosalind Gruen, have departed homeward to Kansas City.

Connie Riday, publicity girl in the Chicago office of the Mutual network, to Hollywood this week for a look-see at the Xing lights and the Rose Bowl Game.

Shirley Wolf has left for the first vacation from his WIZ "Celebrity Night" series in more than a year. She'll miss tonight's broadcast, but will be back on the airwaves Jan. 3.

Dick Sanville, Columbia network director and producer, leaving to join his wife in Pasadena, Calif., where he'll make his home and at which point he'll continue his radio activities.


Wedding Bells

Cincinnati--Married December 25 to 3 to 5 p.m., program director of WLW, Crosby FM station, and assistant to the WLW program director, to Eloise Coffman, international division of WLW special broadcast services.

Marlene Dietrich Is Holiday Guest

Marlene Dietrich, Willie Howard and Arthur Schwartz, the composer, were guest on Elodie Marquay's Campbell Room program Sunday, December 29, 9 p.m. over CBS. Schwartz will relate the unusual story of how he came to write "Something To Remember You By."

ICKLW

More Coverage Per Watt

More Watts Per Dollar!

In the DETROIT AREA

5,000 Watts--Day and Night

800 kc. - Mutual System
Xmas Int’l Broadcasts Heard Around World

(Continued from Page 1)

domestic networks.

IBD, which functions under the Office of International Information and Cultural Affairs, prepared the shows at its headquarters, 224 West 57th Street, in New York. The Christmas schedule included spot features, dramatizations of noted stories, special music, local color and interpretative shows from various parts of the country, Yuletide messages by outstanding churchmen and diplomats, and a simultaneous broadcast of President Truman’s Christmas message to the nation.

Special Events Busy

The Special Events Unit of the IBD of 12 regular jobs in three days, its most ambitious assignment having been a 45-minute show entitled “Christmas Eve in the Churches of New York,” another at 24th and Broadway, in the heart of the city’s shopping district; and a third of the French class Christmas session at the Garden City High School. Another unusual spot feature by Special Events was a Christmas show recorded in New Bedford, Mass., a town rich in native tradition and with many population ties abroad. The New Bedford show was broadcast in French, Polish and Portuguese.

IBD’s English Section prepared a half hour general Christmas show dedicated to the United Nations. This section also provided backgrounds for language desks on American, Bulgarian, Chinese, Czech, English, French, German, Hungarian, Indo-Chinese, Italian, Korean, Netherlands East Indian, Philippine, Polish, Rumanian, Siamese, Spanish (To Spain), Spanish (To Latin America), Portuguese (To Brazil), and Yugoslavian.

Network shows re-broadcast included ABC’s “Children’s Christmas Time”; CBS’ “Invitation To Music,” Stravivari Orchestra, and “Music You Know”; NBC’s Fred Waring’s Gee Club, Fisk University Choir, and U. S. Navy Band; and Mutual’s three special programs on “Christmas In the Services.”

Ave Maria Hour

Sunday — WMCA — 6:30
A MOTHER’S LETTER
Jeff Morrow as Gordon
Scrip—Brooke Byrne
In its twelfth year — Duane Peterson Production

California Commentary...!

- - - Hal M. Ayres, veteran transcription producer, has returned from a seven-week trip to South America. Shirley Mitchell, who played Gildy’s heart interest, “Lella Ramsome,” as “The Great Gildersleeve” star until she retired from radio recently to be married, will rejoin Harold Peary and the “Gildersleeve” cast for one show when the NBC erirer originates in Memphis Jan. 8. Arthur “Daywood” Lake played the role of Santa Claus at the annual children’s Christmas party at the Santa Monica Swimming Club. Bob Sweeney and Hal Mcneal, stars of their own CBS comedy show, first became a team on an early-morning wake-up show over a local San Francisco station. In these days, Sweeney was the straight man, and Mcneal made with the funny man. Since then, both have gone in for laugh-making until their current routine has them dividing the funny stuff in half... “making us half-a-wit aplease,” the boys explain. When Dole Evans read in the papers that two men had been arrested for shooting rabbits in Hollywood, she exclaimed, “Heavens to Betsy! I thought this territory was out of bounds for all wild life except wolves.”

- - - Jimmy Wakely, Monogram western singing star, has signed a five-year contract with Capitol Records as a recording artist. He has just completed six years with Decca. Bill Gargan, star of ABC’s “I Deal In Crime,” has been having a difficult time trying to make up his mind—where he could spend the Christmas holidays this year—his Beverley Hills home, his ranch at San Jacinto, his Palm Springs home or with friends in San Francisco. Judy Canova received a letter from an ex-Wac visiting Egypt on her way back to the U. S. A. “The pyramids by moonlight are quite a sight,” she wrote, “but what you really ought to see are the camel caravans at night. They’ve added a modern touch, and every camel laps along with a red tail-light bobbing at its rear.”

- - - Charles D. Ryder, Jr., Columbia Pacific auditor, commenting on the fact that radio listeners like to take other artists into their confidence, said, “Strange as it seems, news commentators receive very personal letters from their listeners, seeking advice with regard to domestic matters.” Lee Little, manager of KUTC, Tucson, has been elected to the board of governors of the Tucson Chamber of Commerce. Edwin W. Buckalew, field manager of station relations for the Columbia Pacific network, has returned after a week’s visit with executives of Columbia’s affiliated stations in Tucson, Phoenix and Bisbee, Arizona. Lou Friedman, who recently resigned from the Steve Hamagak organization, is doing publicity work for the Page Boy Maternity Shop of Hollywood and is also doing free-lance magazine writing.

- - - Fifty dogs got Yuletide homes through the kindness of Alan Young, who paid the Los Angeles Animal Shelter, the usual fee for the animals—$3.50 for males and $5.50 for females—and personally presented them to their new happy owners. There’s a new piano-playing team in Hollywood, which bids fair for recognition in long-haired musical quarters. The team’s composed of Agnes Moorehead, of “The Mayor Of The Town” show, and her husband, Jack Linn. The Linn are students of Ivory tickler Al D’Aliss, who predicts great things for his late-in-the-game pianists. Dick Crenna, who plays Judy’s boy friend on “A Date With Judy,” has taken his entrance examinations for the University of Southern California. He plans to study radio and dramatic courses.

FCC Color-Hearing Reopens January 2

(Continued from Page 1) are reported to be planning demostrations of their own.

All television manufacturers are taken by surprise when the commission asked that CBS repeat the color television demonstration held here. It had been the consensus of opinion that the FCC had practically closed its hearing with the commission’s recent visit to New York as that a decision would be forthcoming as soon as the cross examination of witnesses had been completed.

In calling for the demonstration a New York Federal court room during the week of January 27th the FCC has opened the door to all manufacturers to display equipment during the week. It is believed that addition to the General Electric and Du Mont will give a demonstration of the progress of electronic color television.

Commenting on the commission’s request, Adrian Murphy, CBS vice president, issued the following statement: “Columbia is extremely pleased at the opportunity to demonstrate its color television at the FCC hearing in New York on January 27.

“Because,” Mr. Murphy added, “when all is said and done the ultimate proof of color television is in the seeing. The engineering aspect, of course, important and should be thoroughly explored, but the impact, beauty, interest, appeal as reality of color television picture cannot be expressed in a form. They can only be appreciated by the experience of seeing the picture of an actual television screen.”

A spokesman for RCA yesterday said their organization had no comment to make on the recent FCC revival of the color tele hearing. It was indicated, however, that they would take an active part in demonstrations showing experimental electronic color as compared to present day black-and-white television.

FARGO BISMARCK
NOW SERVED
CBS PROGRAMS
KSJB
North Dakota
5000 WATTS
600 on the dial
Represented by
Adam J. Young, Jr., Inc.
CBS - MBS
Forecasts Big Year For FM Expansion

(Continued from Page 1) expected to meet domestic requirements. When this occurs, receiver manufacturers will increase production of FM receivers and in this way sustain and go on to surpass the high rate of radio production attained during 1945.

Whole Industry Will Aid

"Not only radio manufacturers, but broadcasting stations, too, will speed FM along. Nearly 100 FM stations are now in operation. About 900 applications for FM stations have been granted, or are pending or in hearing before the Federal Communications Commission. In addition, the production and construction of FM transmitters is increasing rapidly. In this connection, it may be observed that owners of FM stations are making every effort to begin operations as early as possible, so as to be among the first to capture and hold the new FM audience."

"Just as there are factors which will advance FM broadcasting in 1947, there are some hindrances. Many stations will not be in a position to operate at their full power as authorized by the FCC, during the first six months of the year. This will be due to their inability to obtain and place in operation the necessary equipment for full power operation of the stations which they control."

Cities AFM Situation

"But perhaps the most important factor which is still preventing the broadcasting industry from giving the public the best FM service of which it is capable, is the demand by James C. Petrillo for duplicate fees from all broadcasters who would ordinarily broadcast the same station programs over their AM and FM stations. To date all broadcasters have refused to comply with Petrillo's demand, and until some solution is reached, very few live programs and certainly none of the most popular radio programs will be available to FM listeners. This important problem, together with other matters affecting FM activities, will be brought before the new Frequency Coordination Committee, which is now being organized in Washington by all factions in the radio industry which are interested in aggressive support of FM."

VETERANS' DELIVERAL SERVICE

Specializing in personalized delivery
Studies-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE


Twenty Conditional Grants, 16 CPs To FM Applicants

(Continued from Page 1)


The following were authorized FM construction permits:

1. Orlando Daily Newspapers, Inc., Orlando, Fla.; WAVX, Inc., Louisi-
2. Jr., doing business as Wilminton Star News Co., Wilmington, N. C.;
3. Tidmore Co., Clarksville, Tenn.; Jack M. and Louis Francis-
4. tion, doing business as WSIX Broad-
5. Casting Station, Nashville, Tenn.;
6. Southern Broadcasting Corp., San Antonio, Texas; Tex-
7. kana, Tex.; A. H. Belo Corp., Dallas, Texas; WSB, Inc., New Orleans, La.; Inter-
8. Broadcast Panoply, Inc., Salt Lake City, Utah; Cornthwaite Broadcast-
9. Lincoln, Nebr.; James E. Lamboth, doing business as ''Two-
10. don, doing business as ''Show Me'' Broad-
11. Inc., Dallas, Ariz, to be operated on 1340 kc., 250 watts, unlimited; O. E. Boh-
.broadcasting milestones

Milestones of the broadcasting industry as established in the book, “The First Quarter-Century of American Broadcasting” are offered in condensed form for RADIO DAILY readers by E. P. J. Shurick, advertising and promotion director of KMBC, Kansas City, Mo., who authored the book. These milestones are those of a more controversial nature which have been authenticated through challenge sheets passed upon by the entire industry.

EQUIPMENT

1922: Successful experiments with the principle of a “shocking-gun mike” on KQV, Pittsburgh, through the Doubleday Electric Company.
1923: August 7—Condenser microphone is put into use by WGY, Schenectady.
1924: Air-cooled metal transmitter tubes used by WTAM, Cleveland.
1925: November—Mobile studio and short-wave transmitter WEXBR, installed by KFWE, Hollywood.
1931: June—Single-tower vertical half-wave radio tower built by WNAQ, Boston at Quaum, Massachusetts.
1933: September—Commercial use of the Western Electric dynamic microphone by WHK, Cleveland.
1931: December 1—Directional antenna system is put into use by WFLA, Tampa, and WSMN, St. Petersburg, Florida.
1935: January 1—Walkie-talkie as a broadcasting unit for special events is utilized by KDKA, Pittsburgh.
1944: Full-wave or half-wave antenna system for standard broadcast stations installed by WBOY, Oklahoma City by WOR, New York, and KJH, Los Angeles.
1937: July 1—Amateur end of chain is formed when WMAF, Round Hill, Massachusetts, begins regular broadcasts of WEAF programs.
1932: December 29—Transatlantic broadcast (long wave) from London over WEAF, New York.
1933: Late in Year—Mobile short-wave radio phone transmission on KWBW, Hollywood.
1930: December 24—Building to order for broadcast is constructed by WCAU, Philadelphia.

MUSIC

1951: A complete opera from the Metropolitan Opera House by WGL, Philadelphia—the New Holland Opera Company.
1921: December 4—KDKA Little Symphony, a musical organization exclusively for broadcast, founded by KDKA, Pittsburgh.
1922: A series of music appreciation programs under direction of E. T. Gibeau in Madison, Wisconsin.
1925: February—Uniform Gabrilowitsch directs the Detroit Symphony in a complete concert over WJW, Detroit.
1925: William Steins with WLY, Cincinnati, develops a new form of music which is adapted to the use of broadcasting including background and montage music for dramatic productions.
1925: The Feddets, on all-girl concert orchestra.
1920: Victor De Latham originates “crooning” method of singing because microphones are improperly adjusted to range of human voice, and soprano high notes after appearance of Walter L. Lord of the silent film industry.
1921: January—Originates a program over WJZ, New York, with a quartet of string players.
1924: January—Radios born dance from KDKA, Pittsburgh.
1924: April 19—“National Barn Dance” on WSM, Nashville.
1925: November 29—Old-time fiddlers’ contest, strictly amateur, on KMIC, Minneapolis, Minnesota.

DRAMATICS

1922: Sound effects introduced by slapping two pieces of wood together to represent a door slaming by WGY, Schenectady.
1928: April—Radio and newspaper promote World’s Fair; a live audience in the studio.
1927: July 18—Radio and newspaper promote World’s Fair; a live audience in the studio.
1928: October 25—Broadcasting to passengers on a moving train tested by KSD, St. Louis.
1929: February 13—Remote broadcast from the grounds of the A. G. B. Barnes circus by WJPA, Dallas.
1931: June 28—Successful two-way broadcast where audience is visible on KSD, St. Louis.
1929: Broadcast from the bottom of the sea by WIP, Philadelphia.
1929: April 5—Heartbeat and radio kiss on KDKA, Pittsburgh.
1929: Broadcast of a major trial from the courthouse, of that of the Scopes trial, over WGN, Chicago.
1929: Two-way conversation and description during military tournament from an airplane to the studios of WGN, Chicago.
1929: Three-hour live broadcast of the Kentucky Derby on WJZ, New York.
1929: Two-way telephone conversation between a doctor and patient atop the Fort Pitt Hotel on WJZ, Pittsburgh.
1930: “The Twenty-Four Hour Station.”

SPORTS

1920: October 5—Baseball scores (those of the World Series) on WWJ, Detroit.
1921: August 3—On the scene, play-by-play of Pittsburgh Pirates games from Forbes Field by KDKA, Pittsburgh.
1921: September—World Series baseball recreated by phone through WJZ, New York, with Thomas H. Cowan broadcasting a series of games he never saw—the play by play from the field for the announce who reports them with a “Mike.”
1921: October 15—On-the-field play-by-play by World Series baseball by KDKA, Pittsburgh.
1921: December 3—Remote broadcast from the studios of WGN, Chicago.

SPECIAL EVENTS

1928: August 31—Political election returns, from Michigan, consolidated county and primary, by WWJ, Detroit.
1929: Remote pickup of a dance orchestra, the “Dancing Islanders,” by WIP, Philadelphia.
1928: Broadcast of a major trial from the courthouse, of that of the Scopes trial, over WGN, Chicago.
1929: March 27—Ship broadcasts to listeners on shore through WEFY, New York.
1930: Description of World Series games by KDKA, Pittsburgh, with the “Early Birds,” starts on WFAA, Dallas.
1932: Campaign speeches of Franklin D. Roosevelt on WNTA, Cleveland.
1932: August 12—Two-way conversation between a glider and land on WEFY, New York.
1933: March of tobacco auctioneer from Mullins, South Carolina, over WOR, New York.
1933: January 1—Walkie-talkie as a broadcasting unit for special events is utilized by KFTR, Hollywood.

SOUND BROADCASTING

1920: October 5—Baseball scores (those of the World Series) on WMJ, Detroit.
1921: August 3—On the scene, play-by-play of Pittsburgh Pirates games from Forbes Field by KDKA, Pittsburgh.
1921: September—World Series baseball recreated by phone through WJZ, New York, with Thomas H. Cowan broadcasting a series of games he never saw—the play by play from the field for the announce who reports them with a “Mike.”
1921: October 15—On-the-field play-by-play by World Series baseball by KDKA, Pittsburgh.
1921: December 3—Remote broadcast from the studios of WGN, Chicago.

THE WOMAN’S ROLE IN BROADCASTING

1921: January—Joseph Hone Company, department store, presents Mrs. Chester B. Sterry and Miss Eleanor Liont alternating in fashion talks, Tuesday evenings from 7 to 7:15 p.m., over KDKA, Pittsburgh.
1922: February—A. McClellan starts as announcer and manager of KFGX, Pierre, South Dakota—still in this role at broadcasting’s first quarter-century.
1922: April—A. McClellan starts as announcer and manager of KFGX, Pierre, South Dakota—still in this role at broadcasting’s first quarter-century.
1922: April 22—Call boys and girls employed at radio in the field, employed as a regular worker in a broadcasting station at WJZ, New York.
1923: July 27—KFGX, Pierre, South Dakota—still in this role at broadcasting’s first quarter-century.
1923: Woman’s program on the air at the Stoller on WAKG, Duluth.
1924: December 3—Remote broadcast of the Pittsburg-Philadelphia game by a commercial broadcaster—KDKA, Pittsburgh.
1925: April 4—Golf broadcast over WJZ, New York.
1926: December 3—Play-by-play accounts of Boston Bruins Hockey games start on WEES, Boston.
1927: September 12—Championship polo game at the Meadowbrook Club from Western Union accounts read by announce in studios of WJZ, New York.

RACING

1924: May—500-mile Indianapolis Automobile race by WGN, Chicago.
1924: September 1—Feature race between Zev and Epstein from Belmont Park with Major J. Andrew White announcing for WJZ, New York.
1925: November—Feature race at the Pimlico and WSL, New York.

SKATING

1921: January—Streaks by streaks account of the skating to the Catskill Island Marathon, since wave short and relayed to other stations east by KNX, Los Angeles.

TENNIS

1921: August 4—Davis Cup matches by KDKA, Pittsburgh.

WRESTLING

1927: September—Wrestling broadcast by WJZ, New York.

NEWS

1921: September 20—News by radio from a newswoman in the Pittsburgh Post through KDKA, Pittsburgh.
1925: February 25—Radio political commentator, H. V. Kaltenborn, starts his series of “Current Events” over KDKA, Pittsburgh.
1925: Radio bureau installed by KFKEZ, Kalamazoo, Michigan.

COMMERICAL ASPECTS

1919: Arthur B. Church, president and founder of KMBC of Kansas City, uses “wireless” in a commercial way—merchandising radio parts.
Highlights Of Industry

All Parts Of Nation Played Role In Progress

(Continued from Page 6)

to fellow hams operators on his own amateur station in Iowa.
1920: May—J. Berry reviews latest WATF, New-
ark, N.J., regular program for listeners, giving
a week consisting of news and music
for two hours with a commercial rate of 55
per week for the time.
1922: April 11—Cash give-away at WJZ.
New
Or-
leans.
1923: August—Commercially sponsored pro-
gram of the Quennsborough Corporation, a
real estate organization, on WAF, New York.
1924: Full—Broadcast talent paid by WGOI,
San Antonio.
1925: January 4—Network experiment broad-
cast on WJZ, New York, National Broad-
t.
1925: Summer—Permanent line connection be-
 tween WEF, New York and WMAF, Round
Hills, Massachusetts.
1926: May—First commercial radio network
formed between WEF, New York, and WJAR,
Providence, R.I.
1926: June 8—First commercial radio network
formed between WEF, New York, and WJAR,
Providence, R.I.
1926: Station time between 8 p.m. and 10 p.m.,
given each evening to an advertiser in the Los
Angeles Times; salary of sponsor con-
tributes an amount of $150 or more, to be
paid weekly through WJAR, Los Angeles.
1924: February 12—Commercial radio program sponsored by the National Carbon Company fed to a network of WJAR, Washington (now WJAR, Providence) from WEF, New York.
1925: Commercial station, not operated by firm
affiliated in business activities, is WAMO, St.
Paul, Minn. (earner of KSTP).
1925: October 1—Direct seconl day offer and
radio contest on WEF, New York.
1925: November 1—Research department estab-
lished in KMBC of Kansas City.
1926: “Rhythm” transmitted announcements
spoken with a rhythm back-
 ground introduced by Kasper-Gordon, Inc.
1926: Musical jingles introduced as trans-
mitted announcements by Kasper-Gordon, Inc.
1926: Transcribed spot announcements intro-
duced by Kasper-Gordon, Inc.
1926: Cecil Wallin of Schwimmer and Scott
Agency says current advertiser to make
national use of spot announcements.

EMERGENCIES
1921: July 22—Services to the police on an
outdoor in the apprehension of thieves offered by
KDDA, Pittsburg.
1925: March 18—Tornado hits southern Indiana.
and northern Illinois, WLS, Chicago, goes
on the air night and day with appeals for
contributions to flood-stricken area. In two weeks
WLS listeners contribute $216,900.
1925: November 29—Daily local broadcast news
from the scene of a disaster, the Vermont
flood, made by WEEI, Boston.

LITTLE SERVICES
1919: Weather reports from the United States
Weather Bureau begin on 9XM—later WHA,
University of Wisconsin, Madison, Wisconsin.
1921: November 16—Daily news stories for chil-
dren presented by KDKA, Pittsburgh.
1922: February 21—Daily weather broadcasts by
a commercial broadcaster, WJZ, New York.
1922: March 14—Series of health talks begins
on WJZ, New York; with Dr. Thomas Darlington
discussing "Health and Efficiency." November
children—Children’s program, "Uncle
Wip," introduced by WIP, Philadelphia.
1927: "Children's Musical Clinic," giving the
that, weather reports and other in-
formational programs, on KDKA, Baltimore.
1928: January 3—Network series of broadcasts
on health, sports on NBC—Blue, presenting
Dr. Royal S. Copeland four days each week
for a half-hour broadcast.

POLITICS
1920: August 31—State, Congressional and
Presidential in the field of education estab-
dlished.
1920: November 2—Harding-Cox Presidential
election returns broadcast by KDKA, Pitts-
burgh.
1921: September 12—William A. Magie, can-
didate for city’s mayor, uses radio for a
campaign speech by talking over KDKA, Pitts-
burgh.
1922: June 14—Voice of a United States Pres-
ident, Warren G. Harding, broadcast by WEBS
(now WFTV, Boston) does a dedicatory speech
at the Francis Scott Key monument, Fort
Lee.
1923: June 17—President of the United States,
Warren G. Harding, talks to his people via
his broadcast, St. Louis and WEF, New
York.
1923: December 4—Opening of the United States
Congress broadcast by WRC, Washington,
D.C.
1924: June 10—12—National Republican Con-
vention broadcast from Cleveland by WTAM
into a network of 16 stations.

FARM SERVICE
1919: Market broadcasts from the University
College of Agriculture begin on 9XM—later
WHA, University of Wisconsin, Madison, Wis-
consin.
1920: December 15—Market reports compiled
and Department of Agriculture is received
by wireless over station NAA, operated by the
United States Bureau of Standards, Wash-
ington, D.C.
1927: May 19—Market news on a commercial
station, KDKA, Pittsburgh.
1925: January 2—National Livestock and Farm
Program on KDKA, Pittsburgh.
1922: May 2—Regularly remote broadcasts of
grain and livestock market reports start
on WPAB, Fort Worth.
1925: January—Organized college of the
agriculture devoted to agriculture begins on
WAK, Waco, Texas, by KSD, Kansas City.
1941: April 24—Daily remote originate from
WFL, Cincinnati, "Everybody's Farm" of 137
acres.

EDUCATIONAL
1919: February—Regularly scheduled broadcast-
ning begins.
1921: November 2—Home and garden station
on WJZ, New York; with Dr. Thomas Darlington
discussing "Health and Efficiency." 1925: December—Children’s program, "Uncle
Wip," introduced by WIP, Philadelphia.
1927: "Children's Musical Clinic," giving the
pain, weather reports and other in-
formational programs, on KDKA, Baltimore.
1928: January 3—Network series of broadcasts
on health, sports on NBC—Blue, presenting
Dr. Royal S. Copeland four days each week
for a half-hour broadcast.

RELIGION
1921: January 2—Broadcasts of Sunday church
services from Calvary Church begin on KDKA,
Pittsburgh.
1922: Remote broadcasts of weekly church serv-
ses start on WRAP, Fort Worth.
1923: January—Services of religious beliefs begin
on WEF, New York, by Dr. S. Parks Cadman
from the Bedford Avenue YWCA.
1925: April—"Little Brown Church of the Air," a
45-minute religious service, patterned after a
regular church service with a pastor, choir,
etc., starts regular Sunday broadcasts over
WLS, Chicago.

WORLD WÄR II
1941: December 7—“Slogan," “Remember Pearl
Harbor," starts.
1943: January 18—Announcer's description of
his sensations giving a pint of blood to the
American Red Cross Blood Donor unit broad-
cast by WMEN, Marilyn, Ohio.

FREQUENCY MODULATION
1939: May 13—Utilizing the Armstrong FM
system, WRC begins trials on the air under the
call letters of WMXP.
1941: FM transmitter installed in a mobile unit by
WGGAR, Cleveland.
1941: July 17—FM station becomes a full affili-
ate of a national network as WBCA, Sche-
nectady, joins the Mutual Broadcasting Sys-
tem.
1945: October 15—Going on the air five days after
the FCC ruling in regard to the new 100
megacycle band, WMF, Rochester, oper-
ates on both low and high bands.

TELEVISION
1928: April— RCA receives license (from Fed-
eral Radio Commission) to operate an experi-
mental television station in the New York
area and is assigned the call letters W2XBS.
1928: June—Broadcast schedule of three times
per week, inaugurated by WGOI, Sche-
nectady.
1928: September 11—"The Queen’s Messenger," a
one-act melodrama, is televised at "The

Numerous “Firsts” in Programming Are Included

House of Maps,” Schenectady, New York. Voice signals carried by WGOI and the pic-
ture signals transmitted by WAKF.
1922: Fall—Network coast-to-coast broadcast,
J. Moline in “Between the Backpacks," tele-
vized simultaneously over WSKAL by the
originating station of KMBC of Kansas City.
1928: June—Television broadcast is made of a
Broadway show by the National Broadcast-
ing Company.
1928: May—Memorial Day Parade on Riverside
Drive televised by the National Broadcast-
ing Company.
1928: May—Baseball game direct from Baker
Field, New York, televised by the National Broad-
casting Company.
1928: May—Six-day bike races from Madison
Square Garden televised by the National Broadcast-
ing Company.
1928: May—ACA track meet from Randall's
Island televised by the National Broad-
casting Company.
1928: June—Professional boxing (Box-
Newport) from Yankee Stadium by the National Broad-
casting Company.
1928: August—Major league baseball game pro-
broadcast from Ebbets Field, Brooklyn, by the National Broad-
casting Company.
1928: September—Football game televised by the
National Broadcasting Company.
1940: February—Hockey game direct from Med-
ison Square Garden by the National Broad-
casting Company.
1940: February—Basketball game direct from Madison Square Garden by the National Broad-
casting Company.
1940: March—Indoor track meet direct from
Madison Square Garden by the National Broad-
casting Company.
1940: April—Circus from Madison Square Gar-
den by the National Broadcasting Company.
1941: September 3 — U. S. Department of Agriculture as television of the National Broad-
casting Company.

FACSIMILE
1922-24: Winter Experiments start with fac-
simile transmission of newspapers, Pilot Post, St.
Louis, and the New York World conducted tele-
nicretransmission.
1928: December 7—Daily facsimile broadcast-
ing inaugurated by KSD, St. Louis.
1929: February 2—The Radioscope, a network facsimile newspaper, starts for the McClatchy
Broadcasting Company.

ATTENTION TRANSCRIPTION DISTRIBUTORS

$100,000.00 recently invested in new series by Hollywood producer, Com-
ing East to arrange for distribution.
Wish to discuss same with responsible established program distrib-
utors between Jan. 3 and Jan. 9, if satisfactory arrangements made
Selling $500,000.00 in new shows.
Write Box No. 375, RADIO DAILY
1501 Broadway, New York 18, N.Y.
THE BOOK OF THE YEAR

CONTAINS A LIST OF NATIONAL AND REGIONAL NETWORKS STARTING ON PAGE 257

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
New-Year Salute On Air

Webs Complete Plans for Orness Opening

With the nation's eyes on the opening joint session of the 80th Con- gress next Friday, Jan. 3, and the expected heated discussion of the major Bilbo case, the four major networks have scheduled wide and early coverage of the occasion. Coverage is scheduled to start at 12:30 in the Senate, with special programs on NBC, CBS, ABC and Mutual, and signed agreements to correspondents of the House of Representatives and the Senate, with special

(Continued on Page 7)

2:00 A.M. Appeal Case

Based On Lea Act

Chicago—Notice of appeal directly to the U.S. Supreme Court from the recent decision of United States District Judge Walter J. Lefroy dismissing the Federal criminal action against James P. Petrillo of the American Federation of Musicians was filed Tuesday by Attorney Larry Klein. Klein was taken direct to the Supreme Court, Klein said, because he judges decision reversed the Lea case.

(Continued on Page 8)

3:00 A.M. Production Increase

Noted In Snyder Report

Washington—Final report of CPA John D. Small, noted the tremendous production spurt in the manufacturing industry since the atomic bomb test, which increased 250,000,000. Small reported the President, increased

(Continued on Page 4)

Radio Tele Center Planned For Boston

Plans for a new radio and television center in Boston are included in a report filed by Westinghouse Radio Stations, Inc., made public by Station Manager J. B. Conley. The Boston center will be located on a 40-acre tract of land in the town of Belmont, Massachusetts. Orders have already been placed for a 5,000-watt video transmitter and a 2,500-watt audio transmitter.

Technical Standards For AM's Are Revised

Washington—RADIO DAILY

Washington—The FCC on Friday proposed technical changes in its engineering standards for standard AM stations. The following amendments are called for:

(Continued on Page 7)

WQON License Renewed; WBWN Okay For Newark

The FCC on Friday approved the application of WBWN to move from Brooklyn to Newark, N.J. A CP for the move was granted to North Jersey Radio, Inc., licensee of the station. The station will operate on 1430 kHz, five kilowatts.

(Continued on Page 1)

WGN Formulates Plans For 2 Maine FM Stations

Portland—Plans for the construction of Maine's first FM stations were revealed this week when it was announced by the Portland Broadcasting Corporation, operators of WGAN, a

(Continued on Page 2)

Network Leaders Appraise Radio Prospects For 1947

Network leaders in year-end statements issued Friday indicated that 1947 holds promise of being a challenging year to the broadcasting industry with greater emphasis put on programming and increasing competition in the commercial field. The statements came from NBC, Frank Stanton, president of CBS, Edward J. Noble, chairman of the board of ABC, Mark Woods, president of ABC, and Edgar Kobak, president of Mutual. Statements are printed on page 6.
Coming and Going

JUDITH WALLER, education director at NBC, has flown to Mexico City, where she is spending five days at the invitation of the Mexican government and the University of Mexico. The U. of C. "Round Yoke" was broadcast from Mexico City to the United States, with President Wallace's blessing.

BOB FIDYATKOV, traffic director at WEDB, Oakland, N. Y., on Friday, he'll be visiting a number of West Coast stations for two weeks. He'll be in Seattle, Portland, San Francisco, Los Angeles, San Diego, and Orange.

DEN HYAMS, musical annotator at CBS, has left for Puerto Rico, where he'll spend a two-week vacation.

EARL GODWIN, American network commentator with offices in Washington, D. C., spent the Christmas holidays in New York and is now back in the Nation's Capital.

RED BARBER, head of sports at CBS, and former color commentator for the Orange Bowl game, will be in Miami for the airing of the Orange Bowl game, which will be carried by CBS.

WGAN Formulates Plans for 2 Maine FM Stations

(Continued from Page 1)

CBS affiliate here, that two stations will be in the air in February or early Spring.

Plans were revealed by four WGAN executives at a meeting with representatives of 19 southern Maine distributors of radio receiving sets. One of the two FM outlets will be located in Holden, and the other in Falmouth. Transmitter house at the latter location "should be completed within the next three to four weeks," according to C. E. Gatchell, manager of WGAN. Call letters of the stations will be WARY in Holden and WGAN-FM in Falmouth.

"Although several FM stations located in other parts of the United States have started broadcasting on a temporary basis with limited power," Gatchell told the distributors, "this plan did not seem feasible for us to follow. We will therefore make a complete installation and when we do start broadcasting we will offer a complete service to Maine listeners within the areas served by these stations."

Richard E. Bates, program manager of WGAN, discussed the audience phase of FM, told the distributors that the creation of a listening audience is the "joint problem and responsibility of the broadcasters, the manufacturers and the dealers." He declared that the entire program structure of today's opera-

WISMER, WILHELM ABOARD WRECKED "PANAMA LIMITED"

(Continued from Page 1)

tion is due to be revolutionized with the arrival and "eventual complete" use of frequency modulation. "Under today's system of broadcasting," said Bates. "the competition is primarily between facilities, while under FM, competition will be based almost entirely on a program level." Present plans of the WGAN-FM system indicate an eight-hour service from 2 to 10 p.m., daily, Bates added.

350-Station Radio Tieup Is Set On "Humoresque"

Under a radio tieup set by Warner Bros. with Royal Crown Cola, one-minute transcriptions carry plugs for Joan Crawford and "Humoresque," which will be used on 350 stations throughout the United States during January, February and March.

In addition to these spots, Royal Crown will use chair breaks with boosters for Miss Crawford and "Humoresque" as well as other ads. The number of radio stations for a three-month period.

EXCEPTED on the air SOON TO OFFER 2 TON T.E. OFFICE SERVICE. IN WEST EARLY WILLOW-DOCKET-ANTHONY AREAS.

WHHW 720 KC.

"Our-and-the Most Powerful Independent" Represented by Radio.

1000 WATT SYSTEM CAR \RATлас.

FOR RESULTS IN THE PHILADELPHIA MARKET

UDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

W-I-T-H

AM AND FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Kaysley, Inc.

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, new junior 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, has more listeners—per dollar spent than any other station in the big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.

www.americanradiohistory.com
This Thursday night at 6:30 p.m. on KFI!

LES MITCHEL PRODUCTIONS, INC.

presents our newest achievement

New "SKIPPY HOLLYWOOD THEATER"

for the makers of SKIPPY—America's largest selling peanut butter.

Radio's best known and most listened to transcribed dramatic show, aired over 32 of America's most powerful and highest rated stations.

Watch "Skippy Hollywood Theater" for BIGGER STARS . . . BETTER STORIES . . . TOP-DRAWER PRODUCTION!

Now in production ★ ★ ★

UNA MERKEL—starring in "Marriage of Inconvenience," a madcap comedy.

MARGO—playing the lead in "Interlude," a tense drama of emotion and mother love by Gerry Day.

ADOLPHE MENJOU—at his best in a dramatic fantasy, "Angela with Amnesia," written by John Clifford.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★}
Broadway Bulletin Board...!

- Watch for several important changes in the Hit Parade shortly — in the male vocal dept and in the style of music. Powers-they’re aren’t too happy with Andy Russell and already regret moving the show west, and Mark Warnow has been instructed to add plenty of "schnitzels" to his rhythms (a la Dave Rose and Kostelanets) ... Here’s a switch: The reason for "Cavalcade of America" moving back east is due to lack of talent is H’wood! So help me, that’s the way we hear it. Show’s new policy will be to use stars from the 3-way shopwows, with Burgess Meredith, Shirley Booth and Ralph Bellamy already lined up. ... A New Rochelle outfit (Transvision, Inc.) has manufactured a home assembly set with a 2-inch screen selling for about $160. ... One of the Midwest Congressmen is trying to get Congress to pass a bill prohibiting radio stations from selling time to labor unions. Metro has bought several songs to be included in their version of "The Hucksters," and from what we hear it, those who read the book won’t recognize the story when it’s filmed. ... "Take It Or Leave It" due back in N. Y. after the first of the year. ... CBS censors have instructed all their producers to clip any mention of any nationally-advertised product from all of their shows, which poses an interesting question. What happens with the giveaway show which passes out those fabulous prizes merely for air mention?

- New wrinkle in actistry came up last week when the hair tonic sponsors of the King Cole Trio on NBC called Ben Pearson, of A. & S. Lyons’ radio dept, and asked him for the singing services of Connie Haines. Pearson asked them what they were willing to pay and was informed that Miss Haines would receive a beautiful watch for her services. "Oh, yeah," shot back Pearson. "And what’s my commission supposed to be — the right time?"

- SMALL TALK: Mutual’s Walter Leaf heading for the coast next month to close several deals out there. Max Brand’s "Singing Guns" has already been bought — "Junior, the Toller" will be auditioned — and Louis B. for a Lux Theater type of affair which will be one of the most ambitious shows yet attempted by the web. ... WOR may abandon its all-talk policy, we hear, but if they don’t, their call’s choice for a disc spinner replacement is Jack Elgen, fresh from eight sponsored years on WMCA where he had show business’ biggest on for free. Al Jolson alone made six appearances in one year, he was that kind of Jack and his gib chatter. ... It’s a baby boy at the Bresie Greens. He’s the radio exploiter. ... Lew Lehr’s "Let The Chips Fall" rapidly clashing into the bestseller lists. ... John Tyers, a big hit over on BBC, according to returning tourists. ... Shirley Wollt off for a Bermuda vacation, She’ll report on how they spend the New Year’s Eve there. ... A nod to WNHL for its participation in the Syndicated Hoop, drive Christmas Day, the entire Gloom Dodgers and Mory Amsterdam time being turned over to the cause. ... Phil Cook’s drive for "books for veterans" hit the jackpot the other day when Publisher J. Frederic Buse donated 500 copies of Richard W. Bowen’s best-seller, "Spy Secrets." ... Shopping note: Jackie Kilk points out that only 204 more shopping days remain until Christmas, 1947.

- THOUGHTS WHILE DIALING: Every time we hear the announcer on the “Dr. L. Q.” quizzer yell out, “Doctor, I have a lady in the balcony who’s almost tempted to yell back: “Quit braggin’.” ... Despite her intelligent line and refreshing radio charm, Fannie Hurst takes so long to tell you that a stinking show is rancid. ... After hearing some of the noisy records that various disc jockeys put on to create the after-midnight airwaves, we sort of wish that Tony Wons could be brought out of retirement to use his style to spin only platters of Rodgers, Gershwin, Porter, Kern and the rest of the expert ballad craftsmen.
THE WEEK IN RADIO

Yule Theme In Most Programs

By JIM OWENS

Networks and stations devoted most programs last week to the Christmas theme with special shows arranged for hospitalized veterans in a manner comparable to wartime broadcasts. Veterans Administration continued its campaign for a 128 GS, reported that 128 hospitals had special Christmas shows around the country.

Opening of the 80th Congress on January 3 will be televised for the first time in a pooled broadcast. Five stations will carry the event, scheduled for 12 noon. Transcribed furlong messages from UN delegates will be used, including national and regional networks.

Paul W. White was named radio news research consultant by Associated Press.

A three-way scramble for chairmanship of the new Senate Commerce committee was under way last week. The new committee will have jurisdiction over the radio legislation. Radio leads all media as a common tool for Government control, according to the Treasury Department.

FCC granted six television applications in Los Angeles, holding the seventh "reserve." Commission also set temporary channels to FM stations now operating in the low band. New AM applications continue to flood FCC offices.

Radio Reports, Inc., released a survey of nine leading New York stations in which the number of commercials were analyzed.

Table models were in the major output categories. Government's anti-trust case against Economy, Ltd., was dismissed by U.S. District Court. Judge ruled that Economy was not within Court's jurisdiction.

Advertising agencies were lauded for aid to public service campaigns sponsored by the Advertising Council.

Brig. Gen. David Sarnoff predicts 1947 as America's first major television year. RCA proxy also believes video will play an important role in political campaigns.

William C. Paley's address at NAB Chicago convention highlighted the CBS network's review of activities of '46. Paley at that time called for new code of program standards. Pulse, Inc., reported listening to New York stations in December about equalled that of November.

Black-and-white vs. color teleargument will re-open in New York on January 27. All video interests are reported planning demonstrations during the hearings. A forecast that FM will make its greatest strides in 1947 was made by Arthur Freed of Freed Radio Corp. He claims that nearly 100 FM stations are now in operation, with some 100 expected to be added by mid-year.

New York will debut an all-night record show New Year's Eve. ABC announced plans to continue its public service series on labor-management problems as a sustaining feature during '47. FCC authorized conditional grants for 20 FM applicants, in addition to 16 construction permits.

"Operation Crossroads," atom bomb tests at Bikini atoll, a list of outstanding radio news events of 1946. Harry Wisner was appointed assistant to the president of WJR, Detroit. He will continue as ABC director of sports.

FCC received complaints from GIO-PAC and the Independent Citizens Committee of the Arts, Sciences and Professions, regarding alleged "dropping" of Dr. Frank Kingdon's nightly commentary. APRA-network pact to be ready for signatures.

A CBC-BBC radio crew almost lost their lives in a blizzard in Labrador. U.S. Army rescued them.

AFM-WWL Cooperate On Orchestra Series

(Continued from Page 1)

Hear. The program seeks to display local talent and to create fellowship among the members of the orchestra.

Details for the 13-week series which will be heard every Tuesday at 8:30 p.m., were worked out between Charles F. Hartman, business manager of Local 174; Irving Vida-epoich, chairman of the local's executive and means; and Louis Read, commercial manager of WWL.

Johnny De Dutt and his orchestra will open the series. Other bands scheduled to participate include the Leslie George orchestra and Charlie Bourgeois band.

The show which is being written by Paul Burke will include a brief interview with the conductor, an other talent, and a message about the place of musicians in community life.
Web-Forecasts For 1947

Spokesmen For Major Networks Make Year-End Statements

**National**

NBC in a year end report covering activity of its stations pointed to a substantial gain in sales revenue, a campaign to develop new programs and talent and engineering advances among the achievements of 1946.

The United Nations project was singled out as a contribution of public service during the past year. More than 125 program hours were devoted to the UN and the network had the co-operation of the Associated Press for the UN. A station for United Nations and the National Educational Association in preparing the programs. In addition, NBC's network, business, civic, educational and religious groups gave active support.

Incorporated in the report are quotes from speeches made by Niles Trammell, president of NBC, indicative of the network's policy during the past year. One quotation is from Trammell's annual convention speech, which reads as follows:

"We broadcasters, who are the stewards of radio's service to the public, must make all the effort and not the effort and prescription preservation of our good name and reputation. The old one, station by one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interests of broadcaster and sponsor is that which serves the best interests of the public."

"Our basic standard must always be 'Truth in Advertising.' Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy but also by the broadcaster who accepts and transmits the message to the public."

A total of 125 advertisers, carrying full network facilities, gave NBC the largest volume of business in its history. The average number of stations used by evening advertisers was 127, while the average during the daytime was 102. Despite a national decrease in spot sales averages, the NBC report reveals, that sales of this type

(Continued on Page 7)

**Columbia**

By FRANK STANTON
(President, Columbia Broadcasting System)

As the year ends, there are to be seen everywhere auguries of better broadcasting. Never before has the radio industry so intelligently turned its back on self-effacement upon itself. Never before has that listening public been so articulate in its own programming desires. With the addition of the Columbia Broadcasting System to the ranks of the four major networks, more station owners have introduced departments of radio program criticism, much of it thoughtful and constructive.

It is a vastly improved transmitting and receiving equipment which becomes increasingly available and the increased competition in the laboritories and workshops has by no means exhausted 1946. A special Columbia Broadcasting System stations will be held in early 1947.

At the Columbia stations, however, mounted considerably and adversely affected our margin of profit. I hesitated to predict what the future of the network may well continue to rise throughout 1947—at least the first part of it. We can expect increased competition, not only from the considerable number of new AM stations that are being almost licensed by the FCC, but from the considerable number of new AM stations and from television.

While I am convinced that this enlarged competition will ultimately prove healthier for the public and broadcasting as a whole, it will certainly call for increased imaginative operation by those who strive for leadership in the industry.

During the past year, CBS placed greatest emphasis on programming. I believe the year-end finds this company with the finest program schedule in its history.

To conclude, the Workshop, unqualifiedly radio's outstanding proving ground for new talent, ideas and techniques, returned to the air during the year and has set a mark for itself.

(Continued on Page 7)

**American**

By MARK WOODS
(President and General Manager, American Broadcasting Co.)

It is gratifying to see that this post-war year, which has been fraught with uncertainty and hesitation, has found the American Broadcasting Company treading a path of prosperity and growth. This is due to the continued loyalty of advertisers who have been with us for years and to those who have joined our ranks as their means of spurring on the commerce which is the backbone of the nation.

We have made progress not only because of the support of our employees and of our independent affiliated stations.

A year ago, I spoke of our plans of expansion with television, radio, research, and sales, and at the end of 1946 I am pleased to report that those plans have enjoyed fruition during 1947.

During 1946 our stations have grown in number and stature. Today the American Broadcasting Company reaches into more than 29 million American homes. This is an important measurement of effective broadcasting service to this great country.

Most Americans view the coming year with mixed feelings. There will be a new majority in Congress and the problems ahead will be severe. The United States, and domestic problems which will require great statesmanship of our leaders and fortitude of our fellow citizens. Radio has its responsibility to the people in each of these areas, and it is the American Broadcasting Company's task to do its part toward making 1947 a better year.

(Continued on Page 7)

**Mutual**

Edgar Kobak, president of Mutual Broadcasting that the year 1947 will bring national problems that must be faced in a realistic manner.

"While expressing great optimism in the future accomplishments of radio's public service and showman," he said, "we must gear itself for a re-appraisal of values in order to flourish successfully as in previous years.

"When the war ended in August of 1945, I said to you, "we knew we had a year of reconstruction of us. We, therefore, faced 1946 with the idea that our responsibility to the public meant a changing of wartime pursuits to peacetime pursuits. We have now had the full year or more to meet this challenge and trust." Mutual network president chief warning for 1947 for the radio industry was that rising costs, material shortages and labor difficulties will bring about a re-appraisal of advertising values. Coupled with this is the fact, said the network president, that business and industry are going to face "more competition and more economy and more stringency brought about by the changes coming before the United States, and domestic problems which will require great statesmanship of our leaders and fortitude of our fellow citizens. Radio has its special responsibility to the people in each of these areas, and it is the American Broadcasting Company's task to do its part toward making 1947 a better year.

(Continued on Page 7)
Industry Responsibility Cited In Web Predictions For 1947

AMERICAN (Continued from Page 6)
for a New Era of World Peace fell far short of fulfillment. While fighting had ceased in the former theat- ers of war, it continued in many fronts. Nation bridled against nation, race against race, religion against religion, group against group. If one World is in the making, the formula needs a lot of improvement. In every activity of mankind it might work better if prejudice and selfish- ness were removed and good-will and fairness added.

A New Call

A new call goes ringing throughout the world—a summons to service. Will it be heed by political, business and organization leaders? It is an appeal to us all. The creation of an order in the emergency of war to be lost as selfish individuals and national goals obscure our vision of a better world. The ancient menace, no organization, no institution, no individual can dare assume the responsibility. Each of us has a personal responsibility, but in this report we speak as part of a great body. Our radio met its obligation and made up to its opportunity in 1946. Let us work together and make dreams of a better way of life throughout the world and work toward it. Has it been just a corporeal business or a national asset? Are you and I that off-scented man in the street better citizens because of radio—or not?

A Good Report

I am happy to be able to make a good report—and that so much has been done and grateful that still so much remains. The radio media have by and large, devoted to the work in this first year of peace totaled well up to its patriotically stimulated performance during the war. The American Broadcasting Company and Mutual have made substantial contributions of public service. Every phase of the programing has been tested for its contribution to the good and well-being of all our people. As a result, we have gained circulation and listenership and people in quantity and quality. Whether it be drama, music, news, information or entertainment, your dial brought it to your ears.

We have tried to have our network add at least its share to the knowledge and culture of the people. We have in such programs as the “Roads to Remembrance” and the “Holiday Classics.” The broadcast success has been in the direction of good music, drama, sports, discussion or just entertainment, your dial brought it to your ears.

For new achievements during the years to come, these months will have justified our hopes and will have served our country well.

NATIONAL (Continued from Page 6)
for the network remained at the 1946 level. Development of an East Coast tele- vision network linking WNBC, New York, WPTZ, Philadelphia, WRBG, Schevceday and WTTG, Washing- ton, was cited as a television engi- neering accomplishment of the past year.

A total of 33,688 hours of programs was arranged for on 1,200 stations, an increase of 241 over the combined sta- 

COLUMBIA (Continued from Page 6)

sues and involving extra-ordinary re- 

COLLIN (Continued from Page 6)

TOMORROW'S FREE PRESS

Sydenham Hospital Drive

KSDJ On The Air

New York stations have joined in the fund raising campaign to save Sydenham Hospital in Harlem which was threatened with liquidation. Sydenham is an endowed non-profit institution, with a staff of both whites and Negroes, which gives treatment to all.

Los Angeles—San Diego’s newest radio station, KSDJ, made its official debut on the air Thursday; Dec. 21 at 12 noon “following a successful test run” the night before from 7:30 p.m. until midnight.
Charges "Blue Book" Fosters Gov't Control

(Continued from Page 1)

Adamsen said the report is "in substance a denunciation of free enterprise and aims to bring radio under Government control such as that exercised by the British Government." Adamsen's lengthy report has not been approved by the committee although it was printed at Government expense by the Government Printing Office.

A spokesman for the FCE termed the charges "absurd" but refused to comment further until the committee has acted on the Adamsen report.

In Adamson's lengthy Red roundup, the committee's chief counsel also takes a swipe at several persons who assisted in preparing the Blue Book and singles out one Washington broadcasting group for the report's bulk.

Adamson threw his unofficial spotlight on Charles A. Steigman, Miss Eleanor Bonante, and Edward Brecher, formerly in the FCE's legal division.

All three, according to Adamson, assisted in writing and preparing the Blue Book.

Adamson's longest dissertation, however, was saved for the Metropol-itan Broadcasting Corporation, licensee of a standard radio station in Washington and the holder of a conditional grant for an FM station in the Capital.

Adamson said the applications were speeded toward approval by Brecher, now an officer of the Corporation.

Renew 2 Web Tele Shows By Standard Brands, NBC

(Continued from Page 1)

are "Hour Glass" and "Face to Face," both sponsored by Standard Brands, Inc. "Hour Glass" is a full hour variety show televised Tuesday, 8 to 9 p.m., while "Face to Face" is a half hour cartoon audience participation show with Robert Dunn, cartoonist, and Eddie Dunn, emcee, Sundays, 6 to 8:30 p.m.

Wedding Bells

Tom Means, WOL-Cowles Promotion Director and Miss Cora Earp, were married December 21. The wedding took place in the Christ Episco- pal Church, Kensington, Maryland.

SCRIPTWRITER AVAIABLE

Background of Continuity, Publicity, News and Research in commercial and public service broadcasting. Four years' experience with leading stations.

Available January. Excellent refer- ences. This ad is placed by his em- ployers in acknowledgement of his valuable past service.

Box No. 276, RADIO DAILY

1501 Broadway, New York 18, N. Y.

RADIO DAILY

Salute To New Year Planned By Stations, Webs And BBC

(Continued from Page 1)

New Year's Eve will include a broadcast by King Haakon of Norway (11:22-11:30 a.m., EST), and a one-hour documentary broadcast marking the passing of the "Year of the New Year," from 10 to 11 p.m., EST. Program will highlight various broad areas of human activity and will utilize the remote techniques of television with the microphone appearance of real-life individuals.

Coast to Coast on Mutual

Mutual will celebrate in traditional style the arrival of the New Year with another coast-to-coast program of continuous dance music highlighted by a pickup of revelry from Times Square, New York, and will insert orchestra pickups from various hotels throughout the nation as well as other cities. Guy Lombardo and his orchestra will start the revelry for the New Year's Eve show at 12:01 a.m., EST.

A pickup via telephone from the Boston Garden (12:02 to 12:07 a.m., EST) will be included between Telephone City, lineup of acts and addresses of President Truman, Secretary of State James Byrnes, Prime Minister Clement Attlee, Winston Churchill, Bernard Baruch and Governor Thomas E. Dewey in excerpts from historic speeches.

Arthur Goeth Scheduled

In addition to airing the Cotton Bowl game from Dallas, Texas, on show, and with the subsequent description of the East-West All-Star game from San Francisco, Mutual will also air a special New Year's Eve (11:05 p.m., EST) of the Cotton Bowl Variety Club Din- ners, featuring the stars of the game by remote, and the East-West All-Star Game.

U. S. Appeals Case Based On Lea Act

(Continued from Page 1)

Act unconstitutional. The Government argues that Judge Labay misinterpreted the Lea Act as it pertained to the 1945 Amendment to the constitution.

New Year's night top figures in Gov- ernment, business and labor will pre- sent their views on "What Is The Outlook For 1947?" William Averell Harriman, Secretary of Commerce; William K. Jackson, president of the Chamber of Commerce, William Green, president of AFL; Philip Murray, president of CIO; and others.

Meanwhile, BBC has scheduled an extensive lineup of New Year's broadcasts highlighted with a full-hour program relayed to the United States from 5 to 6 p.m., EST, tomor-

European Capitol Pickups Set

These programs include description of the scene in London as described from, broadcasting its New Year's Eve party in the East End; corresponding events in Russia, in addition to a music program; pick- ups from Milan, Oslo, Prague, Lisbon, Helsinki, Vienna, Stockholm, Copenhagen and other points in Europe. Duration of each pickup will vary, and all will be linked by commentary in English from the London studio.

BICARB GETS MOULDY!

Baltimore, Maryland—"It's Fun to Cook"—15 minutes across the board, piloted by WBFR's Chief Cook, Martha Ross Temple. She has been shelling up appetizing, interesting rece- pes with notable success for going on 4 years for the same sponsor. Mail pull averages 535 weekly. For WBFR is a living, breathing radio station. It's just a spot on a dial. WBFR offers all the glamour of Radio City in smaller replica—studio audi- ences—product displays —all the plusses that smart advertisers want and buy. It's paying to advertise on Radio Station WBFR. Ask the Blair man or write WBFR, Baltimore.
BMB Opposition Revived

Opposing viewpoints as to the operation of FM broadcasting are expected to enliven the Frequency Allocation Association's organizational meeting in Washington, D.C., Jan. 10. Members attending the meeting will include broadcasters who oppose duplication of AM-FM programs, those who propose to operate AM and FM stations separately, newspaper publishers entering the FM field and individual FM station operators.

The meeting will also be another (Continued on Page 8)

FRA Negotiations -- Hit Snag In Chicago

Chicago—Regional negotiations between AFRA and five Chicago stations, all network owned or affiliated, stall over the weekend and will be suspended after a "settlement" for the benefit of the noncommercial announcer. (Continued on Page 6)

EA Victor's '46 Report Indicates Huge Increase

The year 1946 was one of "outstanding achievement" for RCA Victor in record production, development of new artists, and meeting precedent public demand for Seal and Popular records, James Murray, vice-president in charge of RCA Victor record activities, reported yesterday summarizing operations in the first (Continued on Page 6)

WOR-Holdout

Hitch has developed in Mutual's plan for launching Ex-Mayor LaGuardia's WOR in Connors, RCA's WOR has been filed for the last 15 months. WOR, according to reports, was that all its commentators be on an exclusive basis, research on the market is being conducted on a commercial over WOR. When the station declines to carry show, which debut on WOR.

Poll Postscript

Sixty-seven polls and awards cluttered the airwaves the past year.

They ranged from legitimate nationwide surveys to certificates of merit from sponsors of cat and dog hospitals.

RADIO DAILY was among the sixty-seven. Ours,

thanks to network and press acceptance, came in the small group distinguished as legitimate surveys.

This year, counseled by the networks and the press associations, RADIO DAILY will bow out of the poll competition. We have decided to throw in the sponge, give up the good fight and let awards fall where they may.

JACK ALICOATE, Publisher, RADIO DAILY.

New Year's Gaiety

On N.Y. Tele Stations

Television will cover the arrival of the New Year and the gaiety attached thereto tonight in New York, Washington and Philadelphia via television stations air programs in these cities up to and including the hours of midnight.

For the second consecutive year the traditional Times Square celebration of several hundred thousand New Yorkers will be aired as NBC camcorder. (Continued on Page 6)

CBS '46 Gross Billing

Placed At $60,063,905

Columbia Broadcasting System gross billings for the year 1946 reached a total of $60,063,905, as compared to $65,724,460 in 1945, and believed to be the first recession ever experienced by a major network. Process of readjustment in industry and strikes are indicated as the cause.

Procter & Gamble, soap and soap products, was the largest individual (Continued on Page 5)

State Department Sets Sked

For Broadcasts To U.S.S.R.

Washington Bureau, RADIO DAILY

Washington — State Department yesterday set January 15 as the target date for the beginning of "Voice of America" radio broadcasts to Russia.

The Russian-language broadcasts will be relayed to the Soviet through some 15,000-watt transmitters now operating in Munich, Germany.

State Department officials said the broadcasts will be presented in such a "fair and actual" manner as to preclude the possibility of raising Russian ire. If the new program is received well, however, it is planned to inject some controversial issues in the form of debates at a later date.

The programs will be broadcast daily from the State Department radio offices in New York. Programs already are being beamed to Czechoslovakia, Yugoslavia, Poland, France, Bulgaria, Hungary and Austria.

British have been broadcasting to Russia for about a year, with favorable Russian reaction reported.

Criticism Expected

At Board Meet In

San Francisco

Washington Bureau, RADIO DAILY

Washington—Opposition to Broadcast Measurement Bureau, dating back to the October convention of NAB in Chicago, will be revived in the deliberations of the NAB board of directors which meets in San Francisco at the Mark Hopkins Hotel, Jan. 5 to 7th.

Broadcasters members of (Continued on Page 2)

VA Hospitals Report

More Special Shows

Reports of broadcasters' cooperation in furnishing holiday entertainment to the Veterans Administration hospitals throughout the nation continued to pour into the VA headquarters at Washington the past weekend with evidence of many artists and shows having originated their programs from the hospitals.

WTOE, Washington, produced (Continued on Page 8)

WTCA's FM Opens Service

With New-Type Antenna

Minneapolis, Minn.—A significant move in the history of radio in this city was made over the weekend when WTCA—FM went on the air for the first time, using what is described as "the world's first permanent super-directive FM antenna." A huge (Continued on Page 2)

Heads ABC Tele

Adrian Samisch, ABC veepee in charge of programs, receives an additional appointment, officially, of veepee in charge of television, shortly after the first of the year.

Paul Mooney will continue as ABC's national television director.

Web's television department is expected to devote its major efforts in 1947 toward technical development rather than programs.
NAB Meetings

Jan. 5-7 Board of Directors Meeting San Francisco
Jan. 8-9 Area "A" Meeting San Francisco
(Districts 15-17)
Jan. 10 District 15-16-17 Meetings San Francisco
Jan. 12-14 District 14 Meeting Salt Lake City
Jan. 15 Radio News Clinic Salt Lake City
Jan. 22-23-24 Sales Managers Executive Committee Washington, D. C.
Jan. 27 Employee-Employer Relations Committee Washington, D. C.
Jan. 29-30-31 Small Market Stations Executive Committee Houston
Apr. 21-22 District 13 Meeting Roanoke, Va.
Apr. 28-29 Area "G" Meeting (Districts 47)
May 5-6 District 2 Meeting New York City

WTCN-FM Opens Service With New-Type Antenna

(Continued from Page 1)

inaugural program by the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting, was broadcast from the Northrop Memorial Auditorium, and attended by many officials, civic and business leaders in the Middle West.

Principal point of interest in the opening of the new station was the 30 foot FM transmitting antenna which dominates the Minneapolis skyline from the top of the Foshay Tower. New antenna is said by station officials to be "the tallest broadcast antenna of its efficiency to be erected." This higher efficiency, plus location of the antenna at the apex of the tallest structure in the local area, "permits reception of static-free, finer quality WTCN-FM program in our unusually wide area." It was added.

Radiation Area Large

This large radiation area, accomplished for the first time with a 3 kw. FM transmitter, will be further increased when the contemplated final WTCN-FM effective radiated power of 400 kw., is achieved by the installation of a 80-kw. transmitter. According to engineers of the Federal Telephone and Radio Corporation, Newark, N. J., designers and manufacturers of the antenna and transmitter, this type antenna multiplies the power of the transmitter by "over eight times." As a consequence, with the new 3 kw. transmitter now in operation, an effective radiated output of better than 25 kw., is recorded.

Ted Collins Returning

Ted Collins is back on the "Race Smith Speaks" nighttime CBS broadcasts after a four-week illness. The programs will be aired from Ted's apartment, rather than Kate's during the period of his convalescence. Collins is not ready yet to return to his stint on Kate Smith's Sunday radio show.

NAB Opposition to BMB Expected at Frisco Meeting

(Continued from Page 1)

NAB who are among the subscribers of BMB during the past two months have filed a written and verbal protest against the service rendered by the BMB in their audience measurement maps. In some instances examples of discrepancies are noted by the critics.

Hugh Felts, president of BMB, will be present to make his report to the Board on Sunday. He is expected to reveal that since the October convention the organization has adopted a new type of map which is now in preparation. When the maps are completed they will substitute for the original ones. Distribution is expected to begin in February.

Among other matters on the board agenda will be the APM situation as affected by the Lea Act; legislative problems; FCC regulations, and the financial program for NAB in 1947.

Gray Off WOR

Barry Gray has retired as WOR disc jockey on the 2 a.m. to 5:45 a.m., shift, and has been temporarily replaced by Rose Dunbar, Gray, according to reports, may get a daytime spot.

Big Scoop

That big baby is capable of bitting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too.

It's this: down here in Baltimore W-I-T-H delivers more listeners per dollar-sent than any other station in this big 5-station town.

That's delivering in quality and quantity the way time buyers like it.

And remember...there are 5 stations in this 6th largest city. W-I-T-H belongs on any smart list.
This Wednesday night at 6:30 p.m. on KFI!
(Other Cities—Different Days and Times)

**LES MITCHEL PRODUCTIONS, INC.**

presents our newest achievement

New **SKIPPY HOLLYWOOD THEATER**

for the makers of SKIPPY—America's largest selling peanut butter.

LES MITCHEL

LYNN BARI

Radio's best known and most listened to transcribed dramatic show, aired over 32 of America's most powerful and highest rated stations.

Watch "Skippy Hollywood Theater" for BIGGER STARS . . . BETTER STORIES . . . TOP-DRAWER PRODUCTION!

Now in production

**UNA MERKEL**—starring in "Marriage of Inconvenience," a madcap comedy by Ruth Curtis.

**MARGO**—playing the lead in "Interlude," a tense drama of emotion and mother love by Gerry Day.

**ADOLPHE MENJOU**—at his best in a dramatic fantasy, "Angels with Amnesia," written by John Clifford.

Other Les Mitchel Productions:

**THEATER OF FAMOUS RADIO PLAYERS**


* 39 episodes now available, others in production . . . Some markets still open . . . write for audition NOW!

**COSTAR THEATERS**

Now readying. Available for network package or transcribed. Full details on request. This half hour can fit a modest or all-out budget. Top network writers . . . directed by Les Mitchel.

Also directing "MASQUERADE" for Carl Wester Co. For General Mills over NBC. Our thanks to Carl Wester and Erna Phillips for their confidence in giving us the direction of this show.

LOS ANGELES

By RALPH WILK

HOWNARD BLAKE, producer and head writer of "Meet the Mimes," almost since its inception two years ago, is resigning from that CBS co-sponsored audience participation show, the first of this year. He will devote his time to "That's Life!" coast-to-coast audience show which he owns and which CBS has kept on the net ever since it clicked as a summer replacement. Starting December 17th, "That's Life!" became a twice-a-week, Tuesday and Thursday half hour. Blake will now concentrate on creating and packaging his own shows.

Johnny White and his Quartette opened at the Rounders Night Club December 23rd. White was former side-man for Benny Goodman.

Campaigning for selection as the Outstanding Zebra of 1946, Mel Blanc produces and stars in the New Year's play of the Benevolent and Protective Order of Zebras on the CBS "Mel Blanc Show," December 31. In his campaign, he has the support of Mary Jane Croft, Bee Benadaret, Earle Ross and Joe Kearns. Irving Miller conducts the program's music and Sam Fuller produces.

Ed "Archie" Gardner of "Dufty's Tavern" is a busy man these days. He is completing final sketches for his cartoon strip revolving around the Tavern characters, outfitting his yawl with a new set of sails, and preparing to leave for the east for five broadcasts from Manhattan.

Jay Saylor is making his headquarters at the Arrowhead Springs Hotel to supervise training of his string of horses which he plans on racing at Santa Anita this season.

Affiliation Date Changed

Flint, Mich.—WFLL here will be, come affiliated with NBC on or about the 15th of December, as previously stated, and was this week by station officials.

SOUTHWEST

LEWIS O. SEIBERT, manager of KGKL, San Angelo, Robert E. Jackson, Edward V. Mead and J. Carroll Barker, organizers of the Paso Bravo Broadcasting Co., have applied to the FCC for a license to operate a standard broadcast station at El Paso—to operate with 920 kilocycles with 1/2 watt, daytime hours.

Zack Hurt, master of ceremonies of the Chesterfield ABC Roundup heard from KFJZ, Fort Worth, and Texas State Network for a half hour Monday through Saturday, will salute various Texas towns on the air. Program will bring highlights of the town and dedicate its musical selection to town's residents.

Harlan E. Ralston, manager of KIGH, Brookie Army Medical Center radio station, is heard at the organ in a series of programs each Monday through Friday titled "Ooga Moos." Ralston will also write the script while Roy T. Dornwell will announce. The broadcast station is one of two in the United States owned by a Hammond organ.

Tommy Reynolds, chief announcer for KABC, San Antonio, has resigned his post to become affiliated with WFAA, Dallas.

Windy City Wording...!

- Chicago listeners heard only one hour of the half hour broadcast by ABC on Christmas Eve, the last half hour of the Chicago portion being cut off because of commercial commitments... William C. Needham, WGN newswoman, has resigned to take over the post of manager of WTRB, Troy, Ala., a Mutual network outlet... It's a daughter, Pamela, for Bob Tunsil, press agent of WIND's ABC Club. Pamela was born December 17 in Copley Hospital, Aurora, Ill. Harry Xopl, NBC vice-president in charge of sales and former general manager of the division, spent the Christmas holidays in Chicago... Bill Downs, CBS news correspondent, and his bride spent Christmas in Chicago. They were married in Baltimore December 18. Judith Waller, NBC educational director, will speak on "Opportunities in Radio" at the U. of Texas' first annual Radio and Audio-Visual Education Forum at Austin, Texas, on January 7 and 8. WGN has two anniversary programs scheduled for this week. On December 30 a special Jorquies Theater Anniversary program was heard at approximately the same hour the Jorquies Theater featured the Radio Show and on New Year's Day the centennial year of the Tribune will be marked in a special dramatic production, "Joseph Medill, Midwest Editor."

- Production of radios is expected to increase in 1947, according to local radio manufacturers, and in spite of anticipated price increases sales are expected to remain firm. Zenith Radio Corporation reports its distributors and dealers have practically no sets on the shelves and extensive backlogs of orders, which are being filled as rapidly as possible. General price increases of around 10 per cent are expected soon after the first of year. The public is showing a decided preference for advertised brands, and Paul V. Galvin, president of Galvin Manufacturing Co. (Motorola), believes that some of the lesser known manufacturers are due for a tough time. Scott Radio Laboratories reports a strong demand for receivers. So also do Philco Distributors, Inc., who see no letup in heavy buying for many months. Production of the larger combinations is rising, but not enough to meet the demands, lack of cabinets being the bottle-neck.

- WGN's "True Detective Mysteries" program is credited with having been responsible for the arrest of a woman wanted for fleecing a Waukega, Ill., woman of $10,000. A Chicago woman listener recognized a woman she had heard as the wanted woman on the "line-up" feature of the show and notified the police, who arrested the woman. She is now fighting extradition to Los Angeles, scene of the alleged crime.

- In the U. S. Government's appeal to the Supreme Court from the dismissal of criminal action against James C. Petrillo, it was pointed out that the Lea Act was the result of repeated congressional investigations, and stated: "It represented the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system and as to the best method of remedying such evil. The very fact that the decision here nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the constitutional questions involved." Hollywood is reported to be again seeking to sign Don McNeill to do his "Breakfast Club" show on the screen. A special program, details of which have not yet been announced, will be aired over WMAQ on January 7 from the Chicago Furniture Mart in connection with the opening of the 1947 wholesale furniture market. Stickley Brothers, Ltd., Chicago furniture wholesalers, will sponsor the broadcast... Guy Wallace's disc show on WGN will be discontinued January 1.
Ordinary Business Conditions To Return In '47, Says Mullen

By FRANK E. MULLEN
(Executive Vice-President National Broadcasting Company)

The year 1947 should witness real progress in the elimination of shortages of manufactured products, the reduction of prices and the restoration of normal business competition. While the process will entail stabilization of prices, and readjustments of incomes, it is an essential preliminary to a period of economic health and prosperity.

Advertisers will explore every possible means of increasing the sale productivity of each advertising dollar. In the field of broadcasting, the research and experimentation now going on to determine the new criteria for the effectiveness of radio programs and announcements will be intensified. The objective of such a study and the anticipated result, will be to make the radio program a still more welcome guest in the American home.

Radio's constant search for new creative ideas and new talent will continue. I am confident, with increased success.

Broadcasting is a source of domestic and foreign news will maintain the position of importance it established with the public during the war years. The United Nations, the writing of peace treaties and significant events abroad will be headline news throughout 1947. On the home front, the labor situation and the activities of the new Congress will offer fresh opportunities for radio news services to enhance their reputation for swift, accurate and objective reporting.

The progress of television as a public service—prestigewise, relative to the growth it has shown in 1946—will be enormous. By the end of next year, a number of large cities will have sight-and-sound stations on the air. Several hundred thousand receivers will be in the hands of the public. RCA alone has announced that its 1947 production schedule includes 100,000 television receivers, 10,000 television cameras and antenna systems and 150,000 television Western Electric Company.

The growth of television to date has been like that of a young oak tree—mostly in the roots, where it does not show. Its growth next year, for the first time, will be above ground.

America's most important domestic problem for 1947 is to reconcile the conflicting viewpoints of management and labor. Is it true that there are already large areas in our industrial economy where those viewpoints are in essential harmony. Our American system is based upon competition in service to the public and upon co-operation between employer and employee. Management and labor are not competitors; they are partners. Management, labor and the tools of labor—supplied by capital—are the three essential factors to the success of the partnership.

Contrary to the views of a small but articulate minority, the American enterprise system is not "on trial." It has been tried for a century and a half. It works. The shoe is on the other foot. It is true, of course, that the state-controlled economy is on trial. Such an economy has yet to show us a society of free men and women, enjoying a standard of living remotely comparable to that of the average American family.

Meanwhile, as we look back on the first postwar year of 1946, we realize that these 12 months have been a period of readjustment—and that the preparation for the better years of peace-time progress that lie just ahead.

A. H. Boylan Elected To ARF Board Of Dir.

Election of Arthur H. Boylan, a vice-president of The Drackett Company of Cincinnati, O., to the board of directors of the American Radio Research Foundation was announced this week by Stuart Peabody, chairman of the board.

Boylan is in charge of advertising and market research for the Drackett Company, with which he has been affiliated for 20 years. He has been active for many years in the American Marketing Association and the National Industrial Advertisers Association. He has represented his company in the Association of National Advertisers for 15 years, and is a member of the ANA directorate.

Promotion

"Quad Cities" Presentation

The Moline Dispatch, Rock Island Argus and Radio Station WHBF, Rock Island, Ill., have put their heads together to compile and distribute a 40-page booklet bound with plastic rings describing the "Quad Cities" of Moline, Rock Island, East Moline, Ill., and Davenport, Iowa. The book is printed on bright yellow black and white and contains statistics, break-downs on purchasing power, manufacturing, resources, etc., of all cities embracing an area "as Cinema Together As The Borough of New York" which is the theme throughout the book. Comprehensive coverage is given to all phases of living in the four cities as well as charts, photographs, maps and copy. It is an ambitious and well-planned booklet which should do much to stimulate interest and business for WHBF.

Using Hotel Lobby

New series of lobby displays are being placed in the Gunter Hotel by Owen Johnson, merchandising and promotion manager of KTSA, San Antonio, Hotel also houses the studies of KTSA and is the center of activities of the city. Displays are changed each week and call attention to local or CBS shows, and features a 22 x 28 inch board containing information on the show, date, time and sponsor. Around the border are black and white pictures of the stars of the show. Call letters of the station and replica of the American Telephone and Telegraph Company.

A T & T Promotes Rommes

H. I. Rommes, who has been in engineering service for the Bell System for the past 18 years, has been named Radio Engineer of the American Telephone and Telegraph Company. As Radio Engineer, Mr. Rommes heads the Radio Section of the Communications and Propagation Division. A native of Aiken, S.C., he is a graduate of the University of South Carolina.
New Year's Gaiety
On N. Y. Tele Stations

(Continued from Page 1) eras air proceedings at the City's crossings for hours from 8 p.m.-12 midnight. WNBT's pickup point will be the Hotel Astor and cameras will be placed in the main ballroom of the hotel during the evening. Bob Stanton and Roy Forrest will describe the color of the year's decorations. Another feature of NBC will be the presentation of first films of the annual Rose Bowl game on Thursday, Jan. 2 at 1:30 p.m. EST. Films taken tomorrow (New Year's Day) in Pasadena, Cal., will be flown to New York for immediate presentation over NBC the following day.

"Stock" Antics on View
New York television viewers will see the world's largest New Year's Eve show. The celebrated "Stock," always a favorite with the television audience, will be seen on the air. The show will feature the usual musical numbers, dance routines, and other entertainment that has made "Stock" a favorite with New York audiences.

NETWORK SONG FAVORITES
The top 32 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on major radio networks. Published by the Office of Research, Inc., Dr. John G. Peetman, director.

Survey Week of December 20-26, 1946

<table>
<thead>
<tr>
<th>TITLE</th>
<th>PUBLISHER</th>
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<tbody>
<tr>
<td>A Gal In Calico</td>
<td>Remick</td>
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<tr>
<td>A Garden In The Rain</td>
<td>Melrose</td>
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<tr>
<td>All Around The Christmas Tree</td>
<td>Stuart</td>
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<tr>
<td>Among My Souvenirs</td>
<td>T. B. Harms</td>
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<tr>
<td>And So To Bed</td>
<td>Famous</td>
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<tr>
<td>Blue Skies</td>
<td>Berlin</td>
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<tr>
<td>The Christmas Song</td>
<td>Burke &amp; Van Heusen</td>
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<td>Either It's Love Or It Isn't</td>
<td>Mood Music</td>
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<tr>
<td>I Love You</td>
<td>Duchess</td>
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<td>For You For Me For Evermore</td>
<td>Chappell</td>
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<td>I Guess I'll Get The Feels For Home</td>
<td>Campbell-Forgie</td>
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<td>I Hear A Gossip In The World</td>
<td>Williamson</td>
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<tr>
<td>I'll Be Home For Christmas</td>
<td>Melrose</td>
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<tr>
<td>In My Merry Oldsmobile</td>
<td>Writmark</td>
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<tr>
<td>It's All Over Now</td>
<td>Broadcast Music</td>
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<tr>
<td>Let It Snow, Let It Snow, Let It Snow</td>
<td>E. H. Morris</td>
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<tr>
<td>Oh. But I Do</td>
<td>Writmark</td>
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<tr>
<td>The Old Lamp-Lighter</td>
<td>Schipper-Benjamin</td>
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<td>Ole Buttermilk Sky</td>
<td>Burke &amp; Van Heusen</td>
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<tr>
<td>Parade Of The Wooden Soldiers</td>
<td>E. B. Marks</td>
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<td>The Rickey Rickshaw Man</td>
<td>Southern</td>
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<td>Rumors Are Flying</td>
<td>London</td>
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<td>September Song</td>
<td>Crawford</td>
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<td>Sooner Or Later</td>
<td>Sarnoff-Joy</td>
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<tr>
<td>The Things We Did Last Summer</td>
<td>E. H. Morris</td>
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<tr>
<td>Uncle Remus Said</td>
<td>Sarnoff-Joy</td>
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<tr>
<td>What More Can I Ask For</td>
<td>London</td>
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<td>White Christmas</td>
<td>Berlin</td>
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<tr>
<td>Winter Wonderland</td>
<td>Bregman-Voco-Conn</td>
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<tr>
<td>The Whole World Is Singing My Song</td>
<td>Robbins</td>
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<tr>
<td>You Keep Coming Back Like A Song</td>
<td>Berlin</td>
</tr>
<tr>
<td>Zip-A-Dee Doo-Dah</td>
<td>Sarnoff-Joy</td>
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RCA Victor's '46 Report Indicates Huge Increase

(Continued from Page 1)

"less seriously hampered year" in production restrictions, material man- power shortages than any year since 1941, Murray cited manufacture of the company's one billionth record, the signing of a number of distin- guished artists to exclusive contracts, and development of new pro- duction and merchandising tech- niques as highlights of the year's ac- tivity.

Major factors contributing to the greatest volume of record manu- facture in RCA Victor's history were speed of reconversion to peacetime production in Hollywood, in-house promotion of Red Seal and Popular records through radio and motion picture tie-ins, increased national ad- vertising, and long-range merchandising programs developed to aid dealers at point of purchase, Murray said.

A $4,000,000 plant expansion program coupled with significant ad- vances in general processing and manufacture, enabled RCA Victor to "capitalize" on a program designed


Emmitt Heerd takes over the post of business manager for all the offices of Radio Sales, CBS' spot broadcasting division, effective January 1. He will handle all con- tract information and details between the Radio Sales offices and merchants.

To reach the new record buying that has developed during the war years, he asserted. Acquisition of a new manufacturing plant scheduled to go into production early in 1947 to aug- ment capacity manufacture now be- ing achieved in RCA Victor's three other plants will further enhance the company's position, Murray added.

AFRA Negotiations
Hit Snap in Chicago

(Continued from Page 1) tions are WMAQ, WGN, WEIZ, WBBM and WLS.

The "stalemate" centered around seven staff announcers, employed by the Chicago stations who were classified as non-commercial. AFRA execs proposed that all staff announcers be eligible for employment on commer- cial stations but network representa- tives refused to accede to the proposal.

A joint statement issued by the Chicago stations reads as follows: "The Chicago local AFRA negotiations have recessed, with no definite time set for future conferences. A unanimous front by Chicago station man- age-ments on the maintenance of the non- commercial announcer classification has held firm. As a result all of the Chicago local AFRA contracts remain open. Seven out of 11 announcers employed on the five major stations are presently classified as non-commercial announcers."

Agency Settles Claim
Made By Tony Martin

Los Angeles — Following several months of negotiations, Poole Cone and Belding settled for $17,500 the $2,000 claim made by Tony Martin over alleged lost of work. It was announced joint- ly by Gang, Kopf & Tyre, attorneys for the ad agency and Martin's attorney, Charles Katz.

Dispute between Martin and agency arose over singer contesting cancella- tion of an engagement with a client which had been confirmed. Agency had continued contract in force for additional 26 weeks, and made claim for $3,000 on his salary at $2,500 per week for the cancelled period.

Although agency claimed any liability was on part of or part of sponsor, after several months of nego- tiations,amicable settlement was agreed upon.

WQXR Skeds UN Secretary

Benjamin Cohen, Assistant Secretary General of the United Nations, will deliver a five-minute New Year's message over WQXR on Jan. 1 from 6:25-6:30 p.m. Transcribed talk was made at the request of WQXR.
ON THE WAY

IMPORTANT

THE 1947 YEAR BOOK OF TELEVISION

—Presented as a supplement to RADIO ANNUAL
—radio industry’s indispensable reference book.
VA Hospitals Report More Special Shows

(Continued from Page 1)

"You're The Top" a quiz show from the Mt. Airy studio of WBZZ in Martinsville was emceed by Bob "The Captain" Mariscal. Patients were participants and were awarded prizes.

In Asheville, the Cabinet studio of WOCN, one of the special events staff of WOCN, took a musical variety show to the Oteen VA hospital near Asheville. The show included a ball-hull instrument ensemble in blackbeard suit, instrumentalists

Personalized

Charleston, S. C. — Chuck Simpson, WCCS's "Yancey Patrol" emcee, made the problem of entertaining disabled veterans on Christmas island his primary responsibility. Chuck invited three sailors from the Naval Hospital to be his guests for the days. They were interviewed on the air, given a guided hospital tour, and treated to a special Christmas dinner and were presented with special gifts.

and dancers. The show was brought to the Otein VA hospital wards and performed for patients.

Stations in Richmond, Va., also caught the spirit of the Radio Daily suggestions to entertain the disabled veterans during the Christmas holidays. The Richmond station WFTG-AM and the "Old Dominion Barn Dance" starring Sunshine Sue. This show originated at McGuire hospital on December 23. Included in the cast were Sunshine Sue, Curvey Johnson, Cousin Elmer Johnston's family and the Carter Girls.

Another Christmas show which visited McGuire hospital came from WHBG. The station sent the "Sagebrusher Band" to entertain the veterans of WLEE visited McGuire prior to Christmas for the Christmas Women's League of McGuire who sponsored the show given to all attending patients.

In Roanoke, WBDJ took a special Christmas show to Roanoke VA hospital. The show originated at the studio of the hospital auditorium and consisted of interviews with patients who sent season's greetings to friends and relatives. This quarter-hour program was aired locally by KVOX and also

DENVER—The 1946 award given by the Denver Advertising Club for the best radio program of the year went to XLO's "Colorado Speaks." KLZ became the "Little Red School House" during the recent cold spell. Earl Young, program producer, Bill Balance, publicity director, were on the radio every evening after they opened the KGLO-AM and KGLO-FM.

KOA's "Kraft" monthly house organ for employees. KOA's "These Days Of Ours" termed by Colorado educators and children and children leaders as one of the greatest contributions to juvenile delinquency. New member of the KOA "Ten Year Club" is Glen R. Glasscock, who joined the station January 1, 1936.

Rein Wm. Lang Series

William H. Wise Company has signed a 13-week renewal contract with their special promotion of sponsoring the "William Lang" commentary series. The renewal contract is effective January 2 and was signed through Huber Hoge & Sons of New York. The contract with the "William Lang" is heard on ABC Thursdays from 11:45 to noon, EST.

Polish Benefit Ball

Mr. and Mrs. Casimir Jazemowski, directors of Polish programs over WHOM, are members of the Ro- slavicko Reunion, which is sponsoring the annual benefit Polish Ball at the Waldorf-Astoria Hotel on Friday night, Jan. 31. Proceedings of the affair will be used in the Promotion program to promote cultural and intellectual relations between the U. S. and Poland.