Tally 'Certified Poll' Totals

Paley, Kesten of CBS See Big Year In 1946

The future of American radio will bring even greater opportunity as a means of public service, and greater benefits to the people of the United States from our free system of broadcasting, William S. Paley, president of CBS, predicted this week in a year-end statement of network operations for 1945. Paul W. Kesten, executive vice-president, looked upon the present heavy public demand for new radios as "a mandate to broadcast."

(Continued on Page 5)

Atlas Loan To ABS Converted To Stock

The $130,000 loan granted the Associated Broadcasting System by the Atlas Corporation of New York recently, has been used to acquire stock in the network, rather than to purchase control. It was announced over the weekend. The loan transaction expired on December 26.

As reported in these columns re-

(Continued on Page 7)

IRE Completes Plans For Jan. 23-26 Meet

Final plans for the 1946 Winter Technical Meeting and Radio Engineering Show of the Institute of Radio Engineers to be held January 23-26 at the Hotel Astor in New York, were announced Friday by Edward J. Content, chairman of the committee on arrangements.

According to Content, the meeting

(Continued on Page 7)

Ten Top Radio News Events During 1945

Polling news and special events directors of the networks and stations throughout the nation, RADIO DAILY ascertained that the 10 greatest news events of 1945 were as follows:

1. The atomic bomb announcement and news of its devastation in Japan.
2. The defeat of Germany—V-E Day.
4. The death of Franklin Delano Roosevelt.
5. The death or mystery of Adolf Hitler's disappearance.
7. The defeat of Winston Churchill in the British elections.
8. Postwar developments in Orient, South America and Europe.
9. The nation's reconstruction program.
10. The war criminal trials at Nuremberg and in Manila.

Final Tabulations Slated To Begin In Few Days

Final tabulations in RADIO DAILY's certified poll to select 1946's "All-American Radio Program" will begin at the headquarters of the Ross Federal Research organization in New York within the next few days, B. E. Jolley, director of research for the Ross Company, has announced. During

(Continued on Page 5)

Expand In FM Field, Woods Tells Affiliates

Urging "every local and regional affiliate to apply for FM" and to become active in its development, Mark Woods, president of the American Broadcasting Company, in a year-end message, summarized the network's position with regard to the medium. In a seven-point statement, the ABC executive stressed the value of FM, especially in the rural areas, and urged that no backward step be taken as a result of the recent statement of

(Continued on Page 7)

Shortwave To Overseas Will Continue—Benton

Washington Bureau, RADIO DAILY Washington—Describing radio as a "powerful medium," Assistant Secretary of State William Benton on Friday, outlined plans for continuing the shortwave broadcasts to foreign

(Continued on Page 5)

On All Webs

All the major networks will broadcast the address of President Harry S. Truman tomorrow from 10:10 a.m. (EST). The Chief Executive's "Report to the Nation," which will be his first address of the New Year, will be carried over Columbia, Mutual, the American network, the National Broadcasting Company, and the Associated Broadcasting System.

Tele Cable Planned On Coast From Colo. To Los Angeles

Television planning on the West Coast during 1946 was given added impetus over the weekend with announcement by the Pacific Telephone & Telegraph Company and subsidiaries, that $400,000,000 will be expended in the construction of a coaxial cable from the Colorado River to Los Angeles. Construction is scheduled to begin as soon as material becomes available early in the year. Project is included in the major items of a five-year construction program by PT&T and its subsidiaries.

N. R. Pawley, president of the company, in making the announcement, revealed that the step will be among the first moves to permit transmission of television programs continentally.

Robinson to F C & B

Hubbell Robinson, who formerly held the post of vice-president of the American Broadcasting Company in charge of the program department, has joined Fosto, Cone & Balding, advertising agency, as vice-president in charge of the organization's radio division. Announcement of Robinson's affiliation with the agency was made late Friday evening.
Outstanding Broadcasts Of 1945

Norman Corwin's "On A Note of Triumph" on CBS.

Baukhuage coverage of the funeral of Franklin Delano Roosevelt for ABC.

Exclusive broadcast by MBS of the sentencing of Yamashita, Japanese war lord, in Manila.

Pooled broadcast by Merrill Mueller, NBC commentator, during the Japanese surrender aboard the deck of the U.S.S. Missouri.

Boscia Operations Mgr.
In CBS Press Information

Appointment of Michael J. Boscia to the newly created post of manager of operations for CBS press information, was announced over the weekend by George Crandall, director of the department. In assuming his new duties and responsibilities, Boscia will also retain his present supervision of publicity for WABC and certain major network programs.

With the exception of a 10-month interval spent in publicity for the Bureau of Industrial Service, Boscia has been with Columbia since December, 1941. Before joining CBS, he was with the advertising department of Twentieth Century-Fox Film Corporation.

David Resigns NAB Post

John Morgan Davis, who has served as NAB counsel since August, 1944, has resigned to return to private practice.

Davis said post-war demands will require a full-time counsel at NAB and commitments prevent him from giving this service.

He will continue at NAB until a successor is named. He will return to his law firm, Davis and Short, in Philadelphia.

Editors Voice Opinions
On Coming Events On NBC

Discussion of vital issues facing the country in 1946 by leading editors in the major opinion centers of the U. S. will be heard on New Year's Eve, "The Editor Speaks," a special program broadcast annually over the NBC network.

Speaker List Improving

Speakers this year were John P. O'Rourke, editor, Washington Daily News; Lawrence J. Winship, managing editor, Boston Globe; Francis P. Locke, editorial director, Miami Daily News; Jim Hale, acting managing editor, Denver Post; Basil L. Wallers, executive editor, Chicago Daily News; Alfred H. Kirshner, managing editor, Buffalo Evening News; Neil MacNeil, assistant night managing editor, New York Times.

The editors spoke from their offices and offered their opinions as to what they consider will be the nation's most pressing problems for the coming year.

Hohman In Muzak Post

Urban A. Hohman has been appointed sales manager in charge of New Jersey territory for the Muzak Corporation. He has been with Muzak since 1943, prior to which he was a sales executive with Scott Radio Laboratories, Inc.

Death Valley
Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from...but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is. We've always had it.

This successful independent delivers more listeners per dollar spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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

Represented by Edward Petty & Co.
AGENCY NEWSCAST

CANADIAN PACIFIC has engaged Kenyon & Eckhardt, Inc., to prepare its railway, steamship and hotel advertising for all sections of the United States with the exception of the Pacific area.

YOUSUF KARSH, portrait photographer, has been engaged by the record division of RCA-Victor to do a series of portraits of Victor recording artists which will then be incorporated in the organization's national advertising campaign.

BRAND NAMES RESEARCH FOUNDATION has named William B. Warner, president of the McCall Corporation, as chairman of the host committee for a dinner of the organization to be held February 8 at the Hotel Astor.

HAMILTON WRIGHT ORGANIZATION, Inc., has been engaged to direct promotional work for the State of Florida, a campaign which will accentuate the state's agricultural, industrial and recreational advantages.

MAXWELL L. SCHULTZ, executive vice-president of Adam Hat Stores and assistant to Elias Lustig, president of the organization, has been selected to direct company's European expansion program.

Agriculture Report Aired On NBC "Farm" Broadcast

Chicago—A production report on the 1946 crop, the third largest on record for the country, was presented by members of the U. S. Dept. of Agriculture during the "National Farm and Home Hour" Saturday, December 29, over the National Broadcasting Co. network. Everett Mitchell, farm commentator and Emcee, presented a weekly farm market report. The Homesteaders orchestra and the Farm and Home Quartet provide the music.

Predictions Broadcast January 1 On ABC

An hourly program of predictions for the New Year, "Forecast '46," was aired by ABC, Jan. 1, Drew Pearson emceed the combination dramatic and variety show which featured national leaders in many fields.

Among the speakers were Harold Stassen, Bernard Baruch, Dr. Warren Draper, Col. Earl Blaik and Joe Louis. June Havoc and Dennis King were heard in a skit from "Dunhill's Daughter" and Al Pearce did a comedy sketch from Hollywood.

Jimmy Dorsey On NBC

Jimmy Dorsey and his band, playing from the 400 Club, will be heard in the 11:30 p.m. (EST) slot over NBC each Tuesday during January and through February 1.

COME AND GET IT SAYS MR. REDDY CASH

"Strike Oil with KFRO" in the Heart of the World's Largest Oil Field. KFRO tells you how to buy oil directly from the oil man himself. 

"Able American and Mutual Networks, Inc.

WKY OKLAHOMA CITY

The Full Agency

The Full Agency

THE FULL AGENCY

A few choice spots available through Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.
**California Commentary**

- Lt. Commander Henry Finn, who was a member of Columbia Pacific Network Public Affairs Department before joining the Navy, has received an honorable discharge and will return the network.
- Samuel, Young and Rubicam's Coast Boswell, left December 28 for a month's business stay in New York City.
- Clyde Scott, manager of KECA.
- Los Angeles, is recovering from a major operation he underwent in San Francisco.
- Lee Little, manager, and Wayne Sanders, program director of KTUC, Tucson, and Chet Johnson, manager, and John Hogg, commercial manager of KOY, Phoenix, plan to attend the NAB district meeting in Hollywood, Jan. 7th and 8th.
- Ruth Perrin has been assigned to handle all women character parts on C. P. MacGregor's "Skippy Theater." She was also set last week to play all comedy character roles on "Glamour Man." If you hear a Sunset Boulevard tried out in "Here's Your Man," it could be Fred Koerner, of the CBS production department; Clark George, of the Columbia Pacific press department, and Chet Brouwer, of the Young and Rubicam publicity bureau. They attended the South Side High School, Fort Wayne, and recently held a reunion here.
- Ed Buckalew, Columbia Pacific station relations manager, was reminiscing the other day and recalled that Jennings Pierce, NBC Western division station relations manager, was a baritone member of the famous Golden Bear quartette at the University of California. Back home in California and Pierce of Bakensfield, California, Don Searle, ABC Western division chief, has sold his Beverly Hills home and purchased the Bob Cummings' manse in San Francisco Valley.
- Burridge Butler, owner of WLS, Chicago; KOY, Phoenix, and KTUC, Tucson, who was a recent Columbia Square visitor, will celebrate his 78th birthday February 4th.

- The Los Angeles Turf Club, which controls racing at Santa Anita, has set a prize of $50,000 for the first filling of the Santa Anita Handicap and the Santa Anita Derby. ABC will broadcast the races at the famous track.
- Bill Grey says that if the telephone shortage continues he may establish a picture rental business.
- Les Paul, who was laid up with bronchitis for a month, has resumed his regular spot on the Burns and Allen show and his old "Les Paul Presents" program on NBC.
- Bernard Boswell, who was a combat photographer and who made the tour of Europe with radio executives, is visiting Hollywood and has gifted Bob Hall, ABC Western division Boswell, with a German parachute's dagger.

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**No Dead Chimneys in WJPA area**

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

**Simpson Co. To Build New Home In L. I. C.**

The Mark Simpson Manufacturing Company disclosed plans this week for the erection of a new 50,000 square-foot building in Long Island City.

In line with the company's predictions of the increase in use of sound equipment during the next several years, a large-scale construction program is now in operation, according to Simpson officials, who added that "reduction facilities have been taxed by the flow of equipment to the trade."

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**RADIO DAILY**

**SWIFT**

**Polar Ice Cream Co.** Austin, is sponsoring the adventures of Joe Lumpkin for a quarter hour over KNOW, Austin, Monday through Friday, one of a wide variety of top notch kid shows which starts each evening after school at 4:30 p.m. until 7:00 p.m.

Dale C. Rogers, Jr., has joined the staff of the Satellite Advertising Agency in Dallas. Rogers was recently discharged from the Marines. Prior to this service he was radio director and account executive for the Roget-Ceno Advertising Agency with headquarters in Houston.

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**CHICAGO**

By BILL IRVIN

W Bernie B. Saich's Amateur Hour, heard each Sunday at 12:30 on WENR and WKEL originating from the stage of Chicago's Civic Opera House, Sunday, Dec. 23, for the Annual Christmas party, fifteen contestants ranging from three to ten years of age, participated in the holiday program.

Thomas Elvidge will join the staff on Jan. 7, in charge of community acceptance. Elvidge has been commentator for WSBM for the last three years.

Johnnie, "So The Story Goes," Nebbitt, helped the Woman's Division of the United Jewish Building Fund inaugurate the fund campaign for $2,000,000 by outlining its purpose at luncheon meeting at the Standard Club.

One of the newest of human interest devices to be installed on a Chicago radio program is the "Telephone Limerend," which was recently added to the format of station WMAQ's musical milkwagon program. Each day, Mondays through Fridays (11:30 a.m. CST), a listener's letter is read by the chosen for its interesting content, will be carried out by the cast of the program. Singing star Tommy Dorsey and the Mighty Moos and the two telephone operators. Musical Milkwagon is sponsored by Bowman Dairy Company, through J. Walter Thompson Company.

Joseph Gallicchio, NBC studio conductor, temporarily takes over the conducting duties of Ruth Field, former musical director of the network's Central division, which left this week for the post of musical conductor for the eastern division of National Broadcasting Company.

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**HOT FROM HOLLYWOOD**

4th Year — Coast to Coast

Fast Slim, chatty, interviews, previous schedule weekly twice. Some spots now open.

1600 Broadway

New York

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**HENRI**

Eu. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From $1.50

DINNER From $2.50

French puddings Candies

15 EAST 52d ST.

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**WJPA**

**Out of town**

**STEAMBOAT**

**WFP** — Atlantic City, N. J.

**WJPA** — Washington, D. C.

**WKLY — Kingston, N. Y.**

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www.americanradiohistory.com
Paley, Kesten See New Year "A Mandate To Broadcasters"

(Continued from Page 1)  
...industry has a lively enthusiasm for both the operational and manufacturing places of the radio industry.  

Paley's statement follows:  
"Everyone who saw at first hand how radio was used in Europe during the war must necessarily have it influence his thinking about the future of radio in this country. What most of us think of as primarily a medium of entertainment and enlightenment I saw used, by our enemies, as a very effective instrument of evil.  
"Our use of the same instrument was also very effective. But, since we were fighting to restore civilization in large areas of the world and to reestablish freedom amid millions of enslaved people, we believed we used it as an instrument for good. The fact is that we, and the enemy, had a powerful weapon in our hands—the dangerous weapon of controlled radio.  
"The subtle, devious, persistent techniques of controlled radio, by which masses of people can be led to do and believe what a few other people want them to do and believe, have never been used in this country. For that reason alone, it is difficult for American listeners—and broadcasters—to conceive that they might ever be used on our stations.  
"Our system of broadcasting carries with it automatic safeguards against any broadcaster who would direct his operations for selfish ends or in an unfair and arbitrary manner. There is the free competition among stations and networks constantly striving for the ear of the American people. But the right of the listener to register his likes and dislikes by 'tuning in' or 'tuning out.' The great good sense of the American people who realize that any form of controlled information is a firm but definite step away from our democratic form of life. But these safeguards are not enough if the broadcasting industry is to become complacent or neglect the high degree of responsibility it must bear constantly.  

Good War Record  
"In my opinion, the American system of broadcasting has a creditable and commendable record of public service. Many glowing benefactors were added to the record during the war. It took the war, however, to reveal how big radio really is; how important its role can be in the years that are just ahead.  
"If we are to admit the value of our broadcasting system, we must increase responsibility of our future.  
"I believe that American radio has more to offer than it has yet contributed to our own people, but to the people of the world. More than any other group or industry, we have the opportunity to increase public interest in other countries and the opportunity to use radio to extend the influence of our democracy.  

Shortwave Overseas To Continue—Benton  
(Continued from Page 1)  
...countries under the direction of the Department of State. Pending Congressional approval of the State Department program, an interim plan has met with general approval of radio industry leaders, Benton said.  

Although pointing out there was still "considerable difference of opinion" among licensees, Benton said a "status quo" arrangement had been worked out whereby present contractual agreements would continue through the fiscal year of 1947.  

White House Quest  
Cornelia Otis Skinner, actress and author, currently appearing on the "Johnny Presents" program on NBC, Tuesdays at 8 p.m. (EST), will visit the White House on Monday, January 7, to help launch the March of Dimes drive for the Women's Division of the Infantile Paralysis Foundation.  

With Mrs. Harry S. Truman, Mrs. Franklin D. Roosevelt and Elizabeth Taylor, young film actress, Miss Skinner will broadcast to a nation-wide audience her plan for donations to aid victims of polo.
Major Progress Seen In Coast Tele Plans

Television on the Pacific Coast will take giant strides forward in the direction of expansion and major production in the very near future, as indicated by plans announced last week by Klaus Landsberg, in an interview, his return to Hollywood after a two-week business trip in the East. Landsberg is West Coast director of Television Productions Inc. and WKXYZ, Hollywood.

Landsberg revealed that his company's schedule for the next few months includes the enlargement of studio facilities, film and field pickup equipment, and increase of studio operating and office space, immediately following the completion of the Mount Wilson transmitter installation which is expected to be in operation in mid-January, 1946. The new transmitter will operate on a power of 4 kilowatts and will cover all of southern California from Santa Barbara in the north to San Diego in the south, San Bernadino in the west and Orange county in the east. Mileage coverage will be 200 miles north-south and approximately 80 miles east-west.

Landsberg said that although DuMont equipment is presently being used, and has been since before the war, Television Productions will build their own units, which is one of the reasons for his recent trip to New York. They have built a 500 me.

transmitter unit for both FM and video which will be used to experiment with possibilities offered by these frequencies. Both pictures and sound will be relayed from studios as well as remote locations direct to Mt. Wilson. The present location of station WKXYZ is on the Paramount Pictures lot in Hollywood. Communal call letters of the station, Landsberg said, will shortly be changed to KTLA, subject to FCC approval.

“Programming at WKXYZ is at present 95 per cent live production,” the West Coast official said. “With the remaining 5 per cent consisting of Paramount News, slides, films and comic strips.” In answer to a question on the desirability of adapting television as used here in the East, Landsberg said, “of all types of visual entertainment media only the legitimate stage can do full justice to the spoken drama. Television, like motion pictures, will find great difficulty in adapting most of them for its use. Without a revamp of script and production,” he added, “into action drama, as compared with the spoken word drama, most stage plays literally fall flat on the screen if it’s of television or motion picture size.”

Landsberg also strongly advocates “the adaptation of motion picture technique to video as both screen media.

Regarding commercials in television programming, Landsberg feels that reference to the sponsor or his product should be incorporated into the presentation itself, as a definite part of the background, or the action, rather than breaking the continuity of the program with an announcement at specified periods. He also quality, that emphasis on the desirability of tying programs together, so that the viewer will be held to the receiver, or sufficiently attracted to return for a subsequent telecast. For the past three months Television Productions have produced several commercial presentations of this type, with special tie-ins to programs, on an experimental basis, and Landsberg said “it is our intention to increase our activity to that end.” Ford, Shell Oil, and Lux are among the recent advertisers who have sponsored shows ranging from 10 to 15 minutes.

The public will accept television as readily and quickly as they have any other media, Landsberg declared, discounting reports from certain quarters throughout the country that the consumer will wait for perfection, which he feels can, and will, be achieved. The Western market is eager for television, and proof of their desire for it is continually shown in their interest in our programs.” He feels that as soon as television sets appear on the market, in reasonable quantity and price, the demand will be immediate and constant.
Woods Urges ABC Affiliates To Expand Activities In FM

Jesse Petrello, president of the American Federation of Musicians, Mr. Woods' suggestions, in full, follow:

"1. We believe that eventually FM will be the principal medium of broadcasting, particularly in urban areas, AM, because of its sky wave characteristics, will also be needed to provide rural service.

"2. We believe that, with few exceptions, every station operating on a regional or local channel can not only improve its service in the area which it now serves, but can extend its service area materially, especially if needed.

"3. We believe that FM should eventually replace all local and regional stations in urban areas so that these local and regional stations can be available to provide rural service at higher power; so that these rural areas new with greatly inadequate service should eventually have a wide selection of program services comparable to those now available in the cities.

Mutual To Air Races At Hialeah Race Track

Mental announced plans last week to broadcast the 1946 Saturday thoroughbred racing feature at Hialeah, including the famous $50,000 Widener Cup Race on March 2.

Bryan Field, turf expert, who broadcast Mutual's daily racing schedule in 1945, will be back at the microphone to air these events. He began with the Hialeah Stakes on January 1. Field has been active in the newsroom radio field of racing for over 20 years.

Construction Is Started For New WILM Station

Wilmington—Construction is now underway on a complete modern radio station which will house the facilities of radio station WILM, basic Mutual Broadcasting System outlet in Wilmington. Acquiring first floor space and the large auditorium exceeding two floors in the Wilmington Civic Center, WILM general manager, George Sutherland, has revealed that plans for the broadcasting layout will provide for general, sales and commercial offices, studio and audition rooms, rehearsal rooms and music library, news room, control room and studios.

Send Birthday Greetings To—

Jan. 2

Bernadine Flynn Bill Molo
Abner I. Grubbler James Melton
Margie Dunaway Bill Bradley
Claude Swoboda

World's Foremost Tobacco Center
Fifty Million Tobacco Dollars Have Been Spent in N. C., Last Year MORE this Year
Represented by BURK SMITH

Atlas Loan To ABS Converted To Stock

Recently, the Atlantic Corporation had undertaken a nation-wide survey of the properties and potentialities of Associated stations, and according to reliable information, the large New York investment corporation is satisfied that the network is a sound operation, and that there is a definite need for it in the radio industry. Included in the announcement from Associated's headquarters in New York was the report that "several other influential organizations are interested in the network and that negotiations are presently under way to consummate a deal. It is expected by network officials that this will be accomplished by the middle of this month.

Close Investigation Made

Proving that the survey of affiliated conducted by Atlas was a comprehensive one, it was reliably reported that approximately $100,000 was spent to investigate commercial possibilities of the station, and that Marilyn 'Dede' Aylesworth, RKO counsel and advisor, and one-time president of NBC, told "important functions in connection with the over-all survey.

Despite the favorable results of the network survey, Atlas is reported to have displayed reluctance to assume control of Associated, partially because of excessive stock holdings in the Columbia Broadcasting System. Atlas executives are believed to have considered possible unfavorable reaction from the FCC if complete operational control of ABS were acquired.

$167,500,000

HIS 21ST YEAR

Representing 60 Million Shareholders

East Coast, Pacific Coast

50,000 Watts • NBC Network
Edward Petyt & Co., National Representatives

Let's Talk for Further Information

WRFR
Washington, North Carolina
FORJOE & COMPANY, Noll, Representatives
New York • Chicago • Philadelphia
UTAH — Salt Lake City — Earl J. Glade Jr. has been named sales account executive in charge of sales research at KSL. He has been with the station on a full-time basis since 1935, beginning as a sandbagger. Jim Peterson, KSL news announcer and air enthusiast, has solicited at the Provo Airport despite gnawed legs, the result of a childhood siege of infantile paralysis. Byrce Openshaw, retired veteran, with KOVO, Provo, before the war, has joined the announcing staff of KSL.

MARYLAND — Baltimore — With welcome three new additions to its announcing staff, they are Frank Farms, formerly of WNC, Memphis; Roy Hutchinson of WCSS, Portland, Maine; and Bob Trevor of WFFR, Baltimore.

INDIANA — Fort Wayne — WGL is again broadcasting the inter-city basketball games directed from the five high school gymnasiums in the city. The broadcasts this year are being sponsored by the Hobart-Bay City Co. of Fort Wayne, with Jack MeLean, WGL sportscaster, giving the play-by-play and Tim O'Sullivan, announcer, doing the color work. Paul M. Havens, formerly special events director for WGL, has been appointed chief for that event.

NEW YORK — Latest news and views of happenings in the camera world, answers to technical questions on the subject of picture-taking, interviews with the country's foremost authorities on photography, weekly picture-taking assignments for listeners and many other absorbing features are included in the program "Shutterbugs," which will premiere on the "Radio Camera Club" over WNEW, Jan. 6, at 11:10 a.m. and 11:10 p.m. and on the New York Sun as a co-ordinator and master of ceremonies. Brooklyn — General William O'Dwyer's inauguration as Mayor of the City of New York which took place Jan. 1, in the City Council chamber at City Hall, was broadcast as a special feature by WNYN.

FLORIDA — Miami — James M. LeGate, general manager of WIOD, has been elected to a second term as a member of the board of directors, Better Business Division, Miami Chamber of Commerce. Robert L. Brown, WIOD program director, has recently been elected a director of the Miami Exchange Club for 1943 at the annual meeting of the club held Dec. 18.

IOWA — Waterloo — Gene Clausen, former editor of the MAST, official publication of the Iowa Association of Broadcasters, and member of the press division of the Iowa, Public relations Office of the U.S. Maritime Service, has joined the staff of WMT. Clausen was associated with Associated Press before entering service.

MASSACHUSETTS — Worcester — Jack Lalvate, Notre Dame basketball scout, Dartmouth football coach, and John DuCros, coach of the Holy Cross football team, head up a roster of outstanding speakers at the send-off dinner by the Worcester Quarterbacks Club in honor of the Holy Cross football team's departure for the Orange Bowl. A 45-minute presentation of the dinner was broadcast by WABA.

SPRINGFIELD — Lee Alarie, discharged from the service as a Staff Sergeant after nearly five years service in the South Pacific, has returned to WMAA in appointment.

NEW JERSEY — Newark — Harry W. Pascoe, who left WJAT in 1943 and accepted position with the Office of Inter-American Affairs, has joined the WJAT staff as night program supervisor. Prior to entering radio, Pascoe was American vice-consul in Mexico and Cuba and assistant secretary of the American Chamber of Commerce in Cuba. Paterson — Herman "Sunny" Frisell, has been appointed night side manager of WMPX, replacing Lewis R. King, who now has his own station representative office.

 PENNSYLVANIA — Philadelphia — WCAL, technician Charles J. Hartmann, who has been on leave of absence since 1942 as a captain in the Army Signal Corps, has rejoined the staff at WCAU. WCAL's Lt. Commander Joseph T. Connolly, former promotion director, returns after three and a half years in the Navy. Capt. Walter Sheldon, of the Army Air Forces, who has been over three years service in China and India, returns to WCAU as assistant program director, the position he held before entering the Army.

George Thomas, Army lieutenant, assumes his former post at WCAU as announcer.

NEW YORK — New York — Dr. Eugene O. Oder, general secretary of the Protestant Council of the City of New York will substitute for Dr. Harold Adams as moderator on the "Case of Knowledge" program over WNYE for one time only, tomorrow, 11:30 to 12:30 p.m. Clinton Bolton, joins the public relations department of Geyer, Cornell & Newhouse, following his release from his U.S. Coast Guard. Where he serves as a contemporary correspondent in the Pacific.

CONNECTICUT — Hartford — The Sunday "Radio" over WDBC, featuring Connecticut's Congressman direct from Washington, is being shifted to Wednesday at 6:30 p.m. to accommodate the speakers. The show is also being taken by line to three other stations. WDBC, Waterbury; WEC, New Haven; and WNLC, New London.

SOUTH CAROLINA — Columbia — WAGM, formerly associated with WBT, WSOF, and WSSR, joins the WIS announcing staff Jan. 18. Inib Libby, recently discharged from the Air Force, has been assigned director of promotion and publicity.

Mr. Discising Attorney gets his man...

Frank Bow, WHBC staff member and prominent Canton attorney, donated a war correspondence's uniform... flew to the Pacific... and brought back the recorded voices of "home-town" members of the armed forces. Local interest keeps Canton listeners tuned to WHBC... and your sales story gets friendly attention.

"WDFT Flint says we gonna win the pennant."
Seek To Prevent Strike

NBC Leaders Predict Revealing New Year

Radio, which during the war became firmly established as an indispensable news medium, will now provide world news coverage on a scale of a quality never dreamed of in prewar days. Niles Trammell, president of NBC, declared in his year-end inventory issued yesterday. "The National Broadcasting Company, America's oldest radio network organization, will celebrate its 20th anniversary in 1946," he said. "We (Continued on Page 5)

WIBC Moves Headquarters Without Losing Air Time

Indianapolis—The transfer of WIBC headquarters from the Athletic Club to the Indianapolis News building was accomplished last week without any loss of broadcast time. The outlet signed off at 10:00 a.m. and telephone operators at the transmitter in New Augusta connected the WIBC and mutual lines from the old studios to the new ones.

At its new home, the outlet has five (Continued on Page 2)

The American Farmer" Starts Jan. 5 On ABC

A new farm series, "The American farmer," will be inaugurated by ABC Saturday, 12:30-1 p.m. EST. The program will provide off-the-spot coverage of the country's major agricultural events such as stock shows, feeders' sales, farm forums and state fairs. Part of the program will deal with (Continued on Page 7)

Public Service

Knoxville—Within a half hour after broadcasting the first live interview with survivors of the Pineville, Ky., mine disaster, WNOX had originated a fund for survivors and in an hour had received over $1,000. Fund continues to grow and now a special broadcast is arranged to hand over the fund to the committee in charge at Pineville.

Airminded

Topeka—WIBW has purchased a 65-horsepower airplane for the use of the Farm Service Program. George Shipley, farm service reporter, will use the plane for obtaining his interviews with the farmers throughout the rural communities of the mid-West. It has been the policy of WIBW's Farm Service Program to interview various farmers, in an attempt to overcome better methods of raising and producing certain mid-Western farm products. Pug Marquardt, station engineer, will accompany Shipley and will record interviews.

'Peace' Is Challenge To Radio Says Kobak

Radio faces its second quarter century in 1946 with an even greater sense of responsibility than that which it assumed during the war years. Edgar Kobak, president of the Mutual Broadcasting System, Inc., said yesterday in his report on operations for the past year.

The horizon of the average American (Continued on Page 7)

Orchestrated Sound Effects As Result Of BBC Music Ban

Use of "an orchestration of sound effects" will be employed by the British Broadcasting Company on next Saturday during the transmission of "Trans-Atlantic Call" dramatic (Continued on Page 2)

“Fascinating Developments”

In 1946 Predicted By Porter

FCC Chairman Paul Porter on Tuesday predicted a new year of "fascinating developments" in radio. In an address broadcast over ABC, Porter said in the next 12 months, the public will see "the curtain rise on fascinating developments which hereafter have been largely confined to the discussion stage.

Singing out FM and Telc, the FCC chairman said: "FM is a new kind of broadcasting—free of interference and conveying the full tone of music and the human voice with life-like fidelity. This type of broadcasting got started in a small way before the war, but today is poised for a rapid expansion. Where there are only about 50 FM stations on the air, I expect to see the number at least tripled or quadrupled during the next 12 months. Hundreds of additional stations will be under (Continued on Page 7)

Gov't Leaders Meet Radio Manufacturers In Attempt To Avoid Walkout Of Electrical Workers

(Washington Evening Star, Radio Daily)

Washington—Government leaders met here yesterday with representatives of General Electric and Westinghouse in a last-minute attempt to avert a strike which is expected to spread to the radio industry. Edgar L. Wurr, head of the labor department, cancellation service, was closeted with Westinghouse (Continued on Page 5)

Preparation Complete For Truman Telecast

(Washington Evening Star, Radio Daily)

Washington—Further details on the history-making television broadcast of President Truman's message to Congress on January 15 were announced yesterday.

Workmen installing television equipment at the Capitol expected the job to be completed in time for the broadcast to link both the White House and (Continued on Page 7)

Radio-Controlled Trains Being Tested In Canada

Montreal—In co-operation with the Canadian Marconi Company, the Canadian National Railways has for past year been experimenting with (Continued on Page 2)

City Pride

Milwaukee—The Joseph Schlitz Brewing Company of this city, will sponsor on January 30, a special half-hour program over the ABC network commemorating this Wisconsin metropolis, giving facts and figures on the brewing products which have made it famous. Scheduled from 9:30-10 p.m., there will be pickings from Hollywood, New York and other key centers of the country.

www.americanradiohistory.com
**RADIO DAILY**

**Vol. 34, No. 2 Thursday, Jan. 3, 1946 Price 10 Cts.**

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

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**FINANCIAL**

(Rev. June, 2)

**NEW YORK STOCK EXCHANGE**

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**Lewis Leaves WHN**

George Lewis, publicity director of WHN, New York, has resigned to open his own publicity office and to develop a Comedy Clinic as president of the Gag-writer Protective Association.

**20 YEARS AGO TODAY**

(January 3, 1926)

Richard E. Byrd and Floyd Bennett are preparing radio equipment for use on a proposed trip over the North Pole in a plane, the "Josephine Ford." Plane will be equipped with a short-wave transmitter to contact the base at Spitzbergen.

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**Orchestrated Sound Effects**

As Result of BBC Music Ban

(Continued from Page 1)

On CBS in lieu of the usual musical bridges, it was announced at BBC headquarters in New York yesterday. The innovation is a result of the Post Office ban on the pickup of music by American networks originating in foreign countries. On "Atlantic Spotlight," BBC program broadcast via NBC Saturdays no music will be furnished by the London studios. There will be music, however, the NBC portion of the exchange show.

**Radio-Controlled Trains Being Tested in Canada**

(Continued from Page 1)

The yard operation of trains by radio, A. C. Vaughan, chairman and president of CNR has announced. Three-way communication between locomotive and locomotive and locomotive and office, eliminates written train orders and signals. The system seems to have possibilities for improving operating economy and efficiency. "We are continuing to carry on," Vaughan declared.

**Hires Renews Sun. Show**

Charles H. Hires Company has renewed for 62 weeks over ABC its Sunday evening program, "The Sunday Evening Party With Hires." Renewal is effective beginning January 27 and was handled through W. W. Ayer & Son.

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**Coming and Going**

FRED TUTTAL and the entire cast of the ABC quiz program, "Detect and Collect," have by plane today for Akron, Ohio, where they will present their program as part of the 75th anniversary celebration of the B. F. Goodrich Company, their sponsor.

WILLIAM A. BANKS, president and general manager of WHAT, is vacationing at Hollywood Beach, Fla.

MILT SAMUELS, West Coast publicity director for Young & Rubicam, is spending two weeks in New York at the home office of the agency.

ZEVLYN KNIGHT, female singing star of CBS "Powerful Boy, Teacher," is in Baltimore, where she is scheduled for a two-week engagement at the Club Chanticleer.

**WIBC Moves Headquarters Without Losing Air Time**

(Continued from Page 1)

Broadcasting rooms, a master control room, 18 x 10 feet, and a fifty-sea observation room. A piano and an organ are included as permanent equipment in the largest studio. The newsroom has three teletype lines, with another slated for installation in the near future. All studios are completely sound-proofed.

**Atlas Spokesman Denies Plans To Buy ABS Web**

(Continued from Page 1)

was announced last Friday that the $100,000 Atlas loan to Associated had been converted into network stock. Since the loan was made, Atlas representatives have met with representatives of Associated Broadcasting System to discuss the prospect of an "ABS" for the network. While the talks are continuing, Atlas representatives have come to the conclusion that a "ABS" for the network is not a desirable solution to the problem of a network for the smaller stations. The talks are expected to continue next week when the representatives of Associated Broadcasting System will be in New York to discuss the matter further.

**Associated Web Appoints Promotion-Publicity Head**

Tom O'Brien, recently out of the Navy after three years service, and formerly on the staff of the Lansing State Journal, has been appointed director of promotion and publicity of the Associated Broadcasting System. It was announced yesterday by Leonard Versluys, president of the network, O'Brien fills the vacancy that was created when Frank Brown resigned last month. Widely known in Michigan sports and journalism circles, O'Brien was for five years sports editor of the Lansing State Journal.

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**MUSIC has power**

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

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**Just BIG . . . isn't enough**

We had a honey of a headline for that picture. But it was too tough, and probably a little prejuciced.

But just being big . . . isn't enough. What's the use of being hippopotamus-big if people persist in ignoring you as if you were a gnat? Without a bite?

In radio our little independent is strictly in the tiny class . . . /BUT it's got a bite that reaches more people—per-dollar—spent than any of the other five radio stations in this sixth largest city in the U.S.A.

There are facts to prove this. Want to see them? Before you make up that budget?

---

**W-I-T-H**

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

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**www.americanradiohistory.com**
The largest radio contract for program time ever placed by any Boston department store has just been signed by Jordan Marsh Company, New England's largest store, with WCOP, the Boston Cowles station.

Boston's fastest-growing station will broadcast "THE NEWS DIGEST" under the Jordan Marsh banner daily except Sunday from 8:00 to 8:15 AM and from 11:00 to 11:15 PM. THE NEWS DIGEST will meet the growing public demand for straight radio news, smoothly presented without editorializing, philosophizing or in any way slanting or influencing the news.

WCOP's superb news set-up is factual reporting at its best. As the only Boston station with three wire services, AP, UP, and INS, and with its own staff of top-flight reporters and editors, WCOP operates one of the nation's crack radio newsrooms.

There are a few choice availabilities left, in news and other programs. Any Katz office will give full details.
RENEWAL of the Your Neighbor program; and the placement of 206 station breaks and 124 one-minute announcements headed the new business announcements last week for station WMAG, The Weithold Stores Inc., through Needham, Louis and Brodsky Inc., renewed the half-hour musical program, Your Neighbor, heard over WMAG from 8 to 8:30 p.m., CST, Mondays through Saturdays for 23 weeks, effective December 17. Of the one-minute announcement business, the largest order was placed by the Anna Lucasta Company, through M. M. Fisher Associates, calling for 117 live announcements to be aired three a week for weeks beginning January 14, 1946. The largest of the station break orders was placed by the Dr. W. B. Caldwell Company, through Sherman Marquette, Inc. The order calls for 200 live station breaks to be aired five a week for 23 weeks, as of January 1, 1946. On behalf of Campho-Phenique, Bowman Gum Company, Warren's Mint Cocktail Gum through Franklin Bruck ordered 155 live breaks to run three a week for 52 weeks, starting January 7, 1946.

Mutual Benefit Health and Accident Association of Omaha, has renewed its half-hour dramatic series, "Freedom of Opportunity," in a 20-week package deal, effective January 13, 1946, through Arthur Meyerhoff and Company. Program currently is heard from 7:30 to 8 p.m., Saturdays, but will shift to Sundays, 9 to 9:30 p.m., starting January 6, 1946.

William A. McGuiness, commercial manager of WGN, Inc., opened the annual meeting of the sales department last week with a brief review of WGN and television plans. Opening session featured a talk by Miss Lillie Nelson, chief time buyer for the J. Walter Thompson advertising agency, New York, who spoke on "Radio from the Agency Viewpoint." Robert F. Hurlegh, manager of the WGN news room, also spoke on "Future WGN News Plans."

CHICAGO

By BILL IRVIN

Memos Of A Midwinter...!

- Small buildup of the week: Kenny Delmar introduced to Persian Room fans by Hildegarde as "the announcer on Eddie Cantor's program," which she had just played. Delmar has nothing about Bob, Claghorn, who ain't a joke, son... Ella Fitzgerald, a surprise favorite in the main NBC Network show... Jim Boles and his bride, Athena Lorre, arriving in town from the coast vacation... "Blind Man's Bluff," one of the best scripts we've yet heard on the NBC Mystery Theater, was authored by Hank Warner, copy chief of CBS press info dept... If Joan Edwards tells you she got her black eye by running into a door, you can believe her by golly. She was going in one of those modernistic buildings and ran right smack into the all-glass door... "Jerry Devine's "This Is Your FBI" script for tomorrow night deals with the juvenile delinquency problem and the current crime wave... When UsOing in "Anything Goes," Joy Hodges found a chair in Dijon, France, with "Hodges" written on the back of it, like a Hollywood director's chair. She was very excited at this honor until she learned that Gen'l Hodges had been using that house for his headquarters.

- Asked if he had had a nice Christmas, Geo. S. Kaufman cracked: "It was okay-only it needed a little cutting"... Hollywood's Edith Gwynne tells us that Charlie Vanda, long since back at his civilian duties, is working as a writer, and insists on being called Colonel... Mary Pickford looking for an unknown to do some of the roles created by the late Doug Fairbanks... LaGuardia's radio stint said to be for only 25 weeks and then he bows out to start his pitch for the Senate... Alan Lerner, who labored on the Hildegarde scripts before he became famous by authoring "Boy Before Spring," returns to the chanteuse's radio stanza at a fat fee as a guest... Mazo Yorkosky no longer scripting the Kate Smith show, but will devote her time to documentary and dramatic writing. Also on the completion of her book, "No Man In The House"... Ray Perkins upped to full colonel and on terminal leave. He's on his way to the coast to take up his radio chores where he left off... Emil Wilson reports that Goody Ace had a recurrence of his old trouble some time ago—-he was excluded from Jack & Charlie's 21 Club by somebody who didn't recognize his Kansas City kisser. His wife, Jane, said: "Poor Goody. He's face, white and can't get in 21."
Radio To Report World News
On Vast Scale—Trammell

(Continued from Page 1)

Radio To Report World News
On Vast Scale—Trammell

Gov't, Industry Meet
To Prevent Walkout

(Continued from Page 1)

representatives in the morning and met with GE in the late afternoon. A previous conference with CIO (United Electrical Workers) last week brought the union comment that a strike was "inevitable."

Wear declined to detail results of the management conference except to indicate there was still a slim chance for settlement of the dispute.

Wage negotiations with a third big manufacturer of electrical appliances—General Motors—are still continuing but hopes for a peaceful settlement appeared dim.

Meanwhile, CIO president Philip Murray called heads of the United Electrical Workers to Washington for a conference today. The Union's executive board will meet in New York Saturday to set a date for the strike unless an agreement can be reached before that time.

"TONIGHT ON THE NEWS FRONT"

Glasgow's Jane Russel and her famous husband, Bob Waterfield of Cleveland's pro-football team, are WQAB recorded.

Daily, WQAR's roving reporters capture newsworthy events. Regularly at 11 o'clock, highlights of these recordings will be included in "Tonight On The News Front"—actual voices of people in the news, woven into the day's happenings.

T.J. VALENTINO, INC.
50 Broadway, New York

National Advertisers consider WQAR a "must" to cover the great Metropolitan New York Market.

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

3800 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

Cleveland's
WQAR
THE FRIENDLY STATION
Radio Daily

Promotion

Merchandising Bulletin

The KABC, San Antonio, merchandising staff is issuing twice monthly an attractive folder titled “KABC Merchandising” which is sent to the drug and grocery stores throughout the city.

Frederick B. Ryan, Jr., has been elected president of Rothsrauff & Ryan, Inc. by the board of directors.

FREDERICK B. RYAN, JR. has been elected president of Rothsrauff & Ryan, Inc. by the board of directors.

As the old year becomes the new, many people make resolutions for the new year. For the new year, many people make resolutions for the new year.

For Anne Hayes

KCMO, Kansas City outlet for the American Broadcasting Company, renamed out every loan, 2,600 folders to all drug stores and general stores in the greater Kansas City area. The folder, a trick or treat bag will be given to one lucky winner each day.

Bannerman Leaves CAB

CAB-Sedgwick Temporary Head

(Continued from Page 1)

The president's office pending appointment of a permanent director, President in February. Sedgwick, formerly an honorary president of the Canadian organization, according to reports, will be offered the permanent post at the next meeting of the CAB board.

FCC Engineering Dept.

Undergo Staff Changes

Washington—Further steps in reorganization of its Engineering Department were announced Friday by FCC. The Field and Research Branch will be headed by Assistant Chief Engineer George E. Sterling, and will consist of four divisions; Field and Monitoring Division, headed by George S. Turner; Technical Information Division, headed by Dr. Lynde P. Wheeler; Laboratory Division, headed by Charles A. Alpert; and Al- location Division, headed by Paul D. McMillan.

The Safety and Special Services Branch will be headed by William N. Heagerty, and will consist of the following divisions: Marine and General Mobile, with Howard C. Looney as acting chief; Emergency and Miscellaneous, with George E. Rollins as acting chief.

Friends of Walter Schwimmer


Meryl Freedel, who has been handling radio promotion and publicity for the Treasury's War Finance Division in Washington since last April, has resigned effective January 30. He will be joined by the Office of Information in March, 1943, becoming executive director of the Overseas Branch, with which he completed his service in October, 1942.

John G. Coffey, after three years in the Navy, has joined the Technical Directions Department of Doherty, Clifford and Shenfeld. He was previously with the Campbell Soup Co. and the Scott Paper Co. At the time of his discharge Lt. Coffey was damage control officer on a destroyer.

Hyatt Allen, former Army Master Sergeant, with service in Italy, Africa and Sicily, has rejoined the radio signal corps, the Signal Corps, and will assist on production problems. Ted Barash has returned to the agency to do contract work which the Signal Corps accepts. As a Navy lieutenant, he served in the Mediterranean and South Pacific.

Spadea Named Manager

Of CBS's Detroit Office

Joseph R. Spadea, CBS account representative in Detroit, has been appointed manager of the Detroit office for CBS's network sales department, with William C. Gilling, vice-president in charge of sales for the Columbia network, announced early this week.

Spadea has been in the radio field since 1930, when he joined the Bureau of Broadcasting in Chicago. He is a graduate of Illinois College, with Scott Howe Bowen and the Edward Pettit Company as Detroit manager. He joined the Columbia account in 1939. At the announcement, Gillingham revealed that activities in CBS's office have been on the highest point in volume. The billing of the accounts now handled by the office, which include Chrysler, Ford, General Motors, (Propulsion Div.) and Douglas Aircraft Co., is handled by the office, which include Chrysler, Ford, General Motors, (Propulsion Div.) and Douglas Aircraft Co.

CAST, P. A. SUGG, USN, formerly com- mander at the Signal Corps Department of the War Department, has been appointed to command the signal division of the War Department. Sugg replaces G. E. Craig. During five years of naval service, Sugg had a major role in the development of naval radar, with specialization on the development of the installation of radar devices on ships. His last assignment was commander of the 1st Naval Air Station Center, Texas. He is a native of Ok- lahoma City, Oklahoma.

Captain Edward Andrews of New York, siege and radio war, who has led in New York radio productions and spent eight years of active duty in various agencies of the CBS radio shows, recently received a discharge from the Army and intends to resume his theatrical career.

Burton M. Adams has returned to the studio in Cincinnati, Ohio, after two years of service in the United States Navy. Adams will handle all calls in connection with co-operative programs.

New Station Announcements

Washington Bureau, Radio DAILY

Washington—Four applications for new FM stations and one telecast announcement were announced by FCC.

Allen B. Dunlop, Jr., of New York, has been assigned to the New York office of the New York office of the National Broadcasting Co., Inc., as a news writer. Dunlop has been with the company for two years.

Writing Roosevelt Canals

Washington Bureau, Radio DAILY

Washington—Millard Lampell, radio writer, has been commissioned by the Treasury Bureau to write a series of articles which is scheduled to be aired sometime in January, it was announced yesterday.

Mrs. Eleanor Roosevelt, who endorsed the idea, has seen work with Lampell at her Hyde Park home.

Send Birthday Greetings To: Jan. 3

Radio's Responsibility Today Greater Than Ever—Kobak

Radio's responsibility today is greater than ever. The world, now at war, demands from radio a new standard of excellence. The radio industry is meeting the challenge with dedication and commitment. The new responsibility is reflected in the increased production of radio sets, the expansion of broadcasting facilities, and the increased presence of radio in the daily lives of Americans. Radio is not only a source of entertainment, but also a tool for education, communication, and information. The industry is working tirelessly to ensure that radio remains a vital part of American life.
**COAST-TO-COAST**

**MICHIGAN**

DETOUR—Two hundred consecutive weekly broadcasts without a single error by George Cushing, WJR news editor and moderator of "In Our Opinion." Operation for nearly four years, over eight hundred persons in the headlines have been interviewed by long distance from coast to coast... Dave Zimmerman, WWJ announcer, has returned to the air lanes after nearly four years in the Army.

**PENNSYLVANIA**

PHILADELPHIA—St. Thomas More High School faces South Catholic League titleholders, in the opening scholastic basketball tilt of the season to be aired by WIBG from Convention Hall, Friday night, Jan. 4. The game is the first in a series of 13 to be broadcast from the Convention Hall floor on successive Friday nights, under the sponsorship of Coca-Cola. Mr. Commander Chet Geise, has returned to WTXL as engineer.

**NEW YORK**

The Rev. Carl V. Herran, executive secretary of the Victoria’s Council of the Protestant Council, New York, will deliver a religious address on WMCA’s "Religion and Life" series, Saturday, Jan. 12. Dr. Herran’s talk, titled "That They All May Be One," is presented on WMCA by the Greater New York Federation of Churches.

**KANSAS CITY**

Harry Grove, former announcer at WAAF, Chicago, has joined the announcing staff of KCNO, Kansas City, associated with the Marine Corps and the Army Air Forces. KCNO’s new continuity director, Ann Fitzgerald, comes from Kansas City from WVOO, Tulsa, where she worked in the program and continuity department.

**MISSOURI**

CINCINNATI—John Reynolds, recently returned after four and a half years as a lieutenant with the 8th Air Force in England and Belgium, has been added to the announcing staff at WCKY, Chicago. Mr. Lee, for the past three years, has been added to the WCKY announcing staff...

**TENNESSEE**

KNOXVILLE—Two discharged veterans returned to WNOX to resume announcing duties are Charles A. McMath of the Navy, who served as program director and announced for two years in 1943, then went to WSPA, Spartanburg, S. C. serving until 1943 when he went to WCPO in Cincinnati. His brother, a veteran of two years, recently announced at WJNO, Nashville, as well as in the Marine Corps.

**CALIFORNIA**

SAN FRANCISCO—Russell Shaffer, former salesman with KANS, Kansas, and recently released from the Navy, has been added to the spot sales staff of KGO...

**TEXAS**

DALLAS—"A Heart Goes To Set," a true story of the men and women in uniform, is the title of a new series of programs being aired over WFAA, for a quarter hour each Saturday...

**NEW ORLEANS**

The WWL commercial department announced that a new serial, "Joe Palooka," will be broadcast Monday through Fridays, beginning Jan. 7. Based on the adventures of the famous comic strip character, the serial will present to radio listeners, in dramatic form, the problem of Joe Palooka, Knobby Walden, Ann Howe and other creations of Artie Ham Fisher.

**FLORIDA**

MIAMI—Mayor Perrine Palmer, Jr., of Miami, extended his holiday greetings and those of the City Commissioners to the residents and visitors of Greater Miami during a special broadcast exclusively over WIOD, Clark Fiers, WIOD staff announcer and June Melville, soprano soloist, were featured in the musical part of the program...

**WASHINGTEN**

SEATTLE—Bob Ferris, recently released from the Army Air Corps as a lieutenant, has returned to KJR to take over his position as newscaster...

**LOUISIANA**

NEW ORLEANS—The WWL commercial department announced that a new serial, "Joe Palooka," will be broadcast Monday through Fridays, beginning Jan. 7. Based on the adventures of the famous comic strip character, the serial will present to radio listeners, in dramatic form, the problem of Joe Palooka, Knobby Walden, Ann Howe and other creations of Artie Ham Fisher.
NAB Board Hears Kirby

'Long Lines' Will Stay If Phone Workers Quit

Washington, DC. - Threatened nationwide sympathy strike of telephone workers is not expected to affect operation of Long Lines, used by radio broadcasters, spokesmen for T. & T. Co. said here yesterday. Following word that the threatened sympathy strike might for the first time include workers on radio lines, NAB officials conferred with telephone company representatives in an effort to clarify the question. The radio networks are operated by an

(Continued on Page 2)

MBS Opens New Studios At Web Headquarters

Mutual recently opened three new broadcast studios on the main floor of network headquarters at 1440 Broadway which are reported to incorporate the newest technical developments in the field. Each of the studios, to be used jointly by WOR and MBS, is approximately 25 by 40 feet, with a 15-foot glass vision panel to permit production men and engineers an

(Continued on Page 2)

Abemathy Gets ABC Post As Night Program Manager

Charles C. Barry, ABC's national program manager, announced this week the appointment of William Abemathy as night program manager.

Abemathy has been in radio for 10 years, most of that time on the

(Continued on Page 4)

Televising

Famous lawsuits of the past will be re-enacted in a courtroom setting on "You Be the Judge," new WCRW series which premieres over the CBS test outlet tonight, 8:45 p.m. Three "judges" selected from the studio audience will preside over each trial, with a Victory Bond award going to the one who comes closest to the original court decision.

Close Call
Phillips H. Lord, producer of the "Gang Busters," "Counter Spy," and other radio programs, was one of the passengers on the ill-fated Silver Meteor, which was derailed this week in South Carolina. Lord was unharmed, but received several cuts and bruises, despite which he worked side by side with other passengers in a rescue team.

Crosby Is Defendant In Kraft Court Action

 Bing Crosby was yesterday named defendant in a suit for declaratory judgment and injunction proceedings, filed against him by the Kraft Food Co., in the Supreme Court of New York, N. Y. County. The complaint alleges that Crosby has refused to continue appearances on the Kraft Music Hall radio program in NBC in conformation to the agreement existing between Crosby and Kraft. Action

(Continued on Page 3)

Seek Construction Permits For Six New FM Stations

Six applications for construction permits for new FM stations and two applications for standard stations were announced yesterday by the FCC. Filings included: J. W. Woodruff, trading as Atlanta Broadcast Co., Atlanta, Ga.; Virginia Carroll, James S. Beatty, Jr., and William C. Beatty.

(Continued on Page 3)

Stresses Necessity Of 'Selling' Industry
To Public; 1946 Meet To Chicago;
Plan News-Freedom Group

KBS Business Jumps
53% During Past Year

Figures released yesterday by the Keystone Broadcasting System reveal a sharp increase in business during 1945, its fifth year of operation, as compared with the previous year. At the same time, the web announced 1946 contracts calling for substantially more billing than last year. Gross billing for 1945 increased 53

(Continued on Page 6)

American Meat Institute
Sponsors Warring On NBC

The American Meat Institute, Chicago, will sponsor Fred Waring and the Pennsylvanians on Tuesdays and Thursdays (10 to 10:30 a.m., CST) over the full NBC network of 149 stations, starting Jan. 15. Contract is for 52 weeks and was placed through Leo Burnett Co., Chicago.

Atomic Bomb Authority
Will Address IRE Group

Maj. Gen. Leslie R. Groves, director of the atomic bomb project, will be the principal speaker at a joint meeting of the Institute of Radio

(Continued on Page 6)

Certified Poll Preview

Interesting trends in the ballots for the nation's "All American Radio Program of 1945" were revealed yesterday by Ross Federal Research organization which is conducting the annual certified poll for RADIO DAILY. In Boston, voting shows Fibeber McGee and Molly Wordsing in the commercial programs classification with Fred Allen garnering the most votes as favorite comedian. Lowell Thomas ranked first among the Boston press in the commentator category and the "Hit Parade" enjoys the most popularity among the popular musical shows.

Monday—Report on Los Angeles

To-Day—319 Certified Votes—"All American Radio Program of 1-45"

West Coast Bureau, RADIO DAILY

Hollywood—Radio should use its media to sell industry to American public was the recommendation made by Edward M. Kirby, NAB's public relations counselor to NAB board of directors which opened sessions at the Hotel Roosevelt yesterday. He stressed that in a world made small by airplane and radio the issue will soon be that of government owned radio or free enterprise radio in the United States.

"We shall not rest on our laurels.

(Continued on Page 3)

REC Presents Check
To Veterans Guidance

A check for $1,013.62 was presented to the Veterans' Guidance in Advertising council yesterday by Murray Grabham, president of the Radio Executives Club of New York at the latter's mid-year business meeting at the Hotel Roosevelt. The amount was raised by the REC as a result of a raffle conducted shortly before Christmas, prizes for which were awarded

(Continued on Page 6)

Consolidated FCC Hearing
For Two Indiana Groups

Washington, D.C., RADIO DAILY—FCC yesterday designated for consolidated hearing the applications of two Indiana groups, including a theater chain, for similar

(Continued on Page 2)

Scholarships
A $500 citizenship award to the college student of highest citizenship, will be given to the mid-west high school senior girls by Burridge D. Butler, president of WLS, in honor of his wife, the late Mrs. Butler. The award is open to girls in rural and village schools who are not older than 20, and goes to the one girl in Illinois, Indiana, Wisconsin and Michigan.
Coming and Going

TOM SLATER, Mutual network's manager of Electronics and Spirits, returned yesterday from Montgomery, Ala., and San Francisco. He covered the Blue-Grey and Shriner East-West all-star football games.

ALAN YOUNG and the entire cast of his Tuesday program heard on WJZ and the American network, have left for Hollywood, where the comedies will make its film debut with 20th-Century-Fox.

J. P. LOUNSBERRY, executive vice-president of WAAB, is returning next week from Michigan for confabs with the national representatives of the station.

RALPH S. HATCHER, station relations manager in the central division of CBS, is on a short business trip.


Charles Benzinger, Columbia network publicist who served three years in the Army Air Force, has received his honorable discharge and has rejoined his chores in the press division of the web.

Norman Knight, general manager of WJZ, Morgantown, W. Va., will be in New York the week of Jan. 9 for a visit with Mutual network officials and talks with media ex-ecutives of the West Virginia Radio Corporation's proposed FM plan.

Walter Beadell, who in 1943 left the Chicago office of Joseph Henegar McGilvra, Inc., national station reps, to join the U. S. Navy as radar specialist, has received his honorable discharge and has returned to the Windy City branch of the McGilvra organization.

MBS Opens New Studios

At Web Headquarters

(Continued from Page 1)

structed view of the entire studio area. Built adjacent to one another, the studios are isolated only by a 12-inch wall with an additional interior wall that is mounted on rubber and springs separated from the main wall by rock-wool blankets. Ceilings are hung from the building ceiling by means of springs, and the floor is floated on springs to prevent shock and extreme noise from vibrations transmitted by the building itself. Bumpers mounted on springs have been constructed along the base to prevent sound effects equipment and pianos from bumping against walls.

The studios are separated from the main halls by means of sound locks equipped with double doors. The new control desk provides a means whereby a remote broadcast can be fed to the studio without disturbing the program in progress. The control desks include facilities for handling programs originating from two points such as New York and Chicago.

The studios are also air-conditioned, each having its own controlled thermostat to regulate temperature. Acoustically the new studios feature non-parallel surfaces which reduce the tendency of the room to resonate at one particular tone.

Consolidated FCC Hearing

For Two Indiana Groups

(Continued from Page 1)

facilities in new standard stations. Syndicate Theaters, Inc., requested construction permit for a new station at Columbus, Ind., to operate on 1130 kilocycles, 500 watts, daytime, and the Universal Broadcasting Co., Inc., Indianapolis, had requested construction permit for a new station at Indianapolis, to operate on 1130 kilocycles, 10 kilowatts, unlimited. The FCC also announced the application for transfer of control of Mythios Radio Co., Inc., licensee of WHDH, Boston, from Alice E. Matheson and Ralph G. Matheson, to Fidelity Broadcasting Corp., a newly formed corporation wholly owned by Boston Herald-American Corp. Under the terms of the transfer, not less than 90 percent of the outstanding common stock would be sold for a total of $232,307.

Byuts Time On ABC Co-op

Philip Morris & Co., New York, this week began sponsoring Kiernan's News Corner, ABC co-operative program on Station WJZ, New York, in behalf of Fleetwood cigarettes. Philip Morris will sponsor the program, featuring news commentary by Walter Kiernan, Monday through Friday, from 6:05 to 6:15 p.m., EST. Cecil & Presbrey, New York, is the agency.

Spotlight

There's a gang of skaters or that... but the light is focused on the star. It's always been that way with champs.

Aacetomised as we are to spotlights... we still feel pretty good every time smart time buyers ask

"How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town.

And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.

Financial

(Thurs., Jan. 3)

NEW YORK STOCK EXCHANGE

Net High Low Close

Am. Tel. & Tel. 190 192 189 188 187 186

CBS 45 45 44 44

Crosby Corp. 33 33 32 32 31

Far East Trust & S. 151 151 150 150

Genco Electric 47 47 44 45

Jewett 44 44 43 44

Philo 44 44 43 44 43

RCA Common 174 174 167 167 166

RCA Preferred 150 150 148 148

Stewart-Warner 25 23 23 23

Westinghouse 24 24 24 24

Zenith Radio 40 40 40 40

NEW YORK CURRENCY EXCHANGE

Kessinger Corp. 221% 222% 222% 222%

Nat. Union Radio 72 74 75 75

OBER THE COUNTER

Bid Asked

DuPont Ltd. 97 95 102 102

20th Century Fox 28 28 28 28

WCAO (Baltimore) 24 24

WJR (Detroit) 31 31

'Long Lines' Will Stay

If Phone Workers Quit

(Continued from Page 1)

affiliates of the telephone company, officials said, and the workers have stated that they will not join the strike.

Even if the employees did strike, it was pointed out, the jobs would be filled by personnel from the nears since a tie-up of Long Lines would seriously hamper broadcasting.

It was previously thought that a nation-wide strike of telephone workers would pull out personnel on the Long Lines, which carry a much wider range of frequencies than the normal telephone line.

WANTED

PRODUCER—by live station in excellent market, to handle morning show and other productions. Producers with solid credentials who are interested in this position has unusual opportunity. Send qualifications and salary to John M. Ford, Radio Daily, 1301 Broadway, New York, N. Y.
Crosby Is Defendant
In Kraft Court Action

(Continued from Page 1)

was filed by the Kraft company attorneys, Reed, Abbott & Morgan.

John H. Kraft, president of the Kraft Foods Co., yesterday stated that

the contract between Kraft and Red Skelton, who founded Kraft in 1937 for services
during that year and with options
to renew each year to 1930. We
have exercised these options to date and have notified Crosby the options
for 1966 is being exercised.

At least Not Unexpected

"However, Bing claims no agreement
is in force, and Kraft has therefore
filed this action in order that the
court can determine whether their
contract continues and is enforceable.

Crosby has been on a vacation most of
or less the entire summer, and reports and
news of his activities have been
heard from time to time in connection with
deals involving radio stations other than Kraft.

Seek Construction Permits
For Six New FM Stations

(Continued from Page 1)

doing business as York County Broad-
casting Co., Jack Hill, S., C., William
C. Forrest, Greenfield, Wisc.; Santa
Clara Broadcasting Co., San Jose, Cal.;
Gazette Printing Co., Janes-
ville, Wis., and the Radio Voice
of New Hampshire, Inc., Manchester,
N. H.

Orlando Daily Newspapers, Inc.,
Orlando, Fla., applied for construc-
tion permit for new standard station
to be operated on 1300 kilocycles, power of
1 kilowatt, unlimited, and W.
W. Souch, Jr., Sam H. Campbell,
Jr., and W. Henry Lancaster, Jr., Dur-
ham, N. C., applied for construction
permit for new standard station to be
operated on 1310 kilocycles, power of
1 kilowatt, unlimited.

KSO Asks Assignment

The FCC has announced the appli-
cation for voluntary assignment of
KSO, Des Moines, Iowa, from Kings-
ley H. Murphy to the Murphy Broad-
casting Co. Under the application total
stock in the new company would be
issued to Murphy, amounting to 2490
shares of common stock at $100 par
value.

YOU SELL WITH

 Excellent listener loyalty in the rich industrial and agricultural area
it covers—Delaware, Southern New Jersey, parts of Pennsylvania,
Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Representative: PERS. H. RAYMER

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

RADIO DAILY

Selling' Radio To U. S. Public,
Kirby Tells NAB Directorate

(Continued from Page 1)

Kirby emphasized. He believes Ameri-
can system can continue by im-
proved public service and reminding
public of its service and said the pub-
lic is pretty well pleased with war
job that was done by industry.

1946 Meet To Chicago

The directorate named Chicago as
site for annual meeting for conven-
tion was held in Chicago.

The meeting was held on Tuesday
February 7th, 1946.

It authorized President Miller to
obtain a committee on radio free-
dom and news in all parts of the

NAB District Meetings

16th District—Roanoke Hotel,
Hollywood, Jan. 30-31; 19th Dis-
trict—Fairmont Hotel, San Fran-
isco, Jan. 20-22; 22nd District—
Hotel Olympic, Seattle, Jan. 14-15;
23rd District—Mountaineer Hotel,
Omaha, Jan. 25-26; 14th District—
Broadway Hotel, Denver, Jan. 28-30;
11th District—Hotel Colorado,
Denver, Feb. 1-2; 3rd District—
Tulsa, Feb. 3-5; 6th District—
Peabody Hotel, Memphis, Feb. 7-8.

Tentative Dates: 11th District—
Hotel Nicolet, Minneapolis,
March 18-19; 4th District—Pentagon
Hotel, Grand Rapids, Mich.,
March 21-22; 9th District, March 25-26;
10th District—Hotel Collins, March 26-29; 4th
District—Cavalier Hotel, Vir-
ginia Beach, Va., April 11-12.

Full details on NAB committee meetings will be
scheduled for April.

world. This is an indirect result of
American broadcasters mission to
Europe where broadcasters saw at
first-hand results of State-operated
radio.

Ivar Petersen, formerly assistant
general counsel of the KALB and
head of management, was assistant
director of the new
Employer-Employee Relations
Committee, effective Feb. 14.

Following requests from broad-
casters in various parts of the
country for uniform time, the board will
vote on a resolution to Congress asking it to

Eric Johnston, president of the
Motion Picture Association of Amer-
ica, and Byron Price, newly appointed
vice-president of MPAA, have been
invited to attend a banquet being
given Friday night by the Southern
California Broadcasters Association
in honor of the NAB board of directors.

This will mark the initial meeting of
President Justin Miller of NAB and
Johnston, and will also be a reunion of
of the NAB board of directors, and Price,
all of whom were prominent in the
U. S. Office of Censorship.

Among members of board of direc-
tors attending sessions here are Clair
McCollum, Carl Wahl, John Ryan, William
B. Evans, Hoyt B. Wooten, Les John-
on, Campbell Arnoux, P. Morley.
MUSICAL director Al Sack and Marlin Hunt, star of "Seulah" over CBS for which Sack wife the baton, are now collaborating on a series of new songs which will be introduced on the program. First is one appropriately titled "Lazy Bill." John Guedel Radio Productions has taken additional space in the Plaza Hotel to handle details on the Red Skelton Show and the Carmen Cavallaro Show. Gloria Hunt, secretary, and Keith McLeod, director of the Skelton Show, will be quartered there.

Tony Martin and Tommy Rigs made their first radio appearance since release from the service on Armed Forces Radio Service's "Mail Call." The Wade, as he is billed, will continue as m.c. with Connie Haines, Meltones, Jack Douglas and Wally Mahor rounding out the cast.

Seventeen-year-old Lucynn Polk will be featured vocalist with Kay Kyser's orchestra on NBC's "College of Musical Knowledge," starting immediately. Lucynn will be the permanent replacement for Georgia Carroll, who is ill.

Personal Post-Cards...!

- IRVING BERLIN: ASCAP will hand you a full spoon of soothing syrup before the month is over, so don't do anything rash.... MILTON BROW: Have you made another fortune in the Shenelly stock rise? Again and again and again.... WM. S. PALEY: What's the big paw-wow all about? Understand there are plenty of important changes in the wind.... RUTHRAFF & RYAN: What's all the big doings going on in your neighborhood in the husk-hush manner?.... HUB ROBINSON: Are Footy, Cone and Belding buying a third half-hour for Floorpless?.... WALTER HOWIE: The story of the shakeup at Hearst's American Weekly is dynamite that's too hot for anyone's handler.... BILLY ROSE: What's with you and Donald Fitzgerald?.... DORIS SHARP: Is it true that Roy Tele is going out of business with Radio Registry taking over their clients?.... WALTER WINCHELL: Marshall Fields' big deal will involve the frozen foods industry.... XAVIER CUGAT: A group of New Yorkers will offer you the defunct Club London. Fifty per cent of the gross for your end if you play there.... ORSON WELLES: Bill Becker's production of "Leave Her To Heaven," now a top grosser, proves your contention that a radio background is a de luxe school station.... CLAUDETTE COBERT: The audition was great, my coast spies tell me.

Abernathy Gets ABC Post As Night Program Manager

(Continued from Page 1) nouncing staffs of ABC and NBC. Before his appointment he served as announcer on a variety of programs for the American web. Other announcements by Barry included: James W. Rixler appointed assistant manager of the ABC music department. George Sax and Edmond Stevens will continue as assistant night program managers. Raymond Diaz is to be supervisor of night program and continues as supervisor of announcers.

Philip Frank Joins BMB

Philip F. Frank has joined the Broadcast Measurement Bureau in charge of subscriber service and educational activities dealing with the use of SMB data by stations, advertisers and advertising agencies, it was announced yesterday by John K. Churchill, research director for the bureau. Frank comes to SMB from the business department of the American Broadcasting Company. Previously he was public relations director of Associated Transport, Inc. and copy chief of the F. W. Preile Company.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas. IT'S A DONALD PETERSON PRODUCTION

McFadden Returns To NBC

Tom B. McFadden has returned from the armed forces to the news and special events department of NBC as a news writer, it was announced this week. He has been with NBC since 1934 and a member of the newswroom staff since 1935.
Requests For Power Boosts pacing Applications at FCC

Washington—Headlining a flood of applications for power boost at Federal Communications Commission headquarters is the request of the Blue Grass Broadcasting Company, Versailles, Ky., to operate on the 940 band with one kilowatt unlimited. Also, George Lewis and David P. Gullette, Williamsport, Pa., to operate on 1340 band with one kilowatt unlimited. The Tulpehocken City Broadcasting Co., McKeown, Pa., to operate on 1790 kilowatts with one kilowatt daytime only; John W. Davis, Portlou, Ore., to operate on 1940 kilowatts with 250 watts unlimited; The Natrona County Tribune, Cooper, Wyo., to operate on 1250 kilowatts with 250 watts unlimited; O. B. Edsman, Bakersfield, Calif., to operate on 1230 kilowatts with one kilowatt unlimited. The Skyland Broadcasting Corporation, of Dayton, O., seeks to alter its application for a new station to request power of one kilowatt day and night and ten kilowatts during daytime. WOJO, Meridian, Miss., which operates on the 910 band, has asked for an increase in power from one kilowatt to one kilowatt and five kilowatts.

The application of the Chicago Federation of Labor to increase the power of its station, WGN, at Chicago, to 90 kilowatts was also received, with an amendment regarding direction.

The station operates on 1,000 kilowatts.

At the same time, Commission Denny okayed the move of United Broadcasting Company, Los Angeles, to amend its application for a new station to specify the 1470 band with 150 kilowatts day, and instead of the 1380 band with only 250 watts. KVAK, Atchison, Kansas, seeks to change its frequency from 1480 to 1500 kilowatts, thereby prospecting a challenge to the plans of WOAI. KVAK would also increase its operating power from 250 watts day and night to one kilowatt daytime only.

A number of applications for new stations were also reported, including the following: Radio Americas Corp., for stations in San Juan and Mayaguez, Puerto Rico, to operate on 790 and 890 kilowatts, respectively, each with one kilowatt unlimited; Pacific Frontier Broadcasting Co., Honolulu, for a station on 1340 kilowatts with 250 watts on the 690 band; North Jersey Radio to operate in Newark on the 1430 band with five kilowatts, and on the 540 band with 30 watts, currently using the facilities of WBYN, Brooklyn.

A. S. Abell Company, Baltimore, Md., to operate on 1250 kilowatts unlimited, with one kilowatt unlimited.

Display Tiers

Upwards of 300,000 customers of Milwaukee's Independent Packing House Supermarkets gravy chain will view the new wall and merchan- disis displays, promoting Pillsbury's Sin-Sleep Cake Frost and The "Grand Central Station" program. The campaign is being featured on the "Grand Central Station" program and in one of a year round series offered by WISN to sponsors who are clients sold in the sold in the miles markets.

"Listen Here"

First issue of "Listen here," a four-page, two-color station trade organ, "Boston Blackie" WTAG, for distribution to local clients and advertising agencies. Magazine is in counted stock and is imprinted over a mile de- noting the station's location on the dial. Organ contains a sketch and biography of a client, half-tones, a line in a half-tone personal note on advertisers, and columns on all aspects of radio, both local and national. A monthly publication, future issues will also contain general stories of interest to clients.

Special Check Vouchers

Check vouchers have been incorporated by Henry Souvaine, Inc., for broadcasting and entertainment pur- poses in paying a person or persons any amount desired without becoming involved with records or books. The condensate form of bookkeeping is attached to the check itself, ready- made to fill in the dates of the per- formance, the amount of the fee, the amount of each deduction and all other pertinent information necessary for tax purposes which may be retained by the artist.

Major Tincher Decorated

Maj. Robert R. Tincher, who returned December 26, from South Dakota, as general manager, after having served four and a half years in the Armed Forces, has received the Meritorious Service Award by the Commanding General APO 103, U. S. Army. The Bronze Star for meritorious service in connection with military operations.

"Boston Blackie" In New Slot

"Blackie" mystery program starring Richard Kollmar in the title role, supported by Maurice Tardin and Leslie Woods, and currently heard over WJAR, Providence, Yankton, S. D., has moved to WMAL, Washington, effective January 6, at 7:30 p.m., when it will be heard on Wednesday evenings.

Wayne Leaves "Cavalcade"

Milton Wayne, the assistant story editor on the "Cavalcade Of America," has resigned. He is succeeded by John Gibeau, who has been active in theatrical work for the past few years. Wayne's plans are not known.
**REC Presents Check to Veterans Guidance**

(Continued from Page 1)

at the annual Christmas party on November 30.

In accepting the presentation, Philip Kelly, chairman of the finance committee of the VAG, praised the zeal and patriotism displayed by such organizations as the REC in coming to the aid of veterans in their quests for jobs, homes, and advertising and selling. The Veterans Guidance project is one of several undertakings which, it is hoped, Kelly said, "will prevent the recurrence of any such situation as prevailed following the first World War when discharged service men were faced with no small difficulty in finding employment."

He further indicated that the widely-publicized work of aiding vets has not been without its cost, and pointed out that some have been expected, since a certain apathy on the part of the public, industry has been demonstrated, and that for the last two or three months "I want to impress upon you the importance of this cause, and the importance of this donation," Kelly told the group. The checks of the REC, "and to thank you sincerely for the help this check will be in attaining our goal."

The figure set by the VAG is $30,000, and a certificate of $21,000 which has been obtained to date.

Eion L. Borton, chairman of the board of the REC, and president of the Advertising Federation of America, announced that other cities throughout the country have followed the pattern set by New York in assisting discharged men, supervised by local advertising clubs. Importantly included among these cities is Boston, Mass.

Ruth Perry, executive director of the VAG, revealed that within six months the number of vets interviewed has almost trebled, indicating that the entire operation entails heavy expense and a great deal of time.

**Committees Report**

Reports on membership, finances and future plans for the REC were made to the attendance, also the recommendation by Grubhorn for club support to the annual drive of the Greater New York Council of the Boy Scouts of America.

Particular emphasis was laid on the membership phase of the proceedings, with a report by Marvin Kirsch, chairman of the membership committee, that out of 356 members present, only 38 of those in the junior group had not been introduced. He urged intensifying the membership drive by adding the committees.

Plans for a permanent home for the Radio Executives Club were discussed as a result of a suggestion by Claude Barrere, treasurer of the club, and it was decided that a committee be appointed to study possibilities for such a home.

Seated at the speakers table were: Philip Kelly, Mrs. Ruth C. Perry, and Eliza C. Born, members of the REC, and Grubhorn, REC president, and REC executive board members: Warren Jennings, Marvin Kirsch, Patricia Spaulding and Archie Braunfeld.

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**KBS Business Jumps 53% During Past Year**

(Continued from Page 1)

per cent over the previous year, and 14 per cent more advertisers employed the web's facilities than in 1944. The increases were attributed in large part to the end of the war and a subsequent intensification of sales activity by national advertisers in the "beyond-metropolitan" markets served by the network.

This year, according to Michael M. Sillerman, president, KBS will increase its programming activity in an effort to bring to the small stations programs that will build audience as well as represent revenue. To this end, the web will pick up many of the major wire network shows, Lam 'n' Abner, Burns & Allen and others are presently included in the KBS serving, and a number of new "you-see-it" programs are to be added during 1946.

In the months of war, he added, KBS, through its affiliated outlets released programs that tied in with the war effort in the aggregate of 45,180 station hours.

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**Atomic Bomb Authority Will Address IRE Group**

(Continued from Page 1)

Engineers and the American Institute of Electrical Engineers to be held Jan. 23 at the auditorium of the Engineering Society in New York. He will speak on "Some Electrical Engineering and General Aspects of the Atomic Bomb Project."

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**Atomic Bomb Authority Will Address IRE Group**

Presentation will be held at the IRE meeting at the Hotel Astor. The categories of subjects and the number of papers to be given in each are as follows: Electrical Engineering, four papers; Electronics, four papers to be presented Thursday morning, January 24; Frequency Modulation and Standardization, four papers on television, radio, and Broadcasting, a series of Saturday programs, starting January 12... program will feature platters by Columbia Recording artists with Martin Block, emcee. Marsha the (Mail) Reye, currently featured on Nicky Blake's Carnival Cafe in Gotham, has collaborated with Blackie Warren on a double-talk bit of five titles, "Thank You Very Large." Songflats McG has named Danny O'Reilley "outstanding new singer of 1944.... Al ("Confessin") Neburg and Henri Wood have placed a possible hit-parade. There is no Go Beaming" again, with Jewelry Musical. The New Wednesday listeners will be CBS-tuned on "Great Moments In Music" show with all-freight Kreisel music-ale... the distinguished violinist unknown to many, is one of ASCAP's top-ranking composers. Courageous Jane From may regain the use of her leg after her recent (18th) operation. Patty Maloney, "Dudely's Tavern" Maestro, cliffed "Moonlight Propaganda" for the 20th Century-Fox flicker, "Elten On The Keys."
Predict Heavy Demand
For Tele Sets In '46

Six of every 10 consumers will buy television receivers during the next two years, discounting the theory that video will be an expensive item in the average home, Leonard F. DuMont said today, Jan. 4, in a broadcast direct from the Hotel Edison. Miss Stupell will reveal her ideas on how to keep the momentum going a long time beyond the honeymoon period. Among other suggestions, Carole will describe her "love seat" idea, intruding "just-for-live" services that make it easy for any bride to have a series of provocative settings to make her husband feel that every dinner is a special one. Added to the list of returned veterans who have been reinstated in their former positions are Edward Kissner, Joe Girard, Tom McClos, Edward Martin and Bernard Zimoff in the engineering department; James Fee, Richard Dia and Walter Scott as musicians. In addition, Guillermo Miranda has returned to his former position as announcer.

MASSACHUSETTS——ARLINGTON—Radio WGBH’s, the mother of WGBH’s Food Fair program, which is broadcast daily, has been invited to address the Boston Steward’s Club at the Hotel Lenox where she plans to outline to the women who appear on the program how to plan for good food and service. Lieu- tenant Henry Green, Arch MacDonald and Wendell Davis, all of the U.S. Navy, have returned to their former positions at WBZ. In returning, Greense transferred from the service to the sales dept., while MacDonald renews the announcing staff and Davis the news room.

MISSOURI——CAPE GIRARDEAU—For the sixteenth consecutive year, the KYFS Christmas Tree Club collected toys for the needy children of Cape Girardeau. Three weeks prior to Christmas, a daily fifteen-minute program was presented by Virginia Bahn, the Christmas Tree Lady who appealed to all the children to bring their toys new and old, to the KYFS radio station at a monetary value of the Christmas Tree Club. The toys were then distributed by the station to various charitable organizations of the community, who in turn distributed to individual needy families.

MORGANTOWN—Normal, Arch., general manager of WJIN recently announced that all out-of-town basketball games played by West Virginia University will be broadcast on a local radio station. Handling the play-by-play accounts of the game will be Charlie Swenson, veteran sportscaster and co-founder of WOAI, for permission to increase the station's power from 50 to 75 kilowatts. The application also asked for permission to receive a frequency assignment and antenna of the station. Howard Davis, manager of WJIN, recently asked for a permit to operate at a 10,000-watt FM station which he expects to have in operation before June.

NEW YORK——NEW YORK. — The Four Leaf of Your Table or the Ground,” is the subject of Carole Stupell’s talk in an interview with Miss Stupell, which is being broadcast by WJIN, a broadcast service with sports celebrities and recorded by use of WJIN’s new magnetic wire recorder to be played back at later dates. The program, in the consecutive year that WAFI has broadcast West Virginia basketball games... HUNTINGTON—Elle K. Perkin, formerly associated with WCHS as news editor, has been transferred to WSAZ as continuity writer and writer of local news.

LOUISIANA——NEW ORLEANS.—Diners in the Roosevelt Hotel coffee shop and fountain lounge were given a chance to earn canceled lunch checks, theater tickets and cash prizes when they participated on the new variety show, "Bunches on Board," which will be heard on WWL Jan. 2. Similar in format to the "Breakfast Date" series, formerly heard in New York, the "Bunches on Board" series will be presented Mondays through Fridays with Deane Long, WWL production manager, as emcee and Ray McNamar, organist, providing the music.

NORTH CAROLINA——WASHINGTON—WWRF announces two returning veterans to its staff. Ell O’Con-me is married to a Washington girl is with the outlet as an announcer, and Ben Reebuck, Jr., an ex-engagé of the 23rd Marines, Fourth Division, and a graduate of the University of North Carolina is now a continuity writer and announcer.

OHIO——MARYSVILLE—Jerry Kingmore, president of the Mid-State League, announced recently that WWJF plans to award an annual trophy to each of the Mid-State League’s winning basketball teams. At present, teams include St. Mary’s, Mount Gilead, Marysville and Richwood, with additional teams expected to join shortly. Robert T. Mason, president of the Marion Broadcasting Company, originated the idea of selecting the champion team to stimulate interest among the teams and to encourage the league’s growth.

Cleveland—Amuse Cleveland’s “Meeting of the Air” appeared in Cleveland, Jan. 3, as the first in a year-long series of important events as the celebration of the city’s 500th anniversary commemoration. The program was presented over WHO from the Music Hall of the Public Auditorium, with Don Herbert C. Haskaler of Cleveland College serving as chairman.

Send Birthday Greetings To
Jan. 4
Burton Fellows
Eustis, FL

Jan. 5
Sylvia Ansen
Blanche Ahearn
Centerville, IA
Chefred, IA
Gilbert Ralston

Ruth Fischer
Jan. 6
Belen Nunez
Lou Toppe
Dick Toppa
Trevor Adams
Maurice Hara

WANTED
Copywriter for radio network—Agencies or radio experience in space and mail. Send resume to Box 104, Radio Daily.
1501 Broadway
New York 18, N. Y.
Thanks to 20th Century-Fox for a great picture score

5 hits featured in the romantic comedy DOLL FACE

HERE COMES HEAVEN AGAIN
A HUBBA-HUBBA-HUBBA (Dig You Later)
SOMEBODY'S WALKIN' IN MY DREAMS
CHICO, CHICO (From Porto Rico)
RED HOT AND BEAUTIFUL

With a bow to the hit writing team of HAROLD ADAMSON and JIMMY McHUGH

"DOLL FACE" features PERRY COMO, VIVIAN BLAINE, CARMEN MIRANDA, MARTHA STEWART and DENNIS O'KEEFE

ROBBINS MUSIC CORPORATION • 799 Seventh Avenue, New York 19, N. Y.
Order New FM Hearing

Benton Criticizes Nets’ ‘Exclusivity’ Demands

NBC and CBS were castigated Friday by Assistant Secretary of State William Benton for the networks’ practice of demanding exclusive rights for speeches other than the President’s. Benton’s statement came after he was showered with criticism when he became known that up to the minute he planned to give exclusive rights to NBC for the recent broadcast of Secretary of State by the networks.

Benton has been known that the FCC chairman, Paul Porter, involved in 1 dispute just when the wires were (Continued on Page 2)

Marks Resigns FCC Post

Washington Bureau, RADIO DAILY—Leonard B. Marks, assistant to the general counsel of the FCC, has resigned to enter private practice. It was announced Friday.

Marks, who has been with the Commission less than three years, resigned effective today and will enter private practice with Marcus Cohen, former chief of FCC's field section, known as a prominent radio lawyer, Marks (Continued on Page 2)

NAB Asks AFM Peace

In Directive To Miller

West Coast Bureau, RADIO DAILY—Los Angeles — The NAB Board of Directors on Friday, directed its president, Justin Miller, to renew his efforts for a conference with James (Continued on Page 7)

Treasury Seeks Aid

Of Radio During 1946

Although official board heard with the Victory Loan, continued radio programs of the sale of Government Savings Bonds and Stamps has been planned by the radio section of the War Finance Division of the Treasury Department.

Slated for mailing this weekend are thirty each of station breaks, one minute and 30-second announcements (Continued on Page 8)

FCC Schedules Public Session Jan. 18

As Result Of Zenith Corporation’s Request For 42-50 mc. Band

Washington Bureau, RADIO DAILY—The FCC’s battle with the Zenith Radio Corp. over assignment in the FM band was blasted back into the open Friday when the Commission ordered a public hearing on the subject following a strong worded petition from the company.

Titan’s decision to hold a public hearing came almost immediately upon receipt of the petition, which was filed last Wednesday. The Commission set January 18 as (Continued on Page 8)

CBS Gross Billings

For 1945 Announced

Total gross billings of Columbia Broadcasting System during 1945 was $57,734,853 against a total of $68,791,519 during the year 1944. Differentials were due largely to cancellations of commercials during the period of mourning following the death of Franklin Delano Roosevelt and the (Continued on Page 7)

Gallicchio Succeeds Shield

In NBC-Chi. Musical Post

Joseph Gallicchio, NBC staff conductor for 23 years, has been named musical director of the NBC Central Division, replacing Dr. Roy Shield, recently appointed musical conductor for NBC in New York. Bernard (Whitney) Bogenst, veteran staff pianist, becomes assistant musical di- (Continued on Page 7)

NABC Asks AFM Peace

In Directive To Miller

West Coast Bureau, RADIO DAILY—Los Angeles — The NAB Board of Directors on Friday, directed its president, Justin Miller, to renew his efforts for a conference with James (Continued on Page 7)

Postponed

CBS on Friday, announced postponement of the press demonstration of color video telecast to begin today because of "the widespread epidemic of influenza." Dr. Peter Goldmark, director of engineering research and development, said that new dates would be set as soon as possible, and hoped that the new high-powered transmitter will then be available.

PTOSSionate

CBS on Friday, announced postponement of the press demonstration of color video telecast to begin today because of "the widespread epidemic of influenza." Dr. Peter Goldmark, director of engineering research and development, said that new dates would be set as soon as possible, and hoped that the new high-powered transmitter will then be available.

Good Choices

Bing Crosby and Kate Smith have been chosen as radio’s co-chairmen in the campaign for the Sister Kenny Foundation for Infantile Paralysis, having for its purpose the treatment of underprivileged victims of the disease. The two stars will work from opposite sides of the nation, Bing to the West coast and Kate giving her attention to the East.

Changes

Bing Crosby and Kate Smith have been chosen as radio’s co-chairmen in the campaign for the Sister Kenny Foundation for Infantile Paralysis, having for its purpose the treatment of underprivileged victims of the disease. The two stars will work from opposite sides of the nation, Bing to the West coast and Kate giving her attention to the East.

Certified Poll Preview

“Information Please” and “Lux Radio Theater” are running neck-and-neck in the commercial program classification as ballots in the Los Angeles area are being counted in RADIO DAILY’s certified poll to select the nation’s “All-American Radio Program of 1945.”

Los Angeles

Fulton Lewis, Jr., has the edge in the coast polling for the nation’s No. 1 commentator and Fred Waring’s orchestra ranks high in the balloting for the most popular musical show. The west coast balloting, according to Ross researcher reports, indicates high listening percentages among the press in the Los Angeles-Hollywood sector, with most newspaper men and women completing answers to the 26 categories on the ques-

Tomorrow—Report on Chicago

0-Day—406 Certified Votes—“All American Radio Program of 1945”
"Exclusivity" Demand By Webs Draws Criticism From Benton

(Continued from Page 1)

Benton, in his statement, defending his actions and criticizing NBC and CBS, follows:

"When Secretary Byrnes returned to Washington on Dec. 28th, he indicated that he wished to make a radio report on the Moscow conference at 10 o'clock Sunday evening. I communicated with the Washington offices of the five networks and with the Washington Independent, WINX, agreed to try to carry the broadcast on a sharing basis open to all.

"Later on NBC refused to carry Secretary Byrnes' talk unless it was given to them 'exclusively' (though NBC made one exception in favor of WOR). I thought it was imperative to secure maximum coverage for the Secretary's talk about seven o'clock on Sunday afternoon. I agreed to give the broadcast to NBC on an exclusive basis (plus WINX). CBS carried the Secretary's talk on his return from the London conference last October, also on the same terms—CBS insisted that it was impossible to carry the broadcast only on an exclusive basis. On that occasion, NBC was forced reluctantly to the CBS exclusive, upon their insistence that they would carry the broadcast exclusively or not at all. This precipitated a justifiable protest from Mutual and WINX and I entered into an extensive correspondence with CBS on the principle involved.

ASS. MDS Cut Off

Throughout Saturday afternoon, Dec. 29th Mutual and the Associated Broadcasting System were eager to carry the Secretary's talk regarding the conditions under which also carried it. When I felt forced to concede to the rules of NBC, in order to secure the coverage offered by the NBC network, Associated, who had no reservations on any subject of mine but because NBC refused to carry the broadcast only to anyone else. This put me and the State Department in a most unfortunate position; I was forced to choose between the network in question and the thoroughly justifiable charge of discrimination.

On Sunday evening the broadcast, through a change in ruling by NBC, was opened up to Associated and Mutual, and CBS also decided to carry it. However, this was achieved only after many phone calls by me and to me during Saturday afternoon and evening. On one of these phone calls was my call to Paul Porter. Mr. Porter received a complete explanation of Mutual's position in deciding to give the broadcast to NBC exclusively and I understand he communicted with some of the network people in an effort to avoid having a formal issue made of the dispute.

I am deeply sympathetic with the general difficulties of the networks. If they did not protect themselves from the demands of Government agencies and from the desire of public and political figures to secure maximum access to the air, they would be exposed at all times to requests for time which are not warranted and which are not, in fact, in the public interest, convenience and necessity.

"Yet the practice of NBC and CBS by which they demand the exclusive right to broadcast except one by the President, does not cover the requirements from the standpoint of the public interest on such speeches as those of Secretary Byrnes on his return from London, and on his return from Moscow. These speeches rank among the most important public utterances since the end of the war.

"This is not a question for the State Department. I should not be asked to take the responsibility for the dilemma of either failing to give Secretary Byrnes adequate coverage for such speeches or, alternatively, refusing to permit coverage of them by WINX, Associated or Mutual.

Asks Web To Reconsider

"It is my belief that the industry should examine its present editorial policy. I should be able to offer all such important speeches by the Secretary—speeches which were not originated by any network or sponsored as special extra features for only one or one of all networks or stations interested in carrying them. I should be able to do this on a basis which will result in satisfactory coverage for the speeches and, in fact, for maximum coverage. The industry, itself, in its own best interest, as it seems to me, should examine its practices—so that such procedures become possible, so that we may ease our way into the rules and the consequences are understood by all.

"Surely many CBS stations wanted this broadcast and though it had been assigned to NBC on an exclusive basis, I received a phone call Sunday morning from one of my stations in its desperation was prepared to demand that a nearby NBC station permit it to secure the speech directly by wire from its nearby competitor.

"The issues of the week—order which took so much time on the part of so many people in governmental and the industry, seem to me to require rather rapid clarification.

"I hope I can assure, at least in so far as Secretary Byrnes' speeches are concerned, the action of NBC and CBS on Saturday evening in reversing their past policy has established a new policy for the future."

Marks Resigns FCC Post

As Assistant Gen. Counsel

(Continued from Page 1)

came to FCC in February, 1943. He came to Washington in 1942, serving in OPA legal division before his transfer to FCC.

Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-em-down storms that come out of the Carribean.

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now. If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H and it delivers the largest number of listeners-per-dollar-spent and Baltimore, you must recall, is a big five-station town.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-SWEEETON

Monday, January 7, 1946
THE WEEK IN RADIO

Now Strikes Threaten Radio

By Jim Owens

The latest additions to the nation-wide strike wave may spread to radio. Members of 48 unions of the National Federation of Telephone Workers are expected to join the walkout in a sympathy move within a week or two. Spokesman for T. & T. in Washington over the weekend, assured industry that long lines would remain intact, however.

Government representatives met last week with officials of General Electric and Westinghouse in a last minute effort to prevent a stoppage by electrical workers. The top ten news events of 1946 were polled by Radio Daily in a survey of the major networks' news and special events departments. In a New Year's Day radio talk Paul Vorter, FCC chairman, predicted "fantastic developments" in 1946, particularly in FM and television. He predicted that the number of FM stations now on the air would be trebled within the next 15 months.

Bing Crosby was defending in a legal action into the Kraft Food Co. (Kraft Music Hall), filed suit for judgment and an injunction againstenefit. . . The telecast of President Truman's address to Congress on Jan. 5, will also include events of the day at the White House. Truman is to be enthusiastic about tele, since it's in line with White House policy of "going to the people." Keytone Broadcasting System announced a 50 per cent increase in billing last year over the previous 12 months, advertisers on the web jumped 74 per cent.

Network heads issued their year-

Renew Coronet Show
Chicago — Renewal of "Coronet Front Page" over the full American Broadcasting Company network for 7 weeks, effective Jan. 21, has been announced by Gil Berry, ABC central television sales manager. Sponsored by "Coronet Magazine (6:50 to 9:00, CST), four-weeks through Fridays, business as placed through Schwimmer and Scott, Chicago.

Send Birthday Greetings To -
Jan. 7
H. R. Rauhhofer  Bert Georges
Art Stenger  Herbert Moodyson
Floyd D. Rogers, Jr.
Connect in Connecticut
WDRC
WASHINGTON 4 CONNECTICUT
WDRC-FM

Eastern Iowa

WMT

WMT is Eastern Iowa's only CBS station... which, of course, makes it Eastern Iowa's most popular station... reaching more than 1,200,000 people within its 2.5 my line... and offering the largest daytime coverage of any station in the state with its 0.5 my line (3,500,000 people). Iowa's best frequency—5000 watts on 600 KC is now enhanced by America's first new peacetime RCA 5F Transmitter.

WMT offers you tremendous low-cost sales in this "plus" market — this "WMTland-of-plenty" . . . Contact the Katz Agency at once for availabilities and latest market data.

WDNC
DURHAM NORTH CAROLINA
Represented by Howard H. Wilson Co.
Chalk up another first
for U. P. radio news—this time
for reconverting coverage!
News interest, like our troops,
is coming back home. World news is still
big news. But getting bigger all the
time is news of your home town
and heme state and other states close by.
U. P. has jumped into the
lead with a new radio wire system
to handle this new situation. It's a system
that brings you, no matter where you are,
both news of the world and of your
own backyard. The map outlines the set-up,
shows the zones and how trunk and feeder
lines carry news from and to every part of them.
United Press was the first big news
service to supply radio,
first with a coast-to-coast radio wire.
It's been first for a long time
in the number of clients.
It's the first to deliver news to stations
in all 48 states. Now it's first
again—in giving every region it reaches
the news that suits it best.

United Press
California Commentary

- Edgar Bergen is so contented with the facilities at the Pacific Civic Auditorium that he has dropped plans to use the auditorium in the Sunset building that he has purchased for $100,000. He has made four consecutive appearances at the Pasadena building and will continue his future broadcasts there. At Alberton and Maurice Gresham have resigned as KMPC account executives and have formed the Alberton and Gresham advertising agency. They have opened offices in the new radio building at 4300 Sunset Blvd., opposite KMPC. Gresham is from Chicago, while Alberton is a Los Angeles boy. Jim Basqueette is not “missing” any of the Ames ‘n Andy broadcasts, although he is a patient at the Cedars of Lebanon hospital, suffering from a heart attack. He plays “Gabby” Gibson on the air, and Freeman Gosden and Charles Correll, the comedians, have installed a radio in his hospital room, so he can hear the broadcasts. In the meantime, his part has been written out of the show.

- Smilin’ Ed McConnell, who moved his “Buster Brown” show from Chicago, has purchased a home in San Fernando Valley. Dale Issenuth, veteran tennis star and saxophonist, has received his honorable discharge from the Navy and joined Meredith Wilson’s orchestra on the Burns and Allen show. Dale’s brother, Pfc. Haskell Issenuth, now with Armed Forces Radio Service, expects his discharge soon and will join the Wilson musicians. Lucynn Polk, 17-year-old Sandpoint, Idaho, product, who is the new soloist on Kay Kyser’s “College of Musical Knowledge,” was discovered by Al Pearce while singing with her sister and two brothers as the “Four Folks” on a Seattle station. The four, more recently became known as the “Town Criers” on the Kyser show. Helen Burke, the original “Phone Girl,” has flown to Stockholm, Sweden, where she has joined her husband, Captain Robert Robb, who is assistant military attaché at the American legation. They had not seen each other in 33 months.

- Dr. Harry Skornia, head of the radio department of the University of Indiana, has completed his visit to Southern California and has returned to Bloomington. He managed a radio station before joining the Indiana faculty, and members of his classes put on dramatic shows and handle news broadcasts on seven stations in the Bloomington area. Another holiday visitor to the Southland was Fred, Harry Bohn, who is in charge of the University of Arizona’s radio department, and who was a scenario writer at MGM for several years before going to Arizona. Tom Brennan’s new film, “Breakfast In Hollywood,” is getting the biggest advance booking in years in the provinces. Mad Hatter Brennan has a half million publicists on the job. Every member of the 2,000 local “Breakfast in Hollywood” clubs meeting throughout the country, an average of 250 members each, has promised to beat the drums for the picture version of the radio program.

- Bob Stoddard, manager of KOH. Reno, Nevada, motored to Hollywood for conferences with Sidney N. Strots. NBC’s Western division major domo, and Jennings Pierce, the web station relations manager. Station managers are evidently rabid football fans, judging from the number that came to Pasadena for the Rose Bowl game between U.S.C. and Alabama. Karl Wyler, manager of KTSM. El Paso, and Frank Quin, manager of KOB, Albuquerque, were among those who were in Pasadena for the gridiron classic and the Rose tournament. Willard Warren, who rejoined KOMO, Seattle, as program director after serving as a Naval lieutenant, returned to Seattle after a visit in Hollywood and Laguna Beach.

NBC Joins BMB Group; Total Membership 605

(continued from Page 1) stations had become members. CBS, Mutual and ABC are already subscribers to BMB.

In a letter accompanying the contracts, Beville outlined to Hugh Felits, president of BMB, two previously stated reservations concerning the proposed methods of operation for BMB. NBC, Beville said, was not completely satisfied that the standard of listening "one day a week," as proposed by the measurement organization, would give all subscribers the type of data needed. He also expressed hope that a more effective method for "full disclosure" of network data could be provided.

"Despite its reservations," Beville added, "the National Broadcasting Company feels that BMB deserves full support in its first national project because we are convinced that broadcasting should have a uniform standard of measurement comparable to that employed by other media." Beville further made known that future participation in BMB will depend upon experience with the first project.

The announcement came as the NAB board of directors two-day meeting in Hollywood, was drawing to a close, at which J. Harold Ryan, ex-president of the NAB, and presently chairman of the board of BMB, announced that 65 stations are now subscribers to the service. This figure represents over two-thirds of the stations in the United States, and hopes was expressed by Hugh Felits, that the remaining number would be "brought into the fold" in the near future. Felits will participate in the regional meetings of the NAB, which began last week and which will continue through April.

Gains New York Post

Hollywood—Edward M. Kirby, here for NAB board meetings, announced that Lorraine Aron, a secretary of National Council of Women, will become manager of his New York public relations office.

Since the Lieutenant put his ad on WDFD Flint, he's sleeping better.
CBS Gross Billings For 1945 Announced

(Continued from Page 1)
commercial cancellations during the V-E and V-J days. Drugs and toilet goods again led the gross billings by industry classifications. Procter & Gamble company stopped the sponsor expenditures the past year with $5,358,496. During 1944, General Foods corporation headed the list with $5,379,098 expended. Ranked second again during 1945 was Lever Brothers Company with a total of $5,358,496. In 1944, Lever Brothers totaled $4,842,701.

Young and Rubicam, Inc., again appposed the list of agencies buying time on CBS. During 1945 the agency expended $4,982,243 against $7,968,397 in 1944. Dancer-Fitzgerald-Sample was ranked second in 1945 with a total of $6,495,769. In 1944, J. Walter Thompson Company was second with $7,091,514. The list of clients and agency billing will be found in adjoining columns.

Gallicchio Succeeds Shield in NBC-Chi. Musical Post

(Continued from Page 1)
ector of the Central Division, Gallicchio made his radio debut in 1923 as member of the Chicago Grand Opera orchestra. He became staff conductor of WMAQ in 1925, and joined NBC network in 1932. Berquist, with more than 17 years service with NBC, made his first broadcast from Chicago in 1912. He joined NBC in 1926 for the network's first national "Farms and Home Hour" as a pianist, and is now musical director of the hour. He also conducts the orchestra "Musicalian."
Lasky Selling KROW Stock; Seeks To Buy Seattle Outlet

San Francisco—Philip G. Lasky has resigned as general manager of KROW, Oakland, and is selling his stock interest in the station to Sheldon D. Sackett, who owned the station when it was sold to KPDQ, Inc., July 1, 1938, as a joint issue. Last summer, under the FCC docket order, he transferred his interest to Lasky and Sackett.

Last August, Lasky and a syndicate had an agreement to buy KXXA, Seattle, transfer of which was now pending before the FCC.

Hall Of Fame” Stars Guests Of Don McNelll

During their week’s stay in Chicago before leaving for Hollywood, Paul Whitman and Martha Tilton of the “Hall Of Fame” heard Sunday.

The “Hall Of Fame,” sponsored by Philco, will originate from Hollywood beginning Sunday, January 30th.

New Line Of Receivers Shown By Westinghouse

In the Furniture Mart here, although prices have not yet been approved by the OPA, the approximate range will be from $25 to $300, it was stated by Harold B. Dooley, chairman of the Westinghouse Division, who added that a broad variety of AM, FM, short- and long-wave sets would be added to the permanent exhibit.

Engineering feature of the line, according to Dooley, is the new Plenti-Power circuit which, he said, practically doubles the power output while employing the same number of tubes as the pre-war set. Record players are finally automatic, controlled by a single button, and can handle either 10-inch discs or 12-inch records. Feature of the table line is the Duo-axial combination from which the radio receiver may be removed for use as a separate set. Some smaller models include the Little J—jeans, a 3-tube, 10-inch plastic and metal model; and the Super 7, a seven-tube push-button combination.

“Betsy & Buddy” Renewed

The Plymouth Shops have renewed “Betsy & Buddy,” singing team, for their weekly stroll over WJZ, Wednesday nights, from 10:30 to 11:05. Agency is the Sterling Advertising Agency. The show is packaged by Basch Radio Productions, and produced by Charlie Basch.

Mrs. Howard P. Moore

Mrs. Howard P. Moore, mother of Mrs. Dorothy Lewis of the NAB, passed away last Wednesday in New York.

Baltimore’s Listening Habit

TIME BUYER’S JACK POT STARTS AGAIN THIS THURSDAY!

IF YOUR NAME ISN’T IN OUR HAT—CALL ANY HOLLINGER MAN.

MUTUAL BROADCASTING SYSTEM
Radio Meets Emergency

Durr Outlines Views On Future Of Radio

Declaring that radio has fallen “far short” of its potentialities, due largely to “advertising pressures,” FCC Commissioner Clifford J. Durr last night urged a “wider base of economic support” as a conception of broadcasting as a “public trust” as part of a seven-point program for a “truly free” radio of the future. Durr spoke at the opening session of the second annual Religious Radio Workshop of the Congregational Christian, Methodist and Presbyterian Churches at the Gamercy Park Hotel. Said Durr: “Shoddiness has been mingled with...

(Continued on Page 2)

KPO Summer Institute Planned With Stanford “U”

San Francisco—For the fourth successive year KPO will join forces with Stanford University in a summer radio institute in 1946, according to an announcement by John W. Elwood, station manager. Inaugurated in 1942, the KPO-Stanford radio institutes have proven so popular that they will continue as long as there is a demand by students, Elwood said.

Last summer’s institute was...

(Continued on Page 8)

Gov’t Int’l Cultural Move Draws Fire In Congress

Washington Bureau, RADIO DAILY
Washington—Congressional opposition to the State Department’s vast plans off an International Cultural and Informational Program was...

(Continued on Page 6)

Opportunist

Boston—Because Mirta Arkwell, 29, of Boston, played her lunch hour Friday to try out in the auditions held in the Opera House for a contract with the Los Angeles and San Francisco Light Opera Company, she is now on her way to stardom. Employed by the Yankee network as a continuity writer for musical shows, she was one of 150 who.

(Continued on Page 4)

Certified Poll Preview

In the Windy City, newspaper men and women gave the “Hit Parade” and Phil Spitalny’s “Hour of Charm” most of the ballots under the popular musical show category in RADIO DAILY’s certified poll to select the nation’s “All-American Radio Program of 1945,” according to Ross Federal Research organization. Raymond Gram Swing seems to have the edge in popularity among the commentators in the Chicago area, and it’s a close race between Bob Hope and Fred Allen in the comedian classification. Don McNeill, emcee of the “Breakfast Club,” rates high in Chicago’s estimation as the favorite “Daytime Variety Show.”

Tomorrow—Report on St. Louis

Experts All

Three of the nation’s experts on “all signal propaganda” will address a panel discussion group at the American Television Society today on “Television Transmission and Reception,” at the Hotel Sherman. They are: Dr. Thomas T. Goldsmith, of DuMont; W. L. Lowren, RCA Victor division of RCA; and M. Levy, Emerson Radio and Phonograph Co.

Washington Bureau, RADIO DAILY
Washington—Edward J. Noble and Mark Woods, chairman and president respectively, of the American Broadcasting Company were hosts yesterday at a luncheon in honor of Mrs. LeRoy Mark at the Hotel Mayflower. Washington, D. C. Mrs. Mark’s late husband was the founder of the former ABC net (Blue Network) in this city.

Woods presented Mrs. Mark with a...

(Continued on Page 7)

Consolidate Gov’t Radio Activities In ‘Frisco

San Francisco—The San Francisco office of the National Broadcasting Division of the State Department has just announced the merger of...

(Continued on Page 4)

Radio Daily
The National Daily Newspaper of Commercial Radio and Television
VOL. 34, NO. 5 NEW YORK, N. Y. TUESDAY, JANUARY 8, 1946 TEN CENTS

To-Day—502 Certified Votes—“All American Radio Program of 1945”

See Col. Oldfield

Col. Barney Oldfield, public relations officer of the 32nd Airborne Division, is in New York to handle arrangements for the Victory Parade to be held on Jan. 12. Captain Oldfield, who is headquarters of the 32nd, will serve as vice-chairman, according to special interviews or parade pickups for the parade which will be held next Saturday.

(Continued on Page 2)

Benton Defends Action On Byrnes’ Radio Talk

Washington Bureau, RADIO DAILY
Washington—Stromer, chief of the State Department’s handling of the airing of Secretary of State Byrnes’ Moscow speech last week continued Tuesday with President Truman reported asked over the alleged flap.

Meanwhile, Assistant Secretary of State William Benton, the storm center of the controversy, released additional correspondence and a transcript...

(Continued on Page 7)

ACI Announce Survey Of 1945 Song Hits

Song hit, “If I Loved You,” from the musical comedy production “Carousel,” had the largest radio audience in 1945 according to the number of total ACI points received during the year. Copyrighted survey reveals that the top play of 1945 heard for a period of 26 weeks piled up 34,410 ACI points although “Accentuate the Positive,” on for 18 weeks received a strong total of 29,366.

Among the Favorite Standards of...

(Continued on Page 6)

Westinghouse Stations Provide Dual FM Service

Philadelphia—All Westinghouse FM radio stations are operating on both the old (42-50 mc) and new (38-100 mc) frequency bands as provided by FCC regulations effective January 1.

(Continued on Page 4)

CRC Board To Meet In Vancouver, Jan. 27-29

Montreal—The Board of Governors of the Canadian Broadcasting Corporation has decided to hold its next meeting Jan. 27-28-29 inclusive in...

(Continued on Page 2)
RADIO DAILY

Durr, Before Religious Group, Hits 'Advertising Pressure'

excellence in discouraging proportions," he said. "Our emotions have been captured by appeals as well as big challenges. We have been harrassed and annoyed by repetitious advertising in the voice of such vehement minority as to destroy the meaning of good programs which have preceded or followed them.

Advertising pressures have crowded more and more meritorious programs from the air or relegated them to undesirable listening hours; and economic concentration in the control of program sources have been built up which threaten the safety of the public in the sources of news and opinion upon which we must rely for the safety of our democratic institutions.

Losing variety and flexibility as its greatest value, Durr scored attempts to "lay down rigid blueprint" in the operation of radio, "even if the wisdom and foresight were present to do so." He offered the following seven points as "minimum standards by which...advertisements be governed.

1. Radio should not "offend our intelligence or exploit our emotions in the form of "waves of its advertisers..."

2. Broadcasting should enjoy "freedom of the market place of ideas," which is essential to the functioning of the democratic system, and "must have a far wider base of economic support.

3. The "rigid, static approach" of national advertisers and a smaller number of national advertising agencies which make up a significant part of the major networks.

4. Upholding radio advertising as "wholly appropriate to a competitive economy such as ours," Durr said that rather than an advertising medium, radio must be recognized as the medium of public service supported by advertising.

"He therefore urged that broadcast stations "be required to make available adequate time at good listening hours" for public service programs.

5. Calling for greater participation at the "community level," he said radio must bring to the people of every community "the best traditions of that community, whether in music or drama or thinking upon local or national affairs."

6. The broadcast industry, he said, "must have a steady infusion of new blood. It is the open gate through which individuals or groups moderate means may enter into the field of mass communication. That gate must be kept open."

7. Broadcasting should be competitive, not only for advertising revenue, he said, but competitive in the "rendering of public service."

He hailed the establishment of educational and non-profit stations as bringing "a new and desirable form of competition into our broadcasting system."

"Most important of all," Durr said, "we must establish a concept of broadcasting as one of public trust."

He hailed the establishment of educational and non-profit stations as bringing "a new and desirable form of competition into our broadcasting system."

"Most important of all," Durr said, "we must establish a concept of broadcasting as one of public trust."

That's the Chinese junk "Monlet" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"'Fundamental', my word that is the answer to long enduring, successful ships...countries...businesses...radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-1-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town.

W-1-T-H is the successful independent.

Long time been around

Send Birthday Greetings To

Jan. 8
Paul C. Case
Ann Cowling
Leon Goldstein
G. W. Johnston
C. F. McCauley
Ralph Wonderick

RECEIVE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.
321 N. 17 W. ST., ST. LOUIS, MO. 63173

DO YOU NEED
An Experienced Radio News Editor-News-caster? If you do, here's what you can offer:
Three years on national network as News Editor and Analyst; 17 years news on newspapers and news service. Interested in good solid work, wants to build up News for discipline years ahead. Box No.
W-1-T-H.

IN BALTIMORE

W-1-T-H

5000 WATTS 1330 KO

ENGLISH - JEWISH - ITALIAN

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

Send for WHO'S WHO on WEVD to:

TOM TINSLEY, President

55 BROADWAY, NEW YORK, N. Y.

WEVD - 117 West 46th Street, New York, N. Y.
They said it couldn't be done!

In 1936, when WQXR set out upon its unique policy of broadcasting only the best in music and strict adherence to quality and good taste in advertising, most radio experts sagely shook their heads.

But they overlooked one thing—within reach of WQXR's signal there are concentrated more lovers of fine music than in any similar area in the world. And WQXR is their only consistent means, day in and day out, of getting the kind of programs they like.

Grateful listeners from Canada to Carolina and as far west as Ohio were so interested in our programs and policy that many of them requested detailed information on WQXR's daily schedule. WQXR complied with a program booklet which still sells for 10¢ a copy or $1.00 a year. The total current paid circulation is more than 25,000 a month. Surveys indicate that the number of our regular listeners in the New York Market exceeds our program subscribers more than 25 to 1, which means a total audience in this area of some 500,000 families—an audience with above-average taste and income that advertisers find highly profitable.

We'd like to tell you more about WQXR. Write today for your copy of our "Program Booklet Circulation Report" and the folder giving the results of a study of "Regular Listening to New York Radio Stations."

WQXR AND FM STATION WQXR
730 FIFTH AVENUE, NEW YORK 19, N.Y.
The Radio Stations of The New York Times
Chicago

Michigan Ave. Memorandum...!

- "Fire Chief" Ed Wynn was met at the train, when he arrived in town the other day en route to N.York, by Chicago's Fire Chief Maloney, who greeted radio's chief with—Guess what? A fire chief hat, no less, an account of Wynn's forthcoming guest shots on James Malton's Sunday night texco show on CBS, or could there be no connection? ... ABC Chicago commentator John Bryan has been awarded a campaign ribbon for his broadcasts overseas, the only Chicagoan receiving such recognition. Bryan was praised for his radio work by the late Gen. Patton... Walter Winchell and Frank Sinatra are included in the Chicago Defender's annual list of persons who contributed most to racial harmony during the year... With Footy, Cone and Belding taking over supervision of her show, Kate Smith will have a studio audience and a new guest program which will feature personalities of stage, screen and radio... seldom does a day pass that a radio station won't receive requests from Chicagoans for courtesy announcements. But Walter Preston, WBMK program director, for the first time in his radio career recently received a note asking that WBMK not make any such announcements. The request came from Children's Memorial Hospital. Last year the station aired announcements asking listeners to send their Christmas cards to the hospital. So great was the response that the hospital staff was swamped by three-and-a-half-tolons of cards—enough to last 10 years! This year they begged that no announcement be made—they just wouldn't know what to do with any more cards.

- When Col. Edward M. Kirby, former chief of the War Department's radio branch, and now public relations counsel to the NAB, was in town the other day for the NAB's code committee meeting he reminisced about some of his experiences escorting such stars as Bing Crosby and Bob Hope on entertainment tours in the European theater during the war. During Bing's overseas tour he took a side trip to Edinburgh, Scotland, Col. Kirby related. While waiting at the Edinburgh station for a train to take him back to London, the Crooner was approached by a short, inquisitive Scotsman who stood silently studying Crosby for a couple of minutes. Bing was the first to speak. "Well," he asked the Scotman, "What do you think?" The latter was silent for a while longer, and then replied, "Bob Hope said you were pudgy. You are."  

- Ade Hull, Mutual's mid-West veepee, attended the recent premiere of the Rolston-Purcell "Opoly House Mystery" in Nashville, and occupied a seat next to a native Tennessean, unmistakably a product of the mountain hogs. The mountain philosopher entertained Hull throughout the performance with his latest cracker-barrel yarns, punctuating his remarks with sharp ephor jobs in the Hull nubs and a high-pitched cackle. The jabbing and the cackling continued until Opry star Eddie Arnold stepped up to the mike, whereupon Hull's hill-billy pal ceased his chatter to concentrate on Arnold's, only remark being, "That's my nephew."  

- Paul "Pops" Whiteman and his Radio Hall of Fame songbird, Martha Tilton, and "Breakfast Club" menace Dan McNell, will trade, guest appearances when the Whiteman show comes to town for a broadcast from local ABC studios Jan. 13... P.K. Wrigley, owner of the Chicago Cubs, is planning to televise games in Wrigley Field this summer, if equipment is available. Wrigley also pioneered in broadcasting baseball games in the early days of radio, threatening to secede from the league if his request to broadcast games was turned down. Recalling the furore over his early radio broadcasts, he says he expects there will be similar opposition to his present plans, "but television is here to stay, and the smart thing is to tie up with it."
A NEW Measurement FOR WLW ADVERTISERS!

*TOTAL AUDIENCE (A WLW-NRI "PLUS")

TOTAL AUDIENCE is the percentage of total homes in the WLW-NRI area which tuned to any part of the program or broadcast period measured.

Now, for the first time, WLW is able to give its advertisers "program circulation"... not only a "rating" that measures the audience for an average minute, but also the TOTAL audience reached during the broadcast period.

From the second your show goes on the air until it goes off, listeners are tuning in and tuning out. Every one of them is exposed to your advertising messages, product mentions, or sponsor identification. With a very active audience turnover, your program rating may indicate only half the listeners you actually reached with an advertising impression.

This is another way to look at audience measurement... a practical, more accurate way to measure your audience, and to supplement your knowledge from other sources.

And, besides, you get the usual information: Homes Using Radio (sets-in-use), Average Audience (program rating) and Share of Audience... plus HOLDING POWER, another new yardstick... for every quarter-hour of every day, from 6 AM to midnight!

Your WLW representative now has this information. He will be glad to discuss it with you... and to show you a great deal more about how the great Midwest listens to the Nation's Station.
ACI Hits for 1945

(1941, 1945 to January 1, 1946)
The 25 songs with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year.

<table>
<thead>
<tr>
<th>SONG TITLE AND PUBLISHER</th>
<th>TOTAL WEEKS IN ACI SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>If I Loved You (E. B. Harms)</td>
<td>34,410 32'</td>
</tr>
<tr>
<td>Ascent/hhate the Positive (E. H. Morris)</td>
<td>23,259 18</td>
</tr>
<tr>
<td>Dream (Cappo)</td>
<td>26,158 34</td>
</tr>
<tr>
<td>Tilt the End of Time (Scally Jo)</td>
<td>29,064 8'</td>
</tr>
<tr>
<td>My Dreams Are Getting Better All the Time (Scally Jo)</td>
<td>21,704 24</td>
</tr>
<tr>
<td>I'm Beginning to See the Light (Grand)</td>
<td>26,158 23</td>
</tr>
<tr>
<td>Candy (Feist)</td>
<td>24,194 25</td>
</tr>
<tr>
<td>Saturday Night (Barto)</td>
<td>24,222 22</td>
</tr>
<tr>
<td>I Should Care (Dorsey)</td>
<td>24,029 24</td>
</tr>
<tr>
<td>That's For Me (Williams)</td>
<td>24,100 20'</td>
</tr>
<tr>
<td>Don't Fence Me In (Harms)</td>
<td>23,926 15</td>
</tr>
<tr>
<td>You Belong to My Heart (E. S. Cohn)</td>
<td>25,792 40</td>
</tr>
<tr>
<td>More and More (J. B. Harms)</td>
<td>23,460 23</td>
</tr>
<tr>
<td>Gotta Be This or That (Harms)</td>
<td>23,445 26</td>
</tr>
<tr>
<td>A Little on the Lonely Side (Advanced)</td>
<td>23,222 21</td>
</tr>
<tr>
<td>The More I See You (Bregman-Vocco-Conn)</td>
<td>23,060 24</td>
</tr>
<tr>
<td>Sentimental Journey (E. H. Morris)</td>
<td>22,874 26</td>
</tr>
<tr>
<td>I'm Gonna Love That Guy (Boune)</td>
<td>22,810 26</td>
</tr>
<tr>
<td>All of My Life (Berlin)</td>
<td>21,954 24</td>
</tr>
<tr>
<td>On the Atchison, Topeka &amp; Santa Fe (Feist)</td>
<td>21,496 22</td>
</tr>
<tr>
<td>I'll Buy That Dream (Burke &amp; Van Heusen)</td>
<td>20,967 19'</td>
</tr>
<tr>
<td>Laura (Robbins)</td>
<td>20,849 24</td>
</tr>
<tr>
<td>It's Been a Long, Long Time (E. H. Morris)</td>
<td>20,574 12'</td>
</tr>
<tr>
<td>Sweet Dreams, Sweetheart (Remick)</td>
<td>19,302 19</td>
</tr>
<tr>
<td>I Wish I Knew (Tripppe)</td>
<td>17,745 20</td>
</tr>
</tbody>
</table>

Footnotes: Asterisk indicates songs which are still active. The following five songs were active prior to January 1, 1945: (1) 1230 ACI Points, 3 weeks; (2) 12,472 ACI Points, 10 weeks; (3) 3208 ACI Points, 5 weeks; (4) 3890 ACI Points, 7 weeks; (5) 5224 ACI Points, 11 weeks.

Favorite Standards of 1945

The 20 standards of 1945 with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year.

<table>
<thead>
<tr>
<th>SONG TITLE</th>
<th>PUBLISHER</th>
<th>NUMBER TOTAL WEEKS IN ACI SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin the Beguine (Harms)</td>
<td>11,758 39</td>
<td></td>
</tr>
<tr>
<td>Blue Skies (Berlin)</td>
<td>11,116 39</td>
<td></td>
</tr>
<tr>
<td>Star Dust (Mills)</td>
<td>10,652 38</td>
<td></td>
</tr>
<tr>
<td>All the Things You Are (Chappell)</td>
<td>8,698 29</td>
<td></td>
</tr>
<tr>
<td>Always (Berlin)</td>
<td>8,600 29</td>
<td></td>
</tr>
<tr>
<td>On the Sunny Side of the Street (Shepman-Sternstein)</td>
<td>8,466 31</td>
<td></td>
</tr>
<tr>
<td>Embraceable You (Harms)</td>
<td>8,530 28</td>
<td></td>
</tr>
<tr>
<td>Smoke Gets in Your Eyes (T. B. Harms)</td>
<td>8,202 28</td>
<td></td>
</tr>
<tr>
<td>Anchors Aweigh (Robbins)</td>
<td>8,146 26</td>
<td></td>
</tr>
<tr>
<td>Night and Day (Harms)</td>
<td>7,284 30</td>
<td></td>
</tr>
<tr>
<td>Great Day (Miller)</td>
<td>7,230 19</td>
<td></td>
</tr>
<tr>
<td>Somebody Loves Me (Harms)</td>
<td>7,128 28</td>
<td></td>
</tr>
<tr>
<td>I Had to Be You (Remick)</td>
<td>6,796 27</td>
<td></td>
</tr>
<tr>
<td>Summer Time (Chappell)</td>
<td>5,706 31</td>
<td></td>
</tr>
<tr>
<td>Army Air Corps (Fischer)</td>
<td>5,556 10</td>
<td></td>
</tr>
<tr>
<td>Just One of These Things (Harms)</td>
<td>4,522 17</td>
<td></td>
</tr>
<tr>
<td>I'll See You in My Dreams (Feist)</td>
<td>4,484 17</td>
<td></td>
</tr>
<tr>
<td>Dancing in the Dark (Harms)</td>
<td>4,382 18</td>
<td></td>
</tr>
<tr>
<td>Where or When (Harms)</td>
<td>4,204 19</td>
<td></td>
</tr>
<tr>
<td>I Know That You Know (Harms)</td>
<td>4,170 14</td>
<td></td>
</tr>
</tbody>
</table>

ACI Announce Survey

Of 1945 song hits

(Continued from Page 1)

A year ago the old reliable "Begin the Beguine," still holds forth with 11,758 ACI points over a period of 39 weeks in the survey. "Blue Skies" is a close second with 11,116 points, also over a period of 39 weeks. According to Dr. John G. Putman, director of the Office of Research, University of Chicago, there are five out of the top 25 1945 tunes that are still active as to plugs and at least three others in the survey were active from one to ten weeks during 1944, hitting their stride in 1945.

Gov't Int'l Cultural Move Draws Fire In Congress

(Continued from Page 1)

veloping yesterday. Although most of the opposition came from Republicans, at least one Democrat, who declined to be quoted, said the plan needs "a lot more studying."

"I don't like the idea," said Representative Chiperfield (R-Ill.), adding that he wants to study the measure further.

Chiperfield said the State Department plan was formulated by Arith B. MacLeish, former Assistant Secretary of State. "It reads like some of MacLeish's poetry," he commented.

Cleveland's Stations Sub For Newspapers

(Continued from Page 1)

The complete coverage WMJ, WJW, WGAR and WHK of the news and special events staffs increased the scheduling of daily newscasts. Facilities of the stations were placed at the disposal of city officials, civic leaders, law enforcement bodies and other community services for the handling of news and announcement important to the city's welfare.

WGAR, Columbus network outlet, went into action shortly following an announcement of the strike, altering its programming with a distinct emphasis on news.

Saul Glantz, public relations director of the Mutual outlet here, WJR announced that five additional new programs were scheduled throughout the weekend period, with tentative continuation of extra news programs for the duration of the strike. Included among its special broadcasts, WHK had aired regular columns of radio editors of local papers.

Add 10 Newslets

WJW has augmented its regular news staff to provide coverage from all news sources throughout the city, with close contact maintained with the Mayor's office, hospitals, police and fire departments, and the weather bureau. Ten additional daily news broadcasts are scheduled to provide complete and up-to-the-minute coverage of local and state events. 7:30 each night WJZ airs a special report on stock market activity throughout the day.

Increase WTAM Coverage

WTAM, NRC's affiliate here, has almost doubled the number of programs it normally carries daily with approximately the same scope of coverage as other stations. Staff officers report close and effective cooperation from the newspaper offices in the matter of all news coverage.

PICTURE NEWS, an unusual magazine, salutes the premier performance of "UNUSUAL PEOPLE" TONIGHT AT 9:15 P.M.

WNEW 1130 ON YOUR DIAL
Cantor, Hope Appointed To March Of Dimes Posts

Eddie Cantor has been appointed chairman of the March of Dimes in the Air, it was announced yesterday by Basili O'Connor, president of the National Foundation for Infantile Paralysis. The March of Dimes opens Monday, January 14 and closes Thursday, January 31.

Cantor was the person who first proposed the March of Dimes when he was asked to suggest ways to raise funds to fight infantile paralysis, will make a number of personal appearances and radio broadcasts during the campaign.

Bob Hope, who has traveled more than 300,000 miles to entertain members of the armed forces, both here and abroad, has been appointed chairman of the March of Dimes Veterans' Service Division, O'Connor also announced. Frances Langford, was appointed vice-chairman to serve with Hope.

WOR Rejoining NAB, According To Streibert

At the invitation of President Justin Miller, WOR will once again become a member of the NAB, according to an announcement made yesterday by Theodore C. Streibert, president of the outlet. The station resigned from the organization in May 1941.

"The important problems to be solved in this first peace year require a united industry," Streibert said, "and the leadership of President Miller merits the support of every unit in the broadcasting field."

Will Sponsor ABC Show

Beginning Jan. 19, Popular Home Products Corp. will sponsor half of ABC's hour-long morning show "Wake Up and Smile." A sustainer since November, the program also gains a new emcee, Hal O'Halloran, who will be heard with Ray Arsen, Royce Smith and Rex Maupin's orchestra.

point, that last one, if you see the significance of it."

Speaking further of his conversation with Porter, Benton said: "I did not ask Porter to take any action on this. Mr. Porter and I agree that this is not the kind of thing that falls under the jurisdiction of the FCC, but he is another man in government deeply interested in the welfare of the broadcasting business. I turned to him for his advice and counsel."

Woods, Noble Honor ABC Founder's Wife

Tele Debut Set Friday

"Toppy Turvy Quiz" with Frances Scott as emcee, premiers in television Friday night over WJOB, Schenectady, 8 p.m. Packaged by Basch Radio Productions, program is produced by Harvey Marlowe.
PORTLAND—KOIN has received numerous expressions of appreciation for its “Veterans’ Bulletin Board” programs heard Sundays, Wednesdays and Fridays, purpose of which is to advise veterans and their families about rights and benefits offered by Federal, State and local government agencies. Any organization offering free benefits to ex-service men and women, is offered the chance to publicize such benefits. Programs are written by Lester Halpin, KQIN news editor, who returned some time ago after two years in the Office of Censorship in Washington.

—NEW YORK—

NEW YORK—The experience of a youthful Air Corps Major who faces the problem of adjusting to his post-war civilian life, will be dramatized on WMCA’s “When He Comes Home” program, Jan. 14, 9:30 to 10 p.m. The veterans’ adjustment program features “Riding On Air,” will feature discussion of the widespread problem among returning veterans by Leonard Wood, Information Assistant of the Veterans’ Service Center, New York City.... Bert Wilcox, stage, radio, and screen actor, who toured the Pacific theater for USO-Convay shows in four months with the “Oklahoma” production, is leaving on another tour to play the role of Uncle Samley in “George Washington Slept Here.”

—MASSACHUSETTS—

SPRINGFIELD—Authorization of a new frequency modulation broadcasting station has been issued to WMAS in Springfield and Hampden-Barnes-Hampshire Corp. of Holyoke, by the FCC.

—WORCESTER—The incorporation of WTAG and WTAG-FM, a subsidiary of the Worcester Telegram Publishing Company, Inc., as WTAG, Inc., effective as of Jan. 1. The broadcast station will offer facilities for television and facsimile when the equipment is available.

—CONNECTICUT—

WATERBURY—“Singin’” Bill, after a six months’ leave of absence, returns to WJY in a fifteen-minute series featuring popular tunes.... HARTFORD—John C. Welch has returned to his job as a radio engineer after having served 34 months in the Navy.

—FLORIDA—

WEST PALM BEACH—As a tribute to the great number of winter visitors in the Palm Beaches, representing every state in the Union, WJNO has inaugurated a special “Parade of the States” feature on its “Man of the Street” broadcast. Each day a different state is honored and its visitor's are invited to participate in a quiz to see how much they actually know about their own state. The feature is to be continued during the winter season and each of the forty-eight states will be represented.... MIAMI—Reggie Martin, who recently completed a radio assignment in China for the Office of War Information, has returned to WGBS as program director. George Ballou, program director in Martin’s absence, has assumed the position of national sales manager.

—NEW YORK STATE—

BUFFALO—Giant Bushman, morning time-and-record man on WEBN, is asking listeners to send in their own Christmas greeting cards, which he then will relay to organizations collecting them for children in out-of-the-way rural schools in the South and West. The cards will be passed around in scrapbooks and used as book and wall decorations by children who, strangely, see no such cards.... Eight blind persons, four in Buffalo and four in Rochester, were guided by their seeing-eye dogs to microphones Sunday, Jan. 6, to take part in the “Quiz of Two Cities,” broadcast simultaneously overWEBN.

—CANADA—

TORONTO—A new series of talks on the culinary arts will be given in the second edition of “CBS Cooking School of the Air,” to be heard over the Trans-Canada network at 4:15 p.m. (EST), beginning Monday, Jan. 17. Mrs. Langdon in the first lesson Jan. 17, will tell listeners how to prepare and cook a successful chicken dinner. Later broadcasts will include basic recipes for a variety of dinners, desserts and supper dishes.

KPO Summer Institute Planned With Stanford “U”

(Continued from Page 1)

tended by almost 100 students, including a large number of wounded or discharged service men, and a majority of them are now engaged in professional radio.

Inez Richardson, director of radio research and development, is the coordinator of the KPC-Stanford Institute.

SALES DOLLARS TRAVEL FAR

Ben Lady, when you GEN'L MGR. use them on

The Voice of Kansas

TOPEKA

WAB

America's No. 1 cooperative program offers a few availabilities in choice territories. Still time to get aboard, if you phone, wire or write at once to—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway

New York 18, N. Y.
Clear-Channel Fight Near

NAB May Eliminate Web Exclusivity Rule

Washington Bureau, RADIO DAILY

Washington—Elimination of the network's "exclusivity rule" was seen here yesterday following informal discussion between NAB and network officials. Informed of the discussions, a State Department spokesman said Assistant Secretary of State William Benton "would welcome" a solution to the problem and stood ready to confer with radio officials. Some criticism was voiced in industry circles, however, over Benton's admitted maneuver of giving the Byrnes broadcast to NBC in order to bring the question forward. (Continued on Page 5)

Maj. Gen. Hayes In Radio; Plans Baltimore Station

Baltimore—Maj. Gen. Philip Hayes, recently named as commanding general of the Third Service Command, has announced that he will assist with Karl F. Steinman in establishing a new station here. Jack Stewart, radio director of the Tower Realty Co., will be director of the proposed station which will broadcast on both standard and FM bands.

Seven NBC Programs Renewed For 52 Weeks

Seven NBC programs have been renewed for 52 weeks, effective at the end of January. Programs are: "Waltz Time" (Fridays, 9:30 p.m.), "Manhattan Merry-Go-Round" (Sundays, 8:00 p.m.) and "American Album of Familiar Music." (Continued on Page 5)

Profile

The 17-year institution that is "Uncle Don" Carney, will be profiled in a three-page story and picture layout in Jan. 12th issue of the "Quarterly Evening Post." Written by John Lo Cerdo, the article will recount how the WOR program has become a vital part of the lives of millions of youngsters during Carney's more than 8,000 broadcast of 10 million words.

N Y Telegraph Strike Not Affecting Radio

Strike of Western Union operators yesterday morning in New York did not cause any serious inconvenience to radio stations or networks with communications remaining normal, a Radio Daily survey revealed. New York advertising agencies reported some delays incident to the cut-off in telegraph service. These delays were the result of usual agency telegraphic procedure in the handling of advertising copy, radio program.

Schoenfeld to Detroit For American Network

Merritt Schoenfeld, formerly assistant general manager of the central division of ABC, has been named Detroit representative of the network and will headquarter there. It was announced yesterday. Schoenfeld recently left his post in Chicago for a (Continued on Page 2)

Important Hearing Will Get Under Way Before The FCC On Monday; Many Participants

Broadcasters' Assn. To Open Coast Office

West Coast Bureau, RADIO DAILY

Los Angeles—The NAB in the near future will open a West Coast office in this city, it was revealed yesterday by J. Miller, president of broadcasters' association. The new branch, said Miller, will serve as liaison with motion picture interests, also as a clearing house for western problems and talent.

The manager of the new office will (Continued on Page 6)

Cleveland's Stations Continue Strike Aid

Cleveland—Radio stations in this city continue to be the sole source of local and world-wide news coverage as the strike of the three city newspapers, the Cleveland Press, Plain Dealer and News extended into its (Continued on Page 7)

Big Attendance Expected At Washington Tele Meet

The Nation's Capital, soon to be the scene of the first television broadcast of an opening of Congress, will play host to a regional conference on Janu (Continued on Page 2)

Certified Poll Preview

H. V. Katenborn leads the field of commentators in the St. Louis area as returns from the mid-west are counted in RADIO DAILY's certified poll to select the nation's "All-American Radio Program for 1945." Kay Kyser's "College of Musical Knowledge" and "Manhattan Merry-Go-Round" are running close as the most popular musical show and Bob Hope has a walkaway lead as the most popular comedian. The Ford "Sunday Evening Hour" ranks high in the estimation of the St. Louis press in the "commercial program" classification.

Tomorrow—Report on Philadelphia

Awards

Philo's "Radio Hall of Fame" has been opened in the city for the presentation of awards of the New York Film Critics' Circle. Program of Jan. 20, ABC, 1:00 p.m., will present Jack McManus, president of the group, and award winners Goodness Berens, Ray Mil- land, Billy Wilder and Charles Bracetti. "Spellbound" and "Lost Weekend" were the star films.

To-Day—671 Certified Votes—"All American Radio Program of 1945"

Washington Bureau, RADIO DAILY

Washington—Radio's first big battle of the year gets underway here next Monday when the FCC begins its five-day clear channel hearing. With the clear channel group armed for the first time with extensive financial data of broadcasting stations, few blows will be missed in the fight to retain the golden belt of clear channeling.

One thing seems certain, according to sources here, there will be a cut in clear. How extensive that cut will (Continued on Page 5)

Speakers Appraise Television Outlook

Television manufacturers are planning to display a variety of styles of receivers to the public before the end of 1946. M. K. Lewis, chief engineer of Emerson Radio and Phonograph Co., revealed yesterday at a pending luncheon meeting of the American Television Society at the Hotel Sheraton. "Television manufacturers w11 (Continued on Page 7)

Ransom Succeeds Lewis As WHN Publicity Head

Jo Ransom, former press director of WNEW, will succeed George Lewis as publicity director of WHN effective January 14, it was announced (Continued on Page 5)

Coverage

The four major networks and almost all local independent stations will broadcast phases of the Army Ground Forces Victory Parade, up Fifth Avenue next Saturday afternoon, which features the famed 82nd Airborne Division. Approximately 12,000 veterans of the various theatres of war will take part in the event—many of whom are native New Yorkers.

www.americanradiohistory.com
Coming and Going

C. L. MENSER, vice-president of NBC, is guests of sponsors, broadcasting out of his hotel in Chicago.

EUGENE KOBAK, president of the Mutual network, is expected at NBC radio studios in Chicago today for a trip to Kansas City and Colorado Springs.

EUGENE KOBAK, president of the Mutual network, is expected back tomorrow from a trip to Cleveland and Canton. He has been in Ohio since the first part of the week.

HARRIET TULLTON, director of publicity for the "Radio Hall of Fame," has left for Hollywood with a broadcast scheduled for broadcast tomorrow from California. She is accompanied by H. R. PETERSON, PH. ED. SALPAULIJO, SUSAN McCracken and Jane Ralston, all of the Hutchins Advertising Company.

JAMES MANNON, mid-West operations executive of the Mutual network, is in Chicago this week to confer with the board of executives.

CHARLES SHAWDEN, sports director of the Mutual network, is in New York today to supervise the Mutual's broadcast of the Madison Square Garden basketball game between the Virginia University and Harvard University.

AUG CORIO is in Hollywood for the Mutual network's program. He will arrive by train in time to appear with the Mutual's June Amos program.

Big Attendance Expected At Washington Tele Meet

(Continued from Page 1)

ary 29 to discuss the part television will play in advertising, retailing, radio broadcasting. Sponsors of the Advertising Club of Washington, D.C., the one-day "Television and Advertising" conference, are Forecast Magazine, is expected to attract some 400 executives from all phases of the advertising field.

Sixteen of the nation's leading experts in electronics, merchandising, production and programming will attend the conference. Important speakers will include Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc.; J. R. Zoren, president of the wireless association; Paul Knight, general manager of Philco's television station in Philadelphia; Paul Wotborn, technical executive of Paramount Pictures; David bracelets, public relations director of the Philadelphia; Paul Wotborn, technical and executive vice-president of RKO-Television.

Other speakers scheduled for the morning and afternoon sessions include Richard W. Ruggles, president of the NBC network; Richard W. Bickel, television executive; W. J. Durbin, assistant advertising manager, U. S. Rubber Co.; Paul Knipe, television executive; Anderson, Davis & Platte; Herbert B. Taylor, Allen B. DuPont Laboratories; Bob Emery, television producer; Bamberger Broadcasting System; T. W. Shademan, president; T. W. Shademan, president, RCA Laboratories, Inc., and Paul Mowrey, television supervisor, American Broadcasting Company.

In addition to the regular speakers, Maurice Harms, newly appointed director of television for the British Broadcasting Corporation, will report from Alexandria Palace, London, on England's progress toward commercial television. The broadcast will be carried to NBC radio stations in Washington by WOE, and relayed to the meeting.

LARRY SUGLES, Jr., account executive in the co-operative program division of the American network, is spending this week in New York on business.

HARRY SEGWICK, president of CFEA, Toronto, has arrived from Canada for conferences at the headquarters of CFEA, and will attend the conference in Chicago.

E. B. CANON, director of the South American network, is visiting the NBC network operations in New York this week.

ELIE DICK, the Mutual network's public relations director, is in New York this week to study the educational program of WIP.

CHARTER HEPPEL, director of news activities of WIP, the Mutual affiliate in W. D., is spending a few days in New York.

Transcribed Series Set For Eastern MBS Outlets

The transcribed series, "Aunt Mary," will make its eastern debut Jan. 14 on five major outlets under the sponsorship of Hudson, Pulp and Paper Corp., through Duane Jones Co. Poplar under the west coast, where the program was packaged in Hollywood by Leo Crosby of G & F Radio Produc-

tions.

The 15-minute program will be heard across the board on WJO, New York, 9:15 a.m.; WABR, Baltimore, 8:45 a.m.; WBB, Boston, and WBZA, Springfield, Ohio, 7:45 p.m.; and KWW, Philadelphia, 1:45 p.m. All contracts are for 62 weeks.

Transparent man

That's a life-sized male figure whose bony structure and internal organs are seen through a "skin" of cellophane. It's been in the New York Museum of Science and Industry in Rockefeller Center.

We picked the picture for two reasons. One, it's a reader-stopper. Two, we've always been suckers for this "bring it cut in the open" where our own station is concerned.

And for some time now we've laid it out on the line for everyone to see that W-I-T-H, the successful independent station, delivers more listeners-per-dollar-spent than any other station in Baltimore, the country's sixth largest city.

Clear enough?
NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP

"YOUR PLEASURE PARADE"

THE GRANDEST VARIETY SHOW EVER PRODUCED

Never before a quarter-hour transcribed musical show as jam-packed with talent! Jump tunes by the Modernaires and Paula Kelly... ballads by Dick Brown and Lillian Cornell... the magic fingers of Vincent Lopez. Wire for availabilities.

MAKING TRANSCRIPTION HISTORY!
LOS ANGELES

By RALPH WILK

BC network announced "Bride and Groom" and "Al Pearce ow" switched places in the program schedule, effective Monday, January 7. Henceforth, "Bride and groom" will be heard at 3:00 p.m. (PDT), the slot formerly occupied by "Al Pearce." Al Pearce will move into the 2:30 to 4:00 p.m. (PST), spot. That was a nice surprise birthday party for Al Pearce, and also for Helen Jelm and Homer Legler of Wark-Legler, threw for Dick Joy, Kenny Koon, and Kinkie, the other people in New York. Joy's wife, out of Glendora, Calif., tipped Johnston and Legler off as to the date.

Dick Minnick's recent speech at the Johnnie School on music appreciation was so well received, he is being floored with invitations from local conservatories and colleges. Dick will accept as many as he can, between musical chores on NBC's "Great Gildersleeve." A CBS Asst. Directors, Out Of Army, Back At Web

The roster of assistant directors at CBS has been augmented by the addition of two who left the network in the Armed Forces. They are: Jack Tyler, of the national corps photographic division, and Frank Stearns of WOOL, who are members of the Corps of Engineers in the ETO and the Pacific. Each has received a honorable discharge and has returned to Columbia network headquarters.

Six More Sign "Funny Money"

The following stations and sponsors have signed to begin "Funny Money, Janes," during the month of January:

Franklin's Department Store, five days a week on KX, Seattle; Fisher's Flour, three days a week on KUIJ, Grinn Pass, Ore.; KCJ, Eureka, Calif., on KSFO, San Francisco; KINY, Juneau, Alaska, and KTBN, Ketchikan, Alaska, each will begin the program five days per week.

The program is syndicated by Allen A. Funt Radio Productions.

MANHATTAN MEMORANDA . . .

- Bing Crosby confiding to pals that he's fed up with Hollywood and would like to settle in Gotham permanently. Wm. Morris loses Herb Gordon to World Broadcasting and Reed White to ABC. Sammy Werber, we hear, will shortly shift to the coast office. The CBS-Alvin Theater deal hasn't reached the signing stage yet, we hear. Asking price is well over a million, and not $350,000, as reported. Mark Sherwin profiling Walter Winchell for Feb. issue of "This Month." Feb. 5th issue of "Look" will devote a five-page spread to Woody Herman, winner of Downbeat's "Metsome" and "Esquire" polls. Jack Ranson taking over the WHN publicity chores Monday. The little man with the big hat (LaGuardia, nothin') dispointed his local following in his opening broadcast Sunday night by not coming out of his corner with his usual slam-bang, two-listened fiery howler. Could it be that he was awed by his coast-to-coast audience? . . . Francon Toot, "The Imperfect Past," with John Gaskill bowing out of the radio picture. Show is written by Larry Menken and Al Polka and being peddled by trevor Adams. . . . "Hall Of Fame" lets Martha Tilton go, as has been reported, we know two sponsors who would like to grab her pronto. . . . We already have Dashiell Hammett's "Thin Man" on the air. Now Mammy Rosenberg and Larry White will offer Hammett's "Fat Man" on ABC starting on the 21st.

- Johnny Morgan has come up with a cute idea in radio quizzes, with the record being cut this week. Kitty Kallen, former Harry James trumpeter, will start her solo career off in town with a week at Loew's State starting on the 10th. Lionel Hampton has his own record company, Hamptone. Switch is that he won't wax on his own label, being committed to Decca, but his side-men will, with small groups, getting a chance to play unadulterated jazz. Doris Show today announced that with the retirement of Ray-Tele from the field, the clients of that organization may now be reached through Radio Registry, pioneer of the telephone-secretarial services in radio. Dave Driscoll and WOR news staff still receiving plaudits for the Harry 45s. In the new airing which for the first time injected into the new air, "Meet the Press," Wed., Jan. 22, which is new editorial theme. Audrey Jones has resigned from 20th Century-Fox to join Ted Lloyd at Story Productions. She was formerly Lloyd's assistant in the radio dept. at 20th Century and will again serve in that capacity.

- Watch for a zigg upholstery at CBS . . . Ingred Bergman and Ray Milland, winners of best performer awards, guesting on Jan. 20th "Hall of Fame." . . . Jeanne Harrison taking over the Barry Wood transcribed show for Ziv. Dick Liebert reported ready to crash into the bottom waving circle with a 15-piece crew. . . . Hank Sylvern considering an offer to instruct "Music For Radio" course at NTU, his old alma mater. . . . Alan Cowen scored heavily with his opening number of his Record Canal Saturday show on WOR. It should wrap up a terrific youth following for the station, considering his 17 years of building up a rooting section among platter fans. . . . Gloria Stenly signed for dramatic recording series by NBC Theatres. U. S. Army announces it has severed relations with Sgt. Nat Hiken. Lored that Gregory Ratoff bit on "Take It Or Leave It" scripted by Herb Hoss . . . Owen Jordan, now commercial announcer on Bob Hawk's "Come show, formerly "Thanks To The Yanks." Predictions: 34-year-old scribbler, Arthur Hanley, can't miss being a top-drawer writer. He's headed that way in the jet-propelled manner. Roger White coming back to the air with two or three solid ideas for shows, one of them being a half-hour mystery series about a female detective called "Lady Dick." Robert Q. Lewis set as Dick Gilbert's replacement on "Wha, when latter leaves on the first.

PROMOTION

Dealer Manual

The radio sales division of Stromberg-Carlin has begun the coast-to-coast mailing of sample copies of the firm's new dealer manual. The 54-page piece, with a pressed-board cover and bound in four colors, simulates a record album. Each of the 19 sets models in the 1946 line is given a full page photo and complete description. Clifford J. Hunt, radio sales manager, described the manual as "the next best thing to a working floor model."

H. Robert Milan

Funeral services will be held this afternoon in Mt. Vernon, N. Y., for H. Robert Milan, 24, time buyer for BBDO, who died in Mt. Vernon Hospital Monday night after a three-week illness. A time buyer for the past two years, he had been with the agency since 1938. He is survived by his mother, a brother and a sister.

Joins VA Staff

Freelancer Tom Tinsley has been appointed to the speech section of the Veterans Administration Radio Service. A veteran of World War I, Tinsley comes to the VA from the OWI Domestic News Bureau. He has written many radio scripts including several for "The Shadow" series.

No Dead Chimneys in WJPA area.

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

MUTUAL NETWORK

For further details on Friendly Group Stations, Write SELL SALES Department, New York, Chicago, San Francisco, Los Angeles.

AB May Eliminate Web Exclusivity Rule

**AGENCY NEWSWAC**

**L. E. SAM F. FULLER, formerly of Young & Rubicam, discharged late in December from the U. S. Naval Reserve, after completing his service with the 2nd Naval Reserve Unit, returns to the agency as research director. His duties will include developing new research techniques and increasing the effectiveness of existing ones.**

CHARLES H. SMITH, of CBS, representing the National Association of Broadcasters, was guest speaker at the regular meeting of the Media Men’s Association of New York, held at the Hotel Sherman. The NAB presentation “How Much For How Many?” analyzing comparative costs of network radio, magazines, and newspapers was a direct reperetula of the 1945 meeting before the Media Men’s Association of New York in 1945.

NASHUA O&Q, Nashua, N. H., announces the appointment of McCann-Briarclay, Inc., to handle the advertising of Nashua blankets, Pur- ray rayon and wool blankets, Welwyn all-wool blankets, Indian Maiden comforter sheets, Drew's Choice muslin sheets, and Indian Head muslin, effective April 1st.

**Ranson Succeeds Lewis As WHN Publicity Head**

L. E. STONER, former assistant to the manager of the New York Times, has been named publicity director of WHN, a major New York FM station. Ranson was with the New York Times for five years, and has also worked for several other newspapers and magazines in New York City.

MAJ. A. E. MACON, recently returned from duty with the Corps of Engineers in Tokyo, where he was stationed as head of the NAB’s office for military affairs, has been appointed to the position of assistant director of the NAB, to be based in New York City.

The NAB has announced the formation of a new committee, known as the “Public Relations Committee,” which will be responsible for developing and implementing public relations programs for the NAB.

**Clear Channel Hearing To Open Next Monday**

The Federal Communications Commission (FCC) is scheduled to hold a hearing on the issue of clear channels for FM stations next Monday. The hearing will be held in Washington, D.C., and is expected to last for several days.

**Maj.-Gen. Stoner To Speak Before FCC Bar Assn.**

Washington Bar, Radio Daily, Maj.-Gen. E. Stoner, assistant chief signal officer of the Army, will address the annual banquet of the Federal Communications Bar Association at the Stu- ler Hotel, Jan. 11. It was announced by Elliot C. Lovett, president. Honor guests at the meeting will be the Chairman of the FCC and other members of the FCC. The meeting will be held in the Public Hall of the FCC building.

Willard D. Egolf, special counsel to the NAB, will address the meeting on the future of the clear channel program. Egolf will also discuss the current status of the clear channel controversy.

**THE EARLE FERRIS ORGANIZATION**

**ANNOUNCING**

AS ITS CO-OPERATING AFFILIATE

**NEWS ASSOCIATES**

Paul O. Ridings, Director

56 East Walton Place, Chicago 11, Ill.

Whitehall 2116

Representing

The Earle Ferris Co.
Public Relations

Radio Feature Service, Inc.
Radio Program Publicity

Earle Ferris Associates
Publicity

Hollywood, Calif.
WHO'S WHO IN RADIO

R. C. EMBRY

A CORDING to Noah Webster, dynamite means "characterized by energy or effective action," and it would be extremely hard to find a better description of Robert Campbell Embry, the young, fast-moving sales manager of WTH, Baltimore, than "on the go" on behalf of the station.

Known simply as "Jake" to his countless friends, Embry was born in Belmont, Md., on Jan. 26, 1899. Hunting, fishing and swimming in the muddy Yocosa river competed with school for his attention, but nevertheless, he finished high school at 16, with a scholarship to Milligan College in Jackson, Tenn.

He joined newspapers by working summers in a sawmill and at various other jobs, including compilation of the city directory and the door-to-door selling of magazines.

After receiving his B.A., he registered at Yale Law School, but because of the depression, he was forced to take a job as a superintendent of a school at Swallow, Miss. Three years later, he became principal of a larger school at Cleveland, Miss., at the same time taking advanced courses at Columbia University. While in New York, he was requested to do a research job for the Hearst organization, which led to a position in the firm's general offices, where he trained for radio.

Casting aside his former plans for a career in education, Embry joined the sales staff of WBBN. During his seven-and-a-half years there, he reaped the largest billing of any salesman in Baltimoo at that time. Three years ago he joined WTH as sales manager and has since acted in that capacity and also as manager of the outlet in the absence of president Tom Tolando.

The station has made considerable progress during this period, having received much national recognition, and established itself as one of the leading 200-stations in the country.

Embry took part in the planning for the firm's new station, WJLE, Richmond, which went on the air Oct. 1. In addition to the first FM station in Maryland.

Of medium build, he seems to be continuously moving. He is widely known in radio circles and is up to date on all phases of the industry. From the business angle, he is very promotion-minded.

Embry is married and has three children, two boys and a girl, aged eight, five and three. His hobbies are golfing, playing with his children, and selling WTH.

DuMont Official Outlines

Tele Service Problems

Fought expressly, N.Y.—Cooperation between manufacturers, broadcasters, advertisers and program sponsors is absolutely essential for proper service to their mutual customers, the public, Samuel L. Levine, DuMont sales manager for television receivers, told members of the Hudson Valley Radio Men's Association meeting here last night.

He described the "tremendous efforts" being made by broadcasters to bring local and national programs of interest and importance to the public. He praised the manufacturers for designing attractive receivers which will go well with home furniture. Dealers, he said, were making plans to merchandise these receivers to insure sales when sets go on the market.

Levain continued his talk with a description of the tele receivers to be manufactured by the DuMont organization.

NAB Names Asst. Director of Broadcast Advertising

Washington Bureau, RADIO DAILY—Washington—Appointment of Lee Hart as assistant director of broadcast advertising in direct retail advertising was announced by the NAB. Addition of Miss Hart to the staff completes the expansion program authorized a month ago. For the past year she has been radio director of Joske Brothers, San Antonio, Texas, department store which in 1946 conducted a year long clinical test of radio advertising under the joint supervision of the NAB and five San Antonio stations.

Broadcasters' Assn.
To Open Coast Office

(Continued from page 11) be Robert C. Coleman, a former general manager of the U. S. Treasury Advertising Corporation and former manager of the Hollywood office of N. W. Ayer & Son, Inc. He will take over his new duties Feb. 1, but will continue to handle work assignments for the Advertising Council with NAB officials to have it radio industry "present a united face to combat current and future problems," NAB directors at their last session held here, agreed to invite the ABC and Mutual to join the organization of which NBC and CBS are already members.

Sydney Kaye Head

At the 16th district meeting Monday, Sydney Kaye, vice-president and general manager of BMI said the combined costs of ASCAP and BMI music were 35 cent per song less over a five-year period than would have been under copyright, originally demanded by ASCAP in 1940.

William B. Roep was re-elected director of the 16th district. It was the first time a director was named to succeed himself.

Larry Shee, of ASCAP, also addressed the meeting and pledged support voted to The Unsolved Music Problem.

President Justin Miller of the NAB reviewed work of NAB and its plans for future. Miller said NAB has active members and 148 associate members.

Edward Kirby emphasized that "public service" is a misnomer that "public interest" is the term he should use.

Humphrey Follis, president of ERS, gave a report on his organization's work and Jack Moore told of AAA's interest in the bureau's work.

Circulation Exec. Approves

Ross Eilers, a member of the American Bureau of Circulation board of directors declared that the project will have added anti-radio legislation that New Mexico could have been made a week. He stressed that radio is more effective than print advertising, that the enterprise is on radio, and urged work for free enterprise.

Send Birthday Greetings To—

Jan. 9

Maria Alhuree--Greeneville--Nelson Ya--

Gracie Fields

Build your audience with "HOT FROM HOLLYWOOD"

Chatter, interviews, Dramatic Scenes, facts. Francisco now open for 1948. Audition request on request.

T. J. VALENTINE, INC.

1600 Broadway

New York

N. Y. Educator To Speak

At ATS Meeting Tomorrow

The first full-membership meeting of the American Television Society will be held tomorrow night (Jan. 19) at the Hotel Boarding Plaza, at 8 p.m.

Edward L. Stasheff, television director of the New York City Board of Education, and educational consultant at CBS Television, will be the principal speaker. Herbert E. Taylor, chairman of the program committee of ATS, will preside at the meeting.

Wednesday, January 9, 1948

N. Y. TELEGRAPH STRIKE

NOT AFFECTING RADIO

(Continued from page 1) material, and space commitments. The agencies, however, were resorting to air mail and special delivery in the emergency.

At the networks the A. T. & T. teletype machines were used in the operations link, New York, Chicago and other cities with network owned and operated stations serving with normal crews. These lines, according to reports, are not affected by the Western Union operators' walkout in New York.

Prospects of a telephone company strike which would cripple toll communications was the subject for discussion at radio stations and agencies yesterday. Means of carrying on communications in event of such a strike were considered.

At present, networks' utilization of teletype machines is carried out, but in event of a national teletype, other communication media would have to be made available. Traffic departments send messages and schedules, as well as programming division, make heavy duty use of this type of communication.

Wise Services Continuing

Also not affected by the telegraphic strike is the service rendered by the major radio networks, including NBC, CBS and NBC and INS, all three of which transmit material over lines leased from AT&T.

In the case of a teletype of national telephone lines, networks could maintain contact with owned and operated stations by means of teletype, by means of a permanent direct connection, but maintenance and repair would not be available should it become necessary.

It was indicated at network offices yesterday that closed circuit broadcasts would be made each day to keep affiliates informed of program schedules, etc., if the national phone system were shut down as a result of the threatened walkout of AT&T employees.

In Touch With Tomorrow...In Touch With Today...In Touch With All...
Radio Daily

FL Commands Radio for Free Network Time

Washington Bureau, Radio Daily

Washington—High praise for the
and free treatment received by
American Federation of Labor

in NBC, CBS and ABC was ex-

essed recently by Philip Pearl,

L publicity director. In an edi-

torial prepared by Pearl and
papers, Pearl stated that the three nets have

time at any attempted to inter-

with the freedom of the AFL to

a vestiges of what it viewed, view

ning out that broadcasters are

business to show profit and there-

must sell time to commercial

ern. Pearl declared that "invis-

, the views of big business have

hit the airwaves.

ow organized labor can't com-

big business in paid adver-

It just doesn't have the money.

. Even if it had, the rules of the

ional Association of Broadcasters

been interpreted by most net-

works as a 10 to 12 1/2 hour time

to air to labor organizations.

fortunately there is another side

he picture. The Code of the NAB

ages the extension of free time

a labor organization as well as

— for the discussion of public

s. An exception to the Broadcast

mission Commission requires all

ers to devote part of their

time to such discussions.

s on this basis of freedom of the

the American Federation of Labor

ago appealed to the four media-

etworks to provide it with time a

regular series of weekly radio

rams throughout the year. Three

etworks responded favorably—

ational Broadcasting Com-

, the Columbia Broadcasting

em and ABC.

This program marks the end of

year's cycle of 52 consecutive

casts by the American

ion of Labor in cooperation

the three radio networks men-

er.

these programs, the AFL has

ted it a broadcast after the belief

what helps labor is the

ation. The response from the

sponding audience has been high-

ouring.

proof of the success of the co-

itive policy between labor and

adio networks which have

to continue the same arrange-

in 1946".

Manning To Speak

l Manning, the only war corre-

ent present at the surrender of

y and Japan, will be the guest of

in of the Advertising Club of

York, today at 12:30 p.m.

PUBLIC

r show equipment from coast to coast.

throughout the day as the pub-

nique for news of strike de-

cific events, news informa-

and weather reports.

All stations are operating on the

basis of complete coverage of news

the city, with extra news programs added to regular stets.

The ABC outlet here, WJW, has

d to its local staff of reporters,

n up-to-the-minute coverage main-

ed at such points as the Mayor's

ce, police and fire headquarters,

and hospitals.

ABC's WTAM continues to carry

average twice the number of
day newscasts, with close co-opera-

with the newspapers in the mat-

ter of late reports. In addition to

regular announcements, the station is

ing daily schedule services to in-

orm newsspecial reports of de-

rable listening periods.

WGAQ (CBS) breaks into regular

with news broadcasts as war-

ated, and also increases time for

regular news periods. The news-

has gained itself to substitute for

paper coverage of local events,

have other stations, with additional

staff men equipped with

are, at the beginning of the

tion offered free air time to the

three Cleveland papers, during

which editorials or columns could

be broadcast. In addition a daily

newspaper is distributed to

ubs, hotels and restaurants in

m the downtown area.

Mutual's station WHK continues to

offer a complete up-to-the-minute

ay of news bulletins in addition to

casts of newspaper columns as

sted by the papers. Continuation

broadcasts by the station is pl-

ned for the duration of the strike.

Continued Strike Aid

Cleveland's Stations

Tele Expansion Plans
Announced by Chi. Station

Chicago—In keeping with an-

ounced plans for wide-scale expan-

WBKB, Elsalab & Katel outlets,

has added a new hour-long pro-

gram to its daily schedule, making a

peak of approximately 11 operational

hours weekly. The new program,

heard Mondays through Fridays,

will consist mainly of ex-

cercial and interesting

ows, with emphasis on spot

, it was announced by

n Eddy, director of B&K tele and FM.

The new period was instituted pri-

arily to aid manufacturers in the

area in the development of new

type receivers. Even with in-

creased agency interest in the de-

ement of new video programming

other dealers and manufacturers

n a necessity to meet the demands

for time, it was added.

Eddy announced also the com-

ition of negotiations for the instal-

ion of a General Electric FM tran-

mitter, embodying the super phasing

circuit system, pending FCC ac-

ion of the B & K application for a

omplete, commercial FM operating li-

sence. A new receiver, to be made

th a month ago, specifies a minimum

of 15 hour broadcasting per day.

Wright Gets Program Post
With RGO in Frisco

San Francisco—Blyoe "Blue"

right has just been appointed pro-

am manager of RGO, the ABC afil-

ate in San Francisco, by Gayle V.

Grubb, station manager.

wright, 37, has had more than 20

year experience in radio and stock

company dramas and recently re-

igned as program manager of WKY

in Oklahoma City. He takes the place

of Robert H. Wessan, who was re-

ently named to a position as sales

representative for RGO and ABC.

Related Greetings to a host of
grand gals and guys.

Am soon moving the shingles. Despite
the acute space shortage, hope the
new address will be satisfactory to
all—especially, yes, especially to me.

Hortoin Mallinson

Complete Recording Supplies

for TAILOR MADE SHOTS

and PROGRAMS

Follow the crowd...
MISSOURI

ST. LOUIS—In co-operation with the St. Louis Board of Education, a radio "workshop" is being conducted, for the purpose of training 45 high school teachers with a more practical knowledge of radio, enabling them to use the experience to begin conducting the new high school radio class project recently started in the St. Louis area. Courses for the teachers will include script-writing and general promotion, with Ben Wilson, KMOX continuity editor, and Ted Westcott, KMOX producer, conducting classes. The sessions are scheduled to start Monday, and to continue once a week for 10 weeks. ST. JOSEPH—J. Woolley Koch, after 37 months in the armed forces, was named radio officer of the assistant superintendent. Koch has returned to KFBE as chief engineer.

MINNESOTA—Stanley E. Hubbard, president and general manager of Winona's KWNW, announced recently that the station's activities will continue on a normal basis, after a period during which the station's staff was temporarily reduced. Hubbard said he expects the station to return to its regular schedule of programs soon.

OHIO—CINCINNATI—Roy Battles, WLW farm program director, will be the principal speaker at an annual meeting of the Stark County Milk Producers' Association on Saturday, Jan. 18, in the High School auditorium at Alliance, Ohio. Battles' subject will be "The Dairyman Looks Ahead." Milton Chase, WLW's Far East authority, will discuss current Far East problems at the annual President's Dinner of the Retail Grocers Association to be held in Columbus, Ohio, Jan. 21.

NEW YORK—NEW YORK—"Hate, Incorporated," a powerful indictment of religious discrimination in medical schools of the country, will be broadcast on the American Negro Theatre program by the American Negro Theatre Presents, "Don't You Know," on Sunday, Jan. 13. The presentation will be broadcast over WINS, New York, and was a Dec. 18, 1945, production of the Writers' Board. The presentation will be directed by Jack Jocelyn, an associate producer of the Board. The program is sponsored by the Board.

Massachusetts—SPRINGFIELD—Officials of WMAS, Inc., recently disclosed that they have filed an application with the FCC to increase the power from 1300 kilowatts to 50,000 kilowatts. The new station, WMAS, will be operated by the Massachusetts State College, and will be known as "The Voice of the Commonwealth." The station will operate from 6 a.m. to 11 p.m., seven days a week, with a transmission range of 100 miles. The station will be located on the campus of the Massachusetts State College, and will be operated by a group of students from the college.

ILLINOIS—CHICAGO—Henry Mornhan, Jr., former Secretary of the Treasury, spoke on Sunday, Jan. 6, at the dedication of the new state-of-the-art "First Floor" of the new building of the Chicago Board of Trade. The dedication was attended by many Chicagoans, including President Harry S. Truman, who was on his way to Washington, D.C., for the inaugural ceremonies. The new building will provide additional space for the Board of Trade, and will include a large trading floor, a new telephone exchange, and other facilities.

NEW JERSEY—COLUMBIA—J. D. Sullivan, sales manager of WIB, addressed the Lancaster Rotarians, Sunday, Jan. 12, on the subject of "The Art of Writing." Sullivan's presentation included a discussion of the various types of writing, such as news stories, features, and advertising copy. Sullivan also discussed the importance of good writing in the business world.

Time Buyer's Jackpot

STARTS AGAIN

THIS THURSDAY!

If your name isn't in our Hat—Call ANY HOLLINGBERY MAN.

WPOO

5000 WATTS-JACKSONVILLE, FLORIDA

AMERICAN BROADCASTING COMPANY, INC.
Vol. 34, No. 7

New York, N. Y., Thursday, January 10, 1946

TEN CENTS

RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television

Stanton Heads CBS Web

FCC Approves Plans
For AT&T Coaxial Link

Washington Bureau, RADIO DAILY

Washington—A twenty-four million dollar link in the proposed New York to Los Angeles line of coaxial cable of the AT & T was approved yesterday by FCC. The application is the largest single construction project ever considered by FCC. The application was made jointly by AT & T, Southwestern Bell Telephone Company, Mountain State Telephone and Telegraph Company and Southern California Telephone Company and a subsidiary.

Capt. Eddie Rickenbacker, noted aviator, who on the last day of World War I was the only American pilot to win the Croix de Guerre and the Distinguished Service Cross in World War II, will be featured in a new radio series, "The World's Most Distinguished Flights," a history of the development of American aviation, for a 13-week period beginning Saturday, Feb. 2, it was announced yesterday by W2XQZ, one of the series.

The new program marks a departure from the usual news format of the station's schedule.

Truman Tele Appearance
For January 15 Cancelled

The first network television broadcast between Washington and New York, which was previously scheduled for January 14, will now be held on January 15. According to the schedule, the broadcast will be held on January 14, but it has been cancelled due to technical difficulties.

Heard For New York

Housing Problem-Subject
Of Adv. Council Planning

Washington, D.C.—The Advertising Council's Housing Problem Symposium will be held on January 14. According to the schedule, the broadcast will be held on January 14, but it has been cancelled due to technical difficulties.

First Change In Presidency In 17 Years
Makes Paley Chairman Of Board;
Kesten Elected Vice-Chairman

Frank Stanton yesterday was named president of the Columbia Broadcasting System succeeding William S. Paley, who continues as senior executive as chairman of the board of CBS. The election of Stanton marks the first change in the company's presidency in 17 years.

Coupled with the announcement came word that Paul W. Kesten, formerly executive vice-president and director, becomes vice-chairman of the board of directors, a newly created post. Kesten will continue as Paley's immediate alternate in addition to his other executive duties.

The quarterly meetings of ABC's stations advisory committee will be held today and tomorrow, January 20 and 21. The agenda includes a discussion of the station's program schedule and a report on the network's new programming strategies.

Certified Poll Preview

Lowell Thomas ranks first among commentators in the Philadelphia area, according to Ross Federal Research organization which is conducting Radio Daily's certified poll to select the nationally "All American Radio Program for 1945." In the popular musical show classification, Philadelphia men and women show a preference for the "Pheasants Family Hour," and pick the "Ford Sunday Hour" as the outstanding program in the "commercial" program field. Bob Hope ranks first in the comedian category.

To-Date—754 Certified Votes—"All American Radio Program of 1945"

Stacking Up

Washington—The combination of 1,000 pairs of nylon and H. V. Kauffman, crippled the city's telephone service for two hours recently. Kauffman's store, off the Al-Kahs, off the front page of the first thousand women who called the store, within 30 minutes, 1,000 women had placed their orders, and thousands of others were jamming the phones—on walks.

www.americanradiohistory.com
Coming and Going

MARGARET CUTHBERT, director of programs for WNYC, New York, will be flown today by plane for Captiva, Fla., where she will spend 60 days as house guest at the home of Mrs. Knox Reeves.

DoUGLAS FARBANKS, Jr., is out of the Navy and has returned to Hollywood. He was hired Tuesday night on the CBS 'Theater of Romance' program.

JIMMY DOLAN, CBS sportscaster, is back at the station after spending the last three months in Florida. Dolan has been highway patrolman in the broadcasting of the Orange Bowl game in Miami as New Year's Eve. Dolan is remaining in Florida for a while longer.

J. J. BERNARD, director of sales for XOMA, Oklahoma City affiliate of CBS, arrived in Chicago by way of New York for the conference this week with extended conference with agencies and advertisers. He'll return to Oklahoma by way of New York.

Truman Tele Appearance For January 15 Cancelled

(Continued from Page 1)
understood among those broadcasters that the President has changed his plans and will not read his State of the Union report in person, but will send it to Congress there to be read by a Congressional clerk.

The speech was to have been televised by NBC, CBS and DuMont and carried via the Bell System's coaxial cable to New York, thus marking the first official telecast from the capital. New York was to have been covered by WNET, WCBW, and WAPB, which is listing 40,000 copies of the program, broadcast on WNEW, WJZ and WJZ in Philadelphia, and DuMont's new experimental station, WXXW in Washington.

According to the AT&T, the change does not affect original plans to make the first program over the new circuit a pooled one. The subject of the first broadcast is not known as yet, and it is not expected to take place before Feb. 1.

All-American Jazz Program Skedded For Hour On ABC

Esquire Magazine's All-American Jazz Show, which has been a Sunday afternoon-broadcasting ABC, Jan. 16, 9:30 p.m., EST, with Orson Welles emceeing a script by W. L. C. Kelley, writer of the old "Chamber Music Society of Lower Basin Street." Winners of the magazine's poll to be heard on the program include Duke Ellington and Woody Herman and their bands, the King Cole Trio, Johnny Hodges, Chubby Jackson, Frances Wayne and others.

Hudson 'Workshop' Speaker

Robert Hudson, CBS associate director of education, will speak today at the Religious Radio Workshop at New York's Gramercy Park Hotel. His subject will be "Religion and Communications."

Ted Steele Heads KMPC Music

Hollywood–Ted Steele, formerly maestro of the Chesterfield Supper Club, has been named musical director of KMPC, Los Angeles.
FROM THE POST,
THIS TOAST...

to one of radio’s great
personalities: WOR’s UNCLE DON!

There is a keen, lively article in this week’s Saturday Evening Post, of interest to everyone in and out of the radio business. Chiefly, it is about a man named Don Carney, who, as WOR’s UNCLE DON, has been charming youngsters and prodding parents into buying sponsors’ products for more than seventeen years.

Written by John La Cerda, chosen for publication by one of the most astutely selective editorial staffs in the nation, this lengthy SEP write-up is a worthy kudo to the great WOR artist who is, to quote, “tops in the Uncle business!” Without pulling punches, it probes Don’s appeal—reveals some of his spectacular sales—results—shows the man behind the show that has become a national legend.

It isn’t often that a magazine article can be a straight promotional piece for a radio program. But—if you are the manufacturer of, or the agent for, any product suitable for family selling, we urge you to turn today to page 17 of the January 12th issue of the Saturday Evening Post.
Playback

Notes From An Aisle Seat...!

- Several of the bigger stars here may head for the coast next month due to question trouble. As a matter of fact, the biggest movie name offered to one of the shows the other week was Stu Erwin. It's either that or settling for some of the nite club comings around town... "Famous Jury Trials" going4 on at Sat. nights unless a new sponsor takes over, which will probably be the case. Meanwhile, their erstwhile backer, O. Henry, is reported interested in "True Detective Mysteries" on Mutual... Dan Kaye bringing back his new 12th room apt. on Park Ave... It was a real Christmas for Paul Jonas. Tom Slater's assistant over at Mutual. His son, Major Bill Jonas, a B-25 pilot, had been reported missing in action and believed dead, turned up in Chicago and drove to his dad Christmas Eve... Irving Kahn no longer head of 20th Century's radio dept. Been switched to another desk... Bert Parks taking over permanent emcee on "Bretts The Bank"... Bob Nolan will direct the revived "Radio Reader's Digest" shows... Radio Row swarmed at Don Maclean's sudden collapse and the news that he was rushed to Doctors Hospital... Aside to Dorothy Kilgallen: Producer Bob Barnes paid you a neat little compliment the other night... Of Sharo's, he said your program was no longer competition. It's now a class by itself.

- Kenny Delmar, who's Sen. Claghorn, of the Fred Allen series and emcee of the "RCA-Visitor Show," solved the housing shortage by purchasing a home on 70th St. His house-warming party was a huge success—so successful, in fact, that Kenny is now living in a dingy hotel room while carpenters and painters repair the damage caused by the enthusiastic guests.

- Shelley Mydans, new garrulous commentator on ABC, covered most of the battle fronts for "Time" and "Life" magazines before she was captured by the Japs. Incidentally, "History in the Making" has a potent piece by her on page 32. Uncle Jim Heflin's little girl, Mary, has toured aside her NBC page girl's outfit to sing with Sammy Kaye's crew... Sam Been new publicity head at MCA... Aside to Paul Douglas Tools. She is your advance press agent. Tells us that you walk away with the Jean Arthur show but that you're a ham. You didn't even call him for Christmas... Collier's has put in 2s bid for fiction pieces by Earl Wilson... Great to have former P&O Sgt. Paul Benson back in the old town again after two years on the Lido Road in India... Dr. Eldy's Food Forum on the Mutual night tops all New England competition in women's shows... Aside to John Reed King. Your pal, Nick Keesey, seen making the site spots with Moe Weiner, exec V.P. of Chel Spaghetti, and officials of the McAlpin agency in Chi. Even movie says that your "Give and Take" airing will be renewed this week... The Earl Ferris organization taking on Newsheaders, headed by Paul C. Ridgley, as its Chicago affiliate... Gil Mack, the guy who does dialects so well, does straight commenting even better, according to Paramount, who've just signed him up newsreel narrator... Dody Yates getting married within the fortnight.

- Our Hat's Off Dept.: Larry Douglas "Full Moon and Empty Arms" via Signature Records....CBS "Theater of Romance," radio fabrics you can sink your teeth into Chewday nites... Buddy Lester's Grade-A clowning at the Paramount... The Watson Bros. boot routine at the new Embassy, one of the town's more decorative spots... Geo. (The Real) McCoy's man-in-the-street stuff via WJZ Saturday nites in the Rialto lobby... Carl Ravazzia's singing encore job at the Roxy where he's been holding forth for six months and has just been signed for another six-months stretch... Monika Lewis' Signature platter of "Waitin' For The Train To Come In"... one of her finest.
**AGENCY NEWSCAST**

**RUTHRAFF & RYAN, INC.,** announces the return of Quincy G. Ryan to his former position of vice-president and executive officer of the agency. Ryan has served as chief of the advertising section of the Office of Public Information of the American Red Cross, with headquarters in Washington, D.C., for 22 months since March 1944.

**WALTER WILLIAMS,** recently featured on the “Flea Pile” and other programs over NBC television, has been placed in charge of all television activities in the office of German Film Ad. The department is being enlarged to provide for the production of complete programs.

**JACK ZERLIK,** after having served as assistant space buyer, has been promoted to head that department for the Emil Moss Co., Inc., New York. Zerlik was discharged from the army Air Forces several months ago, then served overseas as a bomber pilot.

**FORJE & COMPANY, radio representatives,** announces the moving of its Hollywood office to 1223 North Highland Ave. Larry Kramer, former traffic manager, has been appointed general manager for the Pacific Coast with headquarters in Hollywood.

**GEORGE H. HOLMAN,** Oakland, Calif., manufacturers’ representatives of the Ad Fred Advertising Agency, plan their 1946 campaign.

**HORACE HAGEDORN,** for the past 14 years in radio advertising and production, has joined Craven & Hook as account executive and radio director. Hagedorn was with NBC for five years, later with Neff-Rogow, New York.

**ARTHUR A. HAUSER,** vice-president and sales manager of Carl Fischer, Inc., music publishers, announces the appointment of Vincent Shallow as advertising manager in charge of all advertising and publicity. Shallow formerly was associated with William Jameson and Co., Austin Nichols and Co., Sperry Gyroscope Co., Glen L. Martin Co., and Currie Wright Corporation.

**LT. COMDR. JAMES HAUSMAN,** U.S.N.R., formerly of Federal Advertising Agency, has joined the copy staff of Franklin Bruck Advertising Corporation.

**J. R. WATKINS COMPANY,** Winnsboro, Minn., manufacturers of household and agricultural products, have placed their account in the hands of Goldman & Gross advertising agency, Chicago. Henry Florshieim is account executive.

**THE MANUFACTURING DIVISION** of Marshall Field & Company announced the appointment last week of Roy S. Dusine, Inc., as agency for Fieldcrest blankets, towels, sheets and bedspreads, and for Karastan rugs, effective January 1st. The same agency will start work on Zioni curtains and other products a little later in the year.

**Housing Problem-Subject Of Adv. Council Planning**

(Continued from Page 1)

**WLIB**

**NEW YORK**

gratefully acknowledges the citation for

**OUTSTANDING SERVICE**

among independent stations in New York City by the American Association of the United Nations, for consistency in broadcasts and program content based on the Conference and the United Nations Charter; for thoughtful and public-spirited use of Station facilities to inform its listeners of the Conference proceedings.

WLIB is also grateful to these three members of its staff who worked antinically to produce the result which earned this Citation.
It's The Real McCoy...!

The music firm of McCarthy & Fisher in 1921 had just put on the popular novelty hit "Myrtle The Turtle," listeners didn't know that Jack Kidd, the program's writer and narrator, had actually composed the song. When the popularity of the song spread, McCarthy & Fisher were contacted by the newswoman, and offered a song titled "Broadway Rose," which West had written with Martin Fraid (Al Jolson's pianist) and Otis Spencer. Though Jack Kidd didn't care for the number, when he saw that the song was popular, he decided to publish the song himself. Fisher agreed to accept the song for a plug ... in the next three months, the ditty sold more than a million copies.

☆ ☆ ☆

RADIOLOGY—Last week, on his P. G. & C. Show, Jack Kidd introduced to the West Coast listeners a new novelty titled "Myrtle The Turtle,"..." listeners didn't know that Kiddwood and Maestro Irving Miller had completely forgotten about the song until the program aired. Art Linkletter's "G. E. House Party" C.B.Stars its second Tuesday. "The Voice" has just signed a five-year picture deal with M-G-M ... next flicker will be "Till The Clouds Roll By," based on the life of the late Jerome Kern. "Look Alikes:" Announcer Dwight Weiss and Melvyn Douglas. ... Jerry Wayne is readying a mystery play which he plans to produce with himself the star. "The Amazing Dr.讼" Felix Greenfield, whose "Man of Magic" series was a WMCA favorite several seasons ago, has been signed by WRGB to do a series of telecasts. ... How come tenorilce Don Reid isn't on the acts? The handsome warbler is a cinch to click. ... Ed Begley takes over the role of "Will Brown" on the "Alfie Family." Begley was "Papa Dittenhofer" on the "Alf Show." ... Scripter John M. Young averages about 20,000 words per week doing "Right To Happiness" and "Second Mrs. Barton." a week. ... Aaron S. Bloom and Eddie Kasper of Kasper-Gordon, Inc., will form a special branch to produce film shorts for television. ... Lou Neistat will continue as foil for Low Parker's "Edelweiss" MBStint, ... Ex-Sgt. Jule Oshins, who was slightly seasick in "This Is The Army," returns to the air Monday to clown on the "Danny O'Neil & Guests" CBSeries ... The Korn Kobblers have been booked for their third repeat appearance on the "NBC-Chesterfield Super Club," late this month ... Should have their own commercial ... Himan Brown, producer-director of "Inner Sanctum," plans to produce a movie to be filmed in the east.

☆ ☆ ☆

TIN PAN ALLEY-OOPS—Phil Spitalny will honor the memory of the late Jerome Kern with an all-Kern Musical on the "Hour of Charm." ... Louis Prima's band opens Feb. 6 at Nat Moor's 400 Club, succeeding Jimmy Dorsey. ... Edwards Music Co. already has set five recordings on "When I Get Where I'm Going," written by Jack Edwards. Duke Leonard and Sam Braverman. ... Ford Music has taken our advice ... they've started work on Kulethel Cotter Groves' great ballad, "You Are My Favorite Dream." ... Larry Funk, former maestro of the nationally-famous band of a thousand melodies, is in stereo after three years in the Army. ... Skyhooks Songs has a possible big-potader in "Proposol Folk," penned by Teddy Hall ... Tippie Herbert is the firm's new professional manager ... When Jack Robbins tells us that in his opinion, "I'm Always Chasing Rainbows," is one of the greatest songs ever written, statistics bear him out ... the revived ballad has already reached the four hundred thousand mark in sales. ... Cosmo Records has quarantined Hal McIntyre a planner a month for a year. ... Bee Barton wrote to NBC asking for a couple of tickets for the "Eileen Barton Show" ... But Eileen was dead, through no fault, received instead, tickets to the "Teen Times" program starring Johnny Desmond ... was Bee nonplussed? ... not at all ... he gave the exact copy of his latest play ballad "Day By Day."
RADIO DAILY

Stanton Heads Columbia Web;
Paley, Kesten To Directorate

(Continued from Page 1)

was advanced to a vice-presidency in
1942 and was named general manager
of Radio Research,
1942-1943.

Paley 1st Board Chairman
Retiring President Paley becomes
Columbia Broadcasting's first board
chairman in the net-
work's history. Elevated to the
new post on Jan. 9, Paley has headed
Columbia's uninterrupted develop-
ment from an initial group of 16
station operations to a nation-wide
network of 157 United States stations.

Paley was granted leave of absence in
October, 1943, to accept an over-
seas war assignment from the Office
of

Radio Information. Later, he be-

came a member of the advisory
board of the Bureau of

Social Research, Columbia Uni-

versity.

Kesten, senior executive vice-

was named the ABC national sales
manager, in charge of the sales
force and advertising promotion. He
was formerly employed by the

National Broadcasting Company.

Will Demonstrate Service At Coming IRE Meeting

New developments in high speed
international radio communications
systems, particularly in the field of
radio-relay transmission by radiotelegraph,
were demonstrated at the IRE meeting
in New York City in January. Special
equipment was on display to the visitors,
who were able to see the latest in radio
technology.

Time Change For "Spy"

Effective January 15, the "David
Harding-Counterspy" series will be
heard over the AEC network from
7:30 to 8:00 P.M. EST, each Sunday.

Research-Sales Promotion

Overseas veterans return to their old
radio兰後 trade press and advertising
circles are demonstrating a
new growth in interest in overseas
radio reception. A number of
radio enthusiasts are using the
new equipment to listen to their
favorite broadcasts from around the
world.

Write RADIO DAILY, Box 110,
1501 Broadway, New York 18,
N. Y.
FCC Approves Plans For AT&T Coaxial Link

(Continued from Page 1)
supplement existing facilities between the major cities of Los Angeles and a distance of about 1,400 miles. The cable will contain eight coaxial units suitable for a large number of telephone and television channels and for the transmission of television programs.

Adaptable To Television

Upon completion of this construction, the coaxial cable will go from New York through Atlanta and Dallas to Los Angeles, with exception of a section between Charlotte, North Carolina and Atlanta, Georgia, which may be constructed during 1947. In addition to its use for long distance telephone service, the coaxial cable is capable of transmitting the broad band of frequencies required for television.

Fetzer Reviews Trip In Los Angeles Address

Los Angeles—John E. Fetzer, managing director of the Fetzer Broadcasting Co., speaking before the Advertising Club of Los Angeles, urged the use of radio as a part of a long range program to re-educate the German people and bring about a "new understanding" inside Germany.

Recently returned from a tour of Europe, Fetzer said that equally important to this country is understanding of Russia, citing as an example the friendship between the common people of Great Britain and the American GI.

During the war, Fetzer served in Washington as censor of radio, responsible for all domestic output both for regular and as shortwave stations broadcasting to foreign countries.

Net To Air Centennial From Milwaukee Jan. 30

A special half-hour program commemorating the City of Milwaukee’s Centennial and featuring celebrities of the stage, screen, radio and sports world whom Milwaukee claims as “native sons” will be broadcast over the full network of ABC on Wednesday, January 30, from 10:30 to 11 p.m., under sponsorship of the Joseph Schlitz Brewing Company. Agency is McCutchin Advertising Company of Chicago. Audience on the program will consist of 6,000 servicemen and women who originate from the Milwaukee Municipal Auditorium. Pickups will be made from Hollywood, New York and other points across the nation.

WANTED

Promotion manager wanted immediately by large Midwest radio station. Good salary. Send qualifications, references and salary requirements to 1501 Broadway, New York 18, N. Y.

BUFFALO—The “Contended” program, starring its fifteenth year on the air, presented a new format with the broadcast of Jan. 7, at 10:00 p.m. on WBEZ. The series which has been broadcast from Chicago since its debut on Jan. 4, 1932, is produced and directed by William L. Loeb, as a ten-minute program, “Dixie’s Early Editor,” Mondays through Fridays at 12:35 p.m. Loebon in addition to reading the latest news and a word of advice will present prominent guests in interviews. Claire Nunn, vocalist with the WCTM band of WJW, will record an album of children’s songs with a picture of her baby boy featured on the cover.

NEW ORLEANS— As a public service, WWL is now presenting its thirty-minute program, “Dixie’s Early Editor,” Mondays through Fridays at 12:35 p.m. Lowdon in addition to reading the latest news and a word of advice will present prominent guests in interviews. Claire Nunn, vocalist with the WCTM band of WJW, will record an album of children’s songs with a picture of her baby boy featured on the cover.

Cleveland—A new Monday through Friday serial, “The Peabody,” is now being presented over WTAM from 1:30 to 1:45 p.m. Dubbed a “modernistic entertainment with Helen, Horae and Harriet Peabody . . .” MANSFIELD—Harry Lytel, for the past two years director for American Forces Network-ETO, has returned to WMAN as program director. Bob Christoffo, who has headed the program department during Lytel’s absence and which moved to a new studio with John W. Wheeler, recently discharged from the Army, WMAN staff changes place Davy Landau, at 101 Lewis on the announcing staff . . . MAHON—Max Thombs, a Signal Corps lieutenant, has returned to WMNR’s executive staff after four years of service. The celebration welcoming Maj. Gen. Robert Belhitch, Commander Fifth Division, to his home town Marysville, was aired exclusively by WMNR.

—DISTRICT OF COLUMBIA—

WASHINGTON—Programs on behalf of the March of Dimes campaign will be over WWDC Monday through Friday, beginning Jan. 14, and lasting through Jan. 21. Norman Reed will conduct the “Run On The Streets” program from 11:20 to 11:30 a.m., Monday, Wednesday and Friday, and Miss Harriet Morris will take over the MC’s job from 11:30 to 11:45 a.m. on Tuesday and Thursday; also a five-minute broadcast on behalf of the March of Dimes will be played over WWDC from 8:55 to 9:00 a.m. . . . WWDC’s “Tufty Topics” program, directed by Ed Van Wagner Tufty, has shifted from its 11:15 a.m. spot and is now heard from 11:30 to 11:45 a.m., Monday, Wednesday and Friday.

NEW JERSEY

BRIDGTON, N. J.—(H.B.)—announces the return of two announcers from the armed forces: Fred Wood, a lieutenant commander in the Navy, and Don Hart of Trenton—WWIT recently purchased the three-story building at 156 West State Street. opposite the State Capitol, and it has been remodelled and enlarged, will be the future home of the station. The Colonial motif in the present building, with its small living spaces, will be retained, while a modern two-story extension will be constructed for AM and in anticipation of FM, with plans for television to be under way. The former Congressman, Diner H. Wace, is president of WWIT, while Paul Alger assumes the post of station manager.

ABG Stations Group Starts Meeting Today

(Continued from Page 1)

Broadcasting Company, network of stations in Detroit.

Two new representatives have been selected to the committee and two representatives have been re-elected all to serve a two-year term. The newly elected committee members are: Dave Klipp, president of WFIL, Philadelphia, and Jack Gross, president of KFMB, San Diego, Calif. Re-elected were Harold Hough of KOXO, Forth Worth; and C. T. Hagman, vice president of WTON, Minneapolis.

Other members of the committee attending the meetings will be E. D. Pyle, president, KYOD, Denver, and W. C. Teachman, manager, WCOS, Columbus, S. C.

College Station Reps. Meet To Ratify Code

Representatives of the 19 student operated college radio stations met this week in New York to adopt the “codes of practice” which will regulate broadcasting over the intra-college stations of the Intercollegiate Broadcasting System from now on.

“News shall be presented with fairness and accuracy,” is one of the provisions of the new code, and responsibility is placed squarely on the student managers of the station that is to be that it is done that way. Either business standards are set up, or the length of time which can be devoted to advertising copy is limited by each program. The stations are also required to adhere to technical standards in engineering operation and broadcast quality.

The 19 stations operate with the power and are heard only in college buildings. Students manage the stations, and do all the writing, directing, and engineering themselves. Many graduate into professional radio. A four-college network exchange programs among the stations in the Philadelphia area; other stations send transcripts and transcriptions of the best shows. Centered for WENW in Boston, the ICBS has member stations from Massachusetts to Alabama and as far west as Missouri.

Send Birthday Greetings To:

JAN. 10

Mary Frances Cahill Harold Stokes Wilbur R. Berks Bertha Bennett Daniel J. Rodgers

OCEAN FRONT, 40th TO 41st STREET

WALTER JACOBS

Walter Jacobs, 40th to 41st Street
FCC Fixes Local Firms

Tele-Suit Defendants Get Gov't Extension

Defendants in the Government’s ‘tele’ suit-trust suit have asked and were granted, a 60-day extension, for the filing of answers to charges of monopoly in the manufacturing and sale of television equipment. This means that the answers will be due on March 8, and in the interim a decision is expected to be made as to whether the defendants will fight the suit or enter into a consent decree.

The defendants are General Precision Equipment Corp., Paramount, Motion Picture Productions, Inc., Scophony Corp. of America, and Scophony Corp. of America, New York.

(Continued on Page 3)

New FM Station Grants Bring Total Up To 266

Washington Bureau, RADIO DAILY
Washington— FCC granted 33 additional FM stations, bringing the total grants to 266. Following is the list of grants:

Connecticut: American Republic Waterbury; Metropolitan: Georgia: CBS, Metropolitan; Rome Broadcasting Corp., Rome; Metropolitan; Savannah Broadcasting, Inc.

(Continued on Page 3)

Boy Scouts Camper Drive To Get Heavy Radio Aid

Radio is going all-out to aid the Greater New York Council of Boy Scouts in its campaign to raise $500,000 to be used to build up the council’s summer camps at Ten Mile River in up-State New York.

Robert D. Sweeney, WBS vice-president, has been named chairman of a

(Continued on Page 2)

Special Parade Coverage

Plans are for radio and television participation in the Fifth Avenue parade tomorrow, honoring the 100th anniversary of the division, will include coverage by New York Independents and four major networks from various points along the line of march. Major General James Gavin, Commander of the 82nd, will appear before the WNET television cameras in an interview with NBC field manager and tomorrow NBC will also telecast the parade. CBS’ tele’ out, WCBW, will film the event for broadcast Monday.

The program will include a CBS 10-minute segment between 1 and 2:00 p.m. with Bill Scornam handling descriptions; NBC, 12 to 1:05 p.m., and 2:00 to 2:15 p.m. with Martin Hoos; ABC from 1:15 to 2:00 p.m. with Taylor Grant and Gordon Fairchild; MBS from 1:00 to 1:15 and 2:30 to 3:15 p.m. with Paul Elliff. Local stations include: WGR from 1:00 p.m., WBCA from 1:15, 2:10 and 2:20 p.m., WNYN at 2:30 p.m., WABC from 1:45 p.m. with Bill Burns; WNYC from 1:45 and 2:15, and WOR at 2:15 in Italian.

MBS Billing Increase Passes Million Mark

An increase in gross billings of $1,185,112 for the year 1945 over 1944, was announced yesterday by Mutual Broadcasting System, with the total gross billings for the past year reaching $26,267,260. The total for 1944 was $19,533,560.

The addition of the Coca-Cola account during the first year’s administration of Edgar Kohak as president of MBS helped swell the revenue of the past year. The Coca-Cola company through the “Parade of Spotlight Bands” and the “Morton Downer Show,” added $1,226,517.16 to the Mutual web gross for the year.

(Continued on Page 4)

ABC ’45 Gross Sales Exceeds $40,000,000

Total gross time sales of the American Broadcasting Company, Inc., for 1945, amounted to $40,000,000. It was announced yesterday by Charles E. Ryland, vice-president and assistant secretary of the network. This compares with reported billings of $11,356,129, including $11,356,129 representing political sales, for 1944.

Excluding the political sales for 1944, the decline of $828,883, reported for the past year largely reflects the cancellations in commercials during the period of nationwide mourning following the death of President Roosevelt, coupled with the cancellation of commercials due to the observance of V-E and V-J Days.

The compilation shows that

(Continued on Page 7)

Timely Gift

Among the many festivities re- cently held in New York was the elec traction of the presidential CBS, none was more welcome—or more timely—than the event at CBS, the studio of the “Dr. Who” show, one of the most successful. A gift of a watch, presented yesterday, was the best wishes, to the new presi-

(Continued on Page 2)

Certified Poll Preview

In Worcester, Mass., Bob Hope ranks first in the comedian classification as returns in RADIO DAILY’s certified poll to pick the nation’s “All-American Radio Program of 1945,” continue to pour in at the offices of the Ross Federal Research organization. The “General Electric Hour” rates as the favorite “commercial” program, and Fulton Lewis, Jr., leads in the commentator field. The “Hit Parade” registered solidly with the Worcester newspaper men and women as the most popular musical show.

Monday—Report on Milwaukee

Binghamton Ruling Cites Importance Of Local Ties

Washington Bureau, RADIO DAILY
Washington—In a ruling involving local ownership, the FCC yesterday announced a proposal to permit Southern Tier Radio Service to build a 240-watt standard station in Binghamton, N. Y. The decision denied the application of Binghamton Press, wholly owned by Frank E. Gurnee. Interested parties are given 20 days in which to file protests and request oral argument before the Commission.

Since FCC noted that both applicants would deliver satisfactory radio service throughout the city of Binghamton.

(Continued on Page 6)

California Rates High In BMB Membership

West Coast Bureau, RADIO DAILY
Hollywood—California ranks fourth highest among the states in allegiances to the Broadcast Measurement Bureau, Hugh6 Pells, BMB president, disclosed in his progress report at the NAB district meeting here. He was assisted by Russell Eiler, advertising manager of California Fruit Growers Exchange.

(Continued on Page 7)

Capital Radio Men Barred From Strike-Vote Meeting

Washington Bureau, RADIO DAILY
Washington-The first effect on radio of the telephone strike which has swept the nation this week, occurred here yesterday when 5,000 operators, who met in the Turf Arena for a strike vote and demonstration Thursday morning, refused to attend.

(Continued on Page 2)

D. J. Pilea

Following the first network broadcast to make Sunday over WABC, ex-Mayo Firends. M. S. Guardia received a telegram from 84 operators and enlisted men of the War Information Detachment in Manila. P. L. granting him for past aid to servicemen, and urging him to “Please do all you can to speed demobilization of veterans now!”

To-Day—819 Certified Votes—“All American Radio Program of 1945”
**Coming and Going**

**Boy Scouts Camp Drive To Get Heavy Radio Aid**

(Continued from Page 1)

**Capital Radio Men Barred From Strike-Vote Meeting**

(Continued from Page 1)

**Sterling Drug On ABC**

On behalf of its drug, cosmetic and household products, Sterling Drug, Inc. has entered into a 35-week contract with the American Broadcasting Company, Inc. for covering sponsorship of "Bride & Groom," audience participation program heard Mondays through Fridays. Dancer, Fitzgerald & Sample is the agency.

**WGYN Resumes FM Sked**

The Mix FM outlet, WGYN, resumed broadcasting yesterday in the new FCC-designated channel, 96.1. The station had been off the air since Dec. 1 to switch the transmitter to the new frequency. Broadcast hours are from noon to 6:00 p.m., Monday through Saturday.

**WPDQ's TIME-BUYERS JACK POT**

**Best Radio Buy In The Detroit Area**

- 5,000 Watts Day and Night
- 800-Ke. Mutual System

**W-I-T-H**

In Baltimore

**Every see a Tigon?**

A Tigon is half tiger and half lion. And the one up there was in the Central Park Zoo in 1938. Its mother was an African lioness. Its father a Siberian tiger.

It's a little of this and a little of that, that so often makes freaks. And we're using that unusual animal to prove a point for W-I-T-H, the successful independent radio station in Baltimore.

W-I-T-H doesn't give you a little of this audience and a little of that audience . . . but it delivers more listeners-per-dollar-spent than any other station in this five-station town.

Facts to prove it are available.
New FM Station Grants
Bring Total To 266

(Continued from Page 1)

Savannah, Metropolitan type station.


Mississippi: Lamor Insurance Co., Jackson, Metropolitan.

New York: WJEN, Inc., Buffalo, Metropolitan possibly Rural; Syracuse Broadcasting Corp., Syracuse, Metropolitan; WAGE, Inc., Syracuse, Metropolitan; Central K. Y. Broadcasting Corp., Syracuse, Metropolitan.

North Carolina: Catawba Valley Broadcasting Co., High Point, Metropolitan possibly Rural; High Point, Inc., High Point, Metropolitan.

Ohio: Reading Broadcasting Co., Dover, Community; Marion Broadcasting Co., Marion, Metropolitan possibly Rural; Wooster Printing Co., Wooster, Metropolitan.

Oklahoma: John F. Beasley, Ardmore, Metropolitan; Oklahoma Quality Broadcasting Co., Lawton, Metropolitan.


Radio Listeners To Vote
On Next Season’s Operas

Opera tradition will be broken by the Metropolitan Opera Association next season, which will include in its repertoire operas selected by popular vote. Six operas selected by the vote of radio listening audience will be included in the 1944-45 repertoire of the Metropolitan Opera Company. It was announced by Mrs. August Van der Smissen, president of the Metropolitan Opera Guild. By special arrangement, the six most favored operas of the possible public will be performed and broadcast on Saturday afternoons during the opera season. Details of the balloting are being broadcast over ABC stations, results of which will be announced over the air on the last Saturday afternoon of the present season.

Wedding Bells

Miss Theadora Yates, who directs and produces "What’s Itworth," and "Roseneary," is engaged to marry Harald O. Dyrenforth, son of Dr. Gueenter O. Dyrenforth, international explorer and professor of geology at Roseenberg College, Switzerland.

Reporter At Large...!

- - - There’s nothing new in CBS’ recently announced policy of giving as much attention to production of supporters as they do to commercial shows. The stir which the announcement created in the trade merely proves how far radio has come from the original standards on which it was built. Many of today’s top performers, Crosby, Kate Smith, Morton Downey, Irene Beasley and dozens of others, were sustaining artists some 15 years ago. Their fame was established gradually, but solidly, because listeners heard them regularly, five days a week, at the same time every day. That, in our opinion, is the secret of building a star-popular program at regular periods, and none of this business of using sustaining as fillers, lumping all over the diot and the clock. Radio created its own talent in those days and that talent is the backbone of the industry today. And have there been better shows than “Basin St.” or Don McNell’s “Breakfast Club?” Why not resort to the old tricks? In sum, why bring in a Jackie Coogan, Jimmy Gleason, Bill Gargan and other movie names who present a time-worn program formula built around their names rather than their talents? We’ve had actors like Dwight Deere, Alan Reed, Kenny Delmar, Betty Garde, Frank Lovejoy, Jackie Kelk, Minnie Pion and others of them, who have been around for years holding up these “personality” shows with nary a name credit until the past year or so. Why not build a few shows around these artists whose thespian talents are not limited to drama or any one branch of the art? Remember that folks like Bing, Bob Hope, Orson Welles, Alan Moorhead, Bill Baker and others from radio have made more significant contributions to film than movies have made to radio.

ABC Makes Appointments
In Research and Sales

ABC announced this week the following appointments in its network sales and research departments: Read Wight, formerly with the William Morris Agency, has been affiliated with the network’s creative sales department, as announced by C. F. Jaeger, vice-president in charge of creative sales for ABC. He will serve in an executive capacity in the sale of programs and their promotional and merchandising aspects.

Edward F. Evans, director of research for the network, has appointed Henry R. Foster as his assistant. Foster had been assistant manager of research for Mutual since November 1943, and prior to that did research for the Blow Company.
Celebrating its
The PHILCO
continues to honor stars of
the show world made great
by Public Recognition

“It has been a great satisfaction, during these three years, to have spoken for Philco in paying a well deserved tribute to my colleagues of the profession.”

Beginning January 20th, the Radio Hall of Fame will originate from Hollywood for a period of Ten Weeks
rd Anniversary

Radio Hall of Fame

DURING ITS 3 YEARS ON THE AIR, THE RADIO HALL OF FAME HAS HONORED THESE STARS:

Jackie Coogan
Victoria Cordova
Leisl Craig
Bing Crosby
Milan Cross
Robert Crumb
Xavier Cugat
Jesus Darrell
Glória de Haven
Joe De Rito
Mr. District Attorney
Darby's Deagans
Brian Donlevy
Marvin Donwancy
Alfred Drake
Jimmy Durante
Lee Ducocher
Ray Eberle
Billy Eckstine
Jean Edwards
Ralph Edwards
Duke Ellington
Annie Ellsworth
Duke Evans
Maurice Evans
Willie Evans
Clifton Fadiman
Arthur Farnum
Frank Fay
Gracie Fields
Geraldine Fitzgerald
Jay C. Flippen
Jean Fontaine
Heinz Foss
Ralph Frasier
Jane Froman
Reginald Gardiner
Ed Gardner
William Garret
Judy Garland
Dana Garren
William Gaston
Georgia Gibbs
Billy Gilbert
Jackie Gleason
Pauline Goddard
Benny Goodman
Bill Goodwin
Robert Goulet
Bonnie Granville
Katherine Grayson
Eddie Green
Jack Haley
Sir Cedric Hardwicke
Margaret Harshaw
Bob Hawke
Richard Haydn
Helen Haynes
Dick Haymes
Alix Heritage
Hilda Gorge
Horatio Hildard
Hi, Lo, Jack and the Dance
Parkland Hoffs
Lou Holtz
Soh Hwang
Howard and Shelton
Willie Howard
Tom Howard
Bart Husick
Ted Hunting
Martin Huss
Betty Hutton
Marion Hutton
Burt Ives
George Jessel
Chuck Jones
Raymond E. Johnson
Bob Johnston
Al Jolson
Ahn Jener
"Carmen Jones"
Louis Jordan
Oscar Karlweis
Gero Kelly
Guy Kibbee
King Sisters
Evelyn Knight
Alexander Knox
Barth Lehr
Hedy Lamarr
Gil Lamb
Carole Landis
Frances Langford
Gertrude Lawrence
Jery Lester
Ted Lewis
Oscar Levant
Beatrice Lillie
John Loder
Ellie Logan
Peter Lorre
Diana Lynn
Lyn and Abner
Jeannette MacDonald
Marjorie Main
Mack Manhattan
Freddie March
Rose Marie
Mary Martin
Nora Martin
Robert Maxwell
Eddie Mayehoff
Chico Marx
Genevieve Marks
Sulu McConnell
Don McKee
Johnny Mercer
Burgess Meredith
Robert Merrill
Leontyne Price
Jackie McReda
Carmen Miranda
Garry Moore
Victe Moore
Frank Morgan
Ela May Morse
Zora Morei
Paul H. Modine
Dean Murphy
George Murphy
Caire Nisbett
Gertrude Nielsen
Bob Nolan
Lloyd Nolan
Arch Oboler
Helen O'Connor
Walter O'Keefe
Ole Olsen
Les Paul
Al Fiske
Jean Peters
Jean Plummer
Dick Powell
Claus Rees
Carlos Ramirez
Martha Raye
Alan "Fats" Robbin
Queenie Reynolds
Robert Ripley
Maurice Roebe
Dor Rockwell
Roy Rogers
Adrien Rollini Trio
Lina Romay
Andy Russell

Sun Ryan
Harriet Sasseen
Dorothy Swayzoff
Bud Syman
John Sebastian
Artie Shaw
Ginny Simms
Frank Sinatra
Red Skelton
Carmelita O'Neal
Smith and Dale
Ethel Smith
Kitty Smith
Harvey Stafford
Jo Stafford
Maxine Sullivan
Raymond Gram Swing
Art Tatum Trio
Deems Taylor
Alie Templeton
Danny Thomas
Lowell Thomas
Kay Thompson
Lawrence Tibbett
Martha Tilton
Frenchy Tate
Arthur Tredwell
Sophie Tucker
Vera Vague
"Vic and Sadie"
Orson Wells
Émile Whiskam
Earle Wilde
Mary Lou Williams
Ward Wilson
"Winged Victory"
Charles Winninger
Jean Wilkes
Bobby Wood
Ed Wynn
Kenyon Wynn
Non Wynn
Allan Young
Henny Youngman

Including, each week,
PAUL WHITEMAN
and the Radio Hall of Fame Orchestra and Chorus

MARTHA TILTON, Singing Star

www.americanradiohistory.com
### MBS Billing Increase Passes Million Mark

(Continued from Page 1) 1944 were $2,406,501 and the past year totaled $2,601,043.88. Hixson-O'Donnell Advertising, Inc., ranked second in 1945 with $1,564,257.27 and the D'Arcey Advertising company third with $1,284,571.16. The complete breakdown on the MBS billing figures for 1945 can be found in the adjoining columns.

### Heralds Television Plans As "Epochal" in Editorial

Washington, D.C.—Radio Daily

Washington—the Washington Star hailed the proposed televising of President Truman’s appearance before Congress this month as an "epochal" event.

In an editorial, the Star said the plan was a key move in a "long-range" television which will bring Congress closer to the people than ever before.

"Regarding the event to President Harding’s history-making radio broadcast in 1923, the Star said, radio has come a long way in the ensuing years, so that it should come no great surprise today to learn that President Truman may soon be seen as well as heard by means of electronic devices."

"When television becomes as popular as ordinary radio—as it no doubt will—millions of persons will see and hear inaugurations of the future and other outstanding events."

The Star noted that the new application pending for construction of a television station in Washington.

### Psychologist On WMCA

Dr. Alan Fromme, noted clinical psychologist who has been associated with Columbia University, CCNY and Sarah Lawrence College, and more recently at Army Convalescent Hospital at Camp Upton, will discuss the theory of human instincts on WMCA’s ‘Adventures in Radio’ program January 13, from 10 to 10:30 p.m. Brief dramatizations outlining his principles will feature the discussion.

### Special WLIB Broadcast

Joseph P. Kelly, president of the American Communications Association, the union representing the striking Western Union workers, will present the strikers’ case this afternoon at 2:15 over WLIB. The station, which offers equal time to both sides, had not heard from WU president Joseph L. Egan at press time.

### Mutual Broadcasting System 1945 Advertiser Expenditure

<table>
<thead>
<tr>
<th>Station</th>
<th>Expenditure</th>
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<tr>
<td>KBC-NBC</td>
<td>$1,712,804.03</td>
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<td>Cены</td>
<td>$1,268,571.16</td>
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<tr>
<td>Fed</td>
<td>$1,109,357.00</td>
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<td>Radio City</td>
<td>$791,872.53</td>
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<tr>
<td>Mutual</td>
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<td>Whitehead &amp; Co.</td>
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### Mutual Broadcasting System 1945 Gross Billings

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### FCC, Granting CP, Favors Local

(Continued from Page 1) The FCC pointed out that control of Southern Tier through 58 per cent of its voting stock is in seven persons of the Binghamton area, three of whom also serve on the BNCC, as well as on the BNCC as well. The fact that the board of directors of the Binghamton Press is entirely in a non-employee, FRG, Inc., owned by Dr. H. F. Searle, Jr., who, in turn, owns all of the stock in Binghamton Press.

### Tele-Tube Series Planned by New School

A series of four lectures on television given under the joint auspices of the Association of New School and the Television Broadcasters Association will commence this week by the New School for Research.

The lectures, led by academic in the field of electronics, will be given on successive Mondays at 6:30 p.m. starting January 13. Nathan W. Rudich, head of the television and radio department of New School and formerly television consultant to Columbia Pictures, is chairman.

### "Steelworkers' Series Starts On ABC Web Mon.

The CIO Steel Workers of America have signed a 13-week contract with the American Broadcasting Company, for sponsorship of a series of programs titled "Steelworkers Speak!" The series will begin on the ABC network Monday, January 14, and will be heard each Monday. On Steel Workers, Philip Murray, president of the United Steel Workers, will be featured speaker on the opening of the series, and subsequent programs will feature other members of the union.

In order to present the views of the country's approximately one million steel workers, the series will feature talks by veterans of the armed forces who have since returned to jobs in the steel mills of the nation.
California Rates High in BMB Membership

(Continued from Page 1)

ANA, and John C. Morse, of the Dan B. Miner agency, representing the AAAA. Bert Oliver, general manager of Pacific, was chairman of the AAAA group.

Feltis will explain BMB and discuss its uses with stations, advertisers, and agencies at other NAB district meetings this month and next. Today he will speak at the meeting at the Fairmont Hotel, San Francisco, with Wilmot Rogers, of California Packing Corp. (ANA) and Burton Grashier, McCann-Erickson (AAA). Jats 14 and 15 will speak at the Olympic Hotel, Seattle, with Warren Kraft, of Horting-Cooper (AAA), the remainder of the schedule follows:

Jan. 23-26: Fortenelle Hotel, Omaha, Lowry Critt, director of music of Conoco, and Melvin Brody, Needham, Louis & Brody (AAA); Jan. 28: Brown Palace, Denver, Crits and Brody; Jan. 31-Feb. 1: Westin Hotel, Dallas, A. H. Caperton, of Dr. Pepper Co. (ANA); Feb. 4-5: Tulia Hotel, Tulsa, Oklahoma, Rose & Sons; Feb. 6-7: Sheraton Hotel, Memphis, Robert P. Elrick, manager, market analysis department, Peppers Co. (ANA), and Otto Schlemman, Needham, Louis & Brody (AAA).

Seven More Join

In New York it was announced that seven more stations joined BMB during the first week of the year, bringing the total membership to 800 stations in all, in addition to four national webs. They are WOLF, Syracuse, N. Y.; WNYT, Watertown, N. Y.; WCMB, Baltimore, KYTV, DT, Dodge, Iowa; KGAB, Harlingen, Texas; WJMJ, Marquette, Wisc., and KOMA, Oklahoma City.

John A. Brice

Atlantic—John A. Brice, co-founder of WSB, president of the Atlantic Journal-Constitution, and a founder of the Journal, is organizing for 49 years, and Wednesday morning in Atlanta at the age of 69. Mr. Brice and Major John S. Cohen obtained a license for WSB on March 15, 1922, and on March 23, began broadcasting. Mr. E. Bruce personelized the growth of WSB as its physical facilities, its staff and its programs expanded.

Send Birthday Greetings To—

Jan. 11

Don Buckley, Paul, As, WSB

Patsy Kelly, Smiling Ed McConnell, Sid Silvers

Jan. 12

Elenor Davis, Jeane Harper

Fayette Krum, Irving Morrow

American Radio History
PICTURE OF THE WEEK

Proceeds of the Radio Executives' Club Christmas raffle amounting to $1,013, was presented to Philip J. Kelly, chairman of the Veterans' Guidance Finance Committee, by Murray Grabhorn, president of REC, at a recent luncheon. Elon G. Barton, president of the Advertising Federation of America and Mrs. Ruth C. Perry, executive director of Veterans' Guidance, New York, participated in the presentation.

FCC Engineer Honored By British Government

Washington—Chief Paul D. Miles, chief of the Frequency Service-Allocation Division of FCC's engineering department has been made an honorary member of the military division of the Most Excellent Order of the British Empire by King George, it was announced yesterday. Former presentation of the award is expected to take place at the British Embassy here on Feb. 12. Capt. Miles served as head of the frequency allocation section of Naval Communications during the war. He was the Navy member of the combined frequency allocation commission of the combined communications board which effected frequency allocations of the Armed Services of the United States and Great Britain.

Southernaires To Tour Beginning January 16

The Southernaires, famed vocal group, begin a nation-wide tour Jan. 16 in Spartanburg, N. C. They will cover the south this month and next, with several northern concerts scheduled for March. The group will then tour through the "southwest to the coast," before embarking on their trip, they will entertain the cadets at West Point, Jan. 13.

New Web Teile Program Begins Series On WRGB

Schenectady—Willard Mullin, well-known sports cartoonist of the N. Y. World Telegram, appeared among the experts this week when ABC presented the first of a new series of television programs titled "The Game." The program was produced by Bobbe Henry, with Dr. Harvey Zorbaugh, professor of education at New York University acting as master-of-ceremonies.

ABC headquarters in New York also announced this week that a Soppy Harvey," a variety-type program will be presented today, January 11 at 8:30 p.m. Variations of such network shows as "Ladies Be Seated" and "Blind Date" will be used. Frances Scott is emcee of the show, which is produced by Harvey Marlowe.

Krupp Set For Welles Show

Roger Krupp, ABC staff announcer, will handle those chores on the Orson Welles program during its stay in New York starting Sunday.

AGENCIES

PATRICIA MURRAY, active in the television field since 1938 as producer and journalist, has joined Telecasting Publications, Inc., N. Y., as associate editor of TV Guide. The Magazine of the Television Industry is scheduled to appear the latter part of April. She also is associate editor of the monthly, "Frequency Modulation," which makes its first appearance with the February issue.

THE ADVERTISING FEDERATION OF AMERICA will hold forty-second annual convention at Milwaukee, May 26 to 29, according to announcement made last week at Federation headquarters, Elton G. Barton, president.

WILLIAM DONALD McNEILL, a lieutenant in the U. S. Navy Reserve, has joined McCann-Erickson's Foreign Department in N. Y. While in the Navy, he was attached to the U. S. Embassy in Buenos Aires, Argentina, and was later Combat Intelligence Officer with the Fifth Army attached to the sports-team known as "Don McNeill," he held the international Singles Tennis Championship and the Doubles Championship in 1940, and the national Doubles Championship in 1941.

BERNHARD HARVEROD, former WINS newsman, production manager, has joined William Sare, N. Y. advertising agency, as radio director.

JOSEPH F. TIMLIN, manager of the radio department in the New York office of Branson Co., station manager, was elected president. Timlin has been with Branson for nine years, and is a member of the N. Y. Junior Bar, J. W. Thompson Co., Chicago.

CLARENCE B. GOSHERN, president of Benton & Bowles, Inc., and one of the agency's top arms, has been elected to the Armed Forces as LARRY DUNIA who will work on the General Foods account, and DON WATEROUS, who joins the department in which he is on the Florida citrus account. Duna had been a Naval Air Intelligence officer in the South Pacific, where Waterous was a sergeant with the Army in the European theater of operations.

Will Begin ABS Series

Edgar Ansel Mowrer, Pulitzer prizewinning news commentator, Sun begins a weekly series of broadcast commentaries, "Actors and Authors," beginning at 7:30 p.m. EST. Program, open for sponsorship, will be fed to all radio outposts of the Pacific Coast, which will receive a repeat broadcast at 11 p.m. Mowrer's first program will cover the UNO meeting in London. One of the friends American government was a Welles program for the European stations, he will do a subsequent broadcast from Berlin.
FM Standards Modified

Tele Role Important In Educational Field

Television will play a major role in the field of education, and its specific value will greatly overshadow the advances ever offered by radio, according to L. G. Mabel, television director of the New York City Board of Education, last week at a regular membership meeting of the American Television Society at the Bartlett-Plaza.

The advantages of visual-education in the schools of the City will be limitless, in every phase of learning.

(Continued on Page 6)

CBS Television Station Doubles Time on Air

WCBW, CBS teleostel in New York, this week doubles its air time by broadcasting five nights, Monday through Saturday, a total of 12 hours. Special events and sports make up most of the extra time, including the “Silver Skates” and basketball, and hockey games from Madison Square Garden. The CBS teleostel will continue this new policy of live remote stations with the amount of air time for future weeks dependent upon the schedule of events.

WGN Leases Power In Chi. News Building

Chicago—WGN has leased the old WMAG quarters at the 29th and 28th streets of the Chicago Daily News Building, from the Daily News Printing Company, for two years, effective March 1, for use during construction work on the $6,000,000 addition.

(Continued on Page 2)

Pince-Hitters

At Friday’s wedding breakfast for Paul Schubert, WQO commentator, and his bride, the former Frances Whiting, the groom’s colleagues decided that his planned three-days leave from the station would not be enough for a honeymoon, and so they agreed to fill in for him the rest of the week. Frasier Hunt will do Schubert’s program tomorrow night; Bob Considine, Wednesday; Harry Brudridge, Thursday; Paul Gallice, Friday, and H. V. Kotlenborn, Saturday. Adela Rogers St. John handled for Schubert the first three days.

FCC Alters Two Engineering Sections; New Rules For Type Approval Of Modulation Monitors

Television Market Appraised By Halpin

St. Paul Hardware Firm Buys North Central Time

Radio Commentators Ballot In “Ten Best Pictures” Poll

In “Ten Best Pictures” Poll

Eighty-one radio commentators ballot in Film Daily’s 24th annual poll to select the “Ten Best Pictures” of 1946, voted “Wilma” as the No. 1 choice. Other pictures selected in the order of their popularity were “The Adventures of Don Juan,” “Lassie,” “The Uninvited,” “The Bad Seed,” “The Red House,” “The Bridge on the River Kwai,” “The Philadelphia Story,” “The Bells of St. Mary’s,” and “The Killers.”

(Continued on Page 5)

New AFRS Network For Wounded Vets

West Coast Bovet, RADIO DAILY Los Angeles—Proceeds from the Frieda Langford, who has been named chairman of a programs committee for wounded servicemen sexed in the U.S. who are getting special radio entertainment over a wide net.

(Continued on Page 5)

St. Paul Hardware Firm Buys North Central Time

St. Paul—Farwell, Osmun, Kirk and Company, St. Paul, hardware manufacturers and wholesalers, have purchased 13-quarter-hour programs on eight stations affiliated with the North

(Continued on Page 5)

New inra Phillips Series Debuts Today on NBC Web

Chicago—New inra Phillips daytime serial “Masquerade,” will make its debut on NBC today, Jan. 14, in a new alignment of shows on the Mon.

(Continued on Page 2)

Growing

Phoenix, Ariz.—“County Fair” call on the station, a new two more than doubled her weight since young Allen Levee was born. Allen was born in a 24-hour cow. As of last Saturday broadcast, the pure-bred Jersey weighed 184, as compared with her opening weight of 75 pounds. Allen’s weight now is around 150.

To-Day—912 Certified Votes—“All American Radio Program of 1945”

Golden Anniversary

Mr. and Mrs. Moses Levitt, 70 and 75 years old respectively, were guests of Carl and Jack and Dan, the parents of Carl, Jack and Dan. The Levitt Trio of CBS “Sing Along” program, celebrated their 50th wedding anniversary by appearing and singing on a recent show. They have done this annually since their 50th wedding anniversary. They reside in Jackson Heights, Long Island.

(Continued on Page 2)
Coming and Going

ROBERT R. BOOTH, general manager of WTAG, Worcester, Mass., and HERBERT L. HIBBARD, assistant manager of the station, plan to be in New York this week for conferences at CBS and with their national representatives.

FRANK O’CONNELL, account executive in the Chicago office of the co-operative promotion division, American network, has left on a two-week business trip to Nashville, Knoxville, and Lexington, Ky.

BOB STRONG and the members of his band are in Corpus Christi, Texas, where tonight they will be heard on the Mutual network as a feature of the “Spotlight Band” series.

JOHN DONAHUE, Eastern sales manager of ABC; TED HERBERT, network account executive, and JACK FORREK, of the web’s publicity department, have returned from a trip to Akron in connection with the “Detect and Collect” program.

WYNN WRIGHT, national production manager of NBC, is in St. Louis, where today he will speak before the Webster Green Monday Club on the subject, “Radio Drama.”

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., in conference Friday at the headquarters of CBS, with which the station is affiliated.

FORD BILLINGS, manager of WHOT, affiliate of ABC in South Bend, Ind., was in Gotham late last week on a business trip.

MICHAEL E. HANNA, manager of WHCU, Ithaca, N. Y., and H. STILLWELL BROWN, commercial manager of the station, were visitors last week at the headquarters of the Columbia network.

THOMAS D. LUCKENBILL, vice-president and radio director of William Esty & Co., has left on a business trip to the West Coast. He’ll be gone about two weeks.

FINANCIAL

JANUARY 11

NEW YORK STOCK EXCHANGE

High Low Close Chg.

Am. Tel. & Tel. 19 7/8 19 7/8 19 7/8 0 1/8
CBS A 45 1/2 45 1/2 45 1/2 0 1/4
CBS B 45 1/2 45 1/2 45 1/2 0 1/4
Crawley Corp. 39 3/4 39 3/4 39 3/4 0 1/4
Fairfax T. & K. 41 1/2 41 1/2 41 1/2 0 1/4
Gen. Electric 47 1/4 47 1/4 47 0 1/4
Philco 44 3/4 44 3/4 44 3/4 0 1/4
RCA Common 18 1/2 18 1/2 18 1/2 0 1/4
Stewart-Warner 24 3/4 24 3/4 24 3/4 0 1/4
Westinghouse 42 1/4 42 1/4 42 1/4 0 1/4
Zenith Radio 42 3/4 42 3/4 42 3/4 0 1/4
Hareline Corp. 23 23 23 0 1/4
Net. Union Radio 23 23 23 0 1/4

OVER THE COUNTER

Du Mont Lab. 96 96 96 Bid ask
Stromberg-Carlson 20 20 20
WGR (Baltimore) 10 10 10
WJR (Detroit) 31 1/2 31 1/2

Board of AFM To Hear Charges Against Maddy

(Continued from Page 1)

at a special hearing here, January 18th. It is also reported that Secretary Carl E. Schaffer of the Richmond, Ind. local will defend Dr. Maddy at the special meeting.

New MBS Series

The Cleveland Orchestra inaugurated a 15-week series of full hour broadcasts over MBS Jan. 9, 8 p.m. Conducted by Erich Leinsdorf with Rudolph Ringwall as associate conductor, the programs will originate in Severance Hall, the orchestra’s home auditorium, with the exception of four concerts in February and March when the group is on tour.

New Inna Phillips Series Debuts Today on NBC Web

(Continued from Page 1)

day-through-Friday General Mills hour (1 to 2 p.m., CST), the serial will take place in the hour with the three other Inna Phillips dramas, The Guiding Light, 1 to 1:15 p.m.; Today’s Children, 1:15 to 1:27 p.m., and Woman in White, 1:32 to 1:45 p.m. The five-minute segment, 1:27 to 1:32 p.m., between Today’s Children and Woman in White, will be filled by Betty Crocker with hints on home-making, Mondays through Fridays.

The entire hour is sponsored by General Mills, Inc., for Wheaties, Bisquick, Gold Medal Kitchen Tested Flour, Sparkle Flour and Betty Crocker soups, through Knox-Reuters Advertising Agency, Inc. “Masquerade,” which will replace "Hymns of the Churches,” will be heard over 30 NBC stations. Locale of the new serial is Fairview, Iowa, hometown of Eileen Holmes, heroine of Woman in White. Principal roles will be played by Art Seltzer as Bill Summers, editor of the “Fairview Clarion,” Brenda Vaughan as Allie Hill’s wife, Jack Petruzzi as Dick Bailey, his associate editor, Jack Swineford as Tom Field, principal of Fairview High, Mary Marren Rees as Marian, his wife, and Geraldine Kay as Barbara Palmer, a school teacher.

Harry Von Tilzer

Harry Von Tilzer, composer of thousands of songs, some of them very popular, died last week in his New York hotel room. Head of his own publishing firm, he was regarded as one of the last remaining links to the days of the Bowery music hall and Tony Pastor. He is credited with the coining of the term “Tin Pan Alley.”


WGN Leases Quarters

In Chi News Building

(Continued from Page 1)

To Tribune Tower. In addition to studio facilities, the News building quarters will provide space for the WGN music and program departments. WGN has indicated that it will probably also use the Eighteenth Street Theater for some of its audience shows while construction work is in progress. It is already using Medinah Temple, Ohio and Wabash, for its Saturday night “Theater of the Air” broadcasts.

Philip Morris Follies

Will Replace “Johnny”

“The Philip Morris Follies of 1946,” new variety show starring Johnny Desmond, bows in over NBC Jan. 22, 18 p.m., EST, replacing “Johnny Presents,” The Blow Co. is the agency. Featured with Desmond will be Margaret Whiting, Herb Shriner, and Jerry Gray’s orchestra. Later, Roberts will announce and Ward Byron will produce.

Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

She’s a coastal Zulu from South Africa in that picture. She’s married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say “We’re married to our audience.” Too bad.

That’s the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you: W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-radio-station town.

And that’s a fact.
FRANK WEBB
opens Avery office in Los Angeles

One of the country's outstanding radio sales executives, Frank V. Webb, has resigned as General Manager of the Broadcasting Division of Farnsworth Television and Radio Corporation to join Lewis H. Avery, Inc.

Frank will head the new Avery office to be opened in Los Angeles on January 15th.

Before joining Farnsworth, Frank was five years with Westinghouse Radio Stations, the last two and one half years as Sales Manager of Station KDKA. Previously he had spent ten years on the West Coast in newspaper and radio sales.

As one of the leading commercial radio men of our day, Frank has demonstrated that he believes as we do—about radio station representation—and aggressive activity.

LEWIS H. AVERY INC.
Radio Station Representatives

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

544 Market Street
San Francisco, Calif.
DOughla 5873

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710
California Commentary

• • • Notes on members of NAB board of directors who contributed in Hollywood! E. L. Rayek, of Albert Lea, Minn., is a brother of Frank Forest noted radio and screen singer. Hugh Falls, president of Broadcast Measurement Bureau, "took the measurement" of several University of Southern California football followers of the U. S. C. -Alabama game New Year's Day in the way of wagers. . . . One of the first acts seen at Warner Bros. studio by the NAB group was "Gigi" Young—and it proved a pleasant coincidence for John J. Gillen, Jr., of Omaha, who was anxious to meet him, as he is a close friend of "Gigi's" brother. . . . Chuck Kerr, of the Nat Goldstone agency, is submitting a package show, which stars Earl Robinson, the composer and guitarist. Show is a combination audience-participation and variety program, dealing with folklore, with a different state to be honored each week. . . . Pierre Andre, ABC announcer, formerly of Chicago, has joined the list of newcomers who have bought homes in the Southland, so that they would be assured of shelter. His newly acquired property is in Glendale.

★ ★ ★

Los Angeles

• • • Former Oklahoma radio announcer Sgt. Clark Barton, Cherokee Indian just back from European battle theater, will do a sound track in the Cherokee language for a sequence in RKO Radio's "Badman's Territory." . . . Walter Teterly discovered that "13" is his lucky number. At an NBC drawing for Rose Bowl tickets, he bought a pastebord with that number—and won a pair of tickets for the football classic. . . . Stan Kenton has reported to C. P. MacGregor's sound studios to record for the music library. Stan and MacGregor have been friends for several years, and it was in the MacGregor studio that the name of Stan Kenton and his orchestra first appeared on records. . . . Bob Crosby, star of the new Ford show, has resumed writing a book which was interrupted when he enlisted in the Marines. It is a behind-the-scenes narrative of the trials, triumphs, struggles and general life of a band leader, and has the tentative title of "Every Night Is New Year's Eve." . . . One of Jack Mackin's musicians, Alan Harshman, had to act as the Stork's assistant when Mrs. Harshman gave birth to a baby girl while being rushed to a hospital in the Mackin car.

★ ★ ★

HIS 2iST YEAR...

AND MORE
POWERFULLY PROGRAMMED
THAN EVER

50,000 Watts • NBC Network
Edward Perry & Co., National Representatives

Will Cover Churchill

The arrival of Ex-Prime Minister Winston Churchill aboard the Queen Mary today will be covered by WOR, Dave Driscoll, the outlet's news director, who will do the broadcast from Pier 90, will endeavor to bring Churchill to the mike to "say a few words to the radio audience.

Southwest

When a new city council was sworn in on Jan. 1, WNOX, Knoxville, Tenn., took microphones into the Council Chamber and covered the event. Mayor Cas Walker conducted the opening of the meeting over the air and the listeners were able to hear the swearing in, election of a vice-mayor, and the election of Paul Morton of Louisville, Ky., as new city manager of the Kentucky metropolis. WFAA and KXKO news coverage in Dallas, Texas, has been further expanded by the addition of Reuters, Internationally known news agency. Stations will now have Associated Press, United Press and United Press radio service in addition to Reuters. The Starkist Flotation Toothpick Co., San Antonio, is sponsoring "The Starkist Treasure Chest" for a quarter hour Monday through Friday, over KMAC.

Charles Garland, general manager of station KPHO in Phoenix, Arizona, recently appointed Frank James as program director. James before his promotion, was connected with the KPHO sales dept., and before his affiliation with KPHO was announced, and promotion manager of WSBY in Syracuse, N. Y.
Radio Commentators Ballot
In "Ten Best Pictures" Poll

(Continued from Page 1)


Return of "Magna Carta"
To Britain Covered by CBS

Washington Hear. RADIO DAILY

Washington—Return of the "Magna Carta" to the British Government was covered Friday by CBS in an exclusive "Feature Story" program from the second reading of the Library of Congress in Washington. The charter, often called the "birth certificate of Democracy," was signed by King John at Runnymede near Windsor, England, in the summer of 1215. The document has been in the Library of Congress for safe keeping throughout the war.

Joseph C. Harsh, CBS news analyst, introduced Dr. Luther H. Evans, Librarian of Congress, who handed the document to the British Minister, John Baldwin. Baldwin returned to the Dean and Chapter of the Lincoln Cathedral.

The Dean of Lincoln Cathedral was heard in a three-minute address from England as part of the ceremony.

The Library of Congress requested CBS to make three sets of recordings of the proceedings. One set will be filed in the record collection of the Library's Music Division, one will be retained in the files of the British Embassy and the other will be placed in the archives of the Lincoln Cathedral.

St. Paul Hardware Firm
Buys North Central Time

(Continued from Page 1)

Central Broadcasting System. Contracts will be run through March, April and May 1946. Program is "Gilt Edge" Melodies," a recorded show produced by KVOS, Fargo-Moorhead, Minn. Time segment is 6:45-7 p.m., CST. Products to be advertised are Gilt Edge Paints and Penril of OK Points. In addition to KVOS, contracts were placed with KGXC, Sidney, Mont.; KLPT, Minot, N. D.; KCVB, Munday, N. D.; KOJR, Devils Lake, N. D.; KJUL, Jaramo, N. D.; KAHU, Aberdeen, S. D.; and KOVC, Valley City, N. D.

News Trends Analyzed
By A. P. Executive

(Continued from Page 1)

index, Gould said, "Domestic news in Dec. 1945 as compared with Dec. 1944 showed an increase from 57 to 77 per cent for afternoon newspapers. The increase was from 61 to 86 per cent for morning newspapers." he said.

Warning against a relaxation of vigilance over world events, he asked, "Have we swung too far, losing a perspective and failing to give an over-all picture of significant as well as sensational and exciting news taking place all over the world?"

Television Market
Appraised By Halpin

(Continued from Page 1)

on the completion of the circuit early next year a market of 200,000 wired homes is opened to television sales. The cable will link Boston, Providence, New York, Philadelphia, Philadelplphia and Washington.

That local broadcasters are fully aware of the medium's tremendous possibilities is indicated by the fact that three applications for video transmitters to be erected here have been filed with the Commission, he said.

WMCA to Air Reuther
On GM-UAW Discussion

WMCA will carry a broadcast of the open meeting on "The GM-UAW Dispute," featuring an address by Walter P. Reuther, vice-president of the United Auto Workers, tomorrow, January 5, from 10:00 to 10:30 p.m. Program will originate in the Assembly Hall of the downtown branch of Hunter College.

Roger Baldwin, civic leader, will introduce Reuther and preside at the meeting, held under the auspices of the Union for Democratic Action Educational Fund.

Hear over WDTF Flint that more of a boys are being discharged every day.
Tele Role Important
In Educational Field

(Continued from Page 1)

Stastny declared, as he explored the possibilities of the medium as it will be applied in schools, "The schools and elementary grades. "Al- though education in television might take years," he said, "if the equip- ment is made available to the schools, a standard program can be quickly outlined and established."

Stastny, who was active in television for the past two years, and is currently an education counselor in CBS’ television department, revealed that the Board of Education plans to build approximately 72 school build- ings in the next five years—all equipped with at least one television receivers. He explained that, while education by video has been a neces- sarily slow and halting process—by virtue of the considerable obstacles within the industry itself—the offi- cials of the City Board have come to recognize the enormous potentialities of the medium as an instrument of learning.

Envision Video Classes

Among the long-range plans of in- corporating television in the junior system, Stastny offered the opinion that video classes would be substi- tuted for English courses in 6th or 7th year grades in high schools, with an over-all review in the final half- year. Drama, science and a study of the arts would be included in the tele- courses—with an even greater degree of success than is now experienced.

Students would be given an exten- sive and professional training in every phase of television engineering, act- ing, directing, and writing— from teachers who themselves are qualified instructors in the School System. Within one year from now, Stastny said, the plan will be in full operation.

He highlighted the educational value in television because of their preservation of the mood of "incidents as they actually take place," adding, "The plan is in line with the School System's thinking that the broadcast list will be among the school courses."

Defines Educational Uses

The three users of television in education, Stastny said, would be (1) teachers of English, (2) social study groups, and (3) science groups. Each would find discussion of their respective subjects greatly simplified with video as the tool.

Other cities throughout the country have also shown a strong interest in television’s educational value, he explained, citing Chicago, St. Louis, Boston, Cleveland and Los Angeles as examples. "The community of Chicago's own Negro's have even gone so far as to permit commercial spon- sorship of school programs."

Joins Durstine Agency

Clyde S. Yarnell last week joined Roy S. Durstine, Inc., Cincinnati, as account executive.

WINDY CITY WORDAGE

by BILL IRVIN

- - - Chicago—E. R. Barrott, American’s Central Division veepoo, and other ABC execs tossed a press reception at Chicago’s Raccoon Club for Hall of Fame’s Paul “Pops” Whitman and Martha Tilton, who stopped of in Chi. en route to the Coast, to air their Philco show from local ABC studios. Joan Blondell and Don McNeill, who guested on Sunday’s broadcast, were also on hand. Very much in evidence, too, was Jane Kalms, publicity gal on the Philco account. . . . Jack Ryan, NBC press chief, hosted a luncheon for Bill (Wallace Wimple, Old Timer, Horatio Boomer) Thompson, Fibber McGee’s triple threat man, preliminary to Bill’s departure for the Coast to recon- ject the Fibber show after two and a half years in the Navy. . . . Danny Kaye’s Chatliner, scheduled to originate from Milwaukee Feb. 1, in connection with the city’s centennial celebration. . . . Randy Blake, WIDJ program director, has a special “testimonial of appreciation” from the War Department, its highest civilian award, for his work on wartime programs. . . . Closing notices have gone up back- stage at the Great Northern for Milton Berle’s “Spring in Brazil.” Show may remain for a few more weeks. . . . Lou Rupple, former CBS press impresario, making a public relations survey of the Merchandise Mart for its new owner, Joseph Kennedy, the former ambassador. . . . A stray cat wandered into the WBBM studios, in the Lake Building the other night. It was promptly dubbed “Tommy” by the production staff and whisked before the cameras to make its tele debut as a family pet on the Elgin Watch Company’s “Time From The Stars” program.

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Victor Borge, Eileen Barton and Gene Kelly, along with Basil O’Connor, national president of the March of Dimes, in town for the opening of the March of Dimes campaign yesterday (Jan. 14). . . . Singer Tony Martin reportedly will dixie five G’s a week for his Chez Perre engagement, start in Feb. . . . A wire recor- der, borrowed by State’s Atty. Tuohy from the Utah Radio Co., was used for the first time by local law enforcement officials in recording the conversation of a would-be extortionist when he called the Chi- cago home of Suzanne Degnan, 6-year-old kidnap-slaving victim, from St. Louis and attempted to bargain for a $500 ransom payment. So successful was the wire-recorded experiment that Chicago’s Mayor Kelly will loan the one in his office to the police department for future use. . . . Miriam Hopkins, star of “St. Lazare’s Pharmacy,” hospitalized. . . . Hal Tate, former Chi radio commentator recently discharged from the Seabees after more than two years service in the Pacific, Chiefing to the Coast, had a look-see at the Hollywood publicity publicists. . . . Lt. Cdr. Bruce Dennis, WGN public relations and special features director, has been awarded the Commendation Ribbon by Admiral Nimitz for meritorious performance in the per- formance of his duties as officer in charge of all public information radio broadcasts during the Okinawa invasion. . . . Beatrice Perbend, WBBM’s assistant publicity director, has resigned to go to New York where she will be married on Saturday (Jan. 19) to L. Eli Shapiro, soon to be released from the Navy. In civilian life L. Shapiro is an economics professor at Brooklyn college.

- - -

Bernice Edlund, who was recently profiled in the Societyopost in an article titled, “Sewball’s Secretary,” the sewballer being Olsen and Johnson, whose secretary she has been for the past six and a half years, will be married Jan. 29. to Jt. Comdr. Lawrence S. Burns. The ceremony will take place at the Bryn Mawr Community Church, with Ole Olsen giving the bride away. His fellow sewballer, Chic Johnson, and Frank Libuse, the sany waiter, also of the “Lefting Room Only” cast, will act as ushers. A single appeal by WBBM’s Paul Gibson has brought an unprecedented, post-Yuletide postal flood to the station—the station— an estimated 1,000,000 Christmas cards. . . . Norma Boggs, WGN sales manager, re- cently appointed general manager and vice-president of Station WLOL. Mutual basic outlet in Minneapolis, was feted by WGN execs at the Tavern Club.

NAB Completes Study
Of Station Pay Plan

Washington Bureaus, RADIO DAILY

Washington—A limited spot-check of a station salesmen’s commission plan con- ducted by the NAB did not disclose the salary-and-commission plan as the most popular among small market stations, with 17 per cent of the stations checked using this method. The survey, completed by J. Allie Brown, assistant director of broad- casts advertising in charge of small market stations, covered methods of pay, every section of the country, included 434 stations, and only methods and their percentages an average of $17.50 per month, with the average for all stations at $15.50 per month. The survey results indicate that the three basic plans—salary, commissions, and a combination of both—have been used by 80 per cent of the stations, and that many stations have experienced all the usual growing pains, and have seen the number of developmental salesmen leave or leave in executive positions, tend to resort to a straight salary.

stations using the salary-and-com- mission plan, according to the survey, have been in operation for an average of nine years, and have a 91 per cent change in the incentive plan for travel. A station that has used the salary method, although several of them had formerly used it straight salary plan was changed to an incentive, advantages, it was claimed that the combination plan gives the greater control over their salesmen.

Where the straight commission method is used, the stations have been in business for an average of five years. These managers praised the method for getting the business as "paying per hundred dollars that this method paid" and said that the salary would enable a good man to stay long enough to be content to stay with the organization and make himself "worth his pay."

The average age of small market stations using the drawing account method was 11 years. One manager praised the system "because it gives the salesmen a definite amount each week with the knowledge that the business improves this amount will be increased, and yet it does not involve figuring actual commission for every salesman each week."

The survey findings will be dis- cussed at the coming NAB district meetings. Also planned as an aid to small market stations is a "management study" to be begun later this month by Professor Arthur Stringer of the NAB who will make this study in the field.

Sinatra Heads Committee

Frank Sinatra has been appointed chairman of the American Film Institute’s Division of the 1946 March of Dimes. It was announced by Basil O’Connor, president of the National Foundation for Infantile Paralysis.
THE Columbia Broadcasting System changed his president for the first time in 17 years with elevation of Stanton to the post. William S. Paley was named board chairman, and Paul W. Keith, vice-chairman. Radio was again yelled upon by the four-letter words that dot letters abroad—its as if only source of local and world news. Pressmen of the three daily papers were rounding out the first week of a strike. The Western Union strike had not yet affected radio. However, the situation resulting from a walkout of AT&T engineers encountered trouble at time of the strike, and threatened maintenance of network cables and teletype wires.

CBS, ABC, and Mutual released reports that in the second half of 1946, ABC reported an increase over the previous year, but CBS and ABC totals were off slightly, characterizing the year as a long and hard one. Although official bond sales were ended, the Treasury is seeking continued aid of radio to promote sales.

Assistant Secretary of State William Benton defended his action in handling of the radio speech of Sec'y Byrnes, and proceeded to severely criticize NBC and CBS on their demands for exclusive broadcasts of Government officers other than the President. A later in the week, discussions in Washington among NAB and network officials indicated that deliberations would be continued until the end of the year. NBC, in the meantime, was fighting for its survival as a major network television broadcast of President Truman's address to Congress. The NAB held a quarterly meetings of its stations' advisory committee in the Waldorf-Astoria.

The FCC's controversy with Zenith Radio Corp. over FM assignments will be opened to the public in a hearing January 18. The Commission also approved AT&T's plans for a coaxial link from New York to Los Angeles. The project—largest outside F.C.C. jurisdiction—will cost $24,000,000.

The Federal Trade Commission gave enthusiastic acknowledgment to radio's aid in the American campaign on false and misleading ads.

The NAB will open a West Coast office, probably in Los Angeles. The new branch will serve as a liaison with motion picture interests.

Mr. LeRoy Mark, wife of the founder of the ABC network, (blue) was honored at a luncheon in Washington by Edward J. Noble and Mark Woods, web chairman and president, respectively. . . . A.C.I. announced winners in its 1945 survey of song hits. "If I Love You" and "Begin the Beguine" were voted tops in their classes.

M. L. Levy, chief engineer of Emeron Radio and Phonograph told the American Electrical Society that manufacturers would display tele sets to the public, in various styles, in the next three years. . . . FCC Commissioner Clifford J. Durr swore advertising pressure groups in radio, declaring that "a truly free" broadcasting industry must be maintained in the future.

Radio's first major battle of the year gets under way today as the FCC begins its first-day's open channel hearing. Washington sources feel certain that there will be a cut in the channels, but how extensive no one knows. . . . New York City's first all-military Victory Parade up Fifth Avenue was carried by both radio and television. There are billions of dollars' worth of contracts and networks string various phases of it.

In Hollywood to get the show under way are Chester MacCracken, Director of Radio for Doherty, Clifford and Doherty, and Dick Pehr, Director of Publicity.

Young, who is in Hollywood to make a 26th-Fox Picture, will have his regular cast of Jim Backus, Enid Gillette, Dickie Moore, and George Wilt and his music, with the Four Chordons, Chicago. Mike Ray will announce, and Eddie Pola produces the show. The writer will be Alan Young, and the "Alan Young Show" is produced by Martin R. Meyer, directed by Frank Cooper and produced by Alan Young's manager.

Washington Bureau, RADIO DAILY

WASHINGTON, Jan. 14—Calling for a continuous exchange of cultural and informational expressions between the United States and Jugoslavia, Assistant Secretary of State William Benton warned against trusting solely in the "paraphernalia of physical progress" Mr. Benton, a former American Platform Guild meeting at the Hotel Statler here recently.

For days and days, he said that "in those of us truly in the rapid development of communications and transportation to make America known elsewhere in the world, we wished to be known, and should be known—just as we are... We no longer pin such hopes on the paraphernalia of physical progress. We have seen the arts of planned destruction leap far ahead of the peaceful arts of commerce and friendly private intercourse.

Secretary of Commerce, Mr. Lewis, who has known little of America, said that "we must make our friends of people—those understanding of our own people and of our free society."

Mr. Lewis also said that it is going to carry out the proposed program of presenting America to the world, Benton said: "We in the State Department are eager to do more than they have ever done. They are seeking world contacts. Their efforts represented by news carried by the commercial wire services, by foreign editions of magazines and books, by movies, tourists, and commercial contacts will amount to vastly more than the government's contribution. The government's job will be merely to fill the gaps.

Department of Information Control

The State Department official pointed out that some of the cost of radio work, such as the Balkans, can be reached by other means than short wave radio.

The "future control and operation of international radio," he said, "is being studied in the State Department and recommendations will be made to the President and Congress within the next few months.

Young Show Originating On Warner Studio Stage

Los Angeles—Alan Young will broadcast his "Alan Young Show" in 13 radio stations at Warner Brothers Sunset Studios, Hollywood, during the comedian's California stay. In Hollywood to get the show under way are Chester MacCracken, Director of Radio for Doherty, Clifford and Doherty, and Dick Pehr, Director of Publicity.

Young, who is in Hollywood to make a 26th-Fox Picture, will have his regular cast of Jim Backus, Enid Gillette, Dickie Moore, and George Wilt and his music, with the Four Chordons, Chicago. Mike Ray will announce, and Eddie Pola produces the show. The writer will be Alan Young, and the "Alan Young Show" is produced by Martin R. Meyer, directed by Frank Cooper and produced by Alan Young's manager.

New Radio-Tele Company Formed Under Ray Knight

Formation of a new radio and television production company was announced this week by Ray Knight, president of Knight Productions, Inc., Officers of the corporation, which will produce live programs for both media, as well as packaged shows, include the following: Lee Wallace, vice-president in charge of television; Alex Luftich, vice-president in charge of production; J. Gerson Shaff, treasurer, and Henry Morris, vice-president in charge of sales. Louis M. Heyward is script editor.

Among the shows already produced for radio by the company are "Follow the Band," with Rosemary DeCamp as director, and orchestra, "Yost Singers and Andre Bauch;

CHARLES FLYNN, who played the role of "Joe Armstrong" on ABC's Monday through Friday adventure serial from August 1939 until May 1944, when he entered the Navy, has returned to the program. Flynn served in the Pacific Theater.

JOHN GANNING, the original "Billy Fairfield" on the program, has also resumed his radio role after 33 months of Army service. 27 months overseas in Persia, Greece, Italy and Sicily.

BILL CULLEN, out of the Army, now has signed by John Reed King to announce the "Give And Take" NBC show.

JOCKO MAXWELL, sportscaster of WJW, prior to joining the Army in 1942, has returned to the WJW newscast at 11:15 p.m., with a weekly sports broadcast "Sportscope." During his period of service in olive drab, Maxwell new service in England, France, Belgium, Holland, Germany and the Philippines, being a member of the vast Special Service Bureau.

After four and one-half years of active service in the U. S. Navy, Caddy, Bob Morgen is back with Allen E. DuPont Laboratories, Inc. of Passaic, N. J.

Gamble to Be Honored by Poor Richard Club Philadelphia—Vincent Lopez and his orchestra will be featured in the show to be given at the Poor Richard Club banquet in Philadelphia, Thursday, January 17, when Ted Gamble, the War Finance Division of the Treasury Department, will be given the organization's annual award. "Dedicated and Collect," quiz show, will be heard from Philadelphia that night on the ABC network, with the show also including Joy Hodges, NBC songstress, and Professor Backwards.

WOR Covers Parade The beauty of the 82nd Airborne Division on New York's Fifth Avenue, Jan. 12, was covered by WOR with two broadcasts, 10:00-12:15 and 3:30-5:45 p.m. Besides descriptions from various points along the line of march, the broadcast included showmen picking up armored units from troop-carrying C-47s flying over the three-mile-long parade. Paul Killian, of the outlook's news and special features division and several announcers did the descriptions.

Available Littleton, Vermont, 30 years old, college, seven years' spotless record in sales, salesmanship and sales promotion. Excellent references. 50 W. Radio Row, Rahway N. J., 5150 Broadway, New York 18, N. Y.
New Lea Bill Introduced

CC Officials Leave For Cuban Confab

Washington, D.C. — Government communication officials left Washington Friday for cuba, where they will confer with Cuban officials regarding the country's objections to the North American Regional Broadcasting Agreement. Headed by FCC Commissioner E. Jell, the American group included Harvey Oertman, assistant chief of the State Department's Telecommunication Division, and Neil K. McCraith, engineer with the Treaty.

Radio's Biggest Task Is New Talent-Kobok

Canton, O. — The greatest problem radio is discovering is that of new talent and new ideas for entertainment. Edgar Kobok, president of Mutual, inserted last week during a visit here to WHBC while on a tour of the Midwest region. Mutual is constantly recruiting new men, women, and original entertainment, and “Our door is always open to new talent.” We depend on the small stations to

ODA Pricing Bottleneck Expected To Be Broken

A break in the radio parts bottleneck due to pricing difficulties is expected soon, following an all-day conference between ODA officials and industry leaders in Washington. Meanwhile, many other questions plaguing the industry are expected to

Air Byrnes' Talk

Secretary of State James F. Byrnes' 75-minute address before the opening session of the United Nations Assembly in London, was carried over NBC-WEAF yesterday from 12:10 to 12:25 p.m. EST. The UN proceedings and discussion on atomic energy, which Byrnes highlighted, will continue through-out the week of the meeting in the British capital.

Honored

Paris — Henry Cassidy, NBC Bureau Chief in Paris, was elected vice-president of the Anglo-American Press Association at the first regular meeting of this organization since the end of the war. Cassidy's election marks the first time this 40-year-old association has admitted radio newsmen as members. The presidency of the Anglo-American Press Association, which rotates between American and British, this year went to Harold King of Reuters.

Miller And Petrillo To Meet In Chicago

Justin Miller, president of the NAB, will meet with James C. Petrillo, president, and members of the international executive board of the American Federation of Musicians in Chicago's Blackstone Hotel Jan. 18 to explore every means of finding common ground for understanding in the

West Coast CBS Affiliates Meet In Hollywood Friday

Los Angeles — A district CBS affiliate's meeting, to be attended by 24 representatives from 15 Columbia stations (of the 5th district), will be held in the CBS building in Columbia Square, on Friday, it was announced by Harry W. Witt, Assistant General.

Certified Poll Preview

Bill Stern tops the list of sportscasters in the Minneapolis-St. Paul area, according to Ross Federal Research organization, who are conducting Radio Daily's annual poll to pick the nation's "All American Radio Program for 1945." Among the comedians, Fred Allen and Bob Hope, seem to share about equal popularity while Fibber McGee and Molly rump away with first honors in the "commercial program" classification. H. V. Kaltenborn ranks first among announcers in the Twin Cities and the "Hit Parade" seems to have the edge in the popular musical show classification.

Tomorrow—Report on Cleveland
OPA Pricing Bottleneck

Expected To Be Broken

(Continued from Page 1)

C. P. HASKETT, president and station manager of WBOC, 1010 Broadcasting, Philadelphia, Pa., announced yesterday that the station will open its doors to broadcasting on January 1, 1946.

DICK CONNOR, vice-president of Associated Press, will be discussing the subject of "Radio and the Community," at the NCTA's annual convention.

EARL GLENN, director of the NCTA office in Washington, D. C., has returned to the Nation's Capital following a few days in New York.

CHALOE FALMER, ABC account executive, is back at his desk following a two-week illness.

HERB SHIRN, radio program director, has won a new radio series, "22, on NBC, after two years overseas in the services. The series, "22, will air from Columbus, Ohio, where he is looked for a three-day vaudeville engagement.

IDA B. WASHINGTON, vice-president of ABC, announced Tuesday that the company will move its headquarters to New York City.

LARRY SULLIVAN, Jr., account executive in the co-operative program division of ABC, has returned from a short business trip to New York.

REYNOLD K. CRUMP, sales manager of NBC's television division, left Monday for Akron, Ohio, where he will address the Rotary Club of that city, after which he will leave for Pittsburgh. He'll be back in New York next Friday.

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous celebrity names.

W. I. T. H., the successful independent in Baltimore, is one of those.

In this five-day-a-week town it's the little fellow ... W. I. T. H ... that delivers the greatest number of listeners for the lowest-cost-per-dollar-speaks.

W. I. T. H.

IN BALTIMORE

TOM. TINSLEY, President

REPRESENTED BY HEADLEY-REED
This is **NOT** a WCAU Coverage Map

It's a map of Philadelphia. But WCAU with its 50,000 watts doesn’t stop at the city limits. It surges far beyond in every direction, blanketing America’s Third Largest Market. But even that doesn’t complete the picture of WCAU sales-value. For the great *quantity-coverage* of WCAU is also *quality-coverage*. High-rated discriminating shows, purposeful programming, practical public services make WCAU the station millions of people not only *listen to*, but *respond to*. If you want a large *volume of sales response*, you want WCAU.

**POWER + PROGRAM = SALES**

**WCAU**

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA’S LEADING RADIO INSTITUTION
LOS ANGELES

By RALPH WILK

PORT PIERSON, well-known radio voice in Chicago, has taken over announcementship on KHIJ-Mutual on Lee's daily Cinderella show, "Queen For A Day," broadcasting Monday through Friday, from the Earl Carroll Theater restaurant in Hollywood.

Harry Von Zell, who won first place as announcer and second to Bing Crosby as master of ceremonies, in a recent poll of radio editors and critics expected to have his own sir show very soon. His idea for the program has already aroused the interest of several national advertisers.

Maty Malneck, orchestra leader on "Duffy's Tavern," has written a new ballad, "I'm Not Having Any," with Don Boys.

NBC's comedienne Judy Canova and her husband Chet England, are forming a corporation to be called "Canolland Productions" (A combination of their names), which will be for the purpose of manufacturing plastic toys and trinkets for children.

Now it's "Author-Producer" in designating William Spier, major domo of the CBS "Suspense" theater of thrills program. After producing scores of chiller-dillers for radio, Spier has just completed a full-length book to be called "Omnibus of Suspense." It will be put on the stands early this year by one of the country's largest book publishers.

Newcomer to the Don Lee Network sales department is Terry Mann, recently discharged Naval lieutenant, who replaces Mill Carlson as account executive, it was announced by Sydney Gaynor, general sales manager.

Prior to joining the Navy, he was director of marketing, media and research for the Los Angeles office of Poole, Cone and Beding. Carlson leaves the network to become associated with Western Advertising Agency as general manager.

Kxox Manning, who was a Major in the Army Air Corps, has survived a 300-year-old rapier from an Italian nobleman he met following the Sacco campaign.

James McCadden of McKee-Albright Agency is in Hollywood from Philadelphia for Sealtset show confab.

MANHATTAN MEMORANDUM

- What was the argument between CBS and Quaker Oats?

Show switches to Mutual early in March, probably inheriting the Old Nick Carter Sunday nite slot... Paulette Goddard and Burgess Meredith talking about producing pictures in Palestine... Three radio sponsors have been trying to reach Mrs. FDR overseas to make her campaign for a program... Margaret Truman would love to become an actress, if she could only get her parents' consent... Edith Gwynne reports hearing a radio commentator sayings "Tom Leslie is in bed with the flu along with other Hollywood notables"... "Chicago Daily News" selected the U. S. Steel commercials (scripted by Joe Hesvel) as the year's finest... Mildred Fenton and Benoy (Nelle Bly) Yenuta in a huddle at the Berberry Room. Probably talking over a new quiz idea... Buddy Lester says that if the operators do go out on strike they'll take all the phone outa life... Marty Rayburn's definition of a radio producer: An MP in civilian clothes... Altoh signed for the new Philip Morris adie... Johnny Desmond will continue on with his Sat. ayeem "Teenster Club"... at least for 15 more weeks, at any rate... After that, he'll probably be exclusive Philip Morris property... Bernice Schubert all excited, and with good reason. He's just signed up Dorothy Thompson, who has developed a new way of presenting the news--a sort of news digest with authoritative quotes thrown in.

- Recommended for free-lance writers is the Just-released 1946 Radio Writers' Market List compiled by Albert R. Perkins, of "Look" mag and instructor in radio writing at NYU. List covers 31 of the Nation's top radio script outlets, giving title, network time, length of show, summary of script qualifications, approximate fee plus name of person to be contacted. In fact, all you gotta do is write the script.

- Small Talk: Luke Malland left for the coast yesterday with an RKO contract for the featured comedy role in "Adventures of Sinbad, the Sailor," starring Doug Fairbanks... Tom Hudson subbing for Eddie Dunn on the Jack Bench show, Dunn's down in Texas where his father-in-law just passed away... Jackson Beck postcards from Van Horn, Texas: "This is Van Horn, Texas—not the World-Telegram"... Geo. A. Putnam has added the Molie Mystery Theater to his announcing chores... Sam Brody out of the army and back with the Music Hall press desp... Recommended: Warde Donovan's violin song style on NBC's "Solitaire Time"... Phil Clarke selected by the Belgian Information Service as commentator for short subject dealing with that country... That Gregory Ratoff spot on "Take It Or Leave It" was co-authored by Herb Moss and Lou Meltzer... Mac Davis has released the 1936 edition of "Heartbeats in Sport Headlines," popular five-minute syndicated script show... Morey Amsterdam opening at the Playgoers Club Friday... Stan Kenton opens at Meadowbrook on Feb. 9th... Warren Bryan, just out of the army a few weeks, returns to the air playing the role of a returned GI on "Stella Dallas"... Nelson Case tackled the announcing assignment on "Mommy and the Men."

- Ruth Gordon once described a new play to Geo. S. Kaufman. "There's no scenery at all," she explained. "In the first scene, I'm on the left side of the stage, and the audience has to imagine I'm eating dinner in a crowded restaurant. Then in Scene Two I run over to the right side of the stage and the audience imagines I'm home in my own drawing room." Kaufman remained unimpressed. "The second note," he said, "you'll have to imagine there's an audience out front."
FCC Officials Leave For Cuban Confab

Barry Faris To Speak At Georgia Press inst.

Barry Faris, editor-in-chief of the International News Service, will be a featured speaker at the 19th annual Georgia Press Institute at the Henry W. Grady School of Journalism at the University of Georgia next month. He will appear on the program as the guest of the Grady School, which announced his appearance by Institute chairman Jack Tarver, and Dean John E. Drewry of the Grady School.

The Atlanta Constitution and the Grady School are co-sponsors with the Georgia Press Association of these annual institutes.

Covered Both Wars

Bryan Collier, editor of the Columbus Ledger, will be the speaker for a luncheon which the Columbus newspaper is giving February 21 for members of the Institute, which will include students of the University from Columbus and authoring.

Dean Tarver and Drewry in arranging the February program are Albert S. Hickey, Jr., Commerce News, and George B. Carlisle, a former Institute committee member, and officers of the Georgia Press Association, which this year is headed by A. Robert Dennis, Covington News.

An alumni of the University of Missouri, Faris is said to be the only newspaper executive who has directed coverage of both World Wars I and II and the peace negotiations and reorientation problems which followed.

The dates of the Press Institute are February 20-23, and will feature addresses by distinguished journalists and public figures, luncheons and dinners given by various Georgia publications, and round table discussions of current problems of publishers and editors.

Plug Net News Show

An unusual series of spot announcements were aired during WABE-FM's Action Breaks Friday to herald NBC's "News of the World" program that evening. The news show devoted to the United States story roll out in foreign pick-ups to broadcast the latest developments on the domestic labor front from five troubled centers. Included in the program were pick-ups from New York, Washington, Chicago, Detroit and Pittsburgh.

AVCO Forms Group To Study Set Problems

Chairman of the board of the board of directors, which will consider itself with radio problems. Members of the committee are Mr. Emanuel, Irving Babcock, president of AVCO, and chairman of the board of AVCO's subsidiaries. Raymond S. Pruitt, vice-president, general counsel and secretary, and Benjamin H. Nettro, head of the Nettro store in Brooklyn and president of the National Retail Dry Goods Association. Chairman of the Committee is James D. Shouse, vice-president, in charge of broadcasting, and a member of the board of directors—of the Crayola Corporation.

Mr. Shouse has been since 1937, the executive head of WLW and has served for many years as a member of the Board of Directors of the NAB, and as a member of its important Legislative Committee, and was one of the original members of the NAB stations' planning and advisory board. Mr. Emanuel pointed out that Mr. Shouse is one of the pioneers in the field of international broadcasting, and said the most powerful international broadcast installation in the world at Bethany, Ohio, is the result of his foresight in this field. Mr. Emanuel stated that the committee of officers and directors of the parent company will meet regularly with Mr. Shouse to discuss various management matters, "The Aviation Corporation realizes the grave obligation to the public in radio broadcasting, and the appointment of this committee confirms the expressed desire to continue our own direct responsibility in the management problems," Mr. Emanuel said.

Get RMA Membership List

Copies of the 1945-46 membership list and trade directory will be sent to U.S. consular offices throughout the world by the Radio Manufacturers Association made through the Department of Commerce and the U.S. State Department.

Staged Stars To Appear On 'March Of Dimes' Show

KFLW To Join ABC

KFLW of Klamath Falls, Oregon, effective March 1 will become affiliated with the American Broadcasting Company, Inc., as a Pacific Coast supplementary station. This is a new station now under construction and will have power of 500 watts on 1,450 kc. It is owned by the Herald Publishing Company of Klamath Falls and Marshall H. Ferguson is the manager.

The affilation of KFLW will give ABC coverage in an area not formerly served by ABC.

Streamlined Choir

Akor—The Streamlined Choir, composed of six choristes from Leov's Theater, Akron, recently broadcast over WACD, that city.

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Radio’s Biggest Task Is New Talent—Kobak

(Continued from Page 11) find new entertainers and pass them along to us,” Kobak added. He reported that WHBC was the best equipped and most efficient small station he had visited.

“Broadcasting systems prefer that stations in their downtown section have well-balanced schedules, mingling national programs with those of local origin,” he said. FM stations, when that a station uses too large a number of programs provided by the network, it loses local appeal and becomes of less value to the viewer. “With the war over, local programs are coming into their own again, giving the small stations opportunity to develop. Kobak feels in this connection, of course, there is also more opportunity for discovering new talent.

Radio Station Market

Regarding the sale and distribution of receiving sets, the Mutual president expressed belief that most of the salable sets now on the market are small, cheaper models in the early "post-war" period. "In this connection," he said, “It is my opinion that frequency modulation sets will not become popular until local stations develop FM facilities.

FM-Tale Outlook

"Although FM requires special equipment, and there are restrictions on its use, no complications arise with standard transmitters in network operation," he said. "Mutual has an FM station in Schenectady, and we send programs over its transmitter as easily as any of the others."

Turning his attention to television and its potentialities, he said, "Five years of work will be necessary before it is ready for general use by the public, but when it is perfected, television will be the greatest medium ever known.

West Coast CBS Affiliates Meet In Hollywood Friday

(Continued from Page 1) Manager, Pacific Coast Division of CBS.

Donald W. Thorburn, CBS Vice-President, will act as host at the meeting. Arrangements were handled by Eddie Bucknale, Columbia Pacific Network’s Field Manager of Station Relations.

William B. Lodge, CBS Director of General Engineering, New York, who arrives in Hollywood January 17, will speak to the group on various engineering problems and developments.

Mrs. Thorburn and wives of other CBS officials will act as hostesses at a luncheon held at the Columbia Hotel for the wives of the visiting station representatives, while the latter will attend special cocktail parties in the American Room of the Brown Derby.

Other scheduled entertainment features on January 18 include an evening dinner party in the American Room of the Knickerbocker Hotel followed by a dinner party at Ciro’s.

Success Story:

Born in Battle Creek, Michigan, a blonde little lady of 14, sang songs on the streets and passed around a battered little hat. . . . three years later the songstress became the vocalist with an orchestra in Lansing, Michigan, where she was spotted one night by Maestro Vincent Lopez who signed her to sing with his band . . . the little girl didn’t seem to click and Lopez gave her notice . . . terribly hurt and disappointed at the turn of events, the songstress changed her style on the last night of her engagement and during her number, pranced about the stage, struck the movable microphone, threw paunches of the air, and strode the phrases . . . a new personality was born there and then and Lopez KEPT HER OFF . . . a year later when the Orchestra opened at Billy Rose’s Casa Manana in New York, the gal was the sensation of the town . . . E. D. DeGroff engaged her for “Pamela Harlow” where she clicked, and when Buddy became production head at Paramount he brought the singer to that studio where she parlayed her singing and dramatic ability into a dramatic smash in “Tendril Blonds” . . . last week she signed an exclusive recording contract with Victor . . . her name? Betty Hutton.

* * *

RADIOLOGY—Kenny Delmar finally breaking through—but big . . . besides his “Senator Claghorn-singing” on Fred Allen’s lastfesta, Kenny subbed for Harry Zon Yoll on Eddie NBC’s western programs and will be the “Don Wilson” on Ginny CB Simmons’ New York-originated programs . . . couldn’t happen to a nice guy ﬂux . . . a society favorite for years. Mastro Rudy Newman and his orchestra will be featured at a special party for Charity, to be held late this month at the Ritz-Carlon Hotel, sponsored by the Medallion Nelson Rockefeller, Vincent Astor, Russell Howell and E. Schellat Welch . . . Jack Bundy, on his WOR program, “MIDLIGHT MOLESTIES,” introduced and interviewed a most interesting personality in a songplugger named Jack Harmer, nick-named “Kipling-waukee Jack” . . . Tee McFarland, Times Orchestra have just completed a swell musical short for Max Cohen of Columbia Pictures . . . sotto voice to Nick Keesley: “we hear that you have a terrific package deal for this great little combination . . . Dick Moses has been named publicity director for General Artists Corp. of America (formerly General Amusements) . . . Jimmy Farwell, former CBS star singer, is back in classics after four years with the “This Is The Army” troupe . . . we’ll bet his baton will be back on the other within a fortnight . . . he looks like a million and sings even better . . . The royalty of jazz, King Cab of Calway and the Duke of Ellington, are collabbing on a swing opera based on “Romeo and Juliet” . . . Martin Ryerson, after two years as news chief of the American Forces Network at the ETO, has been honorably discharged and has already CBSplitted two shows heard this week . . . "This Was A Hero” on the "Suspense" series, and "Blue Pennej For Love" on the "First Nighter" . . . Geoffrey Barnes, scribe of the NB Crime series, "Mystery Theater," often visits the New York Police line-up for first hand info on real kerrikers.

* * *

THE PAR ALLEY-OPE—Count Basie’s boogie-woogie will open at the Roxy in Gotham in April instead of February, as originally scheduled . . . Dick Stabile’s band is a slide-click at the Copacabana . . . Ex-QLC. Carl Sigman, who wrote the lyrics to the official song of the famous 1923 Airline Division. "The All-American Soldier," is now writing ditties with Bob ("Don’t Get Around Much Anymore") Russell . . . Sammy Kaye introduced a new ballad. "I Didn’t Mean A Word I Said" on his "Sunday Serenade." . . . the ditty, penned by Harold Adamson and Jimmy McHugh and featured in the forthcoming Fox Flicker "Do You Love Me?" is a clink to make the "Hit-Parade" for Robbins . . . Joe Stafford’s latest Capitol platter of "Symphony" is already a collector’s item . . . Charlie Shipp has just leased a 27-room house in Englewood, N. J. . . so if you’re a pal of the maestro and can’t get a place to sleep, get in touch with Charlie.

RMA Survey Reveals FM Allocation Attitude

Final RMA survey of receiving set manufacturers shows majority favor use of official FCC channel numbers for dial markings of FM receivers.

RMA’s tabulation indicated that 47 of the set manufacturers sampled favored FCC markings, with 19 companies favoring dial markings using the assigned megacycles. Nine companies made qualified reports and seven companies did not submit any replies.

RMA questionnaires were sent to executives of the receiving set manufacturing companies and the results reflect executive opinion on commercial practices as distinct from engineering.

Figure Analysis Shows

Engineers of the Receiver Section, Executive Committee of the RMA Engineering Department last month received frequency designations for engineering purposes but without regard to trademark or commercial assignment.

Breakdown of the figures show that the 47 companies favoring use of official FCC channels included most of the major radio set manufacturers, although some of these favored megacycle markings. Some other companies favored a dual system, using both the FCC channels and megacycles, while several companies said they would follow the final industry trend and use the policy of manufacturers at the disposal of the FCC.

NAB has stated it will urge stations and newspapers to list FM stations by the FCC channel numbers.

Norma Richards Gets Post With Women Directors

Mrs. Norma Richards, director of women’s activities of WSPD, Toledo, has been appointed interim acting treasurer of the NAB’S Association of Women Directors, succeeding Mary J. Langford, former coordinator. She replaces Barbara Bates, of WOW, Omaha, who resigned to join her husband on his return from service.

Mrs. Richards is producer-director of several daily shows on WSPD. In addition, she is social chairman of the Toledo Women’s Advertising Club, and a member of the AAWD, the Toledo Artist Club, Beta Sigma Phi, Delta Omicron and the Toledo Repertoire Little Theater.

Files In Ohio

Columbus—Sky Way Broadcasting Company, 1805 E. North Carolina, Columbus, O., has filed a stock registration plan with the Ohio Securities Division, involving 1,675 shares of no par value common at $130 par value; and 25 shares of no par value common stock at $100 per share.

Gets WGN Promotion

Ben Perenstom, for the past two years a member of the WGN sales staff, has been appointed assistant sales manager of the station, it was announced by William A. McGuiness, WGN commercial manager.
1946 MARCH OF DIMES NATIONAL RADIO DIVISION
Give your time January 14-31 to protect America’s Children

JUSTIN MILLER, President
National Association of Broadcasters

EDGAR KOBAK, President
Mutual Broadcasting System

CLARENCE MENSEN, Vice-President
National Broadcasting Co.

ADRIAN SAMISH, Vice-President
American Broadcasting Co.

DAVIDSON TAYLOR, Vice-President
Columbia Broadcasting System
— NORTH CAROLINA —

GREENSBORO—“Headlines and Sidelights,” is the title of a new quarter-hour program presented over WBIG each Friday by the students of Bennett College. Each week the program consists of thumbnail portraits of outstanding educational personalities, news from national and local fronts, historical sidelights of the school and musical features.

W. Manley Holland, who was in the commission when Bennett College was founded to form a three-year army stint, has resumed his association with the station as merchandising manager.

— CONNECTICUT —

HARTFORD—WDBC’s Shopper’s Special crew of emcees and bandmen will do a special re-recording Jan. 18, drive to the Newington Home for Crippled Children, to aid the Mile-O-Dimes drive. Show will be aired from 8:15 to 9:00 a.m., featuring voices Roy Hanson, Otto Neubaur and his band, vocalist Bill DuLude, and Jim Garrett with the “Market Basket.”

In “Meet Your Legislature” program skedded to start over WDBC Feb. 6, will feature interviews with leading Connecticut legislators by Faye Clarke, Show will be heard on the state network, and will be arranged by the House Committee on Public Information.

— FLORIDA —

LAKE CITY—Deep South Radioways, headed by Fred H. Temple, plans immediate construction of a new radio broadcasting station. Temple has stated that the FCC has granted him a permit for a 250-watt commercial station, which he hopes to have on the air by March.

MIAMI—Senator Claude Pepper, of Florida, recently returned from an extensive European tour, addressed the Miami Newspaper Guild. In a radio program broadcast exclusively over WIOD.

— INDIANA —

FORT WAYNE—WOOW in cooperation with the Radio Department of Indiana University, has instituted a new program series. Titled “Indiana Presents,” each week the life story of a famous Hoosier who made an outstanding contribution in the fields of science or invention, will be dramatized. The research, script writing and acting for the series is done by advanced students of radio at Indiana University. Production is under the supervision of Dr. H. J. Skonbr, director of radio at the University.

RALPH S. Lathem, director of radio at the Navy, has joined the local sales staff of WOWO. New announcer with WGL is Paul J. Price, from Indianapolis.

— PENNSYLVANIA —

PHILADELPHIA—Mayor Bernard Samuel, honorary member of the Victory Clothing Collection, has announced the appointment of Roger W. Clipp, president of WFIL, as vice-president in charge of production for the Philadelphia campaign. Radio stations and newspapers, as well as other advertising and publicity media in Philadelphia, have begun an all-out drive to reach every person, in every city, to contribute at least one garment to the collection to alleviate the clothing shortage in the war-torn countries of the Philippines and the Far East. In addition to supervising the preparation and distribution of news releases and program material, Clipp is arranging a number of special events broadcasts, highlighting the clothing drive.

— NEW YORK —

BROOKLYN—WLBI will begin a new series of programs, “Report On Housing,” starting Monday, Jan. 21, at 2:15 p.m. This new weekly program will feature latest news and developments on housing and building.

HAL KOSUT, formerly with WCAT, New Jersey, and recently out of the armed forces, has been added to the WLBI staff as newscaster.

— PENNSYLVANIA —

PHILADELPHIA—Mayor Bernard Samuel, honorary member of the Victory Clothing Collection, has announced the appointment of Roger W. Clipp, president of WFIL, as vice-president in charge of production for the Philadelphia campaign. Radio stations and newspapers, as well as other advertising and publicity media in Philadelphia, have begun an all-out drive to reach every person, in every city, to contribute at least one garment to the collection to alleviate the clothing shortage in the war-torn countries of the Philippines and the Far East. In addition to supervising the preparation and distribution of news releases and program material, Clipp is arranging a number of special events broadcasts, highlighting the clothing drive.

— NEW YORK —

BROOKLYN—WLBI will begin a new series of programs, “Report On Housing,” starting Monday, Jan. 21, at 2:15 p.m. This new weekly program will feature latest news and developments on housing and building.

HAL KOSUT, formerly with WCAT, New Jersey, and recently out of the armed forces, has been added to the WLBI staff as newscaster.

Gould Leaves WLBI

Paul Gould has resigned as station manager of WLBI, Brooklyn, it was announced here recently. He will be associated with Eliot Godofsky, former president of the station, as principals in a new metropolitan FM station. Application for a CP was filed with the FCC last year. Gould has set up offices at 20 Court St., Brooklyn.

At WLBI, general manager Edgar H. Twamley announced that he will take over Gould’s former duties at the station.

Send Birthday Greetings To—

Jan. 15

H. S. Goodman Alvin Robinson
Thomas B. Smith Kathleen Wilson

Research-Sales Promotion

Overseas veteran with 7 years radio trade press experience desires contact with network, station, agency or rep firm. Experienced in research, editorial work, sales promotion, production. Write RADIO DAILY, Box 110, 1501 Broadway, New York 18, N.Y.
Start Clear Channel Meet

Govt. Int'l Radio Plan Hurt By AP News Ban

The United States State Department's international information officials are making no secret of their concern over the decision of the Associated Press to discontinue furnishing the department with news for dissemination abroad. It may mean the dropping of their plans to use shortwave radio. They have no indication that a similar course will be followed in the near future by the United Press.

(Continued on Page 7)

Canada Dealers Face Scarcity of New Sets

Montreal—Canadian Radio dealers, both retail and wholesale, are facing the same shortage of new sets as are those in the United States, with little prospect of any sizable flow of merchandise becoming available for the next six months, a recent survey shows. Independent retailers and radio departments in the larger department stores are virtually without.

(Continued on Page 8)

Eleven Applications Made For AM Power Increases

Eleven applications for increases in power were announced this week by the FCC. In addition, FCC reported seven applications for construction of new FM stations and one Standard station.

Power increases were requested by the following: Connecticut Radio

(Continued on Page 7)

Argument Centers On Service To Rural Area

Washington Bureau, RADIO DAILY

Washington—Clear channel hearings opened before the FCC, with the nation's rural radio listeners the principal bone of contention between opposing groups.

Spark to opposition arguments was the report of "Agriculture of Rural People toward Radio Service," prepared by the Department of Agriculture's Bureau of Agricultural Economics for FCC. The lengthy report, already reported by Radio Daily, showed startling listening habits of rural population, including:

(Continued on Page 6)

Electrical Union Strike Real Threat To Radio

Production of radio tubes, receivers and other equipment vital to the industry, will be sharply curtailed should there be an extension of the strike of 200,000 electrical workers called yesterday at the 79 plants of Westinghouse, General Electric and General Motors. Approximately 18,000 workers are affected in the New York area alone. Of the total numb.

(Continued on Page 7)

'Nite Club Revue' Set For REC Luncheon Meet

The managers of the New York stations will present "The Nite Club Revue of Manhattan" at the Radio Executives Club luncheon tomorrow at the Roosevelt Hotel at 12:30 p.m.

(Continued on Page 2)

BALLOT BEARERS

Carrying more than 1,000 ballots in RADIO DAILY's certified poll to select the nation's "All-American Radio Program for 1945," Ila Fehrs and Eleanor Cullen of the Ross Federal Research Corp., yesterday delivered most of the completed questionnaires to RADIO DAILY offices. Returns represent theballoting of newspaper men and women in every section of the U. S.

To-Day—1054 Certified Votes—"All American Radio Program of 1945"
Certified Poll Preview

The "Telephone Hour" appears to be the favorite "commercial" program in the Cleveland area, according to reports from Ross Federal Research organization which is conducting RADIO DAILY's certified poll to pick the nation's "All-American Radio Program for 1948." Bob Hope and Fred Allen are running close in the "comedian classification" and "Information Please" ranks first in quiz show popularity. In the popular musical show category, "Hit Parade" and Fred Waring's orchestra appear to be the leaders.

Seven Network Programs Win Educational Awards

(Continued from Page 1)

greatest contributions to "education and public interest," Kenneth J. Heebe, president, announced. Awards were made also to producers Ed Byron, Milton Krents, and Lester Weintraub; writers Norman Corwin, Morton Winograd, and Arnold Marquis; and directors Adam M. Leader, Frank Papp, and Homer Fickett.

The NBC Symphony was voted top among cultural programs "for overall contribution to raising cultural levels." Honorable mention was awarded "Eternal Light." MBS "You Make the News" won in the news-drama category "for impartial, analytical and entertaining presentation of the making of news events," with an honorable mention to "Headline Editions" on ABC.

"Teen-Timers Club" was named best program for the secondary school age group "for good, clean entertainment used as vehicle for straight colloquial talk on tolerance." CBS "Let's Pretend" took first place in the primary school age group as "an excellent children's fantasy." The panel consisted of Dr. Paul Anderson, Pennsylvania College for Women; Erik Barnow, of Columbia University; Prof. Robert Emerson, New York University; Dr. Frank Kingdon, commentator and former president of Newark University; John MacFet, NBC war correspondent; and Sid Weiss, of RADIO DAILY.

WNEW To Air Tribute

A tribute to the late Edward B. Marks, "They All Sang," featuring the Cuban composer Ernesto Lecuona, will be aired by WNEW Jan. 10, 12-1, by Joe Howard. "Gay Nineties" composer will sing his own compositions, and Lecuona will play the piano. "Handy Maid." Merle Pitz will direct the music.

Nite Club Revue Set For REC Luncheon Meet

(Continued from Page 1)

the all-entertainment program will feature acts from the most prominent clubs in the city.

Ralph Weil, general manager of WOV, is chairman of the arrangements committee which includes Joe Seifert, of WJZ; Art Kemp, McCann-Erickson; Craig Lawrence, WHOM; John McNeil, WJZ, and Bill Schroe- ders, WINS.

Among the entertainers who will appear are Maurice Rocco, of the Zanzibar; Vera Massey, of the Hunter; Eddie Condon and his band, and others.

WOR's Hoffman Honored By Booksellers League

William Hoffman, a member of the sound effects department of WOR, and co-author of the book "Radio Sound Effects," will be guest of honor at the annual dinner of the Booksellers League of New York at the Fifth Avenue Restaurant. Both books are published by Ziff-Davis.

Hoffman will demonstrate some of the sound effects of the airwaves and the importance of dramatic effect. Cremer is known to radio audience as "The Handy Man."

Upstream

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

That's a frightin' species for you.

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

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

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

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

For Special Washington Coverage

Available! New York Only!

Radio commercial writer now with Chicago agency, 3 years radio experience (AM & FM); 2 years agency. Original, versatile.

Box 114, RADIO DAILY
1501 Broadway, New York, N. Y.
Look for it in the first ad of a new campaign to build a bigger audience for ABC

If it's laughter you're after...

Listen to ABC
AMERICAN BROADCASTING COMPANY

No matter how you like your humor—subtle, slapstick or sophisticated—there's fun on the air for you when you listen to your ABC station.

And more than fun, too! You'll find top entertainment of every kind—Guy Lombardo; Sunday Evening Hour; The Theatre Guild on the Air; Walter Winchell; The Boston Symphony; Ladies, Be Seated; The Metropolitan Opera—a long, long list of worth-while shows for every member of the family, young or old.

That's why so many million American families from coast to coast are switching stations today. And more and more families everywhere are learning that the best way to enjoy radio at its best is to be listening to ABC day and night.

American Broadcasting Company
A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

A hot tip to time buyers

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 67.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 92% of the nation's spendable income. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.
Notes From An Aisle Seat...!

- Willard Alexander reported buying the Wm. Morris band dept'...Hildegarde planning to take her show to the coast for four weeks in Feb. Not only due to lack of big name guest stars available here, but she also will do some guest shots herself out there...Sylvia Sidney's next will be Don Loper, the dance director, according to her pals here....
- Pres. Truman refused the urging of onlookers at his last radio talk to take a glass of water because he didn't want to run overtime. He used up 29 minutes and 29 seconds, which is a lot better timing than many a big-time...Bobby Clark's "Would-Be Gentleman" hanging up the SRO sign every night since it opened. Radio's Ann Thomas has the femme comedy lead....Kenny (Ben. Claghorn) Delmar was talking about his educational accomplishments the other night at Toots Shor's. Said he had picked up a little Latin in high school—but nothing came of it. She married some other guy..."Story Digest," a new pocket-sized fiction digest mag, will hit the stands early in Feb. under the banner of Henry Steeger, head of Popular Publications...Bill Stern's "My Favorite Sports Stories," published by Mac Davis Features, due out next month.

- If history repeats itself, then the Brown Dots are a clinch to hit the Big Time. They were organized by Deek Watson, the lad who spark-plugged the Ink Spots. They're managed by Joe Gale, who piloted the Inkies and they're publicized by Al Wilde, the wise old owl, who pushed the Ink Spots over the rocky road of newsprint into the limelight. Now comes the final touch. They've inherited the Mon. and Wed. 5:30 time slot via ABC that the Inkies held down while they were in the struggling stage.

- Frances Rockeeller Klug writes in wondering where Nellie Revell is and how she can get in touch with her. Nellie is at the Hotel Flanders in N. Y. in case any more of her legion of pals want to stop her a line....Dee Dee Taylor, the man who tours the classics on the RCA Victor show, claims that swing music is making America a country of musical illiterates. He describes a musical illiterate as a person who doesn't know the difference between Beethoven's Seventh and Mannville's Eighth....18-year-old ex-Air Force, Jimmy Lipton, is the most talented newcomer to hit N. Y. in many a kiloycle, in the opinion of Y. & R.'s Eleanor Kligman, who should know....Herb Shimer has a midget friend who's finally found a room. Only drawback is that he's gotta share his quarters with a ham-on-rye in the Automat....Dorothy Knight questing on "Conscience Hour" on the 21st. Bill Zuckert out of the Navy after 19 months in New Guinea and back in civil life and radio again....
- Robert Q. Lewis thinks that Florello's pet parlor game must be potcheeels. More when "Blind Date" goes off the air this Friday, two of the girls who helped build the show will be the blind dates. They're Angie Strickland, Tom Wallace's former cat's, and Louise Freidland, his current Gal Friday....L. Bernie Bloom out of the army and anxious to get back into the sports announcing field where he left off five years ago. Prior to the war, he called the plays on WBBN and KALB, La. He's a former NYU three-letter star and made the quarterback position in Gramblie's 1936 All-American selection....Milton Robertson putting the finishing touches on his original two-hour program to be presented at Mad. Sq. March 5th, tagged "That Way We May Live."

- Howard Dietz and Arthur Schwartz once accepted a radio job that kept them turning out a new song every day for 39 weeks. A pal wanted to know if that didn't take an awful lot out of them. "It sure does," replied Dietz, "but it also takes a lot of Bach, Beethoven and Brahms."
WKMO

Biggest Little Station Wins
"Biggest Show In Town" Award

OF COURSE we were thrilled to win the $10,000 top prize—but, honestly, we weren't too surprised. We knew we had done a good job of promoting "The Biggest Show In Town" because it's the kind of a job we're doing 365 days a year.

We believe it's our job...we believe it's "in the public interest" to tell our folks about the programs and people they hear on their favorite radio station. (see Conlan survey.)

We believe, too, that it is a part of our contract with WKMO's advertisers, to back up their program dollars with our promotion dollars for maximum results.

So—a special campaign paid off for us...just as our regular promotion efforts are regularly paying off for advertisers who reach the rich, responsive WKMO audience in the Heart of Indiana.

Thank You
CBS—for the $10,000
The Judges—for recognizing merit
Our Staff—for a job well done

John Carl Jeffrey
General Manager

WKMO
Kokomo
In the Heart of Indiana

Start Clear Channel Meet

Agriculture Dept. 
Listener Report 
Draws Fire

(Continued from Page 1)

ent programming by clear channel stations.

Louis G. Caldwell, attorney representing the Clear Channel Broadcasting Service and several individual stations, objected to inclusion of the report in the record on the theory that it was in violation of the Communications Act.

Testimony that the “average clear channel station is governed by urban tastes,” was offered by John C. Baker, chief of the radio service of the Department of Agriculture, stating that the “overall program structure” of clear channel stations is pointed at urban rather than listeners, Baker said.

Sees Urban Taste Paramount

In its overall-program structure, the average clear channel station is governed by urban tastes — whether the programs are produced locally or taken off the network. Its methods of audience measurement, for the most part limits its sampling to city people.

So it is not surprising that the rural audience study of last summer indicated program preferences on the part of rural people which are at considerable variance from the program offerings of a typical station, clear channel or otherwise.

Caldwell said the survey was “inaccurate,” and did not give a fair picture of the rural listener.

Inclusion of the report in the record was given importance because the clear channel stations themselves presented itself as a defender of the rural listener and any curtailment in clear channel service would mean a “radio black hole.”

Baker Assesses Networks

Baker accused two major networks of “indefinite delays” in furnishing figures on farm program coverage to the Department of Agriculture. His charge drew the first concerted interest of the members of the FCC during the hearing. Questioning led by FCC Chairman Paul Porter into what Porter termed the “demise and partial resurrection” of NBC’s “National Farm, and Home Hour,” drew from the witness the statement that the net stalled in furnishing extent of coverage of farm programs.

Asked by Porter and other Commissioners to account for a negligible number of stations using the “National Farm and Home Hour,” both on a commercial and sustaining basis, Baker said he was “unable” to furnish a complete list. Asked by Commissioner Durst if this meant NBC had “turned him down,” Baker replied that he had been “turned down in the sense that he was declined” because he had met with similar difficulty in discovering the coverage of ABC’s “American Farmer.” Caldwell asserted he would supply the figures.

The FCC also called for a complete case history on the “National Farm and Home Hour” from its creation as an hourly program, six days a week, to its present 30-minute broadcast only once a week.

YKA President Heard

Bartley C. Crum, President of YKA, San Francisco, Calif., told the clear channel hearing that the “status quo cannot be maintained without great and uncompensated detriment to the public welfare and, by inference, to the community.” Crum’s testimony before the FCC in a packed Department of Labor Auditorium was sandwiched between a question-and-answer session of a Government research expert by Caldwell, Dr. Angus Campbell, assistant head of Farm Security, Bureau of Economic, Department of Agriculture.

Dr. Campbell testified on the sampling methods used in the survey of rural listening habits made by the Department of Agriculture at the specific request of the FCC.

On the stand during both the morning and afternoon sessions of the hearing, Dr. Campbell sought to counter Caldwell’s repeated assertion that the survey was “biased.”

Caldwell attempted to show that questions asked of the rural population were “slanted” to bring out the worst of present programming while “playing down” the good. According to the Census Bureau’s definition, 22,337,000 rural residents of the nation—more than one-third of the population of the United States.

Calling for a “liberal revision” of present clear channel rules, Crum said:

“An honest appraisal of the situation makes it clear that the status quo cannot be maintained without great and uncompensated detriment to the public convenience, interest and necessity.”

Calls Rural Area “Underprivileged”

The West Coast radio station owner maintained that there is no substantial interference with the signal of a dominant clear channel station near Coast operating on the same frequency.

In a statement issued before the hearing, Edwin W. Craig, of WSM, Nashville, said: “So far as radio is concerned, rural listeners are greatly underprivileged, and they stand to gain little from television or frequency modification without their action to screen interference. Urban listeners, however, already receive excellent and varied radio service, and at signal strength 20 to 30 times stronger than the farm-

er. Furthermore, only 37 per cent of the area of the United States is now receiving a primary daytime service, and only 57 per cent a primary nighttime service.

To expedite the inadequate service now received by the farmer by turning over clear channel wave lengths to regional or new stations for city use, would in my opinion, represent a colossal social blunder.”

Craig called on the FCC to “halt these periodic raids on clear channel service.” He said the “raids” are often “instigated” by persons and stations “disinterested in rural America.”

Baker’s testimony, however, indicated that the clear channel group was not quite the staunch defender of the rural listener as Craig made out.

Neon Listening Heavy

“Most of these farm programs,” he said, “are presented early in the morn-

ing, which tucks them neatly out of the way of most city listening. There is considerable evidence that more farm people, in total, listen to their radios at noon. Admittedly the farm audience is diluted by city listeners, but only 40 to 50 per cent of the city audience, when it is available, is to be preferred to the farm audience by most clear channel stations.”

Baker conceded, however, some improvement in program service from clear channel stations in recent years.

“The clear channel stations,” he said, “are doing more to render a pro-

gram service suited to the needs of rural listeners today than they did ten years ago, five years ago, or two years ago. Their principal improvement, in rural programming, has been in the field of farm information, not alone in scheduling time, but in hiring farm program directors and giving them the financial, physical, personnel and moral support to enable these men to develop program services that would be of assistance to farm families.”

Makes Two Suggestions

Baker listed two principles which he believes would help to solve the is-

sues raised at the hearing:

(1) Radio service is and should be recognized as a right of every person in the United States and its terri-

tories. The FCC should make such changes in its rules and allocations as may be necessary to extend satis-

factory radio coverage to all people, under the American system of broad-

casting.

(2) Rural peoples have special 

needs, which should be taken in account by FCC in discriminating be-

tween applicants for power and frequency. As custodian of the public 

radio frequencies the FCC should use grants to license those who we 

will provide the most helpful service to rural listeners, in whose inter-

est the special channels and power are allocated.

Caldwell Hits Exhibits

Caldwell made constant objection to inclusion of first exhibits of FCC and most particularly to the Agriculture Survey of rural listeners.

He stressed that the first exhibit showing coverage areas of Class 1, 1B and 2 stations did not give a full picture. FCC witnesses, however, said the maps were not intended to give full picture.

Caldwell represented the following at the hearing:

Clear Channel Broadcasting Service, including Agriculture Broadcasting Service (WLS); A, H, Buloon (WFAA); Atlanta Journal (WSB); Carter Publications (WABP) Central Broadcasting Co. (WHA); Courier-Journal and Louisville Times (WHAS); Crosley Corp. (WLW), Earle C. Anthony, Inc. (KFD); Loyd University (WVL), National Life and Accident Insurance Co. (WSM); Southland Industries (WQAI); Storrow-Carlson Telephone Mfg. (WHAM); WCAU Broadcasting Co. (WCAU); Westlingouse Radio Stations, Inc. (KDKA); WGN, In (WGN) and WJR, the Goodwill Station (WJR).

Momy Witnesses Testify

Witnesses for the first day’s hearing included those already mentioned, H. Underwood Graham Engineering Dept. of FCC; Dallis Smythe, chief economist of FCC, Dr. R. Likert, head of the Division of Program Survey, Bureau of Economics of the Dept. of Agriculture; Dr. Angus Campbell, assistant head of the same division; Dr. M. L. Wilson of the Extension Service of the Dept. of Agriculture; Euzel Smith, legal

(Continued on Page 7)
HARRISON F. ANDRUSON, former director of public relations of General Mills, Inc., has been named director of informational services of the National Milk Producers Federation, Inc. Andrews left General Mills to serve as lieutenant commander in charge of the production staffs here, working with the Navy Bureau of Aeronautics. During the period between leaving the Navy and assuming his post with Bread Names Research Foundation, he was associated with Fisher Body Division, General Motors.

VICK CHEMICAL COMPANY, New York, has placed a Sprint spot announcement campaign on CKNW, New Westminster, B. C. The business was placed through Morse International, New York.

Eleven Applications Made for AM Power Increases

Foundation, New Haven, Conn. (WELL), from 1 kilowatt day and 500 watts night to 1 kilowatt day and 1 kilowatt night; The Community Broadcasting Co., Toledo, Ohio (WTOI) from 250 watts to 1 kilowatt; KJPS, Erie, Pa. (WJPS), from 100 watts to 250 watts; KSIT Broadcasting Co., Inc., Montgomery, Ala. (WSFA), from 1 kilowatt day and 500 watts night to 1 kilowatt day and night; Henderson Radio Corporation, Henderson, N. C. (WINC), from 250 watts to 1 kilowatt; Coastal Broadcasting Co., Brazzwick, Ga. (WMOG), from 250 watts day and 100 watts night to 250 watts day and night; Courier-Post Publishing Co., Hanover, Mo., from 300 watts day and night to 5 kilowatts day and 1 kilowatt night; John B. Cooley, Ethel H. Cooley and Co., Clearfield, Utah, from 250 watts to 1 kilowatt; Winkler Broadcasting Co., Los Angeles, Calif., from 1 kilowatt to 5 kilowatts; Amarillo Broadcasting Corp., Amarillo, Texas, (KFPA), from 250 watts day and night to 5 kilowatts day and 1 kilowatt night; Lincoln's Broadcasting Station, Monroe, La. (KMLB), from 1 kilowatt day and night to 5 kilowatts day and 1 kilowatt night; PM files included: Trinity Broadcasting Corp. of Tenn., Chattanooga, Tenn.; Cape Fear Broadcasting Co., Fayetteville, N. C.; Independent Broadcasting Co., Philadelphia, Pa.; KCMB Broadcasting Co., Kansas City, Mo.; Luther E. Gibson, Salinas, Calif.; Algoma Marine Industries, Clearfield, Pa.

Application for construction permission for station using 15,000 watts for station WOAS was granted by the Federal Communications Commission.

To Build N. E. Station

Charles S. Holbrook, recently from ABC as an account executive, has formed a partnership with Gerald Stetson and Richard Washington to build and operate a radio station in Berlin, N. H. The name of the company is the White Mountains Broadcasting, with intended call letters of the station being WMB. The station will be designed for northern New Hampshire, parts of eastern Vermont and western Maine.
Canada Dealers Face Scarcity Of New Sets

(Continued from Page 1) out models of any description, although a few are displaying simple receivers of both pre-war and new models.

Dealers are impatient, and consumers demand for new sets can be satisfied only with the meager supply of table or shelf models, although these are reported widely popular. Record-players or consoles are not available, and retailers attribute this to the fact that furniture, which is necessarily in great demand, is lacking in construction cabinets. In that regard, furniture manufacturers, who also build radio cabinets, are reportedly reluctant to produce sets because of the higher profits in merchandise for homes, etc. With the new ruling on the "disimilar" types of furniture, and its consequent new price ceiling, there is no inducement to turn to the less bulky phonograph combinations.

The radio repair business, on the other hand, has a good boom. The public is aware that new sets may be long in coming, and are consequently exercising great care of present models. To help the repair business, service shops in this and other large Canadian cities, report that the labor situation, and the fairly "adequate" supply of equipment, have made servicing much more prompt and regular.

Montreal merchants are satisfied that the first flow of new sets will be disposed of with little difficulty, and that the advertising of any consequence will be necessary, because the public will buy quickly and ask very few questions as to designs and improvements.

Richardson Appointed

Brooks' Ass't At NBC

Stanley P. Richardson, wartime director of NBC's European news staff, has been named assistant to William F. Brooks, web director of news and international relations. He will leave London shortly to make his headquarters in New York.

The European directorship will be taken over by Henry C. Cassidy, who will divide his time among the leading European capitals. Merrill Mueller, web war reporter, will become manager of the London office.

Build your daytime audience with "HOLLYWOOD"

Chatting, interviews, Dramatic Scenes on Disc. Franchises now open for 1946. Audition record on request.

T. J. VALENTINO, INC.
1600 Broadway
New York
Certified Poll Monday

Benton Hits AP Action On Ending OIC Service

Washington Bureau, RADIO DAILY
Washington—William Benton, Assistant Secretary of State for Public Affairs, yesterday lashed out at the Associated Press for terminating its news wire service to the Office of International and Cultural Affairs, which has taken over many of the news-disseminating functions of the OWI and the DIA, including short-wave broadcasting. The AP's reasons for the action were termed by Benton as "wholly unwarranted."

He said that the three major wire services, AP, UP and INS, were asked (Continued on Page 3)

Stamford Station Granted To Press

Assignment of license of WSSR, Stamford, Conn., to the Western Connecticut Broadcasting Co., whose stockholders also own the city's only newspaper, was approved this week by the FCC.

A FCC Commissioner Clifford J. Durst, expressed a minority opinion stating the majority's action "fostered" monopoly (Continued on Page 7)

WFWB, Hollywood, Plans 19-Hour "Dimes" Benefit

West Coast Bureau, RADIO DAILY
Hollywood—WFWB, Warner Brothers station here, on January 30 will devote its broadcast day—19 solid hours—to a continuous program for the benefit of the "March of Dimes" (Continued on Page 2)

Air Gen. Ike

When General Dwight D. Eisenhower, Army Chief of Staff, delivered his talk to the nation tomorrow night on the Army's Demobilization Plan, it will be carried nation-wide over the full CBS network. Program, which will probably come from Ike's office in the Pentagon building in Washington, D.C., will be broadcast over Columbia from 815 to 930 p.m.

Washington Bureau, RADIO DAILY
Washington—First break in the calm of the FCC's clear channel hearing in the case yesterday when Edward Craney, Montana radio executive and political power, accused of "firing up" pro-regional statements from "many" state governors. Craney was named by Louis G. Caldwell, attorney for the clear-channel group, during questioning of witnesses who appeared for the governors of Montana and New Hampshire. John H. Claxton, (Continued on Page 3)

Radio Execs. Discuss 1946 Boy Scout Drive

Plans for radio's role in the 1946 drive of the Boys Scouts of America to raise $800,000 for the expansion and (Continued on Page 61)

New Westinghouse Strike Adds To Production Strife

The nationwide electrical workers strike which threatens to hamstring radio production, was further extended (Continued on Page 2)

All-Amer. Program Awards For 1945 Compiled

Radio's certified poll to select the nation's "All American Radio Program for 1945" will be announced in a special poll issue of RADIO DAILY next Monday.

Delivery of the 1941st and final ballot by B. E. Jolley, director of research for the Ross Federal Research Corp., to (Continued on Page 3)

New AM Applications Announced By FCC

Additional applications for standard broadcast facilities in 24 States, Hawaii and Puerto Rico, were listed yesterday by FCC. A pre-publication notice was announced on October 9. The applications, FCC said, have not been reviewed to determine if they are in the proper form.

In yesterday's applications published by the Commission, Texas and California are particularly well represen (Continued on Page 61)

Twenty-One New Members Added To 20 Year Club

Twenty-one new members have been added to the roster of the "Twenty Year Club," an organization founded by NBC commentator H. V. Kaltenborn in 1925. The new members are:

Ben Gross, radio editor, N.Y. Daily News; George C. Biggar, general manager.

Teacher

Montreal—Dorothy May Joyce, a former member of Canada's Women's Army Corps, whose ambition is to do research work in radio, is the first servicewoman admitted to the faculty of McGill University. While overseas with the Royal Engineers she got what she considers a good picture of what might be done by a woman in the telecommunications field."
Selling national advertisers in the Northeast and Mid-Atlantic areas, \textit{Radio Daily} reports on the latest developments in the radio industry.

**Coming and Going**

*O. B. Hanson*, ABC’s vice-president and chief engineer, has left on his annual trip to the West Coast. 

*Gordon Gray*, general manager of KQLI, Omaha, Neb., in town this week for conferences at the station’s affiliation.

*Evelyn Knight*, singer star of the CBS network, is due to arrive today from Baltimore, where she filled a two-week engagement at the Club Chantecler.

*Walter M. Kossler*, general manager of WOR, New York’s Metropolitan network in Rockefeller Center, is in the capital for conferences with ABC officials.

*Glenn Marshall*, Jr., commercial manager and sales promotion director of WNYC, New York, is back in New York for the next week.

New Westhouse Strike

Add To Production Strife

(Continued from Page 1)

of the three-day-old national stoppage dimmed as Westhouse cited November income figures to support workers that the firm cannot afford the raise, while Albert J. Fitzgerald, general president of the UEUF, said his union "now as always stands ready to negotiate with these corporations if they are willing to negotiate in good faith on the $2-a-day demand.

At Lynn, Mass, where 16,000 GE workers are out, Mayor Cole wrote to Charles E. Wilson, GE president, "I have talked with many of the workers. I have listened to their arguments, and I want to say that their demands seem reasonable and just."

Washington—In an exclusive broadcast over WWDC, Jan. 12, Ernest Weaver, national president of the striking Western Electric Workers, charged Western Electric with returning to arbitration and with employing "union busting tactics," and claimed that the Association of Communications Equipment Workers Union was not willfully attempting to tie up the nation’s communications.

“Mozart Festival” On WNYC

WNYC’s twice weekly, 90-minute, recorded “Opera Hour,” broadcast Sunday mornings and Friday afternoons, has been dedicated to the “Mozart Festival” in which the four major works of the youthful 18th century genius are being featured: "Don Giovanni," "Le Nozze di Figaro," and "Così fan Tutte" are heard in Italian, while "Die Zauberflöte" ("The Magic Flute") is recorded in the original German.

**KFWB, Hollywood, Plans 19-Hour “Dimes” Benefit**

**N. Y. Film Critics Awards On Hall Of Fame Sunday**

New York Film Critics on Sunday, Jan. 20, will present their annual awards for the best motion picture activities of the year, in a special ABC broadcast of the “Radio Hall of Fame.”

Adrian Samish, vice-president in charge of programs for ABC, will arrive today in Hollywood, where he will supervise a new series of transcontinental programs starting Jan. 21. He’ll be on the West Coast about two weeks.

John L. Sinn, secretary of Frederic W. Ziv Co., has left for Cincinnati, where he will confer with West Ziv and then go on to the West Coast to complete the Hollywood organizational deal which will embrace package transcription shows for both radio and television.

W. B. Ryan, general manager of KFI, Los Angeles, is in Washington, D. C., for the cleared-channel hearings. He plans to come to New York later to attend meetings at NBC.

Charles Snowden, sports director of WJAR, Morgantown, West Va., to Buffalo, N. Y., where he will supervise his station’s broadcast of the basketball game between West Virginia University and Canisius College.

**Dave Crosier Jonis Ziv**

David F. Crosier, 17 years in radio, and for the past three years eastern manager of the Howard H. Wilson Co., has just joined Frederic Ziv Co. as New York sales contact.

**WEBD**

**W-I-T-H**

IN BALTIMORE

**WEBD**

**ENGLISH** • **JEWISH** • **ITALIAN**

National Advertisers consider WEBD a “must” to cover the great Metropolitan New York Market.

Send for WHO’S WHO on WEBD

WEBD—117 West 46th Street, New York, N. Y.

TOM TINSLEY, President

*WEBD* REPRESENTED BY HEADLEY & R.

**No fleas on Puddle!**

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

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

Pee Wee’s got the right idea of 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 the five-station town.

Facts are available to prove that W-I-T-H is the buy in Baltimore.
Two State Governors Oppose Present Clear-Channel Setup

(Continued from Page 1)

who presented credentials showing he represented Gov. Sam C. Ford of Montana, was asked by Caldwell if he saw the Governor "at the request of" Craney. The witness replied in the negative stating he was called by Governor Ford for a conference. After questioning by Caldwell, Claxton admitted he has represented KGIR, Butte, which is owned by Craney.

Another witness, Bart Geegers, general manager of WHEB, Fortsmouth, N. H., submitted a letter from Gov. Charles M. Dale of New Hampshire. On the objection of Caldwell, FCC Chairman Paul Porter ruled that the letter would be accepted for consideration by the Commission but would not be introduced as evidence. It was at this point that Caldwell accused Craney of "stirring up" regional broadcasters to obtain anti-clear channel statements from many of the state governors.

Later in a statement to Radio Daily, Caldwell said his information came from a regional broadcaster who had been asked by Craney to do a similar job in that particular state. Governor Dale, it was brought out, is the owner of WHEB, Fortsmouth.

Emphasizing that he was "speaking for the governor and the people of Montana," Claxton blasted many clear channel practices. "In Montana," he said, "we care not to be peppered with the daily social, political and economic problems of some distant city or state. We do not wish to come under the anesthetic spell of the propagandizing of some distant desert god..." Calling for a more localized radio service, the attorney said.

"We want it made possible for us to discuss our own local political situations, as it progresses, over our own stations without having to go out of state and arrange for time on a station, that, when they put up on the air, cannot possibly be serving the interest of the people in the state where they are located." He recommended that "every single clear channel" be duplicated, with this comment: "It should be made impossible in this country for any one person or group of persons to at some time completely block the power of radio to talk to all of the people of the country without making the same kind of broadcasting facility available to many.

"By duplicating clear-channel frequencies, this threat will be thwarted from that angle. By duplicating clear channels, preference should be given in such duplicating to areas not now receiving adequate radio service. By duplicating clear channels, we will be made of frequencies in parts of the country where those frequencies had been totally wasted in the past because no use has been made of them."

Caldwell sought in cross-examin- ing to bring out that Craney himself had attempted to get a clear channel for his station and had fought "competition" in the log "keeping out" other radio stations.

Statement of Governor Dale of New Hampshire also centered on need for more local service.

"We in New Hampshire," he said, "will not be satisfied nor can our general needs be met by the program ming of stations located at great distances from us." Governor Dale noted that New Hampshire, a predominately agricultural area, has no radio station operating with power over 5,000 watts.

LIKE THE SIGNATURE OF
Rembrandt
ON A PAINTING...

that's WIRE
ALL OVER THE INDIANAPOLIS
BUYING AREA WHERE QUALITY
AND SUCCESS ARE RESPECTED

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

Build your destiny audience with "HOT FROM HOLLYWOOD"

T. J. VALENTINO, INC. 1600 Broadway New York

Gertrude Berg to Fete Ad Agency Woman

(Continued from Page 1)

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Gertrude Berg, the famed "Molly Goldberg," is giving a wedding party tomorrow for Bernice Zaconick, P'Arcy Advertising Co. production assistant, who will be married on Feb. 4, to Lewis Gillenow, of the promotion department of "Look Magazine." The intended groom was recently discharged from the Army where he served as executive officer in charge of "Yank" for the Southwest Pacific. The party will be held at Mrs. Berg's New York home.
If I Were The Czar Of Radio...!

- I'd make every comedian take basic training with Fred Allen as his tutor. No comic in radio features the originality-he's-he's One Long Pant job....I'd make all writers of comedians read this placard which hangs in Earl Brown's office at Sharnum & Marquette's Good Advertising is When You Can Blow Your Own Horn And Still Have It Sound Like Music To Everyone Else's Ears....I'd have more of the nonsense-tainment shows like Jack Kirkwood, Henry Morgan, etc., because comics who don't take themselves seriously are much funnier that way....I'd remind sponsors not to be bores because the listener is on a pleasure-hunt and will dial you out the minute you bother his tender eardrums....I'd advise some of those tired young kidicycle folk that once they let their success go to their heads that it also gets in everyone else's hair....I'd stop those hecklers on the quiz shows and remind radio producers who know their onions to abandon some of the corn....I'd get rid of some of the no-good openers who don't even know what a joke is a joke....I'd axe some of those inept news programs. Since they don't give a rap for their work, here's one for 'em....I'd give a special salute to "Queens For A Day," which makes listeners feel like a king for a day.

But why this overwhelming acceptance of this program...what's so different about The Haunting Hour? The difference lies in the fact that The Haunting Hour embodies all the best qualities of the most successful mystery shows on the air. Original scripts by radio's best writers...all types of mystery...best talent from radio and stage...produced like a network program...skillful blend of sound and music.

It has these outstanding qualities plus...a commercial appeal that brings results. The Haunting Hour is still available in many markets. Write for new low rates and a pictorial presentation.
GETS UNITY POST

R. Barbeau, who has been
the radio department of General
Radio, has been named
managing director of the
new FM radio and television
radio division of General
Radio. He has been
working on the development of
a number of radio apparatus.

LA ROCHE AND ELLIS, INC., have
announced the appointment of W.
R. Stuhler as vice-president in charge
of radio. Stuhler has supervised
the development of many of
radio's top-ranking programs. He
joined the company in 1931, and
before entering the company
field, Stuhler served for six years
with Firestone
Tire & Rubber Company, during
which period he was executive secre-
tary to Harvey Firestone, Sr. He graduated
from Wisconsin University in
1923.

McCANN-ERICKSON, has
announced the appointment of "Tina"
McKee as an antiseptic medicated cream, a
product of the Pharma-Craft Corporation.

SCHRANK KNEISELY, executive
vice-president of Associated
Business Papers, Inc., will speak before
the Advertising and Sales Conference
today, on "The Place of Business
Papers in Advertising." Meeting will
be held at the American Broadcasting
Building. The course is conducted
by the Advertising Club of New York.

ARNOLD C. SHAW and L. D. GIB-
SON, Jr., have been added to the
staff of the Couchman Advertising
Agency, Dallas. Both are returned
veterans. Gibson has many years of
experience in the southwest in radio,
theater and general publicity work as
well as public relations.

JOHN O. MANN has returned to his
post as president of the Boesen-Paller
staff of the Couchman Advertising
agency, after a leave of absence to
work with the OPA. John Reichert,
recently discharged from the Army,
has been named assistant production
manager of the agency.
Radio Execs. Discuss 1946 Boy Scout Drive

(Continued from Page 1) rehabilitation of 32 major post-war projects, were discussed and outlined yesterday by radio executives and Scout organization representatives at a meeting held in New York yesterday.

Radio promotion and publicity for the drive is scheduled for January 21 through February 2.

In reviewing the effectiveness of radio promotion last year, Alfred C. Nichols, Jr., director of public relations for the Boy Scouts of America, revealed that returns for the 1945 drive were "in excess of $1,000,000," and urged that industry executives give every co-operation possible to this year's campaign.

Two of the most important projects that will benefit from the drive this year, according to the Field Service Bulletin, are the expansion and improvement of Alpine Camp and the Ten Mile River Camps, both operated in New York State, and both presently undergoing construction.

Nichols declared that radio has been of great help in the part in "softening up" possible contributors to the cause, adding that "returns have doubled—and contributors of the most troublesome in the last few years" as a result of promotions of the type now being organized. Several suggestions were offered by radio executives for special programs to be aired during the drive, such as programs dramatizing the work of the Scouts, and pickups of Scout activities and demonstrations.

Murray Grabhorn, president of the Radio Executives Club of New York, announced that recordings of messages from such outstanding personalities as Jack Benny, Benny Goodman, Jack PAtrone, Johnny Mercer, and others in the field are being prepared and that they would be made available to stations. President Grabhorn, who recently planned, he added, seven of one-minute duration, and seven 15-second chain breaks.

A meeting of the committee of radio executives is scheduled for February 22, at which time arrangements will be made to aid the drive on the programs.

Present at the luncheon were: Alfred C. Nichols, Jr., and Milton Wyatt of the Boy Scouts of America; Warren Jennings, WLW (New York); and David S. Eisler, BSA; Murray Grabhorn, president, REC; Eleanor Hurley, WQXR; Paul Killiam, WNIT; Linda MacHarry, Young & Rubicam; Willard Schroeder, WINS; Jack O'Reilly, WHOM; E. H. Twamley, WLIB; Leon Goldstein, WMCN; D. L. Proctor, WEAF; William J. Moore, WBNX, and Bill Berns, WNEW.

Harry Guest Lecturer At NYU

Maurice Hart, WNEW announcer and record jockey, has been invited to lecture next Tuesday before the members of the Radio Workshop Club at New York University.
RADIO DAILY

COAST-TO-COAST

(Continued from Page 1)

Amford Station
Granted To Press

(Continued from Page 1)

While revising its past stand against a monopoly, the majority opinion
noted the flow of New York newspapers into Stamford, in addition to
radio service from New York and
surrounding areas.

The majority opinion also stressed a "positive assurance" of Kingsbury
transfer Gillespie, principal stock-
der in the assignee company, that
KKR will be operated "completely
independent and apart from the
weekly, and especially that the
station will pursue a vigorous policy
competition with the newspaper.

The newspaper involved is the
Amford Advocate, the only daily
in the city. Majority of stock of
Western Connecticut Broadcasting
is held for 51 percent by
Gillespie, who is also general manager
and one-seventh owner of Gillespie
Theater, which publishes the Adver-

discussion. The remainder of the stock is

- CALIFORNIA -
San Francisco—Hule Bros. de-
partment store is sponsoring a
newly designed teen-age show titled
"Colling All Girls," which is sched-
uled to start this month over KGO.
The new show will feature Don
Hoakse as chum, Dick Brown on
the Scotch guitar, and the Army
Air Force radio service
where he worked with Irving Mor-
man and Ezra Stone in writing "This Is
The Army," is the new production
director at KFCO. ... A new addition
at the KFRC sales staff is Jack
Bowles, recently released as a Naval
Lieutenant, after four years service in
the Pacific theaters. ... Will Guenzendorfer, advertising
director of KROW, has been elected
by the University of California Ex-

dition Extension, to conduct two
special courses in radio at the Extension
headquarters at 540 Powell St.
Courses will be given Mondays and
Wednesday nights from 7:00 to 9:00
p.m. for 15 weeks.

- LOUISIANA -
New Orleans—A public service
feature, WWL is presenting (two new sus-

ing shows, "Civic Service," initiated
on WWL Jan. 4, is a live feature pro-
duced at 107 p.m. Sundays and Satur-
days, featuring a prominent speaker re-

taining current civic activities. Sched-
uled for future discussion on the show
are the March of Dimes, the New Orleans
Spring Fiesta, the Camellia Trail, the Mardi Gras and the mayoral

election. Five minutes are devoted every

- MASSACHUSETTS -
PITTSFIELD—The Western Massa-
chusetts Broadcasting Company is
seeking to acquire the license of sta-

tion WMBK for $150,000. Monroe S.

England is the owner of the station,
while Donald B. Miller and Lawrence
K. Miller, president and assistant
president, respectively, of The Eagle
Publishing Co., publishers of the
" Berkshire Eagle," are principal

ficers of the concern seeking to buy
the station. Application for assign-

ment of the license has been filed
with the FCC in

Washington.

- DISTRICT OF COLUMBIA -
WASHINGTON—An original series,

co-hosted by Burt Allen, with musical background,

a program dedicated to the Victory Cloth-

collection for Overseas Relief, con-
ducted by the United National Clothing

Collection, will be aired by WINX every

Monday, Wednesday and Friday from
245 to 3:00 p.m. throughout the drive

which started January 14 lasting through
January 30.
In keeping with its progressive policy of constantly improving its programs... KMPC is proud to announce this latest addition of another brilliant personality to its staff. Ted Steele represents the best there is in music. His arrangements and musical achievements are known to radio audiences and record fans from coast to coast. Gifted, versatile, he brings to KMPC a wealth of experience in musical direction and supervision which will assure our listeners of many delightful hours of musical entertainment.
Clear Channels Defended

JP Halting Service
To Gov't Shortwave

Another blow at Government shortwave broadcasting was struck yesterday by Hugh Baillie, president of the United Press, in an announcement that the UP will discontinue its news service to the State Department's NBC. However, the action will be stayed until William Benton, Assistant Secretary of State, has had further time to present the State Department's case, Baillie said. The AP has already dis-

(Continued on Page 8)
— Monday: All-American Program —

New Application List
Of AM, FM, Tele CP's

The FCC announced yesterday applications for construction permits covering AM, FM and television.

Metropolitan Television, Inc., New York City, applied for construction permit for a new television station to be operated on Channel No. 8. Application for an experimental television construction permit was made by Industrial

(Continued on Page 8)
— All-America Winners: Monday —

Ray Heads Organization
Of News Directors In Chi.

Chicago—William Ray, director of the NBC Central Division and Station WMAQ news and special events department, was elected president of the Chicago Radio Correspondents, an organization of Chicago radio news and special events men, at a luncheon.

(Continued on Page 5)

Record Crowd Expected
At IRE Winter Meeting

Approximately 4,500 scientists, engineers and technicians are expected to attend the 1946 Winter Technical Meeting and Radio Engineering Show of the Institute of Radio Engineers, which will be held Jan. 22-26 at the Hotel Astor. Among the speakers who will address various sessions of the meeting are Maj. Gen. Leslie Groves, chief of the atomic bomb project; Paul Porter, chairman of the FCC and Dr. Franke B. Jewett, president of the National Academy of Science.

Highlight of the meeting will be the annual IRE banquet Thursday evening, at which top awards, the Institute Medals of Honor, and the Morris Liebman Memorial prize will be presented. Dr. Ralph V. L. Hartley, of Bell Telephone Laboratories, has been chosen as winner of the former, while Dr. Peter C. Goldmark, of CBS, will receive the latter award. Fifteen fellowships also will be awarded. Dr. Jewett will be featured speaker at the banquet, and Edgar Kobak, president of MBS, will be toastmaster.

Porter will speak at a luncheon honoring incoming IRE president Dr. Frederick B. Llewellyn, of Bell Tele-

(Continued on Page 2)

Advertising Rates
Become Issue As
Hearing Rests

Washington Bureau, RADIO DAILY
Washington: Under the prosecution having completed its list of witnesses, the clear channel group came out of its corner swinging yesterday with the declaration that radio advertising rates are not "invariably" higher on the clear. Armed with extensive financial data, the clear channel proponents struck their first blow prior to an expected adjournment of the battle until April.

The clear channel hearing, organized—
(Continued on Page 5)
— All-America Winners: Monday —

Potential Market
In S. A. Reviewed

The potential radio market in Argentina for the next few years will be $200,000 home receivers a year. In the opinion of John W. DeLind, Jr., director of exports for the Crosley Corp., who has just returned from a three-months business trip to the principal countries of South America. While there he concluded tentative arrangements in Argentina for the manufacture and assembly of Crosley

(Continued on Page 5)
— Monday: All-American Program —

Whiteman On New Series
On WJZ-American Jan. 21

West Coast Bureau, RADIO DAILY
Hollywood—Paul Whiteman will open a new ABC musical show titled "Forever Yours" which starts next Monday, January 21 at 9:30 p.m. (Continued on Page 4)

Mayor Benny

Already the favorite son of Wenonah and St. Joe, Jack Benny has been appointed the honorary mayor of three California towns popularized on his program over NBC. Anaheim, Artesia and Com- mona, often mentioned by the train caller on Benny's Sunday night show, claim he put them on the map—and the Chambers of Commerce have responded.

(Continued on Page 2)
**Combing and Going**

EDGAR KOKAB, president of the Mutual network, and GEORGE BENSON, division manager, sales, visited the offices of the network today.

**Night Club Performers At Radio Execs Lunch**

New York station managers provided the Executives with a night of entertainment. The guests included a variety of performers from the city. The program included a performance by the famous orchestra of the Hotel Roosevelt.

**Record Crowd Expected At IRE Winter Meeting**

(Continued from Page 1)

The Executive Officers, who are up for election, include the following names: William M. O’Brien, WRN; Charles Dolnik, WHOM; Herbert Pettey, WIR; Frank J. McEachern, National Spot Sales Manager; John SHAPIRO, WJZ; Nathaniel Strawn, owner; WMCA: Ralph Well, WOR; Murray B. Grabhorn, luncheon chairman; and REC president; Ted Streeter, WJZ; WGBS: Edward TV Amavel, WLB: Elliott Sanger, WXRI: Seymour Seifert, WNYY: Fred Coll, WNED: Joe Seifert, WJZ.

The Executives will meet at the hotel Roosevelt to discuss matters of mutual interest.

**Send Birthday Greetings To —**

Jan. 18

Art Kassell
Lucille Wall
Donna Munsen
Ruth Lyon
Ann Viola

**Hard head**

That’s a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

See that bumpy on his head? That’s a two-inch thick horn surrounding his noggin.

We suppose if a lot of people knew about this bird they’d have been calling some time buyers “cassowaries.”

But not us. We like them tough. When they’re tough they know their business. That kind of time buyer sticks to facts. And that’s all we offer in our W-I-T-H presentation. Here’s one of the big facts:

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

That’s a fact and tough time buyers like it.
Yes, and there are many more too...

Think of it, you can buy a full evening, coast-to-coast hour from Associated on a one-time rate of $4,410... this is the unbeatable combination of maximum results at minimum costs...

AND OF COURSE

that's but a fraction of the cost of any other comparable medium for the same coverage... we have the facts on that too...

ASSOCIATED REACHES

twenty-five of the nation's leading distributing centers through its twenty-three outlets... embracing a metropolitan coverage of forty million potential customers...

The facts are clear and eye-blinking...

Here is your opportunity to get that choice time; those magical hours of peak-listening strength... either on a coast-to-coast or regional basis... secondary and supplementary coverage also available...

ASSOCIATED GIVES

you top programs as a vehicle for your sales message... such celebrated news commentators as John B. Hughes, Edgar Ansel Mowrer, and Frank Kingdon are available to you for sponsorship...

WE ASK YOU

to call or visit our sales offices to learn more about Associated... the network that gives you major city coverage at fractional costs...

NEW YORK
1721 CHANIN BLDG.
122 E. 42nd STREET
MURRAY HILL 5-3227

CHICAGO
LONDON GUARANTEE BLDG.
360 N. MICHIGAN AVE.
CENTRAL 4309

HOLLYWOOD
6000 SUNSET BLVD.
HOLLYWOOD
6204

EXECUTIVE OFFICES — KEEFER BUILDING — GRAND RAPIDS 2, MICHIGAN

ASSOCIATED BROADCASTING SYSTEM
 LOS ANGELES

WESTERN star Dale Evans' new composition, "I Wish I Had Never Met Sunshine," has been waxed by Roy Rogers for Victor.

Employed at the Hollywood office of the ABC webt Ted MacMurray, whose resignation as production manager of the ABC Western division became effective this week, with an elaborate leather desk calendar pad as a going away present.

Knox Manning, KNX-CBS news- and commentator, has been signed by Warner Bros. to record narrations for four more short subjects. Manning has recorded more than 50 during the past year, thus setting a new Hollywood record.

Walter Tetley, "Larry" on "The Great Gildersleeve" show on the Mutual network, has entertained more than 4,000 ser- vicemen at his Encino Ranch, mostly boys from Birmingham Hospital.

George Toole, the Hollywood com- mentator, will play himself, in a series of short subjects planned by M-G-M with Blinn and radio colony locals. "I'm Not Having Any," the Don Raye-Matty Malneck song recently recorded by David Street, featured vocalist on Jack Haley's Seastar Village Store (NBC), registered sales of 21,000 discs in its first week of re- lease.

Ona Munson, star of her own CBS "Ona Munson in Hollywood" and hostess of the CBS "Open House," is becoming an expert on exercises. She just devised a set of stretching and bending exercises by which she says she compresses an hour's exercise into ten minutes.

Whiteman On New Series

On WJZ-American Jan. 21

(Continued from Page 1)

ESY), Eugene Baird, who has been the vocalist with Glen Gray, Tony Pastor orchestras, and also sang with Bing Crosby, will be the featured vocalist on the new series. Program will highlight hit songs of yesterday, and recreate their periods and anecdotes about the fashions and slang of their day. Whiteman will be emcee.

-Monday: All-American Program-

"Mr. D. A." To Milwaukee

Jay Jostyn, NBC's "Mr. D.A.," will participate in the Milwaukee Centu- rama the week of Jan. 27. He will come back to New York for his Wednesday night broadcast and then return to complete the week in Mil- waukee, his home town.

Memos Of A Midnighter...!

- CBS reshuffling its afternoon schedule, with the Eddie Dunn show moving in the "G.E. House Party" time slot Feb. 15th. Later show will move up to an earlier hour. There's also talk of Arthur Godfrey being shifted to 11 a.m. so's more stations on the web will grab the show. Another newcomer will be NTG's "You're In The Act," coming from the Coast in a few weeks. Add transportation woes: The Eddie Cantor troupe had to leave town for Calli, in seven different trains. It'll be a miracle if they all get together for the next show. Radio spots bought on Boston stations put the SRO sign on "Nellie Bly" up there Sat. nite. She moves into Manhattan Monday nite...New interest being revived in the Eddie Braack show. One of the writers on it is Bob Hope's brother. Add tough breaks in timing: Vaughn Monroe's Victor platter of "You May Not Love Me" (from "Nellie Bly"), came out the same day the tune was thrown out of the show...Carter Blake, formerly with Columbia Pictures, now Screen Test director with 20th Century...Tom Lewis in town ineptly...Anne Atkins now covering radio for Time mag...Talk around that Mona Paulus may replace Patrice Munsel on "Family Hour."

- Ed Fitzgerald slogging Pegeen on his ayem show regarding charge accounts, etc., cracked: "No fate is worse than debt!"... Mark Goodson shed 15 lbs. during the past few weeks. Claims you gotta look hungry to have any sex appeal...Jim Waldrop has resigned from the NBC announcing staff... Sydney Moseley's talk at the Overseas Press Club about his experiences abroad was a stand-out...That "Detect and Collect" tieup with PM's comic strip, Barnaby, (engineered by Al Meltzer), will take six months to run its course, which isn't exactly a bush-league publicity stunt...Ray Green putting together a new transcribed series tagged "The Band Box," with Jerry Cooper, Shep Fields, Jim Mameche, a comic (probably Jerry Lester), and a female vocalist...Those regular dialogues of hers should be called Maggi McNellistteners, ac- cording to Roger White...Ron Rawson subbing for Don Hancock on "Front Page Farrell," with latter down in Florida recovering from recent illness...The U.P. transcribed show, "One Man's Destiny," will honor Jane Froman in this Saturday's stanza over WOR.

- A note from Edw. B. Coughlin, of Weed Co., chides this dept for our recent line about Dr. Eddy's Food Forum topping all New England competition in women's shows. "For your information," he writes, the "Marjorie Mills program is the No. 1 show up there, and second on the list is the Yankee Kitchen series"...Jack Smart, weighing in at 270 lbs. on the hood, snagged the lead in ABC's "Fat Man," which preems Monday nite. 100-lb. Amale Stickland was the female lead...Alan Courtey will have Jo Stafford and Johnny Mercer as judges on his Record Carnival this Sat. over WOR...It's a girl at the Wilbur Starks...Cly Mann, formerly Cugat's personal mgr., out of the army and with Muriel Francis' publicity office...Steve Ellis a good bet to grab the Newark baseball games this season...Irwin Zeltner now handling the Korn Kobler's publicity...Karl Svenson has reached a radio script written around the mother and father of Abe Lincoln...Lawson Zerbe back in town after a kick with the American Field Service...Ellie Fitz- gerald named as the outstanding singer of the year by Esquire mag. Recommended Reading: Paul Gardner's article, "Box Office Basketball," in current Red Book. Pete Martin's piece on Abe Burrows in current Sat Eve-post-especially his take-off on Norman Corwin. Drew Pearson's "Pet Pees" in Feb. Payment. New Yorker's Talk of the Town coverage on the LeGuadirio show. And Art Linkletter's "profile" in Feb. "The Woman."

AVE MARIA HOUR

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas. IT'S A DONALD PETERSON PRODUCTION

CHICAGO

By BILL IRVIN

THE Nu-Enamel Corp. of Chicago, represented by its vice-presi- dent in charge of advertising, Lee Dwyer, recently signed a contract with WJJD for sponsorship of "Dog-Out Interviews" sports show for the 1946 broadcast season. The program im- mediately precedes all White Sox baseball games at home and away, with sportscaster Bob Elson conduct- ing the interviews. Although open- ing date depends on opening date of American League season, the contract covers 164 programs.

William Ray, director of the NBC Central Division and Station WMAQ news and special events department, was elected president of Chicago Radio Correspondents, an organization of Chicago radio news and special events men, formed at a lun- chon last week at the Sheraton Hotel. Seven Chicago radio stations and the press associations were represented at the meeting. Other officers elected for one-year terms were: Robert F. Harleigh, WGN, vice-president, and Bob Ward, WJJD, secretary-treasurer. The executive committee will consist of the three officers plus Julian Bentley, WLS, and Con O'Dea, WENR, who were elected to the ex- ecutive committee. A constitution will be drawn up by a group consist- ing of the executive committee, plus Everett Holley of WLS. The gen- eral purpose of the group is the "promotion of radio as a news medium with rights and privileges in the access to news sources on an equal footing with other news media."

New WNEW Announcer

Gordon Gray, free-lance announcer in Chicago for the past fourteen years, joined the WNEW announcing staff this week, it was announced by John Jaeger, Chief Announcer.

-All-American Winner: Monday —

SHOWFOLK JOIN AVC Chapter

Members of the various phases of the theatrical profession, who served in the Armed Forces, are forming a Chapter of the American Veterans Committee. First meeting will be held Monday, Jan. 21, at the Ringle Studios, and those who were in uniform during the war are invited to attend.

NEW YORK CITY

THE good company

when you advertise on...

GOOD COMPANY

for more years of success...

www.americanradiohistory.com
Clear-Channel Proponents Testify With School, Agricultural Groups

(Continued from Page 1) Scheduled to end early today, is expected to break into small groups at some future time. Although the clear channel has not yet had its full day, it is a clear indication that the adjournment will not make way for the FCC-Zenith battle, over the FM band today, the important tele hearings Monday.

Russell Submits Figures

Every Russell, law partner of Louis Selz, conceded for the clear channel group, presented a vast list of tests in an attempt to show that of city, network affiliation, power and size of clear channels are not necessarily higher rates than that a station operates on a clear channel. “These exhibits,” Russell said, “do not illustrate the question as to whether certain stations are not in the same or in a lower service area for the amount of money spent on advertising. The results of an expanded radio service, the National Association of Educational Broadcasters respectfully urges the FCC to “clearly state” that the clear channel system included representatives from the National Association of Farm Co-operatives, the National Grange and the National Farmer’s Union.

Calling on the FCC to “clearly state” that the clear channel system included representatives from the National Association of Farm Co-operatives, the National Grange and the National Farmer’s Union.

Smith’s Suggestions

1. Establishment by the FCC of a rural advisory committee to bring the Commission to the problems of farm and rural listeners.

2. Setting aside by all clear channel stations at a minimum of a half-hour early in the morning, between noon and 1 p.m., and at night no later than 10 p.m. for carriage of non-commercial programs including news and music.

3. FCC conduct investigation of history of clear channel use by the Commission and provide it with the FCC’s findings in such a way as to be of benefit to the Commission.

4. As to programming in general if “frequent changes” continue, the Commission will be forced to regulate rates charged by stations, rates paid by networks, and of practices of networks in relation to clear channel stations.

5. Maurice Wieting, special assistant of the National Council of Farm and Rural Radio, in his testimony, added a few of his own. Wieting denied clear channel stations assertions that they serve the needs of rural listeners better than other groups of stations, and cited cases “proving” his thesis. Among the cases cited were:

1. Beginning in Feb., 1945, WLW took the program “Everyman’s Farm Hour” off the noon hour and moved it to 6:30 p.m. “much to the disadvantage of Ohio farmers.”

2. A month earlier, WKRK, Cinncin.

3. station, owner of the Mutual News Service, cleared the farm program for the Cincinnati live stock market interests, informed them that the program was discontinued by the farmers for lack of interest.

Wieting also cited the case of WBAL, Baltimore, “Station WBAL, he said, “is now a clear channel station with a power of 30 kw. Beginning in October, 1937, before this license was granted, WBAL began broadcasting livestock marketing information. This license was granted in October, 1937, before the license was granted, WBAL began broadcasting livestock marketing information. This license was granted to the Department of Agriculture. The Farm Bureau license for 50 kw, was finally granted on December 4, 1941; four days later this farm program was discontinued.”

Clear Channel radio stations which provide the public interest should be refused renewal of their licenses by the FCC, C. M. Whiting, special assistant of the National Council of Farm Co-operatives proposed during course of clear channel hearings. Whiting asked that the FCC and the Radio Committee representing farm organizations, land grant colleges and universities, the Department of Agriculture and other groups concerned with “inadequate” rural radio service.

Wanta Power Limited

If this recommendation is followed, Whiting said, the rural radio committee would meet with the FCC at stated intervals to advise concerning the need and program interest of rural people.

One of the strongest recommendations by farm organizations was that FCC require all radio stations to set aside “a reasonable amount of time each day for radio programs for public sustaining programs.”

The farm organization went on record as opposing the granting of “clear” channel license to WMAL, which called for “an integrated national, regional and local radio service free from commercial programs, submitted for the hands of a few owners of clear channel stations.”

Potential Market

In S. A. Reviewed

(Continued from Page 1) teen last week at the Sheraton Hotel. Seven Chicago radio stations and the press associations were represented at the meeting. Other officers elected were: President, J. H. F. Hurley, WGN, vice-president, and Bob Ward, WJJD, secretary.

The committee will consist of the three officers plus Julian Bentley, WLS, and C. O’Dea, WNEE, who were elected to the executive committee. A constitution will be drawn up by a group consisting of the executive committee, plus Everett Holles of WBBM. The general purpose of the group is the promotion of radio as a news medium with rights and privileges in the access to news sources on an equal footing with other news media.

Those eligible for membership must be engaged in the gathering, preparing and dissemination of radio news in the direct supervision of the activities.”

It was decided that each 50 kw station in the Chicago metropolitan area should have four voting members, each station two voting members, each of the four press associations serving radio, two voting memberships. All non-voting members under the general policy of eligibility stated above will be determined by a standing committee on admissions, headed by Don Kelley, special events manager of Station WBBM.

“One Night Stand” Debuts on WOR-Mutual Web

“One Night Stand,” a new serial of varied dramatizations, made its debut over WOR-Mutual last night (Thursday), from 8 to 8:30 p.m. The first broadcast of the series, which will include family stories, romantic comedy, will feature the work of a woman called Sam Levine, the stage and screen actor, in “The Sugar Bowl.”

Johnny Gart’s orchestra and the Murphy sisters supplied the musical background.
New Bendix Receiver

A new two-band aircraft radio receiver weighing 4 pounds including power supply and shockmounts, has been announced by Bendix Radio. The set will provide for reception of broadcasts, radio range signals, control tower directions and, when a loop antenna is added, allows aural-illuminated signage to be transmitted. The frequency range extends from 200 to 400 kc. and from 550 to 1500 kc.

Named Majestic Distributor

The Monarch Radio and Appliance Co., San Antonio, headed by John E. Clemons, has been named as distributor of the Majestic Radio and Television Co. The complete line of radios, radio-phonograph combinations and Majestic records will be handled by the company.

Joins Illustravox

E. N. Lucas has been named western division sales manager, with headquarters in San Francisco, for the Illustravox Division of the Magnavox Co., New York. Mr. Lucas is in charge of Washington, Oregon, California, Nevada, Arizona, New Mexico, Colorado, Utah, Wyoming, Montana, and Idaho.

Gets G. E. Post

Robert C. Padgett, Jr., has been named local manager of appliance sales for the Canadian-Emco Co. in Seattle, it was announced by M. T. Tassie, Pacific district manager of appliance sales. With GE since 1936, Padgett assumes his new duties after three years with the armed services.

WVO program Submitted

In Peabody Script Contest

"Mr. Columbo Discovers America," a full-hour script of the life of an Italian immigrant in America, produced and directed by Arnold Hartley for Mayo, Ind., in charge of WVO, was submitted by WVO for the Peabody competition. Hartley, program director of WVO, has twice received awards from the Writers War Board. A moving account of the heartbreak and disillusionment of the son of an Italian shoemaker, who looks for happiness and respect in America, "Mr. Columbo" was aired twice over WVO, including a special Christmas Day broadcast.

RUTHRAUFF & RYAN, INC., announces the election of John P. Cohane, C. J. McCarthy, Jr., and William H. Spire as vice-presidents. All have been account executives. Cohane, before coming to Ruthrauff & Ryan in 1942, was with J. Walter Thompson and Lord & Thomas. The same year, McCarthy joined the agency and became assistant to president, and Spire served as District Chief of Radio for the OWI.

ROCKHILL RADIO, Inc., Hollywood, has engaged Arthur Belker and placed him in charge of program service.

HAROLD HOLT has been named manager of Foote, Cone & Belding's motion picture department, eastern division, it is announced by Emerson F. Hornsby, president of Foote, Cone & Belding. Before joining FC&B, Holt was associated with King Features Syndicate, where he was executive editor and general manager of an affiliate company and later served as sales promotion manager of the organization.

GORDON M. PHILPOTT, vice-president and director of advertising for Ralston Purina Co. of St. Louis, has been appointed Joseph G. Simon, as advertising manager for the company's cereal division, Getz succeeds Hal M. Chase, who recently resigned. Ralston sponsors "Tom Mix and His Ralston Straight Shooters," on 322 stations of the Mutual network, and "Opie House Motives" on 250 MBS outlets.

Sinatra on CBS Show

With Martin Block Sat.

Frank Sinatra will be featured on the second occurrence of "Martin Block's Record Shop," the new series heard each Saturday afternoon over WBOY stations, on Saturday, January 19th.

Sinatra will be on hand via a specially transmitted interview with Martin Block, in the course of which Frankie will tell the interesting story behind one of his latest recordings, "Nancy," which happens to be the name of Frank's five-and-a-half-year-old daughter and for whom the piece was especially written. Sinatra then will sing "Nancy," both for Miss Sinatra who will be listening, and for all "Record Shop" listeners.

Another favorite, Gene Krupa will be represented with "Harriet," and Frankie Carle with "Seemed to Be," with Frankie delivering the ivories and Martin Block narrating. Count Basie will do a brand new number named "Quare Street," Al D'Onofrio, the author of it, will be heard with his orchestra in "Honey Do You Think It's Wrong?" and Michael Dion-Ioannides and the Carnegie will complete the program with "Slowly."

HAL M. CHASE, advertising and sales promotion manager of Ralston Purina Co., will join the Welch Grape Juice Company on Feb. 1, Chase, who has specialized in grocery trade relations for many years, has been with Ralston since 1897. He is joining the Welch Company as sales promotion manager and will be in charge of advertising activities throughout the United States.

TOM REVERE, formerly vice-president and director of radio for Ted Bates, Inc., advertising agency, announces the formation of Tom Revere Company for the creation and production of radio programs. Offices of the company are at 660 Madison Avenue, New York. Before joining the Bates Agency four years ago, Revere was associated with Williamson and Bowles, Inc., where he was vice-president and head of the radio department.

CAPT. NEIL COLLINS, former Army Service Forces Depot public relations officer in Columbus, Ohio, has joined the public relations department of Eyer & Bowen in Advertiser's Agency, Columbus.

KELLY and LAMB ADVERTISING AGENCY, Hartman Theater Guild, Columbus, Ohio, has been organized by Paul A. Kelly and Gladys J. Lamb, to offer a complete advertising service, including radio. Mr. Kelly is a former president of the Columbus Advertising Club and vice-president of the Advertising Federation of America, and Mrs. Lamb formerly was with "Women's Wear Daily."

WFEA's New Quarters

Ready In Near Future

Manekester, N. H.—WFEA, 61,000瓦特-owned CBS affiliate, will move into its own building within a few weeks. The new premises are being prepared according to Melvin C. Green, general manager. The new building, under construction in downtown Manchester last spring, embodies the latest developments in studio design and engineering equipment, Green said. Three large studios are on the first floor, which also contains the manager's offices, the newsroom and the office of the musical director. On the second floor are located the program, sales, traffic and accounting offices.

—Monday—All-American Program—
Marianne Oswald on WHN

Marianne Oswald, author and one "Small Voice," will discuss her book with two special guests on "This Week Meets The Critics," Jan. 21, 8:00 p.m. (EST). George Davis, associate editor of "Radio Mirror" on the Board of the Book of the Month Club, will "oppose" her, and John K. McCaffrey, associate editor of "American Magazine," will preside.

DRAPER LEWIS, who spent more than three years as master sergeant in the Army Air Forces, has returned to CBS in his former capacity as director of the network's program writing division. While in the service, Lewis was writer and director of the "Air Transport Command Caravan Show," which toured to African and European theaters of operations.

L. M. K. VICKERY, former president and general manager of station WNLJ, Decatur, Alabama, and manager of the North American Network, has been appointed to his previous position after three or one-half years in the U. S. Navy. "We've served as gunnery officer aboard the ships in the Pacific and was wounded by shrapnel in 1943."

MASTER SERGEANT ALAN S. SAND, recently assigned to the Signal Corps Photographic Center in Long Island City, N. Y., has returned to civilian life. Under the command of Lieutenant Colonel Ruby V. Hall, Lou Holtz, Phil Baker and others before his service in the Army.

V. J. B. SULLIVAN, who was sales promotion manager of WNEW when it was a 50,000-watt station, returned to the station as a member of the sales staff. He served with the 8th Division, Armed Forces Radio Service, in Europe, and later with CBS.

CAPTAIN JAMES JAHNKE, Army Air Corps pilot for three and one-half years has returned to McCann-Erickson as a consultant assistant executive, Radio Division, New York. He flew with the 8th Air Force in England and later with the ATC.

CHARLES JEFFERS has returned to his post as technical director of WOAL, following three years service with the Office of War Information. Jeffers served as Chief of the Engineering Division, Communications Facilities Overseas Branch. This unit installed 1,000 transmitters on the short-wave band with 50 kilowatts power, which was used by the OWI for beamed programs to Europe.

Open Announcers Inst.

Dublin, Ohio, Feb. 1.—The “Columbus Institute” has been inaugurated at WCDP, CBS affiliate here, to discuss various phases of announcer-iron out problems and offer constructive criticism. The meetings are usually opened by Les Ryder, station manager, followed by program suggestions from Virginia Wade, program manager. Staff announcers take turns presiding at the sessions.

Other News—Monday—

Moves To New Time

"The Alan Young Show," sponsored by Bristol-Myers Co. over ABC will be heard on Fridays, with 10:30 p.m. (EST), beginning Feb. 8. Program is currently heard Tuesdays, 8:30-9 p.m.
The Entire Radio Industry in One Practical Volume

The RADIO ANNUAL for 1946

NOW BEING COMPILED — OUT SOON
New Application List
Of AM, FM, Tele CP's

(Continued from Page 1)

Tool and Die Works, Inc., Minneapolis, Minn.

FM filings include the following:

Agriculture and Mechanical College of South Dakota, South Dakota; John Patterson, Ramon G. Patterson and Louise Patterson, doing business as WAPO Broadcasting Service, Chattanooga, Tenn.; KALE, Inc., Portland, Oregon; Westinghouse Radio Stations, Inc., Portland, Oregon.

Standard applications include:

J. E. Buehnn, Percy M. Whiteside, Homer W. Wood, Charles A. Whitmore and Morley M. Maddox, doing business as the Electronics Radio Associates, Visalia, Calif., to be operated on 1490 kilocycles, 250 watts, unlimited; The Electronics Corporations of Puerto Rico, Mayaguez, Puerto Rico, to be operated on 1490 kilocycles, 250 watts, unlimited; Community Broadcasting Co., of Indiana, Ind., to be operated on 1380 kilocycles, 1 kilowatt, daytime; Van Gorder Broadcasting Corp., Atlanta, Ga., to be operated on 1490 kilocycles, 5 kilowatts, unlimited; Community Broadcasting Co., Oak Park, Ill., to be operated on 1490 kilocycles, 250 watts, unlimited; and Collinson-Wingate Broadcasting Co., Toronto, to be operated on 1490 kilocycles, 250 watts, unlimited.

— Monday: All-American Program

NRDGA Award To Cantor

Eddie Cantor has been awarded the Americanism award of the National Retail Dry Goods Association. Presentation of a gold plaque was made at the organization's annual convention dinner at the Hotel Pennsylvania. The NBC comedian was lauded for his humanitarianism and was cited particularly for his campaign, "Give a Day of Service to Your Community," conducted in cooperation with the Association and the American Legion.

— All-American Winners: Monday

Chaplin Returns To U. S.

W. W. Chaplin, NBC's Navy announcer, has returned to the New York newsmagazine after accompanying the U. S. delegation to the UNO conference in London and covering the opening session. En route, Chaplin did two broadcasts from the Queen Elizabeth, one being an interview with Mrs. Eleanor Roosevelt, which the ship's p.a. system carried to the delegation gathered in the lounge. The broadcasts were the first from a commercial liner at sea since the start of the war.

— Radio's All-Americans: Monday

"Angel Street" On WNB

The stage and screen thriller "Angel Street" will be aired in its entirety with four players from the Broadway show joining the NBC tele novel. Sunday afternoon, 8 p.m., EST. Judith Evelyn, Henry Daniell and Cecil Humphreys play the leads, supported by Florence Otway and Jetti Premerger. Ernest Colling will direct. Patrick Hamilton is author of the play.

CALIFORNIA

SAN FRANCISCO—Cliff Engle, recently released from military service and now free-lancing as an announcer, is handling commercials for Brian Bros. On the new Horb Casen air column, presented over KPO Sundays... . LOS ANGELES—Dervey L. Fuller, Washington representative for the Columbia Broadcasting System, has returned by air to the nation's capital following a two-week tour of Europe on behalf of H. Leslie Hall, vice-president, and other executives of the corporation.

CONNECTICUT

HARTFORD—Hartford's annual Mile O'Grasses Committee is to raise funds in the light of the Infinitely Paralyzed, a dance sponsored jointly by WITC and the "Hartford Courier," was officially opened last night and was attended by Mayor Tom Bellwin. Also taking part in the opening ceremonies were Mayor Cornelius J. Molyneux, Marcus Sherman, editor of the "Hartford Courant," WITC's assistant manager, and Ben Blumen. The campaign, which was inaugurated in 1941, is again under the guidance of F. Clancy, WITC's sales promotion manager. Ted Kobel, veteran of many services in China and India, has returned to WITC's technical staff.

NEW YORK—

NEW YORK—James I. Christie and Frank Nesbitt, on military leave from the NBC International Division, have returned to the network following the completion of their duties with the Navy. . . . WINS and the committees in charge of the annual Israel Orphan Asylum Show slated for Madison Square Garden on Tuesday, Feb. 18, have completed plans for broadcast and the schedule is expected to be announced at 9:15 p.m. and carried until the close, which is estimated at 2 a.m. Stars in the line-up are Joe E. Brown and the leg. cleaner. In New York at that time, are expected to appear, in addition to star representatives from eight club shows as broadcast. A. S. B. F. of the Great White Way. The show always draws the fullest measure of New York's entertainment industry.

Philip Morris Replaces "It Pays To Be Ignorant"

Philip Morris & Co., sponsor of "It Pays To Be Ignorant," on CBS, is replacing that program with "Holiday Classroom," a situation comedy, on about two ex-vaudevilleians starring the former vaudeville team of Mayer and Evertt, effective March 30. The agency, Blow Co., Inc. and the time, Fridays, 9:45-10:00 p.m. (EST) remain unchanged.

— All-American Programs: Monday

Add Two To NBC Show

At Hodge, Kurt Meudick and Elaine Roost have joined the cast of the NBC serial "Front Page Farrell," board across-the-board 8:45 p.m. (EST). Mary Rolfe has been added to the cast of the web's "Monday Morning" heard at 11:30 a.m.

COAST TO COAST

INDIANA

FORT WAYNE—WGMN, Fort Wayne, is to serve the city of Fort Wayne with local news and exclusive news, WGL has created the new position of "News Editor," placing Tim Amsden in the position. The operation of the local news department will continue.

NEW YORK—

BUFFALO—Starting with a letter from the New York headquarters of the Save the Children Federation, asking WBEZ's help in the federation plan to obtain "Million Christmas cards from all over the country for use by children in rural schools, the 115th mail bag of greeting cards from the Buffalo office was dropped in the mail. The second-hand cards are being used by underprivileged children, many of whom rarely see such cards, for bookmarks, scrapbooks and the like in art instruction.

NEW JERSEY—

PATERSON—Beginning Jan. 15, Adelphi inaugurated a new feature on her WAPJ program, "Him! For Happiness," which will bring before the microphone every week the wife of the mayor of a large New Jersey city, in a series of intimate interviews designed to reveal the part such women play in the life and affaires of the community.

TELEVISION

Anne S. B. F. of the Great White Way. The show always draws the fullest measure of New York's entertainment industry.

Tele Programming Experts To Address ATS Panel

Two experts on television programming will address a meeting of the American Television Society program panel at the January 28th luncheon meeting to be held at the Hotel Sheraton.

Speakers will be Hoyland Bettingham, former program manager of WRGB, Schenectady, and author of the forthcoming book, "Fundamentals of Television Programming," and Theodore Huston, radio and television director for the New York Sports, Inc., and chairman of the WABD program "Wednesday at Nine Is Lerber Brothers Time." Richard Manville, general chairman of the panel, will preside at the meeting.

Patrick Murray will serve as panel secretary.

UP Halting Service To Gov't Shortwave

Chicago—A new public service show, "Your Right to Say It," which takes a look at the issues that are usually attributed to Voltaire, the French statesman, made its debut over WGBH, Sunday night, from 6 to 6:30 p.m.

Voltaire's celebrated remark, "I do not agree with what you say, but I will defend to the death your right to say it," is the theme of the program, which is presented in debate style. Two special programs over the next eight minutes to present sides of controversial questions, with four minutes for rebuttal.

The opening broadcast, "Can Private Enterprise Provide Homes Without Government Controls or Competition?" was moderated by Dr. Peer Van Bradley, Chicago pastor, lecturer and commentator.

Program is a sustainer and will be offered for sponsorship.

— Monday: All-American Program

Nat'l Coca-Cola Bottlers Sponsoring School Games

Coca-Cola bottlers throughout the country are arranging radio coverage of local high school basketball and football games, with a few cities already providing broadcasts of sports activities in the manner of college and professional events, it was announced this week.

G. Howard McCracken, president of the Scholastic Sports, Inc., which is handling arrangements for broadcasts, announced that play-by-play coverage of games will be aired between halftime broadcast periods for the use of schools or community activities in co-operation with schools, and a rating system of schools throughout the state and neighboring areas. The Philadelphia Coca-Cola Bottling Company is one of the advertisers already making use of the plan.

In addition, the Scholastic Sport Institute has been retained to provide similar coverage by Coca-Cola bottler in Camden, N. J.; Phillipsburg, N. J.; Scranton, Pa.; Fort Wayne, Ind.; Terre Haute, Ind.; Danville, Champaign, and Decatur, Ill., and Akron, Ohio.
ALL-AMERICAN RADIO PROGRAM OF 1945

1091 Critics Choose Nation's 26 Favorites

Television Tower Grant

Washington, D.C., RADIO DAILY

Washington—On the eve of the Washington television hearing today, the District's Board of Zoning Adjustment approved the request of one of the radio companies, Bamberger Broadcasting Service, Inc., for erection of a 300-foot television tower. The approval came after a long fight with residents of the area who claimed the huge tower would deprecate property values and create an airplane hazard.

J. B. Poppele, chief engineer for WOR, told the Board the television tower and station would cost an estimated $500,000. In addition, he said, the company expects to spend $250,000 for a downtown studio and about $550,000 a year to produce a weekly 2-hour program.

RCA In 10 Year Pact With RKO-Pathe, Inc.

A license to record and distribute sound on television broadcasting has been granted by RCA to RKO-Pathe, Inc. (formerly Pathe News, Inc.) as part of a new ten-year recording agreement announced by Barton Kreuzer, manager.

MCgee & Molly Leads The List Of Winners

By FRANK BUKE
Editor, RADIO DAILY

The “All-American Radio Program for 1945," selected by a critical jury of 1,091 of the country’s leading newspaper men and women, is published today by RADIO DAILY.

Fibber McGee and Molly tops the 1945 selections by being chosen the “Favorite Commercial Program.” Last year this

4 New Shows Debut On ABC Web Tonight

The American Broadcasting Company will launch two full hours of new programs tonight, Adrian Samish, vice-president in charge of programs, announced over the weekend, a new series of four sustaining half-hour shows program, will feature two crime shows, a musical variety and comedy with name talent. On Monday nights from 8:30 to 9:30, EST.

Aimed at the general listener, who

(Continued on Page 16)

NAB Committee To Get Miller Report On AFM

Chicago—Following an amicable conference here Friday between Justin Miller, president of the NAB, and James C. Petillo, head of the American Federation of Musicians, the NAB executive stated that his report in full concerning the conference will be made to a special industry committee tomorrow in Washington.

Friday’s meeting, a closed session, was “exploratory” in nature, Miller.

(Continued on Page 3)

Ten Mutual Programs Renewed For 52 Weeks

Ten leading Mutual programs have been renewed for 52 weeks beginning this month. These include three programs for Gabriel Heatter: Monday, Wednesday, Friday, 2-3 p.m.; EST, for Creml on 247 stations; Sunday, 4:45-9 p.m. for Barabaslo Shave Cream.

(Continued on Page 4)

Shortwave Broadcasts Hamstrung By AP—Benton

The Associated Press, by discounting its wire news service to the State Department's Office of Information, has taken "upon itself the responsibility for judging and hamstringing the Government's shortwave broadcasting" which is "essential to the vital

(Continued on Page 2)

RCA

Open To 12.31

Of the 50 reporters covering the United Nations General Assembly now meeting in London, only 60 are accredited correspondents. The radio men represented are associated with 20 broadcast companies representing 14 countries. Further breakdown shows there is one newspaperman for every one and two-thirds delegate, but radio ratio is one to 12.31.

Appreciation

With gratitude we acknowledge the support of 1,091 ladies and gentlemen of the press of America in making the 1945 survey to select the nation’s “All-American Radio Program for 1945,” an unprecedented achievement.

Their interest and critical appraisal of the artists and programs will serve as a yardstick for American radio in 1946.

JACK ALICOATE, Publisher—RADIO DAILY.

(Continued on Page 2)
Coming and Going

FRED THOWER, vice-president of ABC in charge of sales, spent the week-end in Pittsburgh on business.

GEORGE R. STORER, president of Fort Industries Co., and J. HAROLD RYAN, vice-president and treasurer of the organization, were in Philadelphia late last week at the New York offices of the National Measurement Bureau.

DICK ROFFMAN, associate editor of the magazine "This Month," has returned from a three-day weekend spent at Lehighaple, in the Poconos.

JOHN J. LAUX, president of WPFC, Atlantic City affiliate of ABC, has returned from last Friday at the headquarters of the network.

Shortwave Broadcasts

Hamstrung By AP—Benton

(Continued from Page 1)

intercessor of the American people." It was stated by William Benton, Assistant Secretary of State, in a letter to Robert McLean, president of the American and Commercial Chamber of Commerce, that Washington Morning Bulletin, owner of station WPNF.

"It is clear that the international broadcasting job must be done," Benton said. "I should personally be happy, be come, if the AP, in concert with other private wire services and with private broadcasters, offered to take over the entire operation and bear the financial burden, which will average from six to ten million dollars a year if the job is done adequately.

Taking issue with the news agency's charges that "Government cannot engage in newscasting without creating the fear of propaganda," Benton said there is "constant pressure from all sides" which keeps Government broadcasting "objective and impartial."

ABCD Airs Shanghai Talk

Frederick B. Oppen, ABC correspondent in Shanghai, aired the general attitude toward three Japanese war lords in his Friday and Saturday night broadcasts on "News of Tomorrow". The Japs are to be tried in connection with the execution of three Doolittle fliers.

I'M A GOOD SALESMAN

I am... and have been... successfully selling time in the New York market for over 10 years. I have developed accounts and maintain close contacts in leading radio agencies and with local advertisers... I'm married... dependable... and know how to think and talk... I'm a veteran and a college grad... Presently employed... Excellent credentials... Can you use me? Write Box No. 118, Radio Daily, 1501 Broadway, New York 10, N. Y.

"They heard WFDY Flint say he was selling something or other."
Miller Will Report Tomorrow
On Conference With Petrillo

(Continued from Page 1)

(Continued)

Said out to press representatives here, the session. Here Petrillo expressed regret that the NAB executive committee was not informed at meetings which would be held on

members of the broadcasters' relation

Petrillo stated that he will appoint "Music Committee" immediately that in March, when the NAB executive committee meets in New York, he will seek to arrange a meeting between the music committee and the special industry committee of the NAB.

Friday's meeting was characterized by general good feeling all around, the press conference which followed, Miller emphasized the responsibilities of Mr. Petrillo, whereupon the stormy petrel of the AFM grumbled with the assertion, 'That's the first comment I received in a long while.'

It was revealed that during the meeting Petrillo expressed a desire to find satisfactory relations between AFM and the broadcasters be such as existed during 1937, 1938, and 1959 between the team and the old IRNA. That relationship, it was recalled, was terminated as a result of the threat by Norman Arnold, then in charge of anti-trust division of the Depart-

ment of Justice, to bring action against the two parties to the arrangements. Miller stressed that any agreement between the two organizations must be such as to carry with it no possibility of objection from the Government on legal grounds.

In a statement issued following the meeting, Miller stated:

"My visit with Mr. Petrillo was exploratory. It was not a meeting for negotiation."

"I wanted to meet Mr. Petrillo and his executive committee, to sit down at a table with him and meet on common ground. I wanted to learn at first hand their problems and their viewpoints, and I wanted them to learn at first hand the viewpoints of the various segments of American broadcasting: non-network stations, network affiliated stations and networks.

"Dotted Line, Not Picket Line"

"There is no reason to think that fair-minded men, ready and willing to find an equitable basis for mutually satisfactory relations cannot ultimately resolve the problem on the dotted line rather than on the picket line. I feel certain that the millions of American listeners will join us in this common purpose to settle our problems around the conference table."

"I believe progress has been made. Over the weekend I will digest and evaluate the results forthcoming from today's meeting and will make a report to the special industry committee in Washington, D.C., on Tuesday.

"And, throughout the series of scheduled district meetings of the association I shall continue to attend the needs and desires of the broadcasters as I have in the three district meetings just concluded on the Pacific Coast."

Roland Gets CBS Post

Will Roland, former USO director in Europe and Military Government official, has been appointed a producer in CBS program department. During the war he served for 13 months as director of USO-Camp Shows continental operations and then joined the Information Control Division to direct resumption of entertaining activities in Bavaria. Prior to joining USO, he had varied associations in the music business.

Drug Stores Sign ABC Co-op.

Thrift Drug Stores Company, Inc., Los Angeles, will sponsor "Relax with Tennis," ABC co-operative program, on KECA, Los Angeles, beginning Jan. 28. The California chain will present the Oklahoma-Florida humorist-philosopher, heard at 8:45 p.m. EST Monday through Friday, Milton Weinberg Advertising Company, Los Angeles, is the agency.

Thrift Drug also sponsors "Baukage Talking," another ABC co-opative program, on KECA, Monday through Friday.

WINNER

"Was the same Durham, North Carolina station which won 1945 promotion award. The same station that will do a new job for your clients in '46.

WDNC

DURHAM NORTH CAROLINA

Interested by Howard H. Wilson Co.
All-Amer. Program Winners Announced

(Continued from Page 1)

honor went to "Information Please." Bob Hope and Bing Crosby, two perennial favorites, won again. Hope
came through as the favorite comedian and as the No. 1 entertainer while Crosby, possibly the largest voice of any artist, was again crowned the nation's favorite male vocalist.

Votes For Personalities

Analysis of the questionnaire indicated that the heaviest balloting was done for personalities—names familiar to network listeners, rather than the names on which they are heard. Many artists and programs that failed to qualify for a position among the first five in the received a number of individual votes.

Indicating changing listening habits of the audience during 1945 as compared with the previous year is the fact that in only four of the 24 categories did the top five finish in the same positions that they did last year. These were sports commentator, symphonic conductor, classical female vocalist and quiz shows.

T. D. Wins By Nose

This year Tommy Dorsey nosed out Harry James as the No. 1 band in the swing band classification and Woody Herman now in the five holds fourth position. In the commentator classification, Jack Benny, who held a tie position for fifth in 1944, moved up third in 1945, ahead of H. V. Kaltenborn and Walter Winchell. Lowell Thomas is first again; this year and Raymond Gram Swing is second.

Los Angeles

Lux Radio Theater again wins first place in the "Favorite Dramatic Series" classification. However, changes have occurred in the shows which were listed among the first five under the dramatic group. Theater Guild, a newcomer to the network, takes second place in the top five positions after the District Attorney which drops to third. Others in the first five this year are C.B. and N.Y. and Helen Hayes Theater.

Stern Easy Winner

Bill Stern is a walk away again in the sports commentator classification. Other four in the first five are Ted Husing, Red Barber, Harry Wismer and Stan Lomax.

Although Toscanini won over Koussevitsky by a wide margin in the "Symphonic conductor" classification, the Boston Symphony orchestra ranked higher than the NBC Symphony of the Air in the symphonic program category. Winner of first place among the symphonic programs was the New York Philharmonic Symphony, which also was first voted the 1944 All-American Radio Program.

Lombardo Again King

Guy Lombardo reigns again as king of the sweet bands polling 351 votes while Sammy Kaye was second with 210 votes. Danny Kaye, like Bob Barrys, repeated her triumph of 1944, by winning first place as the most popular comic singer of popular tunes the past year.

Other All-American winners include: John Charles Thomas, favorite male vocalist; Lily Pons, feminine vocalist, classical, although this operatic star is yet to have a series of her own and appears only as a guest artist; "One Man's Family," favorite dramatic serial; "Let's Pretend," favorite children's show; Joan Davis, favorite comedienne, and Don Wilson, favorite announcer.

"Hit Parade" was voted the most popular musical show of the season.

McNeil Wins Again

Among the educational programs, "America's Town Meets Mine," gave "Information Please," the go by, "Information Please," however, had little trouble in retaining its position as the favorite quiz show. Don McNeil's "Breakfast Club" was an easy winner in the Daytime Variety show classification with Fred Waring ranking second.

Andrews Sisters draw the nod as the favorite singing unit and Fiber McGee and Molly as a second winner, led the comedy teams.

Year's Song Hits

Chosen as the Song of the Year was "'Til the End of Time" and the Musical Comedy of the Year was "Polonaise." Thus Chapin reaches out into posterity to join the All-American winners.

California Commentary

- Radio and motion picture awaited the results of today's "All-American Program for titles of unprecedented interest. ... At the movie studios press agents were all pitching their letter writers to spread the news of the unprecedented popularity of their picture stars in radio and to take credit for the movie's role in adding to the treasures of these names. Trends and significant changes in the leaders in the various categories will be studied by both radio and film executives. Newcomers among the "First Fives" will also get the once over. Today's "All-American Program" edition will be at a premium in Hollywood by nightfall.

- William B. Ryan, NAB's 16th district director, has appointed Calvin Smith of KFAC, Los Angeles; Robert O. Reynolds, manager of KMFC, Hollywood, and president of the Southern California Broadcasters Association, and Lew Frost, of NBC's Western division, to act as a committee to work with northern California broadcasters on a new state organization of station and network representatives. Mrs. Enrico Caruso, Jr., who was called East by the illness of her mother, is enthusiastic over the reception being given, her new song, "My Home Town." She reports that Martha Raye will take the number to Europe when she finishes her run at the Carnival, New York night spot. . . . Jennings Pierce, Ed Buckalew and Frank Conrad, still station relations managers for NBC Western division, Columbia Pacific and American Western division, respectively, have been attending the NAB district meetings in San Francisco, Seattle and other cities.

- The guys and gals who attended the NAB party toasted by the Southern California Broadcasters Association at the Beverly Hills Hotel are still talking of the grand entertainment that was arranged by Harry Witt and Lew Frost. Tom Brennan escorted the show, and Jimmy Durante, Dinah Shore, the Andrews Sisters and Eddie Jackson were among the entertainers. When Alon Young arrived in sunny Southern California he was greeted at Pasadena by two tiny clad Emil Carroll girls, wearing sun suits. Alon was wearing a tie coat for the occasion. At this point, Young's reception was arranged by Bob Holt's ABC West Coast publicity crew.

- Harry Miallsh, major domo at KFWB, who became a father for the second time Dec. 31, is still receiving congratulations. . . . William Murpough, formerly with CBS in New York and Hollywood, has been made chief engineer of the new Palm Springs station KCMJ. . . . Saturday is a busy day for Mel Blanc, with the comic strip rehearsing for both the Jack Benny and Judy Canova shows.

- RCA In 10 Year Pact With RKO-Pathe, Inc.

(Continued from Page 1)

of RCA's theatre equipment department. Under the contract, films bearing the trademark will continue to be recorded by RCA.

The agreement is the first to be concluded on RCA's new recording contract basis, which assures licenses of continued benefits from RCA's research and engineering programs. It also provides for immediate delivery of new RCA sound film recording equipment to the new RKO-Pathe studios, new sound construction is New York City. RCA-Pathe has also bought RCA sound and RCA Brevet projection equipment for review rooms.

Negotiations were handled by Ralph B. Austrian, executive vice-president of RKO Television Corp. and Kreuzer.

Ten Mutual Programs Renewed For 52 Weeks

(Continued from Page 1)

on 257 stations; Tuesday, Thursday, and Saturday, 6-15 p.m., for "For Tomorrow," on 186 stations. All were placed through Erwin, Wasey & Co.

Other renewals included: William Lang, KPR, Kansas City, 12-12:15 p.m. on 243 stations through Erwin, Wasey & Co.; Arthur Hale, WOR, New York, Thursday, Saturday, 7:30-7:45 p.m. on 35 stations, through Hixon-O'Donnell; Frank Singler, for Sinclair Re- ining Co., Monday, Wednesday, Friday, 7:30-7:45 p.m. on 190 stations, through Hixon-O'Donnell.

"Songs by Morton Downey," for Caco Cola Co. across-the-board, 12:12-12:30 p.m. on 167 stations through D'Arcy Advertising Co., "Nelson" for Kellogg Co., across-the-board, 5:15-5:30 p.m. on 186 stations, through Kenyon & Eckhardt; "Program of the Mutual Benefit Health & Accident Assn., Sunday, 10-10:30 p.m. on 240 stations, through Arthur Mershoff & Co., "Take It Easy Time," for Stokely-Van Camp, Inc., Monday, Wednesday, Friday, 11:30-11:45 a.m. on 125 stations through Colmans & Holden.

Owen Davis Jr. Joins NBC Television Dept.

Owen Davis, Jr., recently discharged from the military intelligence branch of the Army, has joined the NBC Television Department as director of literary rights and scripts. John B. Royal, web vice-president in charge of video, announced last week. Davis will supervise all matters pertaining to the writing and procuring of script material, and will also produce special programs on NBC. Owen Davis, Jr., a former wirewag, Davis was a well-known stage, movie and radio actor before he entered the military. Davis on "Concentration," he has appeared include the "Ruby Vallee Show," "Those We Love," "The Circle," "The Goldberges" and others.
RADIO DAILY

Has The Honor
To Present

"The All American Radio Program"

of

1945
ANDREWS SISTERS
Popular Singing Unit

"HIT PARADE"
Popular Musical Show

"TIL THE END OF TIME"
Song of the Year

By the Press of America in
to select the outstand for the All-American
Radio

THE ALL

FIBBER MCGEE AND MOLLY

Lilly Pons

Guy Lombardo

Bill Stern

Billie Holiday

Bob Hope


duction Vocalist (Classical)

Male Vocalist (Classical)

Children's Show

"Let's Pretend"

Breakfast Club-Don Mahon

Commercial Program

FIBBER MCGEE AND MOLLY

Comedy Team
Evolution of RADIO DAILY’s annual poll from a modest beginning in the fall of 1937 to the present certified survey to pick the nation’s All American Radio Program of 1945, indicates increasing interest and the changing popularity of radio artists and programs.

Starting with only a few hundred radio editors participating in 1937, the RADIO DAILY poll today ranks first in all such surveys with more than 1,800 newspaper men and women contributing their opinions. These contributions represent the critical opinions of radio editors, city editors, managing editors, music editors, fashion editors, feature writers, sports editors and other personalities in the nation’s editorial rooms in cities and towns, large and small. Likewise, the coverage embraces daily newspapers, trade publications, fan magazines and other periodicals.

Research Head Comments

“We consider the press evaluation of radio important,” B. E. Jolley, director of research of Ross Federal Research, Inc., declared yesterday, “It is important because many newspapers own radio stations and many of their staff members are heard regularly on local stations and national networks as news commentators, sports authorities, and fashion experts. They are qualified judges of the popularity of artists and programs and listen to these programs with a critical ear.”

Nation-wide acceptance of the certified poll to pick the nation’s All American Radio Program can be gained from radio and press interest in the poll, results. Major wire services such as AP, UPI and INS are reporting the results press and radio clients throughout the nation and many of the important networks shows and personalities are devoting portions of their programs to a report on the results.

Definite Ideas

Study of the balloting in the All American Program poll conducted and certified by RADIO DAILY by Ross Federal Research Corp., indicates very plainly that voters have very definite ideas of their likes and dislikes. Thus Lily Pons, while doing guest shots only, continues as the favorite female singer of classical and opera songs. Tencori appears intermittently on short series of concerts and Fred Allen, coming up strongly, returned to the air comparatively recently. Crosby had but two guest shots for charity during the latter part of 1945 as his radio appearances.

Polling the Personalities

By IRWIN ROSTEN

Bing Crosby again received more votes than any other singer, almost as many as the next two winning personalities combined, despite the fact that his appearance on the KMH spot in close to a year. All of which goes to show how radio’s innumerable disc jockeys can build and or maintain a terrific audience for a performer.

“Information Please” also did a repeat on last year’s showing by polling more votes than any other program as top quiz show. Although Goldenpaul’s gold mine was voted favorite commercial program last year, it finished second in that category in the present poll and now a close second in the educational program category.

Danny Kaye, who didn’t even show last year, finished in the first five as both favorite entertainer and comedian.

Strong strides made by Fulton Lewis, Jr., in finishing third in the conductor classification. .. Ditto Woody Herman among the swing bands.

Dick Haymes and Perry Como, both in the first five in 1944’s “star of tomorrow” group, finished right behind Der Bingle and Der Voice.

The perennial Guy Lombardo keeps polling more and more votes. Looks from here as though he’s going to keep rolling to infinity.

Closest race in this year’s poll was between Tommy Dorsey and Harry James in the swing band group. During tabulation the lead continually swung from one to the other with Dorsey finally pulling ahead to win by a scant two votes. Last year’s poll had TD finishing second to the trumpet man.

Fred Allen came up strong to finish second only to Bob Hope in both the entertainer and comedian categories.

Dinah Shore still on top among the popular female vocalist.

Those swingin’ Andrews Sisters moved up from fourth place to cop the popular swing unit title by a wide margin.

Fibber McGee and Molly seem to be pulling away from all opposition. Besides taking the coveted commercial program title, they polled the second highest of all voters among all comedians in winning the comedy team crown. If they keep it up, Radio Row will change its name to Wistful Vista.

Other winners repeating last year’s performances include Bob Hope in the entertainer and comedian spots, John Charles Thomas, Lily Pons, the New York Philharmonic-Symphony, Arturo Toscanini, Lowell Thomas, Lux Radio Theater, One Man’s Family, Bill Stern, Let’s Pretend, Town Meeting of the Air, the Breakfast Club, Joan Davis, and O. W. Wilson.

The total number of ballots, if placed end-to-end, would be more than 200 feet longer than the “Queen Elizabeth” the largest ship afloat, and longer than the Empire State Building, the tallest in the world.

Open for Inspection

Votes in RADIO DAILY’S Certified Poll to select the All American Program of 1945 are open for inspection to all in the industry who are interested.

In a few cases those voting requested that their ballots in so far as their name is concerned, remain secret. RADIO DAILY respects the wishes of these newspaper men and women.

Civic Pride

Strongest civic pride demonstrated in the 1945 poll came from Boston. Newspaper men and women there, almost to the vote, selected Dr. Sergei Koussevitzky and the Boston Symphony, as the most popular classical musical program and conductor respectively. This program, sponsored by Allis-Chalmers of Milwaukee, is heard on the ABC network from Boston.
Passing Parade of Poll Winners

Below are chronologically listed the winners in all Radio Daily polls since the first poll in 1937. The results of the annual polls leading up to and including the first certified poll to select the nation’s “All American Radio Program” follow:

1937
Commercial Programs—Chase & Sanborn; Entertainers—Jack Benny; Dance Bands—Guy Lombardo; News Commentators—Edwin C. Hill; Sports Commentators—Ted Husing
Commercial Program—Jello; Personalities—Jack Benny; Symphony Orchestras—NBC Symphony; Dance Orchestras
Guy Lombardo; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing.

1938
Commercial Programs—Jello; Entertainers—Jack Benny; Symphony Orchestras—NBC Symphony; Dance Orchestras—Guy Lombardo; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing.

1939
Commercial Programs—Jello-O Program; Entertainers—Jack Benny; Dance Orchestras—Guy Lombardo; Commentators—H. V. Kaltenborn; Favorite Comic—Jack Benny; Dramatic Shows—Lux Radio Theater; Series—One Man’s Family; Quiz Programs—Information Please; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalist—Popular—Bing Crosby; Female Vocalist—Popular—Connie Boswell; Educational Programs—America’s Town Meeting of the Air; Female Vocalist, Classical—Margaret Species; Male Vocalist, Classical—Nelson Eddy; Children’s Show—Let’s Pretend; Sports Commentator—Bill Stern.

Programs—Jello-O Program; Entertainers—Jack Benny; Dramatic Shows—Lux Radio Theater; Educational Series—American School of the Air; Dance Bands—Sweet—Guy Lombardo; Dance Bands—Swing—Glen Miller; Comedians—Jack Benny; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing; Dramatic Serials—One Man’s Family; Children’s Programs—Irene Wicker (Singing Lady); Symphonic Constructor—Arturo Toscanini; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lilly Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalist, Popular—Kate Smith.

1940
Programs—Jello-O; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theater; Educational Series—Chicago “U” Round Table; Dance Bands—Sweet—Guy Lombardo; Dance Bands—Swing—Glen Miller; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Bill Stern; Dramatic Serials—Aldrich Family; Children’s Shows—Lone Ranger; Symphony Constructor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lilly Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Kate Smith.

1941
Commercial Programs—Pepsomend; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theater; Educational Series—Chicago Round Table; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Harry James; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man’s Family; Children’s Shows—Lone Ranger; Symphony Constructor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lilly Pons; Male Vocalists, Classical—Gladsy Swarthout; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Dinah Shore.

1942
Commercial Programs—Bob Hope; Entertainers—Bing Crosby; Dramatic Shows—Lux Radio Theater; Educational Series—American School of the Air; Dance Band—Guy Lombardo; Commentators—Bob Hope; Dance Bands, Swing—Harry James; Quiz Shows—Quiz Kids; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man’s Family; Children’s Shows—Tie Between The Lone Ranger and Let’s Pretend; Symphony Conductors—Arturo Toscanini; Male Vocalist, Classical—John Charles Thomas; Male Vocalist, Popular—Bing Crosby; Female Vocalists, Classical—Lily Pons; Symphony Programs—N. Y. Philharmonic Symphony.

1943
“All-American Radio Program Poll For 1944.” Commercial Program—Information Please; Comedian—Bob Hope; Symphonic Program—N. Y. Philharmonic—Symphony; Educational Series—America’s Town Meeting; Male Vocalist (Popular)—Bing Crosby; Daytime Variety Show—Breakfast Club—Don McNeill; News Commentator—Lowell Thomas; Dramatic Series—Lux Radio Theater; Children’s Show—Let’s Pretend; Sports Commentator—Bill Stern; Symphonic Constructor—Arturo Toscanini; Feminine Vocalist (Popular)—Dinah Shore; Male Vocalist (Classical)—John Charles Thomas; Dance Band (Sweet)—Guy Lombardo; Announcer—Don Wilson; Quiz Show—Information Please; Feminine Vocalist (Classical)—Lilly Pons; Comedy Team—Fibber McGee and Molly; Comedian—Joan Davis; Entertainer—Bob Hope; Popular Singing Unit—Fred Waring’s Glee Club; Woman Commentator—Dorothy Thompson; Dramatic Serial—One Man’s Family; Dance Band (Swing)—Harry James; Star of Tomorrow (Male)—Alan Young; Star of Tomorrow (Female)—Jo Stafford; Song of 1944—“Till We Walk Alone”; Musical Composition of 1944—“Holiday For Strings.”

Ross Research Expert Comments On Ballots

(Continued from Preceding Page)

Parchment Scroll Awards

Parchment scrolls, which will carry the certified seal of the All American Radio Program for 1945, will be awarded the winners in RADIO DAILY’s ninth annual poll.

Scroll presentations will be made either by RADIO DAILY or civic officials at the convenience of the recipients.

In some instances, organizations rather than individuals will be awarded the scroll. Awards in the musical composition categories will be made to the publishers of the winning music.

Evolution of Survey Topic Of Discussion

(Continued from Preceding Page)

“International interest in the certified survey is indicated from the fact that British Broadcasting Corporation and the Armed Forces Radio Service have asked for copies to beam overseas via shortwave. In addition copies of the survey are being furnished to editors of Army and Navy publications for printing here and abroad. Spokesmen for the shortwave radio and armed forces publications explained that foreign interest in the personalities and programs can be attributed to personal appearances abroad and popularity of ET versions of shows.”

www.americanradiohistory.com
ONE MAN'S FAMILY
Dramatic Serial

TOMMY DORSEY
Dance Band (Swing)

POLONAISE
Musical Composition of Year

A Ninth Annual Radio Daily Polling of the nation's radio artistry Radio Program of Nineteen Forty Five

Jack Oliénée
PUBLISHER—RADIO DAILY
First Five In Each Category

All figures below are the actual number of votes taken off the 1,991 ballots for each artist or program, and the top five in each classification listed. Since ALL votes were counted and an unusually wide series of selections were made, the actual count for each selection was necessarily lower.

None of the figures have been multiplied to imply a disguised number of ballots, higher than actually certified. The succeeding pages listing all who received votes further qualify the figures below.

**Commercial Program**
- Fibber McGee 74
- Information Please 54
- Jack Benny 42
- Edgar Bergen 36
- Lux Radio Theater 35

**Entertainer**
- Bob Hope 205
- Fred Allen 116
- Bing Crosby 79
- Jack Benny 64
- Danny Kaye 39

**Feminine Vocalist (Popular)**
- Dinah Shore 301
- Ginny Simms 99
- Frances Langford 78
- Jo Stafford 57
- Joan Edwards 37

**Symphonic Program**
- N. Y. Phil. 311
- NBC Symphony 137
- Boston Symphony 133
- Ford Hour 97
- Phila. Symphony 89

**Popular Musical Show**
- Hit Parade 115
- Hour of Charm 71
- Kay Kyser 63
- Fred Waring 60
- Man. Merry-Go-Round 45

**Symphonic Conductor**
- Toscanini 240
- Koussevitzky 115
- Kostelanetz 88
- Stokowski 61
- Rodzinski 45

**Comedian**
- Bob Hope 294
- Jack Benny 225
- Edgar Bergen 104
- Danny Kaye and Jimmy Durante (TIE) 34

**News Commentators**
- Lowell Thomas 136
- Raymond Swing 98
- Fulton Lewis, Jr. 85
- H. V. Kaltenborn 70
- Walter Winchell 65

**Dramatic Program**
- Lux Radio Theater 206
- Theater Guild 112
- Mr. D. A. 49
- Cavalcade of America 37
- Helen Hayes Theater 35

**Dramatic Serial**
- One Man's Family 125
- Sherlock Holmes 23
- Date With Judy and Thin Man (TIE) 12
- Mr. D. A. 11
- The Gt. Gildersleeve 8

**Sports Commentators**
- Bill Stern 306
- Ted Husing 98
- Red Barber 76
- Harry Wismer 27
- Stan Lomax 20

**Children's Shows**
- Let's Pretend 118
- Quiz Kids 96
- The Lone Ranger 55
- Coast-to-Coast on a Bus 24
- Henry Aldrich and Children's Hour (TIE) 16

**Educational Program**
- America's Town Meeting 117
- Information Please 104
- Chicago Roundtable 70
- American School Air 48
- Cavalcade of America 29

**Quiz Show**
- Information Please 330
- Take It Or Leave It. 135
- Dr. I. Q. 67
- Truth Or Consequences 26

**Daytime Variety Show**
- Breakfast Club 140
- Fred Waring 72
- Breakfast At Sarat's 48
- Queen For A Day 25
- G. E. House Party 23

**Comedienne**
- Joan Davis 294
- Cass Daley 73
- Fannie Brice 56
- Grace Allen 55
- Judy Canova 24

**Announcer**
- Don Wilson 143
- Harry von Zell 119
- Milton Cross 105
- Ken Carpenter 66
- Bill Goodwin and Ben Grauer (TIE) 54

**Popular Singing Unit**
- Andrews Sisters 178
- Ink Spots 80
- Waring Penn. 77
- The Pied Pipers 40
- Charlie's 28

**Comedy Team**
- Fibber McGee & Molly 375
- Burns & Allen 119
- Durante & Moore 100
- Abbott & Costello 79
- Bergen & McCarthy 69

**Song of the Year**
- "Til The End of Time" 148
- "It's Been A Long, Long Time" 85
- "It Might As Well Be Spring" 76
- "If I Loved You" 55
- "A. T. & Santa Fe" 30

**Musical Composition of the Year**
- Polonaise 43
- Warsaw Concerto 28
- Prokofiev Fifth Symphony 19
- Shostakovich 9th Sym. 18
- Holiday for Strings 13

**Feminine Vocalist (Classical)**
- Lily Pons 230
- Gladys Swarthout 103
- Marian Anderson 92
- Jessica Dragonette 57
- Jeanette MacDonald 40

**Hit Parade**
New classification in RADIO DAILY'S Certified Poll to select the All-American Radio Program is that of Popular Musical Show. In picking the Saturday night "Hit Parade," the editors and writers definitely settled the question as to whether or not the program is considered mainly for hobby-sports. Obviously, the answer is "No," and the program is considered good general entertainment.

For Bingle
Perennial favorite appealing to men and women in all walks of life as their idea of a perfect purveyor of popular songs. Bing Crosby polled more individual votes than any other individual or program. Actual count reveals that more than one half of all voters penned the name of Crosby as their favorite pop singer and one voter in every ten picked him as their favorite entertainer as well.
Data on Certified Poll Winners

Commercial Program

WEBB Mc Gee & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p.m., EST, on NBC network. Agency: Louis, Needham & Brubeck, Inc.

Entertainer

H B HOPE. Sponsored by The Pepsi- dent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. Agency: Foote, Cone & Belding, Inc.

Dance Band (Sweet)

JY LOMBARDO. Sponsored by Larus & Brother Co., Inc., Tuesdays, 9-10:30 p.m., EST, on ABC network. Agency: Warwick & Legler, Inc.

Dance Band (Swing)

JIMMY DORSEY. Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network for a period in 1945. Agency: J. Walter Thompson Co.

Male Vocalist (Classical)

CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co., Sundays, 2-3:30 p.m., EST, on NBC network. Agency: McCann-Erickson, Inc.

Male Vocalist (Popular)

VING CROSBY. Sponsored by Kraft Cheese Co., Thursdays, 9-10:30 p.m., EST, on NBC network for a period in 1945. Agency: J. Walter Thompson Co.

Feminine Vocalist (Classical)

LY PONS. Guest appearances during the year on various commercial programs.

Feminine Vocalist (Popular)

NAH SHORE. Sponsored by General Foods Corp., Thursdays, 8:30-9 p.m., EST, on NBC network. Agency: Young & Rubicam, Inc.

Symphonic Program

Y. PHILHARMONIC-SYMPHONY. Sponsored by United States Rubber Co., Sundays, 3-4:30 p.m., EST, on CBS network. Agency: Campbell-Field Co.

Popular Musical Show

OUR HIT PARADE. Sponsored by American Tobacco Co., Saturdays, 2-3:45 p.m., EST, on CBS network. Agency: Foote, Cone & Belding, Inc.

Symphonic Conductor

STUART TOSCANINI. Sponsored by General Motors, Inc., Sundays, 8:30 p.m., EST, on NBC network. Agency: Arthur Kudner.

Comedian

H B HOPE. Sponsored by The Pepsi- dent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. Agency: Foote, Cone & Belding, Inc.

News Commentator

OWELL THOMAS. Sponsored by Sun Oil Co., Monday through Friday, 4:45-7 p.m., EST, on NBC network. Agency: Roche, Williams & Cleary, Inc.

Dramatic Program

LUX RADIO THEATER. Sponsored by Lever Brothers Co., Mondays, 8-9 p.m., EST, on CBS network. Agency: J. Walter Thompson Co.

Dramatic Serial

ONE MAN’S FAMILY. Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network. Agency: Sherman & Marquette, Inc.

Sports Commentator

BILL STERN. Sponsored by Colgate-Palmolive-Peet Co., Fridays, 9:30-10:45 p.m., EST, on NBC network. Agency: Sherman & Marquette, Inc.

Children’s Show

LET’S PRETEND. Sponsored by Cream of Wheat Cans, Saturdays, 11:05-11:30 a.m., EST, on CBS network. Agency: Batten, Barton, Durstine & Osborn, Inc.

Educational Program

AMERICA’S TOWN MEETING OF THE AIR. Sponsored by Reader’s Digest Association, Inc., Thursday, 8:30-9:30 p.m., EST, on ABC network. Agency: Batten, Barton, Durstine & Osborn, Inc.

Quiz Show

INFORMATION PLEASE. Sponsored by Socony-Vacuum Oil Co., Mondays, 8:30-10 p.m., EST, on NBC network. Agency: Compton Advertising, Inc.

Daytime Variety Show

BREAKFAST CLUB. Sponsored by Swift & Co. and Philco Corp., Monday through Friday, 9:30-10 a.m., EST, on ABC network. Agency: J. Walter Thompson Co. for Swift; Hatchins Advertising Co. for Philco.

Comedienne


Announcer

DON WILSON. Jack Benny-American Tobacco Co. program, Sundays, 7:30 p.m., EST, on NBC network. Agency: Ruthrauff & Ryan, Inc.

Popular Singing Unit


Comedy Team

FIBBER McGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9-9:30 p.m., EST, on NBC network. Agency: Louis, Needham & Brubeck, Inc.

Song of the Year

TILL THE END OF TIME. Published by Santly-Joy, Inc. Music by Frederic Chopin; arrangement and lyrics by Ted Mossman and Buddy Kaye.

Composition of the Year

POLONIA in A-Flat, Opus 30, No. 6, by Frederic Chopin. (Public domain composition with special arrangements by several major music publishers.)
Monday, January 21, 1948

Radio Daily

Votes In 1945 Survey

The following artists, programs, songs and compositions received one or more votes in Radio Daily's Ninth Annual Critical Poll, under the classification as listed:

Dance Band (Swing)


Symphonic Program

Popular Singing Unit
- Merry Mix, The Singers, The King's Men, Golden Gate Quartette, The DeSardes Sisters, Hit, The Beverleys, and many others.
- Four Chicks and Chuck, Miller Brothers, Looney, Musiee, Youngbloods, and others.
- The Satellites, Six Hits and a Miss, and others.
- Lynn Murray, Elke Cline, Elke Cline, and others.
- Three Sons, Ken Brody and Charlie, brothers, Beans, Schroeder, Seeger, Seeger, and others.
- The Mountainaires, Deep River Boys, Doctors, and others.
- Three Sons, The Ten, The Landi, and others.

Popular Musical/Sound

Popular Mixed Songs
- Laurine's, The King of Swing, I'll Buy That Dream, Lilley, The Irish Lullaby, The Four Aces, and many others.
- Can't Say I Don't Want You, I Know You Came All the Way, Hold on to That Dream, Don't Miss Me In, Someday In the Street, Navajo Trail, I'll Remember, April, and many others.
- Beautiful Morning, I'll Be Seeing You, Someday, and many others.
- Sing Out All Over, Sweethearts Dream, The Dream, Don't Remember, I Didn't Know About You, My Heart, and many others.
- There You Are, I Walk Alone, A Little on the Lonely Side, I Can't Begin to Tell You, Kiss Me Again, You Belong To My Heart, That For Me, Accentuate The Positive, and many others.
- Have a Ball, Happiness, Show Off, and many others.
- Frank Sinatra, Coming, I Wonder, Call Me, and many others.
- Don't Go Away, My Friend, Death, and many others.

Musical Composition of Year
- Spellbound Concerto, Sentimental Journey, Camera, and many others.
- We'll Meet Again, In the Mood, In Blue, Seven Ages, In Central Park, That's For Me, Girl, Symphony Number Two, It Might As Well Be Spring, Moonlight, and many others.
- Hushabye Concerto, To Napoleon, End of Time, Ritual Dance of Fire, Till the End of Time, As Time Goes By, Music, and many others.
- Have a Ball, Happiness, Show Off, and many others.
- Frank Sinatra, Coming, I Wonder, Call Me, and many others.
- Don't Go Away, My Friend, Death, and many others.

Feminine Vocalist (Classical)
- Rice Stevens, Grace Moore, Helen Traubel, Pauline Mitchell, Jane Froman, Chiesa, Anna Kasok, Jean Dickenson, Licia Albanese, Leitte Lehman, Dorothy Maynor.

Radio Daily

The only station in all broadcasting history to receive four awards for outstanding achievement: person of the year, body, decade, variety and billboard.

Educational Program
- Sitar, Sel, Earth, and many others.
- The Pacific Story, The Army Hour, To the Ladies, Young, and many others.
- Let's Learn Spanish, People's Radio, People's Radio, and many others.
- C. L. Alexander's
Zenith In Plea To FCC
Asks Extra FM Band

(Continued from Page 1)

alleged "blackout" of signals resulting at times in the higher band.

The Commission saved most of its criticism for R.C. Brown, assistant vice-president and chief engi-
neer of Zenith.

Brown reviewed the FCC tests and new tests made by Zenith. "At the time the Commission entered the order reallocating the frequencies for FM from 50 to 100 mc, he said, "it necessarily acted almost entirely on theory, as there had at that time been no extensive experience in FM broadcasting and reception on the 100 mc frequency. Since then there have been monitoring operations performed by the FCC at Andalusia, Pa., and by Zenith in the Chicago area, both of which compared the relative value of 50 and 100 mc as broadcasting services. These tests developed new evidence not before FCC in its hearings prior to June, 1945.

"Analysis of these tests clearly indi-
cates that 100 mc will not provide an efficient nation-wide radio service to the people of the United States such as the Commission in its report of June 27, 1945 has well stated it is under a duty to provide. The 100 mc band of frequencies will make it impossible for the majority of the rural areas of the United States to enjoy satisfactory FM service, since the areas served by the 100 mc transmitter have a coverage which is substantially less than that of the 50 mc transmitter. Confinement of FM to 100 mc only, discriminates against the rural listener.

"If 100 mc were the sole frequency range assigned to FM, the rural pop-
ulation of the United States would not receive the service that would be possible if the 50 mc band were available also. The new submitted show conclusively that at distances of 75 miles the service on 100 mc is not only superior to results of FCC tests that obtained on 50 mc but for a material percentage of time is non-existent."

Brown concluded that the FCC test at Andalusia, Pa., as "overlooking or ignoring" the effects of tropospheric fading, which he said rendered the 100 mc signal unusable for large per-
centages of the time.

While admitting that interference exists in the lower band, Brown said it amounted to less than 1 per cent, which was better than the service rendered by the upper band, which he said had no interference trouble but which failed completely at times. He was at a loss to explain the con-
difficulties with results of FCC tests in Atlanta, Ga., which showed sporadic interference of 12 per cent.

"Barring the interference Porter, Brown said that even granting the 12 per cent interference, the lower band was "more usable than the higher band. If a signal fades for 30 seconds or 30 minutes," he said, "a listener's ears cannot fill in this gap by a stronger than average signal which may appear a minute or an hour thereafter."

Certified Sidelines

- Ex-Mayor F. H. LaGuardia received one vote in the educational program classification. One respondent, apparently under the influence of the Dionne Quintuplets, designated as his favorite, "Five Man Family." The holiday spirit affected everything last year, evidenced by the one vote received for "Merry Christmas and Happy New Year" as the song of the year. A scattering 400-word criticism of everything in radio was neatly typed on the back of one ballot received from Los Angeles. The respondent offered a prayer that television will be "a more creditable experiment" and apologetically closed with "forgive me for being so frank." A long-haired editor of a Boston daily wrote in the space opposite the swing band classification "Intensely dislike all of them." The nearest ballot received had only two choices marked, Bing Crosby in the vocalist classification, and the New York Philharmonic-Symphony in the classical slot. An avid fan of the Marx Brothers voted after naming the group as the favorite comedy team, "Only hear Groucho now, but they should all be on." Most of the Fourth Estate who left blank spaces on their ballots were very careful to include the reasons for the omissions, the most popular one being "Don't have time to listen and therefore do not know enough about that type of program."

- A Worcester, Mass., editor who evidently believes in keeping up with the news designated as her favorite commentator "Walter Winchell and all others." A mercurial interest in "Take It Or Leave It," was displayed by a trade paper editor who named as his favorite quiz show "Sixty, Phil Bayless." The strong-willed civic pride was evident among Bostonians who almost unanimously cast their ballots for the Boston Symphony and Dr. Serge Koussevitsky as the most popular classical musical program and conductor respectively.

- From Mobile, Ala., came this emphatic note in the dramatic serial classification, "They should be banned from radio."

...It was bound to happen and it did: A Connecticut society editor named Carmen Cavallaro as the composer of "Polonaise."

- A lover of quietude is the New York journalist who petitioned in this note about sports comment "Frank, leave me out, talk too explo-

..." Naming "Information Please" as his favorite quiz show he wrote, "They keep their voices low." What may be taken as a hint for commentators was written after his selection of Arthur Hale in that cate-

ogy, "He doesn't seem himself up as a pundit on world affairs."

- A whimsical columnist's comment written in the children's show space read briefly, "tut, tut," "...Many fans of the famed Soviet composer Dmitri Shostakovich, unable to keep up with his prolific writings, merely wrote, "Shostakovich's latest" opposite the musical composition of the year classi-

fication. The New York correspondent of a West Coast trade paper named as his favorite staging unit, the "Society for Preservation and Encouragement of the Barber Shop Quartet of America."

4 New Shows Debut On ABC Web Tonight

(Continued from Page 1)

is believed by ABC to have shown a marked preference for crime stories, will be Dashiel Hammett's "Fat Man," (8:30-9), a new detective character especially created for the network by the famous crime writer of "The Thin Man." In "Fat Man," the only trouble show will star Jack Smart, well-known radio and movie actor who fills the role adequately in every respect—he weighs 270 pounds.

Another screen favorite, William Gargan, will be featured in "I Deal in Murder" from 9 to 9:30 on Monday nights.

Immediately following the crime shows will be Paul Whiteman's new series, ""To Be Continued" featuring the "Dean of modern American Music" and his 36-piece orchestra, a chorus and soloists. Program will concern itself with top tunes of other era, interspersed with anecdotes of the particular era.

From 10:30, Jimmy and Lu-
cille Gleason, longtime stage and screen favorites, will make their debut as a team in "Jimmy and Lu."

"Jimmy Gleason's Diner." Later three programs will originate from Hollywood.

Kostka To Czechoslovakia
To Discuss Lidice Shrine

(Continued from Page 1)

the Lidice Memorial Committee, Inc. Henry T. Schwanda, president of the Lidice Memorial Committee, an-
nounced that the invitation had been extended by the government through the Ministry of Foreign Affairs. Kostka, secretary of the Committee, left Sunday by plane for London, en route to the capital of Czechoslovakia for negotiations with government officials.

Kostka is an executive of the In-
stitute of Public Relations, Inc., was formerly publicity director of NBC; managing editor of Look mag-
azine, managing editor of Fawcett Publications, Inc., and central divi-
sion manager of INS at Chicago.

Organized shortly after the Ger-
man destruction Lidice on June 10, 1942, the Memorial Committee re-
cently launched a campaign under the sponsorship of an honorary con-
stitution, 47 prominent Americans promoting the raise funds to build the Altar of Lidice as a shrine to liberty.

Lynch To NBC Local Post

Paul D. Lynch has been appointed to the post of attorney in the NBC legal department, New York division.

Lynch was formerly assistant vice-president and general counsel Lynch is a graduate of Dartmouth College and Columbia Law School. He comes to the web after five years private practice in New York.

At the same time Ashley announces the resignation of S. R. Olson, who formerly an attorney in the web legal division.
Court Reverses FCC Edict

The National Daily Newspaper of Commercial Radio and Television

NEW YORK, N. Y., TUESDAY, JANUARY 22, 1946
TEN CENTS

Washington Bureau, RADI0 DAILY
Washington—The shadow of "upstarts" tele-ho
ded over the hearing, although official
topics or rules given by the three
Macy's, which have backed out lean on
(Continued on Page 6)

Wallace Now Arranging
13th District NAB Meet

Cincinnati — Charging censorship
by WKRC, Cincinnati, the UAW-CIO has filed
a petition with the FCC asking
an immediate public hearing
on the FCC's action in refusing to air
a program by the Catholic Church re-
(Continued on Page 7)

Special "Zenith" Session
Hears Also NAB, DuMont

Washington Bureau, RADI0 DAILY
Washington — The FCC's public
hearing on Zenith Radio Corporation's
petition for an extra FM band closed
with a special session yesterday.
A company counsel charged "selfish
commercial interests" formed princ-

(Continued on Page 6)

Visitor

Lady Axt, who slipped quietly into
New York Sunday, on the S. S. verso, small British freighter,
(Continued on Page 7)

Legislative Coverage
In New KFBK Series

Sacramento—KFBK has inaugu-
rated a weekly series, "Your State
Senates In Action," featuring wire
recordings of highlights in the state
legislature. A parabolic mike picks
up the voice of every senator as he
(Continued on Page 2)

Maddy Expelled By AFM
Following Board Meeting

Chicago—Dr. Joseph E. Maddy,
founder and director of the National
Music Camp at Interlochen, Mich.,
and a member of the American Fed-
defartment of Musicians for 27 years,
was
(Continued on Page 7)

Saufer Accepts R. C. Post
For Annual N. Y. Drive

James E. Saufer, formerly director of
the United Theatrical War Activities
Committee, has accepted the Vice-
Chairmanship of the Public Informa-

(Continued on Page 2)

Radio and Press Spread News
Of All-Amer. Program Winners

Indicative of nation-wide ac-
ceptance of Radio Daily's ninth annual
(Continued on Page 2)

Clapper Memorial

The first annual Raymond Clap-
per Memorial Award, for "excep-
tionally meritorious" work during
1945 by a Washington newspaper
writer, has been authorized and
will consist of $500 in cash and a
scroll. Nominations are being
handled by the Standing Commis-
sioner of Washington Correspondents.
Clapper died in a plane accident
in the Pacific.
Coming and Going

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, leaves today for the West Coast, with a stopover scheduled in Chicago. He'll be gone for 10 or 12 days.

A. J. CHILTON, president and station manager of KSKY, Dallas, has left for Texas after New Year's Day in New York, conferring with his national representatives.

L. SPENCER MITCHELL, sales promotion manager of WRAL, Columbia affiliate in Tampa, Fla., a visitor yesterday at the station relations department of the network.

W. HANIG LANCASTER, president of WJUL, Johnson City, Tenn., was here last week for confabs at the offices of the American network, of which the station is an outlet. He arrived early in the week.

Press, Radio Give News
Re All-American Viclors

(Continued from Page 1)

by nightfall yesterday scores of stations had received the results of the Radio Daily poll in their newscasts. Among the first of the New York radio personalities to announce that the poll was Maggie McNellis heard on WAPN. Miss McNellis devoted a portion of her noon broadcast yesterday to the results of the poll. Miss McNellis on NBC, aired poll results over her 12:10-12:30 spot, and plans were being made to discuss the winning programs and artists again on the 6 and 11 p.m. news programs of Don Goddard and Ken Fanghart.

Last night on the Hollywood Digest program, Paula Stone, gave her WINS listeners a resume of the results in the certified survey.

Legislative Coverage
In New KFBK Series

(Continued from Page 1)

the call to order, through roll call and the reading of resolutions, to the introduction of bills. Subsequent broadcasts will pick up debate on important measures. Under the direction of Tony Kooner, chief of news and special events at KFBK, the program is heard Saturdays, 8-9:30 p.m. EST.

'Sammy's Bowery Follies'
On WBYN Each Monday

New program now being heard on WBYN Monday nights, 11:30-12 p.m., is Sammy's Bowery Follies, which will be aired direct from the nite spot of same name located on New York City's Bowery.

Johnny Kane, well known night club and radio personality of the WBYN program "In Old New York," will act as emcee for the celebrity Party and regular Bowery Follies Revue featured on the broadcasts.

WGRG Appoints Walter Co.

WGRG, Mutual network outlet in Kiy, Ohio, has named the Walker Company its national representatives, effective immediately.

Death Valley
Scotty's Palace

It doesn't look like much in that little picture. Yet it is a fabulous mystery hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonder why a little radio station like W-T-H can come up with so much gold inaudible. But there's it! We've always had it.

This successful independent delivers more listeners per dollar spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.
To the radio editors for their votes in
The RADIO DAILY Polls of 1942, 1943,
1944 and 1945 (just announced).

Thanks!

Thanks!!

Thanks!!!

Thanks!!!!

Dinah

DINAH SHORE
Notes From An Aisle Seat...!

- **Clark Candy** dropped the "Junior Miss-Mary Small" series due to the sugar shortage and not lack of listener attention or appeal as proven by the fact that it'll leave the air with a 6.5 rating, topping all Sunday p.m. shows on the web. Meanwhile, three sponsors have their bid in for it...Burt's of War Patterson is head one of the syndicates which would like to buy the "N. Y. Sun." Asking price is reported to be eight million...While Der Bingle is negotiating for a junk of the Pittsburgh Pirates, Perry Como has a bid for a slice of the Boston Bee...Jim Gaines moves up to manager of NBC's key station WJXW this week, with Tony Provost remaining as program director...Count Basie and Gene Krupa are the latest head at Columbia Records—over which one will get to do "Patience and Fortitude," Columbia may have both its and issue it as one record...Van Johnson, the former real estate salesman, not due in N. Y. for a month...Buss Hodges signed as No. 2 man with Mel Allen for the Yankees this season. Next fall, he'll be No. 1 man for the football Yankees...DuMont will do a video series based on the cartoon strip, "Moon Mullins," with Bert Lahr in the title role...Ed & Pegge Fitzgerald are wangled by three top agencies for a big six-timer.

- **The Morning Mail:** "As a constant reader," writes John Guedel, "I ran across an item in which you mentioned old, time-worn formulas built around old picture personalities such as Coogan, Gleason, etc. For two years I've been wanting to do a type of show I have not heard on radio—that is, the comedy suspense program, the sort of comedy that's done so well on the screen, originated, I believe, by Harold Lloyd. All during the past two years I've been looking for the man to play the part and found it in Coogan. So, you see, we didn't get a star and build a show around him to fit his talents. As for his being an old-time star, he is an entirely different person now and plays a different type of thing, which I feel makes him fresh for radio. In other words, he is a long shot that McCann-Erickson and Brono Seltzer are taking a chance on, in order to bring a new personality to radio."

- **Biggest ball on the KXIP** show the other night is when Kay asked a contestant to identify a certain celeb named Walter while the sound effects man made a sound like a pigeon. The fellow replied, "Winch." WW carries the news better than the world's collection of pigeons—but the answer Kay wanted was "Pigeon."...Jackson Beck planned in from Hollywood over the weekend to clear a date here...Sign in Zanush-dress room: Our Spines Have Tender Shakes...Lew Parker says he knows a big time bandleader who aims to overthrow his rivals by carrying his own private bookmaker on tour with him...Johnny Morgan's guest shot on the Hildegarde show three weeks ago won him a repeat shot this week...Elaine Williams isn't satisfied being one of radio's top-drawer actresses and fashion commentator. She's now studying voice with an eye toward musical comedy...Joe Franklin's transcribed series, "Presenting Bugs Pearson," beginning to draw serious agency attention...Tony Pastor and Hal McIntyre will record for Cosmo...A special wing is being built in the White House to be used as a theater for special filmings, radio broadcasts, presentation of shows, etc.

- **Filler Dillers:** The Ink Spots contend that the only reason Jack Benny made Fred Allen a judge in that "I Can't Stand, etc." contest was because Jack was afraid Fred might win it...Overheard: They were friends til the end...Harry Wiser puts it this way: A pessimist is a guy who sizes himself up and then gets sore about it.

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**Chicago**

By BILL IRVING

Cyrus T. Read, veteran radio amateur, was elected president of the Hamfester Radio Club, Inc., local affiliate of the American Radio Relay League, national association of radio amateurs, at the annual election and installation of officers of the organization at Viking South Temple.

It was decided that each 50 kw. station in the Chicago metropolitan area should have four voting members, each smaller station two voting memberships and each of the four press agencies serving radio, two voting memberships. Admission of non-voting members under the general policy of eligibility stated above will be determined by a standing committee on admissions, headed by Don Kelly, special events manager and WBEM, owned-and-operated station of CBS.

Time orders for 195 live station breaks and 87 one-minute transcribed announcements were included in the seven business and technical last week for WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. The "Chicago Sun," through Wade Advertising Agency, ordered 143 live station breaks for 13 weeks. The breaks will be aired at a rate of 11 per week. The Commonwealth Edison Company, through J. R. Pershall and Company, has placed a revised order for 30 station breaks, calling for three-a-week for 13 weeks. The Balaban and Katz Corp., through M. M. Fisher Associates, has placed an order for eight live station breaks and four transcribed one-minute announcements for the picture, "She Wouldn't Say Yes," which opens between January 15 and January 21.

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**Exclusive**

**VOICE OF SOUTHEASTERN CALIFORNIA**

**VOICE OF SOUTHEASTERN CALIFORNIA**

**100 MILLION DOLLAR YEARLY MARKET**

**EXXO**

**SEE TAMM**

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**Chicago**

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**MayoTHEOLODOS WENWALD, Jr., has his honorable dis-charge and has rejoined the L. H. Hartman Company as executive vice- president.

CAPT. NEIL COLLINS, former pub-lic relations officer of the Columbus Army Service Forces Depot, has joined the public relations department of the CBS Broadcasting and Advertising Agency, Columbus, Ohio.

MARIE MORAN, advertising man-ager of The Nestle-LeMoür Company, joined the R. T. O'Connell Com-pany on January 15, as space buyer. Charlotte Chwiek will take over to handle radio.

E. R. TAYLOR has been named Zenith Radio Corporation's director of advertising. Taylor joined Zenith in 1943, last taking charge of sales promotion for the new Zenith Radio- sonic Hearing Aid at the time of its introduction. With reorganization, he assumed charge of promoting Zenith's new line of radios. In his new post he will continue supervision of sales promotion, in addition to having full responsibility for the company's advertising program.

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**NEWS - PUBLICITY**


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"A Voice In Your Future"

John Tillman

CBS Announcer

Serving in the Army
SCOOP!

WPEN-FM GETS EXCLUSIVE ROOF RIGHTS TO PHILADELPHIA'S HIGHEST BUILDING!

Philadelphians expect a lot of The Evening Bulletin, America's largest evening newspaper, and its up-to-the-minute stations WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of exclusive roof rights to Philadelphia's highest building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of The Evening Bulletin stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for The Evening Bulletin news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is as much a Philadelphia custom as scrapple for breakfast!
Tele Hearing Opens
As Loew Withdraws

(Continued from Page 1)


Bamberger First On Stand

First on the stand to plug its application was the Bamberger Broadcast ing Service, which only last week was granted approval of its proposed 300-foot tele tower by the Washington Zoning Board. Bamberger, which had applications pending in New York, Philadelphia, and Washington, announced at the hearing that it was withdrawing from the Philadelphia field.

Theodore C. Streibert, president of Bamberger, headed a long line of witnesses presenting Bamberger’s case before the Commission. Streibert pictured New York as the entertainment capital and Washington as the public service capital. The executive declined to be pinned down when asked by Chairman Porter what his choice between Washington and New York would be.

Bamberger Broadcasting owns about 20 per cent of the stock of MBS, and Streibert is a member of Mutual’s Board.

Queried Regarding WOL

Because of the tie with Mutual, counsel for DuMont asked Streibert, if WOL (Washington Mutual outlet), got a tele station would the Bamberger station furnish it with programs? Streibert said he couldn’t answer that, since WOL hasn’t even applied for a tele station. Chairman Porter responded by saying it was an “iffy” question.

Bamberger presented a lavish, bound document setting forth the facts, figures and plans for its tele station in the Nation’s Capital. Operating expenses for the first year, on the basis of 28 hours of programming per week, were estimated at $474,308, including $6,500 for selling; $3,500 for publicity; $4,000 for promotional advertising; $174,300 for technical department; $32,800 for program department and $47,128 for admission.

SALT MILLIONS FOR PLANT

Total cost of equipment, construction and installation was estimated at $5,085,000 for transmitting plant; $285,000 for studios and offices, and $60,000 for field equipment.

Special “Zenith” FM Session
Hears Also NAB And DuMont

(Continued from Page 1)

vision of Channel 1 would immediately destroy recent solution of allocation of metropolitan channels to specific cities, even though it directly affects but few present television application plans.

Allen B. DuMont Laboratories opposed the Zenith plan in a statement which said it would “seriously upset the confidence of the industry.”

Thomas T. Goldsmith, director of research for the company, said, “Economically, many firms have gone ahead with preparations of broadcast equipment and receiving equipment designed on the allocation plans which have been released and which have been developed even to the extent of specific market areas.”

“On the other hand,” he added, “are well along for new and improved receivers which will cover the present National Bureau transmissions, and it will be a serious blow to television if further delay is incurred by virtue of a change in channel assignments at this time."

NAB Asks 40 More Channels

NAB sidestepped any mention of Zenith for tele, but it did ask for at least 40 additional channels for FM, “somewhere in the 42 to 88 megacycles portion of the spectrum.”

Observers of the day FM hearing were of the opinion that Zenith faced tough opposition from the FCC questioning by Chairman Paul Porter and Commission members indicated general disfavor with the duoband system.

In a word, the FCC did not claim anything “sacred” for present FM assignment, but members appeared cold to any suggestion that would mean complete rewriting of rules and regulations and adoption of the new standards just on the basis of the Zenith tests.

Miller To Speak In Houston

Houston, Tex.—Justin Miller, presi dent of NAB, will be the principal speaker at the annual Houston Junior Chamber of Commerce installation banquet Feb. 2, it was announced by King H. Holstein, retiring JCC presi dent and public relations director of KTRH. Miller will be introduced by George A. Butler, of the KTRH Broadcasting Co.

Local broadcasters, including T. Frank Smith, KAMO; Tom Truille, KTTV; B. F. Orr and King Robinson, KTRH, and Kerr Tipton, of KPRC, will meet Miller in charge of the KTRH District meeting, and escort him to Houston. Miller’s speech will be carried by local stations and a regional wire.

For a campaign in your city SNNATONAL production "VETERANS OF VICTORY" programs, wire direct to
NATIONAL RADIO FEATURES

Alleen L. Stock, General Manager
Coast to Coast

I'M A GOOD SALESMAN

I am . . . and have been . . . successfully selling time in the New Market for over 10 years. I have developed a reputation and will win customers by the same good selling methods that I have used in this field. I am a graduate of the College of Business Administration at Ohio State University. I have a 2-year and a college grad . . . Personally played . . . Excellent credentials. Can you use me? Write Box No. Radio Sales, 1501 Broadway, York, N. Y.
Wally Expelled By AFM Following Board Meeting

(Continued from Page 1)

Twelve stations thus are known to be CBC
owned and the remaining 17 privately
owned. On the other hand, the
network network was established on
January 1, 1946.

The Trans-Canada network has 24
stations, 22 of which are CBC
owned and the remaining 17 privately
owned. The remaining 17 being
privately owned.

The sparkles come when in a so-called
called five-rich station, when such an
does arise, the order is issued to clear
all station and station, what is known
into one national network, a poten
tial 88-station network out of a total
of 99 Canadian stations. Regular
programmes have to be cancelled, articles
advised, publicity issued, wire
orders transmitted, stations contacted
—all required to forge those many
links that fashion a national network.

Some of the most northerly Cana
adian stations are CFFR, Prince
Pug, CFGP, Grande Prairie,
CGAR, Flin Flon. Neither of
the last two has any line
connections, and with the
effectiveness of CBC
service as is done for the other
stations.

To satisfy a war-sharpened appetite
for up-to-the-minute news, feature
programs, talks by statesmen of
the various nations, it was suggested
that some special programs be
arranged, that network service be
replied to their listeners through the
medium of rebroadcasting network
programs. This is accomplished by
these stations tuning in, on their
own high-powered receivers, pro-
grams broadcast by adjacent stations
which are connected with land lines.
As these adjacent stations' signals
are received, they are boosted in volume,
and then rebroadcast.

RCA Discloses Function
Of War Communication

Officials of RCA Communications, Inc.,
last week revealed details of the
transcontinental and world-wide
telegraph communications system set
up for the request and with the con-
operaion of the Signal Corps Link to
cross the Atlantic, Europe and the
Pacific with terminals in New York
and San Francisco.
The first station in the circuit, "Sta-
tion X", was in operation between
Naples and New York on February
1, 1944, by 18 RCA engineers. On
June 10, with an increased staff, they
began operation from "Station V"
in Rome, and five months later, after
equipment had been flown from
Naples to France, they opened up in
"Station C", a mobile unit in vans
that followed the Army into Ger-
mans.

Since V-E Day, stations have been
established in Berlin, Vienna and
Nuremberg. During their first year in
Europe, Western European operations
transmitted 1,593,000 words of
traffic, mostly news
dispatches, with the total for the
first year alone.

During the first month of the war-
crimes trial, more than 370,000 words
were transmitted by the Nuremberg
outlet. Hundreds of voice broadcasts
to the major domestic web also were
transmitted, with as many as 28 in a
single day from a single action.

Soon after the liberation of the
Philippines, another set up a
circuit between Manila and San Fran-
sisco, and after the Japanese sur-
render, another group established a
station in Tokyo. A circuit to Korea
is the aim of a third team now in the
Pacific en route to Seoul, North
korea.

Participating in the interview was
Robert J. Thomas, president of
the American Radio Manufacturers
Association, who was at the
headquarters of the national
commission.

Press Wireless Moves

Engineering personnel of the Press
Wireless Manufacturing Corporation
began moving from Hixson into
the company's new quarters on 38th
Ave., Long Island City, this week.

TRADE SECRET . . .

"TICO-TICO TIME," popularized
Latin-American program heard daily
from 10:30 a.m. to 1:05 p.m. over
WBWN, became one of the most
romantic, heavily-accented "Pancho." Both are really ART RAYMOND!

"TICO-TICO TIME" is available for im-
mediate sponsorship. This, Mr. Timbywer,
is in secret.

"CLUB TICO-TICO" now boasts 3,000 en-
rolled members.

FOR SALE

Sierra. Texas—Sheldon B. Hickox,
4 New York City, manager of
the line of Hickox, will be
a speaker at the first
conference of the Ameri-
can Radio Broadcasters' Asso-
ciation of America, to
held here at the Bakers Hotel
Jan.

W.N.C.A. To Join ABC

Effective April 1, W.N.C.A. of
Ash-
ve, N. C., will become a member of
the American Broad-
casting Company, Inc.

AVAILABLE

Casting Director

Production Assistant
8 Years' Network experience. Box 1, Dickenson Radio, Blvd.
New York 18, N. Y.

Send Birthday Greeting To—

Jan. 29

Felix B. Dyckhoff
Vivien Ruth
Ralph Minton

The Voice of Kansas

TOPEKA

Selling Kansas

For You—at low cost
Just hire
Thanks

TO THE RADIO EDITORS

and ALL MY CAST

Bing
Ask $5,560,000 For FCC

House Appropriations Committee Figure Sets Record For Peacetime Budget; $500,000 Below Original Request

March Of Dimes Show Set For Next Week

Web Show Shopping By Kaiser-Frazer Co.

FCC, Choosing Licensee, Again Cites "Local Ties"

Television Exec. Sees 100,000 Sets In Washington By End Of '48

Commission Reports New Flood Of Grants

Web Show Shopping For Old Clothes Drive

Special ET Produced For Old Clothes Drive

Radio Andorra's Facilities Offered U. S. Advertisers

Amusement

Washington Bureau, RADIO DAILY

Washington—Rejecting a Budget Bureau proposal of $6,060,000 for the FCC for the fiscal year 1947, the House Appropriations Committee yesterday proposed half a million dollars less than that figure for the Commission. The committee recommendation, however, is by far the highest peacetime budget ever proposed for the FCC—$5,560,000—and is about half a million above both the regular budget and the war activities budget, plus

International Pickup Feature Of IRE Meet

Yankee Web Aiding Boston's UNO Site Drive

Coming Up

Talent surely turns up in the most unexpected places. Arthur Godfrey on his WABC program yesterday introduced Frank Sinatra, a tenor who up until then had been a bouncer at Toots Shor's. Frank entertained the studio audience with an Irish ballad, and encored with three more. He's now dated for another appearance and for a membership pitch at AFTRA.
Coming and Going

F. H. Lequeuira will leave town tomorrow for Rio de Janeiro, where he will be President Truman's personal representative at the inauguration ofGetúlio Vargas as the new president of Brazil. His Sunday broadcast will be heard from Ponta do Rio, the next Sunday from Rio.

Wilton E. Cobb, station manager of WMAM, Maco, Ga., is in Hamilton for conferences at the headquarters of CBS, with which the station is affiliated.

Carl Troedl, executive director of the Institute of Radio Engineers, has left on a short business trip to Boston.

James Riddell, station manager of WXYZ, Detroit, has joined the executive contingent currently in New York on business.

Robert Yenn, manager of WGBS, Miami, has arrived in Florida for a few days on station and network business.

William S. Cherry, Jr., president of the Pictorial Camera Network in Providence, R.I., is with the executive offices of the network.

Ray Mort, chief engineer of WBBR, Kansas City, Mo., and Kenneth Kral, superintendent of the station, are in New York to attend the meeting of the IRE.

Stevens P. Jackson, a former employee of the U. S. Army, is back in New York with an honorable discharge following five years in the U. S. Army, where he held the rank of Captain and has rejoined the sales staff of WMIR, Newark.

ABS Prexy Supports Benton on Web Problem

(Carried from Page 1)

insist on exclusive radio rights to speeches of national importance in a statement issued yesterday in New York.

The controversy stemmed out of demands by CBS to reduce the exclusive rights of the Secretary of State's Bureau of Public Information to broadcast recent reports from Europe. Originally, Bennett had sought to have the speech broadcast over CBS, but protests from other broadcasters caused him to reverse his position.

"In a speech of such vital concern to the country and of such far-reaching significance, it is to the public good and the industry as well that it be given the maximum coverage," he declared.

Verulais also expressed hope that the incident would precipitate a re-examination of the "editorial policies" of the five networks, as Benton stated last week. "Certainly such squabbles as concern the public interest do not reflect favorably on the industry," he said. "I sincerely believe that the five networks can reach agreement in this regard that will be satisfactory to all," he added.

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Radio Andorra's Facilities Offered U.S. Advertisers

Radio Andorra is being offered U.S. advertisers in the United Kingdom and the United States for continental stations as they are released from Government control.

March Of Dimes Show Set For Next Week

(Continued from Page 1)

...tante Parlay Co, Inc., during the broadcast...
AGENCY NEWSCAST

ROCKHILL RADIO, Inc., New York, has engaged Arthur Beck- th and placed him in charge of its program service.

EDDIE BRYAN has named Frank Schein to head the media depart- ment. He comes to the agency from B & B, where he was director of sales and marketing for four years.

WILLIAM A. MAYVIEW, former
SEU announcer, has joined the staff of
The Armand S. Weill Co.,
Buffalo, as director of radio.

HARRIETTE HERMANN has re- signed from the Ted Bates Agency after four years as its account manager.

PORTIS BROS. HAT CO. has
Portis Hats and its subsidiary
Arrow Millinery, of Buffalo, as its
agents, in charge of their sales.

PANAGRA (Pan American-Grace Airways, Inc.) has appointed McCann-Erickson, Inc., New York, to direct its domestic advertising.

ELAINE McCUNE has been named
account executive for the Ad Fried
Advertising Agency, Oakland, Calif., and will handle the
Louisiana State University Advertising
Agency.

PORTIS BROS. HAT CO. has
genrated $50,000 worth of business
for the organization in the last
three months.

Let’s Celebrate the New Year—
and Get Right Back to Work!

January is the new leaf, the clean page, the time of invention. Man has a need for things new and thees, and starting over again. Open the door. There’s a New Year knockin’! There are problems to be solved—and 1946 is a year in which to work and win.

Our Kansas City way, there’s a fine radio station ready to help advertisers who want to win this great market. It’s known as the station with “agency point of view”...where every advertiser is a client who must get his money’s worth in results. We’ve some fine new shows and availability to offer in 1946...and the time to in- vestigate is now.

For WHB availabilities, phone DON DAVIS at any
ADAM YOUNG office
17 West 42nd St. Longacre 3-2925
Chicago, 2
56 East Washington St. Adler 5443
Los Angeles, 29
127 South Hill St. Wilt 1553
Kansas City, 6
244 South Thirty-third St. Bier 1601
KEY STATION FOR THE KANSAS STATE NETWORK

KANSAS CITY
HOOPER INDEX
SEP.T-JULY '45

WHB
Station A
Station B
Station C
Station D
Station E

WEEDAYS A.M.
7:00-7:12 P.M.
27.9
23.0
14.4
14.1
15.0
5.5

WEEDAYS P.M.
7:12-12:00 P.M.
23.2
21.2
29.1
15.5
9.6
1.1

SUNDAY
12:00-6:00 P.M.
15.5
33.9
25.4
12.6
2.9
2.2

SATURDAY
6:00-10:00 A.M.
18.3
31.1
12.4
22.6
2.0
2.2

(Continued from Page 1)

Yankee Web Aiding
Boston’s UNO Site Drive

(Continued from Page 1)

zero New England weather last week, running a series of special broadcasts pertaining to the purposes and motiva- tions behind the campaign.

On Sunday morning January 20, Lester Smith, Yankee’s special events director, interviewed on WRES’s wire recorder, Dr. Boris Tadic, director of Yugoslavia, chairman of the commit- tee, in his first radio broadcast made in this country. He made a stirring appeal for food and clothes for his native Yugoslavians and talked in general about the UNO from 10:00 to 10:40 a.m.

Sunday night Yankee aired a half hour roundtable discussion among the press representatives covering the UNO site committee from 7:30 to 8 p.m., with Lester Smith as moderator and Charles Curhan, producer.

FCC Choosing Licensee,
Again Cites “Local Ties”

(Continued from Page 1)

for construction of a new standard station in Baton Rouge, La. Since both applicants would provide “satisfactory technical service,” FCC said, the ruling in favor of Air-Waves was based almost wholly on the local ties of the company’s officers and direc-

tors. By its decision, the FCC denied the application of Louisiana Communications, Inc.

The FCC noted the “failure” of Air- Waves, Inc., to disclose a 1936 conviction of its president, Harry C. Nelson, for income tax violation.
Manhattan Memoranda . . . !

- *If I were a betting man (which I am). I'd take odds that Bing will be back with Kraft Music Hall before too long. Wanna bet? . . .

Mad scramble among the agencies to grab off that half-hour spot on CBS Friday nights at 5:30, which will be vacated when "The Websters" switch to Mutual . . . . That "X. Y. Times" Sunday article about obscurity of the air was clipped out by Miles Trahman and mailed to all NBC stations . . . .

Look for Bob Crosby's new show to get a new and better time slot on CBS . . . . ABC shooting to corner the Monday nite market with "Fat Mom."


Look for a baby girl at the Sandys' home. He's Y. R.'s talent head . . . . Gene's Foods has re-pacted Fanny Brice for 1946-7. The broadcasting billion-dollar Baby Snooks has been doing the character now for 25 years . . . . Ed Sullivan doing a monthly radio piece for Modern Screen . . . .

- Talk around that Sande will replace Carl Post as editor of "Radio Television News." . . . . Forgotten men of the moment seem to be the commentators. Don't even hear any more imitations of Gabe Heather.

- * * * The Morning Mail: "During the war," writes Jerry Layton, "the feeling among American soldiers and English girls was kiddingly referred to with this running gag: 'When the next war happens, if it does, America will not have to send troops—just uniforms.' Even tho' this letter is not on international affairs or esprit d'amour, the gag is amusing because this is about babies—real, live, honest-to-goodness babies being offered on a 'lend-lease' basis over WINS. The Foster Home for Children, comprised of 15 aid agencies, have over 250 healthy babies who are literally crying for homes where they can receive the love and affection, the care and comfort so essential to moulding future citizens. Having been quite successful in selling almost every conceivable type of commodity through our facilities, we at WINS knew we could do an equally productive job and a great public service by lending our aid to this worthy cause. So . . . starting this morning, Studio A becomes a nursery. Dorothy Day, director of WINS' femme shows, will be leasing babies over the airwaves. It's the first time, I believe, that a public service of this type has been attempted by a radio station.

- * * * Something In The Wind Dep't: Mayor O'Dwyer's office has requested all-the-air recordings on LaGuardia's local airings . . . . Walter Lurie, radio head of Elaine-Thompson, convalescing from recent operation . . . . Bob Quigley, out of the Navy only a few months, is already one of radio's busiest performers . . . . 15-year-old singing prodigy, Elaine Mahlon, guests on the RCA-Victor stanza for this Sunday for the March 6th, the Legion of Decency has labeled the flier, "Dick Tracy," adopted from the comic strip "For Adults Only" . . . . "Ladies Be Seated" going to Cali for four weeks in Feb. . . . Earl Mullin's idea of a real vacass is to go to Atlantic City alone with a trunk-full of mystery stories and whodunits—which he's doing. . . . Milton Robertson, whose ployeet, "That We May Live," is expected to cause a sensation of the Garden on March 5th, no longer with Transamericans . . . . John Reed King's new television show, "It's A Gift," premiering Jan. 29th on CBS WCBW . . . .

Bob Stanley has resigned as associate musical director of WOR . . . . Margaret Gardner, who resigned as music editor of Mutual to meet her soldier-fiancé in Hollywood, is married out there, as he has been recalled to duty.
Tele Exec. Sees 100,000 Sets In Washington By End Of ’48

(Continued from Page 1)

using revenue from tele now that some wartime excesses have leveled off, Katz gave a similarly expansive view of advertising in the months to come.

In the battle for the Washington channel, the hearing appeared to be reverting to a test of experience in the tele field, Opposition counsel hoped on Capital witnesses in an effort to show Capital had no experience in the field.

Bamberger Stresses Experience

On the other hand, Bamberger Broadcasting Service witnesses plugged their television experience and the Allen B. DuMont company’s 15 years of operation on the commercial tele station in New York and their experience with an experimental station in Washington. Dr. T. T. Goldsmith, DuMont’s director of research, testified that the company would not only be ready to connect the present equipment to Capital’s station to a commercial station within a few months but would have 3,000 receivers available for Washington by mid-1946.

“Other manufacturers,” Goldsmith said, “are scheduling television receivers for production. It is evident that the extent of such receivers for the year 1946. But it is felt that the greatest inducement to the providing of receiving equipment in Washington will be the prompt establishment of broadcast stations here.”

Goldsmith Describes Operations

Reviewing the present operation of DuMont’s present experimental station in the Harrington Hotel in Washington, Goldsmith said: “The antenna tower at the Harrington Hotel was especially designed so that experimentation might be carried on with various types of antenna arrays.

Over the past several months of field testing, we have kept in close touch with the dozen or so persons who have television receivers in the Washington area. We now have an experimental schedule of transmissions three nights a week utilizing film programs. As the telephone company coaxial cable tests get under way, it is likely that both live studio and film programs will be used.”

Testimony by Dr. Allen B. DuMont that his company held a “unique” position among the applicants because it dealt “exclusively” in tele, brought a reminder from opposing counsel that Paramount Pictures had heavy interests in DuMont. “Don’t you think,” Theodore Pearson, counsel for Capital, asked DuMont, “that some of the interest shown by motion picture company presidents is representative of other interest in television?”

Construction Figures Submitted

Although DuMont has not yet submitted construction figures for the operation of a new tele station, since it already has an experimental station operating here, two other applicants...
It's not WHAT he sings
it's HOW he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.

PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO
Again critical acclaim echoes listeners' preferences. In Radio Daily's ninth annual program poll, these were winners—number one choices on America's No. 1 Network:

Out of 24

And as if taking first places weren't enough, NBC programs not only won, but placed and showed—the top 4 of the "Commercial Program" classification ... the top 4 of the "Entertainer" ... top 5 of "Announcer" — to a total of 59 places in 123—far more than any other network.

FAVORITE COMMERCIAL PROGRAM
Fibber McGee and Molly (Johnson's Wax)

FAVORITE ENTERTAINER
Bob Hope (Pepsodent)

FAVORITE DANCE BAND (SWING)
Tommy Dorsey (Standard Brands)

FAVORITE MALE VOCALIST (CLASSICAL)
John Charles Thomas (Westinghouse)

MALE VOCALIST (POPULAR)
Bing Crosby (Kraft)

FEMININE VOCALIST (POPULAR)
Dinah Shore (General Foods)

SYMPHONIC CONDUCTOR
Arturo Toscanini (General Motors)

COMEDIAN
Bob Hope (Pepsodent)

NEWS COMMENTATOR
Lowell Thomas (Sun Oil)

DRAMATIC SERIAL
"One Man's Family" (Standard Brands)

SPORTS COMMENTATOR
Bill Stern (Colgate)

QUIZ SHOW
"Information Please" (Socony Vacuum)

ANNOUNCER
Don Wilson (American Tobacco)

COMEDY TEAM
Fibber McGee and Molly (Johnson's Wax)
House Committee Asks $5,560,000 For FCC

(Continued from Page 1) deficiency appropriations for the current year.

The committee is of the opinion that the funds recommended are the minimum with which the Commission can do its early, rapid development... however, the committee is of the opinion that with the funds provided, the Commission should be able to clear up the backlog of applications for broadcast licenses which are awaiting determination that there should be a downward trend in appropriations for the 1948 fiscal year.

FCC—Boating On Decrease

The committee's recommendation followed a hearing before the committee which demonstrated a decline of antipathy and scorn by the Congressmen. The usual baiting of commissioners was noticeably less frequent, with Senator Robert W. Wagner, Jr., of New York, retreating to a more serious line of questioning. In its justification, the Commission pointed out that in addition to the need for speed in processing applications—particularly in FM and television, there is great need for thoroughness. "Standard broadcasting [was] held up during the early 1930's, without substantially without planning. As a result, stations went on the air in helter-skelter fashion, the air was jammed with Channel 2. The exodus began so quickly that even though the airwaves were almost entirely, albeit oversaturated, the airwaves were still not full. The Commission is concerned not merely with hastening FM, but also with establishing it on sound licensing foundations, so that we will not have to spend the next 20 years in undoing the errors made in the first six months. We want to be sure that the overall result will be the best possible in terms of the channels available.

The committee, on the other hand, is concerned with FM and also with establishing it on sound licensing foundations, so that we will not have to spend the next 20 years in undoing the errors made in the first six months. We want to be sure that the overall result will be the best possible in terms of the channels available.

International Pick-up Feature Of IRE Meet

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Company, community; Paterson, the Paterson

Daily News, community.

For photo: Jack Collins, Plano-

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Community, Utica, WIBX, Inc., WIBX,

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ble suburban.

Virginia— Lynchburg—Lynch-

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metropolitan; Lynchburg, Old Dominion

Broadcasting Corporation, metropolitan

Winchester, Richard Field Lewis, WINC, metropolitan, possibly rural.

New AM Construction Grants

The FCC yesterday granted construction permits for ten new stations in scattered sections of the country. The list follows:


The RIE meeting gets under way tonight with a joint session with the National Association of Broadcast-

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The Radio Annual for 1946

Will Contain
A Complete
List of
Advertising
Agencies and
Their Accounts

✓ More Than 1100 Pages
✓ Covers Radio Completely

OUT SOON
**PICTURE OF THE WEEK**

Ted R. Gamble, National Director of the U. S. Treasury's War Finance Division, inspect the Poor Richard Gold Medal Award of Achievement at the annual banquet of the Poor Richard Club of Philadelphia, January 17. Gamble received the award for his part in directing the sale of $185,000,000,000 worth of War Bonds. (L. to R.) Mrs. Ted R. Gamble; Gamble; Roger W. Clipp, president of the Poor Richard Club and Radio Station WFL, and Red Skelton, NBC and M-G-M star who was master of ceremonies.

**NEW YORK STATE**

BUFFALO—Gomer R. Leach, WGRB announcer, who left the station over three years ago to navigate a B-29, is back announcing at the station... Doors were opened wide to Mr. and Miss Tune Ape Buffalo. Saturday, Jan. 15, when the new "Tea Time" show was aired over WGRB, direct from the U. S. O. Club at Niagara Square. Show was emceed by Billy Kerton, popular comedian, and Bob Wells, a newcomer to the local radio scene... Promotion manager Bill Schuweller will begin a ten-minute program telling WGRB listeners what the station has to offer and some behind-the-scenes information on radio.

**NEBRASKA**

OMAHA—The Inland Broadcasting Company has announced the election of Paul R. Fry, general manager of KBON, as vice-president and director of the station. Simultaneously, Fry revealed that the Corporation, which now owns KBON and has a conditional grant for an Omaha FM station, has recently filed application with the FCC in Washington for purchase of KBON in Fremont, Neb., and for construction of a new local station in Lincoln, Neb. After three and a half years in charge of Army Newscasts in the Mediterranean theater, Master Sgt. "Jimmy" McGaffin returns to his reporting duties on the WGRW news staff. New starters at WGRW are Voila Baish, Kay Birmrnan and Marcia Parker. Don Larson, another returned veteran from the Army, has resumed his duties at the outlet.

**PENNSYLVANIA**

PHILADELPHIA—Roger W. Clipp, president of WFL, has announced the appointment of Arthur C. Schlofield as promotion director of the station. Schlofield was most recently associated with Radio Corporation of America as assistant advertising manager of the home instruments division. Previously he served as advertising and sales promotion manager of the Stoneard Co., Philadelphia, and assistant circulation promotion manager of Crowell-Collier Publishing Co.

---

**WILL PURCHASE STATION or Working Interest**

Experienced radio executive, going in business for himself, in interested in:

1. Purchase of small station outright.
2. Purchase of working interest in station where owner feels the station will benefit by purchaser's long experience in station operation, familiarity with industry problems, wide agency and advertiser contacts, NAB background, acquaintance and recognition.

Just want reasonable opportunity. Prefer typical American community with good future.

Please state proposition fully in reply. Correspondence will be handled by attorney in strict confidence.

Address: Radio Daily, Box 120, 1501 Broadway, New York 18, N. Y.
House Advances Lead Bill

Settlement of Tele ‘Essential’ To NBC, Royal Insists

Washington, D.C., Consolidated hearing applications for Washington’s four television channels is expected to end today, following wind-up testimony yesterday by NBC.

John F. Royal, NBC vice-president in charge of television, testified at Washington outlet is “essential” to NBC’s plans for a tele network. The executive said Washington is regarded as a world center and if it cannot be had must be built. (Continued on Page 15)

Announces Plans To Enter ET Market

Associated Press Radio has entered transcription field with a new system designed to meet local dailies’ and radio concerns of the area. The idea is to use the voices of all commentators with those of the stars of the various programs.

Comerman Charges CBC Is An Monopoly

Montreal—Declaring that radio network broadcasting in Canada is controlled by a “complete monopoly,” R. C. Bertram, retiring president of the Canadian Association of Broadcasters, addressing the Whitby, Ont., Rotary Club, said there was danger. (Continued on Page 2)

Stars On Drive

Perry Como’s “Chesterfield Supper Club” has been named chairman of the 1946 Concert Drive by the American Cancer Society. Como will head the Male Radio Artists Committee, while Ginney Simms will head the Female Committee. Goal for the drive is $12,000,000, but both singers and all public appearances and lead on all-star radio campaigns.

“Who’s Who”

An attractive loose leaf volume titled “Who’s Who in CBS Radio!” has been published by the network. Book contains factual details on shows, agencies, sponsors, and other information of value to radio editors and writers. Subscription rates containing changes will be mailed on the first of every month.

Porter Defends Stand At Budget Hearing

Washington, D.C.,—The FCC chairman, Paul A. Porter, was called to account last month by Rep. Richard B. Wigglesworth, Massachusetts Republican, because of a speech he delivered last fall during an NAB dinner. During the House appropriations committee hearing on the FCC budget, yesterday, Wigglesworth demanded from Porter a justification for Porter’s plea before the NAB group and memory. (Continued on Page 2)

Prof. Quiz Will Return To Air On ABC Tonight

Professor Quiz—Dr. Craig Earl—returns to the airwaves tonight over the ABC network with a new program, from 7:30 to 8 p.m. (EST). Said to be the first man to make a network quiz show, Professor Quiz will feature his famous “brainbusters” and award $500 in silver dollars to the first correct answers at each broadcast.

Attendance Record Broken At Opening OF IRE Meeting

The largest, and probably the most important, Winter Technical Meeting in the history of the Institute of Radio Engineers opened yesterday at the Hotel Astor with more than 4,000 registrants. The institute of Radio Engineers Show, the largest exhibit of its type ever shown. It will be displayed by 135 companies, it includes the latest developments in radar devices for peace time and space, AM and FM radio, television, sound recording, communications, testing devices, vacuum tubes, magnetic recording, remote control devices and many other phases of electronics and allied fields.

Measure Planned As Curb On Pettrillo Gets I. C. C. Approval, 14 To 5; NAB-AFM Committee Meets

Washington, D.C.,—The House Interstate Commerce Committee yesterday by a 14-5 vote, approved Chairman Chance F. Logan’s bill making it a felony for anyone to force a broadcaster to hire more salesmen than he needs for his operation, to refuse to broadcast non-commercial programs, even though the performers are not paid or to refuse to broadcast programs of foreign origin. Aided closely at the AFM and its president, James C. (Continued on Page 15)

Three Board Members Elected By ABC Web

Robert H. Hinckley, Justin W. Darby, and Robert E. Kintner, yesterday were named members of the ABC board of directors, with Hinckley elected a vice-president of the company, it was announced by Edward J. Noble, chairman of the board. Hinckley, former chairman of the Civil Aeronautics Authority, will become actively associated with ABC when his resignation from Federal (Continued on Page 15)

Quiz Kids Contest Planned To Glorify School Teachers

A contest to select the best class room teacher in the country will be inaugurated on the “Quiz Kids” broadcast over ABC on next Sunday. The “Teacher of 1946” will receive a (Continued on Page 14)

FCC To Appeal Decision Reversing WOKO Action

Washington, D.C.,—The FCC will appeal the District Court of Appeals’ decision in the WOKO case to the Supreme Court, it was learned yesterday. “We (Continued on Page 2)

Public Service Shows Discussed By Woods

Cincinnati — The contention that broadcasters should set aside certain time to public service programs, and that only such features which are not commercially sponsored may qualify for the public service seal of approval was vigorously questioned last night by Mark Woods, president of the American Broadcasting Company in a talk here before the Advertising Club of Cincinnati. Woods declared that the great majority of shows are sponsored (Continued on Page 14)

Emerson Co. Announces New High In Net Sales

The annual report of the Emerson Radio and Phonograph Corp., and its wholly-owned subsidiary, R. C. (Continued on Page 15)

To Meet President

Washington — Leaders of the broadcasting industry are being invited to meet with President Truman at the White House in connection with radio’s participation in the “March of Dimes Drive.” It was learned yesterday. Group will probably include officials of NAB, network committees for the drive and a representative of independent broadcasters.
Porter Defends Stand
At Budget Meeting

(Continued from Page 1)

The hearings for an expanded FCC budget.

In phrasing his question, he recalled
Porter's humorous remark that was within the last to
make this plan because it was not a
plan to be worthless, and that he had a legal
opinion to that effect. But he was forced to "charac-
terize that probably as a
rushed clumsy effort to be silent," but he refused to
give way before Wigles-
worth's attack.

He insisted upon the propriety of his
speech, holding that the statutes
were intended to prohibit the
spending of funds to influence legislation do not
apply to an agency head discussing his agency's
requirements in a public forum. "Rather, I think that
the statute had contemplated the expendi-
ture of funds by the agency for in-
fluence in the form of
through inciting telegrams, or even
paying for telegrams to influence
members of Congress," Porter said.

Speech "Done Openly"

"This (speech) was done openly,
with no effort to conceal what I take to
be the legitimate purpose of the
agency of which I am a member, and
I deleted the reference to the
statement I think the speech would have
been appropriate in every respect.

I think it was inappropriate in attempting to make
an amusing remark, because members of Congress
were there. As I say, I
told them what our problems were.

I think, further, that the members of the
broadcasting industry should be the ones to
taxpaying ingi-
ability. I am convinced that
when the administrative agencies of the
government do not act promptly and effi-
ciently upon matters submitted
to them they will not be criticized;
when 25 per cent of the cause for
public dissatisfaction disappears.
If
when the agency is delayed and
frustrated by lack of personnel or
or equipment, it is unlikely to do the job that it falls into
discriminating. So I pointed out to that
group it was my ambition, along with
my colleagues, to initiate a speed
and efficiency
the agency's desire to
hold applications in 30 days where there was no
content, and in less than 30 days.

I think as I have told this com-
mittee before, there is something rather ironic in the fact that we are
licensing Western Union to dispatch a
telegram to its destination in not
more than seven minutes from the
headquarters of its desk; yet sometimes we
hold up applications for two or
three years.

Screen Star Guests
On "Reader's Digest"

Geraldine Fitzgerald, Irish star of
stage and screen, portrays an
noble British housekeeper of an American
family, as the third weekly guest on
Sunday, January 3. Program is heard from
3 to 3:30 p.m., EST. The drama, titled, "It Was Because of Blins" is a
adaptation of a Reader's Digest story by Reginald Wright Kaufman.

FCC To Appeal Decision
Reversing WOKO-Action

(Continued from Page 1)

can't let that one go by," a Com-
mmission spokesman said in commenting
on the decision which narrowed
FCC's authority to a harmless. Al-
though it was shown that one of the
stockholders in WOKO, Albany, did not
steal his ownership, the majority
opinion held, in effect, that as long as the station was giving good
service, misstatements of fact mattered little.

"We conclude," the majority
opinion stated, "that the Commission does not
have the power to refuse to
issue a renewal license because of misstate-
ments of the licensee, unless those
misstatements are of such moment as to
overwhelm all competitive con-
siderations.

One of the three judges who heard
the case, dissented in favor of FCC's
decision.

Bannerman Charges
CBC Is A Monopoly

(Continued from Page 1)

family of abuse if Canadians are to
become highly centralized under con-
trol of a few individuals. The risk
was that broadening the
chain to serve only what the
congressing group thought was in the interest of the
people of Canada. The United
States has pointed out that a few
networks, while the Dom-
inion has three networks all control-
led by CBC.

Cy Howard Joins CBS
As Writer-Producer

Cy Howard has been appointed a
producer-director in the CBS' pro-
duction department's newly-established
comedy unit, it was announced yes-
terday by Davidson Taylor, recently
named vice-president and director of
programs for the
network. Howard, who has been closely asso-
ciated with the entertainment field since
1927, began his career at KTRH,
Houston, Texas, and joined the Army
Air Corps in 1941. Upon his release
in 1942, Howard joined CBS' Chicago station, WBBM, where he served as a
writer, producer and actor. Subse-
sequently he became a member of Jack
Benny's writing staff, played a leading
role in a Broadway play. He has
also written and produced for ABC's
"What's New" program, and the
"Palmolive Party" over NBC.

Good... Good... Good:
That's Me!... That's Me!

I am... and have been... success-
fully selling time in the New York
market for over 10 years. I have de-
veloped contacts and maintain close contact
in leading advertising agencies
with local advertisers. I am married,
dependable and know how to do business and talk it
straight. I have a return
and college grad... Presently em-
ployed... Excellent credentials...
Can handle Wide, Box No. 118
Radio Daily, 1501 Broadway, New
York 18, N. Y.
Focused on Two New York Markets

As a result of giving listeners the programs they want to hear, WOV has developed and holds two distinct and important audience groups in the metropolitan New York area. Two great markets listen to WOV. Two great markets that, in their respective listening hours, combine to give this station a constant, controlled, around-the-clock selling power. In the daytime, WOV overwhelmingly dominates New York’s Italian speaking audience of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
**Memos Of A Midnighther...!**

- Fay Emerson and Elliott Roosevelt turned down a morning chat show (similar to the Fitzgeralds and Dorothy & Dick) because, as Elliott said, "I didn't come through a war to have a production man stick his finger in my face at half past seven every day." Before he left for Florida, Milton Berle made some secret television audition films for a gadget outfit...quantum Reynolds will narrate Warner's new newswheel...Paramount has offered Hildegarde her choice of script and director if she'll do a flicker for them...So far, no dice...Cub Caloway and Frank Sinatra getting together on a weekly air show promoting tolerance...Marly Barlow and Geo. (Mississippi) Wolf will do the scripting...Milton Robertson, who was planning to leave Transamericana, is returning with a new contract...Addie to Lewis Platteron: 'Haven't thought of Loretta Doby on (her) Baby Jensen's show at CBS, for that vacant casting day's chair?'...Harry Warner gets a word from Saturday from the Atlantic Touchdown Club, "as the broadcaster who has done the most for Southern athletes..." Bob Davis, NBC trade ed. in Mt. Sinai Hosp. for minor operation...Alan Courtade auditioning a second show, "Platteron..." for a nat'l sponsor Sat. On his regular Record Carnival show, his eighth year-old son, Nyles, will interview Margaret Whiting, Ad Lib. too.

- **★ ★ ★**

- When Abeber Silver, the songwriter, decided to turn author by writing "All Women Are Wolves," he didn't reckon on the storm of serious protest that the theme of the book would arouse. He thought that even those who disagreed with him would take it good-naturedly. Now that it is a best-seller, poor Silver has no peace. He is constantly harassed and vilified by defenders of feminine modesty—ranging from screaming housewives to tear their clothes to husky gents who resent his referring to the little woman as a wolf. Anyway, Abeber will get a chance to tell his side of the story on "We, the People," this Sunday. The studio audience will be asked to check their firearms at the door.

- **★ ★ ★**

- Thoughts While Strolling: Whatever happened to the plans for bringing the intangible Hallie Flower to radio?...Happiest marriage of the future: Danny Kaye and television...Steve Ellis, the disc jockey, says his requests from fans these days favor small groups like Bing Cole and Louis Jordan over big bands. Interesting, huh?...When WWII hawks out Congress on his Sunday evening didin, "delight couldn't you say the columnist really gives them plenty of Wheelbarrow!" Helen Hayes always reminds us of an ambitious grammar school English teacher...The Great Gildersleeve seldom uses that contagious laugh at rehearsals. Prefer a snicker until airtime.

- **★ ★ ★**

- Despite the fact that the critics, more-or-less, used "Nelle Blv" as a punching bag, we found many enjoyable moments in it. Particularly, two boby numbers by the lusty Beeny Venuta, "That's the Class," and "You Never Saw That Before," some spotless dancing by the Debonairs—plus the nimble clowning of Moore & Gaxton. Most of the second-naters seemed to agree that Joe Sullivan's book didn't rate the pasting the first-naters handed it. Monte Proser, well-known producer, nite clubber and man-about-town, was at the opening and somebody asked him how he liked it. "I'm no critic," replied Monte, whose favorite dream is to bring a show into N. Y. "I'm a producer—or hadn't you heard?"
Tele Gets IRE Spotlight

Educational Series Sponsored By NBC Tele

The first permanent series of educational telecasts was announced this week by John H. Roral, NBC vice-president in charge of tele, with the first program slated for the week of April 7. Titled "Your World Tomorrow," the weekly series will be produced with the co-operation of the NBC University of the Air, and will be used by the New York City Board of Education as an experiment in student utilization.

Special Events Topic Of Feb. 5 ATS Meeting

Paul Alley, producer in charge of NBC film programs and editor of The Television Newsreel for WNBT, and Burke Crosby, producer in charge of NBC tele-mobile units, will address a panel discussion group of the American Television Society on the subject of "Television Special Events Broadcasting" Tuesday, Feb. 5, at the Hotel Sheraton at 12:30 p.m.

Two Tele Manufacturers Named TBA Affiliates

The Hallcrafters Co., of Chicago, and the Pilot Radio Corp., of Long Island City, N. Y., have been admitted to affiliate membership in the Television Broadcasters Association.

"Dimes" On Video

The National "March of Dimes" drive for relief of infantile paralysis victims was spotlighted in a special television program presented by the Balzak & Kate station, WNBT, Tuesday night. Video commentaries by the 500-mile-long telecast of the Astor Roof. With it, a complete video signal can be produced, making it possible to measure and adjust accurately the focus, contrast, resolution and scanning linearity of receivers.

A new projectin Kinescope, with a fluorescent face five inches in diameter, is on view at RCA's Tube Division exhibit on the eighth floor. The tube is used in conjunction with a reflective optical system to provide a viewing-screen image approximately as large as a full-size newspaper page. Operating at 44,000 volts, it produces a bright initial image which is picked up by a spherical mirror and reflected through a molded plastic aspheric lens to obtain the larger screen image. Also exhibited is a new blue-sensitive phototube for use in reproducing sound from color motion picture films, without special treatment of the sound track edge, herefore necessary. Rebounding out the display is the super-sensitive Image Orthicon pickup tube.

Lubcke Gives Views On Tele Prospects

Further interest of television as a direct selling medium was displayed this week with the announcement of a two-week demonstration of in-store telecasting in a television store by the Gertz Department Store in Jamaica, L. L., to begin on Tuesday, January 28.

The Gertz demonstration will be the second large-scale in-store television showing testing the application of video as a selling medium. Gimbels Brothers, Philadelphia, in cooperation with RCA-Victor, offered a three-week demonstration in October of last year, with results that were strongly indicative of television's prospect.

Intra-Store Tele Set For Long Island Store

Award To Dr. Peter Goldmark Tonight And Today's Roundtable Talks Highlight Video Interest

Television will hold a large share of the spotlight at today's session of the Winter Technical Meeting of the Institute of Radio Engineers, at the Hotel Astor, with a three-hour technical session devoted to video scheduled for this afternoon, and the presentation of one of the Institute's top awards to Dr. Peter C. Goldmark, engineering chief of CBS tele, slated for the annual banquet tonight.

I. J. Kaar, chairman of the IRE television committee, will preside over the technical session, which will begin at 2:00 p.m. Nine papers will be read, five by CBS engineers, and four by members of the Radio Corporation of America organization.

Goldmark will keynote the CBS portion of the session with a paper on "Television in the Ultra-High Frequencies," describing the results of a research program into the transmission of television signals above 400 megacycles.

Bradley Gets Philco Post As Director Of Research

Philadelphia—Appointment of William Z. Bradley, who played a leading part in developing the new Philco Advanced FM System, as director of research of the Philco Corporation was announced by John Ballantine, president. He succeeds David B. (Continued on Page 6)

"Cavalcade Of America" Set On NBC Television

Another major radio show will be previewed on television next week when NBC's station WNBT presents a "Cavalcade of America" program in a special, full-hour telecast twice on Wednesday, January 29, and again on Sunday, February 3. Program will be heard on Wednesday at 4 and 8 p.m.; on Sunday at 8 p.m.

The play, "Children of Old Man," will be produced by NBC's "Live Theatre" and will be aired over WNBT at 8:30 p.m., under the auspices of Stage for Action. The telecast of the play, originally produced by CBS "Assignment Hollywood" series, will star Janet Mills and Mark Perkins.

(Author: American Radio History)
The Month in Television

By JIM OWENS

The scramble over Washington's four television channels begins another week. Dr. Thomas L. Goldsmith of the Allen B. DuMont Labs, offers a solution to the multiple-antenna problem. He believes that a "video distribution" system on the scale of buildings—will be used. Television's role in the national advertising picture will be outlined next Tuesday at the Television Institute in Washington. The one-day meeting of industry and advertising executives, will be held at the Hotel Statler.

Television planning on the West Coast includes a new coaxial cable to extend for WABC, until River to Los Angeles. Pacific Telephone and Telegraph and subsidiaries will spend $46,000,000 on the project, which will be the forerunner of continental television transmission. Leonard S. Cramer was named director of the television broadcasting division of Allen B. DuMont Laboratories. He has been a vice president of the organization since 1942.

Dan D. Halpin, RCA Victor sales representative, told dealers that New England will provide "one of the most interesting areas" for receivers in the U. S. With completion of the new AT & T coaxial cable, which will extend through Providence, R. I. to Boston, 200,000 homes will be opened to receiver sales. CBS's station WCBW doubled its air time, expanding its schedule to 12 hours and five nights, Monday through Friday. Extra time is made available for special events and spots.

The Louis-Conn fight in June will top all previous sports events in television and radio ratings, according to sports authorities. Since official preparations have been discussed, promoter Mike Jacobs is expected to ask a "wagering" price for the broadcast rights. Although the televising of President Truman's appearance before Congress this week was cancelled, industry experts and newspaper men throughout the country considered the idea "ephemeral," comparing it to President Harding's history-making radio broadcast in 1923. Anderson, Davis & Plateau is preparing a daily video series to begin "The American Parade," and will highlight home planning, fashioning, etc. Approximately 50 manufacture's are sponsoring it on a participation basis. WABD is expected to go back on the air by March 1.

RCA Service Company Names 6 New Engineers

RCA Service Company, Inc., has announced the appointment of six engineers to carry out initial post-war plans for expansion throughout the country in the emergency communications field.

Lubcke Gives Views On Tele Prospects

By H. R. LUBCKE

Television Section

Tele gets spotlight at IRE Winter Meet

(Continued from Page 5)

Thursday, January 24, 1946

recent tests, and discussing various options for tele. The four speakers following him will deal in greater detail with individual products. In the general topic, are James J. Schleisinger, Robert Serrell, and Harold T. Lymann.

Starting at 3:30 p.m., O. H. Seade, of RCA Victor, will speak on electroacoustical characteristics of tele. E. Swedlund, RCA Victor, will read a paper on a kinescope for home production. Walt Eppstein and L. Pensak, of RCA Laboratories, will discuss improved cathode-ray tubes, and Albert Rose, H. B. Wehmer and H. B. L. Hatley, RCA Laboratories, will speak on the image orthicon pickup tube.

At tonight's banquet, Goldmark will receive the Morris Liebmann Memorial Prize for "his contributions to the development of television items, particularly in the field of color. The IRE Medal of Honor will be awarded to Ralph V. L. Hartley and fifteen fellow ship will be presented to Dr. Frank B. Jewett, president of the National Academy of Sciences.

Kobak, president of MBS, will be toastmaster.

Porter Speech Highlights

Other aspects of tele, from the Government viewpoint, are expected to be discussed by Paul Porter, chairman of the FCC, in his address before tomorrow's luncheon in honor of incoming IRE president, Frederick D. Jewellyn.

"Cavalcade Of America" Set On NBC Television

(Continued from Page 5)

River" is a show of some of the four traveling Bryants, and will be heard in the regular NBC radio "Cavalcade" broadcast from Hollywood on Monday, February 8. The television script was adapted by Charles Kaufman and Warren Wade from Mary Richards's radio treatment of a book authored by Billy Bryant. Wade is also production director of the program.
Intra-Store Tele Set
For Long Island Store

(Continued from Page 5)
ic in the merchandising scheme. Programs televised in a specially con-
structed studio on the fourth floor of the Gertz store will be shown on re-
verses located in various sections of the building.

William B. Still, president of Ja-
sales Radio & Television Co., and
operator of station WXXJT, designed and
built equipment for the installation, which consists of one studio with
two cameras, microphone boom and
modern lighting; a control booth con-
taining video and audio consoles, a
camera and output monitors and record
turntables, and a program dis-
tribution system bringing the material
from the studios directly to
axial cable to the various
receivers in all floors of the store and in store
shop windows.

Gertz Statement

In making the announcement of the demonstration, Max Gertz, presi-

dent of the store, said: "There are
many things we wish to learn from his
venture into television. We hope to integrate entertainment and com-
mercials for intra-store television, to
study the most effective way of stim-
ulating customer interest and attract-
ing customers to various parts of the
store, to explore the role of television
in department store merchandising
for a medium-sized community and
to secure some sort of feedback
from television receivers sales per-
sons by showing television to many
thousands of customers, many of

whom have never seen television re-
ceivers or programs.

Programming is under the super-
vision of Miriam Tullin, director of
Video Productions Associates, who
advises programs on WABD and has
worked for such television stations as

Channel 7, NBC, CBS, ABC and

Primal Lines of "Cav-

esque" and Ray Harrison of "On

the Town" and several professional mod-

els.

Certain Departments "Video-genic"
Merchandise and Gertz have selected a number of departments and
products to be featured in the demonstrations for their "video-genic" qualities and
be ease with which they lend them-

selves to sales-increase surveys.

Among those scheduled for the dem-

onstrations are: interior decoration,

furniture, fabrics, hair styling, basic

footwear, electrometers, automatic

washer, pressure cookers and steam

irons, Valentine gifts, millinery, vac-

uum cleaners and numerous others.

The demonstration team said said
would be varied in length and nature, con-

tinuing at half-hour intervals through-

out the day. Demonstrations for the

certain shows daily for 15 minutes each, four 10-minute

merchandising shows, three three-

minute spot announcements and one

program of a public service nature

daily. Two extra showings are sched-

uled for the afternoon. The Gertz de-

partment store is usually open to customers.

Televise Town Meeting

(Continued from Page 5)

America’s Town Meeting of the Air, with George V.

Denny, president of Town Hall as moderator, was televised

recently over WRGB, Schenectady, through arrangement

with the American Broadcasting Company. Audience inter-

est exceeded the capacity of the studio.

Housman To Collaborate

With CBS Staff In Drama

John Housman, playwright-director-

producer, currently on tour with

a theatrical production, is collaborat-

ing with the CBS television staff in

presenting the drama "Sorry, Wrong

Number," over WCBW, next Wednes-

day, January 30. Mildred Natwick,

stage and screen star who achieved

prominence in Noel Coward’s "Blithe

Spirit," will play the leading role of

a neurotic under the direction of

Frances Russ of the CBS staff.

Now identified with RKO Pictures,

Housman was co-founder with Orson

Welles of the Mercury Theater in

1937, and his present effort "Miss

Suey Slagle’s" is scheduled to open

on Broadway motion picture screens

very shortly. He was president of

Mercury Productions at the time

Welles produced his picture, "Citizen

Kane" and the following year was

made vice-president of David O. Sels-

nick Productions.

In 1942-43, Housman served as

chief of the Overseas Radio Program

Bureau of the OWI.

Crime Series On WCBW

"You Be the Judge," CBS television

series which features famous lawsuits of the past, offered "The Case of the

Poisoned Pharmacist" yesterday over

WCBW from 8:15 to 8:35 p.m.

John Soghwell directed the pro-

gram, which included Donald Foster,

McGregor Gish, Paul Gregory, Del-

mar Nuetman and William Sanders.

Bradley Gets Philco Post

As Director Of Research

(Continued from Page 5)

Smith who was recently named vice-

president in charge of engineering.

Joining Philco in 1936 after gradu-

ating from the Moore School of Elec-

trical Engineering of the University

of Pennsylvania, Bradley served first

as a factory test engineer in the Radio

Receiver Production Department. In

1937 he became a research engineer in

the Philco Television Engineering De-

partment and helped to design wide-

band amplifiers for experimental tele-

vision receivers. He also contributed

to the development of an entirely new

amplifier theory now beginning to be

extensively used in the television

industry.

Five years ago, Bradley was placed

in charge of the advanced research

section of the Philco Research Divi-

sion and early in 1945 he became

Assistant Director of that Division.

Bradley is a member of the Insti-

tute of Radio Engineers, and also of

the scientific honorary societies Tau

Beta Pi and Sigma Xi. He is credited

with numerous patents and patent

applications in the fields of FM radio

television and radar.

Mary Chase Tele Package

A new television show featuring

Katharine Dunham and her company

has been packaged by Mary D. Chase

Productions and makes its first ap-

pearance on CBS’ television in Feb-

rury 15th.

Educational Series

Sponsored By NBC Tele

(Continued from Page 5)

ground. Special events, field pick-

ups and extracts from films also will

be used occasionally. As network

facilities develop, scientific institu-

tions in various cities will be visited

via video.

The forum of Education will bring
groups of students to NBC’s viewing

Room 800, to witness the telecasts.

Questionnaires for program analyses

will be filled out by the students and

turned over to the web as a basis for

program improvement.

The series will be written by Dr.

Joseph Mindel, of the science depart-

ment of William Howard Taft High

School, who has scripted many of

radio’s science programs including

several for the "Calvados of Amer-

ica" program.

Texas Educator Named

Director Of Video Inst.

John W. Gunstream, former direc-

tor of radio and visual education of

the Texas State department of edu-

cation, has become director of the newly organized Audio-Video In-

stitute, it was announced this week.

The Audio-Video Institute has re-

cently been appointed educational
director for RCA Victor in the Texas,

Oklahoma, and New Mexico territory.

Gunstream, a national authority in

the field of radio and visual educa-

tion, was one of the organizers of the

Texas School of the Air, which at-

tained outstanding merit in its ser-

vices to Texas Schools. He has also

served as vice-president of the As-

sociation for Education by Radio and

was at one time state chairman for

the General Assembly Awards.

In cooperation with RCA Victor,

the Institute will provide complete

radio and television education, includ-

ing all types of equipment and profes-

sional services in planning and us-

ing scientific aids to learn-

ing in education and industrial train-

ing. Offices are located in Dallas,

Houston, San Antonio, Lubbock, Al-

buquerque and Oklahoma City.

West Coast Tele Station

Airs Film "Jeep Herders"

First televised showing on the

Pacific Coast of "Jeep Herders," a

half-length Western movie, was o-

fered last Monday night over Thomas

S. Lee’s Station WXXIX, of the

Lee family.

Another feature of the program was

the presence of a group of soldier

patients from the Army Rehabilitation

Hospital in Pasadena.

Stork News

Mr. and Mrs. Joe Mitroy announced

the birth of son, Robert David, last

week at Jamaica Hospital. Father is

office manager for the NBC television

station.
What makes WNBT the best media buy in Television today?

NBC producers, writers, crews, technicians and engineers have proved they know show business, stagecraft, and television technique. They are backed by th
A TELEVISION PRODUCTION is made when good material is given imaginative, expert treatment by men who know television. A few examples of acknowledged excellence in television production are NBC's presentations "Another Language," "Front Page," "Winterset," "Abe Lincoln in Illinois" and "You Can't Take It With You"—great material, obviously. Given dextrous interpretation, experienced adaptation and the advantages of NBC's television facilities, these presentations couldn't miss being fine television productions.
Five Courses In Tele
Offered By Magazine

Five professional courses in television, each lasting 13 weeks, will be conducted by Television magazine beginning February 11, at the Television Workshop, 11 West 42nd St., it was announced this week.

The courses, which will cover television from the management and production phases, will be given on successive nights as follows: "Television Programming and Production" (Monday); "The Technique of Television Commercials" (Tuesday); "Station Operation and Management" (Wednesday); "Ground Floor Survey of Program Production Workshop" (Fridays).

Instructors Announced

Instructors thus far scheduled for the courses include Harvey Marlowe, television director of ABC; Robert Jamison, assistant general manager of station WBK-BuMont; Judy Dwyer, general Electric television program researcher and author of "Television Show Business"; Melvin Kline, electronic engineer of Allen B. DuMont Laboratories and former assistant chief engineer of WBAB; and Irwin Shain, editor of Television and producer of the Television Workshop. In addition, forty guest lecturers are scheduled to speak.

Will Visit Studios

Supplementing the lectures, which will be illustrated with motion pictures and slides, will be the frequent visits to television studios. In some courses, the trainees will engage in actual program production. According to the announcement, the courses are part of the magazine's educational program soon to be in progress in key television cities throughout the country including Washington, D.C., Chicago, Cincinnati and Toronto.

The Programming and Production Workshop, conducted by Marlowe of ABC, will explore the ways and means television programs are put on the air. With the following subjects presented: Terminology and Basic Problems; Types of Programs; The Television Script; Casting for Television; Television Acting; Television Directing; Television Make-up; Costuming; Sets, Props, Furniture; Musical Television; Special Effects.

The Technique of Commercials includes: Radio vs. Television Commercials; Types and Kinds of Commercials; Setting Up a Television Department; Testing Commercials; Visualizing the Commercial; Use of Films; Use of Gadgets and Props; Use of Marionettes; The Hidden Commercial; When Will Television Advertising Pay?

The Workshop, conducted by Shane, will deal with such phases as: A Survey for Professionals; The Variety Show; The Dramatic Program; The Light Opera and Musicals; The Fashion Show; The Educational Program; The Sports Program; and The Special Events Program.

Golden Gives Citation
To NBC Dramatic Show

John Golden, noted theatrical producer, termed NBC's tele-production of Frank Craven's "The First Year," as "the best television entertainment ever seen." In a letter to John F. Royal, vice-president in charge of television, Golden said: "Will you please convey my compliments from to the genius who put 'The First Year' on the air last night. It is by far the best television entertainment I have ever seen since the day it first, of course, to the fact that Frank Craven wrote one beautiful little play, but second, and just as important, is the way it was done. More good plays like that, with good casts and good directors, will go a long way to under way at an early date."

The play was produced on WNBC by Edward Sowle. Included in the cast were Michael Road, Fay Ball, Ralph Riggs, Suzanne Jackson, John Harvey, Linder Chambers, Ruby Dee and Virginia Smith.

WAB-DuMont Officials
To Address N. Y. Educators

A group of teachers from the New York State Board of Education, under Edward Stashell, in charge of television development for the NYBE, will hear talks on the potentials of video in the educational field. 'On the WAB-DuMont station, Robert F. Jamison, assistant manager of WAB-DuMont, will talk on "What the Television Broadcaster Can Do For Education," and Herbert E. Taylor, director of transmitter sales for the Allen B. DuMont Laboratories, will discuss "What the Television Industry Can Do For Education." Stashell, who is also television educational counselor at CBS television, has recently been appointed chairman of the education panel of the American Television Society.

King Launches New Show

John Reed King launches a new series over CBS television station WCBS next Tuesday titled "It's a Gift," a weekly audience participation show.
ON THE WAY

IMPORTANT

THE 1946 YEAR BOOK OF TELEVISION

—Presented this year as a supplement to RADIO ANNUAL
TELEVISION SECTION

G. E. Tele Manual
Author By Dupuy

An informative new manual on tele production, "Television Business," by Judy Dupuy, has just been published by General Electric. The 250-page book liberally illustrated with photos and diagrams, is based on the experiences of the staff of WRGB, GE video outlet in Schenectady, during its five years of operation.

The book is in two sections, "Producing and Telecasting Programs at WRGB," and "Backstage with the Engineer and the Producer." The first half covers all types of tele programs including news, drama, sports, music, variety, religious broadcasts, public service features and commercials. There are also chapters on films and production agenda.

The second portion deals with control room operation, lighting, stage sets, make-up, script, audience surveys, acting techniques, tele scripts and sets and tele networks. It contains also a glossary of video terms.

The author was formerly with WNEW, WBNX, radio editor of PM and, more recently, on the production staff of WRGB.

Heat Absorbing Glass
Will Aid Tele Lighting

Southbridge, Mass.—Improved projectors and studio pictures and cooler working conditions for motion picture and television actors are made possible by a new heat-absorbing, color-transmitting glass announced this week by the American Optical Co. Dr. E. D. Tillhey, research director, said, the new glass, when used as a heat screen in a projector, permits the projection of motion and still pictures in their original colors, thus permitting more of the picture to be reproduced on a screen as they were taken.

At the same time, he said, the glass absorbs infrared rays emitted from the light source so that films and slides are protected against damage or burning. This insulating property, he added, enables film editors and projectors to study a specific projected scene by stopping the projector and relying on the glass to protect the film.

The glass, he further announced, can also be used in spotlights and floodlights as a heat screen to protect motion and television actors against scorching heat generated by the powerful lights. Approximately 80 per cent of the heat wave most unbearable heat is absorbed by the glass.

Goetz Returns To CBS

Phil Goetz, who has just completed two months' temporary assignment in the CBS television laboratories, has returned to his regular position as supervisor of technical operations at WCBS.

His assignments include: Robert Livingood as assistant supervisor of television remote equipment; Dennis McBride, just discharged from service, as a technician at WCBS.

Today's Tele Topics

By EDDIE BURNS

- Don Murphy, Gillette sightcaster, and Bert Schwartz, who wrote sports before joining ABC's publicity staff, are preparing a video sports show scheduled for a February debut from WRGB. Harry Conover is readying a co-operatively sponsored show using his beautiful models. Models will appear as magazine cover girls, come to life and advertise products.—Bob Soren, new writing Front Page Farrell, has a tele script ready for presentation in the near future.—Alvor Johnson is completing a set of articles for the Sat. Evening Post. Three of the series have been turned in and consist of humorous anecdotes in Tele throughout the country.—Royland Bettinger, former of WRGB, will soon release the book on which he has been working since leaving General Electric.—McGraw-Hill has contracted with a number of CBS writers for a series on Tele and Louis A. Sosa, new program manager of WARD, has also signed to do a book for them aimed at program agencies.—Latest additions to Tele publications is Tele-Fix and TV-the Magazine of Television.

- Allegheny-Ludlum Steel Corp. has sponsored a television show to be aired over General Electric Station WRGB. Offering combines good entertainment with commercial woven thru show. Created by Walker & Downing, produced by Victor Seydel.—CBS expects to make a bid for commercial tele business soon with a lavish demonstration program, costs of which will rival most expensive shows yet produced.—William B. Still, entering Tele-broadcaster in Jamaica, will set up his station, WJJXT, in more elaborate quarters of the FCC grants him a new license.—With the hearing in Washington on allocation of Capital channels many of the network representatives will measure their strength and determine FCC allocation pattern. This should be the opening gun for high-powered wooing of consumer favor.—The Television Institute, to be held in Washington January 29th, will be the second of a series of at least five to be held in Metropolitan areas, by Television Magazine.—Richard Manville, Chairman of the American Television Society's Awards Committee, will announce committee members soon. Expect to pick Tele authorities from major news agencies.—Three Broadcasters in the New York area will set up a cooperative reconversion program so receivers can catch broadcasts on new channels. Du Mont has already started changes in receivers so they can pick up channel 5. Turnover of personnel in Tele publications moves Pat Murray from Printer's Ink to TV, while Victor Dallaire joins P.I. Don Gipay heads the radio Tele dept. at Tide and Edwin James is added to the staff of Broadcaster Magazine.

- Paul Mowrey, ABC video chief, sets the pace for the ABC Bambler. He's in Washington now for FCC conundrum, flies to Schenectady on Friday and returns to Washington to address Tele Institute. Not to be outdone, Mrs. Mowrey is in Tampa, Texas, visiting her sister. With ABC's "Topsy Turvy" and "Play the Game" both originating from Schenectady, Producer Harvey Marlowe and assistant, Bobbe Henry, virtually commuting from New York to GE headquarters. What will happen when shows originate from Philadelphia as well?—Lawrence W. Lowman, V-P. of CBS Tele, and Fred C. Kayel, publisher of Teleview, are off to Canada next week on vacation.—Pretty Cushla Kellogg, ABC Televisioner, reports that her husband is out of the service and back at his old business.—Switchboard operators at WCBS were swamped with phone calls last Tuesday night. It seems the engineers, in testing, tuned in the CBS network show, "Adventures of Ellery Queen," and accidentally released the program on an open circuit beamed to tele receivers. Just as the ominous radio detective was about to reveal the identity of the criminal, "the Green Eye is . . .", the video listeners were greeted with, "Station WCBS presents Newton Carver's "McMurtry in full stone. Indignant listeners immediately phoned management to know who Green Eye was. The bewildered staff at WCBS was of course completely floored.

See Press Accepting Televising Of Sports

Press acceptance of television as a media for presenting outdoor sport events is shown by NBC Telecast of the Army-Navy game from Philadelphia on December 1. Among those commercial newsmen who watched the game before television receiver sets in the RCA building in New York.

Siemens Pays Compliment

Siemens Press editor Charles E. Butterfield: "The picture was satisfactory. It wasn't at all like New York, where President Truman. . . . The best pictures were those supplied by the newly-developed image orthicon.

The New York Times correspondent claimed the television broadcast "gave New Yorkers a panorama of the Army-Navy game. It has little that President Truman and his party that could hardly have been equaled in any other way.

"Television audiences," said a New York Herald Tribune reporter, "judging by the one at the RCA building, are not.far from aided by the audience. They became more excited, yelled and even pounded each other on the back.'"

Ben Gross Enthusiastic

Ben Gross, radio editor of the N. Y. Daily News, declared that "the reception on this end was the clearest I have ever seen, even during an out-of-doors event.

PWM's sports editor, Joe Cumims, said that "watching the big show from Philly here in New York, was a lot like watching the same through high-powered field glasses from a seat high in the press box."

In the U.P. account of proceedings, it was said that "The view was as good as you could have had from the 80-yard line. We have watched pictures of the clear newsmen but without the jerky loss of continuity."

Two New York Times correspondences, concluded the Herald-Tribune, "are like ordinary spectators. The women tend to forget to remove their hats and to smoke excessively. Both men and women are likely, when arriving late, to ask some comfortable early bird if he would mind moving so they and their group can sit together."

Arrangements Excellent

The most comprehensive and elaborate telecast setup ever accorded a field pickup, was the telecasting of the Army-Navy game by NBC's television station WNBX. Utilizing a new orthicon camera as well as two regular orthicons on one of which was mounted a 40-inch focal-length lens the telecast was brought to New York by the Bell System's coaxial cable. A three-station television network connected the telecast, the other two stations being WPTZ in Philadelphia and WRGB in Schenectady.

"When it was all over," said U.P.'s E. Fox, television audience filed easily onto Fifth Avenue. No jammed automobile highways — no pneumonia."
PRODUTOS QUIMICOS GUARANI, S. A., Brazilian chemical manufacturers, have appointed McCann-Erickson's Rio de Janeiro office to handle the advertising of their dye products in Brazil during 1946.

CATHERINE NAYLOR has joined Doherty, Clifford & Shenfield, Inc., as fashion and beauty stylist. She was formerly with Monroe F. Dreher, Inc. and previously was advertising director of Volupite, Inc., and Herb Farm Shop, Ltd., cosmetics.

JOHN SCHOHR has been named an art director of Benton & Bowles, Inc., effective immediately, Clarence B. Goshorn, president of the agency, has announced.

For the past three and a half years, Mr. Schohr was associated with the Biow Company. Previous to that he was with Ruthrauff & Ryan.


HELEN J. CRABTREE, until recently a captain in the Women's Army Corps, has joined the staff of The Advertising Council as Chicago representative on the "Stop Accidents" campaign, an expanded national program prepared in cooperation with the National Safety Council. This campaign, which to date is the largest peace-time public service project thus far undertaken by The Advertising Council, is designed to reduce the toll of deaths and injuries due to traffic, home and farm accidents which has increased alarmingly since V-J Day. Miss Crabtree will work directly with the National Safety Council and The Advertising Council's volunteer agency, Foote, Cone & Belding, under the direction of Carleton Healy, vice-president of Hiram Walker, Inc., and co-ordinator of the "Stop Accidents" program, and Allan M. Wilson of The Advertising Council staff.

DAVID C. KETTNER, formerly with Procter and Gamble, in charge of advertising and promotion for Camay Soap, has joined the foreign department of McCann-Erickson. Previously he was with R. H. Macy & Co., in the merchandising division. He was recently released after three and one-half years in the Navy, with rank of lieutenant commander.

LIKE THE WORD

Atomic

IN WARFARE...

that's WIRE

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE THE IMPACT OF ITS SIGNAL BREAKS DOWN SALES RESISTANCE

BASIC NBC • 5000 WATTS

JOHN E. PEARSON COMPANY Representatives

AFFILIATED WITH THE INDIANAPOLIS STAR

TO GREATER SALES
IN YOUR MARKET

NOW A RADIO SERIAL, WILL DELIVER A SALES PUNCH TO WAITING MILLIONS

With over 50,000,000 loyal comic strip readers, JOE PALOOKA comes to Radio. Offering local advertisers and stations network quality "kid show" at a price local advertisers can afford.

Why not capitalize on the "Kids"

THEY ARE CONSUMERS
THEY INFLUENCE PURCHASES
THEY ARE TOMORROW'S BUYERS

Use Joe Palooka to "Punch-up" Sales!

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

Phone Wire Write
NORTH CENTRAL BROADCASTING SYSTEM, INC.
360 NORTH MICHIGAN AVENUE CHICAGO 1, ILLINOIS
Success Story:

BOHN in Hollywood, Feb. 25, 1919, this lad had the wanderlust, so following his graduation from High School, worked his way around the world. In Honolulu, which would later be his home, he got the experience that he needed to launch his show. Later, he returned to California and signed a CONTRIBUTING contract with the Pasadena Playhouse. He was then transported to Los Angeles San Francisco Light Opera Company with which he worked until December, 1941, when, though draft-deferred, he enlisted in Navy, serving on a destroyer and seeing action in the Atlantic and the Mediterranean.

In Italy he produced, emceed and sang on 15 shows per week for the servicemen and following his honorable discharge, went to New York and sang on the "Atlantic Spotlight" NBC's ocean series... just to be different, he signed a COMMERCIAL before signing a SUSTAINING contract. The next-door scene... NBC currently heard on the "Solid Time" and "Eileen Barton Show"... and rapidly forging to the front in the busy boys national derby is Ward Donovan.

RADIOLOGY:—Ted Malone, during his ABC program last week surprised his accompanist Rosa Rio, by suddenly bursting into song while reciting the lyrics of "It Might As Well Be Spring"... however we weren't surprised, for 16 years ago, Ted cracked into radio as half of the harmony (oratorio, "Danny & Doug") on KMBG, Kansas City... and to show you how much else we know, the other half of the team was Comer Logan, who scripts "Glumour Maner," which follows Ted's program... Comedienne Hope Emerson, for the past year on the "Edelbrew Beer" series via WOB, has been signed for another 26 weeks... Marie Rogndahl's "Gilda" on the Celenese program's presentation of "Rigoletto," last Wednesday via CBS, proved a brilliant debut... easily one of the finest voices to have been discovered in a decade... NCACongratulations.

The original theme music for "CBSer's Mrs. Burton," was composed by Dick Liebert... Kathyn Craven's, WOL Newsmaster, recently returned from a 'tour' of 21 European countries, is completing a book on post-war Europe... John Grant, baritone formerly heard with the Kate CBSmith Choral group, will give a concert at Town Hall Feb. 9... You'll soon be hearing this new group pahenty... they're known as the Quintones, and make their debut at the Strand Theater in Gotham Friday... Alex Leichtwitz has resigned as ABC producer to head the radio division of Press Association... Johnny Olsen starts his second year as ABC chief laugh-getter on "Ladies Be Seated"... Adelaide Hawley seen lunching at the Barberry Room last week with Lewis Milestone... Jack Kirkwood, CBS comic for P&G, has catalogued 150,000 jokes which took him 20 years to compile.

TIN PAN ALLEY-OOOPS—After serving three and a half years with the infantry, Ex-Captain Archie Levington, returns to Leeds Music Corp., in the professional dept. of the New York Office... At the recent Radio Executives Club luncheon, the entertainment included Eddie Condon, Vera Massey, Dan DeLong, Miriam Lavelle and Doodles Weaver... of the music played and sung, there wasn't a R.M.L. tune, although the show was for the benefit of representatives of the Radio Industry, which MERCY owns and nurtures R.M.L... Hank Lawson and his Music Mixers start an engagement at Rogers Corner next Monday... Johnny Drake, out of uniform, is back with the Modernaires, replacing Jimmy Curry... Fred Waring stopped Eileen Barton recently and said, "Eileen, who plays the part of 'Candy' on your program? I think she's great." "Well," answered the star of the "Eileen Barton Show," "since you're such a good friend of mine, I'll tell you... her name is Eileen Barton."... John Feeny's 6th annual New York music tribute takes place Feb. 17 at Carnegie Hall... Sonora Records has signed Vera Barton MB sound to a three-year pact... Count Basie will start his publishing house with "Iviva Joe Jackson" which he just wanted for Columbia.

Quiz Kids Contest Planned To Glory School Teachers

Polish Service Restored

Direct radiotelegraph service between New York and Warsaw, Poland, has been restored by RCA Communications, Inc., it was announced by Thompson H. Mitchell, executive vice-president of the company. It will handle a daily average of 5,000 messages and will have a maximum capacity of 6,000 words a minute. The service is expected to be in operation by March 1. A broadcast station will be built at Warsaw, and the Polish government has granted a heath license to a station in radio communications between the United States and Poland. The station will be operated by the Polish government and will be used for the purpose of promoting good will between the two countries.

Lev Pollack

Funeral arrangements for the writer, who was killed in a car accident while driving home from a party in New York City, will be held at Riverside Chapel, 78th Street and Amsterdam Ave., Friday afternoon January 25th at 2 o'clock.
Capital Tele 'Essential' To NBC, Royal Insists

From an operational or an economic standpoint, to depend on Washington coverage through an affiliated station. He revealed recent plans by NBC for television service in the nation’s capital, saying that NBC soon will launch a program for producing its own motion pictures for use in television. Royal said he would leave for Hollywood next Wednesday, to “make a deal” for NBC to produce its own pictures.

Royal revealed that NBC has spent about $3,000,000 on television development to date and its parent organization, RCA, has spent approximately $7,000,000. Predicting a bright future for television, he said plans for the network will include New York, Washington, Cleveland, Chicago and Los Angeles.

“Television holds great possibilities for such a network,” Royal said, “are fantastic. American radio is the best in the world and NBC will take the same leading position in ensuring that American television will top other countries.”

Stating that the world’s great figures and events will be brought closer to the public than “ever dreamed of,” Royal brought a new word into the language—“telegonic.” “We’ll have telegonic television,” he said, “will soon have become telegenic. Television will really make the world a small stage.”

FCC Chairman Paul Porter questioned Royal closely about production costs of NBC’s tele station in New York. Porter said production costs estimated for most of the applicants for tele stations in Washington indicated an average production cost of $140 per hour. He asked Royal if it approximated production cost. Royal said the show cost about $2,000 to produce and ran for an hour and 20 minutes.

If is an unusual cost?” Porter asked.

The net executive said it probably represented a minimum cost, since talent would become more expensive in the years to come. “You may say talent has been charged as an ‘experimental price’ and the industry grows, the costs for talent will go higher.” However, he said, “much of the television time will be taken up by the use of films and other items which won’t cost as much, as a production like ‘Front Page.’”

Royal said that NBC is “very interested” in obtaining rights to telegenic major league baseball times. Although some clubs had veted the idea, a final decision is expected next month.

Philo and Radio and Television, was expected to plug its case last Saturday, to wind up the nation’s first consolidated television observance. Observers at the hearings centered their speeches on NBC, Bambrough, Phileco and the “Washington Evening Star,” as most likely to get the coveted four-hour rate.

The Washington Post Co. will have to undergo a complex and small financial backing, while DuPont, which also has an exclusion in Washington, D.C., has agreed to overcome engineering difficulties and the city with Paramount, and through the outcome is anybody’s guess.

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House Committee OK’s Lea’s Anti-Petripoto Bill

(Continued from Page 1)

Petripoto, the bill was only slightly changed in the form in which it was presented before the House last week and reported in Roll Daily January 15.

Only important change is that the maximum penalties for violation were lowered from a maximum fine of $5,000 and/or five years in prison to maximums of $1,000 and/or one year in prison.

This bill will probably go before the Rules Committee next week, and may be expected to be debated on the floor of the House next month.

The meeting of the Interstate Commerce Committee followed a meeting of the NAB president, Justin Miller, with the special industry-wide committee studying industry-APM problems. Judge Miller reported fully to the committee concerning his meeting with Petripoto and the AFM in Chicago last week. His report was regarded by the members of the Committee as encouraging and as providing a basis for further negotiations with AFM, leading to a peaceful adjustment of differences.

The committee authorized the appointment of a subcommittee to meet with a negotiating committee which will represent the AFM. The appointment of this negotiating committee and its membership were discussed and President Miller was authorized to name it.

Present at the meeting were Frank White, Frank Mullen, Wayne Coy, T. A. A. Craven, Robert Sweezy, Richard Shatto, Theodore Streichert, John Elmer, Clare Colloughton, E. H. Hill, Keith Greggins, Joseph McDonald, Judge Miller, A. D. Willard, Jr., and C. E. Arney, Jr.

Three Board Members

Elected By ABC Web

(Continued from Page 1)

service becomes effective February 1. President Truman announced his resignation yesterday.

Dart, president of the United Drug Co., Inc. and a director of United Air Lines, becomes an active member of the board immediately. Kirtner, a former Washington newspaperman, is presently a vice-president of the web in charge of public relations and related activities.

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Send Birthday Greetings To

Jan. 24

Alwyn Bass Oscar Bradley
Leonard Beckman Oscar Hammond
Milton Kaye Ken Sisson
Jay Wesley John J. Edwards
Bill Donlon John M. Matt
George M. Durante

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www.americanradiohistory.com
Gov't Offers Research Info

FCC Denies Zenith
Extra Band For FM

Washington Bureau, RADIO DAILY
Washington—in a quick, curt decision, the FCC yesterday denied Zenith Radio Corporation's request for an extra FM band. The decision, which was predicated by Radio Daily, came only nine days after conclusion of the special hearing.

Apparently aware that FCC seemed sour to its request, Zenith wound up its case last Saturday, blaming "silence" in a quick, curt decision. The decision, which was predicated by Radio Daily, came only nine days after conclusion of the special hearing.

Despite the end of the war, average listening, 17 million, is commercially sponsored network news programs declined less than one percentage point in Dec. 1945 as compared with the corresponding 1944 period, and of these, one is the most respected and its output constitutes the major part of the country's most reliable news source.

Men's Will Produce Show
For Correspondents Dinner

Clarence L. Menser, vice-president in charge of programs at NBC, will leave for Washington today to supervise the production of the show at the annual banquet of the Radio Correspondents Association at the Hotel Statler, Saturday night. Menser will be assisted by Harry D. Goodwin, WCOP and the other will be music appreciation conducted by Prof. Karl Geringer of the University's college of music.

Bright Future
Potentialities of equipment sales in the radio and television industry can be gained from the exhibits and attendance of the IBEW meeting currently at the Hotel Astor in New York. Booths line two floors of the hotel and the sales predicated on future production are unprecedented in the history of the organization.

CAB Reveals Survey
Of Web News Spots

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Forming Non-Profit, Co-op Organization
To License Wartime Developments
To Industrial Manufacturers

Washington Bureau, RADIO DAILY
Washington—A new shower of applications for construction permits for standard stations was announced yesterday by FCC, together with requests for power increases.

Standard applications included: Lewis R. Windmiller, Allentown, Pa., to be operated on 1230 kilocycles, 250 watts, unlimited; Charles W. Balch, San Antonio, Texas, to be operated on 1460 kilocycles, 250 watts.

New Daily Farm Program
Starts Series Over WJZ

Designed to serve the 170,000 farms in the WJZ listening area and to expand its farm activities, the station is establishing the "WJZ Farm Service Department," John H. McNell, (Continued on Page 7)

O'Connor Rejoins Staff
Of NBC Web In Chicago

Chicago—Leonard O'Connor, former member of the NBC central division news and special event staff recently returned from two years in the Army, (Continued on Page 2)

Honor Goldmark And Hartley
At Radio Engineers' Banquet

Dr. Peter C. Goldmark, engineering chief of CBS, and Dr. Ralph V. I. Hartley, of Bell Laboratories, last night received the two top honors of the Institute of Radio Engineers at the organization's 34th annual banquet at the Hotel Astor. Dr. Frank B. Jewett, president of the National Academy of Sciences, was the principal speaker, and Edgar Kolak, president of MBS, was toastmaster at the dinner, which was attended by 2,500 persons.

Honor Goldmark And Hartley
At Radio Engineers' Banquet

Dr. Peter C. Goldmark, engineering chief of CBS, and Dr. Ralph V. I. Hartley, of Bell Laboratories, last night received the two top honors of the Institute of Radio Engineers at the organization's 34th annual banquet at the Hotel Astor. Dr. Frank B. Jewett, president of the National Academy of Sciences, was the principal speaker, and Edgar Kolak, president of MBS, was toastmaster at the dinner, which was attended by 2,500 persons.

Debut

Jesse Cawderly for years has been growing his daughter, Laura, Leola, for radio, by arranging singing appearances at hotels and night clubs. On this Sunday's broadcast of "Country Show," Laura's voice will make its radio debut, singing two songs woven into the dramatic show. Needless to say, the song will be accompanied at the organ by her proud papa.

Orthicon

Chicago—New home organs of NBC central division has been named "The Orthcon," after the new RCA television tube. First issue of the new publication is scheduled for late in February, Ruth Byers, network sales secretary, submitted the winning name in a contest staged by the NBC publicity department and participated in by our personnel.
Coming and Going

STANLEY FLORESHEIM, director of the co-op program department of ABC, has returned from a short business trip to Chicago.

JOHN F. PATT, vice-president and general manager of WQAR, Cleveland affiliate of the Columbia network, a visitor this week at the network's offices.

PAUL WHITE, CBS news director, is in Columbus, Ohio, where today he will speak before the Council on Radio Journalism on the subject, "Radio News — Its Past, Present and Future."

TED HUSING, Columbia network director of sports broadcasts, has returned from Miami, Florida, where he had been covering since his broadcast of the New Year's Day Orange Bowl game.

L. W. BORNE, executive editor of KGLO, Columbus affiliate in Mason City, Iowa, and also a call this week at the headquarters of the network. He is here for the IRS sessions.

M. LAWRENCE SWAE, of Noble & Swae, leaves today for the NAB regional meeting in Omaha, Neba.

All-Amer. Award Aired On "Town Meeting" Show

(Continued from Page 1)

All Amer. Award Aired On "Town Meeting" Show

The award will be presented to the "Town Meeting" program on the 1958-1959 season schedule of the American Broadcasting Company, which is one of the major sponsors of the program.

GEORGE BAILLIE, production manager of the Broadcast Measurement Bureau, and RICHARD WYCKOFF, executive vice-president of the BMB, are back in town, the former from Chicago, the latter from Washington, D. C.

ABRAHAM CHASINS, music consultant of WOR, has returned from the Pacific Coast, where he was heard in several concerts.

JAMES TISDALE, chief engineer of WIP, Philadelphia, is spending the week in New York. He is attending the meeting of the Institute of Radio Engineers.

FRANCES SCOTT leaves tomorrow for Schenectady and her "Tony-Terry Quiz" program on WRGB, which is the station on which the weekly program is broadcast.

Mike JABLON, who joins Mutual network publicity office on Monday, will give his full schedule at WNYC next week, where he will cover the Army-Navy Basketball game, the first of a series of series in which the Army's station will broadcast.

O'Connor Rejoins Staff Of NBC Web In Chicago

(Continued from page 1)

will rejoin NBC here on February 1 as news editor, William Ray, manager, announced yesterday. Simultaneously, Ray announced the resignations of Myrtle Robison Knight, who will return East.

Young Metropolitan Star To Appear On "Album"

The American Album of Familiar Music will present a new star Sunday in the person of Donald Dans, young Metropolitan Opera singer, who will appear in the absence of Frank Munn, "The Album" is heard over WANG at 3:30 p.m., EST.

Other singing stars heard on the program include Jean Dickerson, Margaret Dunn and Evelyn MacGregor.

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HOLLYWOOD

MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

W-P-D-Q's

TIME-BUYERS JACK POT

THIS WEEK'S WINNER

ED WILHELM

MASON, MONT.

Next Week's Prize: ?

Atom Smasher

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

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

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

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

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

Glad to show you the facts at any time.

W-I-T-H IN BALTIMORE

TOM TINGLEY, President

REPRESENTED BY HEADLEY-REID

www.americanradiohistory.com
Gov't Research Info To Be Offered Mrs.

(Continued from Page 1)

which so far has blocked commercial use of many significant war-time developments, is from the fact that consideration of military secrecy made it impossible during the war for the government to permit action upon patent applications. In addition, many important inventions and improvements in technique were made available to radar manufacturers on a large scale, with little regard to patent license considerations, and the manufacturers in turn made further improvements upon these developments and techniques.

The situation is further complicated by the fact that patent applications covering these war-time inventions have been filed not only by private individuals and corporations, but also by Government research agencies and some of the discoveries upon which the applications were based were made almost simultaneously by researchers working independently of each other.

The joint Army-Navy committee said that "privately held electronic patent rights are so widely dispersed in ownership, so inter-related in subject matter, and so numerous that obtaining licenses on an individual basis is practically impossible, either to industry or to the Government."

WWDC To Air Games Of Washington BB Club

Washington, D.C., RADIO DAILY

Washington—The Washington baseball club, the Senators, has contracted exclusively with WWDC for radio coverage of all of its 1946 American League games at home and on the road, it has been announced.

Play-by-play description of home games will be handled, as in other years, by two announcers, Arch McDonald of WTOP, who was voted America's Number One baseball broadcaster by the annual Sporting News poll, and Stoller, recently added to the staff of WWDC.

Both McDonald and Stoller have had wide experience in radio and sports for the past decade, and Stoller has recently conducted sports programs for KZMM, Manila, P. I.

New Daily Farm Program Starts Series Over WJZ

(Continued from Page 1)

WJZ's manager, announced yesterday, one of the features of the innovation is a new series of programs, "Farm News" which will be heard Monday through Saturday from 5:45 to 6 a.m., EST, beginning January 24. Secretary of Agriculture Clinton P. Anderson will highlight the inaugural program, giving his impressions of the service the program can render to farmers.

The program will be under the direction of Phil Alampi, authority on agriculture and owner of a large poultry-breeding farm in New Jersey. In making the announcement, Mr. Neil said: "Farm News" is designed to serve the 170,000 farms in the WJZ area with on-the-spot coverage of major agricultural events from stock shows and breeder sales to farm forums and state fairs. It will have as its objective the advancement of farming as a business and as a way of life in the Eastern agricultural region."

J. R. Poppele To Speak At AMA Meet Next Week

J. R. Poppele, president of the Television Broadcasters Association, Inc., and secretary-chief engineer of the Bamberger Broadcasting System, will be one of the two guest speakers at a luncheon of the American Marketing Association at the Hotel Commodore on Thursday, January 31. Poppele will discuss "How Television Will Compete With Other Media."

"Crackpot" Consequence Pyramids To New High

With the recorded voice on Ralph Edwards "Truth or Consequences" still unidentified by the contestants on the program, the prizes are reaching astronomical proportions. The value of the merchandise which will be presented to the contestant who identifies "Mr. Husky" is conservatively estimated at $10,000.

Huber Resigns From ABC As Sales Promotion Head

E. J. "Mike" Huber has resigned as sales promotion manager of the American Broadcasting Company, it was announced yesterday. No successor has yet been named, and Huber plans an extended vacation before announcing his plans.

FDR Tribute On WNEW WNEW will present a half-hour musical documentary Sunday (5-9.30 p.m.) titled, "Ballad for FDR," starring Canada Lee and Josh White, in an all-Negro performance program, which is part of the WNEW "American Negro Theater" series, is an augmented version of tribute to FDR aired on the station three days after his death, and presented this year in commemoration of his birthday, Jan. 30.

KSJB Jamestown North Dakota

represented by
North Central Broadcasting System, Inc.

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

CBS—MBS

Unable to read the text from this image. It appears to be a page from a newspaper or magazine, but the content is not legible. It seems to be related to radio programming, news, and other activities, but the text is not clear enough to extract usable information. If you have a clearer image or more context, please provide that. Additionally, the text is not formatted in a way that is easily readable or translatable to a structured format. It appears to be a mixture of unrelated data and possibly fragmented text.
Chicago

By BILL IRVIN

RENEWAL of the 15-minute musical programs, Sinnamon Serenade, by the Simoniz Company, through Decors, Inc., for 52 weeks, starting Jan. 13, was included in the new business announced this week for station WAGQ by Oliver Morton, manager of the NBC central division sales department. Sinnamon Serenade, heard Sundays from 10:45 to 11:00 a.m. (CST), features transcribed popular music with announcer John Holmman as M. C. New sports business for the week included the placement of an order for 40 live session breaks to be aired 10 a week, starting Feb. 11, by the Morton Salt Company, through Bill Hackett Company, RKO Radio Pictures, Inc., ordered direct, four live station breaks for Jan. 21 through Jan. 24 by Harry L. Cartwright, feature manager, "Cornered," and Balaban and Katz, through M. M. Fisher Radio Associates, ordered three transcribed one-minute announcements to be aired Jan. 22 through Jan. 26, for the feature picture "Ablenstown.""
HARRY INGRAM has joined the production staff of Foote, Cone & Belding's radio department. It was announced by Hubbell Robinson, director for radio.

STEPHEN A. MACHCINSKI, Jr., has just joined the New York sales staff of Adam J. Young, Jr., Inc., as an account executive. He had been with the Katz Company for the past two years and before that was associated with Headley-Reed, J. Walter Thompson and the "New York Daily News."

MALCOLM MacDONALD, formerly account executive with Paris & Pearl, has joined Theodore A. Newhoff, Baltimore advertising agency, as a member of the executive staff, which has been additionally increased by the association of JOHN K. HEALY, until recently a lieutenant in the U. S. Navy. Healy will function as new business representative.

HARRY E. HOUGHTON, chairman of the board of Associated Program Service, announces that the organization now has its own sales department functioning under the supervision of John Andrew, formerly service manager for the company.

ELIZABETH GAWNE, formerly with the World Trade division of International Business Machines, has joined the foreign department of McCann-Erickson.

JOSEPH F. BECK has joined Drew Associates, Inc., public relations counselors, as vice-president. Beck was formerly vice-president and director of Federal Advertising Agency, Inc.

LIEUT. GAIL M. RAPHAEL, USNR, has joined the copy staff of Ruthrauff and Ryan, Inc., after serving for three and a half years in the Navy. From 1934 to 1942, he was associated with Lord and Thomas.

LT. COL. CHARLES C. HORNBOUSTEEL has joined the National Radio Co., of Maiden, Mass., as controller. It was announced by W. A. Ready, president. Before he joined the Army in May, 1941, Hornboosteel was associated with the public accounting firm of Lybrand, Ross Brothers and Montgomery.

CAMPBELL CRAWFORD, night news editor at WOR, has returned to the station after serving in the U. S. Army. Crawford, who returned on January 14, served at Camp Robinson, Arkansas. Crawford originally joined the WOR news staff in January, 1944.

BENTON & BOWIES announces the return to the agency's art department of the following ex-service men: Bill Cee, Ship Hook and John Graf.

It couldn't have happened to a nicer guy...

Leeds is proud to have General Somervell's warm words of praise for Archie Levington's war work. Archie did a wonderful job for us in Chicago from 1938 until 1942 when he became Private Levington. And we were really pleased to learn of his successive promotions to the Captaincy.

Now that Archie's back with us, we've promoted him too. As Lou Levy's executive trouble-shooter, he will personally deal with the transcription companies, radio agencies, and record firms. We know that Archie will do a bang-up job. And we are certain that the executives of these firms will derive great pleasure and satisfaction from working with him.

We're proud of you, Captain Levington
... but welcome home, Archie!

LEEDS MUSIC CORPORATION
NEW YORK · CHICAGO · HOLLYWOOD
FCC Denies Zenith Extra Band For FM

(Continued from Page 1) 

ish commercial interests for the almost solid opposition to the duo-band system.

FCC said it will release an opinion, setting forth reasons for the decision at a later date. "In the meantime," FCC noted, "the Commission has de
dicated to make known its decision so that the industry may proceed with out further delay with its planning and production in the FM field."

Zenith made last-minute moves in an attempt to gain favorable reaction from FCC, including amending its original petition which called for use of the 42-50 megacycles band for FM in addition to the present assignment of 88 to 108 megacycles.

Because of the spirited opposition of groups now using the 42-44 band, Zenith cut its request for it, scheduling for a single "stretched" band of 42-88 megacycles.

Persistent questioning by the FCC and other Commission members, said FCC officials, and even it didn't mention Zenith by name, but simply asked for "at least" 40 additional channels for FM, "somewhere in the 42 to 88 megacycles portion of the spectrum."

Spokesmen for Zenith said they would accept the FCC decision but would "continue tests to show the Commission that the lower frequencies give them better service."

"Oh, we're not through," Zenith said, "this is a blow to Zenith, but out tests show conclusively that better and more efficient service is obtained in the lower frequencies. We hope to convince others as well."

During the two-day hearing, FCC members agreed with Zenith's con
tention that the 42-50 megacycles band wasn't "sacred," but were told to the suggestions that new rules and regu
lations should be written only on the basis of the Zenith tests.

WBYY Has New Sports Series

"High School and Prep School Sports" is the title of a new program being heard on WBYY Monday through Thursday, 7:30-7:45 p.m. Program produced and announced by J. J. McLoughlin, features up-to-date news and special events of Metropolitan New York school sports activities.

To Moon And Back

Through the magic of radio, music filled listeners' homes, the first day of space history was revealed at last night's IRE ban
queta. at by Maj. Gen. George L. Van Housen. On Jan. 10 he said, and on board the landing craft of the first U.S. astronauts. Dr. Fred B. Ewell, incoming IRE presient, presented the awards.

Fifteen of the nation's top engineers were honored at the awards event, all of whom were awarded: by Gregory Brito, M. A. Auberger, Howard A. C. Whitaker, Thomas E. Wainwright, Harold L. Kirke, Elmer D. McArthur, Harold S. Osborne, Ronald J. Rock
eal, Arthur L. Samuel, Joseph Spoon
man, William C. Sawyuer, and Julius A. Stratton.

The ruge turnout at the winter test hop
ded last night has exceeded by far all previous estimates. More than 4,700 were registered by last
night, with 20 top attendance at 6,000

Crowded Schedule

Yesterday was crowded with activit
ity for those attending the meeting. Six technical sessions on various
phases of electronic were held, three in the morning and three in the after
noon. Session tables will continue
t through today and tomorrow

Approximately 2,000 persons

newr attended the four technical sessions, which included papers on television, Dr. Gold
mark said that CBS' new frequency transmitter has been in
stalled in the Chrysler Building, and
that tests of the frequency of 480 mc. have produced images completely free
of ghost reflections. The transmitter was made by Federal Telephone and

New Tube-Cooling Described

Following this report, four other

not engineers, James J. Reaver, Kurt
Schlesinger, Robert Serrell and Har
ted T. Lyman, presented papers on
various aspects of color television. Young, of Federal, discussed the tech
nical details of construction and op
eration of the new transmission.

Highlight of the second portion of the tele session, presented by engi
neers of the RCA organization, was discussion of a new development
which provides a gain of about 80 per
cent in picture tube light efficiency through a metal coating on the
luminous surface of the tube. The paper describing the tube was read by L. E. Epstein and Louis Pesnak of
RCA. Net only is the brilliance of the image materially increased, they said, but overall contrast of the picture is improved. In addition, the coating only 2 to 8 millions of an

inch thick, eliminates the ion spot, a
discoloration which appears in the center of the tube's face under cer
tain conditions. Other speakers for
RCA were H. O. Schade, L. E. Swe
ldust, Albert Rose, P. K. Wiemer and B. L. B.

Tennessee—Bristol—Rad i phon
Broadcasting Station, WOPi, Inc.

Pennsylvania—Du Bois; Tri-County

Douglas And Reynolds

Douglas, stage and screen star, will decorate and dedicate to the March of Dimes; the life of Franklin D. Roosevelt when the 13-week series starts on WLIB, Wednesday, Jan. 30.

The second program on Feb. 6, will be dedicated to Wendell Willkie and will present Quentin Reynolds as narrator.

Send Birthday

Greetings To

Barbara Grey

Teddys Bly

Ed Ballantine

Charles E. Greene

Bernice Clofo

Benay Venuta

M. Cavallero

E. C. De Sylva

C. T. Hughes

Larry Sklar

Kevin D. Tally

Jan. 25

Jan. 28

Jan. 25

Jan. 25

Jan. 25

Jan. 25

Jan. 25

Jan. 25

Jan. 25

Jan. 25
Many Applicants File For AM, FM With FCC

(Continued from Page 1)

unlimited; W. J. Marshall, Cleveland, Ohio, to be operated on 1540 kilocycles, power of 1 kilowatt, daytime; Patrick Joseph Stanton, Philadelphia, Pa., to be operated on 1520 kilocycles, power of 15 kilowatts, daytime; Frederick H. Smith, Portland, Maine, to be operated on 1520 kilocycles, power of 10 kilowatts, daytime.

The FCC grants construction permits for three new standard stations. They are: American Colonial Broadcasting Corp., west of Agatolu, N. Y., to operate on 1310 kilocycles, power of 500 watts, unlimited; Middlesex Broadcasting Co., Salt Lake City, Utah, to operate on 1060 kilocycles, power of 500 watts; Central Connecticut Broadcasting Co., new station, New Britain, Conn., to be operated on 910 kilocycles, power of 500 watts; and Old Colony Broadcasting Co., Brockton, Mass., to be operated on 1440 kilocycles, power of 500 watts, daytime.

Muskak Moving

Muskak Radio Broadcasting Station, Inc., will move its business office to larger quarters at 25 West 49th St., New York, on February 1st. The studio remains at the present location at 70 Pine Street.

KANSAS CITY—KCMO has been authorized by the FCC to enlarge its broadcast frequencies from 3,000 kilocycles to 3,500 kilocycles, power of 10,000 watts, daytime.

CANTON—WBRC is sponsoring a "March of Dimes" campaign on the "1400 Club," a popular record show on the air Monday through Friday, Nick Kragn, eaves, is awarding three pairs of tickets to local theaters to the persons who answer the question, "What is a Dime?" and for each 1400th dime the sender will receive an album of popular records and will make a great appearance on the "1400 Club." In addition to the three "March of Dimes" campaigns, the "1400 Club" program, "Keep Smiling," is presented over a network of radio stations.

New York—WBEN has been assigned a full-time advertising manager, an important step in the promotion of the station.

NEW YORK—"Music for Dinner," a new series, is broadcast on WNBC from 8 to 9 p.m. every Monday evening.

INDIANAPOLIS—"The G.I. Talks Over It" is the title of a new 15-minute feature on WIBC, the Indianapolis station, five nights weekly at 9:45. Personal opinions, attitudes and problems of returned soldiers are being headed for re-employment, demobilization and other topics are brought out in the interviews by Gene Kelly. WIBC announcer, recently released from the Army Air Forces, shared in the engineering staff.

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RESERCH: To Find Out!

Just discharged Lt. Commander—Psycholo-
gist—Doctorate, 1942—Available for Net-
work—Commercial—Performances—Inter-
tested in problem solving—Not in Sales-
man work. Wanted: an opportunity to work,
Married, one child, eastern seaboard pre-
Box No. 122, RADIO DAILY
1501 Broadway, New York 18, N. Y.

Good . . . Good . . .

That’s Me! That’s Me! I . . . .

www.americanradiohistory.com
If you LIVED in Baltimore... you'd always pick WFBR FIRST!

Baltimore folks know that there's only ONE complete radio station—with crowds of daily visitors, big studio audiences, product displays... and all the visual glamour of Radio City in smaller replica.

You get the Good Will and Prestige of Baltimore's ONLY complete radio station when you buy Baltimore's BIG Home-Town Station—WFBR.

WFBR is unique in Baltimore. It is a living, breathing personality—with all the glamor and visual interest of Radio City in smaller replica. To Baltimoreans it is radio... other stations are only steel towers... or a spot on the dial.

Local advertisers—who have to make sales here, know this, and have concentrated on WFBR for over a decade.

• Only ONE Station in Baltimore draws the crowds!
• Baltimore's Big Home-Town Station WFBR.

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.
**Hemispheric Meeting Set**

Armstrong Displeased
At FCC Ruling On FM

Maj. Edwin H. Armstrong, inventor of FM, over the weekend assailed the FCC's decision eliminating low frequency allocations for FM broadcasting, claiming the issue is "no longer a technical one" but a public one, timely: "Are we going to have the 1st service of which FM is capable, limited only by the laws of nature, or are we going to have one hedged in by regulations and restricted by artificial means?"

The Commission's ruling, Armstrong said, "is beyond my understanding." He said the decision was based on a

(Continued on Page 7)

Crosby-Kraft Settle;
Singer Returns To NBC

 Bing Crosby returns to the air for thirteen weeks on the "Kraft Music Hall" on NBC beginning Thursday, February 7, in settlement of his dispute with Kraft Foods Company and the sponsor automatically drops the court action started against him, it was announced Friday. Crosby will be Frank

(Continued on Page 2)

**Eight Nations Of New World To Confer On Radio Technology Next Month; Other Governments May Join**

Eight Nations of the western world, including the United States, will participate in a North American regional broadcast engineering conference opening in Washington on Feb. 4. The conference will consider problems related to standard broadcast in the North American region, particularly as they are affected by the North American regional broadcasting agreement, which expires on March 29.

The countries which are parties to the agreement include Canada, Bahamas, Cuba, Dominican Republic,

(Continued on Page 6)

**Connor Resigns Post As ABS Web V.-P.**

Richard F. Connor, vice-president in charge of operations for the Associated Broadcasting System, has resigned and will acquire an interest in KNAK, Salt Lake City, it was revealed over the weekend.

Howard Johnson, president of KNAK, announced last week that Connor will assume active association with the station in the early part of next month.

Prior to his ABS connection, Con

(Continued on Page 7)

**Judge Rosenman Joining Goldmark, Colin, Kaye**

Judge Samuel I. Rosenman, confidential advisor to two Presidents of the United States, joins the law firm of Goldmark, Colin and Kaye, effective Feb. 1. New name of the firm

(Continued on Page 2)

**Toronto Council Petitions Gov't To Ban Crime Shows**

Montreal—Toronto city council has passed unanimously a motion by Alderman John Simmons calling on the Dominion Government to ban

(Continued on Page 4)

**News Interest High; CBS Speaker Declares**

Columbus—The end of the war has not lessened the radio listener's interest in news broadcasts, according to Paul White, CBS director of news, who made the statement in a talk before the Council of Radio Journalism at its meeting in Columbus, Ohio.

Discussing "Radio News—Its Past,

(Continued on Page 6)

**FCC Modifies Regulations For Operator Licenses**

Washington Bureau, RADIO 0411

Washington—The FCC has modified extensive requirements of its order No. 78 concerning applications re-

(Continued on Page 2)

Butter Ballyhoo

The power of radio has been demonstrated in many ways, and radio people have often benefited from this. But quests at the IRE's 34th annual banquet at the Hotel Astor Thursday night, took added pride in their profession upon reading the following advertisement printed in the program: Butter courtesy of the Cedar Rapids IRE and Chamber of Commerce.
Eiges Discusses Video Before Cleveland Group

(Continued from Page 1)
day on the subject of "Broadcasting in the Public Interest."

As a pioneer in television, NBC believes that black and white television should not be denied to the American public who will find in it new enjoyment and new diversion as well as education," Eiges said.

"Time and tide wait for no man," he continued, "and they will surely not wait for those dabbler in the fringes of television who are trying to impress the rainbow in a vacuum tube and make it jump through the air in more lines than the human eye can absorb.

Crosby-Kraft Settle: Singer Returns To NBC

(Continued from Page 1)
Morgan, who substituted for him during the singer's summer and fall layoff. Other members of the cast include John Scott Trotter's orchestra, Eddie Duchin, pianist, the Characterettes, Ken Carpenter and the KMM chorus. J. Walter Thompson Co., is the agency.

"Radio Reports" In Liberty

Current issue of Liberty magazine carries an article on the activities of "Radio Reports" entitled, "Dial Twisting for a Living."

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET is available on

1380KX — WBNX — 5000 Watts

Every half hour beginning at 12:55 p.m. Monday thru Saturday. Armstrong Publications bring you the complete results of races at all major tracks. Several choice spots are still available. Get the facts now.

WBNX, Mgr. WBNX, Midrose 5-033

W. I. T. H.

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-BEE

Deep water stuff

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

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

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

And you plan to use radio...

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

Facts prove that W-I-T-H is your buy in this big five-station town.
Thank you
Radio Editors
of America!

for voting us
MOST POPULAR SINGING UNIT
in Radio Daily's
"ALL-AMERICAN RADIO PROGRAM FOR 1945"

THE ANDREWS SISTERS
PATTY • MAXENE • LAVERNE
Starring on
"THE NASH-KELVINATOR MUSICAL SHOWROOM"
EVERY WEDNESDAY EVENING • CBS (COAST TO COAST) • 7:30-8:00 PM EST
Management—LOU LEVY
California Commentary

- Armed with their honorable discharges, former members of Radio Row are continuing to flock back to their old posts. Al Spahn, head of the CBS-ESPN sound effects department was cheered by the return of Cliff Thornes, Clark Casey and Gene Twombly.

Los Angeles

Ernie Parkey, who is a Navy officer, is on terminal leave and will resume his old duties with the CBS-ESPN sales department. Picture studies and recording companies are interested in Gay Chesney, night club singer, who scored a hit singing “Symphony” on ABC’s “American Showcase.” He has made two appearances on ABC, and his representatives report that fan clubs have sprung up with such titles as “Cherished Gemmy” and “He’s My Guy.”

* * *

Tokyo Council Petitions Gov’t To Ban Crime Shows

(Continued from Page 1)

- Gangster and crime programs from the CBC and appealing to the Ontario Government to censor more strictly films dealing with lawlessness and crime. “We are undertaking recreational programs to combat juvenile delinquency, and at the same time, our work is being broken down by the effect of radio and films on youthful minds,” Aldermen Simmons declared.

- Alderman Allan Lampert argued the councillors were not psychologists and could not know if gangster radio programs and films were “at the bottom of juvenile delinquency.” He did not believe they were.

TRADE SECRET . . .

“TICO - TICO TIME,” popular recorded Latin-American program heard daily from 10:30 a.m. to 11:00 a.m. over WBYN, Brooklyn, features English-speaking Armao and romantic, heavily-accented “Pachac.” Both are really ART RAYMORE.

“TICO - TICO TIME” is available for immediate broadcast. This, Mr. Timebire, is no secret.

“CLUB TICO-TICO” now boasts 3,000 enrolled members!

Agencies

HARRY TRENNER, who has been business manager for radio station William H. Weintraub & Company, has been named vice-president and charge of radio.

JOHN J. LAUX, managing director of the Friendly Group of radio stations, has just appointed Joseph Hervey McGillivray, Inc. as exclusive national representatives. The Friendly Group consists of WFGP, Atlantic City, N.J., which is the American Broadcasting outlet for that market, WPA, Washington, Pa., which is the Mutual Broadcasting outlet for the market; WKNY, Kingston, N.Y., member of the Mutual Broadcast System, and WSTM, Utica, N.Y., which is also a member of ABC.

L.T. COL. EDMUND F. JOHNSTONE, former president of Redfield Johnstone, Inc., has rejoined the agency after two years in the Pacific as a squadron commander.

LEIGHTON & NELSON, Schenectady, will move on Feb. 1 to its new quarters at 619 State Street.

Saunder Succeeds Summers in ABC Public Service Post

(Continued from Page 1)

casting operations since 1933 when he joined Station KDKA, Pittsburgh, as continuity editor. After five years as a member of the KDKA staff Saunder became associated with NBC in New York, and joined General Manager Ralph Edwards, who is now in charge of the Blue Network Company it was separated from the NBC in 1942. He was assistant to the executive vice-president of the network until he became associated in 1944 with the United States Office of War Information as manager of OWI’s Public Information Service (American Broadcasting Station in Europe), serving overseas from 1944 through January 1946. He returned to the American Broadcasting Company in 1946 as sales service manager and then became a member of the ABC Public Relations Department. Saunder is a graduate of Harvard and studied law at Duquesne University.

"I would have advertised over WDBF-FM—but the supply is limited."
PROMOTION

ET Exploitation
A competition among station promotion and publicity managers for the best campaign for "The World's Most Honored Flights," a new transcription series sponsored by the Longines-Wittnauer Watch Company, was announced by M. Fred Cartoux, executive vice-president and general manager. The series, which features Captain Eddie Rickenbacker in the role of host and narrator and which was written by Col. Hans Christian Adamson, gets under way on approximately 150 stations in the United States and Canada during the week of Saturday, Feb. 2.

Awards, in the form of scrolls for the stations and watches for the promotion managers, will be made on the basis of quality and quantity of results in the campaign. To insure an equal basis for judgment, there will be four categories in the competition: one for 50,000 and 10,000 watt stations; a second for 5,000 watt stations; a third for 1,000 watt stations; and a fourth for 500 watt stations and those of lesser power. Each group will be judged separately.

In addition to the first prize, there will be at least one honorable mention in each group, also carrying with it a scroll for the station and a watch for the promotion manager. The judges will be authorized to award additional honorable mentions.

The board of judges is Frank Burke, editor, Radio Daily; Reg Coughlin, editor, Tide; Lou Frankel, radio editor, Billboard; Bruce Robertson, New York editor, Broadcasting, and George Rosen, radio editor, Variety. The contest closes May 15.

Arnoux Heads WTAR
Succeeding Paul Huber

Campbell Arnoux, general manager of the WTAR Radio Corporation for the past 12 years, was elevated to the presidency of the corporation last week, succeeding Paul S. Huber, who was named chairman of the board.

Other officers of the corporation include: Frederick Lewis, vice-president; Henry S. Lewis, secretary and treasurer; and C. Ralph Beamon, assistant secretary.

Arnoux, a member of the board of the NAB, last week was named a member of the stations planning and advisory committee, representing in this capacity the NBC stations in Virginia, the Carolinas, Florida and certain stations in Georgia and Tennessee.

Abfalter Joins Associated

Hugh Abfalter, identified with radio since 1930, has joined the engineering staff of the ABS network. During the war Abfalter was a field representative for Hazeltine Electronics Corp. and worked in close conjunction with the U.S. Navy as an instructor of Hazeltine radar gear. Previous associations have been with WWJ in Detroit and later with NBC in Chicago.

In Southern California
WARNER BROS.

KFWB
HOLLYWOOD, CALIFORNIA

Remembers the Command of a great American...

Fight On!
JOIN THE MARCH OF DIMES

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

19 CONSECUTIVE HOURS

of non-commercial broadcasting devoted entirely to the March of Dimes on Wednesday, January 30, KFWB's answer to humanity's command to fight on!

WARNER BROS.

KFWB

IN PEACE AS IN WAR... KFWB has the confidence and esteem of Southern California's great radio audience by continuous community service.
New-World Meet Set To Talk Engineering

‘Unprecedented’ Radio Boom Predicted By Porter At IRE

Woods To Aid Boy Scouts

Wynn’s Visit Extended

FOR SALE

HIS 21st YEAR.

Woods To Aid Boy Scouts

Mark Woods, president of ABC, has been named chairman of the transportation and communications committee of the Boy Scouts Council’s 1946 finance campaign to raise $900,000.

Wynn’s Visit Extended

Ed Wynn, who during the past few weeks has been doing his well-known “Fire Chief” routine in the “Texas Star Theater,” was discharged from the hospital, his new car having been signed for a number of additional appearances.

FOR SALE

new Picoto X-B Recorder, and Turner 991H Microphone and Stand.

sapphire needle.

32 x 25 10" red glass blanks

$350

MU 4-0286

News Interest High, CBS Speaker Declares!

Benjamin Franklin Hanby

Washington — Benjamin Franklin Hanby, 83, grandson of Kate Smith died last week.

Present and Future,” White points out that a survey conducted by the Columbia Broadcasting System has proved conclusively that “an unexpectedly high majority of Americans wanted no fewer news programs. News editors and reporters, undergoing a transition period, have toughened assignments than they had a year ago in deciding just what’s news to public wants must, While declared: “There has to be a lot more that just plain fact-getting, citing the strained and hectic days of 1945 when ‘nearly everyone in the news business became a little flash-happy!’

White added that, in his opinion “A free and democratic radio, presenting the news as clearly as possible, is one of the greatest export we can give to the world.”

Mower Series On ABS Shortwaved From Europe

Edgar Ansel Mowrer, news commentator, writer and Pulitzer Prize winner, has launched a series of news broadcasts from Europe via the Associated Broadcasting System’s short wave facilities. His broadcasts titled “Edgar A. Mowrer Reports” has been heard on the far-flung capitals of Europe and will be aired Mondays in subsequent broadcasts from Nuremberg, Vienna, Prague, Rome and Berlin.

Buy Participation Time

Ibsrudtzen-Moller, Inc., of New York, have purchased the broadcast time on The Fitzgeralds at 8 to 8:30 a.m., EST, program over WIZ for 52 weeks in the less-frequented market, a tract which was effective on January 26 was placed through Cowan-Dengler, Inc., of New York City.
Armstrong Displeased
At FCC Ruling On FM

(Continued from Page 1) hearing which "showed the superiority" of the lower-450-meter band according to measurements taken by Zenith Radio Corp. as well as the FCC's Andalusia measurements. Armstrong's theories of the Commission's expert, C. X. Norton, first put forth in October, 1944, have been disputed." He said. "The climax was reached when the Washington section of the Institute of Radio Engineers on Jan. 14, where Mr. Norton's conclusions were directly challenged during the presentation of the Zenith tests. The chairman, Mr. Norton, who was invited to reply, but at which time he declined to do so.

"This episode, with the withdrawal of his name from the institution, will be a clear indication of the value of the evidence on which FM was moved." "

McDonald Admits
Rivalry

Another leader of the fight against the switch to the 88-108 mc. band, E. F. McDonald, Jr., President of Zenith, said that the Commission had sacrificed FM by shutting it to the 100-mc. band. This means that the Zenith and Warner and other manufacturers will be deprived of the static free FM service they need badly and to which they are entitled. Declaring that the FCC's stand will make obsolete nearly a million sets now in private hands, McDonald contended that "no solid evidence by this decision excepting the network which suggested that FM be moved up and some radio manufacturers who are now to look for production of 100-mc. sets." "

NBC Stations Group
Holds 2-Day Meeting

The NBC stations planning and advisory committee ended a two-day session in New York Friday on discussion of matters of concern to both the network and its affiliates. Committee members present at the meetings were: Clair Morehead, WGAL, Lancaster; Walter Damm, WTMJ, Milwaukee; Campbell Arnot, WOFF, Norfolk; Nathan Lorn, WAVE, Louisville; Harold Wheelahan, WSBM, New Orleans; William B. Bany, VKVO, Tulsa; Karl O. Wyles, KTSM, El Paso, and William B. Ryan, KPJ, Los Angeles.

Stork News

Tom Price, WWWS sales manager, became the father of a 7 pound, 5 ounce baby girl born January 23, at St. Margaret's Hospital, in Pittsburgh, Pennsylvania.

GIRL FRIDAY

Production assistant, writer-secretary, 2d, attractive, experienced, not tempornal. Write Box 124, RADIO DAILY

1501 Broadway New York 18, N. Y.

THE WEEK IN RADIO

FCC Overruled By Court

By JIM OWENS

The Federal Court of Appeals reversed FCC's edict regarding WOKO, Albany, in denying latter's application for renewal. Court upheld the station's contention that the Commission had exceeded its authority.

The "All is quiet at the FCC" saw a "breath of life" in Ramo Daily's annual poll was announced, with Fieber McGee and Molly voted the favorite commercial program. Several of the 1941 winners did a repeat this year. Poll results were beamed throughout the U.S. and to foreign lands by American broadcasters and wire services.

Rep. Clarence F. Lee's bill to curb James C. Pettitro, AFM head, was advanced by the House Interstate Commerce Committee. Debate on the measure is expected to open in the House next month. The American network elected three board members, one of whom, Edward Fink, was also named as vice-president. Finkley resigned last week as Federal Communications Commission Commissioner Maxine. RCA-RKO-Pathe, Inc, signed a 10-year pact on recording and delivery of sound motion pictures for television.

The Winter Technical Meeting of the IRE held a four-day session at the Astor with a record attendance of 8,000 radio and electronics men. Dr. Peter C. Goldmark of CBS, and Ralph V. L Hartley, of Bell Laboratories were awarded top prizes for achievement.

Lea Bill Minority Report
Prepared By Marcantonio

Washington Bureau, RADIO DAILY

Washington—Rep. Victor Marcantonio of New York, is expected to file a minority report on the drastic "anti-Pettrillo bill," it was learned over the weekend. The New York Congressman, who had branded the bill the "most anti-Labor measure ever brought out in this country," insisted several other members of the House Committee on Foreign and Domestic Commerce would join him in writing a minority report. In addition to Marcantonio, Rep. George C. Sadovski of Michigan, voted against the full committee report. The final vote was 14 to 5.

Congressional sources doubted that the bill would pass Congress in its present drastic form, but admitted "nothing could happen," with "the bill" in its present mood.

Meanwhile, radio industry representatives were beginning to understand that "infinite progress" was being made in conversations between Pettrillo and the NAB president, John P. Miller, "for the first time," this source said, by virtue of the industry committee had admitted that right is not entirely on their side.

NAB spokesmen declined to comment on detailed progress of the NAB-AMF conversations.

Connor Resigns Post
As ABS Web V.-P.

(Continued from Page 1) nor had been director of station relations for the Mutual Broadcasting System, which post he relinquished in March of 1944 to assist in the organization of the new network. During the war Connor served as coordinator of the combined network on the Pacific Coast for the Western Defense Command and also as chief of station relations, domestic bureau, of the OWI in Washington. Before the war he managed KMPC in Beverly Hills, Calif.

At ABS headquarters in New York, Leonard Verstius, president of the network, confirmed Connor's resignation and announced he had as yet been named.

Cooke Leaves Associated

Bob Cooke, associated with the publicity department of the Associated Broadcasting System in the New York office, has resigned, it was made known over the weekend. He will take a short vacation before announcing his future plans.
COAST-TO-COAST

OKLAHOMA — Tulsa — Bob Sanders, vice-president and general manager of KVOO, has been named treasurer of the Tulsa Chamber of Commerce and also chairman of the Tulsa Clothing Collection drive in that city. Work has started on the erection of three 450-foot towers to replace the present 225-foot towers at the KVOO transmitters 10 miles east of Tulsa on U.S. Highway 66. Watt Stinson, KVOO chief engineer, estimates the new towers will result in improved quality and reception, particularly noticeable in the outlying rural areas of KVOO's listening area. Jim Todd, recently released from the Navy after over two years service, has returned to the KVOO announcing staff.

NEW YORK — Robert Q. Lewis, one of radio's most original and energetic personalities in the disc-jockey sphere, will launch a new daily program featuring a wide selection of musical recordings and urban patter over WHN, starting Jan. 31. The Lewis schedule calls for his appearance Monday through Friday, from 9:00 to 10:30 p.m. and Monday through Saturday, from 5:00 to 6:30 p.m. In addition, he will present a "Disc-O-rama" program every Sunday from 2:00 to 4:00 p.m. Charles Woods recently returned from the Army after two and a half years service, has returned to the WOR announcing staff.

PHILADELPHIA — WFIL has inaugurated a new series of on-the-spot recordings by means of a portable wire recorder. The first in the series took place last Monday, Jan. 21, when William A. Farren, special events director, went to several butcher shops throughout the city interviewing the proprietors on the difficulties presented by the present meat situation. This new series will supplement WFIL's long-established practice of recording the comments of prominent speakers who come to the city each week to address service clubs and other Philadelphia organizations. Arthur C. Schofield, formerly assistant advertising manager of the Home Instrument Division of RCA, has been named promotion director of WFIL.

TEXAS — Longview — "Jobs for G.I. Joe," a new program aired each Thursday night over KFRO, has been instituted to assist veterans in obtaining employment through interviews. Each program features three returned veterans stating their pre-war occupations and qualifications, with emphasis placed on any additional skills they have learned in the service. If employers do not hear the type of man they need on the "Jobs for G.I. Joe" program, they are invited to contact the Longview USES office, which works in close affiliation with KFRO.

ILLINOIS — Fort Wayne — Gordon Miles and Robert Stone, both former members of the Army Air Forces, are now members on the engineering staff at WOWO. Roger Vohlke, a veteran of four years' service in the Canadian Army, during which time he served in England and North Africa, is the newly appointed publicity director of WOWO. Prior to joining the outlet, he had been associated with the Rosemont and Scott Advertising Agency in Montreal, Canada.

CHICAGO — "Down to the Sea in Ships," thrilling dramatization dealing with Capt. Eddie Rickenbacker's 1942 mid-Pacific crash, debuts Feb. 3, on WBBM's "World Most Honored" program. A dramatization in two parts, the first presentation portrays the psychological impact upon the minds of a bomber crew as they realize their flying Fortress is forced to crash in the sea. Capt. Rickenbacker is host and narrator for the new 18-week series of informative adventures, based upon the lives of the men and women who pioneered America's air history. The plays are written by Col. Hans Christian Adamson, who accompanied Rickenbacker on his ill-fated Pacific mission.

NEW YORK — Milt Miller, nationally known sports expert and veteran newspaper man, will introduce his own "Soccer Sportstite" program, Feb. 1, over WHN, to be aired Fridays from 10:30 to 10:45 p.m. Miller, a native New Yorker, has been writing sports for 15 years, specializing in soccer, and has written several articles on the subject for national magazines, edited a soccer book and has been called on to guest on several radio programs. To aid the March of Dimes, "Twice Blessed," a play about a child who is helped back to health through the March of Dimes, will be presented over WHN Saturday, Jan. 26, on the Junior Jamboree program aired 10:30 to 11:45 p.m.

MASSACHUSETTS — Holyoke — Sixty-seven people comprised the large and greatly increased group which turned out last Wednesday evening for the first meeting of the course in radio technique and dramatics offered at WHYN's South Hadley Falls studios. Joy Holm, program director, and John Vosdell, music director of the WHYN staff, are instructors for the 16-week course being conducted under the auspices of the Massachusetts Department of Education, University Extension. Greenfield — John W. Edguy, Jr., recently discharged from the Army Air Forces, has been named program supervisor of WHAL.

KTSAs Job Just Begins When the Contract is Signed!

Naturally, we are proud of winning $5,000 as Second Award in the recent CBS Affiliated Station Program Promotion Contest. But we're not cocky about it. We take our business and promotional activities seriously. Our is a full-time Merchandising and Promotion job throughout the year, whether a contest or no contest. To you, KTSAs means just this . . . full, effective coverage of San Antonio and its vast trading area, programming that has built a great, constant audience of loyal KTSAs listeners; and an alert, eager staff of experienced radio people who KNOW HOW to merchandise and promote your programs in order to get maximum results. Let us prove it to you —now!

Send Birthday Greetings To —

Jan. 28
Irma Beasley
Frank Healy
Miss Sally
Edward F. Loomis

COLUMBIA BROADCASTING 550 KD.
LONE STAR CHAIN
5000 WATTS—DAY
RCA In Pact With Union

Pres. Truman Guest At Analysis' Dinner

Washington Bureau, RADIO DAILY

Washington — President Truman headed an impressive list of guests Saturday night at the annual banquet of the Radio Correspondents Association at the Statler Hotel. Cabinet members present included Secretaries Byrnes, Vinson, Schwellenbach, Anderson and Attorney General Tom Clark. Congressional leaders and Justices of the Supreme Court joined prominent radio industry officials as guests of the radio correspondents.

President Truman cut the cake at the first cut. (Continued on Page 2)

Crosby Record Deal With ABC Reported

Chicago—Bing Crosby indicated over the week-end here that he may enter into a recorded program deal with American Broadcasting Company when his final 12 weeks with the Kraft Foods Company are completed.

Crosby is reportedly “sold” on the popularity of recorded shows, and on occasion has cited as proof the success of the crooner's TV show which is broadcast from Hollywood on the ABC network. (Continued on Page 3)

M-G-M To Construct FM Station In L. A.

Metro-Goldwyn-Mayer will begin immediate construction of a new FM radio station covering the Los Angeles area, with broadcasting scheduled to start about May 1. The station will bear the call letters KGM and will be located at the top of Mulholland Drive in Beverly Hills. The (Continued on Page 3)

Listen—the Moon!
The first broadcast of radar contact with the moon was made by Mutual Sunday afternoon at 3:30 p.m., with Tom Slater at the microphone. Slater and his crew were on hand at the Camp Edwards Laboratory in Beverly, N. J. last Saturday night and recorded the moon—ever since the echo of the radar pulse as it struck the great body and bounced back to earth!

New Contract With Electrical Workers Called 'Compromise Agreement': Production Uninterrupted

Tele Leaders Gather For Washington Meet

Washington Bureau, RADIO DAILY

Washington — Two hundred television leaders, advertising agency executives and members of the press gathering at the Hotel Statler today for a one-day television institute which will be addressed by such leaders as Paul Porter, chairman of the FCC, Jack R. Poppele, president of (Continued on Page 7)

UP Discontinuing Service To State Department OIC

The United Press will discontinue its news wire service to the State Department's Office of International Information and Cultural Affairs on Feb. 16. It was announced by Hugh Baillie, UP president. Originally made known Jan. 16, the action had been

Lone Ranger Transfers To ABC Pacific Web

West Coast Bureau, RADIO DAILY

Hollywood—"The Lone Ranger" is transferring to American Broadcasting Co.'s Pacific network effective

Aussies Voice Criticism Over American ET Shows

(Special to RADIO DAILY)

Sydney—Australia's radio life is flooded with cheap-scale American stuff, especially in connection with programs which have been designated to suit the mental age of the U. S. A., which psychological experiments have shown to be six years.

This statement was made to the Parliamentary Standing Committee on Broadcasting by Mr. J. C. Pope, English and Spontoonmaster of Shrine, who was giving evidence on the question of control over the importation and use of overseas material for broadcast programs. Illustrating the American mental age, Mr. Pope said that Australian "Sleepwell" pajamas became "Comfywell" pajamas in America.

Australia adult mental age, Mr. Pope said, is 12 years.

Mr. Pope said that the result of this
**Coming and Going**

**FRANK BURKE,** editor of **RADIO DAILY,** left yesterday for Washington, D. C., where he will attend the March of Dimes luncheon at the White House.

**EDGAR KOBRA,** president of Mutual, leaves today for Washington, D. C., where he will attend the March of Dimes luncheon at the White House.

**ILENE WOOD,** vocalist heard on WJZ, flies to Washington tomorrow, to have luncheon at the March of Dimes, and to see President and Mrs. Truman. The invitation is the result of her work in connection with the current March of Dimes campaign.

**GERTRUDE OFFMAN,** manager of continuity acceptance for ABC, has arrived on the Coast in time to be present at the March of Dimes luncheon.

**J. R. POPPELE,** vice-president and chief engineer of WOR and president of NBC, will be present at the March of Dimes luncheon.

**BOB EMERY,** television producer at WOR, left for Washington, D. C., where he will attend the March of Dimes luncheon.

**STATE-CONTROLLED RADIO**

Real Threat, Says Miller

(Continued from Page 1)

singing commercials for the Government to take over radio?" he asked, and followed this up by warning against a "careless and indifferent attitude" toward criticisms of radio.

Such an attitude, he pointed out, might lead to the type of state-subsidized radio that operates in Europe. Miller sent his first tour Europe with a group of radio industry executives last summer. "There is no American industry," Miller asserted, "that lives on such an intangible basis as radio. Stations must earn their own way; they cannot get a renewal of their license to operate."

While here, Miller also spoke on "Looking Ahead with NAB," at another session and addressed the Downtown Kiwars Club on "The Present Problems and Responsibilities of the Radio Industry." He described NAB as "not a Chamber of Commerce and a professional association similar to the American Medical Association," and added: "We have more than 800 members, or roughly 60 per cent of the stations. We're not a society; our work is educational."

Broadcasters of Iowa, Missouri and Nebraska also discussed a resolution in approval of the Lea bill, designed to curtail the powers of James C. Petticlo, American Federation of Musicians (AFM) president. NAB's position was taken. Miller said such a stand might interfere with the NAB's negotiations with Mr. Petticlo.

John Gillin, Jr., head of Omaha's WOW, who was unanimously re-elected district director at the meet, endorsed the resolution.

Two former Omahans, Frank Pellerin, NAB's director of broadcast advertising, and Hugh Higgins, promotion director, were present.

**State-Controlled Radio**

Real Threat, Says Miller

(Continued from Page 1)

**W. I. T. H.**

**IN BALTIMORE**

**TOM TINSLEY,** President

REPRESENTED BY HEADLEY-REED

**This is not TNT**

That's a bin full of Atabrine... the anti-malaria tablets.

**TNT**, the destroyer, and Atabrine, the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.

All stations are the same basically. All do a job. Only some save a little more noise than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-J-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.
Aussies Voice Criticism
Over American ET Shows

(Continued from Page 1)

Aussies have voiced their criticism over the material broadcast on American networks. The Australian Broadcasting Commission has expressed concern over the use of American material, particularly by the American Broadcasting Company (ABC) and other networks, which they feel is not appropriate for the Australian audience.

Mr. Pope, in a recent interview, stated, "Surely some sounds should be reported as they are being heard all over the world during the day and night. In addition, the use of such a service is not being used in Australia. The ABC oiler was not available for comment on this matter today."

M-G-M To Construct FM Station In L. A.

(Continued from Page 1)

M-G-M has announced plans to construct a new FM station in Los Angeles. The company has acquired property for the station and will be equipped with a 262-foot antenna, providing a signal that will cover a radius of 75 miles in all directions. The station will be operated from this location and will have offices in Hollywood.

G. M. Buys Time On WJZ

General Motor Corporation has purchased additional time on WJZ, the ABC network's New York station. The contract for the additional time will run through the end of the year.

Crosby Record Deal

Crosby has signed a deal with ABC to feature his records on their network. This follows the success of his recent performances on the network.

Thousands of Homes Are Wide Awake at 6:45 A. M.

A new sponsor recently signed for a thrice-weekly 6:45 to 7:00 a.m. program. Sales were so good at the end of two short weeks that sponsor increased to six times weekly!

No... there are no “dead” periods on WIP!

*Name gladly furnished on request

610 K. C.
MUTUAL'S 3rd MARKET AFFILIATE
5000 WATTS
Represented Nationally by GEO. P. HOLLINGBERY CO.
Thanks!

Here are some of the advertisers who have helped to make 1945 the biggest year in the history of

WAAT

NATIONAL & REGIONAL

The Alkaline Company
(Flem-O-Lyn)
American Express Company
Assac
Hill's Cold Tablets
American Schools
Barbasol
Eno's Fruit Salts
Bulova Watch Co.
Colgate Dental Cream
Cuticura
Ex-Lax
J. H. Filbert (Margarine)
General Motors
Gordon Baking Co.
(Silver Cup Bread)
Hennofoam Shampoo
Krueger Beer
La Boheme Vineyards Co.
Longines-Wittnauer Watch Co.
Maurella Products Co.
(Perfumes)
Mentholatum
National Distillers Corp.
Royal Crown Cola
Scott & Bowne
Seeman Brothers
Trummer's Beer
Wildroot Co. (Hair Tonic)
N. J. Bell Telephone Co.

RETAIL

Abelson's (Jewelers)
Simon Ackerman Clothes, Inc.
American Shops (Clothes)
The Berkeley Co. (Furniture)
Broadway Hosiery Shops
Jack Dempsey's Restaurant
Hotel St. George
Howard Company (Jewelers)
Kresge-Newark (Dept. Store)
Michaels Department Store
N. J. Stoker Corp.
Prentis Clothes
Schwarz Drug Stores
Tappin's Inc. (Jewelers)
United Security Association
Warehouses
Weber & Heilbroner

17% INCREASE OVER 1944!

...This impressive increase was achieved in spite of the fact that in 1944 WAAT had enjoyed a 73% increase over 1943! . . . .
Now! At All Times
Between 8 A.M. and 6 p.m.
WAAT delivers more listeners per dollar in America’s 4th Largest Market* than any other station— including all 50,000 watters!

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

970 KC
NEWARK, N.J.

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
LOS ANGELES

By RALPH WIX

BILL DEMLING, formerly half of the Gill and Demling radio comedy and writing team, has joined the Jack Kirkwood show as combination comedian and writer. Gill is now working at Republic studios.

Matty Malneck, band leader on NBC's "Duffy's Tavern," is writing a book based on anecdotes of the entertainers brought to fame by Paul Whiteman during the ten years (1926-36), that Malneck played first violin for Whiteman.

Vera C. Cox, former publicity director at KTCL, and ABC outlet in Santa Barbara, has arrived here, where she expects to find leisure in publicity and writing.

Ruth Perrott has been signed to replace Verna Felton in the key supporting role of the aunt on the daily Canova show. She did the nit-wit part of Mrs. Van Atwater on the same show last year.

Smith, Ball and McCreery have taken over advertising for the Trocadero, famed Hollywood night club. They are purchasing 28 spots weekly on stations KMPC, KFWB, KXLA, KPAC, KRKD, KGAF and KXTR.

Little Norma Jean Nilson, a regular on the Jack Carson show, has been signed by Charles R. Rogers for an important role in his production, "Angels On My Shoulder." Picture stars Paul Muni, Claude Rains and Anne Baxter.

WNEW Airs Special Show For U. S. Clothing Aid

Europe's distressed people made a plea for clothing aid from New Yorkers and Jerseyites in a special program broadcast over WNEW last night titled "Europe Calls--WNEW" broadcast over the station from 9 to 9:15 p.m. (EST).

Program which was arranged by WNEW and transcribed by BBC, featured eyewitness accounts voiced from London, by Dick Lehmkull, representing Norway; Roy Lingel, journalist from Holland; and Mary Craig McGeachy, director of Welfare for UFARA, who recently returned from France, Austria and Czechoslovakia.

AVAILABLE

Including Southwest Young men and Arista wife wants to locate permanently in Arizona or New Mexico. Looking for opportunity to work for or represent new radio, electrical, or electronics products manufacturer or enterprise in this and nearby territory. Twelve years' sales and show experience in radio. Mellar Picture and Television. Good technical background, plenty of ideas, especially in sales--incomes over $9,000 to $10,000 a year. Best references. Write--

RADIO DAILY, Box 125, 1501 Broadway, New York 18, N. Y.

Manhattan Memoranda . . .

- - - Kate Smith mixed a $25,000 per qtr at the Rosy . . . . Ed East, who made his rep in radio as a big, jolly emcee, signed by 10th Century as a "heavy" . . . . "For D.A." being readied for the B'way stage with Jay Jostyn in the lead . . . . Buzzy Lester reports that one female stagestruck is going to be billed as a star of stage, screen and radio--because she always knows where to find a job. . . . Priscilla Kent and Albert G. Miller, scribes of "These Websters," resigning after March 1st, when the show shifts to Mutual . . . World Broadcasting brings back "Myrt and Marge" with the original cast, except at the title roles. They'll be taken over by Alice Yeaman and Alice Goodkin. . . . The seven-year-old son of a radio comic came home with his report card and pop wanted to know if the kid was promoted. "Better than that, Pop," chirped the youngster happily, "I was held over for 26 weeks!". . . . Ted Strater preens at the Plaza's Persian Room on Feb. 9th with his new 2-piece outfit--Bill Johnstone (he used to be the "Shadow"). out of the Airy in three weeks . . . Tom Hudson, off to Wash., for a hearing on his application for a Houston, Tex., station . . . Compton interested in new show packaged by Ben Rowson . . . . Aside to Mac Miller--Thoma, for those kind words . . . . Here Shubert says that with all the all you hear in radio commercials, it's amusing that the door on "Inner Sanctum" still squeaks.

☆☆☆

- - - The RADIO DAILY Certified Pell proves our point about the need for radio to look to its own talent if it wants the best in program material. Of the 120 winners among the top five in 24 classifications, only four were contributed directly by movieland--Danny Kaye, Joan Davis, Nelson Eddy and Lux. Theater Guild and Helen Hayes were contributed by the legit theater, with both using radio actors to support therestorality.

☆☆☆

- - - Fred Allen wrote to Abe Burrows, reports Leonard Lyons, urging him to come to R. Y. "When that Hollywood sun cools off," he penned, "you'll find that it was nothing but a neat brawl." . . . Virginia McMullin's "Baby Institute," off the air for over 18 months, is still drooling fans biding for its return. Another show due for a strong comeback--"Dr. Fu Manchu." being penned by Colwell-Green with Otto Kruger in the title role. . . . Warner's spot announcements for Barbara Stanwyck's "My Reputation." (You have heard about Jessel?) will equal the tremendous campaign done on Joan Crawford's "Mildred Pierce." . . . There'll be a special session for radio execs at the Singapore which opens Wed., site atop the Winter Garden . . . Fred White handling press for Special Attractions, Inc., headed by Jessel Rose . . Ben Lyons, already doing "Boston Blackie" and "Colleen" All together in one session starting this week . . . two Pulitzer's, a comedy-drama, "Momma Loves Poppa," and the Jack Pearl show . . . Ben Gross' plug for Ted Nelson, former managing director of WMCA and other stations, should get Ted plenty of offers, as Ben says, "it would be difficult to find a more thoroughly versed, all-around radio man." We'll back Ben's hand on this. . . . It's Ray Burgess' story about Walt Disney coming home and finding Mickey giving out cigars. "Oh, well," said Walt, "another mouse to feed.

☆☆☆

- - - Gypsy Rose Lee and Arlene Francis did a sketch together on a recent Hilitegarden airing. Director Herb Mos has a little difficulty getting Gypsy to say "No" exactly as he wanted it. Finally, after the eighth unsatisfactory run-through, Arlene flipped: "Well, after all, what do you expect? She probably hasn't used the word in a long time!"
BRIECE DISQUE, Jr., recently released from active duty as a lieutenant colonel in the Army Air Forces, where he served overseas as combat intelligence officer for the 22d Troop Carrier Wing, has been appointed public relations director of the radio production department of Compton Advertising Inc. Mr. Disque will report directly to Lewis H. Tilterton, vice-president and director of sales for Compton.

Prior to his entrance to the Armed Forces, Disque was affiliated with NBC as editor of the script division.

FRANKLIN FISHER, formerly with Warner Bros. and a noted publicity director has been appointed public relations director for the Barbizon School of Fashion Modeling. It has been announced by Helen Fraser, director of Barbizon School.

JOHN M. McCULLOUGH, recently a lieutenant commander in the USNR, and formerly vice-president in charge of commercial advertising of the Booth office of Doremus and Company, has joined the H. B. Humphrey Company, advertising agency, in an executive capacity.

FRANCES WALKER, formerly with Booth, Constantine and Gardner in San Francisco, has joined the staff of Doremus and Company. She will head the office's food writer project for the Welch Grape Juice account.

EDWARD CONNOLLY has joined the copy staff of the NBC Advertising and Promotion Department, according to Charles P. Romain, director of the AP. Before coming to NBC he was promotion manager of station WBT, Charlotte, N. C.

UP Discontinuing Service To State Department OIC

(Continued from Page 1)

suspended at the request of Assistant Secretary of State William Benton for further discussion.

The AP's reasons for the action were substantially the same as those advanced for the AP when that agency discontinued its service to the OIC, a fear of being associated with U. S. Government "propaganda.

International News Service has indicated that it is withholding such action pending examination of the OIC's news-disseminating program, but it is considered unlikely that NS will continue service to the State Department in view of the action of the AP and UP.

FOR SALE

MAJORITY INTEREST IN LOW/AM FM BY OWNER. To be sold for cash. Located at Bakersfield, Calif. Write Box 116, Radio Daily, 1501 Broadway, New York 13, N. Y.

Radio Daily

Tuesday, January 29, 1946

RADIO DAILY

Television Leaders Gather For Washington Meeting

(Continued from Page 1)

On "What a Wannamaker Is Doing About Television," speakers at the luncheon meeting will be Paul Porter, Dr. DuMont, Robert E. Waring, president of RCA Laboratories, Inc., and Arnon, publicity director of Gimbels department store.

Thursday afternoon session will be devoted to "Programming and Production," at which session Ralph O. E. Dunlop, director of the Columbia Broadcasting System, will present "The Audience as an Audience," and Frank M. Valentine, advertising manager of the new Continental Manufacturing Co., will give a demonstration using a film of a television program entitled, "The Queen Was In The Kitchen.

Pres. Truman Heads Special "Dimes" B'cast

(Continued from Page 1)

Pres. Truman heads independent stations. They will be heard at the close of special shows built up by the web around the broadcast, and for the day of the late President Roosevelt.

Mrs. Eleanor Roosevelt will be heard in a transmission from the White House on an all-star show to be carried by ABC, MBS and ABS, beginning at 11:15. Ken Carpenter will come, with Bob Hope, Frank Sinatra, Dinah Shore, Jerry Colonna, Edgar Bergen and Meredith Willard's orchestra also on the program.

NBC will air its own show at 11:30 with Red Skelton, Casey Ditfrey, Françoise Langlois and the NBC "Man's Family" hosting the list. Thomas Polanski will supply the music. CBS will contribute a special dramatic presentation to Kansas with Igor Stravinsky conducting a program of his own works. 11:15. The Columbia-Chabat, under Robert Shaw, will also be heard.

Earlier in the evening Mutual will air a portion of the Roosevelt Memorial Concert from the Waldorf-Astoria, 10:30-11 p.m. Arturo Rubinstein, Helen Hayes, Helen Traubel and deems Taylor with the Cincinnati Orchestra Choir will be heard, with Deems Taylor as narrator.

Archer Replaces Shaw

Jack Archer, of Frederick Bros., will join the William Morris Agency as chief of one-mailers activities, replacing Billy Shaw, who moves to the Moe Gale office.

Don't be misled!

We have no outgoing representatives.

For a commission with "SAVANNAH OF VICTORY"

Write or wire diret to H. W. WHEELER, 100 State Street, Albany, N. Y. Allen 1, Stock, General Manager

Can you still get

Wby: All prices, Feb. 14th 1945

www.americanradiohistory.com
J. R. Poppele elected
Vice-Pres. Of WOR

Wallpaper Cleaner Using Radio

Wallpaper Cleaner Using Radio

Send Birthday Greetings To—

A Progressive Station

R.C.A. Signs With Union

Avoid Plant Shutdown

RADIO DAILY

Tuesday, January 29, 1946

J. R. POPPELE

RICHMOND—WMBS here broad-

ed a comprehensive coverage of

the inauguration of the 22nd Gov-

ernor of the Commonwealth of

Virginia. The special events depart-

ment prepared extensive reports on
ceremonies of the inauguration pre-
taining listeners an eye witness account of
the happenings of the day. The joint ses-
tion of the Senate and House of

Delegates was covered by an-

nouncer John Shand, from his front-

age point in the balcony of the House

of Delegates. As these bodies, to-

gether with the new and old govern-

ors of Virginia, proceeded to the

South Portico of the Capitol, located in

the rotundas of the Capitol, described their

decisions. As the members groups of notables

appeared on the South Portico, Allan

Pharup took up with his account of

the procession. Once on the speak-

er's platform, the WMBS microphones

picked up the proceeding of the oath

of office administered to the Attorney

General, the new Lieutenant Gover-

nor, and the new Governor, Hon.

William M. Tyck.

FLORIDA

MIAMI—WIOD presented a 90-minute

broadcast Jan. 13, as a climax to the

inauguration of the Amyram tele-
broadcasting in the Miami area. Con-

gressman Pat Cannon, Mayor Perkis Par-

son, and the group of golfers, pro-
nounced as a climax to the

Frank of Miami Beach and Mayor Thos-

C. Hayes of Coral Gables, headed the

group of eighteen prominent civic, mili-

tary and religious leaders who partici-

pated in the broadcast which also pre-

sented all of the WIOD staff talent.

DISTRICT OF COLUMBIA—

WASHINGTON—As a result of the

exclusive nationwide broadcast by

Mark Ausaullah, WWDC news commen-
tator, of a speech made last June by

the late General Douglas MacArthur,

the patients in Walter Reed General

Hospital in Washington, D.C., the

Washington outlet has received and

requests for copies of the address. Hav-

ing been recorded by the hospital's pub-

lic relations office, it was offered to the

public for the first time when WTOP-AM

decided to broadcast it the day after

the death of the gallant four-star general.

ILLINOIS

CHICAGO—Six students from Von Steu-

en's and Hyde Park High Schools

will compete on the opening broadcast of

Answer Me, America. Six boys have it re-
turned to the air Saturday, Jan. 26. Ques-

tion master Bob Cunningham will direct

questions concerning current events,

history, social studies and government,

first to one team and then to the other.

At the end of the quiz, which will be a

mental一场ing, the students will participate in a round-table discussion of problems of current interest. The broadcast will be conducted by

L. D. Berdahl and will be presented by
n
the WBBM Education Dept. In cooperation

with the Radio Council of the Chicago

Board of Education.

WANTED

A Progressive Station

No—not to buy; but for a position. Specializing in Public

Relations and Special Events, this one is a capable producer-

director, and can write his own material. He desires to

progress with a station offering a livable income, and an oppo-

portunity for advancement.

Write Box 123, Radio Daily, 1500 Broadway, New York, 18, N. Y.

Bill Herson Series Begins Feb. 4 On WEAF

A new morning program titled

"The Bill Herson Show" will be broadcast over WEAF starting Mon-

day, February 4, Monday through

Fridays at 7:00 a.m. E.S.T.

Formal of the new program, which

will be piped into WEAF from WRC

Washington, will feature music by

Herson, comments on current events

weather reports and time signals.

Herson, who began his radio ca-

reer at WBAL in Baltimore, is cur-

rently heard on two WRC programs

"Your Timekeeper" and "Coffee With

Congress."

School Honors Lombardo

The 10,000 students and graduates

of the Baribon School for Boys have

pledged to model students in any school

1945-46. The program is sponsored by

Larus Brother & Company, Inc.
Tele Ready Now—Porter

Will 'Loan' Valentine
To Gen'l MacArthur

Lewis J. Valentine, former police commissioner of New York, and now commentator on "Gang Busters," ABC's network Saturday night show, has been requested by Gen. Douglas MacArthur to go to Tokyo to "establish fundamental policies of public safety," it was announced yesterday at network headquarters.

In a letter to the War Department this week, MacArthur urged that Valentine be sent to Japan on a mission vital to the "future peace of the world." (Continued on Page 8)

Portugal Looks To U. S.
For Supply Of New Sets

Cincinnati—Portugal is looking to the United States to supply the home radio receivers that Portuguese consumers formerly obtained from manufacturers in Germany and other parts of Europe—from which countries these products are not now available, Artur Silva Carvalho, head of the firm of Nacional Radio, Limitada, of Lisbon, said during a visit to the city. (Continued on Page 4)

AFRS Network In China
Starts Daily Operation

West Coast Bureau, RADIO DAILY
Los Angeles—GIs in China now have their own network of radio stations, it was disclosed by Maj. Martin H. Work, AFRS commandant with outlets in daily operation at Shanghai, Kunming, Chengtu, Pei-Tien-iss, Taotai, Chinhwa and Chuncan.

Maj. Dean Andrews, former Hol- (Continued on Page 7)

Sports

Two of the Years' Top Sporting
Events will be aired by television
when the New York video station,
WNBT, visits Madison Square Gar- 
den Friday and Saturday nights, Feb 1 and 2. On Friday will be telecast the Coorsci-Servo 
mid-week championship boat, while on Saturday the viewers will wit- 
ness the 39th annual meeting of the Millrose Games.

Saludos, Amigos

The NBC International Division will play host to four officials of the Chilean National Railways on a specially arranged tour of the NBC and WRAF broadcasting and television studios today. The group, which is visiting the U.S. as guests of the U.S. Government, includes: Fernando Mardones, Ezequiel Fernández, Roque Quintana and Adolfo Sroopelme.

Army's "Tele Bomb"
Aids Peacetime Video

Fort Wayne—Peacetime home television will greatly benefit from the wartime development of the "Tele- bomb," a missile designed and constructed for accurate bombing during the latter part of the war, it was announced last week by R.R. Cummings, vice-president of Farnsworth Television and Radio Corporation. Predictions of the future adaptations of the development were included in the description of some of the latest models. (Continued on Page 7)

H. J. Greig Appointed
Ass't To Thrower At ABC

Humboldt J. Greig has been named assistant to Fred Thrower, vice president in charge of sales for ABC, it was announced yesterday. Thrower also stated that G. T. C. "Tom" Fry will assume the duties of director of sales. (Continued on Page 7)

FCC Head Declares Television Will Move
Ultimately To High Frequencies
And Exceed All Expectations

Celler Urges AP, UP
Continue OIC Service

Carlos Haverlin, vice-president in charge of station relations for the Mutual network has announced the addition of four stations, bringing the total number of MBS affiliates to 287. The new stations are: KDFN, (Continued on Page 8)

Tele Program Expert
Urges "Visual Continuity"

There is a great need for "visual continuity" in television, because it is the "very essence of the medium," H. Haywood Bettridge, former program director. (Continued on Page 7)

Indie Stations Seek Coverage
Of Atom Bomb-Test Broadcast

A strong pitch for full indie representation at the atomic bomb tests, off the Marshall Islands, in May was made yesterday by Ted Cotl, program director of WNEW, New York station, in a letter to Rear Adm. H. B. Miller, director of public information of the Navy Department. It was understood in New York yesterday that the Navy has contacted the four major networks regarding coverage of the tests, and that web news chiefs are planning the assignment of commentators and other staff to accompany naval units to the central Pacific test area. One authoritative source said the Navy has not completed plans for coverage and has asked the webs not to release any news regarding coverage.

Indies have not received any word from the Navy, it was reported, and since live broadcasts of on-the-spot (Continued on Page 8)

Washington, RADO DAILY
Washington—Although television ultimately will move to high frequencies, the existing system in the lower bands constitutes a public service that is readily usable now, it was stated by Paul Porter, chairman of the FCC, at yesterday's Television Institute at the Hotel Statler. Approximately 250 industry leaders, agency executives and newsmen attended the luncheon at which Porter spoke. Porter said he was "confident" that tele will soon take its place as an entertainment medium. (Continued on Page 6)

Cowses Seeks Permit
For Wash. Tele Station

Washington, D.C., RADO DAILY
Washington—Application for an experimental high-frequency color tele station has been filed with the FCC by the Cowses Broadcasting Co., operator of WOL. The firm believes it will be the first color video output slated for the capital. The station, which is expected to be placed in operation during the fall, will be covered by the FCC. (Continued on Page 2)

Jerry Franken Appointed
Byron Adv—Promotion Mgr.

Edward A. Byron, producer of "Mr. District Attorney," heard over NBC Wednesdays at 9:30, announced the appointment of Jerry (Continued on Page 2)

Original GPA

The nation's first prize central list, originally issued by the Continental Congress in 1776, has been located by WMCA for use in connection with the ABS program "The Most For Your Money," Feb. 3, 7:45 p.m. The chart threatens "vultures who prey on their country", with exposure "by name to public view." Commodities include coffee, rum, chocolate, pepper, sugar and salt.
Coming and Going

CEDRIC FOSTER, new commentator on the Mutual and Yankee networks, has returned from a trip to New York where he took a course in radio writing. Foster is with the Mutual system for a visit with Governor Anzell and to Ten-nessee for two speaking engagements before civic organizations.

ROB WOLF, associate radio director of WOR in New York, has returned from a trip to New Orleans, where he met with WNOJ officials concerning their "Try and Find Me" series on CBS.

CHARLES "BUD" NARROW, national program manager of ABC in Chicago, will be in Washington to represent the network today at the reception to be held in the White House in connection with the March of Dimes campaign.

EMILY C. MILL, returns today from a six-week European trip, during which she visited several countries, gathering material for his "Holiday Side of the New" program, which he expects to resume shortly.

H. J. Greig Appointed Ass't To Thrower At ABC

Full Employment Topic Of ABC's "Town Meeting"

"Which Way To Full Employment?" will be the subject discussed by three of the nation's outstanding citizens on ABC's "America's Town Meeting" on Thursday, Jan. 31, from 8:30 to 9:30 p.m., EST.

The speakers will be Harold E. Stassen, former president of the U.S. Navy, and former Governor of Minnesota; Senator Warren G. Magnuson, Democrat of Washington, and member of the Senate Commerce Committee; and Irwin M. Newberger, chairman of the board of the National Association of Manufacturers.

Jerry Franken appointed Byron Adv.-Promotion Mgr.

CBS Workshop Resumes Weekly Feature Feb. 2

The "Columbia Workshop," one of the earliest proving grounds for development of new concepts, techniques and personalities in radio as a creative art, will resume its weekly broadcasts Saturday, February 2, at 7:30 p.m., EST. Norman Corwin, the Workshop's most distinguished alumnus, will direct the first broadcast.

The series, under the supervision of Robert J. Landry, director of CBS division of program writing, will use original material from well-known as well as established writers.

Oh, sure, it's barren and bleak and all undressed ... but the shape is there and leaves will make a beautiful once again.

That's just about the way smart manufacturers and alert advertisers are thinking about their own blighted markets. They are puny skeletons now ... maybe even ugly ... but there's going to come a time!

And that's when you'll want an advertising medium that delivers. In radio, in the country's sixth largest city, . . . an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-per-doller-spent than any other station in this five-station town. Facts to prove it are available.
“SHELL DIGEST”

with NELSON CHURCHILL

MONDAY

* WEDNESDAY

* FRIDAY

* 6:15 to 6:25 P.M.

Sponsored by SHELL OIL COMPANY

Heard Over These Stations of THE YANKEE NETWORK

WNAC-Boston, Mass.
WLKH-Lowell-Lawrence, Mass.
WCSC-Portland, Maine
WBZ-Bangor, Maine
WEAN-Providence, R.I.
WLIC-Bridgeport-New Haven, Conn.
WLNH-Leconia, N. H.

* TOM POWERS Announcing *

IT'S a Nelson Churchill digest of headline news and sports highlights—plus the popular new feature, “Shell Touring Service.” This service to Yankee listeners gives the latest weather forecasts for motorists, driving conditions, storm warnings and skiing information.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
A GENCIES

HECTOR PERRIER, for the past two years associated with the National Waste Paper Salvage and Wood Pool Campaign, has joined the staff of the Advertising Council as staff manager on U.S. Treasury campaigns. He succeeds Roy Lunnion, who was in charge of bond drives and interim Treasury campaigns for the Council throughout the war.

HOLCOMBE PARXES, vice-president in charge of public relations of the National Association of Manufacturers, announces the selection of Benten & Bowles, Inc., as advertising counsel for the NAM.

SHIRLEY KAY has resigned as public relations director of Muzak Corporation to open public relations offices at 1674 Broadway. Miss Kay formerly was associated with Motion Pictures and John Irving Fields and handled publicity for Babesin Company, Aerocine Aircraft Corp. and others.

COURTLANDT P. DIXON, recently discharged after four years in the Navy, has rejoined the staff of Buchanan and Company. He will be assistant account executive on the Welch Grape Juice account.

Portugal Looks To U. S. For Supply Of New Sets

(Continued From Page 1)
crosety manufacturing plants recently.
Carvalho's company has been dis- tributor in Lisbon for the Crosety Corporation since 1936, and his recent visit here was as guest of John W. DeLand, Jr., Crosety export director. In Portugal, he had a favorable impression of the nation, its economy, and its prospects for growth, and hopes that American products will be welcomed there.

At the Crosety plants in Cincinnati and Richmond, the Portuguese ex- ecutive inspected manufacturing operations and attended conferences with sales and export officials, prior to his return to Lisbon by plane, some time this month.

Notes From An Aisle Seat...!

- • • • Take all the bets you can grab that Bing Crosby will be on Kraft a lot longer than the reported thirteen weeks, despite the rumors of a split. Close is RKO's best bet, and if the rumors are true, he'll be on the Kraft show for at least the next season. Besides, Kraft can and will match any offer anytime. Show as it stands probably runs the most expensive regular cost on the air. -- Henry Ford plans a show on the United States Coast Guard.

- • • • Phil Baker, musing a joke in his opening monologue last week, allowed to his writers after the show that he was making a by-line article in the March "Tune-In." -- Sign in agency control room: Occupancy by more than 30 persons is unlawful. -- Ed Begley, featured on the Dick Tracy air, may wind up in the film series. -- Bill Robson, directing "Request Performance" on the Coast, is so famous for his act that he is paid $50,000 for an hour's time on the air.

- • • • When Orson Welles read the Bible on his Sunday p.m. show, the over-cautioned announcer said: "The opinions expressed by Mr. Welles on this show are his own and not necessarily those of the sponsor." Three big comedy shows used the same toy Sunday -- the one about "being caught with their pants down" in the wave of strikes. -- What's this talk around about Kent-Johnson splitting up? "Noisy Big" folding this week. -- Mordy Brown's "Alias Barning" will be given a one-night stands on Mutual. Thurs. at eight. -- Art Ford will radio-interview dance quartet Murray Dale vs. WNEW on the Milkman's Matinee Feb. 6th. -- Jack Dempsey, revealed as the voice of Mr. Hush on "Truth or Consequences," has been offered $3,000 per to do a commentary program aired at youngsters' TV shows. -- Hallace Shaw replaces Jeannine Dragonette this week on Pet Milk show. -- Herriot Van Horn has an article on the Andrews Sisters in the March issue of "Pageant." -- Recommended: The way Glenda Fuller sings those medleys melodically changed by conductor-arranger Frank Lovelace. -- Gallapoppo spot series will feature baritone Geo. Byrom and the announce Donny Seymour on more than 30 stations. -- Vic Y. E. -- On Tues. night, NBC seems to stand for Nothing But Comedy. -- CBS' Friday night lineup also plenty potent what with Jimmy Durante, Donny Raye and Bob Crosby - and the new Abe Burrows show moving in.

Los Angeles

By RALPH WILK

ROBERT O. REYNOLDS, vice-president and general manager of KMPC, announces the appointment of Vince Williams to the KMPC staff as an announcer, and Steven DaCosta, Jr., as a member of the station's Music Department. Williams, who formerly broadcast the "Casino Gardens" program for ABC, served one year in the Army Air Forces, and DaCosta served four years in the United States Coast Guard.

Kay Kyser's "College of Musical Knowledge" celebrates the beginning of its ninth year on the air over NBC February 1. The air, which first broadcast in 1937, has retained the same slot on Wednesday since its inception.

Tom Hargis, KNX Program Director and one of radio's staunchest believers in the commercial value of Western Sarn Dance type shows from listener loyalty standpoint, has come up with format of a Western musical with a new twist. He has submitted the idea to CBS.

Alan Cameron, radio writer-producer, following his war-time activities, has joined the Atheron & Gresham Advertising Agency, as production manager. New Atherton & Gresham advertising innovations are scheduled to hit the Los Angeles market shortly.

No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steadfast pace of producing steel, coal, potash, clay products, chemicals, and glass. -- NO RETOUCHING -- NO REVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania -- SELL them through WJPA.
"If you're looking for a good daytime show, brother... 

Listen to ABC!"

It's easy to see why so many women won't listen to anything but ABC programs all morning long. Once they've heard the Breakfast Club, Tom Breneman's Breakfast in Hollywood, My True Story, and the rest of our popular morning line-up, they're more than content to tune in their ABC station when they get up—and leave their dials set.

That's why ABC is the most-listened-to network every weekday morning. Four out of the five top-ranking network morning programs are broadcast on ABC (Hooper).

This didn't just happen by itself. ABC built up the nation's greatest morning radio audience, first, by determining what sort of programs women listen to; and second, by pioneering in new types of program techniques, developing new shows, improving station facilities and creating effective audience promotions.

And now this same technique is being applied to the afternoon. Just look at this Monday-through-Friday line-up: Baugh, Constance Bennett, John B. Kennedy, Ethel & Albert, Bride and Groom, Al Pearce Show, Ladies, Be Seated, Jack Burch. No doubt about it, if you want to reach women with daytime programs, morning or afternoon, ABC is your most practical buy.

During evenings, too, there still remain some desirable periods when ABC can carry your sales message to Twenty-Two Million* radio homes, whose occupants possess 92% of the nation's spendable income. If you want to cover this rich, concentrated market, buy ABC.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS why more leading advertisers sit up and listen to ABC

1. ECONOMICAL RATES — Network X costs 43.3% more than ABC per evening half-hour. Network Y costs 55.7% more.
2. REACHES 22,000,000 FAMILIES, who have 92% of the nation's spendable income.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL — a nation-wide reputation for public service features that present all sides of vital issues.
6. 195 STATIONS — eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION — program-building on an economical basis.

American Broadcasting Company
A NETWORK OF 195 RADIO STATIONS SERVING AMERICA

www.americanradiohistory.com
Television Execs. Address ‘Institute’; Porter Sees Low-Band Video Ready

(Continued from Page 1) established American service, and that is development in the next one or two years will exceed all expectations,” Petroillo and God willing.”

Some interesting sidelights on the operation of the FCC were offered by Porter. He said that at the beginning of December, 1946, when he was told that upward of 3,000 matters up for consideration before the Commission, the total time for which the FCC had nothing to do for nearly one month. By the end of the month, with staffers working seven days a week, that number had gone up to 3,800.

Paul Porter, president of the Television Broadcasters Association, cited the Nation’s Capital as second only to New York in the advertising picture of the future. Washington’s greatest contributions, he said, will be the countless and varied special events that take place here. He referred also to the four tele-channel allocation for the Capital as adding its stature in the field.

Cities Vast Expanses

He gave an indication of the ever-increasing size of the television industry, when he said that upward of 30 million dollars has been thus far expended by video leaders.

The Institute, attended by Irving Shainor, publisher of Televisor, was similar to one held in New York some months ago, with Mati Meyer, presiding at the Washington Club of Washington, acting as chairman. Panel discussions on video production, advertising, programming and other phases of the medium were heard during morning and afternoon sessions.

The all-important topic of receiver consumption was touched on by Paul Rainbow, president of Television Productions, Inc., who predicted a growth of from five to seven million sets a year at an estimated cost per set in the vicinity of $300.

David Arons, of Gimbel’s Philadelphia department store, said that department stores of the future will have televisions equipped with television in one form or another, to stay in business. He also pointed out the advantage of color video as an intra-store merchandising aid.

Tele Not Bargain

Paul Mowrey, ABC television chief, warned advertisers that the medium will eventually involve considerable expense, and definitely “is not for the confirmed bargain hunter.” He presented the problem of the shopping center’s costs against anticipated results in sales, emphasizing that “we must use our yardstick with precision in evaluating video ad costs. The comparative results that may be obtained by the utilization of several known media.”

Mowrey maintained that advertising should be considered advertising, Mowrey maintained, “must not be regarded as a single new medium, but rather as the combination of at least two new elements. The TV wizardry is not the problem; it is the over-simplifying of the problem,” he said, “but we know now that the television advertiser will make available to his concern the advantages both of radio and display advertising.” The AB’s executive listed the double advantage of tele to the sponsor, i.e., “the viewer will receive the spoken radio message, and also view, the product with greater clarity and under more favorable conditions than he does through the display advertising medium. Considering this, the video costs will not be exorbitant,” but Mowrey declared: “while tele costs will be greater than those of either of the two methods, they will not be higher than both combined.”

Advise Advertisers

He painted a bright picture for progressive advertisers who avail themselves of television during the next two or three years. “These advertisers should consider the advantages of video advertising costs in terms of experience gained and research which they will be in a position to complete before the time comes to invest in video advertising on an elaborate scale. The important factor is not how much merchandise they will sell today via television, but how much money they will be able to save in the future by virtue of their understanding of what this new medium can and cannot accomplish for their sales.”

From this long-range point of view, he added, the price of video can certainly not be expensive. Even today, it is a good buy for the promotion of goods and services which it can teach, the forward-looking advertiser. He cited as instances of the initial plunge into the medium the Aladdin and Dexter, television programs that “have long since established their value commercially.” Among these are: “Ladies, Be Served,” “The Quiz Kids” and “Ethel and Albert.” “We thus virtually eliminated the enormous costs of building an entertainment from scratch,” he said, and, in addition, placed the video show in the position to inherit an established and already tested radio program that “have long since established their value commercially.”

“As for that great new era of the future, when television comes into its own as an advertising medium of proved effectiveness, I believe that television will sell more good per advertising dollar than any other single medium. It will therefore become a sound advertising investment, but in the usual connotation of the medium— it will not be a bargain.”

Department Store Tele

Describing the role of department stores in television before the advertising agencies, he said: “Ninety-two per cent of the Institute, Herbert E. Taylor, Jr., director of transmitter equipment sales for Allen B. DuMont Laboratories, said the department store “in position to employ television to greater advantage than all others.”

The fundamental requirements under which a department store operates implies a definite need for television,” he added. Taylor justified this contention by showing how much of selling depends on sight, how television increases and channels the flow of traffic through the store, and how the medium can advertise a great variety of merchandise and increase the average shopper’s total buys per visit.

Discount High Costs

The DuMont executive indicated that extra-store television is but one of the three applications of television possible for the department store, the other two being: (1) operation of a broadcast station, and (2) having studios in the store in a manner comparable to the arrangement between the DuMont tele station, WABD, and the main John Wanamaker New York store.

Calling on broadcasters to divorce charges that television has been deliberately retarded, Richard Hubbell, NBC tele executive, described television as a test case for “free enterprise.” Hubbell served as chairman of both the morning and afternoon sessions of the Washington meeting.

Pointing out that television is being ready to go technically for past nine years, Hubbell stressed its importance in the post-war era of re-construction, saying, “For the first time in history we have the opportunity to take a highly developed but completely unexploited science and use it as a means of it create a new industry which must be built from the ground up; an industry which will make hundreds of thousands of new jobs.”

Costs Reasonable

In another talk before the advertiser’s forum, E. P. Lubeck was reported as sounding “pappeycrook” the oftquoted high costs of television production, and asserted that the medium will be the “most efficient form of advertising we have.” He regarded the exorbitant cost myth as the result of comparison with Hollywood and motion picture production. “Actually,” he said, “in a well-organized and properly designed studio, a network can produce most tele programs at costs that are not so very much greater than standard radio.”

Advertising was discussed by Ralph Austerman, of KRO Television Corp., who said that the networks would not be in- servant to keep down production costs. Illustrating his talk with slides, he cited the use of films as backgrounds in new and other motion pictures as means for video.

Bob Emery, tel director of Bam- home, National Broadcasting Co., is not qualified for tele mainly be- cause of the pantomime necessary in the memorization of lines. Demonstrating with a short skit by several stage actors, he urged that vide producers use only actors with stage experience or schooling in the theater techniques.

Douglas Day, of the Buchanan agency, staged a demonstration of a live tele interview with several Congress men, which was piped into the booth with excellent results. Program originated in the studios of the experimental DuMont outlet here.

Reception of many attending the Institute, particularly New York was that the capital, while not as we equipped for tele as Gotham, is never the less equipped with a new medium and anxious to get going.

CHARLES WOODS, who has recently been released from the Army after 16 and one half years of service, has turned to the staff of WOR (680) as promotion director for the service. Charles was the editor of ‘The Forge,’ publication for the personnel at the Val-Forge General Hospital, and for months he was radio director for the Service Command in Baltimore and Pittsburg, doing promotion and recruiting work.

JOHN V. B. SULLIVAN, who was ad promotion manager of WNEW when left to join the Army 39 months ago, returned to the station as a member of the sales staff. Sullivan served with the 95th Division, AFRS.

MAL LEWIS MAJCEY, former UP editor, has started in the executive depart- ment of broadcasting, Inc. In the Air for nearly five years, he served over the 39th and 76th Divisions. Don also has served as an additional member of the station.

ALTON KASTNER has returned to the NBC press department as assistant mis- sion editor after three and one-half years’ service in the U. S. Navy. Volunteer in August, 1942, and was Pacific fleet duty for three years. He returned to inactive duty as a lie- tenant.[1]

DON NICE is back on the news staff of WCKY in Youngstown, Ohio, after two years overseas with the U. S. Army. Don joined WCKY in 1941 as newscaster after five years previous radio and newspaper experience. He entered service in September, 1941, and, with the rank of sergeant, was leader of a Rifle Squa in the 66th Infantry Regiment of the 17th Division. He served with the 6th Army in France, Germany and Austria and received the Bronze Star Medal of Combat infantryman’s Badge.

WILLIAM DOFY EDWARDS, who served two years overseas with the U. S. Army, has resumed his civilian status as calendar buyer for Badger and Browning Hersy, Inc.
**RADIO DAILY**

**Elder Urges AP, UP Continue OIC Service**

(Continued from Page 1)

Department's International Information Office.

AP and UP should continue serving the State Department, Elder declared, for “the same reasons” that caused them to serve the OWI during World War II. “Experience has shown us that news events of the United States concerning its people and its institutions are greatly distorted in places near and far. News of strikes, Hollywood scandals, etc., are ballooned out of all proportion in such countries as to, name a few, China, Siberia, Australia or Paraguay.”

“Amercians in the eyes of Czechoslovakians, Indians and South Africans are a bunch of lotus eaters and air people on the Eastern Coast are chewing illiberal and war people on the Western Coast are all gun-slingers,” he said.

“Any time is the time to reorganize,” Elder charged, “but the time hand there is no other medium to convey the true state of facts, and on the other, the true status distorted and slanted according to the religious, political or economic delusion of the particular government, is not the time for the American people, by those who sympathize of a stated government in a country.”

Elder called on the State Department not to be permitted to continue publishing “the tremendous amount of news misinformation about America,” and permitted to shortwave the truth from the United Nations, the network.

It was asserted that “the AP lays down in the job” and assumes “a dog in the manger,” and that the efforts of the State Department to build as effective international information service will bitterly suffer.

**New Mutual Show**

Mutual premieres a new comedy program, “The Harry Savoy Show,” Feb. 18, 9:00-9:30 p.m. EST. In addition to the star, Vera Holley, the Murphye Sisters, and John Gari (on call), the show will be married to Glynn, of the Army Air Force. They will reside in San Francisco. Lorraine Sutten fills the bride-to-be's host at the station.

**Send Birthday Greetings To**

Jan. 30

Jose Bailey, 1063 Kenmore Cady
Lawrence W. Lowman
Dick Kelly
Daniel Dornschutz
Gene Norman
Jose Bailey, 1063 Kenmore Cady
Clarence G. Corby

**.MouseEvent**

**Television Program Expert Urges "Visual Continuity"**

(Continued from Page 1)

manager of WRGB, Schenectady, told 75 members and guests of the regular luncheon group of the American Television Society this week at the Hotel Sheraton.

Discussing “Fundamentals in Program Production,” Bottger identified the definition of "visual television" as the "smoke flow of incident and mood" and said it was the "most important" in the "direct proportion," to another. He likened a well-produced video program to a properly planned advertising campaign, "with the interest of the market, or the audience, maintained throughout.”

Bottger added that "there is nothing new in television, despite the many acts of the industry who strive to achieve a new way of appearing mediocrity,” and pointed out that "we take shows from radio and motion pictures and simply apply them to the scene of the medium.”

He also highlighted the need for "pre-planning" a video show, in order to avoid the "cheap, shoddy tricks” that destroy the individuality and obstruct the satisfactory progress of a good television program.

Theodore Huston, radio and television director, Rutherford & Ryan, discussing the "Problems of a Technical Director in Television," asserted that many of the technical difficulties encountered in television are the bad habits of the technical director often overlooked, and on the contrary declared, "he is equally a part of the television director.”

Pointing out the advantages of considering the technical director, Huston said that the latter has, by reason of his experience and qualifications, an intimate knowledge of the video show, and should therefore be permitted to proceed on an equal footing with the director.

The R & R executive related an experience he had at WRGB some time ago when he and the technical director worked on one particular program with "very satisfactory” results. They were, he said, together in every phase of the production, "from the script to the final program.”

He explained that in the smooth, well-knit production was the result, since each followed the action step-by-step, and at all times, complete control of the situation at every moment.

Seated at the speaker's table at the meeting were: Hoyland Bettinger, Theodore Huston, Betty Huntley, Richard Manville, and Col. Leonard Rovina.

**Eugen' Capt. On Yankee Web**

Boston—Captain A. H. Gruber, U. S. N., commander of the captured German battle cruiser, Prinz Eugen, and now First U. S. Navy officer to return to Berlin after having been an exchange prisoner of war, gave his first radio interview here since returning this country to Lester Smith, Yankee Network reporter, Monday afternoon from 4:30 to 4:45 p.m. on WAC and the entire Yankee Network.

They discussed what the ship was like, the crew and what he thought of the ship.

**AFRS Network In China Starts Daily Operation**

(Continued from Page 1)

lywood radio producer, is in charge of chain operations, assisted by L.J. Conrad Hannen and Sgt. William R. Riel. An interesting sidelight on Andrews' experiences in the Far East is given in the following portions of a recent report:

"At Peking I arranged to get Generalissimo Chiang Kai-Shek back on Armed Forces Radio Station XONE. He was most interested in this unique (radio) set-up for the American Armed Forces. I explained to him what we have been doing all over the world.

"Madam Ching-Kai-Shhek acted as interpreter and it was a very illuminating and dramatic three-way conversation.

"As far as I know this is the first time that the head of one of the five major powers has used the medium of the Armed Forces Radio Service.

"Since AFRS Station XONE was the only radiotelevision station over which Ching-Kai-Shhek spoke in Peking it was quite a scoop."

**New ABS Drama Series**

A new weekly series, "Death on Wheels," featuring dramatizations of auto accidents culled in detail from police files will be inaugurated over ABS Feb. 5, 6:00-6:30 p.m. EST. Program will originate from WWDC, Washington, and is written and produced by Sid Peters program director of the outlet. Inspector Arthur E. Miller, head of the traffic division of the Washington Police Department, will serve as narrator.

**Army's "Tele Bomb" Aids Peacefront Video**

(Continued from Page 1)

the details of the equipment used in this unique type of "seeing eye" projectile.

Spot visual pickups of newsworthy occurrences—such as parades, sports events, fires and disasters—are made possible by a portable camera-transmitter unit built originally to help bombardiers drop their missiles directly to the target. As a part of the bomb, the apparatus was designed to fit into an 18-inch cylinder having a depth of 18 inches. It is light enough to be carried in an ordinary large-sized suitcase and can be operated by battery if a power line is not available.

These factors, Cummins explained, make the equipment especially adaptable to mobile tele coverage of news events as they happen.

For its operation, a main transmitter beam out synchronization signals to lock the signals of the portable camera-transmitter, which sends its composite signal back to the main transmitter for broadcasting. The present range from which this signal can reach the main transmitter, Cummins added, is about 15 miles.

**Voss Engineering Service**

offers a complete **Electronics Laboratory and Precision Shop Mechanics** as service to Agencies, Stations and Institutions requiring **Design Installation Maintenance**

**Consulting Services**

STUDIOS — E.T. FAC. — AUDIO DEVICES—RECORDING — A.M.—F.M.—TV.

CUSTOM DESIGNED TO SUIT ANY REQUIREMENT.

122 E. 19th STREET, B'KLYN, N. Y.

McKINNON Hill 2-4217-8-9 (N.Y.C.)
Indies Seek To Cover Atom-Bomb Broadcast

(Continued from Page 1)

(descriptions are planned, with actual broadcast of the atomic explosion a possibility, they feel that they should be given opportunity for equal coverage. This would be possible through a pool arrangement whereby the artists might pick up a feed from one of the web, or else be represented at the experiment by a broadcasting engineer of their own, or the Navy's choosing.

The text of Colt's letter to the Navy Department follows:

"On behalf of radio stations WNEW, may I inquire what arrangements are being made for radio broadcasting coverage for the atomic bomb test in May?

"In the event that facilities are limited we should like to suggest that a pool broadcast arrangement be made so that every station in the United States may have an opportunity to bring its listeners all the necessary information on this important event. It has been the custom in the past for broadcasts of national significance to be made available to all stations, though on other occasions broadcasts have been exclusive to individuals or networks reserved to the four networks. We feel that an independent station serving a large audience is entitled to the same facilities."

MBS Adds Four Stations: Brings Web Total To 287

(Continued from Page 1)

Casper, Wyoming, operating on 1000 watts, 1470 kc, owned and managed by Don Mathias; KWYO, 250 watts, 1460 kc, managed by James Carroll; both these stations join February 15. Station WMYQ, Meridian, Mississippi, 250 watts, 1460 kc, owned and operated by Irwin Innes, Jr., will join Mutual as a full-time affiliate as soon as construction is finished, on or about March 1.
Radio 'Pool' For Atom Test

CBS Color Television Starts Showing Today

Demonstration for the press of CBS's high-definition television in full color, broadcast in the ultra-high frequencies, will get under way this morning among the network's experimental studios in its new offices building on the sixth floor. Public showing, originally scheduled for last month, was postponed due to illness of CBS engineers.

Demonstration will be on tap for a week or more, and it is planned to (Continued on Page 3)

Capt. Rickenbacker Guest Of Longines-Sales Group

Capt. Eddie Rickenbacker was guest of honor yesterday at a luncheon at the Waldorf-Astoria Hotel, in connection with the launching of the forthcoming 16-hour special dramatic series entitled "World's Most Honored Flights." Rickenbacker is narrator of the series which is to be sponsored by the Longines-Wittnauer Watch Co. over 110 stations.

Rickenbacker introduced by M. Fred Cartwright, executive vice president.

(Continued on Page 2)

Popple To Address AMA Today On Commercial Tele J. R. Popple, president of the Television Broadcasters Association and vice president of WOR, will discuss the effect on the motion picture industry of commercial television today at a luncheon of the New York Chapter of the American Marketing Association at the Hotel Commodore.

(Continued on Page 3)

“Christian” Prize

The third annual "De Christian Award" contest to aid new and established radio writers offers an opportunity to submit plays for the Wednesday night CBS program, which has been won by February and March. Jean Hersholt, star of the series, will be aided by experts in selecting the $2,000 prize-winning script. Contest in the past has attracted thousands of entries.

House Comm. Mulls Liquor Advt. Measure

A bill to outlaw radio advertising of alcoholic beverages was introduced this week by Representative Bankin (Miss.) and referred to the House Committee on Foreign and Domestic Commerce.

Designed to prohibit the broadcasting of alcoholic beverages, under penalty of not more than $1,000, or not more than a year in jail for each.

(Continued on Page 2)

Abbott and Costello Get Two-Year Extension

Bud Abbott and Lou Costello have added two more years to their contract with Camels, it was made known yesterday. The "Abbott and Costello" program, heard Thursday nights over the full NBC net, was under contract to Camel throughout September.

(Continued on Page 2)

DuMont Names Alexander Tele Publicity Director

Milton J. Alexander, advertising manager of the Allen B. DuMont organization, has taken over the newly-created post of publicity director to handle publicity for the television network.

(Continued on Page 2)

No Sharing Of Tele Channels For Washington, Is Report

Washington Bureau, RADIO DAILY

Washington — FCC Chairman Paul Porter will not back away from a tough decision in determining who gets Washington's coveted four tele channels by recommending channel sharing, it was learned authoritatively yesterday. A source close to the Commission said all the six applicants "could get" the grants, meaning that Porter will lean heavily on the local connections of the applicants in arriving at a decision regarding grants. Anxious to get tele rolling in the Capital, Porter will announce his decision within a few days. Best bet for the lucky four are NBC, the Evening Star, Mutual, and the Mutual Broadcasting Service, specifically.

(Continued on Page 3)

On The Spot

Victor Borgo, comedian-pianist, will expose himself to the sharp minds of the Quiz Kids Sunday, when he substitutes for the ailing Joe Kelly as quizmaster. Borgo, who has made other appearances with the "brain children," will toss about such subjects as physics, math, chemistry, history and geography — and probably wish he was back at the keyboard.

Washington Bureau, RADIO DAILY

Washington—Preliminary plans by the Navy Department call for a "pool" radio broadcast of the atom bomb experiment in the Pacific, it was revealed yesterday.

Terming the proposed broadcast the "biggest engineering problem the Navy ever had," a Navy Department spokesman said yesterday that informal plans call for inclusion of independent radio stations in the coverage of the momentous event.

(Continued on Page 6)

Gubb Sees Tele Sets In Every Amer. Home

Philadelphia—Television was cited as "the most important development from which the public will derive the greatest benefit" as a result of wartime advances, by Larry E. Gubb, chairman of the board of Philco Corp., in an address before the Cornell Club here.

Claiming that tele is now ready for public use, Gubb said, "never before..." (Continued on Page 3)

Raymond Katz Appointed Program Director of WHN

Raymond Katz, 29-year-old ex-serviceman who joined WHN 11 years ago as assistant night-time operations manager, has been appointed program (Continued on Page 3)
Coming and Going

DANNY KATE and members of his program company heard on CBS, including GOODMAN, ACE, BUTTERLY McCUEQUE and DAVID TERRY, one of whose scenes was a toast at the city's centennial celebration.

PHILIP FRANK, of the Broadcast Measurement Bureau, is in Pittsburgh the last eight years as part of the American Marketing Association, and today will deliver a talk before a class of advertising men serving the Frederick Atkins Department Stores.

FRANCES SCOTT and CHARLES BASCH, of the Blue Package outlet, leave tomorrow for Schenectady in conjunction with the tele promotion of "Tasty Tony Quiz," to be broadcast over WRGB.

LAWRENCE TIBBETT leaves this week on a six-week concert tour. Following engagements in Florida, Mississippi, Texas and Coloreda, the baritone will sing the role of Carmen Core in the opera "Carmen," at the Metropolitan Opera Company's presentation of Verdi's "La Traviata."

Radio, Ad Groups Ally
For '46 Red Cross Drive

(Continued from Page 1)
Ryan, president of Paul Ryan Inc., announced yesterday that James Bruce, chairman of the commerce and industry committee of the board.

The group headed by Ryan, who held a similar post last year, will solicit corporate gifts from the various companies to help in fulfilling New York's quota. Assisting Ryan will be Benjamin Duffy, of BBD & O, who will handle agencies and broadcast.

Curt. Rickenbacker Guest
Of Longines-Sales Group

(Continued from Page 1)
dent of Longines, explained his theory of the use of atomic bombing to tap new mineral and other resources. He is of the view that the most logical step to do this is in the atomic regions. In addition to material manufacturers and others present, a group of Longines sales representatives.

Lewis, WHN Disk Jockey, Will Do 13 Hours Weekly

(Continued from Page 1)
1947. Extension to the contract now carries them through 1948. Contract was handled through William Esty and Company, Inc.

ALEX KEES, general manager of Taylor Hear-Snow-Red Radio Sales, which has arrived from Texas for conferences at the New York office of the organization. Simultaneously, Jack Keasler, New York manager of T.H. Heston town for the Lane Star State, where he will visit with station men.

LEE B. WALLES, general manager of Westinghouse Radio Stations, was a visitor recently at WWO, the Westinghouse station in Fort Wayne, Ind.

ROBERT M. SAMPSON, general manager of WSAI, Cincinnati affiliate of ABC, paid a call this week at the headquarters of the network.

ARCH SHAW, general manager of WTOL Toledo, arrived from Ohio this week. Visited yesterday at the Rockefeller Center offices of ABC, with which the station is affiliated.

KANSAS CITY, Mo., (Continued) the first broadcast of any sort from the city. For the first time, Kansas City has been represented on the air, and the program will continue as a segment in its heavy weekly schedule.

Thursday, January 31, 1944

Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new packaging design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the city's fifth largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W.I.T.-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W.I.T.-H: W.I.T.H delivers more listeners-per-dollar than any other station in town.

That's all.

Financial
(Wed., Jan. 30)

NEW YORK STOCK EXCHANGE

High Low Close

Net.

Am. Tel. & Tel. 1934 1932 1932

CBS 1934 1932 1932

CNP 1934 1932 1932

Cros. 1934 1932 1932

Furnessworth T. D. 1934 1932 1932

General Electric 1934 1932 1932

KBJ 1934 1932 1932

KBC (Columbia) 1934 1932 1932

RCA 1934 1932 1932

RCA First Pd. 1934 1932 1932

Stewart-Warner 1934 1932 1932

3M (Minnesota) 1934 1932 1932

Zenith Radio 1934 1932 1932

NEW YORK 1934 1932 1932

Northline Corp. 1934 1932 1932

Nat. Union 1934 1932 1932

OVER THE COUNTER

DuMont Lab. Bid Ask 1934 1932 1932

Stromberg-Carlson 1934 1932 1932

MCAG (Baltimore) 1934 1932 1932

WJR (Detroit) 1934 1932 1932

Radio Stars Featured
In Photographers Ball

Many radio personalities will participate in the 17th annual entertainment and dance of the New York Press Photographers Association to-night tomorrow night at the Waldorf-Astoria, including Many Amsterdam, Perry Comeaux, John Darrin, Gene Kiel, Jack Siemens, Ben Picker and Herb Shriner.

KSCI Joins BMB

KSCI, Sioux City, Iowa, has become a member of Broadcast Measurement Bureau, the 66th subscribing station.
Gubb Expects Television Sets In All Amer. Homes Of Future

(Continued from Page 1)

has the product of a great new industry reached such an advanced stage before it can be sold to the public. I predict that it will not be many years before practically every family in the United States will have a television receiver in its home, just as they have a radio set today.

"It will take a number of years before satisfactory programs in the high frequencies-and color-on an everyday basis can be given to the American public."

"So, in effect, as the industry grows and develops, the American public can and will be enjoying television in black and white and in the lower frequencies.

"Eventually, we will have color in the higher frequencies that will give an even finer picture.

"It is my feeling that television, like any other industry, will develop faster and better when put to use, rather than if it were to be restricted to the laboratory.

"And television, in my opinion, is far too big an industry and too important to the American people to be held up for nebulous future developments when the present picture is as good as it is today and can give the American public so much in the way of pleasure and entertainment immediately."

Radio and electronics will begin almost immediately to have peace-time applications never before dreamed of, Gubb said. "You may soon be able to write a letter or a telegram, drop it into a slot and have it reproduced instantly, thousands of miles away, by television, with the speed of light and for less than it now costs an air-mail letter," he added.

The day "may not be far distant," he said, when all telephone and telegraph lines will be replaced by wireless link systems. "It is inconceivable that the thousands and thousands of miles of wires used in communications which have been destroyed in Europe will ever be replaced-when the signals can be beamed through the air by the use of radio links which can be installed as much more cheaply and maintained at such a low cost. And it is reasonable to believe that similar radio link systems will come into wide-spread use in this country."

Raymond Katz Appointed Program Director of WHN

(Continued from Page 1)

director, it was announced yesterday by Herbert L. Pettry, director of the station. Katz takes over the added duties temporarily held during the latter war period by Frank Roehrenbeek, general manager.

Katz, one of the youngest executives in metropolitan radio, is a native New Yorker who started as an usher at the Capitol Theater. He joined the station in 1938 under Louie K. Sidney, then WHN director and subsequently rose to the post of assistant daytime operations manager. When Katz entered the Navy in 1942, he was daytime program supervisor.

Served In Public Information

During his stay in the Navy he worked in the office of Public Information, Branco Radio Section, New York, where his duties were to service network programs. In June, 1945, he was transferred to Washington to direct the "Navy Hour," over NBC Tuesday nights. The program consisted of the U.S. Navy Symphony Orchestra and chorus, interviews with high government and navy officials and dramatizations featuring stars of the theater and cinema, both in the service and out.

Kollmar On Music Quiz

Richard Kollmar, who portrays "Boston Blackie" every Tuesday via WJZ at 7:30 p.m., will be inset on WOR's "So You Think You Know Music?" tomorrow at 8:30 p.m. He is producer of three Broadway musical comedies, "Early To Bed," "Dream With Music," and the current "Are You With It?"

CBS Color Television Starts Showing Today

(Continued from Page 1)

entertains alternate groups of members from trade and other publications, one from each paper on succeeding days. The programs will be broadcast from the new Federal transmitter atop the Chrysler Building in a relayed three studios nearby on Vanderbilt Ave.

Understood that the demonstration will be under normal living conditions in the home and receivers arranged as they might be in the living room, etc. Publicity to the end of the trade is expected to be released next Monday. Patents held by CBS relative to color tele, reportedly will be released to manufacturers for a nominal sum and encouragement given to the manufacture and marketing of the color receivers.

Invitations for the color tele showing are being sent out by L. W. Lowman, CBS vice-president and Adrian Murphy, recently appointed vice-president, whose duties include the supervision of the color tele, is co-operating with Lowman and other network departments in handling the demonstration.

Pozzelle To Address AMA Today On Commercial Tele

(Continued from Page 1)

meeting is scheduled for 12:15 p.m. in the west ballroom.

Pozzelle will outline the overall question of television's effect on radio, magazines, and newspapers, as well as the movie industry, at the session, which is the first of the 1946 monthly meetings of the New York division of the AMA.
Windy City Wordage . . . !

- • John Harrington, WBBM's ace sportscaster, now that he is a licensed pilot, is planning to cover future sports events via plane. His interest in flying was spurred after several flights to South Bend, Indiana, for football broadcasts last year when he found that a big chunk of traveling time between that city and Chicago could be lopped off. Harrington found it possible to land a Piper Cub at the South Bend airport and take off from there after the game when the lot was cleared of fans' cars. Harrington has his own plane on order, an Aerocar four-place-cabin model, which will enable him to take his spotter and engineer along or broadcasts.

- • F. Gary Mix, whose "The Object Of My Affection" was one of the top tunes some years back, will be the guest tenor soloist of "The Pan Alley of the Air" over NBC, Tuesday, February 2. He will be interviewed by George Orson and his latest piece, "Shoatin' the Breeze," will be offered by Jack Owens. Tito Guizar will be guest on "National Barn Dance" the same day in a hayloft salute to our immediate neighbors south of the border. Guizar and Pat Buttram will trade quips on the show.

- • Danny Kaye will have Grace Moore as his guest when he airs his Friday night CBS show from Milwaukee. He will be in conjunction with the city's centennial celebration. The Goofiest Hat contest held in conjunction with the world premiere of Tom Breneman's "Breakfast in Hollywood" movie Feb. 7, at the Oriental Theater and its ABC radio broadcasts, have drawn more than their share of local press coverage despite the fact that the newspaper phony Bill Stern will be from the show.

- The voice of Bill Stern, NBC's Director of Sports and favorite sportscaster of millions of American listeners, will be heard to go over numbers on the Ohio area, on the WJW station, which will be a station in the new event. The races will be on the Shaefer Blade Corp. Promotional support in the form of counter cards, public radio and photos of Bill Stern will be tied in with the spot campaign. Production, recording, processing, pressing and distribution is being handled by NBC Radio-Recording.

Another regional advertiser who has discovered the time-saving, economical NBC way of getting a recording has solved is Edward's Clothes, a Pittsburgh retailer. A large break has been in the promotion since the NBC announcer Joe Kelly of the Quiz Kids has been ordered to take a four-week rest. Victor Borge will sub for him next Sunday. Donald O'Connor, the movie juvenile, who is still in the Army, is making a two-week stage appearance at the Oriental Theater during his furlough. The Army directive delaying O'Connor's engagement specifies that he be billed as "guest star."
WHO'S WHO IN RADIO
ROBERT H. HINCKLEY

ALTHOUGH Robert H. Hinckley has been active in government service for over half his life, he resigned recently as U. S. Director of Contract Settlement to accept election to the Board of Directors and a vice-presidency of the American Broadcasting Company—a loss to the Government and a gain for ABC.

It was in 1919 that Hinckley began his Government service as a member of the Utah State House of Representatives. This appointment was unusual since he was graduated from Brigham Young University only two years earlier, after having been an instructor of languages during his last two years of undergraduate work.

Born in Fillmore, Utah, on June 8, 1891, the new ABC vice-president and director showed a profound and early interest in aeronautics when he organized the Utah Pacific Airways and served as a vice-president. In 1932, he became a member of the Governor's Special State Relief Commission and during successive years he functioned as director of Utah State Relief program, Federal Emergency Relief Administrator of the Pacific Region, assistant administrator for the WPA program in charge of all Western states, Hawaii and Alaska.

From 1933 to 1940 Hinckley was a member of the Civil Aeronautics Authority, serving as chairman during the second year of his membership. When the CAA was incorporated into the Department of Commerce, he was appointed Assistant Secretary of Commerce in charge of civil aviation matters. In July, 1942, Hinckley resigned his post to become vice-president of Sperry Gyroscope. Re-entering Government service in July, 1944, Hinckley became director of the newly established Office of Contract Settlement, which provided for negotiated agreements between contractors and Federal procurement agencies in order to give business quick capital for post-war work.

When Hinckley became actively associated with the American Broadcasting Company, effective with his leaving Federal service in February, 1948, President Harry S. Truman announced that ABC executive's resignation as Director of Contract Settlement—a task that entailed terminating billions of dollars of war contracts.

Mills Returns To NBC
In Guest Relations Dept

John H. Mills, on military leave from NBC for three and one-half years, has rejoined the network as executive assistant manager of the guest relations department.

Mills came to NBC in 1935 and was associated with the guest relations department until leaving for the Army in May, 1942. For 30 months he served as a radio operator attached to the 5th Air Force commanded by Gen. George C. Kenny. He holds three battle stars for participating in campaigns in New Guinea, the Bismarck Archipelago and the Philippines.

Beatty At Canners Meet

Atlantic City—Morgan Beatty, NBC commentator in Washington, will broadcast his portion of NBC's "News of the World" program Tuesday, Feb. 5 (7:15 p.m., EST) from the Chelsea Hotel where he is to be a guest of the National Canneries Association at their first full convention (Feb. 3-4) to be held since the beginning of the war.

Coast Recording Company
Enters Transcription Field

Hollywood—Capitol Records has entered the transcription field, with the formation of Capitol Transcription Service, it was announced by Glenn E. Wallisch, executive vice-president. Service will be made available to stations July 1, he said.

Wallisch, formerly with NBC Radio Recording Division, will head national sales for the new service, and Lee Gillette, formerly with WJZ and WRAP, will take over national program production. Sales offices are being established in Hollywood, Chicago and New York.

Artists signed thus far include Paul Weston, Frank DeVol, Stan Kenton, the King Sisters, Enric Madriguera, Buddy Rich, Tex Ritter, Wesley Tuttle, Buddy Cole, Hal Stevens, Danny Kwanuma, Del Porter, June Christy, George Kast and the Aleutian Five.

Wallisch said the library, on kick-off date, will contain at least 1,500 different musical selections. Records will be adaptable to FM as well as AM, he said.
Navy Radio Pool Plan
For Atom-Bomb Test

(Continued from Page 1)

spokesman said several inquiries had been received from independent broadcasters, including WNEW, New York, and while no details have been worked out, the independents would be included in the "pool."

The broadcast probably will be made from high flying planes, the spokesman added.

"I hope," he said, "that obstacles can be overcome so as to give radio the biggest chance for a broadcast in its history. As far as the Navy is concerned, we consider it our biggest engineering problem."

Raymond Swing, ABC commentator, will head the web's delegation to the Navy's atom bomb tests in the central Pacific in May. He has been developing his Friday evening broadcasts in his Monday-Friday series, to mean a discussion of its meaning and a weapon.

Tea Texas Stations Added
To MNF Farm Service Spot

Chicago—Mississippi Valley Net-
work's hour-long morning farm ser-
vice program, "Town and Country Time," will be carried by tea stations in the Texas Network beginning Feb. 4. The addition of the tea and WLS, Fort Worth, Mich., brings to 73 the total number of outlets airing the show.

Program originates from WLOL, Minneapolis, 6 a.m., Monday through Saturday. Local studio cut-ins at 6:20 are programmed for local markets, weather and crop reports.

Texas outlets which will carry the show are KSTP, Minneapolis; KFRO, Longview; KFPR, Paris; KFBF, Sherman; KCMC, Texarkana; KNOW, Austin; KBWD, Brownwood; KTAT, Houston; WACO, Waco, and WTK, Dallas.

Gray And Drake Elected
By Regional Networks

Omaha—Gordon Gray, general manager for KOL, Omaha, and KFOR, Lincoln, has been elected vice-president and director of the Central States Broadcasting Company and the Cornbelt Broadcasting Company.

Melvin Drake, Lincoln manager of KFOR, was elected an executive director of both companies and a member of the board.

Quent Reynolds On MBS

Quent Reynolds will be featured in a new weekly news program to be heard over the entire Mutual web of 287 outlets beginning Feb. 24, 7 p.m. EST, under the sponsorship of the Pepsi-Cola Co. One major issue will be discussed on each broadcast, with the broadcast program unencumbered by the company, according to Walter S. Mack, Jr., president.

Mutual Talent Search
Starts Via New Series

(Continued from Page 1)

feature to be broadcast on the web of over 1,600 stations beginning March 1.

Elaine Carrington, producer of the series, and well-established writer of such top daily radio series as "When the Heart Speaks," "Pepper Young," "Robert D. Sweeney," and "Chuck's Store Boy," Robert D. Sweeney, vice president and general manager of MBS, said that "Mutual is definitely going after new talent such as writers, directors, actors, etc."

Sweeney explained that Mutual will furnish the payment for scripts so accepted and produced on the series, but Mrs. Carrington will provide the $500 awarded to script prize-winner.

The emphasis on the Carrington series will be on new writers, with brochures and applications being addressed to schools throughout the country to attract students.

Mrs. Carrington, who will have final jurisdiction of scripts, will produce the series, and dictated yesterday that she plans the program to be a "showcase" for new talent. The series will be locally scheduled to run sustaining for 13 weeks but commercial prospects are "very good," according to Sweeney.

Sweeney pointed out that one of the forerunners of Carlin's drive for new radio personalities was the "Tomorrow's Talent" program which MBS inaugurated a few months ago. Idea embraced radio aspirants all over the U.S., and presented winners on a special broadcast.

New Series On WLIB
Honor Great Americans

"Lest We Forget," a 13-week series dedicated to great Americans, made its debut over WLIB on Wednesday, January 30, at 1:15 p.m.


Narrators will be Melvyn Douglas, Quent Reynolds, John Carradine, Wendy Barrie, Canada Lee, Donald Cook, Everett Sloane, Ralph Morgan, Neil Hamilton, Jay Jostyn, Sam Jaffe and Byron McCormick.

Fire Destroys 1,600 Sets

Montreal—Fire which destroyed the Holman Luggage Co., Ltd., manufacturing plant at Sulpit, Ont., did not include 1,600 radio cabinets already ready to ship.

Seeks FM Wave Length

Edmonton—The Alberta Government has applied to the Canadian Broadcasting Corporation for a frequency modulation wave length which would greatly increase the clarity of broadcasts. The broadcast station CKUA, Hon. W. A. Fallow, Minister of Public Works, said.

TINI PAN ALLEY-OOPS—Maestro Emery Deutsch, composer of "Play Fiddle Pity," has opened his own music firm, Emery Music, Inc. . . .

initial time is an Irish novelty; "Nancy Crane," by Sodium Johnson and Irvin Drake. . . . "Ben Hur," based on the novel of the same name, is back on MBS as advertising and publicity director. . . . Ex-Captain Bob Kornbelsky, son of the city's famous Phil, has joined the professional staff of Feist . . . lad is well liked and bids fair to add luster to Kornetski ray. . . . Top Music has just published Frank HBC's Hefter's latest bal-

The RADIO ANNUAL for 1946

Will Contain
A Complete
List of
Radio Stations
and
Their Personnel

★
★ More Than 1100 Pages
★ Covers Radio Completely

OUT SOON
CALIFORNIA

LOS ANGELES—As general manager of sales and promotion for ABC and vice president of the National Footprinters Association, an organization of police and office peo-
ple throughout the world, has elected KROW, to membership. . . . HOLLY-
WOOD—"The Weird Circle," popular KKEA mystery series, returned to the
air Wednesday night, Jan. 30, for a twenty-six-week period, airing from
9:30 to 10:00. Adapted for radio by Peggy L. Mayer, the series features
famous tales of the supernatural by the world's best writers of mystery
fiction.

ILLINOIS

CHICAGO—A new five day a week show bow on Jan. 28, over WIND, entitled "Celebrity Spotlight," featuring interviews w
with actors, singers and other personalities appearing in Chicago. Howard Miller, program director, announced that
each show will feature recorded music and interviews with performers. . . .

PENNSYLVANIA

PHILADELPHIA—This city will lead the nation, Feb. 1, in the annual celebration of National Freedom Day, the 77th anniversary of the adoption of the Thirteenth Amendment to the Constitution, guaranteeing the en-
ability of all men to freedom. Highlighting this event will be a concert at the
City Hall, featuring the著名 The Philadelphia Orchestra, conducted by
Dr. K. Campell. The只要你 stands now at $8.50.

OHIO

Dayton—"School bobbies," a slightly dreamy-thirties variety show of Windoweaster, the Junior Achievement Co of WING,
was on the air Jan. 19, by a group of high school students. The show was
The Cincinnati Enquirer, Jan. 20.

INDIANA

Indianapolis—KWE & Milestones, a program written and pro-
duced by WIBC, the "Indianapolis Newspapers" Station, won first prize from the Advertisers Club of Indianapolis for the best radio program of the year. The program, devoted to the celebration of the 100th anniversary of the Indianapolis Star, was broadcast over the station's AM and FM networks. The program features interviews with local and national personalities, including former President Jimmy Carter and former Vice President Walter Mondale. The program is hosted by WIBC's Jim White, who also serves as the station's news director.

PORTLAND—On Feb. 1, Mel Bailey, formerly KEX program manager, will take over as sales manager. Feb. 1, Mel Bailey, now
production manager, will become program manager. . . . Tommy Snowdon, former KXXK, now at WSB in Kansas. . . .

TULSA—Burns Arnold, associate KVOO editor while taking post graduate work at Oklahoma A. M. M., will present a talk on the "History of Country Music" at the Tulsa Opera House on Feb. 1. The talk will be followed by a "Country Music" concert. . . .

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NEW YORK

BROOKLYN—"The Man From Spring-
field," the story of Abe Lincoln, will be red
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VCITY—The Cleveland Orchestra, under
Frank J. Gilden, music director, will perform two concerts in Cleveland, Feb. 1 and 2.

WINSTON-SALEM—Harold E. Oak
managing director of the Winston-Salem Journal and "The Two-City Journal,"
announced the hiring of three new staff members. . . .

ROCKY MOUNT—Three staff mem-
bers return from leave at the Rocky Mount Times. . . .

FLORIDA

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reporter, will return to WKY. She will

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JACKSONVILLE—The Jacksonville Times, one of the nation’s oldest newsletters, inaugurated a 13-week series of full-hour broadcasts from 6:00 to 7:00 each Saturday night, with WRJ on the point of organiza-
tion.

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