



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 41

NEW YORK, MONDAY, DECEMBER 1, 1947

TEN CENTS

## Tele Clients Increasing

### NAB Code To Be Topic Of Miller Address

Justin Miller, president of NAB, will discuss the embattled code of standards for broadcasters at a joint meeting of the Radio Executives' Club and the Advertising Club of New York Wednesday at the Hotel Roosevelt. Miller's topic will be "Advertising in the Public Interest," and he'll be introduced by William S. Hedges, president of the REC and vice president of NBC.

Over 100 members of the Ad Club are expected to attend the session. (Continued on Page 2)

### NAB Plea For Coca-Cola Rejected By High Court

Washington Bureau, RADIO DAILY  
Washington—The U. S. Supreme Court has denied the NAB's plea for a review of lower court's ruling against Coca-Cola Co. The high court declined to reconsider its decision not to review the ruling. Coca-Cola had sued Snowcrest Beverages, Inc., over the latter's use of the name "Pola Cola." The Supreme Court granted NAB's petition to appear as amicus curiae but then denied the plea for a reconsideration.

### New Spot Campaign Planned For 200 Stations

A new spot campaign on 200 radio stations has been announced by the Nehi Corporation through the Barton, Barton, Durstine & Osborne agency. Campaign will plug Royal Crown Cola and in addition to radio the soft drink manufacturer will use space in 500 newspapers.

### Exposition

Radio manufacturers have been invited to exhibit at the International Sports, Travel, and Boat Show which will be held at Chicago's Navy Pier, February 27 to March 7. The exhibit is being sponsored by the Chicago Tribune Charities and the Outboard Boating Club of America which point to the \$17 billion annually for sports, travel and recreation.

### Commendable

WNBC's all-day Thanksgiving appeal on behalf of CARE raised sufficient funds to feed 3,000 hungry Europeans for one month, the relief organization reported Friday. The figure, CARE said, was based on immediate response to the outlet's campaign, and should be increased considerably when all pledges have been received.

### Hollywood Experts To Investigate Video

West Coast Bureau, RADIO DAILY  
Hollywood—To investigate the changing relationship of television with radio and motion pictures during 1948, members of the Motion Picture Advisory Committee of the Hollywood Advertising Club will meet tonight with several leading representatives of television activity in Southern California. Meeting, called by committee chairman Mal Boyd, will (Continued on Page 3)

### Tommy Riggs' 'Betty Lu' Signed For ET Series

Pittsburgh—Pete Wasser Company has completed arrangements with Tommy Riggs for a series of open end five-a-week fifteen-minute transcribed programs, featuring Uncle Tommy and Betty Lu, Riggs, a radio star, is featured in his own network program, since his debut on the Rudy Vallee show. His network sponsors (Continued on Page 2)

### Listeners To Radio In Canada Refuse To Pay Receiver Tax

Fort Frances—Total of 130 court summonses had been issued to residents of the Fort Frances district of Northwestern Ontario for failure to possess radio licenses. The residents claimed they did not buy licenses because they were unable to hear CBC programs. Manager J. G. McLaren of station CKFI here said he had applied to the CBC board of governors, now meeting in Ottawa, for a basic network

### Sharp Upturn In Video Advertisers Noted By All Stations; 50% Of Time Is Now Commercial

### NBC Has New Policy To "Raise Standards"

NBC has established a new policy in regard to cutting or fading from the air broadcast material it considers "patently objectionable" in a move to raise "even higher the already high standards of the network," it was announced over the weekend by Niles Trammell, network president. Development is the result of a series of dis- (Continued on Page 3)

### KGO's New Transmitter Goes On The Air Today

San Francisco—KGO will increase its power from 7500 watts to 50,000 watts effective today. Because of its modern detail, ideal salt water location and directionalized power to fit the shape of the Pacific Coast, engi- (Continued on Page 3)

### Bell Demonstration Ready For TBA December Clinic

Demonstration of the Bell System's recently opened microwave relay system between New York and Boston will be a feature of the Television Clinic to be conducted by the Tele- (Continued on Page 3)

By JIM OWENS  
Associate Editor, RADIO DAILY  
A decided upturn in the number of local and national advertisers using television has been noted the past few months and indications are that 1948 will probably see several stations operating on a profitable commercial basis.

During October, well over 150 advertisers, both national (Continued on Page 7)

### Flying Relay Stations Set By Airline Co.

International air liners will form their own chain of flying relay stations across the North Atlantic, beginning Dec. 15, for an experimental period of six months, under plans drafted in Montreal by a Technical Working Group of the International Air Transport Association.

The relay system will operate on (Continued on Page 2)

### Durante's Gang Plan "March Of Dimes" Tour

West Coast Bureau, RADIO DAILY  
Los Angeles—Jimmy Durante will take his NBC gang on his second annual March of Dimes campaign early next year, it was announced Friday. Accompanying Durante on the (Continued on Page 2)

### Sarge Hits Jackpot

CBS' Co-op show "Winner Take All" was the vehicle for military precedent last Friday when an enlisted man mentally trimmed a major. Sergeant Burt Steen and Major D. C. Harpole, both Air Force men, were deduced for three days on the show, until the three-stripe blasted through with a burst of intelligence Friday. He walked off with a carload of prizes.

# RADIO DAILY



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FRANK BURKE : : : : : Editor  
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### WEST COAST OFFICES

Ralph Willk, Manager  
6425 Hollywood Blvd. Phone: Granite 6007  
WASHINGTON BUREAU  
Andrew H. Older, Chief  
6417 Dahlgren Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7827

### CHICAGO BUREAU

Nat. Green  
1417 Ashland Bldg., 135 N. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Nov. 28)

### NEW YORK STOCK EXCHANGE

|                    | High    | Low     | Close   | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Admiral Corp.      | 7 1/2   | 7 1/2   | 7 1/2   | - 3/4    |
| Am. Tel. & Tel.    | 153 1/2 | 152 3/4 | 152 3/4 | + 1/2    |
| CBS A              | 22 1/2  | 22 1/4  | 22 1/4  | + 1/4    |
| CBS B              | 22 3/4  | 21 3/4  | 21 3/4  | - 3/4    |
| Farnsworth T. & R. | 8 1/2   | 7 1/2   | 7 1/2   | - 1/2    |
| Gen. Electric      | 34 3/4  | 34 1/2  | 34 1/2  | - 1/2    |
| Philco             | 32 1/4  | 31 1/2  | 31 1/2  | - 3/4    |
| RCA Common         | 10 1/2  | 10 1/2  | 9 7/8   | - 1/4    |
| RCA First pfd.     | 70      | 70      | 70      | + 1/4    |
| Stewart-Warner     | 15 1/2  | 14 3/4  | 15      | - 1/4    |
| Westinghouse       | 28 3/4  | 28      | 28 1/2  | - 1/2    |
| Zenith Radio       | 19 1/4  | 19      | 19 1/2  | - 3/4    |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7 3/4  | 8 1/2  |
| Finch Tele Comm.  | 3 1/2  | 4 1/2  |
| Stromberg-Carlson | 13 1/4 | 14 1/2 |
| U. S. Television  | 2      | 2 1/4  |
| WCAO (Baltimore)  | 36     | 40     |
| WJR (Detroit)     | 11 3/4 | 12 3/4 |

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
NBC prexy Lenox R. Lohr announced the appointments of O. B. Hanson, William S. Hedges and Mark Woods as web vice-presidents. . . "Radio Camera Club," produced and distributed by Eastman Kodak, was set on more than 150 stations on a dealer-manufacturer co-op basis. . . "Ebb Tide" (Paramount Music Co.) continued high on the list of top network tunes.

IN CLEVELAND IT'S



## Flying Relay Stations Planned By Airline Co.

(Continued from Page 1)  
VHF band during periods when normal high frequency transmission is interrupted by magnetic disturbances. Crew members of scheduled air liners will maintain constant watch on VHF channels to intercept messages and pass them on during HF blackout. They will also notify each other of any changes from flight plan.

Technicians of the world organization estimate that there are normally enough LATA member planes in the air over the ocean at any given time to form a complete relay chain. In the event there are not, weather ships stationed on the North Atlantic will be asked to fill in.

## NAB Code To Be Topic Of Address By Miller

(Continued from Page 1)  
with Eugene S. Thomas, Club prexy, heading the delegation.

Plans for the annual REC Christmas Party, set for Thursday, Dec. 18, were discussed last week at a luncheon-meeting of club officers. As in other years, proceeds of the affair will go to charity.

## Canadian Listeners Dodge Receiver Tax

(Continued from Page 1)  
The Commons for the Ontario Constituency of Kenora-Rainy River, sought to halt the prosecution of people for non-payment of the annual \$2.50 license fee in areas where no CBC service is available.

The CBC service does not now reach parts of Northwestern Ontario, but it is expected that a new transmitter under construction in Manitoba will be powerful enough to pipe the programs into the area.

## ITI Names Dealers

Edwin B. Hinck, sales manager for Industrial Television, Inc., of Nutley, N. J., has announced appointment of three new dealers to handle its large screen Teleceivers in line with the company's sales expansion program. Television Sales & Engineering Co., Frederick Papolos, president, has been named for Boston and vicinity; Television Center, Inc., Herbert Black, president, in Cincinnati; and Dittman's General Supply Co., headed by J. W. Dittman, in Cleveland. ITI Teleceivers are on display in these cities.

## Stewart-Warner Dividend

Chicago-Stewart-Warner Corporation directors Friday declared a cash dividend of 25c per share on the five dollar par value common stock payable January 10, 1948, to stockholders of record December 11, 1947.

The directors announced that while their action does not establish a regular quarterly dividend rate they would in the future give consideration to dividends quarterly instead of semi-annually as has been the practice since 1935.

## Durante's Gang Plan "March Of Dimes" Tour

(Continued from Page 1)  
cross-country trip will be Songstress Peggy Lee, Arthur Treacher, Candy Candido, Howard Petrie and Roy Bargy's orchestra.

The Durante troupe will leave Hollywood Saturday night, January 10, arriving in Chicago Monday, January 12. The regular Wednesday night NBC broadcast will originate in the Windy City January 14. The troupe will appear in Milwaukee, Wis., for the broadcast January 21, and in New York City for five succeeding broadcasts, on January 28 and February 4, 11, 18 and 25.

Has Night Club Date. Also Special March of Dimes programs will be staged by Durante and his gang at Kansas City, Mo., on January 15; St. Louis, Mo., on Friday, January 23; Indianapolis, Ind., on Saturday, January 24; Louisville, Ky., on Sunday, January 25, and Atlanta, Ga., on Friday, January 30.

In addition to his radio duties while in New York, Jimmy Durante will open a three-week personal appearance at the Copacabana on Thursday, February 5.

## Tommy Riggs' 'Betty Lu' Signed For ET Series

(Continued from Page 1)  
have included Quaker Oats, Lever Bros., for Swan Soap, Old Gold cigarettes, and just recently the Borden Company, after a twenty-month stretch in the Navy. This is Wassser's initial transcribed production. Wassser was general manager of Pittsburgh's KQV, having resigned in August to enter business for himself.

## Hope-Crosby Director On CBS

Norman McLeod, director of the Bob Hope and Bing Crosby pictures for Paramount, will be heard tomorrow on CBS when he makes a guest appearance on Bill Leonard's "This Is New York," 8:30-9 a.m., EST.



## Playing for keeps

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

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

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

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

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

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



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally by Headley-Reed

## WORLD

*does it Again!*

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

### "The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan

**BOSTON WORLD MASS.**

FORJOE & CO., National Representatives

# NBC Sets New Policy to "Raise Standards"

(Continued from Page 1)

ussions held by NBC with its talent, sponsors and agencies conducted by Len R. Dyke, administrative vice president in charge of programs, public affairs and continuity acceptance, and Harry C. Kopf, administrative vice president in charge of network sales, national spot and owned and operated stations.

New policy provides that in the event NBC feels it necessary to fade black material from the air, program will be cut for 30 seconds and the following announcement will be made: "The National Broadcasting Company regrets the necessity of interrupting this program in order to delete material which in its opinion would be objectionable to listeners in many American homes."

Trammell, who commended the three groups for their "enthusiastic co-operation," said the conferences were voluntary and were designed to obtain opinions from talent, advertisers and agencies as to the "best means of protecting the public from possible transgressions against good taste." The NBC prexy said: "Our client, clients and agencies now realize more clearly the urgency of constantly improving the service of American broadcasting to the listener and the advertiser."

Among the performers who participated in the sessions with Dyke and Kopf were: Jack Benny, Eddie Cantor, Ed Gardner (Duffy's Tavern), Charles Correll and Freeman Gosden (Amos 'n' Andy), Phil Harris, Red Skelton, Hal Peary (The Great Gildersleeve), George Burns and Gracie Hlen, Bob Hope, Edgar Bergen, Dennis Day, Fred Allen, Jim and Marian Jordan (Fibber McGee and Molly), Ray Kyser and Art Linkletter. Scores of writers and directors also participated in addition to representatives of the agencies and clients.

## Chicago Newspaper Publishers Merge Strike Newscasts

Chicago—As a result of the meeting of the Chicago Association of Newspaper Publishers, the 29 daily broad-casts of news heretofore sponsored individually on WGN, WIND, and WJJD by the Daily News, the Tribune, the Sun and the Times will be presented under the joint sponsorship of the Chicago newspapers during the printers' strike. It was stated that no additional sponsorship of newscasts by the newspapers is contemplated, but other newscasts in the public interest will be added.

### FCC Box Score

Licensed Authorized Applications

|                                       |      |     |     |
|---------------------------------------|------|-----|-----|
| AM                                    | 1735 | 482 | 563 |
| FM                                    | 80   | 951 | 119 |
| TV                                    | 6    | 64  | 45  |
| Education                             | 8    | 32  | 7   |
| Intern'l                              | 37   | 0   | 0   |
| 331 FM and 17 TV stations on the air. |      |     |     |

## KGO's New Transmitter Goes On The Air Today

(Continued from Page 1)

neers state that the new transmitter is the most powerful on the Pacific Coast, and will equal a 100,000-watt station under ordinary conditions.

Governor Earl Warren of California, speaking from the State Capitol, will give the signal at 9:50 a.m. today, to turn on the new KGO-ABC transmitter during a three-way conversation with Tom Breneman in Hollywood and Edward J. Noble, chairman of the board of ABC, at KGO studios in San Francisco. This ceremony will also retire the nation's oldest regularly operating transmitter, a 7500-watt transmitter in use at its present East Oakland site when KGO first went on the air January 8, 1924, as the world's largest broadcasting plant of that day.

The new transmitter has three 300-foot towers, used to directionalize power North and South. This avoids interference with WGY in Schenectady, using the same wave length, and avoids waste of power over the ocean and the Sierra Mountains.

During the day KGO's new transmitter will cover almost three times its former area, and the night coverage will be twelve times greater than before, according to Gayle V. Grubb, station manager.

## Commercial Tele Films Planned By Kool Cigarettes

Television Advertising Productions, Chicago, has begun work on a series of one-minute television film commercials for Kool cigarettes. Spots will be novel in conception and will feature animated penguins. Jack Gibney, production director of TAP, describes them as "third dimensional figures." Theme of all the commercials will be "The Koolville Comics in Action," for absolute trade mark identification. A quartet of these animated figures will be spotlighted throughout the series, plugging the merits of Kool cigarettes under various conditions. The idea for the series originated with Gibney and Jack Simpson of the Russell Seeds advertising agency, which handles the Kool account.

### Kriegel Joins WITH

Baltimore—Gil Kriegel, former special events director of WHBC, Canton, O., has joined the production staff of WITH, local indie. Previously associated with WQXR and WNYC, Kriegel was joined here by his wife, Mildred, who resigned from the WHN publicity department.

## Bell Demonstration Ready For TBA December Clinic

(Continued from Page 1)

vision Broadcasters' Association at the Waldorf-Astoria in New York on Wednesday, December 10, it was announced over the weekend by J. R. Poppele, president of the Association. Several hundred representatives from organizations affiliated with TBA are expected to attend the session, which will have representatives from 12 states, coast to coast. All sessions, except the Awards Luncheon, will be limited to members of the Association, which now numbers 53 plus five awaiting approval of the board of directors.

Highlights of the one-day gathering will include, in addition to the Bell demonstration, talks by three engineers from Eastman Kodak on rapid processing of films for television; presentation of the annual TBA awards for outstanding contribution to the development of video; discussions by broadcasters of current problems in closed session; and election of directors and officers at the annual meeting.

Registration for the sessions, Poppele said, will begin at 9:30 a. m. in the Waldorf, with the annual meeting of official TBA representatives in the Basildon Room from 10 to 11 a. m. Clinic itself will convene at 11 in the Jade Room, with the affiliate members panel being conducted by Ernest A. Marx, DuMont exec.

Awards Luncheon will be under chairmanship of Paul Raibourn, vice president of Paramount and a TBA director. In addition to presentation of awards, a prominent speaker, as yet unnamed, will be heard during the luncheon session.

Speakers to be heard during the sessions include: Douglas Day, Buchanan & Company; Lawrence W. Lowman, vice president in charge of television for CBS; Neil H. Swanson, Baltimore Sun and WMAR; G. Emerson Markham, WRGE, GE station; James D. McLean, WPTZ; Robert E. Shelby, NBC; Scott Helt, DuMont; M. E. Strieby, AT&T; Dr. William Feldman, Kodak; William Morris Jr., and Bob Gordon, William Morris Agency.

## NAB And RMA Report On Radio Week Contest

Washington Bureau, RADIO DAILY  
Washington — Better than 16,000 high school students in 35 states have participated in the NAB-RMA Radio Week Contest, "Voice of Democracy." NAB has revealed—with 1,680 Junior Chambers of Commerce co-operating. Deadline for entry of state winners in the national contest is December 10. No date for the final awards banquet has been set.

## Hollywood Experts To Investigate Video

(Continued from Page 1)

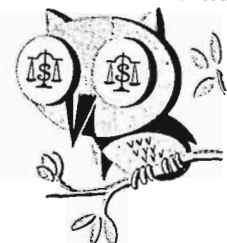
also be attended by Tom Lewis, president of the Ad Club; Milt Samuel, chairman of the Public Relations committee, and Harlan Palmer, Jr., chairman of the program committee. In addition to Boyd, Motion Picture committee consists of Bob Colson, Martin Lewis, Ed Cashman, Mal Sibley, Bob Rains and Maurice Binder.

Representatives of television who will be invited to attend include Ronnie Oxford and Charlie Brown, KFI; Hal Bock, NBC; Ray Monfort, Los Angeles Times; Clint Stanton, Larry Finley Productions; Wes Turner, RCA-Victor; Gale Gitterman, MGM; Klaus Landsberg, KTLA; Harry Lubeke, Don Lee; Edgar Bergen, president of the Television Academy; Earl Ebi, J. Walter Thompson, and others.

## Scott Joins KYW Staff

Philadelphia, Pa.—Alan Scott, well known local free-lance announcer, has been added to the staff of KYW, it was announced last week by James P. Begley, program director. Scott will replace Robert Warren today Dec. 1 when the latter joins the NBC staff. For the past six months Scott has been handling the KYW "Man on the Street" program during its weekly tour of interesting spots in the Greater Philadelphia area.

what wise time buyers see  
in WHBC's new coverage



THE BEST BALANCED  
MARKET IN THE  
UNITED STATES

318,440 Radio Families  
50,540 Farms  
1,791 Manufacturing Firms  
21,019 Retail Stores

5,000 WATTS DAY & NIGHT - ABC

whbc

CANTON, OHIO  
THE BEST BALANCED MARKET  
IN THE UNITED STATES

WE ARE THE \*  
1<sup>st</sup> AMERICA \*  
WCTA ANDALUSIA  
ALABAMA  
\*ALPHABETICALLY... Full Time

IN CLEVELAND IT'S  
WHK

*What is a market-place?*

*Only at its simplest is it  
"a place to buy and sell goods".*

*When many people gather,  
so much more than that happens!  
They come for the latest news  
and laughter, music and drama  
...for pleasures  
as much as purchases.  
It is their market-place  
for ideas as much as goods.*

*From the kaleidoscope of  
any Mexican village market  
...to as far back as the  
Agora of ancient Greece...  
the people have always  
made their market-place  
a rich and vivid center  
of their life.*



**Where 99,000,000 people**

CBS is a market-place . . . of fabulous dimensions.

CBS gathers 99,000,000 Americans *each week* to hear the latest news and laughter, music and drama. And among these millions in every corner of our nation CBS circulates both ideas and goods.

Ideas *and* goods. Clearly, both must circulate among all Americans swiftly and freely if we are to keep the nation strong.

That is why Radio . . . and CBS . . . have so much meaning to the American people today.

The almost explosive rise of CBS in twenty years is testimony to how swiftly CBS moves both ideas and goods; how much CBS has become a rich center in the lives of our people for pleasures *and* purchases *and* ideas.

Today, 93% of all American families have radios — owning over 60,000,000 sets.

# ...gather every week...

They spend more time listening to Radio than doing anything else except sleeping and working; more time listening this year than ever before!

And CBS leads all Radio in reaching them effectively.

Thoroughly independent, impartial data show that CBS reaches listeners at less cost than any other network.

This is confirmed in two different ways:

By counting the actual cost of reaching listeners on all networks throughout the broadcasting day, CBS is the second, third and fourth most effective networks. CBS averages only 82% of the efficiency of CBS in delivering audiences for each advertising dollar expended in the evening—and only 77% of CBS' efficiency in the daytime.

In the judgment of the great companies that use Radio most and know it best: CBS is the choice of the 100 largest Radio advertisers.

*More of these advertisers use CBS — and more of them choose CBS exclusively — than any other network. They have done so consistently for the past 10 years.*

They come to the vast market-place created by CBS programs, carried to the nation 17 hours a day every day of the year by the coast-to-coast network of CBS stations.

And they find waiting for them there 99,000,000 men, women and children (over 10 years old) listening each week — more listeners than ever before in CBS history — ranging the complete scale of America.

The detailed, factual data which support all the statistical summaries in this message are available on your request.

**COLUMBIA BROADCASTING SYSTEM**

*—where 99,000,000 people gather every week*

## Mullen Sees Tele Link Of N. Y.-Chi. Next Yr.

A "good possibility" that New York and Chicago will be linked in a television network by the end of 1948 was forecast last Friday by Frank E. Mullen, executive vice-president of NBC, in a recorded interview with Jinx Falkenburg and Tex McCrary on the "Hi Jinx!" program over WNBC, key station of the network. He also repeated his former predictions that during '48 video programs would be available to 22,000,000 Americans and that within the next two years a Hollywood-New York web would be a reality.

Mullen emphasized that television "will not compete with harm to other industry," but would stimulate all other entertainment and educational media. He stated that television will create more sports fans, and that it "will improve the gate of any sport it touches."

The NBC exec said he did not believe that motion pictures would be a rival of tele, or that it would wait until radio had developed television and then step in and take it over for themselves. On the contrary, he said, "I believe that we in television will be able to co-operate with the movies. We will lean heavily on them for experience in their field, and they will lean on us for our radio experience."

## Title Of Tele Program Subject Of Court Action

Motion made before New York State Supreme Court by Leader Enterprises, Inc., to enjoin Television Fashion Fair, Inc.; Allen B. DuMont Laboratories, Inc.; Furman Feiner & Co., Inc., and J. Modell from using the term "The Television Fashion Fair" in connection with their tele show has been denied by Justice Morris Eder.

Program in question is "Television Fashion Fair" aired over WABD three consecutive weeks in October and dropped when complaint was filed. A spokesman for the DuMont station said Friday that there are "no definite plans" to return the show to the air.

Plaintiff produced a fashion show called The Fashion Fair at Madison Square Garden several months ago.

## Stork News

A daughter was born to Mr. and Mrs. Wells Church at South Nassau Community Hospital, Oceanside, Long Island, on Thanksgiving Day. Mr. Church is director of news broadcasts for the Columbia network.



## California Commentary . . . !

Members of the radio colony are praising Kay Kyser for his work in behalf of the St. John's hospital in Santa Monica. He originated the idea for the Winter Ball staged at the Beverly Hills hotel at \$50 a plate and which netted \$25,000 on behalf of the hospital, Bing Crosby, Edgar Bergen, Jack Benny and Danny Thomas entertained. . . . Following the trend of Hollywoodites toward "ranchos" in the nearby San Fernando Valley, Meredith Willson has started dickerin' in real estate with an eye to early departure from his town apartment. . . . CBS newscaster Bob Garred has rejected a lucrative offer for him to do a sponsored sports news commentary from New York City, because it would require his leaving his home and Lillian deals here, plus adding the problem of housing in Manhattan. . . . Lillian Randolph, "Birdie" on "The Great Gildorsleeve" show, currently is filling a singing engagement at Sardi's Hollywood restaurant. . . . Wallace Beery will portray Melvin Foster, Judy's father, in the film version of "A Date With Judy." John Brown has played the role on the air since the program's inception more than five years ago.

## Hollywood

If Ed Begley, villain in "Boomerang" and "Deep Water," is half as prolific in films, as he is in radio, he'll probably break records for movie casting. Currently at work on 20th-Fox's "Sitting Pretty," which will see him in a comedy role, Begley during his 11 months in radio appeared in exactly a thousand programs. . . . Dale Evans' friends are ribbing her unmercifully about her newest composition, "It's This Way In The West." It's full of advice to girls, never, never to marry a cowboy—but Dale and Roy Rogers have just dated the preacher for New Year's Eve! . . . Pat Longdon, vocalist, who has done considerable work in Cincinnati and Louisville, will march down the aisle with Dan House, former Armed Forces Radio Services Officer on the West Coast, on Dec. 28 in Louisville. . . . Marion Morgan has transcribed 10 tunes for C. P. MacGregor with Eddie Skrivenek's augmented orchestra.

Eddie Cantor is continuing his campaign for "Give A Gift To A Yank Who Gave," which he inspired three years ago in order to make sure that every hospitalized veteran receives a Christmas gift. Recently, Audie Murphy, the most-decorated hero of World War II, appeared on the Cantor show to endorse the campaign. In co-operation with retail stores throughout the country, Christmas gift purchasers are being urged to buy an additional gift for a hospitalized veteran. Through the assistance of the Disabled American Veterans, the American Legion and its auxiliaries and other charitable and civic groups, these presents are collected and distributed in hospitals. . . . "Schnozzola due at 7:12, Duranto at 7:15" was the caption of an item in the Los Angeles Herald-Express in connection with the scheduled appearance of the comedian at the Forecourt of the Hollywood Egyptian theater. Jimmy was present for the hanging of a bronze plaque of himself in the theater's "Hall of Fame."

John Clowes, former announcer-engineer at Palm Springs' KCMJ, has decided to twirl dials at a new station in Ventura, Calif. While waiting for the new outlet to sign on, he has been vacationing in Palm Springs. . . . Bob McAndrews, Young & Rubicam Hollywood promotion manager, addressed Southern California Chamber of Commerce executive secretaries on advertising at a local level at a luncheon in Los Angeles Nov. 28. . . . A. L. Seafie, advertising manager of General Electric's appliance and merchandising department, Bridgeport, Conn., and Jim Webb, vice-president of Young & Rubicam New York, trekked to Hollywood for the Dec. 1 kickoff of the "GE House Party" over CBS.

## Para. Link To DuMont Before FCC On Jan. 1

Washington Bureau, RADIO DAILY  
Washington — Final hearing to terminate Paramount's interest in Allen B. DuMont Labs., Inc., and other companies yesterday was set for January 5, by the FCC.

At the same time the Commission consolidated applications of so-called Paramount interests with competing applications in Detroit, Boston, and Cleveland. In each case, the Commission will determine whether Paramount "controls" certain other interests and therefore cannot exceed its present limitation of five tele stations.

In the Boston case, New England Theaters, Inc., a Paramount affiliate, is competing with the following: Empire Coll. Co., Inc.; Boston Metropolitan Tele Co.; New England Tele Co. Inc., and Massachusetts Broadcast Corp.

The Cleveland lineup is as follows: Allen B. DuMont competing against WGAR Broadcasting Co. and Unit Broadcasting Co.

Race in Detroit is between Unit Detroit Theaters, Inc., a Paramount affiliate; WJR, The Goodwill Station, Inc., and the Fort Industry Co.

The extensive hearing may wipe up the lengthy dispute over the Paramount interests. Further hearing, however, probably will be held on applications for the three cities involved. In other words, after it is decided whether Paramount controls the affiliates named, the Commission then will decide which applicant will be granted a television permit in three cities.

## N. Y. Dept. Store Sets Xmas Series On WNBC

James McCreery & Co. becomes the first New York department store to sponsor a series of television programs on WNBC when it debuts the pre-Christmas shows starting next Friday, Dec. 5 (8:30 p.m., EST).

Programs, which will be aired successive Fridays, will emphasize Christmas specials in its New York store and will provide shopping tips for the Yuletide. Business was planned, with Herbert V. Anderson handling the account for NBC television.

## Wedding Bells

Catherine Devery, receptionist the CBS research department, will marry Dec. 6 to Donald Stickle, Connecticut. Miss Devery, of Brooklyn, and Stickle will hold the reception at The Homestead, Kew Gardens, Long Island.

IN CLEVELAND IT'S  
**WHK**

**W M F F**  
PLATTSBURG, N. Y.  
AMERICAN BROADCASTING CO.  
CONSTANTLY SELLING THE NORTHERN  
COUNTRY'S RICHEST MARKET  
JOSEPH HERSHEY MCGILLVRA, NRI. 88

# Television Clients Increase; 50% Of Time Is Commercial

(Continued from Page 1)

and local, used video on the 14 commercial stations and this figure is expected to be doubled during the first six months of '48, according to trade execs. Pointing up the increase is the fact that stations in the East have approximately 50 per cent of air time sold, and the trend is upward.

Advertisers' regard for the medium has steadily changed from a tongue-in-cheek attitude to frank enthusiasm, particularly since the recent World Series telecasts which provide tele with perhaps its strongest sales argument. Occasional recent banning of video coverage of such sports events as boxing by local promoters also points up television's pulling power in the eyes of prospective sponsors.

### Increasing Audience

Added to this is the rapidly growing video audience which now watches program fare on about 225,000 sets. Sponsors also are keeping a watchful eye on time availabilities, considering that choice time segments will go quickly once the market reaches the million-set figure. The Wall Street Journal, in a recent article on the approaching "competitive fight" between set manufacturers, said: "Meanwhile, with more stations going on the air and more sets moving into the hands of the public the big national advertisers are beginning to move in on television. . . . More than 100 advertisers are now huckstering their wares on television. And others are beating a path to telecasters' doors. The products being hawked range all the way from milady's unmentionables to food and beverages. . . ."

### Some Agencies 'Apathetic'

Television has done the job clearly on its own, too, industry execs point out, and often with a minimum of outside effort. Several ad agencies, they say, are notoriously "apathetic" toward tele, and as such, are being by-passed by both station and advertiser. A heavy number of shows on the air today have been sold direct, with the account being as strongly "sold" on the medium as the station salesman.

Because of television's position in the East, particularly New York, sponsor increase numerically has been heaviest here. It goes without saying that sports events are most attractive to advertisers although studio presentations are slowly developing to a point of reasonable popularity.

### N. Y. Stations Gain Accounts

WNBT, NBC's New York outlet, has 17 advertisers currently using time, as compared to 14 last year, but commercial time has increased from nine and one-quarter hours to 13 and a half. Station is currently programming between 20-30 hours weekly, the same as last year. WCBS-TV has nearly doubled its number of advertisers, with 15 on the air now as compared to 8 last year. Station operates approximately 20 hours per week with about 50 per cent commercial, while all of '46 it programmed 290 hours, 64 of which were sponsored.

Station recently wrapped up a strong schedule of events in New York's Madison Square Garden.

DuMont's WABD had a record performance during the last three months when revenue topped the total for the entire year of '46. Station had 30 accounts on the air during October alone, and during the last week of that month aired 13 commercial hours as compared to 11 sustaining.

### Philly Stations Gain

Philadelphia stations—WPTZ and WFIL-TV—also share the spotlight of optimism with the latter making long strides in its two months of operation. Station started with eight advertisers and doubled that figure as of last week, with 17 now in the fold. Despite hampered facilities (including a temporary studio setup) WFIL-TV programs 28 hours per week, six of which are sponsored. Remotes and spot announcements dominate the schedule.

WPTZ, the Philco station and first video outlet in Philadelphia, has 30 advertisers on the air at the moment, a figure which more than triples the nine customers of the same period last year. Station, which programmed 15 hours weekly in '46, now airs 30 hours, approximately 50 per cent of which is commercial time.

WMAL-TV, ABC outlet in Washington, which opened the first week in October, is operating on a tight schedule which varies from week to week, due to its physical setup. Most time on the air is commercial, however, and usually covers a five-day week, which will be filled out and augmented when studio facilities are ready some time this month. NBC's Capital outlet, WNBW, had 18 advertisers on the air, but 10 of these are on the NBC network and not all strictly commercial. Station went on the air last June and airs approximately 20 hours weekly, although it hit a record high of 53 hours in the week ending November 21. WTTC, the DuMont station, which has been on the air commercially since last January, currently has 15 advertisers on the air, several of which are also on the DuMont net.

WBKE, Paramount's Chicago outlet, doubled the number of advertisers using its air for this time last year, with 20 as compared to eight. Station programs an average of 30 hours weekly, a strong portion of which are sports. Paramount's station in Los Angeles, KTLA, not on the air commercially at this time in '46, has 16 accounts working, and has 14 hours sponsored out of 34 weekly.

## AGENCIES

TRAVIS WELLS, formerly with Lennen & Mitchell in Hollywood, has been engaged as account executive in the Los Angeles office of Brisacher, Van Norden & Staff.

ROBERT S. EDWARDS has joined the copy staff of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

W. DOUGLAS HUMPHRIES has joined the copy department in the New York office of Maxon, Inc. He was formerly with Kenyon & Eckhardt, Inc.

PAUL H. RAYMER CO., Chicago office, advises that its telephone number has been changed from Vandike 1901 to Michigan 6511.

TAYLOR-REED CORPORATION of Glenbrook, Conn., has appointed St. Georges & Keyes, Inc., to be the advertising agents for its new drug product, Vichy Antacid Pastilles, effective immediately. Test campaigns, newspaper and radio will be undertaken shortly after the first of the year.

### Tele CP Given Memphis; FM Station To Houston

Washington—The FCC on Friday granted a CP for a new television station in Memphis, Tenn., to the Memphis Publishing Co. The company publishes the Commercial Appeal and the Press-Scimitar and owns WMC, Memphis. The new station will operate on Channel No. 4, 66-72 mc.

The Commission also awarded a conditional grant for a Class B FM station to W. Albert Lee, Houston, Texas. At the same time, the Commission authorized FM construction permits to the following: Elmira Star-Gazette, Inc., Elmira, N. Y.; Skyway Broadcasting Corp., Columbus, Ohio, and the Fort Industry Co., Lima, Ohio.



"Don't jump, Boss—I forgot to remind you of the 'Break the Bank' show on WFDF Flint tonight."

## THE WEEK IN RADIO

AFM Lifts Co-op. Ban

By VAL ADAMS

AFM's six-year ban against music on network co-op's was lifted on Thanksgiving Eve. Several shows now popping choral groups and adding ads. . . . Talent hunt programs on for networks continue to grow, numerically and in popularity, too DAILY survey found.

Radio set production in October hit time high. More than two million sets and television receivers turned in that month by RMA members. Co-op set production also at the highest ever. . . . Chicago residents decided on radio almost entirely to comply with news during printing strike. . . . Industry music committee held second meeting to map out for final phase of complete organization.

NBC and CBS may jointly come up with their own code to be followed by all NAB Standards of Practice is approved. Four major webs, however, still trying to write their own in absence of an NAB code. . . . Average gross revenue of stations this year up eight per cent while operating charges increased nine per cent, said Kenner, NAB research chief. Gross of independent outlets jumped over \$30,000 this year. On average, smaller stations showed bigger increase in revenue.

Strong possibility that the FCC will take the 44-50 mc. band to FM, taking it away from television. . . . AFRA plans to reopen negotiations in January over increased living costs. . . . Importance of food conservation promoted theme of most Thanksgiving programming.

Campaign to send live entertainment to VA hospitals at Christmas under way. Gen. Omar Bradley commended broadcasters for previous gestures and said the campaign is an usual opportunity for public service. . . . New MBS dramatic series will veer Hollywood stars aiding public understanding United Nations and functions.

All events in Madison Square Garden lined up for commercial television. General Foods and Knox the latter will sponsor over WCBS-TV all events not covered by Ford and Gillette. . . . Television execs in New York talking with Park Commissioner Albert Moses about a Long Island site for Television City. . . . NBC set agreement with American National Theater and Academy to present 12 1½-hour dramatic productions on television in next six months. NBC so carrying a video series of Theatre Guild productions.

YOU have the EMCEE—WE have the PACKAGE

PRIZES—DAILY SCRIPTS—PRIZES

Regular New York weekend for two Sure-fire Hooper jumper for Local stations

"Cinderella Weekend"

V.I.P., Inc., 1775 Bdwy., N. Y.

IN CLEVELAND IT'S

# WHK

# which comes first . . . .

## *the station — or the representative?*

*It all depends.* Under ordinary, usual methods of representation, the station representative is strictly in business for himself. Under The Bolling Plan, conceived and designed from the station viewpoint, we are aggressively in business *with* and *for* our stations.

Because of thinking like that, there's bound to be a whale of a difference. And who is it . . . under The Bolling Plan . . . that gets the *real* benefits — the station or the representative?

***the station*** — because it enjoys full attention as one of a small list, and has the assurance of knowing the Bolling list will *stay* small. It knows it will never be one of the crowd, fighting for a fair share of its representative's over-loaded facilities.

***the station*** — because every Bolling man is an accomplished salesman with years of successful spot radio experience behind him. His talents are shared by only a few, well-managed stations. You will never find a second-stringer on the Bolling team.

***the station*** — because Bolling men believe that knowing all about what they sell is imperative before they sell it. Quiz a Bolling man about any Bolling-represented station. He's equipped with the facts and he knows how to present them.

***the station*** — because Bolling men are eternally interested in everything that makes radio better,

more productive. They offer suggestions, counsel, plans that help both station and advertiser. They realize they can best grow by helping spot radio itself to grow.

***the station*** — because The Bolling Plan is built upon the conviction that station representation *can* and *should* be better. Under The Bolling Plan, it is. Bolling-represented stations are enthusiastic in saying so.

In short, the station benefits at every point under this progressive, intensive program for national spot selling. The Bolling Plan is made-to-order for only a few broadcasters. It isn't altruistic . . . and it won't work on a mass production basis. It's the best answer yet for stations who don't want to be one of the crowd.

***The Bolling Company*** radio station representatives

NEW YORK • CHICAGO • HOLLYWOOD





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 42

NEW YORK, TUESDAY, DECEMBER 2, 1947

TEN CENTS

## FCC Okays WCAU Deal

### Luckman Lauds Radio, Ad Council Food Aid

Charles Luckman, former chairman of the Citizens' Food Committee, in a letter this week to T. S. Repllier, president of the Advertising Council, expressed appreciation to the "entire advertising fraternity for what is being done, through the Advertising Council, to aid a great humanitarian effort." He cited radio's part in the campaign as "typical" of the support rendered by advertising media.

### New Jersey Broadcasters To Meet In Atlantic City

The New Jersey Broadcasters' Association will hold its winter meeting at the Marlboro Blenheim Hotel, Atlantic City, Saturday, Dec. 6 at 10:30 a. m. Broadcasters in the southern part of New Jersey including stations MID and WFPG, Atlantic City, and WBZ, Vineland, will play host to visiting members. James Howe, of CTC, New Brunswick, is president of the association and Roland Treadar, WAAT, Newark, is secretary-treasurer.

### Benny Leads Pulse Survey In Manhattan Territory

Jack Benny, Fred Allen and Edgar Bergen-Charlie McCarthy, in that order are the top evening shows in New York, according to November pulse figures released yesterday. Bob Hope, second a month ago, slipped to sixth and Walter Winchell, (Continued on Page 5)

### Honored

Press and radio booth of a new million-dollar gymnasium now under construction at Seton Hall College, South Orange, N. J., will be dedicated to Ted Husing. The WHN sportscaster and disc jockey thus becomes the first radio figure so honored by an American school. Husing will attend formal dedication of the booth, slated for December 11.

### Denny Joins NBC

Charles R. Denny, Jr., former chairman of the FCC, took up his new duties as vice-president and general counsel of NBC, yesterday. Denny spent the day getting acquainted with NBC executive personnel and getting settled in his new office in the legal department of the network.

### Five Sponsors Renew ABC Network Shows

"Paul Whiteman Club," full-hour ABC network show (Monday through Friday, 3:30-4:30 p. m., EST) and "Vox Pop" (Wednesday, 8:30-9 p. m., EST) have been renewed by five web sponsors through next March, it was announced yesterday.

National Biscuit Company, Nestle's Milk Products, R. J. Reynolds Tobacco, and Wesson Oil & Snowdrift Sales Company, Inc., each have renewed their respective daily quarter-hour periods of the Whiteman show, and American Express Travelers (Continued on Page 2)

### Network Farm Programs Originating In Chicago

Chicago—Network farm programs moved to the Windy City this week for coverage of three major agricultural events, the International Livestock Show, the national 4-H Club Congress and the Farm Show, in addition to the convention of the National (Continued on Page 5)

## Battle Of Ratings Looms As "Top 20" List Appears

Open warfare between the co-incidental phone rating system and the use of automatic electronic recorders in the field of radio audience research loomed yesterday with C. E. Hooper as one of the principals and A. E. Nielson, the other contender for industry acceptance.

To be more specific the rating free-for-all will probably center around present acceptance of Hooper's "First Fifteen" as compared to the electronic

## Commission Action Formally Approves Transferring WCAU, WCAU-FM To Philadelphia Bulletin

### American FM Signals Hit British Television

As a sequel to a BBC complaint that FM programs originating at WEFM, Chicago, are causing interference to British television programs in southern England, Commander E. F. MacDonald, Jr., president of Zenith Radio Corp., yesterday asked the FCC for permission to temporarily change the FM station's broadcasting hours.

The interference, first noticed early (Continued on Page 7)

### Report M-G-M Negotiating For KLAC, KYA On Coast

West Coast Bureau, RADIO DAILY—Hollywood—Reports here are to the effect that Metro-Goldwyn-Mayer is negotiating for the purchase of KLAC, Los Angeles, and KYA, San Francisco, offering \$900,000 for the outlets.

### UNESCO's Desjardins To Speak At REC Meet

Philip Desjardins, senior counselor and head of the radio section of UNESCO, has been set as an added speaker at the REC luncheon meet. (Continued on Page 2)

Washington—Sale of WCAU and WCAU-FM to the Philadelphia Bulletin for an undisclosed sum yesterday received final approval of the FCC. Sale of the two radio stations by J. David Stern was part of a large deal also involving three newspapers for a total sum of \$4,500,000. The newspapers include the Philadelphia Record, The Camden (N. J.) Morning Post and Camden Evening Courier. Commission approval was given to (Continued on Page 5)

## CBC Board Meeting Considers Applications

Montreal—The Board of Governors of the CBC at a public meeting in Ottawa reserved decision on applications for six new radio station licenses and asked rival applicants for another license to try to get together and settle their differences.

Meeting in public for the second time since it was decided last Sep- (Continued on Page 6)

### Mitchell Grayson Named To K & E Tele Department

Mitchell Grayson has been appointed to the television department of Kenyon & Eckhardt, it was announced yesterday by William B. Lewis, vice-president and radio director. Grayson's first assignment will be preparation of a new television series for the agency.

### British Trend?

London—Coventry town council has decided to sponsor a municipal radio diffusion program. Similar plans are being worked out by several other English towns. At present there is, however, no chance of the BBC's agreeing to any municipally-controlled stations being opened. On the other hand BBC executives will soon consider shows for individual towns.

newcomer presenting the "Top Twenty."

Nielson threw his hat into the ring yesterday when he addressed a letter to the press announcing experimental publication of his "Top Twenty." He supplemented the letter with an exhaustive treatise on the advantages of Nielson's Radio Index and an explanation of use of the audiometer.

"For reasons well known to you, we (Continued on Page 7)

**RADIO DAILY**

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**JOHN W. ALICOATE** : : : Publisher

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

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**WEST COAST OFFICES**

Ralph Wilk, Manager  
8423 Hollywood Blvd. Phone: Gracita 8407  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief Managing Clagett  
6417 Dalmeida Bldg. 2122 Decatur St. NW  
Phone: Wisconsin 3271 Phone: Hobart 7627  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

**FINANCIAL**

(Dec. 1)

**NEW YORK STOCK EXCHANGE**

|                         | High    | Low     | Close   | Chg.  |
|-------------------------|---------|---------|---------|-------|
| Admiral Corp. ....      | 7 3/4   | 7 1/2   | 7 5/8   | ..... |
| Am. Tel. & Tel. ....    | 152 3/4 | 152 1/2 | 152 3/4 | ..... |
| CBS A .....             | 22 1/2  | 21 3/4  | 22      | ..... |
| CBS B .....             | 21 1/2  | 21      | 21 1/4  | ..... |
| Farnsworth T. & R. .... | 7 3/4   | 7 1/2   | 7 5/8   | + 1/8 |
| Gen. Electric .....     | 35 1/2  | 34 3/4  | 35 1/2  | + 1/2 |
| Philco .....            | 31 1/2  | 30 3/4  | 31 1/2  | + 1/8 |
| RCA Common .....        | 10      | 9 3/4   | 9 5/8   | ..... |
| RCA First pfd. ....     | 70 1/2  | 70      | 70      | ..... |
| Stewart-Warner .....    | 15      | 15      | 15      | ..... |
| Westinghouse .....      | 28 3/4  | 28 1/2  | 28 3/4  | + 3/8 |
| Westinghouse pfd. ....  | 90 1/2  | 89      | 90 1/2  | + 1/2 |
| Zenith Radio .....      | 19      | 18 3/4  | 19      | + 1/4 |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

Westinghouse applied to the FCC for power boosts from 10 to 50 kw. for WOWO and KYW. Grants would give firm four 50-kilowattlers. . . . Only two of 13 automotive shows on the networks were slated to fold despite a heavy slump in the field.

**Cinefect's**

THE PRODUCERS' AID

**OPTICALS**  
TITLES, ANIMATION,  
INSERTS, MAPS,  
SONG REELS

1600 BROADWAY  
N. Y. 19, N. Y.

**CIRCLE 6-0951**

**★ COMING AND GOING ★**

**FRANK E. MULLEN**, executive vice-president of NBC, is in Chicago to confer with central district officials and to attend meetings of several agricultural societies. Tonight he'll go on to Milwaukee, and from there will head for St. Louis.

**ROBERT E. KINTNER**, executive vice-president of the American network, and **EARL MULLIN**, publicity manager of the web, are spending this week in Chicago and Minneapolis on business.

**EDWARD R. MURROW**, Columbia network correspondent in London, has arrived in New York with **MRS. MURROW**. They'll stay two weeks.

**JOHN MADIGAN**, national news editor for ABC, is in Pittsburgh to supervise today's broadcast of Martin Agronsky.

**DICK** ("Boston Blockie") **KOLLMAR** has left for Boston to confer with the mayor.

**A. A. SCHECHTER**, vice-president of Mutual in charge of news, special events and publicity, is spending this week in the Middle West on business.

**GEORGE D. COLEMAN**, general manager of WGBl, Columbia's station in Scranton, Pa., paid a call recently at the station relations department of the network.

**E. P. H. JAMES**, vice-president of the Mutual network in charge of advertising, promotion and research, will speak today at a joint meeting of the Pittsburgh Advertising Club and the Pittsburgh Radio and Television Club on the subject, "Behind the Scenes in Radio." He'll be back tomorrow.

**GEORGE POLK**, Columbia network correspondent in Cairo, Egypt, has arrived in London, where he'll spend two weeks.

**BILL CUNNINGHAM**, Mutual network commentator, leaves New York today for Hagerstown, Md., where he'll address the Chamber of Commerce on world affairs.

**MARTIN BLOCK**, disc jockey on WNEW and MBS, has arrived from the West Coast for a short visit in New York.

**LEONARD KAPNER**, president of WCAE, Pittsburgh affiliate of the American network, is in Gotham for conferences at the headquarters of the web.

**PHIL ALAMPI**, form news editor for WJZ, is in Chicago to attend the International Livestock Exposition and the convention of the 4-H Club Congress. He'll be back in New York next Thursday.



**Supersonic**

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places, too, with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-Jet snapped at 1-1000th of a second as it flashed across the three kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound . . . the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more listeners-per-dollar-spent . . . than with any other station in town.

W-I-T-H, the successful independent, is the fast-moving station in this big five-station town.

W-I-T-H belongs on any smart list . . . yours included!



**W-I-T-H**  
AM and FM

**Baltimore 3, Maryland**  
TOM TINSLEY, President  
Represented Nationally by Healdley-Road

**Five Sponsors Renew On ABC Web Programs**

(Continued from Page 1)

Cheques has renewed sponsorship of Vox Pop.

Agencies involved are: McCann-Erickson for National Biscuit; Campton for Nestle's; William Esty for R. J. Reynolds, and Keyon & Eckhardt for Wesson Oil & Snowdrift Sales. J. M. Mathes handles the American Express account.

**Special ABC Program Hails Atom Anniversary**

"Atomic Anniversary," special program dealing with the early stages of development of the atom bomb, will be aired over ABC today at 4:30-4:45 p. m., originating from the Chicago laboratory where initial chain reaction experiments were made five years ago.

Robert Hutchins, chancellor of the University of Chicago, and Dr. Enrico Fermi, eminent physicist, both participants in the original experiments, will be heard on the show. Sumner Pike, vice chairman of the Atomic Energy Commission, Dr. Walter Zinn, and Dr. Farrington Daniels, of the Argonne National Laboratory, will also be heard during the course of the program.

**Recording Note**

Jack Kapp, president of Decca Records, Inc., announces that arrangements have been completed for a \$4,000,000 six-year credit from the First National Bank of Boston, to increase working capital and to provide additional funds for the expansion and development of Decca Records and its subsidiaries.

**Stork News**

A son was born to Mr. and Mrs. Victor Sholis on November 24. Sholis is general manager of WHAS, CBS affiliate in Louisville, Ky.

**UNESCO's Desjardins To Speak At REC Meet**

(Continued from Page 1)

ing tomorrow at the Hotel Roosevelt.

Desjardins will describe his plan to enlist the co-operation of American radio in the work of bettering international understanding. The UNESCO official has recently returned from the organization conference in Mexico City, and will leave for Paris after the REC meet. Justin Miller, president of NAB, will be the principal luncheon speaker.

**Magazine Article By Straus**

Nathan Straus, owner of WMCA, is the author of an article on housing in the December issue of the American Magazine, which hits the stands today. Straus was the first administrator of the United States Housing Authority.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK METROPOLITAN AREA  
Send for WHO'S WHO Among Advertisers on WEVD  
WEVD  
117-119 W. 46 ST.  
HENRY GREENFIELD, Mgr. Director N. Y. 19

★ AGENCY NEWSCAST ★

**HORACE HAGEDORN** has joined Kieseewetter, Welterau & Baker, Inc., as vice-president and member of the executive board, it has been announced by H. M. Kieseewetter, president and chairman of the directorate. Hagedorn was formerly with NBC and vice-president of Craven & Hedrick, Inc.

**INTERSTATE LABORATORIES**, makers of Oculine Eye Preparations, has appointed the Morgan Agency, Los Angeles, according to Thomas W. Webb, president. Steve Schaffer, new business man for the agency, is executive on the Oculine Products account.

**KAYE SULLIVAN**, formerly with O'Brien & Dorrance, has joined Slansky & Maury Advertising Agency as copy chief and director of sales promotion.

**CARROLL H. HUDDERS, JR.**, formerly with J. Walter Thompson Co., research and public-relations divisions, has joined the Sao Paulo, Brazil, office of the agency.

**WOODARD & FRIS, INC.**, Albany, N. Y., has been engaged to place the advertising of Hall & Co., Inc., Delmar, N. Y.; Pen Crafts Associates, Albany and The First Trust Company of Albany.

**MORSE INTERNATIONAL, INC.**, announces the appointment of J. G. Hitrec to their export copy staff. Formerly of the overseas department of D. J. Keymer & Co., advertising agents of London, Hitrec has worked in London, Calcutta and Bombay as copywriter, account executive and branch manager. During the war years he participated in the Central Planning Unit, a semi-official pool of Indian agencies entrusted with the production of government advertising and propaganda.

**GOLDEN CROWN FOOD PRODUCTS**, subsidiary of the Interstate Wholesale Grocery Company, have selected John Freiburg & Company as advertising and merchandising counsel for their complete line of Golden Crown products, along with Rite Brite bleach, Rite Brite cleaner, and Dutchee Chocolate drink. The agency also will handle the company's entire line of sauces, as well as their new cola product.

**FOOTE, CONE & BELDING** has been appointed advertising representative of the Delco Appliance Division, General Motors Corp., Rochester, N. Y., it has been announced by Julian F. Warren, advertising manager. New setup is effective January 1. The agency's Chicago office will handle Delco advertising.

**LISTENERS APPRECIATE ACCURATE, ROUND-THE-CLOCK REPORTING DURING MAINE'S GREAT DISASTER\***

From Tuesday, October 21, through Sunday October 25, the entire staff of the Guy Gannett Broadcasting Services, WGAN in Portland and WGUY in Bangor, and the Guy Gannett newspapers of Portland, were on the job as a team—and on the air 24 hours a day—reporting the worst fire disaster in Maine's history. Broadcasts from Gannett planes and from mobile units at fire fronts kept Maine listeners informed of every development and warned of new outbreaks.

**"THANK YOU" from the People of MAINE**

From a few of the hundreds of letters we received. . . .

"I don't know what I would have done without your announcements."

"I have near relatives and friends in many of the areas burned over, and my only source of information was through you."

"From my heart I thank you for your hard day and night."

**FRANK STANTON, President of CBS, to WGAN,**

"Not only is CBS grateful for the fine cooperation it has received from you in its news coverage of the fire, but reports of your contribution to the welfare of the devastated communities reaffirm the traditional role of the broadcaster in the face of disaster."

\*It should be noted that although the fire disaster was extremely serious, it affected only a small segment of the State.

**GUY GANNETT BROADCASTING SERVICES**

**WGAN**

Portland, CBS affiliate, 500 Watts, 560 KC

**WGUY**

Bangor, ABC affiliate, 250 Watts, 1450 KC

WGAN—FM WGUY—FM

NATIONAL REPRESENTATIVE  
PAUL H. RAYMER CO.



**WE'RE COCKY**

... about the percentage of yearly renewals—nearly perfect!

**WIP** BASIC MUTUAL

PHILADELPHIA'S PIONEER VOICE

Represented nationally by **EDWARD PETRY & CO.**

LOS ANGELES

By RALPH WILK

WARNER'S Alan Hale has been set to appear on the Chesterfield Supper Club, today, Dec. 2, on NBC, in a promotion for "My Wild Irish Rose" starring Dennis Morgan. In addition, Hale goes on wax for the cigarette program for the week of Dec. 24 through 28.

Wendell Niles, announcer on "The Man Called X" heard coast-to-coast over CBS net Sunday night, uses his own plane to fly to wherever one of his announcing chores happens to be. He has been known to fly from here to New York for just one broadcast and return immediately following completion of the show.

Lou Place, West Coast head of Russell M. Seeds Agency, flew back to Chicago, Thursday the 27th, for conferences with home office officials. Place returned to Hollywood via TWA Constellation on the 30th, in order to be on hand for the Red Skelton preview.

Richard Diggs, producer of the Louella Parsons radio show for ABC, returned to Hollywood from New York, where the show has originated for the past three Sundays.

Touted as the answer for the long-sought low-budget soap-opera "Mike and Molly Malone," new type comedy situation show featuring Edith Greaves and Bob Davies, received its initial audition waxing this week at Universal Recorders. Penned by scripter Jerry Merton, the Malone show will be a 15-minute five-day weekly series. Purported gimmick of the soaper is the low budget brought about by show theme which follows activities and utilizes talents of a one-time multi-voiced Blarney radio-ite. Handled by Davies, scores of characters, including popularly "known" voices, appear in story line. Louis Lenart and Milt Rosener are teamed for production and promotion of package.



Mainly About Manhattan . . .

• • • With Beryl Davis switching right over from Camels to the Hit Parade this week, the wags are commenting that she must be singing for Luckies through courtesy of Camels. (The moral of all this must be "If every smoker knew what Phillip Morris smokers know.") . . . What goes with Philco and their ad agency, Hutchins? We're just asking, mind you. . . Hear that the NAB is getting in that legal hagggle between Coca-Cola and Snowcrest outfit which marks Polar Cola. . . Paul Kesten, former executive veepee of CBS, reported married and living in Mexico. . . Bev Kelley, gen'l press and radio director of Ringling Bros. and Barnum & Bailey circus, has resigned effective Jan. 1st. . . Exlt of Geo. McGarrett, account exec on American Tobacco biz, and Norman Winter, video topper for Foote, Cone & Belding, resulted, we hear, from friction on the Jack Paar setup. And, while we're on the subject, could Robert Stephenson's departure have anything to do with Bob Hope's tiff with Chas. Luckman? . . . One of the talent agencies recently let one of their top boys go. Reason given was that he didn't produce. That's a laugh, if you're hep to their procedure. Every time he had a deal warmed up, Mr. Big of the agency stepped right in and took charge—and, incidentally, all of the credit, natch.

• • • Bill Gernannt's "County Fair" is deliberately gonna set radio back 100 years on its Dec. 6th airing. So far as the show is concerned, the date will be Dec. 6th, 1847. Every member of the cast (even the contestants) will be dressed in the correct period attire. Research staffers have been busy for weeks to make every reference, every line and every action absolutely authentic. The Mexican War is on—Pres. Polk is in the White House—and a rising young Illinois legislator, Abe Lincoln, is making his voice heard in Congress. The big question of the day is: "Should Women Get the Vote?"

• • • AROUND TOWN: WOV, as well as other indie outlets, all hopped up over a post-midnite colored disc jockey show with Joe Bostic in the saddle. Show will emanate from either Small's Paradise or the Savoy. . . Mildred Fenton back at her desk again after a five-month slege of illness. . . Nan Coburn, ass't publicity director at WHN for two years, has resigned due to ill health. Medico has ordered temporary retirement. . . Aside to Eddie Dunn: A comedy show in the works? . . . Dwight Weist again selected to narrate the annual Red Cross movie that describes the work of this great agency. . . Drop a line to Burt (Carter on Popper Young) Brazier who's ailing in Milwaukee. His address out there is 3031 No. 36th street. . . Guy Lombardo touting Monica Lewis as "freshest young singer to come along in years" and to prove it, is waxing several sides of Decca with her. Monica, incidentally, has the inside track to replace Jo Stafford on Chesterfield: we hear. . . Fred Robbins just got his '48 license plates—FR 1280. By an odd coincidence, that happens to be the tag of his WOV aiter.

• • • "Honeymoon In N. Y.," which is about to enter its 3rd year on the air, can point with pride to a long list of "firsts." They were the first, we believe, to present a boatload of the initial war-brides to arrive here—and they beat the other shows to the punch in tying in important N. Y. events such as the arrival of the circus, rodeo, etc. Also presented on their time was the lad who dropped the atomic bomb on Hiroshima and the pilot who took Reynolds and his "under-water" pen around the world. Playing an important role in the success of the aiter has been Herb Harris, whose task it is to select suitable gifts in tremendous quantities for the various participants. Herb has promoted over a quarter of a million dollars worth of merchandise a year totaling over 10,000 items ranging from cameras to refrigerators. He has 165 nationally-advertised products on his active list.

NEVER!  
NEVER!  
NEVER!

HAS WAAT BEEN  
A BETTER BUY!  
..... RATINGS  
PROVE IT.....  
RESULTS  
PROVE IT.....  
FOR WAAT  
ADVERTISERS  
WHO KNOW THAT

WAAT DELIVERS  
MORE LISTENERS  
PER DOLLAR IN  
NORTH JERSEY  
AND NEW YORK  
CITY THAN ANY  
OTHER STATION  
... INCLUDING ALL  
50,000 WATTERS.

- ▶ FIRST IN AM
- ▶ FIRST IN COMMERCIAL FM
- ▶ SOON FIRST IN FACSIMILE
- ▶ SOON FIRST IN TELEVISION

New Jersey's 1st Station

WAAT  
970 ON THE DIAL  
NEWARK-NEW JERSEY

THERE'S ONLY ONE  
*Lord Tarleton*  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

# Commission Okays Phila. Station Deal

(Continued from Page 1)  
 transactions: (1) Transfer of control over the Record Co., licensee of WCAU and WCAU-FM from Stern Bulletin Co.; (2) assignment of lease of WCAU-FM from the Philadelphia Record Co. to William Penn Broadcasting Co., a subsidiary of the Bulletin Co.; (3) assignment of license of WPEN-FM and CP for WPEN-TV from William Penn Broadcasting Co. to The Philadelphia Record Co., and (4) transfer of control of William Penn Bulletin Co. to Sun Ray Drug Co.

Station Status Outlined  
 Status of various stations after Commission approval adds up this way: Sun Ray Drug Co. will own 100 per cent of William Penn Broadcasting Co. for a consideration of \$1,000; William Penn will be licensee of WPEN and WPEN-FM (formerly WCAU-FM). Philadelphia Record Co. will be licensee of WCAU and WCAU-FM (formerly WPEN-FM) and permittee of WCAU-TV (formerly WPEN-TV). Station WCAU-FM will be exchanged for stations WPEN-FM and WPEN-TV, and the present call letters will be changed as follows:

WCAU-FM to WPEN-FM; WPEN-FM to WCAU-FM and WPEN-TV to WCAU-TV. Commissioners Clifford J. Orr and Robert F. Jones voted for hearing in the case.

# WCCC, New Hartford Sta., Completing New Studios

New Hartford—WCCC, new AM station which began operations as this city's first outlet last month, will move into permanent studio headquarters in the Hotel Bond here within the next few weeks, it was announced by Max and William Savitt, owners of the station and principals of the Greater Hartford Broadcasting Company. Station operates on 1290 kc. with 500 watts, daytime only.

Savitt brothers report widespread enthusiasm from listeners in the central Connecticut area for WCCC's policy of "letting the public judge and select its program fare," as proved via 10,000 letters mailed last month and full-page newspaper advertisements asking for suggestions. In addition, listening audience applauded station's policy of financing program features available on other Hartford stations when WCCC signs off at sundown.

Mr. Manager:  
**DO YOUR RATINGS NEED A HYPO?**

Program executive with 15-year proven successful record can be available for right spot. Thoroughly experienced in local indie operation and has excellent credits as programmer and NY network producer. Likes the challenge of local station problems. Plenty budget-wise. Tele experience. Family man.

Write or wire RADIO DAILY, Box 422, 1501 Broadway, New York 18, N. Y.

# Network Farm Programs Originating In Chicago

(Continued from Page 1)  
 tional Association of Radio Farm Directors.

As a forerunner to the resumption of its weekly "Country Journal" on Saturday, CBS is airing "Country Journal Special" this week, 4:30 p.m., EST., with news of the three events. Program will feature Don Lerch, "Country Journal" director. Participating also will be Mary Burnham, show's home editor; Larry Haeg, WCCO; Harry Campbell, WBBM; Ted Mangren, KMOX, and Jessie Bufum, WEEI.

A series of four special shows is being carried by NBC, 1-1:15 p.m., featuring pickups from the Livestock Show, interviews with 4-H members and other agriculture news. On Saturday, the web's "National Farm and Home Hour" also will originate here and will include a description of the livestock show.

A portion of ABC's "American Farmer" program will originate here Saturday, 12:30-1 p.m., EST., with Dana Reynolds as speaker.

# Benny Leads Pulse Survey In Manhattan Area

(Continued from Page 1)  
 third place in October, fell to eighth. Biggest jump was made by Allen, who showed a gain of 4.7 over the previous month.

Leading weekly daytime shows are Rosemary and Helen Trent with Grand Slam and Harry Clark's news stanza tied for third. Top weekend daytime programs are, in order, Counterspy, and The Shadow, with The Family Hour and Hour of Charm tied for third. Counterspy's rise to the top of the Pulse list was marked by a gain of 6.0 rating points since October.

**Georgie Jessel On CBS**  
 Georgie Jessel will be heard over CBS tomorrow when he makes a guest appearance on "Broadway and Vine with Radie Harris," 3:55-4 p. m.

## Coming Up

ALL DRESSED UP WITH A BROKEN HEART (Marks)  
 FOOL THAT I AM (Hill & Range)  
 MIAMI BEACH RHUMBA (Marks)  
 NINA NANA (Encore)  
 PASSING FANCY (BMI)  
 PENNY (Vanguard)  
 RHUMBA FANTASY (Pemora)  
 ROSALINDA (Cherio)  
 THE JUNGLE RHUMBA (Duchess)  
 WHO'S GOT ALL THE DOUGH (Arlene)  
 WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

# BMI Pick-up Sheet

## Hit Tunes for December (On Transcriptions)

### A GIRL THAT I REMEMBER (BMI)

LANG-WORTH—Four Knights  
 LANG-WORTH—Frankie Masters  
 CAPITOL—Alvino Rey  
 NBC-THESAURUS—Novatime Trio

### AS SWEET AS YOU (Regent)

NBC-THESAURUS—George Wright  
 LANG-WORTH—Airlane Trio  
 MacGREGOR—Johnny White Quartet

### FORGIVING YOU (Mellin)

ASSOCIATED—Vik Damons  
 CAPITOL—Skitch Henderson  
 LANG-WORTH—Tommy Tucker

### HILLS OF COLORADO (London)

WORLD—Les Brown  
 ASSOCIATED—George Towne  
 LANG-WORTH—Lenny Herman

### I WONDER WHO'S KISSING HER NOW (Marks)

NBC-THESAURUS—Music Hall Varieties  
 NBC-THESAURUS—Knickerbocker Four  
 STANDARD—Gladys Sweeton  
 STANDARD—Lawrence Welk  
 ASSOCIATED—George Towne  
 WORLD—Frank Froeba  
 WORLD—Ray Bloch  
 LANG-WORTH—Chuck Foster  
 LANG-WORTH—Randy Brooks  
 MacGREGOR—Ernie Felice Quartet  
 MacGREGOR—Artie Wayne

### LET'S BE SWEETHEARTS AGAIN (Campbell-Perloe)

ASSOCIATED—Mindy Carson  
 LANG-WORTH—Lenny Herman  
 NBC-THESAURUS—Novatime Trio

### MADE FOR EACH OTHER (Peer)

LANG-WORTH—Al Trace  
 WORLD—Russ Morgan  
 NBC-THESAURUS—Sweetwood Serenaders

### MY RANCHO RIO GRANDE (Harwall-Criterion)

LANG-WORTH—Airlane Trio  
 LANG-WORTH—Ship Fields  
 NBC-THESAURUS—Sweetwood Serenaders

### THERE'LL BE SOME CHANGES MADE (Marks)

CAPITOL—Buddy Cole's  
 Four-of-a-Kind  
 CAPITOL—Dini Porter  
 STANDARD—Lucille Norman  
 NBC-THESAURUS—Slim Bryant  
 MacGREGOR—Red Nichols  
 LANG-WORTH—Jack Lawrence  
 LANG-WORTH—Joe Solja  
 LANG-WORTH—Tony Pastor

### THE STORY OF SORRENTO (Pemora)

LANG-WORTH—Lenny Herman  
 MacGREGOR—Robert Maxwell  
 STANDARD—Lawrence Welk

### ZU-BI (Republic)

LANG-WORTH—Lenny Herman

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

## CBC Board Meeting Considers Applications

(Continued from Page 1)  
 member to hear representations on applications in the open, the board also took under consideration requests by some stations for power increases.

A request from CKAC, Montreal, for a power increase will be heard later and then the board will move into private sessions, possibly to consider the applications heard so far. The board's action is limited to making a recommendation to the licensing authority in the Transport Department.

### Applicants Listed

Applications heard during the day came from: The Saskatoon Broadcasters, Limited, for a 250-watt station at Saskatoon; David M. Armstrong for a 250-watt station at Victoria; Representatives of station CFAB, Falmouth, N. S., for a satellite transmitter at or near Kentville, N. S.; Donald D. Anderson for a 1,000-watt station at Sydney, N. S.; Kenneth Soble of CHML, Hamilton, for a power increase to reach a larger rural section; Roger Bergeron for a 1,000-watt station at Matane, Que.; D. R. Wilson for a 1,000-watt station at Shawinigan Falls, Que.; C. A. Pollock for a 10,000-watt frequency modulation station at Kitchener, Ont.; Representatives of CFRB, Toronto, for a power increase from 10,000 watts to 50,000 watts.

In addition the board heard representatives of Gagnon and Bolduc, Reg'd, on an application for permission to establish a 1,000-watt station at Beauceville, Quebec, and Vincent Rodrigue on his application for permission to establish a 150-watt station at St. Georges de Beauce, only ten miles from Beauceville.

When the two applications had been heard the Board felt that they conflicted and that the two parties should try to iron out their differences. The parties agreed to do so and report at the next meeting probably in January.

## Joins Guedel Productions

Los Angeles—John Guedel Radio Productions has announced the appointment of Martin Hill as production manager for the "House Party" program when sponsorship is resumed by General Electric today. Hill's former association was with Foote, Cone & Belding.

## CBC Pays Bonus

Montreal—CBC has decided to pay its employees earning \$6,000 a year and less a bonus amounting to 10 per cent of their sales checks for November, December, January, February and March. Dr. Augustin Frigon, general manager of the CBC, said Wednesday. He said the bonus, starting with the checks for Dec. 1, would be paid to "help employees along." It has no relation to the cost-of-living index.

## NETWORK SONG FAVORITES

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

Survey Week of November 21-27, 1947

| TITLE   | PUBLISHER          |
|---|--------------------|
| —And Mimì.....                                | Shapiro-Bornstein  |
| Ballerina.....                                | Jofferson          |
| Best Things In Life Are Free.....             | Crawford           |
| Civilization.....                             | E. H. Morris       |
| Don't You Love Me Anymore.....                | Oxford             |
| Gentleman Is A Dope.....                      | Williamson         |
| Golden Earrings.....                          | Paramount          |
| Hills Of Colorado.....                        | London             |
| How Lucky You Are.....                        | Peter Maurice      |
| How Soon.....                                 | Supremo            |
| I Have But One Heart.....                     | Barton             |
| I Still Get Jealous.....                      | E. H. Morris       |
| I Wish I Didn't Love You So.....              | Paramount          |
| I'll Danc' At Your Wedding.....               | Georgo Simon       |
| Lady From 29 Palms.....                       | Martin             |
| Little Old Mill.....                          | Shapiro-Bornstein  |
| Love Is So Terrible.....                      | Mellin             |
| My How The Time Goes By.....                  | Chappell           |
| Near You.....                                 | Supreme            |
| Papa Won't You Dance With Me.....             | E. H. Morris       |
| Pass The Peace Pipe.....                      | Crawford           |
| Serenade Of The Bells.....                    | Melrose            |
| So Far.....                                   | Williamson         |
| Stanley Steamer.....                          | Harry Warren       |
| Stars Will Remember.....                      | Harms              |
| They're Mine, They're Mine, They're Mine..... | Sinatra Songs      |
| Too Fat Polka.....                            | Shapiro-Bornstein  |
| Two Loves Have I.....                         | Miller             |
| What Are You Doing New Year's Eve.....        | Famous             |
| Whiffenpoof Song.....                         | Miller             |
| You Do.....                                   | Bregman-Vocco-Conn |

## Second Group

|                                       |                    |
|---------------------------------------|--------------------|
| Ain'tcha Ever Comin' Back.....        | Sinatra Songs      |
| Almost Like Being In Love.....        | Sam Fox            |
| Feudin' and Fightin'.....             | Chappell           |
| Freedom Train.....                    | Berlin             |
| Forgiving You.....                    | Mellin             |
| Home Is Where The Heart Is.....       | Advanced           |
| I'm Sorry I didn't Say I'm Sorry..... | Shapiro-Bornstein  |
| It Happened In Hawaii.....            | Remick             |
| Kate.....                             | Berlin             |
| Kokomo, Indiana.....                  | Bregman-Vocco-Conn |
| Lozy Countryside.....                 | Santly-Joy         |
| Let's Be Sweethearts Again.....       | Campbell-Forgie    |
| Sincerely Yours.....                  | Loeds              |
| That's My Desire.....                 | Mills              |
| There'll Be Some Changes Made.....    | E. B. Marks        |
| Those Things Money Can't Buy.....     | Robbins            |
| Why Should I Cry Over You.....        | Feist              |
| With A Hey And A Hi And A Ho Ho.....  | Bourne             |
| Za Zi.....                            | Republic           |

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## Luckman Lauds Radio Ad Council Food Aid

(Continued from Page 1)

ministrative work of the Citizen Food Committee. I want to be sure that everyone understands how an in-measurably valuable The Advertiser Council has been during the entire effort. The urgent call for support made by Charles Mortimer, (chairman of the Council) and the subsequent work of the Council's staff helped to gain the co-operation of advertisers, publishers, broadcast and the outdoor groups."

### Will Continue Drive

Although the goal of the Emergency Food Conservation project is in sight the Council will continue its campaign of informing the American public of the necessity of adherence to the "meatless Tuesday and eggless Thursday" program, until the needed 100,000,000 extra bushels of grain actually on hand for overseas shipment to nations who face the threat of winter famine.

### Cites Radio's Role

Citing radio as typical of the support rendered by advertising men to the campaign through the Council operation, Luckman pointed out: "The radio allocations of the Council placed behind the Food Emergency program represented one of the most powerful and organized means of quickly bringing Food Emergency appeal to the public. Yet even before the allocations placed behind the food effort countless advertisers had answered Mr. Mortimer's call for co-operation by carrying the appeal on their programs using other than Council-allocated time."

## Philco Appoints Paiste Television Sales Representative

Philadelphia—Henry T. Paiste, former general manager of the Philco Service Division, has been appointed special television sales representative of the Philco Corporation, it was announced yesterday by John M. O'Connell, general sales manager.

Paiste has been with Philco for years, joining the company in 1934. During the war he managed the Philco training and installation division, and was in charge of the company's electronic schools which trained over 15,000 radio-radar technicians for the Army and Navy. Since last April Paiste has concentrated on aiding distributors' sales and solving problems in areas where Philco television sets have been introduced. He will continue this work in his new capacity, it was said.

## Shortwave Service

Nightly reports on the Foreign Ministers Conference, currently in session in London, are being transmitted to Latin America in English through the shortwave facilities of CBS, David Penn, a veteran of the Paris, Moscow and Rio Conferences, handles the commentary

# BC To "Block-Plug" In Promotion Drive

BC has set a new promotion campaign similar to the old vaudeville technique of pushing all headlines in a given night, by means of block-plugging, in a strong bid to increase the size of an entire evening's audience as well as individual program attention.

Campaign provides for issuance to stations a promotion kit which includes transcribed announcements including whole block of shows, posters, mats, prints, etc. First of these is plugging the Wednesday lineup from 8 to 11 p. m., featuring Dennis H. The Great Gildersleeve, Duffy's Fern, Mr. District Attorney, The Story and Jimmy Durante, is now distribution. Added feature is transcribed plugs cut by the stars provided for local on-the-air promotion by NBC stations.

Network's advertising and promotion department is readying campaigns for Thursday, Friday and Saturday nights and weekday mornings.

# Seeks FCC Appearance On Free Speech Issues

William I. Godofsky, president of WLLI, Hempstead, L. I., has filed a petition with the FCC claiming the commission is abridging free speech by a free press as long as the May-weather decision, denying the broadening of editorial opinions by stations, remains in force. Godofsky will make a personal appearance at FCC hearings on the subject next Jan. 12. The Long Island broadcaster said the philosophy of the FCC in 1941 left a scarcity of frequencies for stations precluded the right to editorialize no longer is valid, "if it ever was." Godofsky added there are nearly 500 stations as many stations in the U. S. as there are in daily English language newspapers.

# O'Donnell To WINS

Michael O'Donnell, formerly with NBC music library, has joined WINS as director of the Crosley outdoor music library. He also is in charge of all copyright clearances.

# Battle Of Ratings Looms As "Top 20" List Appears

(Continued from Page 1)

have long hesitated to take this step," Nielson wrote. "Our total investment in the development of NRI service is now approaching the \$5,000,000 mark, and with current NRI operations still a long way from the break-even basis, we have an understandable reluctance to give away a part of what we have to sell.

"Furthermore," he continued, "we haven't been anxious to aggravate the chronic radio industry ailment of 'Ratingitis'—casual and uncritical reliance on program ratings, which, however accurate, are only the beginning of the sound comprehensive radio research work needed by the industry and supplied by complete NRI service."

Taking a veiled crack at Hooper ratings, Nielson said: "That as long as we do not make such releases, the entire industry has available to it only a form of ratings which is inaccurate in concept and inadequate in coverage—and that this condition will persist for as long as we allow such ratings to be the only quotable 'measurements' circulated throughout the industry."

Nielson emphasizes that their survey covers "total audience," the audience that listens to all or any part of the program. "Generally this is the more useful rating, and, unlike the co-incidental phone rating, it does not discriminate against radio as an advertising medium."

The audit of radio listening as covered by the audimeter attachments to radio receivers is reported to proportionately cover 63 per cent of radio homes. Based on tabulations for the week of Oct. 19-25, in part the Niel-

son report for the "Top Twenty" follows:

### —EVENING PROGRAMS— (Total Audience)

- 1—Mibber Mc-Geo & Molly, 24.8; 2—Amos 'n' Andy, 23.8; 3—Chase & Sanborn Program, 23.1; 4—Truth or Consequences, 22.8; 5—Bob Hope, 22.6; 6—Pitck Bonhwacon, 22.5; 7—Fred Allen Show, 22.3; 8—Life of Riley, 21.9; 9—Jack Benny, 21.3; 10—Duffy's Tavern, 20.7; 11—Red Skelton, 20.3; 12—My Friend Irma, 19.5; 13—Adventures of Sam Spide, 19.5; 14—Date With Judy, 19.5; 15—Inner Sanctum, 19.3; 16—Great Gildersleeve, 19.2; 17—Your Hit Parade, 19.1; 18—Kraft Music Hall, 19.0; 19—Blondie, 18.9, and 20—Mr. District Attorney, 18.7.

### —DAYTIME PROGRAMS—

- 1—Right in Happiness, 19.2; 2—Pepper Young's Family, 9.9; 3—Our Gal Sunday, 9.3; 4—Backstage Wife, 9.3; 5—When A Girl Marries, 9.1; 6—Rose Mary, 9.0; 7—Wendy Warren, 8.9; 8—Helen Trent, 8.8; 9—Big Sister, 8.7; 10—Stella Dallas, 8.6; 11—Aunt Jenny, 8.5; 12—Road of Life, 8.5; 13—Wilder Brown, 8.4; 14—Ma Perkins (CBS), 8.1; 15—Ma Perkins (NBC), 8.1; 16—Portia Faces Life, 8.0; 17—Lorenzo Jones, 7.5; 18—Joyce Jordan, 7.5; 19—Breakfast Club (Philco), 7.3, and 20—Life Can Be Beautiful, 7.2.

C. E. Hooper was not available for comment yesterday on Nielson's bid for program rating publicity. Associates, however, seemed aware of the Nielson passout and declined comment in favor of Hooper.

# American FM Signals Hit British Television

(Continued from Page 1)

last week, is caused by "skip" long range transmissions from the Zenith 45.1 mc. FM transmitter, MacDonaid said that it is a temporary condition brought about by sun spot activity, now at the highest point ever recorded, and will not recur again as a serious problem at such extreme distances for eleven years, when sun spot activity will again reach a high point.

Effective immediately, he announced, and continuing until the sun spot activity wanes in a matter of days or weeks, WEFM will begin broadcasting at 10:00 a.m. Chicago time (4:00 p.m. London time), and continuing until midnight.

# Takes Federal Post


The election of Major General Roger B. Colton (retired) as vice-president of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation, was announced yesterday. General Colton, who has completed more than thirty years of service with the United States Army, has had extensive experience in communications research and development during two wars and the period between.

# N. Y. Radio Talent Plans Own Little Theater Group

A theater group called New Stages, Inc., consisting mostly of radio artists who formed the corporation by buying stock shares, have leased an old Italian cinema house on Bleeker Street in lower Manhattan and will offer their first production, "Lamp at Midnight," by Barrie Slavis, late this month. New Stages consists of about 75 members, headed by Norman Rose as president, a network narrator, who formed the company to give radio actors experience in legit theater and also as a showcase for air talent. Two others who were responsible for starting the project are David Hellweil and Robert Gundlach.

New Stages plans to produce plays of good literary quality. "Lamp at Midnight" has a cast of about 35 and the troupe currently is rehearsing every night from 9:30 p.m. to 3 a.m. so as not to conflict with radio work of the members. The two-story theater building, seating 300, which was leased for five years, is being renovated and a new stage constructed. The house will be sealed from \$3 to \$1.20.

**"LEAHY OF NOTRE DAME"**  
GOES  
**52**  
WEEKS



Radio's hottest sports program, with Frank Leahy, Athletic Director of Notre Dame, and Harry Wismer, radio's top sportscaster, will cover ALL SPORTS—basketball, baseball, hockey, track, etc.

**BIG NAME GUESTS • STORIES • NEWS**

Write, Wire, or Call for Price and Exclusivity for Your Market!

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360 North Michigan Avenue • Telephone Central 5593 • Chicago 1, Illinois

*Hoopers ARE Whoppers*

**WTAG**  
WORCESTER

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## —IOWA—

**CEDAR RAPIDS**—New members of KCRG and KCRG-FM's staff include Pat Patterson and Edna A. Herbst. Miss Herbst, former promotion and publicity director of the Tall Corn Network, has been appointed promotion and publicity director while Patterson, formerly associate news editor at WMT, will take over as program and news director. . . . **DES MOINES**—Carter Reynolds, veteran KRNT staff announcer, has filled the continuity director post held by Bill Riley, who has been promoted to an air personality as the "KRNT Money Man."

## —MISSOURI—

**KANSAS CITY**—Latest addition to KCMO's announcing staff is Hugh LaRue, graduate of the University of Oklahoma where he majored in speech and radio. . . . **ST. LOUIS**—KXOK farm editor, Charley Stookey, has taken on the additional duties of editor of the Red Bud, Illinois, "Pilgrim," weekly newspaper for that city. Stookey was news editor of the Prairie Farmer prior to his entry into radio and has been presenting his "Town and Country" program over KXOK since August, 1944.

## —CONNECTICUT—

**HARTFORD**—Peter DePasquale, formerly connected with Seel's radio store, has joined the staff of WDRC as a control room operator. He replaces John Campion who has been shifted to the station's transmitter staff. . . . WHTT recently broadcast the seventh annual presentation of this city's "Inter-Faith" award for the first time. The award is made yearly to "the Hartford citizen who, in the opinion of a specially chosen committee, has best served the cause of inter-racial amity." . . . **DANBURY**—Peggy Wood, known for her performances in "Blythe Spirit," the creation of "Bitter Sweet" and many other acts abroad, recently guested on the "These Are Your Neighbors" program.

## —OHIO—

**CLEVELAND**—Bill Veeck, popular and colorful proxy of the Cleveland Indians will be heard regularly, each Tuesday evening, on Van Patrick's sport show aired over WGAR. . . . **AKRON**—The Akron Beacon Journal is now sponsoring a "Quizdown" each Saturday over WAKR. The quizdowns are for fourth, fifth and sixth grade public school students who are represented each week by 12 youngsters, two from each grade. The winning team receives a 15-volume set of Compton's Pictured Encyclopedia for the school library, while the winner is awarded a portable radio.

## —PENNSYLVANIA—

**PHILADELPHIA**—To facilitate the use of radio in education, The Philadelphia Inquirer and WFIL recently presented the newest type wire recorder to the University of Pennsylvania. The presentation was made by Walter H. Annenberg to Dr. Reese D. James, director of courses in journalism at the University. . . . **PITTSBURGH**—The bells of this city's Calvary Episcopal Church, first heard over the airways on Jan. 2, 1921 when KDKA broadcast the first church service, were heard again last Sunday on the Circle Arrow Network show. The broadcast introduced a series of 13 different church bells and climaxed months of effort during which recordings of bells in various cities were made.

## —MICHIGAN—

**DETROIT**—Latest radio giveaway program in this city is "Take A Good Look," which is aired over WJBK and WJBK-FM Mondays thru Fridays from 12:45-1:00 p.m. The sponsor, Floyd Rice, Ford dealer, has a "mystery car" equipped with appropriate signs, roam around slowly in certain sections of the city, during the broadcast and the first person to recognize the car, read the service message on the side, communicate with the station and repeat the service message word-for-word, earns a free glamour evening for four persons. This consists of free transportation, a big dinner at one of the city's top dining spots, beautiful corsages of flowers for the ladies, plus four reserved seats at one of Detroit's leading theaters. Handling the mike chores is Larry Ruppel of the WJBK announcing staff. . . . **GRAND RAPIDS**—WJFF has allotted a portion of the 5:30-5:45 p.m., news program, heard each Monday, to broadcast the news of Boy Scout activities in the Grand Valley Council, Boy Scouts of America.

## —NEW YORK—

**BUFFALO**—The Town Casino, this city's leading night spot, has signed up with WEBR for 13 weeks and will use their emcee, Lenny Page, to put on a disc-jockey show from 12:00 midnight to 1:00 a.m., from the Casino. . . . **WHITE PLAINS**—The Pennsylvania Drug Company, which opens a new store in this city in a few weeks, has started a series of six half-hour musical programs over WFAS and WFAS-FM. The broadcasts are made up of light concert music.

## —MASSACHUSETTS—

**BOSTON**—New staff member of WCOP is Thomas H. Dunn, who has joined the station as sales representative. Dunn was formerly an account executive with the Harry M. Frost Agency in this city. . . . **SPRINGFIELD**—High school seniors here will be introduced to some of the intricacies of the radio field on December 3 when the guidance bureau of the school department holds its second annual "Career Day." Speaking on radio engineering will be Harold E. Randol, chief engineer at WBZA, while F. Turner Cooke, WMAS program director, will conduct a seminar on writing and announcing. . . . **NORTH ADAMS**—Richard O'Brien has joined WMNB's staff in the station's commercial department. Another new staff member is Rae Treco, formerly with WKNE, Keene, N. H., who will write script and assist with production.

## —VIRGINIA—

**ARLINGTON**—Pursuing ambitiously its policy of encouraging local talent and adding more live programming to its schedule, WEAM has obtained exclusive broadcast rights to presentations by the Washington Opera Guild. Production of the excerpts from the opera will be under the direction of Dorothy Remington, ar-

istic director-producer of the Guild. She will be assisted by Dr. Marcel Vigneron, pianist and accompanist Mrs. Adole Bush and Mrs. Clara Nowton, accompanist. WEAM narrator is Matthew Warron. . . . **RICHMOND**—Arthur Richardson, formerly of WBCC, Sallsbury, Maryland, has been added to the announcing-producing staff of WRVA.

## —WISCONSIN—

**MILWAUKEE**—More than 100 young Wisconsin vocalists and instrumentalists are being auditioned this month at WTMJ's Radio City for the 1948 "Starring Young Wisconsin Artists" series. The auditions are being conducted under the auspices of the Wisconsin Federation of Music Clubs in co-operation with WTMJ. The 48 finalists, who will appear on 16 half-hour broadcasts, will compete for three cash music study scholarships, totalling \$1,000, which will be awarded by the station. . . . A directive from WISN general manager, G. W. Grignon, has forbidden announcers to use the term housewife in reference to the ladies who are responsible for keeping this city's homes in good order, as many of the best housekeepers are not wives at all. The term now being used is homemaker.

## Announcing COMMERCIAL TELEVISION in the CAPITAL DISTRICT AREA of the Empire State

- ★ National Television Service
- ★ Modern Studio Facilities
- ★ Experienced Personnel
- ★ 8 Years of Program Origination
- ★ Over 40 Package Shows Immediately Available

Rates on Request

Represented Nationally by NBC Spot Sales

# WRGB

SCHENECTADY 5, NEW YORK  
GENERAL ELECTRIC

WTA-g SHEET

Wisconsin's leading Farm  
Station—"loaded for bear"  
with showmanship.

WTAQ

GREENBAY

CBS

1360

\*Draw a lead—phone WEED



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 43

NEW YORK, WEDNESDAY, DECEMBER 3, 1947

TEN CENTS

## Tribute To Adv. Council

### 54 Cities Represented In Tele Applications

Washington Bureau, *RADIO DAILY*  
Washington—Fifty four cities in 29 states are represented in present television authorizations and applications, the FCC revealed yesterday. A compilation of television broadcast authorizations and applications as of December 1, shows that six video stations are licensed, 65 with construction permits (of which 11 are on the air), and applications pending (including 25 in hearing).

The Commission also announced its final decisions in the following four cases:

Granting application of Radio Blue-  
(Continued on Page 7)

### Better Business Bureau Continues Investigation

National Better Business Bureau has made its first move to encourage high standards in advertising of television sets following initial complaints by some consumers that certain techniques now being used are greatly misleading. According to Kenneth Willson, operating manager, NBBB has taken only preliminary steps so far in halting misleading advertising of video receivers and  
(Continued on Page 7)

### Industry Music Committee Names 3 Sub-Committees

The industry music committee meeting yesterday in Washington, announced the membership of three of its sub-committees.

The group's executive committee includes: Frank Mullen, NBC, for networks; Edward Wallerstein, Colum-  
(Continued on Page 7)

### Anniversary

WKAQ, CBS' affiliate in San Juan, Puerto Rico, will be saluted by the network on the "Winner Take All" broadcast today. Salute will mark the Puerto Rican station's 25th anniversary. WKAQ made special arrangements to carry the "Winner Take All" program. The island station is owned by the Radio Corp. of Puerto Rico and operates with 5,000 watts.

### Tele's Top Secret

Efforts of New York real estate operators to ascertain Long Island locations considered for "Television City" has caused Park Commissioner Robert Moses to ask television interests to consider the information as 'top secret'. Commissioner Moses is working with the networks and other television station reps towards finding a suitable site for building a television center.

### N. Y. Indies Signing Baseball Sponsors

Arrangements are being completed for sponsorship of Brooklyn Dodgers and New York Giants baseball broadcasts over WHN and WMCA respectively, it was learned yesterday.

Liggett & Myers Tobacco Co. was reported taking over sponsorship of the Giants' games for Chesterfield cigarettes, through Newell-Emmett agency, with sportscasters Frank  
(Continued on Page 2)

### Ruppert Buys Pro Grid Championship On WABD

Ruppert Brewery, Inc., one of the oldest breweries in the East, has signed for sponsorship of the professional All America Conference championship game between the New York Football Yankees and the Cleveland Browns at Yankee Stadium Sunday, Dec. 14, over WABD, it was announced.  
(Continued on Page 3)

## FCC 'Welcomes' FBI's Info; Durr Again Attacks Bureau

Washington Bureau, *RADIO DAILY*  
Washington—Charges by FCC Commissioner Clifford J. Durr that the FBI has been sending "unsolicited" reports on alleged Communist affiliations of radio applicants has flared into a wide-open split in the Commission. Durr has refused to budge from his position that many of the FBI reports were based on "rumor" and "gossip" and served to pre-judge applications before Commission action. The controversy broke into the open

### Four Major Networks In Co-op Salute To Council Via 30-Min. ET Show; Scheduled For 1,000 Stations

### Sedgwick Wins Fight For Power Increase

Toronto — Harry Sedgwick's long fight to gain a power increase for his 10,000-watt independent station, CFRB, in Toronto, has ended with the Canadian Broadcasting Corporation granting the CBS affiliate an increase to 50,000 watts. The power increase is expected to become effective next July 1, according to Sedgwick;  
(Continued on Page 2)

### Set Manufacturers Buying FM Programs

Increasing use of FM stations by set manufacturers to promote sale of FM receivers was emphasized yesterday by purchase of considerable time chunks on New York indie WGYN by Westinghouse and Philco.  
In a co-operative arrangement with  
(Continued on Page 3)

### Ziv's Colman Series Hits \$1,000,000 Sales

Frederic W. Ziv Company's "Favorite Story," open-end half-hour transcribed program starring Ronald Colman, reached the \$1,000,000 sales  
(Continued on Page 2)

Work of the Advertising Council in arousing public interest on matter of national importance is paid tribute by the four major networks in a half-hour transcribed dramatization which will be distributed for broadcast to more than 1,000 affiliated stations throughout the country, it was announced jointly yesterday. Entire production and recording costs of the show, which is titled "Let The Truth Be Known" starring screen actor Van Heflin, will be underwritten by the  
(Continued on Page 3)

### 'News' Buys TV Equip. From RCA, GE At 350G

Progress of the Daily News' television station, WLTV, moved forward yesterday with the announcement that more than \$350,000 worth of equipment has been bought from RCA and General Electric. Contracts call for purchase of a 5 kw. transmitter from RCA, with associated equipment, plus cameras, dollies, mike booms, etc. film projection equipment  
(Continued on Page 7)

### Brown Settles WORD Deal; Jas. Byrnes Is Stockholder

Consummation of the deal for ownership of WORD, Spartanburg, S. C., has been announced by Walter J. Brown, president of WORD. The Spartan Radiocasting Company, which owns and operates WORD, is capt-  
(Continued on Page 2)

### UN Recording

The prospects of a recording strike by AFM musicians on December 31 has resulted in the United Nations making special arrangements to record some peace programs in Hollywood before the end of the year. Christopher Cross, United States radio liaison officer attached to U. N., is in Hollywood to produce the programs for the organization.

following release of a letter sent to the FBI director, J. Edgar Hoover, by Paul A. Walker, acting FCC chairman, "by direction" of the other Commissioners.

Speaking for the rest of the Commission, Walker told Hoover that the FCC has "confidence" in the FBI and welcomes further information "concerning matters within the jurisdiction of the Commission." Walker's letter was in reply to one from  
(Continued on Page 7)

# RADIO DAILY

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JOHN W. ALICOATE : : : Publisher  
FRANK KIRK : : : Editor  
MARVIN BURSE : : : Business Manager

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Ralph Wilk, Manager  
6425 Hollywood Blvd., Phone Granola 4907  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief Managing Claret  
6417 Dahlgren Rd. 2122 Detarst Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7827  
**CHICAGO BUREAU**  
Nat. Green  
1417 Ashland Blvd., 15th No. Clark St.  
Phone: State 2132  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

## FINANCIAL

(Dec. 2)

NEW YORK STOCK EXCHANGE

|                    | High    | Low     | Close   | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Admiral Corp.      | 8       | 8       | 8       | + 3/8    |
| Am. Tel. & Tel.    | 152 1/2 | 152 1/2 | 152 1/2 | .....    |
| CBS A              | 22 1/2  | 21 3/4  | 22      | .....    |
| CBS B              | 22      | 21 1/2  | 22      | + 1/4    |
| Farnsworth T. & R. | 8       | 7 3/4   | 7 3/4   | - 1/8    |
| Gen. Electric      | 35 1/4  | 34 3/4  | 35 1/4  | .....    |
| Philco             | 31 1/2  | 31      | 31 1/2  | .....    |
| RCA Common         | 10 1/2  | 9 3/4   | 10      | + 1/4    |
| RCA First pfd.     | 70 1/2  | 69 3/4  | 69 3/4  | - 1/4    |
| Sicwar-Warner      | 15      | 14 3/4  | 14 3/4  | - 1/8    |
| Westinghouse       | 28 1/2  | 28 1/4  | 28 1/2  | .....    |
| Westinghouse pfd.  | 90 1/2  | 90 1/4  | 90 1/2  | .....    |
| Zenith Radio       | 19 1/2  | 19      | 19      | .....    |

NEW YORK CURB EXCHANGE

|                  | Bid   | Asked |
|------------------|-------|-------|
| Hot. Union Radio | 3 1/2 | 3 1/2 |

OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7 1/2  | 8 1/4  |
| Finch Tele. Comm. | 3 1/2  | 4 1/4  |
| Stromberg-Carlson | 13 1/4 | 14 1/4 |

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
Levering Tyson, president of Muhlenberg College, urged the industry to set up regulatory authority to establish minimum standards of program organization and performance if it wished to avoid Federal regulation. . . WNEU abolished commercial fees for announcers, retaining only the \$40 a week minimum. . . Wobs continued plugging "Foggy Day" (Chappell & Co.)

IN CLEVELAND IT'S



## ★ COMING AND GOING ★

EDWARD J. NOBLE, chairman of the board of ABC, is in San Francisco for the ceremonies attendant upon KGO's power increase to 50,000 watts. He is accompanied by ROBERT H. HINKLEY, vice-president in charge of technical facilities; CHARLES BARRY, director of programs and television, and DON SEARLE, vice-president in charge of the network's Western division.

LES TREMAYNE, emcee of the "Readers Digest" program on CBS, and MRS. TREMAYNE, who is featured on NBC's "Life Can Be Beautiful," have returned from a trip to Philadelphia, where they saw the Army-Navy game.

CEDRIC FOSTER, Mutual network commentator in Boston, is spending a week in New York.

JOHN J. LAUX, general manager of WVTV, has returned from Steubenville, Ohio, for a few days on station business.

GORDON R. GRAY, assistant general manager and director of sales at WIP, is in town for confabs with officials of the Mutual network.

JOHN L. MERDIAN, of WPIT, Pittsburgh, has joined the executive contingent currently in New York on business.

LOUIS APPELL is in town. He's the owner of W5BA, American network affiliate in York, Pa.

IRVING F. TEETSELL, assistant manager and director of sales at WFFG, Atlantic City, N. J., is in town for a few days on station business.

RAYMOND F. GUY, manager of radio and allocation engineering at NBC, is back at his desk following an absence of six weeks, during which he participated in the FCC's clear-channel hearings and spent a month in Havana as industry adviser to U. S. Government delegates to the broadcasting conferences.

ELEANOR L. LARSEN, general manager of ZBM, American network outlet in Hamilton, Bermuda, has arrived in New York on a short business trip.

JOHN DERR has returned from Starkville, Miss., where last Saturday he covered the Mississippi-Mississippi State game, which was broadcast over CBS by Maury Farrell, from WAPI, Columbia affiliate.

VIC DAMONE, of the "Saturday Night Serenade" on CBS, is expected back today from Youngstown, Ohio, where he made a number of personal appearances.

THOMAS MARTIN, manager of WRUN, American network outlet in Utica, N. Y., and Stewart Spencer, program head of the station, are in Gotham this week.

### Ziv's Colman Series Hits \$1,000,000 Sales

(Continued from Page 1)  
mark last week, with over 200 sponsors airing the show on 275 stations throughout the country. Show has been available since last April, and is being used on a multiple basis by several national advertisers.

Another Ziv property, "The Guy Lombardo Show," is also climbing the sales ladder quickly, with the First National Stores, widespread grocery chain, using it on a 23-station network in New England. Latter deal is believed to be the heaviest distribution ever given an open-end ET by a sponsor.

### New York Indies Signing Baseball Game Sponsors

(Continued from Page 1)  
Frisch and Steve Ellis to be retained. Hoffman Beverages sponsored the series last season.

Dodgers' games again will be sponsored by P. Lorillard Co. for Old Gold cigarettes through Lennen & Mitchell. It was learned. Red Barber's contract with WHN runs through 1948, and Connie Desmond probably will be back as his assistant on the broadcasts.

Third New York team, the Yankees, continues over WINS, with Ballantine Beer and White Owl splitting the bill. Mel Allen and Russ Hodges will be back behind the mike.

### Speer Joins Powers

In line with expansion plans to accommodate increased activity in the 16mm film, Pat Powers, president of Pat Powers, Inc., film consultants, announced yesterday the recent appointment of Charles Speer, well known radio script writer and executive, as vice-president in charge of planning. For the past 18 years Speer has been well known in the field of radio and motion pictures.

### Brown Settles WORD Deal; Jas. Byrnes Is Stockholder

(Continued from Page 1)  
tialized at \$100,000. General Newspapers, Inc., which publishes the Spartanburg newspapers, owned 333 shares of company's stock at par value of \$100 a share. Under terms of the new deal Brown controls 849 shares; James F. Byrnes, former Secretary of State, 50 shares; D. S. Burnside, 26; Turner Catledge, 50 shares, and Evelyn C. Wyche, 25 shares.

### Sedgwick Wins His Fight For CFRB Power Increase

(Continued from Page 1)  
transmitter equipment has already been ordered.

Sedgwick is chairman of the board of the Canadian Association of Broadcasters and has led the battle of the independent stations for more recognition in Canada.



## Spotlight

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

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

## WORLD

*does it Again!*

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

### "The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

Inquire NOW About Our GUARANTEEED 13 - 26 - 52 Week Contract Plan

BOSTON **WORLD** MASS.

FORJOE & CO., National Representatives

# W-I-T-H

AM and FM

## Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally By Headley-Reed

## Advertising Council To Get 4-Net Salute

(Continued from Page 1)

ur networks. Distribution of the recordings will start on or about December 10, it was said. Unprecedented decision by NBC, CBS, ABC and Mutual to transcribe and show so each at a separate time rather than at a pooled-network production stems from the desire to reach the widest possible audience. By this method audience in a community which has local stations affiliated with more than one network thus will have ample opportunity to hear the broadcast.

"Let The Truth Be Known" was written by Arnold Perl, veteran documentary writer who scripted CBS' recent "Fear Begins at Forty." Mitchell Grayson, a Peabody Award winner for his "One World Or None," directed the dramatization, while John Gart composed and conducted. Charles G. Mortimer, chairman of the Council and vice-president of National Foods, is heard in a brief message during the show, which was written and produced by a four-man committee representing the networks. They were: John Coburn Turner, NBC script manager; William Finzer, general manager of CBS program department; Thomas McCray, CBS' eastern program manager, and Herbert Rice, director of production for Mutual.

Featured actors on the show in addition to Hefflin are: Santos Ortega, Jackson Beck, Elspeth Eric, Ralph Bell and Juano Hernandez.

## Walter Lemmon To Speak At New School Next Fri.

Walter S. Lemmon, president of World Wide Broadcasting Foundation, will speak on "Freedom or Control in International Broadcasting" next Friday, Dec. 5, at the New School of Social Research, it was announced over a weekend by Arno Huth, exec of the school.

Session will be held jointly by Huth and Milton D. Stewart, director of research, President's Committee on Civil Rights, who is giving a course at the New School on "Freedom and Control of the Communications Industries."

## FCC Okays Phone Discs

Washington—The FCC has given final approval to the use of recording devices in connection with interstate and foreign message toll telephone service. The approval was made subject to an automatic tone warning that a recording device is being used.

## Public Service

Police in Nassau County, L. I., got all day assistance from WHLI, Hempstead, on Thanksgiving Day when a gas shortage, caused by too much demand in cooking turkey, created a dangerous situation. Police were worried that as gas pressure fluctuated, pilot lights would go out and later allow escaping gas when pressure increased. By police request, WHLI carried special bulletins at frequent intervals warning listeners to be cautious.

## Set Manufacturers Buying FM Programs

(Continued from Page 1)

dealers, Westinghouse sponsors a "Bandwagon" show, Monday through Saturday, 12-12:30 p.m. Manufacturer pays half the tab with the remainder divided among three dealers daily. Ten dealers are on the active list. With more coming in, program soon will expand to full hour. Heaviest plugs are for FM, although standard sets and tele also are mentioned.

Philco Distributors, owned by the Philco Corp., has undertaken a special Christmas drive on the outlet. Firm sponsors "White Christmas," a half-hour of recorded holiday music, seven days a week at 6:30 p.m. Commercials are for Philco electronic line, with heavy emphasis on FM sets. Sternfeld-Godley is the agency.

Philco Distributors also sponsors the entire Monday evening sked (six hours) of another New York FM indie, WABF.

## British Writers Coming To Evaluate Amer. Radio

London—Two British writers are on their way to the United States to conduct an inquiry into sponsored radio. They are Elkan Allan and his wife, Dorotheen. They have just completed the first detailed study of British broadcasting ever attempted. It is to be published by Hutehinson early in the new year.

The purpose of their visit is to gather material for a book setting forth the merits and demerits of "The American Way of Radio," as their survey will be called.

A committee on broadcasting appointed by the British government will meet between now and 1950, when the BBC charter expires. The introduction of FM and the subsequent increase in the number of channels will present it with the first practical possibility of sponsored radio there. Thus this inquiry has a special significance.

Mr. and Mrs. Allan arrive in New York on the Queen Mary on Dec. 9.

## Joins WCOP As Sullivan Aide

Dawn Hagman, recently connected with the advertising office of the Curtis Publishing Co., has joined the WCOP staff this month as assistant to Edward Sullivan, continuity editor.

## Ruppert Buys Pro Grid Championship On WABD

(Continued from Page 1)

nounced yesterday by John McNeill, general manager of the DuMont network. Bill Slater, veteran sports-caster, will handle the play-by-play description.

Deal marks Ruppert's initial use of television and it's significant that the occasion will be a sports event at Yankee Stadium which was built by the late Jacob Ruppert when the company owned the baseball Yankees.

Contract was handled through Lennen & Mitchell.

## Hartley Announces Plans For Labor Bill Hearings

Columbus—Rep. Fred J. Hartley, co-author of the Taft-Hartley Labor Act, revealed in Columbus last week that hearings would start in January on two new labor measures, one a "right to work" bill, and the other aimed at James C. Petrillo's threatened ban on new recordings by musicians. Hartley, in Columbus to speak at the 54th annual meeting of the Ohio Chamber of Commerce, said that Cecil B. DeMille, film producer, would probably be the first witness before the House Labor Committee on the "right to work" proposal.

The measure would make it a federal offense to "interfere with a worker in his civil right to work, but would neither interfere with the right to strike nor protect imported strikebreakers."



## HOTEL STRAND

Atlantic City's  
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage on premises.

OPEN ALL YEAR

Under Ownership Management

Exclusive Pennsylvania Avenue  
and Boardwalk

*A  
Profitable  
Buy*

**W  
G  
A  
L**

LANCASTER, PA.

(Established 1922)



Sales Representative

**RADIO  
ADVERTISING  
COMPANY**

New York • Los Angeles • Chicago  
San Francisco



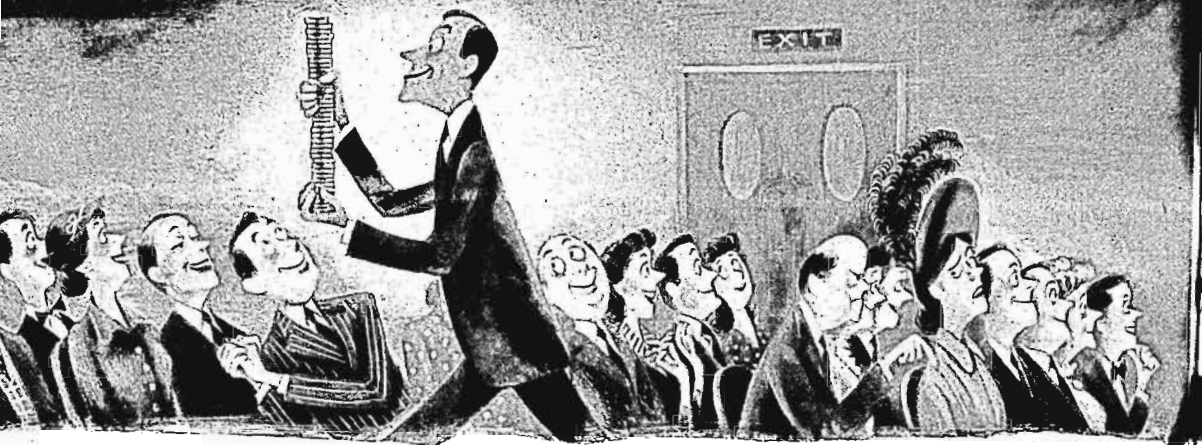
AFFILIATE

IN CLEVELAND IT'S

**WHK**



## *It happened on NBC*



STORY OF A LADY IN THE BALCONY—"To what very popular song title am I referring when I say, 'Purveyors of the substance containing lactic acid maintain the containers in a state of noiseless animation.'\*?"

Ladies in balconies of theaters from coast to coast have been perplexed by questions like this since Dr. I. Q. first went on the air back in April, 1939. The program then was heard on sixteen NBC stations. Today that balcony with its inevitable lady extends from the Atlantic to the Pacific and

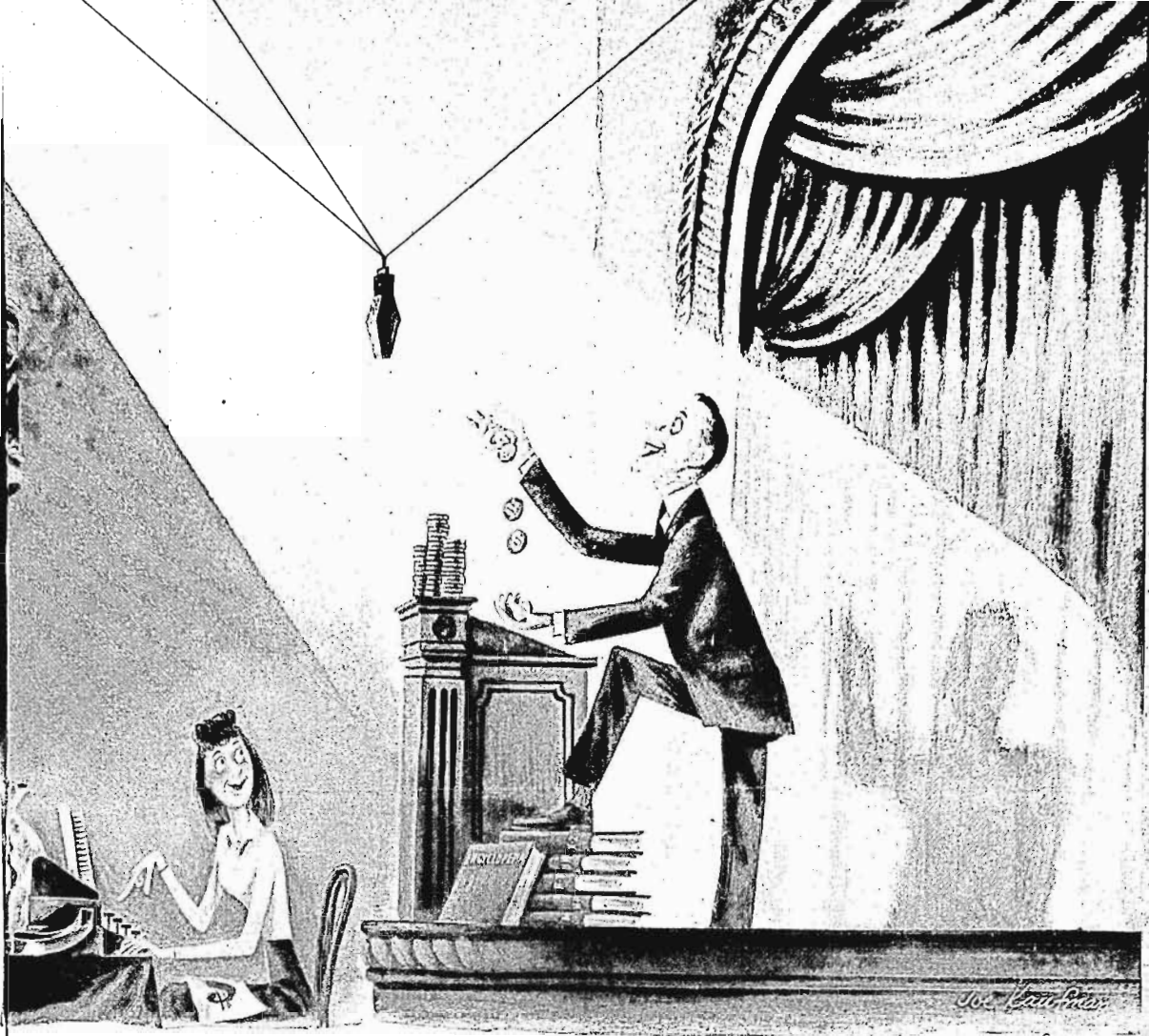
from Canada to Mexico—range of the full NBC Network.

In 1942 the original Dr. I. Q.—Lew Valentine—left the Main Street theaters to take up his post in the Aleutian Theater of War. During his three years with Uncle Sam Lew was continually meeting people who had appeared on his show. An Army butcher on Attu reminded Lew that he had once won \$250 on his show—a Sergeant turned out to be a former Tongue Twister winner.

During Lew's absence Jimmy McClain became the M

\*"Milkman Keep Those Bottles Quiet." Copyright, 1944, Leo Feist Inc.

AMERICA'S NO. 1 NETWORK



...ker with notable success. Early in 1946 Lew returned  
 Quizmaster role. The combination of straight and  
 questions, Tongue Twisters and the Famous Quota-  
 which incidentally have piled up as much as two  
 and silver dollars to be won by a single contestant—  
 led to turn theater aisles into highways leading into  
 and more millions of American homes.  
 ...w to take a nation's I. Q.? Set up NBC microphones  
 ...e country's largest theaters. Select a genial, friendly

personality as the Quizmaster. Give the show a sponsor  
 like Mars, Incorporated, makers of candies described with  
 mouth-watering reality. Send the questions spiraling out  
 over the powerful facilities of the NBC Network. Stage the  
 quiz in the midst of other great programs heard on NBC.  
 Let the vast NBC audience match wits in their homes. The  
 result: A Monday night half-hour that rings with the music  
 of silver dollars and is packed solid with the universal fun  
 of friendly parlor competition.



... the National Broadcasting Company

# CHICAGO

By NAT GREEN

**J**ACK SEXTON has been named production manager at WBBM. Until recently he was program manager of KMOX, St. Louis, and earlier was associated with WTAD, Quincy, Ill., and WMBD, Peoria.

A. J. (Tony) Koelker, who has served as manager of the ABC central division program sales department since June 1946, joined the station relations department of the network this week.

Mort Waters, general manager of WCPO, Cincinnati, and Paul Fry, vice-president and general manager, and Elmer Priestman, sales manager, both of KBON, Omaha, recent visitors to the Chicago offices of the Mutual network.

Eddie and Fannie Cavanaugh, whose "Rhythmster Time" program is heard on WGN, have been given the silver award of the Treasury Department in recognition of their work at war bond rallies during the war years. The award has been waiting for Eddie and Fannie for two years, during which the Cavanaugh's were not on the air because of Fannie's illness.

Edgar Kobak, president of Mutual, entertained the Mutual Chicago staff at dinner at the Sheraton Hotel while on one of his periodical visits to Chicago last week-end.

Two new recorded programs made their debuts on WGNB, WGN's FM station, last month. "Sincerely Kenny Baker," transcribed musical series, started Friday, 9:30-10 p.m., and "Carnegie Hall," featuring recorded symphonic music, started Sunday, Nov. 23, and will be heard each week at 9:30-10 p.m. Written and directed by Jack LaFrandre.

## New WLJB Program Head

Appointment of Sam Elfert as program director of WLJB was recently announced by Dorothy S. Shackrey, owner of the New York indie. Elfert, who replaces departing Don Martin, takes on his new chores in addition to present duties as publicity director. He will be aided by Mary Gruber, who was upped to assistant in both departments.

Live Local Quiz Package

## "Cinderella Weekend"

now playing

WTC, HARTFORD, CONN.  
WBBC, FLINT, MICH.  
WHAM, ROCHESTER, N. Y.

V.I.P., Inc., 1775 Bdwy., N. Y.

IN CLEVELAND IT'S

# WHK



## Notes From An Aisle Seat. . . !

● ● ● NBC, we hear, is planning to crack down on giveaway shows to the extent of nixing the free plugs, at any rate. If a show wants to continue giving away prizes, the bankroller will either have to shell out by his own product, or else buy the gifts. . . . Wonder howcum the Rosa Bowl game isn't being sold for television? Sun Oil bought the period prior to the game with the parade, etc., plus a five-minute spot following the tussle—but no game. . . . American Tobacco Co. said to favor putting the Jack Paar dough into daytime radio. . . . If the Petillo han does too much damage, disc companies are planning to set up branches in England, ship their stors over there and then bring the platters back here for distribution. At any rate, English-made discs are due to start pouring in after the turn of the year. . . . Waterman dropping "Gangbusters." . . . Ginny Simms' exit from Coca-Cola due to illness. She's returning immediately to Hollywood. . . . Radio Row chattering about impending split between newest crooning star and the man who discovered him. . . . Ray Carroll hears that Gillette is considering a show called "Stubble or Nothing." . . . Very interesting angle behind the recent split between Billy Rose and his col'm collaborator, Lee Rogow. And with Billy writing radio eds that he's 4.6, Walter Kanor wants to know is that Hooper or height?

★ ★ ★

● ● ● Sometimes a program can become too popular, as Lee Segal, now operating KIXL, Dallas, Texas, can tell you. Segal, the original Dr. I. Q., has had a program called "Kiddies Talk To Santa Claus" on his station since Nov. 1st. The other day he received word from the Texas Bell Phone Co., at Dallas advising him to cancel out the show inasmuch as it was tying up the whole blamed phone system down there. We can understand that part of it alright—but what we can't understand is why the phone company doesn't install an extra direct trunk line for the calls. Why give a show the axe for being TOO popular—or are we being TOO logical?

★ ★ ★

● ● ● AROUND TOWN: Eddie Bracken remaining in N. Y. and skedded to open in the Jed Harris-Fred Finkelhoffe comedy-drama, "A Natural Thing." Meanwhile he's peddling his air show for N. Y. consumption. . . . Site of the original Cecil B. DeMille studios in Conn., being dickered for by United Artists for new Eastern studios. (The original Pearl White "Perils of Pauline" were filmed there). . . . Tony Provost has set a kiddie show in the choice 6:30 p.m. slot on WNBC—a welcome relief from the usual adventure stuff handed out. New series will be a children's theater dramatizing the best of the classical type children's material available. . . . Larry Hammond introducing a special variety show, "My Favorite Kid," on Mutual tonite in tribute to the accomplishments of Young America and emceed by Bill Slaton. . . . Jack Elgen's show carried on WLW Monday nites from the Copa lounge here is drawing phone calls from as far away as N. Mexico, Arizona, Louisiana, etc. We think the midwest station is overlooking a bet in not carrying our Jackie nitely.

★ ★ ★

● ● ● THOUGHTS FROM YESTERAIR: When "The Rise of The Goldbergs" had the neighbors yelling "Yoo, hoo, Mrs. Bloom." . . . Johnny Green's great orchestra for Philip Morris. . . . Goodie Ace's Jack Bennyish voice sound when his Jane sounded like Mary Livingstone. . . . Nat Brusiloff's hot fiddle when Kate Smith was selling La Palina cigars. . . . Don Ameche as the idol of the soap operas when he was the male half of "Betty and Bob." . . . The late Ben Bernie's mosta of the best—in script and music. . . . The battle of the tenors when Morton Downey and Donald Novis appeared on the same show for Woodbury. . . . The happy-go-larky Vera Van on CBS.

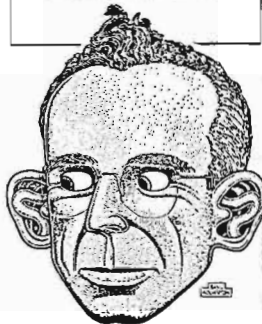
# IT TAKES ALL KINDS OF PEOPLE

## ...to run a radio station

caricature by

BASIL WOLVERTON

Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



**RALPH GREER**  
Traffic Manager

There aren't any "STOP" and "GO" lights, there aren't even any bells, gongs or buzzers, but still traffic flows smoothly and with nary a tangle across Ralph Greer's desk at KGW. It flows smoothly, because that's the kind of fellow Ralph is—quiet, efficient, calm and capable—and he's been on his present job since 1939, with the exception of four years out for army duty. Ralph came to the station in May, 1936, as assistant to "Q" Cox, then traffic and sales promotion manager. Three years later Ralph became traffic manager, and has been doing a bang-up job of steering KGW's traffic ever since. He's caretaker and correlator, a clearing house for the sales and program departments, and an information bureau for technicians and announcers. Ralph's job is an important one—important to KGW and important to you as an advertiser and time buyer.

Next—DON KNEASS  
News Editor

# KGW

PORTLAND, OREGON

AFFILIATED WITH

REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO.

## FBI Info "Welcome," FCC Tells Hoover

(Continued from Page 1)

over, in which the FBI chief referred to Durr's previous statement and indicated that the FBI would continue sending the reports. FCC Commissioner Robert F. Jones issued a seven-page statement answering many of Durr's charges and defending the FBI's action in sending reports to the Commission. In another move in the fast-moving controversy, FBI Director Hoover announced the FBI would continue sending such reports to the FCC. In his statement, Jones attacked many of Durr's charges in detail and accused Durr of quoting some of the FBI reports out of context. He also said that despite Durr's charges that the FBI reports were "unsolicited," actually the Commission had asked for reports in specific cases and had intended this to include pertinent information in other cases. Jones denied the FBI's action and said that the agency would be "derelict" if it did not send information on Communism to the Commission.

## Printer Business Bureau Continues Investigation

(Continued from Page 1)

steps to curb any ill practices before they get into general use. The bureau notes with concern that some advertisers of television sets to play heavily upon the size of the screen in square inches and make no mention at all of the actual size of the tube. NBBB recommends this practice be stopped, saying the actual picture size should be noted in the ad. Another complaint brought the attention of the bureau is that some advertisers make it a point to buy television set installation charges their ad copy, a fee which has considerable effect on the total cost. NBBB has not yet contacted all manufacturers on a blanket basis but did seek information from one when television ad announced a set at an anniversary saving of \$100." When the bureau learned that the price reduction was permanent, not temporary, it asked that "saving" be deleted from the ad.

"Fitch Bandwagon" Renewed  
The F. W. Fitch Company, Des Moines, Iowa, has renewed "Fitch Bandwagon," starring Alice Faye and Bill Harris for another 52 weeks, it was announced yesterday. The L. W. Ramsey Advertising Agency of Des Moines, Iowa, handles the account. The program is heard from Hollywood on Sundays, 7:30 p.m., EST.

**Inevitable!**  
First disc-jockey show to break thru the portals of television will make its debut on WNET December 9 when Ray Forrest begins a platter-chatter session. Forrest's voice and records will be heard as background for the WNET test pattern daily for a half-hour, Monday through Sunday.

## Industry Music Committee Names 3 Sub-Committees

(Continued from Page 1)

bia Recording Corporation, for record manufacturers; Richard S. Testut, Associated Program Service, Inc., for transcription manufacturers; Raymond C. Cosgrove, Crosley division of Aviation Corporation, for the RMA; Everett Dillard, Frequency Modulation Association; G. Emerson Markham, General Electric Co., and Radio Station WRGB, for the TBA and A. D. Willard, Jr. Richard P. Doherty, of NAB, will serve as executive secretary of this group as well as the full committee.

The legal sub-committee includes: John W. Van Allen, for RMA; Sidney Harris, Majestic Records, for record manufacturers; Walter Scoclov, Langworth Feature Programs, Inc., for transcription manufacturers; Leonard Marks, FMA; Joseph McDonald, ABC, for Networks; Thad Brown, Jr., TBA, and Don Petty, NAB. The public relations sub-committee includes: Milton Rackmil, Decca Records, for record manufacturers; Joseph W. Bailey, Louis G. Cowan, Inc., for transcription manufacturers; Stanley Manson, WHAM and the Stromberg-Carlson Co., for FMA; Bond Geddes, RMA; Robert D. Swezey, MBS, for networks; Paul Raibourn, Paramount Pictures, for TBA, and Robert K. Richards, NAB. Each of the committees will select its own chairman.

## Mutual Airs Anniversary Of Atom Bomb Experiment

Fifth anniversary of the initial atom bomb experiment at University of Chicago was aired yesterday by Mutual (1:30-1:45 p.m., EST) with atom experts who were present at the historic event appearing on the show. Show was arranged by Jack Paige, network's director of special events.

## "News" Buys TV Equip. From RCA, GE At 350G

(Continued from Page 1)

from GE. Present plans also call for the addition of three stories to the News Building as studios for the station. News officials are also expected to make known the selection this week of a general manager for the station, and it's rumored the choice will be made from several prominent exes now actively engaged in television.

Syracuse — General Electric Company will supply complete television transmitting equipment for WNAC, key station of the Yankee Network in Boston, it has been announced by officials at Electronics Park here.

Contract for the equipment was signed in Boston by John Shepard, 3rd, chairman of the board of the Yankee web. Representing GE were A. A. Brandt, general sales manager, and R. L. Hanks, district manager of the company.

WNAC's new tele station, with transmitting facilities in Medford, Mass., is scheduled to go on the air early next year, according to Shepard.

## ABC Recording Division To Produce Cancer Series

Recording division of ABC will begin production on December 8 of a series of 13 quarter-hour shows for the American Cancer Society, under the title of "One Every Three Minutes." ABC will package and mail 300 sets of recordings of the shows to stations throughout the country, according to Lawrence Ruddell, manager of the network's recording division.

In addition, ABC will make 2,000 transcription kits for the Society's annual campaign, distribution for which will start in April.

Programs will be produced under supervision of Walter King, director of radio for the ACS.

## 54 Cities Represented In Tele Applications

(Continued from Page 1)

field Co., for a new station at Bluefield, W. Va., to operate on 1240 kc., 250 watts, unlimited and denying application of Pooehontas Broadcasting Corp., for the same facilities.

Granting application of Southern Broadcasting Co., for a new station at Charleston, S. C., to operate on 1450 kc., 250 watts, unlimited and denying application of Fort Sumter Broadcasting Co., for same facilities.

Denying application of Illinois Broadcasting Co., for a new station at Centralia, Ill., to operate on 1400 kc., 250 watts, unlimited.

Denying application of Thomas H. and W. R. Frier, d/b as Enterprise Publishing Co., for a new station at Douglas, Ga., to operate 1490 kc., 250 watts, unlimited.

## Louis-Walcott Fight On Four-City TV Web

Joe Louis-Jersey Joe Walcott heavyweight championship contest at Madison Square Garden Friday night will be televised by WNET under sponsorship of Gillette Safety Razor Co., and carried to viewers in four cities. Bout will be seen in Washington over WNBW, in Philadelphia over WPTZ, in Baltimore over WBAL-TV and on Schenectady's WRGB.

Fight will mark Louis 24th defense of the title he won over 10 years ago, and the third covered in 18 months by NBC television under Gillette sponsorship.

## Wilson On CBS

Charles E. Wilson, president, General Motors Corp., will deliver an address titled "Let's Slay Free" on a special CBS "Talks" program Friday, Dec. 5 at 11:15-11:30 p.m., EST.

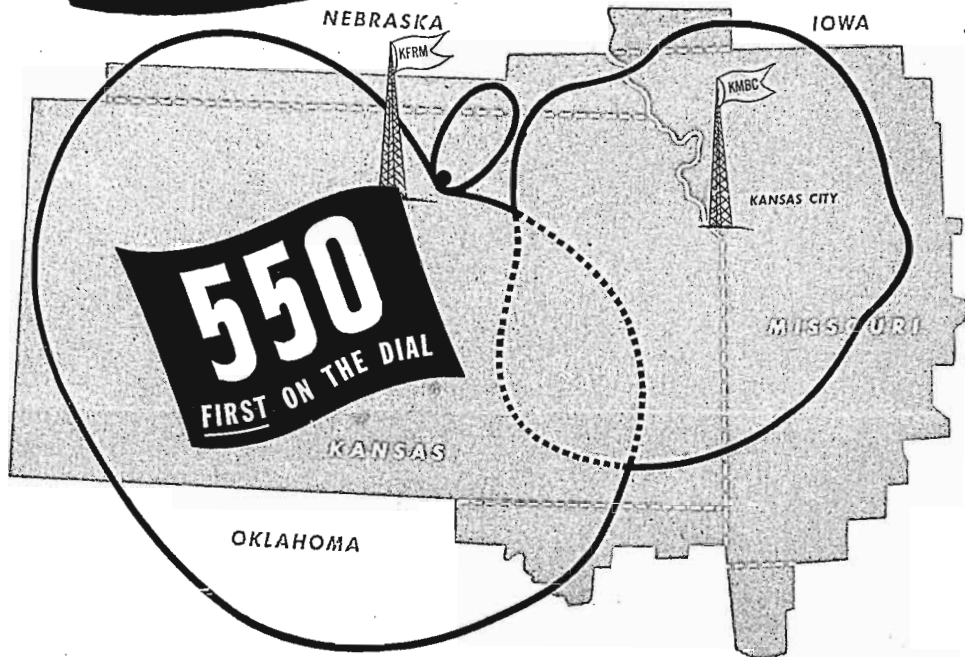
IN CLEVELAND IT'S  
**WHK**

1906 1947  
*Henri*  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.

Starting Dec. 6  
Pat Ballard Presents  
A NEW RADIO SHOW  
**"THE SONG WRITING MACHINE"**  
(From The Guild Theatre)  
On WOR-MUTUAL Every Sat. Night  
9:30 P.M. EST  
With  
UNCLE JIM HARKINS, JOHN WINTERS, ALAN HOLT, PAT BALLARD  
Roger Bower, Director. Elliot Jacobi, Arr.  
During which 2 members of the studio audience, with the assistance of above machine and cast, become songwriters. The listening audience hears the songs a few minutes after they are written and the following week a completed song based upon titles and lyric ideas submitted by the listeners is performed. All songs published by Pat Ballard Music (ASCAP); contestants receive 100 copies, a royalty contract and a vocal recording.  
MANAGEMENT: GALE, INC. (Mitchell Benson)  
NOTE: "The Pat Ballard Song Writing Machine" Reg. U. S. Pat. Off. Machine Pat. Pending. Program Copyright 1947.

# KMBC Announces KFERM

Now, for the first time, one Kansas City broadcaster covers the entire Kansas City Trade Area



You have many times wished one Kansas City broadcaster could furnish you complete coverage of Kansas City's vast primary trade area. Your wish has come true!

FREE & PETERS, INC.



We at KMBC proudly announce that on December 7th KFERM—our 5,000 watt "First on Your Dial" (550 KC) service for rural Kansas—officially goes on the air.

Note from the map how the KMBC-KFERM half millivolt contours envelop western Missouri and practically all of Kansas. This coverage was planned after a study by Dr. W. D. Bryant, Director of the Department of Research and Information of Kansas City. This study (a copy will be mailed you on request) proved that Kansas City's Primary Trade Territory is the area shown in the accompanying map.

The KMBC-KFERM team is available to sponsors for early morning and noon farm service programs, also at certain other times. KFERM alone is available during its remaining hours on the air—at present daytime only.

KFERM will be programmed from KMBC studios, from the KMBC Service Farms, and from the Kansas City Livestock Exchange Building and other KMBC program sources. "Nuff said!"

Yes, we chalk it up as another KMBC "First."—First to cover a great trade territory by placing a transmitting station (it's in central Kansas) a great distance from the trade center and cash in on this economical concentrated trade area coverage. Ask Free & Peters.

*Arthur Church*  
President

**KFERM • THE KANSAS FARM STATION IN THE HEART OF THE NATION • PROGRAMMED BY KMBC FROM KANSAS CITY**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 44

NEW YORK, THURSDAY, DECEMBER 4, 1947

TEN CENTS

## Defends Code Procedure

### oble Gives Views In 'Frisco Address

San Francisco—"Public service, as applied to radio, has become an over-worked phrase," declared Edward G. Noble, chairman of the board of ABC, at an address before the San Francisco Advertising Club at a Palace Hotel luncheon meeting here yesterday. "It is all too often used either hypocritically or in connection with some sort of defensive apology for broadcasting good entertainment to millions of people at a profit.

"Somehow or other, the nation has been allowed to develop that public

(Continued on Page 7)

### ABC Symphony Series Begins 4th Yr. On Web

ABC's "Orchestras of the Nation" will start its fourth year next Saturday, December 13, (3 p.m., EST) in which symphony orchestras from all over the country will present programs of new and classical compositions. In addition this year, for the first time, three Canadian orchestras will be included in the schedule—the Vancouver, Toronto and Montreal symphony orchestras.

Last year the program was awarded

(Continued on Page 7)

### Shampoo Account To Use Local Radio In Campaign

Seventy-five per cent of Rayve Creme Shampoo's 1948 budget will go into local radio, due to strong competition in shampoo markets, R. A. Porter, head of New York office of Roche, Williams & Cleary, handling the account, said yesterday. Campaign will feature one-minute musical

(Continued on Page 4)

### UN Tele Films

The United Nations has made available to television stations motion pictures of the general assembly's action in the recent partitioning of Palestine. These films were shown for the first time on WCBS-TV, New York, last night and will be repeated again tonight at 8 p.m. as a public service feature publicizing the event in which the U. S. played a vital role.

### VA Service

In the interest of providing hospital information for broadcasters wishing to volunteer live Christmas shows for the entertainment of veterans, the Veterans Administration yesterday furnished RADIO DAILY with a complete regional list of hospitals. This list is carried on Page 8 of today's edition.

### BMB Given Extension To File Gov'l Return

Broadcast Measurement Bureau has been granted a two-week extension for filing the income tax return which the Internal Revenue Department contends BMB must file. The extension gives BMB until December 15 to file a return.

Members of the executive committee meeting in New York this week declared that the organization's tax status has not been determined and contrary to published reports BMB

(Continued on Page 7)

### Yankee Web Tele Clinic Planned For Adv. Men

Boston—Coincidental with the announcement that the Yankee Network has begun construction of its television transmitter in Boston, Linus Travers, executive vice-president and general manager of the web, announced the opening of a television

(Continued on Page 7)

## FMA May Ask FCC To Act On Lack Of FM-Web Cables

Washington Bureau, RADIO DAILY

Washington—The FCC may be called upon to probe the "delay" in making common carrier lines available for network service, it was learned yesterday. The revelation followed a meeting of the FM Association executive committee during which General Counsel Leonard Marks was empowered to explore all possible means for obtaining high powered lines for FM web service. The executive committee passed a

## NAB President Outlines Progress Made Toward Adoption Of New Code At REC Luncheon In N. Y.

### Tele Set Mfrs. To Meet Re Phila. Conventions

Philadelphia—Plans for participation of the nation's top television receiver manufacturers in the forthcoming political conventions here next year will be formally discussed tomorrow (Friday) at a meeting of company representatives in the Bellevue-Stratford called by Roger W. Clipp, general manager of The Philadelphia Inquirer stations and chair-

(Continued on Page 8)

### Hope Program Leads Latest Hooper Rating

The Bob Hope show, Jack Benny and Fibber McGee and Molly, in that order, are the top three programs on the Nov. 30 Hooperatings report released yesterday.

Average evening sets-in-use, according to the report

(Continued on Page 2)

### Four Renew ABC Shows; Three On 52-Week Basis

Norwich Pharmaceutical Company, Sterling Drug, Inc., and Westinghouse Electric Corporation have renewed their shows on ABC for the next 52

(Continued on Page 8)

Justin Miller, president of NAB, speaking before a luncheon of the Radio Executives Club at the Hotel Roosevelt in New York, yesterday took occasion to answer Code critics, censured the press, and held out promise that the proposed Standards of Practice would be ready for industry acceptance

(Continued on Page 5)

## FM Stations Unite To Promote Service

Springfield, Mass.—Three Western Massachusetts stations—WHYV, Holyoke; WMAS, Springfield, and WACE, Chicopee—have combined their efforts to publicize and promote FM listening in general and their respective FM outlets in particular.

The three FM stations began operations Monday and kicked-off with a pooled broadcast featuring talks by

(Continued on Page 5)

## MBS In Prom. Tie-In With Magazine Group

Mutual and the Popular Fiction Group have set a co-op plan for promotion and exploitation of seven network programs and 23 pulp fiction magazines, it was announced yesterday.

Plan, arranged by MBS press director

(Continued on Page 2)

## Record Company Deal

ABC's efforts to complete a deal for Capitol Records as security in the recording field in event Petrillo calls his December 31 recording strike continue with Glenn Wallichs, Capitol president, here for negotiations. Deal is far from closed at this stage and efforts will be made to iron out the terms at some time within the next few weeks.

RADIO DAILY



★ COMING AND GOING ★

Vol. 41, No. 44 Thurs., Dec. 4, 1947 Price 10 Cts.

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

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WEST COAST OFFICES
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WASHINGTON BUREAU
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Phone: Wisconsin 3721 Phone: Hebart 7522
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 435 N. Clark St.
Phone: State 2332
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FINANCIAL (Dec. 3)

Table with columns: Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, Phenco pfd., RCA Comm., RCA First pfd., Stewart-Worner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Hozelcine Corp., Nat. Union Radio. Includes sub-section 'OVER THE COUNTER' with Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

10 YEARS AGO TODAY

(From the files of Radio Daily)
William Wrigley Co. set a new half-hour Sunday eve show "Double or Nothing" on CBS. William Morris office handled deal.
... Beatles, Wain, vocalist on RCA-Victor show, was engaged to Andre Baruch. CBS announcer, ... Arthur Godfrey signed for the Barbasol show on Mutual.

Will Air Louis Interview
Interview with Joe Louis recorded at his Pompton Lakes training camp will be aired by WINS Friday, 6:45 p.m., the night of the champ's bout with Joe Walcott. Also heard with Don Dunphy will be Louis' manager, Marshall Miles, trainer Manny Seaman and assistant trainer George Nicholson.

H. V. KALTENBORN, commentator on NBC, leaves today with MRS. KALTENBORN for two weeks in Florida, during which he will combine a vacation and a lecture tour which will take him to Palm Beach, Jacksonville and Miami.

JOE GOTTLIEB, commercial program director of WMCA, flew to Cincinnati yesterday to transcribe several stenograms of the Duke Ellington disc jockey show. He'll be back in New York tomorrow.

DORIS DAY left yesterday for Hollywood, where she has a role in the Michael Curtiz production of "The 49-ers."

LARRY FINLEY, of the West Coast transcription company bearing his name, to New York on a two-week business trip. Meanwhile, his partner, LARRY KOLPACK, is visiting San Francisco, Spokane and Butte, Mont., to engage district salesmen.

DON DAVISS, vice-president of Peerless Radio and Film Productions, is expected in town today with the audition record of the new Benay Venetia audience-participation program.

JAMES BRAY, sales manager of London Gramophone Corp., is visiting in Seattle and Portland on business for London.

JACK LACY, disc jockey on WINS, is back at the station after having appeared at two high school rallies in Philadelphia.

JOSEPH A. McDONALD, vice-president and general attorney for the American network, is in Washington, D. C., where today he will address the students of American University on "Legal Problems in Television." He'll be back in New York tomorrow.

DICK HESS, manager of research for CBS Radio Sales, is back at his desk following an extended trip to Charlotte, N. C., and Richmond, Va.

EDWARD R. MURROW, commentator on CBS, MRS. MURROW and LEE OTIS, news editor, off for Washington, D. C. Murrow will stay a week; Otis two. Both will operate from WTOP.

PHIL ALAMPI, farm news editor for WJZ, leaves today for Washington, D. C., where he'll address the 4-H Clubs, the Boy Scouts and the Future Farmers of America.

NATALIE FLATOW, national radio director for the Girl Scouts, yesterday addressed the students of Adelphi College on the subject, "The Use of Radio by Public Service Agencies."

SYDNEY LERMAN, beauty authority of New York and Hollywood, has arrived from the West Coast for an appearance on the WHN's "Wings Over New York."

DWIGHT COOKE, moderator of the "People's Platform" program on CBS, has returned from a short trip to Washington, D. C.

MBS In Prom. Tie-In With Magazine Group

(Continued from Page 1)
for Jim O'Byron and Harry Thompson, promotion manager of the Fiction group, calls for mention of one of the magazines and a feature in it on participating programs. Fiction group has 23 mags with a total circulation of approximately three million. In addition, all the magazines in the group will carry a "preferred listening box" which will list the names, broadcast time and a brief description of those Mutual shows listed in the over-all promotion.

Hope Program Leads Latest Hooper Rating

(Continued from Page 1)
cording to Hooper, is 31.7, up 1.5 from the last report and down 0.6 from a year ago. Average evening rating was 10.1, an increase of 0.3 over the last report and a decrease of 0.2 from 1946.

Remainder of the first 15, in order, follows: Charlie McCarthy; Amos 'n' Andy; Fred Allen; Red Skelton; Radio Theater; Mr. District Attorney; Truth or Consequences; Walter Winchell; My Friend Irma; Music Hall; Bandwagon; and Arthur Godfrey's Talent Scouts.

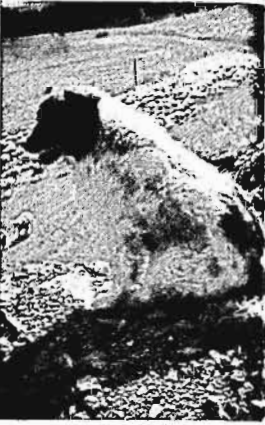
Will Originate WLW Show In New York Tomorrow

Ruth Lyons and Fraser Thomas, of "Morning Matinee," heard over WLW, Cincinnati, and WINS, New York, will bring their show to New York tomorrow and Saturday so that they may present the Hospital for Special Surgery with a check in the neighborhood of \$1,000 representing funds donated to the campaign by the listeners to the program.

Mayor O'Dwyer To B'cast 30-Min. Address Tomorrow

An important address and "major statement" on New York City's fiscal policy by Mayor William O'Dwyer will be aired by WNYC, WNBC, WCBS and WJZ tomorrow night (Friday) from 6:15 to 6:45 p.m., EST. Three network stations will be fed by WNYC in what is considered to be the first broadcast by a city official to be carried live by three network outlets. WOR and WINS will re-broadcast the talk from 8:30 to 9 p.m. WMCA will carry excerpts at 11:15 p.m. and other New York outlets are expected to line up their schedules today.

O'Dwyer will discuss the City's fiscal and legislative policy and the reasoning behind the proposed 8-cent subway fare.



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wished there were more people riding herd on times buying in radio.

It takes intelligence, quickness, patience and skill. And above all, knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H.

W-I-T-H is the successful independent that delivers more-sales-per-dollar-spent than any other station in this big 5-station town. W-I-T-H is on the smart lists. On Yours?

WEVD advertisement featuring a radio set and text: 5000 WATTS 1330 K.C., PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH, JEWISH, ITALIAN, 3 RESPONSIVE AUDIENCES, 3 MARKETS WITH THE NEW YORK METROPOLITAN AREA, Send for WHO'S WHO Among Advertisers on WEVD, WEVD 117-119 W. 46 St. N.Y. 19, HENRY GREENFIELD, Mgr. Director

W-I-T-H advertisement featuring a stylized face logo and text: W-I-T-H, AM and FM, Baltimore 3, Maryland, TOM TINSLEY, President, Represented Nationally by Headley-Reed

# TONIGHT AT 7:30

---

AND EACH THURSDAY NIGHT — 7:30 to 8 THEREAFTER

## WNBC-NEW YORK

### THE F. & M. SCHAEFER BREWING COMPANY\*

Presents

RAY GREEN'S

Production of

# "HOLLYWOOD'S OPEN HOUSE"

WITH

RAY BLOCH & HIS ORCHESTRA

ENRIC MADRIGUERA & HIS ORCHESTRA

JIM AMECHE, Emcee

**PLUS**

A Name Guest Star Vocalist Each Week — PLUS

A Name Guest Star Comedian Each Week — PLUS

ONE OR MORE NAME PICTURE GUEST STARS EACH WEEK

MUSIC — COMEDY — SONG — DRAMA

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# LOS ANGELES

By RALPH WILK

COMEDIAN Garry Moore is developing a new 15-minute daily show for himself. The "Take It or Leave It" emcee, finding time hanging somewhat heavy during the week, evolved the idea for the daily aircast as a fill-in between his Sunday stints. Audition records on the new show have been cut and are now in New York for bids. Format of the program remains for the time unrevoked.

Martin Block, cross-country disc-jockey for KHJ-Mutual Don Lee, left Hollywood December 1 for a two-week business sojourn in New York. Martin, who usually broadcasts from the private studio in his Encino, Calif., home, will air his program from Mutual's New York studios.

Lewis Allen Weiss, chairman of the board of directors of the Mutual network and executive manager of the Don Lee network, leaves Dec. 8 via The Chief for Chicago to conduct a Mutual board meeting. He will be registered at the Palmer House December 10, 11 and 12.

The Radio Broadcasting Department of Los Angeles City College will present on December 6th "The Story of Walt Disney" on their regular program, "It Happened This Week." They will present an exclusive transcribed interview with Mr. Disney direct from the Burbank Studio over KFAC.

Don Davis, vice-president of Peerless Radio and Film Productions, is enroute to New York, taking with him the audition records of a new audience participation show, with Benny Venuta as mistress of ceremonies.

## Shampoo Account To Use Local Radio In Campaign

(Continued from Page 1)  
 commercials, 15-minute and half-hour local programs selected for popular feminine appeal. No new 1948 network time will be purchased, Porter stated. Supporting the radio campaign will be 4-color half page and full page ads in 15 top-circulation magazines, featuring claims that Rayve Creme Shampoo uncovers new color in the hair and was first creme shampoo sold via tubes.



## Manhattan Memoranda. . . !

• • • Nothing to those reports about Jo Stafford leaving the Chesterfield stanza. As far back as early summer she was pacted until next June—and, to quote the agency, "she'll be optioned until eternity." . . . Big radio deal in the works for maestro Percy Faith who exits from the Coca-Cola show. . . . Mutual negotiating with Rudy Vallee for a new Broadway-Hollywood gossip series. . . . Tom Broneman readying his new digest mag to go on sale nationally this month. A \$25,000 contest is under way to find a suitable name for the mag. . . . Perry Como, whose earnings now total better than a million bucks annually, just forwarded his check to the Penn. Barbers and Beauticians Union for renewal of his barber's union card. Sez you can never tell. . . . Burl Ives succeeded in mastering Gregory Ratoff's voice and dialect and has been having himself a time fooling latter's pals on the phone. When Ratoff learned of this, he screamed to his friends not to believe anybody "unless I tell you it's me." . . . Double bill at local theater: Hedy Lamarr in "Ecstasy" and John Loder in "Jealousy." . . . Horace Heidt is already being flooded by applicants for his new "Opportunity Night" talent hunt. He expects to audition at least 20,000 people this year and the pick of the lot will be awarded over \$5,000 in cash and a contract with his outfit. . . . Jay Russell wonders if you've heard the silly about the two ulcers who get together and started comparing gagwriters.



• • • SMALL TALK: Looks from here like Bill Todman and Mark Goodson's quizzer, "Winner Take All," will continue to have a N. Y. outlet come the new year. . . . Art Harnins will headline a novel dramatic aircast built around a newsreel format. . . . Bars around town not turning the video on for anything except sports events. Figure the customer gets too absorbed in drama and forgets to order. . . . World-Telly's six-piece article on television first step in gigantic selling campaign to put the medium over during the coming year.



• • • AROUND TOWN: Mason Adams, who's Pepper Young on that serial, has three leads lined up in as many days on "Grand Central Station," "Ford Theater" and "Inner Sanctum." . . . Agency interest growing in the Dick Pack-Jo Ramson television package, "Seven Arts Quiz," following 4-week tryout for Jello. . . . Virginia Momand, writer-director-producer of WOV's current public service project, "The American Family" series, refuses to use her husband, Roger Bowman, NBC announcer and commentator, on any of her dramas. Series is devoted to the studying and correcting of the causes of divorce. . . . Joe White, radio's famed Silver-Masked tenor of some years ago, making a comeback and has joined John Quinlan's voice coach staff. . . . Zwo Mostel's book, "Don't Tell Harry," may be adapted and presented on B'way in revue form by Sam Jaffe. . . . Roselle Barnhart, who scrips "Strike It Rich," receiving laurels from West Coast critics for her high standard of questions used on the show. . . . Add good listening: The Kasper-Gordon series, "Spice of Life," with David Ballantine, Virginia Hauer and Sammy Esen and his music. Entire script is done in rhyme and is a honey. . . . No less than six leading ladies on "Willie Piper" since it started less than a year ago.



• • • LOVE 'n KISSES: Radlie Harris' zingy five-minute interviews via CBS. The gal really knows how to get the meat out of those gabfests. . . . Leo Guild's new show now being aired on the Coast and attracting agency interest here. . . . The Murphy Sisters' Apollo platter of "Girls, If You Ever Get Married." (It'll have you s isterical). . . . Frankie Laine's song style at the Paramount. . . . Phil Regan's tender tenoring at the Persian Room. . . . Deke Moffitt and his howlariou Little Red Caboozers at the Royal Chicken Roost.

# CHICAGO

By NAT GREEN

VISITING in Chicago late last week on the anniversary of his third year as president of Mutual, Edgar Kobak entertained members of Mutual's Chicago office and WGN personnel at a cocktail party at the Sheraton Hotel. Guests of honor were Elbert M. Antrim, member of the MBS board of directors; Ade Hult, vice-president in charge of midwest operations; Frank P. Schreiber, general manager WGN; William McGuineas, WGN commercial manager; Marion Claire, manager WGNB, and Henry Weber, midwest musical director.

Northwestern Radio Guild is broadcasting a series of ghost stories over WBBM. Enacted by members of the guild, these classics are broadcast before an audience of high school and college students, with professional radio personnel and university faculty members leading a discussion period after the broadcast.

Three new sponsors replace Keeley Brewing Co., forced by production cutbacks to drop their WBK tele program. Monday wrestling goes to Harry Alter Co. for Crosley tele receivers and other appliances; Atlas Prager Brewing Co. takes Wednesday wrestling and Friday amateur boxing bouts.

Hal Totten and his assistant, Butch Davis, will cover important events in connection with the International Livestock Exposition and National 4-H Club Congress this week for later broadcasts over WGN.

## Wedding Bells

Wedding bells sounded on November 30th for Robert Whiteman and Betty Durrence in Miami Beach, Florida. Miss Durrence is a former dancer of the Call Me Mister cast while Whiteman is musical director for International Radio and Television Features.

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# Miller, At REC, Promises Code Before May; Desjardins Heard

# FM Stations Unile To Promote Service

(Continued from Page 1)  
 re the May NAB convention. The Miller address, which was made at a joint luncheon of the REC and the Advertising Club of New York, was not confined only to the REC. He criticized the FCC Blue Book for its interpretation of "Public Service" programs, stressed the necessity of freedom of speech and said "that the FCC moves in as the self-appointed savior of the people's sensitivity."



MILLER

After enumerating the steps taken to present the new Standards of Practice for adoption at the Atlantic City convention of NAB, Miller said that there has been many interesting repercussions. "For example," the NAB president continued, "two broadcasters submitted a questionnaire to a referendum of all broadcasters; asking, in substance, whether they wished to have NAB enforce standards of practice on them. Naturally, a considerable portion of non-NAB members would wish to have NAB enforce anything upon them. As a matter of fact, the REC has not yet suggested enforcement in any form."  
 There have been suggestions that the Board has retreated from its decision to promulgate standards; that the proposed standards are in a state of disintegration, dissolution and demerit. Nothing could be further from the truth. There is greater understanding and more complete good will toward the adoption of standards than there has ever been before."

### Forecasts Some Changes

Basing his appraisal of the status of the new Code on the suggestions received by the Board, Judge Miller said "there may be substantial changes in Section 3 on commercial policies, particularly with regard to Business Not Acceptable," "Time Limitations on Commercials," and "Comments." He added that probably a pre-amble will precede and introduce the new Code and that there may be some substitution of permissive language for negative, prohibitory language which now appears in the present draft.  
 Speaking directly to advertisers in attendance at the luncheon, Miller

said: "I assure you advertisers, that the broadcasters are keenly aware of the fact that if the standards are made too severe, the advertisers will not use the medium. To that extent you exercise a profound influence on standard setting and observance."

### Criticize Blue Book

Taking a crack at the Blue Book as interpreted by the FCC, Miller declared:  
 "Contrary to the correct interpretation of the law which makes advertising, clearly and plainly, a matter of public interest, the FCC's Blue Book assumes, and the Commission is still proceeding upon the assumptions that: (1) no advertising is in the public interest, but is tolerated merely because it provides the money upon which broadcasting exists; (2) all sponsored programs are 100 per cent advertising; hence not in the public interest and should be minimized as much as possible; (3) all sustaining programs are 100 per cent in the public interest; hence should be substituted so far as possible for sponsored programs; (4) too many programs are commercially sponsored; hence broadcasters are making too much money; hence the government must limit the amount of advertising, by threatening to deny renewal of licenses."  
 Crediting the membership of NAB as being the authors, the promulgators of the standards, Miller said:

"The point is that the active members of the National Association of Broadcasters are the authors, the promulgators, and will be the observers of these standards. Let me put it another way, and with equal bluntness. It is not alone the big city operators who are preparing and adopting these standards. There will be far more medium and small operators learning how to live under them. They have a right to be heard—freely and fully—before standards are put into effect. Out of approximately 1450 members in NAB, there are approximately 1040 operating stations; the rest are holders of construction permits, and associate members, including the networks. There are 82 large stations, 6 per cent of the total; there are 417 medium stations, 40 per cent of the total; there are 501 small stations, 54 per cent of the total. Of these 1040 active member operating stations, 83 per cent of them are located outside of New England, New York, New Jersey and Pennsylvania; 53 per cent are located in small cities of less than 50,000 population; 22 per cent are in medium cities of between 50,000 and 250,000 population."

### Comments On Press

Making pointed criticism of the press reports on the proposed Code, Miller continued:  
 "Moreover, it is not the newspaper columnists, or the trade journalists, who are preparing or adopting these standards, nor will they have to live under them. I see no reason why the newspapers and trade journals—which are so intense about the sup-

posed need for broadcasters to 'rare back' and pass a day-after-tomorrow miracle—should not devise standards of practice for themselves. So far, they haven't even made a good start. But we appreciate their interest and their assistance, nevertheless. Out of the withering cross-fire of criticism which is poured into any published proposals will come fuller consideration and deeper understanding."

### UNESCO Speaker Heard

A plea for aid from the American broadcasting industry was made by Philip Desjardins, head of the radio section of UNESCO, who pointed out that the objectives of his organization will be achieved quicker in this manner because of the superior facilities of U. S. radio. He said that UNESCO officials had considered setting up its own "world radio network," but that representatives of 19 countries had agreed to make use of existing channels, such as the UN, or American radio itself. The latter course was chosen, he said, "because of the high standards" of U. S. radio, and because it will provide quicker and widespread achievement of UNESCO aims throughout the world. In addition, he said, the American system may benefit from the ideas and suggestions of other countries in this manner.

Desjardins, who left immediately after the REC luncheon to attend meetings in Paris, suggested that some method of working with U. S. radio interests could be devised through NAB, since the industry is made up of so many individual groups. He sug-

(Continued from Page 1)  
 the Mayors of the three cities and also the Mayor of Northampton. A message from Gov. Bradford was read by James S. Powers, educational director of the Yankee Network, who spoke also on the merits of FM. Program originated from a luncheon at the Hotel Sheraton here.

The premiere was carried also by the AM affiliates of the three new outlets and by WBZA-FM, which aired the show as "a friendly gesture of co-operation."

Co-operation among the three outlets began with the construction of their FM stations with combined transmitting facilities on Mt. Tom, purchased by WHYN for this purpose several years ago.

### Theater Authority Is Arlen Guest

George Freedley, curator of the New York Public Library's theater collection, will be heard on WCBS Saturday morning as guest on the Margaret Arlen program.

gested therefore, that Justin Miller, NAB prexy, appoint a representative to act as liaison with UNESCO radio officials—a suggestion which Miller later said would be considered.

Seated at the speakers' table, in addition to Miller, were: Theodore Streibert, president, WOR; Mark Woods, president, ABC; John McDonald, NBC; Joseph Ream, exec. vice-president, CBS; Robert D. Sweeney, vice-president, Mutual; J. H. F. Ellis, Kuder Advertising; Lee Marshall, Continental Baking Co.; Stuart Peabody, Borden's Milk Products, and Duane Jones, president, Duane Jones.

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RADIO DAILY

STAGE XMAS SHOWS FOR DISABLED VETS

List Of Government Hospitals Submitted By Veterans Administration For Use Of Broadcasters

For the benefit of the nation's broadcasters, who wish to participate in bringing Holiday good cheer to the disabled veterans in the Veterans Administration hospitals, Charles E. Dillon, assistant director of information of VA, has prepared a list of the hospitals and contacts for RADIO DAILY. Broadcasters who wish to volunteer the services of LIVE entertainment for the hospitals during the Christmas season are asked to contact the hospital in their area and in turn notify RADIO DAILY of their program plans. The list of VA hospitals, locations, and Special Service personnel follows:

HOSPITAL CHIEF, SPECIAL SERVICES

Table listing hospitals in Bedford, Mass., Framingham, Mass., Newington, Conn., Northampton, Mass., Rutland Heights, Mass., Togus, Maine, West Roxbury, Mass., and White River Junction, Vt., with their respective Chief, Special Services.

Branch Office No. 1, 55 Tremont Street, Boston, Mass.

Table listing hospitals in Batavia, N. Y., Bath, N. Y., Bronx, N. Y., Manhattan Beach, N. Y., Canandaigua, N. Y., Castle Point, N. Y., Northport, L. I., N. Y., Hatteras, Staten Island, N. Y., and Sunnount, N. Y., with their respective Chief, Special Services.

Branch Office No. 3, 5000 Wissahickon Ave., Philadelphia 1, Pa.

Table listing hospitals in Aspinwall, Pa., Butler, Pa., Coatesville, Pa., Lebanon, Pa., Lyons, N. J., and Wilmington, Del., with their respective Chief, Special Services.

Branch Office No. 4, 900 N. Lombardy Street, Richmond 20, Va.

Table listing hospitals in Fayetteville, N. Car., Ft. Howard, Md., Perry Point, Md., Keoughlan, Va., Martinsburg, W. Va., Glenn, N. Car., Ferry Point, Md., Richmond, Va., Ronoke, Va., Southampton, Conf., and Washington, D. C., with their respective Chief, Special Services.

Branch Office No. 5, Atlanta 3, Ga.

Table listing hospitals in Atlanta, Ga., Augusta, Ga., Bay Pines, Fla., Chamblee, Ga., Columbia, S. Car., Coral Gables, Fla., Lake City, Fla., Memphis, Tenn. (Kennedy), Memphis, Tenn., Montgomery, Ala., Mountain Home, Tenn., Murfreesboro, Tenn., Nashville, Tenn., Tuscaloosa, Ala., and Tuskegee, Ala., with their respective Chief, Special Services.

Branch Office No. 6, 53 S. Starling St., Columbus 8, Ohio

Table listing hospitals in Breckville, Ohio, and Chillicothe, Ohio, with their respective Chief, Special Services.

HOSPITAL CHIEF, SPECIAL SERVICE

Table listing hospitals in Cleveland, Ohio, Dayton, Ohio, Dearborn, Mich., Ft. Custer, Mich., Ft. Thomas, Ky., Lexington, Ky., Louisville, Ky., and Outwood, Ky., with their respective Chief, Special Services.

Branch Office No. 7, 226 W. Jackson Blvd., Chicago 6, Illinois

Table listing hospitals in Danville, Ill., Downey, Ill., Dwight, Ill., Fort Benjamin Harrison, Ind., Illinois, Ill., Indianapolis, Ind., Marion, Ill., Mendota, Ill., Tomoka, Wis., Waukesha, Wis., and Wood, Wis., with their respective Chief, Special Services.

Branch Office No. 8, Ft. Snelling, St. Paul 11, Minn.

Table listing hospitals in Des Moines, Iowa, Fargo, N. Dak., Ft. Stead, S. Dak., Hot Springs, S. Dak., Knoxville, Iowa, Lincoln, Neb., Minneapolis, Minn., St. Cloud, Minn., and Des Moines, Iowa, with their respective Chief, Special Services.

Branch Office No. 9, 420 Locust St., St. Louis 2, Mo.

Table listing hospitals in Excelsior Springs, Mo., Fayetteville, Ark., Jefferson Barracks, Mo., Muskogee, Okla., North Little Rock, Ark., Okemah, Okla., Springfield, Mo., Topeka, Kans., Winnsboro, Kans., and Wichita, Kans., with their respective Chief, Special Services.

Branch Office No. 10, 1114 Commerce St., Dallas 2, Texas

Table listing hospitals in Alexandria, La., Amarillo, Texas, Dallas, Texas, Dallas, Texas, Gulfport, Miss., Jackson, Miss., Leitch, Texas, McKinney, Texas, New Orleans, La., Temple, Texas, and Waco, Texas, with their respective Chief, Special Services.

Branch Office No. 11, 821 Second Ave., Seattle 4, Wash.

Table listing hospitals in American Lake, Wash., Idaho, Ft. Harrison, Mont., Portland, Ore., San Francisco, Calif., Vancouver, Wash., and Walla Walla, Wash., with their respective Chief, Special Services.

Branch Office No. 12, 180 New Montgomery St., San Francisco 5, Calif.

Table listing hospitals in Livermore, Calif., Los Angeles, Calif., Oakland, Calif., Palo Alto, Calif., Phoenix, Ariz., Reno, Nev., San Fernando, Calif., San Francisco, Calif., Tucson, Ariz., Van Nuys, Calif., and Whipple, Ariz., with their respective Chief, Special Services.

Branch Office No. 13, P. O. 1260, Denver 1, Colo.

Table listing hospitals in Albuquerque, N. Mex., Cheyenne, Wyo., Ft. Bayard, N. Mex., Ft. Logan, Colo., Ft. Lyon, Colo., Utah, and Sheridan, Wyo., with their respective Chief, Special Services.

## able Gives Views In 'Frisco Address

(Continued from Page 1)

vice programming is some sort of ploy to pressure groups, done in the same spirit that movednaissance princes to use some of their loot to patronize the arts," he continued. "Well, we're not renaissance princes. We're American businessmen, and so are the sponsors who realize the advantages to their companies of bringing the cultural life of programs to the American people. We have not loot to dispense largesse, and neither have they, if sponsors can, as business men, bring to the listening public the great cultural enterprises as the Metropolitan Opera, America's Town Meeting, Theatre Guild On the Air, and the Greatest Story Ever Told. ABC can justify, as part of its business, the carrying of certain religious and other programs on a purely sustaining basis.

### Lauds Public Service Shows

"However, we don't do it to salve our consciences because we made a profit on sales of the time, any more than a newspaper carries reports of crimes because its classified advertising department makes money and a comic page brings circulation." He went on to say that the American Broadcasting Company regards public service and cultural programming as an integral part of their commercial operation. He pointed out that radio has made a big contribution to re-establishing the American home as the focal point of family life and that the living room is no longer a space to be crossed on the way out for the evening every night in the week but that old and young can now be found beside the family radio, either alone or with a group of friends. He defended soap operas, even though ABC doesn't carry them, as a lift to household drudgery. The fact that so many listen to them is proof that they want them.

In his concluding remarks he again called attention to KGO's increase in power to 50,000 watts and emphasized the fact that we still have great internal frontiers of growing markets and sales opportunities that are a challenge to our pioneering American spirit.

### Purchase Tele Site

Noble announced that ABC has just purchased a six-acre tract on top of an Francisco's famous Mount Sutro as a site for new television and frequency modulation facilities for Station KGO. Purchase price reported to be in excess of \$100,000. Mr. Noble said that work on the project would begin immediately and he expected ABC-KGO to be on the air with television here before the end of 1948. The site was selected by Kear & Kennedy, Washington, D. C.

### Gets Another Disc-Jockey Period

Ted Steele adds another period to his WMCA disc jockey show Monday, when he begins broadcasting from 1:03 to 11:45 a.m. He is heard also from 2 to 4 p.m.

## Chi. Educators Present Soap Opera Appraisal

A new appraisal of the value of soap operas has been put forth by two University of Chicago professors in a 127-page study of CBS's "Big Sister" stanza, and of sample listener reaction to the show.

Conclusions of the investigators, Prof. W. Lloyd Warner, sociologist, and Dr. William E. Henry, psychologist, were that soapers are in varying degrees "(1) psychologically beneficial to listeners individually and (2) of considerable value to our society by reaffirming the strength, stability and sanctity of the family."

Conducted By Social Research, Inc.

The survey was conducted by Social Research, Inc., Chicago, and financed by CBS. In a wire to RADIO DAILY, A. A. Imberman, of Imberman & DeForest, Chicago public relations firm which distributed the report, said that Social Research undertook the study on two conditions which CBS accepted. They were: "First, CBS would have nothing to do with study or procedures, except pay. Second, Social Research would have the right to publish report and findings regardless of conclusions."

The sample group used in the survey consisted of 62 women from Chicago and Detroit in the lower-middle and upper-lower class groups, which it was said, represent 65 per cent of the U. S. population. Research instruments used were the Thematic Apperception Test; the Verbal Projective, a story technique constructed on the basis of "Big Sister" plots; directed interviews at the radio during the broadcast; free-association interviews, and a schedule of social characteristics.

A control group was also used com-

prised of five women with higher social status, more education and more skilled professional activities than the sample listener group. Their responses, according to the report, "quickly demonstrated that there is a clear and systematic difference between their feelings and attitudes towards daytime serials and those of the listener group."

### Listener Benefits Noted

Outstanding characteristics of the women who are most benefited by the program, the survey pointed out, include: Reduced imagination and personal resources; distrust of imaginative expression and fear of spontaneity; feelings of insecurity in their private world—the home; concept of an "outer" world that is monotonous and unrewarding; stereotyped patterns of thinking, and apprehensions of the unknown.

Main effect of the program, the report states, is that it tends to salve the above frustrations and anxieties of the listeners. This is done by projective rather than objective means.

### Control Group Viewpoint

The control group, on the other hand, does not have the same anxieties of the listeners and, therefore, receives virtually no benefit from the show. Members of the control group further stated that the program and its characters are "unreal" and its plots "contrived and tortured."

Warner and Henry said in their report that the survey was a pilot one, taken to determine whether soap operas in general could be scientifically analyzed. The "Big Sister" study proved it could be done, they said, and more extensive surveys are planned for the future.

## NBC Symphony Series Begins 4th Yr. On Web

(Continued from Page 1)

the Peabody Foundation Award for "outstanding entertainment in music." This year the show will be offered by NBC as one in the series for the "year of rededication to our heritage of freedom."

As in past seasons, new music and rarely-had compositions are expected to be programmed by the orchestras in the 25-week series.

The schedule for the first 13 weeks follows:

Dec. 13—Vaneover Symphony, Jacques Singer, conductor; Dec. 20—Louisville Philharmonic, Robert S. Whitney; Dec. 27—Kansas City Philharmonic, Efrem Kurtz.  
Jan. 3—Kansas City Philharmonic, Efrem Kurtz; Jan. 10—Pittsburgh Symphony, Vladimir Bakaleinikoff; Jan. 17—Charleston (W. Va.) Symphony, Antonio Modarelli; Jan. 24—Utah Symphony, Maurice Abravanel; Jan. 31—Tri-City Symphony, (Davenport, Moline and Rock Island), Oscar W. Anderson.

Feb. 7—Columbus Philharmonic, Izler Solomon; Feb. 14—Kalamazoo Symphony, Herman Felber; Feb. 21—Denver Symphony, Saul Caston;

## BMB Granted Extension To File Gov't Return

(Continued from Page 1)

was not obligated to pay a tax estimated at \$200,000.

Commenting on the tax status of the organization, J. Harold Ryan, chairman of the BMB board, said: "We have no fear whatever of the outcome. BMB's co-operative, non-profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need of advertisers, agencies and broadcasters for a tripartite, co-operative, non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

It was pointed out at the board meeting that the deadline for ordering the Interim Audience Measurement expires on January 5 and the survey will be made next March.

Feb. 28—St. Louis Symphony, Vladimir Golschmann.

Mar. 6—St. Louis Symphony, Vladimir Golschmann.

Program will be supervised by Ernest LaPrade, and scripts will be prepared by David Hall.

## May Request FCC Aid In FM-Web Cable Row

(Continued from Page 1)

these cables without charge. According to FM broadcasters, AT&T said it could furnish 15,000-cycle lines at varying dates in the future, but at rates believed by the FMA to be high.

Although no mention was made of a possible FCC probe at the FMA meeting, it was learned that a demand for such an investigation probably will be made.

The executive committee also set up an FM network committee. Each of the regional FM networks will name a member of the committee.

Present at the meeting yesterday were Everett Dillard, FMA president; E. Z. Jones, WBBB-FM, Burlington, N. C.; C. M. Jansky, Jr., of Jansky & Bailey; Ben Strouse, WWDC-FM, Washington, D. C.; David G. Taft, WCTS Cincinnati; Thomas F. McNully, WMCP, Baltimore, FMA treasurer; Bill Bailey, FMA executive director, and Leonard Marks.

## Yankee Web Tele Clinic Planned For Adv. Men

(Continued from Page 1)

clinic for Boston advertising agency men in January.

Travers will call in practical television operators from other parts of the country to present a practical, down-to-earth clinic during which Boston agency men will learn the fundamentals and the application of all known techniques to be used in Boston. Actual demonstrations of real programs will be held, with ample opportunity for all present to ask any questions that may arise.

Letters of invitation to attend this television clinic have been forwarded to all advertising agencies in the Boston area.

## Thackrey Radio Stations Reported To Have Bidders

Sale of WLIB by Dorothy S. Thackrey, rumors of which have been kicking around in the trade for more than two years, again appears imminent.

According to reports from the Coast, MGM has offered \$900,000 for KLAC and KYA, Thackrey outlets in Los Angeles and San Francisco, respectively.

Although she has not committed herself regarding the sale of either WLIB or the Coast stations, Mrs. Thackrey has stated that she would sell any of her radio properties if she received the "right price."

## 4-A's Spring Meeting

Location of the 1948 annual meeting of the 4-A's has been changed to White Sulphur Springs, W. Va., from the Cavalier Hotel, Virginia Beach, Va., from April 7-9. Scene was switched because the Cavalier Hotel in the West Virginia city will not be open in April.

## BEHIND THE MIKE

By SID WEISS

**EZRA STONE** will be one of the speakers at the annual conference luncheon of the United Parents Ass'n on Dec. 6th at the Hotel Pennsylvania.

Bert (Break the Bank) Parks and Robt' Mitchum, the film star, in a huddle at the Madison Mayflower, newest of the radio hangouts.

The anonymous voice of Poland in the film, "Poland Comes Back" (now playing at the Museum of Science and Industry), is none other than our old pal, Roger Bowman.

Carl Sigman thinks Leo Lindy should sponsor a show tagged "The Lox Theater of the Air."

Disc jockey show with Bea Kalum upping biz heavily at the Singapore.

Overheard at Salvin's: That guy talks commercials all day—it's a good thing he can't sing.

Tiffany Records have a honey in its album, "Revolt of the Alphabet," told by Ruth Chatterton with original music by Vladimir Selinsky—a natural for the kiddies as well as grown-ups. ABC did it as a one-time show.

J. Edgar Hoover, chief of the FBI, will make one of his rare radio appearances on Jerry Devline's "This Is Your FBI" Dec. 5th.

B'way buzzing about that new spot to be opened on the site of the old Rio Cabana, Mercer Ellington, the Duke's son, will lead his new ork and headline septia talent is being recruited from B'way hits.

### Four Renew ABC Shows; Three On 52-Week Basis

(Continued from Page 1)  
weeks, it was announced yesterday. In addition, Champion Spark Plug Company has extended its sponsorship of "Champion Roll Call" through March 26, 1948.

Norwich, sponsors of "The Fat Man" (Friday, 8 p.m., EST) signed a 52-week renewal contract with the network effective February 15, '48. Agency is Lawrence C. Gumbinner Advertising, New York.

Two five-times-a-weekly shows, "Bride and Groom" and "Ted Malone" were renewed for a full year by Sterling Drug and Westinghouse, respectively. Renewal of the former is effective January 5, through Dancer-Fitzgerald-Sample, and "Malone" is effective the 20th of this month, through McCann-Erickson.

Extension of weekly broadcasts by Harry Wismer, ABC's director of sports, by Champion covers the period from January 2 through March 26, '48. Agency is John & Adams, Inc., Detroit.

### Decca Dividend

Directors of Decca Records, Inc., declared a quarterly dividend of 25 cents per share on the outstanding shares of capital stock, payable December 30, 1947, to stockholders of record December 16, 1947.

## COAST-TO-COAST

—CONNECTICUT—

**HARTFORD**—Presentation of the national award for farm safety promotion during the year 1946-47, recently was made to WTIC on the Connecticut Farm Forum program. The award, made by the National Safety Council, represents first place among radio stations in the 50,000-watt class. . . . **DANBURY**—Stuart R. Leland has been appointed publicity chief at WLAD. Leland was formerly associated with WDHL, Bradenton, Fla. . . . **NEW HAVEN**—Ted's Cleaners of this city have undertaken sponsorship of a program featuring hits of today and yesterday and known as Ted's Top Tunes.

—LOUISIANA—

**NEW ORLEANS**—"The Hitching Post," a 15-minute program of Western tunes and humor, emceed by Fred (Tex) Hammond, and broadcast over WWL is now being sponsored by Zodiac Coffee. . . . **SHREVEPORT**—Dean R. Upson, KWKH commercial manager, has been appointed a member of the mayor's committee for Rededication Week, January 11-17. Upson will also be chairman of the sub-committee on radio publicity in connection with the event which will be climaxed with the visit of the Freedom Train to the city on January 17.

—NEW JERSEY—

**JERSEY CITY**—WFMO, this city's new FM station has been maintaining its own exhibit at Madison Square Garden's Hobby Show this past week. On Monday it presented Fun With Dogs, conducted by the famous judge, sportsman and radio veteran, Steve Sperlman. Tuesday's program featured Fun With Boats; Wednesday, Fun With Stamps; Thursday, Fun With Hunting and Fishing. Fun With Planes was presented Friday, while Fun With Photograph was the format of Saturday's program. Sunday wound up the station's exhibit with a Fun With Books program featuring L. A. Safian, who informalized with noted authors and also came up with tips to budding authors. . . . **TRENTON**—New program on WTMT is "Dear Listener" featuring Mary Wilson as the writer who will offer a radio letter addressed to the lady next door, across the street, on the next block and out in the country. She will give household hints, news and provide up-to-the-minute items especially for the lady of the house.

—TEXAS—

**EL PASO**—David E. Bieley, formerly program director of WJOL, Florence, Ala., has joined the staff of KSET in the same capacity. Wilma Bieley has also joined the station's staff as continuity director. . . . **DALLAS**—The Civic Federation of Dallas is presenting a series of 22 programs on WFAA-FM, to be known as the Adamson High School Student Forum. Topics of current interest will be discussed by members of the high school debate squad and public speaking group. **SAN ANTONIO**—New staff member of KTSa is Robert E. Clark, who has taken over in the sales department.

—NEW YORK—

**ITHACA**—Joe Fischler, the "Voice of U. N.," to WNYC listeners these past two years, has resigned as special events director for the municipal station to join the staff of WHCU and WHCU-FM, the Cornell University stations in this city. He will specialize in news and musical programming for the new FM station. . . . **SCHENECTADY**—Starting this week, WRGB, General Electric's television station, covering this area, inaugurated a program of news telecast three times a night, Monday thru Friday. These newscasts are supplemented by NBC television news on Mondays and Thursdays.

—LOUISIANA—

**NEW ORLEANS**—WDSU is presenting Youth concerts which are being broadcast from the Booker T. Washington high school, largest Negro high school in this city. The concerts are being broadcast from both the negro and white auditoriums with an audience of students, from the fifth through the 12th grades, who are allowed to attend one concert per grade. . . . New pride and joy in the Milton Nicholas family is recently-born daughter, Marjorie Louise. Father is a WWL engineer.

—MASSACHUSETTS—

**BOSTON**—Recent addition to the WCOP program listing is The Air Adventures of Jimmy Allen, a half-hour program for boys and girls broadcast each Saturday. One of its top attractions is The Jimmy Allen Flying Club, an organization, with no age limit, membership in which is free. The club offers each boy and girl bronze wings, a shoulder patch, a wallet, membership certificate, flying lessons and model plane instructions. . . . **NORTH ADAMS**—Joyce DeWitt Merrill, formerly director of women's features with WBTA, Batavia, N. Y., has joined WMNB, new 100-watter here, in a similar capacity. . . . **WORCESTER**—Recently guesting on WTAD were Esther Williams, Mrs. Mildred McAfee Horton, president of Wellesley College; Robert P. Tristram Coffin, leading American poet; Esther Forbes, author of the 1942 Pulitzer Prize Winner "Paul Revere and the World He Lived In," and radio entertainer, Little Jack Little.

—MICHIGAN—

**DETROIT**—New children's show on WWJ-TV is "Junior Jamboree," presented Tuesday through Saturday from 5:00-5:30 p.m. Show features all kinds of entertainment for children from puppet shows and visual quiz contests to lessons in drawing and "Junior" interviews. Program hostess is Fran Harris. . . . **JACKSON**—WIBM recently celebrated its 20th anniversary on the air with a special half-hour program. Many former members of the station's announcing staff were heard by transcription and the station's present manager, Willie management, spoke briefly on behalf of the management. The station's history was also depicted by flashbacks of important happenings during the organization's initial broadcast.

## AGENCIES

**WALLY DUNCAN**, widely known radio and advertising agency executive, has launched a new business on his 400 acre Still Pond Farm at Statsburg, N. Y. Duncan is specializing in production of cured hams, bacon and sausages.

**V. LA ROSA & SONS, INC.**, makers of La Rosa Grade A macaroni products, announce the appointment of Kiesewetter, Welterau & Baker advertising agency to handle their account.

**RICHARD DANA** has resigned from the radio staff of Foote, Cone & Belding, and is now associated with R. de Groot Consultants, Inc., as radio special consultant, it is announced. Roy de Groot, president of the R. G. organization.

**RALPH ALLUM** has become vice president in charge of Package Goods advertising of Roy S. Durstine, Inc. Previously, Allum had been a vice president of Lord & Thomas, Blacke Sample & Hummert and J. Strick Gettelle. His experience has covered a wide range of highly competitive products in the drug and grocery fields.

**STORRS J. CASE**, at one time vice president in the Detroit office of Gray Advertising, has been appointed a sales and advertising manager of Sun Oil Co.

**DEL WAKEMAN**, advertising director of Ekco Products Company will resign soon to organize the Wakeman Advertising, Inc., in Chicago. Wakeman's accounts will include Ekco products.

### Tele Set Mrs. To Meet Re Phila. Convention

(Continued from Page 1)  
man of the radio and television committee.

Primary purpose of the confab will be to plan installation of video system in the Philadelphia Commercial Museum, which is adjacent to Convention Hall, site of the Republican and Democratic National Conventions June and July of '48. Mayor Berns Samuel, whose committee for arrangements for the conventions includes radio and tele activities, recently pointed out that 25,000 persons can view convention proceedings on video sets in the Museum, "greatly augmenting the number of persons who can be accommodated in Convention Hall itself."

Officials of both political parties will attend the meeting tomorrow. Walter Hallanan, chairman of the committee for arrangements for the Republican National Committee; Edward T. Ingle, head of the radio division of the committee, and Guy Gilbert Gabrielson, chairman of the radio and motion pictures committee, will represent the GOP delegation. Representatives of the other party have not yet been named.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 45

NEW YORK, FRIDAY, DECEMBER 5, 1947

TEN CENTS

## Repair Racket Exposed

### Coe, St. Louis Exec. To Head 'News' Tele

Robert L. Coe, chief engineer of WSD, St. Louis, has been appointed to head the staff of The News television station, scheduled to go on the air early next year, it was announced yesterday. Appointment, which is effective immediately, was announced by F. M. Flynn, president and general manager of the New York paper. At the same time The News previously named three staffers to other

(Continued on Page 7)

### Eiges Urges Navy to Use Tele To Reach The Public

Sydney H. Eiges, NBC vice-president and press chief, yesterday told a group of ranking Navy officers in Washington that, "Properly utilized, television can become the Navy's most effective public relations tool."

Speaking before the group at the VRC studios in the nation's capital, Eiges urged the Navy to set up special facilities for the study of television also to "enter as quickly as possible

(Continued on Page 7)

### OIC "Voice" Is Credited For News Scoop On USSR

State Department's "Voice of America," interested in sending news only abroad, found itself yesterday high on front pages of U. S. dailies, surprisingly credited with a top news story for which in one sense it was not actually responsible. It's true that the "Voice of America" early Wednesday afternoon mentioned in a broadcast to Europe of reports concerning panic buying by the Russian people,

(Continued on Page 5)

### Tele's Ringside

RCA Exhibition Hall in Rockefeller Center, which played host to several thousand visitors during telecasts of the World Series, will open its doors to the public again tonight for the Louis-Walcott championship. Fight will be seen on 12 individual sets located throughout the Hall, and it's expected over 1,000 fight fans will be on hand.

### Weekly FCC Box Score

|           | Licensed | Authorized | Applications |
|-----------|----------|------------|--------------|
| AM ..     | 1476     | 476        | 645          |
| FM ....   | 80       | 958        | 121          |
| TV .....  | 6        | 65         | 43           |
| Education | 6        | 30         | 7            |
| Intern'l  | 37       | 0          | 0            |

351 FM and 17 TV stations on the air.

### First Tele Outlet In Milwaukee Opens

Milwaukee—With approximately seven hours of weekly commercial time already sold, WTMJ-TV made its debut in Milwaukee Wednesday night as a full fledged going business proposition backed by the solid promotional experience that the staff has gained in the operation of WTMJ and WTMJ-FM. Its initial video offering to the Milwaukee public was a solid click while production was rough in spots due to the manifest difficulties of handling a new medium under try-

(Continued on Page 7)

### Chas. Gaines, Ziv Exec., Dies Suddenly In N. Y.

Charles Gaines, 56, executive producer of the Fredric Ziv Company, and a prominent representative of open-end transcription companies on the recently-formed Industry Music Committee, died suddenly at his home at 1150 Park Ave., New York, late Wednesday night. He had been a

(Continued on Page 8)

### Interest In 'Miss Hush' Grows; Record Mail Reaches Edwards

Nation-wide interest in a single radio stunt is likely to have hit an all-time high this week over the \$21,500 in prizes and cash available to the person who can identify "Miss Hush" on Ralph Edwards' "Truth or Consequences" show on NBC. Interest has been building over the last two months, judging from a rising Hooper and comment from John Q. Public overheard in buses, subways and public places, but the biggest hype came last Saturday night when "Miss Hush"

### Investigation Reveals The Public Duped By Unscrupulous Set Repairers In The Manhattan Area

**EDITOR'S NOTE:** Persistent reports of unscrupulous business practices by New York radio repair firms in dealing with the public resulted in Radio Daily conducting an investigation among 20 Manhattan radio repair stores. The findings, which confirm suspicions, are printed in the following article.]

By IRWIN ROSTEN, Staff Writer RADIO DAILY

A highly lucrative racket preying upon public ignorance of the mechanics of radio receivers is common practice among segments of New York's repair and service outfits, an investigation by RADIO DAILY has disclosed.

Weapons of those indulging in the racket are false and exaggerated estimates of the necessary repairs, exorbitant charges for the repairs and ACTUAL INFLICTION OF DAMAGE TO THE RECEIVER, DELIBERATELY OR THROUGH IGNORANCE OF ITS WORKINGS.

We began the investigation a week ago in the field engineering offices of WOR where we borrowed a Jefferson-Travis battery-operated portable that sold for \$60. The set had just been thoroughly checked and every part, including batteries, was found to be in perfect operating condition.

At our request, engineer George Riley, chief of the section, then caused a short circuit in the antenna system thus preventing adequate reception. This was done merely

(Continued on Page 5)

### Nine CP's Are OK'd; Other FCC Activity

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted construction permits to nine applicants for new AM stations, the majority in smaller cities. The grants include: Harvey Radio Labs, Cam-

(Continued on Page 7)

### State Of Kentucky Sues Five Webs, 19 Stations

Frankfort, Ky. — Suits totalling more than \$1,000,000 were filed here yesterday by the State of Kentucky against five national networks and 16 stations operating within the state. The networks named are NBC, CBS,

(Continued on Page 2)

### Honored

Edgar Kobak, Mutual network president, has been named chairman of the advisory council for science and engineering at Notre Dame by the Rev. John J. Cavanaugh, president of the university. The council reviews research conducted at Notre Dame and makes recommendations for now experimentation at the university, a leader in sclonco research.

tossed in more clues and practically gave her identity away. With "Truth or Consequences" pulling a 20.3 in the latest Hooper, number ten position, trade is waiting to see if Edwards can zoom into first place next Saturday p.m., the show which may bring the payoff.

"Miss Hush" is now in her eighth week, thus eclipsing in longevity the other two similar contests staged by Edwards. The first one, with Jack

(Continued on Page 5)

**RADIO DAILY**



★ **COMING AND GOING** ★

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

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**WEST COAST OFFICES**

Ralph Wink, Manager  
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**WASHINGTON BUREAU**  
 Andrew H. Older, Chief Managing Claggett  
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 Phone: Wisconsin 327. Phone: Hebart 7827

**CHICAGO BUREAU**

Nat. Green  
 1417 Ashland Bldg., 155 N. Clark St.  
 Phone: State 2332

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**FINANCIAL**

(Dec. 4)

**NEW YORK STOCK EXCHANGE**

|                    | High    | Low     | Close   | Net Chg. |
|--------------------|---------|---------|---------|----------|
| Admiral Corp.      | 7 1/2   | 7 1/8   | 7 5/8   | —        |
| Am. Tel. & Tel.    | 152 3/4 | 152 1/2 | 152 3/4 | —        |
| CBS A              | 22 1/4  | 22      | 22      | — 1/4    |
| CBS A              | 22      | 22      | 22      | —        |
| Farnsworth T. & R. | 7 1/4   | 7 1/8   | 7 1/8   | —        |
| Gen. Electric      | 34 3/4  | 34 1/2  | 34 1/2  | — 1/4    |
| Philco             | 31 1/8  | 31 1/8  | 31 1/2  | — 1/4    |
| Philco pfd.        | 89      | 89      | 89      | — 1/2    |
| RCA Common         | 9 1/4   | 9 3/4   | 9 3/4   | —        |
| RCA First pfd.     | 70 1/4  | 70      | 70      | — 1/4    |
| Stewart-Warner     | 14 1/2  | 14 1/8  | 14 1/8  | — 1/4    |
| Westinghouse       | 28 1/2  | 27 3/8  | 27 3/8  | — 1/2    |
| Westinghouse pfd.  | 89 1/2  | 89 1/2  | 89 1/2  | — 1/2    |
| Zenith Radio       | 19 1/4  | 18 1/2  | 18 1/2  | — 1/4    |

**NEW YORK CURB EXCHANGE**

|                         | 3 1/2 | 3 1/4 | 3 3/4     | + 1/8       |
|-------------------------|-------|-------|-----------|-------------|
| Net. Union Radio        |       |       |           |             |
| <b>OVER THE COUNTER</b> |       |       |           |             |
| Du Mont Lab.            |       |       | Bid 7 3/8 | Asked 8 3/4 |
| Finch Tele. Comm.       |       |       | 3         | 4           |
| Stromberg-Carlson       |       |       | 13        | 14 1/2      |
| U. S. Television        |       |       | 1 1/4     | 1 5/8       |
| WCAO (Baltimore)        |       |       | 36        | 40          |
| WJR (Detroit)           |       |       | 11        | 12          |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

Television ptx were transmitted over 400 miles via land line in Britain, breaking previous distance record of 300 miles held by Germany. . . . CBS November billings totaled \$2,654,473, an increase of 9.2 per cent over the corresponding month last year, and the second highest monthly figure in the web's history.

IN CLEVELAND IT'S



**ALLEN T. SIMMONS**, owner and manager of WADC, Columbia network affiliate in Akron, is in town for confabs with station relations officials of the web.

**DAVE KOGAN**, co-writer and director of the "Mystery Traveler" on the Mutual network, will return today from a vacation of a month in Havana. He and Robert Arthur will resume the program next Tuesday.

**HAROLD KRELSTEIN**, general manager of WMP5, American network outlet in Memphis, is spending a few days in New York on station business.

**KEN CARPENTER**, manager of the Chicago office of the Bolling Co., national station representatives, who has been here this week on company business, has returned to his Windy City offices.

**MORRIS S. NOVIK**, radio consultant, is leaving this morning for Washington, where he'll attend the AFL confabs regarding the Toff-Hartley bill.

**THOMAS METZGER**, general manager of WJWS, Mutual network outlet in Altoona, Pa., who has been in New York this week, leaves tonight for the home office.

**JAMES D. PARKER**, of the CBS general engineering department, will return today from Havana, where for the past four weeks he has been attending meetings relating to the extension of the North American Regional Broadcasting Agreement.

**ED ALBURY**, general manager of WH8Q, Memphis, paid a call yesterday at the station relations department of Mutual.

**BERT LOWN**, director of station relations for Associated Program Service, left last Wednesday for St. Petersburg, where he'll attend the annual meeting of the Florida Assn. of Broadcasters.

**KELLY CAMARATA**, of London Records, who has been visiting Philadelphia, Baltimore and Washington, is expected in New York today.

**State Of Kentucky Sues Five Webs, 19 Stations**

Mutual Broadcasting System, American Broadcasting Company and Keystone Broadcasting System.

The suit against the networks demands franchise, gross-receipts and state income taxes for the years 1942-1946, inclusive, totalling \$744,093.50, plus penalties and interest.

**Martin To WKBW**

Buffalo—Paul Martin, formerly of WQQW, Washington, D. C., has joined the executive staff of station WKBW, Buffalo, as program director. Mr. Martin was program manager of WQQW where he gained considerable recognition for "Talks With A Listener," a popular weekly broadcast.

**AL RICKEY** is burning the midnight oil what with the recording ban drawing near. In addition to his radio chores (MR. KEEN, etc.) RICKEY has recorded twenty-four sides for Willida, with eight more scheduled, as well as twelve sides for Willida, with an even dozen still on the agenda.

**HARRY WISMER**, American network sports director, arrives in New York today by plane from Detroit. He'll serve as toastmaster at the annual banquet of the University of Michigan Club, which will be held at the Downtown Athletic Club. Tomorrow, he'll fly to Toledo to broadcast locally the Glass Bowl Game.

**DON ROPER**, staff announcer on WABD, will spend this week-end in Washington, D. C., where he'll visit at WTTG, affiliate of the Du Mont television network.

**WINSTON BURDETT**, Washington news analyst for CBS, is back in the Capital following a short visit at network headquarters in New York.

**JACQUES FRASE** and the members of his orchestra have arrived in Gotham to do three weekly shows on WOR-Mutual.

**DAN JAYNE**, manager of WELL, Battle Creek, has arrived from Michigan for conferences at the American network, with which the station is affiliated.

**AL BRYANT**, manager of the mail, file and mimeo division at CBS, and in his more quiet moments an authority on mink, has left for a week-end at his recently-purchased mink-breeding ranch.

**LARRY WEBB**, assistant manager of WJW, Cleveland affiliate of ABC, and **CHARLES Y. HUNTER**, program director of the station, are in town for confabs with officials of the network.

**CARL DOZER** is in town. He's the merchandising manager of WCAE, the ABC station in Pittsburgh.

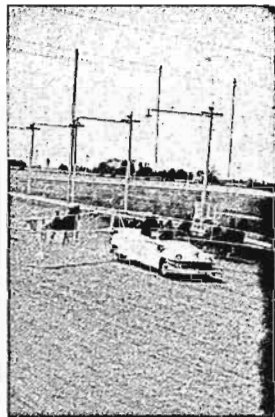
**S. G. HENDERSON**, manager of WGUY, Bangor, Me., was welcomed yesterday at the New York offices of the American network, with which the station is affiliated.

**E. K. "JOE" HARTENBOWER**, general manager of KCMO, Kansas City, Mo., was in Chicago during the early part of this week for talks with central division executives of the American network.

**Don Dunphy To Describe Dodger Grid On WCBS-TV**

Don Dunphy, veteran sportscaster, has been assigned the play-by-play description of the Dodgers-Yankees pro football season finale at Ebbets Field this Sunday (Dec. 7) over WCBS-TV (2 p.m., EST.) Latter club has clinched the eastern division championship in the All-America Conference so the game's outcome will have little bearing on final standings beyond an inter-borough clash.

**WORLD**  
*does it Again!*  
 WITH A NEW MILLION DOLLAR PROGRAM IDEA!  
**"The MILLION DOLLAR BALLROOM"**  
 million dollar talent and music to produce millions of sales for YOU in America's richest market!  
 Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan  
**BOSTON WORLD** M A S S.  
 FOR JOE & CO., National Representatives



**Barrier**

We've had that picture a long time. It was news when we first got it. But even if it's stale to you . . . even if you've seen it in the newswreels . . . it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the newest racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start . . . the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!

**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally by Headley-Road



## KGO at 50,000 Watts... *Most Powerful Station On Pacific Coast!*

The new KGO transmitter, on the air December 1, emits a signal of well over 100,000 watts in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of new radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

All broadcasters know the advantage of transmitting over salt water. But in addition to a straight water path to San Francisco, KGO's amazing efficiency is due to the fact that its antennas rise right from the middle of a pool of concentrated salt water. So concentrated, in fact, that air conditioning equipment was installed to remove from the air salt particles that might have been damaging to the transmitter! *The results: 99% perfect!*

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in your city—today.

**LOOKING FOR THE SALES KEYS** to the nation's top markets? You'll find them conveniently located at ABC SPOT SALES. You can contact any or all of ABC's key spot-sales stations (in New York, Chicago, San Francisco, Los Angeles, Detroit and Washington) by merely calling the one nearest you.

**ABC** SPOT SALES  
DIVISION  
American Broadcasting Company

New York                      Chicago                      San Francisco  
33 West 42nd St.      Civic Opera Bldg.      155 Montgomery St.  
Los Angeles . . . 1440 Highland Ave.      Detroit . . . Stroh Bldg.

## NEW STATIONS

## New MBS Affiliate

Bellaire, O.—Serving the Wheeling, W. Va., market, WTRF last week began operations with 1 kw. daytime as a Mutual affiliate. FM sister station went on the air simultaneously. Both are owned by Tri-City Broadcasting Co. R. W. Ferguson is station manager; R. J. Campbell, sales manager; George Cowen, chief engineer, and Frank Curtis, program director and chief announcer. Outlet started with 62 retail sponsors, all but four of whom signed for a year.

## New "Forestry" Station

Lufkin, Tex.—Only station dedicated to forestry, KTRE goes on the air Dec. 10 with 1,000 watts at 1420 kc. Located in a lumber industry center, outlet's equipment includes large auditorium studio with poly-cylindrical wall design. Governor of Texas will speak at opening ceremonies. Staff includes Richman Lewin, general manager; Ed Henry, program director; Ray Gordon, promotion manager; Fred C. Hill, chief engineer; Bob Hart, sports director, and Lynn McClain, women's editor.

## Penn. Outlet Opens

Johnstown, Pa.—WCRO, ABC affiliate owned by Century Broadcasting Corp., has begun operations with 250 watts fulltime at 1230 kc. Washington consulting engineer John J. Keel is president; Mutual commentator Henry Gladstone, vice-president, and Lloyd W. Dennis, of WTOF, secretary-treasurer. John F. Hanssen is general manager; Dennis Gerkin, commercial manager, and Rexford M. Ackley, chief engineer. Adam J. Young is national rep.

## New AM Outlet To Open

North Adams, Mass.—WMNE, 100-watt outlet owned by Northern Berkshire Broadcasting Co., will begin operations soon, full-time at 1230 kc. Joint owners are Herbert B. Clark, Robert Hardman and J. Gordon Keyworth, who will serve as general manager and chief engineer. Keyworth has built several stations in New England area.

## New AM For New England

Montpelier, Vt.—Pearl Harbor Day marks opening of WSKI, fulltime at 1240 kc., according to Carl R. Taylor and Bernard M. Jacobson, operators. James F. McKernan is chief engineer. Studios are in Union Mutual Building here, with tower outside of town. Additional studios are planned for Barre, Vt.

## Society Note

Miss "CINDERELLA" Baier and sister WTRF, HARTFORD, CONN., WINNER enjoyed a suite at the Sheraton-Breakfast-in-bed—"HARVEY"—"Jactime of 1948"—An appointment with Chas. of the Ritz and others, with \$250 in prizes—all from

## "CINDERELLA WEEKEND"

V.I.P., Inc., 1775 Bdwy., N. Y.



## Mainly About Manhattan . . . !

• • • Sell-out for Madison Sq. Garden file tonite between Joo Louls and Jersey Joe Wolcott refutes claim that television hurts the box-office. . . . Geo. Denny, of Town Meeting fame, trying to originate one of the ABC broadcasts in Moscow. . . . Efforts to get telo rights to the Notre Dame-USC gridiron clash in Los Angeles Saturday reported blocked by newsreel cameramen's union. . . . "Gasoline Alley" bought by CBS, who plan to make it one of the top comedy stanzas. . . . Latest gimmick to beat the Petrillo ban on recordings is a vocal group who claim that they can imitate any band or orchestra and are offering themselves to disceries as musical backgrounds. . . . Lou Holtz to do five-minute transcriptions of his famous dialect stories. . . . A spokesman for the radio industry set to confer with Petrillo next week on the disc sitchyabun. . . . Walter Winchell has decided to remain on the coast. . . . Doll Peters getting plenty of favorable agency reaction on new Bill Gemann comedy-drama series, "Further Adventures of My Man Godfrey," starring Reginald Gardner. Gemann also has new kiddio stanza ready to be wrapped up. . . . In Pete Martin's Satevepost yarn on Babe Didrikson, he relates that one time Hildegarde asked her for advice on how to hit a golf ball. "Well, Hildegarde," explained the Babe, "just take off your girle and let 'er go!"



• • • "Dear Sid," writes Jack Rubin, "after careful and deliberate thought I have come to the conclusion (through the Art Henley exchange of letters in your col'm) that your pillar is the most economic form of correspondence since the days of Indian smoke signals. I will therefore take the opportunity of wishing all my friends a Merry Christmas and a Happy New Year and save myself the price of three or four cards. You can include yourself in on it too."



• • • AROUND TOWN: Laryngitis floored Pete Donald necessitating postponement of a children's album he's waxing plus the new transcribed Stanback air series starting Dec. 15th, and which, incidentally, is budgeted at a million bux. . . . Herb Harris in Post Graduate Hosp. as result of a fall in the studio. Herb is the production expert on NBC's popular "Honeymoon in N. Y." series. . . . Les Tremayne to enact his famed "Falcon" role Sunday at Lumba Gambol. . . . Deal on for John Bradford to headline video newsreel series. . . . Ken Burton, producer of "Family Hour," ailing, with Les Harris, (who did it for years and who is now doing "Rosemary.") pinch-hitting. . . . One word description of Judy Canova's comedy antics: Super-subsidential. . . . Geo. Crandall closed a big deal at Wednesday's REC club, trading an English shepherd dog for a Nubian goat. . . . Reason Benny Goodman and ABC couldn't get together on proposed series was because Benny wanted more than one aining a week. . . . Vox Pop hit a new high the other nite with an all-radio cast of guests including Ed and Peegen Fitzgerald, Jack Lescouille and Allan Funt, producer of the fabulous new "Candid Microphone" series. . . . Overheard at the Chateauband about a heartily disliked radio producer "What he lacks in brains, he makes up for in stupidity." . . . And Sammy Kaye wonders when Alcoholics Anonymous will start running a Miss Lush contest.



• • • THOUGHTS FROM YESTERAIR: When lady commentator Alma Kitchell used to sing classical songs on NBC. . . . Ann Leaf's organ recitals over CBS. . . . The zany comedy of Brad Browne, father of "The Nitwits." . . . The predecessors of current hill billies—the Rex Cole Mountaineers. (They sang with twang). . . . Movie Actor Alfred Ryder as the original "Sammy" on "The Goldbergs." . . . B. A. Rolfe's resemblance to John Bunny. . . . Those 6:45 aycem exercise periods conducted by Arthur Bagley—designed to give you power enuf to lift your morning coffee cup.

## CHICAGO

By NAT GREEN

JIM CAMPBELL, WBMM announcer, has bought a farm five miles from LaPorte, Ind. Another Campbell (no relation) is WBMM's farm director Harry C., who has a farm near Walkerton, Ind., in the same state.

The "Quiz Kids" program was broadcast from Lanier high school auditorium in Montgomery, Ala., November 30, with the Blue and Gray Credit Association as sponsor.

The CBS "First Nighter" show for Saturday, December 6, will feature a farce titled "Horse of a Different Color," written by Leonard Nathan; son, Television Advertising Productions script editor, and Herb Lyon, United Artists Pictures publicity man in Chicago area.

The First Church of Deliverance (Spiritual denomination), Chicago, celebrated its 14th anniversary of radio broadcasting Sunday, over WIND.

Former Quiz Kid Barbara Hutchinson, now Mrs. John H. Tector, became the mother of a seven and a half pound boy, Philip, on November 10. Barbara was one of the first Quiz Kids, having made several appearances in 1940, soon after the program began.

## Women Broadcasters Set Chicago District Meeting

Dorothy Lewis, coordinator of listener activity for NAB, leaves today on a 10-day tour of the midwest which will include an AWB District 9 conference in Chicago on Dec. 13-14. Meeting at the Hotel Sherman in the Windy City is under chairmanship of Nancy Grey, director of women's programs at WTMM, Milwaukee, and will contain panel sessions on Television Agency and the Women Broadcaster and Women in Educational Broadcasting.

Participants in panel sessions include Beulah Zachary, Kit Carson, Lorraine Larson, Fran Allison and Elizabeth Wolcott, WBMM, Chicago; Margaret Wiley, J. Walter Thompson Agency; Josephine Wetzler, WLS, Chicago, and Marjorie Thomas, Northwestern University.

Speakers for the Saturday, Dec. 13 luncheon will be Mrs. Lewis and George Jennings, director of WBEZ Chicago. Mrs. Dwight W. Greene, wife of the Illinois governor, will attend the luncheon.

On her midwest tour, Mrs. Lewis will also visit Lincoln and Omaha, Neb.; Des Moines and Minneapolis for various radio conferences.

## WPDQ's

## TIME-BUYERS JACK POT

THIS WEEK'S WINNER,  
MARY DUNLAVEY  
PEDLAR & RYAN

Next Week ? ? ? ?

## Miss Hush" Interest Draws Record Mail

(Continued from Page 1)

mpsey's voice, started in Decem-  
ber, 1945, and lasted five weeks while  
Ira Bow as "Mrs. Hush" ran for  
seven weeks. Contest started in Octo-  
ber with a Hooperating of 13.9 and  
latest report dated Nov. 30 records  
show at 20.3. While it ranks in  
fifth place by Hooper's method, Niel-  
sen spots it in fifth.

Interest in the stunt, however, is  
not limited to listeners for there are  
tens of millions who follow the event  
through friends who hear the show  
via radio columns and newspapers.  
Many network shows, not necessarily  
aired to NBC, have helped make the  
name "Miss Hush" a household word  
in recent weeks. Radio eds, newspaper  
editors and libraries have been  
flooded by people digging for the  
identity of "Miss Hush."

Martha Graham Nominated  
After the giveaway clues on last  
Monday's broadcast, many listeners  
immediately pounced upon the possi-  
ble identity as dancer Martha  
Graham, a suggestion which has been  
made in several newspapers this  
week. Going on this supposition,  
Time News Pictures has readied a  
layout on Miss Graham in case it  
wins out while wire services and  
magazines are already hounding  
NBC's publicity department for ma-  
terial to be used at the proper time.  
Time magazine is carrying a story  
while Life has prepared a spread for  
an early date.

March of Dimes Benefits  
As for the odds in winning the con-  
test, some revelation comes from the  
20,000 contest letters received by  
"Miss Hush" in a three-day period  
last weekend. Such a mail haul has  
helped Reuben H. Donnelly Corp.  
keep behind in counting the contribu-  
tions for the March of Dimes. Some  
\$45,000 went to the polio fund in the  
"Mrs. Hush" contest early this year.  
If Edwards has not revealed whether  
he plans another such contest  
and he may need time to think it  
over. So much interest was stimu-  
lated by "Miss Hush" that various tip  
sheet promoters jumped on the scene.  
One sold a sheet for a \$1 which sug-  
gested it could be Evangeline Booth.  
Another sent out a letter guarantee-  
ing the identity for \$1,000. Summing  
up all the aspects of the "Miss Hush"  
contest, the question arises as to  
whether or not it is possible for a  
program to spur too much interest.

Klein Joins WWCO Sales  
Appointment of Jim Klein to the  
sales staff of WWCO, Waterbury,  
Conn., was announced yesterday. He  
formerly was night manager of WHN.

IN CLEVELAND IT'S  
**WHK**

## Radio Repair Racket Exposed In Survey Of N. Y. C. Dealers

(Continued from Page 1)

ly by opening the back of the portable  
and moving the soldering lug of one  
antenna terminal approximately one-  
quarter of an inch to make contact  
with the other terminal.

This short circuit, in plain view in  
the back of the set, was the only de-  
fect in the radio when we began our  
tour of the repair shops. It could  
have been repaired in less than a mi-  
nute with a few twists of a screw-  
driver. Maximum charge for this ser-  
vice should have been 50 cents, al-  
though the necessary adjustment was  
so minor that reliable service men  
probably would make it as a courtesy  
and for good will.

Visits Many Repair Shops  
We then took the radio to nearly  
two dozen shops picked at random in  
Manhattan, for an estimate of the nec-  
essary repairs.

Prices quoted for the work ranged  
from nine to 15 dollars; explanations  
of the "extensive damages" were long-  
winded and complex, with practically  
no two alike. The service man in a  
shop on West 45th Street said the  
portable needed "a new condenser"  
and had "a short in the transformer."  
His estimated charge was \$9.50. A  
Sixth Avenue repair man explained  
his estimate of \$12 by saying, "The  
batteries are disconnected and the os-  
cillator is out of whack." New tubes  
and "a re-alignment job" where the  
cures suggested by a Broadway store,  
with charges estimated at \$10.

Receiver Damaged  
When the set was returned to WOR,  
it had been definitely tampered with  
and was completely out of commis-  
sion. Riley examined the radio and  
reported that (1) the volume control  
had been taken apart and had been  
shorted, probably when it was re-  
placed; (2) the IF (intermediate fre-  
quency) coils had been detuned  
throwing the entire tuning mecha-  
nism out of kilter; (3) two tubes were  
microphonic and practically useless,  
and (4) the batteries were run down  
to the point where they should have  
been replaced.

Damage to the two tubes, Riley said,  
might have been caused in one of  
three ways. The original tubes in the  
set might have been replaced with  
bad ones; they might have been taken  
out and struck against a hard surface,  
or a high filament voltage might have  
been applied.

### "Song Writing Machine" Demonstrated At WOR

"The Song Writing Machine," star  
of a new show which debuts over  
WOR-Mutual Saturday, 9:30 p.m., was  
demonstrated last night by its inven-  
tor, Pat Ballard at a cocktail party  
at WOR studios.

Program will have audience partici-  
pation with Ballard writing lyrics  
for songs written on machine with  
title suggested by contestant. Winn-  
ing song will be published with con-  
testant receiving royalties, if any.

Deterioration of the batteries, which  
were at full strength when we start-  
ed, probably was caused by the set  
having been turned on with the bat-  
teries connected and left that way  
for some time. None of the service  
men included run-down batteries in  
their estimates.

No On-the-Spot Estimates  
The shops we visited would not ex-  
amine the radio and give an estimate  
of charges while we waited. All  
claimed that thorough examination  
would be a long process, in most  
cases several hours. They added that  
anyone who gave an on-the-spot es-  
timate was incompetent, unfair and  
most likely "a crook."

In asking for explanation of the  
damages, we pretended ignorance of  
the workings of the set. An impres-  
sive technical vocabulary was then  
loosed upon us, and we learned that  
the portable needed, in sum, new con-  
densers, transformers, oscillators,  
tubes, wiring, alignment and several  
major operations.

No one said a thing about the short  
circuit in the antenna loop.

## OIC "Voice" Credited For Scoop Re USSR

(Continued from Page 1)

who were allegedly fearful of new  
currency, but the news presumably  
was also available to the press from  
the same source which sent it to the  
"Voice of America" in New York.

The International Broadcasting Di-  
vision here received the Soviet panic  
buying report from Washington in a  
routine manner. "Voice of America"  
editors in New York paid little at-  
tention to the item and gave it a dozen  
lines on page 10 of an 11-page news-  
cast, burying it in the tail end of the  
program headed "news in brief." It  
item was sent out in many different  
languages, but never more than once  
to a given area and never to USSR.

One possible reason why most of  
the press put its lead on the "Voice  
of America" broadcast is because news-  
men did considerable spade work  
after the first news was out and had  
to protect highly confidential sources.  
Meantime, the "Voice of America" is  
not likely to suffer over the incident.  
It's recently been rumored that Con-  
gress might have a change of heart  
over the slashed OIC budget of last  
summer and the "Voice of America"  
limelight could cinch the switch.

**NOW... in  
NORTH JERSEY**

**WNJR**

*The Radio Station of the Newark News*

with  
**5000 WATTS**  
that REACH  
**1,000,000 HOMES**

1430 Kilocycles  
MArket 3-2700

**WNJR**

91-93 HALSEY ST.  
NEWARK 26, N. J.  
OTIS P. WILLIAMS, General Manager  
*The Radio Station of the Newark News*

## PROMOTION

### Arvin Campaign

Noblitt-Sparks Industries of Columbus, Ind., will climax a three-ad holiday newspaper campaign featuring its complete line of radios and electrical appliances with a five-column by 17-inch ad in a comprehensive list of daily newspapers covering major markets across the nation. The ad, which will appear on December 8, stresses Arvin "personalized" radios which will be pushed by dealers through the Christmas shopping season. The holiday campaign is being merchandized to the firm's entire distributor and dealer organization with a full-sized broadside of the three ads. Dealers are being urged to play up the personalized Arvins with special display material including window blow-ups and counter cards. It is expected that dealers' own December advertising will be devoted in part to the personalized radios and the company is making available to dealers two-column ad mats featuring the "gift with the personal touch."

### Iowa Survey

The 1947 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan, of the University of Wichita, is being distributed by WHO, Des Moines, in an attractive 84-page booklet. Spiral-bound on slick stock, the 8 1/2 x 11 inch piece is profusely illustrated with maps, charts and graphs dramatizing the results of the 10th annual survey. Topics covered include station preferences, listening hours, news preferences, program preferences and stations reported as "heard regularly."

### Hedges to Aid Drive

William S. Hedges, NBC vice-president in charge of Planning and Development, has been named chairman of the broadcasting industry committee of the current Salvation Army Campaign.

### New 'Modern Farmer' On WNBC

Wally Butterworth, veteran announcer and producer, has joined the "Modern Farmer" program (Mon. thru Sat., 6:00-7:00 a.m., WNBC), beginning Dec. 2, it was announced by D. L. Provost, program manager.

The World Wants PEACE

You'll Want for your Programs

"PEACE OF MIND"

DUBONNET MUSIC PUBLISHING

1619 Broadway, New York 19, N. Y.

# BALLERINA

Jefferson Music Co., Inc.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALEY OOPS:**—The T. B. Harms, Inc., is being reactivated with Carley Mills, of the Chappell Co., named professional Manager. . . . Mills and his staff are solid behind "Mickey" written 30 years ago by Harry Williams and Neil Morot. . . . A new series of ET's will be recorded titled "Monaghan the Record Man," which will be beamed via Radio Luxembourg to BEC. . . . George Monaghan, currently WORKING a platter-chatter morning series, was top disk jockey for BEC during the war. . . . ● **Crawford Music** reviving "The Best Things In Life Are Free," written back in 1927 and published by DeSylva, Brown & Henderson. . . . ● **Newest Yuletide ditty** to hit the airwaves, "It Wouldn't Be Christmas Without You," by Murray Semos and Buddy Shepard, published by Tune-house Publications. . . . ● **Bill Melia**, program director at WWNC, Asheville, N. C., and his charming frau, in Gotham celebrating their 25th wedding anniversary. . . . ● The fact that he wrote the song with two hit-writers, namely George Meyer and Arthur Johnston, didn't exactly lessen the possibilities. . . . however, Lee Morris, a music teacher is justifiably proud that his initial effort in the popular field, "If I Only Had A Match," which was recently introduced by Al Jolson and published by Edwin Morris, is headed for the Hit Parade. . . .

★ ★ ★

● ● ● **Harry Warren Music** follows "Stanley Steamer," with "The First Time I Kissed You," penned by Ralph Blane and Harry Warren. . . . ● We hear that the "Teen Timers" may return to the air soon with Warde Donovan as the songstar. . . . following Gordon McRae as 'Chief Teen Timer' is a tough assignment but Warde is a 'natural' for the role. . . . ● Every tunester wants to write another "Near You" and that goes for Francis Craig (who wrote it) . . . so in collaboration with Beasley Smith, WSMusical Director, Craig has written "Beg Your Pardon," which has Abe Olman, Murray Baker and the Robbins staff quite excited. . . . ● Music scribe **Joey Sasso** signed to do a record column for Argosy Magazine. . . . ● **Harry Link's** staff at Feist working on two Christmas Tunes, "Santa Claus Is Coming To Town" and "Have Yourself A Merry Christmas." . . . ● At the Enduro Cafe, tunesmith **Sammy Mysels** avers that "The Petrillo edict will prove to be a flash in the Pan."

★ ★ ★

● ● ● **Nothing succeeds like success.** . . . take the case of the alley's newest team of hit writers, Bob Hilliard and Carl Sigman. . . . last year in collaboration with Dick Miles, Bob wrote the hit "Coffee Song" and Carl co-wrote with Bob Russell the current smash "Ballerina." . . . both numbers were published by Redd Evans. . . . thus, while in Redd's office, Hilliard and Sigman, decided to team up and wrote "Civilization." . . . now they've just written the score for "Angel In The Wings" new musical revue which will open Dec. 10 at the Coronet Theater in Gotham. . . . ● Because the Pery Como Victorecord of "I Never Loved Anyone," was released unexpectedly, Dave Dreyer's music firm, will take advantage of the break and start plugging the tune written by George R. Brown. . . . ● Recommended: Bob Reed's WORolling afternoons at 3:45 daily. . . . Another commercial for thrush, Patti Clayton. . . . Bob Bright's zippy platter and WPATter. . . . Dubonnet Music's great ballad "Peace Of Mind."

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Buddy Clark's latest Columbia pairing of "Ballerina" and "It Had To Be You" a must. . . . Dick Jones' band offers smooth musical support. . . . ● **George M. Cohan, Jr.**, will wax an album of his dad's numbers for Victor this month. . . . ● **Metrotone Records** has signed Don Reid to cut four sides. . . . Don formerly sang on the Jack Kirkwood and RCA NBCommercial. . . . ● **Will Bradley's** platter for Signature of "Lonely Moments" and "Bop N' Boogie" a disk jockey delight. . . . **Milt Orent's** zingy arrangements should zoom that lad to the fore among modern orchestrators. . . . ● **Former Disk Jockey Red Benson's** Rainbow platter of "Rosalinga," backed with a hokey rendition of "Out Of My Mind" a honey. . . . **Mort Kahn Quartet** provides hep sound effects for background. . . .

## EQUIPMENT

### Utah To Huntington

Philip Heckendorn, general manager of Utah Radio Products, division of International Detrola Corporation, reports the consolidation of a Utah's manufacturing and sales activities in their new larger plant offices at Huntington, Indiana. At the same time, Mr. Heckendorn announces the appointment of Hug Sundberg as sales manager of Utah's jobber and industrial divisions.

Mr. Sundberg's new duties place him in complete charge of promoting and selling Utah's more than 70 models of permanent and electro magnetic speakers. He has been with Utah's jobber sales division at its former location in Chicago for the past 20 years and is widely known in the radio parts manufacturing industry.

### New Wire Recorder

Electric Sound Engineering Co. Chicago, is conducting a promotional campaign for its wire recorder with polyphonic sound. Their polyphonic sound wire recorder is a table model made of solid birch and is available in natural finish or walnut. List price is \$350 and immediate delivery is promised. **Bernard J. Sullivan**, general manager of Electronics Sound Engineering Co., states that the recorder is quality plus because it has been built to exceed the high fidelity requirements of radio, television and FM broadcasting stations, sound recording studios, orchestras and theater groups for rehearsal aid, and advertising agencies for show transcripts and program checks.

### Cabinet Member On MBS

A salute by Secretary of Agriculture **Clinton Anderson** to "RFD America" was heard on the show's premiere over Mutual last night. **Anderson** said: "I hope that through the medium of good entertainment sought on this program the public will generally come to know our American farm family better and that there will be a deeper appreciation of the value of rural life. I take pleasure in saluting this new program, "RFD America."

Climbing High In Performances!

★ ★ ★  
THOSE THINGS  
MONEY  
CAN'T BUY

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

# ne CP's Are OK'd; Other FCC Activity

(Continued from Page 1)

ge, Mass., to operate on 740 kc., 5 watts, daytime; Melbourne Broadcasting Corp., to operate on 1050 kc., 5 watts, daytime; Interstate Broadcasting Corp., Breckenridge, Minn., to operate on 1450 kc., 250 watts, unlimited; San Joaquin Broadcasters, Las Vegas, Nev., to operate on 1340 kc., 5 watts, unlimited.

Also Lampasas Broadcasting Co., Lampasas, Tex., to operate on 1450 kc., 250 watts, daytime; Shelley Radio Electric Co., Needles, Calif., to operate on 1349 kc., 240 watts unlimited; The Chesapeake Broadcasting Corp., Havre de Grace, Md., to operate on 1600 kc., 500 watts, daytime; Dalrad Associates, Dalhart, Tex., to operate on 990 kc., one kilowatt, daytime; Landon B. Broadcasting Co., Denver, Colo., to operate on 990 kc., one kw. daytime.

Commission also granted license renewals for the period ending Nov. 1, 1948 to the following: Oklahoma Utility Broadcasting Co., KSWO, Lawton, Okla.; Voice of Porto Rico, Inc., WRRP, Ponce, P. R.; Mrs. W. J. Virgin, KMED, Medford, Ore.

**FM Stations Approved**

At the same time the FCC authorized FM construction permits to the following: The Mattatuck Broadcasting Co., Waterbury, Conn.; KLZ Broadcasting Co., KLZ-FM, Denver, Colo.; Hazlewood, Inc., WLOF-FM, Orlando, Fla.; Coshocton Broadcasting Co., WTNS-FM, Coshocton, Ohio; Broadcasting Service, KSKY-FM, Dallas, Tex.; Claudia T. Johnson, WBC-FM, Austin, Tex., and Central Broadcasting Co., WVOW, Wausau, Wis.

The Commission also consolidated television applications in three groupings as follows: WHAS and WAVE, both in Louisville, Ky.; New England Television, Inc., Fall River, Mass., and E. Anthony & Sons, New Bedford, Mass.; Louis G. Baltimore of Wyoming Valley Broadcasting Co., both in Wilkes-Barre, Pa.

Additionally, in two closely-connected decisions involving allegedly hidden stock and financial interests, the FCC granted a license renewal to one Charleston (W. Va.) radio station and turned down a similar request from another outlet in the same city.

Denied in a proposed decision was a renewal application of WGKV, in final decision the Commission, however, granted a license renewal to WCHS. The decisions were complicated by the fact that at one time the two stations had close ties.

Clearred by the Commission of "intent" to conceal any financial interest

# Video Debuts In Milwaukee; Mullen And Damm Speakers

(Continued from Page 1)

ing conditions. The end product was close enough to big-league performance to predict a smashing success for the future.

The opening was attended by civic and business leaders and top flight NBC personnel headed by Frank Mullen, NBC executive vice-president in charge of television development. Included in the NBC group hosted by Walter Damm, WTMJ chief, were John Royal, NBC, vice-president, and Mullen's assistant on television, and I. E. Showerman, NBC vice-president in charge of the central division.



MULLEN

On the basis of retail sales statistics it was estimated that nearly 400 privately owned receivers were available for the initial telecast in Milwaukee alone. Estimates of the audience when compiled will probably indicate an unusually large number of viewers per set. The curiosity factor undoubtedly played a role in mustering the first night audience but smart promotion must be credited for a helpful assist.



DAMM

Following out suggestions by the station, numerous home television parties were planned throughout the Milwaukee area. In addition tavern installations played to "sell-out" audiences in many spots as a result of the pre-broadcast buildup accompanied by window cards, extensive advertising and plugs over the affiliated WTMJ and WTMJ-FM. The premiere telecast opened with a special dedicatory program including messages of congratulation from Governor Oscar Rennebohm of Wisconsin given by

was John A. Kennedy, majority stockholder in the Charleston Broadcasting Co., licensee of WCHS. It was brought out that Kennedy had an option on a large percentage of the stock of WGKV. In addition, it was disclosed that Kennedy's money was used to build WGKV and at one time studios of WGKV were in the WCHS auditorium.

**Two Commissioners Dissent**

Commissioners Clifford J. Durr and Robert F. Jones both dissented in the WCHS decision, with Durr issuing a dissenting opinion.

Stressing the parallel with the WORL and WOKO cases, the Commission, however, ruled differently in the WGKV case. Despite the re-

his personal representative, William E. Walker, and a salute from the city by Acting Mayor Milton McGuire. This was followed by a special film presenting Niles Trammell, president of NBC, in a welcoming address to the Milwaukee audience and extending his congratulations to the station and welcoming WTMJ-TV to the NBC family of television.

**Predicts Web Expansion**

In his address Mullen characterized the occasion as an exciting experience and predicted that not too much time will elapse before cables and relays will make network television available in Milwaukee. He promised the Milwaukee audience that it would be tied in with national television events in twelve to fourteen months and possibly sooner.

He was followed by Walter J. Damm, vice-president and general manager of radio for the Journal Company, who spoke with considerable satisfaction of the reality that had been brought out of the station's dream for television programming in Milwaukee. Damm renewed his organization's pledge to "always be first to bring the best in news radio and now television."

Interesting sidelight was the note that Ed Schuster & Co., Milwaukee department store chain, had been first TV customer on the list; its application for time dating back to 1944. Schuster, a consistent advertiser on WTMJ, was given the opening commercial spot devoted for the premiere to a public service feature on Milwaukee's projected municipal center and city plan revision.

This was followed by a men's glee club sponsored by Gettleman Brewing Company and interspersed with news still giving a further nostalgic note to the songs chosen. NBC's news reel service came on next, sponsored by Gimbel's department store.

This was followed by a sprightly sports commentary handled by Bob Heiss. Heiss did a runback on notable football games of the past season aided by newsreel shots from the games. This show, sponsored by Wadhams Oil Co., will present the Marquette University basketball schedule in succeeding weeks.

peated mention of WGKV in its WCHS decision, the ties between the two stations apparently carried little weight in the Commission's denial of a license renewal to WGKV. It was brought out in the WGKV case that the real control and ownership of the station was not reported to the Commission.

**Both On Temporary Permits**

Both stations have been operating on temporary licenses. Although the license of WCHS will be restored, WGKV may be ordered off the air, as were WOKO and WORL. The temporary license of WGKV runs until August, 1948. An appeal from the Commission's proposed decision is expected to be made.

# Coe, St. Louis Exec. To Head 'News' Tele

(Continued from Page 1)

television posts. Clifford E. Denton was appointed operations manager, B. O. Sullivan as commercial manager, and Carl Warren will head up news and special events.

Coe is now completing his work with KSD and as manager of KSD-TV, which has been on the air since last February. Both stations are owned by the St. Louis Post-Dispatch.

Denton, new operations manager, was formerly in charge of The News shortwave listening post, and since 1940 has been laying the groundwork for the video station. He designed its layout and prepared specifications for the FCC.

Joining The News in 1927 as an advertising solicitor, Sullivan gained experience in both local and national advertising. He is a native of Jackson, Tenn., and an Army veteran of World War I. During recent months Sullivan has made an extensive survey of television advertising and commercial markets.

Warren is broadcast editor in charge of News-Around-The-Clock programs broadcast hourly over WNEH. He formerly was a reporter for the Chicago Tribune and city editor of the Detroit Mirror. Warren formulated The News television program for the FCC.

# Eiges Urges Navy To Use Tele To Reach The Public

(Continued from Page 1)

able" into programming on existing commercial video stations.

"By television, and only by television," he said, "the United States Navy can literally sail its fleets into the American home and give the American taxpayer an intimate close-up look at what his tax money is buying. By television, the Navy can take the American family into the depths of a battleship or submarine or into the crew quarters of a warplane and display the intricacies of their operation at first hand.

"By television, the Navy can transport millions of Americans, within the space of minutes, on a far-flung journey to Navy bases, docks, shipyards, hospitals, and its other installations. In short by television the Navy can show the American taxpayer and his legislative representatives what the Navy is, does and needs in a manner more vivid and graphic, more intimate and effective, than that afforded by any other means of communication."

IN CLEVELAND IT'S

YOUR RADIO DAILY  
DELIVERED TO YOU IN  
LOS ANGELES AND VICINITY  
BY  
MANNING'S DELIVERY SERVICE  
A SPECIALIZED MESSENGER  
AND DELIVERY SERVICE  
HO-3129

## BEHIND THE MIKE

By SID WEISS

**C**ANDID MICROPHONE, the ABC click which started a new trend in radio technique, may start a new one in record albums. Fans of the program, which makes secret recordings of people who don't know they're talking for posterity, have been clamoring for an album of a few of the choice bits heard on the air.

Ben Ludlow composing and arranging a Christmas fantasy for the 90-piece Detroit Symphony to be aired on the Sunday evening hour Dec. 21st via ABC.

Roger Bowman signed by Emerson Yorke studios to do a series of 9 one-reelers on the Soap Box Derby as both writer and commentator.

Some sponsor interested in a public service television program could do worse than chat with Bob Brenner, who's got NBC interested in a new idea of his.

Erik Baarnow, Radio Writer's Guild prexy, offers this advice to tyros: "When you finish a script and you think it's perfect—start cutting."

Mel Torme, the old Velvet Fog, follows Stan Kenton into the Hotel Commodore Century Room on the 23rd.

The King Cole Trio opening at the Latin Quarter in Newport, Ky., for a three-week run.

Would you say that Bob Hope's ether offerings smell so sweet because of Jerry's Colonna, asks Ray Carroll?

In filling out a personal questionnaire recently, Ozzie Nelson came across the query, "Have you ever done anything heroic?" Ozzie wrote in: "I invited my mother-in-law to live with us—and have just picked up her opinion."

Al Golden, who authored the comedy, "A Young Man's Fancy," has scripted a theater-review show for his latest, titled "Curtain Calls," which is being mulled by the Madison Ave. set.

### Chas. Gaines, Ziv Exec., Dies Suddenly in N. Y.

(Continued from Page 1)

Ziv executive since 1944 and was currently engaged on production of the Guy Lombardo Show, one of Ziv's latest properties.

A well-known industry exec, Gaines began his career in the recording business with World Broadcasting, and had been a vice-president of the firm when he joined Ziv. He is survived by his wife, Blanche Gaines; Doris, an only child, and two brothers and a sister.

Funeral services will be held today at Riverside Memorial Chapel, 76th Street and Amsterdam Ave.

## COAST-TO-COAST

## —FLORIDA—

**D**AYTONA BEACH—A new series of high-school programs with the theme "Know Your School" recently made its debut on WMFJ. Schools participating alternately will be Mainland, St. Paul and Seabreeze high schools. Programs are written by the students themselves under the supervision of their instructors and the station's education department.

MIAMI—WQAM has received special recognition from the city of Hialeah for services rendered during the recent flood crisis, in the form of a resolution signed by Mayor Henry Milander of that city. . . . Recently guesting on WIOD's To The Women program was Hildegard, who has been vacationing at Miami Beach. Feature of the show was the preview rendition of Hildegard's latest recorded song, "Ask Your Heart," which is soon to be released by Decca.

## —DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—A program by the Gymbkana Troupe, highly trained gymnastic organization of the University of Maryland, was presented here by WTTG, Washington outlet of the DuMont Television Network. Thirty men and women students at College Park took part in the show, which gave the viewer an opportunity to see many of the most difficult feats in tumbling, balancing and other acrobatics. . . . The 450 men and women who live at the Home for the Aged and Infirm at Blue Plains will not be forgotten at Christmas time as WWDC and WWDC-FM are sponsoring their second annual "Good Neighbor" Christmas party for them on December 24th. As it did last year, the station set up a gift-collecting booth at Connecticut Avenue and K Streets, N. W., on Thanksgiving Day where it asked radio listeners and passers-by to leave a gift for the folks at the home. The booth will be open until the day of the party, to which the public will be invited.

## —GEORGIA—

Augusta—The Colonial Baking Company of this city has signed for exclusive sponsorship of all out-of-town games of the Augusta Tigers (Sally League) WBBQ. . . . ATLANTA—End Day, who broadcasts on WSB, was recently honored on the publication of her book, "Radio Broadcasting for Retailers," at a tea given for her at the Lee Room of the Davison-Paxon Company for which she broadcasts. A special radio broadcast marked the publication of the book by the Fairchild Publishing Company.

## —OREGON—

CORVALLIS—KOAC, the state-owned station, will celebrate its 25th birthday with a special schedule of programs to run throughout the day. As a special feature, James M. Morris, program manager, has contacted alumni of the KOAC staff and has obtained transcriptions and messages. . . . PORTLAND—Charles S. (Cy) Young, KEX general manager, has received congratulations from the station's staff and his many friends this past week, upon being awarded the Westinghouse 30-year pin.

## —CONNECTICUT—

HARTFORD—Three radio station officials have been named by Mayor Edmund Allen to this city's Safety Committee, appointed annually to work with the State Highway Safety Commission in the promotion of greater safety. They are Milton Berkowitz of WONS, Harvey Olson of WDRC and Ernest H. Peterson of WTIC. . . . WTIC's news director, Tom Eaton, and John Hogan, of WCSH, Portland, Me., are mapping plans for the formation of a New England Radio News Directors Association. Purpose of organization will be the betterment of radio through the exchange of ideas and gaining of equal access to news sources by radio news men.

## —ILLINOIS—

EVANSTON—Bob Miller's "Country Fare" restaurant has signed to sponsor the entire 1948 season of Northwestern University and Evanston High School football game broadcasts over WEAW. . . . ROCK ISLAND—Les Johnson, general manager of WHBF and WHBF-FM, has been named chairman of the Board of Commissioners of the Metropolitan Airport Authority of Rock Island County. Johnson was also re-appointed to serve for a third year as a member of the Aviation Committee of the Illinois State Chamber of Commerce.

## —MARYLAND—

ANNAPOLIS—In commemoration of the Pearl Harbor attack, WANN on December 7 will present a half-hour dramatization titled, "Letter From Oahu." The script was adapted for radio by ABC's documentary writer, Ira Marion, from the Diary of Eugenia Mandelkern who, with her husband, was stationed at Pearl Harbor on that fateful day. Ann Scott will play the lead in the program, which will be fed to the Continental Network via WASH-FM, Washington, D. C. . . . BALTIMORE—William B. Roche, formerly with the announcing staff of WFBR, has been appointed station sales promotion manager.

## —MASSACHUSETTS—

LAWRENCE—Starting this Sunday, and continuing each week after during the month of December, the Christian Doctrine Hour, which is broadcast over WLAW, will originate in the Massachusetts State Prison at Charlestown. Music for the four programs will be supplied by the choir and orchestra composed of inmates of the prison, and the speaker will be Rev. Joseph A. Robinson, the prison's Catholic chaplain. Sponsoring the broadcasts are the Oblates of Mary Immaculate. . . . WORCESTER—Over 600 musicians from the high schools of Central New England will provide musical color for the WTAG All-Star Football classic tomorrow. Wearing full-dress uniform, the players will be banded into one colossal organization for the flag-raising ceremony preceding the game and a special show between halves. The station will sponsor this class between a squad of the 25 best schoolboy gridlers from central New England high schools and 25 of Worcester's finest in a game to benefit the athletic funds of the 25 participating schools.

## AGENCIES

**F**ORMATION of the Council of Advertising Agency Librarians announced by Delphine V. Humphreys librarian of McCann-Erickson, Inc. who is its first chairman, Rita Allen librarian of Newell-Emmett Company, is the first secretary. Members are: Rita Allen, Newell-Emmett Co.; Nathalie Frank, Geyer, Newell Ganger, Inc.; Katharine Frankenstein, Batten, Barton, Durstine & Osborn, Inc.; Vera Halloran, J. V. Mathes, Inc.; Delphine V. Humphreys McCann-Erickson, Inc.; Margaret Lynch, Kudner Agency, Inc.; Rosalyn Morrison, Doherty, Clifford & Shenfield, Inc.; Martha O'Leary, Benton-Bowles, Inc.; Jeanette Sledge, Compton Advertising, Inc.; Doris Richardson, Fuller & Smith & Ross, Inc.; Anne West, Campbell-Ewald, Inc.

THOMAS H. BROWN, JR., former ly assistant to the president of Daner-Fitzgerald-Sample, has been named executive head of the radi council of ANA. Announcement was made by A. N. Halverstadt, radi council chairman, and Paul B. West ANA president. At one time Brown was general manager of America Home Products and vice-president of Whitehall Pharmaceutical Co.

KRASDALE, FOODS, INC., marketers of a wide range of canned goods through independent grocers in the greater New York and adjacent territories, announces the appointment of Charles W. Hoyt Company, Inc., to handle a long-range ad campaign.

## Send Birthday Greetings To—

December 5

|               |            |
|---------------|------------|
| Jean Sothorn  | Lyn Murray |
| Archer Gibson | Ned Tuttle |

December 6

|                      |                 |
|----------------------|-----------------|
| Ira Gershwin         | Agnes Moorehead |
| Ernest E. Storn      | John Ravoncroft |
| Jeanette Land        | George Redman   |
| J. L. Van Volkenburg |                 |

December 7

|                     |             |
|---------------------|-------------|
| Arch Oboler         | Bob Brown   |
| James Joseph McCann | Viola Philo |

December 8

|               |                |
|---------------|----------------|
| Mary Patton   | John Rabb      |
| Frankie Basch | Howard Melghan |
| Lionel Colton |                |

December 9

|                |                |
|----------------|----------------|
| Ken Niles      | Jerry Lesser   |
| Freddy Martin  | Judith Gardner |
| Willard Bulter | Linnea Nelson  |

December 10

|              |                |
|--------------|----------------|
| Morton Gould | Jean Dickenson |
| Roy Collins  | Andy Kelly     |
| Chet Huntley | Low Brown      |
|              | Lois Burke     |

December 11

|              |               |
|--------------|---------------|
| Donald Flamm | Buster Coward |
|--------------|---------------|







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 41, NO. 46

NEW YORK, MONDAY, DECEMBER 8, 1947

TEN CENTS

## Cleanup Drive Underway

### Capehart Asks Probe Of Durr-FBI Dispute

Washington Bureau, RADIO DAILY  
Washington—Sen. Homer Capehart, (Indiana Republican), on Friday filed for—and Commissioner Clifford J. Durr welcomed—a thorough investigation of the differences between Durr and the FBI. With the aid of the FCC attempting to remain neutral, Durr and FBI Director J. Edgar Hoover have engaged in a verbal mild duel, which threatens to become more heated if it is fanned by hot breaths from Capitol Hill. The country must be shocked, as  
(Continued on Page 6)

### New Contracts With BMI Signed By 750 Stations

More than 750 stations, representing an estimated 70 per cent of the total dollar volume of business done by the broadcasting industry, have signed five-year renewals with BMI effective March 11, 1950. Request for renewals has been in the mails approximately one working week, and according to Carl Haverlin, BMI president, within a reasonably short time the dollar volume of renewals should amount to well over 90 per cent.

### CBC Directorate Actions Announced In Montreal

Montreal—The board of governors of CBC yesterday announced the approval of two applications for new radio stations, the denial of five and the deferment of one. Five applications from existing stations for frequency modulation facilities also were approved. The board's recommendations go to  
(Continued on Page 7)

### Anniversary

The "Voice of Firestone," one of radio's oldest programs, will begin its 20th year on NBC tonight at 8:30 p.m. EST. This musical show started on NBC Dec. 3, 1928 and has always been broadcast in the same time spot. The program is sponsored by the Firestone Tire & Rubber Company, through Sweeney & James Company.

### Tele Sealpers

Los Angeles—Owners of Pasadena bars that are equipped with television sets are charging \$20 for "front row" seats and \$10 for standing room for telecast of New Year's Day Michigan-USC Rose Bowl game. Prices do not include refreshments.

### Gillette Buys Four Football Bowl Games

Gillette once again is taking advantage of three New Year's Day football games, plus one on Dec. 27, to blanket the nation with its "Cavalcade of Sports" via three networks or more than 1,000 stations. Only top Bowl game on Jan. 1 which Gillette has not collared is the Pasadena classic, the reason being that Rose Bowl promoters have never allowed radio sponsorship. All radio deals for the safety razor company were set by Maxon, Inc. Gillette's series starts Dec. 27 from  
(Continued on Page 6)

### Report Confab Near On White's New Bill

Washington Bureau, RADIO DAILY  
Washington—Sen. Wallace H. White, Jr., chairman of the Senate Interstate and Foreign Commerce Committee, was reported ready at the week-end to call a meeting of the broadcasting sub-committee of that body to consider the new version of his re-writing of the Communications Act. A new version of the bill White  
(Continued on Page 7)

## FCC Revises Financial Form 'Required Of Webs, Licensees

Washington Bureau, RADIO DAILY  
Washington—The FCC on Friday announced the adoption, effective January 1, of a revision of its Form 324, the annual financial report of networks and licensees of broadcast stations. The principal features of the revision are the elimination of four schedules in their entirety, the short-

## N. Y. Radio Repairmen Form Association To Weed Out Unscrupulous Operators; Regulatory Bill Now Pending

### Commercial Radio Forecast For France

A re-birth of commercial radio in France with a seven-station network in prospect was forecast here Friday by Henry White, of International Radio, Paris, who is in New York on a business mission for his package production firm. White declared that Post Parisian, a 60,000-watt station now operated by the government, will probably become private enterprise after Janu-

### 'Blanket' Radio Coverage Set For Hollywood Film

New and more extensive use of radio by Hollywood film producers in the current market will be introduced by David O. Selznick via an all-out exploitation campaign for "The Paradine Case" which will be plugged in approximately 400 cities through  
(Continued on Page 3)

### New Tele Sponsors Reported In Milwaukee

Milwaukee—Sales the day following the start of television broadcasts by WTMJ-TV, Dec. 4, netted two new sponsors. The Radio Specialty Company of Milwaukee signed in behalf  
(Continued on Page 3)

Action to clean up unfair and, at times, illegal practices in the radio repair field in New York came from two divergent sources over the weekend. The recently-formed Radio Servicemen's Association of New York drafted a code of ethics designed to protect consumers from unscrupulous re-

(Continued on Page 3)

## KATL-Press Tieup Unique Arrangement

Houston—KATL, 1000-watt independent fulltime radio station, just culminated what is considered unique public service partnership agreement with the Scripps Howard newspaper, Houston Press. Arrangement provides complete local news coverage for radio station by Press news staff. Newspaper has constructed modern radio studios in Press building, appointed  
(Continued on Page 2)

## ASCA Radio Awards Made To Web Programs

Second annual radio awards of the American Schools and Colleges Association were announced over the weekend, upon completion of a poll of 150 educators and civic leaders. Kudos went to web shows on basis  
(Continued on Page 2)

### For Valor

Washington — Radio coverage and "co-operation" during rescue of survivors of the flying boat "Sky Queen" has resulted in official plaquid from the U. S. Coast Guard. The organization's praise was contained in a letter sent to NAB President Justin Miller and signed by Cmdr. S. F. Gray, chief of the Coast Guard's Public Information Division.



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

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WEST COAST OFFICES
Ealsh Wink, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Olden, Chief
6417 Dablonaga Rd. 2122 Decatur Pl., N.W.
Phone: Wisconsin 5271 Phone: Hobart 7827
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2322
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

★ COMING AND GOING ★

BILL LEONARD, of "This Is New York," heard on CBS, who has been on a flying trip to Bermuda with MRS. LEONARD, is expected back in New York today.

BLEVINIS DAVIS, who made several on-the-spot newscasts for ABC of the recent royal wedding in London, returned to New York last Friday.

WILLIAM S. PIRIE, Jr., director of national sales for WFBR, American network outlet in Baltimore, arrived in New York late last week on a business trip to Richmond, Charlotte and Baltimore.

J. GORDON THORNTON, sales promotion manager for London Records, left New York Friday on a business trip to Richmond, Charlotte and Baltimore.

RENUIS HARRIS, song-writer, has arrived in New York for several radio and recording conferences.

CHARLES GRENIER, radio engineer at CBS, will return today from St. Louis, where he set up the "Hour of Charm" broadcast yesterday.

TOM HARKER, new national sales director for all seven of the Fort Industry stations, leaves Detroit by plane today for Chicago, where he will confer with station reps and advertising agency men.

ARTHUR SIMON, vice-president and general manager of WKBW, Buffalo, N. Y., spent the week-end in Gotham. He'll return to the home office today.

F. H. BRINKLEY, manager of WILM, Wilmington, Del., was welcomed last Thursday at the New York headquarters of ABC, with which the station is affiliated.

MILTON BACON, assistant to the manager of WCBS, will deliver an address today before the Men's Group Club of the Central Islip Presbyterian Church.

ROBERT Q. LEWIS, Columbia network comedian, leaves tomorrow for Akron, Ohio, where he will attend the Christmas Party of the "Beacon-Journal."

KATL-And-Press Tieup Is Unique Arrangement

(Continued from Page 1)

own radio news staff to work with regular press personnel. Neither KATL or Houston Press surrenders or subordinates current individual and contrasting policies. Move is intended to prove better public service by co-operatively combining independent newspaper radio interests in community.

No financial transaction or transfer of ownership involved in affiliation. KATL will schedule minimum of five public service non-commercial news and special features broadcasts daily, including Press partnership in standby announcements. Press provides local news and staffers to handle full publicity on station efforts.

ASCA Radio Awards Made To Web Programs

(Continued from Page 1) of consistent performance "in the interest of the advancement of public enlightenment and/or public service" during the nine months ending June 1947.

Winners and their categories were: Truth or Consequences, audience participation; Juvenile Jury, children's; Theater Guild, dramatic; CBS Is There, educational drama; Invitation to Learning, educational service; Meet the Press, forum; NBC Symphony, music; Counterspy, mystery; Professor Quiz, quiz, and Eternal Light, religious.

Anton M. Leader, winner of last year's award for director, was chairman of the awards committee.

Hollywood Tele Panels

Mal Boyd has been elected general chairman for the Hollywood Advertising Club for television round table, and Charles Brown will be general chairman for the three television panel discussions slated for January 5, 12, 19, according to Harlan Palmer, Jr., chairman of the programming committee. Harry Lubcke, Don Lee Television, will act as chairman of the first panel, "Television Station Operations." Chairman for the January 12th meeting, dealing with "Television Programming," will be Ronnie Oxford of KFI, and Klaus Landsberg, KTLA, will act on the concluding panel which will discuss "Television as an Advertising Medium."

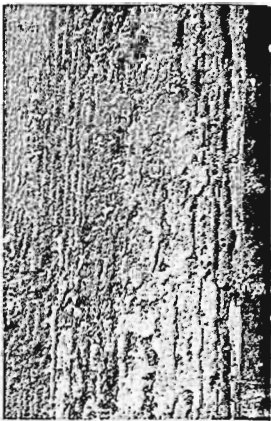
FCC Attorney To NBC

Now comes another official who's switching from FCC to NBC. This time it's David C. Adams, assistant to the general counsel of FCC, who has been named assistant general counsel at NBC. It was announced Friday by Niles Trammell. In his new post Adams will work with Charles R. Denny, vice-president and general counsel. Adams assisted Denny during the International Telecommunications Conference which concluded in Atlantic City last October.

Hogan Honored

John V. L. Hogan Friday night received the Armstrong Medal of the Radio Club of America at the organization's 38th annual dinner at the Advertising Club. Award was for his "important contributions" to radio including work in high fidelity broadcasting and the founding of WQXR.

WORLD does it Again! WITH A NEW MILLION DOLLAR PROGRAM IDEA! "The MILLION DOLLAR BALLROOM" million dollar talent and music to produce millions of sales for YOU in America's richest market! Inquire NOW About Our GUARANTEED 13-26-52 Week Contract Plan BOSTON WORL MA S S. FORJOE & CO., National Representatives



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries, to termites... but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell!"

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. 6th largest in the country.

Remember the call letters W-I-T-H!



W-I-T-H

AM and FM Baltimore 3, Maryland

TOM TINSLEY, President Represented Nationally by Headly-Keed

FINANCIAL

(Dec. 5)

NEW YORK STOCK EXCHANGE

Table with columns: Adm. Corp., Am. Tel. & Tel., CBS A, Forbes W. & R., Gen. Electric, Philco, Philco pfd., RCA, RCA First pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: DuMont Lab., Finch Tele Comm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

10 YEARS AGO TODAY

(From the files of Radio Daily) Ruthrauff & Ryan signed Dr. Samuel Stevens, of Northwestern, as psychological advisor with carte blanche to censor all dramatic scripts... Gabriel Heatter was signed by Johns-Manville for five-minute ET series through J. Walter Thompson... Leading the list of web tunes was "There's a Gold Mine in the Sky" (Irving Berlin Inc.) with 40 plugs.

IN CLEVELAND IT'S WHK

## Repairmen Organize; Plan Code Of Ethics

(Continued from Page 1)

men, and Councilman Stanley Isaacs said that unless the repair men "cleaned house" in the near future, he would introduce a bill to license servicemen in the city.

**Code Stipulates Practices**

Under the code as it now stands, members of the association would pledge themselves (1) to make repairs according to their "best knowledge and ability" and to keep informed of advances and new equipment in the field; (2) to conduct business in an "honest and straightforward" way; (3) to use factory replacement parts wherever possible; (4) to charge a "just and fair price"; (5) to handle customers' property with "all reasonable care"; (6) to guarantee all repairs for 90 days, and (7) to indulge in no unfair competitive practices.

**RSA Seeks Members**

Enforcement of the code depends on the eventual strength of the 10th-old organization, which now represents only 60 of the more than 400 servicemen in the city. Leaders of the group hope that the RSA emblem will become a symbol of efficient service in the public mind. Should this occur, the threat of expulsion from the association for violators would put "teeth" in the code. The association plans also a written and practical examination of applicants as a major requirement for membership.

Councilman Isaacs said his bill to license radio servicemen in such the same manner as plumbers are now licensed by the city has been ready for several months. He did not present it to the Council, he said, because he wanted to give the industry a chance to rid itself of unfair practices.

He said that the Radio Manufacturers' Association plans to discuss the problem at its January meeting and said that he probably will hold up resolution at least until after the AMA confab to give the trade ample opportunity to settle its own affairs.

## BA To Meet At Schacht's

Al Schacht, who has his own sports bar over WOR Saturday nights, opens his new restaurant on East 12th street, just a block away from his own one, next Wednesday, Dec. 10. Eatery gets its first clientele today, however, when the Sports Broadcasters' Association holds its Monday luncheon. A special preview and press cocktail party is scheduled today from 7 p.m.

### Commemorative

The voices of Franklin D. Roosevelt, President Truman and Francis Cardinal Spellman on records were aired by WLIB in a special Pearl Harbor Day program Sunday 11:30 a.m. Produced by Sam Ellert and Leo Weiner, program featured the FDR Pearl Harbor speech, Truman's V-J Day address and a poem by the Cardinal on brotherhood and peace. Talks were bridged by music and script.

## 'Blanket' Radio Coverage Set For Hollywood Film

(Continued from Page 1)

out the U. S. Plan will supplement the usual network plugs which emanate from Hollywood with emphasis on local promotion. Plugs will include 3416 local broadcasts for from five to eight minutes duration about various aspects of the film, which is another of Alfred Hitchcock's thrillers.

Because of the need for additional promotion in the post-war film market, Ted Wick, director of radio for Selznick, "Paradine" promotion will be emphasized locally, since it's pointed out that Hollywood-originated plugs "are insufficient in the present highly competitive market."

It's estimated that an audience of 35,000 persons will be reached on stations used in the campaign and that each listener will receive from 20 to 30 "messages" about the picture.

Selznick officials believe that the new radio exploitation system, together with personal appearances, etc., will give the film widest radio cover of any picture to date.

## New Tele Sponsors Reported In Milwaukee

(Continued from Page 1)

of Philco and Philco dealers for four ten-minute television news broadcasts a week, for 13 weeks at total cost of \$490 per week. Program will be broadcast Wednesdays through Saturdays at 7:45 p.m. Milwaukee Western Fuel Company bought two spots a week for 13 weeks at a cost of \$60 per week. Previous to T-Day nine sponsors were signed by WTMJ-TV sales representatives.

## Gen. Mills, Wilson Buy Pro Championship on ABC

For the fifth consecutive year the National Pro Football League Championship game between the winners of the Eastern and Western Divisions will be aired over the ABC network on Sunday, Dec. 21, it has been announced. Broadcast will be sponsored jointly by General Mills, Inc., of Minneapolis, and Wilson Sporting Goods Company, Chicago.

Harry Wismer, ABC's director of sports, will handle the play-by-play account, with Harold "Red" Grange, former grid great, assisting on color and details. In the event of tie in either division of the pro league, game will be aired the next Sunday.

one  
solution

FOR TWO PROGRAM PROBLEMS

- network quality
- local cost

When you analyze objectives and decide you want a program with network finesse . . . but discover that your budget won't support the production costs . . . put your money on Fulton Lewis, jr. and watch things hum!

Here's nationwide prestige at local program cost. Millions hear Fulton Lewis, jr. in "the top of the news from Washington" five nights a week. Hundreds of sponsors (on more than 288 stations) swear by this outstanding cooperative program. Wire, phone or write now for availabilities in the localities where a sustaining feature is **Fulton Lewis, jr.**



COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING COMPANY**  
1440 BROADWAY, NEW YORK, N.Y.  
TRIBUNE TOWER, CHICAGO, ILL.

IN CLEVELAND IT'S

**WHK**

*The Lux Radio Theatre  
(now in its 18th year on CBS)  
averages more listeners to each broadcast  
than any other program in Radio.*

*The Philharmonic-Symphony broadcast  
(in their 18th year on CBS)  
are heard by more people each season  
than have ever voted for any  
President of the United States!*

*And consistently, CBS presents more  
major new Radio programs, and  
more major new Radio personalities,  
to the American people than  
any other network.*

**Why 99,000,000 people  
gather every week...  
AT CBS!**



These are three of the 27,253 reasons why nearly  
hundred million men, women and children (over 10 years old)  
every corner of the nation listen *each week* to CBS.

For there are 27,253 individual CBS broadcasts a year:  
consistent week-in, week-out pattern of *top-network* programming,  
spanning the entire range of the best in Radio.

And wholly independent data show that these programs  
are *the most effective* in all Radio; gathering audiences for CBS advertisers  
at *less cost* than any other network's programs.

Behind these programs stand the resources of the complete CBS network,  
*including the largest Program Department in all Radio*  
— and the resources of the great companies who so consistently sponsor  
CBS's most popular programs, *including more of the largest*  
*advertisers of Radio than appear on any other network.*

But behind these are the American people themselves, who created  
Radio in this country in their own image; with all the vitality,  
richness, and criss-crossing patterns of culture, of America itself.

Nowhere else in the world does Radio approach the rich quality  
of American Radio, which broadcasts many more serious programs  
and many more popular programs in any week than are heard  
in other countries in months.

And nowhere else have the people themselves made of Radio  
such a tremendous social and selling force . . . *still growing!*

Comprehensive studies show that the average U.S. Radio family  
is listening more in 1947 than in *any* previous year: 4.6 hours a day,  
for a total of 165,000,000 family-hours of *daily* family listening in America.

They listen . . . and in survey after survey the American people also vote  
Radio their *first* preference in entertainment, and their *first* source of news.

How they judge CBS programs is shown simply and conclusively.

For 99,000,000 people now gather every week at CBS  
— more people than ever before in CBS history —  
to get the latest news and laughter, music and drama, ideas and goods.

And whether you measure their listening to "average" programs,  
or to "top" programs alone, you find that CBS today delivers larger audiences  
to its advertisers, for each dollar invested, *than any other network.*

*The detailed, factual data  
which support all the statistical  
summaries in this message are  
available on your request.*

## **COLUMBIA BROADCASTING SYSTEM**

*— where 99,000,000 people  
gather every week*

## Capehart Asks Probe Of Durr-FBI Dispute

(Continued from Page 1)

I am, by the brazen effort of Clifford J. Durr to sabotage the FBI in its lawful duty and responsibility to uncover Communists and other disloyal persons," said the Hoosier Senator, a wealthy radio manufacturer and currently a member of the powerful Senate Interstate and Foreign Commerce Committee. Capehart then declared that the particular information to which Durr referred as unsolicited from the FBI was actually sent over in response to a letter from Acting Chairman Charles R. Denny (since resigned) on Nov. 27, 1946.

Durr replied in a statement Friday afternoon that Capehart was not fully informed, since the Denny letter was written only after receipt of a letter from the FBI venturing the charge that certain individuals seeking a radio license were Communists or supporters of the Communist cause. This information was later referred to by Durr as "baseless gossip."

"There are many angles to this smelly case that remain to be cleared up if the confidence of the people in the FCC is not to be seriously impaired," Capehart declared, charging that not all members of the FCC were shown the FBI reports when they arrived and that inadequate efforts had been made to substantiate the reports.

### Points To Money Spent Abroad

The Federal Government is spending billions to defeat Communism abroad, the Senator said, "and yet the evidence unfolds daily that, in our own Government, household Communists and their New Deal 'fellow travelers' are being harbored in key positions where they can sabotage our nation's policies. It is not surprising that they (the Communists) would like to control radio broadcasting stations."

He called for "a thorough investigation of the Durr affair."

Durr immediately said he believed Capehart had "rendered a service in bringing into the open a few matters which would better have been in the open from the beginning." He called for full and open hearings on the whole matter. "Nothing could be more dangerous for the American form of government" than the unwarranted secrecy with which this and similar activities of the FBI are surrounded, he said, and added, "if charges are to be made in secret against individuals, the accused individuals should be given every opportunity to defend themselves publicly."



## California Commentary . . .

• • • Don Searle, Frank Samuels and T. B. Palmer, ABC Western Division executives were in San Francisco for the celebration, marking KGO's increase of power to 50,000 watts. Also present from the East were

Edward J. Noblo, ABC chairman of the board, and Robert Hinkley, vice-president in charge of ABC's Washington, D. C. office. The eastern officials are in

Hollywood, en route to N. Y. . . . Judy Canova wound up second recording session with Majestic, cutting "Never, Never Trust A Man," "25 Chickens, 35 Cows," "Ma And Pa" and "No Letter Today." Mel Blanc joined her for the "Ma And Pa" disc, a song version of their hilarious radio skit, inspired by listeners' pleas for a permanent record of the funniness. . . . Although she has only been in show business a little more than three years, Dale Evans already has fan clubs in Australia, New Zealand, Portugal, Brazil, South Africa and England.



• • • Eddie Cantor, for the fourth consecutive year, is busy on his "Give A Gift To A Yank Who Gave" campaign. Inaugurated in 1944, the campaigns have thus far accounted for more than four million gifts with an estimated value of more than \$15,000,000. This year's drive is expected to provide more than 2,000,000 Christmas gifts for the hospitalized veterans. . . . Fred Fuld, Jr., certified public accountant, formerly associated with Price, Waterhouse & Co., who has many friends in the radio colony, has opened an office at 3757 Wilshire Blvd., Los Angeles, and 226 West 7th St., San Pedro. . . . Al Jolson's Sonny Boys won a junior football championship, with teams sponsored by Bob Hope, Jimmy Durante and Mickey Rooney as their opponents. The boys' games were played during intermission time at the Los Angeles Dons' contests at the Coliseum. Don Ameche is president of the Dons. With his Sonny Boys champions, it is felt that Jolson should change the name of one of his songs to "Alma Mammay."



• • • James L. Saphier is one of the busiest agents and packagers in Hollywood. He is handling "Supernatural," a mystery show, owned and produced by Jack Johnstone. It was written by Milton Merlin. On his recent Eastern trip Saphier closed a television deal, selling a 10-minute narration and drawings of Anatole France's "Our Lady's Juggler" to U. S. Rubber. Film will be televised on WBNT, New York, Dec. 26. It was produced by Telecommunications, Inc. . . . Bob Hall, ABC Western division Boswell, is the proud owner of a new home and orange grove in San Fernando Valley. . . . Jack Rourke, of Jack Rourke Productions, will not go on the road to produce the Horace Heidt show as originally planned. Other commitments will keep him in Hollywood and the Heidt show will be produced by Jerry Bowns.



• • • Jack McElroy, singing announcer of "Bride and Groom," flies to Tulsa Dec. 21 for a few hours—just to sing at the installation of his mother, Mrs. Faust McElroy, as Worthy Matron of the Magic City chapter of the Eastern Star. . . . Opie Cates, ABC's newest comedy find, was named an honorary member of the Clinton, Ark., Chamber of Commerce, because he plays the role of a Clifton boy in his radio show. By the way, Clinton is really his "old home town." . . . Groucho Marx received a sack of Idaho potatoes from the Governor of Idaho, because the chief executive likes his new air show. Groucho thanked him immediately by wire and said "he also wished he had been governor of Kentucky—so he could get some of that state's products." Incidentally, John Guedel takes his new "You Bet Your Life" program, starring Groucho, into the ABC Wednesday night lineup, starting Dec. 31, immediately preceding the Bing Crosby show.

## Gillette Buys Four Football Bowl Games

(Continued from Page 1)

Montgomery, Ala., scene of the annual Blue-Gray game between gridiron stars of the North and South. Broadcast gets under way over MBS at 2:4 p.m., EST, with Harry Wismer and Mel Allen at the microphone.

Mutual will do another job for Gillette on Jan. 1 from Kezar Stadium in San Francisco when the East-West All-Stars meet. Ernie Smith and Mel Venter of KFRC will do the air reports starting at 4:45 p.m., EST.

First football network broadcast to be heard New Year's Day afternoon is the Orange Bowl game from Miami, starting at 1:45 p.m., EST, over CBS under Gillette sponsorship. Red Barber is expected to call the contest between Georgia Tech and Kansas.

Broadcast of the Sugar Bowl clash in New Orleans, also sponsored by the safety razor company, starts at 2:30 p.m., EST, via ABC with Harry Wismer behind the mike. ABC will give its usual build up for the New Year's Day game with four special broadcasts prior to the main event but these are sustainers. Schedule includes the Sugar Bowl track meet Dec. 28, 4:45 p.m.; boxing matches between University of Maryland and Michigan State College, Dec. 29, 10:30 p.m.; basketball game between Holy Cross and North Carolina State, Dec. 30, 11:15 p.m.; and the Sugar Bowl pre-game dinner at Antoine's Restaurant on Dec. 31 at 11:15 p.m., all times EST. Harry Wismer will handle all broadcasts.

Upcoming Rose Bowl game between USC and Michigan will mark the 22nd consecutive coverage of the event by NBC which has carried every New Year's Day classic from Pasadena since Jan. 1, 1927. Game also sends sportscaster Bill Stern to the Rose Bowl for the tenth time. He will be assisted by John Storm of NBC's West Coast staff and Jack Lightcap, formerly Stern's assistant in New York will act as statistician. Air time is 4:45 p.m., EST.

As part of the Rose Bowl activities, NBC will carry the annual Kickoff Luncheon on Dec. 30 from 4-4:30 p.m. EST. During the show, Stern will interview coaches Jeff Cravath of USC and Fritz Crisler of Michigan.

## Barber Co-op Bows Out

Red Barber's nightly co-op sport show (Mon.-Fri. 6:30-8:45 p.m. EST) bows out on CBS effective January 4. Lum 'n' Abner will fill the spot on WCBS only, as of January 5, while the web will insert a music-former show in the 6:30 slot on the network details of which are being worked out.

WTC, HARTFORD, CONN., says:

9:00 to 9:30 A.M. Hooper more than doubled in three months; highest area rating in time slot, with

"Cinderella Weekend"

V.I.P., Inc., 1775 Bdwy., N. Y.



# CBC Board Actions Revealed In Montreal

(Continued from Page 1)

Transport Department for final decision and come after hearings for six days.

Following are some of the recommendations and among those approved here:

Application from the Shawinigan Standard Radio Company for a new station at Shawinigan Falls, Que., 100 watts on 1,470 kcs. with directional antenna.

From CFRB, Toronto, for power increase from 10,000 to 50,000 watts on 1,010 kcs. with directional antenna.

### FM Stations Approved

From the following existing stations frequency modulation broadcast facilities: CJIC, Sault Ste. Marie, Ont., 250 watts; CFFA, Port Arthur, Ont., 150 watts; CFRN, Edmonton, 100 watts; CKUA, Edmonton, 352 watts; CJOB, Winnipeg, 250 watts.

From the following existing stations to broadcast pick up licenses: CJFP, Vieux du Loup, Que.; CKWS, Kingsville, Ont.

From the following station for emergency transmitter license: WLV, Verdun, Que.

From Roger Bergeron of Matane, Que., for a new station at Matane, 100 watts on 1,250 kcs. with directional antenna.

The board of governors also recommended that radio station CFRB in Toronto be ordered to vacate its present spot on the dial next March 31.

The recommendations are the latest developments in CBC's move to take over CFRB's 860-kc. frequency. CBC station CJBC in Toronto, which now broadcasts on a frequency of 1010 kcs., will take over the 860 kilocycle frequency.

### Applications Denied

Among the applications denied are:

From Vincent Rodrigue, St. Georges Beauce, Que., for license to establish a new station at St. Georges de Beauce.

From Gagnon and Bolduc, Regd., Beauceville, Que., for license to establish a new station at Beauceville.

In connection with the two Quebec applications, the board said it would be prepared to consider a recommendation regarding a single combined application for a station to cover the Beauce area, serving both communities.

From Saskatoon Broadcasters, Limited, for license to establish a new station at Saskatoon, Sask. The board believed the area could not support two Saskatoon stations. It also noted that the "proposed assignment, if

# ★ THE WEEK IN RADIO ★

## Repairs on the Spot

By VAL ADAMS

**L**UCRATIVE racket in which radio repairmen feed handsomely on ignorance of public uncovered by RADIO DAILY. . . . Sharp upturn in number of television advertisers. Stations in East have sold approximately 50 per cent of their air time and trend is growing. . . . WTMJ-TV officially on the air as Milwaukee's first television outlet. . . . Robert L. Coe, chief engineer of KSD, St. Louis, named by New York Daily News to head its video station staff. News bought over \$350,000 worth of equipment from RCA and GE.

In New York speech, Justin Miller answered code critics and censured press in their treatment of the controversial matter. . . . Four major networks saluting Advertising Council with half-hour transcribed drama distributed to over 1,000 affiliates. . . . Wide-open split in FCC over charges by Clifford J. Durr that FBI sends Commission "unsolicited" reports on alleged Communist affiliations of radio applicants.

Battle of ratings looms with A. E. Nielson announcing experimental publication of his "Top Twenty." . . . Interest in "Miss Hush" hitting almost fever pitch with Ralph Edwards anxious to get it over with. With added clues pointing heavily toward dancer Martha Graham as "Miss Hush," her publicity agent sent out a bio to press.

. . . FMA may ask FCC to probe "delay" in availability of common carrier lines for FM networks. . . . BMB given extension till Dec. 15 to file income tax return. Internal

granted, would mean an extension of multiple ownership of stations." . . . From Donald D. Anderson, Sydney, Nova Scotia, for license to establish a new station at Sydney, the board said the CBC intends to establish its own outlet at Sydney shortly and the city could not support three stations.

A. D. Dunton, chairman of the board of governors of CBC, said that establishment of a new CBC radio broadcasting station at Sydney, N. S., probably would begin within "a matter of months" and is expected to be in operation next year.

### Several Applications Deferred

Among the applications deferred were:

From J. E. Atkinson, of the Toronto Daily Star, on behalf of a new company, to establish a new FM station at Toronto, 1,000 watts. Deferred at request of the applicant.

From CKAC, Montreal, for power increase to 10,000 watts on 730 kcs. (temporary) and to 50,000 kilowatts with directional antenna. Deferred for further study.

The board made a recommendation as to the hours of operation for stations engaged in FM transmitting—the newly developed broadcasting system providing static-free reception. Stations of this type not operated in conjunction with standard stations, the board proposed, should operate for at least 10 hours a day.

Revenue Department says it must file but BMB says it's not obligated to pay an estimated \$200,000 tax. . . . Harry Sedgwick won fight to get 50,000 watts for his independent CFRB in Toronto. Step up will come next July. . . . State of Kentucky suing four major networks and KBS for over \$1,000,000 in state income taxes from 1942-1946. . . . Many Canadian residents refusing to pay radio receiver tax, claiming they can't hear CBC programs. Total of 130 court summonses issued.

NBC has new policy in cutting blue lines read by talent on air. If material is objectionable web will fade show for 30 seconds and make announcement of regret to listeners. . . . FM signals from WEPM, Chicago, interfering with BBC television programs. . . . Charles Luckman, resigning as head of Citizens Food Committee, praised radio for its assistance in program.

Charles Gaines, executive program producer for Frederic Ziv Co., died suddenly in New York. Gaines was a World Broadcasting vice-president before joining Ziv in 1944.

FCC okayed sale of WCAU and WCAU-FM to Philadelphia Bulletin. . . . Metro-Goldwyn-Mayer reported negotiating for KLMC, Los Angeles, and KYA, San Francisco. . . . Chesterfield cigarettes entering baseball sponsorship in New York over WMCA next year. Old Gold signed again for the Dodgers over WHN while Ballentine and White Owl return to WINS.

# Report Contag Near On White's New Bill

(Continued from Page 1)

hopped last spring will be offered. Edward Cooper, former FCC official who has been with the Interstate Commerce Committee for two years, has been doing much of the work of re-drafting the bill. Cooper is known to have been in consultation with members of the FCC in recent weeks—especially with Commissioner Robert Jones, former Ohio Congressman who went to the Commission last summer.

It was reliably reported last week that members of the committee are once again angry with the NAB—this time because of NAB's publication of a volume containing only "industry-slanted" testimony from the spring hearings on the White bill. Ten thousand copies of the volume were mailed out last month by NAB—and it is reported that the publication was the source of some acid comment during last week's meeting of the Interstate Commerce Committee.

### Davis Show Eschews Ork

CBS's Joan Davis co-op show (Saturday, 9-9:30 p.m., EST) will continue without an orchestra, despite recent lifting of the music ban on such programs by the AFM.

# Commercial Radio Forecast For France

(Continued from Page 1)

ary 1 and will be the key station of a commercial network. He also disclosed that Radio Monte Carlo will go to 150,000 watts on January 1.

An American who served as a United States Army officer in the war-time years, White remained in Paris after the war and formed International Radio in association with French and American radio executives. The company serves commercial stations on the Continent with transcribed shows and also represents American advertisers interested in the export market.

### Has Rights To Paris Opera

He disclosed that International had signed for the exclusive broadcast rights of the Paris Opera and that the operas will be transcribed for presentation in European and South American countries. While in New York he hopes to interest a commercial sponsor in the opera programs for presentation over foreign radio.

White forecasts that economic stability will come to France early in 1948. He added that the current strikes and Communistic demonstrations will have spent themselves by then and that the reins of government will be in sound, constructive hands.

# A clear cut PICTURE OF THE BEST BALANCED MARKET IN THE UNITED STATES



8 OF WORLD'S LARGEST INDUSTRIES



318,440 RADIO FAMILIES



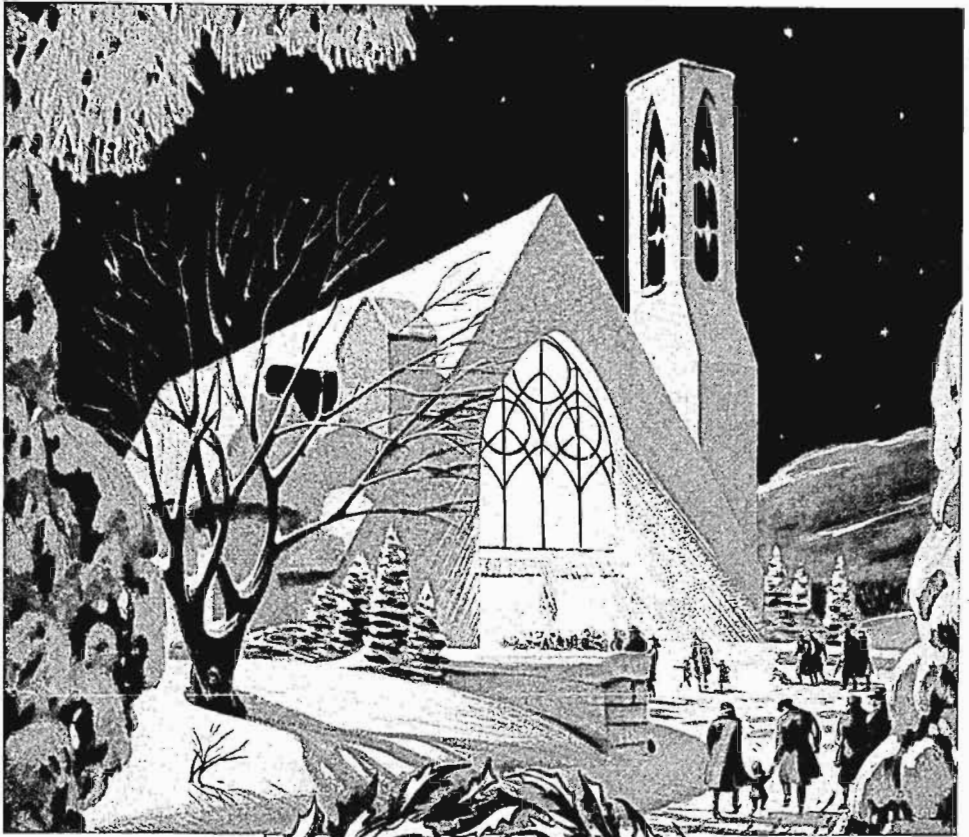
5100 MILLION RURAL BUYING INCOME

5,000 WATTS DAY & NIGHT -- ABC



IN CLEVELAND IT'S

# WHK



Merry Christmas



W J R

G. A. RICHARDS, President

HARRY WISMER, Ass. to the Pres.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 41, NO. 47

NEW YORK, TUESDAY, DECEMBER 9, 1947

TEN CENTS

## Big Xmas-Set Business

### Cox, Fort Sta. Apply For Six Tele Outlets

Six applications for new commercial television stations in five major cities were listed with the FCC yesterday, three each from two leading radio firms, the Fort Industry Company and the James M. Cox stations. Cox radio stations in Dayton, Atlanta and Miami filed for video applications, while Fort filed for stations in Miami, Charlotte (N. C.) and Cincinnati. J. Leonard Reinsch, managing director of the Cox stations, announced today that a contract was signed with

(Continued on Page 7)

### Texas Tele Outlook Bright; Two Dallas CP's Granted

Dallas—Television will soon be a reality in Texas. The FCC has granted a construction permit to KRLD Corp. in Dallas for KRLD-TV and the Key-Boyer Television Co., for KBTW here. Hearings are still being held on application by the Interstate Theaters. In Fort Worth, Carter Publications, Inc., has received its construction permit for KCFN. Application for a television station has been made by W. Albert Lee of Houston.

### KFRM Goes On The Air Despite Heavy Ice Storm

Kansas City—By overcoming ravages of central Kansas' worst ice storm in 75 years—a record breaker but snapped miles of telephone lines—KFRM, KMBC's 5,000-watt daytime associate for rural Kansas, took the air for the first time Sunday, on schedule.

The emergency was met when Ar-

(Continued on Page 2)

### Woman Disc Jockey

Los Angeles—After an absence of three years, Adeline Hanson has returned to the air as a disc emcee on radio station KWIK. Formerly heard on KFWB, Miss Hanson left radio to become publicity director for Standard Radio Transcriptions and more recently, press agent for handloaders Boyd Raeburn, Jack Teagarden, Red Nichols, Benny Carter and Phil Moore.

### Aussie Audience

Sydney—Latest official figures show there are 1,691,039 receiving sets licensed in all Australia. Breakdown by State is: New South Wales 648,956; Victoria 477,052; Queensland 225,208; South Australia 166,721; West Australia 115,489; and Tasmania 57,613.

### Don Lee TV Sta. Wins Suit Re Fight Cover

What may constitute a precedent for television's future coverage of sports events was brought about over the weekend when Don Lee's video outlet, W6XAO, was upheld in its fight in Los Angeles Superior Court to televise a scheduled bout next Friday from the American Legion Stadium in Hollywood. Suit was filed by Alejandro Chevez, a professional boxer, who claimed that video coverage of his appearance this week con-

(Continued on Page 7)

### BBC Forms New Board; Bottomley Is Director

Air Marshall Sir Norman Bottomley, deputy chief of staff during the years 1941-45, has been named director of administration of the BBC, it was announced following the formation of a new Board of Management, and the selection of a new list of directors this week.

Sir Noel Ashbridge, former deputy

(Continued on Page 7)

### Honor Women Broadcasters In Illinois State Proclamation

Declaring Saturday, Dec. 13, as "Women Broadcasters' Day" in Illinois, Governor Dwight Green of Illinois yesterday paid tribute to the Association of Women Broadcasters of Wisconsin and Illinois by issuing a special proclamation.

The proclamation, in part, reads as follows:

"Whereas, Women hold numerous positions and are performing work of high importance in the radio world, it is fitting and proper to accord spe-

### N.Y. Dealers Report First Indications Of Holiday TV And Radio Sales; Video Will Go "Unfilled"

### Spot Business Up On Chicago Stations

Chicago—Sales departments of local network stations were active last week, with many new and renewal contracts being signed. Participation program business was especially active. WENR signed the following for participation in its "Platter Party" program: Kaiser-Frazer Motors, one minute four times weekly, for 12 weeks; Colgate-Palmolive-Peet, four

(Continued on Page 6)

### Tele In Large Phila. Hall During Nat'l Conventions

Philadelphia—Representatives of television receiver manufacturers, meeting in Philadelphia, have agreed to install television sets in the Commercial Museum here next June and July to enable some 15,000 persons to view proceedings of the Republican

(Continued on Page 2)

### FCC Is "Misled" On FM, Dr. Armstrong Insists

Washington Bureau, RADIO DAILY—Washington—Dr. Edwin H. Armstrong, FM inventor, yesterday charged that the FCC is the victim of "bad engineering advice" from its

(Continued on Page 5)

Radio and television set dealers in the greater New York area are experiencing the first flush of Christmas buying, and consumer demand for the two between now and the Yuletide is expected to produce a peak in receiver sales volume.

Major dealers and distributors handling RCA, Philco, GE, DuMont, Crosley and other leading lines report increasing activity in radio sales, particularly AM-FM combinations, as the gift-giving season approaches. De-

(Continued on Page 5)

### First GE Fax Order To Miami Herald-WQAM

Radio facsimile on a regular daily schedule is practically ready to roll in Miami following shipment of transmitting and recording equipment by General Electric to the Miami Herald and WQAM. Equipment delivered by GE is the initial shipment ordered by more than a dozen publishers and stations last year and is the outcome of a recent meeting in which broadcast-

(Continued on Page 6)

### Record Peabody Entries Contest Closes Jan. 10

Athens, Ga.—Entries in the George Foster Peabody Radio Awards for 1947 apparently will hit an all-time high, judging from the deluge now flowing in, according to Dean John E.

(Continued on Page 4)

### Not On the Menu

WOR's "Luncheon at Sardi's" went on as usual yesterday afternoon but there was no luncheon. Restaurant's \$65,000 kitchen was in the process of being destroyed by fire. Auxiliary batteries supplied power. Only persons in Sardi's at the time of the broadcast, besides firemen, were emcee Bill Slater and the guests on his program.

(Continued on Page 7)



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**FINANCIAL**  
 (Dec. 8)

| NEW YORK STOCK EXCHANGE |         |         |         |       |
|-------------------------|---------|---------|---------|-------|
|                         | High    | Low     | Close   | Net   |
| Admiral Corp. ....      | 7 1/2   | 7 1/2   | 7 3/4   | + 1/4 |
| Am. Tel. & Tel. ....    | 152 1/2 | 152 1/4 | 152 3/4 | + 1/2 |
| CBS A .....             | 22 1/2  | 22 1/4  | 22 3/4  | + 1/2 |
| CBS B .....             | 22 1/2  | 21 3/4  | 22 1/4  | + 1/2 |
| Farnsworth T. & R. .... | 7 1/2   | 7 1/2   | 7 3/4   | + 1/2 |
| Gen. Electric .....     | 34 3/4  | 34      | 34 3/4  | + 3/4 |
| Philco .....            | 31 3/4  | 31      | 31 3/4  | + 1/2 |
| RCA Common .....        | 9 1/2   | 9 1/4   | 9 3/4   | + 1/2 |
| Stewart-Warner .....    | 14 1/2  | 14 1/4  | 14 3/4  | + 1/2 |
| Westinghouse .....      | 27 1/2  | 27 1/4  | 27 3/4  | + 1/2 |
| Westinghouse pfd. ....  | 88 1/2  | 88 1/4  | 88 3/4  | + 1/2 |
| Zenith Radio .....      | 20 1/2  | 20 1/4  | 20 3/4  | + 1/2 |

| NEW YORK CURB EXCHANGE |       |        |        |       |
|------------------------|-------|--------|--------|-------|
|                        | High  | Low    | Close  | Net   |
| Hazeltine Corp. ....   | 14    | 13 3/4 | 13 3/4 | + 1/4 |
| Nat. Union Radio. .... | 3 1/2 | 3 1/2  | 3 1/2  | + 1/4 |

| OVER THE COUNTER        |        |       |  |  |
|-------------------------|--------|-------|--|--|
|                         | Bid    | Asked |  |  |
| DuMont Lab. ....        | 7      | 7 3/4 |  |  |
| Finch Tele Comm. ....   | 3      | 4     |  |  |
| Stromberg-Carlson ..... | 13 1/2 | 14    |  |  |
| U. S. Television .....  | 1 1/2  | 1 1/2 |  |  |
| WCAO (Baltimore) .....  | 35     | 39    |  |  |
| WJR (Detroit) .....     | 11     | 12    |  |  |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 RCA's sponsorship of the Metropolitan Opera broadcasts over NBC was snagged by Local 802 demands for pay boost. First airing went out sustaining. . . Henry Goodman signed with S. Hurok for the first swing concert over to be held in statd Carnegie Hall.

**WE ARE THE AMERICA!**

**WCTA ANDALUSIA**  
 ALABAMA

\*ALPHABETICALLY... Full Time

★ **COMING AND GOING** ★

**EDNEY RIDGE**, general manager of WBIG, Greensboro, N. C., is in town for confabs at the station relations department of CBS, with which the station is affiliated.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, is scheduled to arrive in Chicago today for a meeting of the Mutual network directorate.

**MILDRED SLOAN**, of Sloan, Graus & Gloster, New Jersey advertising agency, has arrived in New York to take over her new duties in the public relations department of the Morison Norell Agency.

**ROBERT MANN**, manager of CBS program Sales, and **JOHN BACHEM**, of the network's sales department, are expected back today from a short business trip to Philadelphia.

**GENE HAMILTON**, American network announcer, is in Detroit for today's broadcast of the Boston Symphony program.

**RALPH NORMAN**, musical arranger for ABC, has returned from a visit to Oberlin College, his Alma Mater, where last Friday and Saturday he delivered addresses on "Composition and Arranging" before the "Man's Career Conference." He is a graduate of Oberlin's musical institute.

**CARLETON D. BROWN**, president of WTVL, American network affiliate in Waterville, Me., is in Gotham for conferences with officials of the American network.

**CLIFFORD EVANS**, vice-president of WHLI, Hempstead, L. I., has returned from a business trip to Hollywood.

**HENRY JEROME** and the members of his orchestra are in Washington, D. C., for a date with Pleasant Records.

**WILLIAM CHERRY, JR.**, president of WPRO, sat in for a while yesterday with his friends of CBS.

**KFRM Goes On The Air Despite Heavy Ice Storm**

(Continued from Page 1)

thur B. Church, president and founder of KMBC and KFRM, received permission to mount a transmitter formerly used by KMBC-FM atop a building in Salina, Kan.

Inaugural and other first-day KFRM programs were broadcast from KMBC's Kansas City studios to the emergency transmitter at Salina.

The Salina transmitter broadcast to emergency receiving equipment at the KFRM transmitter, located between Salina and Concordia in Cloud County, North Central Kansas.

The programs then were disseminated by the KFRM transmitter throughout Kansas, into Northern Oklahoma, Eastern Colorado and Southern Nebraska and into Texas counties adjacent to the Panhandle. KFRM broadcasts at 550 kcs.

Regular transmission from KMBC to KFRM will be inaugurated as quickly as telephone lines can be repaired. Since KFRM will be programmed by KMBC from Kansas City, normal procedure calls for transmitting KFRM programs from Kansas City to the KFRM transmitter by telephone wire.

**Hullinger Honored**

Ned Hullinger has been elected president of ABC's Employees Association for the coming year, succeeding Bud Edwards. Other new officers are Norman Ostby, vice president; Florence Shiro, treasurer, and Alice Box, secretary. Activities of the association for the coming year will begin with a Christmas party for employees at the Chapman Park Hotel Dec. 17 in Los Angeles.

**Sauter To Head Fair**

James Sauter has been named general manager of the proposed Fair to be held next November by the Actors' Fund of America and the Motion Picture Relief Fund at the 71st Regiment Armory in New York City. Walter Vincent, president of the Actors' Fund, announced the appointment of Mr. Sauter yesterday.

**Tele In Large Phila. Hall During Nat'l Conventions**

(Continued from Page 1)

and Democratic National Conventions, which will be held in the adjacent Convention Hall.

Representatives of the firms, after conferring with GOP and Democratic national committee officials and local convention committeemen, agreed to serve as a planning body to arrange with the entire television industry for allocation of space and sets in the Museum for the two conventions.

The meeting was called by Roger W. Clipp, general manager of WFIL, who is radio-television chairman of Mayor Bernard Samuel's committee on arrangements for the Democratic and Republican conventions.

The 10-man television manufacturers committee named at the meeting includes G. H. Horst, Crosley; Benjamin Neutra, Emerson; C. A. Malliet, Farnsworth; I. B. Jaeoks, General Electric; Edward L. Plaeus, Motorola; J. J. Shallow, Philco; S. Juram, Pilot; J. K. West, RCA-Victor; C. M. Sherwood, Stromberg-Carlson, and J. N. Vandeman, Westinghouse.

Republican National Committee was represented at the meeting by Edward T. Ingle, director of radio, and Walter D. Hallanan, Guy Gabrielson, James Jappe, Sam Mallison and Marian Phelps of the convention arrangements committee.

John M. Redding, publicity director, and William N. Roach, managing director of the convention, represented the Democratic committee.

**Sets Ad Council Show**

WCBS, key station of the CBS network, will air the half-hour program outlining the function of The Advertising Council next Thursday, Dec. 11, from 10:30 to 11 p.m., EST. Titled "Let the Truth Be Known," program is transcribed and stars Van Heflin, screen star.

**WQXQ Increases Power**

WQXQ, FM outlet of the New York Times, Friday night increased its effective radiated power five times via a new six-by-Western Electric antenna. The 80-foot tower is located atop New York's Chanin Building, 675 feet above the street.



**Bored to Death**

Billy's not being mean. That's not a snarl. Not a scowl. He's just bored stiff . . . so that expression is a yawn!

It seems that picture of Billy the Mandrill was shot just after school opened. He missed the kids . . . and the attention he's accustomed to getting.

When the crowd goes away, Billy can yawn. But, when your clients' customers go away, that sales manager is going to take a second look at the agency.

If you buy radio time and your client is operating in Baltimore and W-I-T-H is on your list . . . you've got an iron clad hold on listeners who make sales.

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

Put W-I-T-H on that next budget.

**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**

TOM TINSLEY, President  
 Represented Nationally by Headley-Reed



## ON TARGET

Impact, skillfully delivered and advantageously followed up, draws million dollar gates.

Weed and Company's sales impact on prospects fills clients' time schedules.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

## LOS ANGELES

By RALPH WILK

**G**ROUP of prop men, headed by Michael Curtiz Productions "Limey" Plews, preparing a transcribed radio program in which they'll tell all the back-stage news and anecdotes about their bosses and the stars of the various pictures on which they're working. The audition disc will feature Mike Curtiz and Errol Flynn, with-chatter about what's going on with the "Don Juan" company on the Warner Bros., lot.

Jimmy Doolittle has been set by Morris and Gervis Agency to handle the radio department. Doolittle will package Vic Knight's newly waxed series, starring Maxie Rosenbloom in "The Slapsie Maxie Show." Variety show format will feature celebrity guest spots and music backing up Maxie's antics.

The Masked Spooner, whose radio program on KHJ-Mutual Don Lee is produced by Jack Rourke Productions, cut two records with Horace Heidt and his orchestra this week for Columbia release.

Jeff Chandler, screen newcomer, tested for very important role of the treader, in Carmen at Columbia Studios. Chandler is a radio veteran who stars as Tex Thorne on the "Zane Grey" program under the name of Ira Grosse.

Director John F. Link is making a special television film version of the Edward Finney production, "The Flaming Forest," for televising via stations throughout the country. Half-hour show, being made at Patrick Michael Canning's television studio, will star Robert Lowry, with seven-year-old Charlie Hughes in the cast.

## Record Peabody Entries Contest Closes Jan. 10

(Continued from Page 1)

Drewry of the University of Georgia's Henry W. Grady School of Journalism. Closing date for entries is Jan. 10, 1948. Awards will be announced and presented at the Radio Executives' Club in New York City next April.

Network station relations departments have requested more copies of the information booklet on the contest and further entry forms, Drewry said. This leads to the impression that the webs are encouraging their affiliates to compete. Formal listening post committees are at work in 34 states and Alaska, making recommendations, while other selections are coming in through private parties and informal groups.

THERE'S ONLY ONE  
*Lord Tarleton*  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs




## Mainly About Manhattan. . . !

• • • American Tobacco Co., we hear, set to buy a television show with Phil Silvers budgeted at \$9,000 per. . . Russell Maloney on Fred Allen's payroll as scripser. . . Understand that co-op shows (which only draw ratings in the towns where they're sold) are asking for complete coverage on the chart. . . Radio's most tossed-around show, "It Pays To Be Ignorant," may wind up as a CBS co-op after the first of the year. . . One of the screen's most romantic leading men is due to become a grandpappy in the spring. . . Chas. Speer has sold an original screen yarn called "Teacher," to Warners who have it in mind for Joan Crawford. . . Say It Ain't So Dep't: B. S. Pully is angling for a disc jockey show. . . Rupert Beer enters the video field for the first time by picking up the tab for the Cleveland-Yankee AAC football championship game Sunday on Du Mont. . . Tex and Jinx cut three audition records for Standard Oil last week—an hour show, a half-hour stanza and a 15-minute strip. . . "Teen-Timers" coming back to the air in Feb. via Mutual. . . Eileen Barton has taken over one of the leads in the new musical, "Angel in the Wings." . . Ilka Chase working on a new play which she'll produce starring herself. . . How Time Flies Dep't: Jay Faggen's son, Jack, marries Vivian Fox Jan. 11th. . . Dave Alber taking well-deserved bows for guiding that tremendous publicity campaign on Ralph Edwards' prize package, "Miss Hush."



• • • Savannah Churchill's Manor disc of "Is It Too Late" turning out to be an even bigger click than her "I Want To Be Loved," which was chosen as the best race record of the year by juke box ops. . . Glad to hear that Decca has signed up Adele Clark and is handing her four No. 1 plug tunes to wax. Adele is the former WAC warbler that Eddie Cantor touted so strongly. . . Jocko Maxwell, starting his 18th year on the air, preeming a new sports show over WWRL Sat. nites. . . Paramount bidding for the new songwriting combo of Bob Hilliard and Carl Cigman who have chalked up a number of hits to their credit. . . Recommended: Art Hanes' classy commenting on the Philharmonic airing Sunday. . . Dwight Weist has finished the narration on his latest "This Is America" short tagged "The New Switzerland." . . Duke Ellington, who'll start his own disc session soon, will be on hand Thursday nite at the opening of the Club Ebony to root for his son, Mercer, who'll lead the orchestra.



• • • Hear that RCA-Victor is dovetailing one-quarter of its total production to teletests—that is, in terms of money outlay. . . Shirley Ross to be featured on the up-and-coming Bob Burns co-op transcribed series. . . Pitch being made for Diana Lynn to head up an airtel featuring new young talent. (What, another one!). . . Pete Donald, who saw the Louis-Walcott fight via television, says he was so annoyed at the decision that he's not going to that bar anymore. . . When Billy Rose's Diamond Horseshoe reopens, it'll have a 37-piece symphony type ork for dancing and for the floor show. . . Everybody seems to think Henny Youngman's audition on "Going Nowhere" is the funniest bit heard around here in years—but no offers to buy as yet. Reminds us of Zoro Mostol's screen-tost some time back. It was sensationally funny and became the talk of H'wood—but no job resulted. . . Danny Kaye to London in Feb. . . Next film bio to go before the cameras will be the saga of Walter Johnson, famed Washington hurler. . . Lisa (Allegro) Kirk observes that some have carved a place for themselves in radio history—others have chiseled their niche. . . "Break the Bank" now boasting a 13 Hooper. . . Kathryn Grayson gifted Shirley Eder's baby with a recorded lullaby, especially disc'd for the new arrival. . . Radio wit at the Encore, annoyed by an annoyance, snapped: "One more crack like that and you'll be wearing your jaw the new length." . . Jack Benny airtel getting a Liberty may spread in Feb.

## CHICAGO

By NAT GREEN

**R**AY MORGAN of Mutual's "Queen for a Day" and the Raymond Morgan Co., Hollywood, and Dietrich Dirks, president and general manager of KTRI, Sioux City, Iowa, were recent visitors at Mutual's Chicago offices.

WEAW, Evanston, Ill., FM station is presenting "Santa's Mailbag" during the holiday season and presenting gifts to children whose letters are read on the air.

A couple of local disc jockeys have been trying out their hand at tax driving. Dell Moore, who has a shot on WCFL, has been driving a cab for three hours a day and turning over his receipts to the Community Fund. And Jim Hurlbut, NBC reporter-commentator, put in a day behind the wheel of a taxi to gather first hand information for a broadcast on "A Day In The Life of a Tax Driver."

In co-operation with the America Heritage Foundation campaign to set aside this year as a rededication to the nation's heritage of freedom an liberty, Mutual's "Tom Mix" program has begun a new series titled "The Mystery of the Fatal Fingerprint" stressing the theme of democracy.

FM station WDLN, operated by the Moody Bible Institute, is now operating on 95.5 mc instead of 99.7A. Pat Frey, chief engineer, states permission has been received to raise the station's power from its present 10,000 watts to the equivalent of 50,000 watts, and the power increase will be put in operation as soon as necessary equipment, now on order, is received.

WENR's "Beulah Karney" program drew more than 2,000 requests for a booklet of heirloom recipes offered for a dime in four announcements on the station.

National Board of Fire Underwriters has presented WGN with a citation for distinguished public service in fire prevention.

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK METROPOLITAN AREA  
Send for WHO'S WHO Among Advertisers on WEVD  
WEVD  
117-119 W. 46th  
MERRYL GREENFIELD, Mgr. Director N.Y. 19



**RADIO DAILY**

**N. Y. Dealers Report Big Biz  
On Radio, TV For Christmas**

(Continued from Page 1)

**AGENCIES**

**HARRY A. BULLIS**, president of General Mills for the past five years, will succeed James F. Bell as chairman of the board on January 1. Eddie Perrin, executive vice-president, will become president.

**DANIEL F. SULLIVAN COMPANY** announces the addition of the following accounts in their Boston office: Ker, Carney Liffler & Co., Boston; Froehock-Stewart Co., Worcester; in their Portland, Me., branch, addition of Chaplin Appliance Co., Dyer-Knight Co., Lamey-Wellen Co., Longfellow Shops, and Portland Development Commission, all of Portland.

**IONTECADOS PAYCO**, Puerto Rican makers of ice cream, have appointed McCann-Erickson's office in San Juan to handle the advertising for Payco Ice Cream in that territory. The campaign will get under way in newspaper advertising and two radio shows: one, an amateur children's hour, and the other a 15-minute musical program twice a week.

**TWO HUNDRED FIFTY** advertising agency representatives and other guests saw a special presentation of that 50,000 watts means to KGO at "Power Luncheon" in the Colonial ballroom of the St. Francis Hotel, San Francisco, at noon Monday, December 1.

**J. DICKELY** has joined the copy staff of the New York office of Roche, Williams & Cleary, to work on the city's eastern accounts. Formerly copy chief on American Home Products accounts at W. Earl Bothwell, Dickely also has written copy for Ted Bates, Benton & Bowles, and Lord & Thomas and Haniff-Metzger before they changed names, also as Federal, where he began. In addition to his New York experience, Dickely spent eight years in advertising on the West Coast.

**WISCONSIN LIQUOR COMPANY** of Milwaukee, Wis., distillers and bottlers of Peter Pan wine, liquor and cordials announces the appointment of Schoenfeld, Huber & Green advertising agency. Newspapers and radio will be used.

**A TOP NAME PERSONALITY**

One of radio's best known personalities . . . singer . . . pianist . . . recording artist . . . starred on many network shows. Available as *Disk Jockey*. Will consider offer from radio station able to afford the best.

Write Box No. 423, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

mand for television sets continues "far in excess of supply," and some dealers expect Xmas buying, or "order placing" to "pyramid," thus extending delivery from the current one-to-three-week schedule to four-to-six, or even more.

**Fight Helped**  
Television set sales were considerably hyped by the recent Louis-Walcott fight, dealers say, and consumer enthusiasm for the medium is expected to make itself felt even more sharply during the Xmas shopping weeks. Already a "tight" situation as regards deliveries, television orders "simply cannot be filled within the time required," dealers say, although shipments from manufacturers continue on the increase. "Deliveries from manufacturers are up," said one dealer, "but orders are increasing day by day, and it presents a healthy but confusing merchandising situation."

DuMont, which delivered over 3,000 video sets to its more than 200 dealers in this area for the four weeks end-

ing November 30, reports that heaviest demand has been in the \$175 price category and upwards, with the \$2495 model claiming considerable popularity. GE Supply Corp. and Bruno New York, handling GE and RCA video sets, respectively, expect heavy Xmas demand, with the latter frankly pessimistic about filling dealers' demands. GE execs said they'd just gotten through a "lean" spell of idle sets, but expected heavy shipments this week and next to satisfy a certain amount of dealer requests.

Tempo of radio set sales is also expected to jump considerably starting next week, and the majority of dealers agree that AM-FM combinations will lead in popularity. GE Supply expects demand to be "much better than last year," and feels that table-model phones will fare well in over-all sales demand.

All in all, dealers in the New York area look for heavy duty at the cash register during the Xmas buying weeks.

**FCC Is "Misled" On FM,  
Dr. Armstrong Insists**

(Continued from Page 1)

staff and "basic errors" on FM performance were "kept out of the public record for over three years."

Armstrong's charges were contained in a supplemental brief filed with the Commission in the matter of proposal to withdraw television channel No. 1 from commercial video use and turn it over to special services. He has proposed that the channel be set aside for FM network service.

Armstrong aimed most of his fire at Edward W. Allen, Jr., chief of the FCC's technical information section, and Kenneth A. Norton, formerly with the same section.

Claiming that the Commission's decision to move FM "upstairs" was based on this "bad engineering advice," Armstrong urged that the tele channel hearing be reopened so that the "unreliability" of FCC tests "can be more fully explained."

Armstrong said that his own tests "conclusively" prove that fading is more predominant in the higher band of the FM service.

**Will Address ATS**

George Moskovics, commercial manager of CBS Television, will speak and lead the discussion on "What Television Has Learned in 1947" at the evening forum-meeting of the American Television Society at the Advertising Club of New York, Thursday, which will be held Dec. 11, at 8:00 p.m.

**Will Announce Team**

Look magazine's All-America football team was announced for the first time by Harry Wismer over ABC on Dec. 6 at 6:30 p.m., EST. Selections will appear in Look later this month.

**National Script Contest  
Announced By Educators**

A national script contest for college students with prizes totaling more than \$800 was announced yesterday by the Association for Education by Radio.

National awards include \$50 for the best scripts in each group, with \$25 for runners-up in the following classifications: (1) original dramatic script, 14 minutes, 30 seconds; (2) dramatic adaptation, 29:30; (3) non-dramatic scripts for one voice, 14:30; (4) non-dramatic scripts for more than one voice, 14:30 or 29:30. Best over-all entry will receive an additional prize of \$50 and a set of the Encyclopedia Britannica. A special class for scripts for home or school recording carries somewhat higher awards.

National sponsors who contributed cash awards are underwriting expenses of the contest are NAB, Alpha Epsilon Rho, Audio Devices, Inc., and General Electric. Sponsors on a regional basis include WJNR and WKY.

Address for entries is AER Radio Script Contest, c/o University of Oklahoma, Norman, Okla. Closing date is March 30.

**New Publicity Assistants**

Hildegarde Grayson and Dorothy Sewell have joined the WHN publicity department as assistants to flack chief Jo Ranson. They replace Mildred Krigel, who left to join her husband in Baltimore, and Nan Coburn, who resigned because of illness.

**Gets New WNYC Post**

Kenneth Joseph has been named director of operations of WNYC, it was announced yesterday by Seymour Siegel, director of the city outlet. Joseph had been studio manager for the past two years.

**NEW STATIONS**

**MBS Texas Outlet**

Bay City, Tex.—KIOX, licensed to Bay City Broadcasting Co., and owned by J. G. Long, Harry J. Reading and Travis C. Dodd, has begun operation with 1,000 watts at 1270 kc. Outlet is full time Mutual affiliate. Royce A. Collier is resident manager; George S. Lanham, commercial manager; Frank B. Wood, chief engineer; Olgie Clement, program director; Robert C. Fremont, chief announcer; Joseph Zimmerman, production manager; Harold Ewing, continuity supervisor, and Glenn R. Ellis, chief engineer.

**Texas AM Station**

Gonzales, Tex.—KCTI, owned by Gonzales Broadcasting Co., has gone on the air with 250 watts at 1450 kc. Lawrence M. Walshak, station manager, and Frank Wilson, Jr., chief engineer, are owners. Rosemary Hermann is program director.

**New ABC Affiliate**

Wichita Falls, Tex.—KFDX, owned by Wichtex Broadcasting Co., Darold Cannan president and major stockholder, has gone on the air with 5 kw., day and 1 kw., night at 900 kc., as local ABC outlet. Studios are in City National Bank Building and will be equipped to handle both AM and FM. Charles E. Clough is general manager and John Adams is chief engineer. Cannan also is president of KFDM, Beaumont.

**New Texas Outlet Opens**

San Angelo, Tex.—KTXL, owned by Westex Broadcasting Co., has gone on the air fulltime with 250 watts at 1340 kc. Outlet is an MBS affiliate. Steve Roberts is general manager; Mike Shapiro, commercial manager; Jack Proctor, chief engineer; Jack Sterling, program director; Walton Foster, Bob McClellan and Jim Thomas, announcers, and Bill Culbertson, Robert Benson and David Gattis, engineers.

**WTA-g SHEET**

Our News Editor is  
Michael Griffin . . . former  
INS New York Staff and  
TIME Washington Bureau  
Writer.

**WTAO GREEN DAY** 5000  
CBS 1350  
When in need, phone WEED

# Spot Business Up On Chicago Stations

(Continued from Page 1)

times weekly for nine weeks; Conti Shampoo, three times weekly for 13 weeks, and DeMert & Dougherty, Inc. (Heet), one time weekly for 12 weeks. For the "Beulah Karney" program Lanvin Parfums signed for one time weekly for 52 weeks, and General Foods (Minute Rice) for three times weekly for 51 days. For the "Waltz Dreams" program Colgate-Palmolive-Peet signed for one time weekly for nine weeks, and Hudson Motors for one time weekly for two weeks.

WENR spot business included American Chic Co., two chainbreaks weekly for 57 days; Holland Jewelry, renewal of eight chainbreaks weekly for 52 weeks and one additional chainbreak weekly for 54 weeks; Procter & Gamble, five chainbreaks weekly for 36 weeks; White Eagle Brewing Co., six chainbreaks weekly for 52 weeks; Special Foods, one chainbreak weekly for 52 weeks; DeMert & Dougherty, Inc., one chainbreak weekly for 12 weeks, and Commonwealth Edison Co., renewal of five chainbreaks weekly for 13 weeks.

WMAQ business included Kaiser-Frazer Corp., one station break per week for eight weeks, and Reid & Kersting, clothiers, one-minute announcements on Dave Garroway's "11:00 Club" program on Wednesdays and Saturdays for six weeks. In the network sales division of NBC the Carnation Contented program was renewed for its 16th consecutive season, and the F. W. Fitch Co. renewed "Fitch Bandwagon" for 52 weeks.

On WGN, "Record Ramblings with Bill Evans" has been sold to Local Loan Co. for 52 weeks; Wieboldt Stores has bought a special holiday program, "Holiday Lane"; the Flossy Dental Corporation has contracted for a Sunday morning recorded musical show, "Chicago Modern Melody Time," for 13 weeks, and Hudson Motor Co. has contracted for 18 weekly spot announcements for two weeks.

## New FM Instrument

A new portable servicing instrument, which provides all the signals necessary to align FM radio receivers, is now in production and will be available shortly, it was announced by the RCA Engineering Products Department.

The new radio repairman's tool, known as a sweep generator, is designed exclusively for servicing FM equipment, and is reported to be the first unit of this type.

### Cited

Richard P. Doherty, NAB director of employer-employee relations, has received the presidential certificate of merit for "outstanding services as deputy director of the Massachusetts committee on public safety and chairman of the East Coast war services conference during the recent war period."

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of Nov. 28-Dec. 4, 1947

| TITLE                                   | PUBLISHER          |
|---|--------------------|
| A Follow Noods A Girl.....              | Williamson         |
| —And Mimi.....                          | Shapiro-Bernstein  |
| Ballerina.....                          | Jofferson          |
| Best Things In Life Are Free.....       | Crawford           |
| Christmas Dreaming.....                 | Loeds              |
| Civilization.....                       | E. H. Morris       |
| Don't You Love Me Anymore.....          | Oxford             |
| The Freedom Train.....                  | Berlin             |
| Home Is Where The Heart Is.....         | Advanced           |
| How Soon.....                           | Supreme            |
| I Have But One Heart.....               | Barton             |
| I Still Get Jealous.....                | E. H. Morris       |
| I Wanna Be A Friend Of Yours.....       | Hudson             |
| I Wish I Didn't Love You So.....        | Paramount          |
| I Wonder Who's Kissing Her Now.....     | E. B. Marks        |
| I'll Dance At Your Wedding.....         | George Simon       |
| Kato.....                               | Berlin             |
| Lady From 29 Palms.....                 | Martin             |
| Made For Each Other.....                | Southern           |
| Near You.....                           | Supreme            |
| Papa Won't You Dance With Me.....       | E. H. Morris       |
| Pass The Peace Pipe.....                | Crawford           |
| Serenade Of The Bells.....              | Melrose            |
| So Far.....                             | Williamson         |
| The Stanley Steamer.....                | Harry Watton       |
| The Stars Will Remember.....            | Harms              |
| Two Loves Have I.....                   | Miller             |
| White Christmas.....                    | Berlin             |
| With A Hey And A Hi And A Ho Ho Ho..... | Bourne             |
| You Do.....                             | Bregman-Vocco-Conn |

## Second Group

|   |                    |
|---|--------------------|
| A Girl That I Remember.....                   | Broadcast Music    |
| All My Love.....                              | Harms              |
| Almost Like Being In Love.....                | Sam Fox            |
| Feudin' And Fightin'.....                     | Chappell           |
| Forgiving You.....                            | Mellin             |
| Golden Earrings.....                          | Paramount          |
| Gonna Get A Ghl.....                          | Miller             |
| I'm Sorry I Didn't Say I'm Sorry.....         | Shapiro-Bernstein  |
| It Happened In Hawaii.....                    | Romick             |
| Kokomo, Indiana.....                          | Bregman-Vocco-Conn |
| Let's Be Sweethearts Again.....               | Campbell-Porgio    |
| Love For Love.....                            | Witmark            |
| My How The Time Goes By.....                  | Chappell           |
| Naughty Angelina.....                         | George Simon       |
| Peggy O'Neil.....                             | Foist              |
| Santa Claus Is Comin' To Town.....            | Foist              |
| That's All I Want To Know.....                | Beverly            |
| They're Mine, They're Mine, They're Mine..... | Sinatra Songs      |
| Those Things Money Can't Buy.....             | Robbins            |
| Too Fat Polka.....                            | Shapiro-Bernstein  |
| When The White Roses Bloom.....               | Martin             |
| What Are You Doing New Year's Eve.....        | Famous             |

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# First GE Fax Order To Miami Herald-WQAM

(Continued from Page 1)

ers put herald on GE to expedite their orders.

Miami Herald and WQAM have long had a complete facsimile station thoroughly indoctrinated with the operation. On the technical side, the equipment from GE requires no more than "plug-in" attention to install so facsimile broadcasting in Miami should be a reality within the next week or so.

The Herald received a dual transmitter, a studio console type with two scanning heads, and several recorders in its initial shipment. Number 2 recorders is presumed to be 10 since that's the number GE was committed to ship to the Herald in December with 35 more to follow in January. These recorders are being leased by the Herald and WQAM to such firms with heavy pedestrian traffic, a banks, hotels, department and food stores and private clubs. Such business houses figure that facsimile, carrying stock market reports, news and other items, will be a heavy draw card for customers.

At present, facsimile broadcaster are waiting for FCC approval before they can charge for advertising. Individual broadcasters have filed such requests but the Commission has not yet handed down any decisions.

### Philadelphia Next

Next facsimile equipment order to be shipped by GE will go to the Philadelphia Inquirer and WFIL-FM and it's supposed to be delivered by Jan. 1—a transmitter and 35 receiver. New York Times and WQXR are to get initial delivery early in January followed shortly by WOR, New York.

## Connecticut Stations To Carry Press Conference

New Haven, Conn.—Eleven stations in Connecticut and New York will carry a press conference with Ellio Roosevelt sponsored by the Connecticut Forum of the Air in co-operation with the Yale Daily News and the Yale Law School Association, on Sunday, 1:30 to 2:15 p. m.

Originating station will be WBHE-FM, and proceedings will be fed to WAVZ, New Haven; WYBC, Yale Broadcasting; WMMW, Meriden; WSTC, Stamford; WCCC, Hartford; WNLC, New London; WLCR, Torrington; WNOC, Norwich; WFAI, White Plains, N. Y., and WQXR, New York City.

## Heads Advisory Committee

Norman Ostby, assistant to Dr. Searle at ABC's Western Division headquarters, is the new chairman of the Advisory Committee of the Southern California Broadcasters Assn. Other members of the committee are: Jennings Pierce, NBU; Pat Campbell, Mutual; Stuart Nivins, CBS; Thelma Kirchner, KGF; Bob Reynolds, KMPC; Frank Burk KFDV; Haan Tyler, KFI; Bill Sene KUSC; John Rider, KAGH-FM, and Jean Lee, KFXM, San Bernardino.

## x, Fort Sta. Apply For Six Tele Outlets

(Continued from Page 1)  
 for television equipment in the cities, which provides for latest studio and remote cameras, total cost of which, with installation, will be \$1,000,000. Channel 5 or 8 is leased in Atlanta (WSB) and a low watt tele transmitter and a 500 ft. tower. Channel 5 is requested in Miami, where tower will be erected in the Daily News Building. In Dayton the Cox station requests channel with a 500-foot tower to be located in northeast of Dayton.  
 Fort Industry also requests channel in Miami, with other requests as follows: Jefferson Standard Broadcasting Co., Charlotte, N. C., channel 33 The Cincinnati Times Star Co., Cincinnati, Ohio, channel No. 11.  
 17 AM applications received by Commission include Eastern Indiana Radio Corp., Muncie, Ind., to be operated on 940 kc., 250 watts, daytime; Leslie Godaker, doing business through the Princeton Broadcasting Co., Princeton, Ky., to be operated on 1170 kc., 250 watts, daytime; Cadillac Broadcasting Co., Hamtrac, Mich., to be operated on 1540 kc., 1 kw., daytime; Birney Imes, Jr., Grenada, Miss., to be operated on 1490 kc., 250 watts, unlimited; Antelope Valley Broadcasting Co., Lancaster, Calif., on 1340 kc., 250 watts unlimited.

## Series On UN Made Available By WWRL

Let's Look at the UN," discussion series featuring prominent UN delegates, has been made available on subscription to stations throughout the country by WWRL, Long Island City, which produces the show.  
 Since the program's inauguration in 1946, WWRL has been recording the series and has built up a backlog of undated shows. No charges will be made from the station, which are to be rotated from station to station.  
 WHUC, Hudson, N. Y., already is airing the series with a total of 4 airings weekly. KEXO, Grand Junction, Colo., will take the show on outlet goes on the air after the end of the year.  
 Program has Meade Davidson, WWRL news commentator, as interviewer with Fred Barr as announcer. Among the UN dignitaries who have appeared have been: Warren R. Austin, U.S.A.; Sir Alexander Cadogan, Great Britain; Brig. Gen. Carlos P. Mullo, Philippines; Mrs. Vijaya Nandini, India; T. F. Tsiang, China; and Arthur H. Sulzberger, Col. W. R. Davidson, Australia.

## Returning To Air

"CBS Is There," the CBS series which uses modern radio technique to dramatize moments of history, and which hasn't been aired since November 13, returned to a regular Sunday spot, 2-2:30 p.m., Dec. 7. Opening broadcast on the new time was "The Exile of Napoleon." Robert Lewis Shayon continues as director.

## Honor Women Broadcasters In Illinois State Proclamation

(Continued from Page 1)  
 arrangements for the three-day convention at the Hotel Sherman, Chicago, Dec. 12 to 14. Helen Griffith, commentator of WRJN, Racine, Wis., and state chairman for Wisconsin, is also assisting in the arrangements.  
 Dorothy Lewis to Speak  
 Dorothy Lewis, NAB coordinator and national vice-president of the AWP, is one of the principal speakers. Miss Lewis will be heard at the Saturday morning session. Her topic will be "Women in Radio."  
 A panel on television will highlight the afternoon's activities. Benah Zachary of WBKB, is chairman of this panel. George Jennings, director of the Chicago Radio Council, will also be heard at the afternoon session. Jennings will speak on "The Responsibilities of Women Broadcasters."

**Complete Agenda**  
 The complete agenda for the three-day session follows:  
**FRIDAY EVENING, DEC. 12th—**  
 (For AWP-NAB Members Only)  
 6:30 p.m.—COCKTAIL PARTY—Observation Room (3 Floor) BACKSTONE HOTEL, Courtesy J. Walter Thompson Company.  
 7:00 p.m.—DINNER—Green Room (3 Floor) BACKSTONE HOTEL, Courtesy Krafts Food Company.  
**SATURDAY MORNING, DEC. 13th—**  
 (Open Session—Public Invitation)  
 9:00 a.m.—REGISTRATION—(Registration fee of \$0.00 includes Saturday Luncheon.)  
 9:30-10:00 a.m.—Informal Get-Together—Viewing of Display Materials.  
 10:00 a.m.—OPENING SESSION—Theme: "The Midwest Talks Stock." Presiding: Nancy Grey, Director of Women's Programs, WTMJ, 9th District Chairman, AWP-NAB.  
 Speakers: "Women in Radio"—Dorothy Lewis, NAB Coordinator and National Vice-President, AWP.  
 "Radio at Work"—Speaker to be announced. General Mills, Inc.  
 "Keeping Women's Programs Sold"—Nancy Grey, WTMJ.  
 "Responsibility of Women Broadcasters to Public Service Projects"—Corona McCallum, Illinois State Nurses' Association; Louise L. Wright, U. S. Delegate, UNESCO; Alberta McFarland, National Food Conservation Committee.  
 "New Words to Conquer: TELEVISION"—Panel Discussion on Television Production, Techniques, Advertising; Women's Programs; Fashion, Home Economics; Children's Programs. Chairman, Benah Zachary, WBKB. Panel: Fran Harris, Ruth Huff & Ryan, Public Relations; WENR; Margie Darnell, WBKB; Fran Allison, WBKB. (Other to be announced.)

12:00 Noon—COLLEGE INN (Lower Lobby), HOTEL SHERMAN. Presiding: Nancy Grey, Director of Women's Programs, WTMJ, 9th District Chairman, AWP-NAB.  
 Guests of Honor: Mrs. Dwight W. Greene (Invited); Mrs. Harold C. Green (Invited); Mrs. Dorothy Lewis, National Vice-President, AWP and Co-ordinator, NAB; Mrs. Louise L. Wright, U. S. Delegate, UNESCO.  
 Speaker: "Responsibilities of Women Broadcasters." Mr. George Jennings, Director Chicago Radio Council—FM Station WBEZ.  
 Announcements (Reading of telegrams, other greetings; Acknowledgment Agency and industry courtesies; Announcements, National AWP Conference, etc.)  
**SATURDAY AFTERNOON, DEC. 13th—**  
 (Open Session—Public Invitation)  
 2:30 p.m.—AFTERNOON SESSION—Presiding: Elizabeth E. Marshall, State Chairman AWP-NAB, Illinois Program Director Radio Council—WBEZ, Chicago.  
 Speakers: "The Agency and the Woman Broadcaster: Small Station Problems" Gladys Blair, J. Walter Thompson Co., "And What of Soap Opera?"—Speak-

er to be Announced, Dancer, Fitzgerald Sample, "The Industries Report on Women's Programs," Chairman—Helen Joyce, WLS.  
 "The Meat Industry"—Baba Stacks, National Live Stock and Meat Board.  
 "The Cheese Industry"—Mary Roberts, Kraft Foods Co.  
 "The Wheat Industry"—Clara Snyder, Wheat Flour Institute.  
 "The Fashion Industry"—Anne Sheehan, Chicago Fashion Group.  
 "The Furture Industry"—Speaker to be Announced—Sears, Roebuck Co.  
 "Women in Educational Broadcasting"—

**ADULT EDUCATION:**  
 "University-Station Training"—Elizabeth Walcott, WBBM, and Majorie Thomas, Northwestern University.  
 "Religious Programs"—Pearl Rosser, International Religious Council, "The P.T.A. and Radio"—Norma Stiefelmeier, State Radio Chairman, Ill. Congress P.T.A.  
**YOUTH EDUCATION:**  
 "Children's Programs"—Speaker to be Announced—H. W. Koster Agency, and Josephine Wetzel, Educational Director WLS.  
**DEMONSTRATION:** All-Girl High School Radio Workshop, Central Radio Workshop, Chicago Public Schools.

9:00 p.m.—COCKTAIL PARTY—Room to be announced—Hotel Sherman, Courtesy of the Networks: NBC CBS, MBS and ABC.  
 7:00 p.m.—AWB DINNER—(For Members only). Courtesy of Industry (To 9:00 p.m. to be Announced.)  
 9:00 p.m.—ALL EVENING—"AT HOME" in Dorothy Lewis' Suite (Hotel Sherman). "Hair-Down" Session for AWP Members—who look longed for personal problems.  
**SUNDAY MORNING, DEC. 14th—**  
 (CLOSED SESSION—For AWP Members Only)  
 10:30 a.m.—BRUNCH—Courtesy of Industry—to be announced.)  
**BUSINESS MEETING** following Brunch Room to be Announced (Hotel Sherman).

**PANEL:** "Problems of Women Broadcasters Today"—Moderator: Dorothy Lewis, National Vice-President, AWP. (Informal "Free-for-all" discussion of women's salaries, chores, future opportunities, security, and other problems.)

**Insurance Co. Sponsor Set For ABC Web Program**  
 Los Angeles—"Point Sublime," which has been heard only in California and Texas on ABC since early October, will go coast to coast in February, according to Jimmy Saphier, who has just set the deal. Definite starting date and time for the show have not yet been set. The sponsor, John Hancock Mutual Life Insurance, and agency, McCann-Erickson, are discussing this in New York and an announcement will be made later. "Point Sublime" is owned by Robert L. Redd, who writes and produces the show.

**"Junior Miss" Audition Disc**  
 Hollywood—An audition of "Junior Miss" based on the "New Yorker" stories by Sally Benson, was cut Dec. 5 over KFWB's "Hollywood Preview Theater." Barbara Whiting, who played the part of "Fuffy" in the motion picture version, has been chosen by Miss Benson as the ideal "Judy Graves."

## Don Lee TV Sta. Wins Suit Re Fight Cover

(Continued from Page 1)  
 stituted "invasion of privacy" and "services rendered without payment." In his decision, Superior Court Judge Swein ruled that when a boxer signs a contract with a promoter he "automatically signs away his right of privacy," unless said contract contains a clause on specific "limitations." In its demurrer, Don Lee officials argued that contract was with the American Legion Stadium and its promoter, which is of "long term" character, and not with individual boxers or managers.

## Suggests 'Beamed' Technic For Retail Air Advertisers

Baltimore—Urging the use of "beamed" technique in radio advertising by retail stores, Howard P. Abrahams, sales promotion manager of the National Retail Dry Goods Association, told the Broadcasting Club of Baltimore last night that "the point is to hit the customer with the items she wants and not scatter the shots all over the lot." Abrahams said many retailers, in using radio, stretch their messages all over the store, resulting in the listener hearing too much about a lot of things and absorbing nothing.  
 The beamed program technique, used so successfully by the Joske department store in Fort Worth, means that the desired audience and type of customer group is determined before a program is put on the air. Another important factor found in all successful radio selling by retailers, Abrahams said, is to promote the store's strongest departments and best lines of merchandise.

To create a beneficial radio campaign for retailers, the NRDDA official urged ad managers to not only study the strong departments of their own stores but also analyze local stations, their markets and the time of day to reach these markets. The average retailer, he added, knows very little about radio as a sales promotion tool. Abrahams cited 1946 NRDDA figures showing that 52 cents of every publicity dollar spent by department stores went for newspapers while only four cents was spent in radio.

## BBC Forms News Board; Bottomley Is Director

(Continued from Page 1)  
 director-general, was appointed director of technical services.  
 B. E. Nicolls, former senior controller, is director of home services. Major-General Sir Ian Jacob, former head of European services, is director of overseas services. The director of talks and news is yet to be announced.  
 Norman Collins, former head of the Light Program, was appointed head of television, following the resignation of Maurice Gorham. Collins' assistant, Thomas Chalmers, is serving as acting head of the Light Program.

# Loss of German Radio To Hurt U. S.—Ziemer

The United States will lose one of its most effective means of spreading American information to the people of Germany and "our interpretation of democracy," when entire control of radio in that conquered nation is turned over to the German post office on January 1. It is a move regretted by many, and its effect is sharpened by the fact that Russian-controlled radio virtually "floods" all of Germany with propaganda "effectively" dished up with carefully selected programs.

These were the conclusions drawn yesterday by Gregor Ziemer, educational director of Town Hall, who returned last week-end from a trip abroad during which he produced and moderated "America's Town Meeting of the Air" which originated in Berlin and London on November 18 and 25, respectively. "The only radio network we will have in Germany after this new policy is set into effect is the AFN, Armed Forces Network," he said, "which is frankly intended for American consumption, and does not concern itself with the problem of re-educating the Germans."

Ziemer, who was introduced at a press luncheon at Town Hall Club by George V. Denny, Jr., moderator of "Town Meeting" over ABC, related his experiences in arranging the broadcast from Berlin, which Army authorities considered to be a "gamble" but in which they co-operated "beautifully." The German people he said, were dubious about the privilege of using American radio to talk to the American public, chiefly because of fear of reprisal from the Russians. The audience for the "Meeting" broadcast, which was aired simultaneously in New York and Berlin, was composed of about one-third Germans, Ziemer said, which indicated a certain incredulity of the part of the citizenry of freedom to attend and ask questions.

Radio Berlin which, ironically, is located in the British zone but controlled by the Russians, is probably the most powerful in Germany, Ziemer said, and it blankets the entire country. Furthermore, he pointed out, the Russians have confiscated all AM sets in their own zone, and substituted low-power receivers which per-

# COAST-TO-COAST

**—ALABAMA—**  
**BIRMINGHAM**—WAFM will air the Dixie Bowl Game in this city New Year's Day. The game will be played between William and Mary and a team yet to be named. . . .  
**MONTGOMERY**—Caldwell Stewart has been promoted to manager of WPGY, local Mutual outlet. . . .  
**OPELIKA**—WJHO manager, Marion Hyatt, recently addressed the Institute of Radio Engineers at their annual meeting at Alabama Polytechnic Institute. His talk was on "Technical Problems in Broadcasting."

**—CONNECTICUT—**  
**BRIDGEPORT**—In co-operation with the Bridgeport elementary schools, Florence Robinson, WICC program director, has arranged a series of children's programs to be heard each Saturday from 2:00-2:15 p.m. Heard as "Lady Makebelieve" will be Margaret Montreys, and the cast will consist of Lee La Forte and Donald Mazzabuffi from Franklin School, Gabriella Mandel and Kathryn Kirby from Bryant School, Ken Owens and Nancy Canevari from Lincoln School and Julia Giampoli and Joseph Williams from Sheridan School. . . .  
**HARTFORD**—The pleasant aroma of coffee now spreads through the WDRB studios every morning, as the guests, together with the cast and Otto Neubauer's band, on the "Shopping by Radio" program are greeted with their piping hot drinks, thanks to a new coffee sponsor. . . .  
**NEW BRITAIN**—New WRNB commercial manager is Peter B. Kennedy. He will be responsible for WRNB's sister FM station as well.

**—IOWA—**  
**CEDAR RAPIDS**—Emmet A. Hassett, better known to Midwest radio listeners as "Buzz," has been appointed sports director of KCRG and KCRG-FM. . . .  
**WATERLOO**—Hugh Muncy, who resigned his position as farm director at KXEL, has announced plans for opening his own organization, "The Midwest Farm Radio Service." Through this service, Muncy will build farm broadcasts and present shows for advertisers and local radio stations desiring to reach the farm audience.

**—MISSOURI—**  
**KANSAS CITY**—New continuity editor for KCMO is Barbara Draper who has been with the station for almost two years. . . .  
**ST. LOUIS**—Families of St.

mit reception only from their local cities, such as Leipzig and Frankfurt. On the other hand, only one-third of the Germans in the American zone have AM sets, which are usually badly run-down and in need of repair and new equipment. The scarcity is emphasized by the fact that about 20 persons gather around a single receiver when an important broadcast is aired, he said.

The Town Hall exec stated that the Russians are making "much better use of radio for schools than we are" in Germany, another result of their control of Radio Berlin.

To counteract these conditions the U. S. has set up a small station in the German capital known as RIAS, and

Louis soldiers and sailors stationed in Japan and Korea, recently gathered in a studio of KXOK for the playing of a series of transcribed interviews with the servicemen made by Ray Fok, a special correspondent of the Star-Times, now on a tour of the nation's armed forces in the Far East. Originally the programs were wire recorded, but on the way to the United States, the wire recording accidentally fell off a barge into a Korean bay. Recovered from the water, the wire was salvaged and the interviews were transferred to a disc. . . .  
**New chief engineer for KSD and KSD-TV is Thomas E. Howard. He succeeds Robert L. Coe, who will become manager of the New York Daily News television station.**

**—NEW YORK—**  
**BUFFALO**—Thomas A. Boris, president of Thomas A. Boris and Associates, has been appointed counselor on sales and public relations for WKWB, this city's "most powerful station." . . .  
**LONG ISLAND**—Singer Sonny Hayes has just begun a series of broadcasts over WWRL, Woodside. Hayes formerly was vocalist with the Blue Barron and Jerry Wald orchestras and recently was featured artist on television station WABD. . . .  
**PLATTSBURGH**—Jeff Carter, former member of the Armed Forces Radio Service and an active member of the Marine Corps, has joined the WMFF announcing staff.

**—PENNSYLVANIA—**  
**PHILADELPHIA**—For the first time in the annals of local radio, KYW is originating their daily farm program, "R. D. 1060," featuring Ted Steele, direct from the latter's Celebrity Farm in Bucks county. According to Robert E. White, station general manager, the move is designed to save time in Steele's daily routine and facilitate his experimental work on the farm. . . .  
**Santa Claus** came early, and in modern style, to this city last week via WIP. The station, airing the annual Thanksgiving Day Gimbel Parade, conducted a two-way broadcast from a bi-imp, carrying the announcer, Howard Jones, who played the happy gent with a white beard. Handling the details of the broadcast was Sam Sorel, WIP special events director. . . .  
**PITTSBURGH**—New WCAE merchandising manager is William R. Kelley, 10-year employee of the station.

school officials in the American section are making plans to pipe programs into schools in the area. "But there is a shortage of school receivers," Ziemer said. "In several schools, even in the American sector, I saw German children listen to the Russian school radio, because that was all that was available."

Denny, who announced that next week's "Meeting" would discuss a topic relating to the conditions mentioned by Ziemer — "How Can We Combat Anti-American Propaganda in Europe?"—said he hoped to get the presidential nominees on a later program, and that one of his ambitions was to arrange a "Town Meeting" from Moscow.

# 'Frisco PTA Leaders Criticize Programming

San Francisco—A Second District PTA meeting in San Francisco last week deferred action until January in naming "undesirable" radio programs for children.

However, the Second District committee passed a new motion which read:

"We move that San Francisco Second District PTA go on record as vigorously protesting the quality, content, and point of view of many so-called children's radio programs aired between the hours of five and nine p. m.

"That Second District, as expeditiously as possible, complete a poll of the entire membership to the end that specific demands may be served of the radio industry calling for the elimination of these programs.

"We further resolve that Second District make simultaneous representation to the radio industry insisting that the vacuum created by the departure of these unhealthy programs from the air be filled by decent, sound constructive child-interest programs.

The group included representative from both grade schools and big schools throughout the San Francisco area. For several months the PTA has been discussing children's programs, and a previous meeting was marked with dissent among the members themselves over which programs were "harmful" and otherwise. The five to nine period included in the current motion embraces most of the week-day children's programs of all four networks as well as platt shows on other stations.

# Public Health Series Planned by N. Y. Station

New York City's Health Department will begin an integrated public health series over WNYC after the first of the year. Heretofore the Department had used the municipal outlet only on a catch-as-catch-can basis.

Plans for the project, which were drawn up by Seymour Siegel, director of WNYC, and approved by Health Commissioner Harry S. Mustad, call for a letter to be attached to each birth certificate issued by the City. The note will call attention to infant care series which will be alternate Tuesdays, 10:15 a.m. Film programs will advise proper care of an infant one month old, and subsequent airings will "grow up" with the children during the year.

Another series, to be heard every Thursday, 10:15 a.m., will deal with seasonal ailments prevalent in New York.

# Brown Leaves WRUL

Ed Brown has resigned as public chief of WRUL, shortwave station of the World Wide Broadcasting Foundation, to head public relations of the American Silent Guest Committee, Inc. He said the committee plans include an extensive radio campaign.

There's **NO QUESTION** about SELLING KANSAS when you hire: **WIBW** Ben Ludy, GEN'L. MGR. The Voice of Kansas TOPEKA





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 48

NEW YORK, WEDNESDAY, DECEMBER 10, 1947

TEN CENTS

## TELEVISION LEADERS GATHER IN NEW YORK

### WINX Change Indicates Coy As FCC Chairman

#### Waynes Quits WQXR To Manage WINX And WINX-FM

Appointment of Wayne Coy, radio director of Washington Post stations, as chairman of the FCC was regarded as virtually assured yesterday when it was learned that John S. Waynes will become station manager of WINX and WINX-FM around the first of the year.

Despite the fact that several

(Continued on Page 6)

#### FDG Votes; Warns Of Walkout In Jan.

Membership of the New York local of the Radio Directors' Guild has authorized the executive council to call a strike against ABC, CBS, NBC and WOR, Mutual's flagship in New York, if such action is necessary to win minimum demands for a new contract starting Jan. 1. According to William Sweets, president of the New York local, a strike will be called

(Continued on Page 5)

#### WBAP Exploits Winner Of "Miss Hush" Contest

Fort Worth is still alive this week with talk about the town's most fortunate citizen—Mrs. Ruth Ennette Subb—Saturday night winner of the "Miss Hush" contest.

Mrs. Subb appeared Sunday on WBAP-820, the station she was listening to.

(Continued on Page 2)

### TELEVISION DAILY

Beginning Monday, January 5, TELEVISION DAILY will become a full page daily feature of RADIO DAILY with a special staff assigned to give coverage to the daily events of video expansion.

Everything newsworthy in the development of sight and sound will be chronicled in TELEVISION DAILY with emphasis on the expanding set manufacturing business, new stations, equipment and the personnel who hold key positions in the new industry.

TELEVISION DAILY hopes to become the daily diary of a growing new industry. Its success is assured with the support of TBA and allied industry organizations.

#### Tele Show For Vets Set For Xmas Day

In line with the Veterans Administration campaign to bring live entertainment to disabled veterans this Christmas time, WNBZ, NBC's New York television station, will originate a full hour show at St. Albans Naval Hospital at 3 p.m., on Thursday, December 25. Radio, movie and theater stars will participate in the program which will be sponsored by the Hamilton Watch Co.

The special Christmas Day telecast (Continued on Page 4)

#### 600 Stations Reported As World ET Subscribers

Number of stations subscribing to the World Broadcasting System ET service has reached a new high, nearly 600, according to a report by A. J. Kendrick, general manager of the

(Continued on Page 5)

#### Recording Rates Up In Canadian Cities

An increase in recording rates to take effect January 1 in Montreal has been announced by the Montreal Artists Union, ACRA, an affiliate of the American Federation of Labor. The new rates, which put the Montreal artists on the same financial footing as their affiliate union in Toronto, increases the minimum from \$25 to \$34.60 on the basis of ten cuts per side.

The new rates cancel four rehearsals and payments of spots up to five (Continued on Page 2)

#### Mundt Sees Action Soon On Bill For New "OIC"

Washington Bureau, RADIO DAILY Washington—Rep. Karl Mundt, author of the pending bill to establish a permanent Federal International Information Service, predicted yesterday

(Continued on Page 5)

### CBS Scripts Made Available To Motion Picture Industry

Radio scripts which have been aired over CBS in its 20-year history, numbering several thousand, will be made available to the film industry, it was announced yesterday. Network has been surveying its script properties for several months, according to Nathan L. Halpern, assistant to Frank Stanton, CBS prexy, and several stories have already been submitted to major producers and leading independent studios.

In order to bridge the technical gap

between radio scripts and motion picture treatments, Halpern has devised a "special technique" for story presentation. Idea will be to screen material for full-scale consideration by independent producers who do not maintain their own story departments. Network will then make such material available for sale to film companies.

Network, with Beatrice Buchman, veteran of 15 years' association with (Continued on Page 6)

#### 300 Tele Executives Here For One Day Video Clinic

By JIM OWENS Associate Editor, RADIO DAILY Status of television, its rapid network development and its continuous growth as an entertainment and advertising medium, will be outlined and discussed in detail by more than 300 top executives from all phases of the industry today at the annual Television Clinic of (Continued on Page 6)

#### Plans Daily Programs On Housing Problem

An all-out campaign designed "to get something done" about New York City's housing shortage will be inaugurated by WMCA next month via a series of daily programs demanding immediate action by the municipal government.

Project is the "baby" of Nathan Straus, president of the outlet and (Continued on Page 4)

#### Newspaper Gets FCC Nod Over 'Influence' Applicant

Washington Bureau, RADIO DAILY Washington—Faced with an unusual choice between concentration of mass media and a concentration of "influence" in a city, the FCC yesterday picked the former and authorized the Rich Publishing Co., to operate a radio station in Midland, Mich.; (Continued on Page 6)

#### Racket Commentary

John McCaffery and Eloise McElhone, will discuss RADIO DAILY's recent expose of the radio repair racket in New York on their "Room 415" show over WNBC today at 9:15 a.m. The revelations received considerable comment in both press and radio. Parts of it were aired by Lyle Von on his WOR news slanta on Friday, the day it appeared.

#### Educational?

Chicago—Meeting of James C. Pettillo and network execs held Monday at Ambassador hotel apparently accomplished little. No statement was issued and network execs had little to say other than that meeting was adjourned subject to later call. One exec who would not be quoted said "It was just an educational talk and no progress was made."

# RADIO DAILY

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

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## FINANCIAL

(Dec. 9)

### NEW YORK STOCK EXCHANGE

|                    | High    | Low     | Close   | Net | Chg. |
|--------------------|---------|---------|---------|-----|------|
| Admiral Corp.      | 8       | 7 3/4   | 8       | +   | 3/4  |
| Am. Tel. & Tel.    | 152 3/4 | 152 1/4 | 152 1/4 | —   | 1/4  |
| CBS A              | 22 1/2  | 22 1/4  | 22 1/4  | —   | 1/4  |
| CBS B              | 22 1/2  | 22 1/4  | 22 1/4  | —   | 1/4  |
| Fornsworth T. & R. | 17 1/2  | 17 1/4  | 17 1/4  | —   | 1/4  |
| Gen. Electric      | 34 3/4  | 34 1/4  | 34 1/4  | —   | 1/4  |
| Philco             | 31 3/4  | 31 1/4  | 31 1/4  | —   | 1/4  |
| RCA Common         | 10 1/4  | 9 3/4   | 10 1/4  | +   | 1/4  |
| Stewart-Warner     | 14 1/2  | 14 1/4  | 14 1/4  | —   | 1/4  |
| Westinghouse       | 28 3/4  | 27 3/4  | 28 1/4  | +   | 3/4  |
| Westinghouse pfd   | 88 1/2  | 88      | 88 1/2  | —   | 1/2  |
| Zenith Radio       | 21      | 21      | 21      | —   | 1/2  |

### NEW YORK CURB EXCHANGE

|                 | 14 | 14 | 14 | + | 3/4 |
|-----------------|----|----|----|---|-----|
| Hozeltine Corp. | 14 | 14 | 14 | + | 3/4 |

### OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7      | 7 3/4  |
| Finch Tele Comm.  | 3 1/4  | 4 1/4  |
| Stromberg-Carlson | 12 1/2 | 14     |
| U. S. Television  | 1 3/8  | 1 3/4  |
| WCAO (Baltimore)  | 35     | 38     |
| WCR (Detroit)     | 11 1/2 | 12 1/2 |

## Silent Guest Campaign Gets Underway In Philly

Philadelphia — Local campaign of the American Silent Guest Committee to send holiday food packages to European families got under way here yesterday.

Iris Gabriel, originator of the plan, made guest appearances on three local shows. Ruth Welles, on KYW; Anice Ives, WFIL, and Creighton Stewart, WCAU. Miss Gabriel will make a television appearance Thursday night over WPTZ on "Pleased to Meet You."

## IN CLEVELAND IT'S

# WKHK

## ★ COMING AND GOING ★

ROBERT E. KINTNER, CHARLES C. BARRY and JOHN H. NORTON, JR., all vice-presidents of ABC, and EARL MULLIN, manager of publicity for the network, have returned to New York following business trips out of town.

ROBERT Q. LEWIS, comic heard on CBS, is expected back today from Ohio, where he attended the Christmas party of the Akron "Beacon-Journal."

ARTHUR SIMON, manager of WKBW, American network affiliate in Buffalo, N. Y., is in town for conferences with officials of the web.

WALTER SCHEFF, singer, off for a personal appearance at Syracuse University in connection with his Republic Records album of "Songs of Syracuse University."

CLYDE REMBERT, manager of KRDL, Dallas, is back at his desk following a trip to New York for conferences with officials of the Columbia network.

EDGAR KOBAK, president of the Mutual network, and ROBERT D. SWEZLEY, vice-president and general manager of the web, are spending this week in Chicago for the meeting of the MBS board of directors.

H. V. KALTENBORN, commentator on NBC, currently on lecture tour with MRS. KALTENBORN, will broadcast for a week, starting today, from WIOD, Miami.

JOHN CHRISTENSEN, the Columbia network's chief engineer, has left on a business trip to Providence, R. I.

FRED WEBER, executive vice-president of WDSU, American network outlet in New Orleans, has arrived in Gotham on a short business trip.

DAVID CARPENTER, manager of WCOP, Atlanta, is in town. Conferred yesterday with executives at ABC, with which the station is affiliated.

## WBAP Exploits Winner Of "Miss Hush" Contest

(Continued from Page 1)

ing to when Ralph Edwards called, in an exclusive interview with newscaster Larry Dupont. This wound up a hectic day for the middle-aged housewife which included being fitted for a complete new Hart, Schaffner and Marx suit and topcoat and receiving a Luscombe airplane.

In the interview, Mrs. Subbie stressed the fact that she was not a "professional" in the contest field, but had been working at it several years as a hobby. "A hobby," she added, "that is particularly suited to a housewife."

Had Several Other Victories  
 Her winnings in other contests cover a round trip ticket to California and a radio. She told WBAP-820's radio audience that she believed sincerity was the winning factor in any entry.

After the interview on WBAP-820, Mrs. Subbie was given a box of Duz as a remembrance. She had the soap powder clutched to her bosom as she left the studio.

Mrs. Subbie will appear in person on NBC's "Truth or Consequences" next Saturday night.

## Joins MBS Production Staff

J. Ford Keating has been appointed assistant supervisor of commercial production for the Mutual network. Phillips Carlin, vice-president in charge of programs, has announced. Keating is a graduate of Rutgers University and joined the NBC staff as a sound technician in 1942 and was inducted into the Army in July of that year. He served overseas in the ETO, returning to NBC in 1946 and subsequently joined WOR as sound effects engineer in December 1946.

In addition to his Mutual job, he also instructs classes in radio production at Seaton College, South Orange, N. J.

## Lana Turner On CBS

Lana Turner, film star, will be heard on CBS tomorrow when she makes a guest appearance on "Broadway and Vine with Radie Harris," 3:55-4 p.m. EST.

## Recording Rates Up In Canadian Cities

(Continued from Page 1)

minutes in length is on the "per cut" basis. Previously there was a minimum talent fee of \$25 per side with one hour free rehearsal time irrespective of the number of cuts or the duration of each cut. The new rate for 1-minute spots, for example, is \$46.00 per hour for rehearsal (1 hour required) plus \$3 per cut per actor and announcer. If the announcer is working alone, the rate goes to \$3.50 per cut.

## Heads Radio Dept.

Chicago—Henry Gillig, a Stewart-Warner employe for 17 years, has been appointed superintendent of radio production for the company, Samuel Insul, Jr., manager of the Radio Division, has announced. Gillig has been with the Radio Division since last January.

## Plan Xmas Party

Several hundred underprivileged New York children will be the guests of WHN at the outlet's annual Christmas party Dec. 20 at the Chelsea Guild settlement house.



## On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wished there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H.

W-I-T-H is the successful independent that delivers more-sales, per-dollar-spent than any other station in this big 5-station town. W-I-T-H is on the smart lists. On Yours?



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President  
 Represented Nationally By Headley-Reed

## WORL

*does it Again!*

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

### "The MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales, for YOU in America's richest market!

Inquire NOW About OUR GUARANTEED 13-26-52 Week Contract Plan

BOSTON **WORL** MASS.

FOR JOE & CO., National Representatives

# NOW... for the first time— **Controlled** PROGRAM PUBLICITY!



EARS TO RADIO! is the first syndicated column to bear an editorial format and, at the same time, to be devoted solely to stimulating interest in specific radio programs.

Its function is to win new listeners and to build greater continued interest within its present listening audience. It guarantees that you, the advertiser, exercise complete control over what is written about your program. Here's how it works:

- 1.** You or your advertising agency buy space in the EARS TO RADIO! column.
- 2.** You buy the number of inches on a schedule to best fit your needs.
- 3.** EARS TO RADIO! then presents news and comment about your radio shows in the style of the column, with your approval.

EARS TO RADIO! is scheduled for publication beginning January, 1948. Now available at a grand total circulation in excess of 14,000,000 readers of 32 of the nation's top market newspapers.

The rate is low. You can reach this vast audience at less than 10c per thousand.

EARS TO RADIO! affords the opportunity to advertisers to take personal advantage of the extremely high readership of radio news—51% among women, 40% among men.\*

We shall welcome the opportunity of supplying complete details.

\*The 100-Study Summary of the Continuing Study of Newspaper Reading."

## RANDALL & COOPER

10 East 42nd Street  
85 N. Wabash Avenue

NEW YORK CITY 17  
CHICAGO 1

MURRAY HILL 2-4504  
DEARBORN 5272

•  
A responsive audience in excess of 14,000,000 in these leading newspapers—

•  
Amarillo (Tex.) Globo, News  
Atlanta Journal  
Birmingham News Age-Herald  
Boston Globo  
Boston Herald Traveler  
Bridgeport (Conn.) Herald  
Chattanooga News-Free Press Times  
Chicago Tribune  
Cincinnati Enquirer  
Corpus Christi (Tex.) Caller-Times  
Des Moines Register  
Detroit News  
Fort Wayne (Ind.) Journal, Gazette  
Houston Post  
Indianapolis News  
Indianapolis Star  
Minneapolis Star & Tribune  
New Orleans Times-Picayune States  
New York News  
New York Times  
Norfolk (Va.) Ledger-Dispatch, Virginian Pilot  
Philadelphia Bulletin  
Philadelphia Inquirer  
Portland (Me.) Sunday Telegram  
Portland (Ore.) Journal  
San Antonio Express News  
Scranton (Pa.) Scrantonian Tribune  
Seattle Times  
St. Louis Post-Dispatch  
St. Paul Pioneer Press  
Tacoma Tribune News  
Washington Star

# Plans Daily Programs On Housing Problem

(Continued from Page 1)  
well-known housing authority. Support of a group of civic, veterans and labor organizations will be sought for the campaign at a meeting today where Straus will outline plans for the series.

Pulling no punches, the programs will name "powerful lobbies" and "certain public officials" that "have prevented action on behalf of decent housing for veterans and their families," Straus said. He added that the series will demand "a public hearing as a prelude to prompt and effective action to end the housing crisis."

**Drive to Be Six Weeks, or More**  
Running for at least six weeks, the campaign will consist of seven different dramatic programs which will be repeated and supplemented with additional scripts if necessary. Shows will be aired Monday through Friday, 10:03 p.m., beginning Jan. 5.

Programs, using the overall title "A Home to Live In," will be scripted by Michael Sklar and directed by Joe Gottlieb, with music by William Taylor.

# WBT Applies To FCC For Television Outlet

Charlotte, N. C.—Jefferson Standard Broadcasting Company, owner and operator of WBT and WBT-FM, has filed an application for a television station here with the FCC, it was announced by J. M. Bryan, president, who estimated the outlet would bring sight and sound to "some two million people in North and South Carolina."

Application for a video license is the result of several months of study of the medium, Bryan said, and while the advent of network via AT&T coaxial cable is still in the future, the company takes a "slightly more optimistic view" as the debut of tele in this area. "If other broadcasters in the south and the Carolinas will file at the earliest possible date," he said, "ways and means of insuring network television operation might be established within the next year or 18 months." Charles Crutchfield, general manager of the two stations here, said: "With our available talent, and location in an area of diversified interests, the network facilities to be made available by coaxial cable, although highly desirable, would not be essential." He pointed out that there exists a considerable amount of local and regional programming possibilities, such as football and other sports events, church services, parades, and civic and educational events.

WHAM, ROCHESTER, NEW YORK, says: Network caliber show, at community level; commercial managers dream, this

## "Cinderella Weekend"

V.I.P., Inc., 1775 Bdwy., N. Y.



### Notes From An Aisle Seat. . . !

• • • With half the columns in town grabbing off credit for 'discovering' who Miss Hush was, to the best of our knowledge, it was the N. Y. Post's Paul Denis who first rushed into print (Dec. 2nd) with the correct answer. Incidentally, Martha Graham (suddenly catapulted to new heights along the Glory Road) has already received three offers for the screen version of her life. And while we're on the subject, watch for Ralph Edwards to further hypo his program with a new stunt to be launched after Jan. 1st. . . . Jimmy Petrillo, the AFM czar, kept network representatives cooling their heels for several hours at the Ambassador in Chicago on Monday. Didn't show up for a scheduled 10 ayeem session and the meeting didn't get under way until noon. . . . Members of the Radio Repairmen's Ass'n in N. Y., are reported to welcome the investigation of unscrupulous practices among many shops. Organization believes expose will weed out undesirables and strengthen their group. . . . It has been suggested that radio folk invite members of the U. N. radio and communications staff to their homes for Christmas dinner. Many of the secretariat are away from home for the first time during the holiday season. Anyone interested in extending an invite can write Staff Welfare Section, United Nations, Lake Success, L. I., N. Y. . . . Georgie Jessel guests on Fred Allen's stanza this Sunday which reminds us of the deal he tried to swing with the Treas. Dept. "I offered them my whole salary," he says, "providing they would let me keep my income tax."



• • • **OBSERVATIONS:** At Cafe Society Uptown, Larry Adler, a marvelous wit and showman to boot, giving increased dignity to the little benign instrument—the harmonica. And the way Joan Merrill sells her tearful brand of melodic emotion, somebody oughta bill her as the "Sylvia Sidney of Song." . . . Parker Fennelly (Fred Allen's Titus Moody) easily the best "Down East" character on the air. . . . Funny how Winchell will break an item on the air—15 minutes later Louella Parsons will enlarge on it—and some time later, on the same web, J. Fidler might come along and try to contradict it. . . . Listening to Bill Shirer on Mutual and Raymond Swing on ABC Sunday afternoon is like reading the foreign section of the Times or Tribune without the wear and tear of wading through the want ads. . . . Reading about the H'wood news photogs giving out with an annual list of the most co-operative and least co-operative stars, we wonder howcum the air commentators and disc jocks don't get up a similar list.



• • • **AROUND TOWN:** Harvey Stone, noting that a lot of other performers seem to be going into business (Hope Crosby, etc.) has decided to start manufacturing handkerchiefs. Then he won't mind other people sticking their noses into his business. . . . Plenty of big radio names set to appear at the Entertainment Managers' Ass'n show and dance at the Astor on the 18th. . . . Dorothy Sarnoff says a B'way beanery she passed has started a "Miss Hash" contest. . . . When Bing Crosby heard that Danny Thomas was starting his new CBS series Jan. 2nd, he got in touch with him and arranged for the comic to be his guest New Year's Eve and give him a chance to introduce the new character he'll portray on his own show. . . . Stan Kenton bringing his entire oak up to WNEW's "Make Bellevue Ballroom" tomorrow morning for an "in person" session. . . . Aside to Irving Hoffman: Must tell you that your review of "Street Car Called Desire" topped any I read—and, incidentally, was one of the finest pieces you've ever turned out. . . . Symphony Sid hears that a certain soap-opera scripter was fired recently. Seems one of his chapters ended happily. . . . Ziv radio director, Jeanne Harrison, back from H'wood where her most vivid impression was that messenger boys carry around solid gold pencils with which to sign receipts.

# Tele Show For Vets Set For Xmas Day

(Continued from Page 1)  
will be seen in five cities in which Veterans Bureau hospitals are located. The cities are Schenectady, New York, Washington, Baltimore and Philadelphia.

### Radio Stations Active

Scores of radio stations throughout the country located in areas served by Veterans Bureau hospitals are planning to send talent to the hospitals during Christmas week in response to RADIO DAILY's suggestion of two weeks ago. The list of talent and stations participating will be published at a later date.

# Vets. Hospital Camp Shows Elect Officers And Board

Incorporators of Veterans Hospital Camp Shows, Inc., have elected a board of governors and chosen officers for the new organization which will take over hospital service Jan. 1, it was announced yesterday. Many of those named served as directors of USO-Camp Shows.

Walter Hoving was elected chairman, and Abe Lastfogel, president. Five vice-presidents are: Emil Friedlander, George J. Schaefer, James Sauter, Bert Lytell and Lawrence Phillips. Clarence G. Michalis was named treasurer; C. J. Witting, assistant treasurer, and John M. Lewis, secretary.

Board of directors includes A. J. Baaban, Sauter, Schaefer, Lytell, Brock Pemberton, Dr. Lindsley F. Kimball, Michalis, Hoving, Mrs. Florence Marston, Lastfogel, Friedlander, Noble Sissle, Y. Frank Freeman George Murphy, Lewis and Phillips. Executive committee includes Sauter, Friedlander, Lytell, Hoving, Michalis, Phillips, Lastfogel, Sissle, Pemberton and Mrs. Marston.

# W. E. Dividend Increase

The Western Electric Company's board of directors Tuesday declared a dividend of \$1.00 per share on outstanding capital stock payable on December 31 to stockholders of record December 23. The company declared a dividend of \$.75 per share on September 9.

1906 1947

*Henri*  
CONCISEUR

**FRENCH RESTAURANT**

LUNCHEON DINNER  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.

# RDG Votes; Warns Of Walkout In Jan.

(Continued from Page 1)

time after Dec. 31, when the current contract expires, if networks and the Guild cannot reach agreement. Negotiations between the webs and the Guild began early in November but a week the Guild said they had broken down completely. The results voted by Guild membership this week authorizing a strike claimed the networks "have been adamant in their refusal to make any reasonable concession and in some instances, have refused even to engage in bargaining with regard to minimum salaries." When this Guild charge was put before several network officials yesterday, however, they answered that negotiations the webs had made a number of counter proposals to RDG, and concessions, and that the networks were prepared to discuss and grant reasonable wage increases to directors. RDG has asked the networks for a wage increase from \$70 to \$100 a week for assistant directors and directors, respectively, to \$200 and \$250 weekly. This is the demand which presumably is the cause of the current split between the networks and the networks. A network spokesman said yesterday that at the last negotiating session the webs had requested RDG to reconsider its demands and see if it could arrive at a more "reasonable" figure.

### Assessment Voted

The Guild membership also voted to assess each New York member one-seventh of each week's earnings in order to establish a strike fund. About 100 staff directors would be affected if the strike is called. Only television station involved is WCBS-TV which has seven RDG members on its staff. There are about 250 RDG members in New York but more than half are free lance or work for agencies.

Current contract between the networks and RDG, the first one ever to exist, has been in effect a little over two years. A Guild strike in New York in January would not have bearing on Chicago and Hollywood since contacts there run well into 1947 or 1948. In threatening a strike, the Guild is not advocating any member violate a contract. As to whether certain members with contracts could cross a picket line is a decision that is left up to the individual. Both New York State and Federal mediation boards are aware of the dispute between the networks and RDG and have requested both sides attend a joint meeting in an effort to break the deadlock. The Guild has notified its willingness but the net-

### Xmas Bonus

The ABC network has distributed its annual Christmas bonus to its employees throughout the country, Mark Woods, president of the network announced yesterday. The total amount paid is the same as in 1946, Woods said.

## 600 Stations Reported As World ET Subscribers

(Continued from Page 1)

Decca subsidiary, Kendrick said also that World will continue gratis distribution of its public service programs inaugurated this year. Included are a series of five-minute safety programs and a half-hour ET designed to promote the Freedom Train.

Citing increased interest by station owners in the wired music business, the report stated that "nearly a dozen" owners have recently become outlets for World's wired music division. Included were WJW Enterprises, Inc., Cleveland; KWK, St. Louis; Frank Kalzentine, owner of WKAT, Miami Beach; KOMB, Honolulu; CJOR, Vancouver, and McClatchy Broadcasting Co., Sacramento, Calif.

### RCA Dividends Announced

At the conclusion of the regular meeting of the board of directors of the Radio Corporation of America held Monday in New York, David Sarnoff, president and chairman of the board, announced that the following dividends had been declared:

On the outstanding shares of common stock, 30 cents per share, payable in cash on January 27, 1948, to holders of record of such stock at the close of business December 19, 1947. The previous dividend on the common stock has been 20 cents per share.

On the outstanding shares of first preferred stock, 87½ cents per share, for the period from October 1, 1947 to December 31, 1947, payable in cash on January 2, 1948, to holders of record of such stock at the close of business December 15, 1947.

networks have not yet accepted or refused although they are expected to answer the suggestion shortly.

Another major issue, from the Guild standpoint, in writing a new contract is a modification of the current scope of a director's job. RDG claims that its members should be hired primarily to direct but that in many cases networks make other supplementary demands on them such as creating new shows which become network properties. The Guild also claims that in certain specified cases, as noted in the current contract, the networks get kickbacks from commercial fees earned by directors and that there has never been any set scale on commercial fees for directors.

The strike threat by RDG was announced yesterday morning at a special press conference called at Guild headquarters. In attendance were William Sweets, president of the New York local; Mitchell Grayson, treasurer; Charles Harrell, member of the negotiating committee; Ben Meyers, general counsel, and Nicki Burnett, National executive secretary.

## Mundt Sees Action Soon On Bill For New "OIC"

(Continued from Page 1)

day that his bill will get quick action next month, and that naming of a new Assistant Secretary of State to succeed William B. Benton, who resigned as chief of the program, will be delayed until passage of the bill. He said the favorable reaction of a Senate-Home group which went abroad to study the need for such a program has immeasurably the chances for passage of the legislation.

### Amendment Planned

An amendment will be made, he said, dividing the seven-man advisory council in two parts, with a chairman serving both sub-committees. The sub-committees would include one for mass information media—press, radio and motion pictures, and one for educators and the more rarefied cultural media.

The amendments would also provide for the splitting of the information service along these lines.

## ABC Sets Weekly Series Of Overseas News Shows

New weekly series of news commentaries in which ABC's foreign correspondents will analyze conditions and developments in the trouble-spots of the world, in addition to answering questions submitted by American listeners, will debut on the network next Sunday, Dec. 14, (12:15-12:30 p.m. EST.)

Robert Sturdevant, ABC's Paris correspondent, will discuss the current situation in France on the first broadcast, while the Palestine question will be analyzed by Mike Eskolsky, network's reporter in that sector, on the following Sunday, Dec. 21. Origination points for future broadcasts will be set later, with several of the web's 30 overseas correspondents participating.

Listeners are invited to submit questions in advance to the network's foreign editor in New York, which in turn will be cabled to the particular reporter abroad. Questions for the inaugural program will be submitted by ABC's staff of domestic commentators, including Elmer Davis, Baukhage, Martin Agronsky, Walter Kierman and others.

# Covering a Sales-Rich Market

# W O R K

York, Pa.

(Established 1932)

A STEINMAN STATION

NBC

Affiliate

Represented by

RADIO ADVERTISING COMPANY

New York - Los Angeles - Chicago - San Francisco

# WIN WORCESTER WITH TAG

IN CLEVELAND IT'S

# WHK

# FCC Chairmanship Seen Going To Coy

(Continued from Page 1)  
interim appointments have been made to other positions, President Truman is not expected to name a new FCC chairman until the regular session of Congress in January, it was learned yesterday.

Wayne Coy, general manager of WINX, Washington, still leads in speculation on a successor to Charles R. Denny to head the Commission.

The White House has been silent on the FCC job. It has been definitely known, however, that Coy was offered the job. Even before any announcement was made, however, Republicans intimated they might fight the appointment on the theory that Coy is a "new dealer." Coy is well regarded in radio circles and unless political angles develop, still is expected to get the nod from President Truman.

**Hoyes Has Wide Experience**  
Hoyes has been with WQXR since February, 1946. He was in the Army for five years previously, being in charge of the American Forces Network in Europe with the rank of lieutenant colonel at the time of his discharge. Before the war he was associated with WOR, New York and WIP, Philadelphia. He is a graduate of the University of Pennsylvania.

# New Weekly Tele Quiz Debuts On WNBT

New weekly television quiz program titled "Americana Quiz" debuted on WNBT (Monday) at 8 p. m. featuring John Mason Brown, theater critic and author, as regular chairman. Program presents a half-hour test on subjects from American history, geography and traditions, with guests chosen on the basis of their knowledge of "Americana."

Guests on the opener were humorist Bennett Cerf, publisher; Millie Fenwick, Vogue; Lewis Gannett, literary editor of the Herald Tribune, and Linda Farnham. Program originated in the Johnny Victor Theater of the RCA Exhibition Hall in Rockefeller Center.

# Dolores Gillen

Dolores Gillen, whose impersonations of children have been featured on many web shows, died following an operation Monday at New York Hospital. She was the wife of Vincent de Paul Downey, president of G. Ricordi & Co., music publishers. Radio serials on which she was heard included "Life Can Be Beautiful," "Dr. Christian," "When a Girl Marries," and "Pepper Young's Family."

# TBA Clinic At Waldorf Today To Discuss Tele Advancement

(Continued from Page 1)  
the Television Broadcasters Association at the Waldorf-Astoria.

A one-day meeting, the Clinic will be highlighted by presentation of awards to industry execs for outstanding contribution to the advancement of tele during the past year. Awards will be made at the luncheon session which will have general admittance, while other sessions are open only to active and affiliate members of TBA. Paul Raibourn, vice-president of TBA, will preside at this confab and read the Association's annual report.



POPPELE



RAIBOURN

Interest in TBA membership has been mounting, according to Dr. Allen E. DuMont, chairman of the membership committee, who states that seven applications for membership, five for active and two for affiliate representation, are awaiting the approval of the board of directors.

Following the awards luncheon, a panel session for active members will take place. Meeting will be open only to active members and will be presided over by Lawrence W. Lowman, vice-president of CBS.

Speakers to be heard during the day's program include Neil H. Swanson, vice-president of the Baltimore Sun, in charge of WMAR; G. Emerson Markham, station manager of WRGB, Schenectady; James D. McLean, commercial manager, WPTZ, Philadelphia; Robert E. Shelby, director of technical operations, NBC; Scott Hell, chief engineer, DuMont Television Network; Frederic R. Gamble, president of the American Association of Advertising Agencies.

Also Dr. William Feldman, Charles E. Ives, and T. G. Veal, all of Eastman Kodak Company, Rochester; M. E. Strieby, staff exec of American Telephone & Telegraph Company; William Morris and Bob Gordon of William Morris Agency; A. F. Wild, General Electric Company, electronics division, and others.



DUMONT

notes, and (6) The FCC Reviews Television Expansion.

Affiliate members will discuss, with illustrations, the following: (1) Eastman Kodak's quick developing film process; (2) General Electric Company's Microwave Relay; (3) The Advertising Agency Views Television; (4) Talent Answers Television's Challenge, and (5) AT&T's Plans For Tele.

Annual meeting of members of the Association for the election of three directors and other TBA business will precede the start of the Clinic sessions. J. R. Poppele, president of WOR, and vice-president of TBA and vice-president of WOR, will preside at this confab and read the Association's annual report.

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LOWMAN

# Film Industry Offered Web Scripts By CBS

(Continued from Page 1)  
Hollywood productions, heading the operation, has already scanned hundreds of CBS comedy, drama, mystery and documentary scripts, with "thousands" of others awaiting appraisal. Among the web's programs represented in the project thus far are The Columbia Workshop, "Suspense," "Rooftops of The City," "Rimance." "The Sparrow and the Hawk," The Columbia Dramatic Laboratory (forerunner of the Lab shop), "School of the Air," and the network's documentaries.

In making the announcement, CR pointed out that nationally popular programs and top individual scripts have been used by film producers in the past "but the large turnover of microphone material required for radio operation and the ephemeral nature of broadcasts have prevented movie companies' story department from systematic scouting of radio's dramatic output. It is precisely these difficulties that the CBS plan is designed to overcome."

CBS shows which have found their way to the screen include "Crim Doctor," "Man Called X," "Dr. Christian," "The Whistler," and original by Norman Corwin and Irving Reis, among others. "Sorry, Wrong Number," written by Lucille Fletcher and produced on "Suspense," is about to be filmed by Hal Wallis Production.

# Newspaper Gets FCC Nod Over 'Influence' Application

(Continued from Page 1)  
turned down in the Commission's proposed decision was the application of the Midland Broadcasting Co.

The Rich Publishing Co., publisher of the Midland Daily News, the city's only newspaper. Grant of the company's application will give it the city's only radio station—a situation generally frowned on by the Commission and the subject of numerous newspaper editorials.

In its proposed decision, however, the Commission noted that most officers and stockholders in the Midland Broadcasting Co., also have heavy interests in the Dow Chemical Co. The Commission said that Dow "necessarily dominates the lives of most of the inhabitants" of Midland.

"Approximately 90 per cent of the employed persons in Midland," the FCC said, "look to the Dow company for their sustenance. A number of the recreational, cultural and sports organizations are related to the company."

The Commission related other activities in Midland owned or participated in by the Dow company.

"We are thus in effect called upon by the FCC said, "to decide between preferring on one hand a grant which will not effectuate a diversification of the mass communication in Midland, and on the other, an applicant which may tend to further the concentration of influence over the lives of members of the community."

IN CLEVELAND IT'S  
**WHK**

RADIO DAILY

TBA's Registration Drawn From Key Cities Of East

The official registration list of the TBA clinic which will be held today at the Waldorf-Astoria hotel was released last night by Will Baltin, secretary-treasurer of the association. The list includes many out-of-town television personalities who are representing agencies, stations and movie producers. Those attending the clinics are listed alphabetically on this page:

A—
Astrarian, Ralph D.—Footie, Cone & Belding, 147 Park Ave., N. Y. C.
Academy, C.—National Broadcasting Co., 30 Rockefeller Plaza, N. Y. C.
A.P.—National Broadcasting Co., 30 Rockefeller Plaza, N. Y. C.
Alerson, H.—National Broadcasting Co., 30 Rockefeller Plaza, N. Y. C.

B—
Blich, Robert L.—CBS, 15 Vanderbilt Ave., N. Y. C.
Brett, Halsey V.—CBS, 15 Vanderbilt Ave., N. Y. C.

C—
Calks, Vernon R.—WGN, Inc., 441 N. Michigan Ave., Chicago, Ill.
Caldwell, W. E.—RCA, 30 Rockefeller Plaza, N. Y. C.

D—
DeLoach, Frank—Radio Daily, 1501 Broadway, N. Y. C.
Dimer, Frank V.—Bremer Broadcasting Co., 1 Hill St., Newark, N. J.

E—
Easley, F. M.—GenCorp., Philadelphia, Pa.
Edley, W. E.—Philco Corp., Philadelphia, Pa.

F—
Fergus, M. R.—Westinghouse Electric Co., 2510 Wilkins Ave., Baltimore, Md.
Farnsforth, T. T.—Western Electric Co., Inc., 120 Broadway, N. Y. C.

G—
Gibson, Burt—Television Productions, Inc., 1501 Broadway, N. Y. C.
Glick, Alec—Television Productions, Inc., 1501 Broadway, N. Y. C.

H—
Hanson, A. W.—RCA Victor Div., Camden, N. J.
Hickin, H. M.—American Tel. & Tel. Co., Long Lines Dept., 233 E. W. Ave., N. Y. C.

I—
Ivory, Walter A.—Havens & Martin Inc., 13301 W. Broad St., Richmond, Va.
Iverson, Geo. M. K.—NBC, 30 Rockefeller Plaza, N. Y. C.

J—
Jilka, David—Westinghouse, 2510 Wilkins Ave., Baltimore, Md.
Judson, L. H.—RCA, Camden, N. J.

K—
Karlner, Samuel—Radio Television of Baltimore, 217 E. Baltimore St., Baltimore, Md.
Kane, Miss Alice E.—ABC, 30 Rockefeller Plaza, N. Y. C.

L—
Leman, Merritt—ABC, 30 Rockefeller Plaza, N. Y. C.
Lynch, Basil A.—INS, 235 East 45th St., N. Y. C.

M—
Mack, R.—NBC, 30 Rockefeller Plaza, N. Y. C.
Mae, F.—NBC, 30 Rockefeller Plaza, N. Y. C.
Maddell, P. G.—General Electric Co., Electronics Park, Syracuse, N. Y.

N—
Nelson, E.—Western Electric Co., Inc., 120 Broadway, N. Y. C.
Noddian, James L.—Western Electric Co., Inc., 120 Broadway, N. Y. C.

O—
Owen, J.—Havens & Martin Inc., 13301 W. Broad St., Richmond, Va.
Owens, Hugh—CBS, 485 Madison Ave., N. Y. C.

P—
Parker, William W.—RCA, 36 W. 49th St., N. Y. C.
Patt, Edward C.—Yale University Dept. of Television, New Haven, Conn.

Q—
Quincy, John B.—Westinghouse, 2510 Wilkins Ave., Baltimore, Md.
Quinn, Joseph—Allen B. DuMont Labs, Inc., 2 Main St., Passaic, N. J.

R—
Rabinovitch, Oscar, Jr.—NBC, 30 Rockefeller Plaza, N. Y. C.
Reber, W. H.—Bell Telephone Labs., N. Y. C.

S—
Scheiner, Arthur—Television Productions, Inc., 1501 Broadway, N. Y. C.
Scheidt, John—NBC, 30 Rockefeller Plaza, N. Y. C.

T—
Tamm, J.—NBC, 30 Rockefeller Plaza, N. Y. C.
Tamm, J.—NBC, 30 Rockefeller Plaza, N. Y. C.

U—
Ullmann, John—Television Productions, Inc., 1501 Broadway, N. Y. C.
Ullmann, Robert—Television Productions, Inc., 1501 Broadway, N. Y. C.

V—
Vanderbilt, Joseph J.—Television Productions, Inc., 1501 Broadway, N. Y. C.
Vanderbilt, Douglas—Buchanan & Co., 1501 Broadway, N. Y. C.

W—
Wagner, Lawrence—Buchanan & Co., 1501 Broadway, N. Y. C.
Wagner, Frank—Buchanan & Co., 1501 Broadway, N. Y. C.

X—
Xenia, E.—NBC, 30 Rockefeller Plaza, N. Y. C.
Xenia, E.—NBC, 30 Rockefeller Plaza, N. Y. C.

Y—
Yonkers, E.—NBC, 30 Rockefeller Plaza, N. Y. C.
Yonkers, E.—NBC, 30 Rockefeller Plaza, N. Y. C.

Z—
Zachary, E.—NBC, 30 Rockefeller Plaza, N. Y. C.
Zachary, E.—NBC, 30 Rockefeller Plaza, N. Y. C.

A—
Astrarian, Ralph D.—Footie, Cone & Belding, 147 Park Ave., N. Y. C.

B—
Blich, Robert L.—CBS, 15 Vanderbilt Ave., N. Y. C.

C—
Calks, Vernon R.—WGN, Inc., 441 N. Michigan Ave., Chicago, Ill.

D—
DeLoach, Frank—Radio Daily, 1501 Broadway, N. Y. C.

E—
Easley, F. M.—GenCorp., Philadelphia, Pa.

F—
Fergus, M. R.—Westinghouse Electric Co., 2510 Wilkins Ave., Baltimore, Md.

G—
Gibson, Burt—Television Productions, Inc., 1501 Broadway, N. Y. C.

H—
Hanson, A. W.—RCA Victor Div., Camden, N. J.

I—
Iverson, Geo. M. K.—NBC, 30 Rockefeller Plaza, N. Y. C.

J—
Jilka, David—Westinghouse, 2510 Wilkins Ave., Baltimore, Md.

K—
Karlner, Samuel—Radio Television of Baltimore, 217 E. Baltimore St., Baltimore, Md.

L—
Leman, Merritt—ABC, 30 Rockefeller Plaza, N. Y. C.

M—
Mack, R.—NBC, 30 Rockefeller Plaza, N. Y. C.

N—
Nelson, E.—Western Electric Co., Inc., 120 Broadway, N. Y. C.

O—
Owen, J.—Havens & Martin Inc., 13301 W. Broad St., Richmond, Va.

P—
Parker, William W.—RCA, 36 W. 49th St., N. Y. C.

Q—
Quincy, John B.—Westinghouse, 2510 Wilkins Ave., Baltimore, Md.

R—
Rabinovitch, Oscar, Jr.—NBC, 30 Rockefeller Plaza, N. Y. C.

S—
Scheidt, John—NBC, 30 Rockefeller Plaza, N. Y. C.

T—
Tamm, J.—NBC, 30 Rockefeller Plaza, N. Y. C.

U—
Ullmann, John—Television Productions, Inc., 1501 Broadway, N. Y. C.

V—
Vanderbilt, Joseph J.—Television Productions, Inc., 1501 Broadway, N. Y. C.

W—
Wagner, Lawrence—Buchanan & Co., 1501 Broadway, N. Y. C.

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W—
Wagner, Lawrence—Buchanan & Co., 1501 Broadway, N. Y. C.

X—
Xenia, E.—NBC, 30 Rockefeller Plaza, N. Y. C.

IN CLEVELAND IT'S WHISK

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO. Get Your Share By Using... THE WINING The Dayton Station WEED & CO. National Representatives

1922

**25<sup>th</sup>**  
**ANNIVERSARY**

**CONNECTICUT'S FIRST STATION**

**AM SINCE 1922 • FM SINCE 1939**

**5000 WATTS • BASIC CBS**

**WDRC**  
**HARTFORD 4 CONNECTICUT**  
**WDRC-FM**

1947





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 49

NEW YORK, THURSDAY, DECEMBER 11, 1947

TEN CENTS

## Tele Progress Reviewed

### Future Of UN Radio Discussed By Taylor

The importance of the UN radio operation as a potent force for world peace was emphasized by Davidson Taylor, CBS vice-president, last night in an address before the American Nobel Anniversary Committee Dinner at the Hotel Astor.

"After the stringent economy drive in the United Nations," Taylor said, "one of the few budgets which was increased rather than decreased was the budget for radio. This is an indication of the place radio naturally

(Continued on Page 5)

### AP Staffer To Specialize On Radio, Tele Cover

Wayne C. Oliver, a veteran reporter with Associated Press for the past 10 years, has been assigned as radio and television reporter to specialize on news development in all phases of the industry, it was announced yesterday. Appointment reflects AP's recent emphasis on tele. Oliver will work from the business news desk of AP in New York, and Charles E. Butterfield, AP radio editor, will continue his daily radio column and listings for AP Newsfeatures.

### Spot Sales Dramatized By NBC Film Feature

NBC's spot sales division is producing a slide-film feature aimed at giving agencies and advertisers a detailed picture of spot broadcasting. James McConnell, director of the division, said the film will be released shortly.

A major motive behind the production, McConnell said, is some of the

(Continued on Page 2)

### King To Broadcast

Plans are now complete for the BBC's world hook-up on Christmas Day, which will cover the British Empire, the U. S., and parts of Continental Europe including some of the other side of the "Iron Curtain." At the end of the hook-up King George will broadcast. During a visit tomorrow night (this) to BBC headquarters in London he and the Queen will be shown the detailed plans for the event.

### Tele To Aid Baseball, NBC Tells Magnates

Baseball magnates, openly concerned with television's effect on gate receipts, were assured yesterday that the medium will stimulate interest in the American pastime, and as such create new and wider audiences, when in an unscheduled session NBC execs appeared before a closed meeting of some 25 American and National league club owners at the Waldorf-

(Continued on Page 7)

### Full Hour Xmas Program Planned By Family Theater

Father Patrick Peyton, founder of the "Family Theater" heard over MBS, has completed arrangements with Mutual for a special hour-long Christmas Rosary program to be broadcast on Saturday, Dec. 20, at 9 p.m., EST. "The Joyful Hour," title

(Continued on Page 5)

## Fifteen AM, 3 FM Licenses Given Commission Approval

Washington Bureau, RADIO DAILY  
Washington—In a spurge of activity, the FCC has granted initial licenses to 15 applicants for new AM stations and three for new FM stations. The new licenses range throughout the country, with most of the new stations located in smaller cities. The AM licenses went to the following:  
Charles V. Balthrope, KITE, San

The most IMPORTANT book in Radio will be the coming 1948 RADIO ANNUAL—Adv.

### TBA Awards Announced At N.Y. Clinic; Paramount Shows Tele Newsreel; Poppele Re-elected President

### ABC Sustainers High On Affiliates' List

Increasing importance of network sustainers to affiliated stations is indicated by the high acceptance rate of ABC programs made available to web outlets during the past three months. During this period, an average of 145 stations in 23 Hooper cities carried ABC sustainers, as compared to 78 which used strictly local program fare. Network makes a continuing

(Continued on Page 7)

### Two NAB Committees Named For Next Year

Washington Bureau, RADIO DAILY  
Washington—Members of two NAB committees to serve during the new year were announced by the association yesterday.

Chairman of the legislative committee is J. Harold Ryan, WSPD, Toledo, (Continued on Page 2)

### Radio Serviceman Defends Repair Work

The serviceman's viewpoint on the recent expose of unfair practices in the repair field was pointed out in a letter received yesterday from Rob-

(Continued on Page 8)

By JIM OWENS  
Associate Editor, RADIO DAILY  
Specific achievements attesting to television's rapid maturity as a major medium of advertising and entertainment during the past year, including major strides in inter-city network expansion and the development of a rapid film reproduction process for theater video, were described and illus-

(Continued on Page 6)

### White Bill Provisions Call For 9-Man FCC

Washington Bureau, RADIO DAILY  
Washington—Recognition of the right of the FCC to determine if program policies are in the public interest is a major feature of the new radio bill which Sen. Wallace White, Jr., of Maine, placed before the radio sub-committee of the Senate Interstate and Foreign Commerce Committee in a hush-hush meeting yesterday.

(Continued on Page 7)

### United Press Platter Show Highlights 1947 Top News

A half-hour transcribed documentary on the top 10 news events of 1947, as selected by United Press, is being offered free by the wire service-

(Continued on Page-2)

### Good Neighborly?

The Republic of Panama gets its first disc locky as a gift from a U. S. manufacturer after the first of the year, when "Fat Fernandez," famous local character begins a daily 15-minute record show. Program, which will be heard over two Panama outlets, is sponsored by Lambert Pharmaceutical, for Listerino, through National Export Advertising Service.

### Gift To Club

A large-screen RCA television receiver yesterday was presented to the Advertising Club of New York by NBC. Reynold R. Kait, NBC Television sales manager, made the presentation at a luncheon meeting of the club to Eugene S. Thomas, president of the club and sales manager for Station WOR, New York. The set is a 15x20 inch projection model.

Antonio, Texas; Fulton County Broadcasting Co., WEBS, Canton, Ill.; Georgia-Alabama Broadcasting Corp., WCBA, Columbus, Ga.; Doyle E. Collup, KSTV, Stephenville, Tex.; Booth Radio Stations, Inc., WBBC, Flint, Mich.; Cherokee Broadcasting Corp., WCRK, Morristown, Tenn.; James B. Littlejohn, KOPF, Ogden, Utah.  
Also Bob McRaney, Sr., WROK, (Continued on Page 5)

Agency men everywhere constantly refer to RADIO ANNUAL for its reliability.—Adv.



Vol. 41, No. 49 Thurs., Dec. 11, 1947 Price 10 Cts.

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

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**WEST COAST OFFICES**  
 Ralph Wilk, Manager  
 6425 Hollywood Blvd. Phone Granite 6807  
**WASHINGTON BUREAU**  
 Andrew H. Older, Chief Managing Clerks  
 2417 Delaware Rd. 2122 Octagon Pl., N.W.  
 Phone: Wisconsin 3271 Phone: Hobart 7027  
**CHICAGO BUREAU**  
 Nat. Owen  
 1417 Ashland Bldg., 155 N. Clark St.  
 Phone: State 2352  
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

**FINANCIAL**

(Dec. 10)

**NEW YORK STOCK EXCHANGE**

|                   | High    | Low     | Close   | Chg. | Net |
|-------------------|---------|---------|---------|------|-----|
| Admiral Corp.     | 8 1/2   | 8 1/8   | 8 1/4   | +    | 1/8 |
| Am. Tel. & Tel.   | 152 3/4 | 152 1/2 | 152 1/4 | +    | 1/4 |
| CBS A             | 23      | 22 1/2  | 23      | +    | 3/8 |
| CBS B             | 22 1/2  | 22      | 22 1/4  | +    | 1/4 |
| Farrar & R.       | 7 1/8   | 7 1/4   | 7 1/2   | +    | 1/4 |
| Gen. Electric     | 35      | 34 3/4  | 34 3/4  | +    | 1/2 |
| Phico             | 31 1/2  | 31 1/4  | 31 1/4  | +    | 1/2 |
| Phico pfd.        | 87      | 87      | 87      | —    | —   |
| RCA Common        | 10 1/4  | 10      | 10      | —    | 1/2 |
| Stewart-Warner    | 14 1/2  | 14 1/4  | 14 1/4  | —    | —   |
| Westinghouse      | 28 1/2  | 28      | 28 1/2  | +    | 3/8 |
| Westinghouse pfd. | 88 1/2  | 88      | 88      | —    | 1/2 |
| Zenith Radio      | 21 1/2  | 21      | 21      | —    | 1/2 |

**NEW YORK CURE EXCHANGE**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7 1/2  | 7 3/4  |
| Finch Tele. Comm. | 3 1/4  | 4      |
| Stromberg-Carlson | 11 3/4 | 13 1/4 |
| U. S. Television  | 1 1/8  | 1 3/4  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 1/2 |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 Songwriters Protective Assn. sent an ultimatum to music publishers threatening court action unless new contracts were signed immediately. . . Paul H. Raymer was named rep for WXYZ, WOOD and the Michigan Radio Network. . . Anti-Ascap bill was introduced in Georgia legislature. . . "Farewell My Love" (Harms, Inc.) continued high among top web tunes.

★ **COMING AND GOING** ★

**MARK WOODS**, president of the American network, is expected back today from Chicago, where he attended a meeting between web representatives and Petrillo's AFM.

**JACK VAN VOLKENBURG**, general sales manager of CBS Radio Sales, will leave today on a short business trip to Chicago.

**GORDON GRAY** was in New York yesterday on station business. He's assistant general manager and director of sales at WIP, Mutual's outlet in Philadelphia.

**TED STRAETER** and the members of his orchestra have returned from Washington to fill an engagement at the St. Regis Iridium Room.

**GEORGE JASPERT**, president of WCCM, Lowell, Mass., is in Washington to attend the current FCC hearings.

**DICK** ("Boston Blockie") **KOLLMAR** will leave today following this week's broadcast to do a charity show in Pittsburgh.

**C. M. ROBERTSON, JR.**, president of the Ralph H. Jones Co., advertising agency of Cincinnati and New York, and **KATHRYN M. HARDIG**, time buyer for the organization, are in town to attend the judging of entries in the Kroger Grocery Co.'s radio station promotion contest.

**FRANK BLAIR**, station manager of WSCR, Scranton, Pa., is in Gotham for conferences with his national representatives.

**WILLIAM CHERRY, Jr.**, president of WPRO, Columbus network affiliate in Providence, has returned to Rhode Island following a few days at CBS in New York.

**JAMES WALLEN**, controller of the Mutual network, left yesterday for Chicago, where he is attending the meeting of the web's board of directors.

**WILLIAM OGDEN**, manager of the Detroit office of CBS Radio Sales, is expected in New York today for conferences with officials of the network.

**United Press Platter Show Highlights 1947 Top News**

(Continued from Page 1)  
 ice to all its radio clients. A total of 647 requests have already come in from stations since the offer was announced on the wire 10 days ago.

Platter will be an open end production so stations can sell it to sponsors. Narration by Earl Johnson, vice-president and general manager of UP, will lead into dramatizations of top news stories written during the year by UP correspondents. Transcriptions will be ready for mailing Dec. 12. Show is produced by Phil Newsom, UP radio news manager, and written by Leroy Pope.

Such promotion by UP is a carry-over from the war years when it transcribed two different series of programs and handed them out gratis to clients. One was called "Soldiers of the Press," a quarter-hour weekly show, which some stations were able to sell to sponsors.

**WMCA Offers ET Shows To Other Radio Stations**

New York indie WMCA takes another step into the transcription business this week by making its "Mr. and Mrs. Music" series available to other stations. Outlet also syndicates the Duke Ellington disc jockey show.

Announcement coincides with the first anniversary of the show, which features Bea Wain and Andre Baruch. Anniversary broadcasts will be aired Friday with Perry Como, Stan Kenton, Jack Smith, Vaughn Monroe, Connie Boswell, Sammy Kaye, Sarah Vaughn, Larry Clinton and other guests participating.

**4-A Meet To Virginia**

The 1948 Annual Meeting of the American Association of Advertising Agencies will be held at the Cavalier Hotel, Virginia Beach, Va., on Wednesday, Thursday and Friday, April 7, 8 and 9. Previous arrangements to hold the meeting at the Greenbrier, White Sulphur Springs, W. Va., have been cancelled since the hotel will not open in April as planned. Dates for the 1948 A.A.A.A. Annual Meeting are unchanged.

**Two NAB Committees Named For Next Year**

(Continued from Page 1)  
 Ohio. Other members include: Joseph C. Burwell, WMBS, Uniontown, Penn.; William B. Dolph, WMT, Cedar Rapids, Iowa; Don S. Elias, WWNC, Asheville, N. C.; Wilt Gundersdorfer, KROW, Oakland, Cal.; E. K. Hartenbauer, KCMO, Kansas City, Mo.; Paul Miller, Gannett Newspapers, Rochester, N. Y.; Glenn Snyder, WLS, Chicago, Ill.

Directors Liaison Members  
 Directors are Clair R. McCollough, WGAL, Lancaster, Pa., and C. Bruce McConnell, WISH, Indianapolis, who will serve as liaison members for the NAB board.

The educational standards committee will be chaired by Ralph Hardy, KSL, Salt Lake City, and also includes Dr. Willis Dunbar, WKZO, Kalamazoo, Mich.; Armand Hunter, WFIL, Philadelphia; F. C. Sowell, WLAC, Nashville, Tenn.; Judith C. Waller, NBC, Chicago, and Hazel Kenyon Market, WTOF, Columbia's owned-and-operated station in Washington.



**Boardwalk**

Boys whistled at girls on this boardwalk just before September 14th, 1947, at Ventnor, New Jersey, just outside of Atlantic City. Wheelchairs whirled along. And the waves pounded out the Hucksters' "downbeat of love."

Then wham!  
 The wham was a hurricane and high waves. Now look!

There are those who say that the smooth road of business will look like that boardwalk before the year is out. We don't profess to know. But we're sure if the going is rocky in Baltimore and you're using radio, your safe insurance is W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's as easy as that. As so many alert advertisers have learned. Are you next?



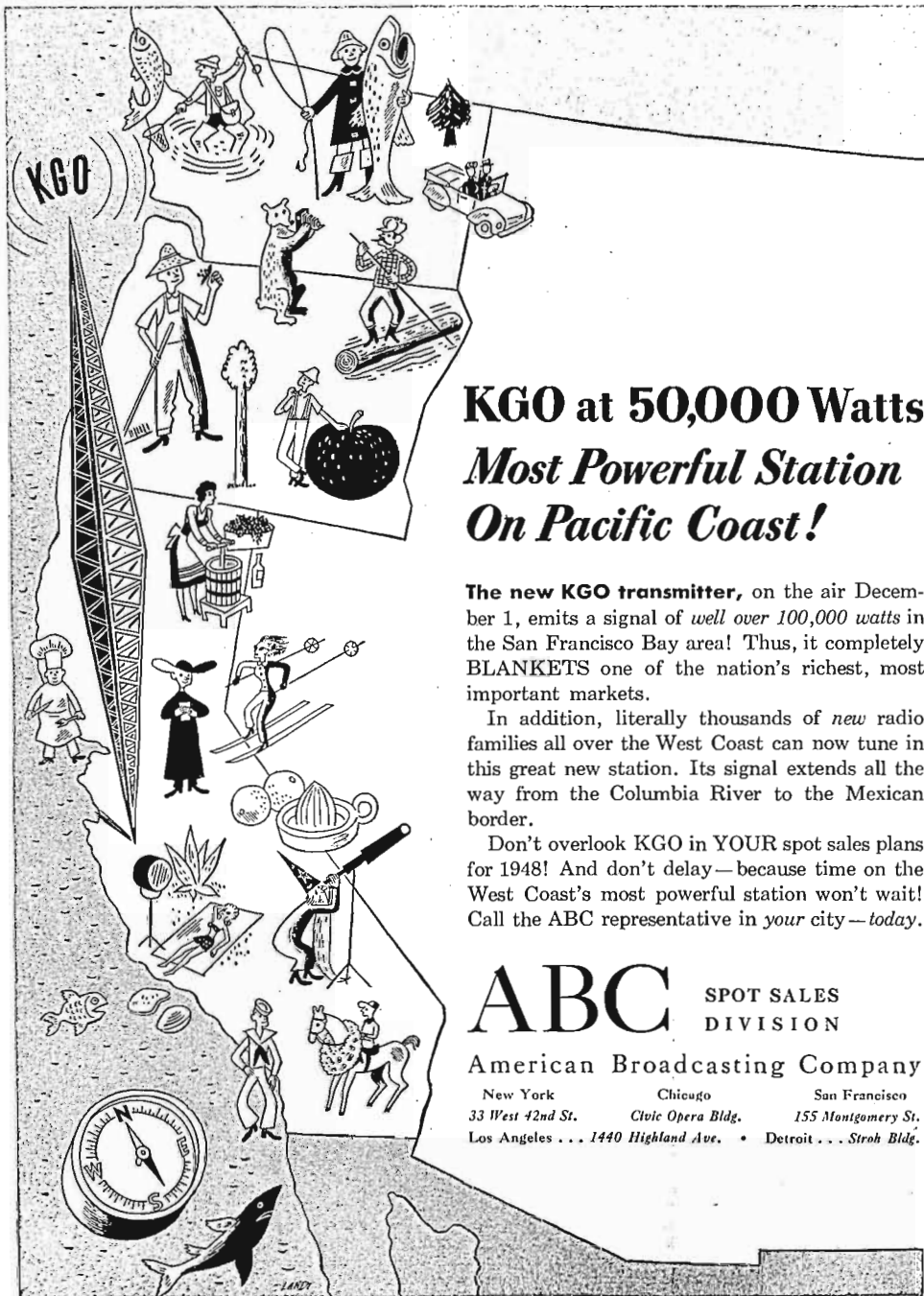
**W-I-T-H**

AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally by Headley-Road

**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF  
**DISTINGUISHED FEATURES in**  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 • RESPONSIVE AUDIENCES  
 • 3 MARKETS WITHIN  
**THE NEW YORK METROPOLITAN AREA**  
 Send for WHO'S WHO  
 Among Advertisers on WEVD

WEVD  
 117-119 W. 46 St.  
 HENRY GREENFIELD, Mgr. Director N.Y. 19

**WDRG**  
 HARTFORD 4 CONNECTICUT  
**WDRG - FM**  
 25th Anniversary Year



## KGO at 50,000 Watts Most Powerful Station On Pacific Coast!

The new KGO transmitter, on the air December 1, emits a signal of well over 100,000 watts in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of new radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in your city—today.

# ABC

SPOT SALES  
DIVISION

American Broadcasting Company

New York Chicago San Francisco  
33 West 42nd St. Civic Opera Bldg. 155 Montgomery St.  
Los Angeles . . . 1440 Highland Ave. • Detroit . . . Stroh Bldg.

# LOS ANGELES

By RALPH WILK

"WHO'S Who" of screen and radio attended the party given in honor of Jean Hersholt's 10th anniversary as "Dr. Christian." The guest list included several persons who have been the star's friends since his early days in Hollywood. In a broadcast, Mrs. Via Hersholt said she had been married 24 years, but Jean made a hurried correction, saying they have been married 34 years. "It seems only 24 years," was Via's comment. Edward Arnold acted as emcee on the broadcast, and the speakers included President Richardson, of the Chesebroough Mfg. Co., Hersholt's sponsor.

Jack Hasty, radio writer for more than 20 years, signed with Jerry Fairbanks Productions to script original video stories for the producer's television film series. Hasty, who originated the Al Pearce and Dr. Christian shows and who has written for such programs as "Suspense," "The Whistler," and others, will complete Fairbanks' "Public Prosecutor" series and will aid in readying a new situation-comedy series for filming this month. Fairbanks has purchased several video originals written by Hasty in collaboration with Sam Shayon.

"Adventures of Ozzie & Harriet" will move from current Sunday afternoon spot to Friday 6:30 p.m., PST, effective January 2, 1948. Switch gives Young & Rubicam Hollywood three Friday productions on CBS at start of New Year, with "Baby Snooks Show" remaining in present 5:00 p.m. spot, and Sanka Show, starring Danny Thomas, beginning January 2 in 5:30 p.m. niche.

Dead-line Dec. 31st

# RECORD NOW!

WITH THE VOICES

that put the

# ZING, BOFF, SELL

in

# "JINGLES

that don't

# JANGLE!"

For instance:

- Marlin Blades • Soapine • Sattler's Dept. Store • Cocilana • Adam Hats
- Yankee Maid Frankfurters • Suchard Adam's Clove Gum • Etc.

Write, wire or phone

## LANNY & GINGER GREY

Radio Productions and Jingles  
1352 Madison Ave., New York 28

ATwater 9-4020



## Windy City Wordage. . . !

• • • Tommy (Welcome Travelors) Bartlett is sporting a 10-gallon hat presented to him by a couple of Texas boys, delegates to the National 4-H Congress, who were interviewed on Bartlett's shows. . . . Francis McNully of the ABC music library staff is receiving congrats on the airing of his new tune, "Country Boy," played by Sherman Hayes on ABC's "Treasury Band Show." . . .

## Chicago

George Cowhour, script writer for the "Tom Mix" program, is author of a new book titled "Tom Mix and the Mystery of the Flaming Warrior." . . . Mutual's "Meet the Press" will be broadcast from the Hotel Sherman, Chicago, on December 26, 1 a.m. on the International Science Exposition. . . . Big things are being planned for the annual NBC-ABC Christmas party for children of employees, which will be held December 20 in the Merchandise Mart studios. . . . N. Y. Ayer & Son, Phila. agency, and Rexall Drug Co., sponsor of the Jimmy Durante show are now clients for the Nollsen Radio Index.



• • • Louis ("Quiz Kids") Cowan without a doubt has another winner in "R. F. D. America," which made its debut last Thursday night over WGN and the entire Mutual network, from the Eighth Street Theater, Chicago. Lou's usually serious countenance was wreathed in smiles as he sat in the control room and watched the smooth running of the program in the capable hands of Smiling Joe Kelly. Public service, human interest and comedy are cleverly blended in the show, and it should duplicate the success of the "Quiz Kids."



• • • Pretty Connie Rivard, who recently joined the ABC press department, will be married next spring to David Kimble of the NBC central division promotion and advertising staff. . . . WSCB, whose Missing Persons bulletins are credited with having located close to 30,000 people through the Jack Cooper shows since the bulletins were started in 1934, has worked out a new gimmick with Walter G. Storms, Chicago's chief of detectives, whereby bulletins in Gorman will be aired on the "Vivienne Melodios" program by Hans Leo Reich, station's director and announcer on German language programs. . . . Bob Wilson, formerly commercial manager of WALB, Albany, Ga., has joined Mutual's co-op sales department. . . . A series of public service programs which has been presented for 14 years by American Medical Association in co-operation with NBC will start its 15th year Saturday (Dec. 13), with Chicago talent cast in dramatic roles depicting modern developments in American medicine. NBC also is producing and recording three series of quarter-hour programs for AMA—"Everyday Health Problems," "Physical Medicine," and "Music With Your Meals," last named featuring Alberto Salvi, harpist, and Elizabeth Hart, NBC's woman commentator.



• • • Because of limited time available for sponsorship, local network stations have adopted a policy of offering open periods first to the station's present clients while the printers' strike continues on Chicago newspapers. The Fair Store, which sponsors two shows on WMAQ, has taken an additional 15-minute news spot five days a week and the Dave Garroway show on Tuesdays and Thursdays. Wieboldt Stores, Inc., sponsors of a 30-minute five-a-week morning program, is now sponsoring "All Kinds of People" two days a week, also the 12:45 p.m. news spot. On WGN Wieboldt Stores is sponsoring Holiday Note, 4:45-5 p.m.; Marshall Field Co., is sponsoring "Dear Public," musical recording, 4:15-4:30 p.m., and Carson Pirie Scott is sponsoring "Jay Walker," news commentary and human interest, 2:45-3 p.m., all of them across the board.



# HAWAII

By JOHN WILLIAMS

KEY station of Armed Forces Radio Service in Hawaii, WVTZ at Ft. Shafter near Honolulu, is in process of expanding its facilities and staff with object of increased time on air. New main studio and control room, 100 ft. underground, are nearing completion. New transmitter (905 kc.), now in operation at Ft. Ruger, which occupies famed Diamond Head sector, is latest link on WVTZ's network which was described in RADIO DAILY on Nov. 28.

Bill Ewing, editorial writer who airs 15 mins. nightly commentary for Honolulu Star-Bulletin over KGNB, of which the paper is part owner, leaves for Washington, D. C., where he'll remain for a year to cover political developments, including next year's conventions and elections. He'll interpret news breaks and personalities and airmail records to KGNB.

Allin Slate, formerly with KGFI, Los Angeles, and other West Coast stations, has launched a Show Boat idea over KULA, Honolulu, for an hour midday every day. Called "Captain Al's Request Hour," show features local and other popular music and salutes a different island of the Hawaii group each day. Request angle enables KULA, most powerful station here (10,000 watts), to plot dispersal of its listeners.

KHON, Honolulu, shortwaved the Fresno State - University of Hawaii football game, sponsored by the Shriners, to KMJ, Fresno. Ellis Harris and Roy Turner shared the mike.

**ADLEW Alone OFFERS**  
BRAND NEW - 17 JEWEL - 2 PUSH BUTTON  
**CHRONOGRAPHS**

TELEMETER TACHOMETER  
STOP WATCH  
WRIST WATCH

Ideal for:  
Doctors Photographers  
Radio Men Aviators **29.75** PLUS  
Engineers Sportsmen 10% TAX

Formerly sold for \$71.50

**OUR GUARANTEE:**  
MONEY BACK IN 10 DAYS  
If not satisfied for any reason

INCALCULABLE SHOCK RESISTANT FEATURE  
Sweep Second Hand  
Also available in 18-k Gold Case,  
\$64.50 (plus 10% tax), formerly \$125.

**ADLEW JEWELERS**  
Open Evenings till 10  
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# Future Of UN Radio Discussed By Taylor

(Continued from Page 1)

holds in the functions of the greatest international organization the world has seen."

Pointing out the current prevalence of war talk, Taylor praised the work of the UN radio "which tries always to speak of peace or the promise of peace. . . ." He added, "The broadcasts of news by UN radio are undoubtedly the most unbiased in the world. They have to be for 57 nations to agree on. Most of the advertisements and ads are cut out of UN news broadcasts and what is left is plain fact."

The CBS Director of Public Affairs said also that UNESCO apparently has decided that it will not seek new radio facilities or add to the voices in the air, but that it will function through existing stations which are already relied upon by habitual listeners.

**Broadcasts on WNYC, WMCA**  
Emphasizing that the UN is an instrument of public diplomacy, Taylor said that "radio can help convince the listeners that men make up the minds of nations, and can help show the true character of these men to others of their kind."

Broadcasts from the dinner were carried by WMCA, from 9:03 to 9:30 p.m. and by WNYC from 9:30 to 10. Other speakers included George V. Cenny, Jr., William L. Shirer and Drew Pearson.

# WABD May Air Fights From Ridgewood Grove

WABD, Du Mont station, is negotiating with officials of the Ridgewood Grove in Brooklyn to telecast boxing bouts from that arena each Saturday night. Grove is one of the oldest and most famous fight spots in the nation.

Meanwhile the Du Mont station, recently banned from carrying Wednesday night boxing from the Jamaica arena due, according to promoters, to "adverse effect" on gate receipts, has been approached by several other local arenas. Promoters of these spots are said to be anxious to have tele air the bouts since they feel it would enhance rather than hurt the gate.

## ★ AGENCY NEWSCAST ★

**GRANT POLLOCK** took over as manager of the Los Angeles office of the W. S. Grant-Co., Inc., November 1. Pollock has had 16 years' experience in the radio field, and has a well-rounded knowledge of radio and all phases of broadcasting. He was associated with NBC for four years, serving as night program manager and assistant supervisor of announcers. He left NBC to take over the management of an ABC affiliate in Winchester, Va., remaining there for six years. He then made connections with KGO, the ABC station in San Francisco, where he has been handling spot and local sales.

**WALTER WEIR, INC.**, New York City, has been elected to membership in the American Association of Advertising Agencies.

**ANNETTA C. HART** and **DAVID BOFFEY** have joined the copy department at Geyer, Newell & Ganger, Inc. Mrs. Hart was formerly a copywriter at Lord & Taylor. Boffey comes to the agency from the Newell-Emmet Company where he was a service executive.

**SHERMAN K. ELLIS**, who has been acting in an advisory capacity to the firm of LaRoche & Ellis, which he organized under the name of Fletcher & Ellis 15 years ago, has announced his resignation as a director. He has plans to enter another field, which he will announce presently.

**KRONKE AWNING CO.**, manufacturers of Fiesta Fabrics, Oakland, Cal., has appointed Ad Fried Advertising Agency, Oakland, to handle their advertising. Initial test schedule includes 10 newspapers in northern California. Starting January, 1948, this will be supplemented by spot radio, direct mail, and trade journals.

# Full Hour Xmas Program Planned By Family Theater

(Continued from Page 1)

of the program, will originate mainly from Hollywood but a pickup is scheduled from New York. In addition to music, the broadcast will include dramatization of the Christmas story. Ethel Barrymore and Pedro deCordoba will narrate.

Other stars who will participate from Hollywood include Ann Blyth, MacDonald Carey, Jeanne Crain, Bing Crosby, Dennis Day, Dick Haymes, Joan Leslie, Roddy McDowall, Ricardo Montalban, Maureen O'Hara and Maureen O'Sullivan. Scheduled to join the program from New York are Perry Como, Christopher Lynch and the Mullen Sisters.

Toward the end of the show, Bing Crosby will introduce Father Peyton who will speak briefly on family prayer and the Family Rosary. Program is written by Mark Kearney and directed by David Young.

**BROOKE SMITH, FRENCH & DOHRANCE, INC.**, Detroit and New York advertising agency, announces the addition of John S. McNamara to its copy staff.

**GEORGE W. BOLLING**, president of The Bolling Company, announces the appointment of Fred Mitchell as manager of The Bolling Company's Los Angeles office.

**BASCH RADIO AND TELEVISION PRODUCTIONS** has been informed that the Netherlands Chamber of Commerce picked their "Arden" Candy musical commercials, produced in conjunction with the Franklin Bruck Advertising Agency, as an example to send back to the Netherlands to show Dutch candy manufacturers a successful way to advertise and sell their product.

**MARK GROSS** has formed his own advertising agency, Mark Gross and Associates, Inc., with offices in the Board of Trade Bldg., Indianapolis. Associated with him is Mrs. Florence Johnson Conner, who is secretary-treasurer.

**EFFECTIVE** December 8, the role of Dr. I. Q. in the radio show of the same name is now being played by Stanley Vainrib, Lev Valentine having been transferred to a new position by the same sponsor and agency, it is announced by Grant Advertising, Inc.

**CLARK WANDLESS COMPANY** has been retained as exclusive United States representatives for WKAQ, San Juan, Puerto Rico.

# Fifteen AM And 3 FM OK'd By Commission

(Continued from Page 1)

West Point, Miss.; San Fernando Valley Broadcasting Co., KGIL, San Fernando, Calif.; Medford Printing Co., KYJC, Medford, Ore.; James Cullen Looney, KURV, Edinburg, Texas; Tri-County Radio Corp., KIYI, Shelby, Mont.; North Missouri Broadcasting Co., KIRX, Kirksville, Mo.; Guy Gunnett Broadcasting Service, WGUY, Bangor, Maine; Top of Texas Broadcasting Co., KAMQ, Amarillo, Texas.

FM licenses went to James Broadcasting Co., WJTN-FM, Jamestown, N. Y.; WJMC, Inc., WJMC-FM, Rice Lake, Wis.; Beer and Koehl, WATG, Ashland, Ohio.

# McGee Named Vice-Pres. Of Sales At WQXR

Norman S. McGee has been named vice-president in charge of sales of WQXR and WQXQ, New York Times outlets, succeeding Hugh K. Boice, who remains as vicepres in an advisory capacity. Previously director of sales, McGee joined WQXR in 1937 as a salesman.

# Donald Show Set

Transcribed Peter Donald show has been set on WINS twice daily by Stanback through the Piedmont agency. Program will be heard at 12:30 p.m. and 10 p.m., beginning Monday, Dec. 15, to assure widest audience. Produced by Charles Stark, the 15-minute seg features the Three Flames and announcer Dennis James.

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RADIO STATION REPRESENTATIVES  
NEW YORK-BOSTON-CHICAGO-DETROIT-SAN FRANCISCO  
ATLANTA-HOLLYWOOD

# Tele Newsreel Experiment Shown TBA Clinic

## Movies Of Telecast Shown To TBA Clinic Guests

(Continued from Page 1)

trated yesterday before top industry executives at the annual television clinic of the Television Broadcasters Association at the Waldorf-Astoria. Over 300 broadcasters, advertising agency and manufacturing officials attended the all-day confab which featured papers on all phases of television in its current state.

J. R. Poppel, vice-president of WOR, was re-elected president of TBA for another year, while John Royal, NBC vice-president, was elected a vice-president, succeeding G. E. Markham, general manager of WRGB, Schenectady, who continues as a director.

### Large Screen Video a Feature

A major development of the Clinic came at the Awards Luncheon when Paramount Pictures publicly unveiled its large screen "intermediate" tele system, the result of a decade of experimentation and described as being immediately applicable for use in theaters. Paul Raibourn, Paramount exec, said the system made it possible to photograph images direct from a video tube, process it, and have it available for projection on a standard-size theater screen within 66 seconds.

Demonstration of the Paramount system, which uses a special 35mm camera, included films from the recent NBC-Theater Guild telecast of "The Late George Apley" and three rounds of the Louis-Walcott bout last week in Madison Square Garden. Films were taken off a 10-inch direct-view tube in the projection booth of the Paramount Theater, and according to Raibourn, could have been shown on the screen immediately following the events, if desired.

Emphasizing the speed with which tele networking is becoming a reality was the announcement by Capt. William C. Eddy, director of WBKB, that the recently-installed relay link from

### Jersey Joe's Price

When Jersey Joe Walcott appeared on "We, the People" with Joe Louis two weeks ago for a pre-flight broadcast, he was paid \$200. Approached by "We, the People" for Tuesday night's return appearance after his amazing showing against the champion, Jersey Joe agreed to go on but wanted to know what the fee would be this time. "We'll naturally increase the last figure. What do you consider a reasonable fee?" he was asked. "What did Joe Louis get last time?" Walcott countered. "Well, as champion," he was told. "Louis naturally got more." "Well, then," answered Walcott, "since I'm the uncrowned champion, I'll take the same as he got." That's what Walcott was paid—\$1,000!

## TBA Awards Announced

Annual TBA Awards for outstanding contributions to the development of television and the citations which accompanied the awards follow:

"1. For Outstanding Technical Improvement to Television Programming. Award to Dr. Frank G. Back. Citation: *For the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.*

"2. For Outstanding Application of a Technical Improvement to Television Programming. Award to Mr. William C. Eddy, director of television, station WBKB in Chicago. Citation: *For the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago Television audience the Notre Dame football games.*

"3. For Contributions to Commercial Television Programming. Award to Mr. Paul M. Hahn, executive vice-president, American Tobacco Company. Citation: *For the skilful application of commercial technique to television broadcasting.*

"4. For Contributions to Commercial Television Programming. Award to Mr. Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company. Citation: *For the extensive experimentation with and support of commercial television in diverse market areas during the past year.*

"The Committee also desires to make honorable mention and praise for the work of Mr. John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts."

Serving with Chairman Paul Raibourn on the Awards Committee were: Edward Barrett, editorial director, Newsweek Magazine; C. E. Butterfield, radio editor, The Associated Press; Jerry Mason, Assistant Editor, This Week, and Eric Hodgins, vice-president of Time, Incorporated.

South Bend to Chicago will be extended to serve "other communities" on a "C.O.D." basis. Plan is to offer programs to other stations on the network at the rate of \$40 per program hour, and to expand this, WBKB will program some 40 hours per week. Motivation for this is the "need for industry co-operation" in developing network tele, Eddy said.

Awards Made at Luncheon Luncheon session, which was the occasion for presentation of five awards for contribution to the industry during the past year (described elsewhere in these columns) was also featured by a special demonstration of AT&T's micro-wave relay system to Boston which began experimental operation a month ago.

Paul Hahn, exec vice-president of American Tobacco Co., in accepting a TBA award for his firm, voiced considerable enthusiasm for television during the short time it has been allocated a part of the Lucky Strike ad budget. Company, which sponsored a heavy schedule of college football games, conducted a series of studies of tele's performance, he said. Results showed that football broadcasts sponsored by American Tobacco had garnered 42½ per cent of the available audience on Saturday afternoons; number of viewers at each home set was 6 and one-half; and that sponsor identification maintained an 80 to 88 per cent average during the entire college grid season. "These studies showed that television is well on the way as an advertising medium and as a service to the public," Hahn

declared, "and we expect to take proportionately as active a part in it as in other media."

Ben R. Donaldson, head of passenger car advertising for Ford Motor Co., also an award winner, explained that his company's primary reason for entering tele was to establish a "franchise" and to acquire the experience necessary to make proper use of it when it reached maturity. He felt that television will help his company to "bring its showrooms into the home" and paraphrased the Ford ad copy tag line with the remark: "Television has a Ford in its future."

### Poppel Wants More Research

In his annual report to the membership on activities of TBA during the past year, Poppel urged immediate creation of a research department to obtain data that will "spur the growth" of the industry.

"I believe we have reached a point in industry growth where obtaining facts and figures relating to audience distribution and other factors has become a prime necessity," Poppel declared. "The only way to effectively handle this job is to create a research department that will devote itself exclusively to this task."

Regarding a code for the television industry, the TBA president declared that a year ago he urged creation of a set of principles to guide broadcasters in their programming. He said this was a problem with which "other industries have been wrestling for a quarter of a century or more and still haven't found an over-all formula." He added a committee was

## A. T. & T. Progress On Web Plans Discussed

created early in the year and said, "the Committee's approach has been one of continuing investigation.

"Television, it must be conceded, is extremely young, commercially speaking," he continued, "As an art it has barely gotten its feet wet, and it would seem foolhardy to create a rigid set of standards based on operation of only a handful of stations. Furthermore, among the broadcasters who have already reached the air there has been a consciousness borne of public responsibility that has been ever-present in the minds of operators."

Poppel stated further that "the need for a code remains; eventually it will become a must. Meanwhile, we should approach the question of a code along the paths which have been followed—that of studying the art and determining what pitfalls should be avoided." He urged an "over-all guide" for the present, "which can serve as a basis for future action on a code after we have crossed the bridge of preliminary experience."

The TBA proxy rebuked those who have attached the "label of mediocrity" to video programming and described this attitude as "unfair to those individuals who, to date, have done an admirable job with only a minimum of funds.

### Soys 80% Are in TBA

Describing the Association's activities, Poppel said that 80 per cent of stations now operating were affiliated with TBA and that 25 per cent of the CP holders are also members. Total membership up to yesterday was 70, including the entry of seven new applicants, two of which are under affiliate classification.

Also elected as directors of TBA for the coming year were: Dr. Allen B. Du Mont, of Du Mont Laboratories; Curtis Mason, of KFI, and F. J. Bingley, Philco Corp. Will Baltin was re-elected executive secretary, and Raibourn was elected assistant secretary and treasurer.

### Will Shortwave Talks

Shortwave station of the World Wide Broadcasting Foundation, WRUL, will broadcast recordings of the major addresses of the current NAM convention at the Waldorf.

### Audience Increase

Washington — Approximately 4,500 television sets are now in use in the Nation's capital. Carlton Smith, general manager of WNBW, NBC tele station, here, revealed yesterday, Smith predicted the announcement on a recent survey. A year ago it was estimated that there were not more than 1,500 video receivers in the Nation's capital and the surrounding area.

## Tele To Aid Baseball, NBC Tells Magnates

(Continued from Page 1)  
 history. Latter group is currently in the midst of their annual winter business meetings and discussion of television, while suspected by the trade, as not officially listed on the agenda. As a result of the discussion, which took the form of an elaborate presentation by NBC, National League executives said they would appoint an engineer to "study the status of television during the coming season."  
 A complete surprise even to baseball executives, who admitted later that this situation was due to be cleared by "a session offered a comprehensive picture of television as it is today in major league cities, and its progressive growth in these cities through 1950. Presentation included maps and charts illustrating the number of stations within the next four years, and the estimated audience size in that time. NBC is said to have been studying the possibility of "closer co-operation" with baseball men regarding future telecasts in New York and other major league cities, and it's understood John Royal, network vice-president, was largely instrumental in arranging the meeting yesterday. Actual presentation of facts and figures, however, was handled by the web's research department.  
 See 30 Stations by 1950  
 By 1950, according to the NBC outline, 30 stations will be on the air in 10 major league cities. New York will have seven stations operating by that time, with Washington, Chicago and Detroit having four each. Other baseball cities included in the estimate are St. Louis, Cleveland, Cincinnati, Pittsburgh, Philadelphia and Boston. Schenectady, which has one station, is now classified as a major league city, and picks up programs from New York via relay.  
 NBC research execs also presented baseball magnates with equally pertinent information regarding the estimated television audience in 1950 in the major league cities. New York is expected to have over 900,000 home radio sets by January of that year, and as such, will more than double that of the next city, Chicago, with slightly more than 300,000. By next April, New York will have approximately 125,000 sets in use, and a year later a figure slightly under 500,000. Number of sets in public places (bars, hotels, etc.) by 1950 will exceed 8,000 in New York, according to NBC, and will be second to Chicago in this

## Provisions Of New White Bill Call For 9-Man Commission

(Continued from Page 1)  
 day. Other features of the bill, which was unanimously approved by the five-man group, include the enlargement of the Commission into a nine-man group with three separate divisions, spelling out a requirement for equal treatment to opposing sides in political campaigns, also increase in pay from \$10,000 to \$12,500 for commissioners.  
 Another provision of the new bill, which will go before the full committee tomorrow or Monday, according to present plan, is a stipulation that no subsequent appointee to the Commission may practice before the Commission on behalf of a private client during the duration of the term to which he was appointed. In other words, no man appointed to the FCC for a seven-year-term would be permitted to resign after a year and appear before the Commission for private clients or employers before another six years has passed.  
 Former Chairman Fly and Porter have recently appeared before the Commission for private clients, and it is anticipated that former Chairman Denny, now with NBC, might do likewise. The provision in the new bill would not prevent these three from appearing, nor would it bar present members of the Commission. It would apply to present members at the time of their reappointment, however.  
 Every attempt was made yesterday to keep the contents of the new bill secret—even with the sub-committee members not given prints of it. Full text is expected to be released to the public following the full committee meeting, where it is predicted the bill will receive quick approval.  
 Although the RADIO DAILY informants were uncertain yesterday whether the bill specifically states the right of the FCC to determine whether a broadcaster's program policies are in the public interest, they were certain that nowhere in the bill is there any language to curb the right of the FCC to reach such a determination. In other words, the authority of the FCC to produce and act upon a "blue book" is not taken away from the Commission, despite the strong

respect. Latter city is expected to have under 9,000 public-place tele sets in operation by that time.  
 Network also based part of its argument on a survey conducted recently by Industrial Television, Inc., a New Jersey manufacturer, which polled customer-viewers in taverns and clubs. Findings here showed, among other things, that 61 per cent of those who had never seen a fight in New York, said they'd planned to do so as a result of seeing bouts on tele.  
 NBC presentation also quoted Dan Parker, veteran sportswriter, and Gen. John Reed Kilpatrick, Madison Square Garden chief, to the effect that tele was not to blame for recent box-office slump in New York arenas, but the quality of fight fare to the public in these spots.

pleas of the NAB and other industry leaders earlier this year.  
 Since the bill was merely read, and copies not provided the sub-committee members in order to prevent the contents of the bill from reaching the press, there was uncertainty also about details of several of the provisions of the legislation. One thing the RADIO DAILY informants agreed upon was that this bill, if adopted, spell out for the first time the responsibility of broadcasters to provide equal time for opposing sides in political campaigns.

A Congressional statement of such a regulation would be far stronger than current Commission regulations, in that it would strengthen the right of the FCC to enforce such a regulation.  
 As for division of the Commission, two additional members would be named and the nine commissioners divided into divisions of three to handle common carrier, broadcast and other technological fields. Appeals against the decisions of any one of these groups would be heard by the full nine-man body before it would be necessary to go to the courts for redress.  
 The chairman would still be named by the President, but he would serve only one of the three divisions.

**No License Limitation**  
 Significantly, there is no provision in the bill limiting the licenses an individual broadcaster may hold. There had been discussion last Spring of a possible formula worked out on the basis of listener potential, and an approach to the problem of limitation was included in the bill as proposed last Spring. But White apparently has abandoned this idea in favor of letting the FCC regulations serve as the limiting factor.

There is in the new bill, however, a provision banning the FCC from denying a radio license because the applicant is engaged in some other legitimate business. This would rule out any possibility that the FCC might some day return to its erstwhile practice of excluding newspaper applicants for radio facilities.  
 Another new provision would forbid the FCC from withholding a license because the applicant has been held in violation of the anti-trust laws. Since the anti-trust laws provide for stipulated penalties, White apparently feels that action by the FCC against the individual or company would constitute a double penalty.  
 Another provision concerns the broadcaster's right to censor what goes out over his facilities, empowering him to ban "false statements" along with "obscene language."

**Joins WOV Staff**  
 George Padovani, WOV staffer, has been named assistant to Arnold Hartley, program director of the New York indie, to coordinate the outlet's Italian language programming.

## ABC Susainers High On Affiliates' List

(Continued from Page 1)  
 check of shows offered to all affiliates, checking different programs each month with only minor duplication. End-of-the-year result is a pretty clear picture of performance of susainers in regard to affiliate popularity.

Study of acceptance of 10 ABC programs last month showed a figure almost identical to the over-all three-month tally, with 141 stations taking susainers in 21 Hooper survey cities as compared to 75 outlets which used local fare. Latter check however, doesn't include 26 stations not heard from but indications are the result would be only slightly affected. Furthermore, situation was steady for November and October, when the number of stations taking available web programs differed by only one. In the latter month, however, ABC checked all affiliates on 10 shows, six more than in November.

September was the highest of three months in susainer acceptance, when an average of 155 stations carried 12 programs; 86 did not.

Most accepted by affiliates during November was "On Stage America" which was aired in 33 Hooper cities by 195 stations, as compared to only 33 outlets which didn't carry it. "So You Want To Lead a Band" followed in affiliate popularity with 181 stations taking and 40 not, in 22 Hooper cities.

"The Clock" garnered 179 stations, in this month, with "Sunday Serenade" close behind with 178, and "The Opie Cates" show on 159 outlets. "The Clock" incidentally, was highest on the susainer-acceptance list in September with 210 outlets as compared to 26 not carrying, in 36 Hooper cities. Also high in this period was "I Deal in Crime" with 205 stations as against 30 to 34 Hooper cities.

Topping the October list was the Phil Silvers show which was aired by 190 stations as compared to 30 in 29 Hooper-checked cities, followed by Bill Lance with 186 affiliates taking and 36 not. "Mr. President" was third most accepted show with 185 ABC affiliates as compared to 34 in 25 cities. "Candid Mike" had 182 outlets against 34 not taking in 25 Hooper cities.

**Walsh Returning To WMCA**  
 Commentator J. Raymond Walsh has recovered from an illness which kept him inactive for the past two weeks. He returns to the air Monday, 8:30 p.m., over WMCA.

**WJBW Ruling By FCC**  
 Washington—Citing a long series of violations of Commission rules, the FCC yesterday turned down the request of Charles C. Carlson for renewal of license of WJBW, New Orleans, La. In so doing, the Commission granted the competing applications of Carlsen's divorced wife, Mrs. Louise C. Carlson.

**"Missing" Persons**  
 Giuseppe DeLillo, young Italian war orphan who was "adopted" by Minerva Pious through the Foster Parents Assn., was interviewed by W. W. Chaplin on NBC Tuesday night (11:15 p.m.) in an effort to locate the youngster's relatives in this country. All he knows of their whereabouts is that they live on "Melrose Avenue." Miss Pious also appeared on the program.

NEW STATIONS

New Southern FM Outlet

Winston-Salem, N. C.—WSJS-FM began operations this week with a regular 12-hour daily program sked, following a 10-day test period. Station is on the air with full authorized ERP of 48 kw. using a 10-kw. GE transmitter and six-bay antenna, at 104.1 mc. Air time is from 10:30 a.m., to 10:30 p.m.

New FM In Mid-West

Cedar Rapids, Iowa—First commercial FM outlet in this area, the Gazette Co., CKRK is now on the air with temporary ERP of 18,000 watts at 98.9 mc. Daily sked is from 3 to 9 p.m. Firm's AM station, KCRG, will begin operations later this month with studios, offices and transmitter site established at same locations as CKRK.

WNJR In Operation

Newark, N. J.—WNJR, 5,000 wattage owned by the Newark Evening News, made its air premiere Nov. 19. Station was greeted by one of its neighbors, WOR, New York, during the 6 p.m., news the same day.

New Ohio FM Station

Columbus, O.—This city's second FM station, WCOL-FM, began operations last week with a power of three kilowatts. Novel program feature is disc jockey Izler Solomon, conductor of the Columbus Philharmonic Symphony, who runs a classical record show.

Radio Serviceman Defends Repair Work

(Continued from Page 1)

ert W. Dambach, production director of WEBR, Buffalo, and a part-time repair man.

Dambach said that "it must be realized that the engineer" who shorted the antenna loop in the radio brought to Manhattan repair shops for estimates, "knew what he had done to the set whereas the serviceman did not. An honest serviceman, he continued, "would first thoroughly check voltages in the receiver and after finding them to be normal which they would be in this case, he would then start tracing a signal. . . . Then, by visual examination he would discover the terminal lugs shorted. A fair charge for this service would be an hour's labor charge which would probably run about \$2.50 for time."

In commenting on the article, a spokesman for the recently-formed Radio Servicemen's Association of New York said it was possible that damages to the receiver were inflicted by the first shop visited and that the others were trying to repair his work.

The set was not checked after it was taken out of each shop because there was no anticipation that the receiver would be damaged while in the repair stores.

COAST-TO-COAST

—INDIANA—

COLUMBUS—In keeping with its policy of promoting frequency modulation wherever possible, WCSI-FM recently held an FM demonstration in Seymour, Ind. Guest speaker at the exhibition which was held in the Seymour Elks Club was station manager, Paul Wagner. . . . INDIANAPOLIS—Several members of WIRE's program and engineering departments were looking pretty haggard recently after an exciting 24-hour shift at the studios when the Tommy Dorsey gang, playing an engagement at a city theater, took over the station and part of its staff after regular office hours, to transcribe their Christmas program for Tommy Dorsey's record show. As far as guesting was concerned, it was a three-star affair as both Jimmy Dorsey and Virginia Mayo were on hand to join Tommy in the station's guest spot.

—MASSACHUSETTS—

BOSTON — Dainty Dot Hosier has signed with WBZ and WBZA, to sponsor a new transcribed situation-comedy program series titled, "The Smiths of Hollywood." Show features Arthur Treacher, Brenda Marshall, Jan Ford and Harry von Zell. Guest stars include Lucille Ball, William Holden, Marsha Hunt and Ann Sheridan and is scripted by Richard Nossaman and Robert Presnell. . . . RANNEY WEEKS, this city's top orchestra leader and vocalist, has joined the staff of WCOF to handle two daily record programs airing at 1:00-2:00 p.m., and from 6:30-7:00 p.m. Show is known as the "Ranney Weeks Record Rack."

—NEW JERSEY—

TRENTON — Johnny Thompson, popular singing star, has been signed for a series of broadcasts during the holiday season over WPTM by the Hurley Tobin Co. Acting as his accompanist will be Walter Fleischer.

PATERSON—State Senate majority leader, Charles K. Baron, recently began a series of broadcasts on New Jersey State Senate affairs exclusively over WPAT. Titled "Let's Talk It Over," the program presents a series of enlightening discussions of problems and legislation before the New Jersey Senate that are of vital importance to the citizens of the state and on which they should be well-informed.

—OHIO—

TOLEDO—This city's Chamber of Commerce is sponsoring a series of 13 quarter-hour broadcasts to be heard simultaneously at 5:00 p.m., each Saturday beginning December 6, over a network of the city's three radio stations, WSPD, WTOL and WTOD. Subjects to be covered include historical events, industry, education, culture, public institutions, Toledo trade area, port, parks and recreation, world trade and transportation. Edward Schweikardt, professor of history at the University of Toledo and former news commentator, will be narrator of the program to be known as "Toledo Calling." . . . WORTHINGTON—June Heany, secretary to WRFD manager, Ed Parsons, has been chosen queen of Kappa Kappa Psi fraternity at Ohio State University. She was selected from a number of girls

whose pictures were submitted to Fred Waring, nationally-known orchestra leader for judging. June reigned at the KKP dance in the Nell House Ballroom in Columbus.

—MONTANA—

MISSOULA — New musical show on KGVO is Melodies From Medo-land, featuring organ music and popular ballads. Medo-land Dairies of this city sponsors the program which presents weekly awards of theater tickets, dinner for two and a lovely corsage to the writer of the best letter requesting a certain selection and the reason why that number is requested. Presiding at the console is Al Chenevert. . . . ANACONDA—"Dickey" Vucavovich is the new receptionist at KANA.

—CONNECTICUT—

HARTFORD — New master of ceremonies on the "Shopper's Special" program over WDRG, is Don John Ross, formerly of WMAL Washington. Ross is running the show between 7:00 a.m., and 9:00 a.m., each weekday, presiding over the "Market Basket" feature with Cito Neubauer and his band. . . . DANBURY—With the Christmas season officially under way in this city, WLAD has commenced a series of broadcasts featuring Christmas music. In addition, a series of dramatic sketches created for this season and especially for children are being presented. They include the "Little Witch Girl," "Twice the Night Before Christmas," "The Littlest Angel," "The Little Prince" and "The Small One." . . . NEW BRITAIN—WKNB-FM is now devoting two half-hour periods to public service for the United States Army and Air Force Recruiting in this area. Format of the programs, which will be aired on Tuesday and Thursday evenings, is recorded music by a name band, Master Sgt. Hollings C. Renton, Jr., is the emcee.

—WISCONSIN—

MILWAUKEE—All of Marquette University's home basketball games will be carried on WTMJ-TV, new television station which took to the air yesterday. Broadcasts will be sponsored by the Wadham's Division of the Socony Vacuum Oil Company, the same firm which has sponsored sports of WTMJ for 19 years. . . . Nancy Grey, WTMJ women's commentator, has been named chairman of the Home Food Conservation Division of the Wisconsin Citizens Food Committee by Governor Oscar Rennebohn. Her committee will work with the President's Citizens Food Committee to organize a voluntary food saving program in this state.

—NEW YORK—

BUFFALO—Thomas A. Boris, counsellor on sales and public relations for the new Buffalo station, WKBW, was the principal speaker Monday evening at the meeting of the Adventures of the Rochester, N. Y. Advertising Club. Subject of the talk was "One Package Selling." . . . PLATTSBURG—Marlin Mannix, formerly sports announcer on WMFF, has rejoined the staff as an announcer and publicity man. The station's president, George Bissell, is currently vacationing at Daytona Beach, Fla.

BEHIND THE MIKE

By SID WEISS

LES TREMAYNE and his talented wife, Alice Reinhart, celebrating their 2nd wedding anny this week. Bret Morrison readying his own package, "Music and Meditation," for video.

John Griggs going to Glen Ellen, Ill., for the U. S. Rocket Society convention.

"Fatman" J. Scott Smart and Pete Donald had the diners at Billy's Steak House in quite an uproar the other p.m., with their takeoff on "Allen's Alley."

Top radio names being signed for Dec., Jan., and Feb., at the Palm Beach Hotel.

Glady's Shelley has a potential femme competitor in Georgette Baum who has just had four tunes published by Alan Courtney.

The Novelle Harmonica Trio signed for a guest spot on the "Treasury Bandstand."

Russell Patterson readying for AM and Television a female dummy, "Taffy O'Toole." He has spent over \$6,000 on materials alone for the female Charlie McCarthy.

Todd Russell's work on "Strike It Rich" stamps him as television fodder.

Local chapter of disc jockeys making Bob Hope an honorary member because he plays a N. Y. disc jock in his new pic, "Where There's Life."

Spot Sales Dramatized By NBC Film Feature:

(Continued from Page 1)

larger agencies where spot radio is in some cases unfamiliar to executives. The need has proven greatest it's reported, in cities not contributing the major volume of spot revenue. Film will show how spot radio differs from network and local broadcasting and what it means to national and regional advertisers.

**WTA-g SHEET**

Promotion? We use -- and we do mean use -- three tape recorders.

**WTAQ CBS**  
GREEN BAY  
5000  
1350  
NO RED TAPE...see WEED





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 50

NEW YORK, FRIDAY, DECEMBER 12, 1947

TEN CENTS

## Plan FM Industry Meet

### No Probe of Radio Planned By Thomas

Washington Bureau, **RADIO DAILY**  
Washington — "There is absolutely no basis for any report that this committee will begin investigations in the radio field," Chairman J. Farnell Thomas, of the House Committee on Un-American Activities, declared yesterday. The committee is not studying radio now, and has no intention of doing so, he said. Other committee members have supported that statement in recent weeks.

At the same time, the New Jersey Republican said he might soon ask for  
(Continued on Page 8)

### Predicts 16,000,000 Sets To Be Sold During 1948

Speaking at the Sonora distributors' meeting in Chicago, Joseph Gerl, president of Sonora, predicted that the results and rewards of the radio business in 1948 will be gratifying. "If distributors and dealers bear in mind that competition is back to stay and that rewards are in direct proportion to sales effort."

Gerl predicted that as many radios as were built and sold in 1947 will be sold in 1948—as many as 16 million units. On dollar volume, however, he indicated that he believed the 1948  
(Continued on Page 6)

### "Talks to the People" Series To End On Dec. 28

"Talks to the People," series inaugurated by the late F. H. La Guardia, goes off the air Dec. 28 when Mrs. Eleanor Roosevelt will be guest speaker, WJZ, 12 noon. Sen. Claude Pepper will be heard Dec. 14 and Col. Robert S. Allen on the 21st. Program is sponsored by June Dairies.

### Claims Beat

A nation-wide beat on the news of Joe Louis' intended retirement from the ring following his next fight was claimed yesterday by WNBC. The champ's statement that "win, lose or draw," he will quit after the proposed return match with Joe Walcott was aired on "Metropolitan News Roundup" at 12:15 p.m., hours before he relocated the news to the press.

### Rose Bowl Tickets REC Xmas Prize

Two tickets to the Rose Bowl game in Pasadena on New Year's Day, plus transportation costs to and from the classic, will be among top prizes to be offered at the Radio Executives Club's annual Christmas Party next Thursday at the Hotel Roosevelt. Tickets were donated by Sid Strotz, NBC West Coast vice-president, and transportation will be provided by Lawson Taylor, of KFMJ, Tulsa, Okla. Meanwhile, CBS announced that a complete \$250 Columbia Record Library will be awarded a lucky REC ticket holder. Regglo Schuebel, Club vicepres, says the REC is still accepting prizes for the Christmas Party, proceeds of which will go to charity, as in other years. Prizes should be sent to: Dr. Duane Jones office, 11 E. 52nd. St.

### Boston Symph., ABC, Going Co-Op Jan. 13

First major action, at least in the case of a single show, prompted by the lifting of the co-op music ban by Petrillo's AFM is the switching of the Boston Symphony Orchestra over ABC to a co-op series starting Jan. 13. This is believed to be the first time in radio that a major symphonic organization has been fed by a national network for local sponsorship. Boston Symphony is broadcast Tuesday night from 9:30 to 10:30 p.m.

On a co-op basis, the series is re-  
(Continued on Page 8)

## Forecasts \$1 Billion Sales Of Receivers During 1948

Radio set sales in 1948 may reach the \$1,000,000,000 mark for the first time in the history of the industry, and growth of television will be a contributing factor to that record, according to Stanley Glaser, manager of the radio and television division of the Crosley Corporation. Prediction was made in a year-end report issued yesterday.

Television receiver sales are ex-

pected to contribute about \$250,000,000 of the over-all total, Glaser said. This figure, based on anticipated production of 600,000 video sets, will be a third of the dollar volume on sales of standard broadcast receivers and auto sets. "With more and better television programs being broadcast to constantly expanding audiences," he said, "demand for receivers will far  
(Continued on Page 3)

### Chicago Confab Of Dealers, Distributors Feb. 18, Expected To Draw 5,000; Purposes Outlined By Bailey

### \$215,000,000 In Sales Reported By Philco

Predicting that sales of the Philco Corporation for 1947 would run over \$215,000,000, John Ballantyne, president, in a letter to stockholders yesterday said that business this year would be almost three times the 1941 volume.

The announcement accompanied dividend checks covering the regular quarterly dividend of 37½ cents  
(Continued on Page 6)

### Tulsa Indie Daytimer Stages N. Y. Luncheons

Latest station promotion junket out of the Southwest to hit New York, aimed at impressing agencies and time buyers, is KFMJ, 1000-watt daytimer in Tulsa, Okla., which yesterday concluded two luncheons on consecutive days at the Hotel Ambassador. Mes-  
(Continued on Page 2)

### New Type Transmitter Announced By Stanford

Development of a new compact single-sideband transmitter as an outgrowth of Army Air Force sponsored research was announced yesterday by  
(Continued on Page 7)

Washington Bureau, **RADIO DAILY**  
Washington — A huge FM radio dealer-distributor meeting, expected to draw over 5,000 persons, will be held in Chicago in February, it was revealed yesterday. Plans for the FM confab were formulated by FM set manufacturers and broadcasters meeting Wednesday in the Windy City.

J. N. "Bill" Bailey, FM Association executive director, said the meeting will be held in Medinah Temple, Chicago, on February 18. Bailey also revealed that FMA's Region 3, embracing  
(Continued on Page 7)

### Moscovics Sees 1947 Tele's Real Beginning

The year 1947 can be recorded as the one in which television achieved many of the objectives predicted for it, and in which it "really started to run the corner," George L. Moscovics, commercial manager of WCBS-TV, CBS video outlet, told the American Television Society last night at the Advertising Club. It was the year "when commercial television net-  
(Continued on Page 3)

### "House Of Mystery" Sets Survey Of Youth Audience

First survey of a youthful radio audience by a youth organization gets under way shortly with announcement this week that "House  
(Continued on Page 3)

### Documentary

"Report Card," CBS full-hour Documentary Unit program on American education and its faults will be aired Wednesday, January 14, 10:00-11 p.m., EST. To make room for the special broadcast, "The Whistler," heard 10:00-10:30 p.m., sponsored by Household Finance Corporation, will be heard that night only at 9:30-10:00 p.m.

RADIO ANNUAL is the Recognized book of reference in the field of radio.—Advt.

★ COMING AND GOING ★



Vol. 41, No. 50 Fri., Dec. 12, 1947 Price 10 Cts.

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

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**WEST COAST OFFICES**  
Ralph Wills, Manager  
6425 Hollywood Blvd. Phone: Granite 5607  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief Managing Claspit  
6417 Delaware Rd. 2122 Decatur Pl., N.W.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Net Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

**FINANCIAL**  
(Dec. 11)

NEW YORK STOCK EXCHANGE

|                    | High    | Low    | Close   | Net Chg. |
|--------------------|---------|--------|---------|----------|
| Admiral Corp.      | 15 1/2  | 15 1/8 | 15 1/8  | +        |
| Am. Tel. & Tel.    | 151 1/2 | 150    | 151     | + 1      |
| CBS A              | 23 1/2  | 23 1/8 | 23 3/4  | + 3/8    |
| CBS B              | 22 1/2  | 22 1/8 | 22 7/8  | + 1/8    |
| Gen. Electric      | 347 1/2 | 347    | 347 1/2 | + 1/2    |
| Goinsworth T. & R. | 31 1/2  | 31 1/8 | 31 1/2  | + 1/8    |
| Philco             | 31 1/2  | 31 1/8 | 31 1/4  | - 1/8    |
| Philco pfd.        | 86      | 86     | 86      | 0        |
| RCA Common         | 10 1/2  | 10     | 10 1/8  | + 1/8    |
| RCA First pfd.     | 70      | 69 1/2 | 70      | + 1/2    |
| Stewart-Warner     | 14 1/2  | 14 1/8 | 14 3/8  | + 1/8    |
| Westinghouse       | 28 1/2  | 27 7/8 | 28 1/4  | + 1/4    |
| Zenith Radio       | 21      | 21     | 21      | 0        |

NEW YORK CURB EXCHANGE

|                  | Bid   | Asked |
|------------------|-------|-------|
| Nat. Union Radio | 3 3/4 | 3 3/4 |

OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| Du Mont Lab.      | 7      | 7 1/2  |
| Finch Tele Comm.  | 3      | 4 1/4  |
| Stromberg-Carlson | 11 3/4 | 13 1/4 |
| U. S. Television  | 1 3/4  | 1 5/8  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

General Foods signed 23 Canadian stations to carry the Jack Benny Jell-O show. Addition brings total number of outlets airing program to 108, the largest commercial network in radio. . . . Worthington Miner, legit director, made his radio debut over WQXR discussing "What's Wrong With the Theater?"

**IN CLEVELAND IT'S**

**WHK**

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, will leave tomorrow on a trip of one week to Chicago and the Midwest.

HAILEY BARRETT, promotion manager of CBS-television, is showing off today for a vacation of one week in Florida.

PETER DONALD, comic, leaving for Providence, where on Tuesday he'll entertain at the Grocers Convention, which will be held at the Biltmore Hotel.

ERIK PAIGE, sports director at WYNNR, Beckley, West Va., a visitor yesterday at the offices of MB5, with which the station is affiliated.

STEPHEN RINTOUL, president of WRWR, American network outlet in Albany, N. Y., and HAROLD H. MEYER, general manager of the station, are in town on business.

HUBBELL ROBINSON, JR., vice-president of CBS in charge of programs, left yesterday for the West Coast.

H. R. BAUKHAGE, American network commentator, will leave tomorrow on a two-weeks vacation at Fort Pierce, Fla. He'll return Dec. 28. Meanwhile, David Willis will substitute for him on the web.

CHARLES GODWIN, director of the station relations department at Mutual, off today on a business trip to North and South Carolina, after which he'll vacation for two weeks in New Orleans, his home town.

TED OBERFELDER, assistant director of advertising and promotion for ABC, leaves tomorrow on a trip to Chicago, Minneapolis and Detroit, where he'll confer with officials of advertising agencies, clients and affiliated stations of the web.

**Heslep Leaving Mutual To Join News Service**

Charter Heslep, who has been Washington representative of the Mutual network since November, 1944, has resigned, effective Jan. 2, to become executive editor of the Congressional Quarterly News Service, with headquarters in Washington. Among the most important of his new duties will be the creation and development of a radio service within the organization.

**Tulsa Indie Daytimer Stages N. Y. Luncheons**

(Continued from Page 1)

sage that the station relayed to over 80 ad execs and sponsors attending the luncheons was based on Hooper figures showing the outlet's audience share in Tulsa, only independent in a five-station market. Presentation also included a few figures showing results of several campaigns conducted on KFMJ.

Forje & Co., KFMJ's New York rep, helped stage the luncheons. Brief presentation on the station's potentialities, done with display cards and a tape recording, was wrapped in a neat, showmanlike package based on the tag line, "Oh What A Beautiful Day in Tulsa on KFMJ." Music from the show "Oklahoma" provided background music throughout the luncheon. An announcer's voice on the tape recording also made a straight but amusing pitch to sponsors with the line, "... the clients, God bless 'em."

KFMJ has been on the air one year and adheres strictly to a program format of music and news. It's owned by Fred Jones, Tulsa oil man and Ford dealer. Jones attended the luncheons along with Lawson Taylor, KFMJ general manager, and Jack Bedz, commercial manager.

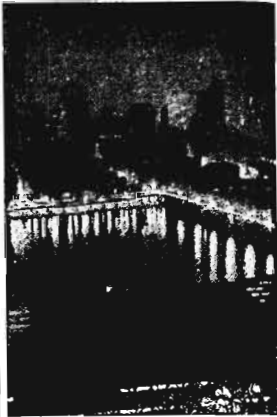
**Testimonial To Jessel**

Comedian George Jessel was guest of honor yesterday at a luncheon tendered by the Amusement and Allied Industries Division of the Federation of Jewish Philanthropies at the Hotel Astor.

Among those seated at the dais, in addition to Jessel, were Jerry Danzig, Will Hays, Jack Alicoate, Barney Balaban, Louis Nizer, Si Fabian and Manny Sacks. More than 500 persons attended.

**Sets Tele Demo**

John M. Cage, president of Cage Projects, Inc., will demonstrate his system of large-screen television tonight at the Yale Club, using a screen approximately 7 by 10 feet.



**Lights On!**

That could be any city skyline. But this one happens to be Pittsburgh. And when you've been in darkness for some 19 hours as they were out there in November, 1946 . . . those lights in the buildings and on the causeways can look mighty good.

Do you want to write this ad for W-I-T-H in Baltimore from here on in?

You'd point out the same thing we would . . . get out of the dark and back into the light if you use radio in Baltimore.

Down here there's a sure way to low cost sales for those clients of yours. Use W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town. And remember there are 5 stations in this big town of Baltimore. Four are network. Are you listening? Yep . . . W-I-T-H is the way to do it in Baltimore.

**Keeping Rates DOWN and Sponsor's Sales UP in the Detroit Area!**

**CKLW**

5,000 WATTS at 800 Kc. MUTUAL

J. E. Campeau, President

Adem J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stevin & Co.

**W-I-T-H**

AM and FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented Nationally by Hoedley-Read

# Moscovics Sees 1947 Tele's Real Beginning

(Continued from Page 1)

Working was born and the year when advertisers began to get sales in addition to 'experience' and 'franchise' for their television dollars," he declared.

Moscovics' views were contained in a letter written by him to the society and read by Halsey Barrett, promotion manager for the Columbia video outlet. Moscovics, at the moment, is bedded with influenza.

Moscovics pointed out that the industry's accomplishments, when compared to other mass media, are modest, but asserted that it has sold "all manner of products from high-priced automobiles to razor blades," and has a "sound, healthy beginning." Referring to its growth as an advertising medium, the CBS exec pointed to the increase in number of sponsors using tele, which grew from 23 in March 1946 to 159 by November.

A noteworthy development of 1947 he said, was the emergence of sports as the most popular program type, which, since they are produced by experienced men in the "most ideal settings," they "achieve a peak of program excellence not yet attainable by other program forms." Confirmation of this popularity is found in the extent to which advertisements of video sets show sports scenes on screens of picture receivers, Moscovics said.

This year also saw the inauguration of regular daytime television, the CBS exec pointed out, and the year in which there has been a "marked improvement" in the development of commercial techniques. "The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television," he added. Moscovics said there was a noticeable trend "away from the merely 'cute' commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services."

Most significant evidence of effectiveness, however, has been the continued use of tele by many early advertisers after "considerable experience," Moscovics declared. He cited the example of "a large national advertiser who widened the extent of his activities in tele after a survey of its early performance."

**Takes WKBW Technical Post**  
Buffalo—LeRoy Fiedler has been named technical director of station WKBW. Mr. Fiedler's radio technical experience covers a period of more than twenty years. He started as radio operator of station WMAK, Buffalo, in 1926.

**WPDQ's**  
TIME-BUYERS JACK POT  
THIS WEEK'S WINNER  
MISS ANN WRIGHT  
J. WALTER THOMPSON CO.  
Next Week ? ? ? ?

# "House Of Mystery" Sets Survey Of Youth Audience

(Continued from Page 1)

of Mystery" (MBS, Sundays, 4-4:30 p.m.) has set the Metropolitan Youth Survey Company of New York to ascertain reaction on mystery programs. Group is made up of 15 girls between 15-18 years of age, and is sponsored by Junior Achievement, Inc.

Survey will consist of 600 questionnaires sent to youngsters in area of greater New York to ascertain opinions and preferences, etc., in addition to parental reaction to youngsters' choices of radio mystery fare. Youths met with Olga Druce, producer of "House" and collaborate on questions contained in questionnaire. Appended to actual questionnaire is a similar query on kids' reaction to "House of Mystery" which is sponsored by Post Corn Toasties through Benton & Bowles.

Survey is expected to take about three weeks.

# Davis Back From London

Wray Davis, Columbia Pictures film star, has returned to New York from London where he covered the wedding of Princess Elizabeth and Philip Mountbatten for American Broadcasting Co. in co-operation with Elevation Davis. While in town, he'll make several guest appearances on the networks including Luncheon At Sardi's, Mary Margaret McBride, Margaret Arlen and Jinx Falkenberg's television programs. He plans to leave for the Columbia lot in Hollywood early in January.

# 'Miss Hush' Gets Rating

Ralph Edwards' "Truth or Consequences" played to the largest audience in its history last Saturday night when a Texas housewife won the "Miss Hush" contest.

Hoopering of the broadcast, according to advance reports, was 26.7, a new high. Compton agency researchers estimate the number of listeners at 25 million, an increase of six million over the previous week.

# Winchell Leads Ratings For Nov. On West Coast

Walter Winchell's rating of 32.0 is first, with Bob Hope and Jack Benny, each with 29.7, tied for second in the November Pacific Program Hooperatings Report released yesterday.

Average evening sets-in-use is 32.5, down 0.4 from the last report and down 2.6 from a year ago. The average evening rating of 9.0 is up 0.1 from last report and down 0.2 from last year.

Average available homes, according to Hooper, are 75.4, down 0.7 from the last report and a decrease of 2.0 from a year ago. Total sponsored hour index is 79%, compared with 76% last report and 84% a year ago.

Remainder of the first fifteen, in order, are: Red Skelton; Fibber McGee & Molly; Fred Allen; Charlie McCarthy; Amos 'n' Andy; Bandwagon; Screen Guild Players; Truth or Consequences; Radio Theater; Bing Crosby; Take It Or Leave It; People Are Funny, and Eddie Cantor.

# Kobak In N. D. Post

South Bend, Ind.—Edgar Kobak, president of the Mutual network, has been named chairman of the Advisory Council for Science and Engineering at the University of Notre Dame, it has been announced.

# Sees \$1 Billion Total In Set-Sales For '48

(Continued from Page 1)

exceed the industry's accelerated output." Television's "basic experimental days are over," the Crosley exec declared. "With 20 years and 50 million dollars spent on research and development, the industry is now ready to become one of the giants of our day."

A marked increase in the output of radio receivers incorporating FM service also will be noted during the coming year, Glaser said. Total production of at least two million FM sets may be expected as compared with one million of their type of receiver during 1947.

# Wedding Bells

Miss Lillian Supove, director of news, publicity and special events at WNYC, is scheduled to be married this afternoon to Edwin James Blake in Jersey City. Miss Supove is a graduate of Smith College and has been on the executive staff of the Municipal Broadcasting System for the last five years. Mr. Blake is with the National Surety Corp. in New York.

**WORL**  
does it Again!  
WITH A NEW MILLION DOLLAR PROGRAM IDEA!  
"The MILLION DOLLAR BALLROOM"  
million dollar talent and music to produce millions of sales for YOU in America's richest market!  
Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan  
BOSTON **WORL** M.A.S.S.  
FORJEO & CO., National Representatives

**REACH**

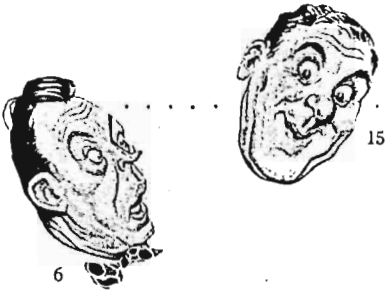


1,000,000  
NORTH JERSEY HOMES  
WITH  
**WNJR**  
5000 watts 1430 Kilocycles  
Market 3-2700

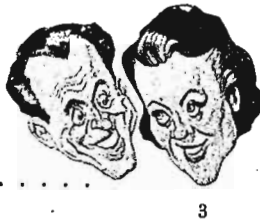
**WNJR**  
91-93 HALSEY ST.  
NEWARK 2, N. J.  
OTIS P. WILLIAMS, General Manager  
The Radio Station of the Newark News



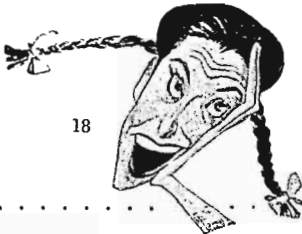
# NBC *network*



*most popular* . . . according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air. Today, 19 of the 25 highest rated programs are on NBC.



*most listened to* . . . according to the Broadcast Measurement Bureau, the industry's official audience gauge. BMB, in a completely impartial survey of actual *listeners* to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.



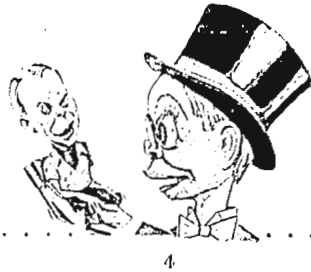
*most effective* . . . in the judgment of advertisers. Last year, according to Publishers' Information Bureau, gross expenditures for network facilities by the hundred largest radio advertisers, were \$65,000,000 on NBC—nearly \$13,000,000 more than on the second network. Further, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facility costs and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.



# f the stars

These are the stars  
of the 19 NBC programs which  
may be among radio's  
top 25. (HOOPER REPORT NOV. 15-21)

- 16 Bob Hope
- 4 Jack Benny
- 14 Fibber McGee and Molly
- 1 Charlie McCarthy
- 13 Amos 'n' Andy
- 11 Fred Allen
- 9 Red Skelton
- 8 Mr. District Attorney
- 2 Ralph Edwards
- 10 Al Jolson
- 12 Alice Faye & Phil Harris
- Duffy's Tavern (Ed Gardner)
- Burns & Allen
- The Great Gildersleeve
- William Bendix
- Frank Sinatra
- Henry Aldrich
- Judy Canova
- Jack Carson & Eve Arden



America's No. 1 Network



the National Broadcasting Company

A service of Radio Corporation of America

## RADIO DAILY

## CHICAGO

By NAT GREEN

FOLLOWING their annual Yuletide custom, Mrs. Don McNeill and the McNeill youngsters, Bobby, 6; Donny, 11, and Tommy 13, will assist Don McNeill on the "Breakfast Club" program on December 19.

Marie Gunderson, secretary to Jim Mahoney, Mutual midwest station relations manager, left on December 3 for California, where she will wed Bob McKinley.

Al Morey of WBBM has been named special program development director, a position which has been created as a part of the station's sales department.

Stefano Luotto has started a new program, "Italian Morning Courier," on WSCB, foreign language station. Program features Italian news roundup, operatic music and Italian poetic gems. Luotto also has another program, "Smoke Rings," on WSCB.

The national spot sales staff of the NBC central division will move to new offices on the 18th floor of the Merchandise Mart on December 15, and the WMAQ sales department will move into the 20th floor offices vacated by national spot sales.

John F. Royal, NBC vice-president; Hugh Beville, Jr., director of research; Noran Kersta, director of television, and William Brooks, vice president in charge of news and special events, were Chicago NBC visitors late last week.

Lorenzen & Thompson, Inc., station reps, have signed to represent WIMS, Michigan City, Ind.; KIMO, Independence-Kansas City, Mo.; WXGI, Richmond, Va., and WATO, Oak Ridge, Tenn. WATO is in the course of construction. Formerly licensed as WBOM, the original name was dropped at the request of the Atomic Energy Commission.

The National Professional Football League game between the eastern and western pigskin champs on Sunday, Dec. 21, will be broadcast from Chicago over ABC, with Harry Wismer as announcer, assisted by Red Grange.

### \$215,000,000 In Sales Reported By Philco Corp.

(Continued from Page 1)  
and a year-end dividend of 50 cents per share.

"Operations are currently exceeding all previous records in radio and refrigeration, and television is already an important source of income to the Corporation," Mr. Ballantyne reported. "Our plans for 1948 call for a further considerable increase in the production of radios, refrigerators, freezers and television receivers."



### Mainly About Manhattan. . . !

• • • RADIO DILLY-DAILYING: C. E. Hooper, reported disturbed by Nielsen's Top 20, is readying a new service for early release. Meanwhile, in this observer's opinion, the Nielsen report is considerably misleading inasmuch as it lists only half-hour shows (thus eliminating Wincholl's 15-minute stanza, the one-hour Lux Theater as well as Arthur Godfrey's Talent Scouts, which is a 25-minute session). In sum, Nielsen's Top 20 should merely be known as radio's top half-hour stanzas. . . . If Bob Hope quits Pepsodent (and it seems almost a certainty) latter will control the time slot. Crosby is urging Lux to come over to ABC on Wed. nite and take the spot preceding him. . . . Du Mont Television preparing an all-out expansion of staff and activities after the first of the year. . . . The Randall and Cooper forthcoming "Ears To Radio" other col'm will touch off a wave of "payola" columns. PA's are watching very apprehensively. . . . Our next disc jockey from a nite club could very well be the pride and joy of Madison Sq. Garden—Harry Belafonte, who's been polishing up his educated tonsils via Jack Eigon's stanza. . . . Woody Herman and his new outfit signed to go into the Capitol shortly at \$12,500 per. . . . Television programmers claim that not one new or funny twist has been suggested so far for video comedy despite reams of ideas. . . . Walter Winchell will make a pitch for the Damon Runyan Cancer Fund on this Sunday's edition of "David Harding, Counterspy."

★ ★ ★

• • • A million bucks of glittering talent will be on hand today at WMCA when Bea Wain and Andre Baruch celebrate their 1st ann'y as "Mr. and Mrs. Music." Among the stars who have promised to lend a hand to the festivities are Guy Lombardo, Buddy Clark, Stan Kenton, Joan Edwards, Jack Smith, Vaughn Monroe, Percy Faith, Rose Murphy, Connee Boswell, Frankie Laine, Eddy Duchin, Marilyn Maxwell, Ray McKinley, Frankie Carle, Larry Clinton, Erskine Hawkins, Charlie Barnett, Charlie Spivak, Sammy Kaye, Larry Adler, Phil Silvers and Sarah Vaughn, to mention a few. Occasion also marks the beginning of the show's syndication to outside stations. Stanza will be heard via transcription in 13 major cities.

★ ★ ★

• • • AROUND TOWN: CBS officials have decided that the N. Y. area is entitled to listen to Mark Goodson and Bill Todman's quizzer, "Winner Take All" so are reinstating it for local consumption after the first of the year. Show will go over the web live at 4:30 p.m., and a transcribed version will be heard locally an hour later. . . . Joe Louis will take to the air shortly to promote his soft drink, the Joe Louis Punch, via spot announcements. . . . Eddie Dunn has sponsor interested in a five-minute daily video series with blackout formula. . . . "The Goldbergs," famed radio series, goes into rehearsal next month as a legit show with the author, Gertrude Berg, and Philip Loeb in the leads. It'll be tagged "Molly and Me," with Ezra Stone directing. . . . "Cavalcade of America" heading for a Delaware one-shot airing from bankroller's hailwick, but airer plans to stick around these parts for some time yet. Seems there's plenty of available big names around now.

★ ★ ★

★ ★ ★ LUV 'n KISSES: The zany Prof. Larbermacher (alias Georgie Jessel) at Nicky Blair's Carnival. . . . Denny Dennis' warbling of "It's The Bluest Kind Of Blues" on London records. . . . Video's "Charade Quiz" (Thurs. nite via Du Mont) with Herb Poleste, Minabess Lewis and Bob Shephard as the permanent "expert" panel. . . . Monica Lewis' initial waxing for Decca, "The Gentleman Is A Dope," which is a lead pipe cinch to put her in the brackets where she belongs.

## LOS ANGELES

By RALPH WILK

ROBERT WELCH, former producer for such top shows as the Kate Smith, Jack Benny, Fred Allen and Eddie Cantor programs, has directed Bing Crosby's Decca album of "The Small One." Christmas story by Charles Taxewell. Now a Paramount producer, Welch was responsible to the initial airing of "The Small One," narrated by Ethel Barrymore, on the Kate Smith show nine years ago. It was done thereafter for eight consecutive years at Christmas time of the Kate Smith program.

Packager Bruce Eels says that in addition to the script used in the new family situation comedy audition recording of "At Home With the Kirks," Jack and his wife, Lil, had 40 believable situations already in paper, enough for the first 13 weeks.

Sam Balter, KLAC's director of sports, was voted radio sports broadcasters' representative on the Advisory Committee for the America Legion's charity football game scheduled for the Los Angeles Coliseum December 20.

Art Linkletter pulled a big upset in the Hollywood YMCA single handball tournament in defeating Harold Schramm, top-seeded player.

### Predicts 16,000,000 Sets To Be Sold During 1948

(Continued from Page 1)  
dollar volume in the industry would be as much as 80 per cent larger the 1947. He attributed this to the fact that more combinations will be set in 1948, more FM sets and a great number of television receivers.

Sonora held the first of its distributor meetings on Tuesday, December 9, at the Sheraton Hotel in Chicago. Sonora distributors from the Central West attended and viewed the new models in the 1948 line.

Today, Sonora distributors of the East Coast and New England will attend a similar meeting at the Waldorf Astoria in New York City. Southeastern distributors will come to the meeting to be held at the Biltmore Hotel in Atlanta, Ga., on December 15. Southern distributors will meet on December 18 in Dallas, Tex., at the Baker Hotel. The date for a West Coast meeting will be announced later.

Composer-Conductor AL RICKEY is contemplating installation of a private subway car between WOR and MUZAK—to save time commuting between sessions. Those wishing to offer bids may reach Rickey at CI 7-2246.

IN CLEVELAND IT'S  
**WHK**

**New Books**

**TON CROSS' COMPLETE STORIES OF THE GREAT OPERAS.** Published Nov. 28, 1947, by Doubleday & Company, Inc., New York, 128 pages.

through the years, listeners to the "Great" and Winter Saturday afternoon broadcasts from the Metropolitan Opera House have looked forward with anticipation and enjoyed the "Great" - the acts commentaries of Ton Cross, announcer, artist and musical authority, whose explanation of the action on the stage gives clarity of definition and understanding to his radio audience.

In this legion of admirers will welcome—as indeed will all opera lovers—the publication of Mr. Cross' current book. Seventy-two operas, represented with very few omissions, the standard repertoire of the field as it is performed today, are described in lucid and complete detail. The history, the action, the cast, every aria, and facts regarding costume, libretto and premiere are included. To the fund of information are added sections on the history of opera, the plot and a final chapter on "How to Listen to an Opera."

Well indexed and pleasingly illustrated with fine-line drawings, the book is a welcome addition to today's library of operatic anthologies. T. F.

**New Type Transmitter Announced by Stanford**

(Continued from Page 1)  
Stanford University, Palo Alto, Calif., Oswald G. Villard, Jr., member of the electrical engineering department faculty, designed the transmitter, which has been tested in operation by the Stanford Amateur Radio club's station W6YX.

The new single-sideband transmitter, according to reports, doubles the number of radio phone stations which can operate without interference in a given band of the radio spectrum. It requires but one-third of the power needed for conventional radio communication and eliminates selective fading distortion.

It employs only one high power stage of amplification. Previous single-sideband transmitters used for military and commercial communications called for five or more stages of amplification.

Voices transmitted by the single-sideband system are received as intelligible gibberish by the ordinary room short wave set. But on the communications type of sets used by amateurs the signals are converted to clear understandable speech by a simple adjustment.

**FM Dealers And Distributors Will Meet In Chicago Feb. 18**

(Continued from Page 1)

ing Illinois, Northern Indiana, Michigan, Wisconsin and Iowa, will hold an all-day meeting at the Sheraton Hotel in Chicago, also on Feb. 18.

Attending Wednesday's preliminary session were FM broadcasters from the Chicago area and top officials of a dozen set manufacturers as well as distributors.

Key speaker at the February dealer conference will be Gene Flack, president of the National Federation of Sales Executives, and sales counsel and director of advertising of Sunshine Biscuits.

Bailey said that in addition to speakers, an elaborate stage show dramatizing FM will be presented. The show will be directed by Jack LeFendre of WGN, Chicago, writer-producer of the "Chicago Theater of the Air."

Bailey, who presided at Wednesday's meeting, told the manufacturers that broadcasters are vitally interested in them and their welfare. "FM broadcasters are not investing \$100,000,000 in FM facilities just to be kind-hearted, no more than you are in business to save your ego," said the FMA executive director, and added, "We're all in business for one purpose—to succeed by giving the best service possible and to make money."

"On the air today are 355 FM stations, compared to only 66 just 14 months ago. In addition, the Federal Communications Commission has already authorized 650 others, many of which are under construction. They will be on the air within a year, barring some unforeseen disaster. That means that one year from now we'll have a minimum of 1,000 FM stations on the air.

"The 355 stations in operation are making FM service available to 56,000,000 people, according to the FCC. But only three per cent of those 56,000,000 people are listening to FM because less than 2,000,000 FM sets have been produced this year, according to the Radio Manufacturers Association."

Bailey predicted that FMA Region

**Benefit Broadcast**

Twelfth Annual Harlem Christmas Benefit show will be aired by WMCA tonight from the Apollo Theater. Station will stay on the air beyond normal sign-off time to carry full talent line-up which includes George Jessel, Fred Robbins, John Garfield, Harry Hershfield, Sara Vaughn, Buddy Rich, Cootie Williams and Erskine Hawkins.

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129

**AGENCIES**

**BUCHANAN & CO.** has been engaged as advertising agency for Western Air Lines, according to Richard A. Dick, Western's vice president. Administration of the Western Air account will center in Buchanan's Beverly Hills and Los Angeles offices under the supervision of Fred M. Jordan, executive vice-president. Charles Alsup has been named account executive.

**JOHN BOLER**, general manager of KIOA, Des Moines, has appointed Meneough, Martin & Seymour, Inc., to handle all advertising for the station.

**WAYNESBORO NURSERIES, Inc.**, has appointed Courtland D. Ferguson, Inc., Washington, Baltimore, Richmond agency to handle their account.

**KIESWETTER, WETTERAU & BAKER ADVERTISING AGENCY** has been engaged to handle the account of the Glad Rag Products, Corp., New York, makers of Glad Rag polishing products, also Tudor Chemical Specialties, Inc., New York, manufacturers of Quickee Waterless Hand Cleaner, as well as other household and automotive products.

tor WGNB, Chicago; Henry Weber, musical director, WGN, Chicago; John Barclay, production manager, WGNB; Arthur Berg, public relations director, WGNB; Paul Mensing, sales, WGNB, and Bailey.

**Hildegarde**  
SOUVENIR ALBUM  
DECCA RECORDS

THIS IS THE MOST LOVELY, ENCHANTING, MERCURIAL, INCOMPARABLE HILDEGARDE EVER LOVEDLY CAUGHT IN THE MOODS THAT HAVE MADE HER ONE OF THE SUPREME SHOWMEN OF OUR TIME! THIS IS A TIMELESS ALBUM OF SONGS THAT ARE OF TODAY AND CERTAIN TO BE OF TOMORROW AS WELL! TRULY A COLLECTOR'S ITEM! TO BE RELEASED DECEMBER 15TH. WATCH FOR IT! BY ALL MEANS, DON'T MISS IT! YOU—I'LL BE SEEING YOU—ASK YOUR HEART—I'M GOING TO SEE YOU TODAY—DECCA ALBUM No. 4-541—A DECCA PERSONALITY SERIES ALBUM.

IN CLEVELAND IT'S  
**WHK**

## No Probe Of Radio Planned By Thomas

(Continued from Page 1)

more radio time, and that it was for that reason that he has asked the FCC to get for him a record of time given by the four major radio networks to opponents and proponents of the recent Hollywood investigation. His request went out around Thanksgiving Day, was sent on by the FCC to the nets, and replies have already been received from MBS and CBS.

The information, Thomas told this reporter yesterday, is "for our own records." He added that "we wanted an account of the time given to the opposition by the radio networks—on the theory that I might want to ask for time for myself later."

Thomas had been offered a quarter-hour broadcast by a major network just prior to the opening of the October hearings, it was recalled, but did not use the time.

His denial of intent to "move in" on radio was most emphatic. He said he hasn't given the idea a serious thought. Reminded about committee studies in the past of liberal commentators, he said these were undertaken prior to his ascension to the committee chair.

## Industry Radio School Has Record Enrollment

Radio - Electronic School of New York, co-operatively sponsored by top execs in radio and television throughout the U. S., reports this week record enrollment of 750 students in the 11 months school has been in operation. School officials point out that 99 per cent of students studying radio and tele technical courses are war veterans, and industry requests for graduates will absorb over half the April graduating class.

"The call for trained men has been high from leading manufacturers and outlets who sense the need for industry-sponsored training in prospective employees," officials of the school point out.

Training program is under the direction of R. L. Duncan, former president of RCA Institutes, and William Campbell, long associated with the industry and more recently European manager of Press Wireless.

Sponsors of the school include such industry execs as: Herbert L. Pettet, executive director WHN; John C. Daly, CBS; Hamilton Hoge, U. S. Television; John Shepard III, Yankee Network; Lewis Allen Weiss, chairman of the board, Mutual, and several others.

WBCC, FLINT, MICH., says:  
Listeners magnet, sponsor's a smiling man, and the new station is booming, with  
"Cinderella Weekend"  
V.I.P., Inc., 1775 Bdw., N. Y.

## COAST-TO-COAST

—COLORADO—

DENVER—Art Gow, former pianist-arranger with the Johnny Davis band, and for the past several years a staff organist at KLZ, has been named musical director of the station, succeeding Lee Weelans, who resigned to enter private business. Gow, in addition to his new duties, will continue staff work on numerous KLZ shows. . . . KOA general manager, Lloyd E. Yoder, has been appointed to serve as chairman of the Denver Olympic Games Committee.

—TEXAS—

DALLAS—New KLIF giveaway program is "Heading For Hollywood," which consists of three mystery tunes daily. Listeners are asked to guess correctly the full toll at the end of the week for a free trip to Hollywood. In addition to transportation, which is furnished by American Airlines, the winner receives accommodations for three days at the Alexandria Hotel in Los Angeles, dinner and an evening at Earl Carroll's, dinner at Slapsy Maxie's, lunch at the Brown Derby, lunch at Prince Mike Romanoff's dinner at Lindy's restaurant, an evening at the Bar of Music and an entire day of sightseeing as guest of the Tanne Motor Tours. Sponsor for the show is the local Philco dealer. . . . MINERAL WELLS—Now member of KORC is Don Coplin who has taken over as program director.

—MISSOURI—

ST. LOUIS—"It's Wintertime," new tune with lyrics by Letty Barbour, featured vocalist at KMOX, was recently introduced on the CBS network when the young and talented radio artist appeared on a new musical variety program, "Syncopation Piece," originating from this station. Recordings of the tune will be released about the 15th of this month. . . . Bruce Barrington, KXOK news editor, will deliver an address before the radio classes of Washington University this Friday and St. Louis University the following Thursday. Title of the address will be "Radio News."

—INDIANA—

INDIANAPOLIS—James A. O'Brien, formerly with WISH, and Layton K. Hurst, until recently program director of KBUR, Burlington, Iowa, have joined the radio branch, national public relations division, of The American Legion, as script writers for the Legion's transcribed weekly program series, "Decision Now." . . . FORT WAYNE—Radio Fort Wayne, Inc., has leased quarters on the 12th and 13th floors of the Fort Wayne National Bank Building, to house WANE, new 250-watt station which soon will begin operation on a frequency of 1450 kilocycles.

—SOUTH CAROLINA—

CHARLESTON—Santa Claus came to snowless, balmy-breezed Charleston, in modern style this year, through the efforts of WFAK. Riding in the front cockpit, in full view of thousands of this city's small fry he was flown in by nationally-known stunt flyer, Bevo Howard, at the controls of a brand-new Goodrich amphibian, still in testing stages. It landed in the waters of the Cooper River off the Battery and was greeted by county and city officials, Jaycee members and many children as well as the Marine Band in full dress uniform, there through the station's efforts. The entire doings were broadcast as the inaugural program of WFAK's daily "Visit with Santa Claus." . . . SPARTANBURG—The WSPA Children's Theater will be hosts to 2,500 parents and children at a two-hour Christmas party in Twitchell Auditorium at Converse College, December 17. The party will feature the Children's Theater broadcasting the story of "The Little Donkey Who Kneled to Pray."

—NORTH CAROLINA—

TARBORO—The special events department of WCPS made sure that listeners didn't miss a broadcast from the "Freedom Train" although it didn't stop in this city. Jack Hamner, station manager, and Syd Bynes, program director, took their wire recorder and did a half-hour broadcast direct from the train and used it Sunday as a commemorative program for Pearl Harbor.

## Send Birthday Greetings To—

|                        |                  |
|------------------------|------------------|
| Dec. 12                |                  |
| Louis G. Cowan         | Danny O'Neil     |
| Edward P. Robinson     | Hal James        |
| Helen Menken           | Ann Eden         |
| Allen Massey           |                  |
| Dec. 13                |                  |
| Jay Jostyn             | Charlie Gregg    |
| Florence Baker         | Phil Saeyer      |
| Ebel Mattca            |                  |
| Dec. 14                |                  |
| Morey Amsterdam        | Erskine Johnson  |
| Dec. 15                |                  |
| Art Brown              | Bob Hawk         |
| Edward P. Shurick, Jr. | Phil Dakla       |
| Marion Barney          |                  |
| Dec. 16.               |                  |
| Dick Crane             | Arthur Padgett   |
| Lucille Lortell        | Jessie Block     |
| Dec. 17                |                  |
| Dick Gilbert           | Houso Jameson    |
| Ray Noble              | Harriet Hess     |
| Stella Unger           | Howard G. Miller |
| Dec. 18                |                  |
| Lud Gluskin            | Jocko Sackwell   |
| Sam Berger             | Ernie Jacobson   |
| Donald Stuart          | Jerry Lawrence   |
| Hal Kantor             |                  |

## Boston Symp., ABC, Going Co-Op Jan. 13

(Continued from Page 1)

ported to be virtually set for sponsorship in New York, Boston, Detroit and several other cities. Series was sponsored last season by the John Hancock Mutual Life Insurance Co. at a time and talent cost of \$150,000 a week but this season it has been sustaining.

Announcement that the show was going co-op, which came only two weeks after Petrillo removed the ban was made jointly by Mark Wood, president of ABC, and Henry H. Cabot, president of the Board of Trustees of the Boston Symphony Orchestra. Both were in conference this past week working out business arrangements under the co-op plan. Details of the arrangement on the new basis between the web and the Symphor were not revealed.

## New Feature On WINS

A weekly "letters to the editor" column of the air bows in over WINS Sunday, 6:45 p.m., with Jay Lattin and Don Goddard answering listener letters. Research for the show will be handled by Joe Durso of the outlet's news staff.

**TALK to the SOUTH'S EAR ZONE through WDSU**

WDSU broadcasts 5000 watts from the French Quarter in the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis, Cahokia, the International House, Moisant International Airport, Tulane University Station, the Municipal Auditorium Symphonies and Operas.

WDSU's dominant Hooperating proves that bringing local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliates 1280 kc 5000 Watts

JOHN BLAIR & CO.—Representative





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 51

NEW YORK, MONDAY, DECEMBER 15, 1947

TEN CENTS

## KEARNS WOULD CURB AFM STRIKE THREATS

## Women Broadcasters Hold Midwest Conference

### 100 Attend Session Of 9th District In Chicago

Chicago—Women broadcasters from Illinois and Wisconsin gathered at the Hotel Sherman last weekend for a regional conference of District 9 of the Association of Women Broadcasters (NAB). More than 100 delegates registered Saturday. As a preliminary to the general sessions, a cocktail party, (Continued on Page 8)

### Battle of Ratings Intensified by NRI

A. C. Nielsen took his turn at bat in the "struggle of the surveys" Friday when he sent out copies of NRI Top Ranking Programs to an alleged 8,000 radio execs among advertisers, agencies, stations and program producers. The report for the week of Nov. 2-8, was the first to be distributed gratis by Nielsen to others than his regular clients. In a ten-page release, also sent out (Continued on Page 6)

### Will Sponsor Games Of College Basketball

Ivy League college basketball games will be aired by WHN, beginning Dec. 9, under joint sponsorship of P. Lordard Co., and Nedicks Stores, Inc., living the New York indie a major sports broadcast every night in the (Continued on Page 2)

### Plan Tele Sales Lounges

Plans for a chain of television lounges was announced the past weekend by the Television Sales Corporation, Detroit, through the Powell Grant agency. First of the lounges has been opened on the Outer Drive, Detroit, and the company hopes to develop 700 similar lounges throughout the United States.

The lounges are for the purpose of training television service and sales people and also to afford the public an opportunity to view television programs on receivers which will be installed. Present plans call for three of these lounges to be opened in the Detroit area.

### FMA Web-Music Plea Rejected By Mutual

Proposals by the FM Association that the FCC deny licenses to broadcasters who enter into agreements with nets prohibiting duplication were rejected on Friday by the Mutual network. In a letter to the FCC, Robert D. Swezey, Mutual vice-president, opposed the FMA proposal. "In our opinion," Swezey said, "there is no need either for the hearing or the adoption of the regulation sought." Protesting agreements which pro-

(Continued on Page 2)

### Nebraska Radio Council Now Being Organized

Omaha, Neb.—Formation of a Nebraska Radio Council was planned here this week at a meeting attended by 50 broadcasters and civic leaders. First meeting was set to coincide with the spring session of the Ne-

(Continued on Page 7)

### N. Y. Tele Audience 500,000, Says Elliott

Estimated number of television sets in operation in the U. S. today approaches the quarter-million figure and the New York area alone is currently served by "about 175,000 sets," according to J. B. Elliott, vice-president in charge of the home instrument department of RCA, New York video audience, therefore is "probably more" than 500,000, Elliott said, and this includes viewers in taverns, clubs, restaurants, etc.

Elliott revealed the above figures (Continued on Page 6)

### Official Of CBC Views Canada Tele Prospects

Montreal—Television may be spreading like wildfire across the United States, but if this remarkable innovation is ever to reach Canada the CBC will have to draw much more (Continued on Page 6)

## Coy Appointment To FCC Indicated By White House

Washington Bureau, RADIO DAILY  
Washington—White House sources on Friday indicated that Wayne Coy will be named chairman of the Federal Communications Commission shortly after the first of the year.

Charles Ross, Presidential secretary, declined, however, to comment on the reports. It was considered significant that he did not deny the reports in any way.

First tipoff that Coy soon will be

named to the FCC post was the naming of John S. Hayes as station manager of WINX and WINX-FM, the Washington Post stations. As far as title goes, Hayes actually is replacing the former station manager who resigned. Coy is general manager of the two stations and vice-president of the Washington Post's radio properties. It is expected, however, that Hayes will take over the top job when Coy leaves.

Radio & Television executives everywhere constantly refer to RADIO ANNUAL.—Adv.

Complete Production Section of 200 pages in the coming 1948 RADIO ANNUAL.—Adv.

### Petrillo Is Target Of Legislator's Proposal

Washington Bureau, RADIO DAILY  
Washington—Hearings on a series of proposed changes in the Taft-Hartley act designed to curb the power of AFM chief James C. Petrillo to enforce a work stoppage in the recording industry will be held early next month, it seemed likely Friday. The House Committee on Education and Labor adopted Fri-

(Continued on Page 7)

### Girl Scouts Organize Radio Study Groups

National organization of Girl Scouts has instituted a Radio Badge which will be awarded to members between the ages of 10 and 14 who satisfactorily complete ten of a list of 20 activities. There are over 615,000 Girl Scouts eligible for the award.

Emphasis of the project will be on an understanding of programming and performance. In announcing the (Continued on Page 7)

### First Local Sponsor Sold For Boston Sym. Co-op.

First local sponsor to pick up the Boston Symphony Orchestra via ABC on the new co-op basis is the Old Colony Trust Co. of Boston. The advertiser starts sponsorship of the hour-long Tuesday night, 9:30 p.m., (Continued on Page 7)

### Contest Deadline Near

With the entry period in the George Foster Peabody Awards contest nearing its deadline of Jan. 10, the New York listening post committee will meet next Thursday, Dec. 18, for final screening of programs submitted locally by stations, networks and ad agencies. Chairman of the committee is Mrs. Harold V. Milligan of the American Cancer Society.

### Gov't Bulletin

A monthly radio news bulletin will be inaugurated by the Federal Security Agency, Administrator Oscar R. Ewin announced over the week end. The bulletin is an outgrowth of research and services in the public health service, the food and drug administration, the office of education, the social security system, the children's bureau, and vocational rehabilitation.

★ COMING AND GOING ★

**THEODORE C. STREIBERT**, president of WOR, and **JACK POPPELE**, vice-president of the station, will return today from Chicago, where they attended the board meeting of the Mutual network. The meeting consumed the better part of last week.

**HOWARD S. MEIGHAN**, vice-president of CBS in charge of station administration, is expected back today from a short trip to Washington, D. C.

**EDNEY RIDGE**, general manager of WBIG, Greensboro, N. C., who was a caller late last week of the New York headquarters of CBS, has returned to the station.

**H. QUENTON COX**, manager of KGW, Portland, Ore., affiliate of NBC, is visiting at the Chicago offices of the network.

**PHIL ALAMPI**, farm director for WJZ, leaves by plane today for Washington, D. C., where he'll join a poultry trade group presenting a turkey to President Truman. Then he'll return to New York and will tell the story of the affair on tonight's stories of ABC's "Headline Edition."

**E. B. LYFORD**, assistant manager of station relations at NBC, will spend this week conferring with three affiliates of the network: WJAR, Providence; WBZ, Boston, and WCSH, Portland, Me.

**DICK GASPARRE**, maestro, has left for Florida. On Dec. 18 he'll inaugurate a name-band policy at the Palm Beach Hotel.

**WILLIAM DRIPS**, director of agriculture for NBC, with headquarters in Chicago, will leave the Windy City today for Washington, D. C., where he will supervise the second in a series of telecasts presented by the network in co-operation with the United States Department of Agriculture.

**PAUL MOWREY**, director of television for the American network, returned Saturday from Washington, D. C., where he met with officials of Automotive Safety Foundation.

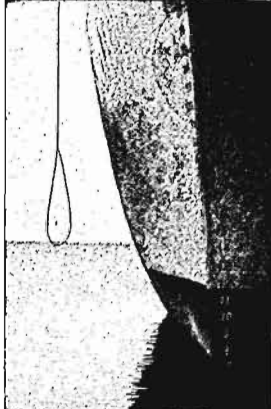
**ALBERT G. ASHCROFT**, of the RADIO DAILY advertising department, is again being welcomed in the trade following a short business trip out of town.

**CHARLES H. TOPMILLER**, general manager of WCKY, Cincinnati, will arrive in Chicago today for a short stay on business.

**TOM MOORE**, emcee of "Ladies Be Seated" on ABC, has taken the entire program company to Minneapolis, where, starting today and continuing through Dec. 19, they'll broadcast the show under sponsorship of the Minneapolis Junior Chamber of Commerce.

**BILL EDWARDS**, Western sales manager of CBS Radio Sales, is back at his Chicago headquarters following conferences with network officials in New York.

**LEE OTIS**, news editor at CBS, leaves today for Washington, D. C., where he'll spend some time with the boys at the network's news bureau in the Capitol.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



W-I-T-H

AM and FM  
Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally By Headley-Read

Vol. 41, No. 51 - Mon., Dec. 15, 1947 Price 10 Cts.

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

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**WEST COAST OFFICES**  
Ralph W. Manager  
6425 Hollywood Blvd. Phone: Granite 6507  
**WASHINGTON BUREAU**  
Andrew J. Elder, Chief Managing Claret  
6417 Delaware Rd. 2122 Debar Pt., N.W.  
Phone: Wisconsin 3721  
**CHICAGO BUREAU**  
Nat Green  
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FINANCIAL  
(Dec. 12)

NEW YORK STOCK EXCHANGE

|                   | High   | Low     | Close   | Net Chg. |
|-------------------|--------|---------|---------|----------|
| Admiral Corp.     | 8 3/8  | 8 1/8   | 8 3/8   | 0        |
| Am. Tel. & Tel.   | 151    | 150 1/8 | 150 3/4 | - 1/2    |
| CBS A             | 23 3/4 | 23 3/4  | 23 3/4  | 0        |
| CBS B             | 24     | 23 1/2  | 23 3/4  | + 1/4    |
| Fleming T. & R.   | 7 3/4  | 7 1/2   | 7 3/4   | + 1/4    |
| Gen. Electric     | 34 3/4 | 34 1/4  | 34 3/4  | + 1/4    |
| Philco            | 31 3/4 | 31 1/2  | 31 3/4  | + 1/2    |
| Philco pfd.       | 86     | 86      | 86      | 0        |
| RCA Common        | 10     | 10      | 9 3/4   | - 1/4    |
| RCA First pfd.    | 70     | 70      | 70      | 0        |
| Stewart-Warner    | 14 1/4 | 14 1/4  | 14 3/4  | + 3/4    |
| Westinghouse      | 29 1/2 | 29 1/4  | 29 1/4  | + 1/2    |
| Westinghouse pfd. | 28     | 28      | 28      | 0        |
| Zenith Radio      | 21 3/4 | 21 1/4  | 21 3/4  | + 1/4    |

NEW YORK CURB EXCHANGE

|                  |        |        |        |       |
|------------------|--------|--------|--------|-------|
| Hazeltine Corp.  | 14 1/4 | 14 1/4 | 14 1/4 | + 1/4 |
| Nat. Union Radio | 3 3/8  | 3 3/8  | 3 3/8  | - 1/8 |

OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 11 1/2 | 7 1/2  |
| Stromberg-Carlson | 11 3/4 | 13 1/4 |
| U. S. Television  | 1 1/4  | 1 5/8  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

10 YEARS AGO TODAY

(From the files of Radio Daily)  
Concern over future supply of radio talent because of demise of vaudeville and burlesque was expressed by John Royal, NBC vice-pee in charge of programs. . . . Union Pacific Railroad set plans for a large-scale transcribed spot campaign featuring John Hix.

FMA Web-Music Plea Gets "No" From MBS

(Continued from Page 1)  
hibit duplication of network programs over FM stations, the FM Association had requested a hearing on the subject. The FCC, in turn, asked major networks for their opinions on the subject.

Swezey pointed out that negotiations "are presently in progress between representatives of the AFM and its locals and representatives of the networks and other broadcasters."

The Mutual official also noted that "as an incident to these negotiations, an over-all industry music committee has been formed which includes representatives of the FM Association."

Mutual was the first net to reply to the FCC query.

Will Sponsor Games Of College Basketball

(Continued from Page 1)  
week during current winter season. Bert Lee will describe the first game in the series, between Yale and Cornell, from Ithaca. Sportscaster for subsequent games has not yet been signed, with Don Dunphy named as probable choice.

Will Discuss Television

Chicago—I. E. Showerman, NBC vice-president in charge of the central division, and Howard Luttgens, division's chief engineer, will be in New York tomorrow for a series of conferences on the construction of NBC Chicago television facilities.

Confer On FM Music

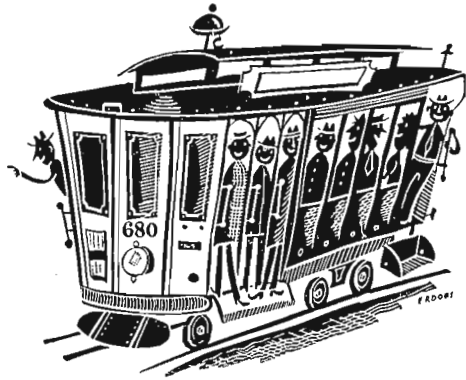
Everett L. Dillard, president of the Continental FM Network, Friday announced that he and Charles V. Wayland, attorney for the network, had conferred last week with James C. Petrillo, president of the American Federation of Musicians at A F of M Headquarters in Chicago. The subject discussed was FM networking. The discussions involved an extensive exchange of views by both parties on this subject.

25th Anniversary Year

**WDRRC**  
HARTFORD 4 CONNECTICUT  
WDRRC - FM

**WORL**  
does it Again!  
WITH A NEW MILLION DOLLAR PROGRAM IDEA!  
"The MILLION DOLLAR BALLROOM"  
million dollar talent and music to produce millions of sales for YOU in America's richest market!  
Inquire NOW About Our GUARANTEED 13 - 26 - 52 Week Contract Plan  
BOSTON **WORL** MASS.  
FORJOE & CO., National Representatives

IN CLEVELAND IT'S  
**WIK**



For more than 20 years, San Francisco  
and Northern California listeners have  
heard the great NBC Shows on KPO.  
Now... to identify more surely a great  
station with a great network...

KPO has changed to **KNBC**

---

**KNBC** formerly KPO

50,000 WATTS • 680 KC

.....  
*Represented by NBC SPOT SALES*





# How 99,000,000

## THEY COME TO CBS

*for the latest news  
and laughter,  
music and drama,  
ideas and goods.*

*They come for purchases  
and pleasures,  
as people have always come  
to their great market-places:  
99,000,000 men,  
women and children  
(over ten years of age),  
each week, in every  
corner of the nation.*

*They come...  
without leaving their homes!*

CBS reaches out to people wherever they are, through its carefully balanced coast-to-coast network; the most efficient in all Radio.

The most efficient?

Wholly impartial, independent evidence shows that CBS gathers listeners for its sponsors at *less* cost than *any* other network.

This is true not only for the *average* program, but among the *top* programs in all Radio, as well. Current audience figures show, for example, that among the top network programs in Radio today, CBS leads with 5 out of the first 5 in the daytime, and 4 out of the first 5 in the evening *in lowest cost per thousand families actually reached!*

But just how can one network be more efficient than the others?

The answer begins with the fundamental facilities of Radio networks; with the *number* and *type* of the individual stations of each network—and here are some very simple facts about them:

Consider the network—*not* CBS—which has the largest number of Radio stations in

# people gather every week...

*without leaving their homes!*

the United States today (some 400-odd).  
But this network also has the smallest average  
audience in network Radio today.

Is it a matter of programs, merely?

What of the fact that this "largest" network  
has far more *low*-powered stations (250 watts  
or less) than any other network; and more  
significantly, also has the heaviest *proportion*  
of *low*-powered stations among all networks.

CBS has only 161 stations in the U. S.  
But they are a *powerful* combination of stations  
linked into a superbly "*balanced*" network.

Indeed, CBS has a higher ratio of *high*-powered  
stations (5,000 watts or more) and a lower ratio  
of *low*-powered stations *than any other network*;  
CBS has power where power counts most!

We begin to see why the superbly "*balanced*"  
CBS network—with 62% fewer *stations*—  
can deliver 44% more *audience*, by actual count,  
than the numerically "*largest*" network.

The pattern is consistent for the next "*largest*"  
network in Radio. This one has over 200 stations.

But *its* proportion of *low*-powered stations is also  
very high (second only to the "*largest*" network).  
So CBS—with 29% *fewer* stations—delivers  
25% *more* audience than it does.

The evidence is readily available—and conclusive—  
on CBS leadership over the fourth remaining  
network. CBS has more *high*-powered stations  
and fewer *low*-powered stations than this network.  
And the independent figures show that  
CBS sponsors get their audience *at lower costs*  
than the sponsors on *this* network, too.

The power and balance of CBS stations combine  
with the range and power of CBS programs  
to make CBS what it is today:  
a rich and vivid center in the life of America,  
a fabulous "*market-place*" gathering 99,000,000  
people together each week . . .  
*more efficiently than any other network.*

The detailed, factual data which support all the statistical summaries  
in this message are available on your request.

**COLUMBIA BROADCASTING SYSTEM**

*—where 99,000,000 people gather every week*

## N. Y. Tele Audience 500,000, Says Elliott

(Continued from Page 1)  
in an interview last Thursday night with Ben Grauer on "Eye Witness," weekly program aired over WNBT (9:15 p.m., EST) originating in the RCA Exhibition Hall in Radio City.

Grauer asked the RCA exec several pertinent questions on the subject of tele including prices, production, and whether future set design would offer any radical changes in current sets. Elliott replied that RCA "has done its best to keep prices down but production costs are high." He explained that RCA video sets have from 21 to 41 tubes, plus other expensive components. "We are not sure how much more cheaply they can be produced for some time in the future," he said.

The obsolescence factor is minimized, however, Elliott pointed out, since no "drastic changes" in set design are anticipated.

Public demand for television receivers continues "ahead of supply," the RCA exec said, but he predicted set production next year will reach 750,000.

## Official Of CBC Wins Canada Tele Prospects

(Continued from Page 1)  
revenue than that derived from the sale of \$2.50 radio permits, Dr. Augustin Frigon, general manager of CBC, declared.

Dr. Frigon stressed the tremendous cost of installing television sets throughout the country.

It was his hope to see television operating in Canada within a few years, but he wondered where the money would be obtained.

"Production costs of programs are terribly high, and in the U. S. A. there is one television station for every 12 million persons," Dr. Frigon revealed. "I don't know whether the government would help the CBC to obtain the money, but I do know it will take more than revenues derived from your \$2.50 license."

In any event, once television reached Canada, it would be on a purely Canadian basis, along lines similar to programs now carried by the CBC.

## Collyer To Fordham

Clayton Collyer, a Fordham University graduate, will return to his Alma Mater to teach radio acting during the Spring Semester, starting Feb. 1. Ed Begley was previously scheduled to handle the course but had to cancel out because of movie commitments on the West Coast.



## California Commentary . . .

● ● ● Phil Baker's new quiz show was previewed Dec. 6 and got excellent audience reaction. It is designed to have home listeners participate, as well as members of the studio audience. Every participant can win \$99, with the home listener participant starting with \$11. For the jackpot prize of \$100 five people in various parts of the country will be telephoned from the quiz stage. . . . Aaido to Joe Leighton. J. Walter Thompson's Hollywood Boswell and staunch U. S. C. rooster—our wearing of a green necktie at the U. S. C. Notre Dame game was just a coincidence. By the way, Jo Stafford's Dec. 4th broadcast, from the campus of U. S. C., was one of the highlights of the U. S. C. homecoming celebration and the welcome of the Notre Dame team. . . . Margaret Whiting is certainly looking ahead these days. She has already made reservations at the Royal Hawaiian Hotel in Honolulu, where she will spend the entire month of June of her first vacation in the last four years. . . . Peter Potter and Gene Lester will join forces for a series of 16 mm. movies based on Hollywood night life, with Peter supplying script and narration for Lester's production and camera work.

## Hollywood

● ● ● Jean Hersholt saw a small boy trip and fall. The crying lad had scraped his knee badly, so the kindly Dane took out his handkerchief and tied it around the wound. Jean talked soothingly, and the boy broke off his wail to listen to Jean's familiar accent. "Gee," he said, "aren't you on the radio?" Jean admitted the fact, adding: "And now you'd better go in the house and let your mother take care of that knee." "Aw, I don't have to, now," said the boy. "Wait'll she hears that 'Dr. Christian' fixed it for me." . . . Judy Roc, comely San Francisco musical comedy actress, who has moved to Hollywood, made her radio debut, singing two numbers for a recent Los Angeles Breakfast club program, aired over KFWE. . . . Doris Day, whose picture commitments forced her retirement from the top feminine vocal spot on the Hit Parade, which emanates from the East, is now on the verge of singing for one of three West Coast shows which are anxious to obtain her services.

● ● ● Rudy Vallee, who just completed a personal appearance engagement in New Orleans, has rejected fancy offers for night club and theater dates in Mexico City, Central and South America to return to Hollywood and prepare his forthcoming radio program, "Show Business." It will be a news commentary on motion picture, radio and music celebrities. . . . As a warm-up for the kick-off of the Danny Thomas show for General Foods on Jan. 2, the comedian has been set for three guest shots during the week preceding his bow as the star of his own program. On Dec. 27 he will match witticisms with Joan Davis on her program, three nights later he will be featured on "We, the People," and on New Year's Eve he will be the guest star on the Bing Crosby airer. Two nights later he begins his General Foods stint, which will go out over CBS at 8:30 EST.

● ● ● Luis Van Rooten doesn't believe that Sunday is a day of rest, for he finds himself working regularly on either "One Man's Family," "The Man Called X," "Sound Off," "Those Websters" or "Box 13." . . . Deal is being discussed with Ilene Woods to make her a regular on the Jack Carson show for Seatest. The cute blonde was immediately set for a return engagement this Thursday night. . . . Dick Haymes' Beverly Music firm just bought the newest ballad written by Alvy West, leader of the Little Band at the Chanteclair, titled "Couldn't Be A Sweeter Boy" and the song will now be plastered on all major labels for the threatened AFM ban.

## Battle of Ratings Intensified by NR

(Continued from Page 1)  
Friday, Nielsen made a strong plea for trade and public acceptance of a service over Hooper's although he did not mention the latter by name. Making his strongest and most direct assault on his competition to date, Nielsen charged that the radio industry is "short-changed" by coincidental ratings, which count "each fractions program listener as a fractions home." "NRI," he claimed, "count all the listeners, and thus measure the full impact of a program."

Top twenty evening shows, according to the NRI average audience for the first week in November were in order: Lux Theater; Fibber MacGee; Amos 'n' Andy; Truth or Consequences; Mr. D. A.; Bob Ho; Charlie McCarthy; Jack Benny; Fr. Allen; Life of Riley.

Also Duffy's Tavern; Big Tom Fitch Bandwagon; Aldrich Family Red Skelton; Blondie; Great Gild sleeve; Godfrey's Talent Scouts; I Friend Irma, and Date with Judy.

Only seven of the above, however, were on the top twenty on the N homes-per-dollar list. They were Date with Judy; Big Town; Mr. D.; Truth or Consequences; My Friend Irma; Duffy's Tavern and Godfrey's Talent Scouts.

Remainder of the top twenty homes-per-dollar list follows: N Carter; Break the Bank; Waltz It Louella Parsons; Gabriel Heater; ner Sanctum; Curtain Time; Family Jury Trials; Fat Man; Green Horn Those Websters; Murder and Malone, and Charlie Chan.

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Ideal for:  
Doctors Photographers  
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**29% PLU**  
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Formerly sold for \$71.50

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INCALCIB SHOCK RESISTANT FEATURE  
Sweep Second Hand  
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Send Check or Money Order  
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IN CLEVELAND IT'S  
**WHK**

## Opposition To Petrillo Grows In Capital

(Continued from Page 1)  
 by an overwhelming vote the report of its special subcommittee on the music problem headed by Rep. Carroll D. Kearns.

During the closed-door meeting, members told the committee he was against Petrillo "will go through with his threat to ban all recordings."

### Hartley Gives Views

Washington—Changes in anti-trust laws to cover unions and tip James C. Petrillo's influence on television will be sought by Chairman Fred Hartley, Jr., of the House Labor committee.

The New Jersey Republican's views were given in a television interview broadcast over WNBC-TV's radio station in Washington. Hartley was interviewed by commentator Robert McCormick.

Hartley proposed that Federal laws be amended to apply anti-trust laws to labor "monopolies" which act in restraint of trade.

December 31," and explained that the Taft-Hartley law ban on office collection "is one of the main reasons for his unwillingness to negotiate a new contract."

Calling for serious Congressional consideration of the recording problem Kearns continued, "first we must consider the radio stations throughout the nation which form a great and profitable industry, giving employment to thousands of people. Their existence depends upon recordings—without music recordings they would lose their listening audience and go out of business. The same can be said for the juke box industry."

Would Strengthen Laws  
 The report adopted by the committee Friday, it was concluded that the Taft-Hartley Acts have not been sufficient to curb Petrillo's activities in restraint of trade.

Power Petrillo and the AFM executive had, the committee said, to block the development of television by denying it live music, "to restrict the programs of a thousand broadcasting stations" and to deny the citizens of the United States their right to music.

Constitute a serious menace to the constitutional rights of our people, the continued exercise of such tyrannical power by any individual or group should not be countenanced or tolerated in a free republic."

The report—originally signed by Kearns and Reps. Richard Nixon, R., Calif.; Graham Barden, D., N. C.; O. C. Fisher, D., Texas—then adds throughout the investigations of the AFM there has been evidence

## Nebraska Radio Council Now Being Organized

(Continued from Page 1)  
 Nebraska Broadcasters Association in North Platte.

Prime mover of the plan for the new Council was Dorothy Lewis, NAB Coordinator of Listener Activities. The meeting was called by Mrs. W. F. Oltmann, regional director of NAB listener activity; E. M. Hosman, president of the Omaha Radio Council, and John J. Gillin, Jr., of WOW. Harry Peck, of KFOR, Lincoln, presided.

Purposes of the state-wide council were set forth as follows:

(1) "To bring civic and educational leaders together with Nebraska broadcasters, thus providing means of advancing important projects by radio in Nebraska."

(2) "To provide a channel through which broadcasters may reach the public effectively and efficiently as well as means of reflecting public opinion to the industry."

Also active in the organization set-up were Lyle DeFoss, of WOW; John Alexander, KODY, North Platte; Harry Burke, KFAB, Omaha; the Rev. R. C. Williams, of Creighton University, and Ford Bates of the Omaha Public Power District.

Formation of a Lincoln Radio Council was planned at a meeting called by Peck and KFOR. Paul Bogart, director of the University of Nebraska Radio School, was elected chairman of the organizing committee.

## First Local Sponsor Sold For Boston Sym. Co-op.

(Continued from Page 1)  
 EST, show on Jan. 13 over WCOP. Agency is BBD&O.

Meantime, Wine Growers Guild has renewed sponsorship of "Murder and Mr. Malone," heard over 65 ABC affiliates on Saturday at 9:30 p.m., EST. The 38-week renewal is effective next Jan. 10 and was signed through Honig-Cooper Co. of San Francisco.

that witnesses have been reluctant to testify for fear of reprisal. It then refers to the criminal statute forbidding attempts to intimidate or influence Congressional witnesses.

### Recommends Investigation

Finally, it recommends a thorough study by the Department of Justice to determine if the AFM is in violation of the Sherman Act, and proposes a five-point legislative program:

"1. To amend the Taft-Hartley Act and other federal statutes so that monopolistic practices by labor unions, which are injurious to the public interest, shall be forbidden.

"2. To make it a misdemeanor for any union to license an employer to do business.

"3. To grant any person or firm placed upon an unfair list the right of redress in federal court.

"4. To forbid the officers of any union to call a work stoppage or strike such as is threatened by Mr. Petrillo in the recording industry on December 31, 1947, until after an election supervised by the National Labor Relations Board, and an affirmative vote favoring said strike or work

## FM Audience Is Rising, Pulse Survey Reveals

The size of the FM audience in the New York Metropolitan area increased sharply during 1947, according to a survey taken quarterly by the Pulse, Inc., and supported by NBC, CBS, WFMO, Jersey City, and WQWQ.

From January to October, the number of homes possessing FM receivers increased 48 per cent, the report stated, and use of receivers went up almost 38 per cent.

In October, according to the Pulse report, there were 97 per cent more FM homes than in January capable of receiving the new "upstairs" FM band as a result of the purchase of new sets during the ten months and the conversion of old sets to the new band. However, it was pointed out, there is still "a sizeable proportion" of FM sets capable of receiving only the three stations still on the old band, out of 13 in the area.

In January one set in five was not in working condition, the report concluded, whereas in October only one set in ten was not in working condition in the week prior to the survey.

## Stations Plan to Coordinate Philly Political Coverage

Philadelphia — To coordinate non-network coverage of the national political conventions to be held here next year, 16 executives of Philadelphia's nine stations have helped form the Mayor's Committee to Handle Philadelphia and Independent AM Radio Stations for the 1948 Political Conventions.

Broadcasters who have already expressed interest in specialized coverage of the conventions have been asked to specify their requirements regarding studio space, wire and recording facilities, credentials and housing. Questionnaires may be obtained from John G. Leitch, technical director of WCAU, and chairman of the engineering sub-committee of the Mayor's group.

stoppage of at least a majority of the employees in said plant or industry.

"5. To provide safeguards and penalties to prevent a union and an employer from conspiring to evade the provisions of the Taft-Hartley Act; and for the recovery of damages to any union or non-union worker who is deprived of his job or right to work by any such illegal conspiracy. This is a very grave problem today. The right to work must be protected."

### AVAILABLE IMMEDIATELY

Station Manager. Solid experience in all phases of station operations, with accent on sales. Unlimited contacts in national field plus program know-how, and proven record in local sales. For further information, write Box 424, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## Girl Scouts Organize Radio Study Groups

(Continued from Page 1)  
 Badge, Natalie Flatow, radio director of the Girl Scouts, said, "The information our girls will gain in earning the Radio Badge and the analytical faculties which they will be called on to exercise, can be the basis for intelligent radio listening which will be useful to them all their lives."

The award was established "in answer to requests from the girls themselves," Miss Flatow said. "All of them are eager to learn more about our most powerful mass medium."

Two required activities for the Radio Badge are: (1) Visit to a broadcasting station, to learn problems of program production. This may be achieved through reading if trip to studio is not possible. (2) Actual production, either on or off the air, of a 15-minute program based on a Girl Scout activity.

### Appointed To AC Committee

Charles Hamilton Houston, vice-president of the American Council on Race Relations, has been appointed to the Advertising Council's public advisory committee, a group which now totals 20 leaders from civic, educational, Houston joins the management fields. Houston joins the committee because of his extensive work in the field of inter-racial problems.

**YOU'LL GET MORE—THIS CHRISTMAS IN THE BEST BALANCED MARKET IN THE UNITED STATES**

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... has a gift of offering Advertisers real service. We never go out on a limb with promises... fact and figures back our sales story. That's where we take a bow. Prospects in this busy market are evergreen.

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318,440 RADIO FAMILIES**

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REBROADCASTING STATION  
**CANTON, OHIO**  
 THE BEST-BALANCED MARKET IN THE UNITED STATES

IN CLEVELAND IT'S

WHK

RADIO DAILY

Business, Sociability Blend  
As AWB Meets In Chicago

(Continued from Page 1)

courtesy the J. Walter Thompson Company, was held at 6:30 p.m. Friday at the Blackstone Hotel, and at 7 p.m. AWB members were tendered a dinner in the Green Room of the Blackstone by Krafts Food Co.

Nancy Grey in the Chair  
At 9:30 Saturday morning there was an informal get-together for the viewing of display materials, and at 10 a.m. the opening session was called to order, with Nancy Grey, director of women's programs for WTMJ, Milwaukee, presiding. Dorothy Lewis, NAB coordinator and national vice-president of the AWB, speaking on "Women In Radio," gave some outstanding examples of the excellent work being done by women in many branches of radio. Nancy Grey gave pertinent ideas on how to keep women's programs sold, and the topic of "Responsibility of Women Broadcasters to Public Service Projects" was discussed by Corena McCallum, of Illinois State Nurses Association; Louise L. Wright, U. S. delegate to UNESCO, and Alberta McFarland, National Food Observation Committee.

There was an interesting panel discussion on "New Worlds to Conquer: Television," during which television production, techniques and acting, and the various types of programs appealing particularly to women were discussed by a number of the delegates, including Fran Harris of Ruthrauff & Ryan, Inc.; Beulah Karney, Varge Darnell and Fran Allison of WBKB, and others.

Jennings Addresses Group  
An open session, to which the public was invited, was held Saturday noon during luncheon in the College Inn of the Hotel Sherman. George Jennings, director of the Chicago Radio Council and of FM station WBEZ, spoke on "Responsibilities of Women Broadcasters."

Jennings advocated more extensive participation of women in radio. "Here is a medium," he declared, "which devotes 90 per cent of its time to selling goods purchased by women; which operates at least one-third of the time when women are its main body of listeners . . . and yet I would be willing to bet, because I do not have an exact figure, that less than one per cent of the people engaged in broadcasting—and this includes the agency, the network and the local outlet, are women."

Jennings praised the work that is being done by women broadcasters and urged them to "broaden your scope to include a greater resource of programs; that you bring to the

pressing problems which face us today the same imagination and ingenuity that you bring to the introduction of a new flour or soap."

One of the most interesting talks of the Saturday afternoon session was that of Gladys Blair, of the J. Walter Thompson Company, who spoke on "The Agency and the Woman Broadcaster; Small Station Problems." Miss Blair gave some excellent suggestions for co-operation between agencies and broadcasters. "You have friends in agencies," she said, "people who have been through what you're doing, and who are in the agency for the express purpose of making your job of broadcasting easier." Besides product and company news, Miss Blair pointed out, many agencies offer air-ready scripts, which may be built around products or around interesting phases of an industry, and they are ready to supply special script material, people for live interviews, speakers, speeches and such concerning any of their clients.

Various Industries Report

During the afternoon there were reports from various industries on women's programs, and discussion of women in educational broadcasting covering every phase of adult and youth education; and an interesting demonstration of the work being done in the schools, put on by a high school group from the Central Radio Workshop of the Chicago public schools.

On Saturday evening a cocktail party at the Hotel Sherman, sponsored by NBC, CBS, MBS and ABC, was followed by a dinner for AWB members only, and from 9 p.m. on, an "at home" session in the suite of Mrs. Dorothy Lewis, at which members had a chance to let their hair down and discuss their personal problems.

Closing session, Sunday morning, was devoted to a business meeting following "brunch," and a panel discussion of "Problems of Women Broadcasters Today."

AGENCIES

AGENCIES, in addition to network local stations and all industries co-operated with the Association of Women Broadcasters in setting up current Annual Midwest Region Meeting in Chicago at the Hotel Sherman on December 12, 13, 14, 1948. J. Walter Thompson, Ruthrauff & Ryan, Dancer, Fitzgerald and Sample General Mills, Kraft Foods Company, the National Live Stock and Meat Board, the Wheat Flour Institute Chicago Fashion Group, H. W. Kayser Agency and Sears, Roebuck Company were among the companies and groups participating in sessions and parties for the ladies of radio.

HENRY R. TURNBULL has joined Dancer, Fitzgerald & Sample in a executive capacity. He was formerly a vice-president of Booth, Vickery Schwinn, and before that was with the Duane Jones Company.

PAUL H. RAYMER CO., Los Angeles office, advises that its telephone number has been changed from Vardike 1901 to Michigan 6536.

ANNUAL MEETING of the American Association for the Advancement of Science, to be held in Chicago during the last week in December, will give press and radio reps an opportunity to cover science news on same scale that political news has always been covered. The association is going all out to provide news facilities for the news and radio reporters covering the sessions via news conferences, news releases, press and radio accommodations.

MONTICELLO DRUG COMPANY, Jacksonville, Fla., effective January 1, 1948, has appointed the Charles V. Hoyt Company, Inc., New York City to handle the advertising of 665 Cold Preparation and 666 Cold Tablets.

JOHN A. BAER, formerly of the Cape Cod Standard-Times, Hyannis Mass., has joined Rider & Keiste New York publicity agency.

THE WEEK IN RADIO  
Television Shows Progress

By VAL ADAMS

NAKED eye is not quick to catch a day by day progress but TBA's annual clinic showed clearly that television has come a long way in the last year. New wrinkle which fired imaginations at clinic was Paramount's secret method of filming video fare direct from the tube and flashing it on a movie screen 66 seconds later. . . . Jack Poppel of WOR re-elected president of TBA. . . . John Royal of NBC made elaborate television pitch to big league baseball magnates at winter meetings. . . . Los Angeles Superior Court upheld right of Don Lee's video outlet to televise boxing bout from Hollywood Legion Stadium. Suit was brought by boxer who claimed "invasion of privacy" and "services rendered without compensation."

Miami getting daily facsimile schedule this month. First equipment, part of huge order, made by General Electric went to Miami Herald and WQAM. . . . Meeting of 5,000 FM radio dealers and distributors arranged by Bill Bailey for Chicago next February. . . . Boston Symphony Orchestra, without a sponsor this season on ABC, goes co-op next month. First time a major symphony has been offered to local sponsors. . . . New radio bill by Sen. White gives FCC authority to determine if program policies are in public interest. Bill also seeks a nine-man commission.

Christmas demand for television sets far in excess of supply. Radio set sales in 1948 may hit the one billion mark, says Stanley Glaser of Crosley. . . . CBS offering its scripts to movie companies. . . . Gillette sponsoring four football bowl games via three networks on New Year's Day.

Return of commercial radio to France predicted. Seven-station network in prospect. . . . Cleanup of shady radio repair practices under way in New York. . . . FCC's simplified financial form required of networks and licensees takes effect Jan. 1. . . . Sen. Homer Capehart called for probe of dispute between Clifford J. Durr and FBI. Durr welcomed the suggestion. . . . Fort Industries and James M. Cox stations filed for three television stations each. Both seek same channel in Miami.

Over 750 stations have renewed with BMI for nine years starting in 1950. . . . AWB honored by "Women Broadcasters Day" in Illinois, proclaimed by Gov. Green. . . . Montreal Artists Union hikes recording rates, effective Jan. 1. Free rehearsal time cancelled.

IN CLEVELAND IT'S  
**WHK**

WHO? WHAT? WHEN? WHY? WHERE?  
that's the question on  
**"Two Out of Three"**  
radio's newest quiz with cash prizes for listeners and participants.  
The original "Two for Three" program  
V.I.P. SVC. Inc., 1775 Bdwy.

Wally Duncan's  
STILLPOND FARM COUNTRY-CURED  
**HAM & BACON**  
Dutchess County's Best—From Pampered Pigs  
*Ideal Holiday Gifts!*  
Government Inspected—Handsomely Packaged  
Ready for immediate shipment anywhere in the U. S. A.  
HAM: 12-18 lbs. @ \$1.30 lb. BACON: 4-6.8 lb. slabs @ \$1.20 lb.  
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Wire, write: STILLPOND FARM, Staatsburg, New York



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 52

NEW YORK, TUESDAY, DECEMBER 16, 1947

TEN CENTS

## HEAVY RECORDING PRODUCTION CONTINUES

### Radio Servicemen Seek New Trade Standards

#### Pennsylvania Units Plan Gathering In January

A state-wide convention of radio servicemen has been called in Pennsylvania at the Bellevue-Stratford Hotel in Philadelphia January 11, 12, 13, to strengthen the organization of ethical servicemen and to conduct a clinic on radio repairing. The convention, sponsored by the Radio Manufac-

(Continued on Page 2)

#### REC Will Distribute 200 Gifts At Party

Approximately 200 gifts have been donated for distribution at the annual Radio Executives Club Christmas Party Thursday at the Hotel Roosevelt, proceeds of which will be given to the Herald Tribune Fresh Air Fund and the Hearst Milk Fund.

William S. Hedges, REC prexy, and vice president of NBC, will present

(Continued on Page 3)

#### Katz Agency Sets Up Tele Rep. Department

What is considered to be the first station rep outfit to set up a national television department is The Katz Agency, Inc., which announced yesterday the appointment of Edward Codel, former trade paper executive, to head up this activity effective immediately.

Katz already has one active tele

(Continued on Page 2)

#### Closed Circuit Test

Closed-circuit demonstration of CBS' 9:00 a.m. weekday co-op "News of America," will be conducted by network Tuesday, December 16, 2:30-2:45 p.m. EST. The presentation will be introduced by Davidson-Taylor, CBS vice-president and director of Public Affairs and will include pickups from correspondents in Washington, Los Angeles, Detroit and Atlanta.

#### FMA Files Protest

Charging that the A. T. & T. Co. has "discriminated" against FM broadcasting, the FM Association has called upon the FCC for an investigation of common carrier facilities for radio networking.

Pending a hearing to allocate facilities and set charges for FM network lines, the association asks the Commission to order the telephone company to treat FM broadcasts on the same basis as television stations.

It was explained by J. N. Bailly, executive director of the association, that FM networks require special telephone lines which can transmit HF impulses with close fidelity.

#### Beer Co. To Sponsor Yanks BB On WABD FM Expiration Dates Will Be "Staggered"

First television station in New York to set commercial sponsorship of its major league baseball schedule next year is WABD, key outlet of the Du-Mont network, which last night signed a long-term contract, said to be for at least five years, with P. Ballantine & Sons, for entire home schedule of the Yankees, this year's world champions. Deal, which covers 77 games at the

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday approved the staggering of FM license expiration dates—thus bringing FM closer to AM licensing rules. The move is expected to lead to extension of the FM station license period from one to three years. Previous FM licensing policy was heading for a giant mixup, since the one-year li-

(Continued on Page 7)

#### Press-Time Paragraphs

##### Petrillo Trial Postponed

Chicago—The trial of James C. Petrillo, president of AFM, for alleged violation of the Lee Act, scheduled to open yesterday has been postponed until December 30, Judge Walter J. La Bay announced in Federal Court.

##### CBC Board to Meet

Montreal—Next meeting of the board of governors of CBC will be held Jan. 22, 23 and 24 but the place of meeting has not been decided, it was announced yesterday. Public sessions, first inaugurated by the board last September, will be held the last two days of the January session.

##### Xmas Show for G.I. Joes

Dallas—In line with the plan for live Christmas shows for hospitalized G. I. Joes, KLIF will originate a live broadcast at the Veterans Hospital on Dec. 22. Program will include Circle Five Ranch boys, Dug Finnell live quartet, and Neiman Marcus Fashion Show.

##### Fight's Hooper Is High

Gillette's broadcast of the Louis-Falcoff fight over ABC on Dec. 5 had an average Hooper for the full hour broadcast of 41.5, said by ABC to be the highest average Hooper of any regularly scheduled web commercial show this year. Hooperating on the first half-hour of the bout was 39.1 and for the second half-hour it jumped to 43.8. ABC's share of audience during the latter half of the broadcast was 83.0.

Television Up-To-The-Minute, 236 pages, in the 1948 RADIO ANNUAL now in intensive preparation. 1948 RADIO ANNUAL—Adv.

#### Platter Producers Set Backlog For Emergency

Christmas, 1947, will be merely another working day for hundreds of musicians, production personnel, talent and engineers in the race to record as much as possible before Petrillo's Dec. 31 deadline.

Overall production of phonograph records, transcribed shows and spots is about double

(Continued on Page 7)

#### Four Stations Join For Community Xmas

Charleston, W. Va.—Unique tie up has been made here by four stations and an evening newspaper in order to campaign together for a Christmas fund for children in hospitals, a project which will be climaxed by a four-hour broadcast on all stations simultaneously. Outlets co-operating are WGKV, WKNA, WTIP, WCAW and

(Continued on Page 3)

#### Principal Canada Circuits Installing Tele In Theaters

Toronto—Famous Players Canadian Corp. and Odeon Theaters of Canada, principal circuits in the Dominion, both are hastening to install television equipment in their houses. Famous Players will utilize U. S.-made receivers, while Odeon will obtain British equipment.

#### May Adopt Standards

Possibility that NAB's recording and producing standards may be adopted by other countries was seen here over the week-end. It was revealed that Henri Angeles D'Aurillac, manager of the International Broadcasting Organization of Brussels, had written that IBO was quizzing other European members on possible adoption of NAB Standards.



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

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# FINANCIAL

(Dec. 15)

**NEW YORK STOCK EXCHANGE**

|                    | High   | Low     | Close   | Net Chg. |
|--------------------|--------|---------|---------|----------|
| Admiral Corp.      | 8 1/2  | 8 1/8   | 8 1/8   | — 1/8    |
| Am. Tel. & Tel.    | 151    | 150 3/4 | 150 3/4 | — 1/8    |
| CBS A              | 24 1/2 | 23 3/4  | 24      | + 1/2    |
| CBS B              | 23 1/2 | 23 1/8  | 23 1/8  | + 1/8    |
| Farnsworth T. & R. | 7 1/2  | 7 1/8   | 7 3/4   | + 1/8    |
| Gen. Electric      | 35 1/2 | 35 1/8  | 35 1/8  | + 1/8    |
| Philco             | 34 1/2 | 33 3/4  | 34 1/4  | + 1/8    |
| Philco pfd.        | 88     | 88      | 88      | + 2      |
| RCA Common         | 10     | 9 1/4   | 9 1/4   | — 1/8    |
| RCA first pfd.     | 69 1/2 | 69 1/8  | 69 1/8  | + 1/8    |
| Stewart-Warner     | 15 1/2 | 15      | 15 1/8  | + 3/8    |
| Westinghouse       | 29 1/2 | 29 1/8  | 29 1/8  | + 1/8    |
| Westinghouse pfd.  | 89 1/2 | 88 1/2  | 89 1/2  | + 1/8    |
| Zenith Radio       | 22 1/2 | 22 1/4  | 22 1/4  | + 1/4    |

**NEW YORK CURB EXCHANGE**

|                  |        |       |        |       |
|------------------|--------|-------|--------|-------|
| Hazletine Corp.  | 14 1/2 | 14    | 14 1/2 | + 1/2 |
| Nat. Union Radio | 3 1/2  | 3 1/4 | 3 1/4  | + 1/8 |

**OVER THE COUNTER**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 11 1/2 | 12 1/4 |
| Stromberg-Carlson | 11 1/2 | 12 1/4 |
| U. S. Television  | 1 1/4  | 1 1/2  |
| WCAD (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

**Autry Plans Tour**  
 Chicago—Gene Autry, singing cowboy, here for a conference with sponsor and agency execs, will begin a one-nighter tour shortly after the first of the year, starting at Dallas. Autry feels that the one-nighters will bring him "closer to the people." With him on the tour will be a number of well-known radio and picture personalities, among them Max Terhune and Rufe Davis.  
 Autry was honored at a cocktail party Wednesday night at the Pump Room of the Ambassador East, at which his latest Columbia record was distributed to the guests, and Gene obligingly autographed each record.

**Hooper, Godfrey Guests**  
 C. E. Hooper, radio research specialist, and Arthur Godfrey, Columbia network commentator, will be heard over the network tonight as guests on "We, the People," 9-9:30 p.m.

# ★ COMING AND GOING ★

**EDGAR KOBAK**, president of the Mutual network, has returned from a one-week trip to Chicago and the Midwest, during which he attended the board meeting of MBS.

**DREW PEARSON**, commentator on ABC, this week will leave for Europe to witness the arrival of the food-laden "Friendship Ships" in France and Italy.

**BERT LAMBERT**, of the sales staff at WNEV, is vacationing in Hollywood, Fla. He'll be back Jan. 5.

**SILM BRYANT** and the Wildcats, hillbilly stars on KRKA, Pittsburgh, are in town to make some transcriptions. They'll do 18 recordings for NBC Theatras.

**JACK LACY**, disc jockey on WINS, is expected back this week from Boston, where he attended a meeting of ex-GI platter spinners.

**I. R. LOUNSBERRY**, executive vice-president of WGR, Columbia network outlet in Buffalo, N. Y., is back at the station following a few days in New York.

**DOROTHY LEWIS**, co-ordinator of listener activity for the NAB, is expected back today from a speaking tour of the Midwest and the Chicago regional of the AWA.

**ELMO WILSON**, director of research at CBS, has returned from a short business trip to Washington, D. C.

**IGOR GORIN**, operatic and radio baritone heard on "The Voice of Firestone," will make a concert appearance tomorrow at Grants Pass, Oregon.

**GEORGE SCHREIER**, of the Dick Hyman public office, will leave Saturday on a much-postponed vacation.

## Radio Servicemen Clinic Planned For Philadelphia

(Continued from Page 1)  
 turers Association, will be staged in cooperation with the Philadelphia Radio Servicemen's Association and the Federation of Radio Servicemen's Association of Pennsylvania. This clinic is to be an experiment with the RMA and its success at the Philadelphia meeting, will be a big factor in their decision to present similar clinics in other cities.  
 Member associations of the Pennsylvania group are currently developing a code of ethics for servicemen which will be circulated and publicized. It is pointed out that complaints concerning radio servicemen have fallen off as much as 50 per cent since the formation of the service organization.

## Hazel H. McGuire

Miami—Mrs. Hazel H. McGuire, assistant to the president of radio station WQAM, died December 13th at her home in Miami. Death was attributed to a sudden stroke. Mrs. McGuire had been associated with WQAM for seventeen years, prior to which she was a well-known singer and violinist. She was an officer of the Florida Association of Women Broadcasters, and active with religious, business and charitable organizations. She is survived by her husband, John, and a sister, Clara Ray of Birmingham, Ala.

## Rogers E. Lacy

Longview, Tex.—Rogers E. Lacy, 63, multimillionaire Texas oilman, died at his home here last week. He had been recently granted a permit by the FCC to build a television station in a proposed 47-story hotel to be built at Dallas. The station was in partnership with Tom Potter. It was believed that the heirs would go ahead with the construction plans as a memorial to Lacy.

## New Lewis Series

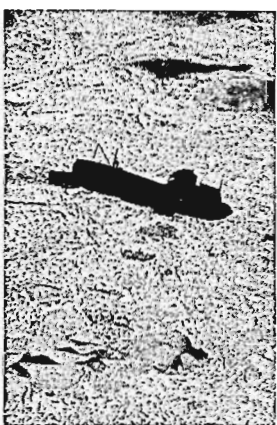
Robert Q. Lewis will be heard in a new five-a-week, quarter-hour comedy series on CBS starting after the first of the year. Program will be aired Monday through Friday, 11:15-11:30 p.m., EST.

## Katz Agency Sets Up Tele Rep. Department

(Continued from Page 1)  
 station, WFIL-TV, in Philadelphia, on its representation list plus approximately five other AM outlets with video CF's or applications pending before the FCC.  
 Codel, for the past two years, has been associated with Telecasting Publications, Inc., as president and publisher, and prior to that he served overseas as manager of the American Broadcasting Station in Europe, as well as a radio officer with SHAEF. Before the war he was general manager of the Atlantic Coast Network and manager of WPAT, Paterson indie.

## Will Sponsor Game

R. J. Reynolds Tobacco Co., in behalf of Camel cigarettes and Prince Albert, has signed to sponsor the MBS broadcast of the Cotton Bowl football game in Dallas on Jan. 1, starting at 2:15 p.m., EST. Sportsasters have not been named. Gridiron contest will feature unbeaten Penn State against undefeated but once tied Southern Methodist University. Agency handling the Camels account is William Esty & Co.



# STUCK

That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.  
 But a Coast Guard helicopter caught the distress signal of the marooned vessel and brought on the rescue.  
 Too bad there isn't a Coast Guard for radio time buyers who go off the deep end and get stuck.  
 W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They'll tell you that W-I-T-H, Baltimore's successful independent station, delivers more listeners per-dollar-spent than any other station in town.

If you're in a jam put W-I-T-H to work now. You'll be rescued.

**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
 Send for WHO'S WHO Among Advertisers on WEVD  
 WEVD  
 117-119 W. 46 St.  
 HENRY GREENFIELD, Mgr. Director N.Y. 19

**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Keed

## Beer Co. To Sponsor Yanks BB On WABD

(Continued from Page 1)  
 Yankee Stadium, was announced last night at a press conference televised at the WABD studios in the Wannamaker store. Station aired the Yanks' home schedule last year but without a sponsor.

The J. Walter Thompson agency and Ballantine officials have chosen Mel Allen and Russ Hodges as an-

### Topping Likes Tele

Dan Topping, president of the N. Y. Yankees baseball and football clubs, last night declared that television stimulates the sports box office. His views were seconded by C. W. Badenhausen, president of Ballantine.

Topping declared that the opposition to video in the sports world is reminiscent of the early days of radio when predictions were made that it would cut down attendance at sporting events.

Topping, incidentally, was probably the only leading baseball official to back television at the recent baseball meeting.

announcers, and they will work on a "simultaneous" basis, details of which have yet to be worked out. Allen and Hodges air the Yanks' games for the beer outfit on WINS. In a "dual role." Several obstacles exist in this regard, however, including use of commercials, since White Owl Cigars alternates sponsorship of the Yankee schedule on WINS.

After signing the contract Dan Topping, president of the Yankees; C. W. Badenhausen, president of Ballantine, and Lawrence Phillips, director of the DuMont network, were interviewed in the WABD studios by the radio and sports press.

### Wilcox-Lunceford Signed

Defying the Petrillo edict, the Eddie Wilcox-Jimmie Lunceford band has been signed by Manor Records to a 3-year exclusive recording contract.

## Four Stations Join For Community Xmas

(Continued from Page 1)

the Daily Mail which will use the funds to buy toys and candy for every child in Charleston hospitals.

Four-hour show from a local stage is set for Dec. 22 starting at 8 p.m. Broadcast will consist of bands, singers and other talent rounded up in the Charleston area. Telephones will also be set up to handle pledges and donations while the show is on the air. Program committee for the show includes Jack Gelder, WKNA; Annie B. Davis, WGKV; Joe Hergert, WCAW; Dick Glaser, WTIP, and Sol H. Padlibsky, the Daily Mail. John S. Phillips, WGKV, general chairman of the committee, said the entire production will be supervised jointly by program directors of the four stations.

## REC Will Distribute 200 Gifts At Party

(Continued from Page 1)

proceeds of the luncheon-party to Frederick H. Lewis, exec. director of the Fresh Air Fund, and Jill Ellen Kollmar, four-year-old daughter of Dorothy Kilgallen, New York Journal-American columnist, for the Milk Fund.

Reggie Scheubel, Duane Jones exec. and vice president of the REC, reports that gifts received by the Club to date range from perfumes to radios, plus a pair of tickets to the Rose Bowl game New Year's Day, complete with transportation.

## Miller Names Committee On NAB Public Relations

Justin Miller, president of NAB, the past weekend named seven broadcasters who will advise the association on public relations matters during the coming year.

Chairman of the NAB's public relations executive committee will be Frank King of WMBR, Jacksonville, Fla. Serving with him as members will be Hugh A. L. Half, WOAI, San Antonio, Texas; Craig Lawrence, WCOP, Boston; Beryl Lottridge, WOC, Davenport, Iowa; Harry Maizlish, KFVB, Los Angeles, Calif.; Walter Wagstaff, KOD, Boise, Idaho; and James W. Woodruff, Jr., WRBL, Columbus, Ga.

Two members of the NAB board of directors who will act as liaison members with this committee are Wiley P. Harris, WJDX, Jackson, Miss., and William B. Ryan, KLI, Los Angeles.

### Negro Radio Column

Carter-Johnson Associates, specialists in media reaching Negroes, are readying a radio column which the agency plans to distribute to the Negro press as a free mail service beginning in January. Twenty-five out of a possible 74 papers have agreed to use the mat, exclusive in each city. Called "On The Beam With John Milton," the column is the outgrowth of an idea which developed from a survey of radio coverage in the Negro press.



... 365 DAYS A YEAR!

Iowa's twin markets—rural and urban—give you a bonus "present" every day with the highest per capita income in the U.S.A.!

There's always a holiday buying spirit in Iowa's twin markets where listening to WMT is a habit 365 days a year. (Just as it has been for a quarter of a century.)

Ask the Katz man for details.



# WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in Its 25th Year!

BASIC COLUMBIA NETWORK

3000 WATTS 600 K. C. DAY AND NIGHT

**WTA-g SHEET**

Ever meet our Uncle Louis? He's Wisconsin's leading Showman.

**WTAQ** 5000 GREEN BAY CBS 1360

Uncle WEED Kures & Louis Co



**\*THE OUTSIDE AUDIENCE IS WAITING FOR YOU**

*on the Pacific Coast, too!*

*\*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.*

THERE'S no Santa Claus to give you the *outside* audience on the Pacific Coast (where 4,594,000 of the Coast's 12,633,200 people spent \$3,736,889,000 in retail sales during 1946). But Don Lee (and only Don Lee) can do it! All 4 networks cover the *inside* Pacific Coast audience (metropolitan areas of Hooper cities), but only Don Lee has adequate facilities to reach the wealthy *outside* audience as well.

**ONLY DON LEE** offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of **INSIDE** and **OUTSIDE** coverage.

**DON LEE IS A BETTER BUY** than any other Pacific Coast network because it delivers **MORE LISTENERS AT A LOWER COST PER THOUSAND** radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a **DON LEE** station.)

There's plenty of shopping all year 'round in this vast *outside* Pacific Coast market. Put your show on Don Lee the only network with enough facilities to reach *both* the **INSIDE AND OUTSIDE MARKETS** on the Pacific Coast!

*The Nation's Greatest Regional Network*



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

*Mutual*  
**JOHN LEE**  
BROADCASTING SYSTEM

## LOS ANGELES

By RALPH WILK

ANDY RUSSELL is cutting 8 sides for Capitol before undergoing a tonsillectomy in a local hospital. Russell, who had to cut short his eastern personal appearance tour because of continued sore throats, had to await disappearance of all inflammation before an operation.

Dick Haymes did a guest appearance on the Bing Crosby show this week, but platter will not be heard until sometime in April.

Writer Don Quinn returned to his chore on "Fibber McGee and Molly" with the December 16th broadcast, after an absence of two weeks for check-up in the St. John's Hospital in Santa Monica.

Irene Woods resumes her active radio career as a regular member of the NBC Jack Carson show, for which she was signed December 11. Formerly stellar singer on the Don McNeill Breakfast Club program, blonde Miss Woods is married to musician Steve Steck, and retired last year to await the birth of their daughter, Stephanie.

KMPC introduced a new transcribed feature, "The Air Adventures of Jimmy Allen," December 15th, especially pointed to its younger listeners. Plot of series revolves around the activities of Jimmy Allen, an aviation enthusiast of seventeen, and his older flying pal, Speed Robertson, an experienced pilot. Peters Shoe Stores, through the Pat Patrick agency, sponsor this program on KMPC on a 52-week basis.

Rudy Vallee has postponed his debut as a radio commentator because of a commitment to appear at the Beachcomber in Miami, Fla., beginning Jan. 2. His new air venture, titled "Show Business," consisting of gossip and critical comment, had been slated originally to take off this week over the Mutual net. Before leaving for Florida, Vallee guested with Joan Davis Saturday night.

### Switch In Time

"Here's To You!" CBS quarter-hour musical program now heard Sundays, 2:45-3:00 p.m., EST, switches to 5:15-5:30 p.m., effective January 4. Series features baritone-emcee Phil Hanna and Phil Davis' orchestra. Charles E. Hires Co. is the sponsor; N. W. Ayer & Son, Inc., is agency.



### Mainly About Manhattan. . . !

● ● ● ABC's deal to latch on to Capitol Records meeting unexpected obstacles. (All revolving around price). . . . Henry Morgan practically set to insult another sponsor already. . . . It's a toss-up between Jerry Wayne and Johnny Desmond for the "Teen-Timers" show which returns to the air in Feb. via Mutual. . . . Local radioteles being urged to plug N. Y. origination of their alters a la Grand Central Station to combat trend to the Coast. . . . Mutual reported interested in a new thriller, "Supernatural," based on factual stories. Package is owned by James Saphier, Roberto Hope's agent. . . . Ink Spots have returned to the agency which made them (Moe Gale) because they didn't care for the deal made for them in England. . . . Percy Faith has signed an exclusive 4-year pact with Coca-Cola and pulls out of the Carnation setup on the 29th. Latter show is shifting to H'wood. . . . Latest issue of the film, "March of Time," gives the lowdown on press agents. . . . "Candid Mike" set to go over some of the phonier B'way institutions. . . . Those reports that a certain disc jockey is getting 50 G's for a 40-week stint in Fla., are slightly out of line. The deal actually calls for 200 bucks weekly, a percentage on sponsors, a rent-free apt., and cabana plus a personal chauffeur. Only catch is that he must wear a white dinner jacket all during working hours. . . . A film actor who guest-starred on a variety show recently and laid a big egg was alib'ing his way out of it. "I can't understand it," he wailed to scribe Marty Ragaway. "They hault the whole show around me." "Well, don't worry," soothed Marty. "It didn't touch you once!"



● ● ● Since the sale of "American Forum," Nick Keesely has been besieged with offers to take on other shows. He just made a deal with Wynn Wright Associates to try and garner a bankroll for Mutual's No. 1 rated sustainer (6.1) "Official Detective." . . . Pharmaco has renewed Bret Morrison's "Song of the Stranger." . . . Dwight Weist was challenged by a housefrau to bake a pie went home and baked three pumpkin pies for his pals. P. S. All will recover. . . . Lou Quinn writing, producing and directing the Bill Cullen audition play for Mutual Thurs. . . . Bob Crosby's "Club 15," just renewed, is one of the airwaves' better packages. . . . Also in the easy listening class is Jack Lescoulie's all-niter via WOR. . . . Music men tell us that Luckinbar's "Moon dust Rhapsody" (just waxed by Frankie Carle) will rival his "Sunrise Serenade" in sales. . . . J. Walter Thompson's alert radio publicity staff was the only advertising agency that landed among the winners in latest radio ed's poll.



● ● ● Danny Thomas sez he knows a guy so rich he attends quiz programs just to see the broadcast. . . . Quizzer Bert Parks and director Jack Rubin off to Syracuse tomorrow to stage a miniature version of "Break the Bank" for the lab technicians of Bristol-Myers. . . . John Brown turned down a story in a nat'l mag. Guess he doesn't want anyone to know all the shows he's doing like "My Friend Irma," "Ozzie & Harriet," "Blondie," "Life of Riley," "Dennis Day," "Abbott & Costello," etc., and even etc. . . . Interest in the Howard Harris-Selma Diamond show, "The Adventures of Gerard" (with Arnold Stang) so hot on the Coast that it may be sold without an audition. . . . Paul Denis, N. Y. Post's radio ed, now in the class with Ben Gross, of the News, in other words, he's being handled for lecture bookings by Juliette Coleman, director of Lecture Bureau of N. Y. . . . The Al Schacht Sports show (WOR, Sat. 8:30) is easily one of the classiest sports stanzas to come along in years. Schacht, the clown prince of baseball, plays host on the series with Arthur Mann, ass't to Branch Rickey, on the regular panel. . . . Jukebox owners are campaigning for two-inch records (instead of three). Figure they'll make that many more nickels without raising prices. . . . Solena Royle replacing Mary Astor in "Date With Judy," forthcoming Metro flicker. . . . New type Zoomar lens will be introduced in the telecasting of the New Year's Day Rose Bowl game.

## CHICAGO

By NAT GREEN

ALEX DRIER, NBC Chicago commentator, has been appointed honorary sponsor of the 1948 East Seal campaign by the National Society for Crippled Children and Adults.

Beginning January 5 "Bob Ely on the Century" will be heard on WENR Monday through Friday 10:30 to 10:45 p.m., and will be sponsored by Consolidated Royal Chemical Co. (Krank's Shave Cream) 52 weeks.

John Cannon, WBBM announcing has just completed a week's vacation in New York City.

Eddy Howard, star of NBC's "Sheffer Parade," and his orchestra will play for the annual Christmas party of the Sheaffer Pen Co. employees, Fort Madison, Iowa, on December 21 and will broadcast from Fort Madison on December 28.

Station WLS devoted nine hot and 58 minutes to the International Livestock Exposition held at the International Amphitheater here. E sides its radio coverage the station activities also included free admission to 600 4-H Club members from states to the National Barn Dance, November 29; services of an announcer, narrator, orchestra, writer a producer for the 4-H Club dress revue, and free entertainment presented by stars of the National Barn Dance at the 4-H Club barbecue.

WMAQ's "Musical Milkwagon" program, sponsored by Bowman Da Co., will be shifted from 11:30 a. to 12:15-12:45 p.m., Monday through Friday, starting January 5. This v necessitate shifting "Elizabeth H Presents" from 12:30 p.m. to 11 a.m., and "Tunes and Tips" from 12 p.m. to 11:45 a.m.

William Drips, NBC director agriculture, will arrive in Washington, D. C., Tuesday to supervise second in a series of telecasts presented by NBC in cooperation with the United States Department of Agriculture.

**Cineffects**  
INC.  
THE PRODUCERS' AID

ANIMATED MAPS FOR  
TRAVELOGUES AND  
LECTURES

1500 BROADWAY  
N.Y. 19, N.Y.  
**CIRCLE 6-0951**

THERE'S ONLY ONE

*Lord Tarleton*

MIAMI BEACH

OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

## Expiration Dates Will Be "Staggered"

(Continued from Page 1)  
 The period for all FM stations ended May 1.  
 The new "stagger" policy also covers non-commercial educational FM stations. Television licenses also are expected to be overhauled by the commission in the near future. The license period for the present remains at one year.

Under the new rules FM licenses will be issued to expire at the hour of 3 a. m., EST, on the following dates:  
 February 1—Stations operating on the following frequencies: 92.3; 92.5; 93.1; 93.3; 93.7; 93.9; 94.1; 94.5; 94.9; 95.1; 95.5; 95.7.  
 April 1—96.1; 96.3; 96.5; 96.9; 97.1; 97.5; 97.9; 98.1; 98.5; 98.7; 98.9.  
 June 1—92.1; 92.7; 93.5; 94.3; 95.3; 95.7; 96.3.

August 1—100.1; 100.9; 101.7; 102.3; 103.1; 100.5; 100.7; 101.1; 101.3; 105.9; 102.1; 102.5; 102.7; 102.9.  
 December—103.3; 103.5; 103.7; 104.1; 103.9; 104.5; 104.7; 105.1; 105.3; 105.7; 106.1; 106.5; 106.7; 106.9; 107.3; 107.7; 107.9.

**Non-Commercial Schedule**  
 The new schedules for non-commercial FM stations are as follows:  
 June 1—88.1; 88.3; 88.5; 88.7; 88.9; 89.1; 89.3; 89.5; 89.7.  
 August 1—90.1; 90.3; 90.5; 90.7; 90.9; 91.1; 91.3; 91.5; 91.7; 91.9.  
 Outstanding FM station licenses are affected by the new rule, the FCC said.

To facilitate the conversion of outstanding FM licenses and initial permits of license, the FCC said: "To renew schedule, renewals of licenses or initial licenses which might be for periods of less than three months will be issued to include an additional year period."

## American Cancer Society Sets Documentary Series

American Cancer Society is preparing a series of 13 documentary programs, designed to cut the rising toll of the dread disease, and participated by World War II veterans, with the band and screen star Ralph Bellamy leading narration. Titled "It Can Happen To You," quarter-hour programs will be transcribed in New York and distributed next month, under supervision of Walter King, ACS film director.

Purpose of the shows is to alert the public to cancer's "danger signals," and explain what can be done to arrest cancer in its early stages. First program, titled "Not For Publication" singled at the widespread taboo of a word "cancer" and exposes the efficacy of viewing the disease as a social obscenity."

**Joins WOV Sales Staff**  
 Appointment of Dick Wright to the sales staff of WOV was announced Friday by Ralph Weil, manager of the New York indie. Wright formerly was with ABC and CBS Radio Sales.

## Heavy Production Schedule Faced By Recording Studios

(Continued from Page 1)  
 The normal holiday season output, studios are booked day and night, seven days a week. With the demand still growing, it is likely that recording will continue at top speed until the very last minute—midnight, New Year's Eve.

**Working Two Shifts**  
 Among the busiest places in New York these days are the studios and offices of WOR Recording, on the 18th floor at 1440 Broadway. Two shifts work from 8 a. m. to 3 a. m. virtually every day, with the hours in between devoted to maintenance of equipment.

Extent of the increased activity was pointed out by Harry Lockwood, manager of the division, who said that the total number of discs used during the past three months was about 24,000, compared with a normal monthly total of 3,500. To handle the unprecedented demand, which is expected to reach a new high during the next two weeks, Lockwood said, the division has installed four new turntables and has taken on added personnel in the sound effects department.

**Studios Jammed**  
 With studio space at a premium, WOR Recording is operating from the Mutual Langrace Theater and WOR Guild Theater. This makes a total of nine studios suitable for orchestral use. Nine smaller studios also are being used. Lockwood said that studios of the World Broadcasting System and ABC theater studios have

been made available to his division and "undoubtedly" will be utilized before Dec. 31.

More than half of the current volume, Lockwood said, consists of programs and spot commercials being recorded by agencies, including, among others, Ruthrauff & Ryan, BBDO, Donahue & Coe and William Esty. Second largest group using the WOR facilities, he said, are record firms. All of MGM's eastern dates are booked there, in addition to Muscraft, Signature and many smaller labels. Frederic W. Ziv Co. and SESAC are among the other clients.

**World Studios Active**  
 Things are not as hectic at World, which has completed recording all its popular music shows for next year, production director Herb Gordon reported. However, studios are in use all day long and the pace will continue every day through the end of the month.

Bulk of the production consists of transcribed shows for sponsors and agencies in a last-minute rush to beat the ban. Shows are being cut for Flee's Gum, Dawson's Ale, Ford Tractors, Seiberling Tires and Chevrolet dealers of Michigan and others.

Louis G. Cowan office, which produces most of its shows on the coast, has completed all of its musical work with the exception of 40 quarter-hour segs for a new series, as yet unannounced. Production is being rushed and will be finished before deadline.

## Feature Tolerance Spots On Holiday Broadcasts

Three New York sponsors which usually forego commercial announcements on major holidays will go a step further this year by devoting commercial blurb time on all their Christmas Day and New Year's Day broadcasts to broadcast of WNEW's famous tolerance jingles. Sponsors are Barney's Clothes, Canadian Fur Corporation and the Friendly National Shoe Stores. They will devote all their commercial pluggins on WNEW, WHN, WMCA, WHOM and WINS on Christmas Day and New Year's Day to the tolerance spots.

## Tele Newsreel Cover Extended To Chicago

Chicago—First NBC television newsreel coverage of a Chicago event took place on December 5 when an NBC television cameraman filmed highlights of the International Livestock Exposition for showing on NBC's eastern video network. Films of the exposition's Parade of Champions and of personalities connected with the farm show were flown to New York for developing, editing and dubbing in of sound and were shown on the five-station eastern television network on December 6. Event was photographed by Jack H. Leib.

## Geo. Koehler Named Dir. Of WFIL Publicity Dept.

Philadelphia—Realignment of personnel in the WFIL promotion department was announced this week by James T. Quirk, director of advertising, promotion and public relations for the station.

Richard C. Koster, publicity director, transfers to the staff of the facsimile edition of The Philadelphia Inquirer, which is scheduled to inaugurate regular service over WFIL-FM in the near future. George A. Koehler, promotion staffer, replaces Koster as publicity head of the AM operation, in addition to FM, and television.

Paul M. Frailey, WFIL production manager, joins the station's promotion department to handle special program exploitation. He will direct out-of-studio presentations of regular WFIL programs and will develop special programs to be broadcast from various points in the station's coverage area.

## Plans Tele Dept.

Hollywood—The Orsatti Agency is opening a Television department and will prepare package shows for television which will be complete with writer-director-performers and cameramen, under the supervision of Vic Orsatti who feels that eventually the production of television shows will be like production of motion pictures.

# IT TAKES ALL KINDS OF PEOPLE ...to run a radio station

caricature by  
**BASIL WOLVERTON**  
 Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



## DON KNEASS NEWS EDITOR

Writing of Don Kneass, KGW News Editor, a radio columnist once summed it up: "with news Kneass is nice." To which listeners by the scores would say "amen!" Except for time out in uniform during the late war, Don's voice has been heard on KGW almost steadily since 1934. During his collegiate days at Oregon State, Don was active in journalism and radio work. This background led him, naturally, to KGW which has always stressed the importance of adequate radio news coverage. Like a Horatio Alger hero, Don worked up the hard way: from apprentice to staff announcer, chief announcer, and then in 1941, after seven years he achieved his ambition to become KGW News Editor. Don's long experience in local and national news broadcasting, gives him considerable stature in his department and, flooper-wise, "Kneass With The News" tops most of the "name" newscasters on the networks. A radio station's impact upon its coverage area results in large part from the collective efforts of its staff members, and Don Kneass is doing his share to make KGW "one of the great stations of the nation."

Next — H. QUENTON COX  
 Manager



REPRESENTED NATIONALLY  
 BY EDWARD PETRY & CO.



8,061

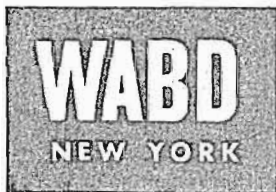
LETTERS TELEGRAMS POSTCARDS

How's that for audience response to the very first appearance of a new television show? Shows how WABD can pull!

The "Mary Kay and Johnny Show" already has a sponsor, but here are some other promising programs ready to go to work for you:

| PROGRAM           | DAY                 | TIME               |
|-------------------|---------------------|--------------------|
| Small Fry Club*   | Monday thru Friday  | 7:00-7:30          |
| Doorway to Fame*  | Monday              | 7:30-8:00          |
| Swing Into Sports | Monday              | 8:35-9:00          |
| Sylvie St. Clair  | Wednesday           | 8:15-8:30          |
| Birthday Party*   | Thursday            | 7:30-8:00          |
| Charade Quiz      | Thursday            | 8:15-8:30          |
| Wrestling Matches | Thursday and Friday | 9:30 to conclusion |

\*Available to single sponsors or for sponsor participation.



Write, wire or phone Station WABD, Time Sales Department  
515 Madison Avenue, New York 22, N. Y. Phone: PL 3-9800



NEW YORK'S WINDOW ON THE WORLD

**SPECIAL:** 97,500 Television receivers in WABD viewing area (based on RMA report of November 1st, 1947).





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL 41, NO. 53

NEW YORK, WEDNESDAY, DECEMBER 17, 1947

TEN CENTS

## Radio Repairmen To Meet

### Gov't Study Sees Television Aid To Employment

Washington—Television will mean steadily expanding employment opportunities, the Department of Labor said yesterday in a special study of the field. The Department survey said that "hundreds" of specially trained television men will be needed in the next year or two.

"Transfers of AM and FM men to television work," the report said, will, of course, create vacancies at AM and FM stations. In addition, operators customarily move from low-

(Continued on Page 3)

### Conditional FM Grants Awarded Nine By FCC

Washington—The FCC yesterday granted conditional grants to nine applicants for new FM stations. They include: Southeastern Broadcasting Co., Milledgeville, Ala., Class B, proposed channel No. 270 Harold L. Sudbury, Fayetteville, Ark., Class B, channel No. 241; WRGK, Inc., LaGrange, Ill., Class B, channel 276; Northern Illinois Broadcasting Co., Woodstock, Ill.; Kiss A, channel No. 221; Hillsdale Broadcasting Co., Hillsdale, Mich., Class B, channel 250.

Also Radio St. Louis, St. Louis, Mo., (Continued on Page 7)

### Putnam Gets WJZ Spot On Late Mayor LaGuardia

George Carson Putnam, commentator, will inaugurate a new weekly half-hour newscasts over WJZ on Sunday, Jan. 4, at 12 Noon, P.M., taking over the period in which late Mayor F. H. La Guardia was heard.

### Brave Man

Torrington, Conn.—J. Richard Dobbins, president of the Litchfield County Radio Corporation, climbed the 240 foot radio tower of WLCR before signing the acceptance forms proffered by the Wind Turbine Company. Dobbins pronounced the tower okay and was given a stepladder's salute by Martin Greenler, construction foreman. WLCR goes on the air Jan. 1.

| FCC Box Score                         |          |                             |
|---------------------------------------|----------|-----------------------------|
|                                       | Licensed | Author- ized Appli- cations |
| AM ..                                 | 1491     | 470                         |
| FM ..                                 | 83       | 967                         |
| TV ..                                 | 6        | 65                          |
| Educ. ..                              | 10       | 30                          |
| Incl. ..                              | 37       | 0                           |
| 363 FM and 17 TV stations on the air. |          |                             |

### WNBC Open House For Rival Artists

WNBC scores a "first" in what probably will be the shortest trend in radio history, on Christmas Day when the outlet's personalities entertain as their guests talent from competing shows heard over WJZ, WOR and WNEV.

Leading off the unique holiday lineup will be Phil Alampi, farm director of WJZ, who will be the guest of Tom Page and Wally Butterworth. Bob Smith will entertain Dee Finch

(Continued on Page 2)

### CBS Rate Protection Modification Announced

Based on current contractual commitments, CBS advertisers will be protected against rate and discount changes for six months, instead of a year, William C. Gittinger, CBS vice president in charge of sales, announced yesterday. Mr. Gittinger notified clients and advertising agencies in a letter mailed last night.

Gittinger pointed out that with the (Continued on Page 7)

### Servicemen Association Plans Cleanup Of Unscrupulous Repairmen; Meet In New York Tonight

### CBS Applies To FCC For TV Sta. In Boston

CBS's plans for establishment of a television network were further expanded yesterday when it filed an application with the FCC for an outlet in Boston. Move is in line with CBS's developmental program for service in the "immediate future" by an eastern seaboard web designed to serve as the core of an expanding system to span the entire U. S.

Application is the third filed thus (Continued on Page 7)

### Special Tele Film Made To Plug New H'wood Pic

Universal-International Pictures becomes the first of the major Hollywood production companies to make a film specifically for television advertising with completion of a campaign this week to promote its latest

(Continued on Page 3)

### Commission Approves WISH-WISH-FM Transfer

Washington—Transfer of control of WISH and WISH-FM, Indianapolis, for approximately \$554,000 was approved (Continued on Page 3)

Plans for a clean-up of New York's radio repair trade to avoid licensing by the municipal government will be discussed tonight at a meeting of the Associated Radio Servicemen of N. Y., Inc., formerly the Radio Servicemen's Association, at Nola Studios.

Speakers will include Theo- (Continued on Page 3)

### New 50,000 Watter Set For Manitoba

Winnipeg—Premier Stuart Garson announced the Canadian Broadcasting Corp. next year will construct a 50,000-watt broadcasting station in Manitoba and that at the same time the provincial government "will go out of the radio broadcasting business by disposing of its stations CKY, Winnipeg, and CKX, Brandon."

This had been arranged in inter- (Continued on Page 3)

### N. Y. Municipal Station Seeks Power Increase

The City of New York has applied to the FCC for permission to increase daytime power of WNYC from one to five kilowatts. Application was signed by Mayor William O'Dwyer, who said that funds are available for new (Continued on Page 3)

## Radio And Tele Sales Reach Two Billion \$ Mark In '47

All phases of radio and television business combined reached the two billion-dollar mark for the first time in 1947, according to figures collected by Dr. O. H. Caldwell, editorial director of Tele-Tech and Radio & Television Retailing.

The 17 million radio sets and 170,000 tele-receivers produced this year have a retail value of \$1,200,000,000. This

record output brought a total of 65 million receivers in 37 million U. S. homes, including 9 million automobile radios, Dr. Caldwell said.

Highest figure on the list is the 200 million dollars spent by consumers for radios. This is followed by 250 million representing time sales by broadcasters. Talent costs were placed (Continued on Page 3)

**Noel On NBC**

NBC has scheduled for Christmas Day, from 4.5 p.m., a program produced by Frank Hummert and highlighting such artists as Thomas L. Thomas, Donald Dame, Joan Dickenson, Margaret Daum, Evelyn MacGregor and Bob Hannon, with an orchestra and chorus directed by Victor Arden. Program of Xmas music will be under administration of Air Features.

Get your advertising message into the office of the men who buy. Use THE RADIO ANNUAL, edit.

If you don't know, look in THE RADIO ANNUAL. You will find the answer there, edit.

# RADIO DAILY

Vol. 41, No. 53 Wed., Dec. 17, 1947 Price 10 Cts.

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

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**WEST COAST OFFICES**  
 Ralph Wilk, Manager  
 6425 Hollywood Blvd., Phone: Granada 6607  
**WASHINGTON BUREAU**  
 Andrew H. Older, Chief Managing Claggett  
 547 Oklahoma Rd., 2122 Deatur Pl., NW  
 Phone: Wisconsin 3271 Phone: Hebart 7827  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Bldg., 155 No. Clark St.  
 Phone: State 2322  
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

## FINANCIAL

(Dec. 16)

NEW YORK STOCK EXCHANGE

|                   | High    | Low     | Close   | Net Chg. |
|-------------------|---------|---------|---------|----------|
| Admiral Corp.     | 8 1/4   | 8 1/4   | 8 1/4   | — 1/2    |
| Am. Tel. & Tel.   | 151 3/4 | 150 3/4 | 150 3/4 | — 1/2    |
| CBS A             | 23 1/2  | 23 1/4  | 23 1/4  | — 1/2    |
| CBS B             | 23 1/2  | 23 1/4  | 23 1/4  | — 1/2    |
| Farnsworth & R.   | 7 1/2   | 7 1/4   | 7 1/4   | — 1/2    |
| Gen. Electric     | 35 1/2  | 34 3/4  | 35 1/2  | — 1/2    |
| Philco            | 35      | 34 1/2  | 35      | + 1/2    |
| Philco pfd.       | 88 1/2  | 87 1/2  | 88 1/2  | + 1/2    |
| RCA Common        | 9 1/2   | 9 1/4   | 9 1/4   | — 1/2    |
| Stewart-Warner    | 15      | 14 1/4  | 14 1/4  | — 3/8    |
| Westinghouse      | 29 1/2  | 29 1/4  | 29 1/4  | + 3/8    |
| Westinghouse pfd. | 98 1/2  | 98      | 98 1/2  | — 1/2    |
| Zenith Radio      | 22 1/2  | 22      | 22 1/2  | — 1/2    |

OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| Stromberg-Carlson | 11 3/4 | 13 1/4 |
| DuPont Lab.       | 7      | 7 1/2  |
| U. S. Television  | 1 1/4  | 1 1/2  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
 Kolloqg acquired exclusive American League baseball rights in Chicago, Boston, Philly and Detroit, sharing St. Louis with General Mills. . . . CBS' year-end report listed 21 stations added to the web in 1937 bringing total of 108. . . . Murray Grabhorn, manager, of KEHE, Los Angeles, reported setting weekly commentary series on NBC for Elliott Roosevelt. . . . Among top web airters was "Sweet Someone" (Leo Feist, Inc.)

**EXECUTIVE SECRETARY LOOKING NOW FOR THE EXECUTIVE WHO'S LOOKING TOO.**  
 Excellent agency, network and station background. A "detail" specialist.  
 Write RADIO DAILY, BOX 425, 1501 Broadway, New York 18, N. Y. or Call Plaza 3-7800.

## ★ COMING AND GOING ★

**GEORGE F. FOLEY, JR.**, account executive at Newell-Emmett Co., is in Washington, D. C., for conference with Coast Guard officials on details of a new network program which the agency is handling.

**LOWELL THOMAS**, Columbia network commentator who ordinarily broadcasts from Pawling, N. Y., will air his program today and tomorrow from New York. On Friday his program again will emanate from upstate.

**M. S. NOVYK** left yesterday for Chattanooga, where he'll interview prospective staff members for the new FM station to be opened there by Unity Broadcasting Co.

**JOHN PATT**, vice-president and general manager of WGAR, Columbia's outlet in Cleveland, sat in for a while yesterday at the station relations department of the web.

**JOHN H. NORTON, JR.**, vice-president of the American network in charge of stations, is in Atlanta on business. He'll return tomorrow.

**JAMES M. PATT**, manager of WNBH, affiliate of ABC in New Bedford, Mass., is in town for conference with officials of the web.

**STEVE GIBSON**, and his Red Caps, vocal-instrumental group, off to Las Vegas, Nev., for a Mercury recording session and an engagement at the Last Frontier Hotel there.

**ALLEN T. SIMMONS**, owner and manager of WADC, Akron outlet of CBS, is in Gotham on station and network business.

**JAMES L. SPATES**, manager of WBEC, Pittsfield, Mass., a visitor yesterday at the New York offices of ABC, with which the station is affiliated.

### AFRA Names 8 More To Board of Directors

Membership of AFRA's New York local yesterday nominated eight board members, all of whom were recently elected to the board on the Independent slate, for the same number of specific offices. Nominees, named by petition, are as follows: Nelson Case, president; Virginia Payne, 1st vice-president; Eugene Loewenthal, 2nd v.-p.; Joe O'Brien, 3rd v.-p.; Karl Swenson, 4th v.-p.; John Neher, 5th v.-p.; Anne Seymour, recording secretary, and Ben Grauer, treasurer. Ballots containing the names of nominees will be mailed to the membership immediately and must be returned by Dec. 31.

Meanwhile, AFRA's suspension of Cecil B. DeMille a few years ago was upheld yesterday by the State Supreme Court in Los Angeles. DeMille was dropped from AFRA rolls when he refused to pay an assessment and he started a court fight. Ruling by the California State Supreme Court judge was the second time a decision had been handed down.

### Sauter Accepts Post With City Of New York

James E. Sauter, widely known New York radio and theatrical executive, yesterday was named Deputy Commissioner of the Department of Commerce of the City of New York by Mayor William O'Dwyer. He will serve with Commissioner Edward C. Maguire and both will work without compensation.

The plan for the department, prepared by Commissioner Maguire, sets forth the establishment of a 15-member "Business Executive Committee of the City of New York." It also calls for a Labor Advisory committee which will consist of seven representatives each from the AFL and CIO.

Brig. General David Saroff, president of RCA, is among the business executives who will serve on the volunteer business advisory committee.

The department will co-operate with all major business groups, answer business inquiries, and will handle all problems involving labor-industry relations.

### Wedding Bells

Connie Martin, staff member of the Earl Ferris organization and formerly CBS' trade news editor, resigns her post the end of this week to complete plans for her forthcoming marriage to Patrick J. Ryan, Kansas City industrialist.

Nuptials will take place during the holidays.

### Kobak Addresses Employees

More than 150 employees of the Mutual network yesterday were addressed by Edgar Kobak, president of the web, bringing to conclusion the series of lectures delivered by officials of MBS for the benefit of the network's personnel. In the closing session yesterday Kobak delivered a "progress report" and outlined plans for the future activities of the web.

### Repeating WOV Program

In response to listener requests, WOV will air a live repeat of "Illegitimacy: Branding-Iron for Innocents" on its American Family series tonight, 9 to 9:30 p.m. Virginia Momand is writer, producer and director of the public service dramatic series.

### To Air Marshall Talk

Secretary of State Marshall will discuss the failure of the Big Four Foreign Ministers Conference Friday night, ABC and Mutual definitely set to carry it from 10-10:15 p.m.



### Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.



**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally By Hedley-Road

IN CLEVELAND IT'S  
**WHK**

## Assn. Of Repair Men To Talk Cleanup Tonite

(Continued from Page 1)

more M. Weigand and John McCaffery. Weigand, who is legal advisor to the City Council minority, will outline a proposal drawn up by Councilman Stanley Isaacs which would license repair men in much the same manner as electricians and plumbers are now licensed by the city. The bill probably will be introduced next month unless definite steps toward cleaning house are taken by the servicemen.

McCaffery will play a record of that portion of his Dec. 10 "Room 416" broadcast over WNBC in which he discussed RADIO DAILY's recent expose of the repair racket. He also will urge the elimination of unfair business practices on the part of segments of the trade which darken the reputation of reliable repair shops.

The actual RADIO DAILY article also is on the agenda for discussion. The story, which was printed in the Dec. 9 edition, was based on a survey of 20 shops picked at random in Manhattan.

## Special Tele Film Made To Plug New H'wood Pic

(Continued from Page 1)

vehicle "The Senator Was Indiscreet" in New York stations.

Company has scheduled the short on a daily "spot" basis on WNBT and WCBS-TV, starting this weekend, and continuing through the end of the month when "Senator" premieres at the Criterion.

The film is a five-minute "telescoped" version of "The Senator," starring William Powell, made in the company's Hollywood studios and conforms to the usual requirements of tele such as elimination of long-shots, music, etc. It's the first of a series of such films UI will make to plug new productions.

## N. Y. Station Adds FM

Poughkeepsie, N. Y.—WHVA, FM affiliate of WKIP, local ABC outlet, went on the air last week with an hour broadcast from the Nelson House and new studios. Speakers included George W. Bingham, general manager of the two stations; Edward A. Chappell, publisher of the Poughkeepsie New Yorker and director of the outlets; Mayor Frank M. Doran; Msgr. Valentine Snyder, and Jack Gould, radio editor of the New York Times. WHVA transmitter is atop Mount Beacon, 1,597 feet above sea level. Radiated power is 2,300 watts at 104.7 mc.

IN CLEVELAND IT'S

# WHK

## Double Barrelled

Ballantine Beer fired both barrels on Sunday by sponsoring the same broadcast, in which there was terrific interest, on two 50,000 watt New York City stations. Event was the play-off between the New York Yankees and Cleveland Browns for championship of the All-American football conference. Broadcast was carried by WINS and WOR with Mel Allen and Russ Hodges behind the mike.

## New 50,000 Watt Station Set For Manitoba, Canada

(Continued from Page 1)

mittent negotiations, now nearing completion between the federal authorities and Manitoba which extended over several months. The 15,000-watt, 24-year-old CKY and the less powerful 19-year-old CKX are operated by the Manitoba Telephone System, a provincial utility. Manitoba is the only province operating radio stations.

When the CBC and the province had agreed upon a price "we insisted that we were not prepared to close the deal until we had tested the adequacy of the price in the market," Premier Garson said.

"To this end we proposed that we should call for separate sealed tenders for our two radio stations and in connection with the call for tenders for CKY we would treat the price agreed upon by the Canadian Broadcasting Corporation and ourselves as an undisclosed reserve bid.

"If the highest tender which we received for CKY would bring us more money than the amount which we would receive if we accepted the CBC's offer, then we would sell CKY to the outside private bidder."

He did not reveal whether any private offers had surpassed the CBC's offer.

## Commission Approves WISH-WISH-FM Transfer

(Continued from Page 1)

proved yesterday by the Commission.

Sale, representing 5625 issued and outstanding shares of capital stock, was made to the Universal Broadcasting Co. Transferees are C. Bruce McConnell, Earl H. Schmidt, John E. Mesick and Edward W. Harris, President of Universal is Frank E. McKinney, part owner of the Pittsburgh Pirates, National League baseball club. Also a stockholder in Universal is Owen J. Bush, part owner of the Indianapolis baseball team.

Approval of the transfer was given subject to the surrender within 20 days of a CP for an FM station in Indianapolis held by Universal.

## WANN Covers Ceremonies

Annapolis—WANN covered the ceremonies attendant upon the presentation of a bronze bust of Fleet Admiral William F. Halsey, Jr., to the U. S. Naval Academy Museum, Dec. 14, 1947.

## 2-Billion Mark Reached By Radio, Tele Industry

(Continued from Page 1)

at 60 million; electricity and batteries for receiver operation, 220 million; tele receivers, 120 million; replacement tubes, 90 million; radio parts and supplies, 100 million; phonograph records, 300 million, and repairs and service, 75 million. Grand total was \$2,115,000,000.

The United States has about as many radios as the rest of the world combined, Dr. Caldwell said. World total of 132 million sets is divided by continents as follows: Europe, 46,000,000; Asia, 6,500,000; South America, 5,500,000; Australia, 2,500,000; Africa, 1,000,000, and North America, 70,500,000.

## Gov't Study Sees Tele As Aid To Employment

(Continued from Page 1)

power to high power stations as they gain experience, thus making room for new men at the small stations."

The study also noted that television is creating good employment opportunities in the servicing and repair field.

Noting the opportunities for veterans, the study said that "in many parts of the country servicemen with television training will have an increasingly important advantage in job seeking and will tend more and more to replace men who can repair only AM and FM radios."

## N. Y. Municipal Station Seeks Power Increase

(Continued from Page 1)

equipment if the boost in power is granted.

Seymour Siegel, director of the municipal outlet, said the increase was requested to afford coverage of from two to three million residents of the city who cannot receive an adequate signal from the station. Transmitter is located in Brooklyn, and the present signal is greatly weakened by Manhattan skyscrapers.

## Power Increase For KFMB

KFMB, San Diego, Calif., affiliate of the American Broadcasting Company, has received a construction permit from the FCC granting a substantial increase in power and an improvement in facilities.

The construction permit grants KFMB full time operation with 1,000 watts power on 550 kc. The station currently operates with 250 watts on 1450 kc. Expectations are KFMB will be operating with this improved frequency and increased power about February 1, 1948.

**TO REACH THIS RICH MARKET ECONOMICALLY—BUY**



# W R A W

**READING, PA.**

(Established 1922)

"A Steinman Station"



Represented by

**RADIO ADVERTISING COMPANY**

New York • Los Angeles • Chicago  
San Francisco



**WCTA** ALABAMA  
\*ALPHABETICALLY... Full Time

WE ARE THE \*  
**1st AMERICA** \*

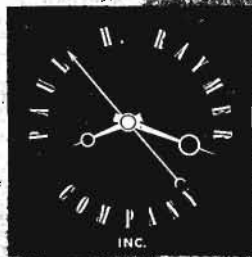
**WCTA** ANDALUSIA  
ALABAMA

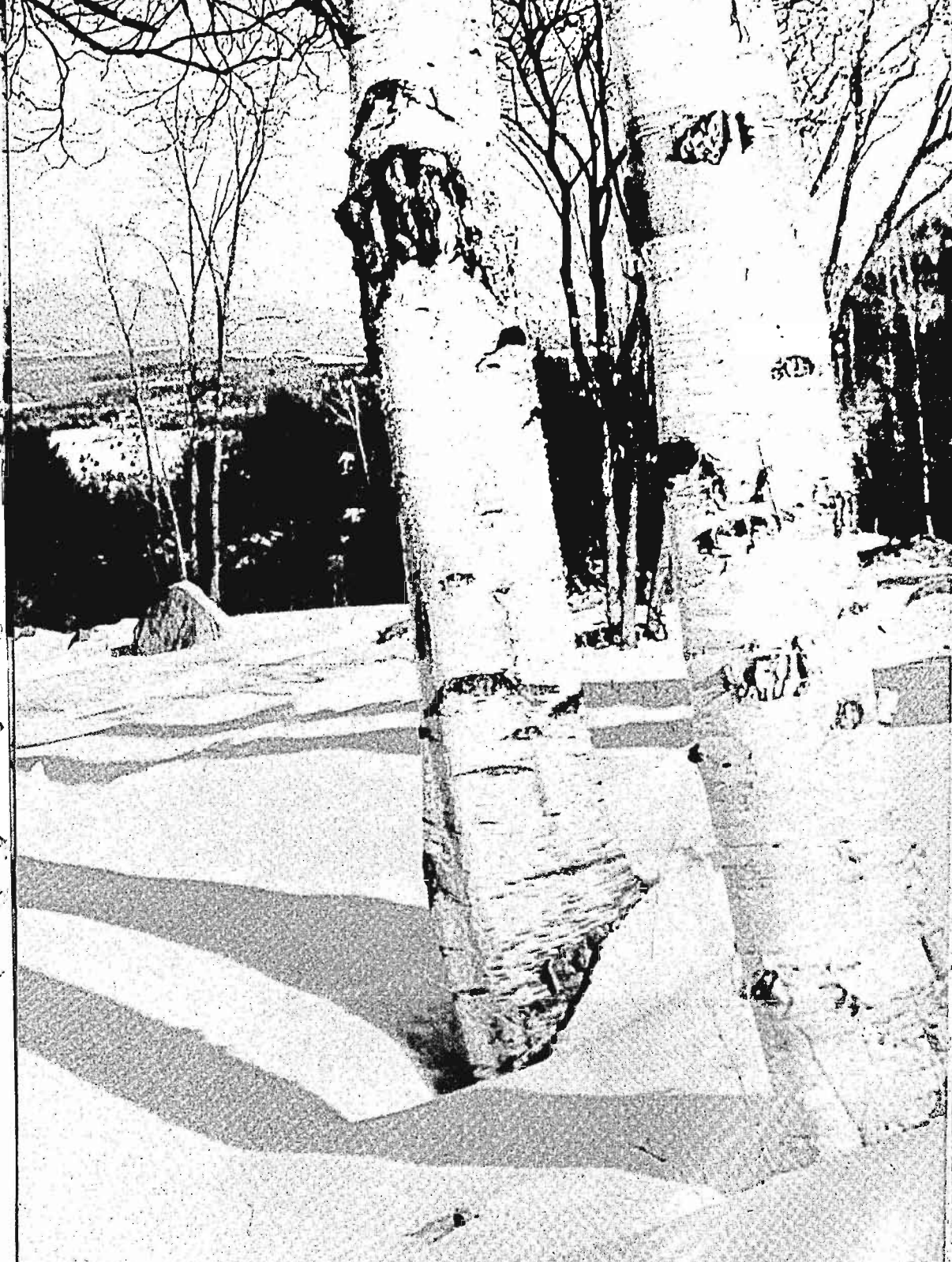
\*ALPHABETICALLY... Full Time



*Merry Christmas  
and  
Happy New Year*

PAUL H. RAYMER COMPANY, INC.





## LOS ANGELES

By RALPH WILK

AFTER guest appearance on Duffy's Tavern New Year's Eve Abe Burrows kicks off sponsorship of his own show on Jan. 3 from Hollywood. Immediately after the broadcast, Burrows leaves for New York stopping en route at St. Louis for visit with new sponsor. Broadcasts of 10th and 17th emanate from New York, with Lambert Pharmaceutical presenting Burrows during the Retail Druggists Convention in Palm Beach during the week of the 12th. Milton DeLugg, combo leader of the show, will accompany Burrows East.

Stephen Slesinger is in Hollywood from New York for conferences regarding assignment of writer to the Zane Grey Show. Slesinger will remain here for several months.

Edgar Bergen returned to Hollywood Friday from a week's holiday at Catalina Island.

KMPG's Bill Leyden emceed Friday's Christmas Jubilee, semi-formal dance sponsored by the Junior Advertising Women of Los Angeles, at the Royal Palms Hotel. Program includes such entertainers as Jack Carson, Matt Dennis, Martha Tilton, Mondernaires, Harry Babbitt, Ruth Hussey, Gig Young and George O'Hanlon. The proceeds of the affair went to philanthropic projects of the club.

## Koster Named Manager

## Of Providence FM Outlet

H. William Koster of Warwick Neck, R. I., has been engaged as manager of the Journal-Bulletin FM radio broadcasting station, the Providence Journal Company announced yesterday.

Koster returns to Rhode Island broadcasting activities after three years in St. Louis and Worcester. For 11 years he was associated with WPRO in Providence as program director. He was at KWK in St. Louis for a time and recently has been manager of WAAB in Worcester, a station owned and operated by the Yankee Network. He has a broad background of experience in broad casting in New England and so is familiar with the regional problems there.



## Notes From An Aisle Seat. . . !

• • • First it's George Jessel, the movie producer, returning to the entertainment fold. Now we hear that columnist WW may turn movie producer. (Ah, that California air). . . Ralph Edwards has no objection to continuing series of "Hush" contests—but insists on a tie-in with some worthy cause. . . Jack Paar, they tell us, will be kept on ABC sustaining—albeit there's still a good chance that American Tobacco Co., may decide to hang on. Meanwhile, Groucho Marx moves his quizzer in that time slot in Jan. . . Larry Finley just blew into town from H'wood to talk over a big film deal here. If deal goes thru, Finley will add movie producing to all his other chores—but will only film his own properties (such as "Myrt & Margo," "Diary of Fate," etc.) The original radio cast will be used in each picture. . . Vaudeville actors, whose livelihood is threatened with the possible demise of the two-day, now trying like mad to get established in television. . . Y & R's Tom Slater due for a big promotion. . . Dick Dudley, Mutual disc jockey, switching over to his own show on ABC in Jan. . . Erlene Wallace, casting director at Show Productions, back at her desk after a minor operation. . . The Sam Wanamakers (she's Charlotte Holland) expect their heir around April. . . Harvey Stone must still be bitter over the Louis-Walcott decision. Asked whether he thought television would keep a lotta people away from the return bout, he snapped: "No, but the last fight will."



• • • BMI has another click on its hands in "Passing Fancy," judging by Vaughn Monroe's great disc of it. Victor jumped its original release date by a month, they're that hot about it. . . Deal on the fire for Eddie Dunn to do a guest interviewer spot on "Vox Pop." . . Les Tremayne will be featured in a new half-hour series based on certain features of Photoplay mag. to be bankrolled by Air-Wick. It'll be called "Living With The Stars." . . Clayton Collyer, radio's "Superman," returns to Fordham U., his alma mater, next spring, as an instructor in radio emitting. . . Talk along Radio Row that Dennis Day won't be with Jack Benny after this season. . . Dan Tuthill, who masterminds the master mentalist, Dunninger, readying a new series of special kiddie telecasts, to be written and directed by Dave Lustig. . . American Safety Razor Co., making one-minute film shorts on their ASR lighter for use as television commercials. . . Louise Howard defines a drip as a person you can always hear but seldom turn off. . . Peter Donald hit a new high in endorsement ads in yesterday's N. Y. Times, one had him switching to Calvert and the other presented him as never needing a haircut.



• • • Herb Moss cuts a platter tonight of his new show for ABC. Stanza is tagged "Meet Your Hero" and consists simply of giving underprivileged kids, etc., a chance to actually meet their idols. Skedded for the audition show are Joe DiMaggio, John Garfield and Maxine Sullivan. Mel Allen is down as emcee, assisted by his sidekick, Russ Hodges, plus a 22-piece orchestra headed by Glen Arden. . . Ilene Woods gets the regular chirping berth on the Jack Carson cirer. . . Sponsor of a Sat. afternoon show said he didn't want sultry Vicki Cummings on his show because her voice was too sexy for mid-west radio. So help me, that's what the man said. . . Rose Marie and MCA have patched up their differences. . . Producers of "Superman" have retained Edwin J. Lukas as advisor for their new series which exposes the punchboard racket. Lukas is a colorful personality who knows as much about crime and juvo delinquency as anyone you can think of. . . Art Henley will head a forum at the Gagwriters Institute tonight at the Malin studios. He's also skedded to talk at the Radio Writers' Guild seminar of comedy writing on the 18th with Irv Mansfield and Nat Hiken. (Aside to J. R.: He'll talk on the mathematics of humor). . . His medico tells WOW's disc jock, Bill Williams, that the rash on his hands is caused by an allergy—to ACETATE. Bill's doing his new show with mittens on.

## CHICAGO

By NAT GREEN

WBMM recently inaugurated a quarter-hour series titled "Allie Sports Report," with John Harrington and Fahey Flynn, well known sportscasters, giving the latest sports news and "hot stove league" discussion.

E. F. McDonald Jr., president of Zenith Radio Corp., was presented with the one millionth speaker built by the firm's radionics division last week. Zenith is now turning out the speakers at the rate of 2,000,000 a year.

ABC's promotion department will shortly send out cigars wrapped in colorful gold and red bands with the copy "Monday, 7 p.m., Light Up With Groucho Marx in 'You Be My Life.'" It's sure fire. WLS-WENT Dial 890. It's to promote the new network program.

Hanns Leo Rich, director and announcer of "Viennese Melodies" WSCB German language show, he just had his third book, "Der Heimg zur Feier," published. His newest radio play, "Intermezzo in Hollywood" has been accepted by Studio Zurich Switzerland.

## U. S. Office For Mexico Outlet

Jose M. Gonzales, who is owner and operator of XEO, Matamoros, Mexico has opened up a sales office for the station at Brownsville, Tex.



## HOTEL STRAND

Atlantic City's  
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage premises.

OPEN ALL YEAR

Under Ownership Management

Exclusive Pennsylvania Avenue and Boardwalk

1906 1947

Henri  
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER  
COCKTAIL BAR

Famous French Candies

15 East 52nd St.

**AUSTRALIA**

**"AMATEUR HOUR,"** Australia's top rating show for many years, has celebrated its seventh birthday. First broadcast in Nov. 1940, "Amateur Hour" originated at 2UW, Sydney, and only is aired over nation-wide web of 24 stations. Sponsors maintain free checking office to assist performers. Most popular artist to date was singer John O'Connor who won professional contract with Tivoli videville circuit. Show spends half of year on tour with emcee Dick Fr. assistant producer Claude Holland, and accompanist Jean Bates.

**2UE** Sydney has launched "Talent Show" which allows anyone one minute on air to "sell" client who can be either amateur or professional. Then it is up to performer. Performers are paid regular station fees and best performer on each program (by audience vote) gets extra cash. There's no prize for best agent.

**2GB** Sydney has new program "Native Speaks." Emceed by John Dease, a panel of experts answers listeners' questions on animals, birds, fish, etc., and ad lib human interest details. Experts are R. A. Patten, superintendent of Sydney Zoo, and Australian Museum scientists E. Troughton, G. P. Hittley, and J. R. Kinghorn.

Another popular 2GB show is "Star Spill," now aired over 2GB-Macquarie Network and increased from 15 to 45 mins. Teachers over 2GB, 4H Brisbane, 3AW Melbourne, and 3ON Adelaide, offer their star pupils each week. Emcees are John Walker (Sydney), George Hardman (Brisbane), Peter Ellis (Melbourne), and Ian Sanders (Adelaide).

**3UFL** Ordell, who has told more than 40 stories over 2UE Sydney on his "Our Neighbors" program in past five years, has sold selection from them for early publication.

**WBKB Sets Co-Op. Plan To Train Tele Staffers**

Chicago—WBKB, Paramount station here, announced this week a cooperative plan to alleviate the acute personnel shortage in video and to lessen the cat and dog competition for qualified employees," which provides for training of executive members of other stations, agencies, schools and colleges, etc., with station's own crews. Capt. Bill Eddy, director of the station, stated that "raiding" of existing staffs has already created "serious problems."

Under terms of its proposed program, WBKB will temporarily take into its crews both program and engineering executives from: (1) tele-

**CBS Asks Boston TV Station In Furtherance Of Video Web**

(Continued from Page 1)

far by the network for cities in which it has owned-and-operated AM stations, and the second since its turn-down of proposed standards for color tele by the FCC. Application was filed for an outlet in Chicago last September and is still pending before the Commission. Other O-and-O outlet is WCBS-TV, New York, which began operations in July 1931.

**Experimentation Continues**

Meanwhile CBS is experimenting with network tele through informal working arrangements for cooperative exchange of programs with WMAL-TV, Washington; WMAR, Baltimore, and the station being completed by the Philadelphia Evening Bulletin which will participate in the arrangements shortly after the first of the year. If WDRC, Hartford, Conn., gets approval of its tele bid by the FCC, station will become the sixth link in CBS's eastern seaboard web. Initial CBS' chain will then connect New York, Philadelphia, Baltimore, Washington and points south, with Boston and points lying between it and New York.

CBS' request for a Boston tele outlet sets forth plans to use the Medford, Mass. site selected by WEEL, web's outlet in that city and its en-

vions, for an FM station now under construction.

"Our application for permission to operate a television station in Boston represents a vital factor in our plans for an Eastern Seaboard network," Lawrence Lowman, CBS vice-president, said yesterday in making the announcement. "It is important to keep in mind that the eastern coastal chain is really only the first of many others like it which we have blueprinted to serve the country separately and collectively, just as in radio today.

"Whether the development of network television will follow the precise pattern of the CBS radio network depends on at least two important factors: the cost and method of hooking up stations and the specifics of affiliate contracts.

"This much however is perfectly clear to us—the concept of competitive networks for television is entirely sound and necessary. Ever-widening orbits of the American public and business are entitled to enjoy the benefits of television as speedily and as economically as American ingenuity can deliver it to them. Networking, obviously, is the only logical way."

**CBS Rate Protection Modification Announced**

(Continued from Page 1)

general postwar rise in operation expenses, "it is not possible to forecast broadcasting costs at long range." He explained that it is necessary, "in the interests of insuring network efficiency" to modify the rate protection policy.

The letter also called attention to the fact that in the face of rising costs everywhere, the net cost of CBS circulation today is lower than pre-war levels—between 1940 and 1947, CBS circulation cost, night and day, declined 19 per cent.

"We will do all in our power," Mr. Giffinger concluded, "to maintain our rates at minimum practical levels and to continue, as in the past, to deliver audiences to CBS advertisers at lower costs than any other network."

vision stations which have received their construction permits; (2) advertising agencies which have established, or plan to establish, television departments; (3) labor unions having jurisdiction in the television industry; (4) schools and colleges.

Expense will be shared, according to Eddy. Station will stand the cost of schooling students and make no charge to his sponsor. Latter, in turn, will keep the staff member on its own payroll during his period of instruction. Eddy also emphasized that the program will not be open to individuals as such, but that all persons must be sent to WBKB by a sponsoring organization approved by the station's advisory board.

**Conditional FM Grants Awarded Nine By FCC**

(Continued from Page 1)

Class B, channel 298; Milton J. Hinclein, Sedalia, Mo., Class B, channel 259; WAUK Broadcasting Co., Waukesha, Wis., Class A, channel 237; C. H. Winans Co., Morristown, N. J., Class A, channel 288.

**WNBT Luncheon Show Set From The Waldorf**

Luncheon—program format extends into television tomorrow when WNBT, NBC's New York video outlet, debuts a new series titled "Luncheon at the Waldorf," originating in the Flamingo Room of the world-famous hotel (1-1:45 p.m., EST.)

Jay Martin, musical comedy star who last season played lead roles in several productions of the Paper Mill Playhouse, will be emcee of the new show, which will feature interviews at the luncheon table. On tomorrow's opener he'll interview four former members of the WASP's, who served as auxiliary transport pilots for the armed services during the war.

**PROGRAM DIRECTOR AVAILABLE**  
A genuine young veteran, 31, college, skilled, versatile, personable, six years experience in programming and administrative. Seeking a permanent connection with a progressive-minded station. Better than average references. Will consider only better than average position. Box 426, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**AGENCIES**

**ARTHUR SINSHEIMER**, one of the founders of the Radio Executives Club of New York, a pioneer and well known figure in the radio field, has just announced the severance of his long association with the Peck Advertising Agency as Director of Radio and Television, as of January 1st. He will soon announce a new affiliation.

**SIDNEY N. WAGNER**, formerly with Standard Brands, Inc., as market research analyst and more recently with Chart-Facts, where he was director of research, has joined the staff of Broadcast Music, Inc. (BMI) as statistician. Wagner, who served as naval gunnery officer for 24 months during the war, was honorably discharged as Lieutenant (s.g.) in April 1946.

**WILLIAMS ADVERTISING Agency, Inc.**, of New York, has opened a Los Angeles office. Martin J. Newman, old-timer on West Coast, heads operation as vice-president, with offices at 1140 Wilshire Blvd., and a completely staffed organization. The West Coast operation will function independently but in co-operation with New York.

**GRANT ADVERTISING, INC.**, announces the appointment of Rudolph Pecorini as director of media and research for its New York office, effective immediately. He will handle both domestic and foreign media. Pecorini has been with Grant Advertising, Inc., for the past four years, until recently as research director of the same office.

**JAMES R. ROBERTS** has joined the Charles W. Hoyt Company, Inc., New York City, as an account executive.

**TRAVEL EXPOSITIONS, INC.**, Chicago and New York, producers of the International Travel and Vacation Show to be held in Grand Central Palace, New York, from May 3-8, 1948, has appointed Fred Gardner Company as advertising counsel for a dealer and consumer campaign in the trade press and newspapers.

**GERALD F. PERRY**, formerly with the Ratcliffe Advertising Agency, Dallas, has opened the Percy Advertising Agency at Dallas.

**ERIC HALL** has joined the production department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

IN CLEVELAND IT'S  
**WHK**

**25th ANNIVERSARY**  
QUARTER CENTURY OF COMMUNITY SERVICE

## COAST-TO-COAST

## —DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Over \$800 will be turned over to the Children's Hospital by Les Sand, popular emcee of WDDC's "Yawn Patrol." Sand, who has been collecting donations since October 28th, will make a recording of the proceedings and of the interviews with the children and will play it back on his "Yawn Patrol" program. . . Grant Page has been selected as director of the Housewives' Protective League programs over WTOP. He has been connected with the station for four years in an early morning program under the name Bill Jenkins.

## —FLORIDA—

DAYTONA BEACH—"Teen-Agers Turn," a new program especially introduced for those youngsters with radio announcing or similar ambitions, is going strong in this town. Among the contestants for the position of "Disc Jockeys For A Day," have been students from all three major high schools in this city. Auditions are being held every Saturday morning for students between the ages of 15 and 18. The judging is based on voice quality, pleasing manner and best style. . . JACKSONVILLE—Paul G. Mains, Jacksonville sportsman and WPDQ outdoors editor, is now the proud possessor of a gold medal symbolic of the Wild Life Conservation Award of the Florida State Chamber of Commerce.

## —KANSAS—

TOPEKA—Frank Allan, who was with KTOP when the station opened in July, recently returned as a staff announcer. He is handling the afternoon disk jockey show, "K-Top Notchers" and plans are being made for him to handle a late evening show as well. . . PITTSBURGH—New manager of KSEK is James M. Griffith, former manager of KADA, Ada, Oklahoma. KSEK is owned by the Pittsburgh Publishing Co.

## —MISSOURI—

ST. LOUIS—A former Marine Corps sergeant, Esther Maenor, has joined KYOK as secretary to general manager, C. L. Thomas. Prior to her service in the Marine Corps, Miss Maenor was secretary to Clark Clifford, now special counsel to President Truman. . . KMOX and St. Louis service clubs are co-sponsoring the Salvation Army's Christmas Kettle campaign for \$30,000 in this city. The station started the drive with a "kickoff" broadcast and has scheduled announcements requesting contributions at the rate of 20 per day until Christmas. Interviews are also being broadcast daily from the "Tree of Lights" in downtown St. Louis where a large Christmas tree is serving as a gauge for donations, a bulb lighting up for each \$100 contributed.

## NETWORK SONG FAVORITES

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

Survey Week of December 5-11, 1947

| TITLE                                   | PUBLISHER          |
|---|--------------------|
| A Fellow Needs A Girl.....              | Williamson         |
| A Girl That I Remember.....             | Broadcast Music    |
| —And Miml.....                          | Shapiro Bornstein  |
| Ballerina.....                          | Jefferson          |
| Best Things In Life Are Free.....       | Crawford           |
| Civilization.....                       | E. H. Morris       |
| Gentleman Is A Dope.....                | Williamson         |
| Golden Earrings.....                    | Paramount          |
| Gonna Get A Girl.....                   | Miller             |
| How Lucky You Are.....                  | Peter Maurice      |
| How Soon.....                           | Supremo            |
| I Still Get Jealous.....                | E. H. Morris       |
| I Wish I Didn't Love You So.....        | Paramount          |
| I'll Dance At Your Wedding.....         | George Simon       |
| I'm Sorry I Didn't Say I'm Sorry.....   | Mood Music         |
| My How The Time Goes By.....            | Chappell           |
| Near You.....                           | Supreme            |
| Pass The Peace Pipe.....                | Crawford           |
| Peggy O'Neil.....                       | Feist              |
| Serenade Of The Bells.....              | Melrose            |
| So Far.....                             | Williamson         |
| The Stanley Steamer.....                | Harry Warren       |
| The Stars Will Remember.....            | Harms              |
| There'll Be Some Changes Made.....      | E. B. Marks        |
| Those Things Money Can't Buy.....       | Robbins            |
| What Are You Doing New Year's Eve.....  | Famous             |
| Whisper Song.....                       | Miller             |
| White Christmas.....                    | Berlin             |
| Winter Wonderland.....                  | Bregman-Vocco-Conn |
| With A Hey And A Hi And A Ho Ho Ho..... | Bourne             |
| You Do.....                             | Bregman-Vocco-Conn |

## Second Group

|   |                      |
|---|----------------------|
| Almost Like Being In Love.....                | Sam Fox              |
| Christmas Dreaming.....                       | Leeds                |
| The Christmas Song.....                       | Burke and Van Heusen |
| Don't You Love Me Anymore.....                | Oxford               |
| Foudin' And Fightin'.....                     | Chappell             |
| The Freedom Train.....                        | Berlin               |
| Fun And Fancy Free.....                       | Santly-Joy           |
| Hills Of Colorado.....                        | London               |
| It Happened In Hawaii.....                    | Remick               |
| Kokomo, Indiana.....                          | Bregman-Vocco-Conn   |
| Let's Be Sweethearts Again.....               | Campbell-Porgo       |
| Love Is So Terrible.....                      | Mellin               |
| Papa Won't You Dance With Me.....             | E. H. Morris         |
| Santa Claus Is Comin' To Town.....            | Feist                |
| Slipping Cider By The Zuyder Zee.....         | Bloom                |
| They're Mine, They're Mine, They're Mine..... | Sinatra Songs        |
| Too Fat Polka.....                            | Shapiro-Bernstein    |
| Two Loves Have I.....                         | Miller               |
| What'll I Do.....                             | Berlin               |

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## NEW STATIONS

## New FM Station

Station KGO's new Frequency Modulation station went on the air Monday, Nov. 3rd, according to plans announced by Gayle V. Grubb, general manager. KGO-FM is heard in Channel 291 at a frequency of 102.1 mc. with a power of 5000 watts.

Present schedule calls for a six-hour daily broadcast from 3 p.m. to 9 p.m. seven days a week. This will be a non-commercial operation pending the selection and development of the KGO-ABC television site. Temporary location for the FM transmitter is alongside KGO's present AM transmitter on East 14th Street in Oakland. Later it will be permanently installed at the television site. The new FM station will, insofar as possible, duplicate the regular KGO-ABC programs which do not carry music.

## Alabama Outlet Opens

Gadsden, Ala.—WGWD, this town's fourth station, began operations last week with one kilowatt at 570 kc. Studios and offices are in the Medical Building. Edwin H. Estes is station manager. Formal opening ceremonies featured talks by local officials, merchants and representatives of civic groups.

## N. C. Outlet Starts Biz

Durham, N. C.—WSSB has opened offices in Depositors National Bank Building, and is slated to go on the air around the middle of January, with 250 watts on 1490 kc. Thomas B. Sawyer is president of Public Information Corp., licensee. Guy Griffen, formerly with WFBR, is general manager.

## Niagara Station Readied

Niagara Falls, N. Y.—WJLJ goes on the air this week, under guidance of John J. Laux, owner, and Robert Kilment, station manager. Frank Harr is chief engineer; Kieran Balfe, program director; Tommy Talbot, commercial manager; Frank Skimin, news chief; George Walker, disc jockey; George Thorne, announcer, and Art Walter, sales.

## Start Construction on Coast

San Francisco—Construction has been begun on a transmitter tower and building for KDFC atop Mt. Beacon in Marin County. Owned and operated by Sundial Broadcasting Corp., the new FM outlet will have an ERP of 30 kw. at 102.1 mc. Antenna will be 1200 feet up, giving station a radius of 90 miles. Broadcasting will be inaugurated in about five months.

Live DeLuxe Prize Package Show  
"Cinderella Weekend"

Daily Scripts, Questions and Answers, Valuable Prize for every contestant. Weekly winner earns Head-to-Toe Wardrobe plus New York, Weekend for Two.

ALL YOURS, for as low as \$20 per day.  
V.I.P. SVC. Inc., 1775 Bdwy.

IN CLEVELAND IT'S  
**WHK**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 41, No. 54

NEW YORK, THURSDAY, DECEMBER 18, 1947

TEN CENTS

## FCC Re-opens Hearing

### Relay Network Up For Discussion

Representatives of television stations in the midwest and western states will meet in Philadelphia at the Bellevue-Stratford hotel tomorrow to discuss the possibilities of a relay network for coverage of the Republican and Democratic National Conventions next June and July.

The meeting was called by Roger W. Clipp, general manager of the Philadelphia Inquirer stations, who is chairman of the radio and tele-

(Continued on Page 6)

### Proposes New Method Of Visual Newscasts

A plan for beaming visual news bulletins to Paris and Rome via radio is being mulled by Congress and the State Department. Bulletins, which would be used to augment coverage of America broadcasts, would be blown-up on a 10 or 12-foot screen located in public places.

Walter S. Lemmon, vice-president of Globe Wireless Co., said he is preparing estimates of the cost of such service at the request of the State

(Continued on Page 2)

### Monti Sets Spot Campaign In 20 Major Markets

Monti Products Corp., for Castile Sampoo, has started a 13-week spot campaign in 20 major markets from east-to-coast. Advertiser has been buying networks off and on for some time but the one-minute ET spot campaign marks a return to spot broadcasting. Agency is Birmingham, Castleman & Pierce, Inc.

### All Purpose Receiver

Syracuse—A table model television receiver, incorporating both AM and FM radio, has been put into production by the General Electric Company. Deliveries to dealers are scheduled for early 1948. Paul L. Chamberlain, manager of sales for the receiver division, has announced. List price for this three-way receiver will be \$465 plus installation, he said.

### Radio Artists Aiding REC Xmas Party

Radio stars will provide entertainment at the annual Christmas Party of the Radio Executives Club today at the Hotel Roosevelt, proceeds of which will go to charity.

Bob Smith, WNBC performer, will be emcee of a show which includes Lenny Ross, veteran network star, Laura Leslie and Don Cornell, vocalists with the Sammy Kaye orchestra.

REC luncheon-party, which will take place in the Hendrik Hudson Room of the Roosevelt, will distribute over 200 prizes.

### Audimeter Expansion Forecast By Nielsen

The sample audience of the Nielsen Radio Index will be expanded to cover approximately 90 per cent of the U. S. "sometime in 1948" when a new audimeter is put into use. This was revealed yesterday by George Blechta, service executive of the A. C. Nielsen Co., at a luncheon

(Continued on Page 3)

### Marshall To Be Heard On Networks Tomorrow

Secretary of State George C. Marshall's report on the failure of the Big Four Foreign Ministers' conference will be broadcast by the major networks tomorrow from 10 to 10:15 p.m., EST. Secretary Marshall will speak from Washington.

### Tele A Strong Advtg. Medium, General Foods Survey Shows

Television has definitely established itself as a commercial advertising medium in the opinion of the General Foods Corporation, and its use will be continued as "an effective" supplementary medium in the New York metropolitan market during 1948.

This conclusion was drawn as a result of a comprehensive survey made by GF during recent months in which

"When bigger and better ANNUALS are published, RADIO DAILY will publish them." advt.

### Grants Daily News Re-hearing Petition Re New York FM Outlet; Session Announced For January 12

Washington Bureau, RADIO DAILY

Washington—In a very unusual action, the FCC yesterday set aside its five New York FM grants and ordered new oral argument on January 12.

The action was taken on a petition of the New York Daily News which charged that participation of former FCC Chairman Charles R. Denny in the final decision was "unlawful." Denny resigned his FCC post to become general counsel and vice-president of NBC.

In reopening the controversial case, the commission, however, did not meet the issue of Denny's participation in the

### American Br'dcasters Seek UN Recognition

Steps have been taken by the Standing Committee of United States Broadcasters at the United Nations to gain official recognition of the radio organization by UN, Wells Church, CBS director of news broadcasts, announced yesterday.

In adopting a resolution seeking

(Continued on Page 3)

### Crosley Appoints Allison In Tele-Expansion Move

Cincinnati—The appointment of Milton F. "Chick" Allison as head of sales and promotion for the television operations of the Crosley Broadcast-

(Continued on Page 2)

New York FM case. The Commission's ruling was based on the fact that some commissioners participating in the final decision did not sit in on oral argument. The Commission ruled that the final decision

(Continued on Page 5)

### Commission Okays Seven AM Stations

Washington—The FCC yesterday granted licenses to seven new AM stations. They include Parkersburg Broadcasting Co., WCOM, Parkersburg, W. Va.; Coleman County Broadcasting Co., KSTA, Coleman, Texas; Keokuk Broadcasting Co., Keokuk, Iowa; Westex Broadcasting Co., KTXL, San Angelo, Texas; The Colgren Broadcasting Co., WHUC, Hudson, N. Y.; Miller Publishing Co., KOMW, Tacoma, Wash.; Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, KYNO, Fresno, California.

### Service Restored

Restoration of radiotelegraph service between the United States and all parts of Germany, effective immediately, was announced yesterday by Maj. General Harry C. Ingles, president of RCA Communications, Inc. For the first time since the end of the war, he said, it will be possible to exchange holiday messages with the American, British, French and Russian zones.

It's far better to have your own RADIO DAILY every day. "Ask the man who loans one." advt.



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

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## WEST COAST OFFICES

Ralph Will, Manager  
6425 Hollywood Blvd. Phone: Grants 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Managing Clegg  
8417 Dahlgren Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 327 Phone: Hobart 7627

## CHICAGO BUREAU

Nat Green  
1417 Ashland Bldg. 35 No. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Dec. 17)

## NEW YORK STOCK EXCHANGE

|                         | High    | Low     | Close   | Net Chg. |
|-------------------------|---------|---------|---------|----------|
| Admiral Corp. ....      | 8 1/2   | 8 1/4   | 8 1/4   | .....    |
| Am. Tel. & Tel. ....    | 150 5/8 | 150 1/4 | 150 3/8 | - 1/8    |
| CBS A .....             | 24 1/4  | 23 3/8  | 24 1/4  | + 3/8    |
| CBS B .....             | 23 1/4  | 23 1/4  | 23 1/4  | .....    |
| Fornsworth T. & R. .... | 7 3/4   | 7 1/2   | 7 3/4   | .....    |
| Gen. Electric .....     | 34 1/2  | 34 1/4  | 34 3/4  | + 1/4    |
| Philco .....            | 35      | 34 3/4  | 35      | + 1/4    |
| RCA Common .....        | 9 1/2   | 9 1/2   | 9 1/2   | .....    |
| RCA First pfd. ....     | 70 1/4  | 69 7/8  | 69 7/8  | - 1/8    |
| Stewart-Warner .....    | 14 1/2  | 14 1/2  | 14 1/2  | .....    |
| Westinghouse .....      | 29 1/2  | 29 1/2  | 29 1/2  | .....    |
| Westinghouse pfd. ....  | 97 3/4  | 97 1/4  | 97 1/2  | - 1/8    |
| Zenith Radio .....      | 23      | 22 3/4  | 22 3/4  | - 1/2    |

## NEW YORK CURB EXCHANGE

|                     |        |        |        |       |
|---------------------|--------|--------|--------|-------|
| Hazlett Corp. ....  | 14 1/4 | 14 1/4 | 14 1/4 | - 1/4 |
| Net. Union Radio .. | 3 1/2  | 3 1/8  | 3 1/2  | - 1/4 |

## OVER THE COUNTER

|                      |       |       |        |        |
|----------------------|-------|-------|--------|--------|
| DuMont Lab. ....     | ..... | ..... | 7 1/4  | 8      |
| Stromberg-Carlson .. | ..... | ..... | 11 3/4 | 13 1/4 |

## Kingdon Has Say Today

Frank Kingdon will explain his resignation as co-chairman of Progressive Citizens of America in an exclusive broadcast today over WLIB, at 1 p.m. Kingdon resigned Tuesday in a split over PCA's endorsement of Henry Wallace.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Los Angeles Times set a 13-week series on KNX becoming the first L. A. paper to buy air time. . . . Lenox R. Lohr, NBC proxy, dined with President and Mrs. Roosevelt at the White House. . . . Bristol-Myers revealed a five per cent increase in its 1938 radio budget. . . . "Once in a While" (Miller Music, Inc.) led web tunes with 40 plugs.

## ★ COMING AND GOING ★

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, is back at the network following a trip to the West Coast which kept him away several weeks.

JAMES CLOSKEY, commercial manager of WRNO, Mutual network affiliate in Orangeburg, S. C., is in Gotham on station and network business.

EDWARD R. MURROW, Columbia network newscaster, who spent the past two weeks in Washington, D. C., is expected back at his desk today.

KINGSLEY HORTON, assistant manager and director of programs and sales at WFL, Columbia's O&O station in Boston, visited yesterday at the offices of CBS Radio Sales.

BILL DOWNS, Midwest correspondent for CBS stationed in Detroit, is en route to Pittsburgh for Monday's broadcast of the network's "News of Tomorrow."

FRANKIE SCOTT and CHARLIE BASCH today are taking another of their entertainment troupes down to Camp Kilmer to put on a show for the boys in the post hospital.

C. F. PERSONS, sales manager of WAPI, Columbia's outlet in Birmingham, Ala., is in town on station and network business.

I. E. SHOWERNAN, vice-president of NBC in charge of the Central division, is in New York for talks with network executives.

THOMAS VELOTTA, director of news and special events for ABC, leaves tomorrow for Philadelphia, where he'll get together with officials of the Republican National Committee to make arrangements for the broadcasting of the Summer convention.

EARL GODWIN, American network commentator with headquarters in Washington, D. C., is spending this week in New York.

SAM CASHMAN, president of WQBC, Vicksburg, Miss., was a caller yesterday at the headquarters of the Mutual network, with which the station is affiliated.

KEN FRY, operational head of the "Voice of America" broadcasts for the U. S. State Department, has arrived from Washington on business.

EDDIE YUHL has arrived in New York. He's the commercial representative of the board of the Mutual network in Houston, Texas.

JOSEPH SEACREST, chairman of the board at KFAB, Lincoln, Nebr., a CBS outlet, is spending a few days in New York. Visited for a while yesterday at the station relations department of the network.

## Crosley Appoints Allison In Tele-Expansion Move

(Continued from Page 1)

ing Corp., has been disclosed in a joint announcement by James D. Shouse, president, and R. E. Dunville, vice-president and general manager of the organization. The appointment of Allison represents the first step toward establishing commercial operation of the stations, the announcement said. The company already has disclosed plans to put its Cincinnati video outlet, WLWT, on a commercial basis early in 1948.

Allison previously was sales promotion manager of WLW, the company's Cincinnati AM outlet from 1940 to 1944. He returns to the Crosley staff after a year and a half as sales manager of WPEN, Philadelphia, preceded by two years in the Navy, during which time he had charge of radio programs emanating from the Navy Supply Corps in Washington.

He also was active in radio industry affairs, serving as a member of NAB retail promotion committee in 1943. As a member of that committee he conducted New England meetings designed to promote increased use of radio by retailers.

## Proposes New Method Of Visual Newscasts

(Continued from Page 1)

Dept. and Rep. Karl E. Mundt, (R., S. D.) a strong advocate of an international information service.

The system has been proved by experimental transmissions to Europe and North Africa, Lemmon said. Globe already is operating commercial circuits between New York and San Francisco and between Lake Success and Havana, he added.

Lemmon said also that his short-wave outlet, WRUL, has facilities which can transmit the visual bulletins. Standard teletype keyboards are used with adaptations for foreign languages when necessary.

## Rank Tele Planning Tabled In England

London — The plan for screening regular television programs at four theaters of the Rank group in the London westend has been put into cold-storage. Reason given is that the present ban on non-essential construction work makes it impossible for the Rank television studio at Moor Park (near London) to be completed. Arthur Rank announced last summer that before the end of 1948 the Dominion Cinema would be able to receive short video films and programs relayed from Moor Park and beam them onto the screens of four other movie houses. Main reason for the delay seems to be that the Rank Television scheme still requires plenty of research and preparatory work. One Rank executive said this week that there might be cinema television screening some time in 1948.

WEVD  
5000 WATTS 1330 K.C.  
PROGRAMS OF  
DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA  
Send for WHO'S WHO  
Among Advertisers on WEVD

WEVD  
117-119 W. 45 St.  
HENRY GREENFIELD, Mgr. Director N.Y. 19



## Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northwest of Reykjavik up in Iceland erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come. It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly . . . wait until you see the face of your favorite client's sales manager . . . when the going gets tough. Sales! Believe it! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners per-dollar-spent than any other station in this big 5-station town. That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!

W-I-T-H  
AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Headley-Reese

## Audimeter Expansion Forecast By Nielsen

(Continued from Page 1)

ing of the American Marketing Association at the Hotel Sheraton. NRI service also will be speeded when the new machine is pressed in service, Blechta said, with results to be issued from 10 days to two weeks after the listening period. Current lapse is five weeks. A new audimeter will be less expensive than the present model, enabling the sample increase over the present 63.1 per cent coverage.

Talk Was Part Of Drive

Blechta's speech apparently was a part of Nielsen's current campaign to increase trade acceptance of NRI to counteract the wave of publicity being afforded C. E. Hooper. Outlining the NRI service, Blechta made a direct shot at Hooper's rating, although he did not mention Hooper's name, by emphasizing Nielsen's urban and rural coverage as well as access to non-telephone homes.

A major portion of the address was concerned with technical illustrations of the various applications of NRI. Included were comparative studies of programs, block programming, placing of commercials, product identification, holiday programming and the use of guest stars.

Ernest Schwerin, head of Schwerin Research Corp., will speak on effectiveness of programs and commercials at the next AMA luncheon on Dec. 27.

### I. J. Fox

I. J. Fox, president of I. J. Fox, Inc., Fifth Avenue, died suddenly of a heart attack in his home at the Manhattan Hotel, New York, yesterday. Mr. Fox, whose company operates stores in New York, Boston, Philadelphia, Cleveland and Hollywood, was a pioneer user of commercial radio time on local stations. He was the third generation of his family in the fur business.

## Tele A Strong Advtg. Medium, General Foods Survey Shows

(Continued from Page 1)

\$10,000" in co-operation with three agencies, Young & Rubicam, Benton & Bowles and Foote, Cone & Belding, and the three New York video stations, WNBT, WCBS-TV and WAED.

Howard Chapin, chairman of the General Foods Corporation's television committee, said that while there is currently no trend in the viewing habits of the audience, and viewers will "hunt" for a good show, ratings revealed in the survey are "significant." He emphasized, however, that the report shows the position of television in General Foods' marketing operations, and is not necessarily an evaluation of the medium for all advertisers.

Sees Advantages Unique

"Television has special advantages not characteristic to other media," he said, "and we will buy it for these advantages."

Using tele on a "purely experimental basis" via shows on the three New York stations for nine months of this year, a move designed "to secure and hold time franchises"; "to secure first right to specific programs"; to provide for wide experimentation; and to allow broad participation by many of its products, General Foods concludes, among other things, "that the potentialities of this new sight and sound medium have as yet been barely realized."

In Doubt Re Web Tele

Survey itself indicates that there will be approximately 750,000 sets and 46 stations in the U. S. by the end of 1948, and while "there is not much probability" of national network video by that time, there will be regional webs.

Since 64 per cent of all sets are now in the New York area, report points out, a "quantitative and qualitative" study of this audience was made.

As to type of program preferred, 27 per cent of the male audience likes baseball, and boxing, and 21 per cent prefer live drama. Thirty-one per cent of the ladies like live drama, while 15 per cent prefer feature films, with

baseball and boxing following in that order. Twenty per cent of the child audience likes western films, with kid shows attracting 14 per cent.

Seventy-one per cent of set owners interviewed described television as "wonderful," while 19 per cent said "good" and only three per cent said "disappointing." An "average" New York television family owns a set with a seven or 10-inch screen, has had the set four to 12 months, and is composed of 3.3 persons. Family pays more than \$75 per month for rent, and the head of the household is an "executive, professional man or owns his own business." This audience will be broadened "both sociologically and economically," report shows, due to the greater availability of sets in the future, lower retail price, etc., and time payment financing of sets.

Much Into Withheld

Highly significant and favorable were the results on commercials and sponsor identification. A coincidental phone check on six top shows showed that 84 per cent of the audience identified the advertiser on "one-time event" program, 80 per cent one program the show was in its sixth month, and 77 per cent on a program which had been aired over a period of one year, intermittently. Recall checks made four to seven days after broadcast showed that 35 per cent of the audience remembered the sponsor of a one-time program, 67 per cent of a program in its sixth month.

Chapin pointed out that much of the information revealed in the survey is being withheld for competitive reasons.

## American Br'dcasters Seek UN Recognition

(Continued from Page 1)

official UN recognition, the broadcasters also expressed gratitude of the committee for the excellent co-operation given radio by the UN Secretariat. The committee also voted to encourage foreign radio to present its UN coverage problems to the American group.

Members of the committee present at a recent meeting besides Chairman Wells Church, were CBS correspondent and news analyst Larry Lescaur, Albert Grobe of WQXR who was appointed head of a sub-committee on organization; Robert S. Wood of WOR who heads the rules and regulations committee for the election of a new chairman December 23 to take office for one year January 5, 1948; John McTigue of ABC who was appointed public relations officer; Irving Straus, WMCA; Michael Roshkind, ABC; John McVane, NBC; Leslie Nichols, MBS, and Meade Davidson, WWRL.

## McCConnachie Appointed To UP-Acme Tele Post

United Press - Acme Newspictures, readying a television newsreel service, has named Morton McCConnachie, veteran newsreel exec and newspaperman, to head up the new operation. McCConnachie's headquarters are at Acme Newspictures in New York from which point he directs a staff which has already begun work on its first video film projects. The UP-Acme television newsreel chief was formerly with the "News of the Day" newsreel staff.

## KYW Executives Cited For Servicemen's Aid

Philadelphia—Robert E. White, general manager of KYW, and Arthur C. Schofield, station advertising manager, this week received honorary memberships in the Philadelphia Radio Service Men's Association.

In bestowing the memberships, Dave Krantz, PRSMA President, thanked the KYW executives on behalf of the 350 members for the station's co-operation during the past year.

In a comprehensive effort to help the Radio Service Men maintain their high standard in the Greater Philadelphia area, KYW has been publicizing the group and urging listeners to look for the PRSMA decal when hiring a radio service man to repair their receivers.

**ON TARGET**  
Impact, skillfully delivered and advantageously followed up, draws million dollar gates. Weed and Company's sales impact on prospects fills clients' time schedules.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES  
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO  
ATLANTA · HOLLYWOOD

**WNTA-9 SHEET**  
Our Educational Director speaks 7 languages including yours.

**WNTAQ CBS GREEN BAY 1360**  
WEED speaks OUR language

## LOS ANGELES

By RALPH WILK

**GENE AURY** is in Chicago to confer with Philip K. Wrigley about his weekly radio show.

Jack Edwards, Jr., who plays Bernard in "The People Next Door," is recording a series of patriotic monologues for Victor.

Luis Van Rooten, originally signed for one appearance on the CBS "Escape" program, played a dramatic part on the show for the fourth consecutive week, Wednesday.

Bob Anderson, veteran announcer and newscaster, has taken the spot vacated by Harry W. Flannery for the West Coast "edition" of KHJ-Mutual Don Lee's coast-to-coast "Eight O'Clock News." Flannery has retired from the program to devote full time to a book he is writing on his long experience as a radio commentator and may resume broadcasting with the network when the book has been finished.

Terry O'Sullivan has been assigned to air the commercials on Wendell Noble's four-times-weekly "News-scope" program over KHJ-Mutual Don Lee. Program is sponsored by Kaiser-Frazier and Kaiser Industries.

John Gillin, owner-manager of NBC affiliate station WOW, Omaha, Neb., was a visitor at NBC's Hollywood studios recently. Gillin was in Los Angeles to witness the Notre Dame-U. S. C. game.

ABC will carry on "What's Doin' Ladies" with a new staff which now consists of Helen Wald, writer, Giselle de Bechevet as assistant, with ABC producers Frank Morris and Dick Mulehah. Jay Stewart remains as emcee. Show will be an ABC sustainer.

### Aiding Book Drive

CBS Ticket Division is including in its mailing list of tickets to radio broadcasts between now and December 26, some 13,000 cards calling attention to annual Book Drive being conducted by WCSB's Phil Cook for local hospitals. Card is in form of a request that persons attending studio broadcasts bring along books for Cook's campaign.

### Hooper's Hooper

Guest appearance of C. E. Hooper, ratings expert, on CBS' "We, The People" Tuesday, December 16, gave that show a rating of 12.7, an increase of 2.3 over the two weeks' previous Hooper of 10.4.

### Boys Town Choir

Father Flanagan's famed Boys Town Choir, composed of 100 youngsters, ranging from 12 to 18, will be heard in a program of Christmas carols and songs from Boys Town, Nebraska, over the Columbia network on Saturday, December 27, 4:15-4:30 p.m., EST. The choir is under the direction of Rev. Francis P. Schmitt.



### Windy City Wordage. . . !

• • • Paul Edward Miller, nationally known jazz authority, has been signed by WSBC as jazz consultant and is now preparing background material for current WSBC jazz shows in conjunction with Arnold B. Miller (no relation), station's musical director, and Jack L. Cooper, director of Negro programs. . . . Don McNeill has an option

on Arch Oboler's screen play "Breakfast in the Country" and if he exercises the option the "Breakfast Club" will have to transfer its activities to Hollywood for several weeks. . . . Danny Thomas, who was due in Chicago from Hollywood this week, had to cancel his trip because of illness. . . . Premiere performance of Louis Cowan's "R. F. D. America" drew approximately 7,500 letters, which Mutual says is a first-show record. . . . "Sloopy Town," new song authored by Fred Rose, writer of many pop tunes, and Maurice Murray, ABC producer, is zooming to popularity and a number of recording hands are angling for the number.



• • • American Association for the Advancement of Science, which holds its convention in Chicago December 26-31, will get round-the-clock coverage by CBS, which is arranging broadcasts by Quincy Howe, news analyst and science broadcaster; John Pfeiffer, CBS science director; Everett Holles, news commentator, and various scientist guests to translate high science in terms that can be understood by the average man. CBS is canceling three of its regular programs for the duration of the convention and will also use a dozen other programs to carry scientific reports.



• • • Mutual's Chicago office is sporting a gay Yuletide air, due to the efforts of staff artist Jean Carson, who has created a bright red cardboard sleigh, minus the reindeer. . . . Marshall Kent, formerly free lance announcer and radio actor, has joined WGN's announcing staff. . . . Hopper White, WBBM producer, will speak before the Advertising Club of Grand Rapids, Mich., on January 9. . . . Jeanne MacKenna, songstress, is winning new laurels in WBBM's "Melody Time" Saturday program. Still a youngster, Jeanne has been a radio headline since she was 13 when she became a member of the famous "Three Queens and a Jack" over KMOX, St. Louis. . . . Mary McCormick has joined the station relations staff of Mutual's Chi office. . . . Stanley Vainrb, the new Dr. I. Q., is a native of Chicago—worked on several stations here, and more recently was with WFAA, Dallas.



• • • Tom Moore, emcee of "Ladies Be Seated," has blossomed out in an ensemble that is a masterpiece of the tailor's and electrician's arts. In his new setup he looks something like this: White felt plug hat which lights up in blue letters commanding the audience to "laugh"; five-color swallow-tailed coat with neon letters blazing in five different hues; coat lapels which glow in the dark, two colors, and purple fluorescent spats.



• • • Bill Bailey of FMA phoned to say the 1948 convention will be held September 27 and 28 instead of the earlier announced October 11 and 12. . . . "Boston Blackie," radio mystery favorite, is back on WGN, Mondays, with Jim Ameche as emcee. Peter Hand Brewing Co., has contracted for the transcribed series, also for the transcribed Wednesday show "Hollywood Open House," each for 26 weeks. . . . Chi Civic Opera House, which seats 3,700, will be the scene of the Morris B. Sachs "Amateur Hour" Christmas party December 21. . . . Singe's Rendezvous, popular cabaret, made its radio debut over WIND this week with operatic music at 11:30 p.m., an hour when most spots are blasting away with jazz. Napoli Brunol, tenor formerly with San Carlo Opera Co.; Sascha Mirkov, concert singer, and June doGraf, lyric soprano, will be featured.

## PROMOTION

### Salute To 25 Years

An illustrated brochure has been put out by WKAQ, San Juan, P. R. in commemoration of its silver anniversary. Contained within is the story of the station, telling of its progress since the first broadcast in 1922, and showing the design of its building, coverage pattern and advertisements, and pictures of its transmitter. On the cover is modern illustration of the building carried out in blue, gray white and black.

### News Bulletin

"Cedric Adams News From WCCO, one-page sheet of daily news bulletins, is now being distributed by the Columbia-owned station in Minneapolis-St. Paul for noontime use in the Hotel Nicollet, Hotel Radisson and Minneapolis Athletic Club. Station eventually hopes to extend the service to every leading restaurant or hotel in the Twin Cities. Sheet in masthead style, is illustrated in two colors with caricature of newsman Adams in upper corner.

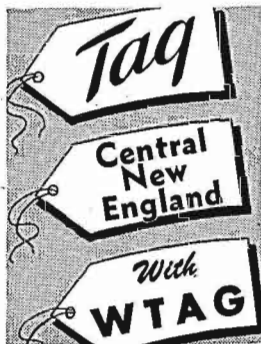
### Program Folder

Panorama of the advertisers whose programs make up the CBS schedule has been mailed in folder-form to the complete client, agency and prospect list by CBS Sales Promotion and Advertising. Distributed folder, illustrated in two colors, is part of overall campaign focusing attention on the unequalled dimensions of the CBS audience and the network's effectiveness in delivering the audience to the advertiser.

### G. M. Workers To Sing

A 126-voice chorus of workers in the General Motors plants and offices in the Detroit area will be heard Monday in a program of Christmas music over the Mutual network from 7:30 7:45 p.m., EST. It will replace the Henry J. Taylor program ordinarily heard in that slot. Taylor will act as narrator.

C. E. Wilson, president of General Motors, will deliver a short Christmas message between the numbers.



# Commission OK's Re-Hearing On FM Application Of News

## AGENCIES

**ABRAHAM & STRAUS, Inc.,** Brooklyn, announce the appointment of Kiese-wetter, Wetterau & Baker Advertising agency for radio advertising.

**RADIO ADVERTISING AND PROMOTION** will be discussed in a five weeks course by Mitchell B. DeGroot, Jr., opening at the New School for Social Research, New York, Friday, December 19, at 8:30 p.m. DeGroot, is associated with the advertising and promotion department, American network.

**WILLIAM B. REMINGTON, Inc.,** Springfield (Mass.) advertising agency, has been purchased by three associates of the late William B. Remington, founder and sole owner. The new officials are: Sture H. Nelson, president; Herbert F. King, executive vice-president; and Elsie R. Strout, treasurer. Remington formed the agency in 1927. It now employs 28 persons, and serves clients in New York and New England.

**ARMOUR AND COMPANY** has become a Nielsen Radio Index subscriber, and NRI analysis service specifically in relation to Armour will be rendered also to that company's advertising agency, Foote, Cone & Belding.

**SEIDEL ADVERTISING AGENCY, Inc.,** announces the appointment of Ezra Gerberg as account executive. He moves up from the media department.

**EDWARD GREY** has joined the media department at the Blow Co., as space buyer. He was formerly with Jewell-Emmett and Sherman K. Ellis.

**ARTHUR R. MEARES** has resigned his advertising manager of the Centaur Division of Sterling Drug, Inc., to become associated with the package goods activities of Roy S. Dursdine, Inc. Meares was formerly with the Compton Advertising, Inc., and Scheffelin & Company.

**WTRF**, new Mutual network outlet in Wheeling, West Va., has engaged the Walker Company as its national station representatives.

**STERN'S NURSERIES, Geneva, N. Y.,** garden and nursery products, announce the appointment of Kiese-wetter, Wetterau & Baker Advertising Agency, New York, N. Y.

### Family Affair

Chicago—Ray McNeill, wife of toastmaster Don McNeill of the "Breakfast Club," on ABC, will combine vocal talents with the program's Aunt Fanny, Friday, when they will sing "When You Were Sweet Sixteen" as a pre-birthday serenade to Don, who celebrates his 40th birthday December 23.

(Continued from Page 1)

would not have been possible without the votes of these commissioners. This question also was raised by the Daily News in its petitions protesting the Commission's final decision.

The actual Commission vote on the Daily News application was as follows: Denny and Commissioners E. M. Webster, Clifford J. Durr and Paul A. Walker voted against the News. Commissioners E. K. Jett and Rosel Hyde voted for a grant to the News and Commissioner Robert F. Jones did not participate in the decision. As far as the News' application was

should be stricken from the record and not considered.

### Five Grants Were Made

The final decision had granted the FM applications to the following: ABC, Unity Broadcasting Corporation, WMCA, New York, Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, and WPAT, Paterson, N. J. Originally, a total of 17 applications fought for the 5 available channels. The Commission's order yesterday was not the first time it had reversed itself in the case. In its proposed decision, the Commission had granted the application of the Daily News. In its final decision of October 21, however, the Commission substituted the Board of Missions for the News.

The News petitions were filed for the News by Louis G. Caldwell and Percy H. Russell, Jr., of the Washington firm of Kirkland, Fleming, Green, Martin & Ellis.

The Commission's reversal yesterday was another step in a running squabble over the New York FM channels which has kept up for many months, with the News fighting every inch of the way.

The Commission said that parties desiring to file new briefs in the case may do so within 20 days. The new oral argument set for January 12, is expected to open the door for another battle royal.

With its new precedent outlined, the Commission also set aside another final decision immediately following the New York case. In a final decision, the Commission had granted the application of Cur-Nan Co. for a new AM station in Brockton, Mass. Because a quorum was not present during oral argument, the Commission set aside the decision and ordered a new oral argument, also on January 12.

Other applicants in the Brockton case are Bay State Beacon, Inc., and Plymouth County Broadcasting Co.

### Flynn Comments

*F. M. Flynn, president and general manager of the New York Daily News, yesterday characterized the FCC decision to reopen the hearing as "fair" and "justified by the circumstances." He added: "If the Commission listens to this case and studies it carefully we should be granted an FM license."*

concerned, this left a vote of four commissioners for and two against. Denny and Commissioner Webster did not hear the oral argument but voted in the final decision. With their votes cancelled, this would have left the vote two for the News and two against.

### Commission Gives Reasons

Reason given by the Commission for setting aside the final decision is believed to be unprecedented. In its set-aside order, the Commission said:

"The Commission is of the opinion that, under Section 409 (A) of the Communications Act, when a case is heard by an examiner and a commissioner or commissioners who did not hear oral argument participate in the final decision, the parties not having consented thereto, and when it would not have been possible to arrive at the final decision as announced by the Commission without the vote of such commissioner or commissioners, and when a timely petition for rehearing is filed pointing out these facts, the final decision should be set aside and further oral argument should be held."

The petitions of the News were "timely" and certainly "pointed out these facts."

In a petition filed in November, the News charged that Denny's participation in the final decision after accepting a job with NBC was "unlawful" and invalidated the entire decision. In addition to pointing out that Denny and Webster did not hear oral argument, the News also charged that Durr's vote was invalid because he had considered the petition of the American Jewish Congress. The AJC charged that the News was anti-Semitic. The majority of the Commission ruled that these charges

## EQUIPMENT

### Stewart-Warner Changes

Samuel Insull, Jr., has been elected vice-president of Stewart-Warner Corporation, Chicago. It is announced by James S. Knowlson, chairman of the board. Insull will continue in charge of the company's radio division. Other changes announced include the appointment of Henry Gillig as superintendent of radio production, and the retirement of Robert H. Walpole, credit manager of the corporation since the founding of the present company in 1912. A. W. Gross-klags, who has been assistant credit manager, has been appointed Walpole's successor. Walpole, 71 years old, was presented with an engraved gold wrist watch and a farewell card signed by fellow employees. He will receive a pension from the company.

### Arvin Campaign

Noblitt-Sparks Industries of Columbus, Ind., is following up its recently-announced three-ad Christmas newspaper campaign emphasizing Arvin "personalized" radios as Christmas gifts, with a two-ad newspaper series featuring Arvin radio-phonographs. Latest series appeared early this month in daily and Sunday papers covering approximately 125 major markets in all sections of the country. The ads run in five-column size and provision is made for listing of all dealers in the markets concerned. The advertisements give top play to Arvin radio-phonographs, retailing at \$89.95, and establish their desirability as ideal Christmas gifts.

### NBC-ABC Host To Tots

NBC and ABC are staging a joint Christmas party for 1100 children of employees of both networks on Dec. 24 in NBC's Studio 8-H. Entertainment program will be written and produced by Madge Tucker and directed by Hugh Rennie. Milton Cross will again play the part of Santa Claus. Niles Trammell and Mark Woods will be present to welcome the children.

## Wally Duncan's STILLPOND FARM COUNTRY-CURED HAM & BACON

Dutchess County's Best—From Pampered Pigs

### Ideal Holiday Gifts!

Government Inspected—Handsomely Packaged

Ready for immediate shipment anywhere in the U. S. A.

HAM: 12-18 lbs. @ \$1.30 lb. BACON: 4-6-8 lb. slabs @ \$1.20 lb.

Shipped Prepaid

Wire, write: STILLPOND FARM, Staatsburg, New York

# BMB To Explore Tele Research Needs

Growing need for research data in the field of television has caused Broadcast Measurement Bureau to investigate the possibilities of inaugurating such a service after January 1.

BMB officials have conferred with executives of the Radio Manufacturers Association and Television Broadcasters Association, in an effort to crystallize research thinking as it relates to television research. It is probable that RMA will collaborate with BMB in setting up such a service.

The urgent need of tele research has been emphasized by Ralph Austrian, of Foote, Cone & Belding, and Jack Poppel, president of TBA, at recent meetings. Austrian, speaking from an agency executive's point of view, said they were without accurate information on the number of television sets in use, size of audiences, and potentialities of the various television markets. This stand has been confirmed by other agencies with television departments.

# New Type of Program On Lexington Station

Lexington, Ky.—A new type show with both a terrific sales pull for the sponsor and program interest for the audience has turned up here on WLEX. It's a half-hour stanza across the board at 8 p.m. and is a combination disc jockey and audience participation show with a point of sales gimmick adding up as a third factor.

The record show is emceed by Bob Scott who plays musical requests by listeners who've recorded their preferences on a small disc at the Shackleton Music Store, sponsor of the series. The requests contained on the discs are also aired on the program, followed by the number itself. Store has set aside one hour every afternoon for listeners to come in and record their requests which are sent to Scott at WLEX. After using them on the air, the discs are mailed back to the senders.

Package is owned by Scott Radio Productions with Scott himself and Jane Clay Sutherland as partners. Letter was formerly in the advertising department of Procter & Gamble.

# WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—Harry Link excitedly onticos us into his office to lend an ear to his new plug ditty by Sammy Fain and Jack Barnoff, titled "The Secretary Song." . . . chalk up 1948 season's first hit for Foist. . . . ● **Manor Music** going all out on the ballad "Seven Days A Week" which is headed for the Hit Parade. . . . ● **Harry McDaniel's** society combo, featured in the Columbia Room of the Hotel Astor, and aired via Mutual, easy to dance and listen to. . . . ● **Don't miss Jimmy Brown's** vocal on "Civilization," featured in the Charlio Barnet musical short for Columbia Pictures. . . . ● **Songstress Lorry Raino** and hubby **Tim Gayle**, en route east, stopped off at Phoenix for several guestings on **Dick Gilbert's KRUX** programs. . . . ● **The Universal-International** horse opera, "Cimarron Guns," just completed on location at Peekskill, N. Y., features **Radiolite Don Douglas** as lead hero. . . . ● **Billy Butterfield's** music at **Nick's** in **Greenwich Village** goes well with those delicious steaks. . . . ● **WOR** execs plenty sold on former disk-jockey **Rod Benson** for a comedy series of his own.

★ ★ ★

● ● ● When **Tex Beneke** introduced BMI's "A Girl To Remember" the reaction was so favorable, promptly recorded it for Victor. . . . ditty is climbing but fast . . . ● **Joan Sinclair**, director of WOR's "Leave It To The Girls," is co-writer of **Fashion Music's** newest plug time "Lonely." . . . ● Did you know that **Radiolite Cecil Roy**, is the voice of "Little Lulu" **Paramount Picture's** cartoon heroine? . . . ● **Luckinbar Music** has a fine ballad in "Moon dust Rhapsody" written by **Al Neiburg, Paul Rusinsky** and **Eddie Breuder**. . . . ● **Sandy Bickart** is back in **Gotham** from **Hollywood** with a new half-hour drama package which has three agencies bidding. . . . ● **The Kiddoodlers**, formerly on the nets, has been re-grouped and currently heard six nights a week via **WAAT** from **Kay Sweeney's Club** in **Union, N. J.** . . . ● **Former nightingale** of the **Don Voorhees** and **Andre Kostelanetz** coast-to-coasters, **Lydia Summers** will sing the contralto solos of **Bach's "Christmas Oratorio"** with **Robert Shaw's Collegiate Choral** at **Carnegie Hall Dec. 23.** . . . ● **Slim Bryant** and his **KDKAs** due in **tone Monday** for another transcription date for **NBC's Thesaurus**.

★ ★ ★

● ● ● **Robbins Music** has just released a timely item, "Margaret O'Brien's Song Album," with original songs and stories written by **Florence Barr** and **Fay Foster**. . . . ● **With 12 platter** shows a week. **Disk Jockey Bill Hickok**, already winning a host of fans in **Atlanta**, though he's been on **WCOR** but a week. . . . ● **Beaux Arts Music** should do well with its new calypso novelty, "Curiosity," penned by **Alex Kramer, Joan Whitney** and **Sam Ward**. . . . Recommended: **Alan McPaige Trio's** live at the **Releigh Room of the Hotel Warwick**. . . . **Radio's first Mother-Daughter series**, **The Kuhns (Irene and Rene)** heard **Saturdays** at 12:15 p.m., on **NBCcycles**. . . . ● **Bill Harrington's** smooth baritone on **MBSaturdays**. . . . ● **Ted Straeter's** dance rhythms at the **Iridium Room of the St. Regis**. . . . ● **Chiff Petersen's** adroit handling of **Don McNeill's "Breakfast ABClub"** series. . . . ● **Hal Block's** new novelty, ditty, "It Must Be I U V." . . . ● **Morton Downey's** **Coca-Cola MBSerenades**. . . . ● **Jerry Baker's** **Sunday WMAAroling**. . . . ● **NBC's** dynamic new personality, **Bob Smith**, will emcee the show at the **REC** luncheon, **Thursday** at the **Roosevelt**. . . . ● **Disk Jockey Joe Maggio, KIDO, Boise, Idaho**, recently made radio history when his "Merry-Go-Round" program was simultaneously beamed on **television, AM** and **FM**.

★ ★ ★

● ● ● **ON AND OFF THE RECORD**:—**Rainbow Records** has a sleeper in the **Rena Collins-Claude Hopkins Quartet** waxing of "You're Gonna Be Sorry" backed with "Baby Have You Got A Little Love To Spare?" . . . ● **Joe Mooney Quartet** will wax an album for **Decca** next week. . . . ● **Jack Lacey, Disk WINS** spinner, first of locals to spot and latch onto **Buddy Greco's** **Miscraft** platter of "Oh Look There Ain't She Pretty." . . . same plattery should score with **Sarah Vaughn's** thrilling trilling of "The Lord's Prayer" flipped with "Sometimes I Feel Like A Motherless Child."

# Tele Relay Network Up For Discussion

(Continued from Page 1)

vision committee of Mayor Bernard Samuel's Committee for Arrangements for National Conventions.

Newspaper owned stations in Chicago, Detroit, St. Louis and Milwaukee are reported interested in the completion of a relay network which will bring proceedings of the two national conventions to the midwest areas. Problems of financing, installation and other physical aspects of such a relay system are reported on the agenda for discussion.

Another aspect of television coverage which is expected to be given consideration by the press-owned television stations is the development of a television newsreel. This newsreel which would be edited in Philadelphia would carry the highlights of the political conventions and local news clips furnished by the participating television stations.

# WPEN Realigns Staff Under New Operation

Philadelphia—WPEN, with ownership transfer to Sun Ray Drug Co. officially okayed by FCC recently, has announced staff re-alignment and expanded operation, a part of which centers around **FM, Edward C. Obrist**, assistant manager under **Bulletin** ownership, holds down the top managerial spot of the 5,000-watt indie while **William B. Caskey** moves up as assistant to the manager. **Caskey** retains charge of advertising and promotion but he will also figure prominently in future plans for development and expansion of the **Sun Ray Drug** interests.

New chief of **WPEN** sales operations is **Alexander W. Dannenbaum, Jr.**, formerly with **WDAS**. He had been with the latter station since 1935. Several additions are being considered for the staff of **John McClay**, program director, whose department is working on new live programming for both **AM** and **FM**. Heavy emphasis will be placed on **FM** expansion. **Charles W. Burtis** remains as head of technical operations and is developing improvements in both **AM** and **FM** service to the community.

The World Wants PEACE  
You'll Want for your Programs  
"PEACE OF MIND"  
DUBONNET MUSIC PUBLISHING  
1619 Broadway, New York 19, N. Y.

BALLERINA  
Jefferson Music Co., Inc.

Climbing High In Performances!

★ ★ ★ THOSE THINGS  
★ ★ ★ MONEY  
★ ★ ★ CAN'T BUY

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



ON THE WAY



IMPORTANT



THE 1948  
YEAR BOOK  
OF  
TELEVISION



—Presented as a  
supplement to  
**RADIO ANNUAL**  
—radio industry's  
indispensable  
reference book

**NEW STATIONS**

**Green Bay Outlet**

Green Bay, Wis.—The AM radio service of the Green Bay Press-Gazette went on the air last week. FM service has been on since August 13. WJPG-AM is broadcasting on a frequency of 810 kcs., daytime clear channel, with a power of 1000 watts. Programs are originating from temporary studios until completion of the new plant about the first of February.

Staff complement of the station is as follows: A. E. Turnbull, general manager; Joseph Horner Jr., business manager; John M. Walter, station manager; Russ Wideo, program director; Les Sturmer, Jim Wesley, Bob Van Roy, Bill Jones, Jim Mader and Frank Mead, announcers; Earl Gillespie, sports; Mary Casey, woman's editor; John Torinus, news editor; Milt Bellis, Janet Skrivseth, news writers. In the engineering department; Elmo Reed, chief engineer; Don Parker, assistant chief; Leo Panosh, Roland Henry, Bob LaLuzerne, Harry Hill and Dale Wilson. Traffic and continuity; Ann Weisenberger, Bob Houle and Iris Tedford. Music department, Violet Goven, Dorothy Linsen. Sales force: Glenn Holznecht and Larry Fitchett. Receptionist: Janet Coleman.

**HOXD In Operation**

Panama City, Panama—HOXD, all-English-language station, is now in operation here on 940 kcs. with 1500 watts power. George Williams, a Panama radio pioneer, is station manager and Jack Allyn is program director. Announcing staff includes Lee Yanders, formerly with KFI, Los Angeles, Kully Kulbertson and Chick Leonard. HOXD is represented in the U. S. by Pan American Broadcasting Co.

**Cotton Bowl Announcers Set**

Byram Saum and Charlie Jordan have been named as announcers for the broadcast of the Cotton Bowl football game from Dallas on Jan. 1. Saum, who has been heard this year broadcasting the games of Penn State College, will do the play-by-play, while Jordan, a familiar figure in the Cotton Bowl in other years, will supply the between-the-halves color. The contest will be aired over 400 stations of the Mutual network.

**Citation**

James O'Neil, national commander of the American Legion, will extend that organization's official appreciation to the National Broadcasting Company for the network's activity in behalf of veterans, during the "Veterans' Advisor" broadcast Saturday at 1:30 p.m., EST, Frank E. Mullen, NBC executive vice-president, speaking from New York, will acknowledge the Legion's citation for the network.

**COAST-TO-COAST**

**—CONNECTICUT—**

DANBURY—Jan West, known for the creation of "The O'Neils," will start a live dramatic serial over WLAD, after the first of the year. . . . HARTFORD — The State Teachers' College at New Britain, recently inaugurated a weekly, 15-minute program over WDRS, featuring members of the faculty and student body in discussions of educational topics. . . . NEW HAVEN — Members of the regular WELI "Youth on Parade" cast and local youngsters with unusual musical and dramatic talent, will present a special Christmas program before three orphanages during the holidays. Program, which will be held at the New Haven County Home, the West Haven County Home and the Highland Heights Orphanage, will be sponsored by the Eagle Club of this city.

**—NORTH CAROLINA—**

CHARLOTTE—Joe Given, WBI staff announcer, was chosen by local WYCA personnel as narrator for the "Y" Christmas presentation of the famous ceremony, "Hanging of the Green," which is given as part of this city's pre-Christmas festivities. . . . JACKSONVILLE—WINC manager, Lester L. Gould, has been elected president of the Jacksonville Chamber of Commerce for the year 1948. At ceremonies on December 26th, Gould will have his last official act as chairman of the USO Operating Committee, with which he has been associated since October, 1946.

**—MASSACHUSETTS—**

BOSTON—The Junior Achievement Company, sponsored by WCOP, is conducting a regular weekly shortwave broadcast to Europe, via WRUL, international shortwave station. The programs are designed to educate children overseas in American methods of radio broadcasting. . . . LAWRENCE—Arthur Flynn, fightcaster and commentator for WLAW, has been named chairman for this city's "Mile of Dimes" which will be staged in January in connection with the annual "March of Dimes" of the National Foundation for Infantile Paralysis. . . . NORTH ADAMS—New additions to WMNB's engineering staff are William B. Dalley, formerly with WHOB, Gardner and Charles E. Vezzie, who was with WENT, Gloversville, N. Y.

**—INDIANA—**

COLUMBUS—WCFS-FM has signed a contract with the Lindsay Company of Columbus to broadcast the special Christmas basketball tournament to be held at Lafayette, Indiana. Four high schools are scheduled to take part in the tournament which will be held December 26-27. Handling the play-by-play will be station general manager, Paul E. Wagner. . . . BLOOMINGTON—Judith Waller, Chicago, public service director for the National Broadcasting Co., was principal speaker recently at a conference, for Southern Indiana school principals at the Indiana University School of Education, designed to improve teaching in Hoosier schools. Similar conference will be held later for principals and teachers from Northern Indiana.

**—NEBRASKA—**

NORTH PLATTE—For the third consecutive year, KODY has awarded sportsmanship trophies to members of North Platte High School and St. Patrick's High School football teams. The trophy goes to the boy, at each school, voted by his mates as displaying the best sportsmanship during the playing season. . . . NORFOLK—Recently guesting at WJAG was Sharon McManus, Hollywood juvenile star, who completed her back home activities by attending the Midwest premiere of her new picture, "This Time for Keeps."

**—PENNSYLVANIA—**

LEBANON—Commercial public-service program now being featured over WLBR is "Tomorrow's Announcer," which is designed to give public auditions under actual broadcasting conditions to aspirants to a radio announcer's career. The "gimmick" lies in the fact that these contestants are in the sub-professional age bracket, ranging from 12-16 years of age. Three contestants are selected for each week's broadcast, the winner of which receives a monetary prize, plus the opportunity to appear again on the program at a later date with other weekly winners. The finalists compete for the grand prize of a wrist watch, to be donated by Adams Jewelers, the local sponsors of the show. . . . PITTSBURGH—The biggest and most popular names in this city's radio are donating their services for the annual Pittsburgh Press-Old Newsboys' Campaign for the Children's Hospital. Broadcasts are being held over KDKA each Saturday night through December 20th. Included in the roster of performers are members of the Duquesne Show, Memory Time and Tap Time.

**—OHIO—**

STUEBENVILLE—Ken Foellinger, native of Fort Wayne, Indiana, has become assistant general manager of four radio stations in the East. They are situated in Atlantic City, N. J., Kingston, N. Y., Pittsburgh, Pa., and Steubenville, where the organization will have its headquarters. . . . WORTHINGTON—Betty Basford, formerly associated with WCOL, Columbus, has joined the traffic staff of WRFD. . . . TOLEDO — WTOL owner Fraser Reams, has withdrawn from the Democratic gubernatorial primary race and has announced his candidacy for the nomination for attorney general.

**—MINNESOTA—**

MINNEAPOLIS—Ed Ryan, sheriff of this state's most populous county, Hennepin, now has part-time employment, as KSTP's 11:10 p.m., to midnight disc jockey. . . . Fifteen Twin Cities chorale groups are broadcasting Christmas music in a series of half-hour pre-holiday programs over WCCO. A different chorus is heard each evening from 11:30 p.m., until midnight. They are made up of employees of Twin Cities business and industrial firms and broadcast from the WCCO studio auditorium in this city and from the St. Paul studios in the Hamm building.

**BEHIND THE MIKE**

By SID WEISS

LEO DUROCHER making his first radio appearance (since his re-appointment as Dodger boss) on Joe Hesel's ABC sports stanza, with the Lip speaking from H'wood.

Carroll Righter, nationally-known astrologer, has flown in from the coast where he conferred with Marlene Dietrich regarding her future plans. He's here to discuss guest radio appearances.

Noro (wha' happened) Morales' brother, Pupi, who manufactures musical instruments, makes his living solely from the sales he makes to his 11 brothers, all of whom are musicians.

Rod O'Connor now announcing "Duffy's Tavern."

Rosoff's Restaurant the latest to consider an air show to emanate from their spot.

John Bradford set to narrate dramatic video series dealing with lives of famous musicians.

Overheard at Salvin's Restaurant: "Russ Maloney should give Allen's Alley the New Yorker touch. He'll probably change it to Allen's Avenue."

Biggest favorite among non-sports programs at bars around town is the cartoon program, "Small Fry."

**WCBS-TV Film Pacts To Expand News Coverage**

Television's news coverage keeps abreast of developments on the international scene with the announcement last week that WCBS-TV, CBS tele outlet in New York, has signed agreements with Polish and Australian film services to augment present world coverage, currently a major part of the station's news activities. New agreements are with Film Polski, official Polish newsreel organization, and Australian News and Information Bureau, government film distributor. Negotiations are also under way to obtain films on the Palestine situation, according to Ed Evans, film director for WCBS-TV.

Polish and Australian services supplement existing agreements which the CBS station has with A. F. Films, Inc., official French newsreel, for general European coverage on an exclusive basis, and with a number of governmental agencies and occupation forces.

**Closed Circuit!**

CBS newsmen Larry Lesueur, his wife and 4-month old daughter moved into a new "railroad" type apartment last week, and had to set up a new "operating technique." Room allocations had baby Lorna in a room considerably set off from the others—but Larry and his wife couldn't hear her. "A loud speaker set near the crib provided the answer."





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 55

NEW YORK, FRIDAY, DECEMBER 19, 1947

TEN CENTS

## YULETIDE SPIRIT REFLECTED IN PROGRAMS

### Commission Acts On 20 AM-FM Applications

#### Five Conditionals And Twelve CPs Announced

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday took favorable action on more than a score AM and FM applications. FM broadcasting led the list, with five conditional grants and 12 construction permits awarded to applicants from most sections of the country. Class A conditional FM grant was awarded to Tribune  
(Continued on Page 3)

#### Heavy Hotel Budgets For Radio Equipment

A survey of 5,700 leading hotels throughout the country has revealed that over \$6,850,000 is now being spent, or will be appropriated during the next few months for the installation of radios and radio equipment, it was announced yesterday by Charles A. Horowitz, executive vice-president of the American Hotel Association.  
Television "is no longer a novel  
(Continued on Page 2)

#### Harriet Van Horne Set For Own Program On WJZ

Harriet Van Horne, New York World-Telegram radio columnist, will inaugurate a weekly, 10-minute radio column of suggestions on where to go and what to see in New York on  
(Continued on Page 2)

#### Will Televise Marshall

Secretary of State Marshall's address to the nation will be carried on all eastern television stations tonight, Dec. 19 (10:00 p.m., EST.) Secretary Marshall will be televised in his office in the New State Department Building in Washington. The pooled telecast will be aired on stations in New York, Philadelphia, Washington, Schenectady and Baltimore.

#### Tele Antenna Test Case

First test case to establish whether or not an apartment house landlord has the right to remove a tenant's television antenna will be heard in Magistrate's Court in New York on Dec. 23. The plaintiff in the action is Irwin A. Shane, publisher, and the defendants, Fort Tryon Gardens, Inc., owners of an apartment house in the Bronx.

Shane charges that because he failed to sign a new lease granting the landlord a 15 per cent increase, the landlord removed his television antenna. He further charges that he received permission from the superintendent of the building last May to put up an antenna.

### New Plan For Electing Educational Series Shows Big Increase

Washington Bureau, RADIO DAILY  
Washington—A new plan for nomination and election of board members has been approved by the NAB membership, it was announced yesterday. The vote was 749 to 9.  
The new amendment to the association's by-laws provides for mail nomination and voting in 1948 to elect directors in even-numbered districts. Previously, district directors were  
(Continued on Page 6)

An estimated 1,350,000 students in 2700 public, private and parochial schools in 15 states are participating in the 1947-48 series of educational programs now under way in six Westinghouse radio stations, according to J. B. Conley, general manager of the stations. The series includes approximately 900 individual programs.  
These figures, compiled in a recent  
(Continued on Page 2)

#### Trammell To Be Honored By Advertising Frat

Niles Trammell, president of NBC; Thomas D'Arcy Brophy, president of Kenyon & Eckhardt, and Daniel Starch, psychologist and business consultant, tonight will be inducted into the George Burton Hotchkiss Chapter of Alpha Delta Sigma, na-  
(Continued on Page 3)

#### Three Affiliates In Alaska Added To CBS Network

CBS has added three new affiliates in Alaska, believed to be the first time that a deal of this type has been set by a major web and outlets in the northern territory. Two of the new affiliates are 5,000 watts—KFQD, Anchorage, and KINY, Juneau, while  
(Continued on Page 3)

### REC Party Raises \$3,000; Receipts Go To N. Y. Charity

Radio Executives Club raised \$3,000 for distribution to the Herald Tribune Fresh Air Fund and the Hearst Free Milk Fund for Babies from over 500 members and guests at its annual Christmas Party yesterday at the Hotel Roosevelt. Some 200 prizes, donated by networks, stations, agencies and advertisers produced \$2828 in cash with REC making up the difference.  
Two top prizes of the group, which ranged from perfume to lobsters by-

the-bushel, were an all-expense paid trip to the Rose Bowl New Year's Day—and were won by the same person—Ralph Foote, advertising manager of Beechnut Packing Co. Sid Strotz, NBC's West Coast vice-president, provided the Bowl tickets and Lawson Taylor, general manager of KFMI, Tulsa, donated transportation costs.  
Entertainment at the Xmas gathering, procured by BMI prexy Carl  
(Continued on Page 3)

#### Christmas Season Is Observed By Webs, Indies

Major portion of network program fare between now and Dec. 25 has a Yuletide theme. In addition to the special shows sparked by the Santa Claus season, listeners will get many of their regular radio packages all done up with Christmas trimmings no matter whether their likes lean toward comedy,  
(Continued on Page 5)

#### New UN ET Programs Transcribed On Coast

A series of seven quarter-hour programs explaining the varied functions of the United Nations has been transcribed in Hollywood by Christopher Cross, U. S. radio chief of the UN, for airing over Mutual and other stations throughout the country.  
Stars and topics of the seven dramatic narratives are Douglas Fairbanks, Jr., International Labor Or-  
(Continued on Page 2)

#### Tele's Technical Hurdle Solved, Says Engstrom

Ithaca—Technical problems of establishing national network facilities for television have been solved by the industry and solution of the "economic problem" is well on its way, E. W. Engstrom, vice-president in charge of research at the RCA La-  
(Continued on Page 2)

#### Governor Appeals

Montgomery, Ala.—Gov. James E. Folsom, in letters to the governors of 10 other Southern states, asked their intervention with the FCC for a "fair share" of the high-powered radio channels for the South. Included with the letters was a copy of the statement submitted by him to the FCC in Washington. The statement was written to the Commission a month ago.



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

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**WEST COAST OFFICES**

Ralph Wilk, Manager  
 6425 Hollywood Blvd. Phone: Granite 6607  
**WASHINGTON BUREAU**  
 Andrew H. Older, Chief Managing Claret  
 6417 Dahlonega Rd. 2122 Deatur Pl., NW  
 Phone: Wisconsin 3271 Phone: Hobart 7527

**CHICAGO BUREAU**

Wm. Green  
 1417 Ashland Bldg., 155 No. Clark St.  
 Phone: State 2332  
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**FINANCIAL**

(Dec. 18)

**NEW YORK STOCK EXCHANGE**

|                     | High    | Low     | Close   | Chg.  |
|---------------------|---------|---------|---------|-------|
| Admiral Corp.       | 8 1/2   | 8 1/4   | 8 3/8   | + 1/8 |
| A. & T. Tel. & Tel. | 150 5/8 | 150 3/8 | 150 1/2 | + 1/8 |
| CBS A               | 24      | 23 3/4  | 24      | - 1/8 |
| CBS B               | 22 1/2  | 22 1/2  | 22 3/4  | - 1/8 |
| Farnsworth T. & R.  | 7 1/2   | 7 1/8   | 7 3/8   | - 1/8 |
| Gca. Electric       | 34 1/2  | 34 1/8  | 34 5/8  | - 1/8 |
| Philco              | 35 1/2  | 34 1/2  | 34 1/2  | - 1/8 |
| RCA Common          | 9 1/2   | 9 1/8   | 9 1/4   | - 1/8 |
| RCA First pfd.      | 69 1/2  | 69 1/8  | 69 1/4  | - 1/8 |
| Stewart-Warner      | 14 1/2  | 14 1/8  | 14 1/4  | - 1/8 |
| Westinghouse        | 29 1/2  | 29 1/8  | 29 1/4  | + 1/8 |
| Westinghouse pfd.   | 9 1/2   | 9 1/8   | 9 1/4   | + 1/8 |
| Zenith Radio        | 23      | 23      | 23      | + 1/8 |

**OVER THE COUNTRY**

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7 1/2  | 13 1/4 |
| Strömberg-Carlson | 11 1/2 | 13 1/4 |
| U. S. Television  | 1 1/4  | 1 1/2  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 Camel, Chesterfield and Lucky Strike signed 13-week renewals with CBS for their respective shows. Jack Oakie-Benny Goodman; Andro Kostelanetz-Lawrence Tibbitt, and Your Hit Parade. . . . Louisiana broadcasters refused to sign a contract with the AFM. . . . Movie exhibitors sent protest to P&G against Jimmy Fidler's film ratings on the air. . . . High among top web tunes was "True Confession" (Famous Music Corp.)

IN CLEVELAND IT'S



★ **COMING AND GOING** ★

**JAMES D. SHOUSE**, president of the Crosley Broadcasting Corp., also **R. E. DUVELLE**, **DWIGHT MARTIN** and **ELMER J. BOOS**, vice-presidents of the organization, are spending a few days in town on business.

**H. V. KALTENBORN**, commentator on NBC, who with **MRS. KALTENBORN** has spent the past 10 days in Florida combining a vacation with some lecture appearances, is back in New York and will resume his broadcasts today at Radio City.

**DREW PEARSON**, American network commentator who is in Europe to witness the arrival of the food-laden Friendship Ships, will broadcast on Sunday, Dec. 21 and 28, from Paris.

**ED BEGLEY**, radio, stage and screen actor now in Hollywood for a role in "Sitting Pretty" for Fox, will fly to New York on Monday to spend Christmas with his wife and year-old grandson.

**RALPH HATCHER**, manager of the co-operative program division at CBS, will return today from a business trip through the Southern states.

**CLAYTON J. COSSE**, manager of the Salisbury, N. C., office of James Hershey McGilivra, station reps., is in Gotham for conferences at the home offices.

**JACK VAN VOLKENBURG**, the Columbia network's general sales manager, is expected back today from a trip to Charlotte, N. C.

**ALLEN T. SIMMONS**, owner and manager of WADC, Akron outlet of CBS, leaves for Ohio today after having spent the major portion of the week in Gotham.

**JOHN RIVERS**, owner of WCSC, Charleston, S. C., was welcomed yesterday at the New York office of CBS, with which the station is affiliated.



**Tele's Technical Hurdle Solved, Says Engstrom**

(Continued from Page 1)  
 laboratories in Princeton, said yesterday in a talk before the Society of Sigma Xi, of Cornell University. He said the sight-and-sound transmissions will be carried by microwave radio relays and coaxial cables.

"Television from a technical point of view is a reality," Engstrom declared, "and for all those who have been active during the past 10, 20 or more years in research and development, a goal has been attained. Others have now appeared on the scene and are developing a public service of the greatest significance and one which will affect our lives in many ways."

Radio relays, the RCA exec said, have "particular significance" for regional networks in the following way: "One large city can feed a number of smaller surrounding cities by radio relays and, everywhere along the line at repeater stations, side transmissions can be made to other transmitters."

The next several years, he estimated, will see television brought to a potential audience of more than 60,000,000 people in the U. S.

**Harriet Van Horne Set For Own Program On WJZ**

(Continued from Page 1)  
 WJZ Saturday, Dec. 27, at 6:05 p. m., EST. Miss Van Horne occasionally will invite special guests to her broadcast, titled "Here's Harriet." She has appeared in the past on several coast-to-coast radio programs and more recently in television.

**Heads ASA Organization**

Vice Admiral George F. Hussey, Jr., USN (Ret), wartime Chief of the Navy's Bureau of Ordnance, yesterday joined the staff of the American Standards Association and on January 1 will assume the duties as administrative head of that organization. In this capacity Admiral Hussey will continue to serve the nation by directing the co-operative efforts of industry, consumers and government in the vital problem of standardization.

**New UN ET Programs Transcribed On Coast**

(Continued from Page 1)  
 ganization; Edward G. Robinson, UN and children; Cedric Hardwicke, Food and Agricultural Organization; Herbert Marshall, World Health Organization; Ronald Reagan, trusteeship; George Murphy, UN headquarters, and William Bendix, International Refugee Organization.

Programs were scripted by Alan Sural and Richard Dana, with Axel Gruenberg directing. Cross produced the shows with co-operation of Stanley Richardson and Irving Lande, of the Hollywood Coordinating Committee; the Radio Directors Guild; AFRA, and the Los Angeles local of AFM.

**Educational Series Shows Big Increase**

(Continued from Page 1)  
 survey, indicate an increase of nearly 100 per cent over last year. Mr. Conley points out, both in the number of schools reported participating and in the number of students involved.

Stations presenting the series include: KDKA, Pittsburgh; WBZ, Boston; KYW, Philadelphia; WBZA, Springfield; WOWO, Fort Wayne, and KEX, Portland, Oregon.

**Heavy Hotel Budgets For Radio Equipment**

(Continued from Page 1)  
 feature in hotels and will become standard equipment before long," Horrworth said. Many hotels located in tele cities have receivers in bars and other public rooms. Two New York hotels, the Roosevelt and the Pennsylvania, have video in guest rooms and others are expected to follow suit in the near future.

**WPDQ's**  
**TIME-BUYERS JACK POT**  
 THIS WEEK'S WINNER  
**JOE LINCOLN**  
**YOUNG & RUBICAM**  
 Next Week ? ? ? ?

**"CLEAR!"**  
**"CLEAR?"**  
**"CLEAR!"**

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!

**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Rood

## FM Leads Activity In Heavy FCC Day

(Continued from Page 1)

Publishing Co., Pratt, Kans., with channel 265 proposed. Class B conditional grants went to the following: The Corinth Broadcasting Co., Inc., Corinth, Miss., channel No. 268 proposed; Radio Station KWOC, Popular Bluffs, Mo., channel 233; Western New York Broadcasting Co., Buffalo, N. Y., channel 277; Tacoma Broadcasters, Tacoma, Wash., channel 243. Construction permits for Class B FM stations were awarded Modern Broadcasting Co. of Baton Rouge, Baton Rouge, La., channel 282; The Reidsville Broadcasting Co., Reidsville, N. C., channel 271; Greenville Broadcasting Co., Greenville, S. C., channel 223; George M. Hughes, Florence, S. C., channel 231; Scripps-Howard Radio, Inc., Knoxville, Tenn., channel 279; Hector County Broadcasting Co., Odessa, Texas, channel 258; The Alamo Broadcasting Co., San Antonio, Tex., channel 247; Frontier Broadcasting Co., Inc., Austin, Tex., channel 238; Frontier Broadcasting Co., Inc., Waco, Tex., channel 254.

CP's for Class A stations went to James B. Littlejohn, Ogden, Utah, channel 280; William H. Miller, Painesville, Ohio, channel 269; Eagle Printing Co., Inc., Butler, Pa., channel 280.

### Will Vacate FM Grants

At the same time the FCC granted requests to vacate FM conditional grants for the following: Copley Press, Inc., Elgin, Ill.; Copley Press, Inc., Joliet, Ill.; Tri-State Broadcasting Co., Sioux Falls, S. D.; Sentinel Radio Corp., Evanston, Ill. Also granted was the request to vacate a CP for an FM station by John F. Pidcock, Sr., Moultrie, Ga.

The Commission also awarded construction permits for new AM stations to: Suwanee Broadcasting Co., Inc., Live Oak, Fla., to operate on 1220 kc, 250 watts, daytime, and the Bristol Broadcasting Corp., Bristol, Conn., to operate on 1440 kc, 500 watts daytime.

New tele applicants include South Bend Tribune, South Bend, Ind., channel No. 13; Summit Radio Corp., Akron, Ohio, channel No. 11; WPIT, Inc., Pittsburgh, Pa., channel 10, and A. H. Belo Corp., Dallas, Tex., channel 10.

### Ohio Outlet Adds FM

Columbus, O.—The second FM station in this city, WCOL-FM went on the air last week, on 92.3 mc., from 10 a.m. to 11:30 p.m. daily. Station is owned and operated by Lloyd A. Pixley, with offices at 33 North High Street. Sister station, WCOL, is local ABC affiliate.

## ★ AGENCY NEWSCAST ★

**F**ARNSWORTH TELEVISION and RADIO CORP., Fort Wayne, Ind., has appointed Warwick & Legler, New York, as its advertising agency, effective Jan. 1, 1948. J. R. Warwick will have direct supervision, with Douglas J. Murphy handling the account.

**J**OHAN SHELTON has been appointed an assistant group director of accounts at Geyer, Newell & Ganger, Inc., H. W. Newell, executive vice-president, has announced. Other appointments announced by Newell included those of Kirby Culver and Calhoun Sterling, both of whom have been identified with the agency's training program. Culver has been named assistant account executive, while Sterling has been advanced from the research department to the traffic and production department.

**R**ADIO ADVERTISING COURSES will be one of the headline topics at the winter meeting of the committee on Teaching Advertising of the American Marketing Assn. December 29 at Chicago. Professor Kenneth Cameron, of the Ohio State University College of Commerce and Administration, is chairman of the Teaching Advertising committee.

**J**IM CHICHESTER, copywriter, for the second straight year, has won top honors in the McCann-Erickson, Inc., annual art awards, open to all employees of the New York office of the advertising agency. Chichester's portrait of Mary Hardin, also a McCann-Erickson copywriter, was voted first place by ballots of employees in the painting contest, which included 22 canvas entries. L. S. Briggs, vice-president and general manager of eastern operations, made the presentation. Nils Berg, an art director, ran a close second with an impressionistic concept of a fisherman. Third place went to water colors by John MacEvoy, member of the studio staff.

**H**OOT ADVERTISING AGENCY has been appointed by Jacobson Bros., shoes, to handle radio, newspapers, direct mail and billboards.

**R**OBINSON LLOYDS, LTD., sole agents in U. S. A. for Dry Importer New York State Champagne, have appointed Wiley, Frazee & Davenport to handle advertising. Expanded campaign will include television, newspapers and magazines.

## REC Party Nets 3G's For N. Y. C. Charities

(Continued from Page 1)

Haverlin, featured WNBC star Bob Smith, who acted as emcee, Larry Ross and Don Cornell and Laura Leslie, vocalists with the Sammy Kaye orchestra.

Added feature was a trick orchestral presentation of "Jingle Bells" (a la Spike Jones) conceived by Smith with the following instrumentalists: Bill Hedges, REC proxy and NBC vice president, on the washboard and frying pan; Beth Black on the bicycle horn; Carl Haverlin at the piano, and Reggie Schuebel on the Kazoo.

## Trammell To Be Honored By Advertising Frat

(Continued from Page 1)

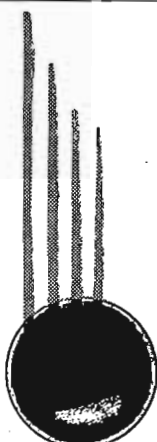
tional advertising fraternity at New York University School of Commerce. The trio will receive keys and scrolls at the 15th annual initiation dinner to be held at the Fifth Avenue Hotel. Dean G. Rowland Collins, of the University's Graduate School of Business Administration, will make the presentation.

## Three Affiliates In Alaska Added To CBS Network

(Continued from Page 1)

the third station, KTKN, Ketchikan, has 1,000 watts power. KFQD is already owned by William J. Wagner while the other two have been sold to him tentatively, pending FCC approval, by Edwin A. Kraft. Several CBS sponsors are reported planning to add the Alaskan outlets to their coverage and the stations will also carry a number of web sustainers.

Herbert V. Akerberg, CBS veepee in charge of station relations, announced that the additional stations brings the total number of affiliates to 174. He also said that WCSC, Columbia outlet in Charleston, S. C., has increased its power to 5,000 watts on a full time basis. Station formerly operated with 1,000 watts daytime and 500 watts at night.



right  
down  
your  
alley  
**WNJR**

Your kingpin outlet in North Jersey... WNJR! With complete North Jersey news, exclusive North Jersey coverage, WNJR strikes a new high in the rich North Jersey market. If you're aiming at these 1,000,000 homes, WNJR is right down your alley!

5000 Watts 1430 Kilocycles

Otis P. Williams  
General Manager  
91-93 Halsey St.  
Newark 2, N. J.

the radio station of the  
**Newark News**

**Best Wishes**  
for a  
**Merry Xmas**  
and a  
**Happy New Year**

to My Many Friends  
in the Radio, Recording  
and Music Publishing Business  
AL RICKEY

A "CINDERELLA WEEKEND-ERS" thrilling itinerary—comfortable room at Belmont Plaza Hotel—Country-style frolicking at Village Barn Wild Club—House of Scandia Beauty Salon and Massage Parlor—2 choice seats to "Music in My Heart" hit show—Table for Two, at Monte Carlo Restaurant—and more. WRITE FOR OPTION IN YOUR AREA NOW!!

V.I.P. SVC. Inc., 1775 Bdwy.

**SAN FRANCISCO**



**Mainly About Manhattan...!**

● ● ● As a result of the world-wide reporting of the Russian ruble taking that drop via the "Voice of America" broadcasts, look for Congress to raise the appropriation for those airings as high as \$35,000,000 annually before the end of the current session. . . . Muscicar Potrillo, they tell me, is doing quite a burn because his expensive flack setup isn't paying off so far as the public attitude is concerned. . . . Heavy drop in shellac another headache to recordmakers. . . . AP putting up a two million dollar fund to enter the tele-newsreel field. . . . Hoax that Jack Bonny and Jack Paar couldn't get together re a contract, so latter will handle his own affairs. . . . Quite a do at a local indie station the other ayem when a couple of gun-totin' boys dropped in peeved at the remarks of the station's disc jock. Coppers broke it up. . . . Queens Borough Pres., James Burke, reading statement on Television City plans in his county on World's Fair Grounds. . . . The opening up of building materials and other former restrictions will result in a flock of new legit houses in Manhattan. Local syndicates are currently negotiating for sites and plan to start building early in '48.



● ● ● **HAVE YOURSELF A RUMOR:** Look for Mutual to use the cash potential of its vast number of stations (plus their experience in the co-op field) to lure away some of radio's biggest names next season. . . . Watch for the talent youths to move in on television early in '48. (Too many of those youngsters are facing the hot lights for nothing) . . . Is Martin Block coming back east permanently? . . . Despite CBS' satisfaction with "Studio One," it'll more than likely be shaved to a half-hour session. (At least sponsor interest points that way).



● ● ● **AROUND TOWN:** Ballantine will sponsor the N. Y. Yanks home ball games next season via television—which leads Harvey Stone to wonder why they don't call themselves baseballantline. . . . Iona Massey into the Vorsailles tonlie. . . . Art Hannes to narrate a series based on explorers' exploits. . . . Herb (20 Questions) Polestie is so much for the common man that when he orders a frankfurter he asks for the underdog. . . . Louis M. Stumer, of Television-Radio Enterprises, readying an air show with Jose Forzer. . . . Stan Kenton questing on King Colo airor tomorrow. He closes Sunday at the Commodore and opens Monday at the Meadowbrook. . . . Camoron Mitchell sums up radio thusly: Dollars, dealers, diaters. . . . John Bradford to narrate and produce video pkg. dealing with big blunders made by various experts in their own field. . . . C. E. Hooper, questing on "Wo the People" Tues. nite, made a phone call personally to show the folks what it's like. Just as some of us suspected, the phone-call recipient was tuned into "Amos 'n Andy!"



● ● ● **THERE'S NO BIZ LIKE RADIO BIZ:** Philip Morris has been kicking "it Pays To Be Ignorant" around like a poor relation for some time now (despite its hefty Hooper). Finally, they gave up the ghost entirely and CBS grabbed the show for a co-op or single sponsor. First bankroller to nibble was our old friend, natch—Philip Morris! (If every joker knew what Philip Morris jokers know. . . .)



● ● ● **LUV 'n KISSES:** The Hillard-Sigman score for "Angel in the Wings," Broadway's new hit musicalulu. . . . Advance Music's newest hit, "What Did He Say," as recorded by the Deep River Boys for Victor. . . . Guy Lombardo's Decca Disc of "By The Zulder Zee." . . . Carroll Boyd's pianotes at the Encore. . . . John Loveton's production of "Mr. & Mrs. North." . . . Don Pallini's televised rumbalost Monday eyes via WABD—a Dumontage of great dancing. . . . Don Reid's Metrotone waxing of "And It All Came True," Don good.

**CHICAGO**

By NAT GREEN

**T**ELEVISION in the Chicago area has reached the point where it is a profitable commercial proposition for sponsors, according to a survey made by Ardien B. Rodner of Television Advertising Productions, Inc. At present the number of television sets in use in the Chicago area is more than 10,000 and increasing rapidly. In the same area there are 1,188,000 radio sets in use. Rodner's survey indicates that television has much greater impact than radio because of its visual features. His survey figures, based on C. E. Hooper reports for radio, and WBKB reports for television, indicate that the average number of persons per set listening to radio is 2.2 per cent, while the average number per set viewing television is 6.1 per cent in homes, 27.1 per cent in public places, and 5 per cent in stores. It further shows that the average percentage of radio sets in use during evening program hours (7:30 to 10:30) is 27.4 per cent, while the average percentage of tele sets in use during the same hours is 68 per cent in homes and 98 per cent in taverns. In homes, the survey shows, the average radio week night audience on an A station is 109,600; on a B station 31,300. For television, the average week night audience is 23,000 in homes and 77,000 in taverns, a total of 100,000. These figures are based on September Hooper ratings.

**Joins WONS Staff**

Betsy MacLean, formerly in New York radio, has joined the staff of WONS, Hartford, as continuity director.

**List Crosley Appointments**

Cincinnati—Appointment of Ellis L. "Red" Redden as manager of sales promotion and training, Joseph A. Schulte as advertising production supervisor and Paul A. Ryan as director of public relations and publicity, has been announced by S. D. Mahan, director of advertising and public relations, Crosley Division, the Avco Manufacturing Corporation. Redden comes to Crosley from the Norge Division of the Borg-Warner Corporation where he was manager of sales promotion and training for more than two years.

Schulte, a native Cincinnati, comes to Crosley from the Associated Advertising Agency where he was production manager.

Ryan, who joined Crosley in 1943, has, for the past three years, been assistant to the director of advertising and public relations. Prior to joining Crosley, he was director of public relations for the Atlas Powder Company at the Ravenna Ordnance Plant, Ravenna, Ohio.

**ADLEW Alone OFFERS**  
BRAND NEW - 17 JEWEL - 7 PUSH BUTTON  
**CHRONOGRAPHS**  
WRIST WATCH STOP WATCH TELEMETER TACHOMETER

Ideal for:  
Doctors Photographers  
Radio Men Aviators  
Engineers Sportsmen

**29.75** PLUS 10% TAX  
Formerly sold for \$71.50

**OUR GUARANTEE:**  
MONEY BACK IN 10 DAYS  
If not satisfied for any reason

Radium Dial  
Anti-Magnetic  
Unbreakable Crystal  
Stainless Steel Back

**INCALCULABLE SHOCK RESISTANT FEATURE**  
Sweep Stand Hand  
Also available in 18-k. Gold Case, \$64.50 (plus 10% tax), formerly \$125.

**ADLEW JEWELERS**  
Open Evenings 11:11 to 11:59  
117 West 42nd Street, New York 18  
Bt. Broadway & 4th Ave. BR 9-2424

MAIL ORDERS PROMPTLY FILLED  
Send Check or Money Order

**IN CLEVELAND IT'S**  
**WHK**

# YULETIDE SPIRIT REFLECTED IN PROGRAMS

## Webbs Announce Heavy Schedule of Xmas Shows

Comedy, music, mysteries, serials, quiz shows or Hollywood gossip.

Four major webbs go their various ways in playing Santa Claus to listeners except for one pooled broadcast on Christmas Eve when President Truman lights the nation's Christmas tree on the White House lawn. The 5-5:30 p.m., EST, broadcast will also feature the U. S. Glee band and a Glee Club of 50 members.

Several Christmas shows which have become traditional in radio are being again this year. For the 12th consecutive year Lionel Barrymore will read Dickens' "Christmas Carol" on ABC on Dec. 24 at 8 p.m., EST. Grand Central Station over CBS will house the story "Miracle for Christmas" for the seventh straight night on Dec. 20 at 1 p.m., EST. Another miracle takes place on NBC in "Duffy's Tavern" drops its annual banter on Christmas Eve, 9 p.m., EST, to present for the second year a serious Christmas allegory called "Miracle in Manhattan." Show depicts the happenings to lower Manhattan Avenue characters when the spirit of religion takes over. Bristol-Myers Co. is dropping all commercial spots for this program.

NBC Program From Vets Hospital

Another program going into its fourth consecutive Christmas broadcast is the Eddie Cantor show over NBC originating from the Birmingham Veterans Administration Hospital. Van Nuys, Calif. Show will be on Dec. 25 at 10:30 p.m., EST, with Hope, Ralph Edwards, Esther Williams and Toni Harper, the latter a 12-year-old singing discovery. Christmas Eve highlight via NBC, airing for an hour and a half, is a special show starting at 11:30 p.m., EST, with pickups from New York, Chicago, and Hollywood. Choral and symphonic renditions by the Johnson Choir and the NBC Symphony Orchestra open the show. A New York, followed at midnight by a short pickup of the Riverside Arch carillon. Program then moves to Chicago where Cliff Souers reads "The Night Before Christmas" with a musical background created by Don Gillis. Final phase of program will come from Hollywood with Henry Russell conducting an orchestra, chorus and soloists.

Will Salute Veterans

CBS and affiliates are co-operating with the Veterans Administration for a special show Dec. 21, 2:45 p.m.,

EST, when O. W. Clark, VA acting administrator, will send personal greetings to all veterans. Show is being picked up by 124 veterans' hospitals around the country and re-broadcast over amplifying units to the more than 100,000 hospitalized GIs.

One of the special hour-long Christmas shows over Mutual is "The Joyful Hour," scheduled Dec. 20 at 9 p.m., on which Father Patrick Peyton, founder of "Family Theater," will appear at the close to ask millions of American families to kneel and join the stars of the show in saying the Rosary. Program will originate in Hollywood and New York with stars of stage, screen and radio participating.

Mutual has set a special overseas broadcast for Dec. 21, 3 p.m., EST, when boys choirs in Vienna, Berlin, Paris, Rome and London will salute America's children and send them Christmas greetings. Immediately following this show "Juvenile Jury" will take on an international flavor by inserting recorded Christmas greetings from children in several foreign lands.

### Pope Pius to Be Heard

Pope Pius will radio his Christmas message to the world via ABC on Dec. 25, 12:30 a.m., EST, in a broadcast called "Christmas Eve at the Vatican." Earlier in the evening, 9:30 p.m., EST, "Vox Pop" will present a Christmas Party at the Lou Costello Junior Youth Foundation in Los Angeles.

Not even "This Is Your FBI" over ABC will overlook the Christmas season. Tonight at 8:30 p.m., EST, show will dream up a drama in which Santa Claus becomes a missing person with the FBI called in to locate him.

### CBS Has Elgin Program

Climax of Christmas week at CBS comes at 4 p.m., EST, Dec. 25 when Elgin presents its fifth annual "Two Hours of Stars." Don Ameche will emcee the two-hour show which includes the bands of Harry James and Lou Silver, Lauritz Melchior, Edgar Bergen, Charlie McCarthy, Bob Hope, Cass Daley, Amos 'n' Andy, Lum 'n' Abner, Sir Lancelot, Doris Day, the Pied Pipers, Pat Patrick and Leonard Pennario. At midnight on Christmas Eve, the strains of "Joy to the World" will announce Columbia's 11th annual hour-long program of Christmas carols with Eileen Farrell as soloist.

Christmas angles injected into CBS shows during the next week include Cordell Archer trying to influence the judges of a Christmas poetry contest, a Christmas story told by "Aunt Jenny," and Abe Burrows singing "Jingle Bells" and "carol type" songs.

Special Christmas programs in many languages will be beamed to various parts of the world during the coming week through the shortwave facilities of CBS. Columbia's powerful shortwave transmitters—six on the East coast and three on the West coast—will carry programs in English, French, German, Italian,

Spanish and Portuguese to listeners in the British Isles, Europe, the Mediterranean, Latin America and the Far East.

### Indies Announce Plans

Religious observances and underlying philosophy of the holiday season will be the featured themes on most New York Indies. Services will be broadcast from churches throughout the city, and there will be dramatizations of the Nativity and other Christmas stories.

In addition to carrying most of Mutual's Christmas programs, WOR has scheduled several special programs for local airing. The station's party for underprivileged children at Bellevue Hospital will be aired Monday, 3:45 p.m., with Mayor William O'Dwyer, Theodore Streibort, WOR Prexy, and Dr. Edward M. Bernecker, commissioner of hospitals, among the speakers. Included will be pickups from hospitals in all five boroughs where similar parties will be in progress with gifts provided from funds contributed by WOR listeners.

Midnight Mass from St. Patrick's Cathedral will be carried from 12 to 2 a.m. Candlelight services from St. James Protestant Episcopal Church will be aired at 5:30 p.m. Christmas Eve. A group of former servicemen who spent Christmas 1944 overseas and vowed to meet in Sardi's on their return will be guests of Bill Slater at "Luncheon at Sardi's" at 1 p.m. on the 25th. Among the ex-GIs will be pianist Eugene List, comedian Red Buttons, singer Bobby Breen, actor Larry Hugo and dancer Jack Williams.

### WHN Has Heavy Sked

One of the heaviest schedules of church pickups has been set by WHN. From 12 to 1:30 a.m. Christmas Day the station will air Midnight Mass from the Church of the Blessed Sacrament celebrated by The Rt. Rev. Msgr. Edward R. Gaffney. Sermon will be delivered by The Rt. Rev. Msgr. Fulton J. Sheen. Ten religious programs will be carried Dec. 21, including services from Calvary Baptist Church with Dr. William Ward Ayer delivering the sermon.

The outlet's annual party for underprivileged children will be held Saturday at the Hudson Guild Settlement House and will feature Eileen O'Connell, Paul Winchell, Bill Treadwell and Joel Herron's ork. Toys for orphans will be distributed on the Ella Mason stanza Dec. 22 with Bill Edmonds playing Santa Claus.

"According to Joseph," a dramatized story of the Nativity by Dr. Merriek Fifield McCarthy, will be broadcast by WINS Christmas Eve, from 11:30 to Midnight. This will be followed by two programs of hymns, by the Salt Lake City Choir, and by a chorus of 2,000 voices from Indianapolis.

On the lighter side, the station will air interviews by Jay Latimer with department store Santas at 12:15 p.m. on the 25th. A special program for children will be carried at 9:30 a.m.

## N. Y. Indies List Many Special Features

with Johnny Clarke. Songs by the Howard University choir will be heard in a special show on the 20th. Holiday music by the Cincinnati Symphony and the University of Cincinnati Glee Club also will be aired Saturday.

A Biblical version of the Nativity written in Ireland by Patrick Hayes will be presented by the Graymoot Monastery Friars on WMCA Dec. 24, 11:00 to 11:30 p.m. This will be followed by the traditional Carol Service from St. Patrick's Cathedral, featuring the Cathedral Men's Choir conducted by Dr. Charles Courbin.

A three-day open house party will be held in the station's studio theater for more than 1,000 youngsters Dec. 29, 30 and 31, with Jane Evans presiding and distributing gifts and prizes. Christmas greetings from United Nations delegates will be aired Dec. 22 through 26 at 10:45 p.m. A review of holiday celebrations overseas will be carried from London Sunday at 10:45 p.m.

WNEW's major contribution to the Yuletide spirit will be an original musical version of the Dickens classic, "A Christmas Carol." Songs were written by Jeff Selden, Bob Stewart, Shelley Dobbins and Eric Arthur, with music by Roy Ross. Jack Grogan will direct the show which will be aired on the 25th at Noon.

On Dec. 21, the outlet's "Perfect Program" will feature holiday music selected by Francis Cardinal Spellman. Rev. William T. Greene, narrator, will read a special Christmas message from His Eminence. At 11:55 p.m. Christmas Eve, the station will air a recording of "Silent Night" by Mme. Ernestine Schumann-Heink.

### Feature Children's Festival

Highlighting WNYC's celebration will be a Children's Holiday Festival, a series of daily dramatic shows aired daily at 4:30 p.m. from Dec. 25 through Jan. 1. Series is supervised by Seymour Siegel and produced by Kenneth Joseph. The Gena Branscombe Chorale will be heard in a special program of holiday music from the UN Security Council chamber, Dec. 23, 5 p.m. The Christmas concert of the National Orchestral Association will be carried by the municipal outlet on Sunday, 3-4:30 p.m.

Traditional Christmas music will make up the bulk of WQXR's holiday programming, climaxed by a

(Continued on Page 6)

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY

ANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND HO-SERVICE HO-3129

IN CLEVELAND IT'S WIK

## Christmas Is Keynote Of Week Indie Shows

(Continued from Page 5)

two-and-a-half-hour performance of Handel's "Messiah" by the Huddersfield Choral Society and the Liverpool Philharmonic conducted by Sir Malcolm Sargent, Dec. 25, 2:30 p.m. Rimsky-Korsakov's opera "Christmas Eve" and Corelli's Christmas Concerto also will be aired by the station in addition to several programs of carols and hymns.

Christmas Eve Mass from the Church of the Sacred Heart and St. Stephen will be broadcast by WHOM

### Drop Commercials

At least 13 sponsored programs broadcast by CBS on Christmas Day will drop their regular commercial announcements, including live shows carried by Procter & Gamble. Other CBS sponsors who will cut commercials Dec. 25 are Campana Sales Co., General Foods, Continental Baking Co., Manhattan Soap Co., American Home Products Corp., and Whitehall Pharmaceutical Co.

from 11:30 p.m. to 1:30 a.m. On Christmas Day the station will present a special Italian program entitled "Christmas Fantasy," 2 to 3 p.m. Special features for the outlet's Polish and German listeners also will be aired.

Highlighting WLBE's observance will be "The World and Christmas," a special hour program on holiday celebrations in member nations of the UN, with native music. Sam Elfert produced with script by Bob Kirschbaum. Excerpts from Elijah will be aired at 9 a.m. with portions of the Messiah to be carried at 2 p.m.

For the eighth consecutive year WOV will carry Midnight Mass from the Paulist Fathers' Church from 11:30 p.m. to 1 a.m. Earlier that evening, a special Yuletide drama will be aired on American Family, 9 p.m. Special musical shows, including recordings of "Don Pasquale" made in Italy, will be heard throughout Christmas Day. In addition, most of the station's sponsors will drop their commercials during the holiday observance.

### Ed Wynn On CBS Xmas Day

Ed Wynn, humorist and one of the pioneer comedians of radio, will be heard briefly on CBS Christmas Day when he makes a guest appearance on "Broadway and Vine with Radie Harris," 3:55-4 p.m., EST.

### Guest Talent

Following the success of their anniversary broadcast last week, Bea Wain and Andre Baruch will include live talent on several of their "Mr. and Mrs. Music" programs over WMCA in the future. First such show will be Saturday with Mel Tormo, Paul Winchell, Guy Lombardo, King Cole and Vic Damone guesting.

## PICTURE OF THE WEEK



Tele-signing telecast. In the studios of WABD, officials of P. Ballantine & Sons sign to sponsor home baseball games of the Yankees next year. The signing was telecast Monday night. Seated, left to right, are: Dan Topping, president of the Yankees; C. W. Badenhausen, Ballantine president; and Lawrence Phillips, director of Du Mont's tele web. Standing, left to right: Leonard Cramer, Du Mont executive vee-pee; Kelsey Denton, of J. Walter Thompson Co., and Henry Gorski, Ballantine ad manager.

### Info On Open-Enders New Service By NAB

Washington—Up-to-date information on open-ended transcribed programs available for commercial sponsorship will be sent to NAB member stations, it was announced yesterday. The brochure was prepared by NAB's broadcast advertising, research and program departments. The service will be made permanent and new information will be relayed to members.

### No WINS Sale, Says Dunville

A complete and definite denial of rumors regarding the possible sale of WINS was made yesterday by Robert E. Dunville, vice-president and general manager of Crosley Broadcasting Corp. Rumors were circulating among the agencies for the past week and printed by Ben Gross in New York Daily News yesterday.

### McNaughton Joins NAB

Washington—Neal McNaughton, former FCC official, will join NAB as assistant director of the engineering department, it was announced yesterday. McNaughton recently resigned as chief of the allocation section of FCC engineering division.

### New NBC Tele Station Being Planned For Chi.

Chicago—Construction on NBC's television station, which will have the call letters WNBZ, will be started soon as equipment now on order is received. O. B. Hanson, NBC vice-president in charge of engineering, and I. E. Showerman, vice-president in charge of the central division, recently conferred with Joseph B. Kennedy, owner of the Merchandise Mart, and Wallace O. Ollman, general manager of the building, to discuss space availabilities in the Mart. While transmission and engineering offices for the station are to be housed on three floors of the Chicago Civic Opera building, studios and some engineering facilities are to be constructed in the Mart, which houses WMAQ and NBC division offices.

### Tennis Stars To Guest

Tennis stars Jack Kramer and Bobby Riggs, Morton Downey, and George Stirnweiss, second baseman of the New York Yankees, will guest on the Al Schaech Sports Show over WOR tomorrow night, 8:30-9 p.m. Program will be the first to originate from Schaech's new restaurant at 102 East 52nd Street.

## New Plan For Electing NAB Board Members

(Continued from Page 1)

nominated and elected at district meetings. Directors-at-large were nominated and elected at the annual convention.

The newly-amended by-laws now provide that all directors, at-large and from NAB districts, whose terms begin with the 1948 convention, shall be nominated and elected by mail. Those named by this method will take office at the board meeting following the Los Angeles convention next May.

The voting was conducted by Ernst and Ernst. The accounting firm will mail nominating forms to certified reps of member stations on February 16.

### NBC Christmas Bonus Distributed This Week

A Christmas bonus of an additional one-half month's salary was paid on December 15 to employees of the National Broadcasting Company throughout the United States and abroad. This was the third consecutive yearly distribution of a Christmas bonus by NBC.

In a letter accompanying the bonus checks, Niles Trammell, president of NBC, congratulated employees of the network for their effective teamwork and co-operation during the year which kept NBC in its place as America's No. 1 network.

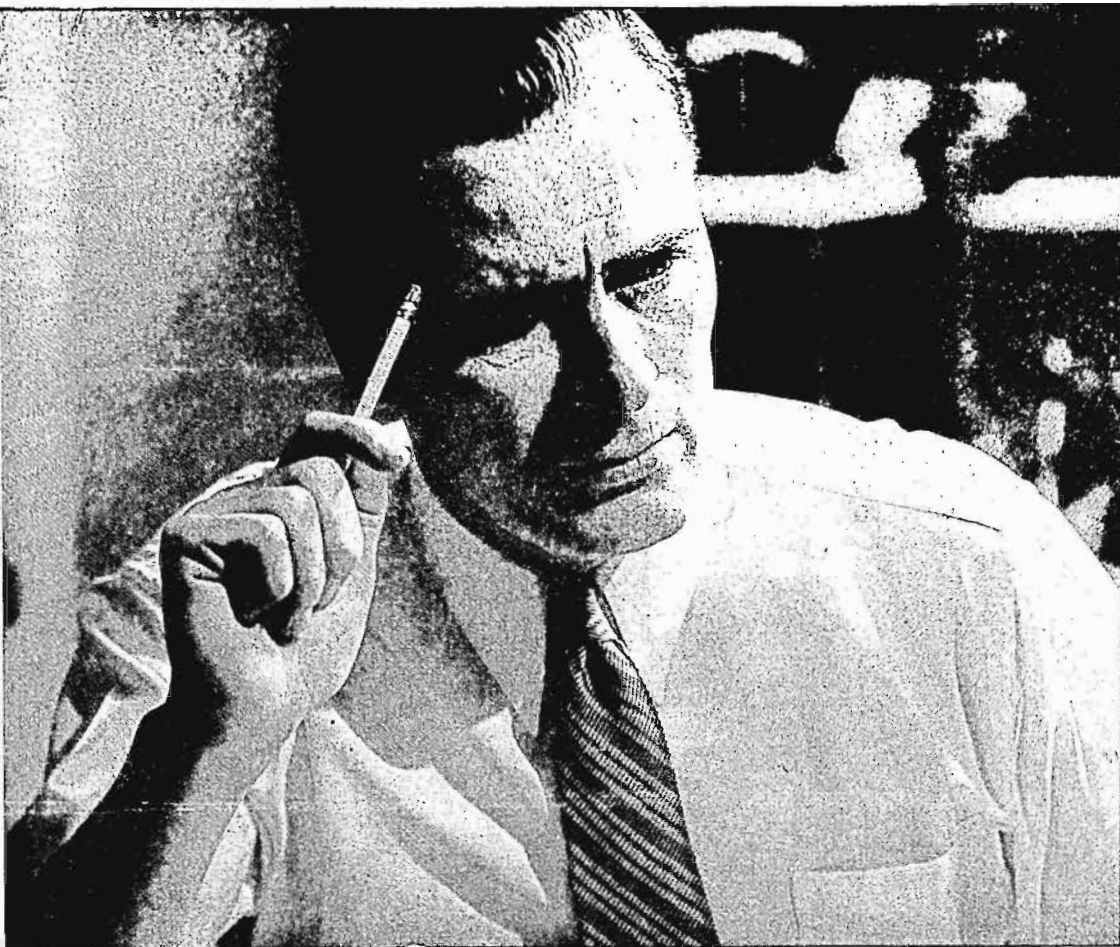
Bonus checks were distributed to all regular employees on the payroll December 15, earning less than \$5,000 per year and employed on or before July 1, 1947, whose working conditions were not covered by written contract. The bonus was based on salary of employees as of November 30, 1947.

### CBS Pays Xmas Bonus

CBS announced yesterday distribution of a Christmas bonus to employees who have with the network for a year, comprising one week's salary based on the November 29th payroll. Board of directors approved continuation of the Xmas bonus as 10 other years but announced that future "year-end" distributions will be limited to employees whose positions are not covered by contracts.

### Warm Reception

Philadelphia—The "Bulletin" new owner of WCAU, Philadelphia, got a warm reception yesterday when it took over formal control of the station. One of the studios caught fire. A spark from a welder's torch ignited some ceiling insulation, causing a small conflagration. Little damage resulted and no one was injured but five fire companies, responding to the mid-city alarm, gave a real four-alarm greeting to the "Bulletin's" first day as owner of the station.



## When does a man start slipping?

**The moment comes to every man.**

The moment when he realizes that he isn't the man he used to be . . .

That the days of his peak earning power are over . . .

That some day not so very far away some younger man will step into his shoes.

When does this time come?

It varies with many things.

But of one thing you can be sure. It will come to you as surely as green apples get

ripe—and fall off the tree.

Is this something to worry about? Well, yes. But . . . constructively.

For *that* kind of worrying can lead you to save money systematically.

**What's the best way to do this?** By buying U. S. Savings Bonds . . . *automatically*. Through the Payroll Savings Plan. Or through the Bond-A-Month Plan where you bank.

Either method is an almost foolproof

system of saving. It's automatic. You don't put it off. There's no "I'll start saving next month"—no "Let's bust the piggy bank."

Then some day when your health fails—or you retire—your money's right there waiting for you. Four dollars, at maturity, for every three invested.

**So why not take this one step now** that will make your future so much brighter?

Get on the Payroll Savings Plan—or the Bond-A-Month Plan—today.

**Sure saving because it's automatic—U. S. Savings Bonds**

THIS SPACE CONTRIBUTED BY RADIO DAILY



## COAST-TO-COAST

**—ALABAMA—**  
**B**IRMINGHAM — Burger-Phillips Department store has been signed by WSGN as local sponsor of the "Favorite Story" program. . . . WAPI and WAFM, in co-operation with the city schools, are presenting a 32-week series of biographical dramatizations of this state's leading men and women. . . . MONTGOMERY—G. W. Covington, WCOV president, has donated land for a 600-acre Boy Scout camp.

**—CONNECTICUT—**  
 BRIDGEPORT—WICC started a series of programs in co-operation with the Society for the Preservation and Encouragement of Barber Shop Quartet Singing last week. Known as "Barber Shop Ballads," the show will feature a different quartet from the organization each week. . . . HARTFORD—Don John Ross, formerly with WQQW and WMAL, Washington, and WOWO, Fort Wayne, has joined the announcing staff of WDRC. Ross is a native of Wisconsin and has 10 years' background in radio. . . . DANBURY—Something new in the way of education by radio was recently introduced over WLAD when the public service branch of the Danbury State Teachers College, gave the first in a series of three music appreciation hours. Those programs, which will be heard both today and the 19th of this month, have been arranged for pupils of the 5th, 6th, 7th and 8th grades in this city's public schools.

**—KANSAS—**  
 KANSAS CITY—Governor Frank Carlson of Kansas disclosed that he will make weekly reports to the people of this state in regularly scheduled programs on KFERM, new 5,000-watt station in this city. The program, titled "From the Governor's Office," will be broadcast Sundays at 4:30 p.m. . . . TOPEKA—KTOP has planned 20 broadcasts of Washburn University and Topeka High School basketball games. Handling the play-by-play will be Stu Dunbar while Thad Sandstrom takes over the color assignment.

**—OKLAHOMA—**  
 OKLAHOMA CITY—Newest feature on WKY's "Uncle Leo Show" is the Good Habit Special, "an entertaining means to learn and practice a good habit a week." This habit, which is to be practiced by the younger listeners, is announced each week by Johnny Martin with a warning that states "each one of you must practice it every day for a week. And if you haven't forgotten it one time during the week. . . then have your mother write to 'The Uncle Leo Show' and tell us to put your name on the passenger list of the Good Habit Special." . . . LAWTON—One of the longest remote broadcasts in radio was

heard December 13, when KSWO presented the football clash between the championship Cameron Aggies of Lawton and the Chelley Junior College team of Ontario, Calif. In the "Little Rose Bowl Game" at Pasadena. The manager and sports announcer of KSWO flew to Pasadena December 7 to complete all the arrangements.

**—MASSACHUSETTS—**  
 LOWELL—What may well develop into a second Festival of the Roses in popularity, begins December 21 when the town of Andover plays host to the whole state in an Old Fashioned Christmas Festival. In keeping with the celebration will be the wearing of old-fashioned costumes by everyone from December 21-23, prizes being awarded for the best. There will also be a parade of floats, a Christmas light procession and the general revival of old-fashioned New England customs. In order to promote the idea, WCCM, in co-operation with the Andover Chamber of Commerce, will present programs dramatizing Andover history and relating it to the preparations for the festival. . . .

**—SPRINGFIELD—**A citation for promoting the Army's recent recruiting campaign has been presented to WSPR by the Military Procurement Service of the First Army. The citation was given to William H. Burreigh, station sales manager, at a dinner at Hotel Highland.

### Send Birthday Greetings To—

December 19

Clark Dennis Tom Shirley  
 David Niles Jack Rubin  
 Charles Norwood

December 20

Harold Anderson Ted Florito  
 Bob Prescott Al Kanner  
 Jeanne Harrison Carol Bowers  
 Hal Gordon Joseph Littau

December 21

Xavier Cugat Andre Kostelanetz  
 Bob Strong Bea Churchill

December 22

Deems Taylor Dorothy Lewis  
 Bob Guilbert "Mystery Chef"  
 Eunke Howard

December 23

Don McNeill Pinky Horman  
 Howard Breslin W. A. Stretch, Jr.  
 John Waters Jack Lloyd

December 24

Jack Alicocate, Sr. Doris Sharp  
 W. O. Tilenius Dick Crans  
 Naylor Rogers

December 25

Bob Ripley Arthur Perles  
 Burritt Wheeler Gladys Swarthout  
 Nathaniel Shilkret George Lasker  
 Ron Gamble Betty Olson  
 Matt Brooks Peggy Stone  
 Joseph Stopak Herman Katzman  
 Larry Goddean

## one solution

### FOR TWO PROGRAM PROBLEMS

- network quality
- local cost

When you analyze objectives and decide you want a program with network finesse . . . but discover that your budget won't support the production costs . . . put your money on Fulton Lewis, jr. and watch things hum!

Here's nationwide prestige at local program cost. Millions hear Fulton Lewis, jr. in "the top of the news from Washington" five nights a week. Hundreds of sponsors (on more than 288 stations) swear by this outstanding cooperative program. Wire, phone or write now for availabilities in the localities where a sustaining feature is **Fulton Lewis, jr.**



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**MUTUAL BROADCASTING COMPANY**  
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 TRIBUNE TOWER, CHICAGO 11, ILL.

CO-OP

IN CLEVELAND IT'S  
**WHK**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 41, No. 56

NEW YORK, MONDAY, DECEMBER 22, 1947

TEN CENTS

## NAB Lists Winter Meets

### Television Leaders Meet in Philadelphia

Philadelphia—Hope that mid-western television stations would receive the coverage of the 1948 major political conventions here was abandoned Friday and planning for film coverage was begun.

Decision was made at a meeting of top tele execs at the Bellevue-Stratford Hotel here. Confab was led by Roger W. Clipp, general manager of WFIL, and radio and vice chairman of Mayor Samuel's Citizens committee.

Previous plans to relay the conference were abandoned.

(Continued on Page 2)

### Holiday Theme Prevails On Chicago Stations

Chicago—Many special holiday programs are being broadcast over Chicago stations and will continue right up to Christmas. On December 15, WGN started its annual Christmas play through the public address system at the Michigan avenue studios. Choral and instrumental recitals of traditional carols, with organ interludes of Christmas music played

(Continued on Page 2)

### Will Dramatize News Events Of Past Year

Outstanding news events of 1947 will be presented in a special hour-long program titled "It Happened in 1947" over ABC, Jan. 1, 10 p. m., with President Truman and Secretary of State Marshall to be heard in a transcription.

Live participants will include Walter Winchell, Drew Pearson, Jimmie

(Continued on Page 2)

### UN Shortwave Station

The United Nations at Lake Success, N. Y., has established an amateur radio station with the call letters K2UN—meaning "come to the United Nations." Operations will begin Feb. 15 and UN staff members who are licensed amateurs will be able to broadcast to their families and friends as well as the other 100,000 radio "hams" in countries throughout the world.

#### Citation

Drew Pearson, ABC commentator, Friday received the French Legion of Honor, rank of Chevalier, for his work in organizing Friendship Train food shipments to France. Presentation was made by Public Health Minister Germaine Polino-Chapuis in Paris.

### Anti-FM Counsel Set By NAB Music Group

A step by the radio industry to meet problems created by AFM was taken Friday in New York when the NAB industry music committee met for the third time and agreed to set up outside legal and public relations counsels. Appointments will probably be made this week. Setting up of such counsels means, of course, that the industry music committee must also

(Continued on Page 8)

### Reminder on Renewals Posted By Commission

Washington Bureau, RADIO DAILY  
Washington—FCC on Friday reminded commercial radio operators that beginning January 1, all applications for renewal of license must be filed prior to the date of expiration. It was pointed out that operators need not wait until their licenses are about to expire before applying for renewal, provided service requirements are met applications may be filed at any time during the last year of the license term.

## ABC Shows Gross Increase Of 7.22% During Past Year

Showing an increase in gross network time sales of 7.22 per cent for the year 1947 over the year 1946, the American Broadcasting Company grossed \$43,548,057 during the past year as compared to \$40,617,130 in 1946, according to figures released the past weekend in conjunction with year end statements of Mark Woods, president, and Edward J. Noble,

### New Code On Agenda Of Board Confab In Hot Springs, Va., Feb. 24-26; Nine Committees Scheduled

### AM-FM Set Production Reaches New High

Washington Bureau, RADIO DAILY  
Washington—Production of FM-AM receivers last month hit a new high and brought total output for the first 11 months of this year to nearly 1,000,000 sets, RMA reported on Friday.

Television set production also set a new industry record and reflected a 77.9 per cent increase over the

(Continued on Page 7)

### Fight Rating Leads Hooper's First Fifteen

The Louis-Walcott bout, with a rating of 41.5, was the top show for the week of Dec. 1-7, according to Dec. 15 Hooperatings released Friday. Runners-up on the list of the first fifteen evening shows were Jack

(Continued on Page 8)

### WNEW Will Analyze N. Y. Traffic Problem

New York City's critical traffic problem and proposed solutions will be analyzed in a special series on WNEW Jan. 5-9, 10 p. m. Titled

(Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—The NAB standard of practice will get a near-final going over by the NAB board in February. Dates for the three-day board meeting were set by the association on Friday. The confab will be held on February 24-26, inclusive, at the Home Hotel, Hot Springs, Va. Other NAB meetings on tap include:

NORC Survey Committee—Jan. 5, BMB board room, New York; Research Committee—Jan. 6, BMB board room

(Continued on Page 7)

### Special Xmas Shows On Television Stations

Television Christmas programming this year in the major Eastern cities will be the most festive and imaginative in the short history of the medium, with Yule features ranging from traditional caroling and religious services to toy-department revolvers with Santa and the youngsters. One of the high-points of Christmas Day programming will be a pooled pickup of the traditional lighting of

(Continued on Page 7)

### Granik Named Advisor In Drafting Of New Bill

Washington Bureau, RADIO DAILY  
Washington—Senator Warren Magnuson, Democrat from Washington, Friday appointed Theodore Granik special advisor on the drafting of a

(Continued on Page 2)

### Picture Racket

Latest confidence game on professional picture portraits is being worked in New York on radio, advertising and production agencies. The appointment artist states his firm represents "the radio trade press" and that he is seeking a new picture of the radio executive for the company's files. If a sitting is arranged cameraman then attempts to make some portrait sales.

1948 RADIO ANNUAL is given free to all paid subscribers of RADIO DAILY.—Adv.

If you don't know, look in the RADIO ANNUAL. You will find the answer there.—Adv.

# RADIO DAILY



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

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## FINANCIAL

(Dec. 19)

NEW YORK STOCK EXCHANGE

|                   | High    | Low     | Close   | Net Chg. |
|-------------------|---------|---------|---------|----------|
| Am. Tel. & Tel.   | 150 1/2 | 150 1/8 | 150 3/8 | - 1/8    |
| Gen. Electric     | 34 1/2  | 34 1/8  | 34 1/2  | - 1/8    |
| Philco            | 34 1/2  | 34 1/8  | 34 1/2  | + 1/8    |
| RCA Common        | 9 5/8   | 9 1/2   | 9 5/8   | + 1/8    |
| RCA First pfd.    | 69 1/2  | 69 1/8  | 69 1/2  | - 1/8    |
| Westinghouse      | 29 1/2  | 29 1/8  | 29 1/2  | - 1/8    |
| Westinghouse pfd. | 97 1/2  | 97 1/8  | 97 1/2  | - 1/8    |

OVER THE COUNTER

|                   | Bid    | Asked  |
|-------------------|--------|--------|
| DuMont Lab.       | 7 1/2  | 8      |
| Stromberg-Carlson | 11 1/2 | 13 1/2 |
| U. S. Television  | 1 1/4  | 1 1/2  |
| WCAD (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 1/4 |

### Named WTOP Sales Mgr.

Washington — Richard Linkroom, program manager of WTOP-CBS, Washington, becomes sales manager of the 50,000-watt Columbia-owned capital outlet on January 1. Carl J. Burkland, general manager, announced on Friday.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
Standard Brands renewed the Chase & Sanborn show with Edgar Bergen, Nelson Eddy, Don Ameche, Stroud Twins and Dorothy Lamour for 52 weeks on 60 stations. Sponsor renewed also Peg Murray and Rudy Vallee shows. JWT was the agency.

Merry Christmas!

**WDRS**  
HARTFORD, CONNECTICUT  
WDRS - FM

## Television Leaders Meet In Philadelphia

(Continued from Page 1)  
vention proceedings direct to mid-western tele cities via microwave relay links were given up because there could be no assurance that equipment could be secured and installed in time for the conclaves.

Also ruled out as a possibility of carrying telecasts westward was coaxial cable. F. R. MacFarland, AT&T representative at the meeting, said that aside from the present eastern seaboard network, AT&T would have no coaxial installations capable of carrying video at the time of the conventions.

A committee was appointed to study proposed plans for complete film service for the midwest with distribution to be handled via chartered plane service. The group will probe costs, necessary facilities and camera locations, as well as the possibility of national sponsorship of the newsreels.

Kenneth W. Stowman, of WFIL, will head the committee. Other members are Frank Bremer, of WATV, Newark outlet now under construction; B. O. Sullivan, WLTW, New York video station now being built, and Neil Swanson, WMAR-TV, Baltimore.

Also discussed at Friday's meeting were tentative plans to set up a weekly tele newsreel exchange as a permanent arrangement.

At a second session in the afternoon, New York, Washington and Philadelphia video broadcasters met to discuss such problems as housing for station personnel, number of hours for each station's programming and financial arrangements for dividing broadcasting expenses among the participating outlets.

## Granik Named Advisor In Drafting Of New Bill

(Continued from Page 1)  
new bill calling for reorganization of the FCC.

The proposal is being drawn up in the Senate's Interstate Commerce Commission committee, of which Magnuson is chairman. Granik is a Washington attorney and moderator of Mutual's American Forum of the Air.

## Will Dramatize News Events Of Past Year

(Continued from Page 1)  
Fidler, Louella Parsons, Elmer Davis, Walter Kiernan, Taylor Grant, Martin Agronsky, George Hicks, Bill Corum, Harry Wismer, Joe Hazel Gordon Fraser, Phil Alampi and Pauline Frederick.

IN CLEVELAND IT'S

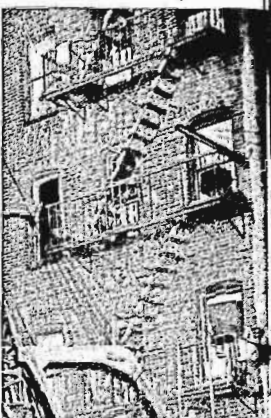
**WHK**

## Holiday Theme Prevails On Chicago Stations

(Continued from Page 1)  
by Preston Sellers, are being aired daily from noon to 1 p.m. and from 4:45 to 5:45 p.m. over both WGN and its FM station, WGNE. Victor Herbert's "Babes In Toyland" was heard December 20 on the Chicago Theater of the Air" with Andrea Kuzak, soprano, and Ralph Neilsen, tenor, starred. Special guests at the performance were 400 Catholic high schools students who recorded the annual Christmas carol program of the "Citizens of Tomorrow" series preceding the "Theater of the Air" broadcast. Sergei Prokofieff's symphonic story, "Peter and the Wolf," will be performed December 23 on the Christmas program of the Chicago Philharmonic Orchestra, and Christmas Day will be ushered in with the broadcast of the midnight mass from Holy Name Cathedral.

WBBM presented a special dramatic program, "Christmas for Santa," last Thursday, with roles enacted by members of the Junior League of Chicago Radio Theater. On December 20 the "Adventurers' Club" program on WBBM-CBS presented a special Christmas story about two men who determined to spend the holiday in the Holy Land.

On the "Quiz Kids" show, Sunday, there were special holiday features, with children of members of the Gold Star Wives of World War II as guests. Special holiday programs are being arranged by other local stations.



## Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar-spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!

HERE'S YOUR "EYE CUE!"

**WHBC**  
SERVES THE BEST  
BALANCED MARKET  
IN THE 48 STATES  
FAMOUS DIVERSIFIED INDUSTRIES  
OHIO'S RICHEST RURAL REGION

**whbc**  
CANTON, OHIO  
THE BEST BALANCED MARKET IN THE UNITED STATES

**W-I-T-H**  
AM and FM  
Baltimore 3, Maryland  
TOM TINSLEY, President  
Represented Nationally by Headley-Rood

Season's  
Greetings



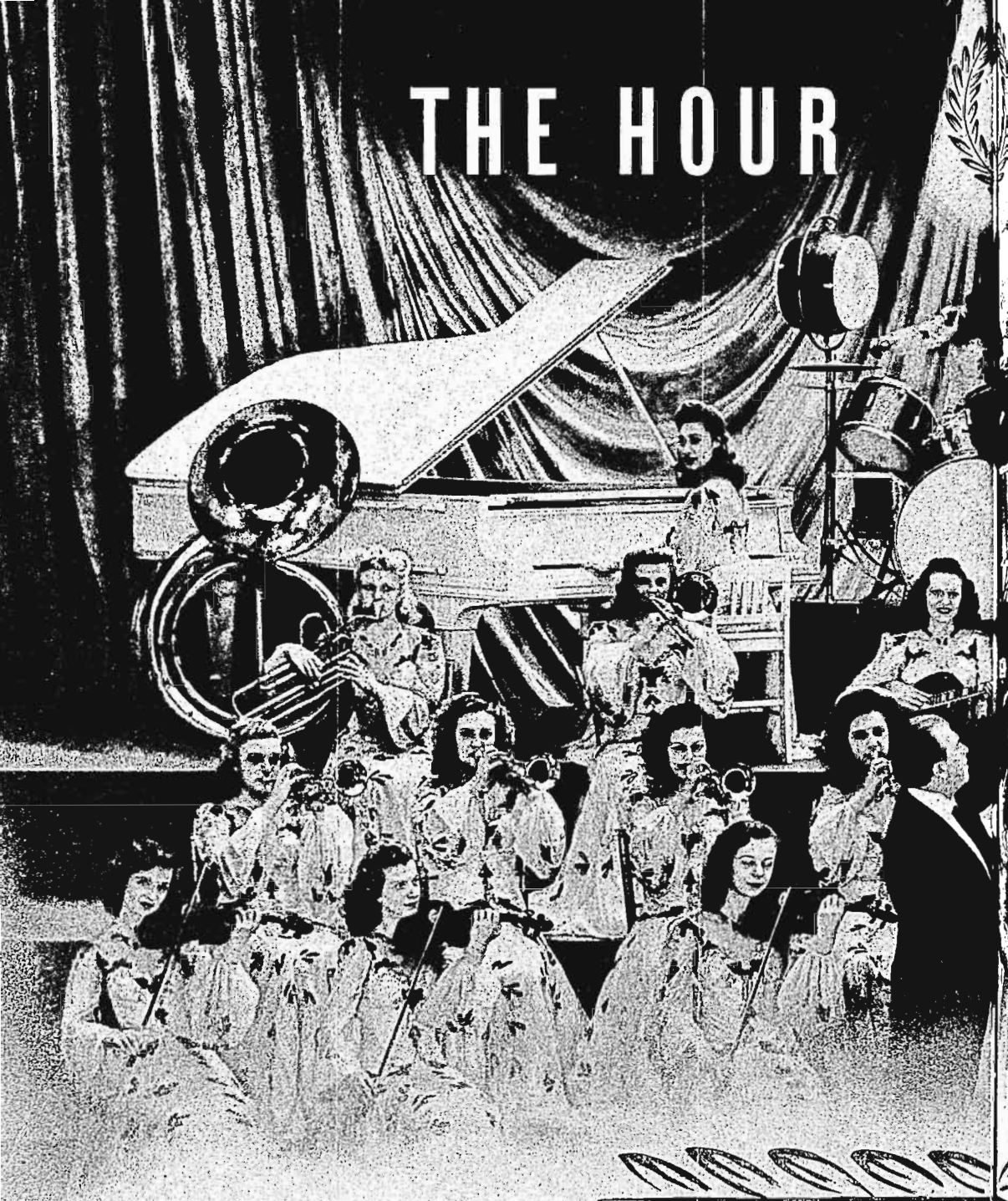
THE HOUR OF CHARM

*All Girl Orchestra*

PHIL SPITALNY



# THE HOUR



**ALL GIRL ORCHESTRA**

# OF CHARM



**A and PHIL SPITALNY**



Season's  
Greetings

Evelyn

# NAB Lists 10 Dales For Winter Meetings

(Continued from Page 1)

room; Sales Managers Executive Committee—Jan. 8-9, NAB board room, Washington; Engineering Executive Committee, Jan. 13-14, NAB board room; Board International Advisory Committee—Jan. 15-16, NAB.

Program Executive Committee—Jan. 26-27, Statler Hotel, Washington; Small Market Stations Executive Committee—Jan. 26-27, NAB; Joint Meeting, Program Executive and Public Relations Committees—Jan. 28, NAB; Public Relations Executive Committee—Jan. 29, NAB; Employee-Employer Relations Executive Committee—Feb. 9, NAB.

NAB president Justin Miller on Friday announced membership of two more committees for next year.

Chairman of the engineering executive committee is O. W. Towner, WHAS, Louisville, Ky. Other members include James V. Cosman, WPAT, Paterson, N. J.; Paul De Mars of Raymond M. Wilmore, Inc., Washington, D. C.; A. James Ebel, WMBD, Peoria, Ill.; Oscar C. Hirsch, KFVS, Cape Girardeau, Mo.; J. R. Poppele, WJOW, New York; K. W. Pyle, KFB, Wichita, Kans., and R. J. Rockwell, WVLW, Cincinnati.

NAB board liaison members of the committee are T. A. M. Craven, WOL, Washington, D. C., and G. Richard Shaffo, WIS, Columbia, S. C.

Named chairman of the research committee was Carl Burkland, WTOP, Washington, D. C. Members included Harry Burke, KFAB, Omaha; Martin B. Campbell, WFAA, Dallas; Dietrich Dirks, KTRI, Sioux City, Ia.; J. Archie Morton, KJR, Seattle; William E. Ware, KSWI, Council Bluffs, Ia., and Earl W. Winger, WOOD, Chattanooga, Tenn. Board liaison members are Charles C. Calley, WMBD, Peoria, Ill., and Willard D. Egoft, WBCC, Bethesda, Md.

## To Repeat Nativity Story

"No Room At The Inn," the story of the Nativity aired on "The Greatest Story Ever Told" over ABC last night, will be re-broadcast on Christmas Eve at 11:30 p.m., in all time zones. The transcribed repeat will be carried by ABC through co-operation of Good-year Rubber, sponsor of the Sunday series.

## Straeter Guest Of Jack Smith

Ted Straeter, former accompanist, choral director and arranger for the Kate Smith show, and currently featured with his piano and orchestra at the Hotel St. Regis Iridium Room, will guest on the Jack Smith Show New Year's Day, over CBS.



## Mainly About Manhattan . . . !

• • • Bob Hope, Tony Martin, Esther Williams, Susan Peters and Ralph Edwards will join Eddie Cantor's Christmas nite show for the wounded vets in Birmingham Hosp., in connection with his 4th annual "Gifts For Yanks Who Gave" campaign. Goal this year is two million gifts. . . Agents recently figured out that over \$2,000,000 were spent by the summer resorts on entertainment last season. But they predict a much lower figure for next year because of the current close-out of vaudeville at Loew's Stato, the Chicago theater and other vaude houses, which will probably bring the price of acts down. . . B'way arcades will soon install new gadgets in the form of combination juke-box and television sets. . . Mutual cut an audition platter of "March of Games" Sat. nite with Bud Collyer as emcee. . . Noro Morales' definition of the rumba: An exhibition of an inhibition. . . Walter Kaner asked his 6-year-old nephew if he knew what happens to little boys who tell fibs. "Sure," said the youngster. "They grow up and become press agents." . . Jack Haley and Bea Lillie signed for the musical, "Inside, USA." Haley, we hear, will draw down 4 G's. . . To get even with that guy, Art Henley, who has kept him awake nites with his "humor based on mathematics," Jack Rubin sez he's gonna offer him a job and give him a fast count on his salary check.



• • • IMPRESSIONATIONS: Richard Widmark: The cabbie you're not afraid to overtip. . . Mrs. FDR: The only teacher who ever really understood you. . . Jan August: The guy you invite to your party to save hiring a pianist. . . Caesar Romero: The guy who always cuts in just when you think you've got her 'sold'. . . Noro Morales: The friend someone brings when invited to your house for dinner. . . Lana Turner: The gal your best friend usually ends up with.

## AM-FM Set Production Reaches New Record

(Continued from Page 1)

monthly average of video sets so far this year.

Total radio and television set production by RMA manufacturers in November amounted to 1,615,541 and brought the total so far this year to 15,989,759.

FM-AM set production during four weeks of November totaled 153,114 compared with 151,244 sets manufactured in five working weeks of October. The November set production was at an annual rate of 2,000,000 receivers and was 102.5 per cent above the previous 1947 weekly average output.

RMA member-companies produced 24,135 tele sets in the four-week November period, compared with 23,693 sets in October.

FM-AM sets produced in November included 40,198 table model, 5,600 converters and turners, 1,892 consoles, 1,007 table model radio-phonograph combinations, and 104,357 radio-phonograph consoles. Television receivers included 14,674 table models, 4,178 consoles and 5,283 radio-phonograph combinations.

## WNEW Will Analyze N. Y. Traffic Problem

(Continued from Page 1)

"Breaking the Traffic Jam," series will include drama, interviews, talks and roundtable discussion, with prizes to listeners coming up with best suggestions.

First four broadcasts will be 15 minutes, with the last running a half-hour. Participating in a forum on the final show will be Borough President Hugo Rogers; Walter Binger, chairman of Traffic Action Committee; Murray Davis, New York World Telegram, and William J. Gottlieb, president, Automobile Club of New York. Series will be produced by Dick Paek.

## International's Anniversary

Hollywood—International Artists, Inc., Recording Studios, celebrated its first anniversary December 17. Since it took over the old Officers' Club at 6700 Sunset Boulevard a year ago, the organization has spent \$60,000 in improvements and jumped from tenth to third place among independent transcription firms.

H. Dixon McCoy is president of International.

# Special Xmas Shows On Television Stations

(Continued from Page 1)

the White House Christmas Tree by President Truman, expected to be carried by all stations in five cities.

WNBT, New York, and the five-station NBC network, will air a full-hour show on Christmas Day at 3 p.m. from St. Alban's Naval Hospital on Long Island, with comedian Harvey Stone and screen star Ilona Massey among guest personalities appearing on the show. Program will be carried over WNBW, Washington, WPTZ, Philadelphia, WEA-L, TV, Baltimore, and WRGB, Schenectady. Hamilton Watch Co., in co-operation with jewelers' associations, will present RCA Victor television receivers to veterans' hospitals in the five cities in time for the Christmas Day program. NBC outlet, on Christmas Eve, will air a motion picture version of Charles Dickens' traditional Yuletide story, "A Christmas Carol," starring Sir Cedric Hardwicke, noted British actor. Program, also carried on the network, will be aired at 8:30 p.m. under sponsorship of the Kelvinator Division of Nash-Kelvinator.

Broadcast From Supermarket

WCBS-TV, CBS' video outlet in New York, will air a special Yule version of John Reed King's "Missus Goes A-Shopping" (1:30-2 p.m.) on Christmas Eve, originating in the Big Ben Supermarket in Lynbrook, L. I. Following the pooled pickup of the lighting of the Christmas tree on the White House Lawn, station will air a "tele-comics" film titled "Santa and the Angels," narrated by Irene Wicker. At 7:30 p.m., also on Xmas Eve, station will make a pickup of services at the Riverside Church, featuring an a Capella choir, and ringing of the carillons. Christmas Day shows on WCBS-TV will feature a pickup from Grand Central Palace (8:15 p.m.) of the "Merry Christmas Land Exposition."

WABD, key outlet of the DuMont web, will air a "Candlelight Service of Carols" of the Grace Protestant Episcopal Church in lower Manhattan on Christmas Eve (8-9 p.m.). Arrangements for the broadcast were made by U. S. Rubber Co., with Rev. Louis W. Pitt, rector of Grace Church. Program features the clergy and a choir of 50 boys carrying candles in a long procession, with organ music provided by Ernest Mitchell.

Another highlight of Xmas Eve programming on the DuMont station is "Small Fry Christmas Card," produced and directed by Bob Emory, scheduled from 7:30 to 8 p.m. Show features five individual Xmas cards, each leading into a separate story about Christmas.

IN CLEVELAND IT'S **WHK**

IN CLEVELAND IT'S **WHK**

# ABC Revenue Upped 7.22% Past Year

(Continued from Page 1)

the web with a total expenditure amounting to \$5,188,332.

Foods and food beverage industries head the list of clients buying time in the industrial classification again this year. They spent \$15,476,210 for time last year and were followed by the drug and toilet goods industries with expenditures totaling \$11,200,995 in 1947.

### Optimistic Outlook

President Woods of ABC, in a year-end statement, referred optimistically toward the outlook for the coming year. He said: "With general production increasing, and a still unsatisfied demand for consumer goods, 1948 should bring even a better market than 1947. Advertising through radio broadcasting and through other media should increase during the coming year."

Woods revealed that ABC holds television and FM licenses in five cities—New York, Chicago, Detroit, Los Angeles and San Francisco and that sites for transmitters have been selected. He added the operations will begin first in New York.

### Expresses Satisfaction

Mr. Noble expressed satisfaction over the past year's accomplishments. He said:

"It is again my privilege to say 'well done' in reporting on the state of the radio industry. Duties have been performed, responsibilities executed, and privileges won—all in the name of public service. Broadcasting has maintained the high standards of performance now regarded as inherent in the business. The American Broadcasting Company has widened its coverage, increased its circulation, and gained in listener acceptance."

ABC reports a total of 265 affiliate stations in its present network with 32 of the affiliates joining the web during the past year.

### Wedding Bells

Barbara Roxanne Haenschen, daughter of CBS' "Saturday Night Serenade" maestro Gustave Haenschen and Mrs. Haenschen, will be married today, Dec. 22, to Dartmouth student John H. Mulliken Jr., former first lieutenant in the Seventh Armored Division, ETO. The wedding will be performed at 8:30 p.m., EST, in St. Bede's Chapel, Rosemary Hall, at Greenwich, Conn., by the Rev. John H. Chapman. After the ceremony the couple will leave for a Florida honeymoon. They will make their home in Hanover, N. H.

IN CLEVELAND IT'S

# WHK

# Anti-AFM Counsel Set By NAB's Music Group

(Continued from Page 1)

establish a budget, but it was stated Friday that the total amount of formula for assessments had not been determined. Purpose of the public relations counsel, it was said, will be to point out the "grave injustices" perpetrated upon the radio industry by certain AFM actions and to acquaint the public with the "real facts" in the case. However, it is generally agreed that of the two counsels to be appointed the legal counsel is the more important, at least from the standpoint of actually bargaining with Petrillo.

One attorney believed to be high on the list, and who may very well get the job, is Sydney Kaye of BMI and the firm of Rosenman, Goldmark, Colin & Kaye.

Bob Richards of the NAB, a member of the industry committee's public relations sub-committee, has been investigating public relations firms for the last two weeks, preparatory to selecting one among the group. About 50 firms were named in the list submitted to the full committee last Friday. The public relations sub-committee is expected to meet in New York tomorrow, Tuesday, and make a final decision.

Industry music committee has not yet named a chairman, although Jess Willard of the NAB has served as presiding officer at all meetings.

Members attending Friday's meeting, in addition to Willard and Richards were Andy Wiswell and Richard Testut of Associated Program Service; Joe Bailey, Louis G. Cowan, Inc.; Calvin Smith, KFAC, Los Angeles; Daniel Creato, RCA-Victor; Robert P. Myers, NBC; Frank White, CBS; Ed Wallerstein, Columbia Records; Ted Streibert, WOR; Bill Bailey, William E. Ware, Leonard Marks, FMA; Leonard Asch, WBCA, Schenectady; C. O. Langlois, Lang-Worth; A. Walter Sacolow, transcription attorney; Joseph McDonald, ABC; Don Petty, NAB; Dick Doherty, NAB; A. Halsey Cowan, Signature Records; Guy Lemmon, Majestic Records; Merritt Coleman, CBS television; Thad Brown, TBA counsel; and Robert Thompson, WBBN, Buffalo.

# Fight Rating Leads Hooper's First Fifteen

(Continued from Page 1)

Benny, 27.7, and Truth or Consequences, 26.8.

Top three daytime shows were Big Sister, 7.9; Helen Trent, 7.5, and Ma Perkins, 7.4. Leading Sunday daytime programs were The Shadow, 10.8; Counterspy, 10.3, and Eddie Howard, 8.9. Saturday daytime leaders were Theater of Today, 7.9; Grand Central Station, 7.6, and Stars Over Hollywood, 7.3.

Remainder of the evening first fifteen list, in order, follows: Fred Allen, Fibber McGee & Molly; Charlie McCarthy, Amos 'n' Andy, Radio Theater, Bob Hope, Mr. D. A. Godfrey's Talent Scouts, Walter Winchell, Red Skelton, My Friend Irma, and Bandwagon.

# one solution

## FOR TWO PROGRAM PROBLEMS

- gaining a radio audience
- selling a product

No need to spend extra time and money building a radio audience. You get one already well established when you sponsor **Fulton Lewis, jr.**

It's one of the most loyal audiences in radio. And it's a "cream" audience—with ample money to spend for your product. Hundreds of sponsors (on more than 288 stations) get year-in, year-out results with this outstanding co-op program. Write or wire now for availabilities in localities where a sustaining feature is **Fulton Lewis, jr.**



COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING COMPANY**  
1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 41, NO. 57

NEW YORK, TUESDAY, DECEMBER 23, 1947

TEN CENTS

## Banks Buying More Time

### Three-Year Licenses Urged In FMA Letter

Washington Bureau, RADIO DAILY

Washington—The FMA late yesterday filed a letter with the FCC proposing that FM licenses hereafter be granted for a three-year period. The AM license is now a one-year grant, even though the AM license is a three-year permit now.

The letter points out that with 369 FM stations on the air the service can no longer be considered experimental "in its infancy."

### Kobak Cites Increase In '47 Co-Op. Volume

Sales of co-op programs on MBS increased 123 per cent in 1947 over 1946 with more than 1600 local sponsors represented, Edgar Kobak, network president, revealed in a year-end statement yesterday. Into MBS's co-op line-up came such shows as "Information Please," "Kate Smith Sings," and "Meet Me at Parky's." MBS gross billings for the year hit

(Continued on Page 6)

### ABC Will Televisize Sugar Bowl Contest

New Orleans will have its first demonstration of live television next week as the result of a schedule set yesterday by ABC in co-operation with WCA and the network's affiliate, WDSU. Highlight of the demonstrations, which get under way Monday, Dec. 29, will be a live telecast of the

(Continued on Page 7)

### For The Needy

Needy families selected by the Salvation Army in 130 cities will get special gifts, depending on their needs, during the Dick Haymes show over CBS Christmas night. All stations carrying the show will cut out for two minutes while local Salvation Army representatives present the gifts. Haymes and his sponsor, Electric Auto-Lite Co., are footing the bill.

## Merry Christmas



"Santa and the Angel"

### Co-Op. Shows Lead List Of Web Sales To Bankers

Use of radio advertising by the nation's banks increased 20-fold during the past ten years and is still going up, according to an article by John B. Mack, Jr., in the December issue of "Banking," the Journal of the American Bankers Association. Greatest gains were made since the end of the war,

(Continued on Page 6)

### Ask Television Permit For Dallas-Fort Worth

Dallas, Tex.—Application has been filed with the FCC by the A. H. Belo Corporation for a television station permit for the Dallas News and WFAA to operate on channel No. 12 with 30,000 watts power. It was announced here by Martin B. Campbell, managing director of WFAA.

If the permit is granted, the new television station would serve the Dallas-Fort Worth area with an ap-

(Continued on Page 2)

### Larson To Head Tele In New WCAU Setup

Philadelphia—G. Bennett Larson, former general manager of WPEN, has been named vice-president and director of television for WCAU. Appointment was one of the first moves made following formal transfer of

(Continued on Page 8)

### Chi. Stations Report Big Renewal Business

Chicago—Renewal business was brisk on Chicago stations during the past week. On WMAQ, Lever Brothers renewed the 5:15-5:30 portion of the Dave Garroway show on Mondays and Wednesdays for 13 weeks;

(Continued on Page 2)

### "Russian" Wonder Tele Only A Bubble At ATS

Television in the Soviet Union was far in advance of the U. S. for a brief and hilarious moment yesterday, as members and guests of the American Television Society heard a bright and detailed description of Ivan's fantastic progress with electrons and the iconoscope.

Every member of the Politburo was (Continued on Page 5)

## Congress Is Radio Conscious, Survey Of Past Year Reveals

Washington Bureau, RADIO DAILY

Washington—The 80th Congress has shown itself to be radio-conscious to the extreme during the first half of its existence, and broadcasters will have good reason to watch it next year for

legislation directly affecting their business. A new awareness of radio as an important aid in political advancement, as well as a vital medium of public enlightenment, was obvious

(Continued on Page 5)

"Not for just a day, not for just a year, but always, THE RADIO ANNUAL leads." advt.

Wise radio men know a good trade paper. They subscribe to and read RADIO DAILY. advt.

### Frank

During Xmas Party on Horn & Hardart's Children's Hour over WNBC, Sunday, announcer Ed Herlihy was being pestered by his 4-year-old son, Donald. Spotting the sponsor in the audience, Herlihy lifted his son to the announcer's desk and asked the youngster if he would like to lunch at the Automat. Donald's answer into the open mike was a loud "NO!"



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Balth Wink, Manager  
6425 Hollywood Blvd. Phone: Granite 8507

WASHINGTON BUREAU  
Andrew H. Older, Editor, Managing Claret  
6417 Dahlmegea Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU  
Nat Green  
1417 Ashland Phone: 156 No. Clark St.  
Phone: State 2332

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

FINANCIAL

(Dec. 22)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS 8, Formwalt T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA first pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Twelve new commercial shows were set by the networks for debut around the first of the year. Nine programs will switch webs. . . John Logie Baird, of BBC tele. transcribed pix in color using a Pop-eye cartoon for the experiment.

"Santa and the Angel"

Yuletide spirit is reflected in a frame from the movie fantasy "Santa And the Angel" which is reproduced on Page 1 of today's RADIO DAILY. The fantasy will have its premiere in two showings over WCBS-TV, 5:30 p.m., Dec. 24 and 7:40 p.m., Dec. 25. The story was written by Oscar Lebeck and filmed for television by Stephen Slesinger's Tolocomics, Inc. Irene Wicker does a "live" narration to the film cartoon.

Seek Television Permit For Dallas-Fort Worth Area

(Continued from Page 1)

proximate range of 45 miles. The Dallas News-WFAA contract with the Mercantile Bank for use of the building's tower for FM transmitter and antenna, now in operation, also includes provisions for television.

Application for a television permit also has been filed with the FCC by L. F. Corrigan, local contractor and real estate operator, to operate on channel No. 10. His application designates the Tower-Petroleum building as the proposed site of the transmitter and studios.

Of the six existing television channels in this territory, permits have been granted to the Fort Worth Star-Telegram, Tom Potter and the late Rogers Lacy, and the Dallas Times-Herald. Application of the Interstate Theaters, the Dallas News and WFAA and of Corrigan are still pending before the FCC.

Grey Advtg. Joins Group Aiding '48 Bond Drive

Grey Advertising Agency of New York has joined five other volunteer agencies in the preparation of the 1948 Savings Bond campaign for the U. S. Treasury Department, it was announced yesterday by Theodore S. Repplier, president of The Advertising Council.

In the fight against inflation Grey Advertising is now preparing a large quantity of advertising for retailers including suggestions for window displays, interior displays, show cards, advertisements for retail publications and ideas for retail newspaper ads.

Other agencies participating in the continuing bond campaign are Young & Rubicam, Inc., J. Walter Thompson, G. M. Basford, Schwab & Beatty, Joseph Katz and Albert Frank-Guenter Law, Inc.

Will Manage WMCP

Baltimore—Bernard G. Peter, Assistant State's Attorney for Baltimore City for the past nine years, resigned his position this week to become general manager of WMCP, Baltimore's first exclusive FM station. Mr. Peter who has been practicing law for a number of years in Baltimore was formerly engaged in the newspaper and publishing business in that city. WMCP is expected to go on the air with full power of 20,000 watts about February 1, 1949.

COMING and GOING

ROBERT BENDICK, director of news and special events for CBS-television, is back in town following a trip to Washington, D. C., where he conferred on the pooling of the broadcasts of the forthcoming presidential convention.

R. H. "SKIN" BOLLING, of the New York office of The Bolling Co., Inc., national station representatives, and FRED MITCHELL, of the firm's Los Angeles office, are back at their respective desks, having completed trips to Seattle and San Francisco.

BENEDICT GIMBLE, Jr., president and general manager of WIP, Philadelphia, has returned to the station following a quick trip to New York for conferences with executives of WOR.

BILL DOWNS, Midwest correspondent for the Columbia network, spent the week-end in Pittsburgh and Indianapolis for the broadcasting of the web's "News of America."

MORT NUSBAUM, disc jockey whose show, "Meet Me at the Triton," is heard two hours daily on WHAM, Rochester, N. Y., plans to spend Christmas Day in New York.

JOHN PATT, vice-president and general manager of WGAR, Columbia network affiliate in Cleveland, is back at the station after having spent the latter portion of last week in Gotham.

STANLEY ROBERTS, commercial manager of WROW, Mutual outlet in Albany, N. Y., is in New York this week on station and network business.

HALESY BARRETT, promotion manager for the television division of CBS, is back from a short vacation in Florida.

Brisk Renewal Business Reported By Chi. Stations

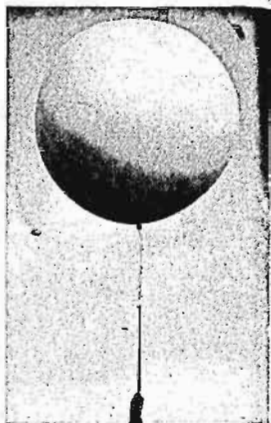
(Continued from Page 1)

also a 13-week renewal of the wire-recorded "News On The Spot" program, 5:05-5:15 p.m., on Tuesdays and Thursdays, and renewal of four one-minute announcements and one station break per week for 13 weeks, starting January 1. Colgate-Palmolive-Peet Co. ordered a 52-week renewal of a schedule of seven one-minute announcements and three station breaks per week starting January 1. Procter & Gamble renewed a once-a-week station break for 52 weeks starting January 4. The Furitan Company of America ordered the 5:30-5:45 p.m. segment of the Dave Garroway show on Mondays, Wednesdays and Fridays for 52 weeks starting January 28.

WGN business included sale of "Bulldog Drummond," Wednesday mystery thriller, to Atlas Brewing Co. for 52 weeks (transcribed series with live commercials); and the following renewals: Chicago Tribune, the Arthur Sears Henning news show, 6-8:15 p.m. Saturdays, for 52 weeks, effective January 3; Lever Bros. Co., the 3:50-3:55 p.m. portion of the "Holland Engle Show," 3:30-4 p.m. Monday through Friday, for 13 weeks, effective January 1; and the Ru-Ex Co., the 3:55-4 p.m. portion of "Holland Engle Show" for 13 weeks.

ABC obtained a renewal of "David Harding—Counterspy" by Schutter Candy Co. for 52 weeks, effective February 1.

Miles Laboratories renewed its sponsorship of "Queen for a Day" over the full Mutual network, effective December 29. This is its third year of sponsorship of this show.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally By Hodley-Road



8,061

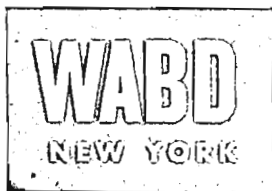
LETTERS TELEGRAMS POSTCARDS

How's that for audience response to the very first appearance of a new television show? Shows how WABD can pull!

The "Mary Kay and Johnny Show" already has a sponsor, but here are some other promising programs ready to go to work for you:

| PROGRAM           | DAY                 | TIME               |
|-------------------|---------------------|--------------------|
| Small Fry Club*   | Monday thru Friday  | 7:00-7:30          |
| Doorway to Fame*  | Monday              | 7:30-8:00          |
| Swing Into Sports | Monday              | 8:35-9:00          |
| Sylvie St. Clair  | Wednesday           | 8:15-8:30          |
| Birthday Party*   | Thursday            | 7:30-8:00          |
| Charade Quiz      | Thursday            | 8:15-8:30          |
| Wrestling Matches | Thursday and Friday | 9:30 to conclusion |

\*Available to single sponsors or for sponsor participation.



Write, wire or phone Station WABD, Time Sales Department  
515 Madison Avenue, New York 22, N. Y. Phone: PL 3-9800



NEW YORK'S WINDOW ON THE WORLD

**SPECIAL:** 97,500 Television receivers in WABD viewing area (based on RMA report of November 1st, 1947).

# LOS ANGELES

By RALPH WILK

VELOZ and Yolanda, the world famous dancers, are presenting a new television quiz program called "Guess the Dance" on KTLA every Thursday. Produced by Clint Stanley for Larry Finley Productions, the program is emceed by Frank Veloz, assisted by Charles Baron, and features audience participation, as well as dance exhibitions.

Singer Clyde Rogers set to cut a new radio transcription series with Freddy Martin's orchestra.

Art Gilmore, announcer on the "Dr. Christian" show, recently seen in Michael Curtiz production, "The Unsuspected," is in great demand for film roles. His more recent contract is with Warner Bros. where he will deliver the commentary on a series of patriotic short subjects.

Art Linkletter, star of NBC's "People Are Funny," emceed the annual Christmas Party of the Hollywood Advertising Club at the Hollywood Roosevelt Hotel, December 15.

Immediately following the "Double or Nothing" program December 12th, Announcer Murry Wagner planed to Oakland, Calif., to participate in entertainment for Peter Paul employees' Christmas party. Will originate broadcast for that sponsor, with Bob Garred from KQW in San Francisco on weekend.

To lend added quality and exploitable name personality values to its transcribed dramatic flagship, "Diary of Fate," Larry Finley Transcriptions is increasing the use of motion picture players and others of established and recognized names in the casts of the 52-week series.

## Name Robertson President Of Canadian Radio Artists

Montreal — George Robertson has been elected president of the Association of Canadian Radio Artists, Montreal branch, succeeding George Alexander, who has been acting president since Christopher Ellis relinquished the post last year. Mr. Robertson, formerly with the CBC International, is now a free-lance producer, writer and announcer.

The vice-president for the year 1948 is Rudy Stoeckel, with Frank Edwards as secretary-treasurer and Warren Robinson as recording secretary. Other members of the new executive board are Stuart MacDonald, authors' representative; Bob Goodier, actors' representative; June Whitman, singers' representative; Stephen Brott, writers' representative, and Raymond Cardin, member at large.



## Windy City Wordage. . . !

● ● ● Radio Row has been steeped in the holiday spirit for a week or more, with pre-Christmas parties mushrooming at every station and agency. Last Thursday the WJJD reception room and offices wore the scone of the station's annual party, with tree, gifts for everyone, and plenty of holiday cheer. On Friday, Mutual held its party at Normandy House and the occasion was highlighted by a grab bag from which employes got such items as car mufflers, cap pistols and China dolls. ABC's party was held Friday in the Crystal Room of the Hotel Sherman, with entertainment furnished by network artists and music by Lew Brownie's orchestra.

## Chicago

● ● ● Beverly Taylor, formerly heard on many soap operas and now on ABC's "Club Time" program since her return to the air after a year's retirement, plans to make a boat trip to Rio de Janeiro next spring with her husband and their daughter, now 15 months old, to attend the International Rotary convention. . . . Al Williamson, some years ago head of the NBC publicity department in Chicago, passed away December 17 at his home in Bloomington, Ill., where he was in the insurance business. . . . For the Christmas broadcast of "Ladies Be Seated," Tom Moore, emcee, decided he would seat only children, and he planned a number of special stunts for the youngsters, directing all activities and prizes to the children. . . . Jane Lippold (Mrs. Hardy Halter), of the Dutton-Lippold publicity firm, is the mother of a seven-pound boy, Kurt, born December 16.



● ● ● The January, 1948, issue of Esquire carries a full page of eight cartoons by Dedini, depicting the "Breakfast Club" emcee who, awakened by the alarm clock in the "middle of the night," snarls at his wife, the dog, the taxi driver and the doorman at the studios, then goes on the air with a simulated cheery greeting that warms the hearts of his unseen audience. Ell Henry, publicity director of ABC, has sent out the page as a promotion piece, with the simple notation "Need we say more!"



● ● ● The 44-voice Cornell University Glee Club will sing on the "Tommy Bartlett Time" program over ABC on December 27. Group will be on their first post-war concert tour and will sing in concert on the eve of the broadcast. . . . Prof. Baskett Mosse, a former NBC news director, now with Northwestern University, has written a new handbook for the writing and editing of radio news copy. The 64-page volume has been published by the Medill School of Journalism of Northwestern, where Prof. Mosse teaches journalism. . . . Frank P. Schreiber, manager of WGN, and Bruce W. Dennis, WGN director of public relations, have been appointed to membership on the advertising campaign for safer driving and walking by Chicago's Mayor Martin H. Kennelly. . . . Harry Wismer, assisted by Red Grange, will handle the broadcast of the National Professional Football League championship game at Comiskey Park, Chicago, on December 28. . . . As the model for his artistic Christmas card, Announcer Guy Savage chose a perfect specimen of feminine pulchritude—identity not revealed. . . . Craig Claiborne, assistant publicity director of ABC's central division, off to Mississippi to spend the holidays with relatives. . . . NBC has installed a lending library of technical books on all phases of radio and telecasting for the benefit of its employes, with Ruth Pasbley, files supervisor, as librarian.



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# HAWAII

By JOHN WILLIAMS

A PART from death toll, property loss by traffic accidents in Honolulu every year is four times more than total represented by larcenies, burglaries, and stick-ups, and Assistant Chief of Police Dewey O. Mookini's going to do something about it. He's taken half-hour slot every Saturday evening on KHON, Honolulu, in which he'll make vigorous drive via authentic talks on traffic mishaps. Hawaiian songs and music by famed Police Glee Club will be listener come-on.

Hal Lewis of KPOA, Honolulu, has raucous two-and-a-half hours from 5:30 to 8:00 a.m., six days weekly, with his "Wake Up, Hawaii!" ad lib show. Armed with three telephones, stacks of records, and three inserts of 5 min. spots of news and weather forecast direct from U. S. Weather Bureau at Honolulu's International Airport, he ribs housewives, sleepers-in, and laggard kids readying for school. Listeners phone requests to name someone out loud who won't get out of bed, then they turn up their radios, and Hal does the rest. Eighteen spot sponsors foot the bill.

In talk before Hawaii's Territorial Radio Board, Lee R. Dawson, FCC regional manager, stated that there's fine co-operation between Hawaii's broadcast stations in solving interference problems. Paul F. Fenner, FCC engineer in charge, and John Harris, FCC radio engineer in charge of investigations, explained technical bugs that sometimes develop.

Clarence M. ("Mike") Ashman of KJBS, San Francisco, will be station manager of KTOH, Lihue (island of Kauai), after first part of the year according to Charles J. Fern, general manager. KTOH is outlet for Don Lee-Mutual and Aloha Network.

KULA, ABC outlet at Honolulu, now has 50 hours weekly of transcribed network shows. Latest addition is Drew Pearson.

## SEASON'S GREETINGS

truly yours

Al Sherman

writer of

- No. No. A Thousand Times No
- Potatoes Are Cheaper, Tomatoes Are Cheaper
- We Want Cantor, We Want Cantor Pretending
- Save Your Sorrow For Tomorrow
- On A Dow Dew Dewy Day
- You Gotta Be A Football Hero
- Ninety-Nine Out Of A Hundred (Wanna Be Loved)
- On The Beach At Bali Ball
- Over Somebody Else's Shoulder
- Got The Bench Got The Park
- Me Too

and many others

THERE'S ONLY ONE  
*Lord Taylor*  
 MIAMI BEACH  
 OCEAN FRONT - 40th to 41st Sts.  
 Reservations Invited - Walter Jacobs

**AGENCIES**

**Congress Is Radio Conscious,  
Survey Of Past Year Reveals**

**PROMOTION**

**SAMUEL H. NORTHCROSS**, formerly with the research department of Young and Rubicam and now vice-president of Audience Research, Inc., will lecture to the students of Fordham University's radio division on Thursday afternoon, January 8th, it was announced yesterday by William Coleman, chairman of the radio division of the Bronx college. Furthermore he will discuss one of the most controversial subjects in the industry, that of the various methods employed in gauging audience measurement and audience reaction.

**SHERMAN K. ELLIS** and **SHERMAN K. ELLIS, JR.**, have acquired an interest in Diorama Corporation of America and will assume direction of the sales and merchandising of their illuminated three-dimensional displays in principal railway and airport terminals throughout the country. A year ago, Ellis resigned as president of LaRoche & Ellis, Inc., where he has acted in an advisory capacity since. Before that he was head of Sherman K. Ellis & Co., for four years. Ellis, Jr., was associated with Sherman K. Ellis & Co., for four years before joining the Navy as a bomber pilot where he saw five years' service. He recently had been an advertising salesman for Good Housekeeping Magazine. In their new connection they will be associated with Edward H. Burdick, who founded Diorama Corporation 20 years ago to create and produce three-dimensional exhibits and displays.

**"Russian" Wonder Tele  
Only A Bubble At ATS**

(Continued from Page 1)

Equipped with a Dick Tracy wrist-tele set, they were told, while their less fortunate comrades carried burdensome "portables." One family out of 10 in the USSR had television, and that was all in "technicolor." No such thing as black-and-white. Sets operated on tremendously high power, with 2,000-line images, etc. The system was so good, in fact, it was offered to the U. S., but was declined as a result of "Washington bureaucracy" on the theory it would have "adverse effect on our economy at this time."

The gent who described this tele wonderland was as colorful as the picture he painted. Nattily attired in the uniform of the Soviet brass, with three stars on each shoulder, he was recorded every recognition due his rank. He received, in their order, the following display of applause: half-bottle of fizz water in the face; a complete (uncut) juicy chocolate cream pie; and finally a bottle of water on the head.

But he merely laughed. He was Doug Chandler, veteran radio and stage actor, otherwise known as General Feodor Panief, commissar of information of the USSR, and "saviour of Stalingrad."

this year. Funds were appropriated to set up an elaborate and expensive recording room in the House Office Building, providing for the pressing of platters which members of the House and Senate are sending in a never-ending stream to local stations.

At the same time, broadcast of hearings from committees of both the House and the Senate have become commonplace events within the last year.

Producers of forum programs and discussion shows are as well known and as highly respected here as are the famous names of the press, and the ear of the radio commentators is as eagerly sought as is the ear of the most widely read columnist. So it is not surprising that Congress should be prepared to devote a good deal of its legislative attention to broadcasting. The industry, of course, is affected vitally by such things as the Taft-Hartley Act, materials and building regulations and other types of broad legislation—but Congress has been thinking also in terms of laws to curb music czar James Petrillo, curbs on Ascap, and, of course, of a general revision of the Communications Act.

Sen. Wallace H. White, Jr., Maine Republican largely responsible for the 1934 act, brought out a sweeping revision of the act last spring. Through a week of hearings his offering was roundly attacked by both industry and non-industry groups—the industry claiming it left the FCC too much power and the non-industry groups seeming to feel, on the whole, that the bill would not give the FCC sufficient power over program policies.

White has been revising his bill, and is about ready to put a new version before the Interstate and Foreign Commerce Committee next month. A sub-committee of that body has already approved his new version of the bill—although with some suggestions for further changes. (RADIO DAILY ex-

clusively revealed the salient features of his new bill December 11.)

To broadcasters perhaps the most important point is that it does not back down from its original position that the power of the FCC to examine program policies in the light of their value to the public must not be curtailed.

"That is one point on which I will not compromise," White told RADIO DAILY only last Friday, "and I suppose Justin Miller will never see it my way."

White did say, however, that he thinks some segments of the radio industry might realize that unless they accept legislation along the lines of his bill they might find themselves saddled with a much harsher law.

What will be the outcome of the new attempts to curb the power of Petrillo cannot be told for certain. Hearings on the problem are due early next month, with House Labor Committee Chairman Fred Hartley talking in terms of a Congressional vote to extend the Sherman Act to labor unions. Another possibility is amendment of the Taft-Hartley Act.

At least two new appointments to the FCC are expected to come to the Senate next year. The White House is believed ready to send the name of Indiana Democrat Wayne Coy of WINX, Washington, to the Senate for confirmation as FCC chairman, and it is predicted here commonly that Commissioner Clifford J. Durr will not accept another term if it is offered him. His term expires in June.

The Coy appointment will probably not meet with any important opposition in the Senate, although it is not a certainty that it will go through with no challenge. The Durr re-appointment—if it is made—is certain to provoke a storm in the Senate which is bound to lead to public airing of some of the basic issues of administration of the radio act.

**Lilienthal To Address**

**REC On Atom Situation**

David E. Lilienthal, chairman of the U. S. Atomic Energy Commission, will be the principal speaker at the meeting of the Radio Executives Club at the Hotel Roosevelt, January 8, it was announced yesterday by Bill Hedges, REC president. His talk, "Atomic Energy: Where Do We Stand?" will be aired over WNBC, key outlet of the NBC broadcasting network.

"Under this title I would try to give the Club as true a picture as security limitations permit of the status of the U. S. atomic energy program today," said Lilienthal in his acceptance letter to Hedges. "Both the occasion and the times seem to call for a frank presentation of the status of our national atomic energy program, an outline of the country's need and a definition of radio's part in doing something about it."

**Five Stations Added**

**To N. C. State Network**

Five stations have been added to the North Carolina State Network, bringing the web's total to 14 covering all of North Carolina and parts of Virginia, South Carolina and Tennessee.

All of the regional net's affiliates have power from 1,000 to 5,000 watts. Four of the new members are one kilowatters, WDUK, Durham; WCEC, Rocky Mount; WRRZ, Clinton; WKNS, Kinston. The fifth, WRRF, Washington, operates with 5 kw.

**Italian Bride On ABC**

Maria Formicola, 21-year-old Italian girl who arrived in New York last week to marry an American soldier only to learn that her fiancé had been killed in an automobile accident, was heard last night on "Headline Edition" over ABC. She was interviewed by Pauline Frederick.

**Promote New Tune**

LeValley, Inc., Chicago, agency for Household Finance Corporation, has, in co-operation with CBS, accomplished something new in radio show promotion. A few months ago Hal Dickinson of "The Modernaires" took the original score of the theme song from the radio show "The Whistler" and composed the now popular "The Whistler Song." CBS is promoting the tune, which they believe has hit parade possibilities, by mailing pressings to stations which air "The Whistler," which is heard over CBS on Wednesday evenings.

**Xmas Carols**

Kent Studio Service, artists for several top advertising agencies, mailed a record album of Christmas carols to clients this week adapting ET's and music to the holiday theme. A "package" of four sides, discs have Elaine Hecm singing parodies to Yule music under title of "Kent Carolers." Recording and production was handled by Gainsborough Associates.

**WOR Distributes Gifts**

**Via Its Christmas Fund**

Climax of WOR's Christmas fund campaign for hospitalized children, for which listeners donated nearly \$12,000, came yesterday when gifts were distributed in 17 hospitals. In addition, WOR staged its third annual Christmas party in the children's ward at Bellevue Hospital, part of which was broadcast from 3:45-4 p.m. Carried via transcription in the broadcast was commendation from Mayor O'Dwyer who extended the "heartfelt thanks of a grateful city" to the station.

On hand for the party at Bellevue were Jack Barry, Robin Morgan, Uncle Don, Cowboy Tex Fletcher and Bob Reid. Commissioner of Hospitals Edward M. Bernecker said during the broadcast that as a result of the fund raising not a child in any city institution for the sick and poor will be without gifts from Santa.

**Broadcaster Honored**

**By Advertising Fraternity**

Hollywood—Formation of the Lewis Allen Weiss chapter of Alpha Delta Sigma, national professional advertising fraternity at the Woodbury College campus here, was announced by the chapter's first president, Anthony F. Bazarich of St. Louis, Mo.

Other officers are Billy Prescott, vice-president of Nampa, Idaho; Kenneth King, secretary, Los Angeles; and Lawrence Kittle, treasurer, Kansas City, Mo. Twenty-five charter members are listed on the roster of the organization whose alma mater chapter was founded at the University of Missouri in 1913.

Mr. Weiss is the 14th professional advertising man in the United States to be awarded the golden key of the "frat" since 1929.

RADIO DAILY

Bankers Increasing Use Of Radio Time

(Continued from Page 1)

Mack said, particularly in sponsorship of co-op shows, which are pointed out in the article as the possible answer to a local bank's radio problems.

Comparatively low cost and the prestige and public service opportunities afforded by sponsorship of a nationally-known program were advanced as the major reasons for the trend toward co-ops. Ninety-seven banks throughout the country currently sponsor 20 such shows on all four major networks.

Leading the list is Fulton Lewis, Jr., who is sponsored by 26 banks. America's Town Meeting is second with 17 bank sponsors.

News programs are by far the most popular with bankers, and comprise 14 of the 20 bank-sponsored co-ops. The other six are Information Please, Meet the Press, The Shadow, Kate Smith, Inside of Sports and Town Meeting.

The article outlines in detail the mechanics of co-op programming and lists, by network, day and time of broadcast and currently available shows.

Crediting Lewis with "having started the whole co-operative idea," Mack said the commentator's first sponsor was the American National Bank of Denver, Colo. "That bank has been sponsoring the Denver (KFEL) portion of the Lewis broadcast continuously since then, for nine years," the article continued. "Thus banking is intimately connected with the very beginning of the co-operative program idea, and has certainly played an important part in its development to its present stature."

Penn Hoop Sked On WPYZ Set By Atlantic Refining

Television coverage of the 13 home games of the University of Pennsylvania basketball team in the Palestra Stadium in Philadelphia will be sponsored over WPYZ by The Atlantic Refining Company. It was announced this week by Joseph R. Rollins, advertising manager, through N. W. Ayer & Son, Inc. Byram Saam and Claude Haring, veterans of Atlantic's sports broadcasting staff, will be the announcers.

Series begins on January 10 with the contest between the Penn and Yale squads, and will conclude with the Penn-Princeton game on March 13. Other teams appearing on the schedule are Gettysburg, North Carolina, Lafayette, Cornell, Harvard, La Salle, Navy, Dartmouth, Notre Dame, St. Joseph's and Columbia.

Leaves WINS Post

Nina Kent has resigned as traffic manager of WINS, and has been succeeded by her former assistant, Muriel Kalisch. Miss Kent will return to her home in Atlanta, Ga., to be married.

American Broadcasting Co. 1947 Sponsor Expenditures

Table listing American Broadcasting Co. 1947 Sponsor Expenditures. Includes General Mills (\$3,814,672), Procter & Gamble (\$2,517,236), Sterling Drug (\$2,625,714), Swift & Company (\$2,420,008), etc.

1947 Agency Gross Billings American Broadcasting Co.

Table listing 1947 Agency Gross Billings American Broadcasting Co. Includes Dancer-Fitzgerald-Sample (\$6,188,332), Walter Thompson (\$4,000,234), McClelland-Erickson (\$3,275,923), etc.

Kobak Cites Increase In '47 Co-Op. Volume

(Continued from Page 1)

about \$23,000,000, around 15 per cent lower than 1946. Kobak said this was to be expected, however, since last year's billing jumped 25 per cent and amounted to nearly \$26,000,000. Outlook at MBS for the first six months of 1948 is about the same as for the same period this year.

Over 100 stations joined Mutual in 1947, bringing the total to 483 affiliates. Coverage was also expanded by power increases of outlets already affiliated with the network.

A number of new advertisers showed up on MBS in 1947, some of them entering network radio for the first time. They included Kaiser-Frazer, Ford Dealers of America, Armour & Co., Philip Morris, Lever Brothers, Peter Paul, Inc., R. J. Reynolds, International Milling Co., Chesapeake and Ohio Railway and Pilot Radio Corp. The year also marked the return to Mutual of Coca-Cola and R. B. Semler.

Although MBS had no television operating in the East, it was a part of possibly the biggest video deal carried out to date. By holding television rights to the World Series, Mutual was instrumental in assuring video coverage of the classic for the first time in history for all stations in five cities.

A distinct MBS highlight of the year was the new engineering coverage measurement known as "Listenability." Kobak referred to it as "a symbol of progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers by time more efficiently and more economically."

KBS Adds 14 Stations

The Keystone Broadcasting System yesterday announced the addition of the following affiliates: WKLF, Clanton, Ala.; KSON, San Diego, Cal.; WWNS, Statesboro, Ga.; KWEI, Weiser, Idaho; WKAL, Macomb, Ill.; WJOR, Bangor, Me.; WAFZ, Yazoo City, Miss.; KREI, Farmington, Mo.; WBBO, Forest City, N. C.; WFRC, Reidsville, N. C.; KSEO, Durant, Okla.; KWVB, Walla Walla, Wash.; WLOH, Princeton, W. Va.; and WSBR, Superior, Wis. The addition of these 14 affiliates brings the number of KBS outlets to 313, 90 per cent of which are in single-station markets.

American Broadcasting Co. 1947 Monthly Gross Billings

Table listing American Broadcasting Co. 1947 Monthly Gross Billings. Includes January (\$3,577,008), February (\$2,111,101), March (\$3,638,895), etc.

TOTAL \$45,548,957

TOTAL \$43,548,057

TOTAL \$43,548,057

## SOUTHWEST

THE FCC has granted KVLU, Lubbock an increase in its daytime only operating power. Station operates on 790 kilocycles. Increase is from 1,000 to 5,000 watts.

Cliff Warren, well known stage, screen and radio singer, heads a new quarter hour show titled "Songs For You" being aired Monday through Friday at 5 p.m., over K TSA, San Antonio. Accompanists will be Joe Morin at the piano and Tony Rozance, accordionist.

Ken Lowell Sibson, former master of ceremonies of the WFAA, Dallas "Early Birds" program, has been named program supervisor for WFAA, according to an announcement made by Martin Campbell, general manager of the station. Sibson, former musician and announcer, was recently manager of KRGV, Weslaco.

Janice Dyer, soprano is being featured in a quarter hour program each Friday evening over KYFM, San Antonio. Miss Dyer has appeared in many local musical productions and was a former student of Trinity University here.

Newcomers to the staff of KITE, San Antonio include Anna Scharf and Glen Krueger. Miss Scharf is receptionist while Krueger has been named news editor. He was formerly with KFRE, Columbus, Mo.

Tom Kritser, salesman with K TSA, San Antonio has left the station for Stamford where he and his brother are negotiating for the purchase of KDWT which operates with 250 watts on 1400 kilocycles.

Elizabeth Troutman has returned to the continuity department of K TSA, San Antonio after an absence of a year spent in California.

KTH T, Houston turned over 19 hours of daily operation to co-operate with the Houston Lions Club in obtaining food for the Friendship Train. Announcements asked listeners to leave the cans of food at the KTH T new Radio Theater and at a special bin in the downtown section of the city.

## ABC Will Televis

### Sugar Bowl Contest

(Continued from Page 1)

Sugar Bowl game New Year's Day.

All of the telecasts will be remotes made via an RCA "jeep" unit equipped with two camera chains, and fed to 12 RCA receivers in the Hotel Montelone. Pickup of the Bowl game itself, between the University of Texas and Alabama, will be made via a two-jump radio relay. Highlights of game will also be filmed and made available to one station in each city now operating in a 15-minute "package," with network sportscaster Harry Wismer handling the narration.

Arrangements for the telecasts, which also include pickups of collegiate boxing and basketball contests between the Bowl participants, were made by Paul Mowrey, ABC's director of television.

## NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of December 12-18, 1947

| TITLE                                   | PUBLISHER          |
|---|--------------------|
| All of Mo.....                          | Bourne             |
| —And Mimi.....                          | Shapiro-Bernstein  |
| Ballerina.....                          | Jefferson          |
| Boat Things In Lilo Are Free.....       | Crawford           |
| Civilization.....                       | E. H. Morris       |
| Genleman Is A Dope.....                 | Williamson         |
| Golden Earrings.....                    | Paramount          |
| Hills Of Colorado.....                  | London             |
| Home Is Where The Heart Is.....         | Advanced           |
| How Soon.....                           | Supreme            |
| I Still Get Jealous.....                | E. H. Morris       |
| I Wish I Didn't Love You So.....        | Paramount          |
| I'll Dance At Your Wedding.....         | George Simon       |
| Made For Each Other.....                | Southern           |
| Mary Lou.....                           | Mills              |
| Near You.....                           | Supreme            |
| Papa Won't You Dance With Me.....       | E. H. Morris       |
| Pass The Peace Pipe.....                | Crawford           |
| Santa Claus Is Comin' To Town.....      | Feist              |
| Serenade Of The Bells.....              | Melrose            |
| So Far.....                             | Williamson         |
| Stanley Steamer.....                    | Harry Warren       |
| Stars Will Remember.....                | Harms              |
| True.....                               | Santly-Joy         |
| What Are You Doing New Year's Eve.....  | Famous             |
| White Christmas.....                    | Berlin             |
| Why Does It Have To Rain On Sunday..... | Johnstone          |
| Why Should I Cry Over You.....          | Feist              |
| Winter Wonderland.....                  | Bregman-Vocco-Conn |
| With A Hey And A Hi And A Ho Ho Ho..... | Bourne             |
| You Do.....                             | Bregman-Vocco-Conn |

## Second Group

|   |                    |
|---|--------------------|
| A Fellow Needs A Girl.....                  | Williamson         |
| Christmas Dreaming.....                     | Leeds              |
| Christmas Song.....                         | Burke & Van Heusen |
| Don't You Love Me Anymore.....              | Oxford             |
| Feudin' And Fightin'.....                   | Chappell           |
| Forgiving You.....                          | Mellin             |
| How Lucky You Are.....                      | Peter Maurice      |
| I Never Loved Anyone.....                   | Dreyer             |
| I'm A Comin' A Courtin' Corahelle.....      | Dreyer             |
| I'm My Own Grandpaw.....                    | General            |
| It Happened In Hawaii.....                  | Romick             |
| Little Old Mill.....                        | Shapiro-Bernstein  |
| Lone Star Moon.....                         | Advanced           |
| Mickey.....                                 | T. B. Harms        |
| My How The Time Goes By.....                | Chappell           |
| They're Mine They're Mine They're Mine..... | Sinatra Songs      |
| Too Fat Polka.....                          | Shapiro-Bernstein  |
| Treasure Of Sierra Madre.....               | Romick             |
| Whiffenpoof Song.....                       | Miller             |
| Zu-Bi.....                                  | Republic           |

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## BEHIND THE MIKE

By SID WEISS

**E**DDIE DUNN takes over for Parks Johnson in the interviewer role on "Vox Pop" New Year's Eve.

Dwight (We The People) Weist also the voice of Palthe newsreel, has finished the narration on his latest "This Is America" film documentary, "Children's Village," dealing with rehabilitation problems of youngsters.

Bret (Shadow) Morrison set for guest shots on the Jim Backus and "Quick as a Flash" shows.

Allee Reinhart and hubby, Les Tremayne, had a real house-warming for their new 9-room Park Ave. apt. last week, with three cocktail parties lined up for Thurs., Friday and Sat.

Recommended: Guy Lombardo's Decca disc of "By The Zuider Zee." Big video deal in the works for John Bradford.

Andy Russell heads East for a personal appearance at the Paramount after his New Year's Day tonsilectomy.

Art Hannes to be profiled by a nat'l mag.

Lew Parker, according to H'wood grapevine, is a sensation in the film version of "Are You With It."

Jimmy Atkins set for a daily musical stanza as soon as sponsor can grab decent time slot.

Alma Dunlap and Alan Kayes, of the RCA Victor publicity staff, have been secretly sealed.

Looks like Bob Hilliard has another hit on his hands with "Passing Fancy."

## WFIL-TV Sports Sked Now SRO, Sta. Reports

Philadelphia—With the sale of telecasts of the remaining home games of the professional ice hockey Rockets this week, video schedule of major sporting events on WFIL-TV is "completely sold out," according to John E. Surrick, sales director. Rockets' telecasts were bought by Thornton Fuller, Dodge and Plymouth dealers and distributors, and contract will cover the period from January 21 to March 20. During that time a total of 17 matches will be telecast from the Philadelphia Arena.

Previous sale of telecasts of the home games of the Philadelphia Warriors, this city's entry in the professional Basketball Association of America, to Norge, and of wrestling matches to Scott and Grauer, beer distributors, left only the ice hockey games unsold.

## Malneck Band On Co-op.

Latest result of Petrillo's lifting of the ban on co-op music takes place on the Abbott and Costello show Dec. 24 over ABC when Matty Malneck's orchestra replaces the Les Baxter singers. Movie actor Tom Brown also joins the show as a regular member on Dec. 31. Program is aired Wednesday night at 9 p.m., EST.

# Larson To Head Tele In New WCAU Setup

(Continued from Page 1)

the station to The Bulletin Co. from the Philadelphia Record Co., Broadcast Division.

Under the new ownership, Dr. Leon Levy, general manager of the CBS affiliate during the Record regime, was named president and continues in the g.m. post. Name of license was altered to WCAU, Inc., with Robert McLean, president of the Bulletin, as chairman.



LEVY

Other officers include, Richard W. Slocum, vice-chairman and secretary; Joseph L. Tinney, vice-president and assistant general manager; Isaac D. Levy, vice-president, and William L. McLean, Jr., treasurer.

Directors of WCAU, Inc., are Robert McLean, William L. McLean, Jr., Slocum, Dr. Leon Levy, I. D. Levy and John S. Williams.

At a staff meeting held in conjunction with the transfer, it was announced that no changes in personnel would be made, but that additional help would join WCAU to staff the video outlet.

Holdings of the corporation include WCAU, 50-kw. AM; WCAU-FM, 5 kw.; WCAU-TV, now under construction, to operate on video channel 10, and WCAU-FM, the Bulletin facsimile station.

## Emerson Dividend

The board of directors of Emerson Radio and Phonograph Corporation, at a meeting held December 18, declared the regular quarterly dividend of 25 cents per share payable on January 15, 1948, to stockholders of record January 5, 1948.

# COAST-TO-COAST

## — ALABAMA —

**BIRMINGHAM** — Burger-Phillips Department store has been signed by WSGN as local sponsor of the "Favorite Story" program. . . WAPI and WAFM, in co-operation with the city schools, are presenting a 32-week series of biographical dramatizations of this state's leading men and women. . . MONTGOMERY — G. W. Covington, WCOV president, has donated land for a 600-acre Boy Scout camp.

## — CONNECTICUT —

**BRIDGEPORT** — WICC recently completed a series of programs in co-operation with the Society for the Preservation and Encouragement of Barber Shop Quartet Singing, known as "Barber Shop Ballads." The show features a different quartet from the organization each week. . . HARTFORD — Don John Ross, formerly with WQQW and WMAL, Washington, and WOWO, Fort Wayne, has joined the announcing staff of WRBC. Ross is a native of Wisconsin and has 10 years' background in radio. . . DANBURY — Something new in the way of education by radio was recently introduced over WLAD when the public service branch of the Danbury State Teachers College, gave the first in a series of three music appreciation hours. These programs, which will be heard both today and the 19th of this month, have been arranged for pupils of the 5th, 6th, 7th and 8th grades in this city's public schools.

## — KANSAS —

**KANSAS CITY** — Governor Frank Carlson of Kansas disclosed that he will make weekly reports to the people of this state in regularly scheduled programs on KFRM, new 5,000-watt station in this city. The program, titled "From the Governor's Office," will be broadcast Sundays at 4:30 p.m. . . TOPEKA — KTOP has planned 20 broadcasts of Washburn University and Topeka High School basketball games. Handling the play-by-play will be Stu Dunbar while Thad Sandstrom takes over the color assignment.

## — OKLAHOMA —

**OKLAHOMA CITY** — Newest feature on WKY's "Uncle Leo Show" is the Good Habit Special. "An entertaining means to learn and practice a good habit a week." This habit, which is to be practiced by the younger listeners, is announced each week by Johnny Martin with a warning that states "each one of you must practice it every day for a week. And if you haven't forgotten it one time during the week . . . then have your mother write to The Uncle Leo Show" and tell us to put your name on the passenger list of the Good Habit Special." . . LAWTON — One of the longest remote broadcasts in radio was heard December 13, when KSWO presented the football clash between the championship Cameron Agglies of Lawton and the Chaffey Junior College team of Ontario, Calif., in the "Little Rose Bowl Game" at Pasadena. The manager and sports announcer of KSWO flew to Pasadena December 7 to complete all the arrangements.

## — MASSACHUSETTS —

**LOWELL** — What may well develop into a second Festival of the Roses in popularity, began December 21 when

the town of Andover played host to the whole state in an Old Fashioned Christmas Festival. In keeping with the celebration was the wearing of old-fashioned costumes by everyone from December 21-23, prizes being awarded for the best. There was also a parade of floats, a Christmas light procession and the general revival of old-fashioned New England customs. In order to promote the idea, WCCM, in co-operation with the Andover Chamber of Commerce presented programs dramatizing Andover history and relating it to the preparations for the festival. . . SPRINGFIELD — A citation for promoting the Army's recent recruiting campaign has been presented to WSPR by the Military Procurement Service of the First Army. The citation was given to William H. Burleigh, station sales manager, at a dinner at Hotel Highland.

## — LOUISIANA —

**NEW ORLEANS** — Mayor Morrison, of this city, turned announcer recently to emcee a 30-minute network show over WDSU in a salute to New Orleans on "Our Town Speaks." In addition to the Mayor, who is nationally recognized for his active trade program, the show features the New Orleans Dixie land jazz and Negro spirituals. . . WWL staff members who did outstanding service during last month's hurricane here, were gifted individually with 25 silver dollars by the general manager, Howard Summerville, Sr. With each gift, Summerville attached the following note: "The wind blew our silver anniversary out of the window, but I'd like to take this means to say 'thanks' for your loyalty during the hurricane."

## — VIRGINIA —

**ARLINGTON** — Sue Hampton, active in local theater dramatics and featured in radio work, most recently with WTOP, won over 17 entrants who auditioned for the story-telling role on "Children's Playhouse." The program, originally a quarter hour, has been extended to a half hour of stories and music that youngsters enjoy. Show is presented each Saturday morning. . . NEWPORT NEWS — A Christmas party of proportions large enough to provide as many as 4,500 children of less fortunate families with toys, gifts and entertainment is being planned for December 20, from 9:00 a.m., to noon at the Municipal Arena. Joint sponsors will be the Salvation Army and retail merchants of the community, who are being asked to give surplus toys for the occasion and WGH.

## — IOWA —

**CEDAR RAPIDS** — Wally Pearson has been appointed chief announcer of KCRG and KCRK in this city. New farm director for the stations is Dan Jackson. . . MASON CITY — Service Optical Company, with stores in all of Iowa's principal cities, is starting a campaign of spot announcements on KGLO. Contract, which runs for 52 weeks, calls for 12 spots per week. . . WATERLOO — Carl Roth has joined the staff of KXEL and KXEL-FM as farm director. He has been on KXEL's staff for almost two years.

# Agency Study Reveals Tele's Rapid Progress

Television may well become established in the field of "truly national advertising" sooner than any such development was expected, according to the findings of a comprehensive survey of the medium released last week by Geyer, Newell & Ganger, one of the first ad agencies active in video.

Report, which is the second such compiled by the agency, covers the entire field of video, and offers the conclusion: "each week that passes sees some new development and progress . . ." and "this increased momentum may well catapult television into the field of truly national advertising far ahead of the time that any such development was expected."

Listing 29 manufacturers of tele sets, GNG study shows that 14 stations in nine cities are operating, and 53 more in 28 cities are "either under construction or are licensed to start building." In addition, new stations in 11 cities are scheduled to begin operations before the end of the year. Number of advertisers using television commercially has increased from 42 to 127 since November of last year, report reveals. Television networks are expanding rapidly and the study shows that "less than 1,000 miles of coaxial cable remain to complete the coast-to-coast line."

Survey also showed that NBC, ABC, CBS and DuMont are keying activities toward tele web development, with NBC having 19 affiliates with CP's plus six now on the air.

Dealing with costs, the GNG survey pointed out that "unlike radio, which involves only program and time costs, television involves program, transmitting time and studio rehearsal time costs." "The major problem plaguing the advertiser in television is what to do about programs," report says. "In many program categories costs run very high, in others union restrictions hamper production."

## WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES  
3 MARKETS WITHIN  
THE NEW YORK  
METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD  
117-119 W. 46 St.  
REMBY GREENFIELD, Mgr. Director N.Y. 19

## WTA-g SHEET

Every night, our Show-Units make personal appearances throughout Wisconsin.

### WTAQ

GREENBAY

### CBS

1360

Indeed! WEED'S our speed.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 41, NO. 58

NEW YORK, WEDNESDAY, DECEMBER 24, 1947

TEN CENTS

## Radio To Entertain Vets

### CC Backs FMA Plea For 3-Yr. FM License

Washington Bureau, RADIO DAILY  
Washington—NAB yesterday joined with FMA in asking the FCC to issue three-year licenses for FM stations in the future. Pointing out that the extension of the AM term from two to three years, in 1943, was predicated on the theory that the "advancement and growth of the industry seemed to warrant such extension," NAB declared that FM today "is as advanced technically as was the AM radio art in 1943."

The FMA request was filed a day (Continued on Page 2)

### Tony Martin-Texas Show To ABC In Morgan's Slot

The Tony Martin show sponsored by the Texas Co. and currently aired by CBS on Sunday night will switch to ABC Dec. 31 and occupy Henry Morgan's former period from 10:30-11:30 p.m., EST, every Wednesday. Kuder Agency handles the account. Cast of the show also includes Alan Young and Evelyn Knight. It's been heard on CBS from 9:30-10 p.m., EST, Sunday nights.

### News Radio Successful In '48's "Media Battle"

The year 1948 will bring with it the beginning of a stormy and competitive era for all advertising media, and one in which the advertiser will be discriminate and more concerned than ever with "proof of effectiveness." C. E. Hooper, president of the Radio research organization, said yesterday in a statement on the outlook (Continued on Page 2)

### No Paper Tomorrow

Tomorrow is Christmas, celebrated in all the states of the Union as a legal holiday. In observance of the day, RADIO DAILY will not be published.

### Price Cutting War On Sets Forecast

A "price-cutting offensive" on radio receivers will be launched after the first of the year by several top manufacturers, according to an article by Joseph M. Guilfoyle in yesterday's Wall Street Journal.

Appearance of new, less expensive models early in 1948, the article stated, will herald "the fiercest competitive fight the industry has seen in many a year."

About 600,000 tele sets will be sold next year, keeping up industry income (Continued on Page 6)

### Ford, GF, Knox Set Up Sports Sked On WCBS-TV

The schedule of 54 major sports events comprising the 1948 Madison Square Garden indoor program on WCBS-TV were allocated this week at a conference of representatives of the three sponsors who recently signed for coverage of the events, Ford Motor Co., General Foods, and Knox the Hatter.

Original package covered 79 events (Continued on Page 2)

### Over 500 Stations Dedicate Xmas Shows To Disabled In VA Hospitals; Many Artists Visit Vets

Reports of radio's participation in the entertainment of disabled veterans during the Holiday season poured into the offices of the Veterans Administration at Washington yesterday with indications that more than 500 stations will furnish either "live" entertainment at the hospitals or studio programs on Christmas eve, Christmas day and New Year's eve.

The response of broadcasters to the appeal for entertainment for the vets comes as a result of RADIO DAILY's co-operation with the Veterans Administration. Information on regional veterans hospitals, entertainment facilities, were furnished broadcasters and from then on scores of artists volunteered to lend their services.

### Petrillo Record Ban Seen Materializing

With James C. Petrillo's deadline on musical recordings and transcriptions only one week away, there is no indication at all that the ban won't go into effect. It's another story, however, as to whether the AFM chief can live up to his declared intention to "permanently and completely abandon that type of employment."

There is a definite feeling in the (Continued on Page 5)

### Three ABC Programs Renewed For 52 Weeks

Sponsorship of three ABC programs, two of which are daily strips, have been renewed for 52 weeks (Continued on Page 5)

### New AM, Television Stations Among Applications At FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC this week has received a batch of new television applications, including a number of technical matters from NBC, DuMont and WGN, and application for new stations in Birmingham, Ala.; Akron, O., and Erie, Pa. In addition, the Yankee Network, in Boston, has asked to shift the frequency of WNAC-TV, now under construction, to Channel No. 13.  
Seeking channel No. 4 in Birmingham

is the Birmingham Broadcasting Co., licensee of AM station WBRC; the Akron applicant is Allen T. Simmons, licensee of WADC, and the Erie applicant is Dispatch, Inc.  
Filing for a non-commercial educational FM station is the Slate Radio Council of Wisconsin. The Council would have studios in Madison and transmitter in Wausau.  
Transfer of several stations was also asked, with KSST, Sulphur Springs, (Continued on Page 5)

### Defends Station Policy Re: Racing Results

Washington Bureau, RADIO DAILY  
Washington—WGAY, local daytime suburban station, yesterday placed before the FCC a spirited defense of its afternoon broadcasts of horse race results and information. Manager Joseph L. Brechner told the FCC that his listeners want such information and that since racing and pari-mutuel betting are legal in the state of Maryland—WGAY is located in Silver Springs, Md.—he feels his (Continued on Page 6)

### A Junior Canteen

In an effort to furnish the youth of the area with wholesome entertainment, under proper supervision, WCAU, Philadelphia, is presenting its "Junior Canteen" starring Hal Moore, station disc jockey, at various junior and senior high schools every Friday night. Moore conducts a three hour recorded music dance, liberally laced with prizes, gags and contests, in the school gym.

### Honored

Lawrence W. Lowman, CBS Vice President and former Chief of the Communications Branch, Office of Strategic Services, has been named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire, in recognition of his inventive genius and organizing ability while working closely with certain British agencies during World War II.



Mch. 41, No. 58. Wed., Dec. 24, 1947. Price 10 Cts.

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

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**WEST COAST OFFICES**  
 Ralph Wilk, Manager  
 6423 Hollywood Blvd. Phone: Granite 6607  
**WASHINGTON BUREAU**  
 Orlin Chief Managing Claret  
 6417 Dahleena Rd. 2122 Decatur Pl., N.W.  
 Phone: Wisconsin 3271 Phone: Hobart 7527  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Bldg. Rm. 135 N. Clark St.  
 Phone: State 3332  
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

| FINANCIAL               |         |         |         |          |
|-------------------------|---------|---------|---------|----------|
| (Dec. 23)               |         |         |         |          |
| NEW YORK STOCK EXCHANGE |         |         |         |          |
|                         | High    | Low     | Close   | Net Chg. |
| Admiral Corp.           | 8       | 8       | 8       | - 1/8    |
| Am. Tel. & Tel.         | 150 7/8 | 150 1/2 | 150 3/4 | + 1/8    |
| CBS A                   | 24 1/2  | 23 1/2  | 24 1/2  | + 1/2    |
| CBS B                   | 23      | 22 1/2  | 22 1/2  | - 1/2    |
| Fornworth T. & R.       | 7 1/4   | 7 1/8   | 7 1/8   | - 1/8    |
| Gen. Electric           | 35      | 34 1/2  | 34 1/2  | - 1/2    |
| Philco                  | 34 3/4  | 34 1/4  | 34 1/4  | - 1/2    |
| RCA Common              | 9 5/8   | 9 1/2   | 9 1/2   | - 1/8    |
| RCA First-pfd.          | 69      | 68 3/4  | 69 1/2  | + 3/8    |
| Stewart-Warner          | 15      | 14 1/2  | 15      | + 1/2    |
| Westinghouse            | 30 3/4  | 29 3/4  | 30 1/2  | - 1/2    |
| Westinghouse pfd.       | 96      | 96      | 96      | + 1      |
| Zenith Radio            | 23 1/2  | 23      | 23 1/2  | + 1/8    |

| OVER THE COUNTER  |        |        |
|-------------------|--------|--------|
|                   | Bid    | Asked  |
| DuMont Lab.       | 7 1/4  | 8      |
| Strömberg-Carlson | 11 3/4 | 13 1/4 |
| U. S. Television  | 1 1/4  | 1 5/8  |
| WCAO (Baltimore)  | 35     | 38     |
| WJR (Detroit)     | 11 1/2 | 12 3/4 |

**10 YEARS AGO TODAY**

From RADIO DAILY'S Christmas issue, 1937, herewith a glimpse of "What They Want For Christmas":  
 David Sarnoff—commercial television. . . Bill Paley—Just 50 more stations. . . Bing Crosby—a few track winners. . . Lewis Allen Weles—the rest of California. . . Niles Trammell—Jimmy Petrillo's retirement. . . Vick Knight—Cantor's bank book. . . Arthur Godfrey—an even hundred sponsors.

**IN CLEVELAND IT'S**  
**W-H-K**

★ **COMING AND GOING** ★

**JOHN PFEIFFER**, science director at CBS, and **QUINCY HOWE**, newsmen, will leave tomorrow for Chicago, where they'll attend the convention of the American Association for the Advancement of Science, which will be held Dec. 26 to 31.

**PAUL MOWREY**, director of television for ABC, leaves Friday for New Orleans, where he will supervise the network's live telecast and special television film of the Sugar Bowl game. He'll return to New York Jan. 5.

**DON MILLER**, research director at WLW, Cincinnati, and **JIM SANDNER**, grocery merchandising expert for the station, are back at their respective desks after having addressed the students of Miami University, Oxford, Ohio.

**RED BARBER**, director of sports at CBS; **JOHN DERR**, his assistant, and **JUDSON BAILEY**, sports researcher for the web, leave tomorrow for Miami, where they'll cover the Sugar Bowl game between Georgia Tech and Kansas.

**PAUL RADIN**, vice-president of Buchanan & Co., has returned to the West Coast following conferences in the East. He will be in charge of the agency's motion picture activities in California, under the supervision of Fred Jordan, executive vice-president of the organization.

**LEE OTIS**, Columbia network news editor, is back in New York following a trip to Washington, D. C., where he spent two weeks on special assignment at WTOP.

**JOHN MADIGAN**, national news editor for the American network, is back on the job following a short absence caused by illness.

**HAROLD FELLOWS**, general manager of WEEI, Boston, who was in New York this week for conferences at CBS, has returned to the station.

**GORDON GRAY**, assistant general manager and director of sales at WIP, Philadelphia, is back at his Quaker City offices following a short business trip to New York.

**Ford, GF, Knox Set Up Sports Sked On WCBS-TV**

(Continued from Page 1)  
 dating from the beginning of the indoor season last September. Ford brought 35, GF 32 and Knox 12. First 25 events will have been consummated by the end of the year, leaving 54 to be aired during '48.

Many of the shows aired since beginning of the schedule have been picked up in Baltimore via WMAR and in Washington via WMAL-TV. Philadelphia will be added to the hook-up when WCAU goes on the air with its video signal, expected to be shortly after the first of the year. All three outlets have working agreements with CBS for the exchange of programs.

The '48 Garden schedule will run through part of April, when the indoor season ends. Events included are: collegiate and professional basketball, skating, amateur boxing, ice hockey, track meets, the Circus and the Westminster Kennel Club Show.

**Sees Radio Successful In '48's "Media Battle"**

(Continued from Page 1)  
 for the next 12 months. And although "the fight within radio, and of radio with other media is starting," he declared, radio will be successful, "because in addition to being inherently effective for most products, its measurements particularize where other generalize on effectiveness."  
 Hooper forecast gloomy days resulting from the sharp increase in the number of new publications, increased rates and circulation, the expansion of such media as outdoor and the accelerated growth of radio and television—a situation not particularly bright in the face of tightened advertising budgets. Radio's battle within itself is reflected by the fact that 609 AM stations have begun operation since 1940; 470 more have CPs; 355 FM stations have taken the air, plus 438 more with CPs, Hooper said.

In the competitive era ahead the advertiser is going to buy most readily with best results," he asserted.

**FCC Backs FMA Request For 3-Year FM License**

(Continued from Page 1)  
 earlier in the form of a letter by counsel Leonard Marks. Marks referred not only to advances in the art but also to the saving in legal and engineering fees which would result from extension of the FM license period.

FMA's executive director, Bill Bailey, recalled yesterday that the association last spring, appearing before the Senate Interstate and Foreign Commerce Committee to testify on the White bill, had asked for five-year licenses. He pointed out yesterday that FM set production reached a rate of two-million-per-year last month, and said that "by spring it should be upwards of five million sets annually. The 369 FM stations now on the air are providing service for a potential 60 million people. FM broadcasters must be given sufficient security by the Government to protect their 100 million dollar investment in broadcasting facilities."  
 The NAB petition was filed following a hasty poll of the nine-man FM executive committee of NAB.



**Cool your heels!**

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar spent than any station in town.

And remember . . . Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!



**W-I-T-H**

AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally by Headley-Road

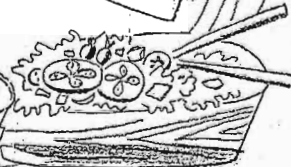
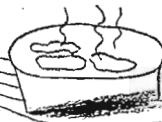
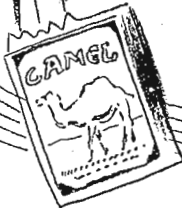
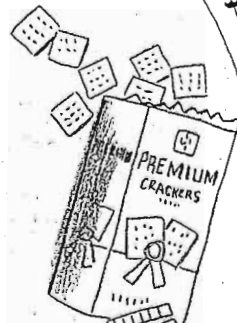
**WEVD**  
 5000 WATTS 1330 K.C.  
 PROGRAMS OF DISTINGUISHED FEATURES in  
 • ENGLISH  
 • JEWISH  
 • ITALIAN  
 3 RESPONSIVE AUDIENCES  
 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA  
 Send for WHO'S WHO Among Advertisers on WEVD  
 WEVD  
 117-119 W. 46 St.  
 HENRY GREENFIELD, Mgr. Director N. Y. 19



What a wonderful Christmas!

What a Happy Re-New Year!

The Paul Whiteman Record Club  
Monday-Friday 3:30-4:30 P.M. (EST.)



LOS ANGELES

By RALPH WILK

**PAUL GARRETT**, vice-president in charge of public relations for General Motors, was heard in a special broadcast on KMPC, December 17th, discussing his company's purpose in designing the "Train of Tomorrow."

High school students of Jack Edwards, Jr.'s home town, Tampa, Fla., have voted him their favorite radio actor and have invited him to make a personal appearance in that city as soon as he is free from radio commitments.

Ben Pearson, Harry Ommerle's associate in the New York A. & S. Lyons office, takes over that agency's Hollywood radio department. Pearson has been here several weeks, working on the Ed and Keenan Wynn and Phil Baker deals.

Danny Thomas has gone to Palm Springs to recuperate from a severe attack of influenza which put him to bed last week. Despite his weakened condition, the comedian will record a number of advance spots during the week to plug his new radio show for General Foods which debuts Jan. 2. CBS is sending Larry Burns and an engineer to the desert resort to make the spot discs.

Fan mail for Sweeney and March is still inundating the local CBS office as a result of their first sponsored appearance, on the Elgin Thanksgiving Show. Most of it is from West Coast listeners who haven't heard them before but would like to hear them again.

After quitting a number of top radio roles in New York, including the part of "Charlie Chan," actor Ed Begley expects to be back on the airways within a few weeks. When he started movie making for 20th Century-Fox, Begley had no intentions of doubling on the microphones, but Jimmy Durante is pressing Big Ed back into service as a regular member of his comedy cast.

Jim Backus has moved into the "highly acceptable" classification ranking twelfth in the nation in this week's Radio Acceptance Poll conducted among the students of 131 colleges via St. Joseph's of Indiana. Students are of all denominations though the poll is conducted in conjunction with the National Federation of Catholic Students. Fibber McGee and Molly topped the poll.

Santa's Helper

San Antonio—To bring listeners the voices of "Great People and Great Music" during the Christmas season, Charles Bell, KYFM, San Antonio, staff announcer, played the role of Santa Claus in a downtown department store recording the comments of the youngsters which will be played back on the special program to be heard the Sunday prior to Christmas.



If I Were Santa Claus. . . !

• • • With the strains of "Silent Night" winging over the airways and holly wreaths meeting the eye at every turn, this col'm dons a slightly moth-eaten Santa Suit, fills out the stomach with a batch of old press releases and does a little gift-distributing of its own. Is my board on straight? Okay, then, let's go: Walter Winchell would receive a gold key for Fort Knox and use the acquired metal for his wonderful and worthy Damon Runyan Cancer Fund. (So sure to help the campaign and pray it never has to help you). . . I'd arrange an under-the-mistletoe meeting between Petrillo and the recording lads where they can hug and make up. . . For all the publicity he's received, I'd make Jack Elgen my personal assistant and have him visit Fred Allen's abode loaded down with goodies—because Fred has been Santa to Jackie all year. . . I'd fill Bob Hope's stocking with his favorite brunette because he did such a grand job of representing our people at the Royal Wedding—the star of Hope, named Bob, atop this nation's Christmas tree. . . Der Binglo would get a candy-coated cane of red and white for his pepperminting manner, his ease and his rendition of a song. Bing's king no matter what crooners come and glow. . . I'd give a golden crown to Father Patrick Peyton for his "Joyful Hour" on Mutual last week-end. . . To the comedienne who made the most strides in '47, lovable Judy Canova, I'd give a brand new sleigh for taking her competitors for a ride. . . I'd put coal in the stocking of any quip program gem so dense he has to ask a doctor what to do with a lady in the balcony.



• • • I'd pin 48 Stars on the chest of every soldier in radio who bends every effort toward establishing a type of radio script which encourages better understanding, grown-up thinking, less intolerance and an appreciation of Americandor. . . I'd give each name disc jockey a colorful spinwheel for proving that they can make gab and discs interesting via their supersonalities. To Freddie Robbins, Martin Block, Ted Husing, Mel Allen, Morey Amsterdam, Bea Wain, Andre Baruch, Art Ford, Paul Whiteman, Ted Steele, Tommy Dorsey, Jack Elgen, Jack Lescouille, Eddie Newman, Geo. Monaghan, Art Green, Johnny Clarke, et al, I'd doff my Kris Kringle chapeau. . . I'd wave a hand and make every scriptist in radio include a touch of satire in his writings. Henry Morgan, Jack Paar and others in the comedy field, "Mr. and Mrs. North" in the mystery field, each prove that humor is what the nets need more and more of. . . I'd make sports announcers a gift of a course in dramacting and delivery.



• • • Yes, if I were the gent with the long white beard, I'd deliver a bag of goodies to Ralph Edwards for using "Miss Hush" to turn all America into "Miss Hunch" for weeks on edge. . . I'd pinch the cheek and fill the hands of Groucho Marx, who has proved via his transcribed series that ad libbing can be well done in radio when an expert is up at bat. . . To Peter Donald, one of the top wisecrackers of radio, I'd give a toychest filled with hours of delight in return for his dialecturing on "Can You Top This?" plus "Allen's Alley." . . I'd devise a way for listeners to catch shows they missed by re-broadcasting the best programs of the month—and deliver a fund to radio nets with which they could pay the salaries of so many worthy comics whom they're otherwise forced to drop because sponsors lack the foresight. . . To the American people, I'd pause and wonder if radio itself isn't sufficient enough for them to feel grateful day after day—because analyzing radio from all angles, its accomplishments, its cheer-leading, its educational abilities, its keynoting of trends, its coverage of news and its motives—radio abounds in the spirit of Christmas. Vovily, it's a gift! . . . And to the many, many artists I didn't mention, but who are the nicest people any Santa Claus could hope to meet, I give 1948—a lusty infant—which I hope they will nurse carefully so that he can grow up to be a source of pride and gratification to them. Merry Christmas!

AUSTRALIA

**ORCHESTRA** of the Goulburn jail, near Sydney, has signed for weekly evening show via 2SM, Sydney. First concert aired two numbers composed by man serving life term; one was "The Cliffs," a waltz, and the other, "Dream Serenade," popular tune which has been marketed. Conductor, who's a pianist, practices on silent keyboard in his cell; jail carpenters made it. Theme song of orchestra is "All the Time, I'm Confessin'".

Sponsored by Sydney Daily Telegraph, 2UW, Sydney, and affiliated rural network will have unique Christmas Eve show. Called "Carols by Candlelight Festival," semi-sacred show will run uninterrupted for four hours and will feature well-known performers. Cash from sales of souvenir programs and special candles for every person in audience will be donated to local charities. Festival will be held in Sydney's vast Sports Ground. 100,000 people are expected.

Seventeen-year-young British film star Jean Simmons, who is at Sydney en route to star (\$5,000 weekly) in "The Blue Lagoon," British movie to be produced in romantic Fiji isles, has set ball rolling in new format of weekly Shell Oil Show via 2GB, Macquarie web. Henceforth such visiting stars will be featured.

2UE, Sydney, is devoting entire Christmas Day schedule to raise \$100,000 needed for Home for Incurables, projected new home for crippled children.

More than 2,350 persons have been prosecuted (\$25.00 fine) since April in Australia in drive against unlicensed radio receiving sets, according to official figures.

Strike Hits CBC News

Montreal—A strike of printing pressmen in Toronto has compelled CBC to discontinue for at least the next two weeks publication of CBC news features. Program information will be mimeographed. Printed schedules for stations CBL and CJCB, Toronto, will for the same reason not be issued for two weeks but corrections covering week-to-week changes will be sent out. CBC says its plastic stereotype and mat service is unaffected.

1906 1947

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.

## Petrillo Record Ban Seen Materializing

(Continued from Page 1)

Industry that the upcoming recording stoppage will not be drawn out for two years like the previous one. Some of radio's old timers say it will be no more than six months, such observers basing their opinions, in part, on rumors and rumblings here and there and deducting that where there's smoke there's fire.

On the factual side, Petrillo in dealing with radio and recording companies has never before faced a united front as now shapes up in the form of the industry music committee. This group, representing all phases of broadcasting, has in effect pledged itself in closed door meetings to force a showdown with Petrillo, the type which radio can call a victory. This committee is actually a brain trust for radio in AFM matters, meeting to swap information and suggest procedures, strategy and campaigns.

### Industry Making Plans

Right now the industry music committee is laying plans for a high powered public relations campaign aimed at arousing U. S. public sympathy entirely on the side of radio and recording companies. It is not determined yet just how far the word battle will go but efforts are being made to reveal new slants on Petrillo of previously disclosed. One committee member described it as "revealing the real facts in the case."

A special public relations counsel to handle the campaign probably will be announced next week when the seven-man executive committee meets. Legal counsel is likely to be announced at the same time, very probably the name of Sydney Kaye, general counsel for BMI.

Meantime, during the official period of Petrillo's recording stoppage, there is strong indication that records and transcriptions will be produced one way or the other. There is scant possibility that the halt will be 100 per cent.

One month after Petrillo's New Year's resolution takes over the AFM contract with the networks expires. Opinion is divided in the industry as to whether or not there will be a musicians strike against the webs but the odds at this time probably lie in the side of a strike, at least for a short time.

### Stork News

A son, Anthony James, was born to Mr. and Mrs. Al Kohler at Lawrence Hospital, Bronxville, N. Y. Mr. Kohler is account executive on the WOR Boston Blackie's program for the Paris & Pearl Advertising Agency.

## New AM, Television Stations Among Applications At FCC

(Continued from Page 1)

Texas, to go from Howard S. Smith, Howard Hicks, R. E. Pratt, Ross Bohnannon and John A. Hicks to Earle Fletcher, Truett Kimzey, Jack C. Elliott, William N. Edwards and J. Warren Day. WLBY in Bangor, Me., would pass from the Maine Broadcasting Company to the Eastland Broadcasting Company, while WTHH, Port Huron, Mich., would go from the Ottaway family to Louis A. Weil. Consent was asked also for the transfer of KXYZ, Houston, Tex., to the Shamrock Broadcasting Co.

### Seek AM Stations

New standard broadcast stations were asked from several states. In Hamtramck, Mich., the Cadillac Broadcasting Company filed for the 1540 band with one kw. daytime, while T. E. Robertson filed for the same power and time on the 1180 band in Pasadena, Texas. Unlimited operation with 250 watts on the 1490 band was asked by Tom Potter and Tom E. Foster in Center, Texas. The Centerville Broadcasting Co., Centerville, Iowa, asked for the 1400 band with 100 watts unlimited.

The Suffolk Broadcasting Corporation applied for daytime operation with 500 watts on the 1370 band in Patchogue, L. I., and Bernard K. Johnpoll asked for the 1230 band with 250 watts unlimited in Biddeldorf, Me. The same power and time were asked on the 1490 band in Grenada, Miss., by Birney Imes, Jr.

A power boost from five to ten kw. on the 850 band was asked by KFUD, Clayton, Mo., while WTMV, East St. Louis, Ill., asked a power boost from 250 watts to one kw. with a frequency shift from 1490 to 1260 kc.

Withdrawal of Edward T. Dillon from the Northampton Broadcasting

Company, Northampton, Mass., was reported by the company which seeks daytime operation with 250 watts. The company also amended its application to specify the 1570 band instead of the 1520 band.

KFXD, Nampa, Ida., asked to increase its power from one to five kw. on the 560 band, and WERC, Erie, Pa., seeking to boost its power from 250 watts to five kw., asked for the 1260 band. It is now on the 1250 band, but had applied to shift to the 1330 band.

### Modifications Sought

Modification of several pending applications was also sought to specify different power and frequency assignments. A shift from the 1220 to the 1570 band with 250 watts daytime was proposed by the Terrell Broadcasting Corporation, seeking a permit for Terrell, Tex., while Fred J. Steinmetz, applying for operation in Carlsbad, Calif., with 250 watts unlimited proposed the 1340 instead of the 1450 band. The Lake Broadcasting Company, Inc., proposed to change its requested frequency from 1560 to 1270 kc., upping its power request from 500 watts night and one kw. daytime to one kw. unlimited.

The Eagle Printing Company, in Butler, Pa., changed its application to specify the 1600 instead of the 1230 band and to propose one kw. daytime instead of 250 watts unlimited. The Washtenaw Broadcasting Company, licensee of WPAG, Ann Arbor, Mich., has recalled its application for a new station in Lansing, Mich. Instead it proposes to change the frequency of WPAG from the 1050 band to the 1240 band and the power from one kw. daytime to 250 watts unlimited.

## Three ABC Programs Renewed For 52 Weeks

(Continued from Page 1)

while another advertiser has extended his contract and increased the coverage. Kellogg Co., renewed two quarter-hour daily shows for another year, both effective Dec. 29. They are "Breakfast in Hollywood," 11:15-11:30 a. m., EST., (Ivory Flakes sponsors first quarter-hour) and "Galen Drake," heard 11:30-11:45 a. m., EST. Agency is Kenyon & Eckhardt.

Schutter Candy Co., division of Universal Match Corp., has signed for another 52 weeks, effective Feb. 1, to sponsor "David Harding--Counter-spy" Sunday from 5:30-6 p. m., EST. Agency is Schwimmer & Scott of Chicago.

John Hancock Mutual Life Insurance Co., has extended sponsorship of "Point Sublime," half-hour weekly show, for another 22 weeks, thus running through next May 31. Show is currently heard only on the West Coast on 13 stations but total outlets will jump to 73 starting Feb. 2. "Point Sublime" will be heard a half-hour earlier, from 8-8:30 p. m., EST., starting Monday, Dec. 29.

## Carradine Is "Scrooge" In Du Mont's "Carol"

John Carradine, veteran stage and screen actor, will play the role of "Scrooge" in the DuMont Television Network's hour-long presentation of Charles Dickens' immortal "A Christmas Carol" tomorrow (Christmas Day), in the most ambitious Holiday vehicle scheduled by the web. Program will also be carried in Philadelphia (WFIL-TV), Baltimore (WMAR-TV), Washington (WTTG).

Carradine, who has had considerable success with Shakespearean roles, will head a cast of 22 in the Dickens classic, which will be lavishly produced on 12 individual sets. DuMont intends to make the presentation an annual feature. The actor's

SALES RESULTS AT LOW COST

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HARRISBURG, PA.  
(Established 1922)  
A STEINMAN STATION

Represented by  
**RADIO ADVERTISING COMPANY**

New York • Los Angeles • Chicago  
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IN CLEVELAND IT'S

**WHK**

WE ARE THE AMERICA!

**WCTA ANDALUSIA**  
ALABAMA

\* ALPHABETICALLY ... Full Time

# WORDS AND MUSIC

By PINKY HERMAN

## ... And The Same To You All!

● ● ● That is our sincere wish to our many (we hope) readers and the thousands -or-rather, hundreds er, well anyhow the seven who sent us cards. . . . incidentally the most original and most timely was the one sent us by songwriter Harry S. Miller which depicts Santa Claus appearing in person before the United Nations, with his personal plea for justice for all mankind, not only for the Yuletide season but FOREVER. . . . and in this spirit, a twenty-four bar salute to Dubonnet Music, publishers of "It's For A Good Cause, Brother," written by Jack Rollins and Perry Alexander, who are donating ALL of the recording and sheet music royalties to the Damon Runyon Cancer Fund. . . . another fine idea is that utilized by Praise Agent Jim McCarthy, who sent one card for all his clients, and donated the monies saved to the Damon Runyon Cancer Fund.

## ★ ★ ★ TIN PAN ALLEY OOPS! ★

● ● ● New ditty which Cleveland Disk Jockeys have been plugging, titled "Thoughtless," written by Carl (Close To You) Lamp and Buddy Kaye, has been grabbed by Feist for a number one plug. . . . ● Frank Victor's hep trio, originally booked for four weeks into the Boro Lounge in Kew Gardens, has been re-signed for another six months. . . . ● Garet Romero has been named Professional Manager of the newly-formed music pubbery American Music which started off with the sensational "Smoke, Smoke, Smoke." . . . ● Maestro Ted Straeter, who was choral director when Jack Smith was a member of the Kate Smith Chorus, will guestar on Jack Smith's Oxydol CBSHOW, Jan. 1. . . . two more K. S. alumni who made good. . . . ● Melody Lane has a commercial number in "Some Day Soon," written by Lee Kayden and Bob Sadoff. . . . ● Marya Bond, who started an engagement last week in the Fiesta Room of the Great Northern Hotel in Gotham, trills in 17 languages. . . . ● Did you know that the John J. O'Malley, who co-authored the hit ballad "You're Gonna Be Sorry" with Joe Lock and Morty Berk, is Chief Magistrate of Philadelphia? . . . move over, please, Governor Jimmie (You Are My Sunshine) Davis of Louisiana.

## ★ ★ ★

● ● ● Because of Kurt Weill's long-standing association with Max Dreyfus, Sam Fox Music Publishing Co., has relinquished publication rights to the new musical "A Dish For The Gods," composed by Allan Jay Lerner and Weill. . . . Fox is the publisher of the "Brigadoon" score, written by Lerner in collaboration with Frederick Loewe. . . . ● Sherman Hayes Orchestra opens tonight at the Muehlebach Hotel in Kansas City with plenty of air time which he rates. . . . ● Bill Harrington, whose six broadcasts weekly via Mutual can't miss landing the handsome baritone in the big time, has written a fine ballad titled "Texas Lullaby," with Don Merritt. . . . three top music firms are bidding for the publishing rights to Bill's theme song "Looking For A Dream." . . . ● Ray Carroll, WHOM record pilot phoned to tell us that the most popular American ditty in Russia is "No. No. A Thousand Times No." . . . ● Billy Eckstine will make his motion picture debut New Year's Day when he starts work on an MGM musical. . . . ● Teen-ager Bon Cooper, beard on "CBS Second Mrs. Burton," is compiling data for a behind-the-scenes-in-radio tome.

## ★ ★ ★

● ● ● ON AND OFF THE RECORD:—The new Sonora Album of original marches by Dr. Edwin Franko Goldman, featured by Goldman's Band, should dispel any doubts (if there ever were any) that E. F. G. is the successor to the late John Philip Sousa's mantle of "America's March King." . . . ● Disk Jockeys will latch onto Buddy Clark's latest Columbia pairing of "All Dressed Up With A Broken Heart" and "You Are Never Away." . . . able assist by Dick Jones' Orchestra. . . . ● Adventure Records has a standard item in Dick Gilbert's clever thrashing of Caeser's "Sing A Song Of Safety," supported by The Bluebirds Trio and Ray Carter's Orchestra. . . . ● Surprise novelty of the year is Chord Records' "Jingle Bells" featuring the Joe Gumin Chorus and Orchestra. . . . flipped with "Auld Lang Syne."

# Defends Station Policy Re: Racing Results

(Continued from Page 1)

program policy is in the public interest.

The letter was in reply to the Commission's request for information, which arose from the complaint of WWDC, Washington, that it had discontinued airing the race results only to have WGAY and WOL take up where WWDC had left off. WWDC had first taken the matter to the Federal Trade Commission, which referred it to the FCC.

Was VA Radio Chief

Brechner, former radio chief for the Veterans Administration, recounted for the Commission the information he had sent the trade commission in the fall, based largely upon a July poll of Montgomery County, in which the station is located, indicating that "a majority of the residents were in favor of establishing horse racing facilities" in the county.

It appears, he wrote, "That the broadcasting of horse racing information is of interest to the listeners which WGAY serves just as the broadcasting of baseball games, football games and other sports events are of interest to its listeners. The omission of results in the broadcasting of these events would be comparable to the omission of the final baseball score, the number of hits and errors. Accordingly, station WGAY contends that the broadcasting of racing results is an integral part of the broadcasting of the horse racing event."

## ABC Retains Engineering Co.

ABC has retained the Austin Co., engineers, to supervise construction of tele and FM installations in Chicago, Frank Marx, web engineering chief, announced Friday. Transmitters will be built atop the Chicago Civic Opera building, with a studio on a lower floor.

# BALLERINA

Jefferson Music Co., Inc.

## SEASON'S GREETINGS

by the writer of

- Fishin' For the Moon
- Azusa
- Till Then
- Shoo Fly Pie and Apple Pan Dowdy
- Music From Beyond The Moon

Yours In Song

Guy Wood

# Price Culling War On Sels Forecast

(Continued from Page 1)

come despite the price drop, the Journal said. Lowest priced video set will be about \$170.

Since V-J Day almost 33 million radios—almost one for every family in the country—have been produced with 17 million estimated as the 1947 output.

Consensus of industry leaders, according to the article, is that manufacturers "must make the consumer want another radio even if he already has one or more." Thus next year's sales pitch will be on FM, which will see a record production year, the Journal added.

Emerson to Start Drive

Emerson Radio & Phonograph Corp., the article stated, "will fire one of the opening shots early next year" when it brings out a new set to sell for less than the firm's current bottom of \$19.95. Benjamin Abrams, president of Emerson, was quoted as saying that his firm will also "bring out a quality AM-FM table model receiver to sell for around \$49." The company's present AM FM table set is tagged at \$99.95.

Magnavox, "traditional specialists in high quality sets," according to the Journal, "hopes to be in the fray with two new moderately priced sets. These will be combination AM radio-phonographs, and will sell between \$150 and \$175. Cheapest set of this type now made by Magnavox sells for \$220."

Officials of Westinghouse, General Electric and Motorola also were quoted as forecasting lower prices in '48.

Executives are not unanimous in predicting lower prices, however, the Journal continued. "Some leading manufacturers take the position that prices next year will be determined by what happens to labor and material costs," it was pointed out. Leaders of this group, the Journal said, are Philco and RCA.

The World Wants PEACE  
You'll Want for your Programs

## "PEACE OF MIND"

DUBONNET MUSIC PUBLISHING  
1619 Broadway, New York 19, N. Y.

Climbing High In Performances!

# THOSE THINGS MONEY CAN'T BUY

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

**SOUTHWEST**

APPLICATION has been made by Baylor University, owners and operators of KWBU, Corpus Christi to move the outlet for Corpus Christi to Houston. Station operates on 1030 kilocycles with 50,000 watts daytime hours.

Dizzy Dean has joined the staff of KLIF, Oak Cliff as a football sports-caster during the winter months. Dean was to air the Cleveland Browns-New York Yankees professional football game last Sunday. Dean stated that he would continue his baseball airings each summer from St. Louis but in off season will do football. He is spending the winter here.

Dorothy Bell is being heard in a new series of quarter hour programs over WFAA-370, Dallas. Series will be known as "The Story Parade Lady" and will present special stories for the youngsters. Programs will also feature organ effects by Hugh Wadhill.

Mrs. Margaret Healy, wife of the late Capt. Tim Healy will return to the air as director of women's activities for KLIF, Dallas. She will also be heard in a daily program titled "Mrs. Healy at Home" interviewing various local and national celebrities.

**Olson Edits Year Book For Ohio State Conference**

Columbus, O.—O. Joe Olson, Ohio correspondent several years for RADIO DAILY, has edited the '47 yearbook, "Education on the Air," for the Institute for Education by Radio at Ohio State University. Comprising 540 pages, the volume now is being bound and will be available in January.

The largest summary report of the institute's 17-year history, the '47 yearbook contains approximately 225,000 words, covering all the general sessions and section meetings at the four-day Institute last May. Actually, the volume is a considerable condensation of the material presented at the institute. The book is divided into six sections as follows: 1) International Aspects of Radio, 2) Radio Policy in America, 3) Radio in Organized Education, 4) Program Areas of Radio, 5) Techniques, Problems and Research, and 6) Eleventh Annual Exhibition of Recordings.

Several of the chapters deal with some of the most live topics in radio today. By arrangement of Institute Director Dr. I. Keith Tyler, these sessions were covered by special transcribers and were completely transcribed.

**Veteran**

John W. Elwood, San Francisco KNBC general manager, last week celebrated his 30th anniversary in the communications industry. He started his career as a pioneer in world communications on December 17, 1917 with the General Electric Company in New York.

**Broadcasters Volunteer Shows For Disabled Vets In Hospitals**

(Continued from Page 1)  
Robert M. Duren, VA radio chief in the area, reported that other stations were staging special programs for the entertainment of the vets.

**Cleveland Stations Aid**  
Leslie C. Fitzgerald, chief of the radio division of Branch 6, Veterans Administration, reported considerable interest among radio stations in the Ohio area. Betty Nickel, disc jockey, of WHK, Cleveland, was among the artists volunteering to entertain at the Crile hospital, Cleveland. Other artists planning to visit the same hospital included Brooks Taylor, jockey and quiz master from WJW; Bud Wendell, WHK, and a personality show from WJMO headed by Howie Lund and Bill Cannaday. The Renfro

**Gifts To Vets**

"Tom Breneman's Breakfast in Hollywood," ABC, 11 a.m., EST., is playing host to 1,000 GIs from veterans hospitals in the Los Angeles area on Christmas Day. Gift awards on the show normally run no more than \$50 a day but for this event the budget is increased by \$3,700. Each of the 1,000 vets will get a \$1.50 breakfast and a \$2 cigarette case while another \$250 will be distributed in cash awards.

Valley unit and Ted Gizzard will visit the Lexington, Ky., VA hospital.

**Oklahoma Hospital Covered**

Perry Ward and Julie Bennell, KOMA, Oklahoma City, will present "Gift Shop" broadcast for VA hospital patients in Oklahoma City. Program features gifts and entertainment for hospitalized vets. George Gow, newscaster, KFH, Wichita, Kansas, on daily newscasts collected contributions for vets at Wichita VA hospital. Duke Larkin, organist, KAKE, Wichita, will entertain Wichita VA hospital vets with Christmas music.

**Recruit Show in Louisville**

Pete French and Randy Atcher of Louisville volunteered to recruit a package show of radio artists to entertain at the Nichols hospital in Louisville on Christmas Day. French will do his "Man on the Street" shot from the Recreation hall of the hospital.

At Lincoln, Neb., WFOR will present a one-hour variety show at the Lincoln VA hospital. This appearance of WFOR artists will highlight the special programming for disabled veterans in the Nebraska area.

Down in Nashville, "Noontime Neighbors" with the personnel of WSM's "Grand Ole Opry" will journey to the Thayer VA hospital at Nashville to originate a full hour program on Christmas Day from 12 noon to 1 p.m., John M. Burns, chief of the information division of VA in the southern area reported.

**Web Shows From Hospitals**

Out on the West Coast several network shows are originating in hospitals as a holiday gesture to the veterans. Among them will be the Eddie Cantor program which will come

**Greeting To Vets**

A Christmas greeting to the nation's hospitalized war vets will be aired on a constant basis tonight (Christmas Eve) from 6:15 to 6:30 p.m., EST., over CBS, by National Commander James F. O'Neil of the American Legion. O'Neil will speak from WFEA, the CBS outlet, in Manchester, N. H.

from the Van Nuys VA hospital on Christmas Day. Earlier in the week the new Horace Heidt program originated from the same hospital. In San Francisco, the Evangeline Bakers shows of yesterday was put on at the VA hospital, Miss Baker's program of Christmas Day will originate from the same hospital.

In Pittsburgh, KDKA took Maurice Spitalny's orchestra and other artists of "Tap Time" to the VA hospital at Butler, Pa., for a special program last night. The KDKA program, heard from 7 to 7:30 p.m., originated at the hospital.

**Rocky Mountain Area Volunteers**

KFBC, Cheyenne, Wyo., had patients of VA hospital there as guests on Trail Cafe Breakfast Club on Saturday. Patients will appear on program each Saturday thereafter. Same station also broadcast portions of eighth annual American Legion "Christmas Shopping Day."

KMYR, Denver, will dedicate two record programs to veterans at Ft. Logan Hospital. They are "Off the Record" 5:15 to 6:00 p.m. heard Tues-

**Volunteers**

Frances Scott and Bensch Radio Productions of New York who have consistently provided live entertainment for the disabled veterans in the New York area since the end of World War II have contributed two shows this Christmas time. On last Thursday the artists went to Camp Kilmer and on Dec. 30 will stage another show at Kingsbridge Hospital in New York.

day and "Meet The Boys." Requests of patients at hospital will be played. KLZ, Denver, will do special wire recorder interview program with patients and volunteer workers at Ft. Logan hospital during Christmas party.

Ray Perkins will dedicate his show, KFEL, Denver, 2:30 to 4:30 p.m. Tuesday, to Ft. Logan patients playing their requests. KWYO, Sheridan, Wyo., does regular broadcast from VA hospital there each Monday, 7:30 to 8:00 p.m. Dec. 27 the broadcast will be special Christmas program with patients participating.

Radio station KGW, Portland, Ore., presenting "Musical Soiree" at Veterans Administration Hospital, Portland, today.

Radio talent from KGBX, Springfield, Mo., will entertain patients of O'Reilly Hospital, Springfield, during the Christmas season. "Ozark Caval-

**AGENCIES**

JERROLD L. KINGSLEY has resigned from Schwab & Beatty and has joined the copy department of McCann-Erickson, Inc., New York, where he will work primarily on the Standard Oil Company of New Jersey account. . . . EUGENE CONNETT, formerly of Young & Rubicam, Inc., has joined McCann-Erickson, Inc., as an assistant account executive.

MARTIN NIERMAN has joined Pan American Broadcasting Co., representatives of foreign and Alaskan radio stations, as account executive of the three-station Alaskan Broadcasting system. Nierman, who handled press releases at General Eisenhower's Supreme Headquarters, is the eighth veteran with the expanding radio sales organization. He was formerly with the Du Mont Television Laboratories and stations WNYC and WGYN-FM as announcer-actor.

**Lewis Anniversary Friday**

Fulton Lewis, Jr., whose co-operative program is heard on the Mutual network, on Friday will celebrate his 10th anniversary on the air. Among a flood of congratulatory messages received this week by the commentator was one from ex-President Herbert Hoover.

**Henry On Hospital Show**

Bob Henry, television performer and program supervisor at WABF-FM, has been added to the talent line-up appearing on WNBTV telecast from St. Albans Naval Hospital Christmas Day at 3 p.m.

**Canada Lee On WOV**

Canada Lee will star in "The Mountain," a special Christmas drama, tonight over WOV, 9 to 9:30 p.m. . . . Western act featuring music and comedy with Zig Dillon, Keil Burris, Joe Bonickson and Ozark Red Ishmal will be featured.

The following radio talent from Little Rock, Ark., stations will appear at North Little Rock Hospital during Christmas week:

Les Gibbs and his Arkansasawyers, KARK Dance-Hillbilly Band; Uncle Mac's Quartet, KLRA; Religious Songs by Buddy Hilbert, local boy now of Hollywood; Home for Christmas; Lou Connerly and his Orchestra, FGHI and KLRA; Dance Music: Marion Parker, KLRA; a baritone soloist, Colcen Cart, KARK; Vocalist; Songs: Tommy Scott, KARK, pianist; Ruth and Howard Bearden, piano and bass viola, and Frank Boers, tenor saxophone, KARK, KLRA, KGHI and KXLR, North Little Rock.



PROMOTION

Hold Open House

The first "Open House" of the Stewart-Warner Corporation, Chicago, held December 13 in celebration of the firm's 35th anniversary, brought out the "whole family," more than 15,000 strong. To make sure the wives would attend, in view of the current baby sitter shortage a nursery was set up for the tiny tots, with plenty of toys and gadgets to entertain them. A feature of the tour was a Christmas tree decorated entirely with Stewart-Warner radio, Alemtite and instrument parts, including radio tubes in many bright hues, shiny dial reflectors, and strings of gears and wheels draped over the boughs. Another feature of the Open House was the modern product display room where the thousands of Stewart-Warner products, from furniture hardware and pressure cookers to radios and speedometers and lubricating equipment were displayed. Throughout the plant signs and displays detailed the firm's operations.

News Bulletin

WGL, NBC affiliate in Fort Wayne, distributes these luncheon bulletins to two of Fort Wayne's leading restaurants daily. The English Terrace is located directly below the WGL broadcasting studios and the Victory Club is located in the northwest part of town. All of the late news bulletins which come in over the wires in the WGL News Room are compiled at approximately 10 a.m., then run off on a ditto machine and delivered immediately to these two restaurants. A bulletin is placed on each table with 100 copies going to the English Terrace Restaurant and 125 copies going to the Victory Club.

WOR House Organ

The first issue of the "WOR News," a house organ written and edited by members of the station's staff will be distributed on Tuesday. The new four-page paper will be published each month on 9 x 12 white coated stock. The December issue carries a short send-off message by Theodore C. Streibert, president of WOR. The editorial board is made up of four members headed by Bill Crawford, WOR account executive, as editor. He is assisted by Wilbert Davis of the mail department; Frances Holmgren, production department, and John Ruddle, construction department.

Stork News

Hollywood—Dwight Hauser, ABC producer-writer, was presented with a new seven pound, 15-ounce son, by his wife, Geraldine, December 12th.

COAST-TO-COAST

—COLORADO—

DENVER—Complete ski and snow reports from the most popular ski runs in the Mile High state will be aired weekly on KOA for the benefit of ski enthusiasts. . . GRAND JUNCTION—KFXJ will soon have an "air force" in more ways than one. Those who have recently signed up for flying lessons at a local flight school include Bart O'Connor, continuity editor; Jack Puter, announcer-M. C. and Bill Mulvihill, news reporter. Members of the Civil Air Patrol include Charles Hay, chief engineer; and Nate Bale, assistant engineer. Major Rex Howell, station manager, is a veteran of the air, owning his own plane and being a group commander in the CAP.

—MASSACHUSETTS—

BOSTON—Latest addition to WCOP audience participation programs is "Brag About Boston" featuring Nelson Bragg as emcee of the 15-minute show. Format consists of interviews with visitors, from all over the nation, who give their impressions and opinions of the Hub city; and facts about this city which are given by guests of local prominence such as educators and industrialists. . . Broadcast takes place in the lobby of the Statler Hotel. . . LAWRENCE—With a special message of congratulations from Governor Robert F. Bradford on behalf of the Commonwealth of Massachusetts, WLAW recently observed its 10th anniversary. The station was founded as a 1,000-watt, daytime operation in 1937 and has since upped its power to 50,000 watts unlimited time.

—CONNECTICUT—

HARTFORD—WONS joined with Hillier College's School of Music recently in broadcasting a benefit program for Christmas baskets for this city's needy. The one-hour program was broadcast from Avery Auditorium and tickets were issued only to those who pledged a donation. Names of those who received baskets were selected by the Salvation Army. . . WATERBURY—Jim Parker, WBRV chief announcer, has resigned effective January 1st to assume his new duties as manager of WTOR in Torrington. . . NEW BRITAIN—Lucien E. Dumont has been named director of programs for WKNB-FM. The 3-kw. station operates on 103.7 megacycles.

—ALABAMA—

MONTGOMERY—WMGY's singing team, Coben Myers and Olivia Davis, will be married on February 18 in Hollywood on the "Bride and Groom" program. . . BESSEMER—Louis W. Kendrick, WLD's popular platter spinner, whose program, "WLD's Dancing Party" is aired each week-day evening, has just been chosen to reign as King Noel, the sixth in this city, during the annual Christmas Carnival, sponsored by the Bessemer Junior Chamber of Commerce. . . BIRMINGHAM—New additions to WSGN and WSGN-FM are J. V. Sanderson as chief engineer and J. F. Darby as his assistant.

—LOUISIANA—

NEW ORLEANS—A special Christmas series, "Santa Claus," in which old St. Nick reads letters from youthful admirers every week-day at 4:30 p.m., over WWL, is currently being sponsored by Meison Blanche Company. . . SHREVEPORT—New members of KWKH's announcing staff include Ray Bartlett and Frank Page. Bartlett was formerly with KRIX, Co-pus Christi, while Page comes to this city from West Memphis, Arkansas, where he was program manager of KWEN.

—MISSOURI—

ST. LOUIS—A demonstration of the best way to detect counterfeit \$10 bills, which have been circulating in this area during the past two weeks, was recently given on KSD-TV by Leo A. Smugai, agent in charge of the St. Louis office of the United States Secret Service. Smugai used photographs of both counterfeit and legal tender blown up to 50 times their actual size to indicate flaws in the bogus bills while comparing them with the legitimate ones. . . New addition to KXOK's sales staff is John T. Reynolds, formerly production manager with the General Advertising Agency in Hollywood.

—PENNSYLVANIA—

PHILADELPHIA—WIBG is now airing the automobile auctions held each Tuesday, direct from the auction rooms of dealer, J. E. Hough. Announcer Roy Neal acts as commentator during the sales. . . PITTSBURGH—Through arrangements made by Carl Oleson, KDKA recently presented a roundtable discussion of the importance of physical fitness as part of the Pennsylvania State Association for Health Program. Sportscaster Johnny Boyer was moderator for the program which featured sportsmen, coaches, athletic and recreational directors.

—INDIANA—

COLUMBUS—Paul E. Wagner, WCSI-FM general manager, was elected as radio consultant for radio new courses during the inspection of journalism and advertising courses held at Indiana University in Bloomington. Wagner is president of the Indiana FM Association and secretary of Region 2 FM Association. . . INDIANAPOLIS—New organ show on WIRE is "Voices in the Night," featuring the singing of a new musical "find" in this city, the Dream Builders. The trio is composed of Charleene Clore, a secretary; Jo Ellen Duke, a housewife, and Mary Louise Adams, a telephone operator. At the organ is Virginia Byrd.

—SOUTH DAKOTA—

ABERDEEN—There have been two new additions to KABH's staff. They are Larry VerDow, who has become affiliated with the announcing staff and Russ Kaber, formerly with KDLR at Devils Lake, N. D., who is taking over in the station's news and sport department. Kaber replaces Bob Bailey, who is now employed at KULO, Grand Forks, N. D. . . YANKTON—New promotion manager at WNAX is Angus M. Nicoll, formerly with KOIL, Omaha, Neb., KFOL, Lincoln, Neb., and WDCY, Minneapolis, Minn. He succeeds James H. Allen, who passed away following a serious illness and operation.

HAWAII

By JOHN WILLIAMS

FIRST Hawaiian disc jockey is Clara Inter, former schoolmarm who is known far and wide as Hilo Hattie, rugged performer of local songs. She's started half-hour show five days weekly over KPOA, Honolulu, sponsored by Western Dairy Products (Call.) Between spins of her own and other popular records, Hilo Hattie ad libs in local pidgin. She's just completed a season with Harry Owens and his Royal Hawaiians at San Francisco's St. Francis. Radio plays vital role in lives of Australia's ranchers and farmers, according to John Douglass, a director of Australasian Broadcasting Commission, who is visiting here while en route to study U. S. 4-H clubs. ABC, he says, specializes in daily programs for men and their families on the land. Douglass has recorded impressions of 4-H activities in Hawaii and airmailed them home for ABC use. He said there are two million receiving sets in Australia today, each paying \$3.00 annual tax to ABC.

Stanley J. Reulman, manager of The Katz Agency's Los Angeles office, is making firsthand survey of the Hawaiian market. Katz is national rep. of KGU, NBC outlet at Honolulu.

"The Adventures of Bill Lance," "Ellery Queen," "Pat Novak for Hire," "Dark Venture," "Junior Junction" and "Mister President" are latest ABC network shows to be added to schedule of KULA.

Better Business Bureau of Honolulu is seeking a prankster who telephones listeners and after questioning them in the Hooper-Crossley manner, says "That's fine. You've won a prize." Then he tells them to collect at a certain store.

Col. Edwin North McClellan, military and news commentator of KGU, Honolulu, has flown to San Francisco, Chicago, St. Louis, Washington, Charleston, New York and other mainland centers to study reactions to Hawaii's plea to make the islands the 49th State. After month's tour he'll relate his findings on his nightly show, "Beyond the News."

KPOA, Honolulu, is now longest on air in Hawaii with its midnite to 3 a.m. disc jockey show on Saturdays that gives Bob Hazeleaf, staff announcer, lots of ad lib elbow room for his impersonation of animals and humans all the way from Donald Duck to Ronald Colman.

Voice Of Experience

Last Christmas Eve, W. W. Chaplin, NBC commentator, had his pocket picked to the tune of \$75. Last night the network put him on its "News of the World" program, 7:15-7:30 p.m., to warn the public against operators who take advantage of the friendliness and good spirit of the day to ply their nefarious trade in congested sections of New York.

IN CLEVELAND IT'S





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 41, NO. 59

NEW YORK, FRIDAY, DECEMBER 26, 1947

TEN CENTS

## Survey Repair Operations

### RCA To Triple Output Of TV Trans. In '48

Philadelphia—RCA, which has already equipped 10 of the 18 television stations now on the air, expects to triple its output of video transmitters in 1948, according to production plans for the coming year based on current orders and the increase in video CP's being granted by the FCC. Company execs, predicting a banner year in all phases of television expansion, point to the fact that the number of CP's granted in the past (Continued on Page 6)

### Gulf Tele Offer Brings Big Audience Response

Single offer by artist Jon Gnagy on Gulf's "You Are an Artist," aired on WJNB, New York, and WPTZ, Philadelphia, brought a total of 887 drawings from viewers in five states within a week following the program. In response to Gnagy's offer, made in the Dec. 11 show, of a free drawing pencil to viewers sending in samples of their art work, Gulf Oil Co. received returns from 562 adults and 325 children. Response came from New York, Pennsylvania, New Jersey, Delaware and Connecticut.

### New CBS Co-op Program Gets Five G-E Sponsors

Five General Electric dealers are among the 13 sponsors of the CBS five-a-week co-op series, "Hollywood and Vine with Radie Harris," which started on the network several weeks ago.

Stations and clients involved in the (Continued on Page 2)

### Predicament

Like Old Mother Hubbard, Norman Brokenshire found the cupboard bare Wednesday when he searched the WNBC music library for suitable records for his Christmas Day broadcast, 9:30-10 a.m. The station's other artists had gotten there first and taken all the Christmas discs for their own shows. Result: Brokenshire played five versions of "Jingle Bells."

### Outstanding Radio News Events of 1947

Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO DAILY:

1. The Cold War: Pres. Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.
2. Texas City Disaster.
3. British Royal Wedding.
4. B'casts of Congress' activities re Taft-Hartley Law.
5. War Investigation Hearings (Hughes, Meyers probe).
6. Congressional Investigation of Communists in Hollywood.
7. UN Partition of Palestine.
8. Florida Hurricanes and Mississippi-Missouri Floods.
9. Communist Uprisings in France, Italy.
10. Foreign Ministers confabs in Moscow, London. First direct uncensored news b'cast from Soviet Capital by NBC.

### Reviews Radio Jump Among Can. Stations

Montreal—Reviewing steps taken for the establishment of a national radio broadcasting system in Canada, Dr. Augustin Frigon, general manager of CBC, recalled that in 1929, there were 63 privately-owned sta- (Continued on Page 8)

### Lux Theater Leads Latest NRI Ratings

Lux Theater, Fibber McGee & Molly, and Amos 'n' Andy, in that order, again finished one, two, three in the Nielsen ratings, according to the NRI report for the week of Nov. 16-22. There were, however, two notable (Continued on Page 3)

## Kenneth Fry Resigning Post As State Dept. Radio Chief

Kenneth Fry, chief of the International Broadcasting Division of the State Department in charge of the "Voice of America" shortwave broadcasting, will resign on January 16, RADIO DAILY learned from an authoritative source in Washington Wednesday. Fry, who served as a divisional

head of public relations for OWI in the Chicago and Alaska areas during World War II, joined the State Department in his present position in September, 1945. He recently completed five years service in governmental departments. Prior to his association with the (Continued on Page 8)

### Cite Incompetence Among Repairmen In Some Cities

Negligence and incompetence apparently are quite common among segments of the radio repair trade throughout the country. According to a recent nationwide survey by the Research Institute of America, "complaints are not only continuing high in some areas but sharply increased in others. . . ." (Continued on Page 3)

### See 15,000 Tele Sets In Chicago By January

Chicago—Number of television receivers in this area is more than 11,000 at the moment, and may reach 15,000 by January 10 with installations and new orders taken during the Christmas rush, have been accounted for, according to estimates made by WKBK officials this week. Station execs, who said the set census climbed "painfully" from 353 on November 1 of 1946 to 6,843 last October (Continued on Page 6)

### WMAL-TV To Televis House Labor Hearing

Washington Bureau, RADIO DAILY Washington—WMAL-TV, Evening Star tele station and affiliate of the ABC network, will cover the House Labor Committee hearings here on or about January 19 involving consideration of changes in anti-trust laws to cover unions. Proceedings will be (Continued on Page 2)

### Sales Fall

Telo's growing ability to sell merchandise over the airwaves was sharply demonstrated last week when WABD's "Telo Auction" brought in sales of \$3,730 for wearing apparel. Overflow studio audience and home audience, who "bought" by phone, bid strenuously on items offered by emcee by Alan Prescott. Proceeds went to NYU Medical Center.



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JOHN W. ALICATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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## WEST COAST OFFICES

Ralph Wilk, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Managing Clagett  
6417 Dahlonega Rd. 2122 Decatur Pl. NW  
Phone: Wisconsin 3271 Phone: Hebart 7627

## CHICAGO BUREAU

Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## WCBS-TV Ups Schedule With Addition Of Friday

Operating schedule of WCBS-TV, CBS tele outlet in New York, has been increased to a five-day Wednesday-through-Sunday operation with the addition of Friday night telecasts, it was announced by Worthington C. Miner, director of tele for the network. Important events occurring on Mondays or Tuesdays will continue to be covered, however, he added.

Feature films, major special events and "on location" actuality broadcasts are planned for Friday night programming which begins at 8 p.m. First of the schedule already slated is the Riggs-Kramer professional indoor tennis contest which gets under way today at Madison Square Garden under sponsorship of the Ford Motor Company.

## 10 YEARS AGO TODAY

Fortune poll named radio as No. 1 U. S. pastime and listed as the public's favorite programs Jack Benny, Charles McCarthy, Lux Radio Theater, Kretz Music Hall, Amos 'n' Andy and Fibber McGee & Molly. . . . Lieut. E. K. Jeit was appointed chief engineer of the FCC. . . . Scophony, Ltd. promised 16x124 tele pix within three months. . . . "Dipsy Doodle" (Lincoln Music Corp.) broke into the list of leading network songs.

IN CLEVELAND IT'S

# WHK

## Outstanding Broadcasts of 1947

"Fear Begins at Forty" on CBS.

ABC's "School Teacher, 1947."

NBC's Series on United Nations.

"The Joyful Hour" on Mutual.

Network Pickups of British Royal Wedding.

## New CBS Co-op Program Gets Five G-E Sponsors

(Continued from Page 1)  
co-op sponsorship of the movie gossip series, according to Ralph Hatcher, director of the CBS Co-op Division, are as follows: KSWM, Joplin, Mo.; WNOX, Knoxville, Tenn.; KTTS, Springfield, Mo.; WKIX, Columbia, S. C., and WMBR, Jacksonville, Fla., all by G. E. dealers; WBRY, Waterbury, Conn.; Redwood Furniture Co.; KBOW, Butte, Mont.; Radio Engr. & Service; WDNC, Durham, N. C.; Lovette's Radio and Appliances; WCHS, Charleston, W. Va.; Coyle and Richardson Department Store; WARD, Johnstown, Pa.; Deroy's Jewelers; WMAS, Springfield, Mass.; Boyd's Appliances; WBAB, Atlantic City, N. J.; Arcade Shop; WKMO, Kokomo, Ind.; Miller Wright Furniture Company.

"Broadway and Vine with Radie Harris" is heard Monday thru Friday, 3:55-4:00 p.m., EST, and features Miss Harris' interviews with top stars of stage and screen.

## Will Make Tele Programs On Films Starting Feb. 1

Hollywood — Beginning February 1st, all television programs produced by Larry Finley Enterprises will be transcribed on film, according to announcement made by Larry Finley, president.

He stated that the filming and "canning" of all Finley fifteen-minute and half-hour shows will allow the so-called "networking" of television programs for interested national sponsors to spot at will. It also affords individual stations and local sponsors the opportunity of presenting insured quality programming in which name talent not otherwise obtainable are featured.

The filmed programs will be opened to permit the insertion of commercials or other announcements at openings and closings for individual buyers in each locale.

## Renews ABC Show

Goodyear Tire and Rubber Co. has renewed for 52 weeks the "Greatest Story Ever Told," aired over ABC Sunday from 6:30-7 p.m., EST. Renewal is effective Jan. 25, the sponsor having started the show last January. Agency is Kudner. Goodyear now sponsors the program on 196 stations but will add more after the first of the year.

## WMAL-TV To Televis House Labor Hearing

(Continued from Page 1)  
carried by WCBS-TV, New York; WFIL-TV, Philadelphia, and WMAR-TV in Baltimore, it was said.

Approval for video coverage by WMAL-TV was granted by Rep. Fred A. Hartley, Jr. (R., N. J.), chairman of the House Committee on Education and Labor, and negotiations were handled by Bryson Rash, ABC's Presidential announcer, and Burke Crotty, director of tele for WMAL.

Hearings will feature the appearances of James C. Petrillo, AFM chief, and Cecil B. DeMille, and developments are expected to importantly affect the status of television.

## Ziv Lombardo Package Adds Six New Markets

Guy Lombardo Show, ET package show produced by the Frederick Ziv Company, continues as a fast seller in major cities with six sponsors picking it up this week, one of which has bought the show in two markets.

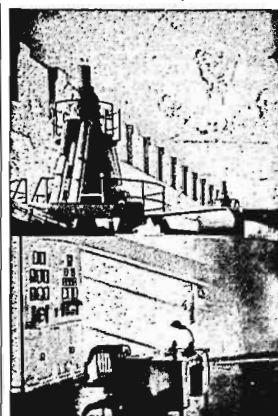
Wiedeman Brewing Company has bought the Lombardo show for airing on WBRW, Welch, and WJLS, Beckley, West Virginia. Sale adds two markets to three already bought by Wiedeman, others being Indianapolis, Ind. and Charleston and Parkersburg, W. Va. Agency is Strachan & McKim, Cincinnati.

New Markets for Union Biscuit Company (St. Louis), sponsor of the Lombardo open-ender on eight stations spread over five states, are Terre Haute, Ind., replacing Springfield, Ill., and Mount Vernon, Ill., replacing Decatur, Ill., with starting date set for February 1, '48. Gardner Advertising is the agency.

Other new sales on the Ziv show are: WTJS, Jackson, Tenn., sponsored by Beare Ice & Coal Co.; WLAP, Lexington, Ky., by Purcell Department Store; WDW, Tuscola, Ill.; WSAU, Wausau, Wis., by Wausau Brewing Co.; and WCHV, Charlottesville, Va., by Stevens & Company, real estate.

## March Of Dimes Salute

"Give And Take" with emcee John Reed King moves to Philadelphia on Saturday, January 24, to salute that city's volunteer workers for the National Foundation for Infantile Paralysis. Audience for this special broadcast will consist of the 2500 "March of Dimes" workers in the Philadelphia area.



# 135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

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

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



# W-I-T-H

AM and FM

## Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally By Hoodley-Road

## Repairmen's Survey Reveals Complaints

(Continued from Page 1)

seriousness of the situation and the extent of the repair racket is emphasized by another independent survey which reported that more than two-thirds of the nation's receivers are six years old or over. Approximately 75 per cent of the total number of sets are more than 10 years old, it was said.

The RIA report stated that the racket has assumed such proportions that better business bureaus across the country "seem ready to swing into action." The Boston bureau termed the situation "serious" and the Detroit bureau stated, according to the report, "It is obvious that some action is going to be necessary to control the situation."

At least one BBE office already has taken action. The Pittsburgh bureau, it is known, is presently conducting a secret investigation of repair shops in its area. The results of the check, it was reported, will be "most interesting and probably alarming."

### Recommendations Listed

Recommendations of the RIA to correct the situation include: Establishment of minimum service standards; advertisement of authorized repair shops and factory training courses for repair personnel.

One suggested solution to the problem in New York has been licensing of servicemen by the City Government. Such a move is opposed by the local repair trade organization which is trying to clean house to avoid regulation.

Licensing of repair men is currently required in at least five cities, Los Angeles, Orlando, Baltimore, Madison, Wis., and Spokane.

The Associated Radio Servicemen, the New York group, yesterday revealed the establishment of a complaint department set up to investigate all consumer grievances. Upon receipt of a complaint, the ARS said, an expert repair man will be sent to check the receiver in question. Should the consumer's complaint prove valid, it was said, "every effort will be made" to remedy the situation.

## ★ AGENCY NEWSCAST ★

**RUTHRAUFF & RYAN, INC.**, announces that Tom G. Slater has been put in charge of network relations for the agency.

**SWANEY, DRAKE AND BEMENT, INC.**, Chicago advertising agency, is enlarging its offices and increasing its staff. James Emmett heads up the Hollywood office in the Guaranty Building, and George F. Drake from the main office in Chicago, is staying over until Christmas to complete plans for Kaiser-Frazer in connection with the current Newscope program with Wendell Noble, over Mutual. A new addition to the Hollywood office is Fritz Bloeki, former newspaper columnist and radio writer and producer, who will handle radio shows originating from the coast, and supervise publicity and promotion for the Kaiser-Frazer account.

**GRANT ADVERTISING, INC.**, announces the appointment of Russell H. Burke to the copy department of its New York office. He will also assist Robert C. Marvin, head of the international division of that office. Until recently, Burke was an account executive with the New York office of McCann-Erickson, Inc.

**HOOT ADVERTISING AGENCY** has been appointed by Coburn Farm Products Corp., Sondra Foods Division, to handle their foreign language radio advertising.

### Trend In Radio Set Sales Noted By Chi. Executive

Chicago — Sale of higher priced radio-phonographs is slowing down because consumers are afraid present sets will soon be obsolete, a radio expert reported here this week.

Kenneth C. Prince, executive secretary of Electronic Parts and Equipment Manufacturers Association, revealed that analysis of retailers' sales shows an increasing public tendency to "wait for sets that include television at a lower price." Fear that present radio-phonographs will have to be replaced soon with combinations that also include television is creating far more buyer resistance than price, Prince said.

"Unless manufacturers are able to answer the buyer's demand for radio-phonographs that will continue their full usefulness with the progress of television," he remarked, "there may be a sharp decline in sales of combinations in 1948."

### Traffic Theme On WOR

A documentary on congested traffic problems in New York, second in WOR's public service series called "Name Your Poison," was broadcast on Tuesday from 9:30-10 p.m. Program contained several interviews conducted by John Wingate of the news and special features division with taxi, bus and truck drivers and motorists. Raymond Edward Johnson is narrator.

**HENRIETTE K. HARRISON** is announcing the opening of her own offices after January 1st, to specialize in consultation and the production of institutional and organizational radio programs. She will continue in her present capacity as National Radio Director to the National Council of Y. M. C. A.'s but beginning the first of the year will become Radio Consultant to the National Board of the Y. W. C. A.'s (Young Women's) and the Women's Action Committee for Lasting Peace. Mrs. Harrison is chairman of the sub-committee to judge educational programs for the Peabody Radio Awards for 1947. She is also Publicity Chairman of the Publicity Club of New York, Inc., and Membership Secretary of the Woman Pays Club.

**JOHN FREIBURG & CO.**, Los Angeles advertising agency, is still expanding—latest move is to 812 West Eighth St., with four new accounts added in the last 30 days. New staff members include Russell K. Wells, Neil R. Nelson, Richard Mitchell, and Mary Stewart.

**ADVERTISING FEDERATION OF AMERICA** has elected to membership: International Correspondence Schools, Scranton, Pennsylvania; The Flint Journal, Flint, Michigan; The Grand Rapids Press, Grand Rapids, Michigan; Gray, Ketterer; Hansen, Inc., Frank & Hollinshead, and The Grocers' Spotlight, all of Detroit.

**WILLIAM L. NEWTON**, formerly an account executive with Fuller & Smith & Ross (New York), has joined the staff of Badger and Browning & Hershey (New York) as an account executive. A Lieutenant Commander with the Navy during the war years, he earlier devoted a number of years to the study of sales promotion and merchandising with such firms as General Foods and Seagrams Distillers.

## Lux Theater Leads Latest NRI Ratings

(Continued from Page 1)

changes in the total audience rankings. Red Skelton gained 5.3 points in moving up from 20th to fifth place, and My Friend Irma advanced from 21st to seventh, picking up a gain of 4.1 points.

Top three shows in the evening, two-to-five weekly category were Lone Ranger, Bill Henry News and Supper Club, in that order. Leading the weekday programs, in order, were Back Stage Wife, Right to Happiness and Young Widder Brown. Grand Central Station, True Detective and Armstrong Theater led the weekend daytime shows.

Completing the top 20 evening list were: Bob Hope, Red Skelton, Truth or Consequences, My Friend Irma, Chase and Sanborn, Fred Allen, Your Hit Parade, Fitch Band Wagon, Mr. D. A., Big Town, Date With Judy, Godfrey's Talent Scouts, Jack Benny, Aldrich Family, Duffy's Tavern, Life of Riley and Kraft Music Hall.

### Option Coast Show

Hollywood—Regent Radio Productions this week gave ABC an option on "Ken Niles Goes to a Party." New! airshow, auditioned December 13th at SAE Fraternity party at U.C.L.A. Campus. Regent newcomer to radio package shows developed half-hour Niles starrer as first entry into field. Eddie McKeon scripted show which aims to get away from run-of-mill stunts, uses party background and games Niles contributes to party by bringing along top Hollywood entertainers and guest stars.

### WWRL 'Toy Drive' Successful

WWRL's first "Toys for Tots" drive, which hereafter will become an annual appeal, has collected several hundred toys which are being distributed to needy children throughout New York by the Police Athletic League. Appeals were aired by the outlet daily since Dec. 8.

*Keeping Rates DOWN*  
*and Sponsor's Sales UP*  
in the Detroit Area!

5,000  
WATTS at  
800 Kc.  
•  
MUTUAL

# CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

5,000 OF THE BEST WATTS

in Central New England

**WTAG**  
WORCESTER

## NEW BUSINESS

**KYW, Philadelphia:** General Foods Corporation, for Birdseye Frozen Foods, has renewed its spot campaign for 13 weeks. Renewal order includes Monday through Friday participation announcements on Ruth Welles "Home Forum" program. General Foods has also renewed its five-a-week spot order on the Musical Clock which features Stuart Wayne. Contract was placed through Young and Rubicam, Inc., effective January 1; National Biscuit Company, for its Shredded Wheat, has purchased the 7:30 to 7:45 a.m., period, Tuesdays, Thursdays and Saturdays on the Mutual Clock for 39 weeks effective February 3. Contract was placed through McCann-Erickson, Inc.; Hulman and Co., for Clabber Baking Powder, has renewed four spot announcements weekly for another year. Contract, effective, December 21, was placed through Pollyea Advertising, Terre Haute, Ind.

The Bulova Watch Company has renewed its station break "Time signal" campaign for 52 weeks. Breaks purchased are in the 6:00 to 9:30 p.m., period 21 times weekly. Contract was placed through the Biow Company.

**WCBS, New York:** American Home Products, Inc., for Chef-Boy-Ar-Dee Spaghetti Dinner, purchased five participations per week, Monday thru Friday, in the 9:15-10:00 a.m., "This Is New York" program, effective February 2. Agency is Young & Rubicam, Inc. Best Foods, Inc., purchased three participations per week, Tuesday and Thursday, in the 6:00-7:45 a.m., "Arthur Godfrey" program and Saturday in the 6:00-7:45 a.m., "Harry Marble" program effective January 6. Agency is Benton & Bowles, Inc.

Standard Brands, Inc., for Blue Bonnett Margarine, purchased three participations per week, Monday, Wednesday and Friday in the 9:15-10:00 a.m., "This Is New York" program beginning January 12. Agency is Ted Bates, Inc. Tide Water Oil Co., for Tydol Gasoline & Tires, purchased three participations per week, Tuesday and Thursday, in the 6:00-7:45 a.m., "Arthur Godfrey" program and Saturday in the 6:00-7:45 a.m., "Harry Marble." Agency is Lennen & Mitchell.

## Alaskan Stations

Anchorage—William Wagner notified his New York office, Pan American Broadcasting Company, that construction on his two new stations KFRB Fairbanks and KIFW Seward, are virtually completed. KFRB will go on the air shortly, with KIFW soon to follow.

IN CLEVELAND IT'S

# WHK



## California Commentary . . .

• • • Alan Sands, writer on the "Blondie" program, has recently completed a new comedy series titled "Love 'Em or Leave 'Em." Cast is presently being lined up with an early audition in view. . . . Jack Benny was the special guest when Phil Harris and Alice

## Los Angeles

Fay presented a special Christmas program with their radio children Jeanne Rose and Anne Whitfield on NBC's "The Fitch Bandwagon," December 21. . . . Louis Jourdan, French motion picture star now appearing in David O. Selznick's "The Paradine Case," will make his American radio debut as a guest star on the Louella Parsons show, Dec. 28.



• • • Cally Curtis has left Mal Boyd's office to join forces with Raymond R. Morgan agency and Ben Alexander to hypo writing job on "Heart's Desire." . . . Jack Carson's projected tour with Eve Arden and his NBC show this week was postponed until March or April. Carson goes into a new flicker, "Gay Nineties," with Doris Day immediately after the holiday. . . . Three songs recorded for Capitol Records this week by Freddie Stewart were "Neither Could I," which he sings in Monogram's "Teen-agers" film, "Death on the Downbeat," "Was It a Dream" and "Street of Regrets." . . . Johnny Green, musical director of "The Man Called X," heard over CBS, will receive \$50,000 in additional royalties on his 17-year-old song, "Body and Soul," due to its revived popularity.



• • • By P-Day, Petrillo to you, Bing Crosby will have recorded his Wednesday shows up to and including April 28. . . . The 10 lucky radio listeners who write the most interesting 25 words—or less—on "What I think about the Train of Tomorrow" will ride on that train to San Diego and back with the contest's judges, Bill Anson and Maurice Hart, KFWE disc jockeys. The train is now on exhibition at Exposition Boulevard and Hoover Street, and details of the contest are divulged daily on "The Hollywood Bandstand," KFWE (dial 980) from 10 a.m. to 4 p.m. The contest which began on December 18th and ended five days later calls for no hox tops, no money, no purchases. Hart will pick five winners, Anson another five and the lucky 10 will be privileged passengers on the "Train of Tomorrow" on January 2, 1948. . . . Red Skelton headlined the special Christmas Party at the Pacific Boys' Lodge in Gerard, Calif., December 18th. Edna Skelton Borzage, Frank Borzage, Billy Daniels, Patric Knowles, Mitchell Lelsen, Lloyd Nolan, Johnny Weismuller, John Wayne, Fred MacMurray, Ward Bond and Bo Roos, all co-sponsors of the home, were also on hand in the entertainment that was sponsored by the Beverly Hills Kiwanis Club.



• • • Being on the radio scene in the desert had added advantages this week for Dick Joy, network announcer and co-owner and manager of KCMJ Palm Springs. . . . Danny Thomas, motion picture and comedy star, soon to have his own CBS radio program, was recuperating from a cold at B-BAR-H Ranch when CBS sent out an emergency call to make two recorded programs starring the comic. With a portable recording unit from Hollywood, Thomas and Joy, with direction by Larry Berns of CBS, beat the deadline by remote control. . . . Miles Laboratories, makers of Alka-Seltzer, have renewed sponsorship of a quarter-hour of KHJ Mutual Don Lee's "Queen For a Day," week-day funfest with Jack Bailey as emcee. 52-week contract begins December 29.

## CHICAGO

By NAT GREEN

**MARION CLAIRE**, director of WGNB, FM station, has been named chairman of Region 3 of the FMA.

New offices recently completed on the third floor of the south section of the Wrigley Building are now being occupied by Radio Sales, Inc., and the WBBM scheduling department. The WBBM publicity department has moved to the third floor of the north section of the Wrigley building.

"WIND Forum of the Air," which made its debut over WIND last Sunday, will be aired weekly from 8:05 to 8:30 p.m. Program will be devoted to Chicago issues or national problems as they affect Chicago and the Midwest. Dr. Joseph D. Lohman, sociologist of the University of Chicago, will act as moderator.

Mazie Mount, secretary to Paul Gibson of WBBM, will be married New Year's Eve to Kon Haensel of General Finance Corporation.

## Three Midwestern Stations Win Kroger Prom. Awards

Cincinnati—Three midwestern stations were awarded plaques for outstanding exploitation of the ET daytime serial "Linda's First Love," in the recent Kroger promotion contest, it was announced this week by the Ralph H. Jones Co., advertising agency for the sponsor.

Stations receiving top honors were: WBOW, Terre Haute, Ind.; WCHS, Charleston, W. Va., and WMBD, Peoria, Ill. In addition to the station plaques, individuals handling the promotion for their respective outlets were awarded portable radios. Four additional stations, WBNS, Columbus, O.; WLW, Cincinnati; WOOD, Grand Rapids, Mich., and WOWO, Ft. Wayne, Ind., were awarded certificates of honorable mention.

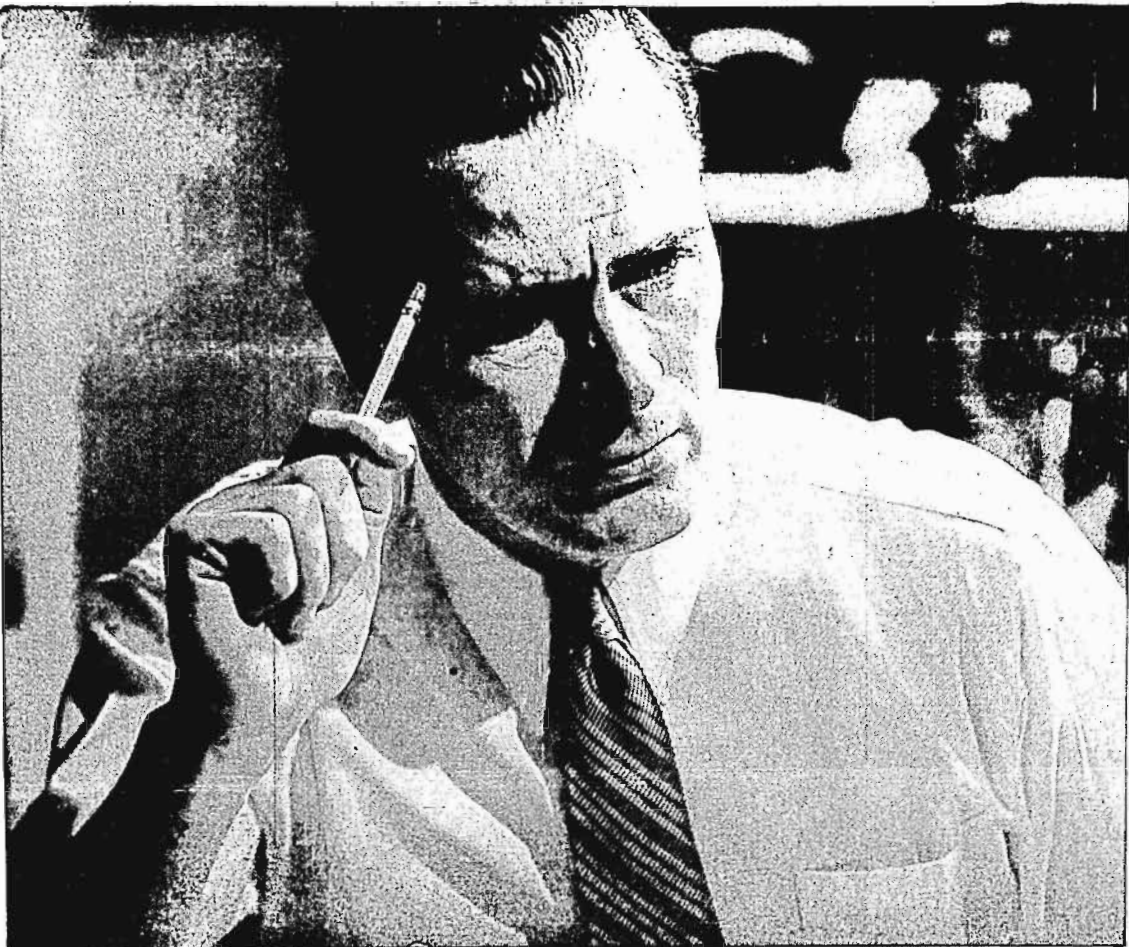
Five-week station promotion contest was planned by the Jones agency to further augment and intensify a new advertising campaign launched by the Kroger Co. "Linda" is carried on 27 stations in Kroger's 18-state merchandising area. Formal presentation of the awards will be made here at a later date.

## WHN Signs Dunphy

Sportscaster Don Dunphy has been signed by WHN to broadcast the Ivy League basketball games, under joint sponsorship of P. Lorillard Co., and Nedicks Stores, Inc. Dunphy's first stint will be the Dartmouth-Princeton game at Princeton, Jan. 12.

YOUR RADIO DAILY  
DELIVERED TO YOU IN  
LOS ANGELES AND VICINITY

BY  
MANNING'S DELIVERY SERVICE  
A SPECIALIZED MESSENGER  
AND DELIVERY SERVICE  
HO-3129



## When does a man start slipping?

**The moment comes to every man.**

The moment when he realizes that he isn't the man he used to be . . .

That the days of his peak earning power are over . . .

**That some day** not so very far away some younger man will step into his shoes.

When does this time come?

It varies with many things.

But of one thing you can be sure. It will come to you as surely as green apples get

ripe—and fall off the tree.

Is this something to worry about? Well, yes. But . . . constructively.

For *that* kind of worrying can lead you to save money systematically.

**What's the best way to do this?** By buying U. S. Savings Bonds . . . *automatically*. Through the Payroll Savings Plan. Or through the Bond-A-Month Plan where you bank.

Either method is an almost foolproof

system of saving. It's automatic. You don't put it off. There's no "I'll start saving next month"—no "Let's bust the piggy bank."

Then some day when your health fails—or you retire—your money's right there waiting for you. Four dollars, at maturity, for every three invested.

**So why not take this one step now** that will make your future so much brighter?

Get on the Payroll Savings Plan—or the Bond-A-Month Plan—today.

**Sure saving because it's automatic—U. S. Savings Bonds**

THIS SPACE CONTRIBUTED BY RADIO DAILY



## See 15,000 Tele Sets In Chicago By January

(Continued from Page 1)

ber. attribute the sharp rise largely to Xmas buying.

In line with the rush of new buying WBKB scheduled two daytime shows this week and a special two-hour evening show yesterday to aid television dealers throughout the city. In addition, dealers who sold sets in the pre-Christmas weeks presented their greetings via the station's "Chicago Television Showcase," with WBKB and AFA co-operating.

## "Inquirer" To Handle Phila. Forum Activity

Philadelphia — The Philadelphia Forum, one of this City's most distinguished intellectual organizations, will be operated in the future under the auspices of The Philadelphia Inquirer Charities, Inc., it was announced Wednesday by Walter H. Annenbourg, publisher of the "Inquirer" and the Hon. Curtis Bok, chairman of the board of governors of the Forum. Arrangements for the transaction were made by Roger W. Clipp, general manager of WFIL, WFIL-TV and WFIL-FM, which are owned by the newspaper.

Under the new setup, many of the outstanding Forum events will become available for broadcast by the stations. In the past, broadcast rights were seldom granted, and until two years ago when WFIL aired the ceremonies attendant to the presentation of the Philadelphia Award, that event had never been broadcast.

### Book Statement

In his statement announcing the move, Bok pointed out the advantages to Philadelphia of the association of the Forum with the "Inquirer" and its radio and television stations, explaining that support of both media will broaden public support of the Forum's activities. In addition, he said, proceeds from the many events connected with it will provide further funds for distribution to worthy charitable organizations.

Forum was founded in 1921 under leadership of the late Edward W. Bok and has presented some 20 cultural events each year since then. Programs, which are presented in the Academy of Music, have included many great musical artists, symphony orchestras, ballets, lectures and public forums. Annenbourg expressed The Inquirer's intention of maintaining the high calibre of the events presented and of expanding still further the activities of the Forum.

## Network Nominations For Ten Top '47 News Events

Nominations for the 10 top news events of 1947 came from the news and special events departments of the four major networks and were used in compiling the list of the 10 most important events on Page 1 of today's RADIO DAILY.

The network nominations were as follows:

### National Broadcasting Co.

1. First uncensored broadcast ever made from Moscow—by NBC's Henry Cassidy Dec. 8, at beginning of Foreign Ministers' Conference.
2. Coast Guard Cutter Bibb's rescue of passengers of downed flying boat Bermuda Sky Queen.
3. Texas City disaster.
4. Florida hurricane in September.
5. Mississippi and Missouri River floods.
6. Marriage of Princess Elizabeth and Philip Mountbatten.
7. Senate's vote on Taft-Hartley Bill—first vote-by-vote account of Senate action on a bill direct from Senate Chamber.
8. First broadcast ever made direct from Congressional committee room during discussion of pending legislation—Greek-Turkish Aid bill.
9. Committee investigations of Howard Hughes, Maj. Gen. Bennett E. Myers (Ret.).
10. President Truman's message to the nation on American participation in European Recovery Program.

### Columbia Broadcasting System

1. Moscow and London Foreign Ministers' Conferences.

## Children's Show Sponsors Aiding 'American Heritage'

Chicago — Sponsors of the major kid shows of the networks are giving 100 per cent co-operation to the suggestion by the radio committee of the American Heritage Foundation that radio heroes be used in a campaign designed to entrench the basic tenets of Americanism into the minds of the nation's youths.

Move to incorporate the theme of Americanism into kid programs, such as "Tom Mix" and "The Lone Ranger," was decided last week by members of the committee, writers of the various programs for juveniles, agency personnel and sponsor personnel at a meeting in Chicago. Other programs which will co-operate in the move include "Sky King," "Jack Armstrong," "Terry and the Pirates," "Superman," and "Green Hornet." Good citizenship, intelligent use of the ballot box, tolerance and the democratic obligations of all Americans will be stressed in the scripts of these programs.

Represented or present at the meeting were E. R. Borroff, chairman of the Chicago radio committee and vice-president of ABC's central division; William Lewis, national chairman of the radio committee and, as vice-president and radio director of Kenyon & Eckhardt Agency, New York, representative of the Kellogg Company, sponsors of "Superman"; General Mills by Russ Neff of Knox Reeves Advertising Agency, Minneapolis, James Jewell, writer-producer of "Jack Armstrong," and Raymond Murer, legal counsel for King-Tren-

2. Truman Doctrine, Marshall Plan. (Speeches).
3. Truman's address on inflation at Special Session.
4. UN Partition of Palestine.
5. Taft-Hartley Law, activities and passage.
6. War Investigation Hearings. (Hutches-Meyer).
7. Hollywood Communism investigation.
8. Texas City Disaster.
9. Royal Wedding.
10. French and Italian crises as result of Comany activities.

### American Broadcasting Co.

1. The Truman Doctrine and the Marshall Plan.
2. Communist Fight Back: Communist uprising in France and Italy.
3. UN Partition of Palestine.
4. Inflation at Home.
5. Passage of the Taft-Hartley Act.
6. Supreme Court Crisis John L. Lewis.
7. Anti-Communist Inquiries.
8. The Howard Hughes-Gen. Meyers Probe.
9. The Texas City Disaster.
10. The Wedding of Princess Elizabeth.

### Mutual Broadcasting System

1. The Cold War (i.e.—Truman Doctrine, Marshall Plan, etc.).
2. Eastman of the Taft-Hartley Law.
3. The struggle to meet rising prices.
4. The Congressional investigations.
5. The Royal Wedding.
6. The Partition of Palestine.
7. The Texas City Disaster.
8. Memorial Day Plane Crashes.
9. The Hurricanes.
10. The World Series.

## Victor's Steady Price Line Emphasized By Murray

Price line on RCA Victor records was held steady during 1947 despite increased production costs and in the face of general increases by major competitors it was stated Wednesday by James W. Murray, vice-president in charge of record activities.

The firm's production filled public demand during 1947 better than any time in the past five years, Murray said. He attributed this to expanded manufacturing facilities, and the return of seasonal retail buying trends.

Murray also reported progress in restoring discs originally listed in pre-war catalogues, or by replacements of outdated works with new and technically improved versions. This work was carried out as rapidly as possible this year, and will continue at an accelerated pace in 1948, he added.

dele Broadcasting Corp. ("Green Hornet," "Lone Ranger"); Quaker Oats by Richard M. Compton, advertising manager of Quaker Puffed Grain division, Louis Tilden, vice-president of Sherman & Marquette, Inc., and Henry Selinger, writer-producer of "Terry and the Pirates"; Derby Foods, Inc., by Ed Thiele, advertising manager, Phil White, account executive of Needham, Louis & Brorby, Inc., and Ed Gardner, writer of "Sky King"; Ralston by Mary Afflick, writer-producer of "Tom Mix"; James Stirtan, assistant to Mr. Borroff; L. S. (Duffy) Schwartz, Chicago representative of the Advertising Council, and Phil Bowman, writer representative of the Chicago radio committee.

## RCA To Triple Output Of TV Trans. In '48

(Continued from Page 1)  
three months have increased from 20 to 69, or more than treble, with another half-dozen or so expected to be approved before the end of the year.

The only limitation of transmitter sales during the next 12 months will be in the speed of production at the RCA plant here, it was said, and even at that total output is expected to be tripled. Delivery of transmitter equipment is now on a four-to-five months basis, it was said, depending on the specific and individual requirements of the station placing the order. Dollar volume will also be considerably high in transmitter sales it was added, since the "average" cost of station equipment is about \$250,000.

## "Cabin B-13" Program Preview For Movie Execs

John Dickson Carr's suspenseful "Cabin B-13," one of the CBS scripts being made available by the network to motion picture studios for possible film production, will have its third airing over CBS Saturday, December 27, 8:00-8:30 p.m.

Screen executives on the West Coast will hear "Cabin B-13" in a special rebroadcast over KNX, Hollywood, Saturday, January 3, 4:00-4:30 p.m., in order to weigh its screen possibilities.

"Cabin B-13," story of a woman's harrowing sea voyage, had its air premiere on CBS' "Suspense" several years ago. By its repeat performance it joins several CBS tales which have merited retelling notably; Lucille Fletcher's "Sorry, Wrong Number," which incidentally is now before the cameras of Hal Wallis Productions and Norman Corwin's "The Plot to Overthrow Christmas."

## Texaco Retains CBS Spot For New Sunday Eve Show

With the switch of the Tony Martin show from CBS to ABC, the Texaco company is retaining its 9:30-10 p.m. EST., Sunday spot on Columbia and will present a new show featuring Gordon MacCrae, Evelyn Knight and Victor Young's orchestra. Miss Knight will also be heard on the Tony Martin show which will be presented on ABC, starting Dec. 31, in the Henry Morgan spot, 10:30 to 11 p.m., EST.

## New Iowa Indie Set

Des Moines, Iowa—Owned and operated by Independent Broadcasting Co., KIOA and KIOA-FM will go on the air next month, with studios and offices in the Onthank Building. AD power will be 10 kw. day and 5 kw night. FM radiated power will be 40 kw. John W. Boler is president and general manager. Kenneth Durham is vice-president; John Gamble secretary, and Edwin Buckley, treasurer.

IN CLEVELAND IT'S

# WHK



THE 1948 RADIO ANNUAL WILL INCLUDE A  
SECTION DEVOTED TO **FM RADIO.**

— NOW IN INTENSIVE PREPARATION —

SUBSCRIPTION--\$10.00 A YEAR--260 ISSUES RADIO DAILY  
PLUS RADIO ANNUAL PLUS SHOWS OF TOMORROW ISSUE

*Send in Your Subscription Today*

## Reviews Radio Jump Among Can. Stations

(Continued from Page 1)

tions in Canada. Today, that number had jumped to 125, in addition to 11 CBC-owned stations. Property, studios and forms of CBC equipment was now valued at \$3,250,000.

This entire sum had been paid by license fees and commercial revenues, he emphasized, and the CBC had never utilized a single cent of "public money."

In 1936, the CBC boasted a budget of \$2,253,000 and a personnel of 157. Ten years later, these figures stood at \$9,200,000 and 1,100.

A large, complete organization operating on its own power from coast to coast, the CBC was receiving essential co-operation from privately-owned stations everywhere. Problems resulting from the latter were but routine and were now being solved.

He reminded that a frequency modulation post would shortly be installed and in operation at the Chateau Laurier, in Ottawa. FM was a wonderful innovation, he said, of which the first quality was to eliminate static and all noise.

## Twin-City Tele "Lab" Leases Theater Space

Minneapolis—"Twin-City Television Lab" of Minneapolis has leased 11,000 feet of space in the Lyceum Theater Building as a "television center" it was announced this week by Joseph Beck. Approximately two-thirds of the space will be devoted to a video training center and the remainder to tele broadcast activities, he said.

Plans also call for the operation of a television-FM station with priority on use of the Lyceum stage and television rights to legitimate productions currently playing.

Station, which will be operated in direct conjunction with the training unit, will offer courses in video broadcasting and production. Eastern representative for "Twin City Lab" is Harvey Marlowe Television Associates with Fred Strange as account exec.

## Horowitz To Be Heard

Concert pianist Vladimir Horowitz will make one of his infrequent radio appearances as a speaker when he makes a personal appeal on behalf of the Rachmaninoff Fund on Symphony Hall over WQXR Jan. 3, 8:05 p.m. He will offer an autographed album of his recordings to listeners donating \$10 or more to the fund which is intended to encourage young American talent.

# COAST-TO-COAST

—MASSACHUSETTS—

**SPRINGFIELD**—WSPR has inaugurated plans for "WSPR Forum," patterned after ABC's Town Meeting of the Air, but with its emphasis on local and state problems. Program will be aired for one hour weekly, at 7:00 p.m., Sundays, beginning in January. It will aim at stimulating public interest in civic affairs and will be part of the station's public service work. . . . **BOSTON**—Harold E. Fellows, WEEI general manager, has been elected member of the Bostonian Society, organized to promote the study of Boston's history and the preservation of its antiquities. . . . **LAWRENCE**—New additions to WLAW's sales staff include Edward P. Scully and Miriam Ahern.

—INDIANA—

**FORT WAYNE**—John Earl Groth, Sr., 69, one of this city's leading department store merchants and secretary of the Fort Wayne Broadcasting Co., Inc., died recently in Battle Creek, Mich. . . . **INDIANAPOLIS**—Popular WIRE newscaster, Fred Holt, has been appointed to the National Awards Committee for the Radio News Director of the United States. By the end of 1947, Fred Holt will have completed the outstanding record of appearing 140 times during the year before civic and private organizations.

—PENNSYLVANIA—

**PITTSBURGH**—Eight Pittsburgh distributors for national record companies are serving as their own disc jockeys during the Saturday afternoon, 1:30-5:00 p.m., period over WPGH. Each distributor is given a half hour for the playing of his company's discs, interviewing featured artists, etc. . . . Pic Traynor, KQV sports director, whose daily program is one of this city's most popular sports features, has been appointed Baseball Advisor for Duquesne University. . . . WPIT has for some time been recording on tape a weekly concert by the Carnegie Tech Symphony Orchestra for rebroadcast over the station at a suitable time. This arrangement came about due to the fact that the station didn't have a studio large enough to accommodate the 80-piece orchestra and the orchestra could not perform at a time convenient for a live broadcast; therefore it was necessary to record the performances in order to have them aired.

—VIRGINIA—

**ARLINGTON**—New program on WEAM is "Campus News," whose format includes a complete report of local and national college news, plus a weekly interview with a person of interest to America's youth. . . . Handling the show are two young college students, Jack McGill and Fred Collins of Georgetown University. . . . **RICHMOND**—Completion of the structural steel work on WRNL's new Radio Center in this city was signaled by the erection of a Christmas tree at the highest point of the structure. Steel workers on the job said that

it was customary to top a completed job with a flag, except during the Christmas season when a small tree is used.

—OHIO—

**COLUMBUS** — Juanita Wilcox, WHKC publicity director and script writer, has won second place and a \$50 War Bond in the nationwide "Find the Falcon" contest, sponsored by the American Safety Razor Corporation. Open to participation by the Mutual Broadcasting System's stations, the contest was held in conjunction with "The Adventures of the Falcon" program and consisted of individual contest conducted by stations and planned and promoted by publicity directors. In this city, the contest was held during the Ohio State Fair, when fairgoers were urged to find the Falcon at the Fair, clues being given to his identity over the air and over the station's loudspeakers at the Fair each day. . . . **MARION**—WMRN has been presented a "Certificate of Commendation" by the 831st AAP Specialized Depot for its co-operation in broadcasting the "Depot on the Air" programs during 1946 and 1947. The programs consist of a weekly 15-minute broadcast in which communities in the station's listening areas are saluted.

—NEW YORK—

**BUFFALO**—Bud Hulick, formerly of Soapnagle and Bud, has joined the WEBR staff as afternoon disc-jockey. . . . **ROCHESTER**—New program over WWT is "Symphonic Prelude," featuring the Rochester Philharmonic Orchestra previewing their Thursday evening concerts at the Eastman Theater through interlows, musical quizzes, program notes and the playing of recordings. The Philharmonic's conductor and music director is Erich Leinsdorf. . . . **SYRACUSE**—A gift of 38 FM Pilotuner radio receiver sets was recently offered to the elementary school system of this city by WFBL and WFBL-FM. The instruments will be used in conjunction with the motion picture sound systems already in the schools. Installation will begin within the next couple of days.

—TEXAS—

**ODESSA** — Robert Montgomery, formerly commercial manager of KGKL, San Angelo, is now at KOSA in a similar capacity. . . . **SAN ANTONIO**—WOAI's Red River Dave has taken second place honors in the Western Artists section of the second annual contest of the Automatic Music Industry of America to choose the best records and recording artists of 1947. The record that boosted him to this position is the "Italian Dream Waltz" a Continental release. Also listed among top tunes is Dave's own composition, "Hitler Lives," recorded by Rosalie Allen, which won eighth place honors in the Hillbilly Songs division. . . . **EL PASO**—New member of KROD's retail sales staff is Douglas Butler, former vice-president and general manager of The Lewellyn Co., outdoor advertising firm.

## Fry Quits State Dept. As Director Of Radio

(Continued from Page 1)

government, Fry was on the staff of the National Broadcasting Company in Chicago for 10 years. During his NBC association he headed new and special events. He is widely known as a radio executive and newsmen and is expected to return to network radio in New York upon his resignation from the IBD.

## AWB Membership Increases In Midwest District

Elizabeth E. Marshall, WBEZ - Chicago, announces that as a result of the 9th District Regional Conference, Association of Women Broadcasters held in Chicago recently, forty new members have been accredited to Illinois-AWB membership by their station managers. Illinois-AWB membership at present numbers 72 women broadcasters, a gain of 40 over the 32 members listed in April, 1947.

## Goddard Gets Contract

Newscaster Don Goddard has been signed to a two-year contract by WINS, it was announced by Eldor Park, manager of the Crosley outlet Goddard, who has been with the station since April, began his news career 22 years ago on the New York World.

## Send Birthday Greetings To—

December 26

Charles Alcoate Bernard Dudley  
Hibbard Ayer

December 27

Sam Coslow Mark Woods  
Oscar Levant Charles Holland  
Joseph E. Crenshaw Ralph Smith  
Roy Amos Thomas Jack Latham

December 28

Dick Joy William Bohack  
Blanchard McKee  
Noel McMahon Burr.

December 29

Larry Stevens George Field  
Wendell Niles Pat Padgett  
Clyde McCoy

December 30

Bob Hanson Vincent Lopez  
Arthur Kass Stanley High  
Lucille Linwood

December 31

Bradford Brown Lester Gottleb  
Zeke Canova John Kirby  
Ted Myers

January 1

Ted Cott Frank Kettering  
Norma Jean Nilsson Boris Moros  
William J. Flynn Rae Elbrock  
Edwin Franko Goldman  
A. E. Mickel

IN CLEVELAND IT'S

# WHK



# Coy Named FCC Head

## Bright Tele Outlook Forecast By Sarnoff

The coming year is envisioned as the one in which television will make its greatest progress to date in the year-end statement of David Sarnoff, president and chairman of the board of RCA.

"So strong will be television's impact as a major economic and social force in 1948," he said,

(Continued on Page 6)

## Litchfield Is Honored For Program Sponsorship

The 1947 Public Relations Award for the "greatest contribution during the year, through public relations, to the national welfare" will go to Paul Veeks Litchfield, board chairman of Goodyear Tire & Rubber Co. Award was voted primarily because of his company's sponsorship of "The Greatest Story Ever Told" over ABC on Sunday nights. Earle Ferris, president of the National Association of Public Relations Counsel, Inc., will normally present the award at the

(Continued on Page 2)

## Repairmen's Spokesman To Be Heard On WNBC

Jack Edel, secretary of the newly-formed Associated Radio Service-men of New York, will discuss his organization's plans to eliminate unfair business practices prevalent among a portion of the trade on WNBC's "Room 416" today, 9:15 a.m. He will be interviewed by John McLaughery.

## "Move Along . . ."

Record blizzard Friday was annoyingly indiscriminate to all services in the city, presenting unusual obstacles even to radio newsmen. WOR staffers Art Van Horn and Ed Conklin pushed their hazardous way thru madding crowds in Times Square shuttle station, set up for an on-the-spot broadcast when the Law elected them.

## Cooperative

It's a little bit unusual for one transcription company to record the shows of a competitor, but that's what happened when Tommy Dorsey appeared at the RKO Boston Theater recently, and Louis G. Cowan, Inc., contacted Kasper-Gordon, Inc., because of the necessity of getting the Tommy Dorsey Disc Jockey Show on wax, in a hurry. Kasper-Gordon, Inc., immediately shuffled recording schedules, setting aside some of their own recordings of their new open-end series "The Spice Of Life," and made their complete facilities available to Louis G. Cowan, Inc.

## Program Emphasis In CBS 1947 Review

Placing emphasis on the fact that the average American radio family devotes more than four and half hours a day to listening, Columbia Broadcasting System in its annual Year End Review, reveals that the network originated an estimated total of 27,000 programs during the year,

(Continued on Page 6)

## One-Day Confab Set On Films For Television

One-day conference devoted exclusively to discussion of the use of films in television will be held at the Hotel Commodore on Monday,

(Continued on Page 2)

## NAB To Consider White Bill Section-By-Section Jan. 5

The NAB legislative committee will meet here January 5 to go over the new version of the White Bill, section by section. Senate Interstate and Foreign Commerce Committee Chairman Wallace H. White, Jr., author of the bill, told RADIO DAILY he is hopeful that industry suggestions will be offered before the bill is approved by the full committee and brought to the Senate floor.

The bill, as it now stands, is in the form exclusively outlined in

## Washington "Post" Exec. First B'caster To Get Chair; E. K. Jett Resigns To Join Baltimore "Sun"

## White Named Prexy Of Columbia Records

Frank K. White, vice-president and treasurer of Columbia Broadcasting System, has been named president of Columbia Records, Inc., with Edward Wallerstein, president of the company since 1938, becoming chief executive officer as chairman of the board.

Mr. White joined CBS as treasurer in 1937. He is also presently a vice-

(Continued on Page 2)

## 520 AM Stations Listed As Subscribers To BMB

Total subscriptions to Broadcast Measurement Bureau's service compiled the past week-end listed 520 AM stations and seven FM stations. This total is expected to increase before the BMB deadline for subscription discounts expires on Jan. 1.

New subscribers reported include:

(Continued on Page 2)

## Benny, Allen, McCarthy Lead in Pulse Survey

The five metropolitan areas report of The Pulse, Inc., for November and December lists Jack Benny, Fred Allen and Charlie McCarthy, in that or-

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Wayne Coy, radio director of The Washington Post, was named Friday by President Truman to the FCC Chairmanship. At the same time George Sterling, chief engineer of the Commission, was named to fill out commissioner E. K. Jett's term, which runs until June of 1950. Jett's resignation was tendered the President Friday and is effective this Wednesday.

Both names are expected to receive

(Continued on Page 3)

## Webs, Stations Aid City In Worst Blizzard

New York City's worst one-day snow storm in history last Friday spotlighted radio's public service capabilities as local stations cancelled out commercial station break announcements and interrupted programs to bring listeners up-to-the-minute reports on transportation and snow conditions. Radio itself was not without handicap for the four networks and many indie stations operated on short staffs, such key person-

(Continued on Page 8)

## Salt, Ex-BBC Official Dies Suddenly In U. K.

London—(By Cable)—John Salt, former North American director of the British Broadcasting Corporation, died suddenly at his home in Manchester last Friday.

A veteran radio executive in the

(Continued on Page 3)

## Protesting

London—BBC Staff and Technicians' Association has sent a strong protest to the Corporation's Governors against the appointment of an air force officer, Air Chief Marshal Bottomley, to the newly-created post of Director of Administration on the BBC Board of Management. He is said to possess "no broadcasting or administrative experience as a civilian."

(Continued on Page 8)



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

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 6425 Hollywood Blvd. Phone: Granite 8607  
**WASHINGTON BUREAU**  
 Andrew H. Older, Chief Managing Claret  
 6417 Dahlgren Rd. 2122 Decatur Pl., NW  
 Phone: Wisconsin 3271 Phone: Hobart 7627  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland St. 155 N. Clark St.  
 Phone: State 2332  
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

**Litchfield Is Honored For Program Sponsorship**

(Continued from Page 1)  
 annual dinner on Feb. 3 at the Waldorf-Astoria Hotel.

Litchfield was responsible in a big way for Goodyear's putting the unusual type of program on the air, one that carries no commercial announcement other than identification of sponsor. From the beginning he encouraged the producers and the Kuder-encouraged the importance of complete sincerity in the program regardless of rating.

Another 1947 Public Relations Award will go to Conger Reynolds of Standard Oil Co. of Indiana "for doing the most to improve the techniques and applications of public relations through top-flight proficiency from the professional standpoint."

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 Largest display of radio and television ever made public was planned for the New York World's Fair, 1939. . . Lux Radio Theater added 25 Canadian outlets to its CBS web making a total of 85 stations. . . RCA Victor informed its dealers not to sell records to stations. . . "I've Hitched My Wagon to a Star" (Harms, Inc.) joined the list of songs receiving most network plugs.

**WPDQ's**  
**TIME-BUYERS JACK POT**  
 CHRISTMAS WEEK WINNER  
**JOHN CRANDALL**  
**SHERMAN & MARQUETTE**  
 Next Week ? ? ? ?

★ **COMING AND GOING** ★

**HARRY WISHER**, American network sports director, is in Montgomery, Ala., over the week-end where he broadcast a play by play account of the Blue and Gray football classic over the "Cavalade of Sports" national hookup throughout U. S.

**WELLS CHURCH**, CBS director of News Broadcasts, leaves today on an extended tour on which he'll visit the San Francisco and Los Angeles affiliates, to confer with newsmen.

**JOSEPH TALL**, CBS radio engineer, left over the week-end left for Chicago to set broadcasting facilities for the networks coverage of the American Association for Advancement of Science, to be held there.

**MEL ALLEN**, veteran sportscaster, back in town today from Montgomery, Ala., where he assisted in the airing of the Blue and Gray annual grid classic.

**LOWELL THOMAS** left Friday for Lake Placid, N. Y., from which point he will broadcast his daily evening broadcast. He'll remain there the entire week.

**JAMES J. KRIEGSMANN**, photographer of radio and stage personalities, to Miami Beach, Fla., for a two-week vacation.

**KINGSLEY HORTON**, ass't manager and director of programs and sales for WEEL, has returned to his desk at the station's offices in Boston.

**520 AM Stations Listed As Subscribers To BMB**

(Continued from Page 1)  
**WMOB** Mobile, Ala.; **WTBF** Troy, Ala.; **KFSA** Fort Smith, Ark.; **KFFA** Helena, Ark.; **KVHI** Little Rock, Ark.; **KAFY** Bakersfield, Cal.; **KSDJ** San Diego, Cal.; **KQW** San Francisco, Cal.; **WGBA** Columbus, Ga.; **KIOA** Des Moines, Ia.

**WEEK** Peoria, Ill.; **WOMI** Owensboro, Ky.; **KTBS** Shreveport, La.; **WLAM** Lewiston, Me.; **KVOX** Moorhead, Minn.; **WGCM** Gulfport, Miss.; **WQBC** Vicksburg, Miss.; **KGVO** Missoula, Mont.; **WOR** New York, N. Y.; **WFBL** Syracuse, N. Y.; **WGNC** Gastonia, N. C.; **WADC** Akron, O.; **WKY** Oklahoma City, Okla.; **KOAC** Corvallis, Ore.; **WSAN** Allentown, Pa.; **WREC** Memphis, Tenn.; **KATL** Houston, Tex.; **KCMC** Texarkana, Tex.; **WLXC** La Crosse, Wis.; **WOMT** Manitowoc, Wis.; **WDSM** Superior, Wis.

Stations who have ordered interim measurements as of December 24 are: **WTBF** Troy, Ala.; **WFSB** Fort Smith, Ark.; **KROP** Brawley, Cal.; **KREO** Indio, Cal.; **KPRO** Riverside, Cal.; **KIST** Santa Barbara, Cal.; **WMBD** Peoria, Ill.; **WJBC** Bloomington, Ill.; **WCTT** Corbin, Ky.; **WLAM** Lewiston, Me. **WCTC** New Brunswick, N. J.; **WNDR** Syracuse, N. Y.; **WHHT** Durham, N. C.; **WEWO** Laurinburg, N. C.; **WMRN**, Marion, O.; **WEDO** Mekeepsport, Pa.; **WDSC** Dillon, S. C.; **KATL** Houston, Tex.; **KRKO** Everett, Wash.; **KWSC** Pullman, Wash.; **WDUZ** Green Bay, Wis.

**White Named President Of Columbia Records**

(Continued from Page 1)  
 president and director of Columbia Records, Inc., a director of Broadcast Music, Inc., trustee and treasurer of the New York Housing Trust, and trustee of the Rye Country Day school.  
 Both Mr. Wallerstein and Mr. White will continue as directors of CBS.

**Walton's New WINS Show**  
 Sidney Walton, WINS newscaster, takes on an additional nightly show, at 7:30 beginning Jan. 5. At the same time he will inaugurate a series of exclusive shortwave reports from Paris on his 10:30 stanza. Both programs are sponsored by Paradise Wines through Olian agency.

**Benny, Allen, McCarthy Lead in Pulse Survey**

(Continued from Page 1)  
 der, as the top evening network shows. Cities covered by the firm are New York, Philadelphia, Boston, Chicago and Cincinnati.

Leading the daytime were Breakfast Club, Helen Trent and Our Gal Sunday. The Shadow, Counterspy and Detective Mysteries, in order, were the top three week-end daytime shows.

Completing the top 10 evening list were Lux Radio Theater, Fibber McGee & Molly, Bob Hope, Truth or Consequences, Mr. D. A., Fitch Bandwagon and Red Skelton.

Sets-in-use in Cincy was 30.3, "significantly higher" than in any of the other cities. According to Pulse, "this may be a reflection of a different pattern of household activities throughout the week." The report stated also that the three eastern cities "listen more heavily to morning shows than do Chicago and Cincinnati," with the reverse "true of afternoon shows."

**One-Day Confab Set On Films For Television**

(Continued from Page 1)  
 January 26, under auspices of Televiser Magazine. Over 200 top execs from tele and the film industry and advertising agencies are expected to attend the sessions, which will be closed to registrants.

Among the topics to be covered by the conference are: "Television's 25 Uses for Film"; "Filming One-Minute Video Commercials"; "Reducing Film Costs"; "Film Standards for Television"; and "Film Package Shows." In addition, four specially prepared reports will be presented on the following: "Film Rental and Booking Practices Among Television Stations"; "Video Clearance Rights for 16mm"; "Types of Films Wanted By Today's Video Stations and Advertising Agencies"; "Getting Film Business Today."

**WANTED IMMEDIATELY!**  
 Program Director Studio Manager, Local AM 37 KW FM. Full responsibility independent operation. Excellent opportunity for experienced man at Madison, Wis. studio. Write Wm. C. Forrest, Licensee, Poyette, Wis.



**Playing for keeps**

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

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

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

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

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

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



**W-I-T-H**

AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally By Hoodley-Reed

# Coy Named FCC Chairman; Jett Joins Baltimore "Sun"

(Continued from Page 1)

nearly approval by the Senate Interstate Commerce Committee, and there is no indication that they will meet much opposition from the full Senate. One of the conditions upon which Coy agreed to accept the post is reported to be assurance that he will not be subject to a confirmation fight. He will fill out the term of former chairman Charles R. Denny, which expires June 30, 1951.

Coy, thus becomes the first broadcaster to be named to the Commission chair. The Post is licensee of stations WINX and WINX-FM here in the Capital, independent stations with a programming emphasis upon good music.

Coy's appointment is immediately effective so that he will serve during the period before he is confirmed by the Senate.

The appointment of Coy had been anticipated, but the Jett resignation was a well-guarded secret. It was a very recent decision, but the White House was apprised of the move far enough in advance to have time to decide upon Jett's successor. Sterling, a Maine Republican 53 years old, is reported to have had strong backing for the Commission from Senator Wallace H. White, Jr. of Maine, chairman of the Senate Interstate Commerce Committee and Congressional friend of the President.

Jett will become vice-president and radio director of the Baltimore Sun, licensee of WMAR-TV, television station now on the air, and of WMAR and WMAR-FM. WMAR is to be an independent one kilowatt station now under construction for the 850 band, and WMAR-FM is to be on the air within another week, Jett said Friday. He said his first proffer of the post came within the past month, and that it was not until the last week or so that he had decided to accept.

Selection of former Commissioner Ray C. Wakefield to replace Jett as U. S. representative on the International Provision Frequency Board antedated his decision to leave the Commission, Jett said.

Jett wrote the President Friday that:

"It has not been easy to make this decision after having served in the Government for nearly 37 years. During all this time, including 18 years in the Navy and nearly 19 years with the Commission, I have been richly rewarded by association and friendship with officials and employees throughout the Government. Similarly, I have received the wholehearted support of representatives of industry and other organizations in assisting the Government with its many problems.

"For all of this, I wish to express my deep appreciation, and to you I am especially grateful for the opportunity to have served as a member of this Commission. Though leaving official life, I assure you that my interest and co-operation will continue undiminished."

The President replied that he accepted the resignation "with genuine regret." He wrote: "Yours has been a long and distinguished service to the Government, first in the Navy and then with the predecessor agencies of the Federal Communications Commission and with the Commission itself. In view of the personal problems which you have outlined to me I cannot insist upon your continued service. I should like to express specifically my commendation of the fine work you have done as the United States representative at many international communications conferences and on inter-departmental committees coordinating governmental activities in the communications field."

Two new appointments leave the Commission with a balanced political appearance. Coy and Commissioners Durr and Walker are registered Democrats, while Commissioners Jones, Hyde and Sterling are Republicans. Commissioner Webster is an Independent, as was Jett.

Coy, a native of Indiana and former newspaperman, is 45 years old. He has served as a director of NAB and of FMA, of which he was one of the founders.

Sterling is a native of Portland, Me. He became interested in radio 40 years ago, establishing an amateur station at his home. In 1913 he took out the first amateur license in the state of Maine, and has been associated with radio ever since except for a short period in the Army during World War I. He is a senior member of I.R.E., and lives with his wife and two daughters in a Washington suburb.

## Salt, Ex-BBC Official Dies Suddenly In U. K.

(Continued from Page 1)

United Kingdom, Salt joined the BBC in 1936, and was a director in his home region until 1939. From 1940 to 1942 he was a director of the European Service, and served in the U. S. in a similar capacity until 1945.

# Season's Greetings from WMT



—our thanks to all those national and local advertisers who have helped us bring entertainment and information to Eastern Iowa for a quarter of a century.

**WMT**  
CEDAR RAPIDS

The Station Built By Loyal Listeners  
Now in its 25th Year!

BASIC COLUMBIA NETWORK  
5000 WATTS 600 K. C. DAY AND NIGHT

Worcester  
**WTAG**  
Slanted to the  
Central New  
England  
Market

CHICAGO

By NAT GREEN

AFTER sixteen years as Judy on "Judy and Jane," Marge Calvert decided she was in a rut and resigned. Geraldine Kay takes over. Perry Como will be on hand today (Monday, Dec. 29) to help launch the new Duke Ellington Show at 11 p.m., on WSBC. Plans call for exchange of requests between Perry and the Duke, and such tunes as "Flamingo," a Duke original, and "Two Loves," a Como specialty. Bill Despard, WBBM announcer, is spending the holidays in New England. Fahey Flynn, news and sportscaster on WBBM, is holidaying in Ohio. Maurice Copeland surprise partyed the Nelson Olmsted at his home today (Monday, Dec. 29). Olmsted is moving to New York early in the new year. Jack Owens, of the "Breakfast Club," elated over his tune "How Soon" making the Hit Parade on December 20. As a result of a recent probe by Jim Hurlbut, WMAQ-NBC reporter-commentator, a city ordinance designed to control sale of pistol and revolver ammunition has been introduced in the Chicago city council. Elizabeth Wolcott of the WBBM department of education will address the Pan-Hellenic Group at Elmhurst College on January 8, on the topic "Our American System of Broadcasting." Edwin Cerny, supervisor of transcriptions for NBC, is vacationing in California. NBC "Parade of Stars" kits of 50 caricatures by Sam Berman have been sent to NBC central division clients and their advertising agencies by salesmen representing the accounts. E. R. Borroff, vice-president in charge of ABC's central division, has been appointed a member of the mayor of Chicago's advertising committee on traffic and safety by Mayor Martin H. Kennelly. Elizabeth E. Marshall, Illinois chairman of the Association of Women Broadcasters, announces that as a result of the recent AWB conference in Chicago, 40 new members have been accredited to Illinois AWB membership by their station managers. The James Bennetts (he's personal manager of Don McNeill) are the parents of a son, Donald, born December 16 at St. Luke's Hospital, Chicago. Weighed 7 pounds 10 ounces. ABC's "Breakfast Club" will be one of the feature attractions of the St. Paul, Minn., Winter Carnival on February 6.



Mainly About Manhattan . . . !

● ● ● ABC interested in bringing back "Blind Date" (with Arlene Francis and Ward Wilson) as a co-op. . . Sources close to the White House predict that Pres. Truman will soon ask the nation to voluntarily cut down on pleasure driving in order to conserve fuel. . . Rumors have it that the Disc Jockey shindig skedded for the Met on Jan. 25th (with top stars entertaining) will be more of a protest meeting against Petillo. . . Du Mont is gonna try and revive vaudeville via television. . . Radio mystery writers paying for "gimmicks"—claiming that once they have the one trick by which the criminal is unmasked, the rest of the script is just so much padding and atmosphere. . . With prices so high, Arthur Murray contends that money no longer talks. It just goes without saying. . . A recently completed Dep't of Commerce study on U. S. economy predicts all-time boom conditions in the nation during '48. . . Cartoonists holding their annual Christmas party the other nite at the Inkwell discussed mainly the idea of animated cartoons for television. . . How Corny Can You Get Dep't: One of the local stations in H'wood broadcasts directly from a foot clinic with the doc diagnosing foot trouble directly from his office while treating a patient. . . Ruby Goldstein looks so much like Guy Lombardo that when the former pug signed an autograph coming out of Toots Shor's, the youngster became furious and said: "Who is this? I thought you were Guy Lombardo"



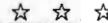
● ● ● "Your running controversy over the merits of Mathematics in Humor between the creator of that arithmetic cult, Art Henley and Jack Rubin," writes Geo. Lewis, "has resulted in the Gag-writers Institute offering its platform to a debate between the two lads (Jan. 14th) on 'Can Two Plus Two Equal Your Father's Mustache?'"



● ● ● AROUND TOWN: Biggest opening in town tonite skedded for the Pennsylvania with Frankie Carlo and his great crew moving in. . . Two of radio's top producers of kid programs (Jack Barry with "Juvenile Jury" and Robert Maxwell with "Superman") are bachelors. . . It's a boy (Andrew) at the Saul Kriegs, and a girl (Holly Stewart) at the Brent O. Gunts. . . Swell idea on the part of Old Gold and Nodicks to jointly bankroll the Ivy League basketball games. Our old pal, Don Dunphy, will call the plays for the remaining nine games. . . Symphony Sid Torin, WHOM's disc jock, got hitched last week to Powers model Lois Honize. Congrats. . . Radio Mirror planning to change its tag to Radio and Television Mirror. . . Dorothy Day, who was one-half of an early husband-wifo combo, panning a three-times-weekly radio cofm for new syndicate, Affiliated Features, Inc. . . NBC's television platter spinner, Jack Kilby, reported to be a big click in out-of-town; tryout of Joe Hyman's new musical, "Make Mine Manhattan."



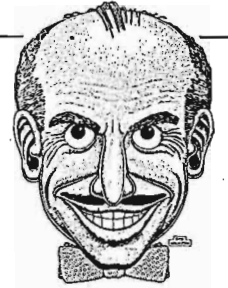
● ● ● LUV 'n KISSES: Susan Miller's thrushing on the Abbott & Costello ailer. . . Judy Canova's Majesticrooning of 'B'nanas Ain't Got Bones.' . . The terrific Hi-De-Hot show at the new Club Ebony. . . Dolly Dawn's Regent platter, "Something I Dreamed Last Night." . . Jean Sablon's Victor disc of "A Tune For Humming." . . Ted Steele's daily WMCA disc-jokie sessions. . . WHN's new singing sensation, Sammy Solo, who rates' network coverage.



● ● ● MANHATTAN SCENES: Crooner Vic Damone entering an up-town gym—no doubt to do his Christmas shopping. . . Toughie Anthony Quinn giving the once-over to a collection of pretty dolls—the ones on display with stuffed pandas in a mid-town dep't store. . . Basil Rathbone being shown to a table at the Chateaubriand. (See hero, Mr. Sherlock Holmes).

IT TAKES ALL KINDS OF PEOPLE . . . to run a radio station

caricature by BASIL WOLVERTON  
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



H. QUENTON COX KGW MANAGER

KGW Manager H. Quenton Cox was born in a post-office in Murdock, Nebraska. Perhaps this unique birth-place accounts for the "dead letter" in his name—the letter "H" which, in his case is a name in itself; it does not stand, as you might suppose, for Henry or Harold—just H and omit the period, please. "Q", as he prefers to be called, is a man of many interests. Weekends, he gardens enthusiastically on his country place in the Tualatin valley; he is active in civic betterment projects of all kinds. Currently he holds office as a district vice-president of the Advertising Association of the West and is the Coast representative on the National SPAC radio committee. Although we have put these "spare-time" activities first, all phases of the Cox career converge in his management of KGW. "Q" came to the station in 1936 from the advertising department of one of the country's largest department stores, and his eventual rise to the position of manager was inevitable in an organization that believes in promoting men from the ranks. As manager of KGW, "Q" Cox continues to make friends for himself, for the station, for radio. No man could do more!



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

HAPPY NEW YEAR!



# The Mailbag

## ★ THE WEEK IN RADIO ★

## HAWAII

By JOHN WILLIAMS

### U. S. Radio In Germany

On December 9, RADIO DAILY carried a story reporting an observation of Gregor Ziemer, educational director of Brown Hall, that entire control of radio in Germany would be turned over to the German Post Office on January 1, 1948.

Mr. Ziemer informed this office that he had been correctly reported and that he had obtained this information when in Germany recently.

As this was in contradiction to Military Government policy as known here, this office queried the Radio Control Branch, Information Control Division, Office of Military Government for Germany (US) and on December 18, received the following reply:

"There is no intention to turn over any of our stations to the German Post. On the contrary, it is policy of Military Government to separate radio from the Post Office and to set up radio as an independent instrument controlled by bodies which may be representatives of all civic groups of the Laender population. Stations are now run by Military Government and will continue to be run by Military Government until the Laender have passed satisfactory laws incorporating the stations along above line.

"It is true that the German Post has been directed to turn over radio facilities to Land Governments who will keep them in trusteeship for the future radio institutions."

The transfer of broadcasting properties from the German Post to individual Land Governments to be held in trusteeship for future radio institutions is an implementation of consistent U. S. Military Government policy to limit the part of the German Post in radio broadcasting and to see that no possible future central German Government agency is permitted to exercise control over radio or any other information medium.

In the U. S. Zone, the German Post is not operated any broadcast transmitters since the beginning of the occupation. The Post now services lines and is utilized as a collection agency for listener fees. It does not control the distribution of these fees.

It should also be pointed out that there is a distinction between control and operation which is not usually appreciated in stories which report Military Government's policies in regard to German radio. There is no intention now of abandoning control even though the operations become completely German. As a matter of fact, Radio Control Officers are being recruited in the United States for work in Germany as replacements become necessary.

Incidentally, your publication is of great service in helping us locate program material and ideas in our function of supplying radio program material for use in occupied areas.

Sincerely yours,

RICHARD J. CONDON,  
Chief, Radio Section,  
New York Field Office,  
Department of the Army.

### Banks Use More Radio

By VAL ADAMS

**B**ANKS finding loans aren't the only things which pay off. They've increased use of radio advertising 20-fold in last 10 years according to "Banking," journal of American Bankers Association. Co-ops get biggest play from banks, partly because of prestige in sponsoring nationally known programs. As for type, bankers like news shows best.

Radio repair racket found common in certain segments of the trade throughout the country says Research Institute of America. Better Business Bureaus ready to swing into action. Over 500 stations dedicated special Christmas shows for hospitalized veterans. Many sent out live entertainment to perform at bedside. . . . Kenneth Fry resigning next month as chief of the International Broadcasting Division of the State Department. He expects to return to network radio in New York.

ABC grossed \$43,548,057 in 1947, a 7.22 per cent increase over last year. Food and beverage industries topped the list of clients, followed by drug and toilet goods companies. . . . Sale of co-ops on Mutual increased 123 per cent this year but gross revenue was down about 15 per cent. MBS added over 100 affiliates in 1947, bringing total to 483. . . . WGAY, Silver Springs, Md., making spirited defense before FCC of its broadcasts of race results. Controversy started when WWDC, Washington, complained it had dropped race results only to have such broadcasts taken up by WGAY and WOL.

No sign of any deal between Petrillo and record industry to halt his recording ban Dec. 31. Trade opinion is that back logs built up in recent months can hold the fort indefinitely. . . . Industry music committee hiring outside legal and public relations counsels in a new kind of campaign to deal with Petrillo.

Fierce competitive fights looms in '48 for radio set manufacturers. Price cutting offensive will be launched after first of the year by several top manufacturers. . . . Set production by RMA members hit new high in November, bringing total for first 11 months of year to nearly one million. Production of television receivers also set record in November and was 77.9 per cent higher above monthly average this year.

Midwest won't get live television coverage, as had been hoped, of political conventions in Philadelphia. Tele execs planning for coverage said there is no assurance equipment could be secured and installed in time. . . . RCA to triple its video transmitter output in 1948. . . . Chicago has over 11,000 television sets in operation and may have 15,000 by mid-January, WBKB officials estimate. Windy City had 353 receivers on Nov. 1, 1946.

Review of the year shows Congress has become very radio conscious. Politicos have new awareness of radio as important aid in political advancement. . . . FMA proposed to FCC that FM licenses be granted for three years. Grants now are for only one year. . . . New batch of video applications received by FCC. . . . G. Bennett Larson, former general manager of WPEN, Philadelphia, named vice president and director of television for WCAU.

Stormy and competitive era lies ahead for all ad media, said C. E. Hooper. . . . Texaco's Tony Martin show switching from CBS to ABC. Same sponsor putting a new program in the same Columbia spot, however. . . . Dr. Augustin Frigon of CBC revealed that privately owned stations in Canada have increased from 63 in 1920 to 125 today. There are 11 CBC owned outlets.

**W**VTZ, main transmitter of Armed Forces Radio Service at Ft. Shafter near Honolulu, is a model combined operation. To cope with daily schedule increase to serve other branches of armed forces, the navy, air corps and marines are assigning men to WVTZ under army's wing. Latest assigned are Chief Water Tender Howard R. Hampton, USN, of Jacksonville, Fla., and John Mirmak of Wilkes Barre, Penn., of Hawaiian Air Materiel Area.

Hampton, who has restricted RTL, is an announcer-operator, and Mirmak, who has been with the army's Pacific-Playhouse Group, is named news announcer.

Radio was used heavily by local merchant biggies for Christmas and New Year goodwill. Hawaiian Electric Co., public utility, sponsored Lyric Ensemble, local live show of 30 women, in half-hour programs via KGU. Theo. H. Davies & Co., sugar factors, transcribed series given in fall by Honolulu Symphony Orchestra under baton of Fritz Hart, and held them for airing via KGU. Both companies were widely complimented.

# WNJR



is in the heart of

## NORTH JERSEY

5000 WATTS • 1430 KILOCYCLES

Keen to the North Jersey pulse, WNJR programs exclusively for this rich market of 1,000,000 homes! WNJR, with North Jersey really at heart, is the strong new artery to tell your story!

Otis P. Williams  
General Manager  
91-93 Halsey St.  
Newark 2, N. J.

the radio station of the  
**Newark News**

## Program Emphasis In CBS 1947 Review

(Continued from Page 1)

amounting to 8,493 hours of air time. The largest single class of programs was news and sports, with 7,433 programs, 1,384 hours devoted to this category during the past year. However, drama 96,168 programs; 2,064 hours, consumed more actual time on the air, the statement reveals.

Sustaining programs on CBS consumed 5,045 hours as compared with 11,175 sponsored programs consuming 3,448 hours. A total of 6,899 hours of serious music was broadcast with light and popular programs amounting to 2,523 hours. In the variety category, there were 1,441 programs for a total of 764 hours. Religious programs consumed 116 hours for a total of 234 programs.

"During the year, CBS again placed its greatest emphasis on programming," the statement continues. "The activities of its program department both in Hollywood and New York were considerably intensified and year's end finds Columbia with the largest program department in history."

The importance of Friday night programming as "Fun Night" is pointed out in the year's review. Three successive hours, containing six comedy programs, have been scheduled for Friday nights.

It is disclosed that plans are underway to establish "an extensive Sunday afternoon music schedule. Planned sequential entertainment for Saturday nights and a new Thursday night schedule concentrating on drama and adventure are in the work."

### Review Tele Progress

On the subject of television, the CBS statement reveals:

"In February, the Federal Communications Commission denied CBS petition that technical standards be set for ultra-high frequency full color television. But in the field of black-and-white television, Columbia expanded its operations substantially and nearly doubled its scheduled 'on the air' hours.

"The company has pioneered developing techniques for television 'actuality' broadcasting, capitalizing on the authentic appeal of actual surroundings. As an example, instead of bringing museum pieces in the studio, the television crew goes into the museum.

"CBS television coverage in 'brought viewers the Dodgers' home games as they battled their way to the National League pennant, thrilled from Jamaica, Belmont at Aquaduct, and many colorful spectacles and sports events from Madison Square Garden. The latter brought into homes and public places the scenes and flavor of the big circus and rodeo, basketball, hockey the horse show and other major sports contests.

"On December 15, CBS filed application with the Federal Communications Commission for a television outlet in Boston as another link in its projected Eastern net-

## CALIFORNIA COMMENTARY

### California Commentary . . . !

● ● ● Frank Leahy, coach of Notre Dame and athletic advisor of WJR, Detroit, was a surprise speaker at the annual Christmas party given by KMPC at the Beverly Hills Hotel. He praised the work G. A. Richards, owner of KMPC, WJR and WGAR, Cleveland, has done

### Hollywood

on behalf of the American way of life, and in a lighter vein, said he would like to coach tackles like Bob Reynolds, manager of KMPC. Bob, by the way, was an All-American while at Stanford. Incidentally, Owner Richards is no stranger to football, having been the owner of the Detroit Lions. Tom Broneman is seeking a name for his new magazine and is offering prizes totalling \$25,000. Chet Lauck and Norris Goff, "Lum and Abner," will make a tour on behalf of the March of Dimes. They leave Hollywood Jan. 14, with the first stop to be Kansas City, Mo., Jan. 15, followed by appearances at St. Louis, Indianapolis, Louisville and Atlanta. Dave Willock, Jack Carson's ace stooge on his NBC show, has been set for a fat supporting role in Ray Milland's new Paramount flicker, "Scaled Verdict." Meredith Willson is trying to complete work on his biographical story of radio, "The Talking People," before the holidays. At the request of a leading publisher, the tome is being doubled in size.

★ ★ ★

● ● ● The Dale Evans comic strip biography that National Comics brings out next month misses only one detail—it went on the presses too soon for Dale's New Year's Eve wedding to Roy Rogers to be mentioned! Judy Canova's own Hollywood guidebook gives first place to the Valley hamburger joint that calls itself "Ye Hilly Billy Grilly." Ed "Archie" Gardner and Art Linkletter weekendend in San Diego. Matty Malneck takes over the balon on the Abbott and Costello show, in addition to his "Duffy's Tavern" chores. He is also cutting a batch of his own compositions, including "Misty Waters" and "Pinwheel," at Radio Recorders for European distribution. Amos 'n' Andy did their famous "Silent Night" Christmas show Dec. 23 for the seventh consecutive year. Many critics declare this is the show that has topped anything the team ever did, a terrific top-performer.

★ ★ ★

● ● ● Jack Benny's new Hooper of 27.7 places him in the No. 1 spot and he is highly elated, inasmuch as he attained the rating without the use of any guest artist on his program in the 12 weeks period of contests. Tex Beneke opened at the Palladium the night before Christmas Eve. He's having a busy time of it between now and Dec. 31, making two shorts, at Metro and Universal-International, and recording every spare moment to beat the Petrillo deadline. Disc Jockey Bill Anson dispatched his family to Chicago for the holidays. The Moderates are dedicating their "Memories in Tempo" record album to bandleaders and singers who have died in recent years, including Glenn Miller, Ben Bernie, Hal Kemp, Russ Columbo, Fats Waller, Bunny Berigan, Chuck Webb and Jimmie Lunceford.

★ ★ ★

● ● ● Tommy Dorsey has signed Hal Derwin and Pee Wee Hunt for his Casino Gardens New Year's Eve. Clyde Rogers left Freddie Martin's band Dec. 21 to tenor on his own. Ever heard of twin horses? Tex Ritter bought a pair in Texas. They're pure white. The radio colony was well represented at the Yuletide party Agnes Moorehead gave at the Le Pavillon. Garry Moore's been named "Lieutenant-Kernel" in the "Laugh-a-day club" of Poteet, Tex., in the heart of the Lone Star State's peanut-raising country. The outfit's an organization of ex-servicemen, and they've warned Garry to expect a mammoth gunny-sackful of peanuts in recognition of his new "commission," which ranks him high, according to the club's proud boast, among "the biggest nuts in the world."

## Bright Tele Outlook Forecast By Sarnoff

(Continued from Page 1)

"that I believe it will make this new year one of the greatest in the history of radio, as a science, an art and an industry."

Sarnoff forecast 50 or more video stations in operation next year, with 750,000 or perhaps as many as 1,000,000 receivers in use by the end of the year. The New York area will have 400,000 sets, he said, with an estimated audience of about 2,400,000.

"Based upon the progress to date," he continued, "within a year television measured in consumers prices will approach the status of a \$500,000,000-a-year industry, and it will grow in size with the years. For the first two years of commercial television—1947 and 1948—it is estimated that the American public will spend approximately four times as much for television receivers as it did for broadcast receivers during the first two years of sound broadcasting—1921 and 1922."

Turning to FM, Sarnoff said it continues to demonstrate its value to the public and to the industry, but has been slowed perceptibly by restrictions which forbid music aired by AM outlets and webs to be transmitted simultaneously by FM. "It is hoped that these restrictions may soon be removed," he said. "FM will then move ahead more rapidly."

The statement also dealt with ultra-fax, a combination of tele, radio relay and photography, as "another revolutionary advance in communications." Developed in RCA labs, ultra-fax can handle printed matter and letters at the rate of 1,000,000 words a minute, and can transmit photos, maps and other illustrations at the rate of 30 pages a second, he said.

Discussing the impact of tele on national affairs, Sarnoff said the new medium "is more likely to revolutionize politics than sound broadcasting did. Political candidates may have to adopt new techniques to benefit from visual radio; their dress, their smiles and gestures, all will be important. How they look, as well as what they say, may determine, to an appreciable extent, their popularity. The eyes of the public will be upon them."

He pointed out that tele "was one of the main reasons" for the selection of Philadelphia as the site of the 1948 political conventions. "Television as a new means of vote-getting will go into action on a broad front," he added. "Before the polls close on the 1948 presidential election, television will reach substantial areas in at least 21 states having more than two-thirds of the national total of electoral votes."

### Another Course For Ira Marion

Ira Marion, ABC staff writer, who has been teaching radio writing at Temple University, Philadelphia, will begin instructing an advance course in practical writing which will be a part of the University's Radio Workshop that begins operations on Thursday, Jan. 22.



**THE  
1948  
RADIO  
ANNUAL  
WILL  
CONTAIN  
A  
COMPLETE  
LIST  
OF  
CONSULTING  
ENGINEERS**

---

**NOW IN  
INTENSIVE  
PREPARATION**

## COAST-T-O-COAST

## —COLORADO—

**DENVER**—The six Denver Ford dealers have signed to air Denver University's 10 home basketball games over KMYR. Announcer for the series is free-lance sportscaster, Mark Schreiber. . . . KOA has received two special awards from the Advertising Club of this city in recognition of the "Ads of the Month," for program promotion and transit advertising. The awards were made by Kent Thomas, Jr., chairman of the "Ad of the Month" to Rand Smith, KOA advertising and promotion manager.

## —MASSACHUSETTS—

**BOSTON**—Harold E. Fellows, WEI general manager and manager of CBS operations in New England, has been appointed a member of the Advisory Committee of the northeastern regional office of the National Conference of Christians and Jews, Inc. . . . New television technical supervisor of this city's first television station, WBZ-TV, which is expected to inaugurate service early in March, 1948, is Sidney V. Stadig, member of the WBZ engineering staff. **HAVERTHILL**—Lew Sargent, active in radio for 14 years, has been appointed commercial manager of WHAV. He formerly served with WEEL Boston, WHDH, WNAC and WKOX.

## —NEW HAMPSHIRE—

**LACONIA**—Warren Brewster, general manager of WLNH has announced the appointments of Ross Stevens to the post of commercial and promotion manager and Al Maffie to the post of station program director. . . . **PORTSMOUTH**—F. B. Poe, Jr., has been appointed sales representative of Electronics Laboratory of New Hampshire, a branch created by WHEB for sales of electronic devices including two-way mobile and shipboard equipment. Other staff additions include Carl Behr, in the promotion department; Thomas Kidd, engineering department; Marcia White, continuity department; and Norman Prescott, who has joined the announcing staff.

restrictions and conditions of this Act or of a treaty ratified by The United States, or

(3) Has violated or failed to observe any rule or regulation of the Commission authorized by this Act, the commissioner may institute a proceeding by serving upon the licensee an order to show cause why it should not cease and desist from such action . . .

"If any licensee shall permit any person who is a legally qualified candidate for any public office in any primary, general or other election, to use a broadcast station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcast station.

"If any licensee shall permit use of a broadcast station in support of or in opposition to a public measure to be voted upon as such in any referendum, Initiative, recall or any

## —CONNECTICUT—

**HARTFORD**—"Make Mine Murders" original script by Ralph H. Klein, WONS program director, was recently given a repeat performance on the Mutual network's "Encore Theater." The play was first broadcast on this network early in 1946. . . . The "Mr. Care" contest, conducted by WTIC in conjunction with local newspapers and the Junior Chamber of Commerce ended early last week, the winner receiving more than \$3,000 worth of prizes donated by this city's merchants. The lucky person identifying "Mr. Care" as Douglas Corrigan, was Mrs. Henry J. Meyer who gave the second best reasons on that particular night why she "gave to CARE." Among the prizes won were electric appliances, furniture, wristwatches, suits, evening gowns, furs and other wearing apparel, a bicycle, ski outfit, fishing tackle, guns and tubes, rifle, camera, pen and pencil set, airplane trips, beauty treatments, dine and dance entertainment and a baby sitter.

## —LOUISIANA—

**NEW ORLEANS**—WWL recently played Santa to some 380 young patients at Charity Hospital who were presented with at least three gifts each, as a result of the Loyola station's "Toys for Tots" campaign. In addition, more than 500 New Orleans orphans were given a Christmas Eve party in the grand ballroom of the Roosevelt Hotel by the station. The "Toys for Tots" campaign was originated by the general manager and program director of the station, Howard Summerville, Sr., and Henry Dupre, respectively. . . . **SHREVEPORT**—New addition to the KWVK transmitter staff is Thomas Linxwiler, maintenance engineer.

## —ALABAMA—

**BESSEMER**—New WJLD staff members include John L. Slatton, who has been appointed station promotion manager; Peggy Calder, musical director, and Maurice Edward McKinney, who is acting as chief engineer. . . . **MOBILE**—WMOB recently completed their new 446 foot antenna, the tallest structure of any kind in this city. The new site is located in the heart of the greater Mobile trading area.

other form of public election, or shall permit use of a broadcast station for the presentation of political or other public questions of a controversial nature, he shall afford equal opportunities, in the aggregate, for the presentation of opposite views on such public measures or political or public questions."

The bill provides also for increasing commissioners pay from \$10,000 to \$12,500 annually, for a ban on issuance of licenses or construction permits to former commission officials individually or in conjunction with other individuals for one year after they have left the Commission, for identification of speakers and their sponsors on controversial broadcasts, for identification of newscasts as news and/or commentary, for the issuance of declaratory orders by the FCC and for a revision of the Commission's appeals procedure.

## Webs, Stations Aid City In Worst Blizzard

(Continued from Page 1)

nel as engineers and announcers being snowbound at home. Some day-side personnel found themselves working on through Friday night when their relief staffs failed to show up because of paralyzed transportation.

When Friday's storm kept piling up snow at a record breaking rate, most all stations carried announcements by the Pennsylvania Railroad urging men to come to Penn Station and shovel snow from the tracks. Emphasis was placed throughout the day in co-operating with the police department and the board of transportation. All such switchboards were literally swamped and there was much difficulty in relaying air announcements from these departments to radio news rooms.

Network and local indie stations, aware of the mounting emergency as weather reports told of the record blizzard, shuffled and augmented news schedules to flash late bulletins. As nightfall approached radio was virtually the most reliable communications service, with 'phone lines jammed throughout the city and environs, and newspaper deliveries cut down by increasingly heavy traffic snarls.

Web Stations WCBS, WJZ, WOR, WNBC set heavy schedules of emergency announcements, as did local indies including WNEW, WHN, WMCA, WOV, WINS.

While most programs were broadcast as scheduled, some were directly affected. Walter Kiernan, who was in Connecticut for Christmas Day, could not get into New York for his afternoon network show nor his early evening program on WJZ. Gordon Fraser substituted both times, devoting the whole time to reports on snow conditions.

Not satisfied in covering a 22 and one-half inch snow storm in 14 hours from a warm, comfortable newsroom, WOR for its 6 p.m. newscast perched Keyes Perrin atop the Astor Hotel marquee to report the Times Square scene from the howling point. WOR also inserted a pickup from the weather bureau and attempted another from the subway station in Grand Central but this was unsuccessful. Shortly after 7 p.m. Friday Fire Commissioner Frank Quayle telephoned the station and asked for help in notifying listeners that with streets practically impassable the fire department faced its "greatest emergency" in the history of New York. WOR volunteered to relay Quayle's official statement to all other local stations for broadcasting.

As the storm moved over the east and on into New England, Yankee Network news service in close cooperation with the Inter-State Commerce Commission began warning of an approaching blizzard. . . . WNAC, Boston, and the Yankee Network warned New Englanders that they could expect a 12-inch snowfall before midnight, accompanied by winds of gale force.

## NAB To Eye White Bill At Meeting Jan. 5

(Continued from Page 1)

the public at hearings then—is printed below. This becomes especially important in view of the easy willingness of some committee members to approve the bill in part because of their confidence in and liking for White, aside from the contents of the bill itself.

"On or after January 1, 1948, each such commissioner thereafter appointed shall not during the term for which he was appointed engage in any business or profession the compensation for which is derived from or paid by any person, including all persons under common control, subject to the provisions of this Act. . . .

"The commissioners first appointed after the date of enactment of this Act shall continue in office for the terms of eight and nine years respectively, as designated by the President at the time of nomination, both such terms to date from the date of enactment of this Act. Each of the successors of the commissioners so appointed or of those holding office on the date of enactment of this Act shall be appointed for a term of nine years. . . .

## Recommendations

"The Commission shall select one of its members to be chairman of the commission for the ensuing year and shall organize its members into three panels of three members each, said panels to be known and designated as the common carrier panel, the broadcast panel and the safety and special services pan 1. Each panel of the Commission shall annually choose its own chairman. . . .

"In considering applications for licenses, and modifications thereof, when and insofar as there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same.

"Any station license may be revoked:

(1) Because of conditions coming to the attention of the commissioner since the granting of such license, or

(2) For violation of or failure to observe the terms and conditions of any cease-and-desist order issued by the Commission pursuant to subsection (B) hereof: provided, that no such order of revocation shall take effect until 30 days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said 30 days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing. . . .

"(3) Where a station licensee:

(1) Has failed to operate substantially as set forth in the license, or

(2) Has failed to observe any of the





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 61

NEW YORK, TUESDAY, DECEMBER 30, 1947

TEN CENTS

## WEBS BECOME MORE 'PROMOTION' CONSCIOUS

### N. Y. Area Relied On Radio For Storm News

#### Stations Complete 3-Day Coverage Of Situation

Stations in the New York metropolitan area yesterday received official commendation for their "magnificent response" to the weekend emergency caused by Friday's record 25.8-inch snowfall. Kudos were handed out by City Director of Communications Seymour N. Siegel who said that prompt action on

(Continued on Page 8)

#### Six New AM Stations OK'd By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted licenses to six new AM stations. They are: Olney Broadcasting Co., WVLN, Olney, Ill.; Coshocton Broadcasting Co., WTNS, Coshocton, Ohio; Paul F. Braden, WPF6, Middletown, Ohio; Ken-Sell, Inc., WIRK, West Palm Beach, Fla.; Duncan Broadcasting Co., KRHD, Duncan, Okla., and San Bernardino Broadcasting Co., Inc., San Bernardino, Cal.

#### Alan Ladd Recorded Show Sponsored On 50 Stations

Transcribed package called "Box 13," a newcomer in the open end field which stars Alan Ladd, is being aired and sponsored on about 50 stations, it is revealed by B. A. Joslin, executive vicepres of Mayfair Transcriptions, distributors of the se-

(Continued on Page 2)

#### Wrong Number

Washington—Local telephone number of WTOP, CBS capital outlet, is Metropolitan 3200, while that for the weather bureau is Michigan 3200, which explains why a WTOP staff meeting was interrupted the other day by a caller who ironically explained, "this is the NBC newroom. Looks like snow today?" Quietly WTOP replied, "Sorry, wrong number."

#### Petrillo—No. 1 On Gagsters List

Jamos Cooser Petrillo, president of the AFM, who has announced a ban on recording for all union musicians effective at midnight tomorrow, has become the No. 1 subject for comedy gag writers the past week. The AFM prexy has been the butt of many jokes by network comedians and disc jockeys. One comic labeled him "Mr. Hush" and another said there were enough singing commercials already made to offset any record shortages during the next few years.

#### GE Sels Heavy Sked For Radio, Tele, FM

Syracuse—Television and FM radio will head the list of new production at General Electric's Electronics Park here next year, according to a year-end statement yesterday by Arthur A. Brandt, general sales manager. GE's new plant here, built at a cost of \$25,000,000 has been completed and is expected to hit full production stride in the beginning of 1948.

Brandt expects GE to produce more

(Continued on Page 6)

#### Benton's Successor Remains Uncertain

Washington Bureau, RADIO DAILY  
Washington—The name of George L. Allen, State Department veteran and recent Ambassador to Iran, figures prominently in current speculation over who will be named to the vacant post of Assistant Secretary of State last held by William B. Benton;

(Continued on Page 4)

#### Wayne Coy Sworn In As FCC's Chairman

Washington Bureau, RADIO DAILY  
Washington—Wayne Coy, former director of the Washington Post radio stations, yesterday was sworn in as chairman of the FCC. Coy was named to succeed Charles R. Denny, who resigned to become vice-president and general counsel of NBC.

Although some Republican opposition is expected, Coy probably will be confirmed by the Senate at the regular session in January. Sen. Rob-

(Continued on Page 6)

#### Large Screen Television To Present Rose Bowl Game

Los Angeles—Television coverage of the Pasadena Rose Bowl Parade and U. S. C.—Michigan football game will be offered the public New Year's Day on a 9 by 12 foot screen at the Shrine Auditorium. The demonstration will be conducted by the D'Orsay Television Co., profits to be used for

(Continued on Page 2)

#### Poll Shows Upturn In Client Interest By Networks

By VAL ADAMS  
Staff Writer, RADIO DAILY  
Hard hitting, continuing promotion by networks and stations has hit a new peak of importance, a RADIO DAILY study finds, and is traceable to the double barreled reason of increasing competition within the industry and necessity of building circulation for advertisers. Program and audience promo-

(Continued on Page 3)

#### RCA Sels \$1,000,000 Tele Expansion Sked

Indication of sharply increased output of television equipment for the coming year is reflected in the announcement yesterday by RCA of a \$1,000,000 expansion program for production of video picture tubes at its plant in Lancaster, Pa. Announcement was made by L. W. Teegarden,

(Continued on Page 3)

#### Georgia Broadcasters Plan Winter Meeting

Augusta, Ga.—The winter meeting of the Georgia Association of Broadcasters will be held at the Sheraton Bon Air Hotel here on Jan. 19 and 20. Edwin Mullinax, secretary-treasurer, announced yesterday. Guest speakers

(Continued on Page 2)

## Billion-Dollar Year In 1948 For Set-Makers, Says RMA

Radio and television set manufacturing in 1948 is expected to top a billion dollar volume for the first time in the history of the industry, trade sources predicted yesterday. Meanwhile, the RMA estimated that production this year will exceed 18,000,000 sets for a dollar volume expected to top \$750,000,000. Both figures are all-time records.

Total production this year was a whopping 20 per cent jump over the 1946 output of 15,000,000 sets—the previous all-time high. Before that, the

record production was in 1941, with 13,600,000 sets. This year also saw new records made in television and AM-FM set production. AM-FM production in 1947 is expected to top 1,000,000 sets and may reach 1,125,000 depending on December output. Total television production this year was estimated at between 175,000 and 180,000.

Manufacturers have predicted boom days ahead next year. Although the number of units produced is expected

(Continued on Page 3)

#### UN Coverage

Day-to-day reports on sessions of the UN Status of Women Commission will be given by commentator Anne Francis, on the CBC Trans-Canada network, beginning Monday, Jan. 5, at 4:15 p.m. EST., 5:15 p.m. AST. Miss Francis will broadcast Monday to Friday for two weeks, from Lake Success, N. Y., where the sessions now are being held.



★ COMING AND GOING ★

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WASHINGTON BUREAU  
Andrew H. Oiler, Chief Morning Claret  
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Phone: Wisconsin 3271 Phone: Hobart 7627  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg., 155 N. Clark St.  
Phone: Star 2332  
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**FINANCIAL**  
(Dec. 29)

| NEW YORK STOCK EXCHANGE |         |         |         | Net   |
|-------------------------|---------|---------|---------|-------|
|                         | High    | Low     | Close   | Chg.  |
| Admiral Corp.           | 7 3/8   | 7 1/4   | 7 1/4   | - 1/2 |
| A.M. Tel. & Tel.        | 150 1/2 | 150 1/2 | 150 1/2 | ..... |
| CBS A                   | 23 1/2  | 22 3/4  | 23 1/2  | ..... |
| CBS B                   | 8 1/2   | 8 1/2   | 8 1/2   | ..... |
| Fernsworth T. & R.      | 7       | 6 3/4   | 6 3/4   | ..... |
| Gen. Electric           | 34 1/2  | 34 1/2  | 34 1/2  | - 1/2 |
| Philco                  | 33 1/2  | 33      | 33 1/2  | ..... |
| Philco pfd              | 8 1/2   | 8 1/2   | 8 1/2   | - 1/2 |
| RCA Common              | 9 1/2   | 9 1/4   | 9 1/4   | - 1/8 |
| RCA First pfd           | 68 1/2  | 68 3/8  | 68 1/2  | ..... |
| Stearns-Worner          | 14 1/2  | 14 1/4  | 14 1/4  | - 1/8 |
| Westinghouse            | 20 1/2  | 20      | 20 1/2  | + 1/8 |
| Westinghouse pfd        | 90 1/2  | 90 1/4  | 90 1/4  | + 3/8 |
| NEW YORK CURB EXCHANGE  |         |         |         |       |
| Hatzelton Corp.         | 15 1/2  | 15 1/2  | 15 1/2  | + 3/8 |
| Nat. Union Radio        | 3       | 2 3/4   | 3       | - 1/8 |
| OVER THE COUNTER        |         |         |         |       |
| DuMont Lab.             |         | Bid     | Asked   |       |
|                         |         | 11 1/2  | 8 1/2   |       |
| Stromberg-Carlson       |         | 11 1/2  | 13      |       |

**Durante Hospitalized**  
Jimmy Durante, star of the Rexall show heard on NBC Wednesdays at 10:30 p.m., EST, was taken to a Hollywood hospital yesterday for an emergency operation, the N. W. Ayer agency announced last night. Durante will be off the air for two weeks. On tomorrow night, Red Skelton with Garry Moore as his guest will substitute for Durante.

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
Elliot Roosevelt was named president and general manager of all Hearst stations. Murray Grabhorn, g.m. of KEHE, was named assistant to the new presy. . . NBC Symphony orchestra made its debut under baton of Arturo Toscanini, received rave reviews. . . Among top network tunes was "I Wanna Be in Winchell's Column" (Loo Feist, Inc.)

FRANK SOMERS and DAVID HARRIS, Columbia network radio engineers, left yesterday for Miami, where they will prepare the broadcasting facilities for the airing of the Orange Bowl game on Thursday between Georgia Tech and Kansas.

HARRY WISMER, director of sports for ABC, and MEL ALLEN, sportscaster, have left for New Orleans, where on Thursday they will combine their talents in the broadcasting of the Sugar Bowl game between Texas and Alabama, which will be sponsored on ABC by Gillette Safety Razor Co.

FRANCES SCOTT and CHARLIE BASCH returned yesterday from Castle Point, N. Y., where they put on their 300th show for soldiers. Last night they went up to the Kingsbridge Veterans Hospital for their 301st.

THOMAS VELOTTA, director of news and special events for the American network, is en route to New Orleans, where he'll make arrangements for the web's broadcast of the Sugar Bowl game on New Year's Day.

JOSEPH SEACREST, chairman of the board of KFAB, Columbia network affiliate in Lincoln, Neb., is back at the station following a short trip to New York.

DREW PEARSON, American network commentator currently in Europe, broadcast on Sunday from Paris, and will be heard next Sunday from Rome.

BILL DOWNS, Midwest correspondent of CBS, is back at his headquarters in Detroit after having conferred with network officials in New York.

**Large Screen Television To Present Rose Bowl Game**

(Continued from Page 1)  
The purchase of theatre-size television sets for hospitals recommended by war veteran organizations.

The parade and game will also be televised at the Hollywood Athletic Club on a 7 by 9 foot screen, with the demonstration being conducted by Richards Radio and Television Store, Hollywood.

**Roy P. Porter**

Roy P. Porter, 40, former NBC war and foreign correspondent, died unexpectedly in Fairfield, Iowa, Dec. 26 while on a visit from New York. He had come to the midwest with his wife, Mrs. Florence Porter, to attend the funeral of her mother. During the war years Porter covered Europe and the China-Burma-India theater for NBC and also worked at one time for AP. He left NBC last May. Besides his wife he is survived by a son, Michael.

**Ruth Trimble Byron**

Fort Worth, Tex.—Mrs. Ruth Trimble Byron, 35, died at her home here. She was the wife of James A. Byron Jr., news editor of WBAP here.

**Alan Ladd Recorded Show Sponsored On 50 Stations**

(Continued from Page 1)  
ries. Show makes its New York debut over WOR tomorrow, 9:30-10 p.m., and will be heard every Wednesday night. Sponsorship for the New York airing is virtually set.

"Box 13," which has movie actor Ladd playing the role of an adventurer, has a varying list of sponsors from coast to coast and is also used by General Motors on a station in Johannesburg, South Africa. In addition to department stores and Philco distributors in Seattle and San Francisco, "Box 13" is also being used to sell coffee, furniture, fuel, trailers, autos, clothing, ice cream and eye glasses. Show is sponsored in one town by a newspaper.

Series is produced in Hollywood by Richard Sanville with direction by Vern Carsenser. Music is supervised by Rudy Schragar. Mayfair Transcriptions now has seven offices throughout the country. Firm is represented in N. Y. by Paul Adler.

**Georgia Broadcasters Plan Winter Meeting**

(Continued from Page 1)  
will include J. Allen Brown, NAB Assistant Director of Broadcast Advertising; Enid Day of WSB, Atlanta, who recently authored a book on radio advertising for retailers, and Hugh Felts, president of Broadcast Measurement Bureau. Fifty broadcasters are members of the association which is headed by Allen M. Woodall of WDAK, Columbus.

**Pekor Returns To CBS**

Charles F. Pekor, Jr., who left CBS last Spring to join the business staff of Variety, returns to the network Jan. 5 as assistant to the director of press information, it is announced by George Crandall, director. Move puts Pekor back in the same job he previously had at Columbia and he will again handle special press assignments in various sections of the country.

Pekor first came to CBS in 1944, moving over from NBC where he was feature editor of the press department. Prior to entering radio, he worked for newspapers and at one time was advertising and publicity director for the Knott Hotel chain.



**....Like Off A Duck's Back**

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

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

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

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

When you make up that list remember the call letters—W-I-T-H.



**W-I-T-H**

AM and FM  
**Baltimore 3, Maryland**  
TOM TINSLEY, President  
Represented Nationally By Headley-Read

**WEVD**  
5000 WATTS 1330 K.C.  
PROGRAMS OF DISTINGUISHED FEATURES in  
• ENGLISH  
• JEWISH  
• ITALIAN  
3 SEPARATE AUDIENCES  
3 MARKETS WITH  
THE NEW YORK METROPOLITAN AREA  
Send for WHO'S WHO Among Advertisers on WEVD  
WEVD  
117-119 W. 46 St. N.Y. 19  
HENRY GREENFIELD, Mgr. Director

## Billion-Dollar Year In 1948, Says RMA

(Continued from Page 1)

to drop in 1948, the dollar volume is expected to exceed this year's business because of the increased accent in television and AM-FM sets. Trade sources thus estimate that the 1948 output will top the billion dollar mark.

Television production next year is estimated at between 500,000 and 600,000 sets. AM-FM output in 1948 will at least double this year's production and may reach 4 or 5 million sets, it is estimated.

This year's production record probably will stand for some time, trade sources said. The smaller number of sets produced, however, will be more than made up by the anticipated increase in dollar volume.

RMA officials have noted two trends in set production this year which helped account for the large increase in output. Production of portable radios reached about 2,000,000 units—more than double last year's output. Also noted was a huge increase in auto radios. It was predicted that radios will become standard equipment on more automobiles.

Total output next year may drop to about 15,000,000 sets—the figure reached in 1946.

## CBS Resumes "Suspense," In 55-Min. Version Sat.

CBS will debut a new version of its "Suspense" series this Saturday, expanding it to a 55-minute segment with screen star Robert Montgomery appearing as regular lead performer. The show is scheduled from the 8-8:55 p.m. spot, and the first presentation will be John Dickson Carr's "The Sleak Curtain."

A CBS package, "Suspense" has been on the network since 1942 and was a commercial when it bowed on Nov. 20 of this year.

New series will be produced by William Spier with music by Lud Gluskin.

The "Bill Goodwin Show," which was heard Saturdays, 8:30-8:55 p.m., has been cancelled but Goodwin is still under CBS contract and a new series is being planned for him.

## Another Hour For Ellington

WMCA has added another weekly stanza, Sunday, 6-6 p.m., to Duke Ellington's transcribed disc-jockey show, giving the Duke a total of 13 hours weekly. New sets will be sponsored by Paradise Wines, bankrollers of Ellington's seven-a-week midnight sessions. Deal was set through Olian Agency. Program is heard also Monday through Friday, 9-10 a.m.

## "Medea" Star On WCBS

Judith Anderson, star of "Medea," currently on Broadway, and Ludwig Lewisohn, author of the play, will be heard tomorrow on WCBS when they appear as guests of Bill Leonard on "This Is New York" at 9:15 a.m.

## Program Promotion Survey Indicates Web Expansion

(Continued from Page 1)

tion is a vastly expanding field for through such activity a station sells itself both to listeners and sponsors, the two indispensable links in commercial broadcasting.

More and more sponsors are becoming aware of the value of promoting their programs, not just merely putting them on the air. Promotion execs say that a client today wants everything he can get for his dollar. During the war years sponsors used a lot of insubstantial advertising when they had nothing to sell, but now that merchandise is back on the market they are more careful with ad budgets. One network promotion exec said, "In the last six months, when a sales deal is pending between us and a client, I have been called in more than ever before to tell what kind of promotion we would give."

In fact, sponsors have been influenced to place accounts with stations because the outlets were on record as having done outstanding promotion jobs in the past. Account execs and time salesmen are also using this pitch in talking to potential sponsors.

### NBC Adds Manpower

Many stations are realizing the increasing importance of promotion. Four years ago, for example, only about 30 NBC affiliates had promotion and publicity departments but today over 90 have one or the other. Bug-a-boo for smaller stations in nuxterring their programs is still a matter of manpower and limited budgets but networks strive to send them all possible material in promotion kits which can be used by stations with little effort.

As for promotion gimmicks which radio uses to sell both itself and clients, the sky's the limit. Courtesy spots, both live and transcribed which stations use to lure audiences for coming attractions, now runs into millions of dollars annually in the form of donated air time. To date CBS has prepared probably the most elaborate single courtesy spot, a quarter-hour transcription to plug its new block of six comedy shows, starting Jan. 2, under the slogan, "Fun for the Family on Friday." Platters, in which all the stars in the block series appear, have just been mailed out for use by affiliates.

### Courtesy Spots on ABC

In the way of courtesy spots, ABC has gone so far as to arrange for recorded testimonials from Hollywood personalities not connected with radio, one being Hedy Lamarr. To build interest in the Horace Heidt-Philip Morris show, NBC has cut a cue-in record which local disc jockeys on NBC affiliates can use for conducting their own interviews with the band leader.

Practice of letting sponsors know how much air time they've received through courtesy spots is becoming more prevalent. Some stations have a policy of periodically figuring out the paper cost of such donations and

mailing a paid bill to the agency or client.

RADIO DAILY's study found that from the standpoint of continuing commercial success, it is highly important for stations to submit proofs back to clients of all promotion carried out. Three webs, ABC, NBC and Mutual, have a policy of gathering and compiling this evidence from affiliates and relaying to sponsors but in the case of CBS outlets the proofs are mailed direct to agencies or clients.

### WLW Operation Cited

Opinion is divided in the trade as to whether radio in general will ever take on the responsibility of clearly defined merchandising like the WLW operation in Cincinnati. Some feel it is a factor which must be met face to face sooner or later—most broadcasters don't like the idea—but all agree that if extensive merchandising ever becomes common practice in radio it must be reflected in rate cards.

Although the term "merchandising" can be a highly ambiguous word, a survey just completed by Deutsch & Shea agency reveals that 73.5 per cent of stations in large cities do give some form of merchandising assistance to national advertisers. Among the 10 different services which the survey checked on, however, the one afforded by radio more frequently than the remaining nine was letters to distributors and dealers informing them of a radio campaign in behalf of their products. While this practice may be related to merchandising, most broadcasters consider it to be promotion. Picking a service which is undeniably merchandising, only 28.8 per cent of the stations queried said they set up displays for sponsors in retail outlets. A small percentage of the outlets charge for these extra services to clients.

### Mutual's New Gimmicks

Emphasis now in helping a client to sell his product is mainly devoted to building circulation of his program. Any idea which might bring in a few new listeners never goes unused. Mutual sends out a weekly record column written by Martin Block which affiliates can place with local newspapers, the latter in turn using the column to pull ads from music stores. When Billy Rose started his MBS program the web suggested to newspaper owned affiliates that it would be good promotion for the papers, if they didn't already do so, to run Rose's daily column distributed by the Bell Syndicate.

Promotion budgets for some stations are showing an increase. Last August CBS made a survey and found that affiliates were spending a percentage of their gross on promotion as follows: 4.23 per cent by 250 watt stations, 5.3 by 5,000 watters and 5.35 by affiliates with 50,000 watts. These percentages have increased in the last two years and are expected to climb in the future. ABC is constantly urging its out-

## RCA Sets \$1,000,000 Tele Expansion Sked

(Continued from Page 1)

vice-president in charge of the RCA tube department.

Program calls for the construction of a new building to provide an additional 40,000 square feet of space, installation of a "large number" of automatic machines for the mass production of tele picture tubes similar to equipment now in use at the Lancaster plant which is turning out this type of tube for home sets at the rate of "one-a-minute."

### 1,600 Persons Employed

Expansion is being undertaken, Teegarden said, to prepare the way for tele's anticipated "boom year" in 1948 and thereafter.

RCA's expansion of television tube production facilities, Teegarden said, is to insure that the tube department will be in a position to do its share toward supplying television receiver manufacturers with the tubes they will need to support their television production plants.

E. Y. Smith, manager of the RCA plant at Lancaster, disclosed that approximately 1,600 people are today employed there turning out tubes for both the transmission and reception of television as well as power and other special types of tubes for communications and industrial use. The production of television tubes is now running on a two and three shift basis, for most operations.

Teegarden said that it was planned to let the contract for the construction of the additional building at Lancaster as soon as possible so that the construction can begin about April 1.

lets to get promotion budgets, on the average, up to five per cent of their gross.

### Dealer Contacts Noted

Another important activity in solidifying relations with clients is the matter of dealer contacts and meetings with sales staffs of sponsors. With competition growing keener, webs and stations find it highly important that the sponsors' salesmen have a thorough knowledge of what their companies are doing in radio and why they are spending money for a given program. Also, attitudes of wholesalers and sales staffs can have a direct bearing on what type of media and what class an advertiser will buy.

In the way of straight advertising and to encourage affiliates to do their own local promotion, ABC is spending about \$200,000 annually for full page ads in Life and the Saturday Evening Post. Harper's and the Atlantic Monthly have just been added to this national campaign but ads in the latter are based on the special theme, "in defense of radio."

With new stations going on the air most every day and competition between ad media becoming more pronounced, not even to consider that newspaper supplies will some day be larger, the matter of station, program and audience promotion is a highly rated factor in the fight for survival.

# LOS ANGELES

By RALPH WILK

**JACK EDWARDS, JR.**, will be a guest of Mike Stokely's television show over KTLA January 3rd.

William Farnum, star of the silent screen, was a guest on Joan Barton's Christmas show which Larry Finley produces for Television Station KTLA. Jimmy Lydon and the Caroliers were also featured guests on the program.

Ersine Johnson was unanimously voted an honorary member of the Catholic Youth Organization, the first of the Fourth Estate to receive this honor. In making the announcement, Rev. Richard F. Cotter, Los Angeles CYO director said, "This membership is presented to Mr. Johnson because of his splendid work in making the motion picture industry conscious of its obligation to youth through his recent anti-Capone campaign."

Bob Hope will again be the master of ceremonies for the KHJ-Mutual Don Lee broadcast of the annual Los Angeles Times Sports Award Banquet, December 29, during which outstanding national sports figures will receive the paper's accolades. Guests will include grid coaches Fritz Crisler and Jeff Cravath, All-American quarterback Johnny Lujack, Brooklyn Dodgers manager Leo Durocher, movie and radio comedian Jerry Colonna, and other top personalities from sports and the theatrical world.

John Hiestand, veteran radio announcer whose voice has been heard off-stage in more than 50 pictures and regularly on the air on over 30 major program series, will be seen on the screen for the first time in a new Jerry Fairbanks film. He will play a research scientist in the picture being produced for Standard Oil.

Parkyakarkus has renewed his campaign in behalf of postal workers, started last year on his comedy show, "Meet Me at Parky's." On last Sunday's show over Mutual, the comedian urged greater public co-operation to expedite holiday mailing and provided correct package-mailing tips supplied by postal authorities.

## Benton's Successor Remains Uncertain

(Continued from Page 1)

State Department officials are known to support Allen for the post, rather than "an outsider," because of the growing importance of the policy aspects of the job.

At the same time, the White House has made no decision and Secretary of State Marshall has made no final determination of his preference. With early congressional action on the Voice of America forecast, however, it is now believed an appointment will be made at just about the time of Congress' return.

The name of Chairman of the Board William S. Paley of CBS continues to be mentioned among the few other possibilities for the appointment.



## Windy City Wordage. . . !

● ● ● Phil Rogan, record artist, was given a tremendous ovation Friday night when he opened at the Empire Room of the Palmer House. The Sullivans, Murphys, Burkes and all the rest of the Irish wore on hand to welcome him, and he'd be singing yet if they had their way. . . . Because of many requests, the "Old Gold Variety Show" on WJJD, starring Bob Elson and Ernie Simon, will be broadcast before a live audience of approximately 50 people starting January 5. . . . Bob Tunison, promotion manager for Eddie Hubbard and the "ABC Club," is leaving radio for an entirely different field. He's going to design and custom-print by the silk screen method modern drapery fabrics of abstract design. Easter Straker is taking over as promotion manager of the "ABC Club," leaving her present job as assistant program director of WIND.



● ● ● New Year's Eve gaiety along Chicago's State Street will be heard at midnight as part of the CBS four-hour nationwide program from 11 p.m. to 3 a.m. Broadcast will be from the Chicago Theater marquee. As part of the Mutual New Year's Eve program, WGN will take over the 11:45 p.m.-12:45 a.m. hour for a description of the arrival of the New Year in Chicago, and at five to 15-minute intervals music will be broadcast by Leighton Noble and his orchestra at the Aragon ballroom; Lawrence Welk from the Trianon; Tony Di Pardo from the Bismarck; Phil Levant from the Blackhawk and Jimmy Palmer from the Martinique.



● ● ● New Year greetings from the Windy City mugg to readers (if any) everywhere, and may 1948 bring you the good things you wish. Thanks for the many holiday greetings. Room to mention just a few, viz: The WBBM press gag, clever drawing showing chief Don Kelley in a gilded sleigh cracking the whip over his "reindeer," Dotti, Trudee, Chuck, Don and Dave, pulling the sleigh. The "Quiz Kids," a round-robin photo card showing 11 Quiz Kids and Jolly Joe Kelly, with "Merry Christmas" trailing Santa and his reindeer through the sky. NBC Jack Ryan's personal card, a dignified and artistic silver and red greeting. The ABC press gag, a hand extended in greeting, with chief El Henry's name in the palm, and on the fingers the names of the staff, Craig Claiborne, Andy Murphy, Connie Rivard, Pat St. Clair and Doris Lytle. RCA Victor's "Junior Jamboree," set of cartoons picturing program's characters and photos of cast. Guy Savage's card, a vision of loveliness lighting a huge candle. WGN's mimeo press release from Bruce Dennis, with big holly wreath bearing holiday greetings.



● ● ● Holiday visitors dropping in on Jim Mahoney, Mutual's station relations manager, included Palmer Dragsten and Herbert Nelson of KDHL, Fairbault, Minn., and Shag Morrow, owner of WWXL, Peoria, Ill. . . . Jimmy Conway, who roams the Chicago area each morning with WBBM's new mobile unit, interviewing housewives about their families, cost of living, etc., for his transcribed show "Shopping With the Missus," will do his 500th interview on January 5. . . . All Chicago stations are covering the convention of the American Association of Scientists, and devoting considerable air time to discussions by scientific leaders in all fields.



# HAWAII

By JOHN WILLIAMS

**A**BC wants sponsor for Sunday afternoon network show that will originate in Tahitian-Hawaiian motif club, now building, which Don the Beachcomber, widely-known Hollywood and Chicago night club operator, will open on beach at Waikiki Feb. 15. Don says while Hawaiian music would be program's chief identity, music of Hawaii's other racial groups would be featured.

To acquaint public with what they are doing to help themselves, blind members of local Association of Adult Blind twice monthly present their own 15 min. show over KGMB. Highlight is Hawaiian music and songs by Mele Nani (Beautiful Music) troupe, composed of Albert Sing, Clarence Aina, Joseph Kanai, John Pua, Violet Feary, and Ambrose Nawaa (leader). Madeline Park and Helen Nawaa alternate as emcees.

Directed at Filipino community which is 55,000 of Hawaii's total population of 525,000, Pineapple Association of Hawaii has taken half-hour from 4 p.m. six days weekly over KPOA, Honolulu. Conducted by Clement V. Reyes, assisted by Mildred Tolentino, Filipino entertainer, the bi-lingual show has music, news from Philippines, and local sports. Show is followed by another Filipino half-hour conducted by Reyes with participating sponsors. This hour is tribute to increasing economic importance of Filipinos in Hawaii.

Margaret Speaks, radio and concert soprano, is giving series of concerts here accompanied by pianists Cellius Dougherty and Vincenz Ruzicka under auspices of Dorothy Ingling's Honolulu Town Hall, a new group which plans radio forums, etc.

Experts in local aloha welcomes have red rug and floral leis all set for arrival here of Mrs. Ruth Annette Suite of Fort Worth, Texas, who won \$22,000 in prizes including round-trip to Hawaii for naming "Miss Hush" on NBC's "Truth or Consequences" (Ralph Edwards).

THERE'S ONLY ONE  
*Lord Tarrleton*  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

1.



2.



3.



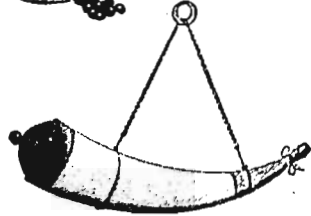
4.



1.



2.



3.



4.



## Match up the people and the horns

*(It may mean money to you!)*

**THE FIRST THREE**, of course, are very easy.

The sea captain (1) goes with Cape Horn (3); the musician (2) with the French horn (4); and the pioneer (3) with the powder horn (2).

That leaves the Average American (4) matched up with the Horn of Plenty (1).

As such an American, you'd like that to be true, wouldn't you?

It can be—and will be—for millions of Americans who, today, are putting money regularly into U. S. Savings Bonds.

In ten years, as the Bonds mature, these millions will find that they have truly created a Horn of Plenty for themselves! For they'll get back \$4.00 for every \$3.00 they're putting in today!

There are now *two* easy, automatic ways to buy U. S. Savings Bonds reg-

ularly. The Payroll Savings Plan for men and women on payrolls; the Bond-A-Month Plan for those not on payrolls but who have a bank checking account.

If you're not on one of these plans, get started *today*. Your employer or banker will give you all the details.

Let U. S. Savings Bonds fill up your personal Horn of Plenty . . . for the years to come!

# Automatic saving is sure saving . . . U.S. Savings Bonds

This space contributed by RADIO DAILY



# Wayne Coy Sworn In As FCC's Chairman

(Continued from Page 1)

ert Taft, presidential candidate and Republican leader, expressed opposition to the 44-year-old Democrat. No opposition is expected, however, from other Republican toppers, including Sen. Wallace White, Senate majority leader and chairman of the Interstate and Foreign Commerce Committee.

**Sterling Not Yet Sworn**

George E. Sterling, FCC chief engineer, will be sworn in as commissioner following effective date of E. K. Jett's resignation on December 31. The Senate is expected to confirm Sterling's appointment quickly and without opposition. Sterling is a Maine Republican.

Coy, if confirmed, will fill out Denney's unfinished term. The term expires June 30, 1951.

# Quenton Cox Reelected To 8th Dist. Post With NBC

Portland—H. Quenton Cox, general manager of station KGW-Portland, has been re-elected by Pacific Coast broadcasters to represent the 8th District of NBC's Stations Planning and Advisory Committee during 1948, according to a wire received today from Sheldon B. Hickox, director of the Stations Relations Department of NBC in New York.

As spokesman for the 8th District, Cox will represent the 13 NBC affiliate stations in Oregon, Washington, California, Nevada and the Hawaiian and Philippine Islands.

The eight district representatives, who speak for all 164 affiliated stations, meet three times each year with top NBC executives to discuss network-affiliate operational and administrative problems.

Arden X. Pangborn, former manager of KGW and now business manager of The Oregonian, was the original District No. 8 SPAC representative, serving from 1941 until January 1, 1946. Pangborn was succeeded by Bill Ryan, general manager of station KFI, Los Angeles.

# Stork News

Hollywood—Wife of Les Raddatz, manager of NBC Press Department, presented him with a son, Sunday, December 21st. Baby has been named Mark Edwards. The Raddatz' now have three boys and two girls.

# Safety Reminder

All WCBS station break announcements on New Year's Eve will be devoted to the "Drive Carefully Campaign" now being conducted by the National Safety Council. Other New York outlets and independent stations are also scheduled to take part in the safe driving campaign on New Year's Eve.

# NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of December 19-25, 1947

| TITLE                                   | PUBLISHER            |
|---|----------------------|
| A Follow Needs A Girl.....              | Williamson           |
| —And Mimi.....                          | Shapiro-Bernstein    |
| Ballarina.....                          | Jefferson            |
| Best Things In Life Are Free.....       | Crawford             |
| The Christmas Song.....                 | Burke and Van Heusen |
| Civilization.....                       | E. H. Morris         |
| Don't You Love Me Anymore.....          | Oxford               |
| Home Is Where The Heart Is.....         | Advanced             |
| How Lucky You Are.....                  | Poter Maurico        |
| How Soon.....                           | Supreme              |
| I'll Dance At Your Wedding.....         | George Simon         |
| Kate.....                               | Berlin               |
| Let's Be Swoonhearts Again.....         | Campbell-Porgio      |
| The Little Old Mill.....                | Shapiro-Bernstein    |
| Near You.....                           | Supreme              |
| Papa Won't You Dance With Me.....       | E. H. Morris         |
| Parade of the Wooden Soldiers.....      | E. B. Marks          |
| Pass the Peace Pipe.....                | Crawford             |
| Santa Claus Is Comin' To Town.....      | Feist                |
| Serenade of the Bells.....              | Melrose              |
| So Far.....                             | Williamson           |
| Those Things Money Can't Buy.....       | Robbins              |
| The Treasure of Sierra Madre.....       | Remick               |
| True.....                               | Santly-Joy           |
| Two Loves Have I.....                   | Miller               |
| What Are You Doing Now Year's Eve.....  | Famous               |
| White Christmas.....                    | Berlin               |
| With A Hey And A Hi And A Ho Ho Ho..... | Bourne               |
| Winter Wonderland.....                  | Brogman-Vocco-Conn   |
| You Do.....                             | Brogman-Vocco-Conn   |

# Second Group

|   |                    |
|---|--------------------|
| Almost Like Being In Love.....                | Sam Fox            |
| Christmas Dreaming.....                       | Leeds              |
| Golden Earrings.....                          | Paramount          |
| I Still Get Jealous.....                      | E. H. Morris       |
| I Wish I Didn't Love You So.....              | Paramount          |
| I'm A Comin' A Courtin' Corabelle.....        | Dreyer             |
| I'm Sorry I Didn't Say I'm Sorry.....         | Mood Music         |
| Just Around The Corner.....                   | Broadway           |
| Love Is So Terrific.....                      | Mollin             |
| Made For Each Other.....                      | Southern           |
| Mickey.....                                   | T. B. Harms        |
| My How The Time Goes By.....                  | Chappell           |
| Peg O' My Heart.....                          | Robbins            |
| Put Yourself In My Place Baby.....            | Burke & Van Heusen |
| The Stanley Steamer.....                      | Harry Warren       |
| The Stars Will Remember.....                  | Harms              |
| They're Mine, They're Mine, They're Mine..... | Sinatra Songs      |
| Too Fat Polka.....                            | Shapiro-Bornstein  |
| Whiffenpoof Song.....                         | Miller             |
| You've Changed.....                           | Southern           |
| Zu-Bi.....                                    | Republic           |

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# GE Sels Heavy Sked For Radio, Tele, FM

(Continued from Page 1)

radio receivers in '48 than in any year in its history and believes billings on television receivers alone will exceed "substantially" the total volume of the company's radio receiver sales in 1941.

In addition, the GE exec forecast "new avenues" of television and FM programming operation opening up in '48 as the result of micro-wave radio relay equipment developed and being made at the huge plant here. This type of relay is already in use between New York and Schenectady and Chicago and South Bend, Ind., Brandt pointed out.

**Coverage to Expand**

This equipment, he said, will enable stations to expand their FM and video audiences "far beyond the primary coverage of these stations."

Brandt said the new 155-acre plant here is an important factor in the company's bid for leadership in the electronics industry. Currently the plant employs about 5,000 people in nine large buildings with about 1,300,000 sq. ft. of manufacturing, engineering and office space.

# Admiral Corp. To Unveil "Radical" New Tele Set

Chicago—Admiral Corporation will reveal a new television line early next month which is expected to effect a radical change in merchandising of video sets, according to announcement this week by Ross D. Siragusa, president of the company.

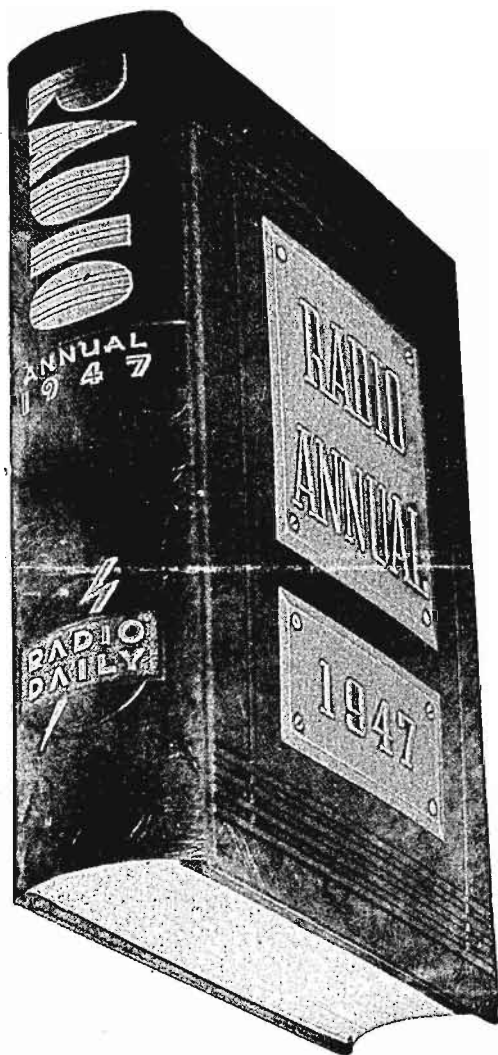
Tele sets will be revealed at the opening of the Furniture Mart here on January 5 but exact nature of the "Innovations" will be withheld until that time.

# Seek Language Station

Montreal—A petition signed by more than 200 Alberta French-speaking war veterans supporting establishment of a French-language radio station in Alberta, has been presented to the Board of Governors of the CBC. It was disclosed here yesterday with release of the petition. The petition said there were 2,000 French-speaking Canadians from Alberta who served in the armed forces, and "we all want to hear programs in our own language, which is recognized as one of the two official languages in Canada."

# Scoop Claimed

Mutual last night claimed a nation-wide scoop on the news of Henry A. Wallace's entry in the 1948 presidential election. The former vice-president announced his decision to run on an exclusive MBS broadcast from Chicago, 10:30 p.m. EST. Wallace said he will "run as an independent candidate."



**THE  
1948  
RADIO  
ANNUAL  
WILL  
CONTAIN  
A  
COMPLETE  
SECTION  
DEVOTED  
TO  
INTERNATIONAL  
RADIO**

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**NOW IN  
INTENSIVE  
PREPARATION**

## AGENCIES

Radio's Service During Storm  
Called 'Magnificent Response'

## COAST-TO-COAST

**KENNETH A. WESTERVELT** has been named an account executive at the Detroit office of Geyer, Newell & Ganger, it has been announced by H. W. Newell, executive vice-president. He will serve on the Kelvinator account. Westervelt has been identified with the Kelvinator account since he joined the agency in April 1945 as assistant account executive. During World War II Westervelt served as a captain with the U. S. Army Signal Corps.

**THOMAS F. McNULTY**, president of WMCP, Baltimore's first exclusive FM station, has appointed William G. Rambeau as national representative. WMCP will go on the air about February 1, 1948, with full power of 20,000 watts. It will operate on a temporary schedule of 12 hours, namely from 11:00 a. m. to 11:00 p. m.

**GOEBEL BREWING COMPANY** of Detroit and Muskegon, brewers of Goebel Beer, has budgeted for 1948 advertising more than a million dollars—largest advertising expenditure in Goebel history. Brooke, Smith, French & Dorrance, Inc., advertising agency of Detroit and New York, handles the account.

**BIOW CO.**, has appointed Charles P. Tyler as senior account executive on the Philip Morris account. Tyler was formerly acting manager of J. Walter Thompson's Detroit office and has worked for McCann-Erickson and BBDO. Biow has also named Lloyd Delaney as junior account exec on the Philip Morris group. Delaney was previously with the Arthur Kudner agency.

Sevareid Drops News Post  
To Head CBS D. C. Corres.

**Eric Sevareid**, veteran CBS newsmen, relinquishes his post as director of the Washington news bureau to become chief correspondent in the Capital, effective January 15. It was announced yesterday by Davidson Taylor, vice-president and director of public affairs for the network. Theodore F. Koop, presently associated with the National Geographic Society, will take over Sevareid's news post, reporting directly to Wells Church, director of CBS news broadcasts at the web's New York headquarters.

Sevareid found the responsibilities of a heavy broadcasting schedule left him too little time for executive activities, it was said, and he decided to concentrate on writing and broadcasting. His schedule includes five quarter-hours of news Monday-through-Friday from 6 to 6:15, sponsored by the Metropolitan Life Insurance Company.

From 1928 to 1941 Koop was with AP, assigned successively to the Des Moines and New Haven bureaus, to report on the Washington staff, act as city editor, and later becoming a news editor in Washington.

(Continued from Page 1)

the part of most broadcasters helped lessen dangers and avert possible disaster brought about by the 99-million tons of snow that blanketed the city.

With all transportation and virtually all other means of communications disrupted, radio operated on an emergency basis during the weekend. Additional news programs were scheduled; bulletins and official announcements were broadcast immediately, with most stations interrupting programs and some cancelling commercials during the three-day emergency.

Although no damage to equipment was reported, broadcasters nevertheless were greatly handicapped by the storm. Several engineers and announcers from virtually every station were forced to remain in the city for one or more days, with engineers sleeping at the transmitter in extreme cases. In other instances, staffers and artists were snow-bound in their homes and unable to report for work. Others, ploughed through the snow drifts on foot for many miles to reach their studios. In addition, many stations were working with only half their normal staffs because of the holidays.

Radio coverage of the emergency was coordinated by Siegel, whose activities were two-fold. As a member of the Mayor's Board of Operations and Planning, he participated in meetings of that group. Leaving as soon as official action was decided upon, he took over direction of WNYC to broadcast the news and simultaneously keep other New York stations informed of developments. This interchange of news between the municipal outlet and the commercial stations gave New Yorkers up-to-the-minute information at almost any spot on the dial.

Mayor William O'Dwyer, who flew in from California Saturday night, aired a progress report over WNYC, WNEW and WINS at 6 p. m. Sunday. His talk was rebroadcast later that evening by WJZ, WCBS, WOR, WHN, WBNX and WEVD.

Although short-handed because of the storm, WOR's newsstaff operated on an emergency basis from 11 a. m. Friday through noon yesterday, with about one-quarter of the outlet's air time devoted to public service reports. Under direction of Dave Driscoll, newsmen kept in direct contact with transportation companies and the city government, airing reports as they were received. Bearing the brunt through the weekend were staffers Ed Higgins, George Brown, Jim Yoell, Bob O'Connor, Larry Pickard, Jerry Conway and Edith Meserand.

## Industrial Firms Buy Spots

Several industrial firms in the area bought time on the Mutual flagship to broadcast messages to employees slated to report for work yesterday morning. Western Electric sponsored Sunday night's "Periscope" stanza as well as two spots that night

and two more Monday morning. Chevrolet bought two station breaks, as did DuMont Laboratories. Grumman Aircraft broadcast to its workers on five station breaks.

Heavy coverage was afforded by WCBS, which aired special announcements throughout Friday and Saturday, with special bulletins on Sunday. Yesterday the CBS flagship replaced regular public service spots with reports on the storm situation. In the oddity department, Margaret Arlen recorded her Saturday program in preparation for a vacation in North Carolina beginning Friday. With transportation stalled, she heard her own Saturday show from her New York apartment.

## Special Bulletins Aired

Bulletins were aired by WNBC every fifteen minutes Friday, with several commercial time signals cancelled to carry the news. Two programs were replaced because of snow-bound performers—the White Owl Sports Show, Friday night, and Saturday's Triple B Ranch.

Appeals for snow removal help, news and similar information were carried by WJZ Friday and Saturday. Station's artists on the "casualty" list were Doug Browning, who was replaced by Les Griffith; Pat Barnes, replaced by Stan Shaw, and Walter Kiernan, with Gordon Fraser pinching in.

The storm occurred at an opportune time for WINS. Last week the outlet installed a direct news ticker to the Weather Bureau, and reports were aired immediately. Don Goddard and Joe Durso went on the air every half-hour with latest developments. Special announcements by large employers in the area were broadcast gratis.

Official warnings and pickups from the Weather Bureau were carried by WHN, breaking into all shows over the weekend. There was no disruption of program skeds although several rehearsals were cancelled because of absent artists. WNEW aired an extra hourly newscast Friday in addition to all emergency announcements. The outlet also aired an appeal for horse-drawn sleighs to transport expectant mothers to hospitals.

## Engineers Marooned

Special roundups were broadcast by WMCA through Saturday in addition to hourly newscasts. Spot appeals for snow removal help were bought by the Pennsylvania Railroad, and Larsen Bakeries also bought special spots. Station "casualties" included two engineers stranded at the Kearny, N. J., transmitter building for 32 hours. WQXR devoted its entire news sked to the emergency, and also carried special news period Friday and Saturday. Hardy engineers stayed at their posts overnight, sleeping at the outlet's two transmitters.

WHOM engineer Ed Kosowicz walked four miles to work from his Queens home to make the station sign-on at 6:30 a. m. Saturday, leaving

—INDIANA—

**COLUMBUS**—To continue stimulating interest in teen-age listeners, WCSI-FM will start, right after first of the year, a Ping Pong Tournament, in conjunction with its teen age record show, "The Music Makers Club." Students from all the high schools in southern Indiana have been invited to participate in this event, by station promotion director Graeme Zimmer. Finals of the match will be broadcast on the show. . . **INDIANAPOLIS**—Ruby Anderson WIRE promotion and publicity director, has been appointed chairman of the State of Indiana for the Association of Women's Broadcasters.

—PENNSYLVANIA—

**PHILADELPHIA**—Tom Moorehead, WFIL sports director, has been invited to broadcast the play-by-play description of the New Year's Day Cigar Bowl Game in Tampa, Florida. Moorehead's account of the game, which pits unbeaten West Chester State Teachers' College from this state, against Missouri Valley College, will be carried by WALT, Tampa, and will be relayed to Missouri for broadcast there. The annual contest is sponsored by the Egypt Temple of the Shrine and all proceeds from the game go to the Shrine Crippled Children's Fund. . . Ray Craig, of the WCAU technical department, has been promoted to an assistant in the engineering department. His duties will consist of any general engineering work.

—NEW JERSEY—

**ATLANTIC CITY**—WMID recently staged a "Prince and Princess for a Day" broadcast, patterned after Mutual's "Queen For a Day" and "Heart Desire." The kiddie show, which was staged from a large boardwalk theater, was produced and emceed by station program director, Alan Over. Contestants were chosen by teachers and educators from this city and surrounding townships, their choice being based on scholastic ability, extra-curricular work and affability. . .

**PATERSON**—An intra-city spelling bee, involving every public school in this city, was recently launched by WPAT in co-operation with the Paterson Board of Education. Broadcasts are transmitted on Friday, evening 11, at a school auditorium and aired two days later.

home at 3 a. m. Bulletins and announcements were broadcast in four foreign languages as well as English. Warnings in Italian and English were aired also by WOY, two of whose engineers have claimed the "transmitter endurance" record. Frank Sullivan and Vin Neuman were marooned at the Carlstadt, N. J., transmitter for 36 hours. Comparatively unharmed by the storm was WLIE, which devoted three-quarters of its new to the emergency. Hempstead day timer, WHLI, received permission to remain on the air 24 hours-a-day, and aired news every 15 minutes. Friday night, the entire staff on duty, including owner Elias Godofsky, spent the night at the station.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 41, NO. 62

NEW YORK, WEDNESDAY, DECEMBER 31, 1947

TEN CENTS

## Petrillo Prosecution Opens

### T&T Tele Expansion Gels FCC's Approval

Washington Bureau, **RADIO DAILY**  
Washington—The FCC yesterday authorized the American Telephone and Telegraph Company to embark on a 1948 expansion program costing more than \$93,000,000 and including 11 new coaxial cable links for television service.

A. T. & T. proposed to provide the following new television service: Two additional circuits in the New York-Washington coaxial cable; two be-

(Continued on Page 6)

### Everybody Radio Citations for New York Announced

Three networks, five indies and one (eb affiliate were cited by the New York Listening Post Committee for Everybody Awards. It was announced yesterday by Mrs. Howard V. Millin, chairman of the group.

The committee is part of a chain of similar groups throughout the country which submit recommendations for awards to the national committee for final decision. Recommendations of the New York committee are:

For "outstanding reporting and in-

(Continued on Page 7)

### Tele News Service Set By INS, INP & Telenevs

What is described as being the first "complete" television news service has been announced jointly by International News Service, International News Photos and Telenevs Productions, Inc. Three organizations will produce a daily service of newsreels, still photos and teletype news, "spe-

(Continued on Page 6)

### Brothers In Snow

To bring New Yorkers expert opinion on snow removal from cities where heavy storms are no rarity, Bob Wood, manager of the WOR news room yesterday telephoned Pravda, in Moscow; the Minneapolis Star-Journal, and the Alaska Empire for advice. Results of the calls were aired by Lyle Van on his "News on the Human Side" on WOR at 6 p.m.

### No Paper Tomorrow

Tomorrow a hopeful world welcomes 1948. With New Year's Day observed in all the states of the Union as a legal holiday, **RADIO DAILY** will not be published.

### Heavy Record Backlog Ready For AFM Ban

Recording interests, unperturbed by the Petrillo musicians recording ban scheduled to become effective at midnight tonight, forecast in New York last night that the backlog of master records already made would carry the industry through one to two years without much inconvenience.

Columbia Records alone are reported to have invested \$1,000,000 in master recordings of tomorrow's hit tunes. This company, it is reported,

(Continued on Page 8)

### Ziv's 1947 ET Sales At Record \$10 Million

Frederic W. Ziv Company, transcribed program producers, hit an all-time high in record sales of \$10,000,000, during 1947, considered to be about one-third of the entire ET industry's total for the year, it was announced yesterday.

Company, which owns and distributes 24 programs, has shows sponsored by 875 local and regional advertisers on approximately 1,000 stations.

Ziv's program repertoire includes

(Continued on Page 2)

### Action Against AFM President Begins In U. S. Court In Chicago For Alleged Lea Act Violation

### Four ABC Executives Named Vice-Presxies

Four executives of the American Broadcasting Company were elected vice-presidents by the board of directors, Mark Woods, president of the web, announced yesterday. The new v. p.'s are Ivor Kenway, in charge of advertising, promotion and research; Frank Marx, in charge of general engineering; Robert Saudek,

(Continued on Page 5)

### Thayer Succeeds Fry With State Dept. Radio

Charles W. Thayer has been appointed acting Chief of the International Broadcasting Division of the Office of Information and Educational Exchange by the Department of State, it was announced yesterday. Thayer will succeed Kenneth D. Fry

(Continued on Page 2)

### Hayes Takes WINX Post; Named Exec. Vice-Pres.

Washington—John S. Hayes yesterday became a director, secretary and executive vice-president of WINX Broadcasting Company, succeeding

(Continued on Page 2)

By Staff Correspondent, **RADIO DAILY**  
Chicago—Hearing of testimony in the second trial of James C. Petrillo, president of the American Federation of Musicians, on a charge of violating the Lea Act began Tuesday before Judge Walter J. LaBuy of the Federal District Court and is expected to continue for several days. Otto

(Continued on Page 8)

### Local Retail Adv. Total Beat Web Gross In '47

Washington Bureau, **RADIO DAILY**  
Washington—Radio stations gross revenue from local retail advertising this year increased nearly \$20,000,000 over 1946 and exceeded network revenue for the first time in 20 years of recorded industry figures, the NAB has revealed. A survey by NAB's research department shows that local retail revenue in 1947 topped national

(Continued on Page 6)

### Mirror Makes News Deal With N. Y. FM Station

Outstanding development in the field of FM occurred yesterday when WGYN, exclusive FM outlet in New York, and the Daily Mirror signed a one year contract whereby the news-

(Continued on Page 5)

## Gala New Year Arrival Set On Networks, Tele Stations

New Year's gets a solid musical sendoff tonight for a four-hour period as the four major networks remain on the air three extra hours to bring listeners a combined total of 59 band pickups from various cities stretching from New York to Honolulu and Toronto to Atlanta. Some bands, at various times during the New Year's Eve dancing parties, will turn up on as many as three networks. Listeners also will get a

chance to hear New Year's celebrations, at the stroke of midnight, four different times as web announcers report from vantage points at that hour in different time zones.

As for the number of band pickups per network, Mutual tops the list with 19, starting out with Nat Brandwynne's orchestra in New York at 11:30 p.m., EST, tonight and winding up with Chlek Floyd's band in

(Continued on Page 6)

### Better Business Quiz

Philadelphia—The operations of the Better Business Bureau of the United States, organizations dedicated to the furtherance of sound relations between business and the buying public, will be the subject of the Wednesday, Jan. 7, Vox Pop broadcast over WJZ-ABC, at 8:30 p.m., EST. Parks Johnson and Warren Hull will interview members of Philadelphia B. B. B.



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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief
617 Dablonca Rd., 2122 Drexler Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

TED OBERFELDER, assistant director of advertising and promotion for the American network, leaving for Cincinnati, where he'll spend Monday, then go on to Indianapolis, Cleveland and Syracuse, visiting affiliates in those cities. He'll be back in New York Jan. 10.

JOHN MAYO, of the Lang-Worth Library, is back from a trip to the North-Midwest, which he refers to as "the snow country." He's leaving today for Boston, on station business and year-end pleasure.

DICK KOLLMAR, "Boston Blackie" on WOR, is in Baltimore, where he will lecture against crime at the New Year's Party of a teen-agers organization.

DON PALLINI is in Boston for a guest appearance on WCOP's "Brag About Boston," in conjunction with the opening of his new dance studios there.

TED CHURCH, director of news broadcasts at CBS, is in San Francisco, from which point he's going on to Honolulu for a vacation of one month.

JOHN PFEIFFER, science director at CBS, will return today from Chicago, where he attended the convention of the American Association for the Advancement of Science.

RALPH HATCHER, manager of the co-operative program division at CBS, is in Richmond, Va., to spend the holiday week-end with his family.

LOWELL THOMAS, Columbia network commentator, is back on his estate at Pawling, N. Y., following a trip to Lake Placid.

HELEN KANDEL, scripter on Columbia's "School of the Air," leaves this afternoon to spend the week-end in Richfield, Conn.

Ziv's '47 ET Sales At Record \$10 Million

(Continued from Page 1) Ronald Colman's "Favorite Story," "Guy Lombardo Show," "Wayne King Show," "Boston Blackie" and several others.

At the same time it was announced that Alvin E. Unger has been named vice-president in charge of the Ziv company, and he'll make his headquarters in Cincinnati, home offices of the company. Unger has been with Ziv since 1938, coming to them from the Tom Collins, Jr., Corporation. He served with General Patton's Third Army during World War II.

Hayes Takes WINX Post: Named Exec. Vice-Pres.

(Continued from Page 1) Wayne Coy, who became a member and chairman of the FCC. Announcement of the election of Mr. Hayes to succeed Mr. Coy was made by Philip L. Graham, president of WINX Broadcasting Company. Hayes, 37, has been station manager of the New York Times radio stations. WQXR and WQXX.

Mrs. Michael R. Hanna

Mrs. Mazel Hanna, wife of Michael R. Hanna, managing director of WHCU, Ithaca, and 1st District NAB director, died Monday in Ithaca. Funeral services will be held today. Mrs. Hanna is survived by her husband and three sons.

Gene Autry Renewed

Wm. Wrigley Jr. Company has renewed its sponsorship of the "Gene Autry Show" over CBS. Renewal became effective Sunday, Dec. 28. Series is heard 7:00-7:30 p.m., EST. Agency is Ruthrauff & Ryan, Inc.

Michelson-WAGA In Deal

WAGA, of Atlanta, Ga., and Charles Michelson, Inc., transcription producers, have completed a transcription program deal covering a total of over 1100 quarter and half-hour dramatic broadcasts. Included in the featured dramatic series are "Blackstone, Magic Detective"; "The Avenger"; "The Sealed Book"; "Out Of The Night," and several others.

Thayer Succeeds Fry With State Dept. Radio

(Continued from Page 1) who resigned effective Jan. 16 to return to private business.

Leland Barrows was named Deputy Director of the OIE, to succeed G. Stewart Brown who resigned effective Jan. 9 to become head of the public relations division for the Standard Oil Company in California.

Thayer, whose home is in Villa Nova, Pa., is an expert on Soviet affairs and supervised the State Department's broadcasts to Russia. He is a graduate of West Point and joined the foreign service in 1933. He speaks several languages and spent five years in Russia.

Two G. E. Officials Promoted By Board

Henry V. Erben has been elected a vice-president by the board of directors of the General Electric Co., effective Jan. 1, and on that date becomes general manager of the Apparatus Department, largest of the seven G-E operating departments, Charles E. Wilson, president, announced recently.

He succeeds Roy C. Muir, company vice-president, who is retiring Dec. 31, after more than 42 years' service.

John D. Lockton has been elected treasurer of the company effective Jan. 1, succeeding Jesse W. Lewis of New York who retires Dec. 31, after more than 37 years of service. Mr. Wilson announced.

Mr. Erben is now a commercial vice-president and assistant general manager of the Apparatus Department, and Mr. Lockton is an assistant treasurer.

Insurance Company Renews Mutual Time

For the fifth consecutive year, the Mutual Health and Accident Association of Omaha has renewed its contract with MBS. Effective Jan. 11, for 52 weeks, company will sponsor "Behind the Front Page," a new human interest stanza with Gabriel Heatter, Sundays, 7:30-8 p.m. New show replaces "A Brighter Tomorrow." Ruthrauff & Ryan, Chicago, is the agency.



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be... Washed up.

We don't know how other you're going to operate in their markets... but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President Represented Nationally By Headley-Red

FINANCIAL

(Dec. 30)

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

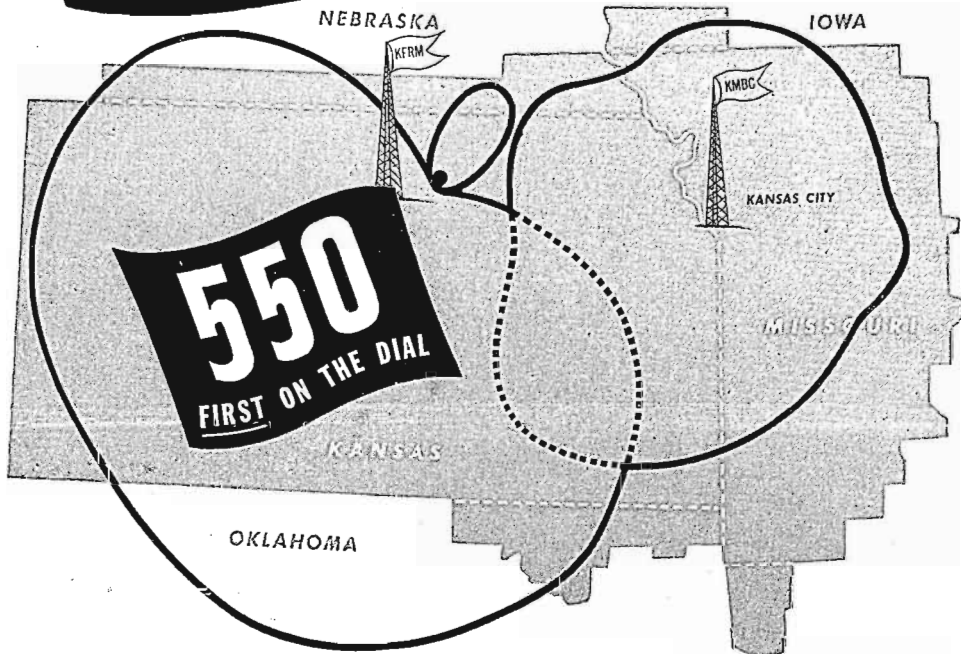
(From the files of Radio Daily) AFRA membership approved tentative wage scale which will be submitted networks and agencies. Actor commercial wage scale runs from \$25 minimum for 15-minute night program with half-time for rebroadcasts, to \$50 for a tele show... WPA unit in New York inaugurated a Charles Dickens series over WINS... "Double Dare You" (Shapiro-Bernstein, Inc.) was high among top web tunes.



# KMBC KFRM

*Announces*

Now, for the first time, one Kansas City broadcaster covers the entire Kansas City Trade Area



You have many times wished one Kansas City broadcaster could furnish you complete coverage of Kansas City's vast primary trade area. Your wish has come true!

FREE & PETERS, INC.

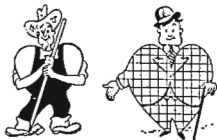
We at KMBC proudly announce that on December 7th KFRM—our 5,000 watt "First on Your Dial" (550 KC) service for rural Kansas—officially goes on the air.

Note from the map how the KMBC-KFRM half millivolt contours envelop western Missouri and practically all of Kansas. This coverage was planned after a study by Dr. W. D. Bryant, Director of the Department of Research and Information of Kansas City. This study (a copy will be mailed you on request) proved that Kansas City's Primary Trade Territory is the area shown in the accompanying map.

The KMBC-KFRM team is available to sponsors for early morning and noon farm service programs, also at certain other times. KFRM alone is available during its remaining hours on the air—at present daytime only.

KFRM will be programmed from KMBC studios, from the KMBC Service Farms, and from the Kansas City Livestock Exchange Building and other KMBC program sources. "Nuff said!"

Yes, we chalk it up as another KMBC "First."—First to cover a great trade territory by placing a transmitting station (it's in central Kansas) a great distance from the trade center and cash in on this economical concentrated trade area coverage. Ask Free & Peters.



*Arthur Peters*  
President

**KFRM • THE KANSAS FARM STATION IN THE HEART OF THE NATION • PROGRAMMED BY KMBC FROM KANSAS CITY**

## LOS ANGELES

By RALPH WILK

"G. E. House Party" originated at El Paso, Tex., Sun Carnival, Dec. 29. Leaving by train Dec. 28 was emcee Art Linkletter and wife; producer John Guedel and wife; Young & Rubicam supervisor Charles Henry; announcer Jack Slattery; production manager Martin Hill; pianists Con Maffie and Gene LePique; secretary Elinor Rowland. CBS engineer Hal Lindquist was advance man.

Otto Kruger is the narrator-star of a new dramatic airer titled, "The 13th Juror" written, produced and packaged by Arnold Marquis, which is getting plenty of agency attention. Show dramatizes the world's greatest unsolved mysteries presenting historical facts and rumored facts paying off with the listening audience drawing its own conclusions as to what actually happened. Audition platter deals with the case of John Wilkes Booth.

Bertha Kelly, formerly with Howard G. Mayer, has joined Helen Ferguson as magazine feature writer.

George Jay returned to Hollywood radio after absence during war years. Daytime hours are devoted to managing the Film Ad Corp., after which he turns disc jockey at midnight for KWIK's show from Dave's Blue Room. Celebs interviewed during first week included Joan Davis, Henry Youngman, Bill Robinson, Elliot Lawrence, Margaret Whiting, Matty Malneck, Jack Bailey and Jerry Lester.

A new variety show, slated to be heard over the Columbia Network shortly after January 1, is being considered for United States Army sponsorship. N. W. Ayer & Son, Inc., is in charge of Army's radio program.

An audition record of a new radio series featuring Tex Beneke's orchestra and entertainers was cut Sunday at Warner's Stage Three. The program is scheduled to go on the air shortly after the first of the year over Mutual network under the auspices of the United States Army Air Forces. Jack Roche is here from New York to take over production duties on the new series. Dick Dunn, also of N. W. Ayer & Son New York offices, co-ordinator of Army radio programs, is in Hollywood to assist with the audition.



## Notes From An Aisle Seat. . . !

● ● ● Ralph Edwards' next gimmick on "Truth or Consequences" will donate the proceeds to the National Heart Ass'n in honor of Mark Hellinger. . . Mutual likely to start the ball rolling next month on N. Y.'s year-long Golden Jubilee. Web plans a half hour show from H'wood with a flock of movie names, all born in Gotham, giving their regards to Broadway. Cagney will emcee. . . Robert Montgomery will play Matt Saxon when Universal-International start filming Freddie Wakeman's novel, "The Saxon Cham." . . . What's this we hear about Henry Morgan going over to CBS? . . . Jack Barry observes that right now there's no big live snow biz. . . WABD, Du Mont television key station, will soon feature a video newsreel-type program of interesting scenes and persons in the Met area. . . Priscilla Kont signed by Y & R to take over scripting chores on "2nd Mrs. Burton." . . . Mort Lewis and Tom McKnight will do most of the sketches for forthcoming "Ziegfeld Follies," starring Bortram Lahr. . . Harriet Van Horne's guest this Sat. on her new ABC stanza will be Joe Bonavita the guy who gave away all that dough down on the Bowery only to wind up in the clink with the cops convinced that they had captured a refugee from the foolish factory). . . No records on how many stews Manhattan holds, but come New Year's Eve, sez Peter Donald, there'll be some staggering figures on the subject.

★ ★ ★

● ● ● "I know that former N. Y. disc jockey that went to Florida" for a cabana, car, home and \$200 per week," wires Barry Gray. "But, Sid, it's \$200 a day, repeat \$200 a day. Incidentally, he's a swell guy and likes you."

★ ★ ★

● ● ● AROUND TOWN: Moe Gale taking well-deserved bows for selling Ted Dale on the Carnation show next week which Percy Faith is vacating due to his exclusive pact with Coca-Cola. Most of the nation's top conductors have been angling for this spot. . . Thelma Carpenter was inked to a Columbia recording contract just in time to wax a slew of tunes. . . Gen'l Foods readying a million bucks to spend on video promotion. . . Mel Allen and Russ Hodges will handle the Yanks next season on both radio and television simultaneously. . . Flop of "Caribbean Carnival" points up the apathy now prevalent toward calypso music. . . Y & R interested in a show built around comic Jack Carter who clicked on the Allen show a few weeks back. . . Sid Ascher down with a busted ankle. . . Joe Hasel comes up with Der Bingle as his guest Monday nite. Bing will talk from H'wood plugging his Delmer Invitation Golf Tournament and will probably also try and explain away that cellar finish of his Pittsburgh Pirates last season. . . Joey Nash cut 30-second spots of Irving Caesar's "Songs of Safety" for Harry S. Goodman. . . Martha Raye, at the Harom, sez she just bought a television set. Now she's gonna open up a bar.

★ ★ ★

● ● ● IMPRESSIONS: John Robert Powers: "Pan" Handler. . . Mrs. FDR: First Lady of the World. . . Oscar Levant: Dead End Kidder. . . Joe Thomas: The Velvet Frog. . . Henry Morgan: Quip-persnapper. . . Noro Morales: Rhumba King Size.

★ ★ ★

● ● ● NEW YEAR OBSERVATIONS: Make a note to catch Jane Froman on Jan. 4th when she preems on the Coca-Cola show. Her landing of this choice spot is the best news of the new year. . . For the next 12 months, we intend to carry out a temptation — whereby we'll call all WNBTelevision shows; NBSeos. . . Wonder if six-year-old Robin Morgan will resolve to follow the "new look." . . Let's continue to have dramatic productions with the class of "Theater Guild" and the zip of "This Is Your FBI." . . Hope all the international news events turn out the way optimistic Gabe Heatter always interprets them and that the sometimes pessimistic Drew Pearson is disappointed with his gloomy prognostications.

## CHICAGO

By NAT GREEN

TELEVISION set census in Chicago land has zoomed to more than 11,000, and WBKB staffers predict it will reach 15,000 by January 10. If it does WBKB will tilt its commercial rate.

Cover of the WMAQ fortnight program schedule will be redesigned for "a new year—a new face" will be the issue of January 5. The static also has placed a series of two-column newspaper advertisements in five Chicago papers, promoting the 11 a.m.-1 p.m. period on WMAQ. Theme of the ads read "mid-day radio highlights on WMAQ."

WBMM's press department sent on a clever holiday greeting in the form of a four-page script titled "Christmas 1947" in which the "narrator" described preparations for the big meeting in Studio 10 on December 24 and "voices" wondering what it was about; then the climax on last page with the WBMM personnel, to the sound of "Jingle Bells," wishing a Merry Christmas.

## Freer Heads FTC

Commissioner Robert E. Freer becomes chairman of the FTC for a year, beginning Jan. 1. Commissioner Freer was previously chairman in 1939 and 1944 under FTC's policy of rotating the chairmanship annually.



## HOTEL STRAND

Atlantic City's  
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage on premises.

OPEN ALL YEAR  
Under Ownership Management  
Exclusive Pennsylvania Avenue  
and Boardwalk

1906 1947

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

## Four ABC Executives Named Vice-Presxies

(Continued from Page 1)  
 in charge of public affairs, and Thomas Volotin, in charge of news and special events. The new vice-presidents will report to Robert E. Kintner, ABC executive vice-president.

Coupled with the announcement of the new vice-presidents, ABC revealed yesterday that current indications are that business for the first quarter of 1948 will approximate \$11,575,000. This is an increase of about 11.5 per cent over gross time sales of \$10,387,004 reported for the first three months of 1947. Fred Thrower, vice-president in charge of sales, revealed.

Gross time sales of ABC for January, 1948, mirroring the 205 weekly quarter-hours of commercial time booked on the network, are expected to show an increase of almost 11 per cent over those for the first month of 1947 when the number of weekly commercial quarter-hours amounted to 187. Based on business already booked on ABC for January, gross billings are expected to approximate \$3,985,000 as compared with \$3,577,008 reported for the initial month of 1947.

The web also reports a 10 per cent increase in the number of weekly daytime quarter-hour periods sold during January as compared with the same month of the previous year. In January, 1948, the network has booked 152 commercial weekly quarter-hours during the 9 a.m. to 7 p.m., EST, time period Monday-through-Sunday. This compares with 138 daytime commercial quarter-hour periods on ABC during January, 1947, in the corresponding time periods.

Commercial evening quarter-hour time periods booked on ABC in January also show an increase of approximately 10 per cent.

## BBC Musicians Seek Wage Increases In Eng.

London—Broadcasting and theater execs here conferred in hastily-called meetings yesterday in a last-minute attempt to prevent a threatened ban by the British Musicians Union on BBC broadcasts of music originating from theaters or music halls.

The threatened ban, which is slated to go into effect at midnight tonight, dates back to a union demand made Oct. 1 for increased pay for the broadcasts.

## College ET's Distributed

Fredericksburg, Va.—The radio department of Mary Washington College of the University of Virginia has sent five transcriptions of Christmas music by the glee club and choir to thirty stations in the East and South. These fifteen-minute programs were directed, announced and produced by students in the radio department headed by Mrs. Mildred Sollenberger and the transcriptions were recorded in the college studios by members of the radio classes.

## SOUTHWEST SIDELIGHTS

THE largest network ever used in the state to broadcast a football game was formed last Saturday to carry the title game of the High School Football Championship. Covering all 254 Texas counties, 44 stations aired the Highland Park (Dallas) and Brackenridge (San Antonio) game from Alamo Stadium in San Antonio. Program was sponsored by the Magnolia Petroleum Co., and was announced by Bill Hightower and George Mooney.

During the Christmas week, KTSA, San Antonio, staff entertainers made a series of personal appearances. Cliff Warren, baritone, and an instrumental trio visited the wards at Fort Sam Houston; J. Rozance, accordionist, entertained at the Lions Club party for the Blind; Barbara Slaughter and Bob Clark appeared before the Children's Shelter.

Tom Potter and Tom E. Foster, as the Certer Broadcasting Co., have applied to the FCC for a standard broadcast station at Certer to operate full time with 250 watts on 1490 kc.

The Melody Men, composed of Clyde Romans, George Moffitt, Dudley Hughes and Floyd Gray, have made their debuts on "Imperial Melody Souvenir" broadcasts which originate in the studios of WFAA, Dallas, and are heard over member stations of the Texas Quality Network.

Leon Lloyd has been named general manager of KBKI, Alice. He was formerly with KBOW, Butte, Mont.

Howard W. Davis, owner and oper-

ator of KMAC and KISS (FM) and KPAB, Laredo, was married to Maudie Huseby.

Douglas Butler has joined the sales staff of KROD, El Paso. Butler was formerly vice-president and general manager of an El Paso outdoor advertising firm.

Pat Steel, former promotion manager and program director for KPLJ Paris, has joined the advertising and promotion department of NBC in New York, as copywriter in audience promotion section.

Don Coplin has joined the staff of KORC, Mineral Wells, as program director. He was formerly with WHB, Kansas City, Mo.

Application has been submitted to the FCC by the Pasadena Broadcasting Co., headed by T. E. Robertson for a new standard broadcast station at Pasadena to operate daytime only on 1180 kc. with a power of 1000 watts.

Proceedings of the 4-H Club Achievement Banquet held in San Antonio were wire recorded and played back over KTSA, San Antonio. Fred Bennett and Tony Rozance, KTSA staff entertainers, were also on the program.

For the eighth consecutive year, WOAI, San Antonio, aired the Christmas Eve midnite mass service from St. Mary's Catholic Church in San Antonio. Brother Peter Rogers, of the De Mazened Seminary, was the narrator during celebration of the ceremony.

## Mirror Makes News Deal With N. Y. FM Station

(Continued from Page 1)  
 paper will furnish the station 15 five-minute newscasts daily in return for air credits. Contract was signed by Richard McCabe, Mirror publisher, and P. K. Leberman, president of WGYN.

Agreement takes effect Jan. 1. Mirror will install a leased wire direct from its newsrooms to WGYN and will probably set up a three man staff to prepare the newscasts which will start at 7:55 a.m., and be heard every hour at five minutes before the hour. Amount of promotion which WGYN will receive through the Mirror is yet to be determined but the paper will carry a daily box on Page 5, about 23 lines, announcing its newscasts over WGYN.

Station will have the service of all Mirror news gathering facilities, including a mobile radio-telephone unit which may at times provide WGYN with on-the-scene pickups.

Swap deal was reportedly entered into for the purpose of joint exchange promotion but the Mirror is believed to have long range plans, probably in the field of facsimile, in which a tie up with an FM station could prove beneficial. For some months the Mirror has had its own mobile unit for transmitting photos direct from the scene back to the newsroom of the newspaper.

## Foreign Film To Premiere On NBC Tele Tomorrow

American premiere of a foreign motion picture will be seen on WNET, key station of the NBC video network tomorrow, New Year's Day when "African Diary," French movie released through Mag Films, is aired at 9:15 p.m., EST.

"Diary" has been equipped with English dialogue on the sound track in place of French, and will be seen over WNBW, Washington, WPTZ, Philadelphia, and WRGE, Schenectady.

Story is set in the Sudan and features Victor Francen and Harry Baur, French screen stars.

## Will Salute Elizabeth

Elizabeth, N. J., has been selected for the thirteenth of WNBC's Salutes to communities in the Metropolitan area, and will be honored with an all-day series of programs on February 3, 1948, it was announced by James M. Gaines, manager. Following the pattern of previous Salutes to Cities, all of the station's top stars will participate. Mary Margaret McBride, Jinx Falkenburg, Tex McCrary, Bob Smith, Norman Brokenshire, Frank Luther, and Ray Barrett will originate shows from Elizabeth, while John McCaffery, Eloise McElhone, Tom Page, Wally Butterworth, and others will also devote their programs to the community.

For Profitable Sales Advertise in these

# 5 PROSPEROUS MARKETS

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**WGAL**  
 Lancaster, Pa.  
 Established 1922

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**WRAW**  
 Reading, Pa.  
 Established 1922

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**WKBO**  
 Harrisburg, Pa.  
 Established 1922

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**WORK**  
 York, Pa.  
 Established 1932

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**WEST**  
 Easton, Pa.  
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**STEINMAN STATIONS**  
 Available individually to suit your needs. Write: Sales Representative

## RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago  
 San Francisco

# AT&T Tele Expansion Gels FCC's Approval

(Continued from Page 1)  
 between New York and Albany; two between Philadelphia and Chicago; two between Chicago and St. Louis. These links would permit television programs to originate or be received in Baltimore, Richmond, Pittsburgh and Cleveland in addition to the cities named. The Commission also authorized the Pacific Telephone and Telegraph Co., a subsidiary of A. T. & T., to construct a coaxial cable between San Jose and Los Angeles, Calif.

A. T. & T., said its 1948 expansion program would cost \$76,130,000. In addition, the expansion program of Pacific T. & T. and Bell Telephone Co. of Nevada, was estimated at \$17,433,000.

The carrier facilities proposed would also increase circuits for use by AM broadcasting as well as other services. Pacific Telephone said it would install additional broad band equipment between Portland, Los Angeles and Salt Lake City. These proposed new facilities can be used in radio broadcast service.

**Statement by AT&T**  
 In proposing its expanded program, A. T. & T., said that television network facilities "are most likely" to be needed along the routes listed. As in present coaxial cable facilities, the new circuits will be available for gaining experience in operating long-distance television circuits and for training personnel along the routes involved. "It was also noted that Boston may be tied in by means of experimental microwave circuits now existing between that city and New York."

The construction of cable and wire plant and installation of carrier facilities proposed by A. T. & T., will provide for an additional 1,900 message telephone, private line and other circuits, in addition to additional program channels for video and radio service. The new link proposed between San Jose and Los Angeles will supplement existing facilities between Los Angeles and Portland, Oregon.

# Detroit Firm Completes Tele Films For Edison

Detroit—Television department of Florez, Inc., independent producer here, has completed a series of six "The Show" motion picture playlets for the Detroit Edison Company in conjunction with Campbell-Ewald Company, agency for the utility. Designed to be used with Edison's regular newscasts, shorts make use of the company's services as background for human interest plot. In addition, films have been produced with an eye to special problems of telc, including lighting and centering of subject matter, etc.

# Prof. Quiz Renewed

Professor Quiz has received a year's renewal from his current sponsor, American Oil Company, effective with the broadcast of January 10th.

# Gala New Year Arrival Set On Networks, Tele Stations

(Continued from Page 1)  
 Honolulu at 3:45 a.m., EST. At midnight in New York announcer Phil Tonken will do a two-minute report of the Times Square scene from the Hotel Astor marquee. MBS will usher in the New Year again at 1 p.m., EST, from Chicago and again at 3 a.m., EST, from San Francisco.

CBS and NBC are making 10 band pickups each, both starting out from New York and working westward across the nation. Both will highlight midnight crowd scenes in New York and Chicago but for other such coverage across the country NBC goes to Denver and San Francisco while CBS hits the western trail via Salt Lake City and on to Hollywood where it will welcome the New Year at 3 a.m., EST, from Hollywood and Vine.

ABC, normally signing off at midnight, remains in operation tonight until 3 a.m., EST, in order to carry eight band pickups. ABC begins with Gene Krupa in Philadelphia at 11:30 a.m., EST, and starts the final pickup at 2:30 a.m., EST, from the Ambassador Hotel in Los Angeles where Freddy Martin is playing.

Arrival of the New Year in the three major cities on the eastern television network—New York, Philadelphia and Washington—affords video stations ample opportunity for a wide variety of program fare, bulk of which will concern itself with actual celebrations at key points.

NBC has scheduled a special three-hour "round-robin" show from 8:45 to 12:05 p.m., EST, portions of which will be sponsored by the Hamilton Watch Company, with the high point coming at midnight from the crossroads of the world—New York's Times Square.

In addition to Times Square pickup and the studio show from New York, titled "Through the Years with Song and Dance," a remote pickup and studio program from Philadel-

phia and a studio show from Washington is scheduled.

WNBZ's "Through the Years" will feature stars and acts of former years in a musical review of the old minstrel days, Gay Nineties, the Roaring Twenties and other eras of America's entertainment history. In the Times Square segment of the show, two cameras of one of NBC's mobile units will be installed at the Hotel Astor to record the climax of activity as the clock ushers in the year 1948.

A sports show will originate from WPZT in Philadelphia featuring top sports events of the past year with heavyweight contender Jersey Joe Walcott as guest. Washington portion of the show will be a 20-minute studio show (from WNBW) with the station arranging a New Year's Eve celebration for Capital viewers.

Network shows will also be featured on WABD-DuMont New Year's Eve festivities with a special pickup from the Capital and WTTG scheduled from 11:30 p.m. to 12:05 a.m. Thursday morning.

**From United Nations Club**  
 Washington program will be a direct pickup from the United Nations Club in the Capital wherein dignitaries of the UN and their families will herald the arrival of '48. U. S. Army and Navy officials are also expected to attend the celebration which will have variety entertainment of an international flavor, including song and dance performances by Latin-American, European and Oriental stars, etc. At 12:20 a.m. WABD will air a web show from WFIL-TV in Philadelphia consisting of a pickup of the Ice Follies New Year's Eve party in the Quaker City.

WCBS-TV's "Missus Goes A-Shopping" today with John Reed King (1:30 p.m., EST) will have a tie-in with the New Year's theme. Program will originate from a super market in Long Island.

# Atlanta Tele Station OK'd. Also 10 FM Applications

Washington Bureau, **RADIO DAILY**  
 Washington—The FCC yesterday authorized Liberty Broadcasting Corp., to construct a new commercial television station in Atlanta, Ga. The new video station will operate on Channel No. 5.

In FM actions, the Commission awarded conditional grants to Northern Allegheny Broadcasting Co., Warren, Pa., and Agricultural and Mechanical College of Texas, College Station, Texas.

Granted FM construction permits were the following: Batavia Broadcasting Corp., Batavia, N. Y.; Wolverine State Broadcasting Service, Inc., Detroit; Mercury Broadcasting Co., San Antonio, Texas; E. Ogden Driggs, Berkeley, Calif.; Campbell & Steffall, Clarksville, Tenn.; Fayette Broadcasting Co., Lexington, Ky.; Bernardino Valley Broadcasters, Colton, Cal.; R. A. Cortez, San Antonio.

# Tele News Service Set By INS, INP & Telenews

(Continued from Page 1)  
 cially tailored" for video, it was said. Operations will be co-ordinated to make possible full three-way coverage of world events.

The various types of service will be available as complete "packages" for television stations, networks and sponsors. Newsreels will be produced by Telenews, in association with INS and INP. Teletype news will continue under the INS label, and still news under INP. All sales will be handled by the INS-INP television department.

# Participating Sponsor

Effective Jan. 5, Ward Baking Co. will sponsor three quarter-hour periods weekly on Martin Block's "Make Believe Ballroom" over WNEW. The 52-week contract was placed through J. Walter Thompson.

# Local Retail Adv. Total Beat Web Gross In '47

(Continued from Page 1)  
 network income by more than \$10,000,000. The 1947 gross revenue from local retail advertising was estimated at \$136,000,000, compared with the \$115,380,000 registered in 1946; national network income this year reached \$125,796,000—a drop from the \$126,739,000 recorded in 1946. Total gross revenue this year was put at \$557,296,000 with \$331,764,000 registered in 1946.

NAB emphasized that the figures do not reflect net profits.

The survey supplements a recent NAB study which showed that average gross station revenues increased about 8 per cent in 1947, with operating expenses up about 9 per cent.

The NAB survey, it was pointed out, takes into account the new stations operating. This increase in new stations explains the smaller average station revenue increase, NAB said. There were more than 1,400 stations in 1947, compared with 953 in 1946.

**Says FCC Under-Estimated**  
 NAB said its survey clearly reflected the "increasingly local character" of radio.

NAB also declared that FCC estimates of 1946 revenue from local advertising were "seriously" under the actual figures, especially for local retail advertising.

NAB's research department said its survey indicates that income from local advertising will exceed the 1946 figure by about 17 per cent.

National spot business also showed a slight increase of 9 per cent over 1946, but both regional and national networks showed a small decline.

The NAB survey was based on replies from a projectable sample of the broadcasting industry. Correcting for underestimation of 1946 revenue, and adding the expected increase for 1947, on the basis of the NAB survey, the following comparative table shows the increases and decreases:

|               | 1946          | 1947          |
|---------------|---------------|---------------|
| National Webs | \$126,739,000 | \$125,796,000 |
| Regional Webs | 5,728,000     | 5,500,000     |
| National Spot | 82,917,000    | 90,900,000    |
| Local Retail  | 116,380,000   | 136,000,000   |
| Totals        | \$331,764,000 | \$357,296,000 |

# KTAN On The Air

Sherman, Tex.—Sherman's second radio voice, KTAN, took to the air here last Friday at 10:00 a.m. Station will operate from local sunrise to local sunset on 1500 kcs. with a power of 250 watts. Studios and transmitter are located in a temporary building a mile north of here. A 100-foot, all directional broadcast tower has been erected. The station plans to erect a \$25,000 building in 1948.

The staff includes Louise Collier, traffic director; Bill Jaco, production manager and special events director; Bill Collins, announcer and music librarian; Sue Hill, studio accountant, receptionist and stenographer; Stafford Davis, chief engineer, and Paul Phillips, chief control operator and maintenance engineer.

# AGENCIES

**CHARLES MICHELSON, Inc.**, transcription producers, announce the removal of their New York offices to 23 West 47th Street.

**KETTELL-CARTER**, Boston, have been appointed regional representatives for Vermont's Capital City station, WSKI, Montpelier-Barre, Vt. K-C will represent WSKI in New England and New York State, excluding Greater New York City. Appointment is effective January 1st. WSKI is now 250 watt on 1240 kc, serving central Vermont, with main studios in Montpelier and branch studios in Barre.

**CURTIS MITCHELL**, for the last two years national director of advertising and publicity for Paramount Pictures, has announced his resignation, to become effective between Jan. 15 and the 31st.

**RADIO ADVERTISING COMPANY** has been appointed exclusive national representatives for WHBL, American network affiliate in Sheboygan, Wis. Appointment will take effect Jan. 1.

**CARLETON E. COVENY** has been named vice-president of John Blair & Company, effective January 1, 1948. A veteran of 20 years in radio, Coveny has been with Blair since 1937. In that year he opened the first radio station representative office ever to operate in Los Angeles, and has managed it continuously since. For the past two years, L. Hollister Moyer has been associated with Coveny in the operation of the office.

## "Who's Mr. F. M.?" Contest Launched in Washington

Taking their cue from the "Miss Hush" contest, WWDC, Washington, FM station in co-operation with the Times-Herald, will stage a "Who Is Mr. F. M.?" contest from January 1 to 22nd with \$4,000 in prize awards going to the FM listener properly identifying "Mr. F. M."

Cues to the identity of "Mr. F. M." will be given nightly between 8:30 and 9:30 p.m., over the Washington FM station. The winner will be announced on January 22 at which time WWDC will officially open its full power 20,000-watt station.

A special section in the Times-Herald is being prepared in connection with the contest and the opening of the new station.

## Sign Budapest Quartet

CBS program department has signed the world-famous Budapest String Quartet for a five-broadcast series from the Library of Congress next Spring. When the Philadelphia Orchestra's series over CBS, Saturdays at 5-6 p.m., comes to a close, the Budapest group will go into that time period, from April 17 through May 15.

# Radio As Retailers Media Emphasized In New Book

By SID WEISS

A book called "Radio Broadcasting for Retailers" is a new item containing considerable "pats on the back" for commercial radio. This edition, published by the Fairchild Publishing Co., is dedicated by the author "to all the sponsors and prospective sponsors and all the men and women seeking careers in retail store radio broadcasting." It's not impossible that, promotion-wise, certain parts of the book can be used to advantage by such people as commercial managers, station account executives and time salesmen.

Book is authored by Enid Day, radio director of the Davison-Paxon Co., Atlanta, who has been selling that store's merchandise daily over WSB for the last 11 years. Also, the lady has been in radio and retail merchan-

dising since 1930 so she apparently is well qualified to write a book about it.

"Radio Broadcasting for Retailers" is divided into two parts. First part contains discussion on the things which prompt retailers to go into radio. Here the author takes up the planning and writing of the personality show, as seen from the prospective sponsor's viewpoint. Second half of the book is for individuals seeking careers in radio programs for retailers.

Miss Day entered radio in 1930 when she originated a show for Burdine's in Miami. Series caught the attention of other retail execs and she went on to do similar campaigns for department stores in Richmond, Baltimore and Columbus, O.

## Peabody Radio Citations For New York Announced

(Continued from Page 1)

terpretation of the news"—to CBS for "As Others See Us" with Larry Lesueur. Special recommendations were made for the web's Edward R. Murrow, and NBC's Morgan Beatty and Caesar Scharinger.

For "outstanding entertainment in drama"—to CBS for two broadcasts in the "Studio One" series, with ABC's "The Greatest Story Ever Told" a close second and also recommended.

For "outstanding entertainment in music"—to the NBC Symphony airing of "Otello" under direction of Arturo Toscanini. Special consideration was recommended for ABC's Boston Symphony series and for the Fred Waring show.

For "outstanding educational program"—to ABC for America's Town Meeting of the Air. A special award was recommended for WOR for "Name Your Poison," a one-shot broadcast about unsanitary conditions in public eating places.

For "outstanding children's program"—to ABC's "Land of the Lost." Special recommendations were made for the web's "Children's World" and for WQXR's Youth Forum with Dorothy Gordon.

For "public service rendered by a local station," 1,000 watts or under—to Municipal outlet NYWC for live coverage of UN meetings, with a special commendation for the station's airings of the city transit hearings.

For "public service rendered by a regional station" over 1,000 watts—to WOV for the dramatic series "The American Family." Special citations were made to WNEW for "Little Songs About Big Subjects"; to WMCA for "UN Today"; and WOV for Lisa Sergio's commentary series.

The committee also recommended unanimously the creation in 1949 of a new classification for a Peabody Award, for "outstanding international programs."

Chairmen of sub-committees for the various classifications were Mrs. William Dick Sporborg, news; Charles R. Bell, drama; Mrs. F. Tru-

## Fort Industry Promotes Several in New Setup

Detroit—Fort Industry Company announced over the week-end promotions in a sweeping general order issued Dec. 24.

George B. Storer, president, and J. Harold Ryan, vice-president and treasurer respectively of The Fort Industry Company, announced a list of organizational promotions. Heading the list was Lee B. Wailes, formerly general manager of the company, who has been elected vice-president in charge of operations. Wailes will continue to be located in Detroit and will direct the operations of the entire company from his present office in that city.

Included in the list of other advancements are E. Y. Flanagan, managing director of WSPD, Toledo; Stanton P. Kettler, managing director of WGBS, Miami, and J. Robert Kerns, managing director of WOLK, Lima, all of whom have been made vice-presidents of The Fort Industry Company in charge of operations in their respective cities. William E. Rine, managing director of WWVA, Wheeling, has been made vice-president of the West Virginia Broadcasting Corporation. Allen Haid, managing director of WMMN, Fairmont, has been appointed vice-president of Monongahela Broadcasting Company, and James E. Bailey, managing director of WAGA, Atlanta, has been named vice-president of Liberty Broadcasting Corporation.

Ralph G. Elvin, managing director of WJBK, Detroit, newest station to be acquired by The Fort Industry Company, has been named vice-president of Detroit Broadcasting Company in charge of the AM-FM and television operations of the company.

Storer said the organizational changes were made to prepare each operating company, of which he is president, for the expected expansion of activities in 1948. He predicted continued "bumper business."

bee Davison, music; Miss Henriette Harrison, education; Miss Elizabeth McSte, children's shows, and Mrs. Ambrose Diehl and Dr. Arno Huth, international affairs.

# BEHIND THE MIKE

By SID WEISS

IN case you haven't heard, Paul Stone hasn't been lolling in the sunshine out California way. Her Fall productions have been completely radio, however—writing, selling and producing package deals. First one, now clicking on the Coast, is based on the Raggedy Ann series for RCA-Victor.

John Bradford now at work on "The Creation," sequel to the highly successful Bible-based platter, "Ten Commandments."

Has anyone seen a beautiful collic dog answering to the name of—what else—Lassie? Dwight Weist is the distraught master.

Deal on the fire for Bret Morrison to take over a leading role in a current TV smash musical.

Les Tremayne to narrate a video travelogue dealing with advances in modern medical practice.

Mutual interested in a new audience participation package headlining Eddie Dunn in emcee role. Format has panel of Max Shulman, Wendy Barrie and Dave Ross furnishing punch closing lines to limerick submitted by audience.

U. S. Steel's "Theater Guild of the Air" celebrating its 100th broadcast Sunday nite. It'll be Lillian Hellman's chiller-diller, "The Little Foxes," with Agnes Moorehead, Thomas Mitchell and Zachary Scott.

Ed Begley in town for the holidays and then back to H'wood for another film.

Rosoff's Restaurant may soon have the only disc-jockey-bartender in the city if certain plans jell for one of the cocktail mixers to do a platter show from the eatery.

After writing over 500 NBC "Honeymoons in N. Y.," Art Henley has thrown in the towel to become engaged to Miriam Scott, coloratura soprano recently voted Miss Cinderella by Warner Bros., theater.

Clayton Collyer returns to his alma-mater, Fordham, for the coming semester as a full-time lecturer in a radio acting course.

## New Tolerance Series Ready Next Spring

Next album of 13 quarter-hour transcriptions produced by the Institute for Democratic Education to aid in racial problems will be ready for release in the Spring of 1948. It was announced at the Institute's board of governors meeting in New York. Board members present included Robert Saudek, ABC; Lyman Bryson, CBS; and Elsie Dick, MBS.

New series, called "Stories to Remember," contains radio adaptations of short stories written by such writers as MacKinlay Kantor, Irwin Shaw, Dorothy Canfield Fisher and Claudia Cramon. Series was conceived and produced by Harold Franklin, program director of the Institute, and directed by Earle McGill. Programs feature stars of stage and screen in leading roles.

## Petrillo Prosecution Starts Today In Chi.

(Continued from Page 1)

Kerner, Jr., United States Attorney, and his assistant Leroy R. Krein are handling the case for the government, and Petrillo is represented by attorney Daniel D. Carmell. In a previous trial the Lea Act was declared unconstitutional by Judge LaBay but the United States Supreme Court reversed the decision and or-

### Counsel Appointed

Sydney Koye of UMI and Verne Burnett were officially selected yesterday as legal and public relations counsels, respectively, by the Industry Music Committee. Their working dates, respectively, will act as a "clearing house" for the entire broadcasting industry in all matters connected with Petrillo and the AFM. Koye and Burnett were hired on a "per diem" basis. Burnett has a wide background in public relations and advertising, including 12 years with General Foods as vice-president and public relations director. He also served as vice-president of ANA. Two counsels will meet with the executive group of the Industry Music Committee Jan. 6.

dered a retrial, thus virtually upholding the Lea Act's constitutionality.

Original action against Petrillo grew out of a strike called against Station WAAF by the Musicians' Union when the station refused to employ three additional musicians claiming it did not need them. In the opening arguments Tuesday Petrillo's attorney asserted that each activity had been legitimate and that every act was based on rights guaranteed by the Constitution.

Most of the day was taken up with hearing of testimony of William E. Hutchinson, secretary-treasurer of the Drovers Journal Publishing Co., owner of WAAF. After identifying some 31 government "exhibits" Hutchinson was interrogated on operation of the station since its establishment in the early 1920's, and its development from a station devoted solely to broadcasting market reports for about an hour a day to its later expansion into the general radio field. Hutchinson testified that the three musicians called out by the union in May, 1946, had not been replaced and that the station has continued to function in a satisfactory manner, with no complaints of overwork by employees and no complaints from the F.C.C. Station market reports are the same profit in 1947 as in 1946, Hutchinson said, although it probably is carrying more sustaining programs than formerly.

Testimony may continue through the week, as there will be no hearing on New Year's Day.

### Engagement Announced

Linda Casazza, secretary to George Crandall, CBS Press Information Director, is engaged to marry Dr. Alfred A. Moran, assistant professor of psychology at Rider College, Trenton.

## COAST-TO-COAST

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Duke Ellington, one of the foremost creators of modern music, will be featured in his own disc jockey show over WDCW every weekday, Monday-Friday, from 12:00 midnight to 1:00 a.m. The Duke will select his own music and interview two prominent guests from the musical world each week. . . . WINX and WJWX-FM will get their 1948 sports coverage off to an impressive start when they give the play-by-play account of the New Year's Day Gator/Bowl grid battle direct from Jacksonville, Florida. The game brings together the University of Maryland Terrapins and the Georgia Bulldogs. Handling the detailed account will be Bob Wolff while Ray Morgan fills in the color.

—NEW YORK—

BUFFALO—Ervin Victor, better known to radio audiences as "Doc Ervin," has started a new Sunday afternoon show which features a Hillbilly Hit Parade. The numbers played will reflect the preferences of the Monday through Saturday listeners to his WKBW "Howdy Neighbor" show. . . . SYRACUSE—WFLB vice-president, G. S. Souter, has been named to this city's centennial celebration which is arranging a city-wide celebration next year in observance of Syracuse's 100th anniversary as an incorporated city. . . . UTICA—Stewart Spencer, former promotion and publicity director for WCSC, Charleston, S. C., has taken over as program director for WRUN and WRUN-FM, Utica-Rome metropolitan stations.

—MASSACHUSETTS—

BOSTON—Miss Voltaire Black, who conducts "The Children's Song-Bar" on WCOP every Saturday morning, has just organized seven "Good Neighborhood Clubs" for children of all ages. The seven groups have been formed from members of the Chinese Y. M. C. A. of Boston; the Elizabeth Peabody House of this city; the Joseph P. Manning School of Boston; the Y. M. H. A. of Roxbury; St. Mark's Social Center of Roxbury, and the New England Peabody Home for Crippled Children, of Newton Center. The groups have been organized with the double purpose of promoting inter-racial understanding and combating juvenile delinquency. . . . HARTFORD—"Good Evening" program, heard over WDRS, is now being sponsored by the Connecticut Economic Council. Show is put on by Glenn Rowell, former host of the nationally known Glenn and Glenn team, and new personal manager at Yeeder-Roost Manufacturing Company. . . . NEW BRITAIN—The first 1948 baby born in Hartford County will receive a long list of presents and gift certificates, thanks to the generous contributions of the citizens from one dozen towns to a con-

goleum nursery rug, plus special certificates already totaling \$100. Merchants' pledges for the gifts were lined up by the station's sales staff.

—INDIANA—

COLUMBUS—WCSI-FM recently increased its power from 31,000 watts to 71,000 watts, remaining on 93.7 megacycles and channel 229. This increase extends the station's listening area by more than 100 miles and makes it one of the most powerful frequency modulation stations in the country. . . . INDIANAPOLIS—Six hundred members of the Indianapolis Star were entertained by the WIRZ "Trolley Trio" at their annual Christmas breakfast in the Riley Room of the Claypool Hotel. Frank Parrish, singing supervisor of the group, emceed the occasion.

—FLORIDA—

JACKSONVILLE—Steve Fisher, former production manager and news director of WWRB, Beckley, West Virginia, has joined the staff of WPDQ as news director. Other new staff additions are Edith Cooper and Catherine Holt in the secretarial department. . . . MIAMI—WIOD commercial manager, Robert L. Fidler, has been elected second vice-president of the Exchange Club of Miami at the annual meeting held there last week. Fidler has been a member of the board of directors for the past two years.

## Heavy Record Backlog Ready For AFM Ban

(Continued from Page 1)

has been busy the past few months making masters of musical comedies yet to be produced on Broadway as well as the current crop of ASCAP and BMI tunes.

While no figures were available on the masters made by RCA-Victor, Decca, Capitol and other recording companies it is believed that an additional \$5,000,000 has been spent by the companies in building up a library of tomorrow's tunes. Name musical orchestras, singing groups, musical comedy vocal ensembles, hill billy singers and instrumentalists, and symphonic groups.

Philco has recorded its series of Bing Crosby shows heard on ABC far in advance and these recordings will carry the crooner through until May when he signs off for the summer.

The Tommy Dorsey ET show produced by the Louis G. Cowan agency has made enough recordings to carry the transcribed program through February.

Petrillo's ban on recordings was announced on October 15 to become effective at midnight Dec. 31. The ban will affect approximately 700 recording companies with the expiration of their current contracts with the union.



**PIE'S A STAR IN ANY LEAGUE!**

Baseball's immortal Pie Traynor has been a glittering KQV sports star for over two years. Pie's greatness goes right on, in his nightly sport chats and through Pie's numerous and inspiring speeches. KQV stars are continually building this same sort of good will, which passes right along to KQV advertisers as a big bonus in listener preference and response!

**KQV PITTSBURGH'S AGGRESSIVE RADIO STATION**  
Basic Mutual Network - Natl. Reps. WEED & CO.