

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 38, NO. 42

NEW YORK, MONDAY, MARCH 3, 1947

TEN CENTS

## Optimistic FM Viewpoint

### Commission Requests Program Analysis

Washington Bureau, RADIO DAILY  
Washington — The FCC warned at the week-end that applications for FM stations must be accompanied by weekly program analysis or be turned down.

Noting that such a requirement has been in effect since March, 1946, the Commission said 52 applications are in a file which cannot be processed because of the absence of the program analysis. The Commission said approximately one out of every five

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### Will Submit Plan To Solve Tele Antenna Problem

The Television Broadcasters Association sub-committee on apartment television installations will meet with the Real Estate Board of New York City tomorrow to present a plan which would permit immediate installation of television receivers in multiple-dwellings in the city. It was announced Friday following a conference at TBA headquarters.

The plan, adopted at the meeting, will

(Continued on Page 2)

### Season Renewed On ABC See Hats For 104 Weeks

Walter Pearson has been signed by Frank H. Lee company of Danbury, Conn., for another 104 weeks, according to terms of a renewal contract announced Friday by ABC and William H. Weintraub & Co., Inc., New York. Pearson's new contract becomes effective Sunday on 219 ABC radio stations.

### "Brushing Up"

Washington—Assistant Secretary William Benton said last week that the United States would brush up its "Voice of America" radio programs to Russia. The broadcasts have been sparsely criticized for poor planning. Benton said he is beginning immediately the program would be changed, with a heavier accent on news. More popular music also will be used.

### Spring Preview

Arthur Godfrey, early morning personality on CBS, brought his listeners a preview of Spring Friday when he introduced the songs and calls of birds feeding at a food station on his Virginia farm. Godfrey planted a mike in a bush near the feeding station and identified the sounds of the birds by viewing them from his studio window. Dramatic appearance of a cat brought the entertainment innovation to a sudden close.

### Area Audience Report Being Mailed By BMB

Distribution of BMB's "Area Audience Report," a 780-page volume showing the day and night audiences of 800 radio stations in 3,500 U. S., and Canadian counties and 1,200 cities got under way at the New York headquarters of the organization the past week-end.

Interest in the new volume centers largely with the members of the American Association of Advertising Agencies and the Association of Na-

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### Special NAB Committee To Discuss Labor Matters

Washington Bureau, RADIO DAILY  
Washington, D. C.—Special five-man survey committee was appointed over the week-end by Justin Miller to study a proposal, resulting from

(Continued on Page 5)

### IRE's Confab Starts Today; Will Mirror Radio's Future

An indication of what the world can expect from the fields of communications and electronics in the future will be offered with dramatic emphasis this week at the four-day national convention of the Institute of Radio Engineers opening today at Grand Central Palace.

Approximately 168 exhibitors will display equipment in the fields of AM and FM radio, television and communications, and 125 individual

### J. N. Bailey, FMA's Director, Predicts \$300,000,000 Set Business In 1947 In Okla. Radio Conference Talk

### H. P. Davis '46 Award To Coast Announcer

The H. P. Davis National Memorial Announcers' Award for 1946, went to Bill Stulla, KFI, Los Angeles, staff announcer, with the presentation being made on a special program over NBC, last Friday night. Other winners were: Owned and operated stations—Herb Sheldon, WNBC, New York. Clear channel affiliates—Arch Macdonald, WBZ, Boston. Regional channel affiliates—Bob Kay, WAVE,

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### Jan. Production Set Mark For AM-FM, Video Sets

Production of both AM-FM radio receivers and television sets reached all-time highs in January, the RMA reported over the week-end. Total set production by RMA set manu-

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### FCC Freezes Applications For Booster Stations

The FCC on Friday placed in the "pending" file all applications for booster stations until a study of the subject is made.

The present rules and engineering

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Staff Correspondent, RADIO DAILY

Oklahoma City—The FM receiver set business can be expected to exceed \$300,000,000 this year, J. N. (Bill) Bailey, executive director of the FM Association, told the University of Oklahoma's second annual radio conference members yesterday. Bailey predicted that within no more than two

(Continued on Page 6)

### Hawaii Plane Arrival Covered By Web, Tele

NBC was the only network giving live on-the-spot coverage of the arrival of the Army fighter plane, "Betty Jo," at LaGuardia Field last Friday after its 5,000-mile non-stop flight from Honolulu. A camera crew from the web's television station, WNBT, also was on hand to record the event and the films were televised the same night, about nine hours later. This is

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### Role Of Radio Defined By CBS Speaker In St. Louis

St. Louis—Radio reflects the social, economic and cultural climate in which it lives and grows, and the "social usefulness of a radio program

(Continued on Page 2)

### Mr. Mayor?

Sterling Fisher, assistant public service counselor for NBC and director of the NBC University of the Air, has been nominated by the non-partisan Independent Citizens Committee of Tarrytown, N. Y., to be its candidate for Mayor in the March 18 election. The Independent Citizens Committee was formed two years ago as a non-partisan group.



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FINANCIAL

(Feb. 28)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, etc.

NEW YORK CURB EXCHANGE

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

TBA Will Submit Plan On Tele Antenna Problem

(Continued from Page 1)

be submitted to the realtors at 2:30 tomorrow, and is a result of a controversy occasioned by the alleged refusal by landlords to tenants installing antennas on rooftops until a multiple system is available.

RWG Workshop Session

The second series of workshop sessions conducted by the Radio Writers Guild will be open to the public and is scheduled during March and April at the Midston House. Subscription fee is 50 cents for each session, payable at the door.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

COMING AND GOING

STERLING FISHER, assistant public service counselor for NBC, is in Washington, D. C., where today he will deliver the principal address at the "Breakers Dinner," held annually by alumni of the University of Texas, Fisher's Alma Mater. He will speak on "Radio as an Aid to International Understanding."

ALAN COURTNEY, disk jockey now heard on KMYR, Denver, arrived in New York last Saturday. Today he will preside at a meeting to organize an association of independent phonograph record manufacturers.

LOWELL THOMAS, Columbia network commentator, and NELSON CASE, narrator on the CBS program, "Lone Journey," are vacationing in Sun Valley, Idaho.

H. R. BAUKHAGE, American network commentator, is back at his headquarters in the Nation's Capital after having delivered a lecture at the State Teachers College in West Chester, Pa.

DEAN MILLER, sports editor of the United Press radio bureau, has arrived in Miami to direct coverage of the baseball training camps. He'll report on all clubs training in Florida and Cuba.

JOE KELLY and his troupe of "Quiz Kids" spent the week-end in New York. They had Fred Allen as guest on their afternoon NBC program, and they returned the visit by appearing on Fred's show the same evening. The youngsters include: JOEL KUPPERMAN, LONNY LUNDE, JACK ROONEY and NAOMI CROOKS.

FRANK C. CARMAN, president and general manager of KUTA, Salt Lake City, was in town last week for conferences with the national representatives of the station.

RED BARBER, director of sports at CBS, who will speak tonight at the dinner given by his sponsor (Reid Ice Cream) at the New York Athletic Club, leaves tomorrow for Miami, from which point he'll fly to Havana to report training-camp doings of the Brooklyn Dodgers.

CRAIG LAWRENCE, general manager of WCOP, Boston, is back at the station following a short business trip to Gotham for talks with his national reps.

DORIS S. CORWITH, assistant to the public service manager at NBC, is in Springfield, Mass., where today she will address the Ramapogue Women's Club.

ROBERT D. FEAGIN, station manager of WPDQ, Jacksonville, is en route to his home in the sunshine state following a short visit in town on station and network business.

ALFRED WILDER, publicist and columnist, has left on a trip to Mexico City to gather program material.

G. W. (JOHNNY) JOHNSTONE, NAM's director of radio, is in Washington today for conferences. He'll return to his New York office tomorrow.

LYMAN BRYSON, counsellor on public affairs at CBS, is back from Atlantic City.

Role Of Radio Defined By CBS Speaker In St. Louis

(Continued from Page 1)

varies directly not only with what the broadcaster puts into it, but with what the listener brings to it as well." Robert Hudson, CBS Director of Education, told a large group of educators Friday, at the "Radio in Education" Conference of the Missouri State Teachers Association. "I believe you will agree," said Mr. Hudson, "that if we examine American radio critically, we find it part and parcel of the society in which we live. It has a technical slickness about it; it is highly commercial; it is restless and in a hurry; it is willing to experiment and to try something new."

BBC "Inexorably British"

He pointed out that the BBC, "whatever you may think of it," is "inexorably British, and it will change only in step with fundamental changes in the British character." Yes, he said, "American radio is loud, occasionally vulgar, often serious, but by and large it is a fair reflection of America."

Mr. Hudson commented on radio's complete subjugation of time and space as "one of the near incomprehensible marvels of our time," and said that "radio's responsibility and opportunity become increasingly greater as the political unit becomes larger." Democracy on the scale which America practices it, however, he pointed out, is impossible without the mass media of communication—print, radio and film. Along with modern transportation, they have overcome space to the extent "that such democracy as we have in America is made possible... because of them, the 'One World' concept is possible and merits mankind's support and devotion."

FCC Freezes Applications For Booster Stations

(Continued from Page 1)

standards applicable to standard broadcast stations make no provision for the assignment or operation of booster or synchronously-operated amplifier stations. In the past a limited number of authorizations for the operation of such facilities have been granted, consideration being given in each case to factors peculiar to the particular area or station concerned.

The Commission ruled, however, that before it grants any further authorizations of this nature, a study should be made of the technical problems involved, and an over-all policy adopted regarding extensions of service of certain classes of stations beyond that normally intended.

As an aid to the Commission in the making of this study suggestions are invited.



Atom smasher

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

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

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

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

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

Glad to show you the facts in time.

Advertisement for K.F.N.F. station. Text: 'The BEST Farm Station Buy? SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. THE FRIENDLY FARMER STATION SHENANDOAH, IOWA Call or Wire FRANK STUBBS'

Advertisement for W-I-T-H station. Text: 'W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-B.'

# WHEC

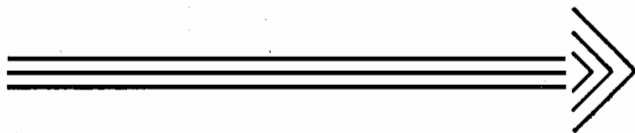
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N. Y.

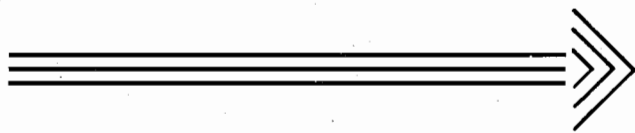
BASIC  
CBS



# NOW



# 5,000



# WATTS!



..... A GREATER VOICE FOR THE  
"BIGGEST SHOW IN TOWN"

GUNNAR O. WIIG  
*General Mgr., Station WHEC*

CLARENCE WHEELER  
*Vice-President*

LEMOINE C. WHEELER  
*Commercial Manager*

BERNARD C. O'BRIEN  
*Chief Engineer*

WILLIAM J. ADAMS  
*Program Manager*

LOWELL H. MACMILLAN  
*Production Director*

J. P. MCKINNEY & SON  
*National Representative*  
New York, Chicago, San Francisco

**NEW** TOWERS

**NEW** TRANSMITTER

**NEW** TRANSMITTER LOCATION

**NEW** POWER,—5,000 WATTS

**NEW** COMPLETENESS OF COVERAGE OF  
THE RICH ROCHESTER TRADING AREA

## LOS ANGELES

By RALPH WILK

**W**ALTER TETLEY is asking his fan clubs throughout country to concentrate on promoting safe driving instead of plugging him personally. He's giving awards to stimulate member interest in his plan.

Gordon T. Hughes has waxed a half-hour show based upon the Aurania Rouverol play, "Growing Pains," which will be offered as a summer replacement program, with Hughes producing and directing.

The War Department Certificate of Appreciation was presented to Cleve Roberts, KMPC's Director of Special Affairs, for his activities as a foreign radio correspondent during World War II. Award was presented by Major General Hayes.

Mr. and Mrs. Bob Garred became the parents of a baby girl, born February 20th. He's Columbia Pacific Network newscaster. Baby has been named Ann Cameron Garred.

The new Gene Autry album of western hit parade tunes will be available to the general public on Columbia discs within one week. The album consists of 8 "cowboy classics" which listeners to Autry's CBS program have chosen as their favorites.

Jack Carson will be shuttling between Columbia Square, and the ranch country around Victorville, Calif., during the next four weeks. Jack began another Warner Bros. film—his 22nd for them—called "The Gentlemen from Texas," in which he again co-stars with Dennis Morgan and Janis Paige.

### College Web Adds Three: Total Is Now 61 Stations

Three new college stations have joined the Intercollegiate Broadcasting System to bring the campus network's national web total to 61, it was announced last week.

Addition of KAEO, College of the Pacific, Stockton, Calif., represents the first West Coast outlet of IBS. Other stations affiliating with the college network are WONC, Olivet-Nazarene College, Kankakee, Ill. and KUOI, University of Idaho, Moscow, Idaho.

### O'Brien Gets 'Music Box' Nod

WMCA's original plan to have four staff announcers take over "The Music Box," two hour daily record show formerly handled by Steve Ellis, has been changed and the duty is assigned entirely to Joe O'Brien, chief announcer.

SCRAMBY-AMBY  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



### Week-end Small Talk. . . !

● ● ● Current Saturday Review of Literature carries a terrific tribute to Mary Margaret McBride by Bennett Cerf. Among other things, he says "For my money, MMM is the greatest impresario radio has ever developed." Quiz Kids seem to share his feelings as they just presented Mary Margaret with a gold key (their own private Phi Beta Kappa key) as a personal token of their esteem. . . . CBS has cut a half hour record of Gertrude Berg's "Goldbergs". She also has another stanza readied based on the Herald-Tribune comic strip, "Penny". . . . Abe Lastvogel back to the coast March 8th. . . . Robert Q. Lewis has comedy show coming up on CBS. Will also produce Candy Jones show on Mutual. . . . Jack Meyerson, general manager of World Broadcasting, forced to commute daily between here and Boston. Apartment trouble, natch. . . . The Anti-Saloon League was all set to picket the Roxy (where Evelyn Knight warbles the tune "Saloon") but publicist Sid Ascher argued them out of it. He was afraid everybody'd think it was a publicity stunt—and come to think of it, it'd have been a natural. . . . Burton Turkus, ex-Ass't D.A., in line for the spot on Gangbusters left vacant by Lewis Valentine's death. . . . Frank Morgan, just dropped by his sponsor, will return to the air in the fall with a new format. . . . Time mag really getting paternal. The outfit is making available several apartment buildings to house some of their employees.

☆ ☆ ☆

● ● ● The housing shortage is over for at least one ex-GI and his sweetheart, a former WAC. The couple were wed over the week-end after an appearance on "Truth or Consequences". Up to now they hadn't dared wed because of the housing shortage—but good old Ralph came up with a super-gift Saturday—a Celotex pre-engineered house, to be erected wherever they choose. The house will be constructed in five days—so two weeks after they appeared with Edwards they will be a happily married couple in their own home.

☆ ☆ ☆

● ● ● Vic Damone wonders if "One Man's Family" started out as a Mr. and Mrs. show. . . . Jim Boles, who plays everything from Abe Lincoln to heavies, will play the role of Ernie Pyle today in Voice of the Army story on famed correspondent's life. . . . Elaine Williams off to Wisconsin for a few days to attend her brother's wedding. . . . Metro set to produce the long planned Ed and Keenan Wynn film about their family. . . . Ellen Wildberg, wife of the producer, will pen a Hollywood gossip column for a new west coast syndicate. . . . Roger Stearns, host and pianist of the 1-2-3 Club, has organized a new record company with Erik Martin to be known as Martin Records. . . . One guy we wouldn't overlook if we were a sponsor is Jerry Cooper, loaded with what it takes. . . . The Modernaires, listenable quartet, will open tomorrow at the Pierre, first East Side booking for a group of this sort.

☆ ☆ ☆

● ● ● THOUGHTS WHILE DIALING: Wonder why someone doesn't bring Charles Winninger back to the air. Not since the old "Showboat" stanza of yesteryear has there been anyone with that sort of warm, homey personality. . . . Hal Kanner, Hotel Plaza maestro, rates air time with his fine society crew. . . . Paul Whiteman's "Rhapsody in Blue" album for Signature proving the biggest seller that platter outfit has had to date. . . . Jimmy Dorsey, due next at the Paramount, has a real hit in his "Heartaches" waxing for MGM, his first for that label. . . . Mills Music are suckers if they don't revive "Stars Remain" from "Meet the People." Buddy Clark says it's the greatest tune he ever recorded. . . . Just to break the monotony, Thomas L. Thomas ought to use his name backwards once in a while.

## AGENCIES

**T**OM LEWIS, vice-president in charge of all radio and a member of the plans board of Young Rubicam, Inc., celebrated his 10th anniversary with the agency on February 22.

**HARRY WINSTON, Inc.**, owners and cutters of the Jonker, Vargan, Liberator diamonds and dealer in rare jewels, appoints Cecil & P. Frey, Inc.

**DOBBS HATS** for Men and Do. Hats for Women, divisions of Corporation of America, have engaged Doherty, Clifford & Shenf to place their national and regional advertising, effective March 1.

**X-PANDO CORP.**, Long Island City, New York, has released schedule in hunting, fishing and outdoor magazines for Dri-Fly Dress a new waterproofing for fish flies. William von Zehle & Company directs the advertising for all divisions of the X-Pando Corporation.

### Ingrid Bergman On ABC

Actress Ingrid Bergman is to discuss "Films As Ambassadors" during an ABC broadcast of the New York Herald-Tribune High School Forum on March 8 from 11:15-11:30 a.m. EST. Broadcast will originate from the Waldorf-Astoria Hotel.

## SELL-OUT THROUGH MARCH

Baltimore, Md.—Demand for tickets to the Gunther Quiz of Two Cities is so brisk at WFBR that bookings are running from six to seven weeks ahead.

Taxing WFBR's big theatre studio to capacity each week this demand is a tribute to Quiz of Two Cities and WFBR's popularity. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man to write WFBR, Baltimore.

# BMB's Area Audience Report Being Distributed This Week

(Continued from Page 1)

Local Advertisers who will use the statistics as an audience yardstick for time buying. The report, covering member stations of BMB, is comprehensive. It fails however to give audience coverage of stations in areas such as New York, Chicago, Los Angeles and San Francisco, where BMB membership is limited. Figures on non-subscribing stations are not available.

The volume represents the research work and editing of John Churchill, BMB's director of research. The main portion of the book, comprising 578 pages, lists counties alphabetically for each state, with measured cities shown under the counties in which they are situated.

Another section covers the metropolitan district summary showing station audiences by metropolitan districts. A station-city index shows

each city its 1940 population, 1946 radio families and the stations situated in the city, together with their power, frequency, network affiliation, home city day and night audiences

### BMB's Wiseman

*Bill Wiseman of WOW, Omaha, took the stump for BMB at the Oklahoma Radio Conference on Friday and predicted the day would come when all stations would get on the bandwagon and subscribe to the BMB service. He added that "the days of scotch and soda selling are over".*

and total day and night audiences. Included in the book are a glossary, BMB rules and regulations and information on how to use the report. A report on Canadian stations is listed in the Canadian supplement.

## Special NAB Committee to Discuss Labor Matters

(Continued from Page 1)

Recent AFRA-network negotiations, four members of the broadcast industry be appointed by the NAB president to serve on what is officially termed a "Management-AFRA Committee." The proposal came up at the first official discussion at the NAB board of directors meeting in San Francisco last January, and members resolved that since they were not sufficiently conversant with the issues discussed by the networks and AFRA, more information should be available before they could act intelligently in the matter. The special committee just appointed, officially called the "AFRA-Network Labor Management Survey Committee" is a result of the NAB board of directors resolution created in January.

The five members are Roger Clipp, president of WFIL, Philadelphia; Elmer, president of WCBM, Baltimore; John J. Gillin, Jr., president of WOW, Omaha; I. R. Lounsbury, executive vicepres of WGR, Buffalo, and Herbert L. Pethey, executive director of WHN, New York. The group will hold its initial session in Washington next Wednesday, March 5, and report its findings to the NAB board meeting in May.

## WGN Show From 'Circus'

WGN's "Chicago at Night" program will be aired from the Medinah Shrine circus ringside Friday night, with Harry Burge interviewing star performers.

## Jan. Production Set Mark For AM-FM, Video Sets

(Continued from Page 1)

Manufacturers was 1,564,171 as compared with 1,454,678 in December. FM-AM sets manufactured in January totalled 51,318 as compared with 40,903 in December, while television receivers numbered 5,437 or almost 2,000 above the 3,561 produced in December.

More than 5,000 of the January output of FM-AM receivers were in the low-cost table model field. The remainder were consoles, most of which were radio-phonograph combinations.

Of the television receivers reported, 4,790 were of the radio table model type, the remainder of this group being consoles.

The proportion of all radio consoles to table models rose substantially during January, indicating a greater availability of wooden cabinets. Consoles accounted for about 10 per cent of the January radio output as against a 1946 average of seven per cent, while table models in the same period dropped from a 1946 average of 77 per cent to about 64 per cent.



"Those WFDF Flint ads sure build bills."



MORE FARM RADIOS IN IOWA than any other state\*

—and most of them in EASTERN IOWA are tuned to

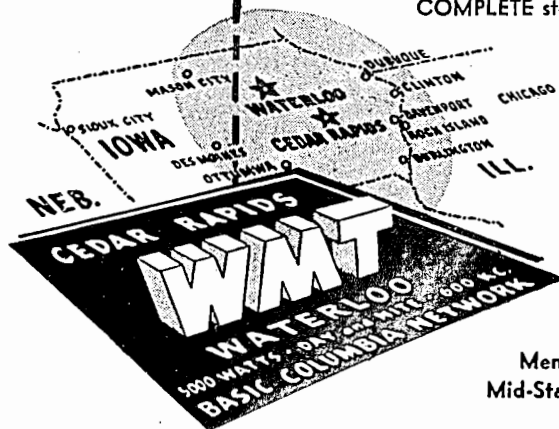
# WMT!

\*93.2% of Iowa's farms have one or more radios, the U. S. Census Bureau reports. And you can bet that most of those sets in EASTERN IOWA are steadily tuned to WMT—only CBS outlet in this sales-rich market. WMT's farm-wise programs are favorite listening here.

### P. S.



That's not the whole WMTland story by half. Iowa has an industrial income equal to her agricultural income. And city Iowans are equally faithful WMT listeners. Only WMT covers EASTERN IOWA's sales-rich "Twin Markets" completely. Ask Your Katz representative for the COMPLETE story.



Member of Mid-States Group

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

CONSISTENTLY SELLING THE FORTHCOUNTRY'S RICHEST MARKET  
JOSEPH MERSHEY MCGILVRA, Nat. Rep.

**F F**

# FM To Fore At Okla. 'U' Conference; Meet Draws Impressive Speaker List

(Continued from Page 1)

to five years the average American family will be using FM rather than AM radio.

The general theme of Bailey's address offered strong encouragement that nationwide promotion campaigns to sell FM to the public should be put in operation now with no further delay. It was pointed out that despite the rapid growth of FM, many people are still ignorant of the greatly improved service it offers.

### Points to New Stations

To back up his claim that FM is growing rapidly and actually "is getting ahead of us," Bailey said that 84 stations had gone on the air within the last four months, bringing the total to more than 150, and that 531 others have been authorized by the FCC. He also revealed that \$50,000,000 will be invested this year in new FM broadcasting facilities.

Bailey made several references to "pessimists" who urge the industry to wait and see how FM comes along. But, he said, "that's like a publisher withholding news and features from his newspaper until he gets some advertising. First he must get the readers and hold them, then he'll have a hard time keeping advertisers out." The executive director added that the surest way to get listeners in the beginning is to carry out an intensive promotion campaign to acquaint the public with the advantages of FM.

### "First Step" Outlined

The first step to be made in any campaign, Bailey said, is to "dispel the erroneous impression that FM is strictly for the devotees of long-hair music. What we must sell the public—and we must hammer away at it day and night—is this simple fact: In FM you get noise-free, static-less radio reception!" Bailey encouraged broadcasters to use every medium in promoting FM—keeping a record of FM sets sold by local dealers, suggesting to furniture stores that FM sets be placed in their store displays, and arranging for FM demonstrations through local schools and clubs.

Citing some of the FMA members who have taken the lead in promotion campaigns in their own communities, Bailey named Leonard Asch, WBCA, Schenectady; Roy Hofheinz, KOPY, Houston, president of the FMA; Ira Hirschmann, WABF, New York; O. R. Wright, KOZY, Kansas City; Huddy Eldridge, WASH, Washington; Penn-Allen Broadcasting Co., WFMZ, Allentown; and WELD, Columbus, O.

### Community Broadcast Discussed

The final session of the conference heard asked the question, "Does the local community have resources for good broadcasts?"

"Yes" was the unanimous answer of a cross-section of the nation's leading single, small and metropolitan stations.

Community resources in programming and audience attitudes and

measurement occupied the Saturday morning sessions.

Sunday morning the broadcasters divided into an educational group, with school training for radio chairmanship by Charles Hunter of the University of Kansas City, and continuity chairmanship by Violet Short of KTSA, San Antonio.

A demonstration program in conjunction with the CBS broadcast of "The Oklahoma Roundup" by KOMA, Oklahoma City, resulted in one of the conference's most interesting sessions Friday.

George Biggar, general manager WIBC, Indianapolis, led the round-table discussion of hillbilly programs with the statement: "You may not like hillbilly, it may not please the sponsor, the sponsor's wife or the board of directors but it will make the cash register ring."

Bradley Kincaid, a former WLS performer, now on WSM, Nashville, told the broadcasters that hillbilly music is here to stay.

### Stafford Supports Mountain Music

Harold Stafford, program director WLS, Chicago, agreed with Kincaid. "It's time our hillbilly songs quit grooming for Hollywood and juke box attention and returned to songs like Silver-Haired Daddy," he said.

John Tinnea was in charge of the commercial managers session on selling local programs. Tinnea is commercial manager KWK, St. Louis. He presented three men whom he termed top salesmen of the Southwest. They were: Clark Luther, KFH, Wichita, Kans.; Don Davis, WHB, Kansas City, and L. A. Blust, Jr. KTUL, Tulsa. The three men delivered short talks.

The Friday luncheon session featured audience-participating programs with Parks Johnson of "Vox Pop," CBS, as principal speaker.

Ed Hoerner, New Orleans, described WLW's participation programs.

Joseph W. Hicks, public relations consultant of Chicago, presided at the public relations and promotion session Friday afternoon. He warned that broadcasters have sold everything under the sun on the air except their own radio stations.

### Davis Talks Large-City Publicity

Louis Breault, program director of KRIC, Beaumont, Texas, gave the experiences of a local, independent station in attracting public attention by constant community endeavor.

Large city station publicity, without newspaper affiliation, was explained by Davis of WHB. He gave the background story of WHB's new publication "Swing".

Merrit R. Schoenfeld of Huber & Green, advertising, Chicago, told broadcasters that good public relations in the community added greatly to the effectiveness of all radio advertising on any station.

Leading educators of the United States appeared on the panel of pro-

gramming by schools for commercial stations under the chairmanship of E. W. Ziebarth, educational director of the midwest division, CBS, Minneapolis.

Robert Saudek, public service programs, ABC, New York, said that educational programs are an important fact of every station's public interest programming.

Sam J. Slate, acting director of program operations, BBC, New York, expressed belief that American stations offered young people greatest opportunity for experience in radio.

Friday evening's program featured the University of Oklahoma's president discussing electronics in the future of broadcasting, and Ted Malone, of the ABC network.

The AWB breakfast for Saturday morning included leading agency radio executives, broadcasters and women directors. Julie Benell, winner of numerous national awards for her women's programs on WKY and KVOO, presided.

### International Radio Discussed

James Allard, public service director of Canadian Association of Broadcasters said American programs are most popular in Canada. He suggested that Canadians should be included on some American programs to help insure long time friendship of nations. Said Canada now buffer state between U. S. and Russia.

Douglas Ritchie, British Information Service, New York, saying BBC broadcasts in 47 languages to world, emphasized that radio passed over frontiers without hindrance estimating 11 million listen to nightly news casts in England.

Rear Admiral A. S. Merrill, commandant of U. S. N. 8th district said we must pay for preparedness to keep the peace, told broadcasters that the Navy co-operated with American Radio throughout the world. Col. Jack W. Harris, assistant manager WSM, Nashville, and special consultant to War Department declared radio wouldn't have the opportunity to ad lib through next war but must be ready for immediate co-operation with armed forces.

### Agency Reps Heard

Harlow P. Roberts, vice-president of Goodkind, Joice and Morgan, Inc., Chicago said that radio needs to develop a program of selling itself to the local retailer in the community: "other media are ready to put every effort into regaining business lost to radio during the war."

Miss Lee Hall of Carter Advertising Agency, Kansas City, described eight point method she uses in pre-testing radio commercials. She declared the method successful.

Monty Mann, vice-president Tracy-Locke Advertising, Dallas, said that agencies and stations should frankly discuss policies and problems in serving clients.

Bill Ballinger, MKN Productions,

# Commission Requests FM Program Analysis

(Continued from Page 1)

applications is not accompanied by the required analysis.

The Commission ruled that "in the future no application for a class A or class B, FM construction permit will be considered complete unless accompanied by three copies of the proposed program analysis." All applications not accompanied by the analysis will be returned to applicant.

The Commission in the near future will re-examine all applications for FM construction permits now on file and will take such action as may be appropriate in cases where a proposed weekly program analysis has not been submitted. Persons who have applications for FM construction permits pending should re-examine their applications to determine if the program information submitted is complete, and if not, the appropriate information should be submitted without delay, the FCC said.

### Four AM CP Grants

The Commission over the weekend granted CP's to four applicants for new AM stations. They include Voice of Dixie, Inc., Birmingham Ala., to operate on 690 kc., 10 kw. daytime; Shawnee Broadcasting Co., Chillicothe, Ohio, to operate on 1490 kc., 250 watts, unlimited; Non-Parrel Broadcasting Co., Council Bluffs, Iowa, to operate on 1560 kc., 50 watts daytime; KAW Broadcasting Co., Topeka, Kansas, to operate on 1560 kc., 500 watts, daytime.

### New Newark Station

The FCC on Friday announced its final decision granting the following applications:

Newark Broadcasting Corp., for a new station in Newark, N. J., to operate on 620 kc., with five kw., unlimited; WCAX, Burlington, Vermont, on 620 kc., with power of 5 kw.; WAGE, Inc., Syracuse, N. Y., to operate station WAGE on 620 kc., with five kw., daytime, at this time. And the operation of WAGE, with five kw. night time using a directional antenna.

### Flamm Application Denied

The following applications were denied:

Donald Flamm for a new station in New York, N. Y., to operate on 620 kc., with power of five kw., using day, unlimited.

The Metropolitan Broadcasting Service, for a new station in New York, N. Y., on frequency 620 kc. five kw., unlimited.

Chicago, announced results of analysis of 250 spot campaigns last year. Success is directly in ratio to number of announcements used. Ballinger thinks Allen Miller, director Rocky Mountain Radio Council, Denver, told co-operative programming group that educational broadcasts could be used effectively in co-operation with regular commercial stations. Examples of this type of programming were given by J. Nelson Ruphard, Emporia, Kansas, manager of KTSW.

# H. P. Davis '46 Award To Coast Announcer

(Continued from Page 1)

Louisville. Local channel affiliates—David Bennett, WKBO, Harrisburg. Honorable Mention: O. & O.—Kennedy Ludlam, WRC, Washington. Local channel—Howard Tupper, WY, Schenectady. Regional channels—Ralph Sims, WJBO, Baton Rouge. Local channel—Cale D. Moore, WHIZ, Zanesville.

Stull received the H. P. Davis Announcers' Gold Medal and a cash award of \$300. Sheldon, Macdonald, Ely and Bennett received each, an engraved signet ring, and Ludlam, Tupper, Sims and Moore, certificates. Winners were selected by outstanding radio executives and producers from off-the-air recorded entries submitted by station managers of NBC affiliated and owned and operated stations. Entries were judged on the basis of personality, diction, voice, versatility and maintenance of a high announcing standard.

In addition to each winner, speakers from his station, also heard on the award program were NBC executives. Burne B. Rockwell, Jr., grandson of Mrs. H. P. Davis, represented her. Ed Patrick J. Kelly, NBC supervisor of announcers, was master of ceremonies.

Speakers reviewed the history of the award, which was originally established in 1933 as a medium of recognition of "the Pittsburgh announcer selected. . . as having the best delivery." In 1935, when the rules were broadened to include the other requisites of good announcing, the title was also changed from H. P. Davis Memorial Diction Award to Announcers' Award. In 1941, competition was opened to staff announcers on all stations on NBC. The awards were established by Mrs. Davis in memory of her husband, the late H. P. Davis, who established WDKA operating as a public service on a regular daily schedule, and who came to be known as "The Father of Broadcasting."

## Bill Koblenzer Joins Ziv

Bill Koblenzer, until recently of the Chicago office, Music Corporation of America, has joined the Fred W. Ziv Company, producers of transcribed programs, to work on the creation and selling live and custom made transcribed shows. Koblenzer was with MCA for two years following his two year stint with the U. S. Army Air Corps.

*Send Birthday Greetings To —*

March 3

Joseph Ainley F. Horton Kingsley  
J. Frank Burke Kenny Sargent  
Henry Gladstone

# IRE's Confab Starts Today; Will Mirror Radio's Future

(Continued from Page 1)

president of Western Electric and a director of the IRE.

At a press luncheon last Friday at the New York Athletic Club, at which WE outlined the many developments to be shown at its exhibition booth this week, Lack said that probably only one per cent of what has been achieved during the war will be revealed. "The other 99 per cent is still in the laboratories," he said.

Improvements and developments made during the past three or four years of World War II provided a "tremendous impetus" to industry, Lack explained, and developments of a normal 25-30 year period have been achieved in a three or four year period. The war brought other things, too, it was pointed out. Approximately 500 million dollars had been spent on research prior to 1941, whereas over 5 billion dollars were spent during the war.

Expanding his theory of "things to come" in the field of electronics, the Western Electric official pointed to such wartime developments as the use of radar in aircraft communications. Lack predicted the application of this technique, or others, to such industries as automotive, etc., where by the "drudge" task of manually operated machinery would be lessened or eliminated. He referred to, as examples of wartime developments already in use, or under development, a mathematical computing machine employed at Harvard University, and the RCA-Navy project to predict weather. The latter project, Lack said humorously, "may not only predict weather,—but do something about it."

Equipment to be exhibited by Western Electric in its booth, comprising 1200 feet of floor space, will be highlighted by its 10 kw., FM antenna, which extends almost to the ceiling. Other items include: radio-telephone equipment, loudspeakers, microphones, wired program distribution console, amplifying equipment, tubes, etc.

(Following is an incomplete list of exhibitors at the IRE exposition. A few have withdrawn, and many more have been added to this group.)

Airadio, Inc.; Aircraft Marine Products, Inc.; Aircraft Radio Corp.; Allen Products Co.; Allied Control Co., Inc.; Alpha Metals, Inc.; Altec Lansing Corp.; American Lava Corp.; American Phenolic Corp.; American Telephone & Telegraph Co.; Amprex Electronic Corp.; Andrew Co.; Astatic Corporation; Audio Devices, Inc.

Ballantine Laboratories, Inc.; Barker & Williamson; S. A. Barone Co.; James G. Biddle Co.; Bird Electronic Corp.; Bolland & Boyce, Inc.; Boonton Radio Corp.; William Brand & Co.; Brush Development Co.; Bryan Davis Publishing Co.; H. H. Buggie & Co.; Burlington Instrument Co.

Caldwell-Clements, Inc.; Cambridge Thermionic Corp.; Canadian I. R. E.; Centralab; Chatham Electronics; Chicago Transformer; Clarostat Mfg. Co., Inc.; Cleveland Container Co.; Siemens Cohn & Co.; Collins Radio Co.; Communication Measurements Lab.; "Communications"; Condenser Products Co.; Cornell-Dubilier Electric Corp.; Corning Glass Works; Cornish Wire Co., Inc.

Daven Co.; DeMornay Budd, Inc.; Tobe Deutschmann Corp.; Distillation Products, Inc.; Ducati North America, Inc.; Dumont

Electric Co., Inc.; Allen B. DuMont Labs., Inc.

Eastern Electronics Corp.; Eitel-McCullough, Inc.; Electrical Reactance Corp.; Electronics Mechanics, Inc.; "Electronics"; Electronics Research Publishing Co.; Electro-Voice, Inc.; Ellinwood Industries; Eric Resistor Corp.; Etched Products Corp.

Fairechild Camera & Instrument Corp.; Fansteel Metallurgical Corp.; Federal Telephone & Radio Corp.; Ferris Instrument Co.; Field Electrical Instrument Co.; Finch Telecommunications, Inc.; FM Co.; "FM & Television"; A. W. Franklin Mfg. Corp.; Freed Transformer Co., Inc.

General Aniline & Film Corp.; General Ceramics & Steatite Corp.; General Communication Co.; General Electric Co.; General Electronics, Inc.; General Radio Co.; Gray Research & Development Co., Inc.; Edwin I. Guthman & Co., Inc.

Hallett Manufacturing Co.; Harvey Radio Co., Inc.; Hastings Sales Engineering Co.; Hewlett-Packard Co.; Heyman Manufacturing Co.; Hunt Corp.

Indiana Steel Products Co.; Industrial Instruments, Inc.; Industrial Products Co.; Insl-X Co., Inc.; Instrument Electronics; Instrument Specialties Co., Inc.; Insuline Corp. of America; International Nickel Co., Inc.; International Resistance Co.; J-B-T Instruments, Inc.; E. F. Johnson Co.

Galbell Laboratories; Karp Metal Products Co., Inc.; Kings Electronics Co.; Kurman Electronics Corp.; Langevin Co., Inc.; Linde Air Products Co.; Littelfuse, Inc.

Machlett Laboratories, Inc.; P. R. Mallory & Co., Inc.; Marion Electrical Inst. Co.; McGraw-Hill Publishing Co.; Measurements Corp.; Mecantron Corp.; Mycalex Corp. of America.

National Bureau of Standards; National Co., Inc.; National Research Corp.; Newark Electric Co., Inc.; North American Philips Co., Inc.; J. P. O'Donnell & Sons.

Panoramic Radio Corp.; Paul and Beekman Div.; Plastoid Corp.; Polarad Electronics Co.; Polytechnic Research & Development Co.; Portable Products Corp.; Potter Instrument Co.; R. C. Powell & Co.; Presto Recording Corp.

Radio Corporation of America; Raderaft Publications, Inc.; "Radio-Craft"; Radio Magazines, Inc.; "Radio Maintenance Magazine"; Raytheon Mfg. Co.; Remington Rand, Inc.; The Representatives; John G. Ruckelshaus Co.

Carl W. Schutter; Schweitzer Paper Co.; Shalleross Mfg. Co.; Shure Brothers, Inc.; Sigma Instruments, Inc.; Simpson Electric Co.; Sola Electric Co.; Solar Mfg. Corp.; Sorenson & Co., Inc.; Sperry Gyroscope Co., Inc.; Sprague Electric Co.; Star Expansion Products Co.; Stoddart Aircraft Radio Co.; Stupakoff Ceramic & Mfg. Co.; Super Electric Co.; Superior Electric Co.; Surprenant Electrical Insulation Co.; Sylvania Electric Products, Inc.; Synchro-Start Products, Inc.

Tech Laboratories; Techno-Craft Products Co.; Technology Instrument Corp.; Telequip Radio Co.; "Tele-Tech"; Television Projects, Inc.; Terminal Radio Corp.; Times Facsimile Corp.; Transmitter Equipment Mfg. Co., Inc.; Transvision-Lectrovision, Inc.

U. S. Army Signal Engineering Labs.; U. S. National Bureau of Standards; U. S. Navy; U. S. Veterans Administration; United States Television Mfg. Corp.; United Transformer Corp.; Vacuum Engineering Division.

Waldes Koh-I-Noor, Inc.; Waterman Products Co.; Webster Electric Co.; Western Electric Co.; Western Lithograph Co.; Westinghouse Electric Corp.; Weston Electrical Instrument Corp.; The Workshop Associates, Inc.

## ABC Aids Negro "Week"

ABC will participate in Negro Newspaper Week with a special broadcast from the Abyssinian Baptist Church, New York, on March 6 from 10:30-10:45 p.m., EST. Program is to feature Carol Brice, Negro contralto, Philharmonic Glee Club, an organization of Negro war veterans, Mrs. Robert L. Vann, publisher of the Pittsburgh Courier, and a representative of the white press of the nation.

# Hawaii Plane Arrival Covered By Web, Tele

(Continued from Page 1)

considered to be a record for such a video operation.

Ray Barrett, WNBC special events announcer, was cut into the network from LaGuardia Field shortly after 11 a.m. to announce that the P-82 was about to land for the first time since it left Hawaii 14 hours and 33 minutes earlier. Fighting his way through the crowds toward the plane, after it landed, Barrett brushed against a military police officer who demanded to know where the announcer was going. Barrett looked up and discovered the officer was an Army major with whom he had served in England during the war. This facilitated matters when Barrett learned his mike cable was too short to reach the plane and he needed assistance to bring the pilots over for an interview.

The pickup from LaGuardia Field was on the network for 14 minutes and contained interviews with the two pilots and their wives. Barrett remained at the airport until about 3:30 p.m. to transcribe the arrival of Paul Mantz who broke the transcontinental record by 32 minutes between Burbank, Calif. and New York. Story of the Mantz flight was rebroadcast over WNBC at 6 p.m. Friday.

John Wingate of the WOR news and special events department also was present at LaGuardia Field for the arrival of the Army fighter plane. WOR did not carry the event live but rebroadcast it at 6 and 11 p.m.

CBS and ABC gave the event no spot coverage but broke into programs to bulletin arrival of the plane, but CBS scheduled Mantz to appear on Sunday's stanza of the "People's Platform" program.

## De Mille Granted Hearing In Litigation With AFRA

West Coast Bureau, RADIO DAILY

Hollywood — The California Supreme Court has ruled that Cecil DeMille be granted a hearing in April in Los Angeles on his appeal from two lower court rulings in his fight with AFRA over payment on a one-dollar assessment in connection with a state proposal which AFRA opposed.

one of the

**FIRST!**

AM + FM

SIMULTANEOUSLY

**MOLES**

ON THE AIR

ONTARIO, CALIFORNIA

The Voice of Pomona Valley

COAST-TO-COAST

—ALABAMA—

MONTGOMERY—New addition to the WSFA staff is Clyde C. Sellers, former state highway patrol chief. . . . ANNISTON—Two-way radio has recently been installed in police cars of this city. . . . FLORALA—Weekly radio broadcasts, designed to bring listeners up to date on local news, were inaugurated by WCTA as a noontime feature. . . . BIRMINGHAM—"Democracy At Work" is a Tuesday night public service program on WSGN with prominent men and women discussing topics of the day.

—IOWA—

SIOUX CITY—KTRI has been cited by Dept. of Recreation Director Al Strasdas, for the greatest single contribution yet made to the Sioux City youth activities program, through the station's "Teen Canteen." In co-operation with the local Junior Chamber of Commerce, KTRI offers teen-agers a 2½-hour Saturday afternoon dance at the Tom Archer Tomba Ballroom. Wholehearted endorsement has come from church and community leaders for this program. . . . CEDAR RAPIDS-WATERLOO—WMT's "Speak Up Girls" recently had a British lovely as guest on the program. When questioned by Howdy Roberts, announcer for WMT, as to how she liked American men, Miss Bennett replied that she hadn't met any yet. Roberts thereupon proceeded to describe her lovely red-hair, blue eyes, and included her address in Waterloo and phone number. Recently Roberts learned that Miss Bennett was back in England but would return shortly to marry a young man from a community near Waterloo. He had heard Howdy's broadcast with Miss Bennett and "checked" into it.

—NORTH CAROLINA—

ROCKY MOUNT—Webb Hunt of WEED is now conducting daily "Sundial" program. . . . WEED's Program Manager, Tommy Snowden, heads the Publicity Committee for annual Eastern Carolina Fat Stock Show to be held in Rocky Mount in early April. . . . CHARLOTTE—Charles H. Crutchfield, General Manager of WBT and Vice-President of the Jefferson Standard Broadcasting Co. has already made WBT's FM station pay, prior to its completion. He invited 75 of the North & South Carolina radio distributors to a luncheon and laid the overall plan before them. Result is that distributors will purchase spot announcements on WBT-FM and in addition pay a stated sum weekly for the period that merchandise is displayed in special auditorium where audiences will be invited to hear programs over FM receivers as well as watch the live FM broadcasts. Station plans to be operating permanently in October or November of this year.

GORDON M. DAY

ADVERTISING SERVICE

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

★ THE WEEK IN RADIO ★

FMA Urges Educational Networks

By JIM OWENS

FREQUENCY Modulation Association, stressing the importance of the new service, pledged full support to the establishment of educational FM stations. Working with the Federal Communications Commission, FMA urged formation of state-wide school networks. . . . The four Buffalo stations provided round-the-clock coverage of the City's teacher strike. School officials were offered broadcasting facilities. . . . NAB-AFRA confab, to discuss 1950 contract, was set for early this month. Present agreement expires in 1949.

Method used by brokers on giveaway network shows was revealed in a letter published by RADIO DAILY. Letter showed how agencies are bypassed in obtaining merchandise plugs, etc. . . . Three prominent industry executives were elected officers of the Intercollegiate Broadcasting System. Web also added three outlets, bringing the total to 61 campus stations. . . . Robert F. Elder, Lever Bros. veepee, resigned chairmanship of ANA's radio council.

Second Annual Radio Conference of the University of Oklahoma opened with 800 industry execs registered. Twenty-three states were represented. . . . Adrian Murphy, CBS programming veepee, declared the trend of nighttime web shows to the Coast is "definitely up", would increase. Lou Cowan, "Quiz Kids" creator, later echoed the thought with a prediction of Hollywood's expansion as a production center.

Heavy snow storm which blanketed entire Eastern U.S. gave stations further opportunity for public service programming. Stations expanded news schedules to air weather, traffic bulletins in sections from Virginia to New England. . . . Three thousand teachers gathered in St. Louis for a one-day conference on "Radio In Education". . . . Harold L. Ickes, former Secretary of the Interior, signed for a weekly commentary on WGAY, Silver Springs, Md.

Top advertisers are expanding use of the public relations angle on network shows, according to a RADIO DAILY survey. . . . FCC heard oral argument on multiple ownership of FM and television stations. . . . General Mills bought two more half-hour shows on ABC, renewed another. Company is now spending over \$5,000,000 on the network. . . . Ford Motor Co. and General Foods signed for alternating sponsorship of Brooklyn Dodger baseball games over WCBS-TV.

Alfred J. McCosker resigned as chairman of the board of WOR. He joined the Mutual outlet in 1924. . . . Top NAB officials privately approve the Blue Book, according to FCC chief Charles R. Denny. . . . USO paid heavy tribute to radio for its donation of time and talent during the years 1941-47. . . . Brent O. Gunts, radio chief of the Treasury Dept., offered NAB a plan to solve the merchandise giveaway problem on web shows; use Saving Bonds, he suggested.

Institute of Radio Engineers annual convention and exposition opens today at Grand Central Palace. Meet will attract 7000 industry people, approximately 170 exhibitors. . . . Gillette Safety Razor Co. will sponsor Army-Navy grid games on radio and tele in '47-49. . . . Allen B. Du Mont predicted heavy use of television in business and industry, as well as entertainment. . . . Sixth annual dinner of the Overseas Press Club on March 4 at the Waldorf-Astoria will be aired by the four networks.

In its annual report, RCA revealed production of nearly 1,500,000 units in 1946. Figure includes home radios, tele and phonograph instruments. . . . CBS' "School of the Air" to originate in Canada this week. Show is heard 5-5:30 p.m. across the board. . . . Advertising Council and broadcasters joined in observance of "Red Cross Radio Day" last Friday, climaxed with an address by President Truman.

Mark Larkin, formerly director of public relations and publicity for the Duane Jones Advertising Agency, Friday announced the opening of his own office. He will handle public relations and publicity for advertising agencies which do not maintain such departments, and through them their clients. Larkin has had wide experience in radio, both in New York and Hollywood. He wrote and produced public service shows for the networks out of Hollywood, and during the last presidential campaign, served as radio publicity director for the Republican Party's National Committee.

Larkin Leaves Jones Agy. To Open Publicity Office

In addition to radio, he is well known in the motion picture and publishing field. Larkin was also connected for several years with the public relations department of the Motion Picture Association of America. His organization will handle radio, film and book publicity, in addition to advertising agencies and their clients. Offices are located at 17 East 45th street.

entitled "Radio is the farmer's tie" has been distributed by the National Broadcasting Co., to lead in practically all fields. The inside right hand page is devoted to a true color painting of a homey family gathered around their table mod radio on a winter's eve. Painting taken from outside the farm living room window and is attractive enough for framing. Right hand page is devoted to copy, in few words, telling what the farmer watches for and stating that NBC schedules weather and market reports to its agricultural listeners over each of the independent radio stations affiliated with the net. Brochure is aimed primarily at rural audiences and is appealing in its presentation.

PROMOTION

Emphasizes Toledo Market

"They're Betting One Hundred Million Dollars On Toledo," is title of a two page brochure being distributed by WSPD, Toledo, Ohio. A full size photograph of an adding machine tape is printed diagonally across the front page as well as center spread and serves to stimulate readership by eye appeal. The brochure devotes six paragraphs on back cover to "Reasons Why" they are betting \$100,000,000 on Toledo and gives comprehensive breakdown on center spread of the industrial, commercial and public construction for Toledo of some of the work completed in 1946 and work now under way as well as work projected for early future.

Agricultural Format

"Point Of View"

Hooper Ratings continue to show that WTAG has more listeners than all other stations heard in the area combined.

WTAG WORCESTER logo with map of the region and text: Hooper Ratings continue to show that WTAG has more listeners than all other stations heard in the area combined.

WBX FOR THE LATEST IN MUSIC SPORTS AND NEWS 2:00 to 6:00 P. M. Monday thru Friday 5000 WATTS — 1380 ON THE DIAL WBX 260 E. 161st ST., NEW YORK 5, N. Y. MEIrose 5-0333



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



V.L. 38, NO. 43

NEW YORK, TUESDAY, MARCH 4, 1947

TEN CENTS

## IRE's Convention Opens

### IRE's Television Meet Atlantic City In May

Representatives of some 70 countries are expected to gather in Atlantic City in May for the first post-war international tele communications conference. Purpose of the meeting is for planning world wide allocation of radio frequencies and to establish a strengthened international body to administer such problems. It is believed that such an organization can be built on the existing structure of the Berne International Telecommunications Union and placed under

(Continued on Page 2)

### New Paper Recording Tape Demonstrated In New York

Ayflux, a new magnetic paper recording tape made by the Indiana Bell Products Co., was demonstrated for the first time in New York yesterday preparatory to offering both tape and a sound recorder to the consumers in about two months. The product is one of a half dozen so similar postwar developments which have or will be marketed within the near future.

to aid in development of its magnetic recording tape.  
(Continued on Page 2)

### NBC Salute Program Will Honor White Plains

NBC's "Salute to Cities Campaign" will spotlight White Plains, N. Y., on Friday, March 21, it was announced yesterday by James M. Cline, station manager. Mayor Silas Clark has pledged cooperation by the city and has named a special

(Continued on Page 3)

### Radio-Tele Tests

Bert Lee, WHN hockey expert, unwittingly became an experimental artist for television Sunday when a group of tele experts checked his radio play-by-play account of the Madison Square Garden Ranger-Boston hockey match with CBS's visual tele picture. Consensus of opinion was that his radio version enhanced the tele presentation.

### Barometer

Present convention of the Institute of Radio Engineers and exhibition at the Grand Central Palace, New York, is regarded as an excellent barometer of business in prospect for the radio and television industry. The attendance and list of exhibitors far exceed the records of any previous year. There are 168 exhibitors of AM and FM radio, television, and other communications on hand with equipment displays.

### AWB To Review Radio At Luncheon Session

Highlight of the March 8th luncheon during the Association of Women Broadcasters convention at the Hotel Roosevelt will be a historical review of radio in which some of the persons who have made that history will be presented. Co-compilers of "Radio Record," covering the industry since about 1920, are Frances Farmer Wilder, CBS consultant on

(Continued on Page 3)

### Three Video Stations To Carry Youth Forum

New York, Washington and Philadelphia television stations will be linked together on next Saturday to bring the session of the New York Herald-Tribune youth forum from the Waldorf-Astoria Hotel.

During the television coverage  
(Continued on Page 2)

### Warns Against Censorship In Oklahoma Univ. Address

Oklahoma City—"All means of communication soon will be under censorship if we don't fight now", A. D. "Jess" Willard, executive vice-president of the NAB told radio executives and educators Saturday at the Oklahoma Biltmore Hotel.

Willard's talk was one of the high points of a busy four-day program February 2-March 2 of the University of Oklahoma's annual radio conference at Oklahoma City and Nor-

### Annual Meeting And Exhibits Start At Grand Central Palace, New York, With Unprecedented Interest

### CBC Tightens Rules On Station Operations

Montreal—A. D. Dunton, chairman of the board of governors of the CBC, in a statement released yesterday, disclosed tightened regulations to private broadcasting stations under which they will be required to submit undertakings of the service they intend to give before recommendations will be made for renewal of their licenses for the coming year.

The statement said the requirements  
(Continued on Page 7)

### Hope Leads Feb. Survey Of "1st Fifteen Programs"

Bob Hope ranks first in the February 28 Hooperatings with Fibber McGee and Molly second and Jack Benny third. Others who show up in the "First Fifteen" in order of

(Continued on Page 6)

### Celler Seeking Support Of His New Radio Bill

Washington Bureau, RADIO DAILY  
Washington—Rep. Emanuel Celler, D., N. Y., yesterday told the House Interstate and Foreign Commerce committee there is emergency need

(Continued on Page 7)

Results of the tremendous strides taken in the radio and electronics industry, accelerated by World War II and the "ever-increasing" needs of mankind, were placed on exhibition yesterday as the National Convention of the Institute of Radio Engineers opened at Grand Central Palace. Engineering show, with a registration of 7,000 engineers and scientists, is participated in by 168 individual manufacturers at a reported over-all cost of \$1,000,000.

The four-day meeting, (March 3-6)  
(Continued on Page 3)

### Texas School Tieup Made With FM Station

San Antonio, Tex. — Long range plans aimed at bringing FM reception of classical music into San Antonio schoolrooms were crystallized Saturday at a luncheon attended here by Charles D. Lutz, manager of KYFM, Express Publishing Co., outlet and music, drama teachers and principals of the six senior high schools here.

Under the co-operative program  
(Continued on Page 3)

### Edge To Do Tele Coverage Of Dodgers On WCBS-TV

Bob Edge, director of sports for WCBS-TV, has resigned that post to devote full time to play-by-play coverage of the Brooklyn Dodgers home

(Continued on Page 7)

### Army Week Planning

Plans for radio participation in "Army Week", April 6 to 12, are being worked out by NAB in collaboration with the radio section, War Department, Public Relations division. Theme for the week's observance will be "A Strong America is a Peaceful America". First "alert" letter was sent out to broadcasters of the nation last week.



★ COMING AND GOING ★

Vol. 38, No. 43 Tues., Mar. 4, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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MARIE H. HOULAHAN, director of public relations for WEEL, Boston, and publicity director for the Association of Women Broadcasters of NAB, will arrive in New York on Thursday to ballyhoo the coming convention. Miss Houlahan will be quartered at the Ambassador Hotel.

HARRY WISMER, director of sports at ABC, left Saturday for two weeks on the West Coast, where he will report developments at the various baseball training camps.

KENNY (SENATOR CLAGHORN) DELMAR, and LIGE BRIEN, Eagle-Lion representative, leave today for Pittsburgh, where Kenny is scheduled for a personal appearance at the Senator Theater in connection with the premiere of "It's a Joke, Son," starring himself, Una Merkel and June Lockhart.

DON E. KELLEY, director of press information at WBBM, Chicago, is visiting at the press department of CBS in New York.

ROBERTO UNANUE, assistant director of Latin-American relations for CBS, is in Mexico covering the visit of President Truman to the neighboring republic.

BEVERLY KELLEY, radio and press director of the Ringling Brothers-Barnum Bailey circus, will arrive in New York from Winter quarters of the "Big Show" at Sarasota, Fla., this week to lay plans for the Madison Square Garden opening. Arthur Hopper, general agent of the circus, is also expected in New York from Sarasota this week.

PHIL DAVIS and PHIL HANNA, of "Here's to You" on CBS, left yesterday for Philadelphia, where they will confer with Hires executives.

JOHN MAYO, ambassador for the Lang-Worth Library with a roving assignment, has left town again for points north, west and south.

WILLIAM B. LEWIS, vice-president and radio head of Kenyon & Eckhardt, and ARTHUR MOORE, producer of "County Fair," leave this week for Hollywood. They'll look at, and listen to, a flock of new programs for future consideration.

ROBERT SAUDEK, director of public affairs for the American network, has returned from Oklahoma City, where he participated in the Annual Radio Conference of the University of Oklahoma.



Long time been around

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

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

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

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

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



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

TOM TINSLEY, President Represented Nationally By Headley-Ross

New Paper Recording Tape Demonstrated In New York

(Continued from Page 1) netic paper tape, Indiana Steel during the same period designed and produced a suitable recorder, although the company is interested only in manufacturing the tape itself. Non-exclusive licenses are now being granted to electronic manufacturers giving them the right to utilize any patents, technical information or experience resulting from Indiana Steel's research. The recording unit is expected to sell for around \$150. It is also believed that mass production of a spool of paper tape suitable for a half-hour will be about \$1.00.

WBS Reports Upswing

Reporting business on the upswing and added personnel in the sales department, Jack Meyerson, general manager of World Broadcasting, Friday said that transcription service sales this year would exceed those of last.

Two new salesmen added to the World staff are Ogden Davis who will cover the New York State and Pennsylvania territory and William E. Young who has been assigned to Georgia, Florida, North and South Carolina.

Int'l Tele Communications Theme Of Confab In May

(Continued from Page 1) the guiding wing of the United Nations.

Groundwork for the organization was laid in Moscow last October by technical representatives of the five major powers. The plan has received strong support from the United States and other groups, according to Philip F. Siling, in charge of allocations for RCA. Siling is a member of the government-industry committee which has framed proposals for the U. S. and which will be acted upon at the May meeting.

Three Video Stations To Carry Youth Forum

(Continued from Page 1) seven students from Argentina, Bolivia, Ecuador, Mexico, Panama, Uruguay and the United States will be heard in a special panel entitled, "American Youth Takes Stock of Itself."

The proceedings will be televised by WNBT, New York, WTTG, Washington and WPTZ, Philadelphia. First session will be carried from 9:45 a.m., to 12:30 p.m., EST., and the second from 1:45 to 5:00 p.m., EST.

FINANCIAL

(Mon., Mar. 3)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd. A.100, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Mrs. Berk Recovering

Mrs. Viola Berk, wife of Bernard Berk, president and general manager of WAKR, Akron, Ohio, who was seriously injured when struck by an automobile in Cleveland in December, was removed from the hospital in Cleveland to her apartment in the Mayflower Hotel, Akron, last week. Mrs. Berk is recovering from injuries to her right arm.

WNBC Gets Award

Station WNBC, New York, has received a certificate of appreciation from the United States Veterans Administration "in recognition of outstanding service to U. S. war veterans through the medium of radio."

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WJWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

Advertisement for WJWL featuring a graphic of a violin and the text: MUSIC has power, WJWL is the only Philadelphia radio station featuring three hours of classical music daily. No wonder WJWL audiences say "Thank You!"

# WB To Review Radio At Luncheon Session

(Continued from Page 1)

time programs, and Dorothy Lew-  
o-ordinator of listener activity for  
NAB. Albert A. Grobe, WQXR  
f announcer, is scheduled to nar-  
the review.

broadcasting execs and personali-  
to be presented during "Radio  
ord" and the segments they rep-  
ent are as follows:

Radio History: Bond Geddes, ex-  
ective vicepres of the RMA; D. G.  
Tyle, Westinghouse Electric Corp.

Radio Business: Frank Stanton,  
CBS; Edgar Kobak, MBS; Frank  
Walen, NBC; Mark Woods, ABC.

Radio News: Bob Trout, CBS;  
George Hicks, ABC; W. W. Chaplin,  
NBC.

Radio Music: Frank Black, NBC;  
Emanor Steber, Metropolitan Opera.

Radio Education: Sterling Fisher,  
NBC; Robert Sauddek, ABC; Sherman  
Dyer, MBS; George V. Denny, Jr.,  
America's Town Meeting of the Air.

Radio Drama: Norman Corwin,  
CBS; Basil Rathbone, MBS; Carol  
Lynn, ABC.

Radio Variety: Hildegard, CBS;  
Ella Stone, MBS.

Radio Sports: Ted Husing, WHN;  
Sam Lomax, WOR.

Radio Woman: Alma Kitchell,  
WB; Mary Margaret McBride,  
WB; Dorothy Kemble, MBS; Hel-  
ene Bouissat, CBS; and all AWB mem-  
bers.

Religious Broadcasts: Dr. Ralph  
Sikman, NBC; Rabbi William F.  
Rosenblum, MBS; Rev. Urban Nagle,  
ABC.

ate addition for the Saturday  
luncheon is a scheduled five-minute  
address by Gov. Thomas E. Dewey.  
The New York State chief official will  
write his address direct from the  
Governor's mansion in Albany.

# Gromyko "Too Busy" For Radio

Andrei Gromyko, Soviet Russia's  
representative at the current confer-  
ences of the United Nations, who was  
scheduled to broadcast over ABC at  
9:30 p.m. today during the broadcast  
of the Overseas Press Club's Dinner,  
will not be heard. He has informed  
the network and the club that he  
had been prevented by "press of  
business."

5000 WATTS 1330 KC.  
**WEVD**  
ENGLISH • JEWISH • ITALIAN

Additional Advertisers consider WEVD  
"must" to cover the great Metro-  
politan New York Market.

Send for WHO'S WHO on WEVD

WEVD—147 West 46th Street, New York, N. Y.

# IRE's Meeting Opens In N. Y.; 168 Manufacturers Participate

(Continued from Page 1)

3-6) described by Dr. W. R. G. Baker,  
IRE president, as "the annual  
audit of the technical phases of the  
radio and electronics industry," rep-  
resents the contribution of 20,000  
scientists and engineers engaged in  
all phases of the research and engi-  
neering of the electronics industry.

The most extensive "latest-in-elec-  
tronics" show in the history of the  
IRE houses, over the entire two-floor  
area, an ambitious display of com-  
ponents, radio and television trans-  
mitting and receiving equipment,  
tubes and other items, many of  
which were produced or improved  
during the recent war; FM and fac-  
simile equipment is also on hand.  
Since the exposition is devoted to  
equipment only no home receivers  
are displayed, with the exception of  
two RCA table video sets which are  
used as a part of its over-all exhibit.

Leading manufacturers such as  
RCA, General Electric, Western Elec-  
tric, Westinghouse, AT&T, Allen B  
Du Mont Laboratories, Federal Radio  
& Telephone, Raytheon Manufactur-  
ing Co., U. S. Television Corp., and  
Graybar Electric Co., are offering  
their wares to industry inspection;  
facsimile equipment, together with  
demonstrations is offered by Finch  
Telecommunications and The Times  
Facsimile Corp. (subsidiary of the  
New York Times Company).

The significance, and increasing im-  
portance, of FM as a coming service  
to the public is strongly emphasized  
in the exhibition provided by West-  
ern Electric. WE's "clover leaf" FM  
antenna, developed by Bell Labora-  
tories, is designed for any power lev-  
el up to and including 50 kilowatts.

Also on display, in model form, is

the Bell System's experimental ra-  
dio relay system now being installed  
between New York and Boston. The  
model scheme shows the location of  
seven intermediate stations which  
will be initially equipped for two-  
way transmission, complete with  
spare facilities. Relay stations, accord-  
ing to Bell execs, will be located  
about 25 miles apart. Of added sig-  
nificance is the display of FM radio-  
telephone equipment provided by  
Federal, which embraces two-way  
and three-way communication.  
Equipment show includes transmitters,  
antennas, transmitter and re-  
ceiver chassis, etc.

### Press Luncheon Held

At a press luncheon yesterday at  
the Hotel Roosevelt, Dr. Baker ex-  
plained that the exhibits and 125  
papers, to be presented at general and  
technical sessions of the four-day  
meeting, represent an "audit" and  
show the progress of the industry to  
date. "Regardless of the hopes, ambi-  
tions and desires," he said, "an in-  
dustry can advance no faster than  
its engineers and its productive facil-  
ities can make available the actual  
products on which new systems and  
services must depend. For this rea-  
son," he added, "the National Con-  
vention of the IRE forces a realistic  
appraisal of what has been accom-  
plished to date and what may reason-  
ably be expected in the near future."  
The future of the IRE, Dr. Baker  
emphasized, "is the future of elec-  
tronics." He added that: "The fu-  
ture of electronics is beyond man's  
ability to forecast."

# WNBC Salute Program Will Honor White Plains

(Continued from Page 1)

citizens committee to assist in pre-  
paring for the event.

All WNBC stars will participate  
in White Plains Day with Tom Page,  
farm director for the station, leading  
off salutations at 6 a.m. He will be  
followed throughout the day by Bob  
Smith, Jinx Falkenburg and Tex Mc-  
Crary, Ray Barrett, Maggi McNellis,  
Herb Sheldon, Mary Margaret Mc-  
Bride, Ken Banghart and Bill Stern.  
Special programs devoted to White  
Plains include an inter-faith round-  
table discussion, a man-on-the-street  
show and a broadcast from one of the  
city's grammar schools. NBC's "Honey-  
moon in New York" on that day will  
include three couples from White  
Plains.

### Coast Tele Planning

Television exploitation on the west  
coast will gain momentum next week  
when RCA puts 2,500 receivers on  
sale in the Los Angeles area. The  
week starting March 10 has been set  
aside for special television exploita-  
tion.

# Texas School Tieup Made With FM Station

(Continued from Page 1)

arranged by the group, FM radio re-  
ceivers would be set up in each school  
by KYFM, and, while music appre-  
ciation classes convene, will play a  
"Know Your Fine Music" program to  
be broadcast by KYFM.

At the same time, a 45 minute pro-  
gram broadcast weekly on Monday  
will be presented by music and drama  
groups from the various local high  
schools.

Already set is a 15 minute dramatic  
program featuring the dramatic de-  
partment of the Lanier High School.  
This will be followed by a 30 minute  
musical program by the orchestra and  
soloists of Tech High School.

As other schools develop their ra-  
dio programs these will be added to  
the series to be broadcast by KYFM.  
According to Lutz, as soon as remote  
equipment became available, a crew  
would be sent out to the various  
schools to pick up programs for re-  
broadcast over KYFM.

In talking to the group, Lutz point-  
ed out "there is a definite need for  
this kind of co-operation between  
radio and the schools." The teachers  
all agreed.

### Now MBS Commentator

Chicago—Robert F. Hurleigh, heard  
in the Chicago area over WGN, joined  
the staff of Mutual commentators  
March 1 when he inaugurated a new  
network series, 8:30-8:45 a.m. Hur-  
leigh is director of news for WGN.  
He has seen newspaper experience  
with the Washington Post, the Times-  
Herald, five years with the AP and  
its radio subsidiary Press Association.



**ON TARGET**

The novice soon discovers that there's  
more to a "strike" than meets the eye.  
Perfect timing, impact, and follow-through  
—marks of the expert—distinguish each ex-  
perienced Weed and Company representative.

**WEED  
AND COMPANY**

**RADIO  
STATION  
REPRESENTATIVES**

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

# Another Triumph

**THE JAMES BLACK DRY GOODS CO.**  
WATERLOO, IOWA  
1, November 1946

NEW YORK OFFICE  
1440 BROADWAY

OFFICE OF THE PRESIDENT

Mr. Joe DuMond  
President  
Josh Higgins Broadcasting Company  
Waterloo, Iowa

Dear Mr. DuMond:

The effective use of radio in department store sales promotion has been a subject which has concerned The James Black Dry Goods Company for a number of years. It wasn't, however, until we ceased thinking of radio as an advertising appendage and adopted the medium wholeheartedly as an important factor in our store-wide sales plan that we began to feel its great impact within our trading area.

We at Black's have learned that radio cannot be considered as something "extra" but rather must be adopted as an integral part of the whole. Our approach has been along this line: endeavoring to reach the widest possible audience with the most effective advertising medium available.

As the second largest department store in Iowa, our trading area extends to the Minnesota border and well to the south, east and west. We have found KXEL not only a satisfactory medium for motivating the sale of merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of the other advertising media used by Blacks'.

It is this influence through Radio and Television in the management of the department store that has proved to Blacks' that radio can be successful.

The other advertising media used combined efforts of Mr. Walt Dennis, Director, Allied Stores Corporation and Mr. Joseph M. ... that has been proved to Blacks' that radio can be successful for the department store.

Yours very truly,  
*James M. Graham*  
James M. Graham, President

AIRMAN BROWN COMPANY 515 WEST 11TH ST MINNAPOLIS, MINN. ALFRED BRONKHORST 100 SOUTH WABASH CHICAGO, ILL. E. B. THOMAS COMPANY 100 WEST WABASH CHICAGO, ILL. A. J. ... COMPANY 100 WEST WABASH CHICAGO, ILL. B. ... COMPANY 100 WEST WABASH CHICAGO, ILL. THE ... COMPANY 100 WEST WABASH CHICAGO, ILL.	C. F. ... COMPANY 100 WEST WABASH CHICAGO, ILL. D. ... COMPANY 100 WEST WABASH CHICAGO, ILL. E. ... COMPANY 100 WEST WABASH CHICAGO, ILL. F. ... COMPANY 100 WEST WABASH CHICAGO, ILL. G. ... COMPANY 100 WEST WABASH CHICAGO, ILL.	H. ... COMPANY 100 WEST WABASH CHICAGO, ILL. I. ... COMPANY 100 WEST WABASH CHICAGO, ILL. J. ... COMPANY 100 WEST WABASH CHICAGO, ILL. K. ... COMPANY 100 WEST WABASH CHICAGO, ILL. L. ... COMPANY 100 WEST WABASH CHICAGO, ILL.	M. ... COMPANY 100 WEST WABASH CHICAGO, ILL. N. ... COMPANY 100 WEST WABASH CHICAGO, ILL. O. ... COMPANY 100 WEST WABASH CHICAGO, ILL. P. ... COMPANY 100 WEST WABASH CHICAGO, ILL. Q. ... COMPANY 100 WEST WABASH CHICAGO, ILL.	R. ... COMPANY 100 WEST WABASH CHICAGO, ILL. S. ... COMPANY 100 WEST WABASH CHICAGO, ILL. T. ... COMPANY 100 WEST WABASH CHICAGO, ILL. U. ... COMPANY 100 WEST WABASH CHICAGO, ILL. V. ... COMPANY 100 WEST WABASH CHICAGO, ILL.	W. ... COMPANY 100 WEST WABASH CHICAGO, ILL. X. ... COMPANY 100 WEST WABASH CHICAGO, ILL. Y. ... COMPANY 100 WEST WABASH CHICAGO, ILL. Z. ... COMPANY 100 WEST WABASH CHICAGO, ILL.
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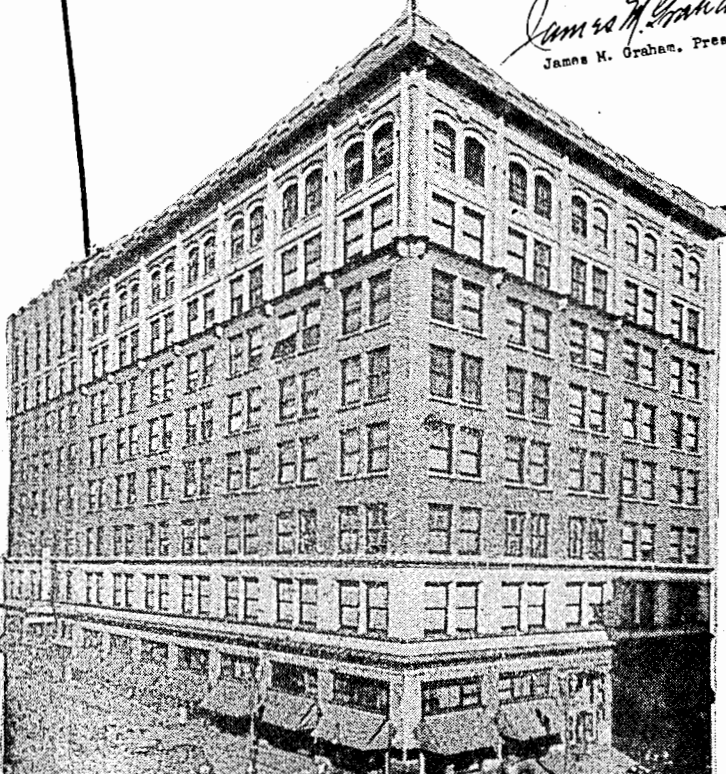
1/15/47

Mr. Joseph M. ...  
President

I know of no finer relationship and intelligent understanding of mutual endeavor existing between station and client than exists between yourselves and the Black store.

By holding steadfast to the responsibility with which you were charged - namely the production and supervision of fine local programs sponsored by our store - and enlarging upon it consistently, you have rendered a great service to the cause of broadcast advertising and retailing.

Sincerely yours,  
Walter L. Dennis  
Director  
Radio & Television



Black's—key department store operation serving more than 450,000 urban and rural folk living in a trading territory comprising 34 of Iowa's 99 counties.

**KXEL 50,000 WATT**

for

# KXEL

## 2 TOP NATIONAL AWARDS GO TO BLACK'S PROGRAMS

### RECOGNITION THAT COUNTS!

At the National Retail Dry Goods Association convention in New York January 13 to 17, these top awards went to Black's in Waterloo for KXEL-produced programs.

1—Grand Prize award especially created by the judges for extra recognition of the quality and objectives achieved on "R.F.D. 1540 with Hugh Muncy."

2—First award for all class "B" stores to "Music for Moderns" by teen agers-for teen agers. Produced by KXEL with Herb James and Betty Black (Jeanne DuMond).

### DISTINGUISHED JUDGES

- ARTHUR STELZER, president, McCreery's Department Store, New York
- ISABEL WINGATE, representing the National Consumer Retail Council
- MARGARET CUTHBERT, Director, women's activities, NBC
- THOMAS CONNOLLY, director of sales promotion, CBS
- ARTHUR PRYOR, of B.B.D. & O. Advertising Agency

### Program Response

Recent analysis of a KXEL daytime program by a national advertiser embracing 10,000 letters over a 6-weeks' period revealed 82 of Iowa's 99 counties participating in this program and a plus of 37 states and the Dom. of Canada.



Hugh Muncy—KXEL's Farm Editor—who personally conducts "R.F.D. 1540," the Grand Prize winning program for Black's.



The Josh Higgins family circle—a programming group that produces programs with impact and penetration never before attained in this—the cream of the Iowa market.

HEAR CHANNEL.. BASIC ABC.. WATERLOO, IOWA REPRESENTED BY AVERY-KNODEL, INC.

## LOS ANGELES

By RALPH WILK

**WALTER TETLEY**, "Leroy" on "The Great Gildersleeve" radio program, will conduct a contest for members of his San Fernando Valley Fan Club with object of promoting safe auto driving.

Running for one month, starting March 1, the contest will be based upon the most effective campaign in behalf of good highway conduct. Tetley will give the winner a fountain pen. Judges in the competition will be Alice Faye, Phil Harris and Barry Sullivan, and the results will be relayed to the National Safety Council in Chicago, which is co-operating with the Tetley contest.

Gordon T. Hughes is setting John Ridgely, the film actor, for "Growing Pains," the Aurania Rouverol Play, which he is waxing as a prospective summer replacement show. Hughes will produce and direct the program.

Bill Manhoff and Larry Marks have collaborated on a radio situation comedy series titled, "Oh, Skinner," based on the adventures of a country newspaper editor. CBS has the option on the series, and Cy Howard will produce.

Jack Rourke Productions will audition its new program idea "Movie Award" Wednesday, March 5th, at Mutual Broadcasting System Studios. The program features emcee Wendell Niles, Hollywood commentator Erskine Johnson, and as guest star, Virginia Mayo. Lou Fulton is doing the script and Rourke will produce.

Patty Bolton, 15-year-old lass discovered last year by Eddie Cantor, will be the singing star on "Sound Off With Mark Warnow" Thursday, March 13, at 8 p.m., EST, over the coast-to-coast Mutual Network.

### Hope Leads Feb. Survey Of "1st Fifteen Programs"

(Continued from Page 1)

appearance are Amos 'n' Andy, Fred Allen, Red Skelton, Charlie McCarthy, Radio Theater, Duffy's Tavern, Screen Guild Players, Bandwagon, Mr. District Attorney, Walter Winchell, Burns and Allen, and Take It or Leave It.

### Twentieth Anniversary

WMBD, Peoria, Ill., will observe its 20th anniversary on March 22. Highlight of the day will be the broadcast of the Bob Hawk show from the Peoria Armory. Gov. Dwight H. Green of Illinois is scheduled for a short talk during the Hawk broadcast on CBS.

THE BETTER HALF  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-3600



### California Commentary . . . !

• • • For the first time in the history of ABC's "New Adventures Of Sherlock Holmes", there was a studio audience during the broadcast of Feb. 24. More than 150 British sailors saw the program as special guests of Nigel Bruce, who made the arrangements through

### Los Angeles

the Los Angeles British consulate. . . . L. N. Brockway of New York, executive vice-president of Young & Rubicam, has been visiting Hollywood for a few days. . . . Jay Stewart, emcee of "What's Doin' Ladies", did a guest emcee spot for the Los Angeles Chamber of Commerce and the following day another one for the Hollywood Woman's Advertising Club. . . . Red Skelton and cast members of his program entertained 500 inmates of the California Vocational Institution, Lancaster, with a show that brought high praise from officials of the school for juvenile delinquents. Appearing with him were Verna Felton, Pat McGeehan, Cal Goodwin and Edna Skelton Borzage. Skelton is keenly interested in the problems of juvenile delinquency, and along with several other Hollywood celebrities, finances the Pacific Boys' Lodge, a home for court charges up to the age of 15, at Gerard, Calif.

★ ★ ★

• • • Comic Roger Price says audience shows are really spreading. He just heard of a new participating package being auditioned down in Georgia called "Governor For A Day". . . . Bernard Dudley, announcer on Hedda Hopper's "This Is Hollywood", was the only member of the party that journeyed to Salt Lake City for "The Ramrod" premiere, who negotiated the big hill at the Alta, Utah, ski slide. It was no task for Bernie, who taught skiing at Hanover, New Hampshire, for four years. . . . Bill Goodwin, Lurene Tuttle, Gerald Mohr and Will Orleans, of radio, who worked in Nero Film's "Heaven Only Knows", put on a series of blackouts at the party. Director Al Rogell tossed for the cast and crew. . . . Mel Blanc, who, between broadcasts, operates his own hardware store at Venice, Calif., gifted Lloyd Brownfield, CBS' West Coast Boswell, who is an ardent piscatorialist (fisherman to you) with "the De-Liar", a little gadget, which can weigh fish weighing as much as eight pounds and measuring 24 inches long.

★ ★ ★

• • • John F. Whitehead, who was Western manager of the Potts-Turnbull Company, Kansas City Agency, has formed John F. Whitehead & Associates, and has opened offices at 7904 Santa Monica Blvd., Hollywood. S. U. Franke, who was advertising and merchandising manager of the Schell Ranch Packaging Co., Indio, Calif., is merchandising manager for the new company, and Eve Art Hofer, formerly with the Atherton & Gresham Agency, is secretary to Whitehead. . . . KWKW, Pasadena, has established a special events department, with Ken Barton in charge. The station will cover special events in any part of Southern California. KWKW has added a new mechanical type recorder, which is a portable recording unit, and used it at the luncheon at which Admiral Jonas Ingram was appointed head of the All-American Football Conference.

★ ★ ★

• • • Anita Ellis has been chosen Queen of Mobile, Alabama's famed Azalea Festival for 1947 and will leave March 6th for the Southern City. Lee Hogan, fashion editor of NBC's Western Division, will accompany Miss Ellis on the trip. . . . Jeanine Anne Roose, age 9, who portrays "Baby Alice" on the Alice Faye-Phil Harris show, is celebrating her first year in show business. . . . Paul Speegle, radio editor of the San Francisco Chronicle, is spending five days in Hollywood, reviewing shows. . . . It's Judy Canova, movie producer, now. She has a new 16 mm. camera, and spends every spare moment writing scenarios for, directing and photographing 2½-year-old daughter, Tweeney.

## SAN FRANCISCO

**RALPH HOWARD**, KPO-NBC commentator and former war correspondent, has been awarded the campaign ribbon of the European theater of war and a Certificate of Appreciation for outstanding and conspicuous service overseas. The presentation was awarded by Major General George P. Hays at a San Francisco Press Club Gang Dinner on Friday, February 28. In addition to his war service, Howard was NBC correspondent at both Bikini atomic bomb tests.

During his first week on the job the University of California's new grid coach, Lynn Waldorf, formerly of Northwestern, was introduced to California sports fans via the radio. He was a guest on Dink Templeton Sports Page of the Air (KFRC) and also on Hal Wolf's Sports Desk program (KPO-NBC).

During the Meat Packers Conference here, Fulton Lewis, Jr. was presented with the Certificate for Heroic Service to the People of the United States.

Tom Breneman's "Breakfast in Hollywood" made a 12.5 Hooper in the San Francisco-Oakland report for December-January, an up of 2.0 over a year ago.

Steve Robertson, formerly of KPC, has joined the staff of KROW as night newscaster.

KSFO is airing a public service program, "The Jobcaster", to help remedy the veterans unemployment problem. Daily, Monday thru Friday, it tells of veterans who are unemployed and gives a brief sketch of their qualifications and invites employers to phone and arrange for an interview.

Wayne Steffner, who has been Manager of CBS San Francisco Sale Division since 1942, has been appointed CBS Western Division Sale Manager.

Vincent Francis has joined the KGO local and ABC spot sales staff. He was formerly manager of Radio Central in San Francisco.

### "Blackie" At 125 Mark

"Boston Blackie," heard Tuesday on WJZ, and starring Richard Kollmar, will celebrate its 125th broadcast today.

*WIBW*

**SALES DOLLARS TRAVEL FAR . . .**

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

**WIBW**

The Voice of Kansas  
TOPEKA

# AVCO's 1946 Report; Reviews Air Activity

The Aviation Corporation, owners of the Crosley Broadcasting Corp., reports consolidated net earnings of \$1,355,339 for the fiscal year ended December 30, 1946, according to the annual report issued to stockholders last week. Income to common stock, after preferred dividends, was put at \$25 per share; consolidated net sales of the Corporation in the fiscal year amounted to \$52,781,267.

Total net earnings and sales for the period include operating results of three former associated companies: the Crosley Corporation, American Central Manufacturing Corporation, and New Idea, Inc., all of which now operate as divisions of AVCO. Comparable figures for 1945 are not available since operating results of Crosley and the other two companies were not included in consolidated earnings and sales for that year. Before the close of the 1946 fiscal year the report states, the Corporation had begun volume production of a wide variety of consumer goods and industrial products, such as radio refrigerators, kitchen equipment, and other items.

The importance of radio broadcasting activities, it added, has required the establishment of Crosley Broadcasting Corporation as a separate operating organization. "During 1946 this subsidiary acquired WINS in New York and inaugurated in Cincinnati its first FM station," the report said. Company also continued to operate WLW in Cincinnati, "and has an option to purchase controlling interest in KSTP in the St. Paul-Lincoln area, subject to certain contingencies and to approval of the Federal Communications Commission." Addition of this station to WLS and WINS "would permit further interchange and diversification of radio programming," it added.

In November the Corporation began cooperation of WLWA, its first FM station, from temporary headquarters in downtown Cincinnati," the report said. "Construction of a permanent band television transmitter building and tower was begun after the close of the fiscal year. During November the division was awarded a license permits for WLWT in Cincinnati and WLWC in Columbus."

## Stork News

Mr. and Mrs. John Hymes are the parents of a seven pound daughter, Barbara Nell, born Friday at the Town Park hospital, Roslyn, N. Y. Her father is an executive of the Bioway and Mrs. Hymes, formerly Mrs. Hurwick, was publicity director of WOV, New York.

## BANISH BOREDOM

If you want to get away from a boring office routine and become a part of the daily progress of radio and television, an opportunity awaits you as stenographic office assistant to a trade journal editor. Please give age, radio experience and starting salary desired. Write Box 331, Radio Daily, 1501 Broadway, New York 18, N.Y.

# NETWORK SONG FAVORITES

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of February 21-27, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Anniversary Song.....	Mood Music
Bless You.....	Shapiro-Bernstein
(I Love You) For Sentimental Reasons.....	Duchess
Girl That I Marry, The.....	Berlin
Gotta Get Me Somebody To Love.....	E. H. Morris
Guilty.....	Feist
How Are Things In Glocca Morra.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
Managua, Nicaragua.....	Encore
My Adobe Hacienda.....	Southern
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Ole Buttermilk Sky.....	Burke & Van Heusen
On The Other End Of A Kiss.....	Beverly
So Would I.....	Burke & Van Heusen
Sonata.....	Oxford
To Me.....	Dorsey Bros.
Too Many Times.....	Advanced
Uncle Remus Said.....	Santly-Joy
What Am I Gonna Do About You.....	Paramount
Why Did I Have To Fall In Love With You.....	Mutual
Years And Years Ago.....	Bourne
You Broke The Only Heart That Ever Loved You.....	Chappell
You Can't See The Sun When You're Crying.....	George Simon
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

## Celler Seeking Support Of His New Radio Bill

(Continued from Page 1)  
for a revamping of the Communications Act. Celler was appearing to explain and advocate the bill he introduced last month which would empower the FCC to set up program standards, would limit sales prices for stations and would encourage competition for the licenses of stations now on the air.

The present radio law, Celler said, was an excellent law when it was written, but the industry has progressed so far and so fast that it is today completely outmoded. Now, with FM and television beginning their commercial development, is the time to revise the law and provide the safeguards the American public is entitled to, it was emphasized by the New York legislator.

## Col. Kirby Returning

Col. Edward M. Kirby, public relations consultant and war time chief of Army radio, is reported returning to his Washington office after several weeks relaxation at the Scott-White Clinic in Temple, Tex.

## Edge To Do Tele Coverage Of Dodgers On WCBS-TV

(Continued from Page 1)  
baseball schedule sponsored over the CBS outlet by Ford and General Foods, it was announced Friday by Lawrence V. Lowman, vice-president. As announced last week, Ford and General Foods will alternate sponsorship of the television broadcasts from Ebbets Field during the 1947 season.

Edge has been active in covering sports for the CBS video station since his discharge from military service in November of 1945, and as supervisor of the Ford "Parade of Sports," he has aired football, basketball, boxing, hockey and other sports. The sportscaster switched to video in 1941 after a long period on CBS network.

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STATE 5635



**Universal**  
RECORDING CORP.  
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Amb. 2142 • Chicago 6 Str. 5635

# CBC Tightens Rules On Station Operations

(Continued from Page 1)  
ments "give effect to a recommendation of the last parliamentary committee on broadcasting."

Private station licensees will be required to submit undertaking that they "will faithfully perform their duties as trustees of radio frequencies."

The statement continued: "They are asked to indicate the amount of broadcasting time which their stations are prepared to devote to local community events, the use of local talent, discussion of public affairs, to religious educational, agricultural and other types of local 'live' broadcasts.

Licensees are also required to indicate the proportion of their station revenue they intend to devote to local talent and to all expenses for local 'live' non-commercial programs."

## Forms Sent Out

Forms covering these requirements have already been sent to all licensed private commercial radio stations in Canada and during the year the stations will be asked to return reports on the actual performance of their stations.

In its final report, the 1946 parliamentary committee on broadcasting said that a license to broadcast was in the nature of a trust and recommended to the CBC that as a condition of the issuance or renewal of any license, the private stations concerned should be required to agree to certain undertakings.

Each station should submit to the board of governors of the CBC that "it would faithfully perform its duties as a trustee of a radio frequency, and would indicate the amount of time and what proportion of its revenue it is prepared to devote to local community events, the discussion of matters of local interest and the development of local talent and other public service broadcasts."

## Souvaine Exec. Injured

Ralph Starr Butler, Jr., Henry Souvaine, Inc., executive, broke his leg in a skiing accident over the week-end on a trip to Canada. Butler will be kept away from his work for several weeks.

Now Celebrating

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

1927 1947



**MUTUAL DON LEE KXO SEE RAYMER**

COAST-TO-COAST

TENNESSEE

MEMPHIS—"Your Church Calendar" heard on WHBQ every Sunday morning gives information concerning times of services in Memphis churches, names of ministers preaching, and, where possible, topics of sermons. News items about churches and their affiliates are given, as well as information as to how to reach them by public service. . . . KNOXVILLE—The Stuart Broadcasting Co. announced the appointment of Fred M. Andrews as Chief Engineer of WROL and WROL-FM. Andrews will begin installation of the 5 kw. RCA transmitter for increased power recently granted WROL and in addition will supervise the 76 kw. installation of WROL-FM.

NEW HAMPSHIRE

CONCORD—WKXL received a telephoned complaint from a peeved listener who missed the commercial on "Hop Harrigan" show, now carried as a sustainer. . . . Cecille Gilbert, WKXL receptionist was taken to the hospital last Sunday suffering a broken ankle while skiing. . . . MANCHESTER—Estelle Garland of WMUR is conducting a kid-in-the-street program called "Listen, My Children" on Saturday afternoons with youngsters quizzed on everything from habits to hobbies. . . . WKBR has launched a quiz show called "The Lions' Den" which pits members of the local Lions club against other civic organizations, prize money going to the winning group's charity.

NEW YORK

SCHENECTADY—A congratulatory radiogram to WGY on its 25th birthday was received from Rear Admiral Richard E. Byrd at Little America, with an explanation from the Navy Dept. that "because of the hurried evacuation of the expedition, communications with Little America have been very bad." Radiogram was directed to C. D. Wagoner, who directed the short-wave broadcasts and mail bags for G.E. to the three previous Byrd expeditions. . . . A weekly report on the activities of the United Nations sessions by Thomas J. Hamilton, head of The New York Times UN Bureau, will be broadcast over WQXR each Friday night, beginning March 7, from 11:05 to 11:15. Series will be called "The UN This Week," and will be a regular part of The N. Y. Times News Summary.

CONNECTICUT

WATERBURY—David G. Lee has been appointed program director of WWCO. Lee comes to WWCO from WOWO, Fort Wayne, Ind., and WIBC, Indianapolis. . . . HARTFORD—Boris Morros, Hollywood producer of "Carnegie Hall," was interviewed over WDRC prior to the picture's premiere in Hartford.

Warns Against Censorship In Oklahoma Univ. Address

(Continued from Page 1)

to other media such as the press and movies.

"Facsimile may be the difference, for instance, between life and death for newspapers. The day of tele-theaters is approaching rapidly. Both facsimile newspapers and tele-theaters will be subject to same licensing as are today's radio stations. The power to license is the power to censor. All means of communication will soon be under censorship and all freedoms will be in jeopardy if we don't fight now."



A. D. "JESS" WILLARD

600 Attend Session

Six hundred eleven broadcasters, agency executives, national representatives, educators and radio students registered at this year's annual radio conference, Dr. Sherman P. Lawton announced late Sunday. Lawton is co-ordinator of radio at OU and secretary of the national committee of the conference. Out-of-town enrollment doubled that of 1946, with 25 states and three foreign countries represented. In a special interview with RADIO DAILY's correspondent, Paul Walker, FCC commissioner, described the conference as one of the most important radio meetings in the nation.

Walker Commends Meeting

"A conference of this sort is needed," Walker said. "It is of vital importance to the advancement of the radio industry that groups get together and discuss their various viewpoints." Thirty-five sessions on as many different aspects of broadcasting were held during the four days. At times as many as three sessions were held in various meeting rooms.

Alert interest in the proceedings was reflected by almost empty lobbies and corridors at session times. On several occasions attendance overflowed the conference room and loud speakers were set up in adjoining rooms. The final two days of the conference produced some of its most outstanding speakers. Station managers still were discussing the talk by Ralph W. Hardy, executive assistant, KSL, Salt Lake City, as they left for their home cities Sunday.

Hardy appeared on the panel of the managerial session Saturday morning. "More than 50 per cent of radio's management came into radio by chance," Hardy told his fellow broadcasters. "They are tired old men who entered the field not as broadcasters but investors. Now that radio's bonanza is past these tired old men can't stand the gaff. Many stations are being sold. If I may venture a guess this is the finest thing that has ever happened to the radio

industry. There are exceptions, but it is time that managers begin to build a real foundation for the responsibilities of broadcasting.

"The radio business is becoming a highly specialized field, and it must be cognizant of its responsibilities if it is to have full opportunity for free speech."

A strong plea for editorial rights for broadcasters was made by Ted Malone, ABC network commentator, in a dinner talk Friday. "Commercial radio is more than 25 years old but I'm inclined to think it still is an adolescent and will remain that as long as it is denied the privilege of taking a stand and backing it up," Malone said. He pointed out that radio was the strongest force in America today in moulding public opinion. "For every danger in permitting broadcasting stations to have an editorial policy, I can show you a greater danger under the present system," Malone said.

Plea For More Music

In a Sunday luncheon talk before the conference Dr. Roy Harris, president of the Fellowship of American Composers, said that radio stations have never accepted the moral responsibility for programs. He stated that the four networks combined gave approximately 20 hours weekly to serious music. "So far," Harris said, "discounting early and late hours. Radio does not give more than 25 per cent to social, religious, cultural and educational problems of the American people." Harris expressed belief that a greater per cent of serious programs at better hours would pay dividends to the broadcaster.

In the same vein was the talk by Ken Baker, research director, NAB, Washington, D. C. Baker observed that only about 30 per cent of the American radio owners listen to their radios at any one time. What will attract that non-listening audience?

Two NBC Shows Renewed

Two more 52-week renewals of NBC programs have been announced by Harry C. Kopf, vice-president in charge of sales. The two are "When A Girl Marries," sponsored by General Foods (Mondays through Fridays, 5:00 p.m., EST) and "The Victor Borge Show, starring Benny Goodman," sponsored by Socony Vacuum Oil Company (Mondays, 9:30 p.m., EST).

Send Birthday Greetings To —

March 4

- Dominic Bruno Jerry Marlowe
Herman Fields Madge Morley
George Shelton Lucy Gilman
Edward J. Fitzgerald

AGENCIES

JIMMY HOOK, Los Angeles executive, associated with Warner Bros. KFVB for 16 years, has resigned to open his own free-lance production agency. Hook will produce shows for specific clients. He plans to do only with agencies and has a staff of writers on tap from which he will draw all types of scripts.

ROBERT HOLLEY & CO., Inc., advertising, now located at 74 W. 50th Street, New York City, has moved to new and larger quarters in the Galvin Building at 236 W. 55th Street. The agency will retain its branch office in the RKO Building, Rockefeller Center.

PAN AMERICAN BROADCASTING CO. has been appointed exclusive representative of Radio Melilla, Spanish Morocco. Station coverage includes most of North Africa, the Iberian Peninsula and parts of Europe.

SYLVAN TAPLINGER has been signed as radio director of Weiss Geller.

EDITORIAL AND ADVERTISING offices of Mechanix Illustrated Magazine, formerly located at 347 and 2 Madison Avenue, respectively, have been moved to the Fawcett Publications Building at 67 West 44th Street, New York.

MAHLON C. COTTRELL former art director of Commercial Illustrators and previously art director of I. J. Fox, Fifth Avenue, has been appointed art director of Lew Kashner & Son, New York advertising agency.

TWO COMMITTEE appointments were announced yesterday by the board of directors, Hollywood Advertising Club, with Milt Samuel, Young & Rubicam, Inc., and Leon Wright Mutual Don Lee, heading public relations and public education, respectively.

2 1/2 ROOM DUPLEX FOR RENT

Finest type unfurnished suite; large rooms; all modern conveniences; choicest location East 60's, off 5th Ave. Ideal as combination Business Headquarters and Living Space for Writer, Producer, etc. State full particulars including references and financial responsibility. Write

Box 329, RADIO DAILY 1501 Broadway New York 18, N. Y.

REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5776



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 44

NEW YORK, WEDNESDAY, MARCH 5, 1947

TEN CENTS

## Giveaways' Investigation

### Industry Sees Production Letting All-Time High

Combined industry output of electronics equipment in radio, television and all phases of industrial and commercial communication, is expected to reach a figure ranging between \$750,000,000 to \$1,000,000,000, according to official estimates made by various industry execs attending the fourth National Convention of the Institute of Radio Engineers at Grand Central Palace. It is pointed out that many new improvements in equipment and technique, several of

(Continued on Page 8)

### Co-Op. Sales Division Set Up By CBS Network

In a move to intensify co-op program sales, CBS has set up a "Co-Op Division." J. Kelly Smith, director of patron relations, announced yesterday

Ralph Hatcher, for the past three years manager of CBS' station relations, central division, Chicago, has been appointed sales manager of the new division. Nancy Cook, associated with CBS for 15 years with advertising, selling

(Continued on Page 8)

### Church Group Eyes ET's After Success Of Crosby

Dallas, Tex.—Encouraged by the fact that Bing Crosby's radio popularity has suffered little since he started recording his weekly programs, the regional Ministers Retreat is meeting in a three-day session here to consider expansion of radio activities by Southern Presbyterian churches. The meeting was attended

(Continued on Page 7)

### 'Pens For Plugs' Giveaway Theme

Publicity department of Reynolds Pen Company, Chicago, has just completed an intensive mail campaign to interest broadcasters in using the Reynolds pens as giveaway prizes on audience participation shows. Pen Company promoter agreed to furnish pens in return for plugs.

After sending a series of three letters urging broadcasters to accept their proposition the Reynolds publicist sent along a 15-minute recording to be used as an added free plug for their product.

A survey of New York radio stations indicated that broadcasters passed up the Reynolds promotion. It was recalled by one broadcaster that the pen company a year ago was considered a good prospect for commercial radio and had endeavored to sign Bing Crosby.

### Tele Antenna Ban Nearing Solution

A repeal of the apartment house owners ban against television antennas on rooftops was believed near yesterday following the presentation of proposals to the Real Estate Board of New York by a special subcommittee of the TBA. This was the first meeting by the video and landlord representatives and both sides agreed to develop the ideas further and meet again, possibly within two weeks.

Details of the proposals, which if accepted would allow immediate in-

(Continued on Page 6)

### NAB Standards Of Practices Committee To Explore Question At Next Meet; Will Consider War Bond Gifts

### U. S. Supreme Court Will Review Lea Act

Washington Bureau, RADIO DAILY

Washington—U. S. Supreme Court has agreed to review the constitutionality of the Lea Act, thus by-passing the Circuit Court of Appeals. The government called for the high court review after the act was declared unconstitutional by Judge Walter J. Labuy of the Federal District Court in Chicago. The case grew out of charges by the government that AFM President James Petrillo, had violat-

(Continued on Page 2)

### Washing Machine Co. Placing Spot Campaign

The first radio account in behalf of Launderall, the new home washing machine, has been placed with WJZ by Colen-Gruhn, Inc. New York distributor of the product. Contract calls for three participations a week

(Continued on Page 8)

### Pres. Truman's Address Reached 24,899,000 Persons

President Truman's address from Mexico City Monday night heard from American networks had a rating of 34.0 with an audience estimated at 24,899,000, a Hooper survey made for CBS, revealed yesterday.

Washington Bureau, RADIO DAILY  
Washington—The NAB's Standards of Practice Committee will explore the entire question of giveaways at its next meeting, it was learned yesterday. The committee, headed by Robert D. Swezey, vice-president and general manager of the Mutual Broadcasting System, will meet in New York on March 31.

NAB officials declined to take a stand on the controversial issue pending

(Continued on Page 7)

### Name Web Newsmen For Moscow Meeting

One accredited representative from CBS, NBC and MBS is included in the final visa okay allowing 36 U. S. correspondents to attend the Foreign Ministers conference in Moscow starting March 10. ABC will use the services of Ed Stevens, correspondent for the Christian Science Monitor who is already in the Russian capital. The three network reporters journeying to Moscow from their various European bureaus are Henry

(Continued on Page 7)

### Gen. Foods, 'Seventeen' Will End Shows On MBS

Three Mutual web shows, one a daily adventure strip, will be dropped at the end of this month, by General Foods and Seventeen Magazine.

(Continued on Page 7)

### "Your Hit Parade" Off CBS; Moves To NBC On April 26

American Tobacco's "Your Hit Parade" will move from CBS to NBC in the 9-9:30 slot on Saturday, effective April 26, it was learned yesterday. Show, which will be cut from the current 45-minute length to 30 minutes, will replace "Saturday Night Roundup" starring Roy Rogers and sponsored by Miles Labora-

tories. Latter program goes off the air the week previous.

Format of the "Hit Parade" will remain "essentially" the same, it is said, with New York as the origination point. Show is handled by Foote, Cone & Belding for American Tobacco, which is giving up the time on CBS.

### Top Tele Talent

Charles R. Denny, chairman of the FCC, discussing "The Job Ahead," will be televised by NBC's station, WNBT, when he addresses the IRE banquet in the ballroom of the Commodore Hotel, New York, tonight. Denny's talk will be televised beginning at 8:30 p.m., and it is expected that he will discuss all phases of the communications field.

### Church Music

Parishioners of a church in Upper Darby, Pa., are actually dancing to transcribed commercial jingles at a weekly dance sponsored by the church. To fill in pauses while resetting their automatic record changer they are playing the "Bit O' Honey" jingles heard on ABC's "David Harding, Counter-spy." Singing commercials of other programs are being solicited.



★ COMING AND GOING ★

Vol. 38, No. 44 Wed., Mar. 5, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tues., Mar. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/8	9 1/8	9 1/8	- 1/8
Am. Tel. & Tel.	169 1/4	168 3/8	168 3/4	- 3/4
CBS A	30	29 3/4	30	.....
CBS B	29 3/4	29 3/4	29 3/4	.....
Farnsworth T. & R.	8	7 7/8	7 7/8	.....
Gen. Electric	37 7/8	37 1/4	37 5/8	- 1/8
Philco	27 1/4	26 3/4	27	- 1/2
Philco Pfd.	97	97	97	.....
RCA Common	9 3/8	9 1/4	9 1/4	.....
RCA First Pfd.	79	78	78 3/8	- 1/8
Stewart-Warner	18 5/8	18 3/8	18 3/8	.....
Westinghouse	26 1/2	25 3/4	26 3/8	+ 3/8
Westinghouse Pfd. A.100	100	100	100	.....
Zenith Radio	22 5/8	22 1/2	22 1/2	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 3/8	3 3/4
OVER THE COUNTER		
Du Mont Lab.	6 3/4	7 1/2
Finch Tele Comm.	8 1/2	9 1/2
Stromberg-Carlson	13 1/2	15
U. S. Television	2	2 1/2
WCAO (Baltimore)	40	
WJR (Detroit)	18	

Mrs. John H. McNeil

Loire Brophy, nationally known employment counsellor and wife of John H. McNeil, radio executive, died yesterday, March 4, at her Park Avenue home after an illness of two months. The funeral will be held Thursday, March 6, at 10 a.m., at St. Patrick's Cathedral.

As a lecturer, writer and radio speaker and consultant to business executives through her own agency, Personnel Associates, Inc., Mrs. Brophy became nationally known. Her latest book, "There's Plenty of Room at the Top," was published by Simon & Schuster last January.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

HARRY C. KOPF, vice-president of NBC in charge of sales, is spending two weeks in Florida.

GEORGE SHERMAN, chief engineer at WBBM, Chicago, and JOE NOVY, of the station's engineering staff, both of whom are here for the IRE meeting, were visitors yesterday at the headquarters of CBS.

WALTER M. WINDSOR, general manager of WDVA, Mutual affiliate in Danville, Va., is in Gotham on station and network business.

QUINCY A. BRACKETT is in town from Springfield, Ill. The president of WSPR, chatted for a while yesterday with officials of ABC.

MAURICE CHEVALIER is expected today aboard the S.S. Queen Elizabeth. He is scheduled for appearances on Broadway, during which his accompanist will be Joel Herron, orchestra leader and musical director of WHN.

JAMES W. STEWART, general manager of WGNI, Wilmington, N. C., was a caller yesterday at the offices of the Mutual network, with which the station is affiliated.

ELMO C. WILSON, director of research for CBS, has left on a short business trip to Washington, D. C.

CHARLES STUART, executive of KFOR, the ABC affiliate in Lincoln, Nebr., has joined the executive contingent currently in New York on business.

J. TED BRANSON, promotion manager of KFEQ, St. Joseph, Mo., looked in for a while yesterday at the headquarters of the Mutual network, with which KFEQ, is affiliated.

H. LESLIE ATLASS, vice-president of the Columbia network in charge of the central division, will return today to the Windy City following a short stay here on business.

TED MOSSMAN, composer, leaves today for Hollywood. He'll make his headquarters at the Mills Music offices in the film capital.

HUGH TERRY, general manager of KLZ, Columbia's outlet in Denver, Colo., is back at the station after having spent a goodly portion of last week in New York.

ROBERT ALLISON, director of the "People's Platform" on CBS, has returned from Buffalo, where the broadcast of the program dealt with the current teachers' strike in that city.

BILL SHADELL, Washington news analyst for CBS, is in Gotham for the dinner of the Overseas Press Club and for conferences with officials of the network.

BILL DOWNS, newsman for CBS, is in Cleveland for the broadcast of "Cross Section, U. S. A.," which will take place this coming week-end.

ELINOR INMAN, director of religious broadcasts for CBS, is back at her office following a trip to New Haven, where she addressed the Yale Divinity School class in religious radio on the subject, "The Radio Sermon."

A. R. HEBENSTREIT is here. He's the general manager of KGGM, Columbia network outlet in Albuquerque, N. M.

JOE RIPLEY, producer of "Guess Who," off to Baltimore for a check-up at Johns Hopkins.

AWB Luminaries Guests At REC Luncheon Thurs.

Mary Margaret McBride, Jinx Falkenburg, Maggi McNellis, Alma Kitchell and other noted members of the Association of Women Broadcasters will be among the headliners of a skit presented at the Radio Executives Club Luncheon tomorrow at the Hotel Roosevelt, it was announced yesterday by Bob Swezey, president. Program is titled "Adam's Rib and Radio".

Ray Knight, veteran radio comedian, will act as emcee, and Beth Black, of the Joseph Katz Company, will serve as chairman of the affair.

Ascap Annual Meeting

Deems Taylor, President of the Ascip announced yesterday that the Ascip General Annual Meeting and Dinner will be held on Thursday, March 27th, at the Ritz-Carlton Hotel. Annual reports of the society's officers will be given at the general membership meeting in the afternoon.

U. S. Supreme Court Will Review Lea Act

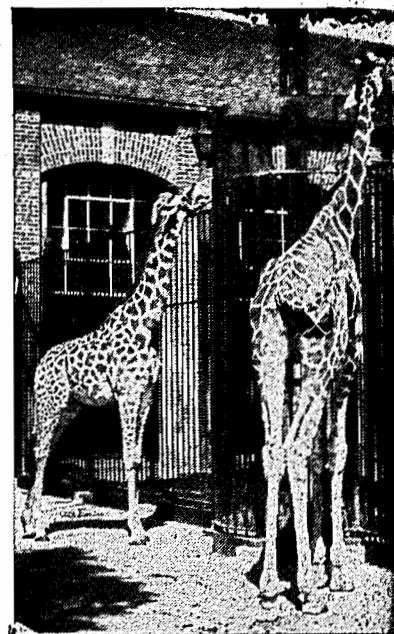
(Continued from Page 1)

ed the act by attempting to force WAAF, Chicago, off the air.

Meanwhile, Chairman Fred Hartley of the House Labor committee stated that Petrillo would "soon" be called to testify before the committee. Among other things the union chief will be quizzed on AFM's actions allegedly retarding expansion of FM and tele. Spokesmen for the committee, have stated that Petrillo will be subpoenaed should he decline to appear before the committee.

Stork News

Cincinnati—Buddy Ross, WLW accordionist, is the father of a seven-and-one-half-pound daughter, Elizabeth Ann, born last Saturday.



The long and short of it

That's such an obvious picture... and such an on-the-nose caption... maybe you won't have to read this ad all the way through.

But the sales points in Baltimore radio are just about as quick as that headline. And here they are:

Baltimore is the sixth largest U. S. city.

It contains five radio stations... four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any of the other four stations in town.

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

Sorry... that took a little longer than we thought.

**WBNX**  
FOR THE LATEST IN  
**MUSIC SPORTS AND NEWS**  
2:00 to 6:00 P. M.  
Monday thru Friday  
5000 WATTS — 1380 ON THE DIAL  
**WBNX**  
260 E. 161st ST., NEW YORK 5, N. Y.  
MEIrose 5-0333

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

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

**"New York's Most Beloved Radio Station ..."  
and they like us in Cincinnati, too!**

WQXR has many listeners from Canada to the Carolinas, and as far west as Ohio. In fact, 20% of the 40,000 families who subscribe to the WQXR Monthly Program Guide come from outside the New York primary trading area. This distant audience is plus-coverage, in addition to the more than half a million families in metropolitan New York who tune regularly to WQXR, "New York's Most Beloved Radio Station." Listeners everywhere seek out WQXR for its outstanding programs of good music and the news bulletins of The New York Times.

**WQXR**

AND FM STATION WQXQ

**Radio Stations of The New York Times**

***It's Feather In Cap  
Of Eastern Station;  
Dialed In Cincinnati***

BY MAGEE ADAMS.

The natural preference for better reception long since has limited most dialing to local stations. An exception becoming too notable to ignore is the case of WQXR, New York, 1560 kc.

Comments and letters reaching us indicate that the station has a much larger audience in this section than would be expected. The other day, for instance, a woman telephoned to ask how she could improve her reception of WQXR. "If necessary, I'll gladly buy a new set," she declared.

Numerically, WQXR's Ohio Valley audience may not threaten the Hooplers of locals. But when listeners willingly submit to the vagaries of out-of-town reception to hear what they like, that cannot be dismissed as inconsequential.

In every case, WQXR fans declare that they dial the station because of its consistently superior music and intelligent restraint in commercials. Evidently, the "better mousetraps" principle holds, even in radio. If nothing else, the case of WQXR ought to be encouraging for local station managers who are taking steps to improve their own schedules.

reprinted from

THE CINCINNATI ENQUIRER

January 21, 1947

## **OPEN YOUR EYES TO THE OUTSIDE\* AUDIENCE**

*on the Pacific Coast, too!*

**\*The outside Pacific Coast market is that vast area outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located. Approximately half of all Pacific Coast retail sales are made in this side market. A C. E. Hooper survey of 276,000 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.**

It's a real "eye-opener" to discover that *only* with the DON LEE Network can you reach the huge OUTSIDE audience—consisting of approximately HALF of the Coast's 12,117,584 people who spend \$9,038,433,000 a year in retail sales!

**ONLY DON LEE** offers 41 stations to accomplish this dual job of INSIDE and OUTSIDE coverage—more stations than all other networks combined.

**ONLY DON LEE** with overall coverage of BOTH markets, delivers MORE LISTENERS than any other Pacific Coast network.

If your product can be sold *all over* the Pacific Coast, remember only DON LEE has the network facilities to reach *all the people* in BOTH Pacific Coast Markets.

*More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station.*

*The Nation's Greatest Regional Network*



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

*Mutual*  
**SON LEE**  
BROADCASTING SYSTEM

# CHICAGO

By NAT GREEN

**W**ENDELL B. CAMPBELL, general manager of KMOX, St. Louis, was a visitor at WBBM this week.

Judith Waller, NBC public service director, has been elected secretary of the Intercollegiate Broadcasting System, a network of campus radio stations. On March 8 Miss Waller will speak on "Public Service Broadcasting" at Michigan State College.

WGN was deluged with requests for tickets to "The FM Miracle," special WGN broadcast on February 28 as a salute to WGNB, FM station, on the eve of its extended broadcasting schedule. Explanations of FM broadcasting were included in a portion of the program called "The Saga of FM."

Ann Farrell, 16-year-old Chicagoan, has been chosen as one of the teenage finalists who will go to Washington, D. C., to debate "Should Family Relations and Marriage Be Taught in Public Schools?" on the ABC broadcast of "America's Town Meeting" March 20. Miss Farrell is a former Quiz Kid.

Edward J. Lynch, Jr., formerly advertising salesman for the Tribune, has joined the ABC sales department as account executive.

Eight preliminary winners in the "WBBM Star-Quest" which is seeking outstanding negro amateur singers. Eliminations will continue until March 17 when the semi-finalists will be chosen. Final auditions will be held the week of March 24, and on March 29 the eight finalists will be heard in a special WBBM broadcast to select the two winners.

## Tele Antenna Ban Nearing Solution

(Continued from Page 1)

Installation of television receivers in multiple dwellings, were not revealed but it is believed that six service companies have outlined plans for installing antennas. Since another meeting is scheduled by the TBA subcommittee and the Real Estate Board, it can be assumed that the latter is giving consideration to the proposals with the possibility of making a selection of one or the other.

TBA was represented at yesterday's meeting by Ernest A. Marx of Du Mont, chairman of the subcommittee; Ben Adler, Temco Service Corp.; Alexander Fisher, Belmont Electric Co.; William W. Cone, home instrument division, RCA Victor; and Will Baltin, TBA executive secretary.



### Broadway Bulletin Board. . . !

● ● ● Tit for Tat Dep't: Last year Hildegard chased "Corliss Archer" off the air for Campbell Soup. On April 6th, "Corliss Archer" does a turn-about, with Hildegard fading from the spot. . . Crosby will call it a season following completion of 6 programs recorded in N.Y. Meanwhile, they're shopping around for a summer replacement for him. Also hear that Bing will do one "live" airing from Atlanta, Ga., on April 7th in order to satisfy his own curiosity as to whether a "flesher" program would outdraw his present transcribed format. . . Sudden rush on the part of disc jockeys, femme commentators, etc., to snare big name H'wood guests for free interviews in order to beat the deadline of major film companies' ban on such appearances which goes into effect on the 15th. . . Summer replacements being offered around are predominantly script shows rather than high budgeted musicals with entries ranging from mysteries to melodramas. . . CBS, ABC and Mutual all het up over John Crosby's reference to them in the Herald-Tribune as "the three junior networks". Ouch! . . . Understand Myron Kirk is in a bit of a situation re the Jane Powell deal on the Tony Martin stanza. The way we hear it, he had her budgeted in for \$500 a week—the fly in the ointment being that Metro denies they gave her a clearance, at least at that figure. So it looks like they'll have to (excuse the expression) shell out 3 or 4 times that amount if they want her.



● ● ● The current negative attitude of big sponsors toward top-budgeted air shows can be summed up thusly: They figure, why pay out a lot of money to saturate the entire country with a sales pitch when they can invest it in e.t.'s that can be beamed strategically in low sales areas. This is the major reason for web execs' fear of and hostility toward transcriptions and is a matter which is causing them considerable concern. And the sales records the Bing Crosby e.t.'s have piled up are not doing anything to ease their anxiety.



● ● ● SMALL TALK: Some of Muzak's franchisers peeved at the annual award going to the N.Y. office. . . Red Skelton subbing for Danny Thomas on the Don Ameche ailer Sunday. Danny lost his father Monday. . . Bill Cullen working a cute gimmick on "Winner Take All." Opposing contestants in various parts of the country will answer questions by long distance 'phone. . . Blues singer, Carol Ames, set for a smart East Side nite spot. . . Herb Gehr, Life's crack photog, has come up with an idea for an audience participation show which has the Louis G. Cowan office all excited tagged "Meant For Each Other." Show looks as good for tele as for radio. . . Martha Linn, vacationing at Framingham Centre, Mass., has completed a new show called "Life Begins Today"—(not a soap opera) handled by V. S. Becker Advertising Service. . . Highest rated show on West Coast, "The Whistler," is CBS' answer to the Crosby show on Wed. nites. Heard for four years on the coast, it's finally snagged a sponsor and takes over the 10 p.m. spot starting on the 12th. . . A low bow to



● ● ● ONE MAN'S POINT OF (RE)VIEW: Other sponsors might well ape the Jack Benny treatment of the commercial. It's really a treat-ment. . . Walter O'Keefe, subbing for Don McNeil on the Breakfast Club, reveals he still flies through the air with the greatest of ease. . . Marion Hutton doing a great job subbing for Perry Como on the Supper Club. Several sponsors interested in the Huttontot. . . Wait until H'wood sees Thomas L. Thomas in his March 25th concert at the L.A. Philharmonic. The guy photographs like Ray Milland (not in "Lost Weekend") and sings like—well, like Thomas L. Thomas. . . Gene Hamilton's casual but convincing manner with a word prob'ly explains why the Boston Symphony has him travel to New England for their concerts.

# AGENCIES

**B**RIG. GEN. KEN R. DYKE, vice president of NBC and director of broadcast standards and practice will be one of the speakers at the annual advertising awards presentation banquet to be sponsored Friday night, March 7, at the Waldorf-Astoria Hotel by Advertising and Selling. Stuart Peabody, advertising director of Borden Sales Co., will be toastmaster. Rep. Clarence Brown (Rep., Ohio) will also speak.

EDWARD ROSENWALD has been elected vice-president of Louis Cowan, Inc. Rosenwald comes to the Cowan office from the Biow Compar, where he served as account executive for several years. He was associated with Plough in Memphis, Tenn. for six years as advertising manager during which period the company became one of the largest users of spot broadcasting. The new Cowan office also was an account executive with the Buchanan advertising agency for seven years before going to Memphis.

JOAN deBEY heads a new publicity organization which will concentrate on radio and television accounts. Offices are at 140 East 63rd St., New York. Miss deBey was with the National Red Cross doing radio and newspaper publicity during the war. Recently she has been connected with the radio and television fields in a writing and public relations capacity.

HOWARD W. NEWTON, for the past eight years vice-president and copy director of J. M. Mathes, Inc. has resigned to join Donahue & Co. Inc. in the same capacity. At Mathes and previously at McCann-Erickson Young & Rubicam and Lennen Mitchell, Newton worked on such accounts as Quaker State Motor Oil, U. S. Rubber, Life Savers, Ford, Husson, Squibb, Gilbey's Gin, Tyden, Four Roses, Johnnie Walker, Pretone, Canada Dry, Maryland Casualty Co., and many others.

HARVEL WATCH CO., New York announces the appointment of R. S. Durstine, Inc., as its advertising agency.

Where "Dun & Braadstreet" meet "Hooper & Crossley"!

**WJNO**

"THE VOICE OF THE PALM BEACHES"

MOVIE MATINEE  
Audition records available

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

# NAB Will Investigate Giveaways' Question

(Continued from Page 1)  
 action by the committee. Spokes-  
 for the organization said the  
 tion would be presented to the  
 Standards of Practice Committee in  
 with "normal procedure."  
 NAB acknowledged receipt of a  
 question by Brent O. Gunts, radio  
 director for the U. S. Treasury De-  
 partment's Savings Bond Division,

## Giveaway Expose

First story carrying the details  
 of giveaway promotions in radio  
 as carried in RADIO DAILY  
 under the banner of "Giveaway  
 Problem Grows" on February  
 14th. Subsequent stories revealed  
 the tactics used by promoters and  
 the damage done to commercial  
 radio programs by their plugs.

bonds be used instead of mer-  
 chandise as radio prizes. This sug-  
 gession also will be presented to the  
 committee, it was said.

NAB officials emphasized that up  
 now, NAB has taken no action on  
 the question of giveaways. There is  
 the question whether the subject  
 is within the province of the NAB  
 management. This, however, does  
 not mean either NAB approval or  
 objection to some giveaway practices.  
 There had been some indication,  
 however, that NAB would explore  
 the question because of wide-spread  
 protest by broadcasters.

Other members of the committee  
 who will look into the question are  
 Mr. Bill, WMBD, Peoria; Eugene  
 W. WPAY, Portsmouth, Ohio;  
 Mr. W. Clipp, WFIL, Philadelphia;  
 Mr. J. Damm, WTMJ, Milwaukee;  
 Mr. Dyke, NBC, New York; Harold  
 W. WEEI, Boston; Gilson Gray,  
 WJZ, New York; Gayle Grubb, KGO,  
 San Francisco; C. T. Lucy, WRVA,  
 Richmond, Va., and John M. Outler,  
 WWSB, Atlanta, Ga.

## They're Now Barry's Dilemmas

One of this week the name of WOR's  
 "Daily Dilemmas" program, heard  
 from 2:00-2:30 p.m., officially  
 changes "Jack Barry's Daily Dilem-  
 mas." Among other things, Barry,  
 through appeals on this program, has  
 secured obtained 881 apartments for  
 veterans.

## Boudreau Is Barber Guest

Lu Boudreau, manager of the  
 Cleveland Indians, will guest on the  
 Barber show over CBS tomor-  
 row from 6:30-6:45 p.m., EST. Boud-  
 reau will be interviewed by Roy  
 Jensen, sportscaster for KTUC-  
 Tucson, Ariz., from the Indians'  
 spring camp in that city.

## AVAILABLE

PRODUCTION ASSISTANT—Gal Friday—  
 merchandiser — EXPERT RADIO STORY  
 RESEARCHER and interesting people—tal-  
 ent scout. 7 years experience, top-notch  
 packages and networks. Write  
 RADIO DAILY — Box 332  
 11 Broadway New York 18, N. Y.

# Church Group Eyes ET's After Success Of Crosby

(Continued from Page 1)

by representatives from ten synods.  
 Discussion of Crosby, Hooper ratings,  
 line charges, program directors  
 and the technical jargon of radio con-  
 trasted sharply with the popular con-  
 ception of a ministers' meeting.

At present the Southern Presby-  
 terian Churches are sponsoring a  
 weekly series of programs over 52  
 stations.

According to Dr. John M. Alexan-  
 der of Atlanta, Georgia, secretary of  
 the radio relations committee of the  
 General Assembly of the Southern  
 Presbyterian Church, radio offers a  
 wide audience for spreading the gos-  
 pel, but broadcasting should not be  
 considered as a mere stunt.

He stated that radio presentations  
 must be effective and that plans call  
 for expansion of the stations carry-  
 ing the present series.

# Gen. Foods, 'Seventeen' Will End Shows On MBS

(Continued from Page 1)

zine, it was learned yesterday. Gen-  
 eral Foods' "Buck Rogers" (4:45-5  
 p.m., Mon.-Fri.) and "McGarry and  
 His Mouse" (8-8:30 Mon.) is sched-  
 uled to bow out at that time with  
 time options also relinquished by the  
 company. Seventeen's "It's Up to  
 Youth," (8:30-9 p.m., Wed.) is the  
 third show slated to end its stint.

Time and talent costs for "Buck  
 Rogers" are reported to be over \$1,-  
 000,000 a year, with similar costs of  
 the other shows ranging between  
 \$7-8,000 each.

## Pick Baseball Broadcasters

Selection of Jack Graney and Van  
 Patrick to handle Cleveland Indians  
 baseball games on WGAR was an-  
 nounced by John F. Patt, WGAR vee-  
 pee and general manager. Graney-  
 Patrick team picked from over 100  
 applicants. Station has 204 baseball  
 broadcasts scheduled for 1947 and  
 each will do four and a half innings  
 of each broadcast.

### AVAILABLE

Woman—Experienced station and agency  
 operations. 7 years directing programs for  
 one agency. Versatile, adaptable. Can fol-  
 low through from idea to successful fin-  
 ish. Want affiliation with opportunity.  
 Write RADIO DAILY, Box 333, 1501  
 Broadway, N. Y. C.

### GOOD AD LIB MAN

for lecturer's position to play theatres  
 coast to coast for long established motion  
 picture producer. Mature appearance and  
 excellent stage personality essential. Must  
 have attractive wife who will travel with  
 him. Serviceable car necessary. Excellent  
 proposition for both. Give all details and  
 include snapshots of both in first letter and  
 interview will be arranged. CHAS. B.  
 MEADE, SUPERVISOR OF PERSONNEL, BOX  
 249, WILMINGTON, OHIO.

## New FCC Rule

Washington—The FCC has of-  
 ficially put into effect a change in  
 its rules requiring station identifica-  
 tion only every hour, instead of  
 every half hour as required pre-  
 viously. The Commission said no  
 objections to the change had been  
 received.

# Paris Producer Here To Survey Com'l Radio

American advertisers as yet have  
 not done much to cultivate European  
 business through the media of avail-  
 able commercial radio, Thomas  
 Ringwood of Paris, a partner in the  
 firm of International Radio Co., de-  
 clared yesterday on his arrival from  
 France.

Coca-Cola is the only American  
 firm now using commercial program-  
 ming on radio Luxembourg and this  
 is purely institutional as the soft  
 drink manufacturer at this time has  
 none of its product abroad to sell,  
 Ringwood said. General Motors and  
 Philco are reported to be considering  
 using programs on Monte Carlo, An-  
 dorra and Luxembourg.

Ringwood, in association with Hen-  
 ry S. White, formerly of CBS, have  
 their own production office in Paris.  
 To date their activities have been  
 confined to producing shows for  
 French radio. The company, how-  
 ever, has developed ET programs of  
 French flavor for American radio  
 consumption.

Talent costs in Paris are cheap  
 compared to the American salaries  
 for artists and musicians, Ringwood  
 said. Production of transcribed shows  
 are handicapped some by the lack of  
 modern equipment. Right now the  
 best studios available in Paris are  
 those formerly used by the American  
 Forces Network.

*Send Birthday Greetings To —*

March 5

Sam Hearn	Ben Selvin
Chic Johnson	Sam Serota
Tod Swalm	

one of the

**FIRST!**

AM + FM

SIMULTANEOUSLY

**KOCS**

ON THE AIR

ONTARIO, CALIFORNIA

**The Voice of Pomona Valley**

# Name Web Newsmen For Moscow Meeting

(Continued from Page 1)

Cassidy, NBC; Howard K. Smith,  
 CBS; and John Fisher, MBS. Mutual  
 will also have coverage by Bill Cun-  
 ingham of the Boston Herald, heard  
 over MBS every week, and William  
 T. Fulton of the Chicago Tribune.

As yet the Russian government has  
 not officially stated whether or not  
 broadcasting facilities will be avail-  
 able to radio correspondents but such  
 was implied by Foreign Minister  
 Molotov before he left the U. S. last  
 year. Most network news depart-  
 ments hold the opinion that direct  
 pickups will be permitted.

Meanwhile, Press Wireless has  
 added another high speed teletype  
 circuit between New York and Mos-  
 cow to handle the additional traffic.  
 PW normally has one telegraph cir-  
 cuit operating from Moscow but has  
 set up a frequency shift teletype  
 link to handle about 800 words a  
 minute. The company's European  
 chief, with headquarters in London,  
 also may go to Moscow to supervise  
 operations during the conference.

## Heads Correspondents

When Merrill Mueller, NBC Lon-  
 don news head, returned to London  
 following a month's vacation in the  
 U. S., he found he'd been made presi-  
 dent of the American Correspondents'  
 Association in London.

# BIG OAK FROM LITTLE ACORN

Baltimore, Md.—Three years  
 ago, Hochschild-Kohn and Co.,  
 leading Baltimore Department  
 Store appealed to WFBR's  
 Program Department for a Teen-  
 age Program.

With its customary skill on  
 local programs, WFBR came up  
 with Quiz-Teen Time—a QUIZ  
 Show for the teen-age group. An  
 outstanding success from the  
 start, this show crystallized last  
 year and was repeated this year  
 in Quiz-Teen Jamboree which  
 had to be held in Baltimore's  
 Lyric Theatre—capacity nearly  
 3,000. This year it was attended  
 by Sigmund Romberg in person.  
 Just another reason why it pays  
 to advertise on WFBR. Ask the  
 Blair man or write WFBR,  
 Baltimore.

## PROMOTION

### Distinguished Rate Card

General Manager Harry Maizlish of Warner Bros., KFVB popped up with another 10 strike this week when he issued a rate card which should have the whole radio and agency world agog.

Framed in plastic covers in a loose leaf notebook about 4"x7" the new card is an innovation which may revolutionize the rate card in radio. Maizlish has blended the personalities and costs into a good looking package which tells completely the story of KFVB and what it has to offer to radio agencies. Over 1,000 agency men have been mailed the rate card, in a sharp and timely promotion move which rates tops in showmanship, not unusual for this station.

In the 14 pages of the new and startling rate book are mentioned the top notch shows, the programming features, the past awards for the station, and the two participating show kingpins, Bill Anson, and Martin Block, who comes to KFVB June 2nd. It is bound to raise interest, both in the promotion and entertainment circles of the radio world. It may signify a new trend in the commercial side of radio.

### Engineering Booklet

The National Broadcasting Co. has just released a 52-page booklet of interest to Chief Engineers of radio and television stations throughout the nation. Entitled "NBC's Air Castles", the booklet consists of a brief physical description of NBC's seven plants. It is not concerned with programs, but rather with the physical means of getting programs on the air. The booklet is an exceedingly well planned and executed promotional piece, highly informative in content, covering every phase of the behind the mike scenes in radio and television. It is a tribute to the industry and more particularly to NBC's Chief Engineer, O. B. Hanson who "is credited with numerous significant inventions in the allied fields of acoustics, radio broadcasting and television."

### Washing Machine Co. Placing Spot Campaign

(Continued from Page 1)

on "The Fitzgeralds" early evening program at 6:45 p.m. Account, placed through the Fisher Agency in Brooklyn, is effective March 10 and runs for 13 weeks.



## IRE Predicts All-Time High In Production Of Electronics

(Continued from Page 1)

which are the result of a concerted effort during the war, will provide considerable impetus to overall production, and eliminate various of the major engineering problems.

Emphasizing the "tremendous" interest in electronic developments was the report yesterday that all display facilities at Grand Central Palace are "swamped" and that the general and panel sessions require duplication in several instances.

At a press conference yesterday at the Hotel Commodore, where several of the technical sessions are held, the importance of certain electronic devices to the successful prosecution of the war was outlined by IRE officials. Many of these items have been developed for peacetime commercial uses, it was added. The proximity fuse, described as an integral part of many electronic pursuits, has been successfully adapted as a hearing aid the size of a match box.

John V. L. Hogan, president of Radio Inventions, describing facsimile as a service "old in principle but new in application," said it was "still a sleeper" in the industry. The service will be available for home use in 1948, and will cost probably no more than a combination radio-phonograph console set at current prices. These will range from \$200 to \$600, he said, adding that many industries, such as police communications, etc., are making strong demands for the service.

Television equipment, as prominently displayed by practically every major manufacturer, is the focal point of interest to many of the engineers making the round of the exhibit. Of special, and curious interest is the display of a set by a comparatively new firm, Transvision, which pro-

### Co-Op. Sales Division Set Up By CBS Network

(Continued from Page 1)

and promotion, will be promotion manager.

CBS has seven co-op programs available for commercial participation at this time. To intensify the local selling job on these programs, the new department has set up a station salesman's incentive cash bonus plan.

### Promoted By Nielsen

Chicago — Martha Von Malotke (Mrs. William Kolkmeier) has been elected secretary of A. C. Nielsen Company, marketing research firm.

### TRANSMITTER ENGINEER

First phone license: three-year pre-war experience in transmitter, studio control and remote broadcasts. Desire position in live wire, progressive station. Available now. Box A-24 — RADIO DAILY 155 N. Clark St. Chicago 1, Ill.

duces a video kit to sell for \$159.50. Complete receiver, in broken down form, is on display at the Company's booth. A representative explained that some 2000 kits have been delivered in the four months of operation, and that production is now reaching between 200 and 300 kits per week. Set has only three channels, but is expected to be improved to offer service on seven channels in the near future. Transvision exec further pointed out that the set can be assembled by even the inexperienced builder by following the instructions supplied with the kit.

The importance of electronics in World War II was probably never so heavily emphasized nor highly praised as it was yesterday at a luncheon honoring the 1947 president of the IRE, Dr. W. R. G. Baker.

Vice Admiral Charles A. Lockwood, Jr., chief of all submarine activities in the Pacific from 1943 until the end of the war, declared that American superiority in research and engineering that perfected radio equipment and "myriads of other electronic devices" saved thousands of American lives and turned the tide of battle for our subs in that area. The Navy official described five major submarine activities in which electronics played an important part, both offensively and defensively.

"Electronics was almost the biggest single weapon we had," the Admiral said, and referred to instances in which "one sub would wipe out an entire convoy in the Japan Sea." Further emphasizing the importance of electronics was his statement that approximately one-third of the Naval Reserve appropriation for this year is devoted to electronics research.

Dr. Baker succeeds Dr. Frederick B. Llewellyn, of Bell Telephone Laboratories, Inc., as IRE president. Also introduced were four new members of the board of directors of the association: J. E. Brown, assistant vice-president and chief engineer of Zenith Radio Corp.; F. R. Lack, vice-president of Western Electric Co.; J. R. Poppele, vice-president of the Bamberger Broadcasting Service, and D. B. Smith, director of research, Philco Corporation.

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**

**LUNCHEON DINNER**

**COCKTAIL BAR**

*Famous French Candies*

**15 East 52nd St.**

**AIR CONDITIONED**

## EQUIPMENT

### Promotions In RCA Tube Dept.

Announcement of three promotions in the Equipment Sales Section of the RCA Tube Dept., RCA Victor Div., Harrison, N. J., has been made by L. S. Thees, Manager of Equipment Sales. Louis Martin has been appointed Supervisor of the Equipment Field Force. Robert L. K. has been named Supervisor of Application Engineering Service, Equipment Sales Section and Jack Sadowsky appointed Supervisor of Electronic Components Sales, Equipment Sales Section. All three have been with RCA for a number of years.

### Bendix Radio Appoints Silliman

The appointment of Horace H. Silliman as manager of distribution radio and television was announced Feb. 28 by W. P. Hilliard, general manager, Bendix Radio Div., Bendix Aviation Corp. District manager New England and up-state N. Y., territories, Silliman has been in the Bendix Radio organization for three years. The position of manager distribution was recently vacated by J. T. Dalton, upped to general sales manager for Bendix Radio and Television.

### Sales Rep For Emerson

Charles Weisser, Emerson Radio Phonograph Corp., sales manager, announced the appointment of Leslie M. Graham of Indianapolis, Ind., as a company sales representative in the Mid-Western area. Territory will include Louisville, Ky.; Indianapolis, Ind.; Dayton, O.; Cincinnati, O.; Columbus, O.; and Fort Wayne, Ind.

### Screen Guild Players To Take Summer Layoff

"Screen Guild Players," sponsored by Lady Esther and heard over the CBS network at 10 p.m., Monday, will vacation between July 7 to September 8. No summer replacement has been set yet, a spokesman CBS said yesterday.

*Baltimore's Listening Habit*

W  
C  
B  
C

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 38, NO. 45

NEW YORK, THURSDAY, MARCH 6, 1947

TEN CENTS

## Denny Lauds Engineers

### Early Arrivals Of AWB To Attend REC Lunch

Some 75 persons, early arrivals for the annual convention of the Association of Women Broadcasters, will attend the Radio Executives Club luncheon which is observing "AWB Day" at the Hotel Roosevelt. By late night about 700 women broadcasters are expected to arrive in New York for the convention which officially opens tomorrow, Friday, and runs through Sunday, March 9.

In addition to pre-convention ceremonies at the radio execs luncheon.

(Continued on Page 3)

### 100,000 FM Receivers Predicted For This Year

The McCanne, Stromberg-Carlson vice-president and general manager, speaking before the Elmira, N. Y., Electrical Association, this week predicted that there would be more than 100 new FM stations on the air by the first of the year and more than 100,000 FM receivers in use.

The Stromberg-Carlson executive manager revealed that the company this year will triple in units its 1946 output and that all floor models manufactured will contain FM.

### Season Yankee Games WINS To Be Sponsored

Sponsorship of the New York Yankee baseball broadcasts over WINS by White Owl Cigars and Ballantine Beer and Ale gets off to an early start on Wednesday, March 12, when play-by-play reports of 28 spring training games get under way. All these games throughout the spring

(Continued on Page 6)

### Leo, Or Monkey

The familiar sound representing the roar of Leo, the M-G-M lion, will open the special WHN broadcast today in connection with the debut of the new M-G-M Recording plant at Bloomfield, N. J. Milton Maye's production dept. soundmen are simulating the "roar" by slowing down the recording of an orang-outang to about 33 revolutions a minute.

### Plug Promoter

Another example of promotional interests seeking giveaway plugs in radio came to light yesterday when J. J. Westerman, Jr., representing Kenneth B. Butler & Associates, Mendota, Ill., wrote RADIO DAILY seeking "a list of the radio contest programs awarding miscellaneous premiums to contest winners." Westerman said he was writing in the interest of a client who is about to introduce a new electric razor nationally.

### Tele Survey Returns Show Retailer Interest

First returns from a survey conducted by the National Retail Dry Goods Association among 500 store members indicate that retailers are definitely interested in television as an advertising medium. The one-page questionnaire was mailed out last week by NRDGA to stores located only in cities where television stations are in operation or where construction permits have been granted.

The NAB is co-operating with

(Continued on Page 6)

### Columbia Recording Plant To Be Dedicated Today

West Coast Bureau, RADIO DAILY  
Los Angeles—Columbia Recording Corp., \$1,000,000 Hollywood record plant will be officially launched today at ground breaking ceremony

(Continued on Page 2)

### WNEW Sets Sales Record In New Business, Renewals

With a record of 47 renewal accounts since January 1 and 31 new accounts in the past 30 days, WNEW, New York, yesterday revealed that its business is at the highest peak in the station's history and prospects are that 1947 will pass 1946 with an increase of 20 per cent. It is estimated the station grossed \$2,600,000 in 1946.

Several factors have been responsible for WNEW's success, RADIO DAILY learned yesterday in a survey

### FCC Head In Tribute To IRE Members For Progress In Communications; Promises Commission Co-op.

### Ream And Brauner Get New CBS Posts

Joseph H. Ream was elected executive vice-president of CBS and Julius F. Brauner, general attorney, was named secretary at a meeting of the network's board of directors held yesterday at CBS headquarters in New York.

Ream, who previously held the post of vice-president and secretary, joined CBS in 1934 and headed the com-

(Continued on Page 3)

### Coffee Industry Organizes; May Buy Spot Campaign

St. Louis—Newly formed Coffee Advertising Council headed by J. Rosenthal contemplates use of radio in their advertising plans for 1947, a spokesman for the organization declared here yesterday following the

(Continued on Page 2)

### Talent Lineup Unchanged In 'Hit Parade' Switch

West Coast Bureau, RADIO DAILY  
Hollywood—Although Lucky Strike Hit Parade will change from a 45-minute show to 30-minutes when it moves from CBS to NBC on April

(Continued on Page 2)

In the accelerated progress and expansion of the radio and electronics industry, in the continued growth of established services, and in the development of new services which will "contribute importantly" to the welfare of mankind, the radio engineer, the industry and the Federal Communications Commission "must work together, closely and co-operatively," Charles R. Denny, chairman of the FCC, declared last night at the annual banquet of the Institute

(Continued on Page 7)

### ABC To Carry Awards Of Movieland 'Oscars'

Plans to broadcast the full ceremonies of the "Oscar" awards of the Academy of Motion Picture Arts and Sciences from Hollywood on Thursday, March 13, from 11:45 p.m., to 2:30 a.m., EST., were announced yesterday by ABC in New York.

Jack Benny will be master of ceremonies of the two hour and 45 minute program covering the awards ceremonies. Buddy Twiss will be nar-

(Continued on Page 6)

### Horn Withholds Attack On Radio's Crime Shows

Washington Bureau, RADIO DAILY  
Washington—Representative Walt Horn, Rep., Wash., said yesterday he does not plan to press for immediate action on his resolution to investi-

(Continued on Page 6)

### Emergency Aid

Montreal—Canada's amateur radio stations, which have proved themselves of invaluable help in emergencies, came to the aid of newspapers when telegraph and telephone lines in Eastern Canada broke down because of the storm, cutting off the maritimes from the rest of the dominion. The Maritime Provinces get the full force of the winter's worst storms.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wed., Mar. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 1/4	9 1/8	9 1/4	+ 1/8
Am. Tel. & Tel.	169 1/8	168 5/8	169 1/8	+ 3/8
CBS A	30	30	30	0
CBS B	29 7/8	29 1/2	29 7/8	+ 1/8
Farnsworth T. & R.	8 1/8	7 7/8	8	+ 1/8
Gen. Electric	37 1/2	37 1/4	37 1/2	+ 1/4
Philco	28	27 1/8	27 3/4	+ 3/4
RCA Common	9 3/4	9 1/4	9 1/4	0
Stewart-Warner	19	18 5/8	19	+ 5/8
Westinghouse	27 1/4	26 1/2	26 3/4	+ 3/8
Westinghouse Prd. A.	99 3/4	99 3/4	99 3/4	0
Tenith Radio	22 3/4	22 1/2	22 3/4	+ 1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	3 7/8	3 3/4

OVER THE COUNTER

	Bid	Asked
U. S. Television	2	2 1/2
WCAO (Baltimore)	40	
WJR (Detroit)	17 1/2	18 1/2

## Coffee Industry Organizes; May Buy Spot Campaign

(Continued from Page 1)  
Board of directors meeting. The organization, it is reported, are giving consideration to the use of a national spot campaign.  
The conference in St. Louis brought together the Pan American Coffee Bureau representing the nine leading coffee producing countries of Latin America and the National Coffee Association composed of more than 10 per cent of the coffee trade in the United States. All advertising and promotion will be centralized in the office directed by J. Rosenthal and the new council will determine the policy of institutional advertising.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

**1000 WATTS WHWL 780 KC.**

"Anthracite's Most Powerful Independent"

Represented by Forjee

# ★ COMING AND GOING ★

**JOHN M. RIVERS**, owner of WCSC, Charleston, S. C., left the station yesterday, and now, at the invitation of the U. S. Navy, he has joined a group of observers aboard an American battleship to witness the maneuvers of the Atlantic Fleet.

**HOWARD K. SMITH**, chief of the CBS European news staff, has left his London headquarters for Moscow, where he will cover the Foreign Ministers Conference which starts March 10.

**MURRAY ARNOLD**, program director at WIP, Philadelphia, arrived in New York yesterday for conferences with officials of the Mutual network.

**WILLIAM E. RINE**, managing director of WWVA, affiliate of ABC in Wheeling, West Va., is in town on station and network business.

**JAMES R. MEACHEM**, manager of WELM, Elmira, N. Y., is in Gotham. Paid a call yesterday at ABC, with which the station is affiliated.

**PAULINE TURNER**, stylist, has arrived by plane from Havana, where she obtained some new fashion creations for her contemplated "Style Parade" television show over NBC-video.

**FRED A. PALMER**, Cincinnati station-management consultant, is spending this week in Washington, D. C.

**JAMES BELOUNGY**, chief engineer at WCCO, Minneapolis-St. Paul, chatted for a while yesterday at the headquarters of the Columbia network.

**BOB HENRY**, announcer at WABF-FM, is back in New York after having done a comedy show over WRGB, Schenectady television station.

## Columbia Recording Plant To Be Dedicated Today

(Continued from Page 1)  
monies. It will have 85,000 square feet of production space and will eventually triple company's West Coast production of both popular and classical records, 350 people will be employed and plant will have an estimated annual output of 30,000,000 popular and classical records.

## Station Aids Schools

Schenectady—When this week's snow storm tied up transportation on country roads in upstate New York making delivery of newspapers to homes impossible, rural schools in 20 counties in New York state called upon WGY to keep pupils and teachers informed on school closings and dates for reopening.

**ARTHUR HANNES**, Columbia network correspondent who is with Admiral Byrd on his current expedition to the South Pole, has left Little America on the long trek northward and homeward.

**WALTER KIERNAN**, American network commentator, off to Detroit, where tomorrow he will speak before the Adcraft Club. His broadcasts of today and tomorrow will come from the Automobile City. He'll be back Monday.

**GEORGE D. COLEMAN**, general manager of WGBI, Scranton, has returned to the station following an extended visit at the headquarters of CBS.

**WALTER B. HASE**, station manager of WDRC, who conferred this week with officials of CBS, has returned to Hartford.

**LAWRENCE LANGNER**, **THERESA HELBURN** and **ARMINA MARSHALL**, producers of the "Theater Guild on the Air," are back from Washington, D. C., where they handled the broadcast of the program which officially launched the 1947 Red Cross Drive in the Nation's Capital.

**JOHN J. LAUX**, president of WFGP, Atlantic City, and **BLAIR K. THRON**, chief engineer of the station, are in town for the meeting of the IRE.

**ED DARLINGTON**, network announcer, is expected today from a brief stay at his place near Richmond, Va.

**MARTHA VICKERS**, film star, has arrived in Gotham and will be guest sleuth on this week's broadcast of "Quick as a Flash."

**ROLAND C. HALE**, chief engineer of WCOP, Boston, who is in town this week for the IRE meeting, will leave this week-end for Washington, D. C., where he'll attend the confabs scheduled by the engineering committee of the NAB.

## Talent Lineup Unchanged In 'Hit Parade' Switch

(Continued from Page 1)  
26, no changes have been made in its talent personnel. Final makeup of show is expected to be determined about April 1st and there is strong indication that Mark Warnow will continue as musical director.

## "Sardi's" Show Starts Saturday

"Luncheon at Sardi's" half-hour broadcast which will originate in the 44th Street restaurant at 1 p.m., will make its bow Saturday. Roger Bowser, WOR senior producer, will emcee the initial broadcast and play host to Broadway notables. Until a permanent emcee is assigned, the job will be rotated from week to week by various radio and theater personalities.



# Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to be down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts on W-I-T-H—W-I-T-H delivers more listeners per dollar spent than any other station in town.

That's all.

Within Your Reach

Philadelphia's

# WDAS

covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President  
Represented Nationally By Headley

# WB Members Converge On N. Y. For Convention Starting Tomorrow

(Continued from Page 1)

...the first contingent of AWB members are scheduled for a tour of the United Nations at Lake Success, N. Y., this afternoon. The convention will be officially opened tomorrow morning at 10 a. m., at the Hotel Roosevelt by Ed Kitchell, president of the AWB. Evening sessions for the morning and afternoon sessions on Friday are "Our Business of Broadcasting" and "Radio Friends," respectively. Highlight of Saturday is a luncheon at which W. Willard, Jr., NAB executive vice president, will be the chief speaker.

The following is a list of active and associate AWB members who signify their intention to attend:

### Active Members

Charlotte Adams, WQXR, New York, N. Y.; Amy Allsup, WHIO, Dayton, Ohio; Darrel Aldrich, WCCO, Minneapolis, Minn.; Margaret Arlen, WCBW, New York, N. Y.; Ed Bailey, WCOB, Boston, Mass.; Ernest Baker, WGNV, Newburgh, N. Y.; Mildred Baker, KUTA, Salt Lake City, Utah; Ed Banks, WHAT, Philadelphia, Penn.; Ed Baumgartner, WKPT, Kingsport, Tenn.; Bee Baxter, KSOO, Sioux Falls, S. D.; Ed Benell, WKY, Oklahoma City, Okla.; Ed Bettman, WQXR, New York, N. Y.; Ed Biddle, WFIL, Philadelphia, Penn.; Ed Blake, WMUR, Manchester, N. H.; Ed Bogosta, WNEF, Binghamton, N. Y.; Ed Borne, WISR, Butler, Penn.; Ed W. WBER, Birmingham, Ala.; Ada Redd Young, WSJS, Winston-Salem, N. C.; Pearl Smith Broxam, WMT, Cedar Rapids, Iowa; Ed Turbank, WTIC, Hartford, Conn.; Sara Smith, WNEF, Binghamton, N. Y.; Mary Annham, WTOP, Washington, D. C.

Edella Cannon, WOW, Omaha, Nebraska; Ed Casseboom, WFEA, Manchester, N. H.; Ed Casteel, WKBN, Youngstown, Ohio; Ed Clark, WBBY, Waterbury, Conn.; Ed Cleary, WHEC, Rochester, N. Y.; Ed Crane, WJZ, New York, N. Y.; Ed Madge, WMRN, Marion, Ohio; Ed Ruby, WFIL, Philadelphia, Penn.; Ed Smith, WQXR, New York, N. Y.; Ed Doris, WNBC, New York, N. Y.; Ed Deborah, WTVL, Waterville, Maine; Ed Joseph, WFIL, Philadelphia, Penn.; Ed Nancy, WJZ, New York, N. Y.; Ed Ruth, WFL, Washington, D. C.; Ed Ruth M. Crawford, WJZ, New York, N. Y.; Ed Blanche Crippen, WKXL, Concord, N. H.; Ed Margaret Cuthbert, WNBC, New York, N. Y.; Ed Polly Daffron, WBL, Richmond, Va.; Ed Jane Dalton, WSPA, Spartanburg, S. C.; Ed Ruth Daly, KFAB, Lincoln, Neb.; Ed Nell Daugherty, WSTC, Norfolk, Conn.; Ed Ann Davis, KGKV, Charlottesville, Va.; Ed Anne Davis, WJHO, Opelika, Ala.; Ed Dena Shelby Diehl, WKLV, Danville, Va.; Ed Alma Dettlinger, WQXR, New York, N. Y.; Ed Elsie Dick, Mutual, New York, N. Y.; Ed Ed Dixon, WCOB, Boston, Mass.; Ed Esther, WBS, New York, N. Y.

Edna Fahrney, WFMD, Frederick, Md.;

Miriam Foltz, WOSU, Columbus, Ohio; Elizabeth Fox, KONO, San Antonio, Tex.; Katherine Fox, WLW, Cincinnati, Ohio; Ruth Fox, WFIL, Philadelphia, Penn.; Alice Fairn Friberg, WJLL, Johnson City, Tenn.; Helen Fryer, KROD, El Paso, Tex.; Mildred Funnell, WTAM, Cleveland, Ohio; Mildred Game, WCBW, New York, N. Y.; Mary Elizabeth Gaynor, WTRY, Troy, N. Y.; Agnes Gibbs, WCSH, Portland, Me.; Dorothy Gordon, WQXR, New York, N. Y.; Mildred Grace, WELL, Battle Creek, Mich.; Gale Gray, WALL, Middletown, N. Y.; Nancy Grey, WTMJ, Milwaukee, Wis.; Mrs. Helen J. Griffith, WRJN, Racine, Wis.; Pauline Griffith, WOL, Washington, D. C.; Idella Grindlay, Mutual, New York, N. Y.

Gertrude Grover, WHCU, Ithaca, N. Y.; Arleth Haerberle, WTCN, Minneapolis, Minn.; Helen Hall, WCBM, Baltimore, Md.; Fran Harris, WWJ, Detroit, Mich.; Caroline Harrison, WCOB, Boston, Mass.; Anne Hayes, KCMO, Kansas City, Mo.; Rebekah Higginson, WMEX, Boston, Mass.; Mary Frances Hill, WILM, Wilmington, Del.; Mrs. Walter C. Hill, WSPA, Spartanburg, S. C.; Miriam Hoffmeyer, WNBC, New York, N. Y.; Helen Hope, WHYD, Holyoke, Mass.; Dorothy Horsfall, WPDQ, Jacksonville, Fla.; Marie H. Houllahan, WEEI, Boston, Mass.; Mrs. Phil Houston, WCHL, Columbus, Ohio; Louise Hill Howe, KSL, Salt Lake City, Utah; Adele Hunt, WPAF, Paterson, N. J.; Eleanor Hurley, WQXR, New York, N. Y.; Anice Ives, WFIL, Philadelphia, Penn.; Grace Johnson, WJZ, New York, N. Y.; Kitty Kahler, WAZL, Hazelton, Penn.; Dorothy Kemble, Mutual, New York, N. Y.; Alma Kitchell, WJZ, New York, N. Y.

Agnes Law, WCBW, New York, N. Y.; Elinor Lee, WTOP, Washington, D. C.; Lee Hart, NAB, Washington, D. C.; Dorothy Lewis, NAB, New York, N. Y.; Peggy Lynn, WSAW, Allentown, Penn.; Hazel Kenyon Markel, WTOP, Washington, D. C.; Elizabeth Marshall, WBEZ, Chicago, Ill.; Marie Maxwell, WTIM, Trenton, N. J.; Betti McCall, WCAO, Baltimore, Md.; Josephine McCarthy, WOR, New York, N. Y.; Kay McEwen, WSTC, Stamford, Conn.; Frances McGuire, WPEW, Philadelphia, Penn.; Gladys Moore, WIBX, Utica, N. Y.; Kay Ferne Morris, WKIP, Poughkeepsie, N. Y.; Esther Mullin, WGAR, Cleveland, Ohio; Virginia Murphy, WDVN, Danville, Va.; Olivia Musselman, WSAW, Allentown, Penn.; Mrs. Charles A. Myers, WRR, Dallas, Tex.; Katherine M. Neumann, KMBC, Kansas City, Mo.

Jini Boyd O'Connor, WBAB, Atlantic City, N. J.; Elizabeth Odames, WIBX, Utica, N. Y.; Nancy Osgood, WRC, Washington, D. C.; Alice Pentlarge, WQXR, New York, N. Y.; Milliecent Polley, WBBF, Rock Island, Ill.; Harriet Pressly, WPTF, Raleigh, N. C.; Marjorie Price, WILM, Wilmington, Del.; Marion Resch, WFMJ, Youngstown, Ohio; Mrs. Norma Richards, WSPD, Toledo, Ohio; Marcia Richardson, WKYB, Paducah, Ky.; Cele Roberts, WORD, Spartanburg, S. C.; Jane Rowley, KONO, San Antonio, Tex.

Eva Sandeffer, WHUM, Reading, Penn.; Florence Sando, WCAE, Pittsburgh, Penn.; Eleanor Sanger, WQXR, New York, N. Y.; Marion K. Sexton, WOL, Washington, D. C.; Dorothy R. Shank, WEBR, Buffalo, N. Y.; Monette Shaw, KABC, San Antonio, Tex.; Violet Short, KTSA, San Antonio, Tex.; Helen Stoussat, WCBW, New York, N. Y.; Wynn Hubler Speece, WNAX, Yankton, S. D.; Lee Spencer, WHEB, Portsmouth, N. H.; Dorothy Spicer, KSTP, Minneapolis, Minn.; Connie Stackpole, WNAC, Boston, Mass.; Kay Stanley, WMBR, Jacksonville, Fla.; Marguerite Staples, WTVL, Waterville, Maine.

Martha Ross Temple, WFBR, Baltimore, Md.; Rita M. Thomas, WHKC, Columbus, Ohio; Esther Van Wagner Tufty, WWDC, Washington, D. C.; Adele Unverferth, WHIO, Dayton, Ohio; Mary Van Cashman, WQBC, Vicksburg, Miss.; Libbie Vaughan, WMT, Cedar Rapids, Iowa; Virginia Wade, WCED, Du Bois, Penn.; Dorothy Wadman, WGAN, Portland, Maine; Jane Tiffany Wagner, WNBC, New York, N. Y.; Belle West, KOIL, Omaha, Nebraska; Frances Farmer Wilder, WCBW, New York, N. Y.; Marie Wilk, WWSW, Pittsburgh, Penn.; Kaye Wiltner, WKBO, Harrisburg, Penn.; Virginia Wood, WSPD, Toledo, Ohio; Sally Work, WBEN,

Buffalo, N. Y.; Christie Zimmerman, WIS, Columbia, S. C.

### Associate Members

Frieda P. Boessel, Enoch Pratt Library, Baltimore, Md.; Gertrude Broderick, U. S. Office of Information, Washington, D. C.; Elizabeth Bussing, Young & Rubicam, New York City, N. Y.; Lucille Clark, American Red Cross, New York City, N. Y.; Lucille Cohan, U. S. Dept. Commerce, Washington, D. C.; Mary Conway, British Information Service, New York City, N. Y.; Marjorie Dunton, Elsie Jardine, New York City, N. Y.; Mrs. George Fielding Eliot, Women's Action Committee, New York City, N. Y.; Jan Gilbert, Harold Cabot & Co., Inc., Boston, Mass.; Ruth Goldberg, American Soap & Glycerine Producers, New York, N. Y.; Harriet Gormley, Westinghouse Electric Co., New York, N. Y.; Henriette Harrison, National Y.M.C.A., New York, N. Y.; Dorothea E. Hassler, Beaumont, Heller & Sperling, Reading, Penn.; Kay Keltner, Swift & Co., Chicago, Ill.; Mrs. John A. Lakeman, Jr., American Legion Auxilliary, W. Springfield, Mass.; Margaret Langley, WJZ, New York, N. Y.

Ruth Millard, Young & Rubicam, New York, N. Y.; Linnea Nelson, J. Walter Thompson, New York, N. Y.; Lorraine Polarine, Dept. Education, St. Paul, Minn.; Priscilla Parker, Pomeroy's, Inc., Reading, Penn.; Gladys Petch, Norwegian Information Service, New York, N. Y.; Mary Phillips, Ithaca College, Ithaca, N. Y.; Sophia Podolsky, Agricultural Adjustment Admin., Washington, D. C.; Margariete Ralls, Business & Prof. Women's Clubs, Columbus, Ohio; Lorraine Rice, Dept. Commerce, Albany, N. Y.; Louisa Ryan, Dept. Commerce, Albany, N. Y.; Katherine Sibley, Radio Television News, Hollywood, Calif.; Mrs. Helen Sprackling, Allied Liquor Industries, New York, N. Y.; Catherine H. Stahl, Dept. Agriculture, Washington, D. C.; Fay Stowe, Thomas F. Conroy, Inc., San Antonio, Tex.; Catherine Woolley, National Ass'n. of Mrs., New York, N. Y.

Last minute registration includes: Active members: Mae Brown, WMAS, Springfield, Mass.; Minerva Davenport, WTTM, Trenton, N. J.; Elizabeth Hart, WMAQ, Chicago; Beulah Karney, WENR, Chicago; Lorraine Sherwood, WOR, New York. Associate member: Kathleen Small, U. S. Civilian Production Administration.

# Ream And Brauner Get New CBS Posts

(Continued from Page 1)

pany's legal department for eight years. He became secretary four years later, was elected a vice-president in October, 1942, and in June, 1945, became a member of the board.

Prior to joining CBS Ream was a member of the law firm of Cravath, deGersdorff, Swaine and Wood. He began the study of law at the University of Kansas from which he received a Bachelor of Arts degree and continued his duties at Yale, where he graduated with an LL.B in 1927.

Mr. Brauner came to CBS in 1938 as a member of the legal staff and was made general attorney in 1942.

# Barring Of Radio Analysts From Unions Asked In Bill

Washington Bureau, RADIO DAILY

Washington—Radio commentators who "mold public opinion," may be banned from joining unions under legislation proposed this week by Chairman Fred Hartley of the House Labor Committee. Listing provisions which the committee may put in a new labor bill, Hartley said there is a "good chance" that radio and news reporters who "mold public opinion" will be forbidden to join unions.

# To Head Radio Promotion

Randy Meban, formerly with CBS promotion department, has been appointed head of radio promotion for Young & Rubicam, succeeding Gerry Murray, it was announced yesterday. Mrs. Murray will devote her time to household duties henceforth.

5000 WATTS 1330 KC.

# WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

134-147 West 46th Street, New York, N. Y.



## ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye. Perfect timing, impact, and follow-through—marks of the expert—distinguish each experienced Weed and Company representative.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

AGENCIES

**M**ANFRED DARMSTADTER has joined the New York office of Maxon, Inc., as copy director. Previously, he was associated with Geyer, Newell & Ganger.

**HOMESTEAD BREWERY**, Homestead, Pa., makers of "Hofbrau" and "Heigh Ho" beer, have appointed F. A. Ensign Advertising Agency, Pittsburgh, to handle its advertising. John H. Butler, account executive, plans to use radio and outdoor.

**RHEALEE FIFTH AVENUE**, millinery and handbags, has appointed Lew Kashuk & Son to handle its account.

**RADIO WRITERS LABORATORY**, Lancaster, Pa., script service, has been purchased by Herbert R. von Dorster, Jr., advertising agency executive. RWL, publishers of RWL scripts, was founded in 1935 by the late M. S. Miller, a pioneer in the field of radio script writing and syndication. Founded as a service to independent stations and as a proving ground for authors of radio scripts, RWL has extended its services to nearly 1,000 stations in the United States, Canada, Hawaii, Alaska, New Zealand, Australia, Bermuda and Europe.

**NEW ENGLAND COKE CO.**, Boston, subsidiary of Eastern Gas & Fuel Associates, has engaged James Thomas Chirurg Co., Boston and New York advertising agency, to handle all advertising and promotion of New England Coke, effective March 15. The Boston office of the agency will be in charge.

**Extends Tele Sponsorship**

U. S. Rubber Co., has extended its sponsorship of "Campus Hoopla," now telecast over NBC station WNBZ in New York every Friday at 8 p.m., to include WPTZ, Philadelphia, starting March 7. Agency is Campbell-Ewald Co. "Campus Hoopla" features basketball coach Clair Bee, singers Jack Kilty and Anne Crowley, and announcer Bob Stanton.

**BBC Exec. On CBS Friday**

In a special broadcast scheduled Friday, March 7 (CBS 5:45-6:00 p.m., EST.) CBS presents Barbara Ward, assistant editor of "The Economist," a British publication, and a Governor of the BBC, in a talk titled, "The Problems of Germany." Ward is arriving in New York today and will make her only scheduled American broadcast before returning on March 12, over CBS.

**CRIME CLUB**  
Audition records available

**COMMERCIAL PROGRAM SALES**  
440 Broadway, N. Y. N. Y. 10013



**Windy City Wordage...!**

• • • Niles Trammell and other top flight execs of NBC will be in Chicago March 13, 14 and 15 for the annual spring conference with central division and station officials, and the local boys are polishing up the welcome mat. . . . WGN has added the famous Pump Room

**Chicago** of the Ambassador East Hotel to its dance band remotes and now broadcasts the music of Dave LeWinter, his piano and orchestra, to late night listeners. Other WGN dance remotes originate in the Empire Room of the Palmer House; the Blackhawk restaurant, the Aragon and Trianon ballrooms, and the Walnut Room of the Bismarck Hotel. . . . "A Lamp Beside a Golden Door," special half-hour program on WBBM in behalf of the 1947 War Orphans Appeal, will be broadcast March 15, and the actors are donating their time, AFRA cooperating. . . . Jack Ryan, publicity head of the NBC central division, will leave shortly with his family for a motor trip to the West Coast, combining business and a much needed rest. . . . Walter Fleck, handling radio assignments for the Shrine Circus produced by Polack Bros., has had a dozen stars of the sawdust arena on WGN, WLS, WCFL and other Chicago stations this week and last. One of them, Emil Pallenberg, Jr., won a \$75 watch on WCFL's "Going Places" quiz show.



• • • Script writers have a staunch champion in Lou Cowan, creator and owner of the "Quiz Kids" program. While here last week on his way east, Cowan expressed the opinion that the writer is the most important factor in the success of a show. "It's the script, not the way the star reads his lines, that determines a show's success," he said. Writers deserve a better break than they are getting, Cowan believes. A suggestion was made that, to develop competent writers, radio should adopt a plan somewhat similar to that of the baseball clubs, which subsidize talent "farms." The idea is by no means new, but little has been done about it. There's no doubt that new ideas for shows are badly needed, and in that direction lies the best chance for Chicago writers to meet the growing competition of Hollywood.



• • • There are reports that plans for a Negro FM station on Chicago's South Side have been revived. . . . "Sound Off," on WGN, was replaced March 1 by a new weekly musical program, "Valparaiso University Hour," which is recorded at the University at Valparaiso, Ind., each week with vocalists, instrumental soloists, choral groups and orchestra, and broadcast from WGN each Saturday, 7:30 to 8 p.m. . . . Among the best shows put on by television station WBKB to date are the Golden Gloves tournament pictures supplemented by announcer Joe Wilson's pungent comments. . . . Gladys Blair, WBBM home advisor, interviewed delegates to the Illinois Federation of Women's Clubs meeting Tuesday (4) on the subject "How to Make the Home More Attractive to Teen-Agers So That They Will Stay Home," and the talks were tape-recorded for broadcasting on WBBM the following day.



• • • The "Chicago Theater of the Air," one of WGN's most popular studio audience shows, henceforth will be broadcast without studio guests. The technical and production staffs claim that by eliminating the public address system necessary for a studio audience they can arrange new microphone setups that will do full justice to the symphony orchestra, chorus and soloists. Since it was introduced in May, 1940, the "Theater of the Air" has played to studio audiences of more than 1,300,000. One exception to the no audience rule will be made when on March 22 the show will be aired from Medinah Temple as a feature of the Jewel Tea Company's 15th anniversary party.

PROMOTION

**Educational**

The office of radio at the Massachusetts Department of Education this week issued a special brochure on the three continuing series of adult education programs being presented on three Boston stations—the Lowell Institute in co-operation with Boston College, Boston University, Harvard University, Massachusetts Institute of Technology, Northeastern University and College. The brochure lists the schedules of broadcasts and the names of the faculty participants on each broadcast, as well as a brief statement of the program's purpose. Brochures are being distributed to public and private school administrators, parent-teacher leaders, other educators throughout Massachusetts. Copies also are available through the various public libraries.

These programs are heard regularly over WCOP, WHDH and WJLB and are educational productions of the Lowell Institute Co-operative Broadcasting Council.

**Key Tag Tieup**

It now looks like when Ric Tom, Dick or Harry finally get around to opening that door—the thing they'll get socked with is advertising. Bernard Leps, former commodity broker in France before the war and now a resident of the U.S., has come up with a novel idea. "Key Tag Advertising for Key Products," Smart plastic tags, supplied free of charge to the hotels will contain a message from the advertisers which the hotel guest can't help but see. Leps has made a detailed survey of hotels and estimates a potential audience of around 300,000,000 travelers a year in the 1,500,000 hotel rooms in the U.S.A. The hotel industry has shown unbound interest in "Key Tag Advertising" and as soon as the plan becomes available, the key tags will be put to work. Leps was recently interviewed by Dorothy Day of WINS concerning the idea.

**"Democracy U.S.A." Campaign**

H. Leslie Atlass, vice-president of CBS Chicago and Charles P. Brannan, national representative of the Chicago Defender, Negro newspaper, were cited in the special honor category of "The Wendell L. Pierce Journalism Awards" at the National Press club in Washington Friday. The presentations were made by President Truman as a tribute to "Democracy U. S. A.," a program series developed on WGN Chicago, in the interest and advancement of national unity.

**JACK ROURKE**  
Productions

6331 Hollywood Blvd  
GRAnite 1950



# NEW Sets Sales Record In New Business, Renewals

(Continued from Page 1)

La Boheme, Skol, Stanback, Larvex, New York World Telegram, MacLevy Slenderizing Salons, Fruit, Bantam Books, Bluebon Ice Cream, Hudson Motors, Cleansers, Sen Sen, Old Dutch Tye, Oldsmobile Motors, Vogts Apple, Ipana Toothpaste, Philco Ho, Koven Waterfilm Boilers, Cor Magazine, Ripley Clothes, Red Dog Food, Apple Pie Quick for Cereal Mills, Tintex, Borden's Ice Cream, De Soto automobiles, Cresta Linca, Marcus and Co., Jewelers.

**Show Audience Increase**  
Watching the billing rise was a 26 per cent audience uppage over the same period last year. According to the February Pulse of New York figures, WNEW had an average of 3.7 rating over the 12-hour period from 6 a. m., to 8 p. m., Monday through Saturday. This placed WNEW's average audience second only to WCBS with margins of 3, 6, and 13 per cent over the other three network key stations.

To combat the "Let's-wait-and-see-what-happens" psychology, the WNEW staff switched into a high powered promotion and exploitation campaign. Faced with a tight newspaper situation in the metropolitan area, with many New York radio columns syndicated or emphasizing national slants, the program and production departments lined up an impressive array of space-for-time arrangements. Sales Manager Herbert Program Manager Ted Cott and Production Manager J. V. B. Sullivan, set up a series of newspaper, motion picture screen shorts, taxicab, bus and trolley car exchanges that have evaluated at 1,500,000,000 impressions a year.

In the face of decreased revenue, the station stepped up its program budget adding such network names as Emcee Kenneth Roberts, Maxine Sullivan, orchestra leader D'Artega, Vincent Lopez Orchestra for a daytime strip, Johnny Andrews of the night clubs and such artists as Ella Fitzgerald, Billie Holliday, Mildred Bailey, for an hour long Saturday night musical.

**Plug Guest Names**  
Also utilized was a heavy station cross-promotional campaign. Top show biz names like Carmen Cavallaro, Kitty Kallen, Eddie Howard, Marion Hutton, Tex Beneke were scheduled on audience participation shows and their appearance plugged through the schedule while playing their records.

Indications of the effectiveness of the promotional campaign was noted in three programs that were specially promoted where rating doubled in each case. Sunday AM Children's show rose from 1.3 to 2.7 with following and preceding periods so hiking audience. Century Theater's plug for Show Business brought that period up from 1.0 to 2.3 and Embassy Newsreel display on "You Decide" rose from 1.0 to 2.0.

Checking the station records over the previous February Pulse report showed that in the 72 quarter hours from 6 a. m., to 12 midnight, WNEW increased its rating in 66 quarter

hours, held the same in four, and went down in two. In February 1947, the station in its prime selling time periods of 8 a. m., to 8 p. m., was most popular station in New York 10 quarter hours, second in eight, third in 14, and fourth in seven.

### Resumo of Promotion

Highlights of the WNEW promotion campaign were:

1: The Talking Picture Story, a tie-up with the New York Journal American, largest evening circulation in New York resulted in an unusual spread of call letters in the paper. The deal calls for WNEW to produce a dramatized fairy tale each Sunday AM based on a series of black and white drawings in the paper illustrating all the characters in the story. After the show the moppets are invited to color in the drawings in competition for valuable prizes. Each week mail count hits close to 2,000, is increasing 200 a week.

2: Night Life in New York:—Tie-up with Parmalee fleet, largest taxicab fleet in New York has station running half-hour tour of New York nightspots threaded by a Parmalee cab as the means of transportation around town. Each cab carries a four by ten poster facing the passengers reading "Why Listen to the Meter? WNEW clicks 24 hours a day, 1130 on your dial."

3: Century Theaters:—WNEW built a half-hour show "Show Business" dramatizing lives of famous entertainment personalities appearing on Century screens during ensuing week. Chain has 37 theaters and promotes its show and station features with 60-second trailer and 48 x 60 posters in all lobbies as well as weekly stories in program mail-out with 250,000 circulation.

4: EMBASSY NEWSREEL:—Six newsreel theaters run build-up trailers on Bruno Shaw program, "You Decide" hitting home call letters and station slogan "New York's Favorite Station for Music and News, 24 hours a day!"

5: RADIO MIRROR:—WNEW worked out spot schedule with MacFadden publication touting features in magazine in return for monthly full page on station stars. Reprints are used as mail stuffers on all station fan mail.

6: PIANO RHAPSODY:—WNEW built a full hour program for the Brunswick Laundry. In return Laundry, largest in New Jersey, where WNEW has a strong signal, prints up station promotion on back of check list. This list is kept all week by housewife until laundry is returned and checked in.

7: BROOKLYN UNION GAS COMPANY:—In return for emergency message service to its consumers . . . the Company includes WNEW message in its regular four color newsletter to mailing list of 850,000.

# BMI Pick-up Sheet

## Hit Tunes for March (On Transcriptions)

### ANOTHER NIGHT LIKE THIS (Marks)

THE SAURUS—Vincent Lopez  
CAPITOL—George Wright  
WORLD—Les Brown  
STANDARD—Buzz Adlam  
CAPITOL—Hal Derwin  
MACGREGOR—Barclay Allen

### BEST MAN, THE (Vanguard)

LANG-WORTH—Four Knights  
CAPITOL—Tommy Tucker  
STANDARD—Lalighten Noble  
STANDARD—The Starlighters  
THE SAURUS—Novatime Trio  
WORLD—Les Brown  
CAPITOL—Pop-Wac Hunt  
CAPITOL—Peggy Lee  
CAPITOL—Jan Garber  
MACGREGOR—Jimmie Grier  
ASSOCIATED—Elliott Lawrence

### EV'RYBODY LOVES MY BABY, MY BABY (Goodie)

MACGREGOR—Music A La Carter  
MACGREGOR—Eddie Skrivaneck  
STANDARD—Joe Reichman  
STANDARD—Buzz Adlam  
LANG-WORTH—Frankie Carlo  
LANG-WORTH—Clare Barron  
CAPITOL—King Sisters

### FOR SENTIMENTAL REASONS (Duchess)

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

### ILLUSION (Pomora)

LANG-WORTH—Chuck Foster  
MACGREGOR—Barclay Allen  
WORLD—Jose Morand  
MACGREGOR—Barclay Allen

### IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Pergle)

ASSOCIATED—George Towne  
CAPITOL—Gene Krupa  
MACGREGOR—Barclay Allen

### MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber  
WORLD—Arthur Smith  
THE SAURUS—Jumplin' Jacks  
ASSOCIATED—Elliott Lawrence  
MACGREGOR—Dick Peterson  
LANG-WORTH—Chuck Foster  
STANDARD—Freddy Martin

### MISIRLOU (Colonial)

ASSOCIATED—Emery Deutsch  
WORLD—Milt Horth  
THE SAURUS—Xavier Cugat  
THE SAURUS—Ted Steele  
STANDARD—Carl Ravazza

### MY ADOBE HACIENDA (Peer)

THE SAURUS—Novatime Trio  
ASSOCIATED—Hank D'Amico  
MACGREGOR—Sunshine Girls  
MACGREGOR—Barclay Allen

### OPEN THE DOOR, RICHARD (Duchess)

CAPITOL—Jan Garber  
WORLD—Charlie Spivak  
STANDARD—Freddy Martin  
MACGREGOR—Barclay Allen

### RICKETY RICKSHAW MAN, THE (Peer)

LANG-WORTH—Les Elgart  
MACGREGOR—Jimmie Grier  
CAPITOL—Jan Garber  
WORLD—Russ Morgan  
THE SAURUS—George Wright  
STANDARD—Buzz Adlam

### WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliott Lawrence  
ASSOCIATED—Ernie Flo Rita  
LANG-WORTH—Rhythm Five  
STANDARD—Freddy Martin  
STANDARD—Dave Street  
THE SAURUS—Novatime Trio  
WORLD—Charlie Spivak  
WORLD—Les Brown  
CAPITOL—Hal Derwin  
MACGREGOR—Barclay Allen

### WHAT MORE CAN I ASK FOR? (London)

LANG-WORTH—Four Knights  
STANDARD—Buzz Adlam  
STANDARD—Bob Crosby  
THE SAURUS—Novatime Trio  
WORLD—Hal Brahmwynde  
MACGREGOR—Eddie Skrivaneck  
ASSOCIATED—Jerry Sears

### YES, YES, HONEY (Chelsea)

ASSOCIATED—George Towne  
MACGREGOR—Eddie Skrivaneck  
CAPITOL—Gene Krupa

## Coming Up :

IT'S AS SIMPLE AS THAT (Duchess)

IT TAKES TIME (London)

MIAMI BEACH RHUMBA (Marks)

MI VIDA (Marks)

MY PRETTY GIRL (Republic)

THAT'S HOW MUCH I LOVE YOU (Vogue)

TO LOVE A DREAM (Noteworthy)

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

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

## Tele Survey Returns Show Retailer Interest

(Continued from Page 1)

NRDGA in the survey, according to Howard P. Abrahams, manager of the sales promotion division, who said, "We want to have all possible information about television at our command so that we can assist stores with this new medium just as soon as they are ready."

Aside from seeking out the retailer's general interest in television, and whether or not the medium had already been used, the questionnaire sought opinions on the use of commercial films, produced by manufacturers, which can be dubbed into a store's video program. Initial response shows that stores are greatly interested in this possibility and feel that such plan would enhance success of their participation in television. If sufficient interest is shown by retailers in this proposal, the NRDGA plans to present the idea direct to manufacturers.

In connection with the NRDGA survey, Frank Pellegrin, director of broadcast advertising for the NAB, is polling television stations to determine organizations using television and the types of programs now on the air.

## Horn Withholds Attack On Radio's Crime Shows

(Continued from Page 1)

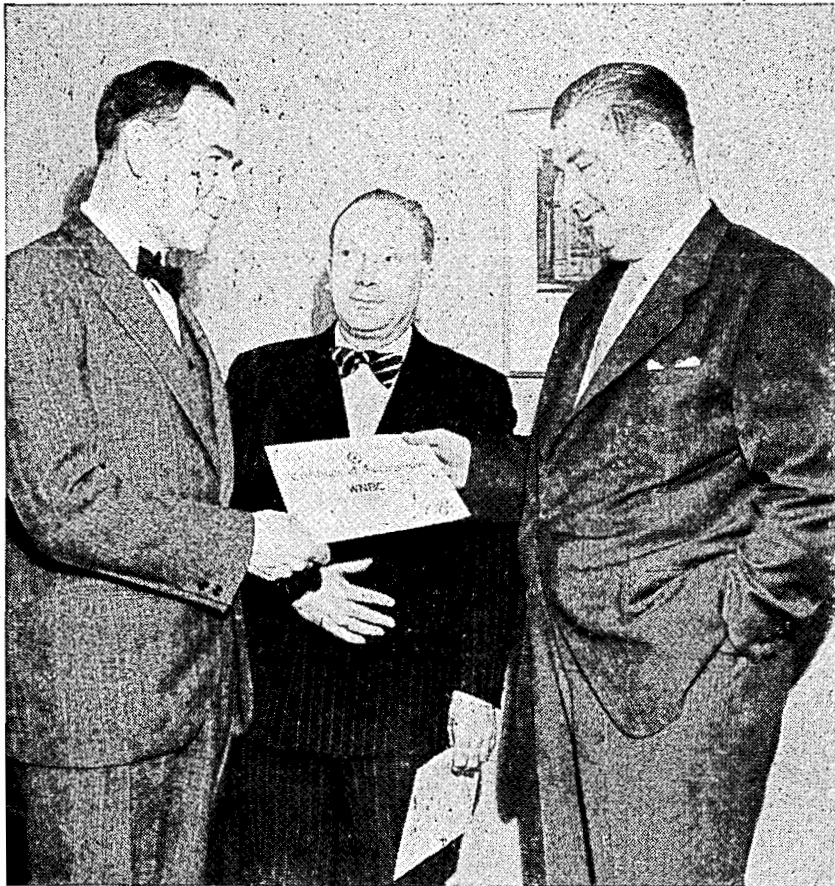
gate radio crime programs. Instead, he said, he is hoping to see early evidence of industry action to improve these programs. "It's a job for the industry," Horn said. "And I think the industry will take the responsibility. It will only be if I am convinced that broadcasters don't intend to do something about it that I will seek to have the Interstate Commerce Committee go into the matter, and I sincerely hope that day will not come."

Horn said he and Rep. Harris Ellsworth, Rep., Ore., and licensee of KRNR, Roseburg, Ore., plan to cut a platter this week on the subject for broadcast on the West Coast.

## Reorganize KPO Dept.

San Francisco—Following the resignation of Louise Landis as Press Manager to open a public relations office, station KPO is reorganizing three of the public information departments and putting them under one head. The departments affected by the consolidation move are the Press, Public Service and Agriculture, and the News and Special Events departments. Head of the new Public Service and Information department will be John H. Thompson, who has been chief of the News and Special Events department since last May. Thompson came here from the NBC offices in Chicago. Henry Schaact, formerly head of the Public Service and Agriculture department will be Director of Agriculture for the station.

## PICTURE OF THE WEEK



James Gaines, manager of WNBC, New York, (right) receives a certificate of appreciation "in recognition of outstanding service to U. S. war veterans through the medium of radio" from Colonel David P. Page, deputy veterans administrator, (left). Tony Provost, WNBC program manager, recipient of a similar certificate, looks on.

## Canadian Legislators Discuss Status Of CBC

Montreal—The extent of the confusion surrounding the precise status of the CBC—known to be somewhere between that of an independent and a crown company—was demonstrated in the House of Commons Thursday when the Rt. Hon. J. L. Ilsley, Minister of Justice, frankly confessed that he didn't know quite where the corporation stood at the present time.

The point came up during the Wheat Board Act debate when Mr. Ilsley commented that it was not desirable to have the Canadian Wheat Board's status "halfway between a crown corporation and an independent corporation."

"It was done in the Canadian Broadcasting Corporation," observed Gordon Graydon (PC—Peel) dryly.

"I don't know whether the Canadian Broadcasting Corp., is an agency of the crown or not," the Minister replied dubiously.

"Nobody else does, either," cracked back the Peel member amid the laughter of a house which has frequently been frustrated in efforts to define the CBC's position.

## Baker Named Manager Of KOB In Albuquerque

Cincinnati—Roger Baker, recently resigned from the staff of WLW, has been appointed general manager of KOB, 50,000-watt station in Albuquerque, New Mexico. The announcement was made Tuesday by the Albuquerque Broadcasting Co. Baker's resignation from WLW was announced several weeks ago and becomes effective March 15. Baker is a native of Poughkeepsie, N. Y., and is 44 years old. He made his radio debut in Buffalo.

## Schedule UN Program

Two New York City independent stations announce the scheduling of weekly programs devoted to United Nations activities. Thomas J. Hamilton, head of the New York Times UN bureau, will be heard over WQXR every Friday, effective March 7, from 11:05-11:15 p.m., in a series titled, "The UN This Week." David Owen, UN's undersecretary general in charge of the Social and Economic Council at Lake Success, will deliver reports on the work of UNESCO over WLIB every Friday, starting March 14, at 4:45 p.m.

## ABC To Carry Awards Of Movieland 'Oscar'

(Continued from Page 1)

rator, and fashions and features to be described by Frances Scully Ken Carpenter. Pat McGeehan announce the broadcast and Forbstein's orchestra will provide music. Sid Goodman is ABC producer for the program.

A few of the film notables who take part in the broadcast from Shrine Auditorium will be Ray Leland, Judy Garland, Van John Loretta Young, Douglas Fairbank Jr., Lana Turner, James Cagney, Lionel Barrymore, Dinah Shore, Sidney Greenstreet, Louise Rainer, Spencer Tracy and Dame May W. W. ty.

## Pre-Season Yankee Game On WINS To Be Sponsored

(Continued from Page 1)

and regular season will be broadcast live by Mel Allen and Russ Hodges. The two sportscasters will accompany the Yankees on all road games.

White Owl and Ballantine will share commercial time on the same days but will alternate their sponsorship from one broadcast to the next. Both accounts were placed by J. Walter Thompson.

Opening radio description of games in the "grapefruit circuit" is scheduled from St. Petersburg, Fla., with broadcast time set for 2:25 p.m. Originating points for other pre-season contests are Sarasota, Lakeland, Tampa, Clearwater, Atlanta, Baltimore and Brooklyn.

## Oklahoma Radio Leaders Fete Women Broadcasters

Oklahoma City—Helen B. Schulz KOCY, and Betty Jean Givens, WKYC were co-hostesses to Association of Women Broadcasters members as guests at a breakfast at the Biltmore Hotel, Oklahoma City, Saturday, March 1.

The breakfast was one of the special events during the Annual Radio Conference of the University of Oklahoma.

At 2 p.m., Saturday Julie Benning WKY, was chairman of the session on "The Woman Broadcaster as the Manager."

The group represented almost every phase of broadcasting including station manager, commercial manager, director of women's programs, continuity chief, actress, news analyst, home economics director and educational director.

Violet Short, KTSA, San Antonio is chairman of the 13th district and Miss Benell, chairman of the 12th. Miss Short reported a total current membership of 125, and Miss Benell 66 members of the AWB.

Miss Judith Waller, NBC Central Division, Chicago, announced the approaching 25th anniversary of WMAQ, Chicago, Miss Waller, one of radio's pioneer women, was first manager of WMAQ.

# Denny Lauds Engineers

## Shells IRE Meeting Great Expansion Is Inevitable

(Continued from Page 1)

Radio Engineers at the Hotel Commodore. "Clearly, we are on the threshold of an immense expansion in the use of radio in our day-to-day life," he predicted, adding that the Commission "will do everything in its power to smooth the path" for the continued growth of established radio services.

The principal speaker at the highlight session of the four-day convention of the IRE, Denny told 1500 engineers and manufacturing executives of the inevitable expansion "which is bound to come" demanded important changes in the basic plan which allocates bands of frequencies to the several radio services. This was evident, he said "even before the banquet ended." As a result, the Commission began an extensive general session proceeding in the Fall of 1947, Denny pointed out, which had full co-operation of members of the profession. "The next step is for us to make our plan to the World Telecommunications Conference which convenes in Atlantic City on May 15 this year," he said. Sixty-eight nations will be represented at the conference, one of the principal objectives of which will be to agree upon a worldwide plan for allocating frequencies to the various radio services.

### Will Revise Rules

In addition to the plan above mentioned, Denny reviewed other Commission activities, which include an all-around revision in the rules and standards which govern the operation in the United States of the various radio services. "It is our objective that one by one the technical requirements and operating requirements for each of the different individual radio services shall be completely overhauled and brought up-to-date." The FCC seeks to do more than simply "codify" existing rules; it is reviewing each rule and standard so that only such requirements remain as are essential for the "proper functioning of the service in question."

"In short," Denny said, "with reference to the established radio services, I assure you that the Commission will do everything in its power to smooth the path for their continued growth."

The most important job that lies ahead for the radio and electronics industry, the FCC chief considered, concerns the birth and development of new radio services. He recalled that in the last year alone such innovations as railroad radio, bus and truck radio, urban mobile radio, etc. have been successfully established. It will be the FCC's objective, he said, that new services are perfected, "to move them out of the experimental

ranks as rapidly as possible and put them on a regular basis." The experimental classification should be reserved for laboratory experiments and for field testing of services which "have not yet been proven out," Denny explained, "and in this category there must be the widest possible latitude for the full play of the imagination and techniques of the radio engineer. It is our desire to give just as much encouragement to the experiments of the lone inventor working in his cellar as to the organized research programs of the large industrial laboratory," he added.

### Discusses "Radio Heating"

The FCC chairman also discussed a few of the more recent developments in the radio engineering profession which, while doubtlessly of tremendous value, pose important problems to be solved. He referred to "radio heating", another service used for welding metals, vulcanizing rubber, fusing glass, etc., which is growing so rapidly "that it may soon boast of a larger investment than radio communications." This new service poses a problem of radiation, hence interference to radio communication services. The FCC, Denny said, is attempting to solve this problem by setting up "graveyards" at strategic points in the spectrum where radio heating devices can operate without interference to communications.

Another highlight of the banquet session was the presentation of four major awards and 25 fellowships by IRE president, Dr. W. R. G. Baker. Two awards of the Morris Liebmann Memorial Prize were made, one for 1946 and one for this year. Dr. Albert Rose, of RCA Laboratories, was recipient of the 1946 award, and Dr. John R. Pierce, Bell Telephone Laboratories the 1947 award. The 1947 Browder J. Thompson Memorial Prize went to Dr. C. L. Dolph, also of Bell Labs.

### Jolliffe Asks Leadership

At an engineering symposium held yesterday afternoon at the Commodore, Dr. C. B. Jolliffe, executive vice-president in charge of the RCA laboratories, urged scientists and engineers to break out of their "professional shells" and accept higher responsibilities of leadership in a world "made complex by the rapid development of the physical sciences."

Declaring that there is a "clearly indicated need in nearly all levels of business and society for the well-disciplined mental processes of the engineer," Dr. Jolliffe said he was confident that application of the "orderly thinking" and the "precise methods of science to the problems of society would pay as high dividends as they have in the production of material wealth." Modern life is complex "because man had made it that way," the RCA exec asserted.

"Every advance in the physical sciences, with its consequent spread of industrialization," he said, "has

brought new complications. The many advances have resulted in far-reaching changes in home life, the ways of earning a living, and in the practices of government, business, and commerce." The engineer has played the principal role in applying science to industry, he explained, but his "technological accomplishments" often have not been properly used.

"It is proper to place the chief blame for this unsatisfactory application," he continued, "on those leaders of business and government who guide and direct national and world affairs. However, the engineer can take small comfort from this fact, for he has failed to develop the all-important quality of leadership outside of his profession. He has left in other hands, often less skilled hands than his, the job of controlling the benefits of his creative work," Dr. Jolliffe said.

### Cites Engineers' Responsibilities

"Now, the engineer must reorient his thinking. He must act in a way that will give his special training and abilities greater influence on industry and on society. He must adjust his ideas to a new set of standards for personal conduct. The responsibilities that go with any type of engineering are enormous, and now more than at any other time

## Dr. Jolliffe Urges Orderly Thinking At Symposium

in the world's history the 'man in the street' should be able to look to the engineer for guidance in a scientific world.

There is a need for more scientists and engineers in positions of leadership, Dr. Jolliffe said, and they must extend their influence into the levels of management in both business and government and accept the responsibilities that go with leadership.

"Many scientists and engineers feel that they do not have time, as men of other professions do, to participate in activities unrelated to their work," he continued. "I disagree with that idea completely. I see no reason why an engineer cannot take as much part in business and public affairs as lawyers, physicians, and educators.

"Here is the most fertile field for the growth of our profession. By finding ways and means of impressing upon the many other forms of human activity the proved methods of science, we can make a significant contribution toward the development of a better life."

## 'ADAM'S RIB AND RADIO'

Featuring

### LEADING WOMEN COMMENTATORS

From Coast to Coast

Will Be Outstanding Presentation

at

### RADIO EXECUTIVES CLUB LUNCHEON

Thursday, March 6 at Hotel Roosevelt

### SUCH STARS AS

Alma Kitchell, Jinx Falkenberg, Maggie McNellis,

Mildred Bailey, and Vocal Aces of

### ASSOCIATION OF WOMAN BROADCASTERS

Will Participate

With

### RAY KNIGHT AS EMCEE

Prices—Members, \$2.25

Non-members—\$2.75

# EQUIPMENT

## Rennaker Joins Collins Radio

Russell B. Rennaker has joined the Collins Radio Co., organization and has been placed in charge of the broadcast sales division. Rennaker has held a wide variety of positions in the broadcast radio industry, having been at one time with the Newark and Chicago offices of FTR, engineering supervisor for CBS, and National president of the Association of Broadcast Technicians. During the war he was connected with OSS for two years. Rennaker held amateur call letter W9ER from 1916-18, and since 1920 has been active as W9CRC. Member of the IRE. Concurrent with the appointment of Rennaker, Robert H. Hollister was named assistant broadcast sales manager. Hollister joined Collins in 1945. He was employed as an engineer in the electrical industry until 1941, when he became a civilian employee in the office of the Inspector of Naval Material at Chicago. In 1942, he was transferred to the office of the Resident Inspector of Naval Material at Collins. In this capacity he served as chief inspector. After the war, he became a member of the Collins organization in the broadcast sales division.

## N. Y. State Emerson Sales Rep.

Charles Weisser, Emerson Radio & Phonograph Corp., sales manager, announced the appointment of Melvin A. Protas of New London, Conn., as a company sales representative in the N. Y. State territory. Before joining Emerson, Mr. Protas was affiliated with Stern & Co., of Hartford, Conn. He served with the AAF during the war, receiving his Navigator's wings at Selman Field, Monroe, La., and flew combat in New Guinea with the 22nd Bomber Group. While with Stern & Co., Mr. Protas served as Western Conn. sales representative.

## Terrific Salesman

An orange, black and white 8"x6" four-fold folder is being distributed by WJZ plugging the Pat Barnes program, "People And Things." Cover is titled "Why Is Pat Barnes Such A Terrific Salesman" and bears a cut of Mr. Barnes appearing before the WJZ mike. Inside folds contain cuts of outstanding personalities who have appeared on his program as well as copy telling what Barnes talks about, what he has sold and things people say about his show. Turn over of folder is devoted to several paragraphs explaining who he is and what his program consists of. Getup is attractive and makes for simple and direct reading.

**REFERENCE RECORDINGS  
IN CHICAGO**

**L.S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5276

# COAST-TO-COAST

## — COLORADO —

**DENVER**—Alan Courtney, who originated the new KMYR program "Courtney's Campus Club" presented an autographed first copy of his song "Tis a Privilege to Live in Colorado" to Gov. Lee Knous of the state. Title of the song was inspired by the masthead slogan of The Denver Post. . . . Lee Jones who held down a full time announcing job at KLZ, while earning his degree at the University of Denver, has won a full scholarship to attend Harvard Law School, with tuition and all fees included.

## — NEW JERSEY —

**PATERSON**—The first co-operative effort of North Jersey groups to promote a joint cause through the medium of radio began March 3 with the presentation of "This Is Your Red Cross," from 5:05 to 5:30 p.m., over WPAT. . . . **ATLANTIC CITY**—Irving F. Teetsell assumed the General Managership of WFPG. He replaced E. E. Kohn who has resigned to devote his full time to other radio interests. . . . R. P. Griffith, Sales Executive with WFPG has left to assume similar duties with WPIT, Pittsburgh, Pa., newest addition to "The Friendly Group" it was announced by John Lauz, Managing Dir. of "The Friendly Group."

## — VIRGINIA —

**RICHMOND**—WCOD, Virginia's pioneer FM station, held elaborate opening night ceremonies when WMBG took to the air. A gala three and a half hour dedication night program was prepared and directed by G. C. Rianhard, Jr., Director of Studio Programs for WCOD. . . . **ROANOKE**—Jim Walsh, foremost American authority on historical phases of record collecting, newspaper writer and author and magazine contributor has joined the staff of WSLS as News Editor. Walsh's private collection of records consists of approximately 10,000 of all types dating from 1895 discs to latest 1947 productions.

## — MASSACHUSETTS —

**PITTSFIELD**—William P. Geary, formerly program director of WBRK, has been named manager of the new Beaumont General Hospital station, El Paso, Tex. . . . Dana W. Jones has been employed as staff announcer on WBEC, the Western Mass. Broadcasting Co. has announced. . . . **LAWRENCE**—WLAW will feature a week long program of locally produced air attractions in connection with the centennial of Lawrence, the industrial community in which the station's main studios have been located since WLAW's inception in 1937.

*Send Birthday Greetings To*

March 6

Rosario Bourdon      Jack Stern  
Bob Dunn              M. E. Tompkins  
                                 Gordon Windham

## — ARIZONA —

**PHOENIX**—Radio Station KRUX has established a new precedent in broadcasting when it went on the air March 5. For four days, beginning March 5, the station parades feature programs without commercial announcements of any kind. Public service will be emphasized. . . . Al "Sleepy" Stein, veteran disc jockey has been appointed to the KRUX announcing staff to handle the station's all night record show. Stein was formerly with WIND, Chicago, WIBC, Indianapolis, Texas State Network and did freelance radio work.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Motion pictures of the 1946 Baseball World Series and a picture giving hints on how to play the different positions on a baseball diamond were presented to the young people of Washington at the Dept. of Commerce Auditorium March 1, under the sponsorship of Tony Wake-man, radio sportscaster, and WWDC. . . . WOL-Mutual's "Meet the Press" moved to a new time effective Feb. 28. The broadcast is heard at 10 p.m. every Friday night instead of 10:30 p.m. . . . President Truman's address before the annual Democratic Party Jefferson Day Dinner will be broadcast by WOL-Mutual the evening of April 5.

# BEHIND THE MIKE

**BOB PRESCOTT**, ABC sound man and Ralph Dumke, formerly of "Show Boat," have come up with a half-hour show tagged "Station" a variety comedy stanza.

West Point football stars Blanchard and Glenn Davis being ferred for radio series during the summer vacation.

Teleway Radio Productions inked Andy Devine and the opera star, Bill Elliott to a new weekly half-hour transcribed show, "Amazing Texan." Westerns seem to be picking up, even in radio.

Barry Kroger, currently appearing in "Joan of Lorraine," slated for a rator spot on new Pall Mall show "Feature Assignment," which places Frank Morgan April 2nd on NBC.

It's a boy at the Wm. Keenes. . . is radio emoteur,

Tom Stix handling a new Sid Walton show called "Let 'em Talk" a soap box hour for amateur speakers. Walton's also doing the Douday-Doran e.t. series, "Sh, Do You Know?," currently being aired on WJR and WLW and heading for network setup.

Jay Burton off to Calif., to join Bob Hope's staff of gag writers.

Beatrice Kay okay after getting slammed around in that ice accident over the week-end.



**agencies**

Are You Looking For A Summer Tonic?

You know how good a crisp, cool, crackling drink tastes in the dog days. Why not give your summer audience the same refreshment—30 minutes of sparkling music and bubbling laughs distilled from such effervescent elements as Earl Wrightson, Eileen Farrell, and Tom Jones conducting Al Goodman's Orchestra? All this laced together by the dry, spicy humor of Melville Cooper and you have a perfect blend of zestful entertainment. Sound Good? It does! Call our Radio Department and you can hear for yourself.

**NATIONAL CONCERT AND ARTISTS CORPORATION**  
Radio Department  
711 Fifth Avenue      New York 22, New York  
PL 3-0820





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 46

NEW YORK, FRIDAY MARCH 7, 1947

TEN CENTS

## Advisory Council Formed

### President's Daughter to Debut On ABC Hour

Margaret Truman, daughter of the president and Mrs. Truman, will make her radio debut as a singer on ABC's "Sunday Evening Hour" next Sunday, (8-9 p.m., EST), March 10, with the Detroit Symphony Orchestra, it was announced yesterday. The program will originate from the Detroit Music Hall.

According to a White House announcement, Miss Truman does not want to base her career on the fact that she is the daughter of the President, "but wishes to be accepted as singer on her own merits and in

(Continued on Page 7)

### Women Broadcasters On Cornell "U" Panel

Eight topnotch woman broadcasters will hold a panel discussion on "Women in Radio" at Cornell University on Saturday, March 15. Conference will be sponsored by the NAB's Association of Women Broadcasters in co-operation with the University's office of Counsellor on Women.

Students from Cornell U., and

(Continued on Page 7)

### Stewart-Warner Tele Sets Set For Delivery In April

Chicago—First production of Stewart-Warner "Videorama" radio-television receivers, with sets scheduled for delivery to purchasers by dealers next month, was announced this week by F. A. Hiter, vice-president in charge of the radio division of the company.

New sets will be placed on display

(Continued on Page 5)

### Sans Privacy

Chicago—Los Angeles war vet Dick Moorman and Dorothy Maynier of Forest Hills, N. Y., were married here Wednesday and are spending a week's honeymoon in a celotex pre-engineered home erected in the heart of the Loop. The couple were recent contestants on "Truth or Consequences" sponsored by Procter & Gamble, and won the six-room furnished house.

### Telltale Tele

Charles R. Denny, chairman of the FCC speaking before the IRE banquet at the Commodore Hotel, New York, Wednesday night, used television to prove to Mrs. Denny in Washington that he had carried out her suggestion to get a hair-cut. Denny in a jovial mood told the engineers that his wife had suggested the barber shop visit before he left home that morning. Mrs. Denny, NBC revealed, was among the television viewers of the IRE proceedings which was transmitted to Washington via the Du Mont station facilities.

### Sees Europe Increase Of Stations, Sponsors

The use of commercial radio in Europe by advertisers, and the number of stations themselves, have increased in recent months, according to Louis Merlin, sales agent for Radio Luxembourg, who has just arrived in New York from his Paris headquarters. Merlin revealed that

(Continued on Page 7)

### ABC's 178 Co-op Sales Sets Jan.-Feb. Record

ABC's co-op department has hit a peak volume of 178 new sales in the past two-month period, a mark which constitutes a record, according to Harold Day, web's co-op program sales manager. Sharply expanded

(Continued on Page 4)

### "Ladies Day" REC Luncheon Brings Out AWB Leaders

It was "Ladies Day" at the Radio Executives club luncheon at the Hotel Roosevelt in New York yesterday with as much attention being paid to the varied colored and plumed hats as to the satirical skit presented on "Adam's Rib and Radio."

There were a sprinkling of men at the tables as Alma Kitchell, president of the Association of Women Broadcasters, aided by Dorothy Lew-

### Broadcasters, Agencies And Advertisers Meet And Plan New Industry Group; Kobak, Gamble Head Committees

### IRE Meet Reveals Many New Services

Many of the new techniques in application of electronics, developments and improvements of equipment before and during the war, displayed this week at the four-day convention of the Institute of Radio Engineers at Grand Central Palace, are expected to have almost immediate effect on the output of radio and television products, as well as earlier

(Continued on Page 8)

### Truman's Waco Speech Was Heard By 9,996,000

President Truman's speech yesterday afternoon from Baylor University at Waco, Texas, had a rating of 19.9, according to a special Hooper survey made for CBS. This is estimated at 89.4 of the listening audience, which is placed at 9,996,000 at the time.

### Tele Operation At WTMJ To Have RCA Equipment

Camden, N. J.—Arrangements for delivery of complete RCA television studio and broadcasting equipment to WTMJ, video station of the Mil-

(Continued on Page 5)

Plans for early formation of a Broadcasters' Advisory Council to improve radio's service to the public under the structure of a free radio in the United States, were proposed to a representative group of broadcasters, agencies, and sponsors at a luncheon meeting yesterday at the Waldorf-As-

(Continued on Page 5)

### Coast Radio Institute Set For Stanford 'U'

San Francisco—John W. Elwood, manager of KPO, announced yesterday, that KPO will again co-operate with Stanford University in a summer Radio Institute, starting June 19. This is the fifth consecutive year for the institute.

The courses this year will cover a somewhat wider scope than in previous year. In addition to the course

(Continued on Page 7)

### McNeill 'Breakfast Club' Heading East On April 21

Chicago — Don McNeill and the cast of ABC's "Breakfast Club" will start their annual two-week eastern tour April 21, playing New York

(Continued on Page 2)

### Engineer-Newsman

Clyde M. Hunt, CBS engineer at WTOP, while setting up the equipment for President Truman's broadcast in Waco, Tex., yesterday, heard a bulletin over the feedback system telling of the upholding of the John L. Lewis conviction. He tipped off Charles Ross, White House secretary, who immediately passed the item on to President Truman.

(Continued on Page 8)



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★ COMING AND GOING ★

BILL LEONARD, of the WCBS program, "This Is New York," leaves tomorrow for a vacation of two weeks in Sarasota, Fla. On his program today, he'll introduce Al Morgan, who will pinch-hit for him during the holiday period.

STEVE ELLIS, sports director of WMCA, is at Phoenix Ariz., where he's reporting on training progress of the New York Giants. He'll return during the week of Mar. 17.

RICHARD H. MASON, general manager of WPTF, Raleigh, N. C., is cruising with the Atlantic Fleet in the Caribbean area as guest of the Navy Department. He is one of a limited number of representative civilians invited on the Navy trip.

KIT CRANE, women's commentator on WIP, Philadelphia, and JO DEE, director of women's personnel at the station, are visiting in New York.

JEAN SABLON leaves tomorrow for the West Coast. He'll remain in California for six weeks, during which time his program will emanate from either Hollywood or San Francisco. He is accompanied westward by DON SEVERN, head of the talent department of Kenyon & Eckhardt.

TRUDY ROY has arrived from Cincinnati and has taken over her duties as head scripter in the radio department of the Morison Norell Agency.

SYDNEY ROBBINS, commercial manager of WSBA, American network affiliate in York, Pa., is in town for conferences with officials of the web.

MARY BURNHAM, home editor of the CBS program, "Country Journal," is spending a few days in New York. On tomorrow's broadcast, she will discuss current style trends with Mary Omen, of the J. C. Penney Co.

LEO DeCOMMICK, chief engineer of WCOL, Columbus, Ohio, visited for a while yesterday at the offices of ABC, with which the station is affiliated.

KENNETH L. YOURD, Columbia network's senior attorney, and J. W. WRIGHT, chief radio engineer for the web, went down to Washington by plane yesterday and will remain in the Nation's Capital through today.

GEORGE FIELD, he of World Broadcasting System, leaves by plane today for Memphis, Tenn., where he'll tarry just two days and return to New York, also by the air route, next Monday.

ALBERTA HUNTER, vocalist, off to Philadelphia, where she'll guest today on Al Berkman's "Talent Showcase" over WIP.

HAROLD CASSILL, general manager of WKIP, American network outlet in Poughkeepsie, N. Y., is in town on a short business trip.



Unborn kangaroo

See that little fellow's head sticking out of his mother's pouch? In kangaroo science he hasn't been born yet. But there he is!

We think there's a parallel to the story behind that picture in the radio business. A lot of times a sales message is put in the incubator . . . then advertisers hang around waiting for something to happen. It can be fast or slow.

Down here in Baltimore we think we hatch sales quicker than almost anybody.

It's based on one fact: W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in this big five-station town.



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

TOM TINSLEY, President  
Represented Nationally By Headley-Road

FINANCIAL

(Thurs., Mar. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp. ....	9 3/8	9 1/4	9 3/8	+ 1/8
Am. Tel. & Tel. ....	169 7/8	169 7/8	169 7/8	+ 3/4
CBS A .....	29 3/4	29 1/4	29 1/4	- 3/4
CBS B .....	29	29	29	- 7/8
Farnsworth T. & R. ....	8 1/8	8	8	0
Gen. Electric .....	38 1/4	37 5/8	38	+ 1/8
Philco .....	28 1/8	27 3/8	28	+ 1/4
Philco Pfd. ....	97	97	97	0
RCA Common .....	9 3/4	9 3/8	9 3/8	+ 1/8
RCA First Pfd. ....	79	78	79	+ 1 1/4
Stewart-Warner .....	19 1/8	18 3/4	19	0
Westinghouse .....	27 7/8	26 5/8	27 1/2	+ 3/4
Westinghouse Pfd. A.100	99 3/4	99 3/4	99 3/4	0
Zenith Radio .....	22 3/4	22 3/4	22 3/4	0

NEW YORK CURB EXCHANGE

Hazeltine Corp. ....	16 5/8	16 5/8	16 5/8	+ 1/4
Nat. Union Radio. ....	3 7/8	3 3/4	3 7/8	0

OVER THE COUNTER

	Bid	Asked
Finch Tele Comm. ....	7 1/2	8 1/2
Stromberg-Carlson .....	13 1/2	15
U. S. Television .....	2	2 1/2
WCAO (Baltimore) .....	40	0
WJR (Detroit) .....	18	0

Arthur Simon Promoted To Gen'l Manager, WLIB

Promotion of Arthur Simon to the post of general manager of WLIB was announced yesterday by Dorothy S. Thackrey, president of the station.



ARTHUR SIMON sales organization of the station.

Plan Council Of Unions Among Chi. Radio Groups

Chicago—Orrin Tovrov, president of the midwest region Radio Writers Guild, announces that a constitution has been drawn up for a council of radio unions and guilds which is being formed here. Preliminary meetings to set up such a council were held Saturday, March 1, at which time most of the local unions and guilds signified their intention of affiliating with the proposed new council.

Member groups will include AFRA, Radio Directors' Guild, IBEW, Writers' Guild, and NABET, all but the last named being AFL affiliates. The constitution will be presented shortly to the affiliates for ratification. The council will have as its purpose a closer co-operation among the various branches.

McNeill 'Breakfast Club' Heading East On April 21

(Continued from Page 1)

and probably several other cities. The tour will extend through May 2 and the show will return to its home studios here May 5. Several unique broadcasts are being planned for New Yorkers, their exact nature still to be announced. With McNeill will go Aunt Fanny (Fran Allison), Crooner Jack Owens, Sam Cowling, Maestro Ed Ballantine, and Producer Cliff Petersen.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjca

**CKLW**

MORE COVERAGE PER WATT  
MORE WATTS PER DOLLAR!

in the DETROIT AREA

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

Here's how they rate  
8 to 8-

NETWORK STATION "A" .. 4.5

**WNEW..... 3.7**

NETWORK STATION "B" .. 3.6

NETWORK STATION "C" .. 3.4

NETWORK STATION "D" .. 3.2

8 A.M.-8 P.M. Mon.-Sat. February PULSE

More than ever... New York's No. 1 Buy

Represented by John Blair Co.

**WNEW**

24 HOURS A DAY

**1130  
ON YOUR  
DIAL**

## CHICAGO

By NAT GREEN

THE WBBM-FM Studio Theater will begin its third series of weekly sessions today, Mar. 7. First two series, presented in co-operation with the Northwestern Radio Guild, created much interest among college and high school students. Speakers at the weekly sessions scheduled for March 7 to 28 are Wally Olsen, WBBM staff writer; Bev Dean, radio actor; Andy Christian, producer of several local shows, and George Jennings, director of the Radio Council of the Chicago Board of Education.

When the "Ladies Be Seated" program moves to Chicago on March 31, the show will be produced by Chuck Acree and directed by Phil Patton. Johnny Olsen and the entire cast of the show will arrive in Chicago the last week-end in March for rehearsals.

The first week in June, General Mills, Inc., through Dancer-Fitzgerald-Sample, will commence a 52-week sponsorship of two additional weekly half-hour shows over ABC, "The Green Hornet" and "Famous Jury Trials." The former show is written and produced in Detroit, the latter in New York. Addition of these shows will make a total of five weekly half-hour evening productions sponsored by General Mills over the American network.

Guests on the Tommy Bartlett show over ABC this week include Dean Murphy, noted imitator; Brenda Forbes of Ray Bolger's "Three to Make Ready," and Aunt Fanny (Fran Allison, of Don McNeill's "Breakfast Club."

### ABC's 178 Co-op Sales Sets Jan.-Feb. Record

(Continued from Page 1)

volume of sales during the period, is attributed to the sales awards plan under which salesmen become eligible for merchandise prizes based on sales and renewals, Day explained.

America's Town Meeting of the Air, which went co-op on January 9, heads the list of new business in this department during January and February with 60 sales. Elmer Davis took second place with 18 new sales, followed by Martin Agronsky with a total of 17 new sponsors.

"Dick Tracy" added 14 new sponsors during the period in review; Harry Wismer gained 12; "Ethel and Albert," 11; "Headline Edition," 11, and Baukhage, 10. Walter Kiernan reported nine new sales and Cliff Edwards, six.

THE MYSTERIOUS TRAVELER  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



### Notes From An Aisle Seat. . . !

• • • What's this report around that Bob Hope and Edgar Bergen will be offered to new sponsors for next season???. . . Transcription deal on with Hildegard due to break in mid-April. . . Only thing holding up a new series is billing. Talent agency wants it as Celeste Holm show with Bill Goodwin—while CBS wants it the other way around. . . Rob't Q. Lewis leaving WHN at the end of this month and practically set for a CBS comedy show. . . With so many sponsors retrenching, a bright note is sounded in the move by auto companies to return to the air. Setting the pace is Chrysler, who auditioned two shows this week. One stars Walter Hampden and Roger Pryor with Allen Roth's ork—and the other has Raymond Paige at the helm. . . Vanity Fair nitery offered Jolie 10 G's for a booking there—but Al is holding out for 15. Disc jockeys will tell you that Jolie is competing favorably with Sinatra, Como, Crosby and Haymes—and teen-agers are the ones who request him the most. Some of them really think he's a newcomer, never having heard his voice prior to the Jolson Story film.

★ ★ ★

• • • Evelyn Knight gets the nod for the femme vocalist spot on the new Tony Martin series bowing in on the 30th from the coast. Victor Young's ork is set with Bob Hope down as first guestar. Both the Kudner agency and the client (Texaco) can take a bow for the intelligent way they worked together to wrap up this package and bring Martin back to the air just as the guy seems to be getting hotter than a Harlem dice session. Tony proved in his Copa preem that his Chicago boff was no fluke. Haven't seen such raves from the press since the days of Texas Guinan.

★ ★ ★

• • • RADIO ROW CONFETTI: A low bow to Broadcasting mag for hopping on the bandwagon in RADIO DAILY'S campaign against the giveaway sitchecayshun. Ditto Bill Pennell in the H'wood Press. . . The new west coast quizzer, "Keep Up With The Kids," now on an audition platter, is so hot that Eddie Jaffe, eastern rep. for Peerless Radio Prod., shut off his phone and hid out in a Union City burlesque house until the disc arrived. . . Lorraine Miller, lovely H'wood starlet currently being seen with Helen Hayes in "Happy Birthday," makes her air debut tomorrow on "Grand Central Station". . . Kate Smith's 1st platter for MGM, "Ann'y Song," due out tomorrow. . . Harold Stein, the photog-comedian, noting that Pres. Soong of China had resigned, offers as their theme song, "Without a Soong." And Mel Blanc adds that Chang Kai-Shek is no longer China's top Soong plugger.

★ ★ ★

• • • Ted Green's "This Is Your Government" series has been kicking around the agencies of late with less than encouraging results. Every 'expert' he approached handed him the same reaction—mostly bad. So what happened? Jack MacGregor put the thing on Mutual one Saturday afternoon for a single shot and drew over 300 rave letters from listeners ranging from 8-year-old kids to doctors, ministers and high school principals. Practically every letter wound up saying they hoped the series would say on the air. What happens now, hmn?

★ ★ ★

• • • LOVE AND KISSES DEPT: Ex-GI Marshall Young, Rainbow recording star, who sings like Como and phrases like Crosby. Is that bad? . . . Monica Lewis' smooth song style with Jan August on Mutual. . . Frank Luther's new kiddie series on WNBC Saturday mornings. . . Mel Torme's Musicraft disc, "I'm Yours". . . Hal Winters' silly crooning on Apollo's "Illusion"—an Apollo-palooza. . . Cab Calloway's Columbia click, "I Got A Girl Named Nettie". . . John Brown's characteristic portrayal of a friendly undertaker on NBC's "Life of Riley."

## LOS ANGELES

By RALPH WILK

WALTER LURIE, with Mutual's Programing Department in New York, who has been out here looking over new shows, leaves for the East Friday.

Roy Rogers has recorded "Dangerous Ground" for Victor. Song was heard for the first time on the air on "Saturday Night Roundup," Mar. 1.

Robert E. G. Harris, chief editorial writer on the Daily News, who writes under the name of R.E.G.H., was the guest speaker at a luncheon given this week by the Radio Press Club of Southern California.

Frank Bull left for Chicago this week to attend the Grand Circuit meeting with Bernard Kearney, general manager of the Western Harness Racing Association and also the finals of the Golden Gloves tournament.

G. A. Richards, president of KMPC, WGAR and WJR, returned this week, after having spent a month on the East coast visiting Detroit and New York.

### Alsop Subs For Davis

Joseph Alsop, Washington columnist, will substitute for Elmer Davis when the latter takes a 10-day vacation from his nightly ABC commentary at 7:15 p.m., EST, starting March 14. Davis returns to the air Tuesday, March 25.

## P. D. Q. FOR 13 YEARS

Baltimore, Md.—And before we go any further P.D.Q. in this case means "Phillips Delicious Quality." As to the rest of it, this is the thirteenth year the Phillips Packing Company has had its 8:15 A.M. news on WFBR under the name P. D. Q. News Reporter.

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

**SAN FRANCISCO**

LT GUNZENDORFER, General Manager of KROW, was presented with a Certificate of Achievement from the U.S. Navy Bureau of Naval Personnel in recognition of KROW's outstanding Services to Navy Personnel during World War II.

Two "Queens For A Day" were crowned within two hours by the staff of KFRC one day last week. They arrived on the 12:25 plane from Los Angeles and the second one's plane crashed in two hours later. Staff members report that they all had a Royal

recognition of their KPO program "This Is Your Home," W. & J. Wood has been presented with the National Retail Dry Goods Association Award for Distinctive Merit for outstanding radio programs for 1946. The program is produced by Edith Samuel Dickson and voiced by Budd Heyde.

Gov. Holcomb, KQW-CBS Director of Public Information programs, will lead a 15-day tour of the state with a group of 20 news and press service representatives, visiting 24 leading industrial plants to get first-hand knowledge of production progress and plans for the future of western industry. On his return Holcomb will give a series of broadcasts covering his findings, starting March 15, 7:45 p.m.

Ed Doud has resigned from the production staff of KGO to go to Los Angeles where he will work for Bill Spiers, producer of "The Adventures of Sam Spade." Lou Hartman, free-lancer, will take over Doud's job as producer-writer of "Pat Novak For Hire" for the March 6 and 23 shows, after which the program will appear at a new time. The national organizations of San Francisco now have their own program weekly on KSFO, getting together to discuss their plans for civic betterment, Tuesday evening at 6:15 p.m.

**Sherry Takes Two On WQXR**

Luis Sherry, Inc., maker of ice cream, coffee and candies, has contracted for nearly \$10,000 worth of programs over WQXR for two series of programs to run for 26 weeks. The programs purchased are "Curtain at 1:30," heard Monday through Friday from 2:30-2:45 p.m., and "Melodies of Old Vienna," broadcast every day from 5:05-5:30 p.m. Contract, effective March 16, was placed by Benningham, Castleman & Pierce, Inc.

**AVAILABLE**  
 PRODUCTION ASSISTANT—Gal Friday—  
 Merchandiser — EXPERT RADIO STORY  
 RESEARCHER and interesting people—talent  
 scout. 7 years experience, top-notch  
 packages and networks. Write  
 RADIO DAILY — Box 332  
 111 Broadway New York 18, N. Y.

**Industry Advisory Council  
 Formed By Radio-Agencies**

(Continued from Page 1)

toria. Recommending that broadcasting industry form a non-profit, non-political, co-operative group, a previously appointed committee composed of Frank Stanton, president of CBS; F. B. Ryan, Jr., president of Ruthrauff & Ryan, Inc., and Charles G. Mortimer, vice-president of General Foods, listed three specific proposed functions:

**Functions Outlined**

1. "An information activity designed, on the one hand, to inform the broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.

2. "The development and recommendation of standards of practice for commercial broadcasting.

3. "A program of continuing research into public acceptance of broadcasting."

The committee emphasized that its recommendations were prepared in a spirit of enlightened self-interest, and that the organization would in no way duplicate any existing body. "Broadcasters and sponsors agree," said one member, "that radio today is far from perfect. It is our hope to study the wishes, likes, and dislikes of the American listener and so far as possible to incorporate his steadily improving tastes into the broad pattern of free radio."

To carry out its proposals the temporary three-man group urged immediate appointment of a committee on organization and finance whose duties would be to define the organization's structure, and advise an equitable plan for its support.

**Committee Members**

Named as members of this committee were Edgar Kobak, president of MBS as chairman; Niles Trammell, NBC president; Clair R. McCollough, president, WGAL, Lancaster, Pa.; I. R. Lounsberry, executive vice-president, WGR, Buffalo; Thomas D'Arcy Brophy, president of Kenyon & Eckhardt, Inc.; Sigurd S. Larmon, president of Young & Rubicam; Robert F. Elder, vice-president

of Lever Brothers, and Donovan B. Steller, advertising director of Standard Brands.

Also named were two advisory committees. Frederic R. Gamble, (chairman), president of the American Association of Advertising Agencies; Justin Miller, president of the NAB, and Paul B. West, president of the Association of National Advertisers, will function as an advisory committee on association and industry relations.

The second advisory committee will function on legal questions. It is composed of Isaac W. Digges, ANA, as chairman; George Link, AAAA; Don E. Petty, NAB, and A. L. Ashby, Julius F. Brauner, and Joseph A. McDonald for the networks.

Edgar Kobak, in accepting the chairmanship, told the group: "I am not so much interested in the various details of what this body might do. I am more interested in a broad approach to the one idea of rendering that service in such a way that the listener finds little about which to complain."

**Tele Operation At WTMJ  
 To Have RCA Equipment**

(Continued from Page 1)

Waukeee Journal, have been concluded, it was announced this week by T. A. Smith, general sales manager of the RCA Engineering Products Department.

Equipment now on order by WTMJ includes two image orthicon field cameras and complete field pick-up equipment, a 5 kw., tele transmitter, input and monitoring equipment, a 16mm video motion picture projector, a special camera for pick-up from films, and a super-turnstile antenna. Also on order is a 50 kw., FM transmitter, which includes many of the electrical and physical design characteristics of the standard-band transmitter.

**Stewart-Warner Tele Sets  
 Set For Delivery In April**

(Continued from Page 1)

with Stewart-Warner distributors within a few days; operating models are now showing in New York, Washington, Detroit, Chicago, Los Angeles, Newark and Philadelphia.

Available in custom-built cabinets of either Modern bleached walnut or Georgian natural walnut, set covers all 13 video bands and as such can be used anywhere in the U. S. where tele service is available. Standard broadcast band on the "Videorama" brings in all AM stations between 540 and 1600 kc. Set has a 10-inch, direct new tube, plus 21 other tubes and two rectifiers. Sound comes through a 12-inch, "super-dynamic" speaker.

**FARGO  
 BISMARCK**  
 NOW SERVED  
 CBS PROGRAMS BY  
**KSJB** Jamestown  
 North Dakota  
 5000 WATTS  
 600 on the dial  
 Represented by  
**Adam J. Young, Jr., Inc.**  
**CBS - MBS**

**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 • Dallas • Chicago  
 San Francisco • Hollywood

## EQUIPMENT

## Clarostat Appointment

The appointment of I. J. (Jim) Youngblood to the post of vice-president in charge of sales is announced by Clarostat Mfg. Co., Inc., manufacturers of resistors, controls and resistance devices, Brooklyn, N. Y. Following his education at Drexel Institute of Technology, Mr. Youngblood served in the U. S. Navy during World War I and after, 1917-23, in the operational supervision of radio compass and underwater detection activities. From 1923-24 he was associated with Atwater-Kent, followed by 15 years with Philco, 1924-39, as production supervisor and later in charge of component parts engineering and the development of sources for same. Subsequently he joined the Farnsworth engineering staff and in 1940 joined Clarostat as sales engineer, progressing during an active seven years, including World War I, to his present post of vice-president in charge of sales for the organization.

## RCA Batteries

RCA has added four new types of batteries to their increasingly more comprehensive line of radio batteries, according to A. C. Duncan, in charge of battery sales for the RCA Tube Dept. The new batteries range in type from a baby flashlight cell and a penlight cell to a lantern battery. "This is an important step toward rounding out of RCA's line of industrial type batteries," Mr. Duncan said. "All of these types are specially engineered for better quality, and the manufacturing processes which control them are the strictest in the industry. The cells going into the package-type batteries are aged and tested individually before being assembled into the finished product. Every battery we sell is code marked, to show the dealer or distributor where it was made and when, permitting rotation of stocks, so that all customers can be assured of maximum performance life of RCA batteries."

## New Short Wave Sets

Four new short-wave and standard band Motorola receivers with spread-band tuning will be made available soon by the Galvin Mfg. Corp., of Chicago. These models are designed for world-wide usage not only in temperate zones, but also in tropical latitudes having high temperature and humidity. The new Motorola models are humidity-proof throughout, with dustproof speakers and rust-proof chassis. Because tropic areas produce more than 100,000 known types of fungi, these short-wave radios have been tropicalized and fungus-proofed. Radio engineers at the Galvin Mfg. Corp., drew upon three years' experience designing shortwave high frequency portable 2-way radios for overseas use by the U. S. Army Signal Corps to make the new short wave radios efficient under severe climatic conditions.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● History, Radishes and SONGS repeat! . . . The great city of New York (are you reading Chamber of Commerce?) is universally regarded as the Melting Pot of the world . . . in like manner, Lyric Lane, Aria Avenue, Songs Street, Ballad Boulevard or any other term used to describe the habitat of songwriters, is the Mecca of thousands of amateur and would-be songwriters . . . though the majority of tunesmiths are dreamers, who believe that songhits are born, many others are realists who feel that songhits are MADE . . . the latter school of thought is the one this writer adheres to . . . songs that have been made hits once can often be revived and again 'sold' to the public . . . there isn't much difference between the feelings and inclinations or likes and dislikes of succeeding generations . . . it's very likely that a hit of a score of years ago can similarly become popular with the current generation . . . for instance; several seasons ago a song which had been a great favorite at least a decade earlier, was given a number one plug by the publisher, Forster Music . . . the song, "Oh Johnny, Oh Johnny, How You Can Love," not only repeated but was even more popular the second time . . . same firm followed with another revival, "I Get The Blues When It Rains," which incidentally was revived by Abe Olman who was one of the writers of "Oh Johnny" . . . (Olman is now General Manager of Robbins, Feist, Miller) . . . Edward B. Marks then revived "Paper Doll," which zoomed to the heights and remained on the Hit Parade for weeks . . . Bourne remade "I'll Get By" . . . Mills Music followed suit and revived "Prisoner of Love" which was popularized by the late Russ Columbo . . . Lou Levy, head of Leeds Music which had acquired the Olman catalogue (seems good ol' Abe is very much a part of this story) set a number one plug for "Heartaches" and we predict the song will be on the Hit Parade shortly . . . other firms are getting aboard the "Revival Bandwagon" and they include, Bourne, Inc. with "All of Me," Mills Music with "Blue" (and melancholy) and "That's My Desire." ☆ ☆ ☆

● ● ● TIN PAN ALLEY OOPS:—Bill McKenna, writer of "Anybody Here Seen Kelly," and one of the stem's most popular tunesmiths, is chief Judge of the songwriting contest currently being conducted by Jersey City to uncover an official song. . . ● Irving Fields, writer of "Managua, Nicaragua" has a new one "Miami Beach Rhumba" which has most of those sons of Miami Beaches agog. . . ● London Music is working on "It Takes Time" which has just been recorded on Capitol by Benny Goodman with Johnny Mercer doing the vocals. . . ● Frankie Carle last week introduced Luckinbar Music's newest novelty, "Penguin at the Waldorf," a honey of a ditty by Frank Shuman, Larry Wagner and Jimmy Eaton. . . ● Caught a WIPhiladelphia program last Wednesday and was thrilled by the voice of a newcomer, Linda Sherwood, a balladearie. . . ● Norman Brokenshire and Robert Lewis Shayon will conduct summer courses at Fordham University, teaching announcing and radio production, respectively. . . ● Announcer Bill Pennell is now writing a chatter column for the Hollywood Press-Times . . . June 7, 1944 we wrote, quote: While out in Chicago, vocalist Eddy Howard was credited with having written and sung numerous songhits . . . currently at Frank Dailey's Terrace Room in Newark as Maestro of his own Band, Eddy should make it a springboard to musical heights . . . unquote: (we'll take a bow). ☆ ☆ ☆

● ● ● ON AND OFF THE RECORD:—Perry Como's latest Victor platter "Songs of Songs" backed with "Easter Parade" is a must. . . ● Andrews Sisters set to wax "His Feet Too Big for the Bed," calypso which Stan Kenton band introduced. . . ● Charlie Grean, formerly assistant to Russ Case, now Steve Sholes' right hand man at Victor. . . ● Harry James' Columbia pairing of "You'll Never Know" with the flipover "Keb-Lah" an easy-to-dance-to platter that should 'send' the disc jockeys. . . ● Continental Records expanding and setting up indie distributors in key cities. The outfit has just signed Machito, Jive Rhumba King. . . ● Watch for Jimmy Dorsey's new recording of "Quien Sabe?" . . . don't say we didn't tell you.

## AGENCIES

RAYMOND FOWLER, vice-president and account executive supervisor for Needham, Louis Brorby, Inc., advertising agency, Chicago and Hollywood, has been elected to the organization's board of directors, according to announcement of Maurice H. Needham, president. Fowler's election fills a vacancy created by the death of Ham Phelps in Phoenix, Arizona, a month ago. Fowler joined Needham, Lou and Brorby as a copywriter 12 years ago.

LEO H. RICH, Inc., industrial consultants, announce the opening offices at 1 Wall Street, New York.

SALES DEPARTMENT of Reitheon Manufacturing Company's radio receiving tube division has been established at 445 Lake Shore Drive Chicago. All activities of the division with respect to sales engineering, advertising and the sale of radio receiving tubes to equipment manufacturers and to the distributor trade are under the direction of Ernie Kohler, Jr., sales manager.

F. B. RYAN, JR., president of Ruffrauff & Ryan, Inc. scored an upset March 3 when he won the National Squash Tennis Championship at the Columbia Club. Representing the Yale Club, Ryan beat Willard Rice of the Harvard Club in straight games 17-16 and 18-15 in the final of the national championship which was resumed this year after a wartime layoff.

ARTHUR A. KRON, executive vice president of Gotham Advertising, a specialist in export advertising, will address the American Marketing Association's International Group at luncheon meeting at the Hotel Sheraton on Wednesday, March 12th. His subject will be "Radio Advertising in Latin America, Its Problems and Its Advantages."

ALVIN EPSTEIN ADVERTISING AGENCY, Washington, D. C., announces the addition of Alvin Raider as account executive. Raider, former radio station sales representative and assistant advertising manager of the Arlington Daily was a lieutenant during the war in the U.S. Navy. In this latter capacity Raider was attached to submarine duty, cruising in Japanese home waters long before V-J Day. At present he is Executive Officer of the Submarine Division Organized Reserve in Washington.

## Johnny Olsen Plans Party

Farewell gesture by Johnny Olsen who moves his ABC "Ladies, Be Seated" program from New York to Chicago late this month, will be a dinner party at the Waldorf-Astoria for 12 of his "regular celebrities," persons who constantly appear in the studio audience for every day broadcast. Limousines will be hired to bring the fans to the Waldorf.

# Europe Increase Stations, Sponsors

(Continued from Page 1)

Stations in Spain are now commercial, although they accept only announcements, and that he has been named to represent a station in Spain which will go commercial April 1, the first of its kind in the country. Latter is Radio Vorarlberg, based in the French zone of Austria, and was leased by the government to a private company in return for a percentage of the revenue. The power of the stations in Spain now operating commercial range from 200 to 1000 watts.

For the business being done by Radio Luxembourg, Merlin stated that accounts are totaling about five million francs a month, or \$50,000 in hard money, which is about 80 per cent of the pre-war total. Merlin expected that Luxembourg will do a million-dollar business this year and even even footing with pre-war days. The station resumed commercial broadcasting just one year ago and now has about 45 sponsors.

## Sponsors Mostly French

Most of the sponsors are French manufacturers, followed by Belgium and Swiss advertisers in that order. There are several U. S. advertisers, including Coca-Cola, which sponsors all newscasts, participates in a woman's program, and has a half-hour weekly musical broadcast. The Organes Symphonette heard on U. S. stations is shipped to Luxembourg, where French voices are dubbed in, and broadcast for a quarter-hour weekly. Lever Brothers sponsors a half-hour musical program weekly, with commercials read in French and English, and Paramount, RKO and Columbia Pictures underwrite programs at frequent intervals. The French branch of the Goodyear company also pays for a half-hour weekly quiz show. Once a month the show is transcribed right in the plant of the manufacturer, with employees making up the audience.

Merlin is here for several weeks in conferences with his U. S. representative, Guy Bolam, in charge of the newly created American Sales and Servicing Agency. This is the first time that Luxembourg's Paris agent has had a representative in New York.

Other new offices set up by Merlin include those in Amsterdam and Zurich, while more are planned for Italy, Austria, Germany and the Scandinavian countries.

According to the Luxembourg sales agent, a French manufacturer of hair cream has contracted for a 13-week series of half-hour weekly broadcasts featuring Maurice Chevalier at this year. The transcribed series will be produced in Paris when Chevalier returns this summer.

The slogan of Radio Luxembourg is "The station on which you may receive good music every hour." Merlin said that music is purposely selected to dominate programming because both the French and Belgian government radio is loaded with talk and political commentary and

## Correction

A story stating that the FCC had put into effect a new rule requiring station identification only every hour instead of every 30 minutes was misleading. The new rule only refers to fixed public radio services. There have been no recent changes in station identification rules for broadcasting.

## "House Party" Extended To NBC Regional Network

Chicago — "Manor House Party," which has been sponsored on WMAQ by W. F. McLaughlin & Co., (Manor House Coffee) since September 3, 1945, bows on a regional network of six midwestern stations today it is announced by Paul McCluer, manager of the NBC network sales department. Stations on which the show will be heard, in addition to WMAQ, are WTMJ, Milwaukee; WOOD Grand Rapids, Mich.; WGL, Fort Wayne, Ind.; WIBA, Madison, Wis.; WIRE, Indianapolis. About April 1 station WEEK, Peoria, Ill., will join the lineup.

Heavy spot sales and the renewal of three news shows also was reported by McCluer. Miles Laboratories, Inc., through Wade Advertising Agency, renewed "News of the World" for 53 weeks, effective March 24. New contract calls for 33 stations on Tuesdays and Thursdays and 138 stations the other three days of the week. Bond Stores, Inc., renewed the Air Edition of the Chicago Sun with Myron Wallace for 52 weeks, and the Quaker Oats Co., through Ruthrauff & Ryan, renewed the Clifton Utley news spot on WMAQ for 52 weeks, effective February 24.

Spot sales included Eastern Air Lines, through Campbell-Ewald, six station breaks a week for 13 weeks starting March 2; State Street Council, direct, five station breaks a week for four weeks starting March 3, and the Select Lake Theaters Corp., through Atlas, seven station breaks to be aired between February 26 and March 9 for the stage production "Three to Make Ready."

## CBC Planning Programs For Broadcast To Russia

Montreal—The international service of the CBC plans to inaugurate regular broadcasts to Russia as soon as suitable personnel and accommodations are available, an official of the service said here yesterday. Soon after its official inauguration two years ago, the CBC international service was invited by the U.S.S.R. government radio authorities to outline plans for broadcasting in the Russian language, he said. CBC international service had replied that it was planning to start regular transmissions in Russian as soon as possible and that it was anxious, in the meantime, to arrange special broadcasts on an experimental basis.

considered by listeners not to be too palatable.

## Women Broadcasters On Cornell "U" Panel

(Continued from Page 1)

Ithaca, Wells and Elmira College will be in the audience and will participate in discussion from the floor after the panel.

Invited to participate at the panel are Helen Sioussat, CBS., Margaret Cuthbert, NBC., Alma Kitchell, WJZ-ABC, and Dorothy Kemble, MBS. Also Gertrude Grover of WHCU, the Cornell U station in Ithaca, Mary Elizabeth Gaynor, WTRY, Troy, Sally Work, WBEN, Buffalo and Dorothy Lewis of the NAB.

Lisa Sergio of WOV will be a special speaker. And WHCU will host the visiting women broadcasters at a buffet supper on Saturday evening.

## New Business Reported On WGN In Chicago Area

Chicago—William A. McGuineas, commercial manager of WGN, announces the sale of four new half-hour programs and of the full hour Chicago Philharmonic orchestra concerts.

"Boy Meets Girl," a live dramatic and variety show to be presented before an audience in the WGN studio theater, starts today, March 7, sponsored by Schutter Candy Co., for Bit o' Honey and Old Nick candy bars. Contract is for 52 weeks. Josephine Hipple and Curley Bradley will be featured. Valparaiso University, of Valparaiso, Ind., is sponsor of the new "Valparaiso University Hour" transcribed musical show, for 10 weeks.

Weiboldt Stores, Inc., through Nedham, Louis & Brorby, have signed to sponsor "Hi-Time" teenage audience show to be heard on Saturdays, for 13 weeks starting March 8. Show will feature George Wirth and his orchestra, with vocalist, and George Bauer, WGN announcer, as emcee.

"Murder at Midnight," a new Lou Cowan production, will have its premiere on WGN March 7, from 8:30 to 9 p.m. It will be sponsored by Birk Brothers Brewing Company.

The Chicago Philharmonic orchestra concerts are sponsored by the Chicago Tribune.

## Set St. Patrick's Salute

A musical salute to St. Patrick's Day, March 17 will be featured on Telephone Hour program over NBC (9-9:30 p.m., EST), on that day, with Nelson Eddy as guest soloist. Show will originate from Hollywood for the occasion.

Eddy will sing several favorites in line with the day, and the Bell Telephone orchestra, conducted by Donald Voorhees, will provide the musical selections.

## Lombardo Visiting Gordon

Band leader Guy Lombardo will pay a visit tonight, Friday, to Bill Gordon, conductor of the "Band Parade" over WOV from 9-10 p.m., Gordon's record program features sweet music, such as the type played by the "Royal Canadians."

# President's Daughter To Debut On ABC Hour

(Continued from Page 1)

the same manner in which any other inspired young American singer would approach her career." Miss Truman's singing career had been planned long before Mr. Truman became President, it was pointed out, in association with Margaret Jane Armstrong, opera and concert singer. Announcement further states that "the American public will now have the opportunity to hear Margaret, and for her part, she would like her air audience to judge her solely on the basis of her voice and musicianship."

## Dr. Krueger Praised

Miss Truman's teacher, who is the wife of Maj. Thomas Johnson Strickler, prominent business exec, are friends of long standing with the Truman family and Dr. Karl Krueger, conductor of the Detroit Symphony. . . "and so it is that Mrs. Strickler has decided that Margaret should make her radio debut under the auspices of a conductor whose fine judgment, musical integrity are of the highest order."

The President's daughter, a soprano, is selecting her numbers with Dr. Krueger, and will make her appearance under the same arrangements as that of a guest artist. It is not known whether any fee will be involved.

The President will hear his daughter from the Naval Base at Key West, Fla., while Mrs. Truman will hear the debut from the White House.

Musical Digest magazine sponsors the weekly ABC broadcasts of the Sunday Evening Hour featuring the Detroit Symphony Orchestra.

## Approved by AFRA

The appearance of Miss Truman, who is not a member of AFRA, was cleared through that office last night. George Heller, national secretary of the association, declared that the organization would waive any rule regarding participation by the President's daughter in the Sunday program.

## Coast Radio Institute Set For Stanford 'U'

(Continued from Page 1)

for those interested in going into radio broadcasting as a vocation there will be a new course of study for men and women interested in the effective use of radio for educational purposes.

Students in both courses will divide their time between class room session at Stanford University, and workshop sessions in the KPO studios.

Admission to the Institute this year will be based primarily on ability and experience, with the completion of two years of college or its equivalent required for registration.

Inez G. Richardson will again serve as co-director of the Institute for Stanford University, with John W. Elwood acting as the co-director for KPO.

## IRE Meet Reveals Many New Services

(Continued from Page 1)

introduction of services now in the laboratories.

Existing services in AM, FM, and television will be "immeasurably" improved, according to industry execs who attended the display of 170 major manufacturers. IRE officials, who yesterday announced the total registration as over 8,000, were enthusiastic in their review of the "tremendous growth in the interest of electronics."

### Will Affect Television

Included among the new developments shown this week were several which directly affected television. According to a paper delivered by Dr. Michael J. Di Toro, of the Microwave Research Institute of Polytechnic Institute of Brooklyn, video "ghosts" may soon become a thing of the past. Dr. Di Toro offered results of his research in mathematical treatment of the problem which will eliminate "phase distortion." His principle is to "substitute a scientific procedure now for a former hit or miss technique" in the elimination of "ghosts."

Dr. Jan Rajchman, of RCA Laboratories, explained a new electron tube with "uncanny powers" of memory. Known as the "selectron," it is designed for use in electronic calculating machines through which it is possible to complete multiplication of two numbers of as many as 12. Another device to solve complicated mathematical problems was outlined by the University of Pennsylvania. Machine, which is being built for the Ordnance Department of the Army, is an all-electronic super-calculator.

### Award Fellowships

At the IRE banquet Wednesday night, at which Charles R. Denny, FCC Chairman was the principal speaker, 25 fellowships were awarded, as well as four major awards. Names of recipients of fellowships follow:

George P. Adair, FCC; Benjamin de F. Bayley, University of Toronto; George L. Beers; RCA Labs, Camden; Lloyd V. Berkner, Joint Research and Development Lab. Wash.; Edward L. Bowles, MIT, Cambridge, Mass.; Robert S. Burnap, RCA, Harrison, N. J.; Robert F. Field; General Radio Co.; Donald G. Fink, Electronics Magazine; William W. Hansen, Stanford University; David R. Hull, USN; Fred V. Hunt, Harvard Univ.; Karl G. Jansky, Bell Telephone Labs.; Ray D. Kell, RCA, Camden; Charles V. Litton; James W. McRae, Bell Labs.; Iliia E. Mourtoumteff, Westinghouse; Daniel Earn Noble, Galvin Mfg.; Pedro J. Noizeaux, Argentina; Robert M. Page, Naval Research Lab., Washington; Frank H. R. Pounsett, Stromberg-Carlson; Conan A. Priest, General Electric Co.; Winfield W. Salisbury, Collins Radio Co.; Robert Watson-Watt, Sylvania Products, and Edward N. Wendell, Federal Tel. and Radio Corp.

## COAST-TO-COAST

### — ARIZONA —

**PHOENIX**—John D. Morgan, Manager of the newly organized network, "Radio Arizona" announced the appointment of W. H. "Bill" Murphy as Sports Director of KRUX. Station expects to begin operation on or about March 11. . . . The Sun Country Broadcasting Co., owners of KPSC, Phoenix and KTSC, Tucson, announced that J. Theodore Kennedy, former G-Man and Air Corps pilot, has joined the commercial department of that organization. Kennedy will handle the sales at the Sun Country Network headquarters in Phoenix.

### — CANADA —

**TORONTO**—CFRB with 100,000 hours of broadcasting behind it, celebrated its twentieth birthday on February 19 with an hour's special birthday night program. . . . Neil Chotem, outstanding piano virtuoso will appear on The Northern Electric Hour broadcast the evening of March 10. Program is heard over CBC's Dominion and Quebec Regional networks and affiliated stations. . . . **HAMILTON**—"CKOC Quarterback Club," featuring Ron Cook, CKOC sportscaster, is responsible for eight of the nine changes proposed by the Ontario Rugby Football Union at their annual meeting held recently.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—Ken Evans, WMAL newscaster, was instrumental in the return of a three thousand dollar diamond and platinum wrist watch to listener, Mrs. Margaret Rabbitt of Washington. Evans carried "lost" story on his 11 p.m. newscast on Feb. 28. Finder reported he heard description and name of loser on Evans show and promptly returned watch to Mrs. Rabbitt. . . . WOL has been presented with the Brotherhood of Children Award for 1946 by the Foster Parents' Plan for War Children because of its efforts on behalf of the children of Europe.

### — FLORIDA —

**JACKSONVILLE**—WJHP increased power from 250 watts to 5000 watts on Feb. 28 with a dedicatory program which included John H. Perry, owner, Charles Francis Coe, noted author, and local civic and naval leaders. . . . **MIAMI**—For "outstanding services rendered to naval personnel during World War II," Station WIOD was presented an Achievement Award from the U. S. Navy Dept. Award was presented to WIOD's general manager, James M. LeGate by Lt. Comdr. E. C. Lindon, USN, captain of the state recruiting service in Florida.

### — IOWA —

**DES MOINES**—The Frankel Clothing Co. is sponsoring a new series of Sunday shows over KRNT entitled "Gordon Gammack Presents Our Town." Gammack is KRNT's 6 p.m. newscaster. . . . Duane Peterson, formerly auditor for KRNT, has been named manager of KRNT Radio Theater, according to station manager Phil Hoffman. . . . **CLINTON**—Bob Bodden, formerly of WCLO, Janesville, Wis., joins KROS as program director.

### — MONTANA —

**ANACONDA**—Jim Evans is the latest addition to station KANA as an operator-announcer. . . . Two new programs bow in on the KANA schedule; "Aria Auditions" to be heard each Tuesday and Thursday for the next few weeks and "The Children's Hour" to be heard each Friday. . . . **MISSOULA**—Cartoon advertising has been added to KGVO's Spring Promotion Campaign. On order are 50 eye-catching cartoon mats from Broadcasters Promotion Service to be used in College and High School publications throughout Western Montana.

### — OHIO —

**CINCINNATI**—WCPO was presented an award of merit for being the outstanding organization in the Cincinnati Recruiting area of the Marine Corps. . . . The King Cole Trio will originate their broadcast "King Cole Trio Time," to be heard over NBC March 15, from the studios of WLW. . . . **COLUMBUS**—Jack Kelly, Manager of WCOL, recently announced the appointment of Frank N. Jones as Sales Manager. In addition, Jones will head the Promotion and Publicity Dept. of WCOL.

### — ILLINOIS —

**ROCKFORD**—William R. Traum, former promotion manager of WROK, due in N. Y. today to take over new post as Business Manager of "America's Town Meeting" with offices in Town Hall. . . . **EAST ST. LOUIS**—WIMV broadcast entire Belleville Regional Basketball Tournament on March 4, 5, 6 and 7. . . . Ray Schmidt and Truman Gilbert will handle the announcing. . . . John Sabin, News Director of WTMV features information on income tax returns on "World At One." This series will be highlight of the program through March 8.

### — WASHINGTON —

**YAKIMA**—The Avenue Clothiers in Yakima was burglarized recently. The following day, John Roberts, KIT news editor ran a story on it. The next day the criminal was captured when he offered some of the loot to a KIT listener who telephoned the police. . . . **SEATTLE**—The Queen City Broadcasting Co., which operates KIRO and has an interest in KFPY in Spokane, will transfer its properties in Idaho to the recently organized Boise Valley Broadcasters, Inc. Mayor Westerman Whillock of Boise, Idaho has been named general manager of KDSH which is scheduled to begin operations about April 1.

### — TEXAS —

**EL PASO**—KROD has added Craig Lawson and Russell Mack as announcers to the staff. . . . **HOUSTON**—B. F. Orr, general manager of KTRH has announced the promotion of Lester A. Mullan, control room supervisor to chief engineer, replacing King H. Robinson. . . . **DALLAS**—FM broadcasting, its principles and future, will be discussed at a meeting of Dallas radio dealers at WFAA here, according to an announcement made by Martin B. Campbell, managing director of the station, which also operates FM station KERA.

## 'Ladies Day' At REC Mainly Style Exhibit

(Continued from Page 1)

travesty on soap operas, commercials, beauty hints, and other shows.

Leading off the glamour gals of whom wanted to look and act the best were Jinx Falkenburg and Maggi McNellis. Mere man in the ca was represented in the person of Le Roy Marshall and Laurence William Jr.

There were strong voiced women, honey-toned word merchants, soft voiced gals and red hats, blue hair feathered hats, checkered creations and gay looking spring straws. From a women's point of view it was a preview of what the other girls were wearing and from a man's viewpoint strictly a "Ladies Day" performance.

## Westinghouse Sets Deal For New Radio Cabinet

Sunbury, Pa.—A long-term contract to purchase the entire output of radio cabinets manufactured in the woodworking shops of the Mifflinburg Body Works, Mifflinburg, Pa., has been signed by the home radio division of the Westinghouse Electric Corp., it was announced jointly by the two companies yesterday. The Mifflinburg Works will deliver 40,000 console and table cabinets in the next four months, the announcement said.

"Since the small supply of radio cabinets has been one of the component shortages plaguing the radio industry in the past year," said John E. Flood, acting manager of the Westinghouse plant, "this contract will have the primary advantage of providing another source of high quality cabinets for the division. Flood also pointed out that the engineering design and development and "quality control" of new cabinets will be facilitated because of the proximity of the two plants, since Mifflinburg is only 20 miles from the Westinghouse Company's plant here in Sunbury. Shipping costs and transportation delays will also be reduced under the new arrangement, he added.

## Send Birthday Greetings To —

March 7  
Sidney Flamm Ted Jewett  
George Shackley

March 8  
Victor Arden Will Hudson  
Tex Fletcher Claire Trevor  
Franklyn MacCormack

March 9  
Sidney Moseley





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TEN CENTS

# RMA Probing Giveaways

## Commodore Webster Named To FCC Post

Washington Bureau, **RADIO DAILY**  
 Washington—President Truman on today named Commodore Edward Mount Webster, retired chief of communications of the U. S. Coast Guard, to the vacancy on the Federal Communications Commission. The appointment, expected to be confirmed quickly by the Senate, brings the Commission up to its full strength of seven members for the first time since resignation a year ago of Paul H. Porter.

Commodore Webster, now director  
 (Continued on Page 7)

## Television Surgery Test Shown Before 300 Doctors

The successful televising of an actual operation at Johns Hopkins University and Hospital, Baltimore, for the benefit of 300 doctors who witnessed the surgical technique on 10 receivers installed in the hospital was announced the past week-end by Radio Corporation of America. As a sequel to the demonstration RCA has had requests from 16 hospitals  
 (Continued on Page 3)

## Two New ABC Affiliates Announced By Network

Two new stations now under construction in Montana will affiliate with ABC about September 1. They are KMON of Great Falls and KOPR in Butte, Montana. KIMON will operate full time with 500 watts on 970 kc., under the ownership of the Sun River Broadcasters, while KOPR, owned by the Copper Broadcasting Co., will operate full time with 1,000 watts on 550 kc.

## High Priced Harmony

Highest priced quartet in entertainment history will be assembled when Jack Benny presents Bing Crosby, Dick Haymes, Andy Russell and Dennis Day on the Jack Benny show over NBC, Sunday, March 16. Appearance of the million dollar quartet will make first time the four have sung together and first time so much singing talent has appeared as a quartet.

### Tele Trouble

Harrisburg—Any bar, restaurant or establishment that has been licensed by the Pennsylvania Liquor Control Board and wishes to install a television receiver must first secure an amusement permit. Television receiver sets have been classified along with motion pictures and as such are prohibited unless the tele set owners have an amusement license. Such is the word from Thomas D. Frye, Board secretary.

## West Coast's "T-Day" To Be Observed Today

West Coast Bureau, **RADIO DAILY**  
 Hollywood—Today is "T-Day" in the Los Angeles area with television broadcasters, retail dealers and talent agencies putting emphasis on the new medium of visual entertainment. Both KTLA, Paramount's station, and W6XOA, Don Lee station, have prepared special programs in observance.  
 (Continued on Page 8)

## Midwest NBC Personnel To Gather In Chicago

Chicago—More than 100 representatives from midwestern NBC network affiliates will be guests of the NBC central division March 13, 14 and 15 at a series of meetings at the Drake Hotel with a group of top NBC executives headed by Niles Trammell, president. Following the convention.  
 (Continued on Page 6)

## Convention Of AWB Closes With Full Week-End Sked

The three-day annual convention of the Association of Women Broadcasters, which had a record attendance of more than 700 from all over the nation, came to an end yesterday with two closed sessions—one for active members only and a luncheon for the AWB board. A "thank you" breakfast was served to women broadcasters Sunday morning at the Hotel Biltmore by the Association of American Soap and Glycerine Pro-

## Radio Mfrs. Association To Investigate Awarding Of Free Merchandise In Return For Plugs

## NBC Stations Meetings Get Underway Today

The annual NBC stations meetings will begin a nationwide tour Monday, March 10, with top NBC executives slated to address area representatives of NBC stations on current broadcasting problems. After three days' session at the Waldorf-Astoria in New York, the meetings will move to Chicago, Atlanta, Dallas and Los Angeles. At each of the five conferences, the station representatives.  
 (Continued on Page 7)

## Waring Gets New Sponsor For Fridays On NBC Web

Sale of the Fred Waring show to the Minnesota Canning Co., on Fridays for four consecutive weeks beginning March 14 and a renewal for 26 weeks starting July 18 was announced Friday by NBC. Leo Bur-

## NAB Official Welcomes New Advisory Council

New Broadcasters' Advisory Committee announced Friday by a representative group of broadcasters, agencies and sponsors was characterized as.  
 (Continued on Page 3)

Washington Bureau, **RADIO DAILY**  
 Washington—Question of giveaways will be presented to RMA's advertising committee at its next meeting this month, it was learned last week.

John Garceau of Farnsworth heads the RMA committee which will meet in New York on March 25.

Like NAB, RMA has not  
 (Continued on Page 3)

## Elmer Davis Honored With DuPont Award

Elmer Davis, ABC commentator and news analyst, was the recipient of the 1946 Du Pont Radio Commentators Award "for meritorious public service performed through the medium of radio" at the fifth annual dinner of the Alfred I. Du Pont Radio Awards Foundation at the St. Regis Hotel in New York on Saturday.

The annual station awards went  
 (Continued on Page 8)

## FCC Favors Local Interests In Cleveland AM Grant

Washington Bureau, **RADIO DAILY**  
 Washington—Reaffirming its policy of favoring local residents, the FCC over the week-end granted the application of the Cleveland Broadcast-

### No. 1 Citizen

C. G. McDermott, general manager of KBUR, has been named the "No. 1 Citizen" of Burlington, Iowa, by the American Business Club. In selecting McDermott for the honor the committee took note of his contributions to the infantile paralysis campaign, promotion of radio, and unselfish support in all civic drives. Station is outlet of ABC and Tall Corn Network.

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★ COMING AND GOING ★

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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Mar. 7)

NEW YORK STOCK MARKET

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Dr. Zworykin's New Post

Election of Dr. Vladimir Kosma Zworykin as vice-president and technical consultant of the RCA Laboratories division, Radio Corporation of America, was announced Friday by Brig. Gen. David Sarnoff, president of RCA, following a meeting of the board of directors.

Dr. Zworykin, who has been director of the Electronic Research Laboratory of the RCA Laboratories Division, Princeton, N. J., has received international recognition for his achievements in radio, television and electronics. He has been associated with RCA for 17 years.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoo

JACK L. VAN VOLKENBURG, general sales manager for CBS, is back at his desk following a trip through the midwest to California.

HENRY CASSIDY, European correspondent for NBC, left Paris for Moscow last Friday by the air route, the first flight of an American commercial plane to the Soviet capital. Cassidy will cover the four-power peace conference for the network.

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, has left town to try his skill—and luck—in the fishing waters of Florida. He'll be away two weeks.

JOE WILLIAMS, manager of KFBB, Great Falls, Mont., paid a call Friday at the New York offices of the Broadcast Measurement Bureau.

JESS BARNES, vice-president of Mutual in charge of sales, returns today from a Southland vacation.

WENDELL B. CAMPBELL, general manager of KMOX, St. Louis, was a visitor last week at CBS offices in New York.

BOB KELLER, head of the radio sales promotion firm bearing his name, has left on another of his refresher trips, this time to the Southeast, where he'll pick up additional market and station data from his clients in Florida and the Carolinas.

HUMPHREY B. HEYWOOD, manager of WAGC, Mutual network outlet in Chattanooga, Tenn., arrived in New York Friday.

TED SWIFT, of the Columbia network's Radio Sales in Chicago, has left on a short business trip to WCCO, Minneapolis-St. Paul.

JOE RIPLEY, producer of "Guess Who" on the Mutual web, has returned from a short visit to Baltimore.

JOHN HERTZ, JR., chairman of the board of Buchanan & Co., is in Los Angeles to discuss with West Coast executives of the agency plans for expansion of the company's motion picture division. Sitting in on the conferences will be Fred Jordan, Paul Radin and John Krinsky.

JOHN CLEARY, American network producer, left Saturday for Washington to attend the broadcasts of Sammy Kaye's "So You Want to Lead a Band" and "Sunday Serenade." He'll be back tomorrow, and so will the programs, marking the completion of a six-weeks road tour.

LOWELL THOMAS, news analyst on CBS, and NELSON CASE, narrator on the network's "Lone Journey," are back from two weeks in Sun Valley, Idaho.

OSCAR GIRALDO ARANGO, director of the CBS affiliate in Pereira, Colombia, has left New York for the South American republic after having participated in an extended series of conferences at the shortwave division of the network's headquarters in New York.

ELMO C. WILSON, director of research at CBS, who spent a portion of last week in Washington, D. C., returned Thursday by plane.

HAROLD E. FELLOWS, general manager of WEEI, Boston, a visitor late last week at the headquarters of CBS.

DON E. KELLEY, director of press information at WBBM, Chicago, has returned to the Windy City after having conferred for a couple of days with Columbia network officials in New York.

CHARLES C. BARRY, director of programs for the American network, was in Detroit yesterday for the broadcast of the "Sunday Evening Hour." He'll be back in New York tomorrow.

WILBUR S. EDWARDS, western sales manager for CBS, has left his Chicago headquarters for a few days in Los Angeles and San Francisco.

FCC Favors Local Interests In Cleveland AM Grant

(Continued from Page 1)

ing Company, for a new AM station in Cleveland, Ohio. By its decision the Commission denied the conflicting application of Scripps Howard Radio, Inc.

The Commission brushed aside contention of Scripps Howard that the FCC failed to specify the importance of presenting the evidence of local ties in the hearing notice.

The FCC said Scripps Howard clearly was on notice of this fact "in view of the long line of past decisions of the Commission."

"It is difficult," the FCC said, "to see how anything intelligible could be presented concerning the qualification on applicants without giving some consideration to their residence and background, including participation in the affairs of the community where the proposed station is to be located."

Special Girl Scout Program

Wednesday's observance of the 35th anniversary of the Girl Scouts organization will be featured in broadcasts throughout the nation with a special half-hour musical program prepared by Broadcast Music, Inc., and released to all BMI-licensed stations. The continuity, written in co-operation with the Girl Scouts organization, is a special edition of BMI's "According to the Record" series, a daily five-minute program highlighting significant events of the past.

Set Production Increase Reported By The CPA

Production of table radio receivers has reached a record monthly rate almost twice the average of 1940-1941, according to "Production Outlook-1947," just issued by the Office of Temporary Controls of the Civilian Production Administration. The report states that manufacturers are expected to gear production to increased output of combination or radio-record player models and television sets. Increases in car radio production will be possible as fast as steel is made available for cases, mountings and parts necessary for manufacturing.



They can lay down on the job

That's a picture of a mold loft in a shipyard. Steel plates are first patterned on paper. Then wood is shaped for the steel mold.

Yes . . . those fellows sometimes have to lay down on the job. We're simply using the illustration to prove that in radio you can't lay down on the job in programming.

Take a common idea like a "Birthday Club." Give it a twist of a special song instead of the old "Happy Birthday To You." Keep their birthday memory alive year after year . . . get the listeners to participate . . . give it a good name . . . and it's a hit.

That's what Schmidt's Bakery does with its "Old Home Birthday Club." And with W-I-T-H delivery—more listeners-per-dollar-spent than any other station in town—the client is happy. Their agency, W. E. Long Company, is mighty pleased too.

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

Advertisement for W-I-T-H station. Text: "W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed"

# Radio Manufacturers Assn. Will Investigate Giveaways

(Continued from Page 1)

taken any official action on the subject although individual members have expressed concern over many giveaway practices.

In addition to Garceau, the RMA committee includes S. D. Mahan of Crosley; M. J. Alexander, Allen B. Mu Mont Lab.; David Cathcart, RCA Victor; Guy Cyr, Noblitt-Sparks Industries; P. G. Gillig, Emerson; John H. Gilligan, Philco; Georges Faurie, Westinghouse; Victor Irvine, Galvin Manufacturing; Stanley Mason, Stromberg-Carlson; N. B. Pambrun, Stewart-Warner; L. E. Pettit, General Electric, and E. R. Taylor, Zenith.

### NAB Also Acted

The RMA is the second organization within the week to take up RADIO DAILY's crusade to eliminate the free plug-giveaway nuisance in radio.

Earlier in the week NAB referred the matter to the organization's committee on Standards of Practices. This committee will discuss the giveaway question at their meeting scheduled for March 31 in New York.

### Hollywood Writer Comments

Hollywood — Bill Pennell, radio columnist, writing about giveaways Friday said, in part:

"If the ad agencies and networks are really sincere about wanting to stop the broker from operating, and to stop manufacturers from getting plugs on one of their client's programs, the answer is very simple. All they have to do is BUY the prizes they want to give away on their shows. Then they won't be obligated to announce the brand names or the manufacturer."

# Television Surgery Test Shown Before 300 Doctors

(Continued from Page 1)

throughout the nation for similar demonstrations.

Frank M. Folsom, executive vice-president of RCA in charge of the RCA Victor division, arranged the television experiment through Dr. H. Ridgeway Trimble and Dr. Fredrick M. Reese, members of the hospital staff with the approval of Dr. Edwin L. Crosby, director of the hospital.

### Two Cameras Used

Two Image Orthicon cameras were used. One was mounted on an operating room light fixture directly above the operating field and the second camera equipped with a telephoto lens, was set up in the gallery of the amphitheater.

Ten RCA Victor receivers, including the new 10-inch direct-view table model and two large screen projection models, permitted a "blue baby" operation to be viewed by the 300 doctors.

After the demonstrations, Dr. Trimble declared the results were highly gratifying and indicate a possible modification in surgery teaching.

# Waring Gets New Sponsor For Fridays On NBC Web

(Continued from Page 1)

ett Company is the agency for the new account. Waring is heard Mondays through Fridays from 11 to 1:30 p.m., EST. He is sponsored on Tuesdays and Thursdays, by the American Meat Institute.

### APARTMENT NEEDED

Responsible network executive urgently needs 4, 5 or 6 room apartment in Manhattan. Trustworthy references. Can swap 2 room apartment or slightly used Good Conduct and ETO Ribbons. Write Box 335, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# NAB Official Welcomes New Advisory Council

(Continued from Page 1)

ized in NAB circles as an excellent plan which will be of great value to the NAB organization.

"The new organization will be welcomed by NAB," A. D. "Jess" Willard, assistant to President Justin Miller, declared in New York Friday. "We will value their counsel highly and we think they will perform a great service to the industry."

Robert F. Elder, vice-president of Lever Brothers it was learned, was offered the post of permanent administrative chairman of the Broadcasters' Advisory Committee. Elder, recently in an address before the Radio Executives Club in New York, stressed the urgent need of better public relations in radio.

### New Shortwave Studios

Two new studios, for exclusive use of CBS shortwave, went into operation yesterday afternoon. Studios have been under construction for the last five months and are located on the 14th floor of 501 Madison Avenue, N. Y. C. From 6 a.m., to 1 a.m., daily, they will be used for the transmission of broadcasts in English, Spanish, Portuguese, French, Dutch, Italian, German, Polish, Czechoslovak and Sibero-Croatian.

**WBNX**  
FOR  
THE LATEST  
IN  
**MUSIC  
SPORTS**  
AND  
**NEWS**  
2:00 to 6:00 P. M.  
Monday thru Friday  
5000 WATTS — 1380 ON THE DIAL  
**WBNX**  
260 E. 181st ST., NEW YORK 5, N. Y.  
MEtrose 5-9822

# Fulton Lewis, jr.



# available now\* on WIP-Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's *biggest cooperative* on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

**\* Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT  
**MUTUAL BROADCASTING SYSTEM**



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

**NIELSEN OFFERS**

# **A NEW YARDSTICK**

**... which again shows that  
an advertiser gets more  
for his money on CBS**

The Nielsen Radio Index, which measures the minute-by-minute listening of U.S. radio families, creates a new and valid yardstick for measuring network values.

It is: *cost per rating point per minute...or, the cost per minute of actual audience earned in terms of total time and talent expenditures.*★

---

\*EXAMPLE: a half-hour program with a talent cost of \$3,000 and time cost of \$6,000, and an NRI rating of 10, has a cost per rating point per minute of \$30. Mathematics: total cost for 30 minutes: \$9,000. Cost

per minute (regardless of rating) \$300. To get cost per rating point per minute, divide by rating (10). Answer: \$30.

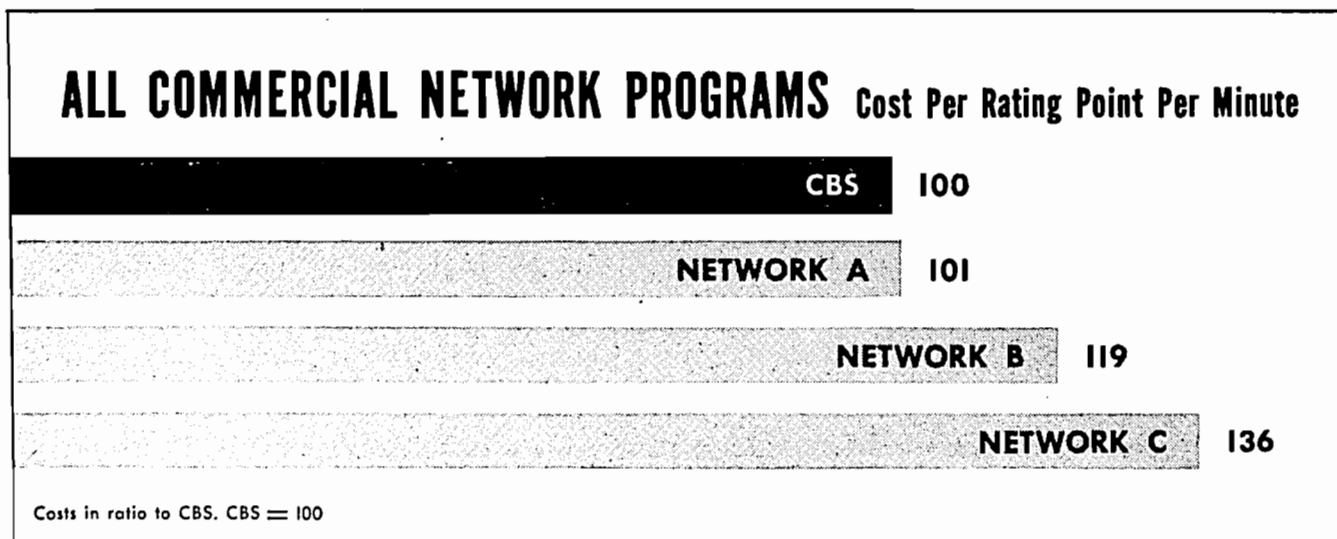
SOURCES: Nielsen's computations were based on month-in month-out NRI Average Audience Ratings, on talent costs as estimated by Variety, and on actual time costs (with discounts earned) quoted on network rate cards.

# IF NETWORK COSTS

Averaging audiences and costs for all sponsored network programs broadcast during the twelve months of 1946, Nielsen found that:

**CBS costs less per rating point per minute than any other network.**

Taking CBS as 100, the chart and tables below show the standing of the networks:



Here, at last, is a realistic index to the relative dollar values delivered to the advertiser by each of the four networks.

It confirms again the leadership of CBS.

COST PER RATING POINT PER MINUTE	
All Daytime Commercial Programs	All Evening Commercial Programs
CBS . . . . . 100	CBS . . . . . 100
NETWORK A . . . . . 99	NETWORK A . . . . . 104
NETWORK B . . . . . 115	NETWORK B . . . . . 141
NETWORK C . . . . . 134	NETWORK C . . . . . 142

# COLUMBIA BROADCASTING SYSTEM

# CHICAGO

By NAT GREEN

WBBM Chicago, aired an exclusive recorded broadcast by President Harry S. Truman, Sunday, when the chief executive was heard in the special tape-recording of the presentation of a Wendell L. Willkie award to WBBM and the Chicago Defender for their advancement of national unity with the program "Democracy, U.S.A."

Merrilee Harris, local radio actress, also is a vocalist and is appearing at the Club Alabam here.

Biggest autographing party ever held in Chicago was held on Saturday, March 8, when Joe Kelly, quiz-master of the "Quiz Kids" program introduced most of the 242 Quiz Kids who have been on the show, during a party in the Carson, Pirie, Scott department store to introduce Eliza Merrill Hickok's book "The Quiz Kids." Preceding the autographing party, the Quiz Kids had a party of their own.

New WGN show originally titled "Boy Meets Girl" will make its debut Friday night as "Girl Meets Boy," the station having been unable to clear the title first chosen. A press cocktail party and dinner will precede the initial broadcast.

During a portion of CBS' "Prelude to Moscow," Sunday (9), Everett Holles, WBBM news editor talked on the progress of economic objectives outlined at the Potsdam conference.

## Midwest NBC Personnel To Gather In Chicago

(Continued from Page 1)

Chicago session, meetings will be held in Atlanta, Ga., March 18 to 20; Dallas, Texas, March 24 to 26, and Los Angeles, March 31 to April 2. In addition to Trammell, executives who will attend include Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of planning and development; Clarence L. Menser, vice-president in charge of programs; John Royal, vice-president in charge of Washington headquarters; Kenneth R. Dyke, vice-president in charge of broadcast standards and practices; Sydney Eiges, eastern division department manager; Charles Hammond, eastern division director of advertising and promotion; Hugh Beville, director of research, and Sheldon R. Hickox, Jr., eastern division station relations manager. Program details have not been announced.

**DID JUSTICE TRIUMPH?**  
Audition records available

**COMMERCIAL PROGRAM SALES**

140 Broadway, N. Y. PE 4-8600



### Weekend Small Talk. . . !

● ● ● Five of the biggest ad agencies have formed a top-secret committee to combat rising criticism of advertising resulting from books and articles a la "The Hucksters". . . Coasters insist that Jimmy Doolittle will accept a voree beeg movie job. . . The battles going on within the "Duffy's Tavern" setup, we hear, can be heard from coast-to-coast without a mike. . . That Rudy Vallee guy doesn't quit easily. Having carefully deposited an egg for Philip Morris, he's now angling to buy himself a piece of a booking agency, with the idea of building a radio department, which he would head, natch. The outfit he's angling for is Joe Glaser's Ass't Booking Corp. . . Hear that Amos 'n' Andy are sending men in the field down south this summer for the purpose of discovering new types of voices to duplicate on their session next fall. Incidentally, there's no truth to the report that Lever Bros. are yanking the team next season due to the high nut of the show. . . Memo from John (Herald-Tribune) Crosby: "I used 'junior' in the sense that CBS, ABC and Mutual are younger in point of age than NBC, which is true. After the howls that went up, I'll never repeat that mistake."

★ ★ ★

● ● ● The fadeout of Standard Brands' televised "Hour Glass" saddens this department considerably. In the maze of confused and cloppy video efforts the past year has seen, "Hour Glass" stood out as a good piece of solid entertainment. Granted a few dog acts (not the four-footed kind) and some sloppy scripts popped in from time to time, but the overall effect was one of good production, camera work and casting. Two bright personalities emerged during the series' run—Helen Parrish, a pretty and gifted mistress of ceremonies, and Eddie Mayhoff, one of the town's really funny men. Television, the baby industry, has slipped a bit with the loss of its first show with long pants.

★ ★ ★

● ● ● TICKER TAPE: Alan Courtney came to town for a visit last week and flew back to Denver with 3 offers to air here. . . John Paris inked to new Victor contract. . . Allen Funt's newest idea for a summer replacement series listens good, to this department, at any rate. It's tagged "Strawhat Theater" and offers a half-hour dramatization stemming directly from a different summer theater every week using the cast currently playing there. . . Campaign under way (via a dinner at the Park Central last week) to bring Johannes Steel back to the air. Among those behind the idea are Dorothy Parker, Donald Ogden Stewart, John McManus and Rep. Vito Marcantonio—and they're keyed up to the point of even buying their own station time. . . Tip to Canadian stations: Good bet for radio up there is Germaine Sablon (sister of the fabulous Jean) who opens at the Montreal Latin Quarter on April 5th. . . Berry Kroeger has written a two-character psychological play called "August Reckoning". . . Ten top juke box tunes last week in N.Y. area were all Jolson platters.

★ ★ ★

● ● ● TRADEMARK CHARACTERS: Peter Donald: Kirkman Soapman. . . Jack Benny: L.S.M.F. Tee-hee. . . Judy Canova: Palmolovely. . . Bob Hope: Fulla Pep (sodent). . . Mel Blanc: Colgate's Shaver. . . Walter Winchell: Flashinating. . . Sinatra: The Old Golden-voiced tenor. . . Phil Baker: Pencilebrity.

★ ★ ★

● ● ● Sound advice from Eleanor Sherman (on WOR) for those trying to crash big-time radio. Among other things, she says: "Be financially prepared to live in N.Y. six months or a year without working. If you haven't had dramatic training, at least, don't even come to N.Y. Have five minutes of good audition material, suitable to your own talent. If you pass all your auditions, remember it's only the first step. Radio producers aren't looking for new talent (Ed. note: Sic): there's plenty in N.Y. already."

# AGENCIES

MARION A. PARHAM, until recently spot radio time buyer for Kenyon & Eckhardt, Inc., Audience Surveys, Inc. on March

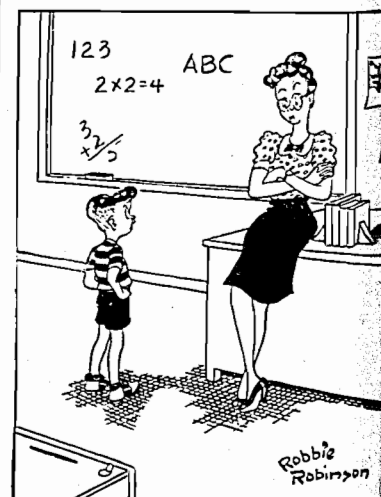
FRANK K. RUNYAN, president of the Western Merchandise Mart, San Francisco, in announcing date of semi-annual Western Market to be held in the Western Merchandise Mart, stated: "To enable advance scheduling of events so adequate hotel and transport facilities can be made available well as to facilitate the planning promotional and merchandising activities, the Western Merchandise Mart has scheduled the dates of the coming semi-annual Western Market to 1950." Dates are as follows: Summer 1947, August 4 thru 9; Winter 1948, February 2 thru 7; Summer 1948, August 2 thru 7; Winter 1949, January 31 thru February 5; Summer 1949, August 1 thru 6.

WHEELER McMILLEN, editor of "The Farm Journal" and editor-in-chief of The Pathfinder Magazine, will be guest speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, March 12, 12:30 p.m. The subject will be "New Riches in the Soil."

DICK HYMAN, former marine, head of publicity and public relations firm bearing his name, has been appointed public relations officer of the U.S. Marine Corps Reserve, New York Chapter, it has been announced by Major Frank C. man.

## Named To IRE Post

Raymond F. Guy, NBC radio ties engineer, has been named treasurer of the Institute of Radio Engineers. Guy has been a director of the IRE for four years and last year held the chairmanship of several committees.



"Dad says any darn fool knows ABC is a network that WFDF has booked with."

## Men Broadcasters Use 3-Day Meeting

(Continued from Page 1)  
 eknew no one had ever ex-  
 and the real meaning of radio  
 "public interest, convenience  
 accessibility," a phrase contained  
 Communications Act of 1934.  
 er, he said, he believed that  
 goes operate in the public in-  
 stance a survey last year found  
 an 80 per cent of those polled  
 they normally could find an  
 ing program when they tuned  
 Ward also referred to a "small,  
 visioned group" of today,  
 critical of radio in general,  
 would like to control broad-  
 for their own private in-  
 st.

ty evening the AWB members  
 dndered a dinner at the Wal-  
 toria by the Greeting Card  
 isy at which time a new in-  
 itia, "The Radio Fan Greeting  
 as unveiled. Some 25 dif-  
 ficult cards were presented at the  
 nire, all based on the "listener  
 eation" idea, which are expect-  
 go on sale throughout the coun-  
 in the immediate future.

by Lewis, AWB veepee, origi-  
 est the idea several months ago  
 esented it to the greeting card  
 isy. It was her impression that  
 rds would give radio fans a  
 ns of expressing their apprecia-  
 ion of radio personalities for many  
 rs of entertainment.

nd of the cards is "thank you"  
 pical titles are: "We Think  
 rchow is Swell," "I Love Your  
 io Program," and "Just a Note  
 al Thanks." Most are illustrated  
 drawings of microphones, mu-  
 lnotes, radio sets and other ef-  
 s. One of the cards is for the  
 lve use of autograph hunters,  
 uipped with a return post-  
 hich requests the signature of  
 sr.

## Bill-Field Salute On WINS

et "Happy" Chandler, Ford  
 and other baseball officials will  
 rd over WINS, New York, at  
 m. March 12 when Al Lang  
 n St. Petersburg, Fla. is dedi-  
 cated immediately preceding the  
 ng broadcast covering the New  
 ankees spring training games.  
 llen will describe the cere-  
 nial from the field.

## FOR 3 ROOM APARTMENT

War would like living room, bed-  
 oc kitchenette preferably between  
 Fiftyfies and Eighties or Village.  
 \$150. Will trade 2-room apart-  
 net with full kitchen, bed-sitting  
 o, small dressing room in newly  
 ended building in East 80s. Rent  
 \$77.50. Write Box 334, RADIO  
 AY, 1501 Broadway, New York  
 N. Y.

# Commodore Webster Named To Vacant Post On The FCC

(Continued from Page 1)

of telecommunications of the Nation-  
 al Federation of American Shipping,  
 formerly served with the FCC as as-  
 sistant chief engineer.

A native of the District of Colum-  
 bia, Webster has no political affilia-  
 tion, although he is expected to  
 strengthen the Commission's conser-  
 vative majority. With Webster's ap-  
 pointment, the Commission will con-  
 sist of three Democrats, two Repub-  
 licans, one "independent" and one  
 with no political tag. Webster's ap-  
 pointment will bring to two the num-  
 ber of engineers on the Commission  
 for the first time. The other engi-  
 neer is Commissioner E. K. Jett.

### Was "Dark Horse"

Although Webster's name had been  
 discussed, he was considered a "dark  
 horse" on the long list of possibilities  
 for the Commission post. He previ-  
 ously was recommended to Presi-  
 dent Roosevelt for the post by Sen-  
 ator Wallace White, now Senate ma-  
 jority leader and chairman of the  
 Senate Interstate Commerce Com-  
 mittee. Senator White's committee  
 will pass on the nomination.

Webster was appointed assistant  
 chief engineer of the Commission  
 in July, 1938, to succeed E. K. Jett  
 who had been moved up to chief en-  
 gineer. Commodore Webster had been  
 acting assistant chief engineer since  
 January, 1938, when Commissioner  
 Jett was made chief engineer.

Commodore Webster was born Feb-  
 ruary 28, 1889, in Washington, D. C.  
 He was educated in local public  
 schools and entered the U. S. Coast  
 Guard Academy in May, 1909, gradu-  
 ating three years later. He was ap-  
 pointed a commissioned officer in the

Coast Guard in May, 1912. He had  
 completed more than 25 years active  
 service in the Coast Guard on No-  
 vember 1, 1934, when he was relieved  
 from active duty and accepted ap-  
 pointment in the engineering depart-  
 ment of the FCC. He was later called  
 into active duty during World War  
 II.

Following the 1st World War, he  
 was assigned to communicating duty  
 in the Coast Guard. In 1923, he was  
 placed on the retired list because  
 of physical disability incurred in the  
 line of duty. Later, he was recalled  
 to active duty and placed in charge  
 of the Coast Guard Communications  
 system.

For many years, Commodore Web-  
 ster was active in co-ordinating com-  
 munication activities within the  
 government and was one of the origi-  
 nal members of the Interdepartment  
 Radio Advisory Committee. In the  
 latter part of 1933, he was appointed  
 by the Secretary of Commerce to  
 an interdepartmental committee to  
 make a study of the entire communi-  
 cations system in the United States.  
 This committee was formed and the  
 study made at the request of Presi-  
 dent Roosevelt. In 1935 he was ap-  
 pointed a member of a technical com-  
 mittee formed by the Senate com-  
 mittee on Commerce investigating  
 the Morro Castle and Mohawk dis-  
 asters.

Commodore Webster has con-  
 ferred with Chairman Charles R.  
 Denny and it is believed that Denny  
 backed the President's appointment  
 of the new commissioner. Webster  
 lives in Washington at 3200 Porter  
 St., N.W.

## Tele Covers Fire On Ship

Camera crews from two New York  
 television stations, WNBT and WCBS-  
 TV, filmed the four alarm fire last  
 Friday afternoon aboard the liner  
 John Ericsson moored at 50th street  
 and the North River. Films were tele-  
 vised over WNBT at 8 p.m., Friday,  
 less than four hours after the cam-  
 era crew had left the scene of the  
 fire with the exposed film. WCBS-  
 TV aired the film at 7:45 p.m., Sat-  
 urday.

George Hamilton Combs also cov-  
 ered the event for WHN and trans-  
 cribed an eye witness story which  
 was broadcast on his nightly show  
 at 7 p.m., Friday. The ship, before  
 the war, was the Kungsholm.

## On WOV Sales Staff

Pete Kurtzer, formerly with KXYZ,  
 Houston, Tex., is now with the sales  
 staff of WOV, New York. He entered  
 radio in 1929 with Blackett-Sample-  
 Hummert, Inc. and was later assistant  
 radio director of H. W. Kastor & Sons  
 Advertising Co. in Chicago.

## Helen Sioussat Ill

Helen J. Sioussat, CBS Director of  
 Talks, is recovering at her home from  
 a siege of virus pneumonia.

## 'Tello-Test' On 8 More

Chicago—"Tello-Test," radio quiz  
 program, has been purchased by eight  
 new stations since February 1. Walter  
 Schwimmer, president of Radio Fea-  
 tures has revealed. A total of more  
 than 75 stations now carry the pro-  
 gram, with the recent additions of  
 WSGN, Birmingham, Ala.; KCMO,  
 Kansas City, Mo.; KTUL, Tulsa,  
 Okla.; WRAL, Raleigh, N. C.; KWTD,  
 Springfield, Mo.; WGBF, Evansville,  
 Ind.; WKBW, Buffalo, N. Y.; and  
 WLEX, Lexington, Ky.

one of the

**FIRST**  
 AM + FM  
 SIMULTANEOUSLY  
**KOC'S**  
 ON THE AIR  
 ONTARIO, CALIFORNIA  
 The Voice of Pomona Valley

## NBC Stations Meetings Get Underway Today

(Continued from Page 1)

sentatives will participate in open  
 discussions.

Heading the list of NBC speakers  
 at the meetings will be Niles Tram-  
 mell, president; Frank E. Mullen,  
 executive vice-president; William S.  
 Hedges, vice-president in charge of  
 planning and development; John F.  
 Royal, vice-president in charge of  
 television; Frank M. Russell, vice-  
 president in charge of the Washing-  
 ton office; C. L. Menser, vice-presi-  
 dent in charge of programs; William  
 F. Brooks, vice-president in charge  
 of news and international relations;  
 Brig. Gen. Ken R. Dyke, vice-presi-  
 dent and director of broadcast stand-  
 ards and practices; Easton C. Wool-  
 ley, director of stations department;  
 Hugh M. Beville, Jr., director of re-  
 search; Charles P. Hammond, direc-  
 tor of advertising and promotion;  
 Sydney H. Eiges, manager of the  
 press department, and Sheldon B.  
 Hickox, Jr., manager of station re-  
 lations.

In addition to the five-city tour,  
 Eiges will also visit Houston, San  
 Francisco and Denver.

Dates of the meetings: New York,  
 March 10, 11 and 12; Chicago, March  
 13, 14 and 15; Atlanta, March 18, 19  
 and 20; Dallas, March 24, 25 and 26,  
 and Los Angeles, March 31, April 1  
 and 2.

# PLEASE DO NOT WRITE IN FOR TICKETS

Baltimore, Md. Booked two  
 months solid is the story today  
 on WFBR's Club 1300. Applica-  
 tions for tickets to this popular  
 WFBR production are pouring  
 in at the rate of 1500 per week.  
 So WFBR is forced to make  
 announcements asking people  
 not to write in for tickets.

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

# West Coast's "T-Day" To Be Observed Today

(Continued from Page 1)

servance of "T-Day" and are working in co-operation with dealers who are sponsoring the sale of 2,500 newly arrived RCA television receivers.

KTLA will offer continuous programming from 10 a.m., to 10 p.m., with several commercial sponsors participating in the programming. Among the sponsors are Stewart-Warner, the Electric Club of Los Angeles, General Electric Co., Sears Roebuck, Le Roy Jewelers, Schwacker-Fry and Pep Boys.

Highlighting KTLA's programming will be two hours of remote pickups in the morning when the mobile unit will visit department stores and television dealers. In the afternoon the baseball game will be televised.

### Lubcke Announces Plans

Three "live" and three film features headline the W6XOA bill, to be televised from 2:30 p.m., PT, to 10:00 p.m., PT, as Don Lee television director Harry R. Lubcke draws on the motion picture, radio and stage phases of the entertainment world.

Radio will be represented by a special telecast at 4:00 p.m., PT, of Mutual Don Lee's popular daytime "Queen For A Day" program, featuring emcee Jack Bailey, Fort Pearson, and the lucky woman selected as Queen on the day's show, and produced by Jim Morgan.

Straight from the stage of the Hollywood theater, The Actor's Lab will bring to the Mount Lee studios to be televised, "All Cultural Levels Eat Here," an adaptation of a New Yorker story of Peter de Vrees, now playing as curtain raiser to "Juno and the Paycock." Marilyn Moore, Will Lee, Tyne and Alice Talton co-star in the Stanley Prager production.

### Full-Length Musical Set

Also to be shown, at 9:30 p.m., is "Rehabilitation," an original one-act play by Glen Haley, directed by movie actor Anthony Quinn, starring "Sammy" Hill and Bill Phipps.

Featuring the film bill lined up by Film Director Marjorie Campbell is the full-length musical "Hats Off" starring John Payne. A special Telefilm sports production will be shown, along with a Western adventure film, "Sundown Trail," a cartoon, and short subjects.

## GOOD AD LIB MAN

for lecturer's position to play theatres coast to coast for long established motion picture producer. Mature appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Serviceable car necessary. Excellent proposition for both. Give all details and include snapshots of both in first letter and interview will be arranged. CHAS. B. MEADE, SUPERVISOR OF PERSONNEL, BOX 249, WILMINGTON, OHIO.

# ★ THE WEEK IN RADIO ★

### Broadcasters' Advisory Council Formed

By JIM OWENS

**B**BROADCASTERS, agencies and sponsors set plans for the early formation of a Broadcasters' Advisory Council, primary purpose of which will be to improve radio's service to the public in the United States. Frederic R. Gamble, President of the AAAA, and Edgar Kobak, President of MBS will head the two committees. . . . J. N. Bailey, executive director of the FM Association, speaking before the University of Oklahoma's second annual radio conference, predicted that FM receiver set business can be expected to exceed \$300,000,000 this year. . . . The Institute of Radio Engineers Annual Conference got under way at Grand Central Palace on Monday, March 3 with a record number of exhibitors displaying equipment in the AM, FM and television field. The tremendous advancements made during the war years in the electronic field highlighted the conference. . . . Tentative plans were set for the representatives of some 70 countries to meet in Atlantic City some time in May for the first post-war Int'l Communications meeting.

The Association of Women Broadcasters convention was held over the week-end at the Hotel Roosevelt in New York. . . . Plans to install FM receiver sets in school classrooms in San Antonio, Texas was set by KFYM, Express Publishing Co. . . . Indication of the type of service they intend to render must first be given by private broadcasting stations in Canada, before the CBC will make recommendations for renewal of their licenses. A. D. Dunton, chairman of the board of governors of CBC, disclosed.

The question of "giveaways" will be thoroughly investigated when NAB's Standard of Practice Committee meets in New York on March 31. Heading the Committee will be Robert D. Swezey, vice-president and general manager of MBS. . . . A special subcommittee of the TBA advanced proposals to the Real Estate

Board of New York in order to overcome the present ban of apartment owners against erecting individual television antennas on rooftops.

"Your Hit Parade," sponsored by the American Tobacco Co. will switch from CBS to NBC on April 26. . . . The U. S. Supreme Court agreed to review the constitutionality of the Lea Act which grew out of an attempt by AFM President James Petrillo to force WAAF, Chicago, off the air. . . . Charles R. Denny, FCC Chairman promised full cooperation of the Commission with the radio and electronic industry, in a talk at the IRE's annual banquet at the Hotel Commodore.

At a meeting of the CBS board of directors held in N. Y., Joseph H. Ream was elected executive vice-president and Julius F. Brauner, general attorney, was named secretary of the net. . . . WNEW, New York, revealed that its business is at the highest peak in the station's history. Estimates are that the station grossed \$2,600,000 in 1946. . . . The White House announced that Margaret Truman, daughter of the President and Mrs. Truman will make her radio debut as a singer on ABC's "Sunday Evening Hour," March 9.

## Stork News

A son was born to Perry and Peggy Brumfield at the New Rochelle Hospital on March 1, it was announced last week. Father is stationed at the CBS transmitter at Columbia Island in Long Island Sound.

## Send Birthday Greetings To —

March 10

- Beatrice Berke
- George J. Higgins
- Carol Deis
- Peter de Rose
- Lloyd O. Coulter
- Marion Hutton
- Robert Taplinger

# Elmer Davis Honored With DuPont Award

(Continued from Page 1)

to WHO in Des Moines and Oklahoma City. B. J. Palmer, president of the Central Broadcasting operators of WHO accepted award as winner in the large group while R. K. Gaylord, president of the Oklahoma Public Co., received the small station for WKY. The station awards "for outstanding public service, encouraging, fostering, promoting and developing American ideas, freedom and for loyal and devoted service to the nation and communities they serve."

Dr. Frances P. Gaines, president of Washington and Lee University and chairman of the Awards committee, made presentations.

## Dodgers Pre-Season Series

Pre-season series of baseball of the Brooklyn Dodgers over will get under way on Wednesday April 9, with the Dodgers-Mor game at Ebbets Field. The broadcast will be handled by Red Barber and Connie Desmond. With the inauguration of the baseball season, P. J. Illard Co., makers of Old Gold cigarettes, will be sponsoring the series of broadcasts over WHN for the consecutive season.



**HE'S REALLY UP THERE!**

**YOU** know that WJW has topped the morning Hooper in Cleveland for many months—and by a big margin! But have you noticed the afternoon performance? Here again WJW gives you more dialers per dollar than any other Cleveland station . . . here again skillfully balanced programming keeps WJW on the beam as CLEVELAND'S CHIEF STATION.

**BASIC ABC Network CLEVELAND, O. WJW 5000 Watts DAY AND NIGHT 850 KC REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 38, No. 48

NEW YORK, TUESDAY, MARCH 11, 1947

TEN CENTS

## Platter Business Booms

### Moscow Radio Service Gets U. S. Approval

First direct broadcasts to the United States from Moscow since last October—this time without censorship—began Sunday and all networks are planning daily pickups throughout the Foreign Ministers conference now under way in the Russian capital. Network correspondents, who behaved in Moscow just a few days ago, are reported well pleased with their radio facilities and established procedures. However, as of late yesterday, New York headquarters of

(Continued on Page 14)

### Kobak, Du Mont Winners Of '46 Advt'g Awards

Edgar Kobak, president of the Mutual Broadcasting System, and Dr. Ben B. Du Mont, president of Allen B. Du Mont Laboratories, Inc., were among the medal winners of the Annual Advertising Awards presented last week-end at the Waldorf-Astoria. Kobak was cited for his "contributions to the knowledge and technique of radio advertising," and Du Mont for his "contributions to the advancement of television as a new service"

(Continued on Page 2)

### Ken Collins Leaving 'Trib' To Join Donahue & Coe

Kenneth Collins, publisher and general manager of the European edition of the New York Herald-Tribune, has resigned to join the advertising firm of Donahue & Co., Inc., in a senior executive capacity. He will assume his new duties on April 1st;

(Continued on Page 16)

### Anniversary

Edward Petry & Co., who lay claim to being the first national exclusive radio station representative company, will observe their 15th anniversary on next Saturday. The story of the Petry organization's development is dramatically told in a special section of today's RADIO DAILY starting on Page 5.

### New FM Receivers Reach N. Y. Market

Pilot Radio Corp., delivered "a three-fold message on Frequency Modulation" in a full three column ad in the New York Times yesterday, two weeks after distribution began of the company's new FM-AM table model selling for \$107.50, including Federal tax. Investigation revealed that the manufacturer is now producing 250 sets a day and that distribution has been made to some 150 dealers in the New York metropolitan area, Baltimore, Washington and parts of New Jersey and Pennsylvania.

(Continued on Page 4)

### Hagman Resigns ABC Post; Returns To Minneapolis

Chicago — Clarence T. Hagman, general manager of the ABC central division has resigned and will return to Minneapolis, where he was formerly manager of WTCN. Hagman had been with ABC for about eight months. He is reported to be financially sound.

(Continued on Page 4)

### FCC Okays 24 New AM's And 10 Chicago FM Outlets

Washington Bureau, RADIO DAILY  
Washington—FCC approvals yesterday included the awarding of 24 licenses for new AM stations and the granting of 10 applications for FM stations in Chicago. Licenses for new AM stations were awarded to:  
Cole E. Wylie, KREM, Spokane, Wash.; Blaufox Radio Co., Inc., WFGH, Bristol, Va.; Tuscaloosa Broadcasting Co., WTBC, Tuscaloosa, Ala.; Savannah Valley Broadcasting

### 275,000,000 Units, \$165,000,000 Sales Recorded In 1946; 1947 Production May Total 400,000,000 Records

Washington Bureau, RADIO DAILY

Washington—Manufacturers of phonograph records anticipate that production and sales of platters in 1947 will top the 1946 high levels, the Department of Commerce said yesterday. Higher consumer incomes coupled with an increasing supply of phonographs, radio phonograph combinations and a wider selection of records accounted for the large 1946 business volume. The industry estimates production of records in 1946 at about 275,000,000 units and retail sales at \$165,000,000. Production in 1947 is expected to total about 400,000,000 units with consumer demand continuing high.

Popular records account for about 70 per cent of current production with "juke boxes" creating the largest single demand. Children's records, which at present are providing the industry with a spectacular "boom" market, accounted for about 10 per cent of the 1946 total production, according to the D of C.

### Truman Talk Mar. 12 On Major Webs, Tele

President Truman's personal visit before a joint session of Congress Wednesday, March 12, at 1 p.m., EST, to deliver a message on the Near East will have coverage by ABC, CBS, NBC and MBS networks, many independent stations and television outlets in New York, Philadelphia and Washington. The address is expected to last about 20 minutes and will deal principally with the Greek

(Continued on Page 15)

Many manufacturers are studying the potentialities of various specialty discs to enlarge their future markets. Plans have already been made for the production of a larger volume of foreign-language records in

(Continued on Page 14)

### T-Day On West Coast Hypoes Tele-Set Sales

West Coast Bureau, RADIO DAILY  
Los Angeles—Although definite figures were not available, retail dealers here report "T-Day" orders for television receivers far exceeded their expectations. LeRoy's Jewelry Co. reported it had orders for 65 sets by 10:15 a.m., while Barker Brothers, leading furniture store, disclosed it

(Continued on Page 15)

### Hospitality Plus

On Sunday's "Quick As a Flash" (MEMS) a 17-year-old GI won \$650 for the right answer to a question—selecting a N.Y. policeman to the punch by a second or so. After the show, the cop offered to escort the soldier anywhere he went in town, since he was carrying so much cash. GI was grateful, but didn't have the \$ long. He wired it home to Mom!

### Nostalgic

Revival of the "good old days" of two-a-day vaudeville at the Palace Theater in New York is scheduled for Thursday night on WJZ when Joe Laurie, Jr., will have as his guests Gus Van. Smith and Dale, Aileen Stanley and others who received top billing. Laurie's half-hour of vaudeville entertainment is scheduled from 9:30 to 10 p.m., EST.

(Continued on Page 13)



★ COMING AND GOING ★

Vol. 38, No. 48 Tues., Mar. 11, 1947 Price 10 Cts.

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

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CAL ABRAHAM, of the international division at NBC, has returned from Montevideo, where on March 3 he attended the inauguration of Tomas Berreta as President of Uruguay.

JAMES D. SHOUSE, president of Crosley Broadcasting Corp., and DWIGHT MARTIN, vice-president and legal consultant to the organization, have left Cincinnati for a few days in Washington, D. C.

LAURENCE HAMMOND, program producer and publicist, has returned from a business trip to the South in connection with the transcribed series "Keeping Up with the Wigglesworths." Incidentally, he spent a week at the Boca Raton Club in Florida.

NOEL RHYS, account executive with Keystone Broadcasting System, is vacationing at Key-West, Fla. MRS. RHYS is with him.

JOHN DALY, Columbia network news analyst and special events director, is in Washington, D. C., where tomorrow he will join Eric Sevareid and Winston Truman in reporting the speech of President Truman to the joint session of Congress.

EVERETT SHUPE, station manager of KVOR, Colorado Springs, Colo., a visitor yesterday at the headquarters of the Columbia network, with which the station is affiliated.

A. R. HEBENSTREIT, president and general manager of KGGM, Albuquerque, N. M., is in New York on station and network business.

GEORGE JOHNSTON and GEORGE JOHNSTON, JR., owners of WJLD, Birmingham, Ala., and WILLIAM R. TERRY, manager, are back in Alabama following a trip to Washington, D. C., during which they presented data to the FCC on their application for a new 5,000-watt station in Birmingham.

ROBERTO UNANUE, assistant director of Latin-American relations at CBS, is back from Mexico City, where he witnessed and reported on the inauguration of Miguel Aleman as President of the neighbor republic.

WILLIAM S. PIRIE, JR., director of national sales for WFBR, American network affiliate in Baltimore, is in town for conferences at the web and for talks with his station reps. Bill plans to be around until Thursday.

GENE HAMILTON, announcer on ABC, is in New Haven for today's broadcast of the Boston Symphony Orchestra. From New Haven he'll go to Jacksonville, Fla., to announce the "Professor Quiz" show.

MORRIS NOVIK, accompanied by MRS. NOVIK, left town yesterday for two weeks of leisure in Cuba.

ELI B. "BUCK" CANEL, director of Latin-American programs for NBC, has returned from Mexico City where he attended the recent inauguration of President Aleman.

JAMES BELOUNGY, chief engineer of WCCO, Minneapolis-St. Paul, and HAROLD DORSCHUG, who occupies a similar post at WEEL, Boston, are back at their respective stations following conferences at the New York headquarters of CBS.

VIC DAMONE, importantly featured on WOR, is expected back today from Philadelphia, where yesterday he played a benefit for the Red Cross.

MILLICENT POLLEY, director of women's activities at WHBF, Rock Island, Ill., in Gotham last week for the double purpose of attending the meeting of the AWB and participating in yesterday's "Adam Rib" presentation at the REC.

FINANCIAL (Mon., Mar. 10)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd. B., Zenith Radio, and NEW YORK CURB EXCHANGE.

Maizlish Tendered Lunch By New York Radio Friends

Harry Maizlish, general manager of KFVB, Hollywood, was tendered a luncheon yesterday by Morris Novik at Sardi's, New York, which was attended by friends of the radio and press. Maizlish, in New York in the interest of his station, told something of the plans to exploit Martin Block's debut on KFVB in June.

Among those attending the luncheon were Christopher Cross, U. S. radio officer of United Nations, Jack Gould, radio editor of the Times, Leonard Marks, Washington radio attorney, Michael R. Hanna, general manager of WHCU, Ithaca, Florence Small, Broadcasting, Marvin Kirsch and Frank Burke, RADIO DAILY, Paul Denis, radio editor of the Post and Frederick Unhey, executive secretary of ILGWU.

Kobak, Du Mont Winners Of '46 Adv'tg Awards

(Continued from Page 1) to the public and as a new medium of advertising."

Fourteen bronze medals and 18 honorable mention certificates, in addition to the Gold Medal Award went to Ralph Starr Butler, General Foods Corporation executive.

Founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1930, the awards were revived in 1935 by Advertising & Selling magazine, present sponsor.

Joins WQXR Press Dept.

Larry Lowenstein has joined the WQXR press department. He was formerly with WOR handling special publicity in connection with the station's 25th anniversary.

ATS Meets Tonight

American Television Society will hold an open meeting for members and guests tonight (Tuesday) at 8 p.m., at the Advertising Club which will deal with motion picture and television use of camera lenses.

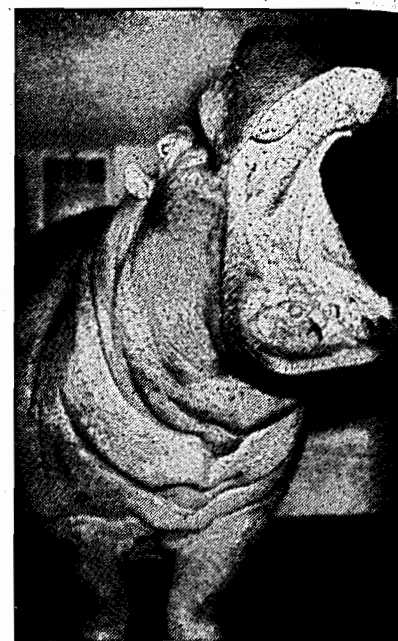
Dr. F. C. Back will be the principal speaker, and he will discuss the new Zoomar lens which eliminates the need for a camera dolly.

Mersereau Convalescing

Don Mersereau, general manager of Film Daily, and of RADIO DAILY, who during the past six weeks had been confined to the Doctors Hospital with a fractured leg, the result of having been struck by a hit-and-run driver, has been discharged from the hospital and is convalescing at his home, 520 East 90th Street.

Advertisement for WWL 780 KC. NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

Advertisement for WDAS. FOR RESULTS IN THE Philadelphia MARKET. WDAS PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



Just BIG . . . isn't enough

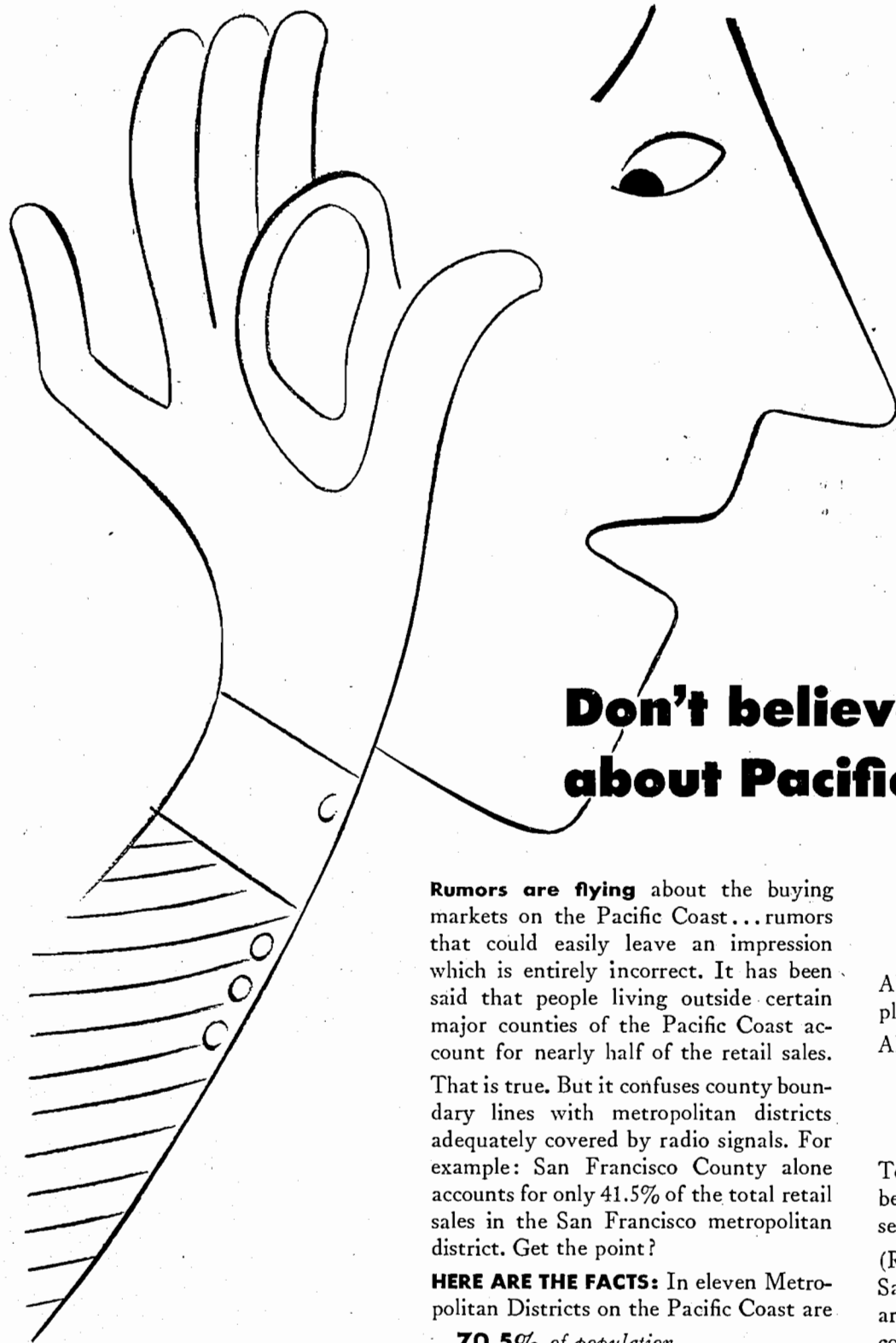
We had a honey of a headline for that picture. But it was too tough, and probably a little prejudiced.

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

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

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

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



## Don't believe all you hear about Pacific Coast Radio!

**Rumors are flying** about the buying markets on the Pacific Coast... rumors that could easily leave an impression which is entirely incorrect. It has been said that people living outside certain major counties of the Pacific Coast account for nearly half of the retail sales.

That is true. But it confuses county boundary lines with metropolitan districts adequately covered by radio signals. For example: San Francisco County alone accounts for only 41.5% of the total retail sales in the San Francisco metropolitan district. Get the point?

**HERE ARE THE FACTS:** In eleven Metropolitan Districts on the Pacific Coast are

**70.5%** of population

**72.6%** of retail sales

**73.5%** of radio homes

**77.6%** of effective buying income

ABC Pacific Coast covers these markets, plus eight others—from *within*.

ABC Pacific Coast actually reaches:

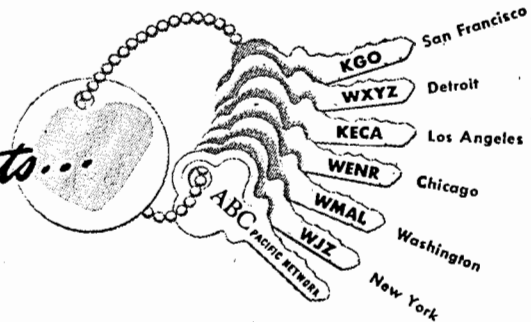
**94.6%** of the Coast daytime listeners

**92.5%** of the night-time listeners (primary areas)

Test your program on ABC Pacific! You'll be amazed at the extraordinarily effective selling job this network will do for you.

(REMEMBER: all seven of ABC Spot Sales' keys to America's leading markets are under one roof...one contact for your convenience.)

*Sales Keys to America's 7 Great Markets...*



SPOT SALES DIVISION

# ABC American Broadcasting Company

NEW YORK  
33 West 42nd St.

CHICAGO  
Civic Opera Bldg.

SAN FRANCISCO  
155 Montgomery St.

LOS ANGELES  
1440 Highland Ave.

DETROIT  
Stroh Bldg.

## AGENCIES

**J**EAN LAWLOR, formerly of Comp-ton Advertising, has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as time buyer.

**R. B. "BUD" WILLIAMS**, general manager of KVOA, Tucson, Ariz., has been elected president of Tucson's Advertising Club, after having served the organization as vice-president for the past year.

**PACIFIC NATIONAL ADVERTISING AGENCY**, Seattle, has resigned the Washington Truckstell Sales account, effective March 1st. Advertising will be handled direct, according to present plans.

**WEST COAST CAMPAIGNS** for three Boyle-Midway Inc. lawn and garden products have been announced by James Rayen, director of advertising and merchandising. W. Earl Bothwell is the agency on the account.

### Hagman Resigns ABC Post; Returns To Minneapolis

(Continued from Page 1)

cially interested in a radio station in the Twin Cities. Spot of general manager was created for Hagman when he came to Chicago and it is probable that no replacement in the position will be made.

### Breck Co. To Sponsor College Web Music Show

Intercollegiate Broadcasting System's "Music Hall," a one-hour recorded program of classical music, will be sponsored on three campus stations by John H. Breck, Inc., effective March 13, it was announced recently. Program is heard Tuesdays and Thursdays from 10-11 p.m., EST.

Stations on which the show will be sponsored are WRAD, Radcliffe College, Cambridge, Mass.; WBS, Wellesley, Mass.; and WMWC, Mary Washington College, Fredericksburg, Va.

Account was handled through the Charles Sheldon Advertising Agency, of Boston, Mass.

### Borden On WNBT Sunday

Special one shot television program to be sponsored by the Borden Co. over WNBT, New York, from 8:30-9 p.m., March 16, is titled, "The Florist Shop," a one-act drama. Kenyon & Eckhardt is the agency. Cast of players in the video drama includes Nydia Westman and Bruno Wick.

THE BEATRICE KAY SHOW  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. P. E. 10



### California Commentary . . . !

● ● ● A clinical unit, which will more than double the size of the hospital now maintained at the Motion Picture Country House in Woodland Hills, will go into construction immediately. President Jean Hersholt of the Motion Picture Relief Fund, announced. He emphasized that the improvements are being made possible "because of the most generous support of all factions within the industry," and gave special thanks to "those film stars and studios who have contributed their performances and story properties to the Lady Esther Screen Guild Players radio show. Through their assistance in this manner the Country House receives the benefit of the money which the program's sponsor otherwise would have to pay star performers every week". . . . Art Gilmore, announcer for ABC's "Murder And Mr. Malone," is having enrollment troubles due to the popularity of his radio announcing classes at the University of Southern California this semester. Tom Breneman is asking his studio audiences to contribute to the Damon Runyon Cancer Fund, and in two days he has collected more than \$1,200. . . . Kenny Baker says he is the only radio singer—so far—who hasn't sung "Open The Door, Richard"—he prefers revolving doors, anyway.



● ● ● Blue Label Records, of which Bill Gargan is president, is marketing a record of "Morning And Evening Prayers," made at the request of the national headquarters of the Holy Name Society of the Catholic Church, which has a membership of 2,500,000 men. The record was made under the supervision of the organization and has ecclesiastical approval. The primary purpose in making the record is to induce the habit of family prayer, and Gargan plans to make other recordings of prayers and meditations of all faiths to be read by outstanding personalities. . . . Hollywood Chatterbox Enterprises, which packages shows, has made a bid for the rights to "The Mark Of Zorro" and is negotiating with Mitchell Gertz, Hollywood agent, who represents writers. . . . Benny Goodman foots the bill for services of Songstress Jeannie McKeon out of his own pocket, for his radio show. He heard one of her records and engaged her over and above the show's budget.



● ● ● Haven MacQuarrie, who handles "Noah Webster Says," is writing a book, which will be issued in the summer under the title of his program. The book will list the 12,284 words that have been defined on the program since its inception five years ago, in addition to the highlights of its various shows. . . . Last week was a busy one for Jay Stewart, who emcees five "What's Doin', Ladies" shows a week for ABC, and his wife, Beverly Barnes, who was starred in "This Woman's Secret," over the NBC Western Division net. . . . Jimmy Wakely inaugurated his new contract with Capitol Records with the cutting of four sides. Numbers are "I'm Gonna Marry Mary In The Merry Month Of May," "I Hear You Talkin', But I Don't Believe You," "Oklahoma Hills" and "I Can't Keep The Tears Out Of My Eyes."



● ● ● Jay Richard Kennedy is in New York, conferring with Emerson Foote, of Foote, Cone & Belding concerning his radio series, "The Man Called X," which returns to the airways April 3 over CBS, with Herbert Marshall in the title role. . . . Young & Rubicam has switched from three-voice dramatized commercials to informal conversational plugs by Announcer Frank Bingman on the Joan Davis Show. . . . Nat Monaster, Bob Singer, Dean Booth and Lee Garson are new writers on "Duffy's Tavern". . . . Bob Hussey, head of program development at Young & Rubicam, is at La Jolla, Calif., for combined rest and medical checkup. . . . Judy Canova is assembling a vacation wardrobe for that trip to South America that she plans to take when her show goes off the air in June.

## CHICAGO

By NAT GREEN

**P**AT BUTTRAM, formerly of WLS "National Barn Dance," probably will go with Gene Autry when the Roy Rogers air show folds a few weeks hence, according to report.

Walter O'Keefe, of "Men On the Flying Trapeze" fame and now pinching for Don McNeill on the "Breakfast Club," had a trapeze artist from the local Shrine circus on his program Mar. 3.

In the first of a series of special programs, Dick (Two Ton) Baker, who has a popular early morning show on WGN, will entertain patients of the crippled children's ward at Billings Memorial Hospital, today, when the show will originate from the hospital.

Dorothy Masters of the NBC press department will speak on behalf of the Travelers Aid Society, March 14, before a meeting of an American Legion auxiliary chapter.

WBBM's FM station is now presenting six hours a day of recorded and transcribed music interspersed with news reports. The programming is arranged by Clare Youngs of the station's transcription department.

It's a girl for the Ed Coopers—he's a WGN announcer. The new arrival, Marsha Lee, was born February 23.

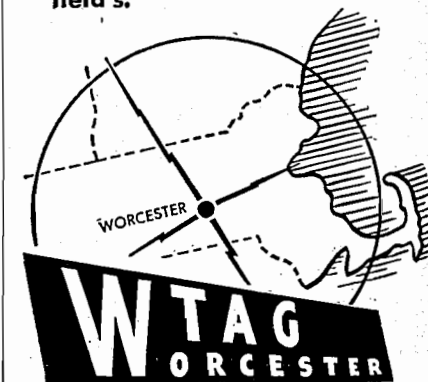
### New FM Receivers Reach N. Y. Market

(Continued from Page 1)

vania. Pilot has plans for other FM-AM sets but at present is concentrating on the lower priced model.

The newspaper ad contained a message on Frequency Modulation to three different groups—radio engineers, FM broadcasters and the public. Message to the latter pointed out, "It does not matter how much or how little you know technically about frequency modulation, but it is important that you experience the sensation of its superior quality and noise-free reception." The ad also listed the call letters of the seven New York City FM stations and gave their daily broadcasting hours.

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.

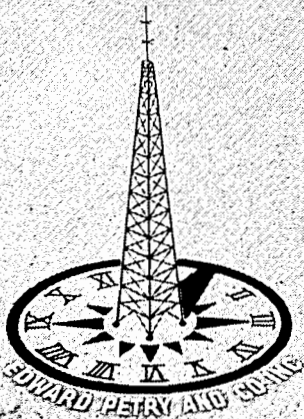


WTAG  
WORCESTER

## SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	ABC
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	ABC
KOIL	Omaha	MBS
WMTW	Portland, Me.	NBC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS  
QUALITY NETWORKS



ON THE OCCASION OF OUR

15<sup>th</sup>  
ANNIVERSARY

WE pay our respects to the ownership and management of the distinguished radio stations (some of them with us from the beginning, some quite new) which have contributed so substantially to the growth of Spot Radio advertising for the combined benefit of the advertiser, the advertising agency and the radio broadcasting industry. Most of these stations have seen Spot Radio grow from the *enfant terrible* of 1932 to the "grown-up" of 1947 standing shoulder to shoulder with other advertising media, and bowing to none.

A LOT CAN HAPPEN IN 15 YEARS

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

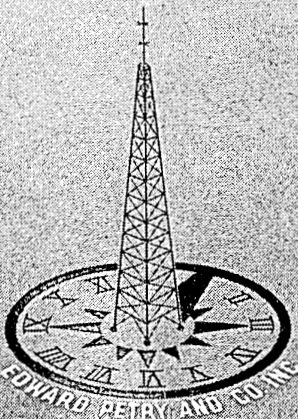
IN

1932

**J**ust look back. In 1932, Spot Radio was actually in a state of chaotic turmoil. Sure, radio was getting results for advertisers — but in spite of itself. “Brokers” queried three or four stations in a market and then pushed the sale of the one from which they got the most revenue, regardless of the advertiser’s needs. Local talent was “thrown in free,” just to help the sale along.

\*\*\* Agency time buyers, knowingly but helplessly, bought time for one client at one rate and the equivalent time for another client at a different rate — on the same station. This national advertiser paid the local rate while his competitor paid the national rate — on the same station. \*\*\* Commercial copy limits and length of announcements depended on just how much the advertiser or agency could squeeze, wheedle or browbeat out of the station manager. \*\*\* Real research was non-existent. Radio was paying out, but there were no standards by which the advertiser could measure why or how. Yes . . .

IT WAS THAT BAD,  
IT WAS A MESS!

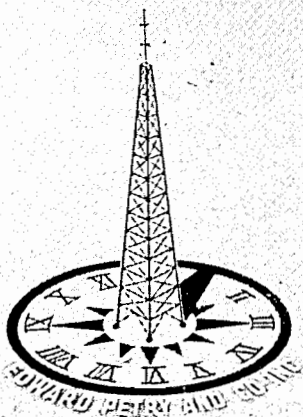


1932 — EDWARD PETRY & COMPANY, Inc. — 1947

then on

March  
15<sup>th</sup>

THEN, on March 15th, 1932, Edward Petry announced the formation of the first national exclusive radio station representative company. A number of the leading radio stations of the country, alarmed at the situation of the industry, made up the first Petry "list." Others soon joined — and stayed. (Most of the stations on the Petry list have never had any other exclusive representative.) All of these stations felt that perhaps exclusive representation could solve the problem of the industry.



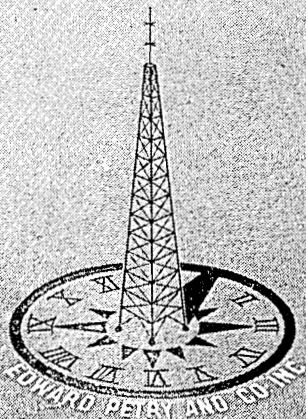
...AND IT DID —

1932 — EDWARD PETRY & COMPANY, Inc. — 1947

IN  
**1947**

**T**ODAY Spot Radio is an organized and integrated industry responsible for a highly successful advertising medium fully respected and constantly used by the nation's advertisers, large and small. This stature has been attained through the early and continued efforts of those who saw ahead and realized that success could be achieved only by giving fair consideration to the needs of the listening public, the advertiser and his agency and the radio stations of the country. The principles on which the Petry Company was founded and operates and the policies and practices conceived and executed by the Petry group of stations contributed in no small measure to Spot Radio's present-day place in the sun. This progress continues and will continue.

**THE FIRST AND LARGEST EXCLUSIVE  
NATIONAL RADIO REPRESENTATIVE  
IS NOT TREADING WATER BECAUSE**



1932 — EDWARD PETRY & COMPANY, Inc. — 1947



*It isn't enough to be*

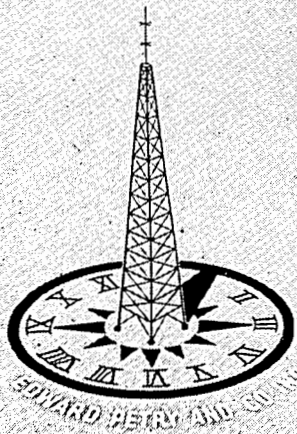
**FIRST**

*just once!*

**HERE ARE SOME PETRY "FIRSTS" -**

- 1st* exclusive radio station representative.
- 1st* to standardize and maintain station rates.
- 1st* to eliminate brokers.
- 1st* to publish and distribute standard market data.
- 1st* representative to join NAB.
- 1st* to advertise in *national* magazines to promote spot broadcasting.
- 1st* to conduct and publish research to promote spot broadcasting.

To *stay* first you must *be* first throughout the years.



**EDWARD PETRY & CO., INC.**

**OLDEST AND LARGEST EXCLUSIVE NATIONAL RADIO STATION REPRESENTATIVE**

**NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA • BOSTON •**

**BEST WISHES**

to

**Edward Petry Co., Inc.**

for

**15 (or 50) more**

**Successful Years**

*from all the staff of*

★ **WAGE** ★

Syracuse, New York

*A Petry-represented Station*

**SPECIAL  
OCCASION!**

★

THE ownership and management of WMAS congratulate the Edward Petry Co. on the occasion of its fifteenth anniversary.

WMAS joined the exclusive national representation of the Petry Company 13 years ago. And, during these years, has been a cooperating part of the vital Petry plan for representation.

★

**W M A S**

*C. B. I. Affiliate*

SPRINGFIELD, MASS.

★  
*On this the*

**15<sup>th</sup> ANNIVERSARY** *of the*

**EDWARD PETRY COMPANY, INC.**

the staff of Station KSL extends congratulations and best wishes to that Company with appreciation for a job well done. The Petry affiliation with KSL, Columbia's 50,000 watt station in Salt Lake City dates back to 1932, and this association has been both a happy and successful one.

★

**K S L**

★

**COLUMBIA'S 50,000 WATT VOICE IN UTAH**

*Salt Lake City*

**ON the 15<sup>th</sup>**  
**ANNIVERSARY**  
*of the*  
**EDWARD PETRY CO., INC.**

★  
 FIFTEEN years ago, the Edward Petry Company announced a new plan of exclusive national representation. And, 13 years ago — WLLH joined the swelling ranks of radio stations represented by that company.

WLLH is proud to have supported the Petry plan loyally and consistently for so long a time.

★  
**WLLH**  
*Basic Mutual and Yankee Networks*  
 Lowell • Lawrence  
 MASSACHUSETTS

**“Don’t Spare The Adjectives!”**

*(that’s what we told our copywriter.)*

★  
 “WE want to congratulate the Edward Petry Company on their 15th anniversary,” we said. “We want everybody to know this is something pertinent to the entire industry of spot radio.”

“Now,” we added, “Here’s the company that started the whole thing. Back in 1932, they called it EXCLUSIVE NATIONAL REPRESENTATION FOR RADIO STATIONS. And, today, they’re the oldest and largest representative. Still exclusive. Still national.”

Then the copywriter turns to us and says, “How long has the Petry Company represented KARM?” (That’s us.) And we said, “Since March, 1943. And we’re proud of it.”

Then the copywriter leaned back and said, “You haven’t left much for me to do, have you?”

“What do you mean?” we asked.

And he smiled. “You’ve just written the ad!” And so we had!

★  
**KARM**  
 CBS  
 5,000 WATTS  
 Fresno, California

*Congratulations to*  
**EDWARD A. PETRY & CO., Inc.**

on their

15<sup>th</sup>

**ANNIVERSARY**

and on their many

*Firsts in the RADIO INDUSTRY*

**KTBS**

**SHREVEPORT**

*First...in local programming.*

*First...in network programming (NBC, of course)*

and

*First... night and day in the hearts of the listeners.*

\*December-January Hooper Listening Index rates KTBS highest throughout the week.

Any radio station which strives for  
quality in every phase of its operation  
will own the highest listener loyalty.

We have believed this since 1925.

# KVOO

*Oklahoma's Greatest Station*

50,000 watts      1170 kc      NBC Affiliate  
Edward Petry & Company, Inc., National Representatives

# New AM Permits, Chicago FM's Okayed

(Continued from Page 1)

Chanticleer Broadcasting Co., C, New Brunswick, N. J.; Joe Smith, Jr., WKNA, Charleston, Va.; Iron Mountain Kingsford Broadcasting Co., WMIQ, Iron Mountain, Mich.

**Arizona Application Granted**  
To Arizona Radio and Tele, Inc., Mesa, Arizona; Chemical City Broadcasting Co., WTIP, Charleston, Va.; Madisonville Broadcasting Co., WCIF, Madisonville, Ky.; Durbin Broadcasting Co., WTIK, Durbin, N. C.; Silver Gate Broadcasting Co., KYOR, San Diego, Cal.; Ector Broadcasting Co., KECK, El Paso, Tex.; Yellowstone Amusement Co., KPRK, Livingston, Mont.; Urban Broadcasters, WKMH, Ann Arbor, Mich.; Huntington Broadcasting Corp., WPLH, Huntington, W. Va.; The Unitah Broadcasting Co., KAM, Vernal, Utah.

The FCC yesterday awarded grants to applicants for FM stations in Chicago, including NBC, the ABC and three unions.

### Nod Given NBC, ABC

In a proposed decision, the Commission granted the applications of FCC ABC, Amalgamated Broadcasting System, Inc., (CIO); Balaban and Katz Chicago Federation of Labor (CFL); Drivers Journal Publishing Co., United Automobile Workers (UAW), WJJD, Inc., and Julius Miller, Oscar Miller, Bertha L. Miller, Claude Miller and Arnold B. Miller, doing business as radio station WJJD, and John A. Dyer, Vivian I. Dyer, Elizabeth M. Hinzman, Ringwald and William F. Moss, doing business as radio station WGES. Only applicants turned down in the proposed decision was Gene T. Dyer, Evelyn N. Dyer, Gene T. Dyer, Claude Mounds, Louis E. Moulds, and Trace V. McNeil, doing business as radio station WAIT.

### Nineteen Originally Filed

Nineteen applicants originally filed applications for FM stations in Chicago. Of these seven were voluntarily dropped and one was voluntarily dropped after the hearing record disclosed. 18 FM channels were allocated to Chicago. Of these, five had been allocated previously and three are reserved under Commission policy. This left a total of 11 applicants for Chicago's 10 remaining channels.

While awarding a grant to Balaban and Katz, the Commission took note of a pending anti-trust suit against Paramount B&K's parent organization, in the Scophony Television matter. The Commission said the suit to B&K "is not to be construed as barring a further inquiry into

## Giveaway Viewpoint

By **WALTER J. DAMM**  
(Gen. Manager, WTMJ, Milwaukee)

We at WTMJ look upon the giving away of merchandise as prizes as presently handled as one of the most deplorable practices ever inflicted upon radio.

There is nothing wrong, in our estimation, with the giving away of merchandise as prizes, provided that



WALTER J. DAMM

Those stations and sponsors giving cash prizes use their own money.

the subject." Under Commission rules the FCC may deny applications because of activities.

In concluding that these 10 applicants are to be preferred to the WAIT application, the FCC said it "carefully weighed the qualifications and proposals of some of the applicants."

### Statement by Commission

"We believe," the FCC said, "that Drivers Journal Publishing Co., is to be preferred because of the extensive changes in programming of station WAAF which were made during the months preceding the hearing and because of the representations of this applicant that this programming will be continued both on the AM and proposed FM stations. Likewise the Chicago Federation of Labor, by reason of its adoption of a new policy as to discussions of controversial issues, has indicated a better appreciation of its duties and responsibilities as a licensee, and hence is to be preferred over station WAIT.

"The Commission concludes that the granting of power and antenna height in excess of 20 kw., at 500 feet in Chicago is in the public interest. The metropolitan district of Chicago extends for a distance of 65

As we see it, those stations and sponsors trading free publicity for merchandise are just kidding themselves and in ninety-nine cases out of 100 they are giving more than they get. If such stations were to approach the very same people, who are now so rabidly offering their merchandise free, with a legitimate trade deal of exchanging radio time for merchandise, dollar for dollar, we doubt whether one single manufacturer would accept the proposition because he knows that by means of the present practice he is getting far more than he pays for. Even on a trade deal for radio time, at the retail value of the merchandise the manufacturer would be getting a tremendous break.

### "Buy Prizes and Pay for Them"

We give prizes to participants, but I am glad to say that we buy them and pay for them in cash and confine our purchases to those advertisers using our facilities.

It is too bad the networks had to let this practice grow to the extent it has.

miles along the shore of Lake Michigan and the trade area is unusually extensive so that 20 kw., 500 feet will serve less than the average which has been recognized. In addition, the powers and heights proposed by the Amalgamated Broadcasting System, Inc., the American Broadcasting Co., Inc., the Balaban and Katz corporation, the Chicago Federation of Labor and the National Broadcasting Co., would not result in undue interference to stations already authorized nor tend to complicate the allocation problem at this time for other stations in that portion of the country. In reaching this conclusion, the Commission as at the same time concluded that a choice among these applicants should not depend upon the nature of their engineering proposals."

### Named Hockey Judge

Bert Lee, WHN sportscaster, has been asked by the National Hockey League to help select the winner of this year's Calder memorial trophy, an award given to the outstanding first-year player of the season. Lee received the request from C. S. Campbell, president of the league.

Important transcription production and releasing organization wishes to supplement its existing sales offices with individual transcription brokers working under exclusive territorial franchise on commission basis. Interested parties please give complete data on coverage, number of salesmen employed, list of programs now in their portfolio, past sales results and references. Box 337, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

RADIO STATION KGW EXTENDS CONGRATULATIONS TO EDWARD PETRY & CO., INC. ON THEIR FIFTEENTH ANNIVERSARY

THIS IS KGW'S FOURTEENTH YEAR OF ASSOCIATION WITH EDWARD PETRY & CO.



**KGW**  
620 ON YOUR DIAL  
AFFILIATED WITH

OFF THE AIR  
**REFERENCE RECORDINGS IN CHICAGO**  
**W. TOOGOOD RECORDING CO.**  
111 LA SALLE ST., CHICAGO 1, CENTRAL 5776

## Moscow Radio Service Gets U. S. Approval

(Continued from Page 1)

the four major networks were still waiting to learn the all important question of whether or not their Moscow correspondents had broadcasting facilities available at any hour or regulated periods only.

The first network pickup from Moscow Sunday was made by Henry Cassidy, NBC European news director, whose two minute report was carried on "World News Roundup" at 9 a.m., EST. Cassidy told the network audience: "This is the first broadcast by an American from Moscow on the conference, the first direct broadcast to the United States in five months since facilities for foreign radio reporters were withdrawn last October. I am using a special modern studio placed at our disposal in Moscow Radio Center and I'm writing and reading without censorship." Cassidy added, "The American delegation is now convinced that the condition on which we came to Moscow, giving freedom to report, is being fulfilled by the Russians."

### NBC Uses Relay

NBC's pickup from Moscow was made via relay in London and reception in the U. S. was reported between "good" and "fair." The web has scheduled reports from Cassidy and Robert Magidoff, NBC Moscow correspondent, for the regular twice daily news periods at 8 a.m., EST., and 7:15 p.m., EST.

Howard K. Smith was heard over CBS from Moscow at 1:45 p.m., EST., Sunday for 15 minutes, the regular time period for his usual London broadcast. CBS tried to bring in another Smith report at 8 a.m., EST., Monday but was unsuccessful due to relay difficulties in London. Smith was scheduled again last night during the Bob Trout show at 6:45 p.m., and this morning at 8 a.m. CBS plans to schedule an average of two daily pickups.

Ed Stevens of ABC has made three broadcasts from Moscow in the last two days—once Sunday afternoon and yesterday at 8 a.m., and 7 p.m., EST. ABC news department in New York was surprised at the speed with which the Sunday afternoon pickup was arranged. A message was sent to Stevens from New York late Friday, asking if he could broadcast between 4:30 and 5:00 p.m., Sunday and within less than 24 hours the confirmation had been made.

Mutual network had made no pickup from Moscow, as of late yesterday, since its staff man John Fisher, originally scheduled to go to Russia, was still in Prague. William Fulton of the Chicago Tribune, who also is supposed to broadcast for MBS, is expected to be granted authorization momentarily.

### Works Mgr. for Emerson Radio

Edward J. Kelly was appointed works manager of Emerson Radio and Phonograph Corp., it was announced by Benjamin Abrams, president.

## WOMEN IN RADIO

FOR the fourth consecutive year a thousand broadcasting women converged on New York City the past week-end for their annual convention at the Hotel Roosevelt. Five years ago scarcely one of them knew that others were in existence . . . then Dorothy Lewis sold the NAB the idea that women in broadcasting were a potent influence, and were here to stay. The big fellows smiled at her and told her to prove it, and each year since she's been doing just that, so effectively that Justin Miller, president of the NAB, and all presidents before him have had to leave the sacred precincts of their Washington, D. C. offices and come to New York, first to see for themselves, and afterwards because she had proved her point.

There were a thousand of them from every State in the Union, with a few foreign countries thrown in. Brief sketches of a few indicate the calibre of the rest. . . . From Salt Lake City (Utah) came Judge Reva Beck Bosone, first woman ever elected floor leader and chairman of the powerful Sifting Committee at the State Legislature. She's been elected and re-elected to the State House of Representatives, and has been responsible for passing many bills protecting working women. She has been a tireless worker on behalf of Child Labor laws and was the first woman elected municipal judge. Now she is Presiding City Judge. She is kindly, forceful, and keen with a genuine interest in her fellow man, and her program "Her Honor The Judge"—in Class A time, on KSL, Salt Lake City is the culmination of years of interest in human welfare.

Then there is Fay Clark of WBRY, Waterbury, Conn., whose program "Our Neighborhood" is a must on the listener log. No Women's Hour programs for her. She'd talk about the Kings and leave the Cabbages to those who know how to handle them, so she started to line up the City Fathers, the legislators, the do-gooders, the torch carriers of one kind or another . . . local and national . . . until she can now safely say her listeners personally know every person of importance in the neighborhood, municipal, state, and national picture. . . . Gladys Borne of WISR, Butler, Pa. is a statuesque blonde, with a gay eye, moulded coiffure, and a heart as golden as her locks. She's modest, too, as are most of the broadcasting women. When she tells you, because you hold a gun at her head and make her, that she's a member of the Mayor's Committee, and the Butler Safety Council, and the Butler Youth Committee to help combat Juvenile Delinquency, she does it diffidently. She says it's the station, not herself.

Harriet Pressly of Station WPTF, Raleigh, N. C., is State Director of the AWB, in addition to her radio program is a member of the Raleigh Woman's Club, and took an active part in the annual Institute of Religion held in Raleigh. She is of matronly appearance, generous outlook, displaying her innate femininity only through her modish hats and brilliant nail polish. . . . Gertrude Grover is chairman of the AWB's 2nd District (New York) and women's editor and reporter for WHCU, the Cornell University station, Ithaca, N. Y. Daughter of Prof. Herbert H. Whetzel, who instituted the Dept. of Plant Pathology at New York State College of Agriculture at Cornell, Mrs. Grover is a former newspaper reporter, free-lance writer, publicist, and radio commentator on nutrition. She has a daily morning homemaking program, a daily newscast, and a Sunday program "Your Business" dealing with civic and community problems.

Evadna Hammersley, director of Women's Activities at KOA, Denver, Colo. is State Chairman for the AWB's District 14 (Colorado), graduated into radio from the Cities Service Corp. with which she worked as a lighting specialist. She was sent to Denver to complete the building of the Electric Institute for the Public Service Co. of Colorado and to act as its

(Continued on Page 15)

## Disk Mfrs. See High In Platter Production

(Continued from Page 1)

1947. Demand for records of an educational nature is expected to increase.

### New Services Explored

Wire and tape recordings have yet been proved practical for production but they may "somehow challenge the position of the pre-disc record," it was said. The breakable plastic records is likely to gain widespread acceptance.

The value of the industry's output which amounted to \$4,678,547 in 1946 had increased to about \$47,000,000 in 1947. Demand for recorded music declined rapidly thereafter as the popularity of radio broadcasting increased.

Technical improvements of the phonograph and increasing prosperity stimulated demand for records during the late 1920's. This was followed by a rapid and intense depression caused by the 1929 crash and the depression.

### Upswing Started in 1934

The real upswing in record production began in 1934 stimulated by improved economic conditions, increasing use of the radio phonograph combinations and a reduction in retail price of records. This "boom" gained momentum chiefly through the demand created by "juke boxes" and the innovation of swing music. The latest boost to the trade came in 1945 as wartime prosperity swelled national income and created a large volume of consumer demand.

## To Offer Commercial Pictures Free To Tele Producers

Sponsors of commercial motion picture films are planning to make their shorts available to television broadcasters, it was revealed yesterday by Reid H. Ray, president of Ray-Bell Films, Inc., pioneer in the field of commercial films. This plan said Ray, who is in New York to line up a cast for a forthcoming production, should help to solve the problem of video broadcasters in obtaining films for their programs.

Entertainment, as such, said Ray is the primary ingredient in commercial films now being planned. The advertising—or "message"—said, is worked in unobtrusively thereby making the production easily adaptable to general telecasting.

## Equitable Life Renews "FBI" For 52 Wks. On ABC

Equitable Life Assurance Society of the United States has signed a one week renewal contract for sponsorship of "This Is Your FBI," on ABC Fridays from 8:30 to 9 p.m., EST. Renewal is effective April 14, and was signed through Warwick & Lester.

Equitable first sponsored the show on April 5, 1945.

# Day On West Coast Cripples Tele-Set Sales

(Continued from Page 1)

oversold ten to one and many sales were for cash. Barker stated its salesmen encountered little resistance for sets. Barker is accepting orders for future delivery from Beverly Hills and La Jolla Beach, which has only 50-cycle sets, but set manufacturers have promised to deliver within six weeks that will be operated on 50 cycles. Most table sets operate on 60-cycle sets.

Walters, department store, which in Los Angeles' heavily congested downtown district, did not do much demonstrating, because diathermy, which is on same channel as channel 7 downtown, was adversely affecting any demonstration.

In the exhibit of RCA-Victor sets in the last week, dealers, mostly in Los Angeles County, placed orders for more than four million dollars worth of receivers.

In the T-Day Luncheon, the guest speaker, Harry Lubcke, veteran director of Don Lee Television, said Hollywood is certain to outstrip New York in video, with the important factor being the fact that Hollywood salaries are one- and two-thirds higher than in the Empire State Building. Mt. Wilson, which will be home of all Los Angeles-area transmitters, is now five times higher than the Empire State structure.

### KFI Gives Demonstrations

As their contribution to "T-Day" in the Los Angeles area, KFI is conducting television demonstrations throughout the week in the shows of Earle C. Anthony, Inc., in downtown Los Angeles. The demonstrations are on a closed circuit and are being conducted under the supervision of Ron Oxford. In charge of the technical end are chief engineers, H. M. Blatterman, and Curtis Smith with Seymour Johnson acting as facilities engineer.

### Paramount Outlet Busy

Hollywood — KTLA, Paramount's television outlet here, has inaugurated a regular daytime schedule of broadcasts six days per week to widen the interest of television in the area and to assist local dealers in the sale of video receivers. Station, which has been on the air for the past four weeks with various types of variety programs, will be on the air from 2 p.m., daily and will add 12 hours to its weekly broadcast schedule of 30 hours per week. The new daytime schedule, which

# WOMEN IN RADIO

(Continued from Page 14)

Director of Home Lighting Activities. At KOA, first she did research work, then became continuity editor, night news editor, and finally director of Women's Activities. She has been broadcasting KOA's Home Forum for the past seven years. . . . Mildred Bailey is 3rd vice-president of the AWB, one of its original members, and broadcasts over WCOP in Boston that "Food Is Fun." Mildred is petite, blonde, charming, and so competent that it is difficult to know which are her vocations and which her avocations. Her first radio engagement was as half of a singing duo, then she was staff accompanist at KPO, San Francisco. She was making real headway in San Francisco with her music when her mother's illness caused her to return to New England . . . and later to Worcester, where, at WTAG she became the editor of their "Afternoon Journal." When the Cowles Brothers bought WCOP in Boston Mildred got the "Food Is Fun" assignment, and has been with it ever since.

Jean Colbert's career reads like a leaf out of "Who's Who and Why". Currently Fashion Commentator on New York's WJZ, as an actress she has appeared on almost every important network show. . . . Cavalcade of America, Lux Radio Theater, First Nighter, Gallant American Women (as commentator) Palmolive Beauty Box Theater, Great Plays, CBS Workshop, 26 by Corwin, Portia Faces Life, When a Girl Marries, Pepper Young, Stella Dallas, and countless others. . . . Peggy Cave of Station KSD, St. Louis, has been an AWB standby from its earliest days. From the time of her graduation from Washington University in St. Louis she was associated with the Illinois State Register in Springfield as reporter and feature writer. Then she was department head as well as the department and advertising manager for a St. Louis jewelry firm. She has been with the Fairchild publications, and wrote styles and fashion articles for Women's Wear, Retailing House Furnishing, and wrote about textiles for the Daily News Record. She has also been one of the radio Jean Abbeys in St. Louis, Kansas City, Louisville, Memphis, etc., until she joined the staff at KSD.

Hazel Kenyon Markel, who operates under the imposing title of Director, Community Service and Education, for WTOP, in Washington, D. C. Hazel is a graduate of the University of Washington, Seattle. Her graduate work was at the University of Oregon and the University of California, as well as at New York University and at La Sorbonne, Paris, France. She is a Phi Beta Kappa and a Kappa Gamma Delta. She has even been a station manager at KBPS, Portland, Oregon. She was a Lieutenant in the USNR in charge of network radio for the WAVES, Navy Chaplain Corps, and Medical Corps. She is a member of the National Editorial Board, Association for Education by Radio, National Radio Committee, United Church Council, and one of the three national judges for the Annual National Exhibition of Recordings of local, regional, and network shows at the Institute for Education by Radio, Columbus, Ohio (1941).

is believed to make KTLA the only West Coast tele outlet on the air during the day, will present remote and studio programs, from 2 to 4 p.m., Monday through Saturday, through July 1.

Send Birthday Greetings To —  
March 11  
Don Lavery Ramona  
Andy Sanella

Now Celebrating  
**TWENTY YEARS OF SERVICE TO THE PEOPLE OF SOUTHEASTERN CALIFORNIA**  
1927 1947  
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA  
SEE RAYMER

**GORDON M. DAY**  
ADVERTISING SERVICE  
Musical Commercials, Radio Productions  
45 E. 53 St., New York City, PL 3-3460  
20 Boylston St., Boston, HAN-9343

# Truman Talk Mar. 12 On Major Webs, Tele

(Continued from Page 1)

crisis and the need for furnishing financial support to that government. Mutual announced that immediately following Mr. Truman's message, to be delivered in the House of Representatives chamber, a round-table discussion is scheduled by three of its correspondents—William Hillman, Arthur Gaeth and Albert Warner—directly from the chamber.

### Inside and Outside Views

Two television cameras will be located inside the House of Representatives and another atop the Capitol building. Video broadcast has been scheduled in New York by WNBT, WCBS-TV and WABD, in Philadelphia by WPTZ and in Washington by WTTG. Most stations are expected to go on the air at 12:30 p.m. with the pooled telecast starting at 1 p.m. The telecast will be sent to New York by cable and back to Philadelphia by radio relay.

This is the third time that television cameras have been set up in the Capitol building. The first time was last Jan. 3 when Congress opened and the second occasion came three days later when Mr. Truman delivered his "State of the Union" message.

### RWG 'Workshop' Starting

First session of the spring workshop series by the Radio Writers Guild is scheduled at 8 p.m., tonight, Tuesday, at the Midston House in Manhattan. Julian Funt is chairman of the "Packages and Presentations" discussion. Admission charge for all, including non-Guild members, is 50 cents.

**HALF INTEREST**  
in long established program producing concern for sale. Stations in every state are contracted for shows from this organization. This is a going business, showing excellent income which increases every year. Partner sought should be experienced in writing and producing, as we supply scripts and transcriptions. Investment of \$10,000 required, one-half of which will be placed in operating fund. Partner selected will receive immediately a salary of \$100.00 per week with an equal share of profits monthly. Earnings should exceed \$250.00 per week within six months. In answering, please tell all. This is not a new organization, but has been dealing with the nation's radio stations for ten years, always successfully. Business is situated in the Rocky Mountains where living conditions are ideal. References will be exchanged. Reply in confidence to Box 336, Radio Daily, 1501 Broadway, New York 18, N. Y.

**BEHIND THE MIKE**

**N**EW BETTY CROCKER "Magazine of the Air", which preems on ABC March 24th, will include interviews with personalities in arts, sciences and politics, with Rhoda Avon lining up the guests.

Marty Goodman to the coast this week to line up film deal for Jean Sablon.

Shirley Wolff's time switched to Sunday nites at 11:15 starting Sunday, with Russell Birdwell on as guest.

Despite trade advice against the release of "The Adventuress" until after "The Hucksters" is shown, Eagle-Lion will preem the film March 17th as originally scheduled. Their flackery department, incidentally, rates a nod for snatching the color page of the Sunday News two weeks in a row with Virginia Mayo and Carole Landis.

Thelma Carpenter studying with the Katherine Dunham school for her forthcoming lead in Lew Leslie's "Lulubelle".

Harry Wismer golfing with Hope and Crosby on the coast.

Ernest Otto switches from ABC's newsroom to the network's press department.

Gordon Fraser, ABC's topflight commentator - correspondent, already wearing seven batt'e stars awarded in the field, won a merit citation from General Courtney Hodges of the 1st Army at the Overseas Press Club Dinner at the Waldorf the other night.

NBC's "Cavalcade of America" on its program of March 10th, hit listeners with the longest and most unpronounceable word heard on radio in many a moon. The word is Erythroblastosis (a child's blood disease).

**Candy Jones On GSA Shows**

Candy Jones, famous model and cover girl, whose former Girl Scouting affiliations were indirectly responsible for her eventual fame as a mannequin, has been selected by the National Headquarters of the Girl Scouts to represent that organization on several radio programs this week in connection with the 35th anniversary of the Girl Scouts.



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

Send for WHO'S WHO on WEVD

WEVD—147 West 44th Street, New York, N. Y.

**NETWORK SONG FAVORITES**

The top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of February 28-March 6, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Among My Souvenirs.....	T. B. Harms
Anniversary Song.....	Mood Music
At Sundown.....	Feist
Bless You.....	Shapiro-Bernstein
(I Love You) For Sentimental Reasons.....	Duchess
For You For Me For Evermore.....	Chappell
Guilty.....	Feist
Heartaches.....	Leeds
How Are Things In Glocca Morra.....	Crawford
Huggin' And Chalkin'.....	Hudson
I Tipped My Hat And Slowly Rode Away.....	Robbins
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It's A Good Day.....	Capitol
It's All Over Now.....	Broadcast Music
Managua, Nicaragua.....	Encore
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
So Would I.....	Burke & Van Heusen
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
This Is The Night.....	Jefferson
To Me.....	Dorsey Bros.
Too Many Times.....	Advanced
Uncle Remus Said.....	Santly-Joy
What Am I Gonna Do About You.....	Paramount
Who Cares What People Say.....	Harms
Zip-A-Dee Doo-Dah.....	Santly-Joy

**Ken Collins Leaving 'Trib' To Join Donahue & Coe**

(Continued from Page 1)

Collins has had a brilliant career in the fields of advertising, merchandising and journalism, first as director of publicity and advertising, and later as executive vice-president of Macy's, during the period when their annual sales increased from \$43,000,000 to over \$100,000,000. This was followed by an equally successful association with Gimbel's as general manager of their New York store.

Was With N. Y. Times

Collins' entry into the publishing field, as assistant to the general manager of the New York Times was followed by a short period as executive vice-president of the Arthur Kudner Agency. World War II interrupted his agency career temporarily. For the past two years Collins has been publisher of the European edition of the Herald-Tribune.

Collins' war record was one of conspicuous service to his country. Commissioned as a major, he was later promoted to a full colonel in the Air Service.

**WBKB Surveying Audience On Program Preferences**

Chicago—The television audience in the area of WBKB, Balaban and Katz video outlet here, will help to determine the types of programs aired on the station following a survey currently being made by station officials.

A questionnaire, devised by Morton Tuller, WBKB research exec, and prefaced by a letter from Capt. Bill Eddy, station director, has been answered by more than 35 per cent of the audience queried and is expected to be completed by the end of this month. When results are tabulated, survey is expected to provide a thorough analysis of audience reaction to shows now on the air and also to indicate the type of program preferred in the future.

**Edgar W. Adams**

Edgar W. Adams, 62, general patent attorney of Western Electric Co., died yesterday of a heart attack at his home, 109 Montclair Avenue, Montclair, New Jersey. Adams joined Western Electric in New York as a patent attorney in 1912.

**DO YOU HAVE  
A PACKAGED  
FOOD PRODUCT  
TO SELL?**



**THEN YOU NEED  
WAAT**

because, WAAT listeners are big buyers of packaged foods, and because WAAT produces cash register results (on present food advertising) keep renewing and renewing their radio advertising contracts.

**THEY KNOW THAT  
WAAT DELIVERS  
MORE LISTENERS  
PER DOLLAR IN  
NORTH JERSEY  
AND NEW YORK  
CITY THAN AN  
OTHER STATION  
...INCLUDING AL  
50,000 WATTERS!**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 49

NEW YORK, WEDNESDAY, MARCH 12, 1947

TEN CENTS

## World Coverage Planned

### ABC Affiliate-Confabs Scheduled For 6 Cities

Mark Woods, president of the American network, and John H. Norville, vice-president of ABC in charge of negotiations, are leaving for Atlanta, where on Thursday will be held the first of a series of six meetings which will bring together officials of the network and its affiliated stations. In addition to the Atlanta meeting, the network has scheduled conferences in Kansas City, Mo.; Fort Worth, Tex.; Salt Lake City, Detroit and New York.

The meetings are intended to promote cooperation between the network and its affiliated stations.

(Continued on Page 7)

### Margaret Truman Returns To Detroit For Rehearsals

Margaret Truman, daughter of President and Mrs. Harry S. Truman, will arrive in Detroit from Washington Friday to rehearse with the Detroit Symphony Orchestra for her scheduled radio debut next Sunday on the ABC network. Miss Truman is a coloratura soprano, definitely will appear, her health permitting, according to Henry H. Reichhold, president of the Detroit Symphony Orchestra and of Musical Digest, sponsor of the weekly Sunday Evening Concert over WJZ-ABC.

### Radix Ships FM Sets To Major U. S. Markets

Baltimore—First quantity shipments of Radix AM-FM radio-phonograph receivers were made to major U. S. markets this week, with secondary markets areas scheduled for delivery as production is stepped up.

(Continued on Page 2)

### By Invitation

CBS gave Wall Street a demonstration of color television yesterday when a program of live talent and film was transmitted to the office of J. A. W. Iglehart, Jr., of W. E. Hutton & Co., brokers at 110 Wall Street. Mr. Iglehart, a director of CBS, invited Dr. Peter Goldmark, network television director, to stage the demonstration for Wall Street colleagues.

### AFM-Webs Negotiate

Contract negotiations for AFM Local 802 and the networks met yesterday for the first time in a month but adjourned after 20 minutes deliberation. No date was set for the next meeting, which can be called at the suggestion of either side. It is believed that no new proposals were made yesterday and that differences between the two groups remain the same as formerly.

### Am. Tobacco Renews Benny With 3-Yr. Pact

American Tobacco Company will sponsor the Lucky Strike program, starring Jack Benny (NBC, Sundays 7-7:30 p.m.) for a three-year period following conclusion of the current season, it was announced yesterday.

The Benny program, which has been sponsored by American Tobacco over NBC since October 1944, has been on the network since 1933;

(Continued on Page 2)

### World-Wide UN Web To Be Asked In Fall

The United Nations General Assembly next fall will be asked to approve a \$6,000,000 budget to build a permanent, world-wide network to reach an estimated audience of 225,000,000 persons, according to Brig. Gen. Frank E. Stoner, chairman of the advisory board of the UN Television.

(Continued on Page 8)

### Sees Large Receiver Market For FM And Television Sets

Dr. Ray H. Manson, president of Stromberg-Carlson Co., Rochester, N. Y., yesterday revealed that the company's shipments in 1946 reached \$21,513,486, about five times that of pre-war volume and over 50 per cent greater than the previous peacetime peak in 1929.

During the past year Stromberg-Carlson produced three times as many receiving sets as in any previous year. The same was true in the production

### Moscow Meeting Of Foreign Ministers To Be Shortwaved By The OIC Globally, In 25 Tongues

### Tele "Institute" Set For Apr. 14-15 In N. Y.

Five hundred top executives in all phases of radio, advertising and television in the U. S. will meet in New York for the two-day "Television Institute," April 14-15, at the Hotel Commodore, it was announced yesterday by Irwin A. Shane, publisher of The Televiser, trade journal sponsoring the meeting. "Institute," featuring 40 speakers and consisting of seven panels and four seminars, will

(Continued on Page 6)

### Four Execs Of BBD&O Elected Vice-Presidents

Four account executives at BBD&O have been elected vice-presidents of the agency by the board of directors, it was announced yesterday by Ben Duffy, president. Two are in the New York office, one in Buffalo while the

(Continued on Page 5)

### Henry Heads Washington Correspondents Assn.

William Henry of CBS was elected chairman of the executive committee of the Radio Correspondents Association at a meeting in Washington

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—The Department of State announced yesterday that reports on the meetings of the Council of Foreign Ministers, now under way in Moscow, will be broadcast to all parts of the world in 25 languages over The Voice of The United States of America, the global shortwave radio network operated by the department's Office of International Information and Cultural Affairs.

David Penn, special correspondent

(Continued on Page 7)

### WABD Returns To Air After 4-Wk. Shutdown

WABD, Du Mont television station, returned to the air this week with a curtailed program schedule after a four-week shutdown to install a new antenna and complete readjustments of its transmitter atop 515 Madison Ave.

Station, which operates on channel 5, will broadcast programs daily, Monday through Friday, featuring

(Continued on Page 5)

### Reopen WTOL Hearing; Other Activities At FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday reopened a hearing on the renewal application of WTOL, Toledo, Ohio, previously cited in the 'Blue Book,'

(Continued on Page 8)

### Lenten Appeal

A 15-minute transcribed program, "Toward The Light" starring Fredric March is being made available to broadcasters by the Church World Service of New York as a Lenten appeal on behalf of the sick and hungry of war-devastated countries. The Church World Service is the interdenominational Protestant overseas relief and reconstruction agency.



★ COMING AND GOING ★

Vol. 38, No. 49 Wed., Mar. 12, 1947 Price 10 Cts.

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

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FINANCIAL

(Tues., Mar. 11)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco Pfd., RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Westinghouse Pfd. A.100, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

NBC Reps To Accompany Truman Trip To Florida

Following his speech to Congress today, to be aired over the major networks at 1 p.m., President Truman will leave by plane for Key West, Fla., for a short vacation, it was announced yesterday.

Of the staff accompanying the Chief Executive to Florida, Bjorn Bjornson, NBC Washington news correspondent, and Dewitt Shultis, network engineer, will be included. Bjornson is scheduled to make his first news broadcast from Key West tonight.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

FRED WARING and his Pennsylvanians, are at Lafayette, Ind., where today they will broadcast from Purdue University as the first in a series of midwest appearances extending from St. Paul, Minn., down to Memphis, Tenn.

FRANCES SCOTT and CHARLIE BASCH, together with a band of troupers culled from their talent list, are expected back today from another of their frequent GI-hospital appearances.

KENNETH ROBERTS, master of ceremonies on "Quick as a Flash," heard on WOR-Mutual, is resting up for a few days in New Hampshire.

LEONARD HOLE, assistant director of WCBS-TV, is back in town following a two-week trip to Uruguay as guest of the U. S. Army.

JOHN DONOHUE, assistant to ABC's vice-president in charge of sales, who makes his headquarters in Detroit, is here for conferences at the offices of the web.

WALTON BUTTERFIELD, radio and television producer in the New York office of the H. B. Humphrey Co., advertising agency, currently is shuttling back and forth to the firm's Boston headquarters to handle a new local radio show and a network news broadcast originating there.

BILL PIRE is here from WFBR, Baltimore. Sat in for a while yesterday at the offices of ABC, with which the station is affiliated.

DAVID POTTER, general manager of WNAE, Warren, Pa., a Mutual outlet, is in Gotham on station and network business.

EDGAR KOBAK, president of the Mutual network, leaves today for Canton, Ohio, where he will deliver an address at "Bosses Night," conducted by the Junior Chamber of Commerce.

Bendix Ships FM Sets To Major U. S. Markets

(Continued from Page 1)

up, it was announced by J. T. Dalton, general sales manager for radio and television.

First off the lines, Bendix model features a contemporary modern cabinet priced at \$269.95, complete with a built-in antenna. Set features all regular facilities of AM, FM, radio and phonograph.

"Corliss Archer" Set To Replace Hildegard

"Corliss Archer," starring Janet Waldo, will replace the Hildegard program on CBS (Sunday, 9-9:30 p.m., EST) for Campbell Soap effective April 6, it was announced yesterday.

Program is handled for Campbell Soup through the Ward Wheelock Agency.

McIntyre In Lever Post

James R. MacIntyre has been named manager of the Baltimore sales division of Lever Brothers Co., effective immediately, it was announced this week by Walter W. McKee, vice-president in charge of sales.

McIntyre has been associated with Lever Bros., for the past 23 years, most recently in capacity of divisional field supervisor of the company's San Francisco division. He replaces William E. Palmer who has resigned.

JIMMY DURANTE, following the broadcast of the "Durante-Moore Show" over CBS on Friday, will head East to attend the New York premiere of his latest film, "It Happened in Brooklyn." He'll be back on the Coast for the broadcast of March 21.

WALTER WINCHELL left Florida yesterday for New York. His American network broadcast of next Sunday will originate at Radio City.

R. E. DUNVILLE, vice-president of the Crosley Broadcasting Corp., and general manager of WLW, Cincinnati, is spending this week in Gotham on station business.

RAYMOND MASSEY, film and stage star, has arrived in New York to start rehearsals for the Theater Guild of the Air's production of Eugene O'Neill's "Gold."

LEONARD SCHOENFELD, commercial manager of WHTT, Hartford, is in town from Connecticut. Chatted for a while yesterday with officials of the BMB.

EVELYN KNIGHT, vocalist, leaves today for Minneapolis, where she is booked for two weeks at the Hotel Raddison, after which she'll go on to the West Coast for the Tony Martin show on March 30.

F. L. HOPPER, transmission engineering supervisor of the Electrical Research Products division of Western Electric, is in town from Hollywood to discuss future plans for W. E.

THAD HOLT, general manager of WAPI, Birmingham, Ala., and C. P. PERSONS, commercial manager of the station, conferred yesterday with officials of Radio Sales at CBS.

GUS ZAHARRIAS, manager of WTIP, Charlestown, West Va. and R. GLASER, program director of the station, an affiliate of the Mutual web, have joined the executive contingent currently in New York on business.

Amer. Tobacco Renews Benny With 3-Yr. Pact

(Continued from Page 1)

Benny started on NBC in 1932, switched to CBS, and returned in '33 where the show has remained since.

Foote, Cone & Belding handles the American Tobacco account.

W. E. Dividend

The Western Electric Company board of directors, Tuesday, declared a dividend of \$.75 per share on its common stock. The dividend is payable on March 31, 1947 to stock of record at the close of business on March 25, 1947.



Mimi's got the right idea

Mimi is a Rhesus monkey. The rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

The jungle wariness and survival may not be an exact analogy for business and the battle for brains that's just ahead. But it's close.

If your plans of not letting anybody get near your baby indicate radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful, independent station that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch onto. Glad to show them to you.

Advertisement for K.F.N.F. featuring the text 'The BEST Farm Station Buy?' and 'SINCE 1924, IT HAS ALWAYS BEEN K.F.N.F. THE FRIENDLY FARMER STATION SHENANDOAH, IOWA'.

Advertisement for W-I-T-H AM and FM IN BALTIMORE, featuring a stylized face logo and the text 'TOM TINSLEY, President' and 'Represented Nationally By Headley-Ree'.



# ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye. Timing, impact, and follow-through—marks of the expert—distinguish each Weed and Company representative.

# WEED

AND COMPANY  
RADIO STATION REPRESENTATIVES

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

## AGENCIES

**HOWARD KORMAN**, vice-president of McCann-Erickson in charge of merchandising and promotion, has joined Donahue & Coe, Inc., as merchandising director.

**DORLAND - INTERNATIONAL PETTENGILL & FENTON, Inc.**, announce the opening of a new branch in Brussels, Belgium.

**DOUGLAS ROBBINS** has been added to the production department at Brooke, Smith, French & Dorrance, Inc.

**MEL ADAMS & ASSOCIATES, Inc.**, has been named to handle public relations for the radio division of Telecoin Corp., New York, and for the American Time Corp., Springfield, Mass.

**LESLIE D. FARNATH**, media director at N. W. Ayer & Son, will deliver an address tomorrow before the New York chapter of American Assn. of Newspaper Representatives at the Hotel Lexington.

**HENRY R. TURNBULL**, partner in Gahagan, Turnbull & Co., Inc., has resigned.

**H. I. KLEINHAUS** will speak on "Misuse of Retail Advertising During a Recession" before the retail distribution group of the American Marketing Assn., at noon tomorrow in the Hotel Sheraton.

## Radio Artists Will Aid City College Fund Drive

A campaign to raise \$250,000 for a War Memorial Student Center will be kicked off by radio, stage and screen personalities in a luncheon program titled "Fashion Gala" at the Waldorf-Astoria March 22. Campaign is sponsored by the women's division of the City College Centennial Fund.

Basil Rathbone is scheduled as emcee, sharing honors with Tex McCrary, Jinx Falkenburg and Maggi McNellis. Otto Kruger, Richard Waring and Prince Troubetskoy are among those to appear in a scene from the 100-year-old Broadway show, "Fashions." Other features are a City College quiz between John Kieran and Harry Hershfield and the golden wedding scene from Billy Rose's current show.

Mrs. Earl Wilson is chairman of a hat auction and Milton Berle will serve as auctioneer. Entire program is written and produced by Phyllis Parker, radio producer and one time head of NBS program promotion.

A VOICE IN THE NIGHT  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N. Y. N. Y. 10010



## Notes From An Aisle Seat. . . !

• • • Whenever a new show preems on the air, anywhere from two to a dozen people are sure to rush right in and claim ownership of the title. Which doesn't make it surprising that so many have claimed priority to "Luncheon at Sardi's" which bowed in on WOR last Saturday. Don't they realize that there's a little guy by the name of Vincent Sardi who may have something to say about it? . . . Dave Rose and Georgia Gibbs set by Pabst as summer replacement for Eddie Cantor. . . Is Life mag, for the first time in its history, financing the writing and production of a B'way play? Via publisher Luce's personal orders? . . . Jacobs Beach has it that Rocky Graziano is buying crooner Phil Brito's contract and plans touring vaude with him. . . Bob Crosby after a WNEW disc jockey role. . . Leading the contenders for the summer fill-in for Durante-Moore is none other than our old pal, Woody Herman, minus his ork. . . And for the Theater Guild (providing they take a summer hiatus) will be Robert Montgomery in a half-hour mystery series, using the same technique displayed in his latest film, "Lady in the Lake." Frank Wilson will script. . . Ann Thomas gets the lead in new Hunt Stromberg, Jr., production, "3 Indelicate Ladies". . . Florence Shanahan pinch-hitting for the vacationing Marge Morrow at CBS.

★ ★ ★

• • • Fred Waring's proposal to give his singers an annual guarantee (the glee clubbers to get a minimum of \$7,280 and specialty singers \$10,400 per annum) was finally nixed by AFRA after a careful going over by the latter. Well aware of the vagaries of radio incomes, the bandleader had suggested the guarantee to allow his "family" the luxury of security—but AFRA rejected the proposal stating that all their regulations had been thought out on the basis of free-lance.

★ ★ ★

• • • **SMALL TALK:** With film production picking up in the east, studios are flirting with top local radio names. Ed Begley, Ed Jerome and Jackson Beck among those to get the nod. . . Betty Wragge will introduce a medley from "Hit Parade of '47" on WOR's "Let's Go To The Movies" tonite. . . Walter Winchell's Monday rave on Beatrice Kay's Carnivalizing the talk of the street. . . Mutual's "20 Questions" drawing better than 47,000 letters weekly. . . Geo. Scheck's new air package attracting agency attention. . . Look-Alikes: (from the rear, anyway): Jack Smart, ABC's Fat Man, and Chubby Jackson, the bass player. . . Sammy Kaye has bought the retired Isham Jones' music library. . . Jinx Falkenburg and Tex McCrary pacted by McCann-Erickson for a 39-week video series for Swift & Co. (with options up to 5 years). . . Y & R practically set to unfold new coast-to-coaster featuring Harry Von Zell in "Comedy of Errors"—a situash comedy package which will involve audience participation. Only thing holding up the deal is point of origination. Von Zell wants the coast, while agency prefers to air it from here. . . Recommended: Don Dunphy's article on Joe Louis in the current Sport mag.

★ ★ ★

• • • Frank Cooper, in from Hollywood to set up a new Jackie Kelk show here, opines that the industry will face a terrific program upheaval within the coming 18 months—the greatest since radio became an accepted advertising medium. Cooper figures that the sponsor of tomorrow, watching the rating charts with greater intensity, is demanding more returns for his dollar and will seek the cheaper shows. This in turn means that the sponsor, notoriously unwilling to gamble on new talent, will be forced to put his dough on the wheel of chance (as he did in the early days of radio) and develop his own stars. Alan Young is an example in point. In Cooper's opinion, the coming season will see no less than 15 of the top ranking shows on the auction block, unless, of course, the stars are willing to shave their asking fee from a third to a half.

## CHICAGO

By NAT GREEN

NBC press department takes over publication of "Chainbreak," employees monthly house organ, with the March issue. Staff will include John Keys, editor; Frances Clark photo editor; Morgan Perron, feature editor; Harry Canfield, department editor; Chester Campbell, makeup editor, and Dorothy Masters, proofreader. Publication will be under the general supervision of Jack Ryan, manager of the press department.

Don Moreland introduced a new song, "My Chick In Chicago," on WGN's "Song Session" last Thursday. Song was written by Bob Trendler, show's ork leader, with words by Fred Reynolds of the WGN continuity staff.

Sidney Strotz, former Chicagoan, now vice-president and general manager of the NBC western division, Hollywood, and Ralph Miller, of KCRA, Sacramento, Calif., were recent visitors in Chicago.

Ed Roberts, announcer on John Harrington's news shows on WBBM, fell on the ice February 20 and broke an elbow.

Mina Perisch of WBBM's publicity department back from a two-week vacation at Boca Raton, Florida.

## Henry Heads Washington Correspondents Assn.

(Continued from Page 1)

yesterday. Henry succeeds Rex Goad of Transradio who becomes an ex-officio member of the committee.

Other officers elected were Albert Warner, WOL-Mutual, vice-chairman; Elmer Davis, ABC, secretary and William McAndrew, NBC, treasurer. Francis Tully, Jr., was named member at large of the standing committee as representative of independent radio stations.

## Radio-ites Beauty Judges

Panel of judges who officiated at the first preliminary last night to select Miss Brooklyn for the Atlantic City beauty contest next fall included Delores Craig, WINS; Ann Kelly, ABC, and Johnny Kane, WBYN and WEVD. Nine preliminaries and one final contest will be held in Brooklyn. Don Rich, radio publicist, is directing the entire New York City pageant.

1906 1947

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

# Increasing Call For FM, Television

(Continued from Page 1)  
The AM-FM table mod-  
er, Dr. Manson said, televi-  
sions are being installed at  
a rate that by the end of the  
year most of the large cities will be  
served by video. The company plans  
the delivery of a new line of televi-  
sion receivers in the late summer.

# Hall Party For Trauma

George V. Denny, Jr., president of  
the Hall, is giving a press cocktail  
party on Thursday evening following  
the "Town Meeting" broadcast on  
radio. The party is being staged to intro-  
duce Bill Trauma, formerly of WROK,  
Chicago, Ill., who is the new busi-  
ness manager for "Town Meeting."  
The party's broadcast will be the  
first in New York until  
the middle of May.

# Crandall Convalescing

George Crandall, Director of Press  
Relations, Columbia Broadcasting  
System is resting comfortably at  
the East Hospital, Brooklyn, after  
having undergone a leg operation  
on Saturday to correct an old foot  
injury. Dr. Douglas Sawyer and  
Henry Long were the attending  
physicians.

# Heavy Air Time, Talent To Aid Nursing Drive

Nation's broadcasters and adver-  
tisers will contribute heavily of time  
and talent on network programs dur-  
ing May, June and July in support  
of the American Hospital Associa-  
tion's campaign to recruit students  
for schools of nursing, it was an-  
nounced this week by the Advertis-  
ing Council, which is handling the  
drive in all media.

J. Walter Thompson, serving as  
the Council's volunteer agency on all  
nurse recruitment drives, is mapping  
out the intensified 1947 advertising  
campaign under the direction of An-  
son C. Lowitz, vice-president of the  
agency.

According to a recent survey 13,-  
000 vacancies existed in 1946 nurse  
training classes and it is estimated  
that between 75,000 and 100,000 addi-  
tional graduate nurses could be em-  
ployed at the present time. Radio  
aid will consist of spot announce-  
ments, messages on regular network  
commercial and sustaining programs  
of all types.

"With the help of national and local  
public service advertising, to be  
sponsored by industry in co-operation  
with community hospitals, nursing  
and civic groups, it is hoped that  
45,000 student nurses may be en-  
rolled by the opening of fall train-  
ing classes," said John H. Hayes,  
president of the American Hospital  
Association.

# Four Execs Of BBD&O Elected Vice-Presidents

(Continued from Page 1)

fourth is an executive on the agency's  
staff in Cleveland.

The four new officials are: William  
J. O'Donnell, who has been with  
BBD&O since 1925; Thayer Cumings,  
with the agency since 1927; Dale G.  
Casto, of the Buffalo office, a mem-  
ber of the BBD&O staff since 1926;  
and Elmore E. Haring, with the  
Cleveland office, and an agency exec  
since 1936. Cumings and Casto are  
members of the class of 1926 at Har-  
vard, O'Donnell is a CCNY graduate,  
and Haring a Princeton alumnus.

# New Durham Stations

Washington—The FCC yesterday  
announced its final decision granting  
the applications of Durham Radio  
Corp., to change operating assign-  
ment of station WDNC, Durham,  
N. C., from 1490 kc., 250 watts unlim-  
ited to 620 kc., one kw., night, five  
kw., day unlimited and Public  
Information Corp., for a new station  
at Durham to operate on 1490 kc.,  
250 watts, unlimited.

At the same time the Commission  
denied the application of Capitol  
Broadcasting Co., Inc., to change op-  
erating assignment of station WRAL,  
Raleigh, N. C., from 1240 kc., 250  
watts, unlimited to 620 kc., one kw.,  
night, five kw., day unlimited.

# WABD Returns To Air After 4-Wk. Shutdown

(Continued from Page 1)

boxing and wrestling from Jamaica  
Arena, in addition to a new children's  
program. All programs this week  
are remotes or lives, since studio re-  
adjustments at the John Wanamaker  
store are not yet completed.

Children's show, titled "Movies  
For Small Fry" is a full-hour show  
aired Tuesdays from 7:30 to 8:30 p.m.  
with Bob Emery, WABD producer,  
acting as emcee-narrator. Show was  
premiered last week and received 300  
letters following a request for draw-  
ings and comments by Emery to the  
kid-audience.

# Feiner To Address ATW

Ben Feiner, acting program direc-  
tor of WCBS-TV, CBS television sta-  
tion, will address the television class  
of the American Theater Wing today.  
He will discuss the various phases  
of studio programming, films and re-  
mote pickups.

# 'Name' Volunteers Needed

Need for name volunteer entertain-  
ment to play limited engagements  
on the Hospital Circuit in the eastern  
territory was stressed yesterday by  
USO-Camp Shows in New York.

## TOM HOWARD & GEORGE SHELTON—FUN AT BREAKFAST SYNDICATED... OPEN-END RECORDS AVAILABLE!

# No. 1 Radio Program At Breakfast-time

WHO WAS THAT LADY I SEEN YOU WITH LAST NIGHT?



THAT WAS NO LADY! THAT WAS MY WIFE!

A special survey in over 100 cities gives FUN AT BREAKFAST starring Tom Howard & George Shelton the AMAZING breakfast-time RATING of 3.8.

This 5-MINUTE daily radio program has the sales-punch of big-time radio! WHY? BECAUSE it IS big-time radio... presented in transcriptions, especially designed for the breakfast-time audience AND... RIGHT AFTER BREAKFAST IS WHEN BUYING BEGINS.

NOW YOU CAN HAVE THIS GREAT STAR COMEDY TEAM ATTRACTING AUDIENCE TO YOUR SALES MESSAGES!

**FIVE TELLING MINUTES**  
Here's the way THIS SHOW does its job...  
First a 20-second identifying theme-song—then space is left on the record for your one-minute opening commercial announcement.  
NEXT several RIOTOUS COMEDY moments from the great and inimitable Tom Howard and George Shelton, stars of their own night-time half hour It Pays To Be Ignorant.  
Then a 30-second space for your closing commercial announcement... then the closing theme music.  
**FIVE TELLING MINUTES**

Available 5 days weekly—costs 20% of radio station national yearly time rate—minimum rate \$3.00 per broadcast per day—Telegraph now for audition record.

# FORD BOND RADIO PRODUCTIONS, INCORPORATED

810 RCA Building West, New York 20, N. Y.

Phone Circle 7-2236

## BEHIND THE MIKE

JESSICA RUSSELL'S initial edition of her new Writers Newsletter out and being mailed to her subscribers.

Marian Horwig, assistant to Director of Sales at WMCA, leaving her post March 31st.

James Monks back from the coast and has joined cast of "Right to Happiness."

"Cavalcade of America's" March 17th stanza is titled, appropriately enough, "The Man With The Green Fingers." Lionel Barrymore is starred.

Peter Donald signed another 13 weeks by Fred Allen.

Gean Orlin, Gotham Life's talented columnist, up for a commentary spot on the air.

Add sentimental gestures: Jo Lyons, resigning as casting director at BBD&O, sent a record of "There's No Business Like Show Business" to the last person she auditioned—Joe Helgesen.

Howard Clane, announcer on NBC's "Album of Familiar Music," has a one-man show of 20 paintings exhibited at the Manor Club, Pelham, N. Y.

Roger Sullivan and Susan Thorne, teen-agers, are being launched by WOR in their own show, "On The Swing Side."

Ellery Queen show makes a departure from its customary practice of featuring one guest armchair detective when Bea Wain and Andre Baruch try their hand at solving the mystery on April 2nd.

Alan Sands has completed a new comedy sports series titled "Clam-bake Corner."

## Photo Carnival In May To Be Covered By WNBT

WNBT has completed plans for coverage of the Photographic Carnival of 1947, a three-day show to be presented for professional and amateur cameramen at the 71st Regiment Armory here May 16-18. The NBC television station will air the show on three successive nights: Thursday, from 9 to 10 p.m.; Friday, from 9 to 9:30 p.m.; and Saturday, from 8 to 9 p.m. Telecast of Thursday, May 15, will include a special press preview prior to the opening the next day.

Amateur and professional lensmen will be invited to take pictures during the Carnival, believed to be the first of its kind ever presented. Events to be staged during the show will include folk dances, a fashion show, beauty parades, and guest appearances by NBC stars. Show will be sponsored jointly by U.S. Camera, the Photographic Merchandising and Distributing Association, Inc. and the New York Guild of Photographic Dealers.

Included in the press review to be covered by WNBT May 15 will be a fashion show. Coronation of the queen of the Carnival will be telecast the following day.

Burke Crotty, NBC tele director of field programs, will produce.

# Two-Day Tele "Institute" Set For New York On Apr. 14, 15

(Continued from Page 1)

explore "television's challenge," with costs, programs, sponsors, and equipment occupying prominent spots on the agenda.

Dr. Alfred N. Goldsmith, video consultant, and J. R. Poppele, president of the Television Broadcasters Association, will preside as co-chairmen.

Scheduled to be on hand for discussions concerned with getting more stations and programs on the air as quickly as possible are Dr. Allen B. Du Mont; Dr. Lee de Forest; Ernest B. Loveman, vice-president of Philco Television Broadcasting Co.; Paul Raibourn, president of Paramount's Television Productions, Inc.; Will Baltin, secretary of TBA; C. L. Hooper, audience research expert; Capt. William C. Eddy, manager of WBKB, Chicago; Paul Mowrey, ABC's national tele director; Ralph Austrian, RKO-Television Corp., and George Shupert, president of the American Television Society.

### Many Speakers Scheduled

Other speakers include: Worthington Miner, CBS-television (tentative); Lee Cooley, television director, McCann-Erickson; Thomas H. Hutchinson, veteran NBC director-producer and author of "Here is Television"; Max Fleischer, pioneer film producer; Ernest Walling, program manager, WPTZ, Philadelphia; Jose di Donato, television director, Doherty-Clifford-Shenfield; Bud Gamble, television producer; John Flory, documentary film expert, Grant, Flory & Williams; Clarence Thoman, special events director, WPTZ; David P. Lewis, television director, Caples Agency; Harry Bannister, general manager, WWDT, Detroit.

Judy Dupuy, author of "Television Show Business" and editor of The Televiser; Albert Preisman, vice-president, Capitol Radio Engineering Institute, Washington, D. C.; Vance Hallack and Peter Strand, staff producers of the Television Workshop of

## Seeks 'Night Time' Station Only In FCC Application

Washington Bureau, RADIO DAILY  
Washington—In a unique move, a San Antonio, Texas, applicant has applied for a night-time-only station after having been denied an unlimited station by the FCC in a proposed decision. The applicant, Charles W. Balthrope, is general manager of KABC, 50 kw., station in San Antonio. In a proposed decision, the FCC granted the application of Gonzales Broadcasting Co., for a station in Gonzales, Texas. Denied were conflicting applications of Balthrope, Express Publishing Co., San Antonio, and Taylor Broadcasting Co., Taylor, Texas. Grant to Gonzales, however, is for daytime only service. Balthrope, in his application, said even if the Gonzales grant is made final, there would be no conflict with his application for night time service. Commission staffers said a request for night time service only was rare.

New York; Lee Wallace, executive producer, Lee Wallace Teleshows; Edward Stasheff, writer; Helen Rhodes, program manager, WRGB Schenectady, N. Y.; Harvey Marlowe, executive producer, American Broadcasting Co.; Chet Kulesza, Batten, Barton, Durstine & Osborne; Charles J. Durban, assistant advertising manager and Harry Mackey, television director, U. S. Rubber Co.

Topics which will be covered by the various panels have been announced as follows: "Problems Facing New Stations"; "How to Plan for Your Community"; "What About the Unions"; "How Can the Cost Problem be Licked"? "The Small Station"; "Problems of Equipping a Station Today"; "Operating Costs and Budget Problems"; "Training Operating and Program Personnel"; "What Type Radio Programs Make Good Video"; "How to Put More Showmanship Into Programs"; "What Tricks to Use for Better Shows"; "How Can Production Costs Be Cut"; "Use of Remotes in Programs"; "Problems of Doing Remotes"; "How Sponsors Are Using Remotes Now"; "Equipment & Personnel for Remotes"; "Films' Role in Television"; "Producing Better Films for Television"; "Producing News and Special Events Films"; "Film Editing for Television";

"The Experience of Ad Agencies in Television"; "Improving Television Commercials"; "Problems of Preparing Good Visual Commercials"; "The Television Serial"; "Commercial Films for Television".

The two-day "Institute" will be wound up with a demonstration of an audience participation show in actual production, with members of the audience being permitted to call the shots and handle cameras. Also, four seminars, limited to 25 persons each, will be held immediately following.

## New Air Station Grants Announced By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced a proposed decision looking towards the grant of the application of Torrington Broadcasting Co., Inc., for a new station at Torrington, Conn., to operate on 1490 kc., 250 watts, unlimited. At the same time the application of Berkshire Broadcasting Corp., for the same facilities in Danbury, Conn., was proposed to be denied.

The Commission also announced the adoption of a proposed decision looking to a grant of the application of Northern States Broadcasting Co., for a new station in Fargo, North Dakota, to operate on 790 kc., with 5 kw., unlimited, and denial of the application of KVOX Broadcasting Co., Moorhead, Minn., to change facilities of station KVOX from 1340 kc., 250 watts unlimited to 790 kc., 5 kw., unlimited.

## PROMOTION

### Prof. Quiz Contest

A \$1,000 promotion contest for Professor Quiz program has been announced by the Joseph Katz Advertising Agency for the American Oil Co., sponsors of Professor Quiz. The contest is aimed to coincide with the change in broadcasting time of the Professor Quiz series, which starts from Thursdays 7:30 p.m. to Saturdays at 10 p.m., over ABC, effective this week.

The contest is aimed at stimulating audience interest in the Professor Quiz series by local use of public paid newspaper space, billboard car card displays, spot and other time exploitation devices, exploitation tie-ups, and all other publicity promotion media.

There will be eight prizes for stations with a \$500 first prize, a second prize, two \$50 prizes and four \$25 prizes.

The contest judges will be F. Ackerman, Billboard; Reg Cloutier, Mike Hughes, Advertising Age; Bruce Robertson, Broadcasting; C. Rosen, Variety; Frank Burke, Radio Daily; and Joe Koehler, Sponsor.

### Emphasizes Shopping

Westinghouse Radio Station, KDKA Pittsburgh, Pa. has mailed out a shopping folder, 8½" x 11" which makes fine use of an excellent color combination—pink, white and black. Titled "... One of the finest selling jobs ever done" the folder represents a letter received from John H. Burdette of F. A. Ensign Adv. Agency, Pittsburgh, telling of the value of KDKA's Shopping Circle, conducted by Janet Ross in selling the Dai Beauty Dispenser, a new product of C. L. S. Products Corp. of Pittsburgh. Where only the medium of radio was used to sell this product, plan in one of Pittsburgh's leading department stores, the letter goes to stress the results of the agency test—which indicated that store sales were many times greater in volume than were anticipated and mail orders exceeded all expectations. Particularly aimed at the feminine radio audience, this folder indicates the importance of radio advertising in that tremendous buyer's market.

### WGL Album

WGL—Farnsworth Television Radio Corp., has just published an attractive 8½" x 12" album which is being mailed to advertisers, local national, advertising agencies, potential clients and listeners. Approximately 72,000 are being distributed and cover television, FM and also a spread devoted to radio. Containing cuts of various NBC personalities as well as WGL's staff, the album comprehensively covers WGL activities, showing its growth and inception in Fort Wayne to present day activities. It is a well planned and interesting mailing piece.

# Will Shortwave Moscow Meetings

(Continued from Page 1)

The Voice of The United States of America, is filing from Moscow a basic report which is distributed to the 25 language desks of the department's radio studios in New York for translation and broadcast in various languages at scheduled intervals, deferring for different parts of the world. In addition, editorial comment on the conference from newspapers throughout the United States will be broadcast in the various languages.

### 36 Transmitters Used

The broadcasts are carried over 36 shortwave transmitters on the east and west coasts of The United States, and are relayed through transmitters in Munich, Algiers and Honolulu. The shortwave broadcasts frequently are rebroadcast on medium wave national networks in France, Italy, Spain and the nations of Latin America.

In addition to the radio broadcasts in various languages, the department, in its daily wireless bulletin, is furnishing a report on the Moscow conference and editorial comment from United States newspapers to 60 United States embassies and legations throughout the world. This material is for public release, at the discretion of public affairs officers in the embassy staffs, in areas that do not receive material from news agencies in the United States, or wish to supplement the material they have received.

### Penn's Background

Ernest Penn, who is filing material from Moscow for use in broadcasts of The Voice of the United States of America, is a newspaper reporter and radio commentator before the war. During the war he served as a combat correspondent with General Patton's Third Army. He became a special correspondent for The Voice of the United States of America radio broadcasts during the meetings of the Security Council and Assembly of the United Nations in New York last year. He attended the Paris Peace Conference and furnished the basic material on the meeting for use by The Voice of the United States of America in its broadcasts and the wireless bulletin.

## IF YOU'RE ECONOMIZING YOU CAN CERTAINLY USE

...man who has built, written and produced shows that have paid off—for 15 years. Proven records. Strong on ideas as well as details. Executive and account background. Write Box 338, Radio Daily, 1501 Broadway, New York 18, N. Y.

# EQUIPMENT

### Optical System

To help speed the "age of television," American Optical Co., is now manufacturing a complex optical system consisting of a spherical mirror and correcting lens for ultra-modern projection-type home television receivers which produce television pictures five times larger than pre-war sets. Through this optical system, television images from the receiver's cathode-ray tube are enlarged by the mirror, then reflected through the correcting lens to a flat mirror which in turn reflects the focused picture into the viewing screen. The image-correcting power of the lens is produced by complex wave-like curves introduced into the lens by special manufacturing processes developed by American Optical Co., during the war. Correcting lenses of this type were widely used in infra-red viewing devices utilized by the Army and Navy for seeing in darkness. Over 50,000 of these special lenses were made by the optical company for military instruments.

### New Farnsworth Phono-Radios

The Farnsworth Television & Radio Corp., has announced production of two new FM-AM phonograph radios, Models KG-102 and GK-141. Model GK-102 is an automatic phonograph, accommodating 12 10-inch or 10 12-inch records, with an automatic play control which stops the mechanism after the last record in a stack has been played. Containing nine tubes and a rectifier, the set has drift-corrected push-button electric tuning, automatic volume control, a shielded rotatable built-in-antenna for AM reception, a built-in dipole antenna for FM reception, band spread tuning, beam power output, push-pull amplification and a 12-inch reverberation-insulated permanent magnet Alnico speaker. Model GK-141 has the Farnsworth automatic phonograph with a 13 tube (plus rectifier) set which features short wave as well as FM and AM bands, eight push-buttons to tune FM and AM stations, travelite slide-rule dial and other special features. First shipments will begin reaching distributors and dealers sometime this month.

### Philharmonic To Tour

With the New York Philharmonic-Symphony Orchestra going on tour starting April 14, the last four broadcasts on the current Philharmonic series over CBS will be from out-of-town originations.

First outside origination will be April 20 from Atlanta, with Leopold Stokowski directing. On April 27, Eugene Ormandy will direct, from New Orleans, and May 4, Dimitri Mitropolous directs, possibly from Chicago, although that's not definite yet. Last out-of-town origination is set for May 11 from Pittsburgh with Mitropolous conducting, that will also mark the end of the tour and the end of the broadcast season.

### RCA Renewal Tube Sales

Appointment of W. L. Rothenberger, widely known in the radio sales field, as Manager, Renewal Sales in the RCA Tube Dept. has been announced by L. W. Teegarden, V-P. in Charge of the Dept. Mr. Rothenberger succeeds David J. Finn, newly appointed General Sales Manager of the RCA Victor Record Dept. In his new capacity, Rothenberger will supervise the sale of RCA electron tubes, batteries, test equipment, and component and replacement parts sold through distributors and retailers. Rothenberger, who was formerly Regional Manager for RCA Victor Div. in the southern region, joined the company in 1921. He was appointed sales representative for home instruments in the South in 1927. In 1930 he became sales representative for tubes on the East Coast. Subsequently he was named Manager of RCA commercial sound activities in 1934; appointed Manager of the Industrial Div., supervising sales of electronic equipment to industry in 1940 and in 1943, was assigned to handle commercial activities of RCA Laboratories in Princeton. Last year he went to Atlanta as Regional Manager for RCA Victor.


### Stromberg-Carlson Display

Stromberg-Carlson will display its new standard sound systems, three new centralized systems for schools, new amplified intercommunicating systems, new intercommunicating telephone design, a new line of reproducers and reproducer housings, as well as its complete line of universal amplifiers, record amplifiers, power amplifiers, etc. Display will be part of the Radio Parts and Electronic Shows to be held at the Hotel Stevens in Chicago, May 13-16.

### Olympic Radio Appointment

A. A. Juviler, president of Olympic Radio & Television, Inc., makers of Olympic 'tru-base' radios and radio-phonograph combinations, announced the appointment of Ralph H. Langley as vice-president in charge of engineering.

Baltimore's Listening Habit



MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager

# ABC Affiliate-Confabs Scheduled For 6 Cities

(Continued from Page 1)

vide network executives with first-hand knowledge of the current problems of individual affiliates and at the same time acquaint the stations more fully with network plans and developments and to promote closer cooperation in sales, programming and general station relations.

In addition to meeting with affiliates, Woods plans to talk with representatives of leading civic organizations to obtain direct impressions of the thoughts and views of people throughout all sections of the United States.

Representatives of 65 ABC affiliates will attend the meeting in Atlanta on Thursday. Fred Weber of WDSU, New Orleans, La., and Robert R. Feagin of WPDQ, Jacksonville, Fla., will co-chairman the Atlanta meeting. Weber represents District four and Feagin, District eight on ABC's stations planning and advisory committee.

## Mutual Signs Renewals Of 3 Network Programs

Mutual announced yesterday the renewal of three network programs. They are "Twenty-Questions", sponsored by Ronson over 167 stations, effective Feb. 28 through Cecil & Presbrey; "Those Websters" effective March 2, heard over 360 stations for Quaker Oats through Ruthrauff & Ryan; and "True Detective Mysteries", effective March 2 for Williamson Candy Company over 300 stations through Aubrey Moore & Wallace.



STARS OVER KMBC

ERLE SMITH

Like all KMBC personalities, Erle Smith is nationally publicized and nationally known! Erle is KMBC's general managing news editor—heading up one of radio's finest news departments. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

## WTOL Heard Again; Other Activity At FCC

(Continued from Page 1)

and consolidated it with a mutually exclusive application by Public Service Broadcasters. A Commission hearing on WTOL's renewal application already had been held on January 10, although no decision had been announced.

Commission spokesmen said the conflicting applications were not consolidated earlier because of an error in filing by an attorney representing Public Service Broadcasters. Although Public Service's application was filed in time, it was not presented as a request for consolidated proceedings.

The FCC announced its final action granting the application of Clarence Beaman, Jr., doing business as East Tennessee Broadcasting Co., for a new station in Knoxville, Tenn., to operate on 1340 kc., 250 watts, unlimited, and denying application of Smoky Mountain Broadcasting Co., for the same facilities.

Also denied were petitions of Smoky Mountain Broadcasting Co., requesting postponement of oral argument and reopening of the record.

The Commission awarded CP's to five applicants for new FM stations. Conditional grants were given to two other applicants, including Chronicle Publishing Co., Marion, Ind., and Marvin Handleman and Howard P. Handleman, a partnership doing business as Worcester Broadcasting Co., Worcester, Mass.

### CPs Granted

The following were authorized construction permits: Cannon & Callister, Inc., Los Angeles, Calif.; Gore Publishing Co., Ft. Lauderdale, Fla.; Peoples Broadcasting Co., Lancaster, Pa.; Portsmouth Radio Corp., Portsmouth, Va., and Radio Industries Broadcast Co., Asbury Park, N. J.

In addition, the FCC adopted proposed decision looking to a grant of the application of Pueblo Radio Co., Inc., for a new station in Pueblo, Colo., to operate on the frequency 1230 kc., 250 watts, unlimited and denial of application of Dorrance D. Roderick for identical facilities. Also adopted was an order granting application of Monona Broadcasting Co., for a new station in Madison, Wis., to operate on 1070 kc., with power of 10 kw., unlimited.

The FCC approved the following applications:

Beloit Broadcasting Company for a new station in Beloit, Wis., to operate on 1490 kc., 100 watts unlimited; a new station in Oak Park, Ill., to operate on 1490 kc., 250 watts, unlimited; Radio Wisconsin, Inc., for a new station in Madison, Wis., to operate on 1490 kc., 250 watts, unlimited.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO  
**L. S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

## COAST-TO-COAST

### — ALABAMA —

**MONTGOMERY**—Tom Martin and M Associates will launch station WAPX on April 1. . . . Ed Brown, World War II vet, joined WMGY to double as announcer and singer on a Montgomery Fair commercial. . . . WCOV's new public service stint features Red Ryan, former newspaperman, just out of the army. . . . **BIRMINGHAM**—The Young Men's Business Club is sponsoring a weekly "Birmingham Town Hall" over WTNB for discussion of local and state issues. . . . **HUNTSVILLE**—A "News For Vets" weekly spot on WFUN and bi-weekly on WHBS were originated to make "Madison County vets the best informed in the state."

### — COLORADO —

**DENVER**—In the interest of promoting the practice of safety on the farm at all times, KLZ's Farm Reporter program announced station's second annual Farm Safety Contest, open to both boys and girls in 4-H and FFA chapters in Colo., Wyo., Nebr., Kans., and N. Mex. . . . Thomas G. Morrissey, who since the summer of '42 has been retained by KFEL in an advisory capacity to assist in handling various technical matters, has joined the staff of the station as full time chief engineer.

### — ILLINOIS —

**ROCK ISLAND**—George Hanna, WHBF engineer is the father of a son, George Wesley, Jr., born Feb. 13. . . . Benne Alter has joined the program department of WHBF. He was formally with Ambro Adv. Agency and WMT, Cedar Rapids. . . . **EAST ST. LOUIS**—The Girl Scouts of E. St. Louis celebrating the 35th anniversary of their organization this month, presented a drama titled, "Better Citizens Build A Better World" over WTMV on March 11. The 30-minute drama was under the direction of Dolores Kassly. . . . The E. St. Louis sectional basketball tournament, held March 12-13 and 14 was broadcast over WTMV.

### — LOUISIANA —

**SHREVEPORT**—KWKH played host to officials of Standard Oil of N. J. at an anniversary luncheon celebrating the first year of "Your Esso Reporter" on the Shreveport station. . . . **NEW ORLEANS**—A new program, entitled "Consumer Carousel" began March 10 over WWL. Show is conducted by Louise Neely, home demonstration agent for Orleans Parish. Mrs. Neely will be known as Helen White to her new audience and will dis-

cuss all subjects of interest to women. . . . The 60-voice choir of Xavier University, New Orleans, is heard over WWL every Sunday at 12:45 p.m.

### — MASSACHUSETTS —

**WORCESTER**—A fire which swept through Westboro March 4, completely leveled all major industries. The WTAG mobile unit was on the scene immediately to record the disaster for delayed transcription. . . . The FCC granted WTAG, Inc. a construction permit for their new FM station to be located in Paxton, on Little Asnebumskit Hill. . . . **PITTSFIELD**—Raymond Burchard has been named transmitter operator at WBRK. . . . **BOSTON**—Jack Chase has joined WCOP as night news editor. In addition, he will handle all Sunday news. . . . Mildred Bailey, AWB vice-president and Nancy Dixon, director of the Boston Cluett-Peabody program and Caroline Harrison, who handles station publicity for WCOP attended the AWB convention in N. Y.

### — NORTH CAROLINA —

**CHARLOTTE**—WBT-FM, the Jefferson Standard Broadcasting Co. began its operations on Feb. 23. The first program of the new station was "The Southern Hour," favorite devotional program of WBT-AM, composed of sacred music and sermon. FM broadcasts are continuing seven days a week, from 10 a.m. to 1 p.m. and from 2 p.m. to 5 p.m. . . . **FAYETTEVILLE**—The Stork has been busy at WFNC. During the past months Owen Lehr, chief engineer, Ben Harrison, member of the engineering staff and Benny Lomack, custodian, have all become fathers.

### — TEXAS —

**SAN ANTONIO**—In a series of programs in Spanish, aimed at the Latin Americans in this city, "Your District Attorney" is being aired for a quarter-hour each Sunday over KCOR. . . . **DALLAS**—In a special program, WFAA presented a salute to the NBC network on the occasion of its 20th year of affiliation with the net. A special transcribed message from Niles Trammell, president of NBC was introduced by Ralph Nimmons, assistant manager of WFAA. . . . **WESLACO**—KRGV has submitted an application to the FCC for an increase in operating power from 1000 to 5000 watts.

## World-Wide UN Wave To Be Asked In

(Continued from Page 1)

communications Committee. The proposed network, with relay stations in a dozen foreign capitals, will not interfere with any high frequency channels currently in operation since it is planned to use the international wave lengths formerly assigned to the League of Nations in Geneva.

General Stoner said that with approval of the General Assembly, work could be started on the network immediately but that it would take years for it to be completed. The broadcast would be sent out in different languages and programs would receive co-operation from various UN agencies such as health, education, labor and food.

### 'Figaro' To Close 'Met' Series

Mozart's opera, "The Marriage of Figaro," will be broadcast in its entirety over the American network next Saturday from the stage of Metropolitan Opera House, New York. The program, which will run from 2-5:45 p.m., will feature, among others, Ezio Pinza, John Brown, Eleanor Steber and Salvatore Bricoloni, and will mark the close of the Saturday afternoon "Met" series on ABC under sponsorship of Texas Co.

## FROM TURNTABLE TO MERRY-GO-ROUND

Baltimore, Md. When a radio engineer bites a client—that's news. But from now on Dick Kelland, of WFBR Baltimore, turns from Radio Engineering and becomes the newest member of WFBR's Sales Department. Maybe it was the war but Dick didn't want to go back to Engineering. He says selling WFBR is a darn sight easier than juggling decibels.

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

one of the

**FIRST!**

**AM + FM**

SIMULTANEOUSLY

**KOCS**

ON THE AIR

ONTARIO, CALIFORNIA

**The Voice of Pomona Valley**

Send Birthday  
Greetings To —

March 12

Harold C. Burke George J. Podyyn  
Loretta Poynton  
J. Charles Davis, II



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 50

NEW YORK, THURSDAY, MARCH 13, 1947

TEN CENTS

## Will Fight New Tele Tax

### Bank Survey Shows Heavy Radio Use In '47

Commercial banks of the United States will spend more than \$30,000,000 for advertising during 1947, approximately \$3,000,000 more than last year, according to John B. Mack, deputy manager of the American Bankers Association in charge of its advertising department.

About 2000 of these banks, located in "hamlets or cities" will use radio at an increased rate. Only 200 banks throughout the country were using radio 10 years ago, it is pointed out, and ABA officials are constantly

(Continued on Page 8)

### Baltin, Feiner To Discuss US Tele Via OIC Shortwave

Television activities in the United States will be described to shortwave audiences in Latin America, the Caribbean area and Europe in a series of transcribed broadcasts arranged by the U.S. State Department on March 15 and 16, it was announced yesterday.

Will Baltin, secretary-treasurer of the Television Broadcasters Association, and Ben Feiner, Jr., acting director of WCBS-TV, CBS tele outlet,

(Continued on Page 2)

### FCC Nod For FM To 16; Three Get CPs For AM

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted a CP to the Southern Radio Television Equipment Co. for a new video station in Miami, Fla.

In addition the Commission granted

(Continued on Page 7)

### Unprogrammed

During the telecast yesterday of President Truman's address to Congress, the inevitable happened. As the video cameras picked up the entrance of Cabinet members, the huge oak door was closed behind them by the doorkeeper prior to the entrance of the Chief Executive. A wag near the television microphone chirped—"Open the door, Richard!"

### Sales Innovation

Knoxville—An innovation in co-op merchandising is the sale by WNOX of five programs per week for a year to the Independent Druggists of Knoxville. Ninety-eight per cent of the independent drug stores of Knoxville, all drug jobbers, one news agency, one cigar jobber and one coffee jobber sponsor the program.

### Broadcasters To Aid Army Week Planning

Representatives of New York broadcasting stations and networks met with military leaders at a luncheon at the Waldorf-Astoria yesterday and pledged their assistance in staging "Army Week" observance during the week of April 6 to 12.

Col. Charles F. H. Johnson, past commander of the Military Order of World Wars who was recently appointed National War Department

(Continued on Page 2)

### Wilson, Ludlam Elected VP's Of Advt'g Council

Appointment of Allan M. Wilson and George P. Ludlam as vice-presidents of The Advertising Council was announced yesterday by James W. Young, chairman of the Council. The office of vice-president was recently created by the board of directors of

(Continued on Page 5)

### New Advisory Council Seeks Top Executive As Spokesman

Robert F. Elder, vice-president of Lever Brothers, has definitely turned down the post as administrative head of the newly organized Broadcasters Advisory Council and the committee on organization and finance is now casting about for another leader, RADIO DAILY learned yesterday. Among the names suggested are those of Paul Porter, former chairman of the FCC; Paul Kesten, formerly executive vice-president of CBS, and J. Leonard Reinsch, gen-

eral manager of Cox radio stations.

The post of executive director of the Broadcasters Advertising Council, according to reports, will pay from \$35,000 to \$50,000 a year depending upon the qualifications of the radio or advertising executive. It is the desire of the committee to obtain a top man qualified to do a good public relations job for the industry.

In some circles formation of the new organization is regarded as the

(Continued on Page 8)

### TBA Plans Protest To Treasury Dept. On 20% Amusement Levy Sought From Television In Bars

### Study of ET Practices May Re-open At NAB

Washington Bureau, RADIO DAILY  
Washington—The NAB may revive its continuing study of standards and good engineering practices for electrical transcription and recording for radio broadcasting, it was indicated yesterday. The question was discussed at a meeting of NAB's engi-

(Continued on Page 7)

### Truman Speech Suggests Special CBS Web Program

As a sequel to President Truman's address on the networks yesterday on the subject of the United States' government loan to Greece, CBS announced that the network would present a special program Sunday,

(Continued on Page 6)

### Experience Gets Preference In Commission Grant

Washington Bureau, RADIO DAILY  
Washington—Previous radio experience of an applicant was given the nod to Paul Brake for a new station in Miami, Fla. Turned down by the Commission was the application of

(Continued on Page 2)

A proposed extension of the Federal Bureau of Internal Revenue law, embracing the 20 per cent amusement tax on cabarets and night clubs to taverns, bars, restaurants and other establishments offering television entertainment will be contested by the Television Broadcasters Association, the

(Continued on Page 6)

### Industry Now 'Adult' Say Trammell, Menser

As "broadcasting enters the adult state it must have integrity on the part of the networks, stations and advertisers and integrity in human relations," Niles Trammell, NBC president, told delegates to the web's annual stations meeting, which ended its three-day session in New York yesterday. General theme of the

(Continued on Page 6)

### WIBG, Phila. Newspaper Files For Tele Outlet

Philadelphia—WIBG-Philadelphia Daily News Corporation have filed an application with the FCC to construct a new television station here at an approximate cost of \$500,000, it was announced yesterday. The station and the newspaper, members of

(Continued on Page 5)

### Timely

"America's Town Meeting of the Air", for its topic tonight over ABC network made a last minute change to, "What Should Be Our Role In Greece and Turkey?" in view of the important developments during the past few days. This supersedes the scheduled topic, "What Does Britain Need To Insure Her World Power In Greece and Turkey?" Same speakers will appear.



★ COMING AND GOING ★

Vol. 38, No. 50 Thurs., Mar. 13, 1947 Price 10 Cts.

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

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BILL LEWIS vice-president of Kenyon & Eckhardt in charge of radio; HAL DAVIS, radio publicity head of K & E, and HERB LANDON, publicity executive at the agency, are heading for Detroit in connection with Margaret Truman's radio debut scheduled for Sunday with the Detroit Symphony Orchestra.

MARIE HOULAHAN, director of press information at WEEL, Boston, who spent the past week in New York, has returned to her chores Down East.

WENDELL B. CAMPBELL, general manager of KMOX, is back in St. Louis following a short business trip to New York.

H. H. HOLTSHOUSER, southeastern sales manager for CBS, is in town contacting local agencies and conferring with officials at CBS.

TED SWIFT, of the Chicago office of Columbia's Radio Sales, is back at his desk in the Windy City following a few days at WCCO, Minneapolis-St. Paul.

JOHN H. BIDDLE, president of WHUN, Huntingdon, Pa., chatted for a while yesterday at the headquarters of the Mutual network, with which the station is affiliated.

MARGARET PHELAN, vocalist heard on NBC, today completes her engagement at the Bradford Roof in Boston and will leave shortly thereafter for Detroit, where she opens at the Hotel Statler on St. Patrick's Day.

ELINOR INMAN, director of religious broadcasts at CBS, is in Hartford, where today she will attend the session on religious broadcasts at the meeting of the Hartford Seminary Foundation.

BEN LUDY, general manager of WIBW, outlet of CBS in Topeka, Kans., paid a call yesterday at web's station relations department.

BOB TROUT and JOHN DALY, Columbia network newsmen, will pass one another today as Trout leaves for a week-end in Washington and Daly returns from the Nation's Capital, where he covered yesterday's speech of President Truman to Congress.

Baltin, Feiner To Discuss US Tele Via OIC Shortwave

Broadcasters Will Aid Army Week Planning

(Continued from Page 1)

(Continued from Page 1)

will describe the video outlook and operations in the U.S. in a forum conducted by Ben Wilbur of the Special Events Unit, IBD of the Office of International Information and Cultural Affairs.

Army Week Counsel and Liaison Officer, asked the broadcasters to dramatize the theme of Army Week which is "A Strong America is a Peaceful America."

Broadcast to Latin America will be aired at 5:15 p.m., EST on Saturday, on five transmitters; rebroadcast at 5:30 p.m. to the Caribbean sector will use four transmitters. On Sunday morning at 11:15, EST, program will be aired to Great Britain and the European continent.

James Sauter was named entertainment chairman for the week's observance by Col. Johnson. Sauter volunteered the full cooperation of the old War Activities Committee and said the organization would be revived for the week's observance. Plans for the week, Sauter revealed, call for a four-network program on the night of April 7 at which time the War Department will honor USO Camp Shows and the War Activities Committee with citations.

Experience Gets Preference In Commission Grant

Major General William B. Kean, General Hodges' Chief of Staff, expressed gratitude in behalf of the War Department for the support of Army Week plans by the broadcasters and said that all public relations facilities both at Headquarters First Army, Governors Island, and in Washington were at radio's disposal. Plans for awards to stations for the best "Army Week" campaigns were announced by Lt. Col. Joseph Quittner.

Everglades Broadcasting Co. in addition to its traditional yardstick of local ties, the Commission stressed the "radio experience" of Brake in granting the application. Brake holds a degree in electrical engineering and has "extensive experience in aviation radio," according to the Commission. Brake also has done "some work" in a broadcasting station and holds an FCC radio-telephone operator's license. Principals of both applicant companies had stated they would live in Miami and would devote their full time to operation of the proposed stations.

Major Hal C. Kestler, Army Week Public Relations Officer, and Lt. Col. Malcolm W. Courser, Army Week Project Officer, have been assigned to coordinating the week's activities.

FINANCIAL

(Wed., Mar. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 7/8	8 3/4	8 3/4	+ 1/8
Am. Tel. & Tel.	168 1/4	167 3/8	168 1/8	+ 7/8
CBS A	26	25 1/2	25 1/2	+ 1/8
CBS B	25 1/2	25 1/4	25 1/2	+ 1/2
Farnsworth T. & R.	7 1/2	7 1/2	7 1/2	+ 1/8
Gen. Electric	36	35 5/8	36	+ 1/2
Philco	26 1/2	25 7/8	26	.....
RCA Common	9 1/8	9	9	.....
RCA First Pfd.	78 3/4	78	78	.....
Stewart-Warner	17 7/8	17 3/8	17 3/8	+ 1/2
Westinghouse	25 1/2	25 1/4	25 3/4	+ 3/8
Westinghouse Pfd. A.	99 3/4	99 3/4	99 3/4	- 1/4
Zenith Radio	20 1/2	20	20 1/2	+ 3/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	3 3/4	3 3/4	3 3/4	.....
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/4	7
Finch Tele Comm.	35	38
Stromberg-Carlson	13	14 1/4
U. S. Television	2 3/8	2 3/4
WCAO (Baltimore)	40	.....
WJR (Detroit)	17	18 1/2

Benrus Buys WNBT Time

Benrus Watch Co., has signed for spot announcements on WNBT every Friday night for the next 13 weeks, marking that company's first use of NBC television facilities.

Contract was handled through the J. D. Tarcher advertising agency.

Bob Schmid To Address Vets


Bob Schmid, vice-president of the Mutual network in charge of advertising and promotion, tonight will address the veterans in Kingsbridge Hospital, at the request of the Advertising Women of New York.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

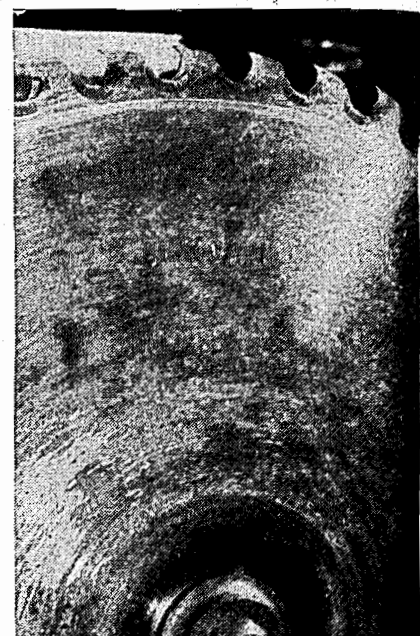
"Anthracite's Most Powerful Independent"

Represented by Forjca



**MUSIC has power**  
WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.

We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:

WITH is in Baltimore, the 6th largest city in the country.

And, in that big city there are five radio stations.

But WITH delivers more listeners-per-dollar spent than any other station in town.

So when you make up that list . . . take a good look at WITH, the successful independent. An amazing number of smart advertisers have . . . and it pays off.



**W-I-T-H**

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

*Yankee's News Service* is a Vital Link in...

# PUBLIC SERVICE



**How the Yankee Network News Service means action in urgent cases**

## **Assists in Apprehending Murder Suspect**

March 3 — The Yankee News Room received a bulletin at 9:15 A.M. concerning the slaying of an eleven-year-old Malden, Massachusetts, girl. WNAC interrupted its Tello-Test program with a flash.

The mother of a 17-year-old parolee was listening to the Tello-Test program. Already suspicious of the boy because of his appearance and manner of the night before, the mother called the police, and the boy, twice convicted of crimes, was taken into custody.

At 2:05 P.M. the boy, Robert L. Coombes, signed a confession. WNAC was first, at 2:14½ with an announcement of the confession.

## **Aids in Saving a Life**

February 27 — The Yankee Network News Service helped to save a life when the Quincy, Massachusetts police phoned an emergency call for a blood donor.

Mrs. James Fay, momentarily expecting the birth of a child, was taken to Quincy Hospital in a police ambulance by Patrolman Walter Buckley.

Soon after her arrival, the emergency call was made stating that she was suffering hemorrhages and was dying. Blood of a rare type — RH 400 negative — was needed to save her life and possibly that of the unborn child.

At 7:20 A.M. the appeal was made by WNAC on Nelson Churchill's 7:15 Yankee News broadcast. In ten minutes the first volunteer responded and within a short time 35 persons had volunteered — several from distant points in Massachusetts and Rhode Island.

The blood donor who got there first was Walter Buckley, the very patrolman who had taken Mrs. Fay to the hospital. Buckley had returned to his home for breakfast and was listening to WNAC when he heard the appeal. He remembered that his blood had been typed RH 400 negative. He immediately returned to the hospital. The transfusion was given. Shortly after eight o'clock, a baby girl, six pounds and six ounces was born, and the mother's life was saved.

*"News While it is News"*

**THE YANKEE NETWORK  
NEWS SERVICE**

**On the Air**

is the most consistently tuned news service in  
New England from Bangor to Bridgeport  
over New England's Largest  
Regional Network

*A New England Institution*

**THE YANKEE NETWORK**

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

## LOS ANGELES

By RALPH WILK

**ERNEST TUBB**, famed radio guitar player and singer heard over WSM, Nashville Tenn. has been signed by Jack Schwarz to star in "Western Barn Dance," which Schwarz will produce for Screen Guild release. Tubb and his troupe, Jack Drake, Leon Short, Jimmie Short and Red Herrin, arrived in Hollywood Friday from Nashville and immediately began to re-record hillbilly numbers for the picture, which starts shooting Tuesday.

CBS has assigned Gordon T. Hughes to produce and direct two public service shows. First on last night's program, he appealed for hospital workers and on the following Wednesday the program will urge people to take up the teaching profession.

Tommy Bernard, who is heard on the Ozzie & Harriet and Gildersleeve shows, is taking a special course in dancing upon the advice of a movie producer to better prepare for motion picture work.

In co-operation with the national campaign of American Relief for Italy, the Bank of America is donating two days of its time usually used for "A Thought for Today." The transcribed program will be a plea for funds for American Relief for Italy and is voiced by A. P. Giannini and Dr. Langley Porter.

Jack Rourke last week recorded an interview with Jay Dratler to plug the writer's new best-selling novel, "The Pitfall," for his "Look and Listen" program. Dick Powell and Sam Bischoff are filming "The Pitfall" with Powell starred.

Parkyakarkus, (Harry Einstein) comedian star of the NBC "Meet Me at Parky's" show, will be a proud father again in July. He and Mrs. Parky, the former film actress Thelma Leeds, now have two sons.

Ed Lynn and Harold Swoverland signed Dramatist Guild option to produce "Baby Darlene" production this fall. Book by Raisa Sachs and Danny Jackson, lyrics and music by Jules Fox and Sam Friedman.

Freeman Gosden, "Amos of the "Amos 'n' Andy" show, is now almost fully recovered from a major kidney operation. For the first time since the operation was performed, Gosden participated in pre-broadcast antics for the benefit of the studio audience at the Feb. 25th show.

Phil Baker, CBS "Take It or Leave It" quizmaster, is deep in motion picture screenplay treatments between his Sunday broadcasts. Sometime this summer, Baker expects to have a picture before the cameras.

PASSPORT TO ROMANCE  
Audition records available

COMMERCIAL PROGRAM SALES  
1440 Broadway, N.Y.



### Windy City Wordage...!

● ● ● Station WGN is playing no political favorites in allotting time to the various party candidates for mayor of Chicago. Russell Root, Republican; Martin Kennelly, Democrat, and Gil Green, Communist, all will be heard over WGN. The Republicans will use six quarter-hour periods, the Democrats three, and the Communists two.

### Chicago

... Lewis Catlow, president of the New York Adventurers' Club and a member of the Chicago Club, made three lecture appearances here this week. He's slated for early inclusion in life characterizations of members that are being broadcast on the CBS "Adventurers' Club" show. ... Angelyn Orr Neblett, network radio actress, has been named chairman of the radio publicity committee for the Illinois Association for the Crippled during the organization's Easter Seal drive, which ends April 6. ... Jim Ward, head of Jim Ward & Co., ad agency, came back from Hollywood with a new type radio show soon to be released. Designed for adult enjoyment, the quality of the script and delivery carries the burden rather than a "name" star, and those who heard the audition were favorably impressed.

★ ★ ★

● ● ● Here's a poser—or are we dumb! It is announced that beginning March 17 a 14-piece cake set will be offered by "Hymns of All Churches." Says the announcement: "The set may be obtained by sending one dollar and one package top from a package of Softasilk Cake Flour. ... The contest closes March 31." Just where does the "contest" come in?

★ ★ ★

● ● ● Dick Moorman, the Van Nuys, Calif., ex-G.I. who won the Celotex house on "Truth or Consequences," has been having a hectic honeymoon week with his bride Dorothy Maynier. Cocktail parties, lunches and radio engagements have filled the honeymoon week, which was climaxed Friday night with a supper party in the swanky Lake Shore Drive apartment of Bror Dahlberg, president of Celotex Corp. Agency and radio people and the press had an especially swell time with Joe E. Brown, star of "Harvey". ... Ralph Hatcher, for the past three years manager of CBS' station relations, has been appointed sales manager of the network's new co-op division. ... "Girl Meets Boy," new WGN audience show, got off to a good start last Friday with Tom Moore, Josephine Hipple and Ed Cooper all doing a splendid job. Show has definite possibilities. Exceptionally entertaining were Moore's singing commercials—much better than the general run.

★ ★ ★

● ● ● Myron Wallace, who had been active in Chicago radio for four years before doing a two-year stint with the navy and who has been out of service for a little over a year, has piled up an impressive number of radio assignments. During the course of a week Wallace is heard on 22 shows in such varied roles as announcer, interviewer, newscaster, narrator, and actor. He's on such shows as CBS's "The Adventurers," WGN's "Crime Files of Flamond," ABC's "Fact or Fiction," and WBBM's "The Echo". ... "The ABC of World Affairs" is the title of a new series of talks by Lois Fisher, author and illustrator of "You and the United Nations," to be aired each Friday over WLS, purpose being to simplify world affairs for women.

★ ★ ★

● ● ● CBS' "Hint Hunt" show, which went network February 17, will go on tour of four eastern cities starting March 17. Show will be broadcast from Worcester, Mass., over WTAG, on St. Patrick's Day and all week; from WDRG, Hartford, Conn., week of March 24. Back to Chicago for two weeks, then WCAO, Baltimore, week of April 14, and WTOP, Washington, D. C., week of April 21.

## SAN FRANCISCO

**TWENTY-EIGHT** of Northern California's leading department stores are cooperating with Jane Lee of KPO-NBC's "Woman's Magazine of the Air" in a sewing contest for non-professional dressmakers of all ages. KPO-NBC is offering \$560 in prize money and the winning garments in each of the eight classifications will compete in the National Sewing Contest being held in New York.

The Jean Sablon Show will originate from the KQW studios for the broadcasts of March 15, 22, 29, and April 5 (KQW-CBS 9:45 p.m. Saturdays). The French baritone is making a four weeks personal appearance in the Rose Room of the Palace Hotel.

A new 13-week discussion series of programs dealing with the atom and entitled "Power of the Atom" starts Sunday, March 16, 9:30-9:45 p.m. over KQW-CBS. First program will feature Russell V. Lee, M.D., Chairman of the Atomic Energy Committee of the Commonwealth Club. His subject will be "Why the Public Must Be Informed on Atomic Energy."

KSFO is carrying a series of public service district neighborhood programs titled "Meet the Neighborhood." District leaders and presidents of the district merchants' associations are interviewed each week during the broadcast, and give their views on ideas and plans for civic improvement of the district. (Fridays 8:30 p.m.)

Tony Freeman has been named musical director for KPO-NBC, replacing Carl Kalash, resigned. Harlow Burgess will take over Freeman's former position as conductor of the KPO staff orchestra. Freeman has been with KPO since 1928, dividing his time between conducting and performing.

Fisher Flouring Mills Co. has renewed the contract of James Abbe for the daily KGO news commentary "James Abbe Observes."

Jack Benny will originate his March 30 show here from the Marine Memorial Theater. On March 29th his troupe will headline the annual Newspaper Frolic show at the Civic Auditorium.

5000 WATTS 1330 KHz  
**WEVD**

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—147 West 44th Street, New York, N. Y.

# AGENCIES

**NORMAN WINTER** has joined the New York office of Foote, Cone & Belling as director of television and commercial motion pictures. Previously, he was director of public information for the American Cancer Society.

**LEWIS V. VLADIMIR & CO.**, export advertising agency, has been retained to handle the account of the Underwood Corporation's international division.

**ROOKE, SMITH, FRENCH & DURANCE, Inc.**, has added to its production department Douglas Robbins, formerly with MacManus, John Williams, Inc.

**RED WORTNER**, formerly with Russell Birdwell, has opened his own public relations office at 11 West 42nd Street, New York.

**TIMOTHY J. HORAN** has joined Peeles, Radcliffe & Associates as public director. He formerly was with PA Block & Associates.

**DAROLD W. OLDIN**, president of Old-Dennis, Inc., now being dissolved, has formed the firm of Hal Oldin, Inc.

## Henry M. Pease

**Henry M. Pease**, first vice-chairman and a director of the International Standard Electric Corp., the manufacturing associate of IT&T, of which he was also a vice-president and director, died last week-end following a short illness at the New York Hospital at the age of 71.

An outstanding figure in the telephone manufacturing field and in its development here and in Europe, Pease was an official of two other large corporations—Federal Telephone and Radio, and International Telecommunication Laboratories, Inc.

Born in Malta, Ill., in 1875, Pease was a member of the ninth generation of the Pease family in the U. S., and graduated from the University of Illinois in 1898. He began his business career with Western Electric in Chicago and in 1902, was transferred to the London branch of the company to supervise the installation of the Central Battery telephone exchanges and the British Post Office and the National Telephone Co. He joined ITT in 1925 when that company purchased the International Western Electric Co., and changed its name to International Standard Electric, continuing as managing director in England. In 1933 he returned to New York as vice-president and director of the ISEC, later becoming an official of the companies named above.

## WIBG, Phila. Newspaper Files For Tele Outlet

(Continued from Page 1)

the new corporation, had previously applied for tele stations, the Daily News over two years ago, and the Seaboard Radio Broadcasting Corp., owners of WIBG, in July of 1944.

Daily News was advised to make certain technical changes in its original plans, and the station had withdrawn its application along with other major outlets here when the war interrupted progress in the video field. In 1946, when television was renewed actively, both organizations revived their interest in the medium, and deciding to combine their efforts, formed the new corporation.

It is proposed to use the former WIBG transmitter building and tower in Cheltenham Township for the new station's transmitter, with studios to be erected both in the present WIBG studio building and the John Wanamaker store.

Joint ownership of the television corporation by WIBG and the Philadelphia Daily News does not in any way combine operations of the station and the newspaper, it was pointed out, and the two will work together in the video field only. Station will own 81 per cent of the stock of the applicant corporation, and the Philadelphia Daily News, Inc., together with several individuals, the remaining 19 per cent.

Officers of the new corporation include: John B. Kelly, chairman of the board; Paul F. Harron, president; Lee Ellmaker and John Morgan Davis, vice-presidents and K. A. Harron, secretary and treasurer.

New station will be equipped throughout with Du Mont video equipment, and it is believed, will become the Philadelphia outlet of the Du Mont tele web.

## Wilson, Ludlam Elected VP's Of Advt'g Council

(Continued from Page 1)

the Council, in line with the expanding program of the organization, it was added.

Wilson, who has been assistant to T. S. Repplier, president of the AC, has managed many Council campaigns and for a time was acting president of the organization. Ludlam, who has been radio director of the Council, in addition to his election as a vice-president, has also been named director of the New York office, succeeding Douglas G. Meldrum, who died suddenly early this month.

Ludlam is responsible for administration of the Council's radio plans whereby most network, and many spot programs carry public service messages designed to bring public action on social problems, and at the same time win good-will for American business, which sponsors such messages. For such projects as the Red Cross, the safety program of the National Safety Council, and race tolerance, the radio industry through the Council plan now carries public service messages to the amount of 300 million listener impressions a week.

# The MUTUAL program that pulled 1,000,000 letters in 125 days



Feb. 27 1947

Sept. 9 1946

The program is "Heart's Desire"—the new daytime surprise hit—produced by America's top originator of daytime successes including Mutual's "Queen."

"Heart's Desire" started on Mutual on September 9 and immediately the mail began to pour in. By October 19, the program had received over 100,000 letters; on November 15 it was over 250,000. By that time (with no attempt to reach a record mail pull) there was no stopping it. On February 27th the 1,000,000th letter came in. They're still flooding in—the record for one week being 126,000 letters.

That's audience response that an advertiser—that you—can convert into bigger sales figures—because the program is available for sponsorship.

And here are additional facts:

- "Heart's Desire" has the strip a half-hour following the high-rating "Queen For A Day." In between is "Harlem Hospitality Club" (catch this one, too).
- "Heart's Desire" has a loyal, growing audience. Its rating trend is almost an exact duplicate of "Queen's" rating pattern.
- "Heart's Desire" has strong emotional appeal ...and exceptional merchandising possibilities.
- "Heart's Desire" is not only a moderate cost show—it's a buy.

We will be glad to rush you the full story.

## Mutual Broadcasting System

WORLD'S LARGEST NETWORK

REFERENCE RECORDINGS IN CHICAGO

W.S. TOOGOOD RECORDING CO.

111 N. LA SALLE ST., CHICAGO 1, CENTRAL 1375

## BEHIND THE MIKE

Kate Smith will mark St. Patrick's Day 24 hours earlier this year when she introduces an all-Irish program on Sunday. Kate, besides singing five lilting Irish melodies, will take part in an Irish playlet.

Roger White has packaged a half-hour show called "The Oscar Straus Show" for a summer replacement idea. Show offers priceless anecdotes of Straus' meetings with every famous composer from Brahms to Berlin.

Twenty-year-old Howard Styne, publisher of "Fala," the album about FDR's pup, will have his first song, "Don't Ever Count On Dreams" aired via the nets.

Buddy Lester waxing air shows of his own creation backstage at the Paramount for submitting to eventual sponsors.

Network announcer, Ed Darlington has a collection of Pennsylvania Dutch antiques valued at \$25,000.

Jean Tighe signed by M-G-M to do the exploitation records on all their films.

Jimmie Brown giving the members of the Newton High School band a private showing of his colored film taken during a cross-country tour with Sammy Kaye.

Irene Beasley's Arnold Constable Fifth Ave. window display proved to be such a drawing card both in customers and publicity that the store is repeating the idea featuring Rise Stevens as "Family Hour" star.

Carl Brisson returns to N. Y. for a starring engagement at the Versailles on March 26th and for a huddle with his MCA agent regarding an air show.

Ezra Stone, is one of the judges to choose the Queen of the annual Little Sisters beauty contest run by the Boys Club of N. Y. at its Jefferson Park Branch. The beauties will range from 3 to 7 years of age and each contestant will be squired by an older brother.

Archie Robbins, Latin Quarter comic, assisting in the writing of a new radio format in which he'd play the part of a big-time nite club host a la Billingsley.

## Breakfast Club Apr. 25 Set For N.Y. Ferry Ride

Chicago—Entire "Breakfast Club" cast and a large audience will participate in a special broadcast from a ferry boat crossing New York Bay on Friday, April 25 (ABC, 9 a.m., EST) as part of Don McNeill's two-week tour of the east.

McNeill, a "seasoned yachtsman," will be host to hundreds of fans during the full-hour cruise, with music and entertainment provided by Patsy Lee, Jack Owens, Sam Cowling, Fran Allison and Ed Ballantine's Breakfast Club orchestra.

Program opens a two-week eastern tour on Monday, April 21, with most of the broadcasts originating in New York.

# Industry Groups To Fight Tax Sought From Bar-Television

(Continued from Page 1)

Radio Manufacturers Association and other manufacturing groups, it was learned yesterday.

Industry will sharply question the "interpretation" of the Federal tax law in this regard, and whether it can be "constitutionally" extended to include establishments in which video is the only entertainment offered.

An official of the New York Internal Revenue Bureau yesterday confirmed earlier reports that the Federal office "is considering the possibility" of levying such a tax, although the method of judgment and application "has not yet been clearly defined." The Bureau has ruled that video entertainment constitutes a "public performance for profit within the interpretation of the current revenue code."

### Manufacturers Checked

A check of manufacturers yesterday disclosed that approximately 500 to 750 bars and restaurants in the greater New York area are equipped with television, with a figure slightly under this in New Jersey. Possibly five or six thousand such establishments throughout the 48 states are similarly equipped, according to an industry executive—"a fact that points up the importance of the tax question and its far-reaching effect on television as a growing service."

Television officials, it's reported, will argue that the assessments of any such tax at this time would create an "unnecessary burden on a struggling industry" and "would endanger the tremendous interest in television aroused during the past two years."

One exec. said that a few manu-

facturers, aware of the situation for many weeks, might possibly seek a test case to decide the issue. He added that in several instances, sales resistance—"not encountered heretofore"—was offered by bar and tavern owners because of the threat of the added tax. On the other hand, he said, "bar owners are looking to the sharp increase in business as a result of television to offset this tax, should it become a reality."

Hamilton Hoge, president of United States Television Corporation, a company which manufactures large-screen video sets for bars as well as home receivers, expressed the opinion yesterday that if the matter is "properly presented" to the Bureau of Internal Revenue, "it will bend over backward" to aid the industry, rather than hinder it. His company had delivered and installed approximately 350 sets in the New York area alone, and expects this figure to go to 1000 by the end of 1947. U. S. Television is also shipping sets to Philadelphia, Washington and West Coast cities, the most recent being Los Angeles for "T-Day" on Monday of this week.

Ernest Marx, Du Mont television receiver exec., and a member of a committee of the Television Broadcasters Association, said that his company has shipped sample large-screen receivers to bar owners, and expects regular deliveries to be made within a short time. Questioned on the number of orders placed for Du Mont sets by proprietors of taverns, etc., Marx said it was considerable, and added that he knows of "300 owners who are waiting to buy receivers for their establishments."

## Industry Is Now 'Adult,' Say Trammell, Menser

(Continued from Page 1)

meeting was broadcasting's coming of age as it begins its 21st year of operation, and the problems brought about by maturity.

Clarence L. Menser, network veepee in charge of programs, told the group that the "business of coming of age is not so much a matter of years, as of attitudes." He added, "It is not enough merely to think we are serving an audience; we should have research to prove it." Menser said that in making "an objective appraisal of ourselves, we don't need to try very hard to discover too much carryover from childhood habits. A common one is our habit of expecting to have our errors excused because we are still an infant industry."

Other NBC officials speaking on subjects directly related to their own departments included Frank M. Russell, veepee in charge of the Washington, D. C. office; Ken R. Dyke, veepee and director of Broadcast Standards and Practices; John F. Royal, television veepee; William S. Hedges, veepee in charge of planning

## Truman Speech Suggests Special CBS Web Program

(Continued from Page 1)

March 16, on the subject, "What Are the Consequences of America's Intervention in Greece?" Dr. Henry Gideonse, president of Brooklyn College and Nathaniel Peffer, professor of international relations at Columbia University, will participate in the discussion.

A special Hooper survey for CBS yesterday revealed that the President's address attracted the same audience as his recent Baylor University speech, a total of 19.9. Percentage of listening audience was 93.2 or a total of 9,995,000.

### Black Vice-President Of KTYW

Yakima, Wash.—R. Lee Black, manager of KTYW since August 1, 1946, has been elected vice-president of Cascade Broadcasting Company, Inc., and a member of the board.

and development; William F. Brooks, veepee in charge of news and special events; Hugh M. Beville, Jr., director of advertising and promotion; and Sydney H. Eiges, press department manager.

## Giveaway Views

By EDGAR L. BILL  
(Pres. of WMBD, Peoria, Ill.)

There is nothing wrong with "giveaways" on radio, if done in good taste and does not border on lottery. The free plugs for the "giveaway" is part that hurts. The program sponsor divides his advertising on air and the "giveaway" company probably gets more advertising his money than he is paying for.

When radio finds a good pull program, it usually goes overboard on the idea. It works that way with "giveaways," "soap operas," "suspense" shows and "Open-the-door" Richard."

## KSJB Opens New Studios; Goodfellow Named Manager

Jamestown, N. D.—Changeover of KSJB operations this week to new completed studios climaxes a long period of growth and expansion and brings the station within listening range of 90 per cent of entire population of the Dakotas, according to John W. Boler, owner and operator of the MBS-CBS affiliate.

Station, which was bought by Boler in 1934, completed installation of a new 5,000 watt transmitter last July and had early license granted for change of frequency from 1400 to 600 kHz. Construction of the new transmitter and studio was supervised by Lloyd R. Amos, chief engineer.

Popular network program are supplemented by frequent market reports on grain, livestock and poultry, "of especial interest in these important farming states," according to Boler.

Joseph W. Goodfellow, recently appointed vice-president of the Jamestown Broadcasting Co., Inc., is the new resident manager of KSJB, it was also announced. A native of New York City, Goodfellow was associated with U. S. Rubber Co., for 10 years, and later headed the New York sales office of Boler's midwest radio interests.

### Stork News

John Bogue, WOR music library director, became the father of a 6½ pound girl born to his wife in Harkness Pavilion March 6. The baby, named Suzanne, is the second child for the Bogues.



JOHN W. BOLER



JOSEPH GOODFELLOW

PROMOTION

WAFM Program Schedule

Alabama's first frequency modulation broadcasting station, WAFM, is bringing out a 32-page booklet, 8 1/2" x 11" for all FM set owners in and around Birmingham. This booklet is one of the most attractive and well planned program schedules that we've seen. It has pleasant shades of tan, maroon and white to good advantage, with embossed letters W-A-F-M appearing on the cover, the booklet has an eye appeal in its distinctive design. The first page contains a number of paragraphs devoted to the commercial programs on WAFM, with an appeal to the listeners to respond to sales messages in a tangible way, reminding them that it is the sponsor that makes good programming possible. The next 31 pages are devoted to the daily programs for the month of March, heard from 3 p.m. to 9 p.m. each day. Printed on the inside back cover are facts about FM coverage. In bold, it is a booklet that FM set owners will want to have. WAFM will gladly mail copies to all those of Birmingham, Alabama that request them.

Disc Jockey

"Ted Husing's Bandstand" is the title of an interesting and factual promotional piece being mailed out by WHN, New York, to advertising agencies, clients, etc. Bound with plastic rings and using blue, orange and white color motif throughout, the 8 1/2" x 11" twenty-four page book tells the story of "Ted Husing's Bandstand" to date. Starting with a bit of the Husing background the book launches into top items that are the cast on "Bandstand," the "Bandstand" schedule, clippings from the nationwide press which have mentioned Husing's new job as disc jockey with WHN, newspaper advertising, other promotion, advertising rates and contract regulations. The book does a thorough job of it, in a clean, easy-on-the-eye layout.

WMT Contest

Radio station WMT, Cedar Rapids, Iowa, is offering over \$1,200 in prizes for the winners in the second annual National Clean Plowing Contest to be held April 26, on a farm near Wood, Iowa. The contest was initiated last year by WMT to help fight the European corn borer, which cost Iowa farmers \$25,000,000 last year. Co-operating with WMT for the National Clean Plowing Contest, are the Cedar County Farm Bureau, Iowa Extension Service, Iowa Department of Agriculture, and the U.S. Dept. of Agriculture.

APARTMENT NEEDED

Responsible network executive urgently needs 4, 5 or 6 room apartment in Manhattan. Trustworthy references. Can be 2 room apartment or slightly used. Good Conduct and ETO Ribbons. Write E 335, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

NAB Plans To Revive Study Of ET Standards-Practices

(Continued from Page 1)

neering executive committee. This study, which was under way and partially completed in 1942, was discontinued due to the pressure of war activities. The committee voted to reconstitute the original group of some 77 interested parties—including transcription manufacturers, playback manufacturers, etc.—in order to complete the study and establish standards for recording.

The group also will study the international aspects of the subject in order to standardize the transcriptions universally. Because of the increasing trend in exchanging transcribed programs with other countries, the standardization of transcription and record manufacturing is of utmost importance to broadcasters.

The committee, by motion, requested that the NAB staff convey to the Commission the group's suggestion that the FCC's standards of good engineering practice be "adhered to strictly" in granting new licenses and permits for expanded facilities.

In considering the question of acoustical studio standards, the committee felt that consideration should be given to an addition to the NAB engineering handbook covering the matter of noise level. It also was suggested that a chart be included in the handbook showing the re-

sistance of components of antennae. The committee urged the encouragement of the preparation in several colleges of doctorate studies on "mutual impedances of vertical radiators in directional antennae system."

Committee Members

Committee members who attended the meeting include: O. W. Towner, WHAS, Louisville, chairman; Ross H. Beville, WWDC, Washington, D. C.; A. James Ebel, WMBD, Peoria; Roland C. Hale, WCOP, Boston; Oscar C. Hirsch, WKRO, Cairo, Ill.; Royal V. Howard, KSFO, San Francisco; G. Porter Houston, WCBM, Baltimore, and T. A. M. Craven, board liaison member. Earle M. Johnson, MBS, joined the meeting briefly, but was called away. Representing NAB were A. D. Willard, Jr., executive vice-president, and C. E. Arney, Jr., secretary-treasurer.

Guests at the committee's luncheon were: NAB President Justin Miller, Howard Frazier, former NAB engineering director, and Lynn Smeby, also former NAB engineering head.

The following representatives of the FCC also were guests at the luncheon: Commissioner E. K. Jett; George Adair, chief engineer; John A. Willoughby, James E. B. Duff, C. M. Braum and Curtis B. Plummer.

FCC Nod For FM To 16; Three Get CPs For AM

(Continued from Page 1)

CP's to five applicants for new FM stations and awarded conditional grants to 10 other FM applicants. Given conditional grants were the following:

- Valley Broadcasting Co., Lanett, Ala.; KTRH Broadcasting Co., Inc., Modesto, Calif.; Turlock Broadcasting Group, Turlock, Calif.; News Press Publishing Co., Santa Barbara, Calif.; Capital City Broadcasting Co., Des Moines, Ia.; Wolverine State Broadcasting Service, Inc., Detroit; Telair Co., Detroit; Lewiston-Auburn Broadcasting Corp., Lewiston, Me.; Cumberland Broadcasting Co., Cumberland, Md.; Plains Radio Broadcasting Co., Lubbock, Tex.; Monterey Peninsula Broadcasting Co., Monterey, Calif.; Unity Broadcasting Corp. of Calif., Los Angeles, Calif.; P. C. Wilson, Canton, Ohio; The Reporter Broadcasting Co., Abilene, Texas, and Roanoke Broadcasting Corp., Roanoke, Va.

AM Applicants Get CP's

The Commission also granted CP's to five AM stations to the following applicants:

- Miami County Broadcasting Co., Piqua, Ohio, to operate on 1570 kc., 250 watts, daytime; Mrs. Carl A. Burnham, Farmville, Va., to operate on 870 kc., 1 kw., daytime; E. L. Barr Elmer, Jake Rhein Gans and Estay H. Walton, doing business as Radio Sanger Co., Sanger, Calif., to operate on 900 kc., one kw., daytime.

Cincinnati Station Covers Disaster For NBC Program

Cincinnati—Howard Chamberlain head of the WLW newsroom made a direct broadcast Tuesday from the scene of the collapsed six-story building in downtown Cincinnati for the NBC "News of The World." The building which collapsed early Tuesday morning trapped five men in the building overnight. Several were injured and at least one man was dead Wednesday, with hope dimming for the others.

Duo Artists In WABF Series

WABF, New York FM station, has started a 13-week series of live programs featuring viola and piano concert artists Emanuel Vardi and Jerome Rappaport. The series is sponsored by the Electronic Corporation whose one commercial comes at the end of the program. Sponsor is identified at the beginning but there is no commercial. The broadcasts, originating in WABF studios, are heard Wednesday nights from 8:45-9:15 p.m.

Salute To West Point On NBC

A special program celebrating the 145th anniversary of West Point will be broadcast Saturday, March 15, from 5-5:30 p.m. on NBC. Ben Grauer, emcee, will interview General Maxwell D. Taylor, superintendent of the Academy, from the Radio City studios. The West Point Glee Club will sing.

EQUIPMENT

Motorola Appointment

Daniel E. Noble, general manager of the Communications and Electronics Division of Motorola was appointed to the position of vice-president in charge of that division, it was announced by Paul V. Galvin, president of the firm. Mr. Noble's appointment followed a meeting of the board of directors of the Galvin Manufacturing Corp. Noble joined Motorola in 1940, when he became director of research. For the past six years he has been engaged in the development of frequency modulation communication equipment for mobile services and military applications. Since 1937 he has been identified with the application of FM to the mobile communications field. He developed the first FM mobile system for the Conn. State Police in 1938-39. He is chairman of Panel 13 of the Radio Technical Planning Board, which is the industry FCC advisory committee, dealing with mobile radiotelephone service applications. He is also chairman of the RMA Emergency Service Equipment Committee and chairman of the IRE Committee on Railroad and Vehicular Services.

RCA District Office

A new district sales office in Kansas City, Mo., has been added to the field organization of the RCA Engineering Products Department, it was announced by T. A. Smith, sales manager of the department. The Kansas City office, is now under the direction of C. M. Lewis. Working out of this new office, Dave Bain, assigned to Broadcast Sales, and Don Davis, who handles RCA Theater Equipment.

Wedding Bells

Marshal Diskin, remote cameraman for WCBS-TV, was married last week-end to Elaine Williams of Yonkers, N. Y.

De Valera On CBS Mar. 17

The annual St. Patrick's Day address of Eamon De Valera, Prime Minister of Ireland, will be broadcast over the Columbia network, Monday, March 17, (6:15-6:30 p.m., EST). De Valera, speaking from Dublin, will be heard over CBS for the second consecutive year. "In My Opinion" will be cancelled for this date only.

Send Birthday Greetings To —

March 13

- Nat Abramson David Mendoza
Aileen Clark Nellie Revell
Hugh Cowham Alma M. Saunders
Helen King Paul Stewart
Jack Lait Harry W. Flannery

## Bank Survey Shows Heavy Radio Use In '47

(Continued from Page 1)  
pointing up the advantages of radio advertising by member banks.

Use of radio by banks is chiefly in the spot announcement and institutional type program, it was said, although many are making use of the "instructional" type show in which a specific service is outlined to the air audience.

Quoting from results of a nationwide bank advertising survey recently completed, Mack said "Banks were asked what they thought was the big advertising job in 1947. In general there were three major themes repeatedly mentioned: (1) sell loan services theme; (2) personal money management theme; (3) public relations theme.

"The most important trend in bank advertising," Mack added, "is a shift from the strong selling of loans so prevalent in 1946 to a 'savings-thrift-careful money management' theme for 1947."

### 14,000 Banks Queried

Survey queried 14,000 commercial banks throughout the country, and divided banks into size groups. It was shown that the 4,760 banks with deposits under one million dollars will this year spend approximately \$1,356,600 on advertising; in the \$1,000,000 to \$5,000,000 class, 6,900 banks will spend \$5,244,000; the 1,330 banks with deposits up to \$10,000,000 will spend \$2,872,000; and the 1,270 larger banks will have an aggregate budget in excess of \$19 million.

Newspapers, direct mail and display advertising are used chiefly by banks, Mack said, but added that "it is interesting to note the increase in use of radio programs in bank advertising. Approximately 2,000 banks now advertise through their local radio stations."

### Radio Analysts As Speakers

Radio commentators will be well represented at the Southern Conference for Human Welfare luncheon honoring Margaret Halsey, author of "Color Blind," to be held on Thursday, March 20, at the Murray Hill Hotel. Bessie Beatty will be chairman of the dinner, while Frank Kingdon will be a featured speaker. Charlotte Adams, Susan B. Anthony and Lisa Sergio are included in the list of sponsors for the luncheon.

### IF YOU'RE ECONOMIZING YOU CAN CERTAINLY USE

a man who has built, written and produced shows that have paid off—for 15 years. Proven record. Strong on ideas as well as details. Executive and account background. Write Box 338, Radio Daily, 1501 Broadway, New York 18, N. Y.

## COAST-TO-COAST

### — CALIFORNIA —

**FRESNO**—KFRM, first commercial FM station to operate in Northern California, has just completed six months' continuous operation on an 18-hour-a-day schedule. . . . **SACRAMENTO**—Wired music is now being made available to all types of business houses, professional offices and industrial plants in this city through the McClatchy Broadcasting Co. A bank was the first concern to ask for the music, which will be piped over a special telephone line to subscriber's business, there amplified and fed through high fidelity loud speakers.

### — CONNECTICUT —

**HARTFORD**—A freak winter electrical storm, with only one bolt of lightning struck WDRG's FM transmitter tower atop Meriden Mt., knocking out several tubes and putting the unit off the air for several hours. . . . **BRIDGEPORT**—Denise Keller has joined WICC as evening receptionist and hostess, replacing Marcia Weed who left for a full time position. . . . March 17, WICC will present a half-hour award program from the Stratfield Hotel Ballroom. Awards to be made to retail stores and other local organizations who aided the Navy in publicity during the war.

### — PENNSYLVANIA —

**PITTSBURGH**—The University of Pittsburgh celebrated its 160th anniversary, Feb. 28 with a special program commemorating the issuance of a charter to the University in 1787. KQV broadcast the ceremonies and led the program to seven other Penn. stations; Indiana, Butler, Washington, Erie, Johnstown, Uniontown and Greensburg. . . . **PHILADELPHIA**—An overall move to streamline Westinghouse Radio Stations, Inc. engineering facilities to meet requirements of an extensive program of long term improvement covering tele, FM and AM resulted in the appointment of Engineering Manager D. A. Myer to the post of Technical Director of WRS, and the naming of George E. Hagerty to the engineering post.

### — NEW YORK —

**ELMIRA**—Two new additions to WELM are Dennis W. Bussard as Continuity Director and Don Cleveland, as salesman. . . . **POUGHKEEPSIE**—When eight maniacs made a daring break from the Matteawan State Prison for the Criminally Insane on March 1, WKIP broadcast frequent announcements and warnings to residents of the area, during Dutchess County's greatest manhunt in years. Listeners heard warnings between the regularly scheduled shows.

### — MISSOURI —

**KANSAS CITY**—Larry Ray, Sports Director for KCKN will broadcast all Kansas City Blues baseball games during the 1947 season. Broadcasts will be sponsored by General Mills for Wheaties. Agency is Knox Reeves, Minneapolis. . . . **ST. LOUIS**—Miss Jean Gose has been named Education Director of Radio Station KMOX. For several years prior to her recent appointment, she was a member of the radio department of Anfenger Adv. Agency, Inc. in St. Louis.

### — TENNESSEE —

**MEMPHIS**—Tim Reardon, veteran of the AAF for three years, has joined the announcing staff of WHBQ. He was formerly with the Mid-South network at Columbus, Miss. . . . **BRISTOL**—WOPI-AM and FM had a busy two hours of it recently. During that time they directed the dropping of food to FM engineers stranded on White Top Mt., covered an explosion 10 minutes after it happened, carried a broadcast direct from White Top, and arranged for an NBC pickup from the same spot.

### — MISSOURI —

**ST. JOSEPH**—KFEQ participated in the anniversary celebration of the chartering of the Hannibal and St. Joseph Railroad with a staff production of a half-hour dramatic show and a wire recording from where the railroad retraced the original route. . . . **KANSAS CITY**—E. K. Hartenbower, general manager of KCMO and Sid Tremble, station program director, are attending the Annual Radio Conference at the University of Oklahoma, which opened February 27 and wound up on March 2.

### — OKLAHOMA —

**OKLAHOMA CITY**—Tommy Allen, NBC singer on loan to WKY is being held over for his fourth consecutive 13-week series at the insistence of Oklahoma Gas & Electric Co., his sponsor. Seems that Original Tommy Allen Fan Club heard he might leave and wrote to sponsor to "Please keep Tommy Allen on the air. We are all crazy about him. We will leave all our lights turned on all day if that will help any."

## Advisory Council Seeks Adm. Help

(Continued from Page 1)

first step toward resignation of networks from NAB. Recently it announced that the status of works in the NAB organization will be clarified at the next meeting board of directors in May.

The New York Times yesterday carried an article by Jack Gould which the writer said: "A plan self-regulation of the radio industry involving the appointment of a tual 'czar' to administer improved standards in programming and advertising on the air, is being drafted by broadcasters, advertisers and major industrial concerns, sponsor network shows."

First announcement of the formation of the new Broadcasters Advisory Council was carried in Radio Daily on Friday, March 7, at which time it was announced that Ed Kobak, president of Mutual, had been named chairman of the committee organization and finance.

### Frisch, Ellis In Mesa

Frank Frisch and Steve Ellis, who will handle the New York Giants baseball games over WMCA, New York, starting next month, are in Mesa, Ariz., this week reporting spring training contests between Giants and Cleveland Indians on KARV, local 250 watter put on air last year. Dick Gilbert, former WHN, New York, disk jockey, working with the team. The special broadcasts are not sponsored but vote public service announcements to the Red Cross, Army Recruiting Service and the Crippled Kiddies, Arizona.



## ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye.

Perfect timing, impact, and follow-through—marks of the expert—distinguish each experienced Weed and Company representative.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 38, No. 51

NEW YORK, FRIDAY, MARCH 14, 1947

TEN CENTS

## NAB Studies Movie Code

### First FMA Regional Meeting for Albany, April 14

Washington Bureau, RADIO DAILY  
Washington—The first Frequency Modulation Association regional meeting will be held April 14 in Albany, N. Y., at the Ten Eyck Hotel, Leonard Street, Schenectady, temporary chairman of FMA Region No. 1, announced yesterday. Competing New York, New Jersey, Pennsylvania and the New England states, Region No. 1 is the first to be organized by the FM association. Other meetings will be formed in the near future, according to Roy Hofheinz, president.

(Continued on Page 3)

### Mudge Takes New Post At Ewell & Thurber

Ray Mudge, formerly with the Macy agency in charge of Coca-Cola Spotlight Band shows, and prior to that with Mutual and ABC, has been appointed manager of the newly opened offices of Ewell & Thurber Associates in the Empire State Building, it was announced yesterday.

Mudge will be in charge of the (Continued on Page 2)

### Red Cross Appeal Set for National Chairman

Hevey D. Gibson, national chairman of the 1947 Red Cross Fund campaign, will be guest speaker during the New York Philharmonic concert Sunday (March 16) at 3 p. m. on CBS.

Speaking from New York, Mr. (Continued on Page 2)

### Production

Washington—Production of radio receivers in the U. S. zone of Germany averaged 246 per month during the third quarter of last year, the Department of Commerce reported yesterday. Radio sets manufactured in the U. S. sector of Berlin during the January-August period of 1946 totaled 35,834; loud speakers produced in the sector during the eight-month period numbered 88,366.

### Ten 52-Wk. Renewals Signed By CBS, NBC

NBC and CBS reported an aggregate total of 10 renewals yesterday, all for 52 weeks, with latter network recording 25 renewals since December 30.

CBS programs renewed are: Lowell Thomas, Monday to Friday, 11-11:15 a. m., (Western US only) for Procter & Gamble; "Mystery of the Week" Monday to Friday, 7-7:15 p. m., also Procter & Gamble, both through Compton Advertising; Durante-Moore, Friday at 9:30 p. m., for (Continued on Page 3)

### Henshel Files Request For Purchase of WOV

In compliance with FCC's duopoly rule, application for purchase of Arde Bulova's interest in WOV, by Harry D. Henshel for \$400,000 and approximately 60 per cent of net current value. (Continued on Page 2)

## Unscrupulous Time Salesmen Fleecing Small Biz Accounts

By VAL ADAMS  
Staff Writer, RADIO DAILY  
Little business firms are being clipped for thousands of dollars by curbstone agents who buy block time on small stations and then re-peddle it on a participating basis for several hundred per cent profit, a RADIO DAILY investigation discloses. The usual pattern finds the glib talking agent seeking out the little business fellow, who has no knowledge of

### MPAA Execs. Aid Petty In Formulating Rules To Improve Radio Standards; Confab Set For N. Y. March 31

### Record Spot Business At WOR In February

Record spot business for February was announced yesterday by R. C. Maddux, vice-president in charge of sales at WOR, who estimated that business during the month exceeded by 42 per cent the business done in February, 1946.

New automotive business from Oldsmobile, Studebaker, DeSoto, and stepped up spot campaigns of such large advertisers as Procter & Gamble (Continued on Page 3)

### BMB Sample Evaluation Reported By Politz

Results of an independent sample evaluation study of BMB audience measurement survey made by Alfred Politz was released at BMB headquarters in New York yesterday. The survey, conducted by the (Continued on Page 3)

### New Chi. Tele Station To Be Ready In October

Chicago—Carl J. Meyers, WGN engineering director, predicted this week that WGNA, tele sister station to WGN, will be telecasting on the (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—The NAB has been studying the setup of the Motion Picture Association of America with a view toward strengthening standards for the radio industry.

This became known with the return to Washington from Hollywood of the NAB's general counsel, Don Petty. In Hollywood Petty conferred with movie industry leaders and officers of the MPAA. Petty expressed "gratification" at the "wholehearted co-operation" extended by the mo-

(Continued on Page 5)

### Decca Records Double Sales During 1946

Doubling their sales, Decca Records, Inc., yesterday reported net sales for the past year to be \$30,675,381 as compared to \$15,570,930 during 1945. Net profit for the year, after all charges, was \$1,944,538, equivalent to \$2.50 per share on the 776,650 shares outstanding at the close of 1946. This compares with net profit of \$839,692 for 1945, equal to \$2.16 per (Continued on Page 8)

### Radio Industry Hailed For Vets' Housing Aid

The radio industry was praised this week for its aid in the veterans' housing crisis, and new facts for the continued voluntary offering of public (Continued on Page 4)

### The Worm Turns

Chicago—For the past year while bowling fever has been at its peak in Chicago radio circles, ABC's central division team has continued to maintain its low-score bottom-rung position and called it "paying respects to clients and agencies." The other night, however, with only six nights remaining they beat the Hensel, Hurst & MacDonald agency.

(Continued on Page 5)



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

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## FINANCIAL

(Thurs., Mar. 13)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	83 3/4	83 3/4	83 3/4	.....
Am. Tel. & Tel.	166 1/8	165 5/8	166 1/8	+ 1/4
CBS A	26	25 3/8	25 3/8	+ 1/8
CBS B	25 1/4	25 1/4	25 1/4	— 1/4
Farnsworth T. & R.	7 5/8	7 1/2	7 1/2	— 1/8
Gen. Electric	35 7/8	35 1/2	35 3/4	— 1/4
Philco	26 3/8	26	26 3/8	+ 3/8
RCA Common	9	8 7/8	9	.....
Stewart-Warner	17 3/4	17 1/4	17 1/4	— 3/8
Westinghouse	25 7/8	25 3/8	25 3/8	— 3/8
Westinghouse Pfd. A.100	99 3/4	99 3/4	99 3/4	.....
Zenith Radio	20 1/2	20 1/2	20 1/2	.....

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/2	7 1/4
Finch Tele Comm.	35	38
Stromberg-Carlson	13	14 1/4
U. S. Television	2 1/4	2 1/2
WCAO (Baltimore)	40	.....
WJR (Detroit)	18	.....

## Radio Panel Planned For Negro Conference

Robert Heller, CBS script writer and director, and Juano Hernandez, radio artist, will be among those participating in the radio panel of the conference sponsored by the National Negro Congress at the Murray Hill Hotel in New York on Sunday, March 16, at 1 p.m. The conference has been called to examine the position of Negroes in the various fields of American culture and to foster a plan for improvement of that position. Mrs. Vivian Cadden is co-ordinator of the conference which will bring together leaders in the field of theater, radio, screen, music, literature and advertising.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!  
**1000 WATTS WJWL 780 KC.**  
"Anthracite's Most Powerful Independent"  
Represented by Forjee

## ★ COMING AND GOING ★

DOROTHY LEWIS, co-ordinator of listener activity for the NAB; HELEN SIOUSSAT, Columbia network director of talks, and ALMA KITCHELL, commentator on ABC, leaving for Ithaca, where tomorrow they will participate in the "Women in Radio" conference at Cornell University.

WILBUR S. EDWARDS, western sales manager for CBS with offices in Chicago, is back in the Windy City following a business trip to Los Angeles and San Francisco.

PAULINE FREDERICK, American network correspondent, has returned — in a B29 — from Montevideo, where she attended the inauguration of Tomas Beretta as president of Uruguay.

RALPH DENNIS, national spot sales manager at ABC, leaves Sunday for a week in Chicago.

KING HORTON, sales manager of WEEL, is back in Boston after having conferred for a few days at CBS in New York.

ROY F. THOMPSON, manager of WRTA, American network affiliate in Altoona, Pa., is in Gotham for talks with officials of the web.

BILL DOWNS, news analyst at CBS, is in Columbus, Ohio, from which point tomorrow he will broadcast his "Cross Section, U. S. A." over CBS.

HENRY COWLES WHITEHEAD, program director of WTAR, Norfolk, Va., and GEORGE BRANTLEY, public service director, are back at the station following a short business trip to New York.

JIM HURLBUT, announcer with WBBM, Chicago, welcomed this week at the offices of CBS.

JOHN V. L. HOGAN, president of WQXR and pioneer in the field of facsimile, is in Florida taking part in the first Florida showing of post-war fax, under the auspices of the Miami Herald.

JACKIE KELK leaves today for Bridgeport, where tomorrow he will open in "Tenting Tonight," new legit. He'll do the show again in Philadelphia on Monday, and will be back in New York in time for his "Aldrich Family" broadcast over NBC next Thursday.

ARTHUR FLETCHER, correspondent for CBS formerly stationed in Athens, has returned to the States and now is conferring at the headquarters of the network.

ROY E. MORGAN is in town. He's the manager of WILK, American network outlet in Wilkes-Barre, Pa.

TOM DAWSON, sales manager of WCCO, Minneapolis-St. Paul, a caller yesterday at the Radio Sales offices of CBS.

FRANK VAGNONI, manager of orchestra personnel for ABC is spending two leisurely weeks in Miami Beach, Fla.

J. HAROLD RYAN, vice-president of Fort Industries, in town from Toledo this week for the meeting of the BMB's executive committee.

MEYER DAVIS is leaving New York Sunday for two or three weeks in Florida. While there he'll gather material for the Milton Berle revue, "New York, London, Paris."

ROGER W. CLIPP, president and general manager of WFIL, Philadelphia, in town yesterday for the meeting at the Broadcast Measurement Bureau. The occasion was the convening of the executive committee.

## Henshel Files Request For Purchase of WOV

(Continued from Page 1)

rent assets was filed yesterday with the Commission.

Under terms of the agreement, Henshel, who is president of WOV, will assume control of the station. The transfer of control would mean separation of WOV, from WNEW, New York. The station now is controlled by Bulova.

Previously, the FCC had turned down sale of the Bulova and Henshel interests to Murray and Meyer Messer for \$300,000.

If the FCC approves the new deal, Henshel expects to withdraw his association with Bulova interests, including his position as vice-president and secretary of Bulova Watch Co.

Pending against Wodaam Corp., licensee of WOV, the greater New York Broadcasting Corp., licensee of WNEW, and others is a suit for \$500,000 brought by Richard O'Dea, who holds 20 per cent of WOV's class B stock and 50 per cent of class A as well as 10 per cent interest in WNEW.

## New Chi. Tele Station To Be Ready In October

(Continued from Page 1)

air by next October. Speaking on "The World of Tomorrow" program, Meyers said 60,000 new television receivers will be available in the Chicago area by the end of 1947, and co-axial cables for network television programs between New York and Chicago should be in operation early in 1948.

## Mudge Takes New Post At Ewell & Thurber

(Continued from Page 1)

Eastern field work for Willys-Overland 'Jeep' distributors which is also carried on in other offices of the agency in Toledo, Chicago and Hollywood.

## Red Cross Appeal Set For National Chairman

(Continued from Page 1)

Gibson will broadcast a nation-wide appeal for contributions to the 1947 Red Cross Fund. The campaign will continue through March 31.

**FARGO BISMARCK**

NOW SERVED  
CBS PROGRAMS BY

**KSJB** Jamestown  
North Dakota

5000 WATTS  
600 on the dial

Represented by  
**Adam J. Young, Jr., Inc.**

**CBS - MBS**



## Death Valley Scotty's Palace

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

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

To a great many people the considerable wonderment why a little radio station like W-I-T-H come up with so much gold audiences. But there it is! W-I-T-H always had it.

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

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



## W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Huddlestone

# 1st FMA Regional For Albany, April 14

(Continued from Page 1)

the conference are the following: panel discussion on the technical aspects of FM, led by Prof. E. H. Armstrong, FM inventor.

panel discussion on FM broadcast advertising, to be conducted by executives of leading advertising agencies.

"The FM Set Outlook"—by H. C. King, vice-president in charge of household radio sales, Zenith Radio Co., Chicago.

demonstration of FM and television at the General Electric laboratories.

About 300 are expected to attend the meeting.

The following have been named to the committee in charge of the meeting: W. A. Ripley, president, WTRY-WTRI (FM), New York; Fritz S. Updike, WRUN, New York; Raymond F. Kohn, WPMZ, Allentown, Pa.; Miles Hebbel, director of radio, State of New York; William Fay, vice-president in charge of broadcasting, Stromberg-Carlson Co., Rochester, N. Y.; Allen Wood, general manager, WIBX, Utica, N. Y.; Elliott M. Sanger, vice-president, WQXR-WQXQ, New York; John Shepard III, Yankee Network, New York; Roy Albertson, WBNY, Buffalo, N. Y.; C. B. Wagoner, director of special events, WGY-WGFM, Schenectady.

Also W. P. Meenhan, news editor and director of public relations, WGY-WGFM, Schenectady; Ray W. Elliott, assistant director, WGY-WGFM, Schenectady; W. R. David, vice-president, General Electric Co.; Hirschmann, president, Metropolitan Television Corp., WABF, New York; Arthur Freed, vice-president and general manager, Freed Radio Co., New York; Frank A. Gunther, vice-president, Radio Engineering Laboratories, Long Island City, N. Y.; Harry Goldman, WROR-FM, Albany; J. Robinson, Syracuse; E. W. Watbury, publisher, Oswego (N.Y.) Adium-Times.

## New Calif. FM Station Goes On The Air. Mar. 15

Santa Maria, Calif.—KRJM, new station owned by the Santa Maria Daily Times, will go on the air next Saturday with an inaugural broadcast originating in the Veterans' Memorial Auditorium with local, state and national dignitaries participating.

KRJM is a class A FM station and owned and operated by R. K. and C. Hancock, co-publishers of the Santa Maria Daily Times. William Rich, formerly of WGY-WGFM, Schenectady, will be program director and Kent B. Young, formerly of KJL, Los Angeles has been engaged as chief engineer.

Initially the station will operate on a daily schedule from 12 noon to 10 p.m., with a full broadcast day planned for the near future.

# ★ AGENCY NEWSCAST ★

**C**ECIL CARMICHAEL has joined the publicity department of Benton & Bowles, where he will specialize in radio promotion and publicity. He comes to the agency from the advertising and promotion department of NBC, and prior to that has been with the Crosley stations in Cincinnati, WLW and WSAI, as publicity director and assistant to the vice-president in charge of broadcasting.

ABC SPOT SALES is revising its operational arrangements in the Detroit territory to conform with systems already in effect in other areas served by the organization. Under this plan, the sales staff of WXYZ, will function as representatives for ABC Spot Sales in the Detroit territory, effective March 15. Harold Christian, sales manager for WXYZ, also will act as spot sales manager for that territory, and Joseph C. Molin of the WXYZ staff, has been named ABC Spot Sales account executive for the territory outside of Detroit, which includes Cleveland, Akron, Toledo, Columbus, Dayton, Cincinnati and Pittsburgh. This operational set-up is the same as that which ABC Spot Sales maintains in Chicago, San Francisco and Los Angeles.

## Plan Iowa FM Tower To Reach Height Of 1530 Ft.

Plans for building an FM tower 1530 feet high at Des Moines, Iowa, to carry FM programs to an expanded mid-west audience were announced recently by T.A.M. Craven, vice-president of the Cowles Broadcasting Co. Craven said an application has been filed with the FCC for approval to construct an FM tower 1530 feet high for KRNT-FM.

The FCC has already authorized KRNT-FM to broadcast with the power of 157,000 watts. The extra height of the proposed tower would increase the normal coverage and bring to a much larger rural and town audience the advantages of FM service. Cowles' engineers have indicated that KRNT-FM, when put in operation, will carry noise-free, high fidelity FM programs to listeners within a radius of more than 100 miles from Des Moines. This would give the Cowles Broadcasting Company, Des Moines station much greater coverage than the average FM station in this country not located on a high mountain.

## AFRA To Meet Mar. 20

A membership meeting of AFRA's New York local is scheduled for Thursday, March 20, at 8:30 p.m., at the City Center Casino. Agenda for the meeting includes a report by George Heller as executive secretary, report of local board legislative committee concerning anti-labor legislation, a resolution on amalgamation of the Four A's and a resolution on a secret referendum vote for all strike action.

F. C. NASH & CO., Pasadena's leading independent department store, marking its first use of radio advertising, has signed a 52-week contract through Allied Advertising Agencies for a half-hour program daily over KMPC, Los Angeles. Program is "Hits and Headlines," featuring Patricia Service and Tom Latimer. It is being aired Monday through Friday at 9:30 a.m.

PROCKTER RADIO PRODUCTIONS, Inc., Bernard J. Prockter, president, have announced the following additions in executive personnel: Everett Rosenthal, formerly general manager of Rockhill Radio, will be vice-president. Jerome C. Robinson, formerly associated with the Biow Company and WWRL, has rejoined PRP as treasurer.

RALPH DELAHAYE PAINE, JR., managing editor of "Fortune," will be guest speaker at the regular Celebrity-Luncheon of the Advertising Club of New York, Wednesday, March 19, 12:30 p.m.

ALEXANDRA de MARKOFF, Inc., New York, appoints Cecil & Presbrey, Inc. for its line of cosmetics, as well as Alexa Perfumes and Rex Men's Toiletries.

# Ten 52-Wk. Renewals Signed By CBS, NBC

(Continued from Page 1)

Rexall Drug through N. W. Ayer, effective April 4; Robert Trout and the "News Till Now" for Campbell Soup, Monday to Friday, 6:45-7 p.m., through Ward Wheelock, effective March 31; "Aunt Jenny" Monday-Friday, 12:15-12:30 p.m., for Lever Bros., through Ruthrauff & Ryan, effective March 24.

### NBC Renewals

NBC renewals reported are: "News of the World" effective March 24, by Miles Laboratories through the Wade Advertising Agency, Chicago (Mondays through Fridays, 7:15 p.m., EST); "Fibber McGee and Molly," effective April 1 by S. C. Johnson & Son, Inc., through Needham, Louis and Brorby, Inc., (Tuesdays, 9:30 p.m., EST); "The Victor Borge Show Starring Benny Goodman," effective March 31, by the Socony-Vacuum Oil Co., through Compton Advertising, Inc., (Mondays, 9:30 p.m., EST); "Portia Faces Life" (Mondays through Fridays, 5:15 p.m., EST) and "When A Girl Marries," (Mondays through Fridays, 5:00 p.m., EST) effective March 31, by the General Foods Corp., through Young and Rubicam, Inc., (agency for both programs) and Benton and Bowles, Inc., (agency for latter).

**WE'VE COME A LONG WAY TOGETHER**

THIS MONTH MARKS THE

*25th Anniversary of*

# WSB

THE VOICE OF THE SOUTH — ATLANTA

*The oldest radio station in Dixie, WSB was licensed March 15, 1922, and is now in its 26th year of operation under the same call letters.*

750 KC • 50,000 WATTS  
NBC Affiliate  
EDWARD PETRY & CO., INC.  
National Representatives



THE ATLANTA JOURNAL STATION

## CHICAGO

By NAT GREEN

WBBM's special program for the War Orphans Appeal is to be rebroadcast by three other Chicago stations. WENR will broadcast the program on March 15, and WJJD and WCFL will broadcast it during the week of March 17.

The "Dinner Bell" program of WLS, Chicago, will originate on March 18 from Fond du Lac, Wis., on the occasion of Wisconsin Dairy Day.

The Quiz Kids will have as their guest in Chicago on April 6 Bing Crosby, and on April 7 the kids will take part in a Bing Crosby transcription.

Frank R. Back of W. S. Grant Co., station reps, leaves shortly for an extended business trip through Michigan.

"Sing a Song With Searle" is a new weekly series on WBBM, featuring Jack Searle, young Chicago baritone.

A new weekly drama series was launched Wednesday (12) over WGES, Chicago, by Loyola University. Cast will be composed of students of the university.

Danny O'Neill, appearing at the Chicago Theater, will guest on the Ernie Simon show Monday and the Guy Wallace show Tuesday, both on WJJD.

### Radio Industry Hailed For Vets' Housing Aid

(Continued from Page 1)

Public service messages on the subject were forwarded to participants in the radio allocation plan of the Advertising Council.

The Council, which will ask advertisers to feature these messages during two weeks in April, revealed that the radio industry contributed messages on the housing problem in 1946 to the amount of 801,435,000 listener-impressions, according to George P. Ludlam, director of the radio division.

"The support of radio and other media deserves a great deal of credit for the fact that so many people are remodeling to make homes for veterans," said Frank Creedon, national housing expediter. Though a quota of 50,000 conversions was set for '46, Creedon said that almost 65,000 were started.

Council explained that radio aid will stress the fact that ex-servicemen and their families are more drastically affected at this time than any one else.



### Broadway Bulletin Board . . . !

● ● ● Watch for Paul Kesten's name to become big radio news in the near future. Rumor has it that he's been flying the Atlantic and may be working on a deal for Radio Luxembourg. . . . J. Arthur Rank, the British film tycoon, reportedly interested in sponsoring a variety show with an all-English cast. . . . Comic Bob Burns slated for a musical comedy on Broadway this fall. . . . Laurence Olivier and Vivien Leigh have been offered a fabulous sum to star in their own dramatic series on CBS. . . . No decision due, until April, at least, on the Borden setup (replacing Ginny Simms). Kenyon & Eckhardt, meanwhile, may get the rest of the account. . . . Alec Templeton set as Bergen's summer fill-in. . . . Biow lining up an amateur show for Adam Hats. . . . Bernie Schubert bringing back "Blind Date" with a new format and Claudia Morgan in the emcee spot. Switch will be pitting college teams against one another. . . . Despite the plans for a new Madison Sq. Garden, a Chicago syndicate is scouting locations here for an indoor spot which will dwarf the 8th ave. sports arena. . . . Radio expects mail pull to fall off if post office increases mail rates.

★ ★ ★

● ● ● ONE MAN'S POINT OF (RE)VIEW: Dismiss everything you've ever heard about Milton Berle not being radio material. The guy who was tagged by Damon Runyon as "the greatest nite club entertainer in the country," showed up his air critics Tuesday nite on his Philip Morris opener with a solid, compact half-hour of fun, frivolity and foolishness. Milt started his gag-calling for Philip Morris fortified with a bright character (in contrast to his heretofore aggressive chatter style), a boff Nat Hiken script plus Frank Gallop, hilarious in an important announcer semi-stooge role. Give Berle a half a dozen mike shots of this caliber and Hope and the Fibber will have a Tuesday nite neighbor of high Hooper standing. Without a shadow of a doubt, this show is Milton's "Paradise Found."

★ ★ ★

● ● ● RADIO ROW CONFETTI: Merritt Tompkins, of BMI, heard an advance dub of Jan August's Diamond recording of "Ma'aguena" and ordered 1100 of them to be sent out to every radio station in the country with his compliments. . . . Gordon MacRae cutting 40 transcriptions for a Gullspray two-a-week summer series due May 21st. . . . Harvey Stone heads for Slapsie Maxie's in Hollywood when he finishes up with the Capitol here and has been promised six guest shots on the Kay Kyser ainer. . . . Evelyn Knight will pick up \$6,000 while en route to California for the Tony Martin series. She'll do two weeks at the Radisson Hotel. . . . "Murder and Mr. Malone" rolled up a 10.5 rating after eight weeks. . . . NBC planning to present a new Bob Ripley series across the board. . . . Jack Paar, who made that quick exit from the Vaughn Monroe ainer, may sub for Dennis Day during the summer vacash. . . . Special Hooper on the "Sunday Evening Hour" March 9th showed a tenth of a point gain to 2.8 as against regular rating of 2.7. However, it was ordered on the basis of Margaret Truman making her debut that nite with the Detroit Symphony. Share of audience went up 1.8 to 6.3. Miss Truman, incidentally, still can't avoid the responsibility which goes with being the Chief Executive's daughter. Despite her wishes, she is shadowed by two Secret Service men.

★ ★ ★

● ● ● LOVE AND KISSES DEPT': Maggy Fisher's "Piano Playhouse" with Milton Cross on ABC, which, like wine, grows more delightful with the years. (It's more than summer replacement caliber and definitely rates sponsorship). . . . Louis Prima's trumpetique on the Strand, plus his new vocalist, Cathy Allen. . . . Hy Zaret and Lou Singer's latest tune, "Atom and Evil," with a socko recording by the Golden Gaters. . . . Jack Smith's zingy tenoring via CBS. . . . Ben Kramer's lively WBYN disc jockeying.

## LOS ANGELES

By RALPH WILK

BILL LINDSAY has joined Universal Recorders as account executive and assistant to Harold Higginbotham, sales manager.

Jack Benny's "Rochester" is ranging a monster benefit show take place some time in April victims of the recent Los Angeles explosion, many of whom were homeless. Benny, Edgar Bergen and Ray Noble have already promised to appear. Benefit probably will be held at Shrine Auditorium.

Ozzie Nelson and Harriet Hilliard are turning down p.a. offers by a score to stay in Hollywood this summer. They'll be working on a script for the film version of their "Adventures of Ozzie and Harriet" show.

Steve Allen, featured in KHJ Mutual Don Lee's "Smile Time," became the father of a baby boy, born March 10th. Baby has been named Brian. Wendell Noble, Allen's partner on the program, is expecting an addition to his family in about five weeks.

KHJ-Mutual Don Lee presents special preview broadcast of a new series "Joe and Mabel," starring Jackie Cooper and Gloria Blondell, March 22nd. Story presents two "Brooklyn's finest" in a tale well flavored with local Flatbush color.

## RECEPTIONISTS DON'T LAST LONG

Baltimore, Md. Under the benign influence of WFBR studios, receptionists go fast. In recent years, two of them have become wives—of WFBR staff. However, latest WFBR Romeo, Singing Gene Webster, found his bride in WFBR's Music Department. We're thinking of giving the little guy with the bow and arrow desk space in our Talent Division.

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

DETECTATUNE

Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N.Y. PE 6-8400

## NAB, MPAA Confer On 'Code' For Radio

(Continued from Page 1)

picture industry in the exchange of background information of the Code.

Reports had attributed to the Broadcasters Advisory Council the impetus for creating an organization similar to the MPAA and the more timely reports predicting the virtual demise of NAB.

The NAB noted that its executives, led by President Justin Miller, "during a period of several months have been exploring the legal implications of a strengthened code and have been striving to establish a sound legal basis for the new rules."

NAB moves along these lines have included consultations with the Department of Justice, the FCC, and other Government agencies.

"Judge Miller," NAB said, "has emphasized the importance of creating positive self-regulatory rules for the radio industry which will, at the same time, protect broadcasters from violation of the Sherman Anti-Trust Act."

The entire question will be thrashed out at the meeting of NAB's Standards of Practice Committee when it meets in New York on March 31. Miller will report on his conferences with Hollywood leaders.

The newly-formed Broadcasters Advisory Council is expected to send a representative to meet with the NAB committee at that time.

## Renew ABC News Program

McClellan Brothers, Inc., have signed a one-year renewal contract with the ABC covering sponsorship of "Monday Morning Headlines." The renewal contract became effective March 2 and was signed through William H. Weintraub & Co., Inc. "Monday Morning Headlines," heard over ABC, Sundays from 6:15 to 6:30 p.m., E.S.T., features a news commentary by Don Gardiner.

## Landau Heads WINS Music

The appointment of Irving Landau as musical director of WINS, effective April 1, was reported yesterday by Willard Schroeder, station manager. He succeeds Bert Sheffer, who recently resigned. Landau was once assistant to Erno Rapee, musical director of Radio City Music Hall, and directed the Glee Club for seven years. In 1943 he became musical director for the War Savings Campaign of the Treasury Department in addition to his other work.

## LIVE MARIA HOUR

WMCA Sunday 6:30

Trick McSherry wrote St. Columcille  
James O'Neil plays Bishop Finnian  
John McGovern as St. Columcille  
Michael Higgins as Dermott  
Joseph Feely as O'Shance  
William O'Smith as Dairmaid  
George Shackley makes the music  
Donald Peterson has produced this weekly program for 12 years.

## Unscrupulous Time Salesmen Fleecing Small Biz Accounts

(Continued from Page 1)

heavily upon the chance of a lifetime theme. Many times the prospect is promised special tie-in deals and offered services which are impossible to fill. A garment manufacturer, for instance, was told that not only could he get 13 weeks of radio advertising for \$195 but that a display of his merchandise would be set up in the city's leading department stores with the announcement that he was sponsoring a program on a certain station. Biggest gimmick of all, in this particular case, was the promise to the garment maker that the agent was in contact with department store buyers who would be instructed to call and view his merchandise.

### Contract Vague

The contract which the garment maker signed was most notable for its vagueness. Actually it guaranteed the client nothing, for above his own signature it read, "This is your authority (meaning the agent) to broadcast our announcement of a 100-word business message once each week." In other words, for \$195 cash on the spot the client gave the agent permission to broadcast his spot announcement. Neither did the contract contain any mention of the time of day or day of the week the commercials would be aired. Signed agreement made reference to one announcement a week for 13 weeks.

### Offer Reduced Rates

Some prospects find that an agent never likes to admit defeat and will go to great lengths to collect even a sum of \$75. A very small mail order firm was pounced upon with the offer of eight spot announcements for \$300. The markets to be reached consisted of small town stations and the stations themselves were not clearly identified. And again the story was the same—the deal must be signed within 24 hours. The agent also said he'd send over a copy writer to prepare a hard hitting message guaranteed to sell merchandise. The business manager of the firm, however, refused to sign. Next day he got a phone call offering a smaller contract—this time, four spot announcements for \$150. On the third

day the offer was halved again—two spots for \$75.

In their underhanded methods of dealing from both the top and bottom of the deck, the agents are crafty enough to always remain just inside the law. Apparently they carry out their agreements in part by placing a client's advertising on some station somewhere. But whatever the agent pays out is negligible to what he takes in. Once a client realizes he has been victimized he may easily become prejudiced against radio advertising.

### Misrepresents Areas

Some of the curbstone double talkers work only from one point, claiming to represent stations in hundreds of cities and markets, but it has been learned that agents frequently make initial contact with certain stations only after they have business to place. One ambitious agent, working out of New York, has carried his questionable service to thousands of little business men around the country. His method is buying block time on small stations outside the metropolitan area of New York City, but within a 100 mile radius, and representing them to clients as "New York" outlets. The gimmick is that the little business man in the hinterlands is led to believe that under the plan he can reach the world's largest concentrated audience with his message. And only for a few hundred dollars.

Whereas the agent normally demands cash payments before any advertising has begun, time payment offers have been made. The owner of a radio repair shop was offered a campaign costing \$50 down and \$12 monthly installments until the balance was paid.

Many disdainful practices of the curbstone agents have been reported to the Better Business Bureau and some names are on file there. Complaints have been followed through to some extent but the bureau usually comes upon a stone wall. Until some agent's fat and ever growing harvest causes him to become a little careless, there is little recourse to divorce him from his ill plying trade.

## Halsey Barrett Appointed CBS Tele Promotion Mgr.

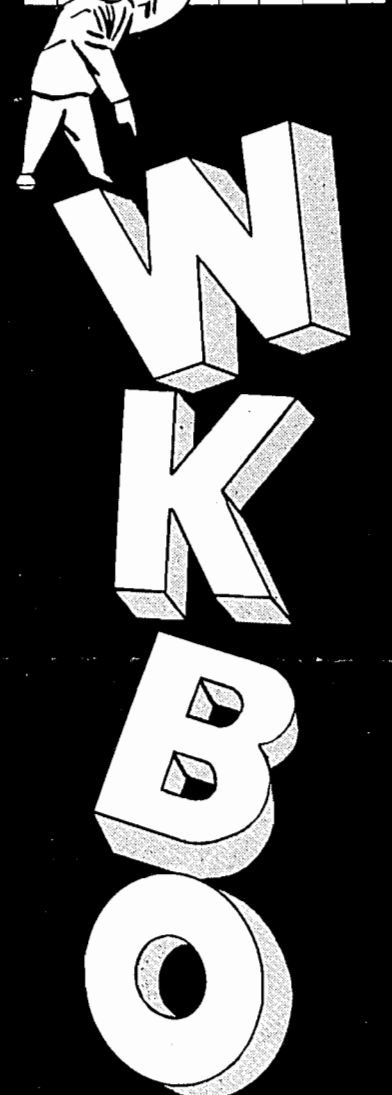
Halsey V. Barrett, formerly business manager of the Army and Navy Bulletin, and identified with sales promotion and research with WNEW and WOR, has been appointed promotion manager for CBS television, it was announced yesterday by David Frederick, network's director of sales promotion and advertising. He succeeds Harry Barnhart, resigned.

Barrett, who was senior grade lieutenant in the U. S. Navy, was assistant to the president and publisher of Tide Magazine prior to service, and previously had been promotion director of WNEW. From 1938 to '40, Barrett was associated with the sales

## 22,000 Acres Of Timber Purchased By Philco Corp.

Purchase of 100,000,000 feet of standing timber in North and South Carolina for use in the construction of radio and television receiver cabinets was announced yesterday by John Ballantyne, president of Philco Corporation, in a letter to the stockholders. The fir lumber from 22,000 acres in the Carolinas is being used at Philco's cabinet factory located at Watsontown, Pa.

promotion and research department of WOR, following a period of sales work with a Wall Street brokerage house. He is a graduate of Harvard Business School.



**HARRISBURG, PA.**

(Established 1922)

**A STEINMAN STATION**



Represented by

**RADIO  
ADVERTISING  
COMPANY**

New York • Dallas • Chicago

San Francisco • Hollywood

## BEHIND THE MIKE

**F**IVE current Broadway musicals and one of last season will be represented in a new record album, regarded as the first of its type. The album, titled "Show Parade" and released by Rainbow Records, will include a top tune from the current "Oklahoma," "Carousel," "Finian's Rainbow," "Annie," and "Call Me Mister," plus last year's "St. Louis Woman." General musical supervision is by Larry Clinton, with the Tune-Timers featured as vocal group.

John Wildberg has signed Candy Jones to head the beauty and fashion department of his new television concern.

Fred Magenheimer, Mason Candy biggie, in huddles with Guy Lombardo at the Roosevelt Grill, in regard to bankrolling "the sweetest music this side of Heaven."

Henry Adrian, the Broadway producer, may head a new kid quiz show, now making the rounds of the agencies.

Casino Russe to shortly have its own weekly air show emanating from that boite.

Peter Donald to guest star on WOR's "Luncheon at Sardi's" Saturday noon.

Robert Maxwell, "Superman" producer, has asked for special police protection because of several threatening letters he received warning him to lay off those exposés.

Bill Malony (BBD&O) getting quite a rep as a talent scout. Latest find is Jay Burton, who is Hollywood-bound to join Bob Hope's writing staff.

Shirley Eder nabbed Kathryn Grayson for one of her very few air appearances here on her Sat. WOR gossip session. Shirley is consistently coming up with top-flight names on her weekly ailer.

## New Dramatic Program Sponsored On WMAQ

Chicago—Sale of a weekly 30-minute show topped a brisk business week for WMAQ. "Your Favorite Story," transcribed narrative-dramatic program, was sold to the Peter Hand Brewing Co., through B.B.D. & O., for 52 weeks, starting March 15. Shell Oil Co., through J. Walter Thompson, ordered a 13-week renewal of the Tuesday-Thursday-Saturday segment of the John Holtman news program, started March 11, and Peter Paul, Inc., renewed the Monday-Wednesday-Friday segment of the same program for 52 weeks, as of March 10.

The Root for Mayor Committee, through Commercial Broadcasters, ordered four 15-minute periods for political speeches. Largest spot order was from S.O.S. Cleanser, through McCann-Erickson, for three station breaks per week for 13 weeks started March 10. John Morrell & Co., (Red Heart Dog Food), through Henri, Hurst & McDonald, Inc., ordered two station breaks a week for four weeks started March 11.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—T. B. Harms is setting a revival plug on "Little Man You've Had A Busy Day," written by Al Hoffman, Maurice Sigler and Mabel Wayne . . . a new Victor platter by Perry Como won't hurt either. . . ● Back in 1925, Arthur Otis brought a ballad "Alabama Cradle Song" to Remick execs. who thought so highly of the ditty, they assigned two top songwriters of the day, Gus Kahn and Egbert Van Alstyne, to help re-write it . . . then the fine song was printed and promptly forgotten. . . ● The great love, affection and understanding mutually shared by Dinah Shore and her hubby George Montgomery, a refreshing example . . . more power to them. . . ● The composer of the chords and background music featured Sundays (7:30 p.m.) on the "The ABClock" series, rates sustained fan-fare. . . ● Coach Jimmy Rich has new find in Lynne Andrews, singing WWRLovely. . . ● J. J. Robbins & Sons compiling a great catalogue of standard, classical and educational works. . . ● Hometown Music has a commercial hillbilly in "Rockin' Chair Money". . . ● Vaughn Monroe's recent CBSend-off of Manor's plug happy-go-lucky ditty, is proving a lucky break for the song "Lucky". . . ● Dave Blum succeeds Jack Perrin as professional manager of Harry Warren Music, Inc. . . . working on "Spring Isn't Everything" by Harry Warren and Ralph Blane.

☆ ☆ ☆

● ● ● G. Schirmer & Co. has just published the novelty "Brother Will, Brother John," recently featured by James Melton . . . John Sacco wrote the droll ditty. . . ● Chalk up a smash for General Music's "If I Had My Life To Live Over," written by Moe Jaffe, Larry Vincent and Henry Tobias. . . ● Inspired by the deeds of Father Hyland, nationally famous as the 'Prison Priest', Carroll Loveday has penned "The Hills Of Dannemora" which may be themed in the forthcoming flicker "The Church of the Good Thief." . . ● Add look-alikes: Bill (CBSinger) Harrington and Hal (nimble feet) LeRoy; Earl (Jack Smith Show) Sheldon and Irving (songwriter) Actman; Clay ("Mask & Wig" composer) Boland and George Sanders; Lester (Prudential Family Hour) Producer and Robert Young; Tony Martin and Ed Sullivan; Lester Gottlieb and Johannes Steel.

☆ ☆ ☆

● ● ● Not only shall the meek inherit the earth (someday) but the persistent plugger will eventually 'make' a song . . . just to prove the point conclusively we'll mention Mort (Lewis Music) Browne's faith in "Tuxedo Junction"; Bill Luckinbauer's faith in "Moonlight Cocktail"; Redd Evans' faith in "There I've Said It Again"; that is the kind of faith Perry Alexander has in "A Nickel For A Memory". Louis Prima has just recorded it on Majestic and Skip Ferrill on Mercury and we think the song will CLICK . . . and it couldn't happen to a nicer pair, Perry and Jane. . . ● After selling music direct to music dealers across the country for the past quarter century, Phil Moore has taken a whack at publishing and has a really fine sentimental ballad, written by the late Jack Mahoney (writer of "When You Wore A Tulip") . . . New song is titled "Her Dear Old Rosary."

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—You'll howl brother . . . just lend an ear to a new version of "Stardust" by a lad named King Perry on Excelsior Label . . . a collector's item. . . ● Perry Como's latest Victor, "Song of Songs" backed with "Easter Parade," a MUST. . . ● For a new trend in dance arrangements, listen to the Disc Album by Milt Orent-Frank Roth band. . . ● Maestro Joe Ricardel, who penned "The Wise Old Owl" and "Frim Fram Sauce" is raving about Hoagy Carmichael's Decca platter of "Sh-h, The Old Man's Sleeping". . . ● Freddy Martin's newest VictORCHID . . . "What Good Would The Moon Be?" backed with "Moonface-Starry-Eyed". . . ● Joe Mooney Quartet's latest Decca of "Warm Kiss and Cold Heart," backed with "Tea For Two"—disc jockey's delight. . . ● Apollo Records has inked Gordon McRae to a long-termer.

## EQUIPMENT

### New "Orthosonic" Radio List

Recorded music got a "lift" from a new radio manufacturer. The "Orthosonic" is a built-in elevator, operated electrically, for the benefit of the automatic record player in a console combination made by Electronic Laboratories, Inc., of Indianapolis. It is shown for the first time March 31 at the Drake Hotel in New York. Incorporated only in the Chairside combination console, the "lift" provides easy access to the record player simply pressing a button. As the largest of the new models offered by Electronic Labs., the Chairside is expected to retail at \$350.

### Electrifier for Farm Battery Radio

RCA has announced an electrifier for the conversion of a battery-to-radio to one which can operate on power lines. The Electrifier (Model CV-45) which costs less than a replacement battery power pack designed for conversion of RCA Victor (Model 64 F-3) Farm Battery from battery operation to line power operation on 110-volt, 60-cycle AC. It has been so designed that the electrifier fits conveniently inside the cabinet of the sets, the installation being easily made.

### Predicts Tele As Strong Medium For Int'l Ideas

Television will be the greatest means of providing an exchange of views between people of all nations, John Royal, vice-president in charge of video for NBC said yesterday in a comment on the network's coverage of the Herald-Tribune School Forum last Saturday at Waldorf-Astoria in which he expressed gratitude for the opportunity to co-operate in the undertaking.

NBC's tele outlet, WNBZ, aired the Forum from 9:45 a.m., to 12:30 p.m. and again from 1:45 to 5 p.m., EST feeding WTTG in Washington and WPTZ in Philadelphia.

"We feel that television will provide an unsurpassed medium for interchange of ideas among the peoples of the whole world," said Royal. "Through such forums as those of the Herald-Tribune, opportunity is provided to disseminate the ideas and views of outstanding scientific educators, statesmen and other great figures in the world today.

"We of NBC Television are extremely happy to co-operate with the Herald-Tribune in again presenting these forums to audiences in New York, Washington and Philadelphia."

### Adm. Halsey On ITT Board

Fleet Admiral William F. Halsey, Jr., has been appointed a member of the board of directors of the International Telephone and Telegraph Corp. Announcement was made by Col. Sosthenes Behn, president.



**ON THE WAY**



**IMPORTANT**



**THE 1947**

**RADIO ANNUAL**

**AND**

**THE YEAR BOOK**

**OF**

**TELEVISION**



**NOW IN THE BINDERY —  
WILL BE OUT**

**SOON**

**COMPLIMENTARY TO ALL  
PAID SUBSCRIBERS OF  
RADIO DAILY**

## Record Spot Business At WOR In February

(Continued from Page 1)

ble, General Foods and Colgate-Palmolive-Peet were enumerated as reasons for the increase. Other advertisers in the home appliance field, frozen foods, and other manufacturers have contributed to the sizeable increase.

In reviewing the business of 1946 Maddux said that the station had an all-time record in the number of advertisers. Last year, he reported, 377 advertisers bought time on WOR.

"The year was marked notably by the return of many food products with General Foods leading all others in the amount of time bought on the station," Maddux stated. "The year was also notable because for the first time since the war the automobile industry returned to WOR as advertisers, and amusements (theaters, movies, events) appear in the top five for the first time."

Maddux pointed out that food products led all other advertisers in time bought on WOR during 1946 and listed the next four major purchases in order: drugs and pharmaceuticals; soaps and household supplies; amusements; and confections and beverages.

"The sugar and grain shortage was responsible for the decline in time bought by confection and beverage products," Maddux stated. "And the lifting of price controls were a factor in the lead taken by foodstuff products."

Young & Rubicam was in first place in amount of business billed at WOR in 1946, with Duane Jones and Batten, Barton, Durstine & Osborn in second and third places respectively. The remaining of the ten leading agencies in order of sales were: Ruthrauff & Ryan, Erwin Wasey, Federal Advertising, Arthur Rosenberg, Al Paul Lefton, Charles W. Hoyt, and Arthur Meyerhoff.

### Heslep To Capital For WOR

The appointment of Charter Heslep as Washington, D. C., correspondent for WOR was made yesterday by Dave Driscoll, director of news and special events. Heslep was wartime executive of the radio division of the Office of Censorship.

## Send Birthday Greetings To —

March 14

Hayle H. Cavanor Ed Pancoast  
Harvey Hays Mark Brenneman  
G. Bennett Larson Madeline Pierce  
Les Brown

March 15

James Allan Julia Knox  
Everett Mitchell Lucille Hunter  
Patrick O'Malley Charles Pease

March 16

Tommy Donnelly Elizabeth Lennox  
Henry Youngman

## PICTURE OF THE WEEK



Alma Kitchell, president of the Association of Women Broadcasters, (left) and Dorothy Lewis, co-ordinator of women's activities of NAB (right) officiated when Fred Allen mailed a jumbo radio greeting card to his gagster adversary, Jack Benny, in Hollywood.

### BMB Sample Evaluation Reported By Politz

(Continued on Page 2)

Politz organization in Bronx County and Southern Westchester county, New York, revealed that "the families that returned their ballots in Broadcast Measurement Bureau's survey of radio station audiences vary little from all radio families with respect to the stations they report listening to one or more days a week."

BMB commissioned the study as a part of its analytical research activities. Its purpose was to answer two questions: (1) Was the original BMB sample of radio families to whom ballots were sent representative of all the radio families in the county or measured city? (2) Were those who answered the ballot representative of all who received the ballot?

Station audiences were tabulated in the same manner as BMB had originally tabulated them. The precision sample was tabulated. The original BMB respondents were tabulated. The original BMB non-respondents were tabulated.

#### Comparison Outlined

A comparison of the station audiences as reported by these three groups served to answer the two original questions.

1. Station audiences tabulated from the total BMB sample were slightly higher than those tabulated from

### Canadian Radio Expert Takes Chinese Gov't Post

Vancouver, B. C.—Former radio editor of Moose Jaw (Sask.) Times-Herald in which capacity he helped establish the Moose Jaw radio station, 'CHAB in 1933, Roy Graham Dunlop, a native of Indian Head, Sask., has been named director of English language programs for the Chinese Government's Central Broadcasting Administration. He will prepare transcripts to be flown to Canada, the United States, Britain and Australia and then broadcast. He intimated that China is preparing to build powerful short-wave stations in Chungking, and three other cities. Dunlop who is a graduate of the University of Saskatchewan, joined CBC in 1934 and was program producer in 1937 for CRCV, Vancouver, and during the war production manager of CBR, Vancouver. Fluent in Chinese, he has written plays in that language which were broadcast over American and Canada webs.

the precision, true probability sample.

2. Station audiences tabulated from the original BMB respondents were slightly higher than those tabulated from the total BMB sample.

The total difference between the original BMB respondents and the precision sample was only a few percentage points. Of greater significance is the fact that the difference was in the same direction for all stations.

## Decca Records Doubles Sales During 1946

(Continued from Page 1)

share on the 388,325 shares outstanding at the end of that year.

Jack Kapp, president of Decca, reported that the company would continue to produce records in unprecedented quantities.

"We are unable to satisfy the demand," Kapp said, "and production continues to be the main problem of the company. We are hopeful that as conditions adjust themselves generally, we will be able to utilize our existing facilities to increase our production by at least 30 per cent over the present level."

#### Production Growing

Indicative of an expanding market for the recording industry Decca revealed that sales for January and February, 1947, were greater than in the entire first quarter of 1946.

In commenting on foreign business, Kapp said: "Our new agreement with the Decca Record Co. Ltd., gives us an opportunity for greater foreign exploitation of our products, and has made available for distribution here British Decca's famous FFRR recordings."

### Mercury Signs Damone

Vic Damone, who has had successful engagements in radio, night clubs and recording in the one year of his professional career, has been signed to record for Mercury Records, with first platter dates set for April. Baritone has been heard on WHN's "Gloomdodgers," Arthur Godfrey's Talent Scouts, and has been a standby for Andy Russell on the Lucky Strike Hit Parade.

## HALF INTEREST

in long established program producing concern for sale. Stations in every state are contracted for shows from this organization. This is a going business, showing excellent income which increases every year. Partner sought should be experienced in writing and producing, as we supply scripts and transcriptions. Investment of \$10,000 required, one-half of which will be placed in operating fund. Partner selected will receive immediately a salary of \$100.00 per week with an equal share of profits monthly. Earnings should exceed \$250.00 per week within six months. In answering, please tell all. This is not a new organization, but has been dealing with the nation's radio stations for ten years, always successfully. Business is situated in the Rocky Mountains where living conditions are ideal. References will be exchanged. Reply in confidence to Box 336, Radio Daily, 1501 Broadway, New York 18, N. Y.



# RMA Asks AM-FM Info.

## East-To-Coast Cable Impurs Tele Networks

Progress in the completion of the first coast to coast coaxial cable for use in television networks by Bell Telephone Co., and the announcement that Raytheon Manufacturing Co. will soon begin its first commercial installation of micro-wave relay circuits gave impetus to electronic planning in New York the past week.

Approximately three-fourths of the cost to coast system of the Bell company's coaxial cable is "under ground" and network television will become a transcontinental reality before the end of 1948.

Longest continuous stretch of the

(Continued on Page 7)

## WNBT, WCBS-TV To Cover St. Patrick Parade Today

St. Patrick's Day parade and events attending the traditional march up Fifth Ave., today, will be televised by WNBT and WCBS-TV from 1 p.m., and featured by pickups of civic and religious dignitaries.

His Eminence Francis Cardinal Spellman, and a host of high-ranking Catholic officials will be televised by the NBC cameras stationed directly opposite St. Patrick's Cathedral.

## Seven New ABC Programs Set For Debut Mar. 22

ABC will debut seven new Saturday daytime shows on March 22, filling the 2-5 p.m., time segment with a parade of music, movie stars and led off with "Our Town Speaks" a half-hour show (2-2:30) offering

(Continued on Page 4)

### Cooperation

ABC Friday granted WKWF, Mutual outlet at Key West, Fla., permission to pick up the "Sunday Evening Hour" yesterday in order that President Harry S. Truman might hear the voice of his daughter, Margaret, making her debut in Detroit as a coloratura soprano. Program was piped from WGBS, ABC outlet in Miami to WKWF.

## Mortimer Chairman Of Adver'tg Council

New chairman of The Advertising Council is Charles G. Mortimer, Jr., vice president in charge of advertising for the General Foods Corp., who was elected at a business meeting last Friday just prior to the group's semi-monthly luncheon at the Waldorf-Astoria. He succeeds James W. Young, senior consultant of J. Walter Thompson Co., who remains actively

(Continued on Page 6)

## Spot Business Pickup With Chicago Stations

Chicago — Considerable time was sold last week by stations WMAQ and WGN. Oliver Morton, manager NBC spot sales department, reported the sale of three 15-minute spots and orders for 157 station breaks and six one-minute announcements. The Greater Chicago Committee, in behalf of the Democratic candidate for mayor, ordered two quarter-hour

(Continued on Page 6)

## Cuff Resigns Du Mont Post; Cramer To Operate Stations

Resignation of Samuel H. Cuff as general manager of Du Mont's New York television station, WABD, and their Washington outlet, WTPG, and the appointment of Leonard Cramer, to the managerial post in addition to his duties as executive vice-president of Du Mont Laboratories in charge of television stations, was reported in New York television circles Friday.

Cuff, associated with WABD for the past four years first joined the sta-

## Seeks 'True Picture Of FM Production' By Requesting Detailed Statement On Actual And Planned Mfg.

## Networks And Unions Continue Negotiations

Negotiations between the networks and three different labor unions continue this week amid a continuous round of meetings with each overlapping the other. NBC, ABC and WOR are negotiating with the National Association of Broadcast Engineers and Technicians with the union reportedly demanding the so

(Continued on Page 7)

## Cleveland Clinic Uses Tele For Operation Exhibition

Use of television in demonstrating eye, ear and nose clinic operations in Cleveland was announced Friday by Captain William Eddy of Television Associates of Chicago. The Cleveland demonstration last week parallels the one conducted by RCA

(Continued on Page 6)

## Eagle-Lion Films Buy Spots To Plug New Movie

Eagle-Lion Films will use an extensive radio spot campaign in all key cities throughout the country to advertise its latest picture, "The Ad-

(Continued on Page 7)

Washington Bureau, RADIO DAILY  
Washington—The RMA last week took steps to get detailed information on current and estimated production of FM-AM receivers and transmitters this year. With the stated objective of presenting a "true picture" of FM production and prospects for the benefit of broadcasters, dealers, and consumers, the association sent out questionnaires to all set manufacturers who are members of RMA asking for detailed information on actual and planned production of FM-AM re

(Continued on Page 6)

## Tele Execs. To Meet With Treasury Dept.

J. R. Poppele, president of the Television Broadcasters Association, will meet today with officials of the United States Treasury Department in Washington to discuss the proposed extension of the 20 per cent amusement tax law to establishments offering television entertainment, it was disclosed over the week-end. As outlined in these columns last week,

(Continued on Page 2)

## McDonald Opposes Plan For International Radio

A proposal that the U. S. State Department cease its present international broadcasting activities and also drop the idea of a proposed

(Continued on Page 2)

### Wash Day Views

Housewives bringing their washings to coin-operated washing machines in the Highland Park. J. J. Launderette are entertained by television shows while they wait. RCA television receiver was installed to promote extra business. The chain of Launderettes is operated by the Telecoin Corporation which is considering receivers for other outlets.

### Boom

Hollywood — RCA-Victor representatives have announced that Los Angeles area dealers sold out their supply of 1000 RCA-Victor table-model television sets in eight hours of "T-Day." Dealers report "T-Day" was biggest single day of television merchandising in Los Angeles retail history, the crowds exceeding those present on Christmas Day.



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MARVIN KIRSCH : : : : : Business Manager

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# FINANCIAL

(Mar. 14)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/4	8 3/4	8 3/4	—
Am. Tel. & Tel.	166	164 1/2	165 1/4	— 7/8
CBS A	25 3/8	25 3/8	25 3/8	—
CBS B	25 1/2	25	25 1/2	+ 1/4
Farnsworth T. & R.	7 1/2	7 1/4	7 3/8	— 1/8
Gen. Electric	35 3/4	35	35	—
Philco	26 1/4	25 1/2	25 5/8	— 3/4
RCA Common	9	8 7/8	9	— 1/8
Stewart-Warner	17	17	17	— 1/4
Westinghouse	25 1/2	25	25	— 3/8
Westinghouse Pfd.	99 3/4	99 1/2	99 3/4	—
Zenith Radio	20 1/8	20	20	— 1/2

## NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	15 3/8	15 3/8
Nat. Union Radio	3 5/8	3 5/8
OVER THE COUNTER		
Du Mont Lab.	6 1/4	7
Finch Tele Comm.	35	38
Stromberg-Carlson	13 1/4	14 1/2

### Mobile FM Radio-Telephones

The Pullman-Standard Co. last Oct. installed six Motorola mobile FM radio-telephone units in diesel switch engines and steam cranes at the Haskell and Barker Michigan City freight car plant. Under the first industrial FCC authorization, the switch engines operate within the confines of the plant's 80-acre tract on 22 miles of criss-crossed track. Central Station Transmitter-Receiver unit for the system is controlled from a sound-proofed Dispatch room in the scale house. Working on the new 152-162 mc. wave band assigned by the FCC, the equipment is free of "dead" spots due to skipping, since the high frequency ground waves give a solid ground wave coverage within the operating area of the plant.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WHWL** 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

# ★ COMING AND GOING ★

MERMIEN DOMMISSE, South African radio actress and newspaper woman, who has been in the United States reporting to her country on the American radio scene, left New York Friday on the return trip to Johannesburg, taking with her a transcribed interview with Norman Corwin, CBS producer, writer and director.

EDWARD R. MURROW, vice-president of CBS in charge of public affairs, has returned from Philadelphia, where he addressed the Overbrook Lecture Club on the subject, "How Far Are We from Peace."

C. P. MacGREGOR, head of the Los Angeles transcription organization bearing his name, to New York for two weeks on business.

LOWELL THOMAS, Columbia network newsman, will broadcast his commentary today from KOIN, Portland, Ore., affiliate of the web. He'll remain in Portland today and tomorrow; then he'll go on to Seattle.

GALE STORM, motion picture star, who was in Gotham recently for radio appearances to publicize her latest starring vehicle, Roy Del Ruth's "It Happened on Fifth Avenue," has returned to Hollywood.

FRANCES CLARK, photo editor in the press department of NBC's central division, has left Chicago for a vacation in Hollywood and Los Angeles.

JOSEPH WERSHBA, news editor at WCBS, mounts his Army Jeep today and heads for Washington D. C., where he will confer at the CBS news bureau in the Nation's Capital.

JAMES SAMPLE, music director of the "KFI-Hollywood Bowl Auditions," leaves Los Angeles today on a nine-week, nation-wide tour with the San Francisco Symphony Orchestra.

## Popple, Treasury Execs. To Discuss New Tele Tax

(Continued from Page 1)

the Bureau of Internal Revenue has instructed its local offices that bars and restaurants installing video receivers will be liable to the tax, on the grounds that television programs are "a public performance for profit."

The tax question was discussed by Popple and officials of his organization at TBA board meeting last week, and it is believed that he will urge the Treasury Department to permit the growing industry freedom from such a burden at this time. Industry officials were of the opinion last week that the Federal group, if properly approached and informed of the far-reaching effect of the proposed tax, would co-operate with manufacturers and restaurant proprietors in this regard.

## Agency Buys On KGFJ

Los Angeles—Purchase of radio time on KGFJ to be used for institutional messages on the place of radio advertising and its listener-benefits was announced by John F. Whitehead and Associates.

The Whitehead organization has purchased the five-a-week strip, "Moon Dreams," heard on KGFJ from 9:45 to 10 p.m., PCT, which features Marvin Miller in a program of poetry and songs.

Johnny Whitehead is former western division manager of Potts-Turnbull Advertising Company of Kansas City and was editor of Radio Life magazine in 1941-42, before he entered the Marine Corps.

FRED WARING and his Pennsylvanians will air their NBC program today from St. Paul, Minn., the fourth appearance on their current broadcast-and-concert tour of the midwest which will take them far south as Memphis.

BRENT O. GUNTS, director of radio for the U. S. Treasury's savings bonds division, and DENES AGAY, musical conductor of "Guest Star," the new band program, are expected back today from the West Coast, where they cut five more platters in the new series to be aired during the week beginning March 30.

EDWARD STOCKMAR, sales traffic manager in the central division of NBC, left Friday for a vacation of two weeks in Phoenix, Ariz.

HENRY (Here's) MORGAN is in Harrisburg, Pa., where today he will participate in a rally in support of the Fair Employment Practices Commission.

CAMPBELL ARNOUX, director of the 4th District, NAB, and president of WTAR, Norfolk, Va., is back at the station after having observed Atlantic Fleet maneuvers in the Caribbean as guest of the Navy Department aboard the battleship Missouri.

ROBERT TROUT, Columbia network newsman, who week-ended in Washington, D. C., is expected back at the New York offices today.

BOB KELLER, head of the radio sales promotion firm bearing his name, is back in town, having completed a flying trip through the southeast, visiting clients in Florida and the Carolinas.

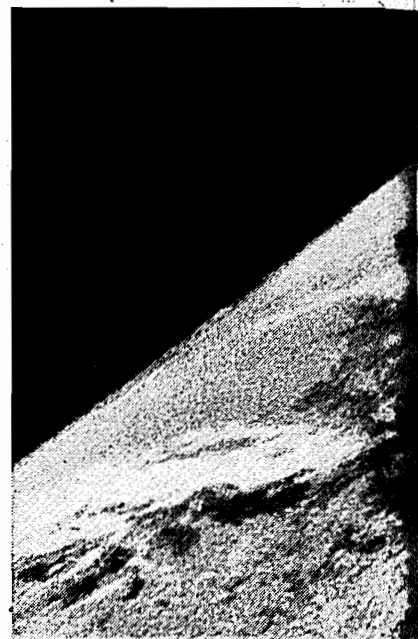
EVERETT SHUPE, station manager of KVOR, Columbia affiliate in Colorado Springs, is back at his desk following a series of conferences at the station relations department of CBS, with which KVOR is affiliated.

## McDonald Opposes Plan For International Radio

(Continued from Page 1)

foundation has been made in letters to Congressmen by E. F. McDonald, Jr., president of Zenith Radio Corp. and read into the Congressional Record. McDonald said the job could be done much more effectively by the commercial radio industry and that foreign nations would get a true understanding of America. He also said State Department radio should be stopped for reasons of economy.

McDonald maintained that the government has no more reason to own and operate radio stations than it has to publish newspapers and periodicals. He inferred that the government was not experienced and skilled in radio program production and was therefore wasting millions of dollars. McDonald said that U. S. commercial broadcasting should be given the chance to expand into international operations.



# 65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

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

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

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

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



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

**WBNX**  
FOR  
THE LATEST  
IN  
**MUSIC  
SPORTS  
AND  
NEWS**

2:00 to 6:00 P. M.  
Monday thru Friday  
5000 WATTS — 1380 ON THE DIAL

**WBNX**  
280 E. 161st ST., NEW YORK 5, N. Y.  
M. Elrose. 5-8933

# WHEN IS A COMMERCIAL **TWICE** AS GOOD?



WHEN IT'S IN

## WDRRC's *Market Basket*

**T**HIS popular WDRRC show makes your commercials twice as good by giving you: 1) Your regular 1-minute announcement, 2) Sampling of your product and extra announcements in the "Market Basket," 3) One of Hartford's highest Hoopers for a morning show.

Twice each morning, a mobile unit with two announcers and the "Market Basket" roams around Greater Hartford. Where will it stop? No one knows, but the audience listens!

Then a doorbell rings, and a pleased housewife is on the air! She is interviewed and presented with the "Market Basket," which is filled with free gifts, mostly sponsors' products.

The "Market Basket" is the double-

barreled feature of the "Shoppers Special," WDRRC's every weekday morning program, from 7:15 to 9 a. m. What else happens for an hour and forty-five minutes? Plenty! That's why WDRRC has an 8-page brochure to send you, on request.

Naturally, the show is practically always filled with sponsors. There are a limited number of availabilities now, and we do mean limited. So write without delay.



Send for Brochure

An 8-page brochure, describing all the features on The Shoppers Special.



**WDRRC**  
HARTFORD 4 CONNECTICUT  
WDRRC - FM

## SOUTHWEST

**T**HE Chesterfield ABC Roundup" featuring Zack Hurt as master of ceremonies and broadcast for a half-hour nightly over KFJZ, Fort Worth and stations of the Texas State Network, will originate from the stage of the Nacional Theater on Saturday, March 22, for a special half-hour broadcast to salute the Latin Americans of this area. Bill Lister, Del Dunbar, Rosita, the Texans, KABC, San Antonio, entertainers will be among the stars to appear with Hurt. Monnette Shaw back at KABC, San Antonio following a weeks trip to New York where she attended the women's NAB meeting.

R. J. O'Donnell, vice-president and general manager of Interstate Theaters interviewed James Stewart and Frank Capra film star-director team of "It's A Wonderful Life" on KGKO, Fort Worth, during the recent visit of the duo to the southwest.

Ingham S. Roberts, general manager of KRIO, new 1000-watt station at McAllen which is soon slated to take to the air, announces that G. A. Kilgore and H. R. Halcom have been added to the staff of the station. Kilgore will be an announcer, writer and producer and is brother of Representative Joe Kilgore. Halcom will be an announcer and member of the production staff.

## Seven New ABC Programs Set For Debut Mar. 22

(Continued from Page 1)  
the various ways of life in communities throughout the country.

"Our Town Speaks," will offer descriptions and anecdotes of the various towns or cities visited via interviews with the most colorful citizens of each spot.

A full hour of music will follow this show, featuring the "Hilltoppers," a folk-music group, from 2:30-2:45; "This Is For You," program of novelty music, 2:45-3 p.m.; and Phil Brestoff's orchestra from 3 to 3:30 p.m., EST. "Ranch House Roundup," program of western music featuring Harry "Slim" Duncan and his "round-up rangers," comedian Hank Penny, a trio, chorus and guitarist Merle Travis, will be heard from 3:30 to 4 p.m.

Motion picture stars and celebrities will be heard when Frances Sully interviews prominent Hollywood personalities from the Beverly Wilshire Hotel swimming pool on "Stars In the Afternoon" 4-4:30 p.m., EST.

From 4:30 to 5 p.m., ABC and the Treasury Department will present a variety musical show by a top-flight dance band, as yet untitled.



### Weekend Small Talk. . . !

● ● ● Hey, Bob Ripley! After handling Cities Service for more years than we can remember offhand, Foote, Cone & Belding tossed the account back on the open market, contending they could "no longer keep the client happy". . . Newly-formed Broadcasters Advisory Council is reported running into membership difficulties with Standard Brands and others chilling on the planned public relations setup. Agencies and leading radio advertisers had been asked to pick up the tab on the new industry venture. . . Campbell Soup bought 5 daytime half-hours on CBS, largest single block of daytime radio bought in several years. . . Things Are Tough All Over Department: Sammy Kaye, seeking a vocal replacement for Betty Barclay, specifies that aspirants must "look like Turner, have the poise of Bergman, the figure of Grable and warble like Dinah". Thass all. . . Ointment fly in the virtually-set Ronald Colman-Benita Hume replacement stanza for Jack Benny is Colman's reputedly passionate insistence on remaining on the air. Wants a 26-week deal, but it'll probably be ironed out. . . Radio Writers Guild calling for a strike vote April 8th. . . Max Shulman was telling a PM interviewer about his favorite humorist, Ring Lardner. Lardner, recalled Max, once had a character say to another, "Well, My Man, how goes it?" So the other fellow sang eight bars of "My Man". . . Jimmy Carmine, veepee of Philco, returns to town this week from a Florida vacation to huddle with the Hutchins agency crowd on Philco summer plans.



● ● ● When Dorothy Kirsten first applied for a singing job at WINS some years ago, the director looked at her and remarked to an assistant: "Do you mean she can sing, too?" She could sing, and did—five times a week for \$15. Since then, she's done better than a soap opera heroine in the final installment. Grace Moore heard her over the air and sponsored her musical education in Italy. She married the station engineer. She became a Met star—hailed by the famous artist as "The Varga Girl of Opera." Dorothy can still be heard on the air, on the "Treasury of Song," where she's been guesting. In fact, you might say the gold in the "Treasury of Song" Thursday nite was the glittering colorature of La Kirsten, the plush-thrush of the Met.



● ● ● **THOUGHTS WHILE DIALING:** After reading Harriet Van Horne's rave on the Milton Berle opener (in the World-Telly) and then turning to Seymour Peck's rap in PM, you wonder if they were talking about the same show. Personally, we're stringing along with Harriet. We loved the show. Incidentally, there's been several cracks printed around that Berle stole a lot of Henry Morgan's routines and style. The fact is that back in 1938, Nat Hiken wrote a comedy show for KFVB called "The Grouch Club." Hiken is writing the Berle show so is naturally using some of the type of stuff that was so effective locally in Los Angeles. So Mr. Morgan, who once accused Fred Allen of 'borrowing' his stuff, should have no objection to Nat Hiken 'borrowing' from himself. . . Dr. Frank Kingdon and Upton Close celebrate the same birthday, February 27th, which, judging by their opposite political views, knocks astrology and its reasoning right out the window. . . Can't guarantee how she'll sound today, but her singing of a dozen years ago used to give us a sensational Ruth Etting. . . No sports game is as dull when aired as is basketball, unless, of course, they start play-by-playing lacrosse. . . Taylor Grant, of "Headline Edition," developing into one of the surest news voices on the air. . . Bill Perry, who missed his first show in years last week, rehearsed his songs at home, but it took 3 medicos to keep him away from the studio. After ten years of steady tenoring, he rated the rest. . . In appearance and in radio character parts, Chas. Irving and Alan Reed are so much alike.

## CHICAGO

By NAT GREEN

**T**HROUGH ABC and station WBEI the annual three-cushion billiard championship tournament was covered by television for the first time Saturday, March 15. A unique feature of the telecast was the use of an additional camera in a room adjoining the scene of the tournament. The production was under the supervision of Harvey Marlowe.

Buckingham Gunn, WGN program director, back from a week's business trip to New York City.

A new program, "You Care? The Share," heard Mondays on WAAI is being sponsored by Church World Service, organization of 21 denominations for collecting used clothing for the needy of Europe and Asia.

Jack Brickhouse, sports broadcaster will be speaker at a professional meeting of Alpha Kappa Psi, commercial fraternity at Northwestern "U," today.

Olan Soule has been added to the cast of "Captain Midnight."

"Fireside Thoughts," a new program of recorded music advertised as "for men only," featuring the comments of June Merrill along with recordings of modern music, made its bow over WENR Wednesday (5). On Mondays and Tuesdays, starting March 10, the station will present program of classical music from 12:30 to 1 a.m., featuring Lee Walters as an announcer. Disc-jockey Norman Kraeft will continue to present his "First With the Best" programs, featuring first recordings of new tunes 12:35-1 a.m. on Wednesdays, Thursdays and Fridays.

Eight Chicago NBCites are among a group of local radio personalities sponsoring a radio workshop in cooperation with the Evanston, Ill., bureau of recreation. They are Homer Heck, NBC production-director; Norman Ross, WMAQ emcee; Announcers Henry Cooke and Richard Noble; Curt Mitchell, sound man; Ruth Moore, writer of "The Baxters"; actor Olan Soule and actress Hope Summers.

Four singers have been added to the General Mills choir heard on "Hymns of All Churches" Monday through Friday over ABC. They are Margery Mayer, Reinhold Schmidt, Kenneth Stevens and Frederick Keith. Choir now has 10 people.

### Transcription Salesmen Wanted

Exceptional opportunity to sell World Library Service and syndicated World Features. Exclusive territories available. Liberal drawing account paid. Automobile necessary. Give full details and outline of experience in first letter.

### World Broadcasting System, Inc.

711 Fifth Avenue New York, N. Y.

STUDIO 13

Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 1-1000

# THE WEEK IN RADIO ★

## NAB Studies Movie Code

By JIM OWENS

13 officials have been studying Motion Picture Association of America's film code with an eye to moving radio standards along the same lines. . . . Commodore Edward Webster was named by President Truman to the vacant FCC post. Commission is now at full strength with seven members. . . . Radio Manufacturers Association will bring up "giveaway" question at its next advertising committee meeting. . . . Revision Broadcasters Association, Grand and other groups will fight the proposed amusement tax on television entertainment. . . . Survey by American Bankers Association shows more than 2,000 banks using . . . Elmer Davis won the . . . National Radio Commentator's Award. . . . Niles Trammell told the NBC national stations meeting that broadcasting is now "adult", must have "variety" in all its operations. . . . PH-Philadelphia Daily News Corp., . . . had application for a new television station in the City of Brotherly Love. . . . Newly formed Broadcasters Advertising Council seeking a top executive spokesman. Robert F. Elder, . . . of . . . Bros. veepee, is said to have . . . turned down the offer. . . . Industry . . . to offer heavy assistance to . . . "My Week", April 6-12. . . . First . . . annual meet of the Frequency . . . Association set for April . . . Albany, N. Y. . . . CBS, NBC . . . reported an aggregate total of 10 . . . news.

doubled its sales figure during 1946, with a figure of \$30,675,381. . . . FCC approved 24 licenses for new AM stations, in addition to 10 FM outlets in Chicago. . . . President Truman's address to Congress on the Greek-Turkey situation was aired by all webs and tele stations in the eastern U.S. . . . Los Angeles celebrated "T-Day" with heavy activity promoting distribution of new video receivers. Dealers reported results "far exceeding expectations". . . . Pilot Radio Corp. opened a major ad campaign in line with delivery of its new AM-FM receivers. . . . Edgar Kobak and Dr. Allen B. Du Mont were among the medal winners of the Annual Advertising Awards for '46. . . . Phonograph record production will break all records in '47, according to a Dep't of Commerce Report. Industry sold \$165,000,000 worth of platters last year; produced about 275,000,000 units. . . . Televiser mag has set a "Television Institute" for April 14-15 in New York. . . . WABD, Du Mont outlet, returned to the air with curtailed program schedule. . . . Dr. Ray H. Manson, Stromberg-Carlson prexy, reported company's shipments in 1946 were five times that of the best pre-war peak. Total was \$21,513,486. . . . Department of State's OIC is short-waving reports on the Moscow conference in 25 languages. . . . Jack Benny signed a new three-year pact with American Tobacco for the Lucky Strike show. Comedian is in his 16th year on the air. . . . ABC affiliate confab in Atlanta last week was the first of a series of six. . . . BBD&O elected four new vice-presidents of the agency.

**Align Bldg. Operations**  
To building operations activities of the CBS construction and building operations department has been designated as the building operations division and transferred to the operations department, it was announced . . . week by Frank White, vice-president and treasurer. It was added . . . as the construction and building operations department has been re-designated as the construction department.

Building operations division, has been put under the supervision of . . . Pierson, former sound effects division manager, who will report . . . Henry Grossman, newly named . . . assistant director of operations. Formerly carrying the title of director of technical operations, Grossman will . . . supervise both the building operations division and technical division.

**ATTENTION N. Y. PRODUCERS!**  
Want a gal to end your control-room . . . lass? Young, versatile assistant. Master . . . microphone and stop-watch, rewrite . . . re-routine. Open the studio door, . . . Richard I'm waiting. LO 3-9389 or . . . RADIO DAILY, Box K140, 1501 Broadway, . . . New York 18, N. Y.

**Renew Perry Mason**  
CBS announces the renewal of the Perry Mason Program for 52 weeks, effective March 24th. Sponsor is Procter & Gamble (Spick & Span and Dreft). Agency is Dancer-Fitzgerald, Chicago, Ill. Program is heard Mondays through Fridays, 2:15 to 2:30 p.m.

*The BEST Farm Station Buy?*

SINCE 1924, IT HAS ALWAYS BEEN

**K.F.N.F.**

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

# GET MORE FOR YOUR MONEY ON WMT



Iowa's rich rural market includes one fourth of all Grade "A" U. S. farmland . . . highest per capita income in America.



Iowa's steady industries account for 50% of her fabulous income: dependable, spendable income the year 'round.

GET BOTH IN EASTERN IOWA WITH **WMT**

Get your Katz representative now. Get the story of WMTland's rich "twin markets".

NEB. CEDAR RAPIDS WATERLOO ILL. BURLINGTON

WMT 5800 WATTS - DAY AND NIGHT - 695 KC. BASIC COLUMBIA NETWORK

Get on WMT now!

Member Mid-States Group

## RMA Requesting Info. On AM-FM Set-Mfg.

(Continued from Page 1)

receivers in 1947. The information is being obtained for the use of the special RMA-FMA liaison committee which was appointed recently by the RMA president, R. C. Cosgrove, in response to a request from the FM association's president, Roy Hofheinz, that a liaison be established to encourage FM production, particularly low-cost table models.

The RMA committee, of which Larry F. Hardy, vice-president of the Philco Corp. of Philadelphia, is chairman, will meet in New York on March 28 to study the data requested and to prepare a report. Later, the RMA representatives will confer with the FMA committee, probably early in April.

Estimates of radio industry leaders as to 1947 production of FM-AM receivers has varied widely from 2,000,000 to 5,000,000. Current production by RMA member-companies is running between 10,000 and 15,000 a week. January's output of FM-AM sets by RMA manufacturers was 51,318.

The RMA survey for the first time is expected to produce the "first definite forecasts of the future FM set production and accurate estimates of the number of FM transmitters that will be available this year."

## January Tube Production Slightly Under December

Washington Bureau, RADIO DAILY

Washington—Production of radio receiving tubes dropped slightly in January from the level of the previous three months, according to a tabulation of reports by RMA member-companies. January's output was 20,203,509 as against 24,473,535 in December. Of the January production of receiving tubes, 13,243,655 were packed for new sets, 5,497,084 were for replacement, 1,416,151 were for export and 46,619 were sold to Government agencies.

Manufacturers of broadcast transmitters received orders for \$26,476,087 worth of transmitter and studio equipment from broadcasters in 1946, and delivered \$6,491,067 worth of orders, according to an RMA tabulation of reports from member-companies over the week-end. More than half of the orders for transmitter equipment, dollar-wise, was for AM stations, while the remainder was split evenly between the FM and television. Sales billed for AM transmitter equipment represented about three-fifths of the total deliveries, also, dollar-wise. Total sales of television exceeded those of FM stations no doubt because of the much higher cost of television transmitters.

Orders received during 1946 for transmitter equipment by RMA member-companies were divided as follows: AM, \$10,469,072; FM, \$4,753,669; television, \$4,740,899; relays and miscellaneous, \$10,515. Sales billed in the same categories were: AM, \$2,-

## ★ AGENCY NEWSCAST ★

"CAREER WOMAN vs. HOME-MAKER"—that timely subject of controversy—will be the theme of the outstanding program of the next monthly luncheon of Advertising Women of New York, Inc., at the Hotel Astor, Tuesday, March 18th, at 12:30, when an exclusive edition of "The Author Meets The Critics," radio feature appearing on WQXR every Thursday night, will be put on especially for members of the club by Martin Stone, owner and producer of the program. The author will be Margaret Culklin Banning, whose latest book on the subject under discussion, "Clever Sister," was recently published by Harper and Brothers. The critics will be Eugene O'Neill, Jr., and Dr. Marynia Farnham, herself the author of another Harper book "Modern Woman, The Lost Sex," and a well known psychiatrist. The Moderator will be John K. M. McCaffery, of Metro-Goldwyn-Mayer's eastern story department. A question and answer period will follow the program. Mary McClung, president of Advertising Women of New York, Inc., will preside, and Miss Virginia Paige, luncheon chairman, will introduce the speakers.

## Cleveland Clinic Uses Tele Spot Business Pickup For Operation Exhibition

(Continued from Page 1)

at Johns Hopkins University in Baltimore recently when television was used in connection with a major operation.

A week ago Television Associates installed a television set at the Cleveland (Ohio) clinic and has been televising eye, ear and nose operations. The experiment has attracted the attention of surgeons throughout the country, and during the week large numbers of surgeons have visited the clinic to study the work being done there. The receiving set was installed in an auditorium adjoining the operating room, and by means of magnifying lenses used for projecting the operations, the visiting surgeons were able to closely observe the work. In eye operations, for instance, the eye is magnified to about five inches in diameter.

"This new use for television," said Captain William Eddy, of television associates, "has proved its value, and some day television will pay off in its service to science."

401,303; FM, \$752,259; television, \$845,141. All transmitter equipment includes satellite stations.

Studio equipment orders received by the same companies were: AM and FM, \$4,372,514; television, \$709,712. Sales billed were: AM and FM, \$1,784,060; television, \$72,127. The remaining orders and sales were for antenna equipment and miscellaneous items.

Export orders for transmitter, studio, antenna and miscellaneous equipment totalled \$1,463,162, while sales billed aggregated \$1,268,950.

THE FORSTER MFG. CO., Inc., of Farmington, Me., manufacturers of Ideal and World's Fair brands of woodenware specialties, toothpicks, clothespins, picnic and ice cream forks and spoons and a broad list of other woodenware items, has placed its advertising with the Charles W. Hoyt Company, Inc.

HILLMAN-SHANE, Los Angeles, announces the affiliation of Milton Grossman as director of merchandising for the agency. At one time advertising manager of the Phillips-Jones Corp. of New York, he also served as advertising and marketing research manager of the Inter-Coastal Co., Inc., of Los Angeles.

RHEEM MANUFACTURING CO. announces the appointment of Foote, Cone & Belding to handle its advertising account. Rheem manufactures an extensive line of household appliances and steel shipping containers, in 16 plants throughout the United States and three foreign countries.

THE CONDON COMPANY, Inc., Tacoma, Wash., has been elected to membership in the American Association of Advertising Agencies.

## Spot Business Pickup With Chicago Stations

(Continued from Page 1)

transcribed periods for political speeches. The Trail Coach Manufacturers' Association ordered the 10:45 to 11 p.m., time spot on March 14 for a special program promoting the National Trailer Coach show at Navy Pier. Other WMAQ business included Cincy Products Co., (wall paper cleaner), 66 station breaks to be aired 11 a week for six weeks starting March 24; Goldenrod Ice Cream Co., one station break per week for 52 weeks starting March 30; Zonite Products Corp., three station breaks per week for 13 weeks starting March 31, and Capper Publications, six one-minute announcements to be aired on the "Early Bird" program between March 15 and April 5.

WGN business included Atlas Brewing Co., to sponsor "Mr. Ace," half-hour mystery series, for 52 weeks starting March 20; Manhattan Soap Co., 52-week contract for "Kate Smith Speaks", Mutual network cooperative program, on WGN; Double-day, Doran & Co., replacing its "Jinx and Tex" show on WGN with "Shh, Did You Hear?", transcribed quarter-hour program; The S.O.S. Co., seven live daytime station breaks per week for 13 weeks, and Universal Pictures, five electrically transcribed daytime station break announcements for its picture "Stairway to Heaven," for two weeks starting March 26.

Station WLS reports sale of six station break announcements for 13 weeks S.O.S. Co., and seven station break announcements weekly for 13 weeks to Skinner Mfg. Co. (Nil deodorant), starting March 31.

## Mortimer Chairman Of Adver'g Council

(Continued from Page 1)

connected with the council as a member. Young has also been named chairman of a newly formed committee to consider general planning policies, thus relieving the board certain detailed matters.

Albert E. Winger, president Crowell-Collier Publishing Co., made head of the executive committee, succeeding Mortimer in that position. John Sterling, publisher of "Week" magazine, was appointed chairman of a committee to broaden understanding of the Advertising Council's work and its objectives in advertising campaigns.

In reviewing the first full year of the council, Mortimer stated:

"This program has brought credit and prestige to advertising to individual firms and business general, that we are now firm support for the Council idea at top management officials where the Council story is told. We see that like other World War I inventions, The Council mechanism turned out to be a wartime discovery with enormous peacetime possibilities. We hope in the coming year to continue to be of service to the nation and to the public."

Elected director-at-large Charles Luckman, president of L. B. Brothers Co.; Roy Larsen, president of Time; Edgar Kobak, president of the Mutual Broadcasting System and the retiring chairman, James Young. Continuing as directors-at-large are Chester LeRoche, chairman of the board, LaRoche & Ellis; H. B. Thomas, vice-president, Peddie Ryan, Inc.; John Sterling, and Tom Repplier, president of the Council. Two more directors-at-large are to be named. Re-elected to their positions were the following officers: chairman: Kerwin H. Fulton, president of Outdoor Advertising; Paul West, president, Association of National Advertisers, and Wil Reydell, partner, Newell-Emmett; secretary-treasurer, Frederic R. Goble, president, American Association of Advertising Agencies.

## Ziv Has Special Easter Show

In connection with their transcribed teen-age program, "Calling All Girls," The Frederic W. Ziv Company, Cincinnati, New York, Chicago and Hollywood announces the production of a special Easter program. The minute show stars Nancy Ferguson, Fashion Editor of "Calling All Girls" Magazine and singing star, Betty Brown and will feature as special Easter guests, Harry Conover, three Calling All Cover Girls—Geoghagen, Conover model; Betty Cornell, Conover model, and Jane Regan, Powers model. The show scheduled to be aired a week ten days before Easter in order to afford the department store sponsors of the show an opportunity to tie-in with the merchandising tie-in which show features.

## West-Coast Cable Closes Tele Networks

(Continued from Page 1)

ever placed into telephone service opened last week, linking Atlanta, Ga., with Dallas, Texas. The Los Angeles to Los Angeles stretch has crossed the California border and the line from Charlotte to Atlanta will be the only gap in the New York to Los Angeles line.

**In Use At End of 1948**

Intercontinental telephone service via the cable is expected to be in use by the end of next year. Associated equipment to handle video programs will be added shortly thereafter. Latter is not considered a lengthy operation, and will be ready with the telephone service if the broadcasters were ready for national television operations at that time.

The only coaxial circuit now available for television is the one extending from New York to Washington. Additional circuits are being prepared for service between these cities; construction is also nearing completion on the New York to Boston radio relay project. Bell engineers expect to have this new "mid-band transmission" in operation on a trial basis within the next few months. Completion of this unit will extend the present video system to Boston, with the relay working in conjunction with the coaxial cable.

**Install Microwave System**

Raytheon announced signing of contracts with the Canadian Marconi Co., for the microwave relays linking their international receiving and transmitting stations at Yamagueche and Drummondville, Quebec, extending about 135 miles. The second project will link the company's FM transmitting station, out of Montreal, with the broadcasting stations in the city.

Joseph Pierson, vice-president of Raytheon in charge of systems, said the Canadian communications company decided to install the circuit to eliminate winter breakdowns of present wire links and the advantage of speedier transmission. Most of the Raytheon equipment including transmitters, receivers, antenna arrays, parabolic reflectors and other items have already been produced for Canadian installation. The rest will be completed and installed when other conditions permit.

**Possible Tele Usage**

Practical application of the microwave relay system to the transmission of television is expected, an engineer said Saturday. The experimental microwave circuit which has been in operation between New York and Boston by Raytheon has already transmitted wire photos and facsimile newspapers.

New York television circles both announced progress of the national cable network and the microwave relay development were heralded as important steps toward nationwide expansion of television and long distance communications.

# EQUIPMENT

## New Philco Models

Production has been started on three new Philco radios, including two console radio-phonographs with standard broadcast and FM reception, automatic record changer and permanent needle pickup, and a powerful AC-DC table model in a novel wood plastic cabinet, and shipments to distributors and dealers are getting under way this week, it was announced by J. M. Otter, sales manager of the Home Radio Division. "With the introduction of these three new models," Mr. Otter pointed out, "Philco is extending its line to meet the unprecedented public demand for a wide variety of console radio-phonographs and table model receivers of high performance in modern cabinets. Production in the Philco plants is at the highest level in the Company's history to keep pace with orders from our distributors and dealers in all parts of the world."

## Motorola Appoints G. A. Godwin

G. A. Godwin has been appointed to the position of Plant Superintendent for the Galvin Mfg. Corp. in Chicago, makers of Motorola Home and Car radios. Godwin was formerly assistant plant manager of the Milton-Bradley Co. in Springfield, Mass.

## RCA Names New Manager

Appointment of Merrill A. Trainer, pioneer in television research and development, as Manager of RCA Television Equipment Sales has been announced by T. A. Smith, General Sales Manager of the RCA Engineering Products Dept. Mr. Trainer will supervise the sale of television transmitters, studio equipment, antennas, television microwave relay equipment, and other components used by television broadcast stations. Prior to his appointment, he was in charge of the company's television terminal equipment development.

## Eagle-Lion Films Buy Spots To Plug New Movie

(Continued from Page 1)

"The Adventuress" starring Deborah Kerr, which premiered in Boston last Friday. Amount of the radio budget has not been revealed but New York stations will begin participation within the next 10 days since the movie opens here at the Victoria Theater on April 5.

WEEI and WNAC were two Boston stations sharing in the picture premiere. WNAC told its listeners daily that the first five people correctly identifying a girl selected as "The Adventuress," who roamed city streets, would be awarded prizes. The girl's location in the city was aired twice daily.

The advance New York campaign calls for spot announcements, interviews and special promotion over the

## Farnsworth Expansion

E. A. Nicholas, president of Farnsworth Television and Radio Corp. announced expansion of its research, engineering, manufacturing, and administrative facilities, following completion of a new two-story addition to its plant, which will permit Farnsworth's entire research and engineering departments to be located in Fort Wayne, Ind. The administrative departments, including the Capehart Sales division, which formerly occupied downtown offices, are now consolidated in the enlarged headquarters building.

## General Electric Appointment

Appointment of Robert W. Ferrell, formerly Counsel for the General Electric Electronics Dept., Syracuse, N. Y., as manager of Employee and Community Relations of the Affiliated Manufacturing Companies Dept. of G.E. was announced. L. R. Boulware, vice-president, is general manager of the Dept. representing seven affiliated companies of G.E.

## National Electronics Conference

The National Electronics Conference, Inc. has released a list of the officers who have been elected to serve for the coming year. This corporation, whose purpose is to serve as a national forum on electronic developments and their application, is sponsored jointly by Illinois Institute of Technology, Northwestern University, American Institute of Electrical Engineers, Institute of Radio Engineers, and the University of Illinois, with the Chicago Technical Societies Council a co-operating organization. Plans are now being formulated for the 1947 National Electronics Conference, which will be held Nov. 3, 4 and 5 at the Edgewater Beach Hotel, Chicago. Chairman of the Board of Directors is W. O. Swinyard of Hazeltine Electronics, Inc.

## Ryan Names H. J. Tyler KFI's Sales Manager

Los Angeles—KFI General Manager, W. B. Ryan, announced the appointment of Haan J. Tyler as sales manager, effective April 1st, to succeed George Whitney. Tyler has been an account executive with KFI since 1943, and was formerly sales manager for KSFO, San Francisco, and also former manager of the Los Angeles office of Free & Peters, station representatives. Prior to coming to the West Coast in 1939, he was well known in Chicago and New York in the newspaper, magazine and advertising field.

Bessie Beatty program and Barry Gray show on WOR, Jinx Falkenburg and Tex McCrary via WNAC, Adrienne Ames show on WHN, and WOR's weekly half-hour stanza, "Let's Go to the Movies."

## Networks And Unions Continue Negotiations

(Continued from Page 1)

called "secondary boycott" clause in a new contract. NABET contract with WOR expired last Jan. 31 and will expire with NBC and ABC next May 1.

CBS is negotiating with the International Brotherhood of Electrical Workers, Local 1212, for a new contract to replace the one expiring next March 31. IBEW is reported to have agreed with NABET that it too would demand the "secondary boycott" in the contract with CBS.

Negotiations between NABET and NBC, ABC and WOR have been carried on both separately and jointly. A joint meeting between all groups is scheduled for early this week.

**Secondary Boycott Issue**

NABET representatives handling the negotiations include Allen T. Powley, president; Harry Hiller, vice-president; and Thomas Dunn, Washington attorney for the union. In reference to the "secondary boycott" clause, Powley has stated that NABET's demands parallel those which AFRA made originally last fall. The big issue in question was the demand that the networks refuse to service any station which refused to negotiate or arbitrate with the union.

Another issue being discussed by NABET and the networks is the matter of holidays and vacations. Current contract clause on this subject has reportedly been given one interpretation by the union and another by the webs. An effort is being made to see that there is no misunderstanding.

Meanwhile, the possibility of an early agreement between the webs and Local 802 of the American Federation of Musicians took on a brighter hue. Although the two sides made no progress in their first meeting early in the week, after a month's layoff, two others were suddenly held late Thursday and Friday morning. Next session is scheduled for Wednesday, March 19.

## KLXK Joins NBC

Station KLXK, Great Falls, Montana, became affiliated with NBC Sunday, March 9, as an addition to the North Mountain Group. Owned by the Great Falls Broadcasting Co., KLXK operates on 250 watts and 1400 kc., on a local channel. It is licensed to operate unlimited time. KLXK's affiliation brings to 166 the number of NBC stations.

*Send Birthday  
Greetings To—*

March 17

Jimmy Grier Frank McDonnell  
Syd Leipzig Lisa Sergio  
Roger White Jack Dillon  
Mercedes McCambridge

## BEHIND THE MIKE

**ED HERLIHY** has replaced **Durwood Kirby** as emcee on "Honey-moon in N. Y."

Bandleader **Phil Davis**, celebrating his 25th year in radio, has sent crystal sets to the presidents of his fan clubs as a memento of the occasion.

**Vic Damone**, 18-year-old crooner, wanted by **Metro** for screen build-up opposite **Jane Powell**.

**Phil Hanna**, singing star of "Hire's To Ya", is also one of the nation's top ranking amateur tennis players. He's slated for a series on tennis.

**Andy Russell** due in N.Y. in August to attend first national convention of his fan clubs.

First **Jack Lawrence** recording for **Rainbow**, a 25-year-old tune called "Don't Cry, Little Girl, Don't Cry," has created a tremendous demand for the tune in **Tin Pan Alley**. **Shapiro-Bernstein** will re-issue the old **Maceo Pinckard** tune with **Lawrence's** photo on the cover.

**Martha Tilton** flying in from **Hollywood** to appear on the **Jack Smith** ailer in N.Y.

**Art Ford's** red-headed protege, **Laurie O'Day**, forced to postpone her thrushing debut at **Cafe Society** Uptown. Her veddy social folks think she's too young.

**Phil Brito's** crooning in the film, "Sweetheart of Sigma Chi" has him hot for a radio commercial again.

**Edgar T. Carter**, who conducts an early ayem program over **KUJ**, **Wala Wala**, has a book of his poems entitled "Papa Goose Rhymes" brought out by **Exposition Press**. **Ed** has been featuring clever rhymes on his broadcasts for some time.

## Renew WGN Program

**Chicago**—The weekly news program by **John Mallow** on **WGN**, 10:30-10:45 p.m. Sundays, has been renewed by **M. J. Lanahan, Inc.**, for 52 weeks, as of **March 16**. Other business reported by **WGN** includes the **Trailer Coach Manufacturers' Association** of **Chicago**, through **MacDonald-Cook Co.**, eight live station break announcements, and two live one-minute participation announcements in the "Melody Memos" program; and **Zonite Products Corp.**, through **Erwin, Wasey & Co., Inc.**, three live daytime station breaks per week for 13 weeks, starting **March 31**.

one of the  
**FIRST**  
AM + FM  
SIMULTANEOUSLY  
**KOCS**  
ON THE AIR  
ONTARIO, CALIFORNIA  
The Voice of Pomona Valley

# Cuff Resigns Du Mont Post; Cramer To Operate Stations

(Continued from Page 1)

er as commercial manager, is also reported leaving the station. **Sposa** is credited with bringing the **General Foods** account to the station.

During the past four years **WABD** has pioneered in the development of commercial television programming. Among the clients have been **Lever Brothers**, **Super Suds**, **Chevrolet**, **U. S. Rubber Co.**, and the **Alexander Smith Carpet Co.** Last week the station sold the **Wednesday** night box-

ing broadcasts from **Jamaica Arena** to a clothing store client.

Recently **Du Mont** completed the installation of improved antenna equipment which has given **WABD** a much stronger signal in most areas. In **Westchester county**, however, ghosts reported caused by an **Empire State** building reflection have marred the picture. This condition is being remedied by **Du Mont** television engineers.

## RWG Strike Vote Apr. 7 In N. Y., Hollywood, Chi.

The **Radio Writers Guild** will take a strike vote among its membership in **New York**, **Chicago** and **Hollywood** next **April 7**, according to **Roy Langham**, national executive secretary. He said, "This strike vote has been forced on us. The four major networks have stated flatly that they refuse even to negotiate a contract with us."

Early last month the **RWG** requested the networks to set a date by **Feb. 28** on which negotiations could begin for contracts covering free-lance writers. No date was ever set although the webs made a formal reply to the letter received from the **RWG**.

Scheduling of the strike vote came after approval by the **Guild's** national council and the strategy committee. According to **Langham**, the **Authors League of America** has given its endorsement to the strike vote with the following resolution:

"The **Authors League of America**, consisting of authors, dramatists, screen writers and radio writers, emphatically affirms its support of the program undertaken by the **Radio Writers Guild** in order to effectuate a minimum basic agreement covering free-lance radio writing."

## ABC Sets Tele Coverage Of Chi. Billiard Contest

**Chicago**—Through the facilities of the **American Broadcasting Company** and video station **WBKB**, the annual three-cushion billiard championship tournament was covered by television for the first time in history, **Saturday, March 15**. Contestants included the famed billiard artist **Willie Hoppe**. Thorough coverage was made by the use of at least three cameras set up in the **Auditorium Theater** here.

A unique feature of the telecast called for the use of an additional camera in a room adjoining the scene of the tournament. This extra apparatus was used to televise trick shots by **Charlie Peterson** when the progress of the tournament itself became routine.

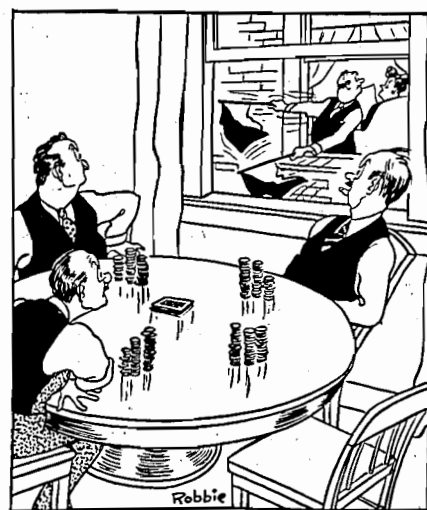
Owners of television sets in **Chicago** saw the televised matches from 8 to 9:30 p.m. Production on the program was under the supervision of **Harvey Marlowe**.

## Nat'l Boys' Club Award Established By Kate Smith

**Kate Smith** announced this week the establishment of the "Boys Club Junior Citizenship Award" which will be conferred on some outstanding boy in connection with **National Boys' Club Week**, **April 14-20**. She has long been interested in the boys' clubs of **America** and their program of building the "Citizens of Tomorrow."

The **Kate Smith Junior Citizenship Award** will offer recognition to young men engaged in their respective community service programs. Most of the club members give freely of their time each week to some community service as aiding in local charity drives, acting as safety monitors, collecting waste paper, etc. Boy who receives the award must be nominated by his pals in the club who are required to describe his accomplishments in a letter to the singing star.

A distinguished board of judges, headed by **Kate** and including baseball star **Hank Greenberg**, **Roy Rogers**, and **Bert Rubin**, president of the **Tootsie Roll Company**, will select the boy from letters submitted. Winning lad thus selected will be awarded a one-week trip to **New York** with all expenses paid by the candy company. Winner will also appear on the **Kate Smith show** **Sunday** night, **April 13**, and the ensuing week will be the guest on a tour of **New York City**.



"Have - to - play - WFDF - Flint - tonight."

## PROMOTION

### Airline Plug

**NBC** has enlisted the aid of long arm—from **Miami** to **Chicago** of the **Eastern Airlines** to plug **NBC-WMAQ** audience programs co-operative arrangement with airlines, the **NBC** advertising sales promotion department distributed **NBC-WMAQ** audience program schedules and invitations to **Eastern Airlines** ticket offices in six cities between **Chicago** and **Miami**.

### Product Campaign

**Capitol Dairy Co.**, **Chicago**, is conducting an interesting promotion campaign for its **Capitol Cottage Cheese** and other products. The company is using a full participating schedule in **Paul Gibson's "Housewives Detective League"** and "Sunrise lute" on **WBBM**. Tying in with the persuasive voice of **Gibson** is a line of window and point of streamers available to **Capitol Dairy**. **Gibson** is using descriptive material on various state capitols as a lead-in to and identification of **Capitol Dairy** products and packages. "Know Your Capitols," a multiple game developed for the firm's agency, **Kuttner & Kuttner**, is being used as a giveaway. Dealers are provided with a printed sheet telling how the game may be obtained.

## FULL HOUSE

**Baltimore, Md.** Sometime ago we blew on our nails, rubbed them dreamily, and blushing modestly, informed you that the **Quiz of 2 Cities** was sold out for the month of **March**. The character in charge of figures failed to pass on the information that beyond the above, there are 6,000 requests for tickets we can't even start to fill. Anybody with a stadium they don't need?

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 53

NEW YORK, TUESDAY, MARCH 18, 1947

TEN CENTS

## Million Dollar Spot Budget

### All Interference Felt At La Guardia Airport

The FCC is considering a proposal to request three FM stations in New York City to temporarily shift their frequencies which are reportedly interfering with radio landing signals at La Guardia Field. Whereas no final decision has been made to take specific action, the Commission is working with this in mind, Cyril McBraun, acting chief engineer of the FCC's FM division, told RADIO DAILY yesterday.

Stations involved in the hearings  
(Continued on Page 6)

### Canadian Broadcaster Criticizes Action Of CBC

Calgary—The CBC's announced intention of taking over the broadcast frequency of Radio Station CFCN at the commercially sponsored network programs of Station CFAC when its proposed station at Lacrosse is put into operation was a prime example of "bureaucracy in action," A. M. Cairns, manager of CBC and president of the Western Association of Broadcasters, declared here. These anticipated moves were

(Continued on Page 2)

### McCrary, Jinx Falkenburg To Address REC Thursday

Tex McCrary and Jinx Falkenburg, stars of the "Hi! Jinx!" show on WNBC, and Ilona Massey, motion picture actress, will be the guests of honor at the Radio Executives Club Luncheon Thursday at the Hotel Roosevelt.

McCrary will discuss the "News-  
(Continued on Page 6)

### Vetoes Ascap Bill

Indianapolis — Governor Gates vetoed the anti-Ascap Bill, one of the 30 measures killed. In his veto message, the Governor asserted that the measure was open to serious constitutional questions. "Furthermore," he added, "It deals with a subject which in my opinion can only be properly dealt with on a national level. If any legislation along the lines of this act is to become law it should be action of the Federal Congress."

### NAB-Ascap Meeting Gets Underway Today

First meeting between NAB's Music Advisory Committee and the American Society of Composers, Authors and Publishers to discuss an extension of the contract expiring Dec. 31, 1949 is scheduled for 12:30 p.m. today at the Waldorf-Astoria. The NAB committee held a preparatory dinner meeting last night on the eve of the conference.

Those present at the NAB session  
(Continued on Page 5)

### Don Lee To Break Ground For New Tele Studios

West Coast Bureau, RADIO DAILY  
Los Angeles — Ground breaking ceremonies for the new two and a half million dollar radio-television studios of the Mutual-Don Lee network will take place at the building site on Vine Street between Home-  
(Continued on Page 5)

### Midwest NBC Representatives Close Three-Day Conference

Chicago — Nearly 100 representatives of midwestern NBC stations attended the three-day NBC stations meetings at the Drake Hotel here on March 13, 14 and 15, and discussed current stations problems with top executives of the network. Soap operas, replacement shows, television, FM, and BMB were among the topics. On Friday a press conference was held at which Niles Trammell, president, and other executives gave

### Lucky Strike Cigarettes Buying Time On 900 Stations For Chain Breaks Starting On April 7th

By FRANK BURKE Editor, RADIO DAILY

The American Tobacco Company, through Foote, Cone and Belding will place approximately \$1,000,000 worth of spot business on 900 stations for an intensified six weeks' chain break campaign starting April 7.

The deal, representing the widest usage of transcribed chain breaks on stations in the history of commercial radio, is the result of a six weeks' survey of American radio market by Foote, Cone and Belding. Stations participating, according to reports, will cover practically every market area in the country, with emphasis put on the 65 key center cities throughout the nation. It is understood the beyond-metropolitan markets are being covered by Keystone Broadcasting System stations.

Plans for placement of the 15-second transcribed chain breaks are being worked out by Lillian Selb, agency time buyer, and her staff of assistants. The schedule calls for stations to carry the Sportsmen's quartet from the Jack Benny-Lucky Strike show in a transcribed vocal on "LSMFT." Tentative setup calls

for stations to carry 10 daytime and six nighttime chain breaks per week. First requests for time clearances went to stations throughout the  
(Continued on Page 5)

### Fulton Lewis Sold To Two New Sponsors

Olympic Radio & Television Corp., entering its initial air campaign, has signed a 52-week contract as sponsor of the Fulton Lewis commentary over WOR on Mondays and Fridays starting April 4. Program is heard nightly from 7-7:15 p.m. Agency for Olympic, LaRoche & Ellis, reports the sponsor is buying radio time pri-  
(Continued on Page 4)

### Sees Latin America As Vital Tele Market

Latin American countries will offer a potentially fertile market for American television programs when intercontinental video becomes a reality, Paul Mowrey, ABC's national director of television said this week following a 10-day tour of Uruguay and other sections as a guest of the Army Air  
(Continued on Page 6)

### Exclusive?

NBC scored a clean beat yesterday when, in addition to televising the St. Patrick's Day Parade, and several thousand observers, WNBT staffer Ray Forrest interviewed the "only Irishman" who wasn't in the parade. Station used two image orthicons on the 7th floor extension of the International Building on 5th Ave., along which the sons of Erwin marched.

### To Each His Own

The special "quartet" on the Jack Benny show,—Dick Haymes, Andy Russell, Dennis Day and Bing Crosby, was a clambake of parts Sunday evening. With the others building up the entrance, Bing sidled in and Benny expressed surprise: Said the Groaner a la Mrs. Nussbaum of the Fred Allen show, "You are expecting a transcription maybe?"

(Continued on Page 7)



★ COMING AND GOING ★

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

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**FINANCIAL**

(Mon., Mar. 17)  
NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9 3/8	9	9 1/8	+ 3/8
Am. Tel. & Tel.	165 3/4	165 1/4	165 5/8	+ 1/2
CBS A	26 1/4	25 3/8	26 1/4	+ 1/2
CBS B	25 1/8	24 3/8	25 1/8	+ 1/8
Farnsworth T. & R.	7 3/8	7 1/4	7 3/8	+ 1/8
Gen. Electric	35 1/2	34 7/8	35	+ 3/8
Philco	25 3/4	25 3/4	25 3/4	+ 1/2
Philco Pfd.	98 1/8	97 5/8	97 5/8	+ 3/8
RCA Common	9	8 3/4	8 3/4	- 1/8
Stewart-Warner	17	16 7/8	17	+ 3/8
Westinghouse	25 3/8	24 7/8	25	—
Westinghouse Pfd.	99	99	99	- 1/2
Zenith Radio	20 1/4	20	20	—

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/4	7
Finch Tele Comm.	7 1/4	8 1/4
Stromberg-Carlson	12 1/4	13 1/2
U. S. Television	2 3/8	2 5/8
WCAO (Baltimore)	40	—
WJR (Detroit)	17	18 1/2

**Dr. Victor Hely-Hutchinson**  
Dr. Victor Hely-Hutchinson, BBC Director of Music died Tuesday, March 11th.  
Dr. Hely-Hutchinson, born in Cape Town, December 26th, 1901 was the youngest son of the late Rt. Hon. Sir Walter Hely-Hutchinson—then Governor and Commander-in-Chief of Cape Colony. He was educated at Eton and Balliol College, Oxford, and after lecturing in music at the University of Cape Town he joined the BBC London Music Staff in 1926. In 1934 he left BBC to succeed Sir Granville Bantock as professor of music at the University of Birmingham.  
Dr. Hely-Hutchinson returned to BBC September 1944 to become director of music.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!  
1000 WATTS **WHWL** 780 KC.  
"Anthracite's Most Powerful Independent"  
Represented by Forjoe

JOHN H. McNEIL formerly general manager of WJZ, is leaving this week on an automobile tour of the South and West. He'll visit Williamsburg, Charlotte, Atlanta, Montgomery, Dallas, Phoenix and Los Angeles. He'll return to New York about April 10.

ARTHUR B. CHURCH, president and owner of KMBC, Kansas City, Mo., is in New York for conferences at the station relations department of CBS.

JACK RYAN, manager of the press department in the central division of NBC, will leave his Chicago headquarters tomorrow on a tour of the division territory. Then he'll go west for a visit in Los Angeles. He'll be accompanied by MRS. RYAN and their two children.

THAD HOLT, general manager of WAPI, Birmingham Ala., and C. P. PERSONS, commercial manager of the station, are back at the home offices after having spent last week in New York conferring with executives of CBS.

TOM DAWSON, sales manager of WCCO, Minneapolis-St. Paul, who was here last week on business, has returned to the station.

ADRIAN SAMISH, vice-president of the American network in charge of programs and television, is back in Gotham following a two-week trip to the West Coast.

WILLIAM S. HEDGES, vice-president of NBC in charge of planning and development, and CARL CANNON, of the network's station relations department, have returned from Chicago, scene of the recent NBC stations meetings.

BERNICE JUDIS will return to her office at WNEW tomorrow, following completion of her first vacation in 12 years, which she spent in Mexico.

NED CALMER, Columbia network newsman, has left for Bermuda on a two-week vacation. During his absence his shoes will be filled by Charles Collingwood and Bill Henry.

ARTHUR HALE, Mutual network commentator, has left on a series of speaking engagements at sales meetings of the Richfield Oil Co., during which time he'll air his Tuesday and Thursday broadcasts from the city in which he happens to be appearing. Tonight he'll be heard from Richmond, Va.

BOB SWEZEY, vice-president and general manager of the Mutual network, has returned from a Southland vacation.

WALTER LURIE, executive producer at Mutual, has returned from a business trip to the West Coast. He was away about six weeks.

**Canadian Broadcaster Criticizes Action Of CBC**

(Continued from Page 1)

a definite contradiction of the principles of free enterprise on which a democratic government was founded, Mr. Cairns stated.

He scored the establishment of a radio station at Lacombe as an unnecessary extravagance. Alberta is already well served with radio stations, he contended. An additional one, costing \$300,000 in itself, would probably cost the CBC and the taxpayers thousands of dollars more in the way of operating expenses.

**Coast Labor Conference**

San Francisco—Federal Conciliator William Curtin is meeting with the AFL American Federation of Radio Artists and the operators of independent radio stations in this area in an effort to avert a threatened strike of 55 radio announcers employed in the stations.

The announcers voted to strike after the breakdown of wage negotiations. They are now receiving \$55 and \$60 a week but are asking for the network scale of \$90 a week. Employers offered a 20 per cent increase but this was rejected by the announcers.

**RMA's Advt. Committee Meets Mar. 25 In N. Y.**

Washington Bureau, RADIO DAILY

Washington—The RMA advertising committee will meet March 25 at the Roosevelt Hotel, New York City, to pass upon a detailed sales promotion program to be presented by the Fred Eldean Organization, recently employed to carry on the RMA \$50,000 "Radio-in-Every-Room" campaign.

Further plans also will be made to prepare for the observance of National Radio Week, beginning Oct. 27, in co-operation with the NAB.

John Garceau, of the Farnsworth Television and Radio Corp., Fort Wayne, Ind., is chairman of the committee, while E. R. Taylor, of the Zenith Radio Corp., Chicago, heads the sub-committee in charge of the "Radio-in-Every-Room" drive.

**Appoints Radio Committee**

Electing a three member administrative committee, the radio panel of the National Negro Congress meeting at the Murray Hill Hotel in New York Sunday formulated plans for furthering the participation of Negro artists in radio. The committee named consists of Virgil Richardson, Eugene King and Robert Heller.



**Trouble!**

Anybody can stray off the fairway, get into the rough, and trouble.

But it's the gent who can make those recovery shots who wins the tournaments.

Radio time buying is not too far away from golf.

Once in a while you get off the line... but it's the smart time buyer who has the savvy and the shots to get out of a bad buy.

Take Baltimore. It's the country's 6th largest city. But did you know that an independent station delivers more listeners-per-dollar-spent than any of the 4 other stations in town?

If you're out there in the rough without W-I-T-H on your list... well, better correct it quickly!

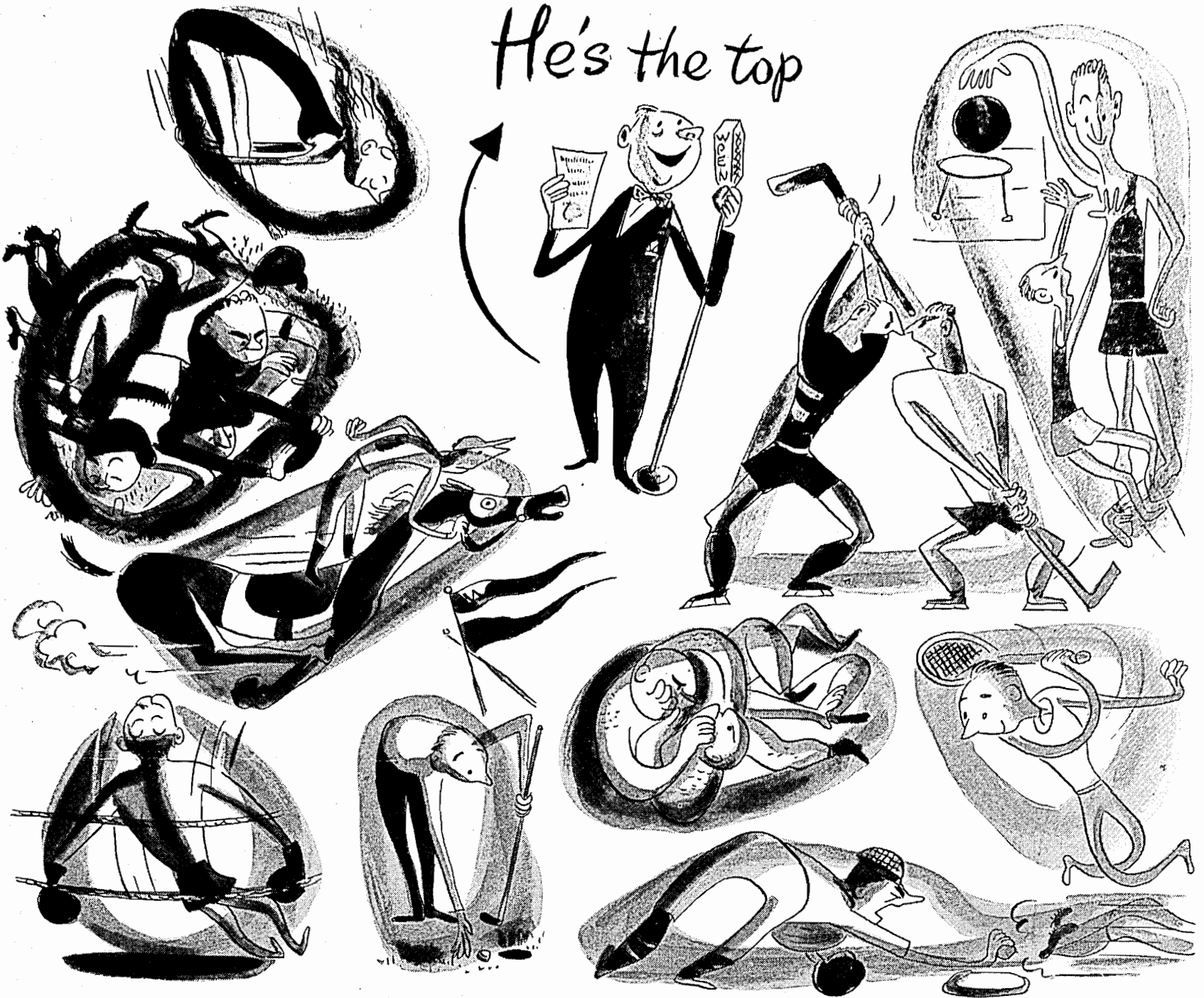


**W-I-T-H**  
AM and FM  
**IN BALTIMORE**

TOM TINSLEY, President  
Represented Nationally By Headley-Reed

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

He's the top



He's Philadelphia's favorite sportscaster.

In 12 months, his Hooper rating has gone up 300%.

It's first in Philadelphia for this type of program.

Obviously, Philadelphians appreciate his colorful delivery . . . his sure-footedness in the world of sports.

His name? Bill Sears. The station? WPEN—Philadelphia's surging independent owned and operated

by The Evening Bulletin, the largest evening newspaper in America.

WPEN knows what Philadelphians want. They find it at 950 on the dial. Bill Sears' every weekday-evening sportscast is another reason why WPEN's Philadelphia audience grows apace.

We can give you what you want, too.

950

**WPEN**

PHILADELPHIA

NATIONAL REPRESENTATIVES  
HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

CHICAGO

By NAT GREEN

GERALDINE KAY has been added to the cast of ABC's "Sky King" and to WGN's "Girl Meets Boy."

Mills Music, Inc., will soon publish "Coaching the Pianist," new tune by Bill Krenz, featured pianist of the "Breakfast Club." The firm has already published Krenz' arrangements of "Stardust," "Dark Eyes" and a boogie-woogie interpretation of Liszt's "Hungarian Rhapsody No. 2."

Donald MacGregor, formerly executive vice-president of Webster-Chicago Corp., has been elected vice-president of Zenith Radio Corp.

Alex Drier, NBC commentator, will be kick-off speaker opening a weekly series of lectures at Kenwood Church in Chicago March 19.

Lyric tenor Larry White, formerly heard in musical comedies at the Starlight Theater in Hollywood and in "The Merry Widow" at the Philharmonic Auditorium in L.A., now has his own show on WIND, Chicago, and will be heard Monday through Friday at 10:05 a.m.

Betty Ross, secretary to Judith Waller, NBC public service director, addressed students at Rosary College and Glenbard high school, this week, on "Opportunities in Radio for Youth."

Johnny Coons is doing the character of Johnny Doyle on the "Wax and Needle Club."

Everett Mitchell, NBC farm commentator and agricultural director, is featured on a record release cut by the NBC radio recording division for the national office of the United Lutheran Church. Record, designed to stimulate contributions to the church, will be sent to 3,000 United Lutheran pastors throughout the country. The recorded drama was directed by Herbert Lateau, NBC production-director, in co-operation with Henry Endress of the church.

WBBM has launched a campaign to provide the thousands of service men in veterans' hospitals in Illinois, Wisconsin and Indiana, with acceptable light reading material. Last week, through its between-program announcements, the station began appealing to listeners to provide scrapbooks for the vets.

George Herro, Mutual publicity chief in Chicago, celebrates a birthday today.

Stork News

Bert Knapp, WMCA newscaster, became the father of a six pound boy born to his wife at Woman's Hospital March 15.



California Commentary . . . !

• • • The Santa Ana, Calif., Independent published a special KVOE edition in connection with the station jumping its power to 1,000 watts to climax its 20th birthday. General Manager Ernest L. ("Spence"—he spells it "Spenc") has spent 17 years in the radio business.

Los Angeles KVOE is affiliated with the Don Lee-Mutual network. . . . Walter Tetley, "Leroy", on "The Great Gildersleeve" show, has become a member of the new Toastmasters Club of Van Nuys, devoted to developing better after-dinner speakers. . . . The contract of Jane Powell, MGM singing actress, to guest star on the Frank Sinatra show, has been extended to June 4, final airer of the series. . . . Local representatives of General Electric believe Los Angeles is destined to become the largest market in the country for television sets. General Electric has 23 key dealers in the Los Angeles area and has furnished them with 51 sets. G.E. plans to supply them at the rate of 50 sets a month, and in addition to its present console that retails at \$565, will have a combination AM, FM, television and phonograph radio set on the market in 90 days to retail at \$800.



• • • Members of the radio colony were active in making a success of the annual Breakfast Flight to Palm Springs, March 9. The flight was sponsored by the Los Angeles Junior Chamber of Commerce and more than 1,000 private planes participated. Bill Goodwin and Bernard Dudley emceed the show at the Palm Springs airport, and through the office of Dudley and the Junior Chamber of Commerce, five D-C 3's were furnished to transport 30 guests on the flight. Gene Powers, executive head of the William Kester agency of Hollywood, Jeanie McKeon, songstress on the Victor Borgé-Benny Goodman show, and Frank Martin of KLAC were among those who made the trip to Palm Springs. . . . Ken Curtis, Columbia Pictures cowboy star, has been set by Mercury Records to wax a new children's album of western tunes. Ken, formerly a vocalist with Tommy Dorsey's band, wrote all the songs which he will record.



• • • ABC's "Darts For Dough" is probably the only radio program, which actually has a story conference on a golf course. Every week. Emcee Orval Anderson, Producer Bert Mitchell, Writer Bob Anderson and Announcer Ted Meyers play golf at the Chevy Chase Country Club and really discuss the show, instead of their scores. . . . Dale Evans defines an all-out wolf as a guy who doesn't pull any pinches. . . . Zeke Manners has one of the most unusual scrapbooks of any person in show business. He keeps autographed photographs from his listeners—fan mail in reverse. . . . A former oil field worker and automobile salesman, John Tackaberry, who now writes for Jack Benny, became one of the top radio writers in Hollywood within a year after his arrival here from deep in the heart of Texas. Tackaberry started his writing career in 1942 by furnishing comedy scripts for Horace Heidt.



• • • Lee Wood, veteran radio and news writer, who has worked in Cincinnati, Los Angeles and San Francisco, has joined the ABC Los Angeles-Hollywood newsroom staff. . . . Due to a bad case of laryngitis, "Sherlock Holmes" (Tom Conway) could not appear on the March 10th broadcast, so Ben Wright, of London, a radio pal of Nigel Bruce, who has been in the United States only nine weeks, subbed for Tom. . . . Judy Canova knows an agent who's trying to sell a radio ham as a package deal, because he is all wrapped up in himself. . . . To be sure that his idol, Bing Crosby, has nothing but the best when he records, Engineer Jimmy Banks hides away a special "mike" to be used only for Bing.

AGENCIES

RUTHRAUFF & RYAN, Inc. announces the appointment of Thomas W. Richey to the board of the agency. Before joining Ruthrauff & Ryan, Richey has been associated with Standard Brands as assistant advertising manager.

BURTON ZELNER, formerly of The Biow Co. and The New York Times is now associated with Grey Advertising Agency as assistant traffic manager.

FRANK R. CAPKA, who was member of the radio production department of Benton & Bowles' New York office before joining CBS, Los Angeles, in 1939 as a staff writer has formed an advertising agency in Hollywood with William W. Kennedy and Alexander J. Duke as partners. Kennedy was a member of the public relations department of the University Religious Conference at the University of California at Los Angeles. Duke worked with the art department of the New York office of Lord & Thomas before coming to California.

JACK DAVIS, has joined the Ball & Davidson Advertising Agency, Denver, Colo., as writer-producer. Davis formerly was announcer, actor, writer and producer in New York, Philadelphia and Cincinnati. Appearing on KMYR, KLZ and other Denver radio stations, he works sports and special shows with Mark Schreiber, sports authority in the Rocky Mountain Region and is vice-president of radio director of Ball & Davidson.

Fulton Lewis Sold To Two New Sponsors

(Continued from Page 1)

marily as an experiment but is interested in other air campaigns the first is successful. Until recently Olympic Radio concentrated mainly on the export market. The company manufactures radios and so far has no plans for television production.

Another new sponsor for the Fulton Lewis co-op over WOR is Sealy Mattress Co. which moves into the Wednesday night spot on April 16. Sealy has used spot announcements on WOR before but this is the first time it has bought a program. Agent is Leon Golnick.

Fulton Lewis show becomes available on WOR as a result of the withdrawal of Seeck & Kade, effective March 31, makers of Pertussin cough mixture. Show is sponsored on Tuesdays and Thursdays by Zonite.

JACK ROURKE Productions

6331 Hollywood Blvd. GRAnite 1950



THE SEALED BOOK  
Audition records available

COMMERCIAL PROGRAM SALES

# Mer. Tobacco Buys 1,000,000 In Spots

(Continued from Page 1)

... from the New York office of ... Selb yesterday. It is expected before the week is out that most stations will have completed contract requirements and will be prepared for the campaign.

### Stimulating News

News of the spot campaign was ... yesterday. Spokesmen for agencies, sponsors, networks and stations declared it indicated the faith of the American Tobacco Co., in radio as a media and may serve as a stimulus to other large advertisers considering spring campaigns.

The new spot campaign coupled ... Foote, Cone and Belding's job in moving "The Hit Parade" from ... to NBC has had agency executives burning the midnight oil the past few weeks. In addition the agency has under consideration plans for summer replacement of the Jack Benny show on NBC which goes off the air on May 25.

# Palmer Named President Of Tele Advertising Co.

Chicago — Television Advertising ... Inc., newly organized in radio, radio and motion picture advertising production service, has announced election of officers and opening of offices at 360 N. Michigan avenue.

Radien B. Rodner, who for the last ... years has been director of Commonwealth Edison Co.'s campaign to promote television in Chicago, was elected president. Norman Lindquist, who was associated with Rodner at Commonwealth Edison, will be vice-president in charge of sales; A. Donald Faust, free lance television producer for J. Walter Thompson and ... staff announcer, vice-president and director of programs, and Alvin Sisco, who is vice-president and general manager of Sisco-Hamilton Radio Co., secretary-treasurer of the organization.

Staff members of TAP are John ... Gibney, production manager, and ... Nathanson, script editor. ... Marks, Bill Vance and ... Walker are associate staff mem-

### Technical Plethora

Hollywood—Display of top film talent on hand for the Academy Awards last week was rivaled by ABC's layout of technical equipment which was considered as comprehensive as the V-J Day broadcast. Web used 12 miles, 2,700 feet of cable, seven telephones, an intercom system, several engineers, two control booths and 11 short wave transmitters.

# New Station Alignment Worked Out In Dallas

Fort Worth—A new alignment for WBAP here and WFAA, Dallas, under which they will use the present facilities of KGKO here will be effected within 60 days.

FCC approval has been received for the change which was in request to one filed by the three stations for assignment of the KGKO Broadcasting Co., to WFAA and WBAP, with each station receiving one-half interest in KGKO. The call letters KGKO would be eliminated and the KGKO Broadcasting Co. would be dissolved.

Under the new arrangements, WBAP will operate one-half time on its 820 kilocycles setting with 50,000 watts power and one-half on the present KGKO setting of 570 kilocycles with 5,000 watts power. WFAA will operate on the frequency not occupied by WBAP during specified hours.

WFAA is operated by the A. H. Belo Corp. of Dallas, while WBAP is operated by the Carter Publications, Inc., of Fort Worth, while KGKO is jointly operated by both groups.

The FCC has given the group 60 days in which to file a schedule of the hours of operation of both stations on the two frequencies in accordance with rules and regulations to share time stations.

The companies were requested by the FCC to submit satisfactory evidence within 90 days that KGKO Broadcasting Co., has been dissolved.

WBAP and WFAA are NBC affiliates with KGKO being an ABC outlet. WFAA and WBAP are also affiliated with the Texas Quality Network while KGKO is member of the Lone Star Chain.

The FCC ruled further that the relations between the two newspapers through their radio stations does not violate the multiple ownership rule, despite the extensive co-operation or common control which was found in the various WFAA-WBAP operations. WFAA, WBAP and KGKO all have joint studios in the Santa Fe Building in Dallas, where programs daily originate at present.

### WOR Announcer-Rule Eased

A WOR staff directive from President Theodore Streibert states that announcers no longer need avoid mentioning the call letters of opposition stations and names of other networks when they normally fit into a news report or program.

# Don Lee To Break Ground For New Tele Studios

(Continued from Page 1)

wood and Fountain Avenues at 3:00 p.m., Wednesday.

Announcement of the event was made by Lewis Allen Weiss, vice-president and general manager of the Don Lee network and vice-chairman of Mutual, who will share honors with his assistant Willet H. Brown. Simpson Construction Co., has the building contract.

### Twelve Studios Planned

New studio will encompass 112,000 square feet of space, including 12 studios, and will have technical facilities for transmission of AM radio, television and FM radio.

A master control unit for all program operations in the building has been under construction for a year, at a cost of \$300,000.

# Receiver Production Rise Noted In United Kingdom

Production of radios in the United Kingdom for the ten-month period of January to October, 1946, totaled 1,022,000 with the output for October totaling 153,000 sets as compared with the January output of only 45,000. During the year 1945 only 288,000 sets were produced, compared with 1,800,000 sets in 1935. At the increased rate of present production, the industry is expected to soon approach 1935 figures.

Supplies for the domestic civilian market in the January-October 1946 period numbered 959,000 sets, compared with 252,000 sets in 1945 and 1,740,000 sets in 1935. In 1945, imports of radios into the United Kingdom amounted to 9,046 sets and in 1946 to 18,761 sets.

# NAB-Ascap Meeting Gets Underway Today

(Continued from Page 1)

last night, in addition to Theodore Streibert, WOR president who chairs the committee, included Justin Miller, NAB president; C. E. Arney, Jr., secretary-treasurer; and Don Pelley, general counsel. These members will be present at the first meeting with Ascap today, which, following the luncheon session, will extend on into the afternoon. The meeting will be a closed session.

### Meeting Arranged Last Month

Late last month the Music Advisory Committee of the NAB authorized President Miller to arrange a conference with Ascap to discuss relations between the music society and the broadcasting industry. The original suggestion for a meeting now was made a few weeks ago by Ascap through John G. Paine, general manager. Current contract provides that upon agreement of Ascap the pact can be extended for another 10 years under the same terms and conditions.

# "The Big Story" Replaces Morgan Show On NBC

"The Big Story," dramatizing true experiences of newspapermen will start on NBC April 2 as a replacement of "The Frank Morgan Show" at 10 p.m., EST, it was announced over the week-end. American Cigarette & Cigar Co., which sponsored the Morgan program, will continue with "Story" which is Bernard Prockter package sold through MCA. Agency is Foote, Cone & Belding.



## ON TARGET

The novice soon discovers that there's more to a "strike" than meets the eye. Perfect timing, impact, and follow-through — marks of the expert — distinguish each experienced Weed and Company representative.

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

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

**JOB WANTED**

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

**W I B W**

The Voice of Kansas  
**TOPEKA**

# Sees Latin America As Vital Tele Market

(Continued from Page 1)

Forces. Chief reason for the trip was a U. S. good-will mission to the presidential inauguration of Tomas Berrata as chief executive of Uruguay, but Mowrey revealed yesterday he had closed a deal whereby ABC will have exclusive television film coverage of Puerto Rico, Uruguay and Brazil, in addition to regular film rights in Argentina.

The ABC exec. looks upon these countries as "particularly worthwhile news sources," the international situation being what it is at the moment, and has provided for 24-hour service of films made in any one of the sections named.

### Berrata Inauguration Filmed

Television will also provide a strong means of furthering social and economic interests between the U.S. and Latin America, Mowrey believes, since the populace is already enthusiastic about American film fare.

"We as Americans should know more about the habits and living conditions of South American nations," he said, "and will,—through television coverage of these nations." He believes there will be many attempts to arrange for co-operative exchange of films when television service is inaugurated in Uruguay, a possibility which already has been discussed in some quarters.

While the general public is only mildly aware of the value of television, business interests in Uruguay discussed the overall situation with Mowrey and other Americans who attended the Berrata inaugural, and the idea of setting up a single television unit with aid of U.S. executives.

Mowrey said that there are 25 radio stations in Uruguay, one of which is government owned, and broadcast to only 300,000 receivers out of a population of 2,000,000. Business on the stations, which operate independently and under a rather vague conception of networking as it is defined in the States, is steady and constant, and the rates are enormously low. The ABC exec. disclosed that about 70 American dollars would buy a full hour on a Uruguay outlet, with one-minute spots selling for \$1.

With the aid of Army cameramen, Mowrey supervised the filming of some 13,000 feet of the Berrata inauguration, in addition to other official activities occurring during the 16,000-mile trip. Treated as a documentary, Mowrey said ABC will offer the film to television broadcasters throughout the U. S.

## McCrary, Jinx Falkenburg To Address REC Thursday

(Continued from Page 1)

paperman looks at Radio's Front Page," and Jinx will offer her opinion on "Hollywood looks at Radio Guest Shots," under the overall title of "The Checkerboard of Radio."

## NETWORK SONG FAVORITES

The top 32 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of March 7-13, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Among My Souvenirs.....	T. B. Harms
Anniversary Song.....	Mood Music
April Showers.....	Harms
Best Man, The.....	Vanguard
Bless You.....	Shapiro-Bernstein
(I Love You) For Sentimental Reasons.....	Duchess
Gully.....	Feist
Heartaches.....	Leeds
How Are Things In Glocca Morra.....	Crawford
Huggin' And Chalkin'.....	Hudson
I Tipped My Hat And Slowly Rode Away.....	Robbins
I'll Close My Eyes.....	Peter Maurice
It Takes Time.....	London
It's A Good Day.....	Capitol
Linda.....	E. H. Morris
Managua, Nicaragua.....	Encore
My Number One Dream Come True.....	Melrose
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
So Wou'd I.....	Burke & Van Heusen
Sonata.....	Oxford
Sooner Or Later.....	Santly-Joy
That's The Beginning Of The End.....	ABC
This Is The Night.....	Jefferson
Too Many Times.....	Advanced
Uncle Remus Said.....	Santly-Joy
When Am I Gonna Kiss You Good Morning.....	Martin Music
You Can't See The Sun When You're Crying.....	George Simon
You'll Always Be The One I Love.....	Sinatra Songs
Zip-A-Dee Doo-Dah.....	Santly-Joy

## US Tele Co. Shipments Exceed Quarter-Million

United States Television Manufacturing Corporation reported over the week-end a total of \$447,357.04 for the six-month period ending in February, with figures for that month the highest in the group. September of 1946 was the lowest in point of shipment, with a figure of \$11,487.50 for that month, after which the amount increased steadily until it reached the February total.

Company reported a "substantial" profit for January and February of this year, shipments for which totaled \$320,985.75. U.S. Television officials declared that set deliveries "should increase markedly throughout the year."

U.S. Television, which produces a \$2,300 "big picture" receiver (340 square inch) for bars, taverns, restaurants and clubs, etc., reports that "up to 1,000 people have viewed a sporting event at one time on one U.S.T. set." Company officials add that: "Several bar owners and tavern association officials have said that it

## Dorothy Lewis To Speak On International Radio

Dorothy Lewis, co-ordinator of Listener Activity of the National Association of Broadcasters, will address the New School of Social Research tonight on "Women's Role in International Broadcasting" as part of a series on international broadcasting.

Other speakers scheduled to address the School, and the dates on which they will appear are: Kenneth D. Fry, chief of the International Broadcasting Division, State Department March 25, on "Why is the U. S. Government in Shortwave Radio?"; George Wronkoff, writer and commentator, CBS European Desk, April 1 on "The Man Behind the Mike"; and Dr. Lyman Bryson, counsellor on public affairs, CBS, on April 8, on "Can International Broadcasting Advance Peace?"

is now inevitable that all progressive bars and taverns, to enjoy the largest possible business, will have to install a large screen television set."

## FM Interference Felt At La Guardia Airport

(Continued from Page 1)

now going on in Washington area owned WNYC-FM, WBAM, owned by the Bamberger Broadcast Service, and WGYN, owned by Muzak Corp. WBAM has been conducting experimental transmissions for the FCC since last April and has not been on the air commercially during this period.

Results of an investigation by Civil Aeronautics Administration Aeronautical Radio, Inc., were presented to the FCC about a month ago, along with call letters of three stations which the CAA were possibly interfering with instrument landing signals at La Guardia Field. CAA officials admitted FM broadcasters were blameless for the interference and that the fault rested with inadequate aircraft receivers which were wartime developments. Modifications for the receivers will require months for installation, it was said, and new sets will not be available for a similar period.

The CAA has recommended to FCC that the three FM stations New York be assigned new temporary frequencies, starting now ending March 1, 1948, which will interfere with aircraft landing signals. Remedial action will be discussed further in a Washington meeting today involving the FCC, Army and Navy, who developed current aircraft receivers, and J. (Bill) Bailey, executive director of the Frequency Modulation Association.

## William Phatiger

William Phatiger, 70, father of Jimmy Farrell, radio and music comedy baritone, passed away Sunday at his home in Eden, N. Y. Services will be held tomorrow.

## Stork News

Nathan L. Halpern, assistant to president of CBS, is the father of a boy born to Mrs. Halpern at the Doctors Hospital. The baby, to be named Michael David, is the Halperns' fifth child.

Denver Darling, WNEW hillbillie singer on the "Fun At Four" program is the father of an eight pound 11-ounce boy born to Mrs. Darling at the Mary Immaculate Hospital, Jamaica. The newcomer will be named Leslie.

## 500,000 Receivers In Finland

Latest figures available reveal that the number of current radio licenses issued in Finland, up to the end of November, 1946, was 556,000. Of this number, 12,000 were issued in the month of November.

## Menuhins On "Info. Please"

Yehudi Menuhin, violinist, and his sister Hepzibah, pianist, will appear as guests tomorrow on "Information Please" over CBS from 10:30-11 p.m.

**BEHIND THE MIKE**

UNITY LIBRARY PROD. offering Arthur Laurents' "Home of the ... March 24th, 25th and 26th ... George Bruce Library, 518 W. ... street. It's an all-male cast ... Allen Reisner, Paul Hammond, ... Semon, Barnard Hughes, Alan ... and Tom Avera. Ted Post, ... directed "The Front Page" in ... go, put the show together.

er Donald has been invited by Truman and Bob Hannegan to ... at the White House next ...

Patrice Kay, the singing comic, ... the queen of April Antiques Fair ... the Army here.

ie Prima's newest Majestic re- ... "That's How Much I Love ... getting a big play from the ... flojkeys.

ten Davies, heard on CBS' "Let's ... ind" and "Aunt Jenny," weds ... ence R. Greenhaus, chemical ... eer, on March 30th.

nce Hayward has been added to ... ast of NBC's "Backstage Wife" ... role of Violet Waters.

lie Wragge landed a running ... on "Young Widder Brown."

ls Church, CBS Director of ... Broadcasts, addresses the Radio ... shop of the American Theater ... on March 25th.

ary Kroeger, currently in "Joan ... irraine," gets a running part on ... e Jordan."

omas L. Thomas, concert and ra- ... tar, will give a concert at the ... Philharmonic on March 25th.

ng Fields will do a Command ... rmance for the President of ... uagua regarding his song, "Mana- ... nicaragua," which is No. 2 on ... it Parade. Fields brings his ... o the Crest Room here April ...

eral sponsors interested in the ... Bill Cullen-Carol Ames package, ... g Nowhere."

**Public Relations Chairmen Announced On NAB**

Washington Bureau, RADIO DAILY  
Washington—Two more broadcast- ... have been named public relations ... men in NAB districts. The two ... J. F. Bouer, WINN, Louisville, ... ve as public relations chairman ... District 7, and William Wyse, ... W, Hutchinson, Kansas, for Dis- ... 12.

NAB also listed several committee ... ings and a district meeting. ... ge Coleman, WGBI, Scranton, ... rator of the Third District an- ... ed that the group's annual ... ng will be held on May 26-27 ... e Lord Baltimore Hotel, Balti- ... Md.

NAB's Music Advisory committee ... ieting with Ascap representatives ... arch 17-18. The FM executive ... ittee will hold its initial meet- ... n New York City on March 27, ... ales managers executive com- ... e will meet in Atlantic City on ... 15-16.

**Midwest NBC Representatives Close Three-Day Conference**

(Continued from Page 1)

asserted, often are not up to the standard of the shows they replace, he said: "We are not satisfied with just reading the scripts. An audition is required before the shows are accepted." C. L. Menser, vice-president in charge of programs, said that work on summer replacements was started earlier than usual this year in order to get a better selection of shows, and he hoped to have much better balanced programs this summer.

**New Ripley Show**

One of the summer shows which NBC execs believe will gain wide popularity is Robert L. Ripley's new five-a-week Believe It or Not program, which is set to make its bow on May 12, 1:45 to 2 p.m., EST. In the Believe It or Not dramatizations a tie-in with current news events will be made. "This Ripley show," said Trammell, "is an indication of our plan to give well-balanced daytime programs." Asked if that meant that there was a move on to do away with soap operas, Trammell replied that it was not. "It is possible," he said, "that we have too many soap operas—16 in a row, but their rating indicates that the people want them. We're going to let the mass audience rather than organized groups decide on soap operas."

**Tele Interest High**

Exceptional interest was evidenced in television. Asked when Chicago would have an NBC television station, Trammell said it would be ready in the early part of 1948. It will be located in the Civic Opera building, with studios in the Merchandise Mart. A New York to Chicago connection for network shows is expected next year. John F. Royal, vice-president in charge of television, stated it is prob-

able radio relay plus coaxial cable will connect New York and Chicago.

BMB must raise its standards if it expects the networks to go along with it, Trammell declared. "Once a week listening is not adequate," he declared, and he stated that unless standards are raised NBC will not go along.

Regarding the NAB, Trammell believes the networks should be associate members. Membership, he believes, should be broken up into groups, such as small stations, FM, television, etc.

**Menser a Speaker**

Following President Trammell's welcoming address on the opening day, Clarence L. Menser, vice-president in charge of programs, spoke on "Free, Right and Twenty-One," and Charles P. Hammond, director of advertising and promotion, talked on "Parading the Stars." Sidney H. Eiges, press department manager, opened the afternoon session with a talk on "Radio Publicity in an Adult World." There were talks by Ken R. Dyke, vice-president in charge of broadcast standards and practices, on "The Public Looks at Radio"; William S. Hedges, vice-president in charge of planning and development, on "A Look Into the Future," and a short address by Trammell. The second day was given over to closed meetings of affiliated station representatives and NBC executives. On the closing day John F. Royal led a discussion of television; Hugh M. Beville, Jr., director of research, talked on "New Methods of Measuring Audience Reaction," and Frank M. Russell, vice-president in charge of Washington headquarters, spoke on "Developments In Washington."

**RCA-Victor Take Quarters For Hollywood Offices**

Los Angeles—West Coast headquarters for RCA-Victor will be moved to Hollywood, it was announced by NBC, following the signing of a long term lease between NBC and RCA-Victor for the front part of the Otto K. Olesen Building at the corner of Vine Street and Selma Avenue.

Sidney N. Strotz, vice-president of the Western division of NBC, and Hal R. Maag, western manager of RCA-Victor, signed the lease papers. The move will take place about August 1.

Headquarters for the film and disc recording departments, as well as executive and sales personnel for RCA-Victor, will be created in the 12,000 square feet of space on the first and second floors constituting the front of the Olesen Building. The Otto K. Olesen Co. will continue to occupy the rear portion of the building.

The structure which will be re-named the RCA Building, is part of NBC's entire city block in the heart of Hollywood.

**Japanese Radio Sets Up Own "Workshop" Group**

The Japanese Broadcasting Corp., has formed a radio dramatics unit patterned after CBS' "Columbia Workshop," according to report last week from Bill Costello, network's Far Eastern News Bureau chief.

Project is designed as a training program for musicians, actors, producers and technicians who are experimenting with new dramatic techniques in various facets of radio production. According to Costello, "the experiment is working out rather well." Bernard Cooper, a former CBS director, is directing the unit's progress, and had the first show on the air in less than two months time.

The Civil Information and Education Section Radio Unit of the U. S. occupation forces got behind the project, Costello explained, and outlined the phases of American radio.

Forthcoming shows from the Japanese Workshop include "My Client Curley" by Norman Corwin; "Macbeth," by William Shakespeare in "Kabuki" style; and several other classics of radio and theater.

**PROMOTION**

**Specialized Programs**

WSBC, "the friendly voice of Chicagoland" reminds listeners, advertising agencies and clients alike that in the Chicago area their specialized programs reach a potential varied audience of 3 million people. A four-page folder in blue, black and white stresses their weekly programming to appeal to all nationalities in and around the Chicago area. Giving a weekly program breakdown on the inside spread with cuts of various colored talent to be heard over WSBC, folder shows the varied programs offered. Back fold contains map of "WSBC's Great Market" in and around Chicago with copy devoted to figures of the different nationalists reached in that area.

**New NBC Syndicated Program**

The NBC Radio-Recording Division has come up with a new idea aimed at helping the neglected advertiser. Entitled "Reflections" the new NBC Syndicated Program offers samples of commercial copy, colorful brochure, a complete list of musical selections, audition record and rates for the asking. A return post-card has been enclosed with all promotional mailing, to be filled in by anyone interested in the service.

**"One Man's Station"**

The second in a series of folders on the theme, "Rome Wasn't Built in a Day—nor are radio stations" is currently being distributed throughout the trade by KMBC of Kansas City. The three-color piece shows in clever file folder design "what one man's station has done to justify greater responsibilities in tomorrow's broadcasting."

**Facsimile Started In Florida**

Miami, Fla.—Facsimile broadcasts were on the air for the first time in Florida over WQAM-FM, Miami, the week of March 9, in a series of demonstrations of the Miami Herald's new facsimile transmitting and receiving equipment. Throughout Greater Miami special showings were arranged for civic and business leaders, realtor groups, school children and radio dealers, as well as general public.

Schedule of public demonstrations called for three broadcasts daily, each of one hour's duration.

*Send Birthday Greetings To —*

March 18

Helen Hall	Richard Marvin
Edward Everett Horton	William B. Maillefert
Jack Mitchell	Judith Rutherford
George Olsen	Syd Rubin

## Bright Tele Outlook Forecast For Chicago

Chicago—Television has tremendous commercial and public service possibilities even in its present state of development, Ardién B. Rodner, Jr., president of Television Advertising Productions, Inc., told members of the Chicago Association of Commerce and Industry in a recent talk before that body.

"For some time, probably not before the end of this year, there will be enough sets in use to make television a worthwhile advertising medium strictly on a circulation basis, said Rodner. "However, if you know how to use television's tremendous interest value for the public, it can be a valuable part of an advertising campaign right now. Just the word television in an ad will increase readership of that ad. The same thing is true of point of purchase advertising. And by merchandising a television program throughout an advertising campaign and to a dealer organization you can take advantage of the public's interest in this new art."

Granted that there is room for improvement in present day radio programming, it has been good enough to interest the public in purchasing between 12 and 15 million radio sets in the last year, Rodner declared. "With programs of the same caliber and the added visual interest," he said, "television receivers will not gather much dust on dealers shelves."

### Tele Expansion in Chicago

Because a campaign to promote television in Chicago has been organized by the Electric Association, manufacturers have agreed to allocate at least 20 per cent of their total production this year to Chicago. That means about 72,000 sets which, at an average price of \$500, means \$36,000,000 worth of new business for Chicago merchants. "Think of that as just the beginning of one community," says Rodner, "and it gives you some conception of what television is going to mean to the radio electronic industry." The promotion campaign for television was launched here last fall by the Electric Association and a television exposition was planned for this spring. It has been postponed to next fall to give the committee representing dealers an opportunity to train a sufficient number of men to handle installation of the thousands of receivers that are expected this year.

Rodner believes that television has an opportunity now for rapid development. In St. Louis a new civic organization is being formed to promote St. Louis as a television center. In Detroit the announcement that a television station will open soon has

OF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

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

## COAST-TO-COAST

### —ALABAMA—

**BIRMINGHAM**—For ten days on the Chesterfield "Matinee in Birmingham," Maury Farrell, WAPI Director of Special Events and Sports ran a limerick contest and several thousand letters received were sent on to N. Y. Judges were Stan Malotte, Robert P. McDavid, III and Maury Farrell. . . . **MONTGOMERY**—Roy Hofheinz, president of the U.S. FM Association, visited WSFA en route from Washington, D. C. to Texas. He conferred with WSFA's prexy, Howard Pill, currently making arrangements to transmit an FM program.

### —ARIZONA—

**PHOENIX**—The biggest commercial contract for air time ever placed with a station in Arizona was signed by KRUX between the brewers of Medford Beer and KRUX. General Manager John D. Morgan said the contract calls for six full hours of time daily or approximately thirty-eight hours weekly. . . . **TUCSON**—Complete radio broadcast procedure, from rehearsal through the actual broadcast was demonstrated recently for the P.T.A. of this city's Safford Elementary School by students and KVOA staff members. The program presented was one in the daily series heard over KVOA.

### —CALIFORNIA—

**STOCKTON**—During National 4-H Club Week from March 1 to 9, KWG turned over its regular KWG Farm Column to the 4-H Club movement daily. John Mackenzie, KWG farm editor, conducted all programs. . . . **SAN BERNARDINO**—The appointment of Richard E. Goebel as General Manager of KTIO, San Bernardino, Calif. and KOOL, Phoenix, Ariz., was announced by Carl E. Raymond, President of the San Bernardino Broadcasting Co., Inc. and Carl D. Haymond, President of Maricopa Broadcasters, Inc., licensees of KTIO and KOOL, respectively.

### —CANADA—

**MONTREAL**—The Bristol-Myers Co. of Canada, Ltd., has entered the field of French radio with a quiz program, *Banco! Banco!* claimed as "the biggest money-paying show in French radio;"

brought a huge demand for receivers. The problem of sponsors to absorb the cost of station operation is one of the big problems now, Rodner states. "KSD-TV, the St. Louis station, started operation with 27 sponsored programs," he said. "The Detroit station claims to have 31 sponsored shows lined up for its first week. WBKB, here, had seven sponsored last week. WBKB couldn't possibly afford to maintain a schedule of programs on a sustaining basis that would compare in quality with the sponsored shows in other cities. The answer, of course, is obvious—Chicago needs more sponsored programs. . . . This opportunity offers so much at so little cost that I don't see how we can afford to do less than take an aggressive lead in developing this huge new industry in Chicago."

this new series of broadcasts began on Feb. 21 at 9:30 p.m. over CKAC and the Independent Quebec Network. . . . **EDMONTON**—The seventh major award to be won by CJCA since 1940 was the Beaver Award in the field of radio public relations. Award was presented in the course of the March 17 broadcast of Borden's "Canadian Cavalcade."

### —COLORADO—

**DENVER**—As a service to the public, KLZ forwards copies of news items concerning men in service to their families, with an individual letter accompanying each item, explaining source of news and that the station is sending the information as a service to their listeners. . . . George Addis, in KFEL's promotion department since 1941 and winner of two promotion competitions in recent months, moves to Decals, Inc. in Denver. . . . As 1947 Campaign Committee Chairman of the Denver Chapter, American Red Cross, General Manager Lloyd E. Yoder, KOA, pushed the drive "over the top" by more than 6 per cent.

### —CONNECTICUT—

**HARTFORD**—Commercial Manager William Malo of WDRG observes his 17th anniversary with the station this month. Malo joined WDRG in 1930. . . . Congressman Ellsworth Foote of the Third Congressional District in Conn. will be guest on the "Report to Connecticut" program direct from Washington over WDRG on March 19. . . . **WATERBURY**—Miss Eve Mink of Bristol is the new addition to WWCO reception desk. . . . Miss Lois Fenton, script writer at WWCO has taken a leave of absence for one month to vacation in Florida. . . . **STAMFORD**—The husband and wife radio team of Bill and John Lloyd, interviewed Florence Prichett on their "The Connecticut Commuters" program, aired over WSTC on March 16.

### —FLORIDA—

**JACKSONVILLE**—WJHP increased its power from 250 to 5000 watts in a special dedication program. John H. Perry, owner of WJHP made the formal dedication, pledging improved facilities of the station to service and welfare of the community. . . . **MIAMI**—Cooking hints straight from the kitchens of famous Miami hotels are featured on WGAM's "Woman's Page of the Air" every Mon., Wed. and Fri. morning at 9:45. Elaine Powell, editor of the program goes into hotel kitchens and visits with chefs and stewards.

### —ILLINOIS—

**ROCK ISLAND**—In a special broadcast on March 4, Les Johnson, manager of WHBF was presented with a certificate of appreciation by the Veterans Administration in recognition of WHBF's services performed in behalf of war veterans. . . . **EAST ST. LOUIS**—WTMV is now offering a transcribed program, "Sunrise Serenade" every Sunday morning from 1 to 7 a.m. Program is MC'd by WTMV's publicity director and production man, Dodd Bover, and has been heard as far away as New Zealand, N. Y. and San Francisco.

## Texas FCC Hearing Closes At San Antonio

San Antonio, Tex.—Hearings here by the FCC for the grant of KMAC and KONO renewals were completed last week. Col. James Cunningham, FCC engineer and Dr. Walter Emery, counsel for the FCC left for Washington where they will file the report on hearing.

Promise that KMAC would broadcast more sustaining, educational, agricultural programs if granted increase in power from 250 watts to 5000 watts was made by Howard W. Davis, owner of the station, who appeared in behalf of his application.

Emery questioned Davis about increase in the net profits of the station from \$2,000 in 1937 to \$64,000 in 1946, especially in connection with the increase from \$6,676 in 1942 to \$10,000 in 1946. Davis acquired full ownership of the station in 1946.

Davis pointed out that at the time KMAC divided time with KONO and was on the air only 10 hours a day when he took over. Since the increase in profits he attributed to an increase in commercial announcements and some to economy in the staff and studios.

### Questions About Spots

Emery was also questioned concerning the large number of spot announcements and the small number of local sustaining and educational programs and lack of agricultural programs on KMAC.

At present only 1.31 of the programs are local sustaining, it was brought out. Davis expressed his hope these programs should be increased to 8 or 10 per cent if the station license is renewed and the power increase granted. He promised to increase his budget for sustaining programs to \$10,000.

Concerning agricultural programs, Davis asserted the present power of the station was not sufficient to carry to the rural areas around San Antonio. He promised if granted the power increase to add such programs. He stated he would add an educational director to his staff if he could get a qualified person.

KONO is owned and operated by Eugene Roth and is also seeking renewal of license to broadcast plus a power increase also from 250 to 5000 watts.

5000 WATTS 1330  
**WJHP**  
ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WJHP

WJHP—147 West 46th Street, New York, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 38, NO. 54

NEW YORK, WEDNESDAY, MARCH 19, 1947

TEN CENTS

## Color Tele Loses Fight

### FCC Plans Denial Of Deal For KSTP

Washington Bureau, RADIO DAILY  
Washington—The FCC announced yesterday that it will enter an order effective midnight tomorrow denying consent to the transfer of the control of KSTP, Twin City station, to either Stanley E. Hubbard, president of the station, or to a group of Minneapolis-Paul businessmen and the Thom-Hamm Brewing Co. The order is scheduled to expire tomorrow if Hubbard's purchase agreement and option to Aviation Corp., for re-

(Continued on Page 6)

### "Silver Theater" Is Set As Summer Replacement

Summer replacement for "The Adventures of Ozzie and Harriet" has been set effective June 15, with "Silver Theater," emceed by Conrad Nagel, as the program. Show, heard weekdays 6-6:30 p.m., over CBS network will have the replacement for two weeks, and originate from New York. Lead roles will be assigned to radio personalities in the East. International Silver Co., is the sponsor. Young & Rubicam, Inc., the agency.

### Y. Yankees Go Cultural; Buys Symphonic Program

The New York Yankees baseball club has signed a 26-week contract to sponsor a 55-minute symphonic music program, seven days a week, over WQXR starting April 14. The unique deal marks the beginning of a campaign by WQXR to increase its base of sponsors while maintaining

(Continued on Page 8)

### Philly Cafe Operators Fight Tele Licenses

Harrisburg, Pa.—Philadelphia restaurant men filed suit in Dauphin County Court asking that the Pennsylvania Liquor Control Board be restrained from enforcing its recent regulation that radio and television devices are "construed to be within the general classification of moving picture exhibitions" and cannot be operated in licensed liquor or beer establishments without the Board's permission through issuance of an amusement permit.

The owners claim television is not moving pictures and that the Liquor Control Board is without authority to regulate operation of radio or television devices. The law does give the Board power to control the presentation of movies or moving picture devices in licensed taverns.

The State Liquor Control Board has 30 days in which to file an answer.

### Army Week Awards For Broadcasters

Broadcasters in the New York area participating in the Army Week observance, April 6 to 12th, will receive non-competitive Army Week Radio Awards for Merit, from the Military Order of World Wars, Lt. Col. Joseph Quittner, radio chairman, announced yesterday. The stations have been invited to submit a proposed schedule of Army Week programs in order to

(Continued on Page 2)

### Ascap, NAB Sub-Committees To Aid In Drawing New Pact

The first meeting yesterday between NAB's Music Advisory Committee and Ascap to discuss a new contract resulted in a joint decision to appoint sub-committees which will explore various problems and report back to their respective full committees by May 12, 1947. The next joint NAB-Ascap meeting is scheduled for next May 13.

Deems Taylor, Ascap president, and Justin Miller, president of NAB,

### FCC Rules Against Commercial Permit For CBS Color Television; B And W Leaders Predict Video Expansion

By MANNING CLAGETT  
Washington Bureau, RADIO DAILY

Washington—The FCC yesterday turned down CBS color television petition in a history-making decision.

While denying CBS plea that commercial color tele standards be authorized in the frequency band 480 to 920 megacycles, the Commission commended the net for the "great strides made in this field in so short a period."

"In reaching this decision," the FCC said, "the Commission does not desire to minimize in any way the advances that have been made in the development of color television. On the contrary, the Commission is of the opinion that Dr. Peter Goldmark and the people who have worked under him are to be commended for their continuing interest in this field in so short a period."

The Commission based its turnaround on two reasons:

1. Lack of adequate field testing of CBS color system.
2. "There may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored."

"The question may be asked," the

(Continued on Page 7)

### Two Replacements Set By N. W. Ayer

Pat O'Brien and Lynn Bari in a dramatic presentation of life in a small town drug store will replace the Durante-Moore show for 13 weeks at 9:30 p.m. Fridays, on CBS, starting July 4. The dramatic show will be written by True Boardman, produced by Glen Hall Taylor and will feature

(Continued on Page 8)

### Webster Confirmed

Washington—Following committee approval, the Senate yesterday confirmed the nomination of Commodore Edward Mount Webster to the vacancy on the FCC. The Senate Interstate and Commerce Committee approved the appointment on Monday. The appointment brings FCC to full strength of seven members for first time since resignation of Paul A. Porter.

### Insurance?

Spies around town are wondering what kind of insurance they can obtain to preclude happening to them what happened to Prescott Robinson. WOR newscaster, Robinson has been out a month due to a ruptured blood vessel in the throat, brought on by laryngitis and then an extra cough to clear the pipes—a cough which was a little too extra hard.

expressed complete satisfaction with the initial session and said in a joint statement, "It marks the beginning of what may well be a final solution of some of the problems which have bothered both the Society and the broadcasters. The problems involved are not insoluble and we are confident that we have made a good beginning."

After a preliminary discussion yes-

(Continued on Page 8)



★ COMING AND GOING ★

Vol. 38, No. 54 Wed., Mar. 19, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., Mar. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Army Week Awards For Broadcasters

(Continued from Page 1)

become eligible for the recognition awards.

Colonel Charles F. Johnson, liaison officer of the War Department and the Military Order of the World Wars for Army Week, proposed that the recognition awards be made to each commercial, non-commercial station or local New York outlet of a network.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

HARRY C. KOPF, vice-president of NBC in charge of sales, has returned from a two-week vacation in Florida.

FRANK FALKNOR, assistant general manager of WBBM, Chicago, who had conferred for about a week at the CBS headquarters in New York, has returned to the Windy City.

BILL DOWNS, news analyst for CBS is back from Columbus, Ohio, where last Saturday he conducted his network show, "Cross Section, U. S. A." Now he's leaving on another jaunt to Washington, D. C.

ARCH SHAWD, general manager of WTOL, Toledo, is in town from Ohio for conferences with officials of ABC.

JOHN ADAMS, White House correspondent for CBS, is back in the Nation's Capital after having covered the recent trip of President Truman, including the visit to Mexico City, ceremonies at Baylor University and the Presidential vacation at Key West.

HAROLD KRELSTEIN, general manager of WMPG, Memphis outlet of the American network, paid a call this week at the offices of the web.

JOHN W. HUNDLEY, assistant director of shortwave broadcasts for CBS, is back at his desk following a vacation at Nassau in the Bahamas.

ROBERT WOOD, manager of the WOR newsroom, is back from Washington, D. C., where he spent a few days on business.

FRID MALLSTEDT, research representative for CBS, is spending some time in Chicago for the network.

ERNE SHOMO, sales manager of WBBM, Columbia's owned-and-operated station in Chicago, is in Gotham on another of his frequent but brief business trips.

ROBERT MASON, general manager of WMRN, Marion, Ohio, has arrived in New York. Spent a busy day yesterday partly at BMB and partly at ABC, with which his station is affiliated.

KFAB On 50,000 Watts

KFAB, CBS affiliate in Omaha-Lincoln, Nebraska, has started operations on 50,000 watts power, full time, it was announced this week by Herbert V. Akerberg, vice-president in charge of station relations for the network. Station will continue on the old frequency of 1110 kc. It had been operating on 10,000 watts.

Increase of power for KFAB, which joined CBS in 1932, brings to 20 the number of 50,000 watters affiliated with the network. Harry Burke is the general manager of KFAB.

JOSEPH CREAMER, director of advertising and promotion at WOR, is back on the job following a brief sojourn in Bermuda.

WILLIAM J. NEWENS, general manager of KOIL, American network affiliate in Omaha, and FORREST BLAIR, national sales manager of the station, are in Gotham on a short business trip.

EDGAR KOBAC, president of the Mutual network has returned from a business trip through Ohio and Illinois.

FRED WARING and his Pennsylvanians will air their NBC program today from Des Moines. They're on a broadcast-and-concert tour of the Middle West.

GEORGE TONS, sales manager of KDKA, Pittsburgh, is spending this week in Cincinnati and Chicago on station business.

ED LARKIN, account executive in the Radio Sales division of CBS, and DON MILLER, sales manager of WCBS are expected back today from a short business trip to Philadelphia.

HAROLD SINGLETON, chief engineer at KGW, Portland, Ore., is back at the station following a trip to Washington, D. C., and Boston, during which he conferred at the FCC and visited with his son, a student at Massachusetts Institute of Technology.

ED WILLIS is in town. He's the commercial manager of WLAP, American network station in Lexington, Ky.

JOHN HIGHTOWER, member of the board of experts on Mutual's "Fishing and Hunting Club of the Air," off to Florida for the pleasure of fishing and the business of gathering material for the program.

RUSS CASE, musical conductor, who has been visiting with his parents in Hamburg, Iowa, will return today and will resume his duties on the "Kraft Music Hall."

J. W. WRIGHT, chief radio engineer for CBS, has returned from a short trip to Washington, D. C.

Bridge Program On WHN

Latest news from the bridge world and discussions on the game provide the format of a new WHN Sunday program, 6-6:15 p.m., titled "American Contract Bridge League Bulletin." Program is conducted by William E. McKenney, executive officer of the American Contract Bridge League, who writes a daily syndicated column on the subject. Various bridge experts also visit the program weekly for informal chats with McKenney.



Auction sale

"Going once . . . going twice. You've heard the man with the hammer intone those words that mean a sale to the highest bidder."

We're using that old-form auction sale for one reason: it's our way of saying that in Baltimore radio . . . W-I-T-H, the successful independent, apparently gets the high bid from listeners.

W-I-T-H delivers more listeners per-dollar-spent than any other station in this big 5-station town.

If you have something to sell . . . and plan on radio down here . . . the successful way is with the successful independent.

The letters are W-I-T-H!



W-I-T-H

AM and FM

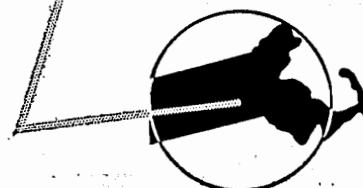
IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed



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



Advertisement for K.F.N.F. station. Text includes: 'The BEST Farm Station Buy?', 'SINCE 1924, IT HAS ALWAYS BEEN', 'K.F.N.F.', 'THE FRIENDLY FARMER STATION', 'SHENANDOAH, IOWA', 'Call or Wire FRANK STUBBS'.

# AGENCIES

EDWARD SCHREIBER has been appointed head of the radio timing department of Lennen & Mitchell, Inc., it has been announced. Ray Vir Den, executive vice-president of the agency. Schreiber, who is joining Lennen & Mitchell, was with CBS for 11 years.

LEONETZLER ADVERTISING AGENCY, Dayton, Ohio, has been elected to membership in the American Association of Advertising Agencies.

EDWARD DIEHL, for 10 years a copy editor at Cann-Erickson, Inc., art director in charge of packaging and design assignments, has resigned to open his own studio at 39 East 51 Street, New York City.

MUTUAL PRESS CLIPPING SERVICE has been established at 20 South 11th Street, Philadelphia. The bureau will specialize in coverage of publications in Pennsylvania, Southern New Jersey, and Delaware.

MARY T. DONAHUE has joined the copy staff of Green-Brodie. Before joining G-B, she held advertising posts with Ivey and Ellington, and with the Pitman Publishing Co., Inc. Her new assignment will be concerned principally with publishers' advertising.

MRS. WANDA JARROTT and ANDALL E. BROOKS have joined the staff of the Rogers & Smith Advertising Agency, Dallas, according to an announcement made by Howland N. Smith vice-president in charge of the local office. Mrs. Jarrott was formerly with J. Walter Thompson Co. in New York and with Tracy-Locke Advertising in Dallas. Brooks was also formerly with Tracy-Locke with Compton Advertising, Inc., New York.

FULL-YEAR renewal contract for "Happy Hollywood Theater" on KMJ, a Fresno affiliate in Fresno, Calif., is announced by Garfield & Guild, advertising agency for Rosefield Packing Co. sponsor of the program.

## Will Attend Conference

Edward R. Murrow, CBS vice-president and Director of Public Affairs, will attend the 3-day session of the National Conference on UNESCO at the Benjamin Franklin Hotel in Philadelphia, March 24-25. Mr. Murrow is a member at large of the Advisory Commission to the American delegation to UNESCO.

## GORDON M. DAY

ADVERTISING SERVICE

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



### Notes From An Aisle Seat . . . !

• • • The Chrysler deal with Del Crosby (Allen Roth's work, emcee Walter Hampden plus a dramatic cast) is all ready for the signature stage. It's a \$12,000 package and will highlight dramatized youth success stories—a sort of junior achievement idea, such as the best attempts of youngsters to set themselves up in business, etc. Also hear that the billing will go through Cecil & Presbrey (altho' they had pitched a Raymond Paige package at the client). . . . Strong talk in the trade that Lady Esther is not too keen on continuing to bankroll the "Screen Guild Players" next year. Seems new owner is sold on return to the sweet band format (Wayne King, Lombardo, Freddie Martin) which sent their sales skyrocketing. Several agencies, who have gotten wind of the situation, are pitching like mad, for the time spot (CBS Monday at 10 p.m.) is even more important than the program. What makes the item even more significant is that the show is taking a summer layoff July 7th for the first time in 4 years. . . . Bob Hope's summer replacement will be the "Philip Marlowe" stanza. . . . It's no longer just a rumor that Y & R will lose the Borden account. Kenyon & Eckhardt have it all but wrapped up. . . . "Double or Nothing" won't be renewed. The stepladder clause got so high that the sponsor refuses to pick up the tab again—so Ruthrauff & Ryan are shopping around for a filler.



• • • THOUGHTS WHILE DIALING: If we had a comedy show and were seeking a good stooge idea, we'd look no further than Irving Kaufman, the erratic Frenchman (Gaston) on those Chateau Martin wine spots. Or how's about the dozen or so other comedy characters the guy does? . . . While on the subject, wonder howcum Jerry Wayne hasn't been grabbed up for a recording contract. They're making a big mistake overlooking this boy. . . . Same goes for Radie Harris, first of radio's femme commentators, who rates her own time on a coast-to-coaster. . . . The Joe Frisco comedy on Der Bingle's show is always a bright spot. Nice to see the vet comic back in action—especially, as Bing says, he's the sole support of 18 bookmakers. In fact, Dorothy Claire points out that in case Frisco is ever detained at the track, Bing should arrange to have an "understutter" on hand. . . . Loved Fred Allen's line about the guy walking in an antique shop and asking what's new. . . . Also Levant's that he "was so upset he nearly took a bath".



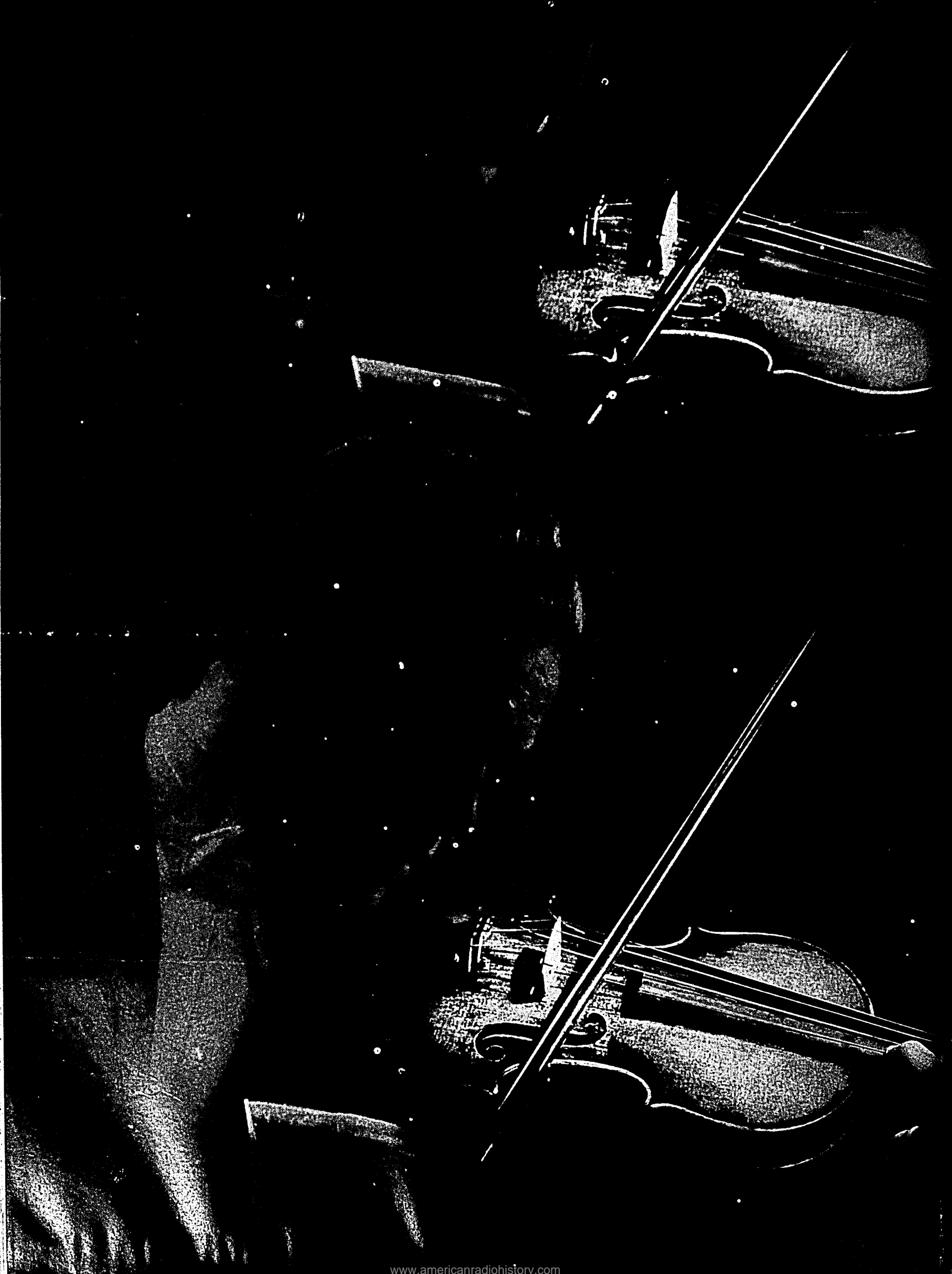
• • • SMALL TALK: Tommy Dorsey the latest baton waver to cast his eyes on a disc jockey role. He's just plunked down 35 G's for a huge bus, the back of which has been converted into a lucite broadcasting booth. Tommy's idea is to travel around from coast to coast with this bus and broadcast (with records) in front of sponsor's leading dealer in every town. . . . Warden Lawes series due to fade. His poor health is given as the reason. . . . Hear that CBS will give its sustainer, "Winner Take All" (the give-away show featuring Bill Cullen) a nite-time spot in addition to its current daily afternoon session. . . . Lee Meyers, one of radio's better publicists, Hollywood bound to do the advance on Jerry Devine's "This Is Your FBI," which shifts to the coast for an indefinite run April 11th. Show, incidentally, drew a 17.6 rating in latest Nielson survey, highest of the Friday nite shows. . . . Bill Koblenzer got an unexpected dunking Sunday when the plane he was flying made a forced landing in L. I. Sound—fortunately, not far from shore. . . . Peggy Knudsen replacing Celeste Holm as the love interest on the new Bill Goodwin comedy series. . . . Paul Brenner looks good to take over that WCR all-nite spot, with Rudy Blesh going into the Monday 10 p.m. slot with "This is Jazz". . . . Edith Gwynne reports that Bob Hope's six-and-a-half-year-old daughter, Linda, heard WW for the first time a week or so ago. Walter was evidently yelling because after a minute or so of radio, she piped up: "Daddy, is that Mack Millar?"



On March 25th KGW observes its 25th birthday anniversary. Although this is an occasion for retrospect and satisfaction in a job well done, it is also a time to pledge ourselves to even greater future achievements.

For a quarter of a century KGW has served the community well. Radio has made great forward strides from modest beginnings and KGW has grown with it. There shall be no slackening of our efforts to increase our services in the public interest.

**KGW**  
620 ON YOUR DIAL  
AFFILIATED WITH  
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

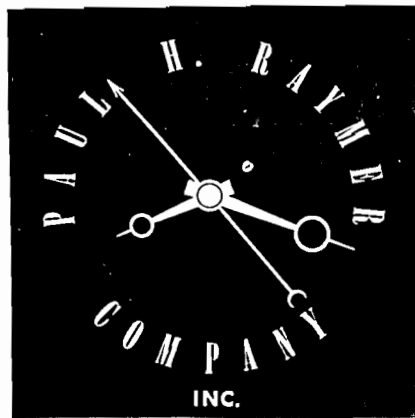




# *Antonio Stradivari made one of them*

Violins look pretty much alike—at first glance. If you examine a little closer you can tell a genuine Stradivarius. It's worth it because only the skill of Stradivari himself could create such a perfect symmetry, the transparent ruby finish and the magnificent tone.

Of course we are not violin makers, but we admire talent and excellence. We are proud of our successful 14 year performance record, of our freedom from constant change in sales personnel and of our consistent adherence to the same principles of operation. These things have given stability to our business and security to the stations we represent.



*Paul H. Raymer Company Inc. • Radio Advertising*

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

## FCC Plans Denial Of Deal For KSTP

(Continued from Page 1)  
transfer of control for \$1,200,000. Hubbard proposed to purchase the remaining 75 per cent interest in the 50 kw., station for \$825,000—a figure matched by the rival group under the Commission's AVCO rule.

In effect, the Commission's denial of all purchase offers throws the situation back where it started. The Commission, because of the need to beat the option deadline, issued its order without accompanying reasons. A full order will be issued later, Commission spokesmen said.

Hubbard, who in addition to president, is founder and general manager of the station, now owns 25 per cent of KSTP. Remaining stock is owned by the estates of Lytton J. Shield and Frank M. Brown.

Attorney for the rival bidders said Hubbard's purchase and his option to Aviation Corp., represented "trafficking in stations." The rival group, however, praised the "good job" done in managing the station by Hubbard and his staff and said no competitive bid would have been entered had Hubbard obtained financial backing from local interests instead of the Aviation Corp.

## Hammond Returns

Charles P. Hammond, NBC director of Advertising and Promotion, has recovered from a month's illness and has joined the network executives at the stations meetings which started in Atlanta yesterday. Following the last meetings in Los Angeles, March 31 to April 2, Hammond will visit NBC affiliates in San Francisco, Denver and Chicago.

## New Washington Station

Washington—WEAM, Arlington, Va., is expected to go on the air on either March 31 or April 7, Charles Zurhorst, general manager of the Washington area's newest station, announced over the week-end. The new station will operate on 1390 kc., with 1000 watts power, daytime only. The station will feature many radio personalities already known to Washington listeners.

## Wedding Bells

Fred Varnau, assistant to the sales manager, and Beverly Showalter of the booking department, members of the Cincinnati staff of the Frederic Ziv Company, transcription firm, were married recently at the Queen City's Hotel Alms. Mr. Varnau has been associated with the Ziv Agency since his return from the service early last year. Mr. and Mrs. Varnau are honeymooning in New York.

## Tele Leaders Comment

Jack R. Poppele, president of the Television Broadcasters Association, industry organization representing most of the major manufacturers, sees television expansion speeded by the FCC's decision on color. Mr. Poppele last night issued the following statement:

"The decision of the Federal Communications Commission today in denying the petition of the Columbia Broadcasting System for immediate commercialization of a system of color television will, I believe, have far-reaching consequences in speeding up the expansion of a television service to the public.

"TBA believes that the Columbia Broadcasting System and especially Dr. Peter Goldmark, director of research, deserve great credit for their contributions toward the development of a color television system. The Association stated its admiration of the work of Dr. Goldmark and CBS during the hearings on color held last December in Washington, D. C.

"We believe, however, that until there is general agreement within the industry itself on any system or systems which would permit the transmission of color television to match that of the quality of present monochrome, that commercialization be withheld. In this belief we were supported by many leading research engineers as well as the Radio Technical Planning Board and the Radio Manufacturers Association. We therefore concur with the opinion expressed by the FCC in denying the CBS petition.

"As a result of the Commission's decision, the public can expect the production and manufacture of television receivers to be greatly accelerated and that the number of applicants for commercial black and white television stations will be increased materially during the next few months. Meanwhile, we urge continued experimentation in color television until such time as a commercially feasible system can be devised and made available to the public."



JACK POPPELE

## Du Mont Gives Viewpoint

Dr. Allen B. Du Mont, president of Du Mont Laboratories, who led the fight against commercial recognition of color television at this time, made the following statement:

"The decision of the FCC issued today which turned down the application of the Columbia Broadcasting System to standardize on commercial color television, comes at an opportune time. Many radio manufacturers held back going into television, and many people have hesitated in purchasing television receivers, until this decision was made. The manufacturers will now be able to safely go ahead with their production plans so that receivers should be available to the public in much larger quantities than at present by the fall of this year. In our own case our receiver production for the year 1947 will be more than doubled because of this decision.



"In addition, there has been hesitancy of people interested in putting up television transmitters in going ahead with their plans. Furthermore, advertisers have held back spending money on television programs until a decision as given by the Commission had been reached. "Evidence and demonstration given by the industry for the Commission proved conclusively that much additional development work must be done in connection with color television before it is ready for the public. The color pictures demonstrated were badly inferior to the present black and white pictures as regards brilliance, detail and size. Furthermore, it was demonstrated to the Commission that the high frequency necessary for transmitting color pictures can only be received when the transmitter and receiving point are within sight of each other. This of course would greatly restrict the coverage of the color system and some method must be found to overcome this before color pictures can successfully compete with the present black and white standards which are now being received behind hills and at distances beyond the horizon up to 100 miles."

## Fisher Is Tarrytown Mayor

Sterling Fisher, assistant public service counselor for NBC, yesterday was elected mayor of Tarrytown, N. Y. Fisher, running as representative of the Independent Citizens Committee, defeated his Republican opponent by a margin of 15-14.

## ABC Tele Dep't Moves

Television department of the American Broadcasting Co., has moved into network headquarters at 30 Rockefeller Plaza from 33 West 42nd St. Paul Mowrey, national director of network's video section, and his staff are at the new quarters.

## AFRA Calls Strike Against 'Frisco Ind

(Continued from Page 1)  
forts of Federal Conciliator Will J. Curtin. The announcers are getting 50 to 60 dollars a week; are asking the network scale of a week, an annual vacation of three weeks, payment for commercial announcements and other demands. Employers have offered a \$15 a week increase. Union officials would make no statement as to which of the stations would be struck first.

## Television Plans Coverage Of Photographic Carnival

Plans for coverage of the Photographic Carnival of 1947 for three nights May 16 to 18 were announced Friday by NBC's television station WNBT. Amateur and professional cameramen will be invited to take pictures during the Carnival which will be held at the 71st Regiment Armory. Coronation of the queen of the carnival will be telecast on May 16 and folk dances and other special events will be covered on May 17. The carnival which lends itself to special events television coverage will be sponsored jointly by U. S. Camera, the Photographic Merchandise and Distributing Corporation and the New York Guild of Photographic Dealers.

## PUBLIC SERVICE MEANS SERVICE TO THE PUBLIC!

Baltimore, Md. You can find other definitions, but we like the one above the best. It's the one we've been using and living up to since 1922. We believe it gives a station a two-way advantage. Besides being good citizens, it's a gilt-edge way of winning friends and influencing people. We've been doing our share—and then some—in the last 25 years.

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

BARRY GRAY ON BROADWAY  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-3400

# FCC's Color Tele Decision

## Further Research Necessary, Says Commission

(Continued from Page 1)

said, "as to why, if Columbia a system of color television which it believes is ready and frequencies are available, it cannot offer system to the public and let its competitors do the same thing with respect to their systems. The public should then decide which system, if it prefers."

### Cites Frequency Problem

The Commission said the answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycles band for more than one color television system.

In television the receiver and transmitter are in effect components of one integrated system, or, expressed in another manner, the transmitter and receiver are related to each other as a lock and key. Unless both are both designed to meet certain fundamental standards, the receiver will be unable to accept the transmission from the transmitter. For example, let us consider the method of transmitting the color. The method proposed by Columbia is the sequential method. RCA has proposed as an alternative the simultaneous method. Still other possibilities exist. Receivers that are built for the sequential system would not be able to receive programs from television stations broadcasting on a simultaneous system or on another system.

### Methods Explored

The method of transmitting color is only one of the many fundamental standards that have to be fixed. In addition, mention might be made of number of lines, frame rate, type of sound system, etc. In all of these cases, the receiver must be constructed to the same standards as the transmitter if they are to be able to receive the programs. If at any time a broadcast company should change one of the above standards, all receivers which it previously serviced would immediately become useless. Unlike the automobile or vacuum cleaner which remains cap-

able of operation after a new model is brought out, a change in any one of the fundamental standards at the transmitter would immediately make all receivers built for the old standard obsolete.

"Thus, it is obvious that before permitting a new television service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build receivers, and the public could not purchase receivers with any confidence that they would be

### CBS Comment

The following statement was issued by the CBS press department last night:

"We prefer to withhold comment on the FCC's decision denying our color television application until we have received a copy and have had an opportunity to examine it.

"We understand that the decision is quite lengthy and of course deals with a highly technical subject."

able to receive programs from all television stations, or that their receivers would not become useless immediately after they were purchased if the existing stations should change any of the fundamental standards.

"Under these conditions, it is entirely unlikely that television receivers would be bought on any mass basis. The justification for allocating so much of the radio spectrum to television broadcasting—78 megacycles for channels 1-13 and 440 megacycles for experimental television—is that television is an important medium for bringing news, education, culture and entertainment to large segments of the population. With the great demand for frequencies on the part of the other radio services which cannot be met in full, the Commission would not feel justified in allocating so many frequencies to television at the expense of the other radio services, if it were inevitably destined to be limited to small audiences.

### Public Acceptance Considered

"Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service, if the new change were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless."

In addition to the necessity for

further field testing, the Commission stressed that further experimentation is "necessary in the color television field."

### Dollnos Color System

The Commission said that the Columbia color system "is in effect the present monochrome television system with color added."

"While the present system," the FCC commented, "affords an adequate black-and-white service to the public, the fact remains that it was developed and standardized before the extensive developments in electronics that took place during the war.

"It is quite possible that as a result of wartime discoveries, improvements can be made, for example, in picture detail, picture sharpness, a simpler and more effective synchronization system, a better sound system, etc. Furthermore, wartime developments may show that there is an entirely different method from either the sequential or simultaneous system which is superior to both."

The Commission emphasized that two specific problems should be "carefully examined" before color tele is put on the commercial map.

"In the first place," the FCC said, "there should be further experimentation looking toward the development of low-cost television receivers.

### Production Outlook

Raymond C. Cosgrove, president of the Radio Manufacturers Association, in January predicted that 300,000 television receivers would be produced during 1947 if the "confusion" in the industry cleared up. Cosgrove's estimate last night was regarded as conservative by some black and white television leaders. It is predicted now that production of black and white receivers will pass the 500,000 mark and may reach 1,000,000 before the end of the year.

A large portion of the radio spectrum has been allocated for television. The demand for space in the spectrum from other radio services is very keen and it is not possible to satisfy all requests. The objective of television heretofore mentioned of bringing news, education, culture and entertainment to large numbers of people cannot be carried out unless television receivers are manufactured and sold at a price which the average family can afford to pay.

### Narrower Channels Needed

"Secondly, further experimentation should be conducted along the line of finding methods of transmitting color television over narrower channels. Under the Columbia proposals, each television channel would be 16 megacycles wide. That means that the band 480 to 920 megacycles would accommodate but 27 channels. It was the Commission's hope in allocating the band 480 to

## Says Use Of B & W Will Keep More Sets In Use

920 megacycles for television that in this band it would be possible to provide for a truly nation-wide competitive television system. The evidence before the Commission shows that 27 channels may not ultimately be enough to provide for a truly nation-wide competitive television system. Every effort must, therefore, be made to narrow the band width required for color television. It should be emphasized that narrowing the band width should not be at the expense of picture brightness, picture detail, color fidelity, or other features of television performance. The objective should be a narrower band width while retaining and even improving the quality of television performance. At the hearing there was much testimony concerning the desirability of a system which would permit present television receivers, simply by adding a converter, to receive in monochrome, the broadcasts of stations broadcasting color programs in the 480 to 920 megacycle band. This so-called principle of compatibility, it is urged, will encourage manufacturers of black-and-white equipment to proceed at full pace, will enable the public to buy receivers with confidence that they will not be rendered obsolete, and will not impede the development of color television. The Commission is of the opinion that compatibility is an element to be considered, but that of greater importance, if a choice must be made, is the development of the best possible system. System, employing the narrowest possible band width, and which makes possible receivers capable of good performance at a reasonable price."

### Treats Field Testing

On the question of field testing, the Commission stressed that most of Columbia's testing has been done in the laboratory.

The Commission also pointed out (Continued on Page 8)

1906 1947

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR

*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

*Baltimore's Listening Habit*

**MUTUAL BROADCASTING SYSTEM**

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**JOHN ELMER**  
President

**GEORGE H. ROEDER**  
General Manager

## Color Tele The Loser In Fight Before FCC

(Continued from Page 7)

that "all experimentation (by CBS) has been confined to one station in New York City. Furthermore, from the record it does not appear that at any one time have there been more than 15 receivers in operation and all of these were in the hands of Columbia."

Along this line, the Commission noted that before black-and-white tele standards were adopted there

### 2 Million Color Costs

During the past two years CBS spent \$2,000,000 in color television development maintaining a staff of more than 100 in their video laboratory headed by Dr. Peter Goldmark. In testimony before the FCC on December 9, Frank Stanton, president of CBS said:

"Since V-J Day the Columbia television laboratory staff has numbered more than 100. Within the past two years CBS has spent more than \$2,000,000 in color television development. 200 demonstrations of CBS color television have been conducted for more than 2,700 representatives of government, industry, the press, and the public. Through its experimental work, Columbia has developed a number of color television inventions. Because of its primary interest in broadcasting, rather than operation of a patent pool, Columbia has announced that its inventions are available for use by any reputable manufacturer at nominal license fees."

were at least seven stations in operation in several cities and "several thousand receivers were outstanding, a good part of them in the hands of the public."

### Decision In Record Time

The Commission's decision came in near record time for one of such moment and importance to the industry. The final hearing ended on February 13.

In its decision, the FCC detailed the lack of adequate testing in such things as flicker, picture brightness and contrast, frame rate, color break-up and receiver design.

one of the

# FIRST!



ONTARIO, CALIFORNIA  
The Voice of Pomona Valley

## Ascap, NAB Sub-Committees To Aid In Drawing New Pact

(Continued from Page 1)

terday, Miller suggested that sub-committees be appointed to consider the many problems which have arisen in NAB-Ascap relations. The suggestion was readily accepted by both Theodore Streibert, chairman of the NAB Music Advisory Committee, and John Paine, Ascap general manager. The two are responsible for appointing the various sub-committees. The size of the sub-committees was not designated, although they will be kept to a minimum. They are to meet promptly after being appointed.

Current contract between NAB and Ascap, which does not expire until Dec. 31, 1949, is considered to be full of legal pitfalls. Differences of opinion have arisen since it was signed and the matter is further complicated, from the standpoint of NAB, by many new broadcasters in the field not yet familiar with Ascap and its function. Also, the relation of a small station to Ascap is different from that

of a large station, it was pointed out. Paine stated yesterday that Ascap was very pleased with the relationship which has grown between the Society and the broadcasters. He said that any existing problems can be removed if both sides devote themselves seriously to finding solutions.

Ascap members present at the meeting, in addition to Paine and Taylor, were Lester Santly, Gustave Schirmer, Edgar Leslie, Richard Murray, Herman Finkelstein and Jules Collins.

NAB representatives, besides Miller and Streibert, included Judge A. L. Ashby and Edmund Souhami, NBC; Julius F. Brauner, CBS; Walter Haase, WDRG, Hartford, Conn.; Robert T. Mason, WMRN, Marion, Ohio; Joseph A. McDonald, ABC; John Shepard III, Yankee Network; Ed Yocum, KGHL, Billings, Mont.; Don Petty, NAB general counsel, and C. E. Arney, NAB secretary-treasurer.

### N. Y. Yankees Go Cultural; Buys Symphonic Program

(Continued from Page 1)

its staunch policy of classical music programming.

The baseball club will sponsor "Symphonic Matinee," featuring the best known works of master composers, from 4:05-5 p.m., daily. Program is an established sustainer on the station six days a week and will be added to the Sunday schedule for the new sponsor. Yankee commercials will be of the institutional type, also containing the score of the game in progress at the time announcements are made. A decision is yet to be made by Larry MacPhail, president of the ball club, as to whether WQXR will inform listeners that the play-by-play of Yankee games can be followed over WINS.

The idea to sell the Yankees a symphonic program was born over a luncheon table some three months ago when WQXR execs discussed potential sponsors least likely to advertise over the station. When the baseball club was selected, the details were left to John S. Haves, station manager, and Robert L. Krieger, account exec. Haves took a transcription direct to MacPhail, not revealing the content but asking the president to find out for himself. MacPhail showed surprise after he heard the transcription and entered into discussion with other club officials. The deal was not set immediately but was signed after weeks of debate. Yankees are paying an estimated \$15,000 for air time.

### Will Honor Gene Buck

Gene Buck, former president of the American Society of Composers, Authors, and Publishers (ASCAP) will be honored by New York's Cinema Lodge of B'nai B'rith in a salute to the music world at the Hotel Astor, Tuesday evening, March 25th.

### Two Replacements Set By N. W. Ayer Agency

(Continued from Page 1)

the music of Roy Bary. The sponsor is Rexall and the agency, N. W. Ayer.

Another summer replacement announced by the N. W. Ayer agency is Peggy Lee, songstress, and Dave Barbour's orchestra for the "Hour of Charm" on CBS Sundays at 4:30 p.m. Woody Herman will emcee the show and will occasionally play his clarinet and sing. Replacement is for eight weeks starting July 13.

### Rapid Rise In Speaker Production

Nine months after production of radio speakers was begun at the plant of United Speakers, Inc., Los Angeles. Al M. Dresner, vice-president and general manager announced that the plant is producing approximately 60 per cent of the speakers used by radio manufacturers throughout eleven Western states. President of the company is Paul H. Tartak, whose name has long been identified with speaker manufacturing. Now in full production, the United Speaker plant has recently expanded the line to include 10- and 12-inch units as well as the smaller speakers with which production started.

Send Birthday  
Greetings To —

March 19

Frank Chapman Wayne Cody  
John Shepard III  
G. A. Richards Sally Warren  
Eleanor Kilgallen  
Dolores Eve Lloyd

A STEINMAN STATION

# WOODLELL

WILMINGTON  
DELAWARE

# SELLS

5000 WATTS  
DAY & NIGHT



Represented by

**RADIO  
ADVERTISING  
COMPANY**

New York • Dallas • Chicago

San Francisco • Hollywood



AFFILIATE



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 38, NO. 55

NEW YORK, THURSDAY, MARCH 20, 1947

TEN CENTS

## Tele Boom Under Way

### OSU 'Institute' Skeds Many Industry Execs.

Columbus, Ohio—Many radio industry execs will contribute to discussions on public service techniques at Ohio State University's 17th annual Institute for Education by Radio scheduled for Columbus, May 1-3. Day-to-day program problems and the challenge of the FCC Blue Book provides the focus of the four-day session, while education and labor subjects will get bigger attention  
(Continued on Page 6)

### Flotill Co. Buys Shows On Nine Italian Stations

Flotill Products, Inc., one of the largest independent canneries in the country, is using quarter-hour programs in Italian on nine stations in northern cities for a special 13-week campaign. This is reported to be the first time Flotill has used radio in the east, the initial campaign being tied in with a free photograph gimmick whereby the listener is given a photo in return for labels removed from cans of Flotill products.  
The sponsor has bought programs  
(Continued on Page 8)

### NBC-Tele, Soviet In Pact For Use Of Russian Films

NBC and the Russian government have reached an agreement whereby the network will be given television rights to newsreels and special feature films made by the Soviet Union, was announced yesterday by John H. Royal, NBC veepee in charge of television. Details were worked out by Royal and NBC's Moscow correspondent, Robert Magidoff. The  
(Continued on Page 2)

### Fish Story

Bjorn Bjornson, NBC Washington newsman who accompanied President Truman on his recent vacation in Key West, proved himself the most accomplished fisherman with the presidential party. Bjornson received a loving cup as a prize for the biggest catch of the trip, a 28-pound amber jack. The best President Truman could do was a five-pound mackerel.

### Guesting

Atherton W. Hobler, Board Chairman of Benton & Bowles, Inc., will be Lyman Bryson's guest on CBS' "Time for Reason—About Radio" Sunday to answer listeners' questions about the radio commercial. First guest to appear on program since it was inaugurated in Dec., 1946, Mr. Hobler was invited because of the huge amount of mail received by Mr. Bryson on radio advertising.

### WJZ Business Report Indicates Heavy Sales

Spot and local business signed by WJZ during the first two months of 1947 equalled billings for the similar period in 1946 when the station's volume was at the highest level of all time, according to Murray B. Grabhorn, manager. More than 20 new accounts, for one minute and participating announcements, were signed last month and billings continue at  
(Continued on Page 6)

### Trio Of Commentators To Compete For NBC Post

Three news commentators will vie for the post to be vacated by Lowell Thomas as newscaster for the Sun Oil Co., in a special series of five weeks broadcasts on NBC, it was announced yesterday. Thomas will leave the network next Fall.  
The three, all of whom will broadcast  
(Continued on Page 6)

## Miller Gives Views Of NAB On Pending Labor Legislation

Justin Miller, president of NAB, yesterday defined the position of broadcasters with respect to pending labor legislation in letters addressed to the Senate and House of Representatives labor committees.

Declaring that the secondary boycott has been "the most critical, but by no means the old collective bargaining abuse perpetrated by certain unions on the radio industry," Judge Miller continued:  
"The broadcasters of the nation

## Manufacturers Push Production Of Sets As Result Of FCC Color Decision; 750,000 Receivers In 1947

### AFRA Calls Strike At KSFO And KYA

San Francisco—AFRA members yesterday walked out at KSFO and KYA and placed pickets in front of these two stations. KJBS, KSAN, KROW and KLX, the other four stations involved in the wage dispute, still are operating but may be shut down at any time. Officials of the six stations are now in conference deciding what action is to be taken.

### Mrs. Trust, Mennen Co. Buy Heavy WNBC Time

The Mennen Company, manufacturers of shaving products, and the Manufacturers Trust Company have signed for 52-week sponsorship of portions of the Bob Smith show on WNBC, it was announced yesterday;  
(Continued on Page 2)

### Radio Manufacturers Ask Elimination Of Excise Tax

Chicago—The excise tax committee of the Radio Manufacturers' Association is sending a memorandum to the managers of all AM and FM radio stations and to all RMA members to  
(Continued on Page 6)

The television industry, freed by the FCC ruling of the maze of uncertainty which prevailed during the long controversy of black-and-white versus color, will realize its first important production gains by the end of this year with an estimated output of approximately 500,000-750,000 receivers in the  
(Continued on Page 7)

## Aussie Radio Setup Subject Of Survey

The Federation of Commercial Broadcasting Stations in Australia faces possible competition under a plan being studied by a Parliamentary Committee to open government radio to advertising. None of the 27 stations operated by the Australian Broadcasting Commission, along the lines of the BBC, have ever operated commercially. The government network has always derived its revenue from licenses to set owners — one  
(Continued on Page 2)

### RCA Victor Execs. Set For Chi. IRE Meeting

Chicago—Reports on the latest developments in television receiver design will be made at a meeting of the Institute of Radio Engineers on  
(Continued on Page 2)

### Celebration

San Antonio—A three-hour stage revue will celebrate the first anniversary of KCOR, local Pan American station, owned and operated by Raul A. Cortez. As part of the stage presentation three nationally known Mexican film stars will appear here. These include Pedro Armendariz, Jorge Reyes and Maria Antonieta Pons. Group will be accompanied by a band.

# RADIO DAILY



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MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Wed., Mar. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	93 1/2	95 1/8	95 1/8	+ 3/8
Am. Tel. & Tel.	166 3/8	165 7/8	165 7/8	.....
CBS A	25 3/4	25 3/4	25 3/4	.....
CBS B	25 1/2	25 1/2	25 1/2	+ 1/4
Farnsworth T. & R.	7 1/2	7 1/2	7 1/2	+ 1/4
Gen. Electric	35 5/8	35 1/8	35 3/8	.....
Philco	27	26 1/4	26 1/4	.....
Philco Pfd.	97	97	97	- 1/2
RCA Common	9 1/4	8 3/4	8 3/4	.....
RCA First Pfd.	76 3/4	75 5/8	75 5/8	- 1/2
Stewart-Warner	17 3/8	17 1/8	17 1/8	- 1/8
Westinghouse	25 1/2	25 3/8	25 3/8	.....
Westinghouse Pfd. A.	99 3/4	99 5/8	99 3/4	+ 1/4
Zenith Radio	21	20 1/4	20 5/8	.....

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	16	16
Nat. Union Radio	3 3/8	3 3/8

OVER THE COUNTER

Du Mont Lab.	6 1/4	7
Finch Tele Comm.	7 1/4	8 1/4
Stromberg-Carlson	12 1/2	13 3/4
U. S. Television	2 1/4	2 1/2
WCAO (Baltimore)	40	.....
WJR (Detroit)	18	.....

### New Hummert Serial

A new daytime serial entitled "Katie's Daughter," conceived and produced by Frank and Anne Hummert, bows in over NBC March 31st. It will be heard Monday through Friday, 10 to 10:15 a.m., EST. Manhattan Soap Co., is the sponsor and Duane Jones the agency with Air Features handling the production.

The new show is for Manhattan Soap Co., (Sweetheart Soap and Blue-White Flakes), which also sponsors "The Strange Romance of Evelyn Winters," and "Rose Of My Dreams," over CBS.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!  
**1000 WATTS WHWL 780 KC.**  
 "Anthracite's Most Powerful Independent"  
 Represented by Forjoe

### Aussie Radio Setup Subject Of Survey

(Continued from Page 1)

pound annually—but it is believed the commercial plan is being studied on the basis of large additional revenue. In recent months the Australian commercial stations have been reported doing a very healthy business. Operators of Australia's 97 private stations are naturally against the plan. Many of the commercial outlets are owned by newspapers.

#### FM Development

Another new development in Australian radio is the building, to begin shortly, of the country's first FM station, a project undertaken by the federation of commercial broadcasters. The announcement was made by John E. Ridley, station owner in Sydney, to Arthur A. Kron, executive veepee of the Gotham Advertising Co., in New York. The FM station is being constructed as a means for all federation members to become experienced in the new phase of broadcasting. Australian radio officials are reported to be watching with much interest the advancement of FM and television in the United States.

### RCA Victor Execs. Set For Chi. IRE Meeting

(Continued from Page 1)

March 21 at the Civic Opera Building by Anthony Wright, manager of the television receiver department of RCA-Victor and Edwin L. Clark, senior engineer of the department, it was announced yesterday. Both RCA officials are presently in St. Louis where they are outlining the subject to local IRE members, dealers and representatives.

Wright will discuss the new technical developments incorporated in RCA-Victor's direct-view tele sets, while Clark will present features of projection models. Both types of models will be demonstrated. Wright's discussion will outline the new picture "stabilizing" techniques which he developed for postwar RCA-Victor sets, incorporating a stable oscillator circuit known as the "Eye Witness Picture Synchronizer." During the war, Wright was responsible for the production design of his company's airborne "block" television equipment for the United States Army and Navy.

### NBC-Tele, Soviet In Pact For Use Of Russian Films

(Continued from Page 1)

web will receive newsreels and other films from Russia by air on a regular basis.

Under the present arrangement NBC will purchase from the Soviet nation 20 two-reel feature films showing industrial developments in the country and also cultural achievements. Royal said yesterday that, "This agreement is in keeping with the policy of NBC to build international coverage for television." Royal added that the network has been working with Russian officials for several months to bring about the plan.

First televising of newsreel films under the new agreement took place last night when WNBT aired films on the Foreign Ministers Conference in Moscow. The films were flown here from Russia.

### Mrs. Trust, Mennen Co. Buy Heavy WNBC Time

(Continued from Page 1)

Mennen contract, which is already in operation for the Tuesday and Thursday 7:45-8 a.m. segments, will extend from Monday through Friday on March 31. Duane Jones handles the account.

Manufacturers Trust, one of the City's largest commercial banks, will sponsor the 8:05-8:15 portion of the Bob Smith show on Tuesday and Thursday, effective April 15. Deal, which was handled by H. V. Anderson, is said to be the first program sale to a commercial bank since WNBC became an autonomous operation. Bank will plug special services and loans.

*Send Birthday Greetings To —*

March 20

Ozzie Nelson                  Lawson Zerbe  
Leonore Hershey              Judith Evelyn  
Lowell Smith



### Gulf Stream

That's a publicity picture picked up. It was all about how lucky the southern state of North Carolina was to have the warm Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or worse to that effect.

That's not a bad picture as a story example for one of our W-I-T-H points.

Down here we've built not only a business . . . but quite a few. And we didn't depend on its laws of nature either.

Hard work . . . good programming . . . good engineering . . . this is the trio that enable W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a station town.

If you want to join other outstanding looking for warm-weather sales in sales volume in the largest city . . . W-I-T-H radio is the way to do it.

Put W-I-T-H on that list . . . and you'll hook the listening audience that can buy.



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

FOR RESULTS IN THE Philadelphia MARKET

**WDAS**

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



**SOUND**

*Confidence*

As mariners place confidence in—and are guided by—a beam of *light*, radio listeners in America's Third Largest Market place confidence in—and are guided by—the beam of *sound* they know as WCAU.

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.

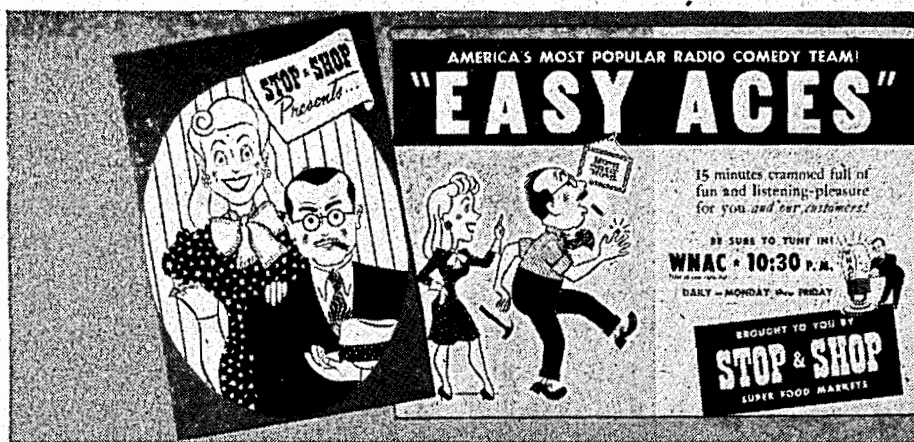
**WCAU**

50,000 WATTS ★ CBS AFFILIATE

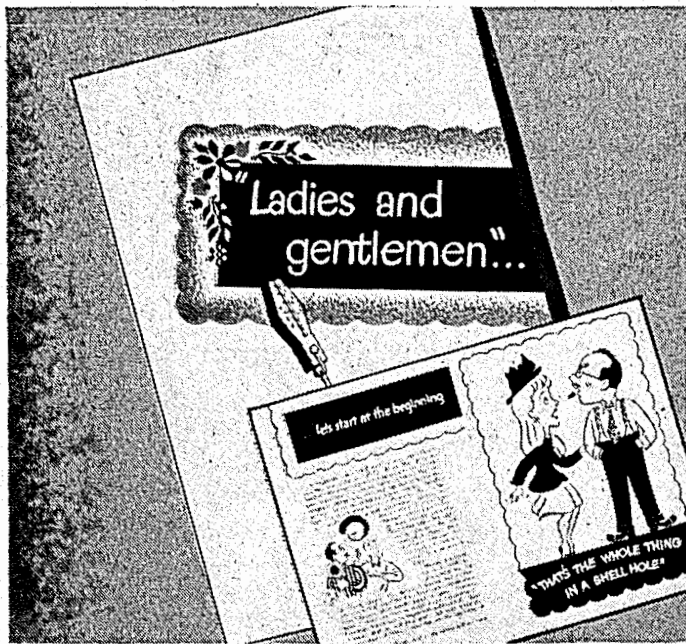
**PHILADELPHIA'S LEADING RADIO INSTITUTION**



TRUCK POSTER



MAILING P



BROCHURE GIVE AWAY



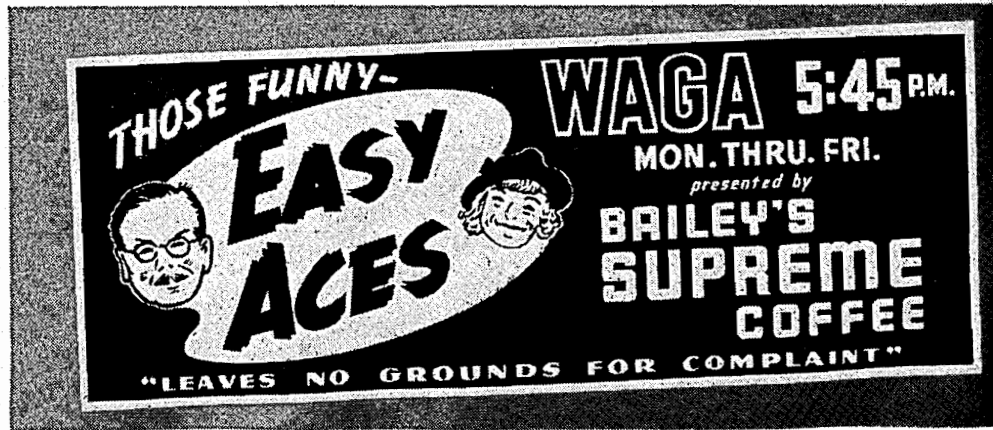
STORE WINDOW DISPLAY



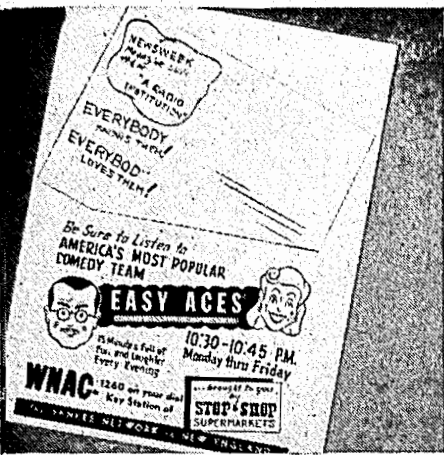
INTERIOR STORE DISPLAY

RADIO'S MOST *Promoted*  
**"EASY ACES"**

**AMERICA'S FUNNIEST HUSBAND AND WIFE**  
 Coast-to-coast via transcription for local and regional sponsors "EASY ACES" is hitting new "highs" in ratings and promotion! Teaser spots by Goodie Ace—special Xmas and New Year's spots by Jane Ace—Red Cross and Community Chest plugs by Goodie and Jane—newspaper photos, mats, publicity. Never before such a promotion campaign on any E.T. show. 1040 quarter-hour programs. Write for availabilities.



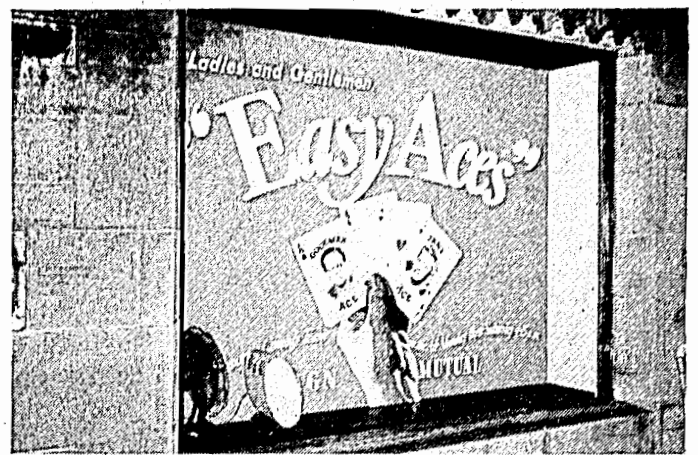
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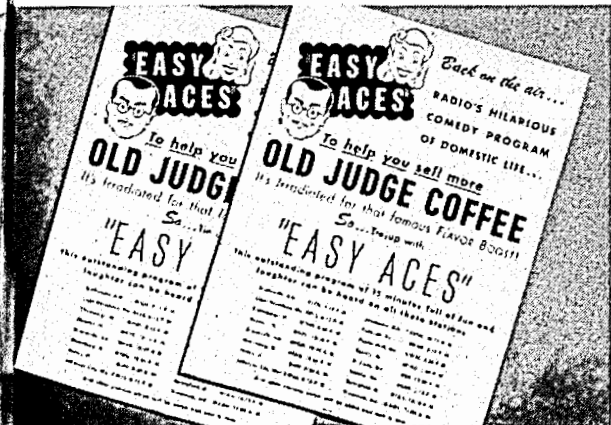
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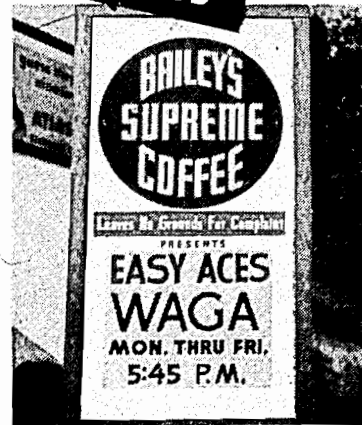
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TWENTY-FOUR-SHEET POSTER

## NAB Defines Position On Labor Legislation

(Continued from Page 1)

instrument of boycott by its members." To underscore his concern about the secondary boycott, the NAB President reiterated a public statement on the subject which he made last January. At that time he said:

"The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

"The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employees and management."

In order that the Congress might have a fuller understanding of the NAB's views on proposed labor legislation, Judge Miller sent the following statement with the two letters to the committee chairmen:

### Miller's Letter

"The economic welfare of the American people requires a positive labor policy which clearly recognizes the mutual rights, functions and freedoms of management, labor and the public.

"However, prevailing labor laws do not now afford all parties equal protection under the law nor do they provide adequate safeguards against collective bargaining abuses, particularly those arising from closed-shop monopolies possessed by certain unions over great segments of the labor supply. Such destructive union policies and practices retard the economic growth of industry, militate against the freedom of occupational choice by individuals and seriously impair the efficient operation of business enterprise upon which depend full employment and higher standards of living.

"A sound national labor policy justifies the preservation of collective-bargaining rights of labor but also requires the correction of collective-bargaining abuses.

"Great volumes of testimony have been presented to the Labor Committees of the Senate and the House of Representatives. Based upon the weight and merit of this evidence, it is hoped that Congress will enact that kind of legislation which creates the proper environment for peaceful industrial relations and which will assure the individual right of employment, preserve the efficient functioning of private enterprise, and which recognizes that rights are balanced by responsibilities.

"It is not my wish to reiterate, support or refute any of the conclusions drawn by persons who have appeared before your Committees, whether as representatives of labor or of various industries, each of which has its respective labor problems. However, the American Radio Industry has a substantial equity in harmonious industrial relations, based upon sound labor legislation.

"A free radio is imperative to American democracy. It would be as dangerous to the welfare of the people if unions were able to control radio operations as if private-ownership monopoly were permitted. Our national policy has been to prevent concentration of monopoly ownership. Union dictatorship is equally repugnant to that policy in radio broadcasting as in other

(Continued on Page 8)



## Windy City Wordage...!

• • • Greatly increased activity in the FM field in Chicagoland is indicated in the granting of permits for 10 FM stations, and in the FCC action allowing power and antenna height in excess of 20 kw. and 500 feet.

Chicago First to announce its plans was ABC, which hopes to begin actual broadcasts in about six months. The station will operate on 95.7 mc. with a rating of 15 kw. and will use channel number 239. It will have an antenna of 595 feet, located on the roof of the Civic Opera House. The management of FM station WEFM, licensed to Zenith Radio Corporation, is conducting a poll to ascertain what course it should pursue in the future. It is asking its listeners to indicate whether it should continue its present system of broadcasting only recorded music and no advertising; go commercial and sell advertising, or discontinue operation as soon as there are enough FM stations to insure a variety of programs. First two weeks of the poll drew a comparatively small response, as only about 5,000 replies were received although there are 65,000 FM sets in the metropolitan area. But of those who replied, nearly all asked that the present program be continued.

☆ ☆ ☆

• • • Personal Pickups: Bob Hawk, former Chicago boy, will be emcee for the 20th anniversary celebration of station WMBD, Peoria, on March 22. . . Forrest Lewis, who plays Washington on Mutual's "Tom Mix," will be in New York from March 22 to April 4 taking a television look-see. . . Tommy Bartlett had three celebrities on his "Tommy Bartlett Show" on ABC last week: Bill Tabbert, singing star of the musical "Three To Make Ready," on Monday; Bobby Specht, noted figure skating champion, Tuesday, and Donna Atwood, star of the "Ice Capades," Wednesday. Tabbert also appeared on the Nikki Kaye show, March 16 as a local boy who made good. . . Packy Walsh, local golf pro, has signed to do a series of golf lessons on WMAQ, starting March 22. . . The Copacabana night club here has been angling for Dennis Day at a reported figure of \$70,000 for four weeks, but Day had to turn it down on account of Hollywood radio and picture commitments. . . Look for Audience Records to sign with Apollo within twenty-four hours to make all their forthcoming disks. First order calls for 400,000 albums recorded by Amos & Andy, Jack Benny, Edgar Bergen & Charlie McCarthy, Burns & Allen, Eddie Cantor, Ed Gardner and Fibber McGee and Molly, with distribution through Monitor.

## WJZ Business Report Indicates Heavy Sales

(Continued from Page 1)

peak level, it was reported yesterday by Grabhorn.

New business in February included Standard Brands, Louis Sherry, Inc., Colen Gruhn Co., and Merritt Chemical Co., for participations in "The Fitzgeralds" program; Eastern Airlines, Chase National Bank and Philip Morris for participations in "Good Morning, It's Knight"; Berlou Manufacturing Co., and Spring Hill Nurseries for participations in Alma Kitchell's program; Colonial Trading Co., and Metropolitan Life Insurance Co., for participations in Nancy Craig's show; and Keystone Varnish Co., participations in "Farm News."

New York World Telegram, Colgate-Palmolive-Peet, B. Fischer & Co., and Grove Laboratories bought one minute announcements. Station

## NAEB Offers Membership To Civic, Gov't Groups

In its monthly newsletter to FM broadcasters, the National Association of Educational Broadcasters is inviting institutions and agencies operating stations or carrying on an educational program over stations not their own. This includes city, county and state educational bodies engaging in FM as well as colleges and universities.

Associate membership is open to individuals and institutions interested in the field of public service broadcasting, it is added.

breaks were contracted for by General Food Sales Co., John Morrell & Co., and Phillips Packing Co. Bu-Tay Products, Ltd., and Colonial Trading Co., also signed for participations in "Sunrise Salute" and "Midnight News" respectively.

## OSU 'Institute' Skeds Many Industry Execs

(Continued from Page 1)

at this year's confab than ever before. "Radio and Labor" is on the agenda as a general session for the first time in Institute history with Morris Novik, radio consultant, acting as chairman. Phil Newsom, radio news manager for United Press, will be one of the speakers.

Industry representatives will dominate the session on "Public Interest: Convenience and Necessity." Speakers include Edward R. Murrow, CBS veepee and director of public affairs; William Fay, Stromberg-Carlson veepee; and Robert K. Richards, editor of Broadcasting. Lyman Bryson, CBS director of education, will preside.

Another panel discussion, following a broadcast of the "Chicago Round Table" will feature FCC Commissioner Ray C. Wakefield, Judith Waller, public service director for NBC's central division, and Charles Siepmann, director of radio at New York University.

"Should Radio Have An Editorial Policy?" is scheduled as the final general session. Speakers panel includes Paul Spearman, radio attorney, FCC Commissioner Paul Walker, and Allen Saylor, radio representative of the UAW-CIO. A "School Broadcasting" session will be led by Dorothy Gordon, director of the New York Times Youth Forums, with the panel headed up by Edgar Kobak, MBS president.

Greater emphasis will be given this year to small stations.

Harrison B. Summers, formerly public service manager for ABC and now a faculty member of the Ohio State speech department, is acting director of the 1947 Institute. Dr. I. Keith Tyler, presently on a War Department mission to Germany, is expected to return before the Institute begins.

## Radio Manufacturers Ask Elimination Of Excise Tax

(Continued from Page 1)

enlist their support in urging Congress to remove or decrease the excise tax on radios.

In a letter accompanying the memo, the RMA says: "Despite newspaper reports the excise tax matter is not dead. There is some chance that we may be able to have it reduced to five per cent, or perhaps have it reduced on the 'poor man's radio', or have it removed from component parts and certain types of commercial and industrial and aviation radios."

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COMMERCIAL PROGRAM SALES

# Tele Manufacturing Boom Forecast As Result Of Commission Decision

(Continued from Page 1)

pinion of several manufacturers, a RADIO DAILY survey disclosed yesterday. Overall output figure including that of several new manufacturers expected to enter the teletest field as a result of the B&W go-ahead signal, is put at \$100,000,000 for the year.

RMA officials yesterday predicted a great spurt in production as a direct result of the FCC's turndown of the CBS petition. "The Commission's color television decision," RMA execs said, "has relieved the manufacturing industry of the terrific burden of uncertainty. The decks are now clear for a great spurt in television receiver production."

Although the RMA declined to estimate total tele set production this year, trade sources' predictions ranged up to and above the half-billion mark. Prior to the CBS decision, R. C. Cosgrove, RMA prexy, estimated total production for '47 at 320,000-360,000 sets. Yesterday, RMA officials frankly predicted that this figure would be increased sharply as a result of the Commission's go-ahead signal to black-and-white video.

### Small Companies to Start

RMA said further that many smaller set manufacturers, held back because of uncertainty over color television, will begin production of receivers in the present band. Whether present high cost of television receivers will drop in the near future is still anybody's guess, although many trade sources predict that this will happen.

The FCC, in its CBS decision, emphasized the "pressing need" for low cost television receivers. In addition, Commission criticism was not confined to CBS' brand of color television. Present black-and-white video came in for a few Commission barbs when it was pointed out that the industry has not made full use of wartime developments in electronics. Commission stressed that the important objective of bringing news, education, culture and entertainment to large numbers of people by television "cannot be carried out unless television receivers are manufactured and sold at a price which the average family can afford to pay."

Reports of other manufacturers already in production of monochrome sets, or planning early production, indicated that the outlook for the spread of television was "the most promising in the history of the industry." Ironically, several major producers evinced almost as much concern with production problems "to be faced and solved now with a new vigor." There is still an "appalling"

shortage of components, one major manufacturer said yesterday, "—and it is here that the production story will be told."

Effect of the CBS turndown, in many quarters, was curious in the attitude taken in the past six months toward the color system, "as demonstrated." Approximately 10 manufacturers revealed that the effect is "small" in their respect in that they had proceeded with black-and-white production in the "usual" manner. A few explained that they had exercised care in planning, mindful of the threat of obsolescence of B&W.

While no official comment was available at RCA, a company representative indicated that "production of receivers will be pushed as fast as possible." A full statement on the FCC decision is expected from RCA headquarters this week.

General Electric, which with Bendix produced experimental color tele receivers for CBS, expects its three video models to be shown in New York "in a few weeks." Company recently distributed several sets in San Francisco and other test markets. Bendix, one of whose sets was used in the color tele hearings at U. S. Courthouse last January, said yesterday that it is not now in production of video sets. It was indicated however, that the production of CBS color models was "on order" and that Bendix "will be compelled" to turn out black-and-white sets, in view of the FCC ruling.

Philco, which is in "heavy" production of its projection model, — the model which was shown unexpectedly at the RCA-Princeton portion of the color-hearings,—would not provide actual figures, but said that the output would be substantial this year.

### Viewtone President Comments

The FCC decision was received with particular enthusiasm by Irving Kane, president of Viewtone Television and Radio Corp.; who revealed that production will now be doubled. Currently turning out 350 sets per week, Viewtone will produce 750 sets "almost immediately," depending on the condition of the components market. It is the latter contingency which makes a projected figure difficult, Kane pointed out. Viewtone has delivered over 4,000 receivers in the area of greater New York.

Benjamin Abrams, president of Emerson Radio, said: "The decision will not materially change our plans. We went ahead with production on the assumption that the FCC would rule as it did." He felt that an adverse ruling would have been "disas-

trous" to the industry. Questioned as to production plans, the Emerson prexy said that only a few sample sets had been turned out, and these spotted in "test markets." Company has been producing sets on a "conservative" basis, will substantially increase production as engineering facility is achieved.

"We were going ahead with our production all during the argument," said Hamilton Hoge, president of United States Television, "and gambled on the FCC deciding against color television now." He frankly stated it would stimulate sales "which are already very heavy," and predicted an output of 5,000 bar sets (big picture) during the remainder of the year. Hoge added that this figure will be supplemented by a "substantial" number of home consoles, which have a 10-inch picture, complete with AM-FM, record changer, etc. Production and sales will be heavily accelerated in July, Hoge added.

Telicon, another manufacturer of "big picture" teletests, will proceed with a greater degree of rapidity, as a result of the color ruling. Solomon Sagall, Telicon prexy, said: "The decision gives tremendous impetus to production plans and eliminates the air of uncertainty." The element of "risk" is gone, he said, and "whereas we were careful as to quantity production we can now go ahead freely with our plans." Sagall estimated his company would produce about \$5,000,000 in receivers this year, which figure includes the recently demonstrated "Town Club" model which is designed for clubs, restaurants, and schools.

### Trio Of Commentators To Compete For NBC Post

(Continued from Page 1)

cast at the same time that Thomas is on the network Monday through Friday at 6:45 p.m., EST., during the period March 24-April 25, are Kenneth Banghart, WNBC newscaster; George Carson Putnam, Mutual Broadcasting System newscaster, and Alex Drier, NBC Chicago commentator.

## Color Video Of CBS An Issue Since 1940

It was on August 29, 1940, that CBS first announced "television in full color for practical broadcasting—a revolutionary development in the radio industry. . . ." James L. Fly, then FCC Chairman, was given a private showing of the CBS color system in a laboratory demonstration, later witnessed by the full Commission, that offered pictures using the same frequency band width required for ordinary black and white images. At that time Paul W. Kesten, then CBS vicepres, said: "We believe that in bringing full color television to this stage of development, Dr. Peter C. Goldmark, CBS chief television engineer who invented and developed the system, has made the most important contribution to the art in the last fifteen years." Kesten emphasized that the color pictures were "real colors, not just approximations."

Less than a week later, on September 4, CBS showed its system to the press in the labs at 485 Madison Ave., using experimental motion picture shots featuring flower beds, fabrics and models. The demonstration used two receivers, one black and white, the other color, for contrast purposes. Network officials told the press that CBS color was now in the fourth of five stages of laboratory development, ". . . an actual test of the color system on the air."

Industry execs, business officials and representatives of press and radio in other countries, joined in enthusiastic praise of the system in its early and widespread development on a commercial basis. Shortly after, on November 12, 1940, Dr. Goldmark revealed to the IRE and RMA that direct pick-up of the CBS system had been achieved; this development was later shown to the press and public. By May, 1941, regularly scheduled experimental transmission of color was inaugurated, using the Chrysler Tower transmitter.

Pearl Harbor halted further development. (Continued on Page 8)

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## Color Video Of CBS An Issue Since 1940

(Continued from Page 7)

velopment. After the war, the network employed wartime research knowledge regarding use of the ultra-high frequencies of color video, using the 480-920 mg. band. In June of '44, CBS applied and received FCC's okay to operate a UHF color station. In the Fall of '45, Kesten announced that color tele was "no longer a theory, but a fact." Shortly thereafter, Dr. Goldmark told the FCC that color-video receiver development, both direct-view and projection, was under way.

CBS provided a press preview of UHF color tele on January 31, '46, which because of the heavy interest from all sides, extended from two weeks to several months. Three major manufacturers, Westinghouse Electric, Bendix Radio and Federal Telecommunications, were licensed by CBS to produce UHF equipment. In April of last year, CBS sent color slides over the 450-mile coaxial cable from New York to Washington.

On Sept. 27 last year, CBS made formal application to the FCC for commercial operation of UHF color tele. FCC hearings opened in Washington in December and in New York a month later.

## Cannery Co. Buys Shows On Nine Italian Stations

(Continued from Page 1)

which were already on the air as sustainers. Account with WOV, New York, calls for three quarter-hour programs a day, six days a week, with the formats divided among music, comedy and news. Other stations being used for the campaign are WHOM, WBNX, New York; WTEL, WHAT, WDAI, Philadelphia; WWSW, Pittsburgh; WMEX, Boston, and WESX, Salem, Mass. Agency is Al Paul Lefton.

## New Spot Campaign

A new radio campaign featuring direct-to-you flower and fruit tree specials has been released by Spring Hill Nurseries, Tipp City, Ohio. Spots, five-minute and 15-minute programs are being used in key markets. Stations include WJR, WJZ, WLS, WLW, WING, WHIO, WWVA and WRVA.

## WANTED

Experienced station manager for 1 Kw. non-network daytime operation. Furnish experience, references and salary. Confidential. Rhode Island Broadcasting Company, 514 Industrial Press Bldg., Providence, R. I.

## NAB Defines Position On Labor Legislation

(Continued from Page 6)

industries. The closed shop, particularly in conjunction with closed union membership, and its closely related device, the secondary boycott, are powerful potential instruments which must be closely restricted, just as has been done with respect to similar instruments formerly used by management and now proscribed by the anti-trust laws.

"1. Secondary Boycott—We condemn the secondary boycott as a flagrantly abusive union practice and a genuine restraint of trade.

"We contend that it should be an unfair labor practice for employees or their organizations to use concerted action to withhold, or cause to be withheld by others, their patronage or their labor services from the customers of, the dealers and the distributors of, and/or the suppliers of an employer with whom said employees have a dispute.

"This instrument of industrial coercion and control has been used by some, and proposed by various other unions now strongly entrenched in the radio industry.

"The National Association of Broadcasters has been and continues to be unalterably opposed to the secondary boycott in any guise and from whatever quarter.

"Any action by Congress to make the secondary boycott an unfair labor practice must recognize that: (1) services as well as goods must be fully covered; (2) the union label may be, and often is, distorted from its original purpose and used as the effective means of implementing a secondary boycott.

"2. Legality and Enforceability of Contracts—The labor contract should involve mutual responsibility and obligations by both parties. Wildcat, jurisdictional and sympathetic strikes should be made illegal when such strikes involve a breach of contract existing between individual companies and their respective local union, or unions.

"The NLRB recently ruled that workers are not entitled to the protection of the Wagner Act, if they strike in violation of a no-strike provision in the contract and the strike was not due to an unfair practice by the employer. We believe that the Wagner Act should be amended specifically to incorporate this ruling and also to encompass wildcat, sympathetic and jurisdictional strikes.

"3. Royalty Payments—The payment of royalties on production and/or services rendered, paid to unions for their unrestricted uses is economically unsound and constitutes the unwarranted granting of taxation power to a union.

"Like so many other economic and social abuses, the payment of royalties to a union does not appear to be serious when limited to only an occasional company or industry. Yet, this is a most dangerous trend and, if not stopped, will spread to an increasingly large area of the American economy.

"4. Featherbedding—If collective bargaining and private enterprise are to be compatible, the process should, and will, cover basic work conditions, wages and related labor-management problems. However, we do not believe that collective bargaining should provide the means whereby a union has the dictatorial authority to limit or fix the number of employees for a given company. Except to the extent necessary to comply with such requirements as those of health and safety, this should remain a function of management under our American economic system.

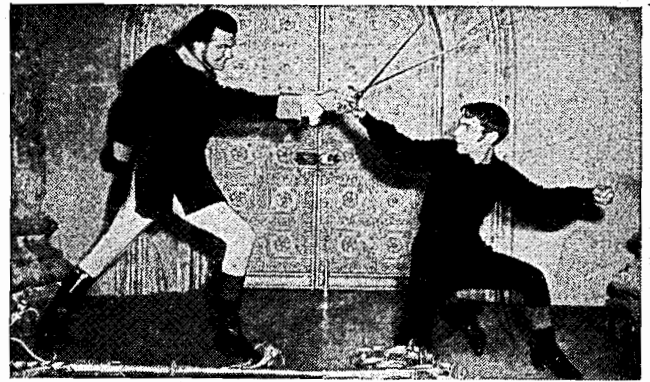
"We contend that it should be an unfair labor practice for any union to use coercion in forcing an employer to hire a prescribed number of persons who must be employed on any given job or task within any given business establishment, or within any industry.

"5. Jurisdictional Strikes—We are seriously concerned with the problem of jurisdictional strife.

"As frequency modulation (FM) and, especially, television are further developed and expanded, the radio industry may well experience considerable intra-union conflict similar, in many aspects, to that which has prevailed in the motion picture industry. Within the past year, disputes between rival unions have forced broadcasters to cancel certain television programs; other jurisdictional controversies have occurred relative to the union affiliation of platter turners.

"We strongly urge that Congress, by appropriate legislation, establish effective machinery within the NLRB, or otherwise, to resolve expeditiously conflicting jurisdictional claims by unions and thus avoid undue interruption to commerce."

# from the Pacific... something TERRIFIC



Scene from PRC's success "Wife of Monte Cristo" with John Loder & Lenore Aubert

Pardon us for being *Hollywoodian*, but . . .

When a two-year-old regional program is Hooper-ranked among the TOP TEN on the Pacific Coast 17 times in its 25-month history . . .

When, in a 12-month period, the program rates higher than long-established, big-name, national network shows (list on request) . . .

When the program averages (Nov. 1944 to Oct. 1946, winter and summer) a Hooper of 8.1 and chalks up an 11.6 . . .

When, in 1946, against top-flight competition, the program attracts and holds a 24.1 share of audience . . .

then "terrific" is the word for it.

The program is COUNT OF MONTE CRISTO and it has everything. The story is one of the world's great favorites—popular as book, play and motion picture. The program cashes in on this popularity and, to boot, has exciting writing, superb playing, fast-moving direction.

On December 19, 1946, COUNT OF MONTE CRISTO went national—over Mutual. It is available for sponsorship. If you want "something terrific" selling for you, let's send you the full story.

## Mutual Broadcasting System

WORLD'S LARGEST NETWORK



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 56

NEW YORK, FRIDAY, MARCH 21, 1947

TEN CENTS

## Walkout Closes Stations

### Heavy Recording Sales Shown In CBS Report

Showing an increase of \$11,643,700 in recording manufacturing operations from the year 1946 over the same period in 1945, Columbia Broadcasting System's annual statement reveals that their recording sales for the year totalled \$20,235.

The heavy gains in the recording industry offset the decrease of \$5,904,056 in gross income from broadcasting operations during 1946 as compared with 1945. The gross from broadcast-

(Continued on Page 6)

### Shurick Leaving KMBC; Will Join Free & Peters, Inc.

W. P. J. Shurick, creator of KMBC's Heart Character family and director of "The First Quarter-Century of American Broadcasting," will join Free & Peters, Inc., as Promotional Manager with headquarters in New York office.

Mr. Shurick has been active in radio and promotion for the past 14 years and during the last four years directed KMBC's Promotion and Public Relations Department. In 1946

(Continued on Page 2)

### McCrary Criticizes Radio's News Coverage

A frank and blunt criticism of radio's ability to handle news stories, made yesterday by Tex McCrary, male half of the "Hi! Jinx" show on WNBC, at a talk at the Radio Executives Club luncheon at the Waldorf-Roosevelt.

The former newspaperman and Army aviator, McCrary related his experience

(Continued on Page 6)

### Spring Centennial

The General Foods' recent pact to sponsor the Dodger baseball telecasts (with Ford) over WCBS-TV, marks a 100-year tieup with the National Pastime. New York Nine played the Knickerbockers on June 10, 1846 on the site of company's present coffee plant at Hoboken, N. J.—then known as Elysian Fields. Score of that game was: N. Y. Nine, 23—Knickerbockers, 1.

### Teen-Agers Net Silenced By FCC

An illegal broadcast "network" was nipped in the bud last week when FCC sleuths apprehended five Summit, N. J., high school boys who put on a series of impromptu programs over five stations, fashioned from surplus Army radio equipment.

The teen-agers transmitted five and wisecrack programs. They started out with five transmitters, but one broke down and the other went off the air because its operator had to "catch up on his homework." However, the so-called "United Network" carried on temporarily with three transmitters.

Unfortunately the "friendly frequency" which it used and referred to in broadcasts happened to jam bands used by Airport and Marine Services for safety of life and property.

As a result, the youngsters were brought before a United States attorney, who reminded them that their operations might have had serious consequences, paroled them in the custody of their parents.

### Treasury Won't Enforce Tax On Bar-Television

Washington Bureau, RADIO DAILY

Washington—Treasury officials will take steps to rescind plans to enforce the 20 per cent amusement tax as it relates to cabarets, bars, restaurants and other establishments offering television entertainment to their customers, RADIO DAILY learned yesterday.

The action of Internal Revenue department will come as a sequel to

(Continued on Page 4)

## Commission's Tele Verdict Lauded By Midwest, Coast

Chicago—Local radio station executives and television set manufacturers are unanimous in hailing the FCC decision turning down the CBS request for color television as presaging a rapid acceleration of the television industry. The decision has cleared the air and removed doubts that have been holding back station plans and, to some extent, the manu-

## Two Frisco Stations Suspend Operations In AFRA Strike; Four Others May Close If Strike Spreads

### N. Y. FM Stations Hit By FCC Ruling

Three FM stations in New York City were notified by the FCC yesterday that they will be requested to temporarily shift their frequencies because of conflict with radio landing signals at La Guardia Field. Representatives of the stations will appear in Washington next Monday, March 24, at FCC headquarters to work out details of the switch. Outlets involved are WNYC-FM, WBAM and WGYN.

The FCC, it seems, is not actually

(Continued on Page 5)

### NBC Will Broadcast Live Congress Hearing Today

In what is believed to be the first live broadcast of a Congressional hearing, NBC today will present a special half-hour program airing the discussion of Greek-Turkish relief during a session of the House Foreign

(Continued on Page 6)

### FM "Network" Arranged For Army Air Force Band

Washington Bureau, RADIO DAILY

Washington—First broadcast of its kind over an FM "network" will be heard on March 26, when Army Air

(Continued on Page 7)

Staff Correspondent, RADIO DAILY

San Francisco—A threat to call out announcers and freelance artists in four more independent radio stations was voiced today by William Ely, a local AFRA president, unless an agreement is reached with the employers promptly. Stations KSFO and KYA were struck yesterday. The stations

(Continued on Page 5)

## AM, Tele, FM Grants OK'd By Commission

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday took favorable action on nearly 30 applications covering television, FM and AM facilities.

Granted a CP for a new commercial television station in Detroit, Mich., was the Fort Industry Co., Commissioner Clifford J. Durr voted for a hearing in the case.

Construction permits for new AM

(Continued on Page 6)

## Negotiations Suspended Between CBS And IBEW

Negotiations between CBS and the International Brotherhood of Electrical Workers, who have been discussing a new contract to replace

(Continued on Page 6)

### Impressive Debut

Margaret Truman, for her radio debut on ABC last Sunday, got an 18-point Hooper with an estimated audience of 12,000,000, it was announced yesterday. The report reveals an audience of 17.8 for the first quarter-hour, 19.9 for the second, 21.1 for the third and 13.3 for the fourth. Miss Truman was heard during the second and third periods of the 8-9 p.m. hour.



★ COMING AND GOING ★

Vol. 38, No. 56 Fri., Mar. 21, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thurs. Mar. 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists items like Nat. Union Radio, Du Mont Lab., Finch Tele Comm., etc.

Crandall Recuperating

George Crandall, director of press information for CBS, will leave Brooklyn Methodist Hospital tomorrow, Saturday, where he spent two weeks undergoing treatment to correct an old leg injury sustained in his football days.

Schorr Joins WOV

Herbert Schorr has joined the sales staff of WOV. He was formerly connected with WSYR and WAGE, Syracuse, N. Y.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjoe

WALLACE KADDERLY, farm program director at KGW, Portland Ore., off by Clipper for Australia and New Zealand, where at the invitation of the State Department he will serve as United States representative on a combined goodwill-farm radio consultant mission "Down Under."

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., is in New York this week on business.

MAURICE DREICER, WWRL theatrical reviewer, will return today from Pontiac, Mich., where he delivered a lecture at the Oakland County Institute.

ARTHUR HALE, commentator on MBS, is in Philadelphia to address a sales meeting of the Richfield Oil Co. He'll air his network broadcast tonight from the Quaker City.

WARREN WILLIAMSON, general manager of WKBN, Columbia network affiliate in Youngstown, Ohio, a visitor yesterday at the station relations department of CBS, with which WKBN is affiliated.

PHILLIPS CARLIN, vice-president of the Mutual network in charge of programs, has returned from a vacation spent in Florida.

ARCH SHAWD, sales manager of WTOL, Toledo, who has been in New York this week on station and network business, leaves town today on the return trip to his Ohio headquarters.

BOB HAWK, Columbia network quip-master, and JULIE WHITMARK, JR., his manager, have left for Peoria, Ill., where they will put on a show to celebrate the 20th anniversary of WMBD, Columbia affiliate in Peoria.

MORRIS MITCHELL, sales manager of WTOP, Washington, D. C., paid a call Wednesday at the Radio Sales offices of CBS.

FRANK HILL, script editor for CBS, left yesterday on a short business trip to Ithaca, N. Y.

JIM O'BRYON, publicity director of the Mutual network, is back at his desk following a short absence.

Geo. Denny Plans Visit To Japan Re "Town Mtgs."

George V. Denny, Jr., president of Town Hall and moderator of "America's Town Meeting of the Air" will go to Japan early in May to confer with Gen. Douglas MacArthur regarding a program to establish a series of "town meetings" for that country, it was announced yesterday.

Sir Harry Greer

London—Sir Harry Greer, 71, television pioneer of great Britain and formerly chairman of Baird Television, Ltd., died at his home here yesterday. He also had served a term in Parliament as a Conservative.

Recruiting Citation For MBS

The Mutual network has been cited by the War Department for its cooperation in furthering the recent recruiting campaign of the U. S. Army. The citation, in the form of a scroll, was presented yesterday by Col. Mason Wright, of the Adjutant General's Office, and was accepted for the network by Phillips Carlin, Mutual vice-president.

Shurick Leaving KMBC; Will Join Free & Peters, Inc.

(Continued from Page 1)

his efforts were marked by an Award of Merit from the City College of New York for the most effective all-over radio station promotion. During the same year he was named one among three station promotion men from throughout the country as charter members of the newly established Sales Promotion Subcommittee of the National Association of Broadcasters.

Movie Radio Advertising In '46 Was 100% Over '45

Approximately \$2,000,000 was spent for radio advertising during 1946 by motion picture distributors and exhibitors, it is revealed by the Film Daily Year Book, just published. This figure, it was pointed out, represents a 100 per cent increase over the corresponding total of the year before. Appropriations for all forms of advertising showed an increase of only 3.19 for 1946 over the totals registered for 1945.



For the future

In a greenhouse in Glen Dale, Maryland, they grow cinchona seedlings. Quinine comes from the plant. They grow from 5 to 15 inches. Then they are air expressed to Latin America.

That's something like the sending coals to Newcastle line... but that's certainly playing it safe.

And there's a tip in all this for business. What are you doing about the future of your brands? If you've got distribution in Baltimore and plan to use radio, we'd like to tell you about W-I-T-H, the successful independent.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It's the safe station to trust your future to.

Facts are available to prove it.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

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

# THE HOOPER CLIMBED

## 3 to 5 to 8

### IN THREE MONTHS AT 2 P. M.



That's the story so far of "Shoppin' Fun" with Lonny Starr on WFBR—an 8.1 Hooper in 3 short months.

Produced and perfected by WFBR's Program Department, "Shoppin' Fun" had to be really good to earn an 8.1 Hooper—a local show with a rating any national show would envy.

Following WFBR's Club 1300, it is again evidence that WFBR is *radio* in Baltimore—a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

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

**WFBR**

# LOS ANGELES

By RALPH WILK

**MISS SHIRLEY THOMAS**, program director of Commodore Productions Hollywood office, is now in charge of all publicity and promotion for Commodore.

Whila Wilson, formerly supervisor of radio programs for the Compton Agency, has joined the Don W. Sharpe Agency as assistant to Mr. Sharpe.

William Andrews became the commercial representative for NBC radio recording division in Hollywood. Transferred from NBC-KPO in San Francisco, Andrews replaces Bob Hendricks, who has resigned.

With \$10,000 a week offers from the Copacabana in Rio, the Tabaris in Buenos Aires and La Banda in Lima, Judy Canova figures to make her two-month trip to South America this summer with husband Chet England both busy and profitable.

Howard Urbach, secretary-treasurer of the Mutual affiliate WDMJ, Marquette, Michigan, and Mrs. Urbach are visiting friends in Hollywood.

The Radio News Club held a special luncheon meeting March 17. General William Dean, who served with the British Military Mission to Moscow during the war, addressed the group in an off-the-record talk. Business taken up consisted of a discussion of standards to be established for newscasts and news commentaries in the Southern California area.

NBC affiliate Station WOC, Davenport, Iowa, recently became the thirty-third radio station to carry the "Skippy Hollywood Theater" by signing a contract with the makers of Skippy Peanut Butter. Negotiations were handled by Garfield & Guild, San Francisco advertising agency of Skippy.

KHJ-KFRC's popular battle of wits, "The Quiz of Two Cities," featuring Stu Wilson and Bill Gwinn as the two emcees, has been renewed on the two stations for 52 weeks by Lambert Pharmacal Company, for Listerine Toothpaste.

KHJ-Mutual Don Lee's popular "Heart's Desire" daytime feature, will be broadcast from Tom Breneman's Hollywood restaurant, beginning with the broadcast of March 24, with tickets for the program entitling holders to lunch at the film capital restaurant attraction.

## Columbia U. Choir On WGHF-FM

The 40-voiced chapel choir of Columbia University will broadcast a half-hour concert of 15th and 16th century secular music over WGHF-FM Saturday, March 22, at 2:30 p.m. Program originates in station studio.

LEAVE IT TO MIKE  
Audition records available

COMMERCIAL PROGRAM SALES



## Broadway Bulletin Board...!

● ● ● Trade viewing with interest ABC's proposed solution to shyness on part of sponsors. Web has a big bankroller interested in novel setup whereby they will test run a new show for 13 weeks or so, the potential client paying only for talent and production costs with the time being thrown in for free. Thus, the sponsor will not be buying a pig in a poke and the web will be getting a show. . . . Both Secretary of State Marshall and President Truman will take to the airwaves next month to discuss the international situation. . . . Newly-formed Radio Advisory Council having a tough time finding someone who'll take over the post of executive-director. . . . Margaret Truman will be featured on a flock of small stations under a pseudonym. . . . Loss of the Eddie Bracken stanza (plus the biz recession) has touched off a huge economy wave at Buchanan, affecting about 18 staffers. . . . Frank Cooper's office very close to a sale with an Al Pearce-Raymond Paige package. Show's gimmick is using new talent (not amateurs) and preferably comics and will emanate from N. Y. . . . Elgin-American watchworks still hot for a musical package in spite of Jolie's quick back-out. . . . While CBS probably won't discontinue their color tele experimentation entirely, there's strong opinion around that they'll curtail the staff plenty. Speaking of television, look for a high competitive market in tele receivers this summer with price cuts inevitable.

★ ★ ★

● ● ● The current chatter among the denizens of Radio Row these days and nights seems to be the alarming number of dropped options. The smart agency lads have plenty of alibis for this condition (mediocre Hoopers, scarcity of product, general retrenchment, etc.); in fact, they blame everything but their own inferior shows. The uncertain radio scene is causing a mad scramble among the package boys now that the axe is falling on 17 top shows. Agencies are being offered top stars right and left and it's no longer a question of having to take "deadwood" talent in tie-in sales to snare the biggies. A favorable outlook for N.Y. is the general feeling around that many of the fall replacements will emanate from the east in an effort to get away from the taint of Hollywood's inflationary salary spree.

★ ★ ★

● ● ● RADIO ROW CONFETTI: Bill Gernannt has teamed up with David Victor and Herbert Little, Jr., on the coast in an outfit called Wm. Gernannt Associates. Their first venture is an exciting, "different" type of show called "Moods By Laura," which the local agencies already have under consideration. Bill is due in town April 8th. . . . Sherman Gregory has resigned as manager of radio division at Schenley's. Quite a shakeup going on there, we hear. . . . Now that "The Whistler" is heard in the east, the many friends of George W. Allen here will be able to hear the fine job he's been doing on this series. . . . Toots Shor dazzling the Hollywood natives with his new shirts—pure white silk with monograms THIS BIG. Speaking of Toots, his restaurant will close for a few weeks in July for those long-awaited alterations. . . . CBS director, Stephen Price, has taken a two-month leave of absence to finish a book on radio technique for Houghton Mifflin Co.

★ ★ ★

● ● ● LOVE AND KISSES DEPT: Judy Canova's comedy antics via her Saturday nite NBC airer. . . . Louis Prima's newest Majestic release, "That's How Much I Love You". . . . The midnite-to-dawn jivings of Symphony Sid on WHOM. . . . Walter Kaner's high-powered promotion job on WWRL. . . . Stan Kenton's Capitol disc, "Concerto To End All Concertos". . . . Mel Torme's "Who Cares What People Say," a Musicraft dandy. . . . Mary Osborne Trio's latest Signature waxings. . . . Superman's consistent fight against intolerance.

# PROMOTION

## "Watt-Holder"

KSDJ, the Daily Journal station in San Diego has mailed out a novel glass-framed "Watt-Holder" certificate to local and national advertisers their latest promotion idea. The certificate resembles a high school college diploma and is counter-signed by Clinton D. McKinnon, publisher of the San Diego Daily Journal and owner of KSDJ, and Purnell (Milk) Gould, general manager of KSDJ. The Watt-Holder card proclaims: "This is to certify that the 'Joe Jones Company' is a charter advertiser, and therefore an honored Watt-Holder of San Diego's original 5,000 watt radio station KSDJ, the San Diego Journal Station." The certificates were delivered or mailed to San Diego sponsors, national spot advertisers and CBS network advertisers. The novel promotion scheme met with enthusiastic response both nationally and locally and has played a large part in the successful promotion of making the advertiser feel he is a part of this new San Diego station which is the CBS outlet for that city.

## Hedda Hopper Tieup

To capitalize on the keen interest in the Academy of M. P. Arts and Sciences awards, the Bernie Milligan publicity office, representing Pedler & Ryan, the agency on Hedda Hopper's "This Is Hollywood," March 15 issued 1,000 copies of the one-page "Hollywood Hat." The page was headed, "Hedda Scoops Town! Fix to Air 'Oscar,'" and told of the radio premiere of Samuel Goldwyn's Academy award winner, "The Best Years Of Our Lives" March 15 on CBS. The "Hollywood Hat" was circulated in leading Hollywood restaurants by two beautiful models.

## Treasury Won't Enforce Tax on Bar-Television

(Continued from Page 1)

conferences held with officials of the Television Broadcasters Association and manufacturers of television receivers who protested enforcement of such a tax. The tax enforcement, while not general throughout the country, was reported to have been considered for the New York and New Jersey areas.

## WANTED

Experienced station manager for 1 Kw. non-network daytime operation. Furnish experience, references and salary. Confidential. Rhode Island Broadcasting Company, 514 Industrial Press Bldg., Providence, R. I.

# AFRA 'Frisco Strike Closes Two Stations

(Continued from Page 1)

closed down when studio technicians observed the picket line. Officials were in day long session yesterday but could reach no agreement.

Studio officials are meeting again today discussing the possibilities of voluntarily closing down until wage dispute is settled. Stations KJBS, KSAN, KLX and KROW were still in operation at noon yesterday. The AFRA members are demanding \$90 a week at KSFO and KYA both 5,000 watt stations. At the 1,000 watt stations KJBS, KLX and KROW they are asking \$75 a week and at KSAN, a 50 watt station the demand is for \$75.

Employers have made counter offer at \$77.50 for KSFO, \$75.00 for KYA, \$72.50 for KJBS, KLX and KROW and \$66.50 for KSAN. If all of these stations are closed it will leave in operation here the four network stations, and independent stations KRE in Berkeley and KWBR in Oakland. The six stations employ a total of 45 announcers and 25 free lance performers.

## Daniel C. O'Neill

Daniel Cameron (Doc) O'Neill, 48, Montreal radio and stage comedian has noted master of ceremonies, died Tuesday afternoon, March 18.

# Commission's Tele Verdict Lauded By Midwest, Coast

(Continued from Page 1)

plans for the development of black-and-white television, which we intend to do."

C. G. Franks, of the Electric Association, does not believe the color question has held up the production of sets to any great extent. "People who have been committed to black-and-white have gone right along," he said, "but undoubtedly the decision will remove all doubts on the question and should be beneficial to the industry."

"Finally television has got the go-ahead signal," commented A. B. Rodner, head of Television Advertising Productions, Inc., and former director of television promotions for Commonwealth Edison. "For the past two years the color cloud has been hanging over the industry, confusing the issue. Now that it is settled it will result in an acceleration of station development and in set manufacture. Television should move ahead rapidly this year."

"I believe the decision will give a decided impetus to monochrome television," said I. E. Showerman, of NBC. "Many stations have hesitated to make applications for permits while the color question was in doubt, and some stations have withdrawn requests for permits. I am sure the

decision will give black-and-white television a tremendous boost. At the same time, it will not stop experiments in color television."

"The decision was generally expected," said Frank P. Schreiber, manager of WGN, "and it will mean a big television boom."

"Perhaps the color problem has had some effect on the output of receivers, but not much," said E. C. Horstman, ABC engineering manager, "but now that the matter has been settled, it will, without question, be a stimulus to the television industry."

### Lubcke Comments

West Coast Bureau, RADIO DAILY  
Hollywood—Commenting on the FCC decision rejecting the CBS request for color television, Harry R. Lubcke, director of Don Lee television activities said:

"Our color plans, announced some months ago, were based on a three-year program of research, and included among other things, stereoscopic vision. The element of third dimension was included in our program of research in order to determine what effect this ultimate refinement might have on standards. Our black-and-white telecasting operations continue."

# N. Y. FM Stations Hit By FCC Ruling

(Continued from Page 1)

issuing an order that the stations must make the change, but feeling itself caught in a most peculiar situation, is passing along a proposal made by the Radio Technical Commission for Aeronautics. The three FM broadcasters, although they are completely blameless for any interference caused by their stations, have offered full co-operation ever since the conflict came to light. According to Cyril M. Braum, acting chief engineer of the FCC's FM division, there are six different channels available for use in the temporary change and from which each station may choose. It has not been revealed whether these channels are the same which are available for new licensees in New York, which, if true, would preclude their assignments to new stations for possibly a year.

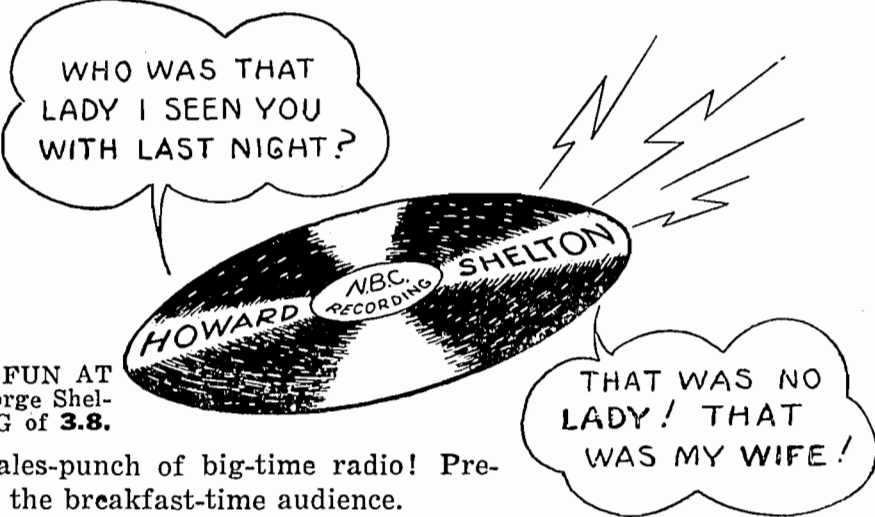
Another important question is whether or not the stations will have to bear the cost of making the technical change. Actual cost of making a frequency switch is estimated all the way from \$500 to \$1,000 with the amount varying with each station. Other promotional expenses are involved, however, such as informing listeners to the change. The matter has been informally presented to the airlines but no decision was reached.

## TOM HOWARD & GEORGE SHELTON—FUN AT BREAKFAST

SYNDICATED . . . OPEN-END RECORDS AVAILABLE

*No. 1 Radio Program At Breakfast-time*

A special survey in over 100 cities gives FUN AT BREAKFAST starring Tom Howard & George Shelton the AMAZING breakfast-time RATING of 3.8.



This 5-MINUTE daily radio program has the sales-punch of big-time radio! Presented in transcriptions, especially designed for the breakfast-time audience.

First a 20-second identifying theme-song—then space is left on the record for your one-minute opening commercial announcement.

NEXT several RIOTOUS COMEDY moments from the great and inimitable Tom Howard and George Shelton, stars of their own night-time half hour It Pays To Be Ignorant.

Then a 30-second space for your closing commercial announcement . . . then the closing theme music.

Available 5 days weekly—costs 20% of radio station national yearly time rate—minimum rate \$3.00 per broadcast per day—Telegraph now for audition record.

# FORD BOND RADIO PRODUCTIONS, INCORPORATED

10 RCA Building West, New York 20, N. Y.

Phone Circle 7-2236

## AM, Tele, FM Grants OK'd By Commission

(Continued from Page 1)

stations were awarded the following: Scotland Broadcasting Co., Laurinburg, N. C., to operate on 1080 kc., 1 kw., daytime; Asher Broadcasting Service, Inc., Quincy, Mass., to operate on 1300 kc., 1 kw., daytime; Nashua Broadcasting Corp., Nashua, N. H., to operate on 900 kc., 1 kw., daytime; Mountain Broadcasting Service Co., Inc., Princeton, W. Va., to operate on 1490 kc., 250 watts, unlimited; Sky Broadcasting Service, New Orleans, La., to operate on 690 kc., 1 kw., daytime; Doyle E. Collup, Stephenville, Tex., to operate on 1510 kc., 250 watts, daytime; Seminole Broadcasting Co., Wewoka, Okla., to operate on 720 kc., 250 watts, daytime; The La Salle County Broadcasting Co., La Salle, Ill., to operate on 1220 kc., 250 watts, daytime; WLBG, Inc., Laurens, S. C., to operate on 860 kc., 250 watts, daytime.

Conditional grants for new FM stations were given the following: Newnan Broadcasting Co., Newnan, Ga.; Wayne M. Nelson, Concord, N. C.; Donald W. Reynolds, Okmulgee, Okla.; Neenah-Menasha Broadcasting, Neenah, Wis.

The following were authorized FM construction permits: Twin City Broadcasting Co., Inc., Lewiston, Me.; Tri-State Broadcasting Co., Cumberland, Md.; The Argus-Press Co., Owosso, Mich.; Pontiac Broadcasting Co., Pontiac, Mich.; Crosley Broadcasting Corp., Cincinnati, Ohio; The Scioto Broadcasting Co., Portsmouth, Ohio; Sooner Broadcasting Co., Oklahoma City, Okla.; Kale, Inc., Portland, Ore.; Gaston Pub. Co., Forks Township, North of Easton, Pa.; H. C. Winslow, Meadville, Pa.; Airplane and Marine Instruments, Inc., Clearfield, Pa.; White Rose Broadcasting Co., York, Pa.; Grenco, Inc., Greenwood, S. C.; Philip Weiss Music Co., Rutland, Vt.; Record Herald Co., Wausau, Wis.

## Negotiations Suspended Between CBS And IBEW

(Continued from Page 1)

the one expiring next March 31, were suddenly suspended yesterday but both sides revealed that an indefinite extension of the present pact is in effect. Negotiations for the new contract were opened two weeks ago. It was agreed that whenever another contract is signed it will be retroactive to March 31, 1947.

Neither side would make any comment about the surprise move or why it came about. Charles Calame, IBEW business manager for Local 1212, did state that after the preliminary phases of the negotiations had been passed over both sides then decided to suspend further sessions until some future date. He denied that negotiations had actually broken down and said that progress had been made.

Negotiations for IBEW, in addition to Calame, included Arnold King, Jr.,

## CBS Reports Big Increase In Recording Manufacturing

(Continued from Page 1)

ing for the year 1946 was \$71,014,337 as compared to \$76,918,393 in 1945.

Net income from broadcasting and recordings for the past year was \$5,795,896 as compared to \$5,345,641 in 1945, an increase of \$450,255. Since the net income for 1945 included an extraordinary gain of \$1,037,014 realized from the sale of radio station WBT, however, the 1946 net income from operations showed an increase of \$1,487,269 over the 1945 operating income figure. The latter increase, the statement explains, "is accounted for by the improved results from our record manufacturing which represents a substantial portion of the consolidated profits of the company."

### 60,000,000 Records Sold

Sale of over 60,000,000 records during 1946 was reported by the CBS subsidiary, Columbia Recording Corporation. Commenting on the phenomenal increase in record sales the company's report states:

"The sharply rising trend of interest in recorded music evident in America for some time reached unprecedented levels in 1946 and continues without abatement. The Columbia Recording Corporation, released from wartime restrictions, manufactured and sold more than 65 million recordings of serious and popular music, more than doubling the previous year's production."

### Demand For Players High

"Underlying the present high demand for records and a future potential market of great proportions are significant trends in record-player ownership and musical taste. A recent nation-wide survey indicates that approximately 6,000,000 American homes are equipped to play records. Record-players lead pianos, washing machines, and vacuum cleaners in the list of planned family purchases, and the desire to own a record-player is strongest among young families formed during the war years. Each purchaser of a new instrument begins to assemble a record library; and more than half of all owners now have a library of over 50 records. Reinforcing the potentially large market for all types of records is the growth of a new generation which has been better educated than ever before to a taste for good music, in the schools and through the medium of radio broadcasts by outstanding symphonies and operatic ensembles."

### Economic Factors Noted

Economic factors affecting broadcasting operations are covered in one section of the report. This explanation

of the local; Roy Tindall, special representative; Freeman Hurd, international representative, and several other out-of-town delegates.

CBS negotiators included Frank White, veepee and treasurer; James Seward, director of network operations; Howard Hausman, director of personnel, and Henry Howard, attorney.

tion, in part, is as follows:

"While consolidated net profits for 1946 exceeded by 8.4 per cent the net profits for 1945, consolidated operating income before taxes was 14.3 per cent less than in the prior year. The operation of Columbia Recording Corporation, a wholly-owned record manufacturing subsidiary, accounted for 32.4 per cent of 1946 total net income from operations, compared with only 4.6 per cent of consolidated net income in 1945. At the same time, the proportion of total net profit contributed by broadcasting operations declined from 95.4 per cent to 67.6 per cent. These variations in profit ratios emphasize the importance of certain problems of broadcast operations which became more acute during the past year."

"Your Company's broadcasting operations were of course affected by many of the problems common to general industry during the year. Critical shortages of material and supplies encountered by a number of advertisers caused the curtailment of normal advertising campaigns in some instances, with the result that revenue from the sale of time declined 8.0 per cent. Even more important, however, in its effect upon operating profits was the substantial rise in overhead and operating expenses. This was accounted for largely by an expansion of program operations for the improvement of the over-all broadcasting schedule and the development of new program ideas and techniques, by increased television activity, and by increases in wage and salary payments."

### Statistical Data

During the past year Columbia network had a total of 27,253 broadcasts. Music led the list with a total of 2,588 hours, drama, second with 2,326 hours with talks and discussions covering 1,503 hours. News and sports ranked next with 1,328 hours.

The New York Philharmonic orchestra, which during a month of its first season in 1930 had a total listening audience of 5,000,000 had approximately 28,000,000 listeners for the same period 16 years later.

Tabulation of CBS commercial clients during 1946 indicate that 81 clients advertised nearly 150 nationally-famous brands of services during 1946. Among the 100 leading advertisers in all medias in 1945, 15 used CBS exclusively in 1946. At the end of 1946, the average client has made use of CBS facilities for 317 weeks, and there were 18 clients who had been with them for more than 10 years.

## NBC Will Broadcast Live Congress Hearing Today

(Continued from Page 1)

Affairs Committee. Assistant Secretary of State Dean Acheson will be questioned by members of the committee. The feature was scheduled yesterday for 10-10:30 a.m. today.

## McCrary Criticizes Radio's News Coverage

(Continued from Page 1)

periences with news agencies and radio in one particular instance during the war,—preparation for news coverage of the atom bombing of Hiroshima—in which he said that top radio execs were slow to sense the value of what he termed "the greatest story of the war."

McCrary pointed out that, obviously, no hint could be made of the nature of the story at that time, added that experienced news "could smell" something big. He referred to one network, unnamed, which was "typical" of the attitude radio showed toward news stories and declared: "I don't think any radio knows what a new story is or how to handle it."

The story of Hiroshima was adequately told according to McCrary until a year later when John Hersey wrote his now classic account for New Yorker Magazine. "Then it moved in," he said, "and did a good job to concentrate interest." (Hersey's story was dramatized in a radio series over ABC last year.)

McCrary, who spent several years as an editorial writer for the New York Daily Mirror, also questioned the editorial freedom of radio, wondered how much power is successfully brought to bear on this subject by advertisers. In his experience with the Mirror, McCrary said, "I know of no instance in which an advertiser... successfully... influenced editorial policy."

The WNBC personality also pointed out that radio could exercise more power of its own medium more effectively than it does. It could revolutionize the entire structure of politics, for example, he said, if it rendered a decision "and had the guts and intelligence to make it stick." Instead of providing time to special candidates, McCrary suggested it handled on a "debate" basis in which each party represented would have equal time, etc. He also felt that more attention should be paid to communities local to the medium. The cure for the ills of radio, or any other medium, McCrary said, "is to go back to the roots of the communication in which they exist."

## Form New Package Firm

Formation of a new program packaging agency to be known as Fitzgerald Associates has been announced, with headquarters located at 140 E. 39th St., New York City. Ed Fitzgerald and Frank Small associated in the venture. Banner Grief will be in charge of promotion and public relations for the company.

Fitzgerald was formerly a partner in the Dancer-Fitzgerald-Sam Agency as account executive, and prior to this association was vice president and radio director of Edwin Wasey. Small is personal manager of Professor Quiz, currently broadcasting for American Oil on ABC. He was formerly director of WLWL.

BEHIND THE MIKE

WEN Anne Marleau, beautiful Canadian thrush, bows in on her network show here in April, double as a Broadway columnist for uncle, the Hon. Senator Nicole, eminent Canadian newspaper pub-

spots star Billy Kenny is publishing a book on how to sing. Bought printing establishment and is printing the tome himself.

ie Holiday hospitalized at the West.

Carroll, WHOM's all-nite jive guy, penning a series of articles in national magazine on his experiences as disc jockey on Manila, and other Pacific isles during war.

IC video interested in Don Palmer's idea for a televised dance program showing how different dances through the years affected milady's hair styles, hair-dos, etc.

al Taubman a holdover attraction of the Penthouse Club. Taubman is musical director of WNBC's "The Merriwell."

is McWhirt, a stage and radio actor, is doing the singing commercial on the Jack Smith show.

son Adams got a St. Patrick's Day present in the form of calls to the leads on "Grand Central" and "The Busters" this week.

an Foy, Eagle-Lion vice-president in town to join the "seven little girls" on brother Eddie's "Kraft Music Hour" aircr Thursday nite.

Fla" album for tots has reached \$100,000 mark in sales.

acy Sheridan playing the role of Lorraine Sheldon in American actor Wing's "Man Who Came To Town" currently playing army hos-

rryl Zanuck presented Burl Ives a bonus for his singing and playing in the film, "Smoky," one of 20th-century's bigger money-makers this season.

Stork News

ok Sisson, WINS art director, became the father of a six pound, six ounce boy born to Mrs. Sisson March at Greenwich Hospital.

Send Birthday Greetings To

March 21
Arnett Marks J. V. McConnell
Edna Stillwell Meredith Page
Clifford Evans

March 22
Clarence Clark Parks Johnson
Chico Marx Earl Palmer
William H. Pitkin Emily Holt
Bertha Hunter Joan Bradford

March 23
Arlise Barclay Al Bernard
Arnold Johnson Joy Johnson
Roy Cooper Frank Hoffer

PICTURE OF THE WEEK



Generoso Pope, New York publisher and president of WHOM, (left) this week presented to Basil O'Connor, head of the National Foundation for Infantile Paralysis, a check for \$10,445.87 representing contributions made to the "March of Dimes" by WHOM listeners. Fortune Pope, WHOM general manager, witnessed the presentation.

FM "Network" Arranged For Army Air Force Band

(Continued from Page 1) Forces Symphonic band is aired over four FM stations.

The concert will be presented in its entirety over a regional chain of FM stations originating through the facilities of Washington's FM outlet WASH. It will mark the second time in the history of FM radio that a musical organization of the size of the AAF Symphonic band has been broadcast. The first such broadcast featured the same musical unit in a concert and broadcast from the same location last January 16th when the AAF Symphonic band presented a concert for the benefit of Washington's children museum.

The performance of March 26th will be the first such broadcast to be presented over a "network" of FM stations. Others in the chain of stations to carry the performance will include WITH FM in Baltimore, Md., and New York City's two FM stations, W2XMN and W2XAE.

Blake Gets New WOR Duties

Robert Blake has been appointed assistant director of publicity at WOR in addition to his duties as trade editor.

FCC Grants FM Permit To ABC Chicago Station

Chicago—The American Broadcasting Company has been granted a construction permit by the FCC for an FM outlet here, it was announced yesterday. Station will operate on 95.7 mc. with a rating of 15 kw. and will use channel 239. Outlet will have an antenna of 595 feet which will be located on the roof of the Civic Opera House.

ABC expects to begin operation on the new station in about six months.

Joins WMCA Cast

Comic Eddie Lawrence has been added to the "Sachs Variety Show" on WMCA, Sundays, 1:30-2 p.m., starting March 23. The comic was one-half of the team of Lawrence and Marley heard on WJZ last fall. The Sunday variety show over WMCA has been sponsored by Sachs Quality Stores, Inc. for more than 20 years.

KOIN Names Nat'l Adv. Mgr.

Portland, Ore.—John L. "Lefty" Palmer, eleven years with the Oregonian and two years as account executive with KGW and KEX, has joined KOIN as nat'l. adv. mgr.

AGENCIES

BARBARA B. CONNOR has been named radio director of Henevor Advertising Agency, Albany, N. Y. Mrs. Connor formerly was in the radio departments of Young & Rubicam, Inc., and Ruthrauff & Ryan, Inc., and during the war was overseas two years with the American Red Cross in the European theater.

THE JOURNAL OF COMMERCE, New York, has placed its account with Charles W. Hoyt Company, Inc., New York City.

HORACE SCHWERIN and HUGH BEVELL of the Schwerin Research Corporation are in Chicago this week demonstrating to agencies and sponsors the Schwerin system of qualitative analysis of radio programs. A newcomer in the radio survey field, the Schwerin system has been in operation for the last nine months and at present is tied up with NBC exclusively until June 1.

BLACKTON FIFTH AVE., LTD., has appointed Lew Kashuk & Son Advertising Company to handle its account.

W. E. Stock Proposal

C. G. Toll, president of Western Electric Company yesterday forwarded a letter to all stockholders of the company advising them that at the regular annual meeting of stockholders, which will be held on April 8, 1947, there will be submitted a proposal to increase the company's authorized capital stock from 7,500,000 shares to 9,000,000 shares.

If the increase is approved it is contemplated that in the near future the additional 1,500,000 shares will be offered pro rata to stockholders.

Mr. Stoll said that the proceeds from the proposed issue would be used in financing the heavy demands for telephone equipment, from the Bell system which is currently engaged in the largest peacetime construction program in its history.

FARGO BISMARCK

NOW SERVED CBS PROGRAMS BY

KSJB James'own North Dakota

5000 WATTS 600 on the dial

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

### — IOWA —

**DES MOINES**—Gordon Gammack, Des Moines Register and Tribune columnist and newscaster for KRNT, was cited by the War Dept. for his World War II service as a war correspondent. . . . Jim Cooney, formerly news reporter for the Des Moines UP has joined the news staff of KRNT, according to station program director, Chuck Miller. . . . **SHENANDOAH**—Henry Field and many of the same personnel who took part in KFNF's first broadcast 23 years ago, participated in the 23rd anniversary celebration of that station on Feb. 23rd. Special transcriptions commemorating the festivities were presented to the Shenandoah library as a permanent record.

### — NEW YORK —

**NIAGARA FALLS**—Radio Station CKVC, has announced the appointment of J. P. McKinney & Son as their national representatives. . . . **ITHACA**—Michael R. Hanna, general manager of WHCU, the Cornell University station in Ithaca, has accepted the invitation of the American Cancer Society to be N. Y. State Radio Chairman for the 1947 campaign. Hanna is also Director of NAB District II. . . . **KINGSTON**—John Laux, managing director of the Friendly Group, has announced the appointment of Herbert Inman, Jr.,

WKNY transmitter operator, as chief engineer of the Mutual outlet in Hudson Valley.

### — MASSACHUSETTS —

**BOSTON**—"Take Time To Live," program in the interests of highway safety is a new series which bowed in on WCOP. Program has been arranged in co-operation with the Registry of Motor Vehicles. . . . John D. Maloy, program manager, WCOP, toured Vermont to speak before faculty and students in teacher education institutions there. . . . **PITTSFIELD**—When a \$60,000 fire threatened the studios of WBRK recently, Bob Youse, morning announcer and Len Lavendol, chief engineer, made two trips through the smoke filled studios to rescue records, script and transcriptions that enabled them to carry on until noon from the transmitter two miles away without missing one minute on the air.

### — OHIO —

**FOSTORIA-FREMONT**—Two independent Northwestern Ohio FM stations, WFOB, Fostoria, and WFRO, Fremont, are now linked together in what may be the nucleus of an Ohio network. Various talent and public service programs are being exchanged. A third FM station at Tiffin, Ohio will shortly join this little network.

### — CALIFORNIA —

**OAKLAND**—A Certificate of Achievement from the U. S. Navy Bureau of Naval Personnel was presented to KROW in recognition of "Outstanding Services to Naval Personnel during World War II." . . . Leighton Noble, orchestra leader appeared on KROW in an interview with Russ Coughlan, program director. . . . **SACRAMENTO**—KFBK has started a series of special in-school broadcasts every school day at 1:45 p.m. called "KFBK Goes To School."

### — LOUISIANA —

**NEW ORLEANS**—The Stewart Sales Co. is sponsoring a new early morning "Fred Hammond Show" over WWL at 5:30 to 5:45 a.m. . . . The National Biscuit Co. is now sponsoring the Dawnbusters, heard thrice weekly at 8:30 a.m. over WWL. . . . **SHREVEPORT**—Neil Cline, formerly assistant manager of WHAS, Louisville, has been appointed commercial manager of KTBS. Shortly after the appointment, Cline became the father of Jane and Ed Lee Cline, twins, born in Champaign, Ill.

### — PENNSYLVANIA —

**PITTSBURGH**—Ed King, writer-actor of KDKA's "Brunch With Bill" is vacationing at LaCrosse, Wis. Sy Bloom of the continuity dept. is substituting for King. . . . Climaxing observance of National Wildlife Week,

Albert M. Day, head of the U. S. and Wildlife Service will take in a special radio broadcast on KI during the hunting and fishing program on March 22 at 7:30 p.m. **PHILADELPHIA**—Ruth Weir MA leader in radio and education joined WCAU's staff as assistant Robert N. Pryor, public relations director, concentrating her efforts education. . . . **ALLENTOWN**—WF went on the air March 8, following an extensive sales and promotion campaign in the Allentown, Bethlehem, Easton area. Station contemplates building studios in Bethlehem in the near future and is the 10th Rahall Station to open since August.

### — MINNESOTA —

**MINNEAPOLIS**—WTCN's Radio Scholarship was announced by Helen R. of this city, chairman of the Minn. R. Council's Scholarship Committee, grant, first made by the station in 1915 is to be made to the 1947 graduate of Twin City high school, public or private who shows unusual promise for the field of radio writing. . . . Betty Robinson, formerly of WDGY's Sales Dept. assumed the duties of traffic manager for the station. . . . Marcia Evanson has been appointed to head the publicity and promotion activities of WDGY. Miss Evanson was formally associated with the Public Dept. of Y. & R. in New York City.



THIS MONTH MARCH  
S M T W T F S  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30 31

TUESDAY  
18  
MARCH

NEXT MONTH APRIL  
S M T W T F S  
1 2 3 4 5  
6 7 8 9 10 11 12  
13 14 15 16 17 18 19  
20 21 22 23 24 25 26  
27 28 29 30

Don't Forget  
Stan Lomax has  
an availability  
beginning April 1.

71  
288  
Tuesday, March 18, 1947

WOR's ace sportscaster, Stan Lomax, is the low-cost nighttime advertising buy in New York. After fourteen years of sports coverage, Lomax has an audience of unquestioned loyalty. Men in his own field respect him too; they've elected him president of the Sports Broadcasters Association. Sales-wise his record is one to envy. In the brief space of 7 weeks he sent 11,985 WOR listeners into the salesrooms of Dodge auto dealers. One Lomax announcement provoked 4,713 "Gimmes" for a sports pamphlet. And what the Bronx County Trust Co. thinks of him can best be summed up in a quote, "He changed a slump into a period of great activity." There will be an opening Monday, Wednesday and Friday\* on the Stan Lomax 6:45 p.m. time beginning April 1. Even in Winter months\*\* sponsors of Stan Lomax on this same three day a week schedule are accustomed to reaching over 575,000 radio homes a week at a total cost of approximately one-third of one cent per home per week. Call or write our sales office today. WOR, 1440 Broadway. PE 6-8600.

\*His Tuesday, Thursday and Saturday sponsor, the Jacob Ruppert Brewing Company, has been on this program continuously for 9 years.

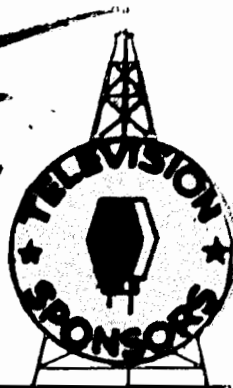
\*\*And the baseball season is coming!





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 57

NEW YORK, MONDAY, MARCH 24, 1947

TEN CENTS

## UNESCO To Meet Today

### Radio Support Asked In Cancer Fund Drive

The American Cancer Society, is mailing its radio campaign containing script material and inscribed programs, to 1100 AM and 100 FM stations for use by broadcasters during the April fund drive to raise \$12,000,000. The kit contains free quarter-hour programs specially prepared for the campaign by free network shows—"Aldrich Family," "One Man's Family," and "Meet Me At Parky's." There are also nine 15-minute musical shows featuring comedians, singers and artists, 12 15-minute appeals by outstanding

(Continued on Page 3)

### CNN Reports Increase In 1947 Awards Entries

Interest by broadcasters in developing public service programs has reached a new high according to entries received by the City College of New York for its national radio awards contest. With the contest ending nine different categories of programs, more than 100 entries have been received which are based on public service. The entrants in this category represent 26 states,

(Continued on Page 2)

### Martin Block Signed By Cigarette Sponsor

Signing of Martin Block to merchandise Chesterfield cigarettes over KFWB, Hollywood, on a 15-minute program five days a week starting June 2, was announced Friday by the Newell-Emmett agency in New York. The new Chesterfield contract will start day and date with the opening of Block on KFWB.

### Discovery

Nancy Patton, 18-year-old Milwaukee girl, will make her debut as a three octave coloratura soprano, on Don McNeil's "Breakfast Club" program over ABC this week as a guest singing star for the current week. Miss Patton, who sings from low F to F above high C, was discovered by McNeill following some ABC talent auditions in Chicago.

### On The Spot

Justin Miller, president of NAB, who may or may not be opinionated on "Does Radio Need A 'Czar'?" has been asked to discuss the topic before the Radio Executives Club of New York at their next weekly luncheon, Thursday, April 3. Bob Swezey, president of REC, invited Judge Miller to tackle subject on the grounds that it was a topical subject at this time.

### FCC Reverses Decision In KSTP Transaction

Washington—In a last-minute reversal, the FCC majority approved sale of remaining 75 per cent of KSTP, St. Paul to Stanley Hubbard, president and general manager of the Twin City station, it was announced on Friday. Commissioner Clifford J. Durr will enter a vigorous dissent from the decision, it was understood. The Commission switch was made at a meeting late Thursday night,

(Continued on Page 5)

### Adair Resigns FCC Post; Sterling To Succeed Him

The FCC announced over the weekend that it was accepting "with regret" the resignation of George P. Adair as chief engineer. He will be succeeded by George E. Sterling, assistant chief engineer.

Adair resigned effective April 30 to open offices as a radio engineering

(Continued on Page 2)

### AFRA Limits Frisco Strike; Only Two Stations Affected

San Francisco—Following a meeting of the executive board of the local unit of AFRA Friday night it was stated that the striking radio artists and announcers would confine their walkout to KSFO and KYA for the present. This decision reverses a statement made earlier by William Ely, president of the local unit who declared that unless a settlement was made the strike would spread to the other four independent stations involved in the contract negotiations.

### Philadelphia Scene Of 3-Day Session; 500 Organizations Represented; Radio To Play Major Role

### NAB To Aid Campaign On Juvenile Problem

In a letter to the nation's broadcasters, Justin Miller, president of NAB, Friday urged them to take the initiative in combating the problem of juvenile delinquency in their communities.

"Radio is ideally situated to stemwind a nation-wide drive at the community level," Judge Miller declared.

(Continued on Page 8)

### Treasury's ET Series Ready For Release

Washington Bureau, RADIO DAILY Washington — "Guest Star," the new Treasury Department transcribed 15-minute radio program, will make its bow over 1,000 local radio stations during the first week in April, Louis Carow, Director of Advertising

(Continued on Page 5)

### Grand Jury Hits Radio; High Court Rules It Out

Syracuse, N. Y.—An unprecedented attack on the radio industry by a grand jury was expunged from the record Friday by order of Supreme Court Justice D. Page Morehouse, Jr.,

(Continued on Page 3)

Radio and television representatives will be present for the three day session of the United Nations Educational, Scientific and Cultural Organization starting today in Philadelphia and lasting through Wednesday, March 26. The radio and press panel, of which Justin Miller, NAB president, is co-chairman, is scheduled for a meeting on Tuesday. Edward R. Murrow, CBS veepee in charge of public affairs, is a member of the panel.

Contacted in Washington, Acting

(Continued on Page 3)

### Webs Set Precedent With Congress Pickup

Radio's dramatic reporting potentialities were emphasized last Friday when NBC and MBS carried live pickups direct from the House of Representatives office building in Washington where the House Foreign Affairs Committee questioned Acting Secretary of State Dean Acheson on the proposed loan to Greece and Turkey. Microphones

(Continued on Page 8)

### MBS Adds 9 Stations; Web's Total Now 410

Addition of nine new Mutual affiliates, including two 5,000 watt stations and four 1,000 watters in important southern markets, was announced over the week-end by Carl

(Continued on Page 7)

### Gaudeamus Igitur

Union College, Schenectady, which runs a campus station and is a member of the Intercollegiate Broadcasting System, applied to the FCC for a change in its call-letters last week from UCRS to WWGT. And the reason for the change is more than engineering, since the letters stand for—weeping, wailing, and gnashing of teeth—a common academic ail.



★ COMING AND GOING ★

Vol. 38, No. 57, Mon., Mar. 24, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mar. 21)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco Pfd., RCA Common, Stewart-Warner, Westinghouse, Westinghouse Pfd. B.105, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Adair Resigns FCC Post; Sterling To Succeed Him

(Continued from Page 1) consultant. He joined the staff of the Commission in 1931. He became assistant chief engineer in charge of the broadcast division in 1939 and was appointed chief engineer in 1944. Sterling entered the Federal service as a radio inspector in the Bureau of Navigation, Department of Commerce in 1923. Thereafter he served in the radio division of the Department of Commerce and with the FCC. He was appointed assistant chief engineer of the Commission in 1942. During the war Sterling headed the FCC radio intelligence division.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WEEVWL 780 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

PAUL E. SOUTHARD, vice-president of Columbia Records, Inc., in charge sales, has left for Honolulu, where he will appoint a Hawaiian distributor for the recording firm. He is accompanied by MRS. SOUTHARD. They will return by Clipper on March 31.

BILL CULLEN, master of ceremonies on the Columbia network's "Winner Take All," leaves late this week for a two-week breather in Bermuda. During his absence, John Reed King will pinch-hit for him on the program.

J. J. BELOUNGY, chief engineer for WCCO, Minneapolis-St. Paul, and G. V. SHERMAN, head of the technical department at WBBM, Chicago, both of whom spent last week in New York conferring with Henry Grossman, chief engineer for CBS, with which both stations are affiliated, have returned to their respective headquarters.

ARTHUR HALE, Mutual commentator, is in Boston to address a sales meeting of the Richfield Oil Co. He'll air his Mutual program from that city and then go on to Syracuse, where he'll repeat the process.

CHARLES E. MIDGELEY, JR., sales service manager of CBS, off to San Francisco to attend a meeting of the Columbia affiliates advisory board. Undoubtedly he'll also visit for a while at KNX.

ROBERTO UNANUE, assistant director of Latin-American broadcasts for CBS, left over the week-end for a vacation in Florida.

KEITH BYERLY, sales manager at WBT, Charlotte, N. C., is back at the station after having attended a meeting of the North Carolina FM Steering Committee in Raleigh.

HENRY UNTERMEYER, special features director at WCBS, left Friday for 10 days of fishing around Marathon, Fla.

MARGARET ARLEN, whose Monday-through-Saturday program is heard on WCBS, planning a trip to Atlantic City as a member of the board of judges which will serve at the 12th annual Orchid Promenade on the boardwalk April 6.

F. J. EVANS, president of WPLH, Huntington, West Va. chatted for a while Friday at the headquarters of MBS, with which the station is affiliated.

ELIE ABEL, Mutual network correspondent in Berlin, and BOB GARY, reporter for the web in Frankfurt, Germany, are back in the states for a short rest.

IVOR KENWAY, director of advertising and promotion for the American Broadcasting Co., tomorrow will be in Pittsburgh, where he will discuss radio promotion before the Radio and Television Club of that city. He'll also visit ABC affiliates in Toledo, Detroit and Chicago, returning to New York on March 31.

FRED WARING and his Pennsylvanians closed their broadcast-and-concert tour over the week-end by airing their NBC program from Memphis on Friday, and then making a personal appearance in Louisville on Saturday.

TOM FITZSIMMONS, night editor of RADIO DAILY, left La Guardia Field yesterday by United Mainliner for a vacation of two weeks in San Francisco and Hollywood.

JOHN MAYO, the Lang-Worth Library's ambassador-with-a-roving-assignment, has set a westward course from Iowa following a round of greetings from friends in the tall-corn area.

DOROTHY LEWIS, co-ordinator of listener activity for the NAB, has left on a trip of one week to Toledo, Cincinnati and Washington, D. C., where she will address various radio groups.

GORDON GRAY was here from WIP, Philadelphia, last Friday. Chatted for a while at the headquarters of the Broadcast Measurement Bureau.

DON PRYOR, correspondent in Paris for the Columbia network, is in Athens reporting on the Greek situation.

BOB CARPENTER, field representative in the Southwest for the Mutual network, is hospitalized in Odessa, Texas.

RAY REEVE, assistant manager of WRAL, Raleigh affiliate of Mutual, up from the Carolinas for a few days on station and network business.

WALTER HAASE, station manager of WDRC, is in town from Hartford last week for a few days on station and network business.

CCNY Reports Increase In 1947 Awards Entries

(Continued from Page 1) thus assuring a true cross section of the nation.

Dr. John G. Peatman, chairman of the awards committee, said, "Whether or not the FCC Blue Book might be mainly responsible for the unusual interest in public service programs and promotion, the fact remains that entries in this category were received from radio stations and networks and agencies in more than half of the states of the United States."

Dr. Peatman also revealed the total number of entries for the contest this year more than double those in 1946. Final awards will be announced early in April. The third annual radio and business conference will be held in City College auditorium April 22-23.

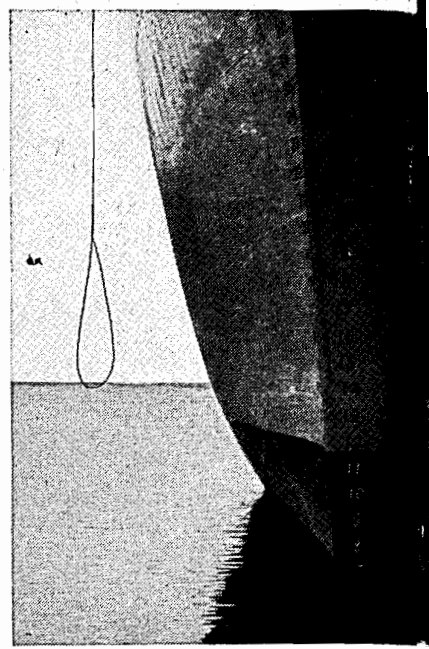
To Address Tele Group

Selma Lee, television talent director for the William Morris Agency, will guest lecture to the production seminar class of the Television Workshop on March 28. Miss Lee will discuss the present status and future prospects of "talent in television."

First GE Television Sets Shown, Delivered In Conn.

Bridgeport—First showing of the new General Electric television receivers and dealer appointment program were shown here this week in the Barnum Hotel by David H. Fisher, radio sales manager of the G.E. Supply Corporation. Purpose of the meeting was to introduce the "model 801" video receiver, first post-war G.E. direct-view set.

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



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.

Advertisement for W-I-T-H station. Includes a stylized face logo and text: 'W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed'

# Meeting of UNESCO Starts Today In Phila.

(Continued from Page 1)

Secretary of State, Dean Acheson, termed the confab the "most comprehensive list of organizations ever brought together to consult on problems of world peace."

The radio sectional meeting will discuss how U. S. radio can contribute to the aims of UNESCO and also what contributions UNESCO can make to national and international programs. Another matter on the agenda is the appraisal of UNESCO's project for increase of world wide radio.

General purpose of the conference in Philadelphia, arranged by United States National Commission for UNESCO, is to work out plans by which the American people can take part in the organization's program of promoting peace through educational, scientific and cultural co-operation. Program of the conference will include reports by members of the American delegation who attended the UNESCO meeting in Paris last December.

Other communications executives who will attend the conference as observers include F. J. Bingley, chief television engineer for Philco; Will Hiltin, secretary-treasurer of the NAB; Robert B. Hudson, CBS associate director of education; Sterling Fisher, NBC assistant public service counselor; and Milton Burgh, MBS news division manager.

Gil Kingsbury, chief of the WINS-TV news bureau in Washington, will make several radio reports on the UNESCO conference direct from Philadelphia. He will be heard over WINS Monday and Tuesday nights from 7:15-7:30 p.m.

## Form New Corporation

Lawrence M. Braun, formerly vice-president of Electronic Corporation of America and ECA International, in association with Samuel Davis, also a former executive of these corporations, has formed Universal Mart associates Corp. with offices at Moore St., N. Y. C.

Universal Mart have completed arrangements with various manufacturers in the electronic and allied fields to represent them exclusively in foreign markets. A complete radio and lamp line is included in the line of items.

**WBNX**  
FOR  
THE LATEST  
IN  
**MUSIC  
SPORTS**  
AND  
**NEWS**

2:00 to 6:00 P. M.  
Monday thru Friday

5000 WATTS — 1380 ON THE DIAL

**WBNX**

260 E. 161st ST., NEW YORK 5, N. Y.  
MEtrose 5-8833

# Grand Jury Attacks Radio; Supreme Court Rules It Out

(Continued from Page 1)

as a result of action brought by WNDR, here, and its news director, Bud Stapleton.

The grand jury attack came in a report of an investigation of gambling in Syracuse in which radio broadcasters were accused of "conduct nearly approaching contempt of court" and caused the grand jury to question, "whether what we heard was the truth of willing witnesses, uninfluenced." Local broadcasters immediately saw this challenge to their integrity as hitting at the basic concepts of free broadcasting.

WNDR and Stapleton immediately took the report to court, through their attorneys, to have the entire three paragraphs expunged from the record and a clean bill of goods for local broadcasters.

Three days after the jury's report was accepted by Judge Morehouse, all references to broadcasters and the radio industry were stricken from the record.

## Portion Stricken From Record

The three paragraphs which the radio broadcasters objected to are contained in the introduction to a report that was presented to the state Supreme Court, after an investigation of gambling conditions in Syracuse. No indictments were returned by the jury, but a severe censure of the Police Department's lack of work on gambling was contained in it. The portion stricken from the record stated:

"In making this report we are impelled to question the good faith of those who, while we have been attending to our duties under our oath, have over the air sought to influence our judgment by threats of a great investigation unless we delivered a decision which seemed to them to be the right one.

"Such conduct on the part of news broadcasters nearly approaches a contempt of court."

"Such conduct leads to the pertinent inquiry 'who is back of this? What group is interested? Have witnesses been influenced?' and naturally, therefore, we had to look closely at the witnesses, and weigh what they said, and then wonder whether what we heard was the truth from a willing witness, uninfluenced by the motives of those who appear to take delight in slander of their own city. We, therefore, resent broadcasts referring to individuals of this jury, insinuating thereby that our decision would be based upon something other than evidence."

WNDR and Stapleton, in their petition to court stated that the report

## McNeill On Vets Committee

Don McNeill, ABC's popular "Breakfast Club" emcee, has accepted a place on the Radio Committee of Veterans Hospital Programs, Richard Maxwell, National Chairman of the Committee, announced.

"impugns the integrity, good faith and the honesty" of the station, "without affording it an opportunity to answer." The petition added that the Grand Jury, "under the guise of a presentment or report, is attacking the good name and reputation of WNDR and Bud Stapleton."

In granting the show cause order, filed by the attorneys, Judge Morehouse conceded that the Grand Jury had exceeded their rights in criticizing the radio industry.

## Speedy Action By Court

The unprecedented speed with which the action was handled by the court is indicated by the fact that four hours after the papers were filed, the Judge acted on the motion. Such actions often take months to get through the courts, but the Judge acted on the request of the attorneys who stated, "the petitioners are suffering irreparable damage during each day that the said report will be permitted to be a part of the records of this court."

According to local legal circles, this is the first case of its kind in the country, wherein a Grand Jury chose to attack radio broadcasters and a State Supreme Court ordered it expunged from the record.

# Radio Support Asked In Cancer Fund Drive

(Continued from Page 1)

personalities, and 20-second station break announcements by 20 different name announcers.

April is "Cancer Control Month" by an official act of Congress and a letter from Justin Miller, NAB president, to the American Cancer Society states: "Once again it is my privilege to pledge, on behalf of the American broadcasting industry, our support of the American Cancer Society's 1947 campaign. I am confident that the broadcasters of America will welcome the opportunity to co-operate with you in this worthy humanitarian cause." Similar supporting statements have been made by the networks and advertising execs.

Mutual network is carrying a special half-hour show from Hollywood on March 31, the eve of the cancer fund drive, from 10:30-11 p.m., EST. Show will feature Bob Hope, Ginny Simms, Jerry Colonna and others with the orchestra directed by Harry Zimmerman. Program is scripted by Glenn Wheaton, one of Hope's staff writers. Another MBS program in behalf of the cancer fund will originate in Oklahoma City Easter Sunday, April 6, from 7:30-8 p.m., EST.

ABC will highlight the campaign

(Continued on Page 4)

# WANTED!



## CLEVELAND'S Chief STATION

is wanted by smart advertisers. Why? Because, for many months WJW has stolen the morning Hooper in Cleveland!

Now—WJW's afternoon performance warrants great attention. The day-long captivity of more dialers per dollar than any other Cleveland station intensifies the advertiser's demand for WJW and the capture of large profits in Ohio's richest market.

BASIC  
**ABC Network** **WJW** 850 KC  
CLEVELAND, O. **5000 Watts**  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

# LOS ANGELES

By RALPH WILK

**JACK BENNY'S** Rochester celebrates ten years with the boss Easter Sunday (April 6).

Walter Tetley has become a regular member of the cast of the Phil Harris-Alice Fay show, in addition to his role of "Leroy" on "The Great Gildersleeve" program.

Gordon T. Hughes, who produces "Your Hope Chest" over KNX Sunday afternoons, has sold an article to Coronet Magazine entitled "Leave 'Em Laughing," based upon his experiences in this phase of radio.

Ed "Archie" Gardner will be guest star at the annual Old Timers Baseball Association Dinner April 12 in Denver, Colorado. He was the top choice of thousands of boys in the Denver area who are members of the thriving organization, founded by Judge William Black, Denver jurist, to promote interest in baseball among youths from 10 to 17.

NBC star Dennis Day is going to San Francisco March 29 to appear with Jack Benny and other stars at the annual "Newspaper Frolics" there.

Vera Vague, comedienne on the Bob Hope show, will return to her first love, the theater, this summer. During the hiatus, she will play a six weeks' engagement in the eastern summer theater circuit in Westport and Beverly, Mass., starring in the modern comedy, "Biography."

## Radio Support Asked In Cancer Fund Drive

(Continued from Page 3)

on April 12 with a special program from 7:30-8 p.m., EST. CBS is preparing an exchange program with the Canadian Broadcasting Corp., as its contribution to the drive. NBC is making arrangements for a tie-in during National Pharmacy Week which is scheduled during Cancer Control Month.

### Campaign Kit

The campaign kit for broadcasters contains script material tailor-made to fit over a dozen different types of programs. In addition the Society will provide information and suggestions for stations desiring to build their own shows. A dozen foreign language transcribed spots are also contained in the kit. The languages are French, German, Yiddish, Spanish, Portuguese, Polish, Hungarian, Greek, Lithuanian, Russian, Swedish and Italian.

Entire kit is prepared with primary emphasis on radio showmanship and to enlist the co-operation of stations as easily as possible.

SCRAMBY-AMBY  
Audition records available



### Weekend Small Talk . . . !

● ● ● Helen Hayes, who's been nixing radio shows right and left all season long, is all excited over a proposed series with her daughter and herself. . . . Looks like Freddie Wakeman will be able to afford some more of those \$35 ties. The huckster-baiter has another tome in the oven which will net him almost a third of a million in movie rights. . . . Ulcer Gulch is about to receive another jolt a la "The Hucksters" in soon-due "Aurora Dawn," a "love that soap-er" penned by Herman Wouk. . . . And, appropriately enough, we hear that an ad agency on the coast (John Whitehead & Associates) is bankrolling a program to counteract certain impressions the public has been getting about the advertising business from certain tomes, which shall be nameless. . . . The paint is hardly dry in Dell Crosby's new office and we hear the guy's already sold three shows. . . . Bill Todman and Mark Goodson have set John Reed King to fill in for Bill Cullen on "Winner Take All" while latter takes a 2-week Bermuda vacation on the 28th. . . . Bob Hawk's show shifting to 10:30 slot and doing away with repeat. . . . Hollywood friends, described by Irving Hoffman: Two women angry with the same person.



● ● ● SQUAWK DEPT: "In a recent column," writes R. C. Embry, of WITH, "you wrote that no sports game is as dull when aired as is basketball. Evidently, you haven't heard a game broadcast by a real expert. Probably those (censored) N.Y. announcers don't know how to give a play-by-play description, but you should hear Bill Dyer do it on WITH. His Hooper of 7.2 is only topped in this city by Abbott & Costello." And Victor C. Diehm, manager of Hazleton Broadcasting Service in Hazleton, Pa., gives us a further going-over. "We have been broadcasting basketball here since 1933," he writes. "When we were doing the games 'live', attendance at movies, clubs, etc. fell off heavily. Since our network commitments make it impossible to carry them 'live' any longer, we are transcribing the actual game and playing it back, sometimes as late as 11:30 p.m. The games have had the same sponsors for the past three or four years, indicating a real advertising response. Therefore, over WAZL, at least, the basketball broadcasts must not be boring."



● ● ● SMALL TALK: Maxine Keith doing a Broadway column for some 17 community papers in the metropolitan area. Maxine, by the way, has office space to let in her Sardi Bldg. suite, in case anyone is interested. . . . Warden Lawes series renewed another 13 weeks and shifts to Tuesday nite at 8:00 on Mutual. . . . Dick Hyman joined the Marines to get in Public Relations—and never got near it. Now that he's out, he's been hired as publicist for the U. S. Marine Corps Reserves. . . . La Belle Sophie Tucker being readied for an air show of her own—and it's about time. . . . It's a baby girl at the Paul DeFurs. Pop is with radio department of J. Walter Thompson.



● ● ● MAIN STREET SCENE: Peter Donald lunching with Bill Boyd at 21. Ajax Cassidy meeting Hopalong Cassidy. . . . Claudette Colbert anklng up 5th ave. not at all concerned with being a celebrity. . . . Rubber-legged Bill Callahan and hubba-hubba legged Dorothy Claire dining at the Simplon. . . . Bert Wheeler enjoying a free push through the Toots Shor revolving door at the expense of the large, jovial Paul Whiteman. . . . Paul Monroe wearing a double breasted vest at the Berle rehearsal. Thought Menjou had a priority on that adornment.

# CHICAGO

By NAT GREEN

**SEVERAL** staff changes in Chicago were made at WBBM last week. Frank Falknor, station manager, announces that Art Duram has been named sales promotion manager. Duram comes from New York, where he was in charge of radio and publication accounts for O'Brien & Durrence, promotion specialists.

Harvey Carey, staff announcer, signs the end of this month to become program director of WKFI Cincinnati. Edward Wojtal was named chief of the sound effects department replacing Urban Johnson, who has resigned to devote full time to recording business. Harry Bury, announcer, has joined the WBBM staff.

Frank Smith, WBBM staff member, has been appointed as one of two assistant conductors in the station's music department and as the station's chief arranger.

Two new singers, Paul Arnold and Rey Blanco, have joined the WBBM music staff.

Bill Oliver, announcer at KMOX St. Louis, and formerly on WMBF Peoria, Ill., will join the WGN announcing staff April 6.

Ernie Shomo, WBBM sales manager, and Bob Livingston, of the sales staff, spending the week in New York for sessions at CBS headquarters.

Jim Mahoney, midwest station relations director for Mutual, out looking over western affiliates this week.

Dave Moore, WBBM public relations, discussing radio publicity, was guest speaker March 22 before the Chicago Scholastic Press Guild of Northwestern University.

**Commodore Productions and Artists**

PROUDLY PRESENT

"THE CASEBOOK OF CALEB KNIGHT"  
Edmund Lowe

"THEATRE OF THE WEST"  
Harry Carey

"GLAMOUR GIRL"  
Ern & Bud Westmore

"NOTES TO YOU"  
Harry Revel

"DRIFTWOOD"  
Ann Dvorak

WALTER WINSTON  
Production Manager

SHIRLEY THOMAS  
Program Director

PIERRE VIDALIS  
Sales and Promotion

AUDITION RECORDINGS NOW AVAILABLE

WESTERN OFFICES  
1350 N. HIGHLAND  
HOLLYWOOD 8229

★ THE WEEK IN RADIO ★

FCC Turns Down Color Tele

By JIM OWENS

Reverses Decision in KSTP Transaction

(Continued from Page 1)

approval was given to a new submitted by Hubbard whereby on Corp., is given an option to use only 49 per cent of the 50 station's stock for \$661,500. Under the previous proposal rejected by the FCC, AVCO, had an option to purchase 75 per cent of the station from Hubbard for \$1,200,000.

AVCO To Finance Loan

Under the Commission-approved Hubbard will purchase the remaining 75 per cent of the station for \$25,000 from the estates of Lyle Shield and Frank M. Brown. This will be financed by an \$850,000 loan from Aviation Corp., secured by 100 shares at \$550 per share. AVCO has an option, which it must exercise, within six or seven months of purchasing 980 shares (49 per cent of the total) for \$661,500 or at the rate of \$675 a share. If the option is exercised, Hubbard will realize a profit of \$122,500. If AVCO exercises its option, Hubbard has a period of 180 days in which to pay off the loan with interest to start after 12 months. If the option is not exercised, Hubbard has only 13 months to pay off the loan with interest at 4 per cent, after which the option is declined.

Hubbard, who founded KSTP, now owns 25 per cent of the station. The purchase price of \$25,000 between the loan of \$60,000 and the purchase price of \$25,000 was said to go for expenses, consisting largely of attorneys' fees.

Reversal Came Thursday

The Commission's reversal came with dramatic suddenness at about 9 o'clock Thursday. Options on original bids made by Hubbard were due to expire at midnight Thursday. To meet this deadline, the Commission Wednesday announced that it would issue an order effective midnight Thursday denying both Hubbard's bid and that of a group of capitalists-St. Paul businessmen and Thomas Hamm Brewing Co. This group had matched Hubbard's bid for \$25,000 for the 75 per cent interest in the station. Hubbard's rival had protested the deal with the FCC, as "trafficking in stations." The FCC praised Hubbard's connection with the station, however, and indicated that no competitive bid would have been entered had Hubbard ob-

LONG-EMBATTLED issue of color television "now" vs. black-and-white came to an end with FCC's denial of the CBS petition. Majority of manufacturers hailed the decision, accepted as the official green light for accelerated output of monochrome sets. . . . KSFO and KYA, San Francisco, closed by an AFRA strike. Threat extended over the week-end to four more 'Frisco outlets.

NAB's position on pending labor legislation was made clear in a letter by Justin Miller to both houses of Congress. Miller outlined the secondary boycott as the most critical abuse used by unions against broadcasters. . . . NBC closed a deal with Russia for tele rights to newsreels and special feature films in the USSR. . . . Likewise ABC for Brazil, Uruguay and Puerto Rico.

American Tobacco Company will place a \$1,000,000 spot campaign in motion on April 7. Company will use 900 stations during the six-week drive. . . . Fulton Lewis added two more sponsors to his Mutual co-op show. . . . New York Yankees Baseball Club will sponsor a 55-minute classical program on WQXR. . . . Commodore Edward M. Webster will fill the FCC vacancy.

In a concerted effort to acquire detailed information on the AM-FM receiver outlook, RMA has sent questionnaires to all its members. RMA-FMA liaison committee will make plans accordingly. . . . Sam Cuff and Louis Sposa resigned from WABD-Du Mont as general manager and commercial manager, respectively. Leonard Cramer, exec-veepee, will take over station duties for the moment.

Proposed amusement tax on tele bars, restaurants will be dropped, Washington reports. Decision is the result of discussions of TBA, other video execs, with Treasury officials. . . . CBS' annual report showed tremendous gains in recording operations. Web's record division showed an increase of \$11 million over '45. . . . Three New York FM stations hit by an FCC request to temporarily shift frequencies. Signals conflicted with radio beams at La Guardia Field.

NAB and ASCAP appointed sub-

stituted financial backing from local interests instead of from Aviation Corp.

Commission approval to new deal apparently was given because AVCO would not "control" the station if it exercised the option to purchase only 49 per cent of the station. If the option is exercised, Hubbard will continue to own 51 per cent of the station, thus continuing "control" in his hands.

Because of the speed in which the decision was given, the Commission did not expand on its reasons for approving the deal. A full decision, including Commissioner Durr's dissent will be written some time this week.

committees to explore problems expected to arise in signing a new contract. Present pact expires Dec. 31, 1949. . . . Latin America will be a potentially heavy market for television programs, according to Paul Mowrey, ABC video exec. . . . FCC issued grants to 30 AM and FM stations. . . . Charles G. Mortimer, Jr., General Foods veepee, elected chairman of The Advertising Council. He succeeds James W. Young, JWT exec.

Coast-to-Coast tele may be a reality by the end of '48. AT&T coaxial cable is nearly three-fourths complete. . . . Industry execs from all states set for Ohio State Radio meeting in May. . . . WJZ reports heavy sales volume for the first two months of '47. . . . Possibility of opening Australian government radio to advertising being considered, which would pose heavy competition for the Federation of Commercial Stations. Government web has 27 outlets, operated like the British Broadcasting Corp.

Networks had a week of heavy labor activity. NBC, ABC met with NABET; CBS with IBEW. . . . Broadcasters participating in the Army Week observance, will be given "merit awards." Drama format with Pat O'Brien and Lynn Bari set by N. W. Ayer to sub for the Durante-Moore summer hiatus.

Treasury ET Series Ready For Release

(Continued from Page 1)

ing, Radio, and Press of the U. S. Savings Bonds Division, has announced, Henry Morgan will feature the initial transcription. In the immediate succeeding weeks the "Guest Star" spotlight will center on Gladys Swarthout, Phil Baker, Helen Traubel and Lauritz Melchior, Bud Abbott and Lou Costello, Alec Templeton, and Kay Kyser. Following close behind will be platters featuring Bing Crosby, Bob Hope, Fibber McGee and Molly, Dinah Shore, Ginny Simms, Perry Como, Burns and Allen, and Ingrid Bergman.

Full Publicity by Treas. Dept.

Kenny Delmar romps through the "Guest Star" series as the master of ceremonies. Music is under the direction of Denes Agay. Mr. Carow and Brent Guntz, the Chief of the Savings Bonds Division's Radio Section, have returned from Hollywood where they represented Treasury Secretary John W. Snyder in contacting the stars to arrange for their participation in the series.

The Treasury Department is backing the new series with a full package of publicity including newspaper mats of the stars and an exploitation kit which is being placed in the hands of all State Directors of the Savings Bonds Division.



GOING UP!

It's official! April 13th is the day we multiply our power by 5 and begin blanketing 1 1/2 million people in the rich Pittsburgh industrial market with a 5000 Watt signal. That means: A 500% greater daytime and a 65% greater nighttime audience in the 5 MV/M area. It means more time dollar value than ever on KQV, not only because of a greater audience but also because KQV, by proof, has one of the nation's most receptive and responsive audiences!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network · Natl. Reps. WEED & CO.

Advertisement for KQV radio station, featuring 'FIRST' logo and 'The Voice of Pomona Valley' slogan.

## PROMOTION

### WFIL And The News

A large glossy folder, 10½" x 13" is the latest promotion mailing piece from WFIL, Philadelphia. Stressing the importance of news to the listening audience, the folder goes on to explain the "responsibility of any radio station to report the news promptly and accurately." Several inset photographs are used on the inside spread, together with a large drawing of a compass with all points indicated. Special emphasis is given WFIL's program, "This Week in Philadelphia."

### WBBM's Farm Families

"Are You Wide Awake?" is the title of a little folder prepared by WBBM, Chicago, Ill. Humorous little drawings of an impish character in a nightcap hurdling a fence, then into a cash register and out again, while an equally impish character sleeps and dreams of the little men jumping the fence, make up a clever presentation. Copy devotes several paragraphs to WBBM's "The Country Hour" which reaches some 400,000 farm families throughout the station's five-state territory between 5 and 6 a.m., six mornings a week. Color motive is grey, black and white.

### Tele Layout Ideas

Nine separate plans for the arrangement of television dealers' demonstration rooms to meet varying requirements are presented in a new booklet prepared by the RCA Victor Home Instrument Department for franchised television retailers. The booklet uses line drawings to describe various demonstration room arrangements to fit available space. Suggested layouts cover large, medium, and small demonstration rooms; large, medium, and small alcove treatments; and "island" demonstration plans suitable for two, four, or six sets. Further the booklet describes RCA Victor promotional material available to the dealers on request.

### Passover Program

Passover will be celebrated in advance on the Eternal Light radio program, with the rebroadcast of Morton Wishengrad's Passover fantasy, "The Tender Grass," (NBC network, 12:30 p.m., EST.) on Sunday March 30th, 1947.

Because of the holiday, the Eternal Light will not be on the air on April 6, second day of Passover.

### U. S. Tele Names Ballou

Lance C. Ballou, Jr. has been named promotion manager of the United States Television Mfg. Corp., Hamilton Hoge, president, announced last week. Ballou, who served as lieutenant in the Navy on destroyers in the Pacific and Mediterranean during World War II, is an active member of the American Television Society. He recently completed a survey tour of television cities from coast to coast.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—The Big 3 (Robbins-Feist-Miller) have added nine standard song hits to its Rhythm Airs Orchestration Series . . . arranged by Will Hudson and Fud Livingston, the modernized arrangements include "At Sundown," "Linger Awhile," "I Never Knew," "Deep Purple" and "Pagan Love Song," among others. . . ● Benny Goodman will walk many a mile to lend an ear to the clarinet wizardry of Eddie Barefield. . . ● Comes today and Woody Herman starts his career as a vocalist when his initial warbling efforts on Columbia disc, "Across the Alley from the Alamo" backed with "There Is No Greater Love," is nationally released. . . ● A beautifully-written ballad is "I Was Waiting For A Dream" written by George Fragos and Michael Fielding and published by Edward Schuberth & Co. . . ● Al Sherman and Johnny Redmond have collabbed on an appealingly simple ditty titled, "I Believe In Tea Leaves," published by Novelty Music. . . ● Wm. Taylor doing a bang-up job as musical director at WMCA . . . plenty of sharps and flats savvy. . . ● Les Freres Kenny (Nick and Charles) are garnering loads of plugs on their latest effort, "Do You Love Me As Much As Ever?" . . . a commercial ballad if we ever heard one. . . ● Evelyn Knight and Tony Martin, en route to the coast for the "Tony Martin CBS Show" which replaces Eddie Bracken on the 30th of this month for Texaco.

★ ★ ★

● ● ● Morey Amsterdam won't know this until he reads it here . . . the answer to his musical query "Why Oh Why Did I Ever Leave Wyoming?" can be found in his latest music comedy "Can't Get Off Of My Horse". . . ● Keep your ears tuned to a new name in the song firmament . . . Illinois Jacquet, whose ability and talents are Saxsational. . . ● Helen Forrest sez: "The most important Factor in Hollywood success is Max". . . ● Harry Link's staff at Feist is making a hit of the Ralph Freed-Burton Lane tune, "I Love To Dance," featured in the forthcoming MGM musical, "This Time For Keeps," starring Esther Williams, Jimmy Durante and Lauritz Melchior. . . ● Lloyd's Music's "Hey Pop," (send your guide book to me) can be a sequel to "Mademoiselle From Armentiere" . . . written by Gregory Franzell, Irving Rifkin and Charlie Alicoate. . . ● When Lester Harris took over the CBS opera "Rosemary" three months ago it had a rating of 1.2 . . . today this morning serial is 6.9 and still (Har)rising . . . nice goin' Les. . . ● Nat King Cole isn't worried about the fact that last year's dollar is only worth 63 cents . . . he sez he hasn't even got last year's dollar. . . ● Leon Rodriguez, popular Maitre de at the Century Room of the Commodore Hotel has written a beautiful continental ballad with violinist Sindell Kopp . . . song is called "One Moment."

★ ★ ★

● ● ● Years ago Erskine Hawkins recorded an instrumental titled "Tuxedo Junction" for Victor . . . however, it wasn't until Glenn Miller's orchestra recorded that tune did it become a smash hit . . . it also helped Erskine considerably . . . some time ago Erskine's band recorded "After Hours," which we recently raved about . . . now Randy Brooks has recorded this same number for Decca and we predict that Randy's recording will catapult him to the top. . . ● Have you ever noticed the amazing likeness of Johnny (Ladies Be Seated) Olsen and Dixon (Praise Agent) Gayer?. . . ● Edwards Music has launched a subsidiary firm, Favorite Music Co. . . . to specialize in hillbilly and folk music. . . ● Aside to Arthur Otis: Thanks for the book of "Christmas Songs" . . . wish we could write like that.

★ ★ ★

● ● ● **ON AND OFF THE RECORDS:**—When Red River Dave came and showed his new song "Hitler Lives" to Rosalie Allen, the WOV disc jockey thought this musical plea for tolerance carried a vital message . . . she sang the number for Steve Sholes, Victor Exec, who asked her to record it at a special session . . . a low bow, then to Red, Steve and Rosalie. . . ● The Inkspots' new Decca's record of "That's Where I Came In" should make quite a dent in Jack Kapp's shellac stockpile.

## EQUIPMENT

### RCA "Memory" Tubes

Development of a new electronic tube with uncanny powers of "memory" was disclosed by Dr. Jan man, of RCA Labs, Princeton, in a paper presented to an engineering session at the recent 1947 National Convention of the IRE at the Commodore in New York. The usual tube—known as the "Selectron"—has been designed for use in electronic calculating machines in which, according to Dr. Rajca, it is possible to complete the application of two numbers of as many as twelve digits (one thousand millions) in about a hundred-millionths of a second. Calculations with lightning-like speed are impossible, it was explained, in solving mathematical problems relating to sonic air flow, atomic physics, weather predictions, and other scientific technical equations in which rapid solution is a factor. Dr. Jan man emphasized that work on Selectron is still in the laboratory stage and tubes of this type are not yet available commercially. He revealed, however, that RCA scientists contemplate using tubes of the Selectron type in an electronic computing machine being built in Princeton in co-operation with the Institute of Advanced Study.

### Miniature Radio Tubes

Electronic tube engineers of General Electric Co., Syracuse, report that miniature tubes, now being built by the hundreds of thousands, will make possible more compact radio and television receivers. Approximately an inch high and an inch thick, these new-type tubes weigh less than an ounce, and require less than one-fourth the space of the tubes they are replacing. Because of their light weight and size, miniature tubes are expected to prove of special value in all communication equipment. Engineers point out that a DC-4, for example, carries electronic tubes which in the neighborhood of 200 pounds. The same number of miniature tubes weighs only 37 pounds, and their compact installation of electronic equipment into considerably less space than is required with sets of conventional tubes.

### FCC Denies Application Of Stations In Mass.

Washington Bureau, RADIO DAILY

Washington—The FCC on Monday made final its proposed decision denying application of Harold T. Mas, licensee of WATR, Waterbury, Conn., for a CP to change transmitter and studio location of station in Springfield, Mass., increase power from 1 to 5 kw. Also denied application of WMAS, Inc., licensee of WMAZ, Springfield, Mass., to change frequency from 1450 to 1320 kc. frequency also requested by WMAZ.

HIND THE MIKE

By SID WEISS

ELLIS, who will air the games this year with Frisch over WMCA, is trying to interest the State Department in baseball to the entire world through documentary shorts. Transfilm, who'll make the pictures, wants Frisch as producer and adviser. Frisch, a star, Bea Wain, makes a special appearance on the Jack Smith show April 9th, her 5th on this show. Incidentally, Bea and her husband, Andre Baruch presented the Maurice Chevalier record ever made, "Mon Pomme," on their Mr. Frisch's stanza on WMCA.

Cooper signed by Diamond Records Corp., with release dates in April. Tomorrow, singing star of WHN's "Dodgers," opens at the 500 Club in New Orleans' Vieux Carre April 27th. Club is owned by "Prima."

Bill E. Joel, figuring there are 100,000 Hartford natives in the New England radio scene, is anxious to get together for a Hartford Club. He'll bring him through Radio Registry. Richards going in the Tic Toc Club in Milwaukee billed as "newest in the final singer of '47."

Davis' unique arrangement of "Toto For Player Piano" will be on one of the programs beam-broadcasted as an example of American music.

Juilliard professors, Art Fern and Lou Teischer, signed to top American-South American melodies.

New voice of Hortense on the Morgan airer is Ruth Gilbert, blonde actress who turned in a rousing dramatic performance in recent "Iceman Cometh."

ABC weekly musical show to originate from Detroit, starring Phil Brestoff, will get under way Saturday afternoon at 3:30, originating from WXYZ.

Searchers for "Cavalcade of America," whose Monday show will originate with Lincoln's Secretary of War, Wm. H. Seward (played by Bill Mitchell), found 50 direct descendants of Seward living in New York City alone.

Stork News

Aaron of CBS, a member of the staff of "Robert Trout With The Girl Till Now" became the father of a 14 pound, 14 ounce girl, Diane, to his wife, Illene, at Doctor's Hospital in New York.

Send Birthday Greetings To

March 24

- Bur Boran, Maurice Coleman, Joseph Field, K. A. Harron, Harry Sylvern, Andrew Rose

SOUTHWEST SIDELIGHTS

MARY KAY HUBBARD has replaced Edith McAuley in the music and continuity department at KYFM, San Antonio.

George Barber, commercial manager of WKIX, Columbia, South Carolina, a visitor in Dallas where he is attending a 10-day meeting of the Junior Chamber of Commerce International Congress.

KWBU, Corpus Christi, owned and operated by the Century Broadcasting Co., of which Carr P. Collins is president, has applied to the FCC for full time facilities. Station now operates with 50,000 watts daytime on 1030 kilocycles. Station is seeking to operate 50,000 watts day and 10,000 watts night.

W. Poundstone Jackson, promotion manager for the Chesterfield ABC Roundup aired nightly over the Texas State Network is happy concerning the cloth now being made which incorporates smoke rings and Chesterfield which is suitable for play suits and dresses. He is busy arranging

MBS Adds 9 Stations; Web's Total Now 410

(Continued from Page 1)

Haverlin, vice-president in charge of station relations. New stations which bring the web total to 410 outlets, will add approximately 190,000 radio homes to Mutual's coverage in sales areas in the Southeast, Haverlin added.

WLOF, Orlando, Fla., 5,000 watts on 950 kc., has signed as a full-time affiliate effective April 10. Station is owned by Hazelwood, Inc., is located in the center of the Florida tourist trade, and will serve approximately 75,000 radio homes. WDVA, Danville, Virginia, operates on 5,000 (daytime) and 1,000 (night) will join MBS on May 1. Outlet is located in a strategic tobacco market, with city's sales last year amounting to over 33 million dollars. WGAD, Gadsden, Ala., 1,000 watts on 1350 kc., owned by E. L. Roberts, will join as a fulltime outlet on May 1 also. City is in the iron and coal region of the state, with retail sales for 1945 estimated at 27 million dollars. WWOD, Lynchburg, Va., with 1,000 watts on 1390 kc., will become an MBS affiliate on May 1. D. H. Dillard is president of the station, which is located in another tobacco area with sales of over 40 millions last year.

WTOB, Winston-Salem, N. C., 1,000 watts (daytime), owned by the Winston-Salem Broadcasting Co., will join Mutual on April 15. Operating on 710 kilocycles, new affiliate is located in one of the country's leading cigarette manufacturing and textile areas. Retail sales in 1946 amounted to more than 50 million dollars.

A special market station in Hawaii - KMVI, in Wailuku, Maui, will join Mutual and Don Lee this week, operating on 1,000 watts and 550 kilocycles. New affiliate is owned by the

for displays in various local cities where the cloth is available.

Miss Lucille Todd, member of the staff of the Trinity University will start a new series of airings on KCOR, San Antonio in which she will review current best sellers of books. Miss Todd will bring a dramatization of the one book which she will review.

Ves Box and Charlie Jordon of Dallas and WRR, aired the championship state high school basketball games from Austin over a special state-wide network under sponsorship of the Magnolia Petroleum Co.

Ted Nabors, disc jockey for WTRH, Houston, introduced a new slogan to his many listeners on his various programs. It is: "Keep Tuned Right Here to KTRH, the finest programs are at your fingertips."

Elizabeth Knight recently joined the continuity staff of KTSA, San Antonio. Miss Knight is new to radio.

Johnny Johnstone Qualifies As Veteran Radio Exec.

G. W. (Johnny) Johnstone, radio director for the NAM and pioneer radio publicist and news director, today begins his 25th year in the broadcasting industry. It was March 24, 1923 that he became the 22nd employe to join WEAF (now WNBC), then owned by the American Telephone and Telegraph Co., at 24 Walker street.

Johnstone's association with radio actually dates back to 1910 when he held a ham license to operate 2AAL at his home in Perth Amboy, N. J. He served as a U. S. Navy radioman for two and one-half years during World War I. In 1919 his naval assignment was that of confidential radio operator aboard the USS George Washington which carried President Woodrow Wilson to and from the second Versailles Treaty meeting in Paris.

Shortly after this trip Johnstone took an honorable discharge from the Navy to resume his newspaper and musical career but returned to radio in 1923.

Maui Publishing Co., and is the third MBS-Don Lee outlet to be added in Hawaii. Others are: KHON, in Honolulu, and KTOH, Lihue, Kauai. Wailuku station will cover approximately 8,000 radio homes, with a blanket signal over the entire island of Maui.

WKRO Cairo, Illinois, 250 watts, 1490 kilocycles, and KFVS, Cape Girardeau, Missouri, 250 watts and 1400 kilocycles, become MBS affiliates on April 1, owned by Oscar Hirsch who will act as general manager of both affiliates. Station WBRW, Welch, W. Va., owned and operated by the McDowell Service Co., joins on May 21, with 250 watts on 1340 kc., with Harold B. Shaw as general manager.

AGENCIES

L. T. BOBBIE JOE CAVNAR, who rescued the downed army plane in Greenland recently and brought the entire crew out alive, will be guest of honor at the Celebrity-Luncheon of the Advertising Club of New York, Wednesday, March 20, 12:30 p.m., and will be presented with the Advertising Club's Bronze Plaque Achievement Award. The speaker will be Charles A. Kirk, executive vice-president of International Business Machines Corp., whose subject will be "The World's Best Buy."

DELPHINE V. HUMPHREY, McCann-Erickson, Inc., librarian, is conducting a course in Advertising Reference Sources, sponsored by the Advertising Group of the Special Libraries Association. This is the third successive year Miss Humphrey has done this work. Classes are held each Monday night at the offices of different agencies and research organizations. Chief librarians of the various agencies conduct the discussions.

EDMUND CASHMAN will manage the new office of the Kudner Agency, Inc., which just opened in the Taft Building, 1680 North Vine St., Hollywood. Office will service coast radio clients.

SILVIA SHIELDS, formally connected with the retail advertising field in New York has been appointed vice-president of the Chernow Company, Inc., it was announced yesterday. Miss Shields has been with the agency as an account executive for the past year.

JAMES F. EGAN has joined Kastor, Farrell, Chesley and Clifford, Inc., as a vice-president and copy supervisor. Egan was formerly connected with Lennen and Mitchell, Inc. as vice-president and copy chief.

Hubbell Leaves Crosley Co. To Form Consulting Firm

Cincinnati - Richard W. Hubbell has resigned as production manager of WLW and television consultant of the Crosley Broadcasting Corporation to form his own company as a video, radio and motion picture consultant, it was announced yesterday.

Hubbell will continue with an office in this city to service Crosley as one of his accounts and other clients in the Ohio River Valley. Permanent headquarters, it is explained, will be established in New York next month. Other offices are in Washington, D. C., Hollywood, and a fifth planned for Chicago later this year.

Hubbell, author of "4,000 Years of Television" and "Television Programming and Production," was at one time with CBS, WOR and WQXR in New York.

# Webs Set Precedent With Congress Pickup

(Continued from Page 1)

were placed in the caucus room so that voices of Acheson and 25 inquisitive Congressmen could be heard by radio listeners as the proceedings unfolded.

NBC carried the committee hearing from 10-10:30 a.m., with Richard Harkness handling the opening and closing commentary. The broadcast was arranged by William R. McAndrew, NBC's Washington news manager. The proceedings were heard over Mutual network at 10-10:15 a.m., and again from 12 noon to 12:10 p.m. Arthur Gaeth, MBS newsman, supplied commentary. NBC has scheduled another live pickup today from 10-10:30 a.m., this time from a Senate Foreign Relations Committee hearing on the loan to Greece and Turkey.

### ABC Transcribes Hearings

ABC transcribed the hearings last Friday and rebroadcast highlights from 4-4:30 p.m., the same day. The web will do the same today at the same hour. ABC carried a speech yesterday by Lincoln McVeagh, U. S. Ambassador to Greece who has just returned to this country, and will make a pickup Tuesday night, March 25, from the Hotel Commodore in New York where a dinner is to be held honoring Greece Independence Day. Speakers to be heard on the 10-10:15 p.m., EST., broadcast are Herbert Hoover, Dean Alfange, board member of the Greek War Relief Association, and Rev. Athenagoras, chairman of the association.

### NYU-Bellevue Drive Set

Campaign for the Institute of Rehabilitation & Physical Medicine at New York University-Bellevue Medical Center will get under way on April 14, using radio and film-tie-ups it was disclosed over the weekend. Nat Rudich, former production director at WNYC and currently lecturing on radio and television at the New School, will handle radio and film promotion.



"Wish the boss would advertise on WFDF Flint—the louse!"

# COAST-TO-COAST

### —SOUTH DAKOTA—

**SIoux FALLS**—KELO originated a portion of the NBC "News of the World" program from the physical-therapy pool at Sioux Valley Hospital, Sioux Falls. Broadcast featured an interview between Evans Nord, KELO program manager and eleven-year-old Virginia Kuehn, who had been hospitalized for polio since July. . . . **YANKTON**—On March 24, thirteen schools will participate in the WNAX High School Forum which was inaugurated in Dec. 1946. Final broadcast will take place at Leeds High School in Sioux City and all thirteen schools participating will be guests of WNAX at a noon luncheon.

### —TENNESSEE—

**MEMPHIS**—"Who's New" is one of WHBQ's top local presentations, featuring names of all new babies born in Memphis on information received from local hospitals. Staff announcer Lee McEachern, show's emcee, contributes helpful hints on baby's care to the new mothers. . . . Jack Dix, recently of the Mid-South network, has joined the announcing staff of WHBQ. . . . **WMPS's** control operator, Tom Ragland and chief announcer, Fred Christensen gave an on-the-spot news coverage of the \$325,000 fire which gutted the entire building of one of the busiest corners in downtown Memphis. The pair met at the scene of the huge fire within 20 minutes and were immediately broadcasting an eye-witness account of the blaze.

### —NEW JERSEY—

**TRENTON**—"Hunt For Talent" a WTTM weekly feature, has retained Bobby Glick as a permanent guest, after several appearances. "Bobby" only 4 years of age already has a fan club named in his honor. . . . James O'Brien of WTTM, executive secretary to F. A. Wellman, station sales consultant, has been appointed to the Board of Governors of the Trenton Symphony. . . . **NEWARK**—WAAT will launch its month-long co-operation with the 1947 Cancer campaign by observing Operation C-Day on April 8, when the Newark station's facilities will be dedicated to the cause. . . . **PATERSON**—"The Inter-City Mayors' Council," which won national recognition last year when broadcast as a weekly series over WPAT, will be resumed in the very near future, it was announced by James V. Cosman, president of the station.

### —VIRGINIA—

**RICHMOND**—Walter R. Bishop, public relations director of WRVA, on maneuvers with the Atlantic Fleet in the Caribbean, traveled about 1800 miles in less than two days, to get to his baby's bedside. Advised that she was critically ill, he was flown back to Norfolk by the Navy. Baby is now out of danger. . . . **DANVILLE**—WDVA, signed as a Mutual affiliate, will begin broadcasting operation on or about May 1. Station will operate on 1250 kc., with a power of 5000 watts day and 1000 watts night. . . . **LYNCHBURG**—WWOD, with 1000 watts on 1390 kc. will become an MBS affiliate on May 1.

### —WASHINGTON—

**SEATTLE**—On April 2, KOMO will receive the twenty-year bronze plaque from NBC, marking the years the station has been Seattle's affiliate with the network. Presentation will take place at a special dinner meeting of NBC and the station officials at Los Angeles. Also receiving plaques will be KHQ, Spokane, KGW, Portland and KFI, Los Angeles. . . . **YAKIMA**—The Hahn Motor Co., Chrysler, Plymouth and Diamond "T" dealer has started a new program over KIT called "This Is The Story." Program deals with a Yakima industry each week and is done on wire-recorder interviews, taking place on the job. Writer and announcer for the program is James Nolan, Jr.

### —UTAH—

**SALT LAKE CITY**—Transcriptions for the dramatization of a series of six quarter-hour programs titled "In The Public Interest," written by Jack Goodman, produced by Dick Thorne, with music by Earl Donaldson, all of the Inter-mountain Network staff are taking place in the studios of KALL. Talent and facilities for the series are donated freely to the United States Navy. . . . **OGDEN**—Norris Gesas of KLO sold the KLO feature which gives week-end information on snow and ski conditions at nearby Snow Basin Resort to a local insurance firm which writes skiers-insurance policies.

### —MISSOURI—

**ST. LOUIS**—Falstaff Brewing Corp., St. Louis, Omaha and New Orleans, (through Dancer-Fitzgerald-Sample) has signed Dizzy Dean and Johnny O'Hara to broadcast all games—both home and away—of the St. Louis Browns exclusively over WIL for the 1947 season. . . . **KWK**, Mutual network outlet in St. Louis celebrated its 20th anniversary on March 17 with a party for the entire staff, held in the new building which now houses the station. . . . **KANSAS CITY**—The story of the new Bess Truman snapdragon, which was named after the First Lady, was given on KCMO's "Hometown Gossip" show recently, by Gladys Shaw, Secretary of the Florists of Greater Kansas City.

### —MONTANA—

**BILLINGS**—A recent morning mail brought a very indignant letter to the offices of KGHL. A Mr. Wines vehemently protested the use of commercials about wines, and suggested that, despite his name, he preferred coke advertisements. . . . **MISSOULA**—A telephone survey, planned by Marion Dixon and Bud Blanchette and conducted under the direction of Flora Goggin, KGVO secretary in keeping with the station's policy of maintaining a continuous study of public reaction to its program schedule and operational technique is now under way. . . . **ANACONDA**—"Farm and Home News" is a new program for KANA listeners, prepared by the County Extension Service and is heard each Friday. . . . Announcer Charlie Currie of KANA, is the father of a little girl, Dorothy Rita.

# NAB To Aid Campaign On Juvenile Problem

(Continued from Page 1)

"Broadcasting is equipped as no other medium to arouse public awareness of the danger inherent in our mounting juvenile crime problem. Broadcasters themselves represent exactly the type of community leadership capable of marshalling all community forces in a definite and decisive effort."

Judge Miller wrote that a new program department is going to gather ideas, scripts and program material for exchange between communities and the stations. He added that the organization reserves special services and other departments will also participate in the drive against juvenile delinquency.

### Declines Salary Request

**Montreal**—Hon. J. J. McCann, National Revenue Minister declines returns tabled in the Canadian House of Commons to disclose the salary paid to members of the staff of CBC and entertainers used by the CBC stations.

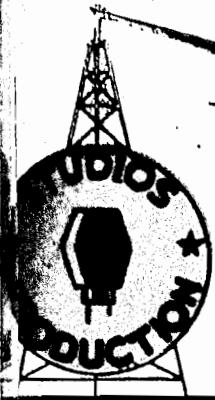
"Production of this information would be detrimental to the position of the corporation in obtaining professional services and staff in a competitive field, and would therefore not be in the public interest," Mr. McCann.

# SPIELERS START HERE

*Baltimore, Md.* Lots of the voice you hear on the networks cut their eyeteeth at WFBR. Arthur Godfrey, Wynn Elliott of County Fair, Ken Williams—"Wildroot Charlie"—Roger Gallagher freelance, Phil Barry, same—these are a few who got their know-how at WFBR.

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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 38, NO. 58

NEW YORK, TUESDAY, MARCH 25, 1947

TEN CENTS

## Frisco Strike Is Settled

### Expect Tele Decision From Treasury Today

Withdrawal of the proposed 20 per cent amusement tax on restaurants, bars and other establishments offering television entertainment is expected to be formally announced today, as a result of discussions held last week in Washington between the industry and Treasury Department officials. Trade reports yesterday were that Joseph Nunan, chief of the Bureau of Internal Revenue, had sent a "signed document" to the

(Continued on Page 5)

### Toni Co. Buys Segment On ABC's Ladies Be Seated

Sale of three quarter-hour segments of ABC's "Ladies Be Seated" to Toni Company on Mondays, Wednesdays and Fridays, from 3:15 to 3:30 p.m. was announced yesterday by Fred Thrower, vice-president in charge of sales for ABC, and Foote, Cone & Belding, Inc., agency handling the Toni Home Permanent Wave account. With the completion of this deal, Thrower, pointed out the ABC has only 45 minutes of commercial time open for sale between the hours of 6 a.m. and 6 p.m., EST, on those three days.

### Webs Continue To Carry Wash. Committee Hearings

Washington Bureau, RADIO DAILY

Washington — Proceedings before the House Foreign Affairs and the Senate Foreign Relations Committees were aired again yesterday by MBS and NBC, with the former carrying an edited version at noon and the lat-

(Continued on Page 5)

### 'Network' Expansion

Thirteen 'network' programs are being carried this week by WPTZ, Philco television station in Philadelphia. The programs, all originating with WNBT in New York, include the boxing bouts on the "Gillette Cavalcade of Sports" Monday and Friday and the full evening's program of the New York station on Sunday night. Programs are transmitted by coaxial cable.

### Helpful

An attractive packet of spot announcements for "Army Week" usage prepared by the Radio Section, War Department, Public Relations division are being sent out by NAB to aid broadcasters in planning programs for Army Week, April 6 to 17. The packet is prefaced by a letter from Maj. Gen. F. L. Parks, chief, Public Relations Division, War Department.

### Business Increase Of 25% Noted At WINS

A business increase of 25 per cent for the first three months of 1947 as compared to the same period in 1946 was announced by William F. Robinson, sales manager of WINS, Crosley owned station in New York. Sales for the first three weeks of March reached the highest in the station's history with new accounts being responsible for the upturn.

In addition to the White Owl-Balantine sponsorship of the Yankee ball games, and the O'Sullivan Heel

(Continued on Page 4)

### Press-Radio Reps Gather At UNESCO Opening

Philadelphia — The first National Conference on UNESCO opened at the Benjamin Franklin Hotel yesterday, with Justin Miller, president of NAB, and Barclay Acheson, director of International Editors for Readers Digest, presiding over press-

(Continued on Page 4)

## Networks Setting Schedules To Cover 1947 Horse Races

All four major networks will give extensive coverage to horse racing meets at eastern tracks this season with some web schedules starting April 5 and running into November. Turf experts for ABC, CBS and MBS move into the radio booth at the Jamaica, L. I., track on April 5 for the inaugural of the season there. Broadcast of the feature race of the day, the "Paumonok,"

### AFRA Representatives and Stations Reach Compromise Settlement; Stations Back On Air

### Brand Names Clinic Planned For April 18

Leaders of industry, advertising media and retailing will meet with the Brand Names Foundation at the Waldorf-Astoria Hotel on April 18 for a conference to foster public understanding of the benefits of advertising and the brand-name system of product identification.

Edward S. Rogers, chairman of the board of Sterling Drug, Inc., will give

(Continued on Page 6)

### Cosgrove And Shouse Elected AVCO Directors

R. C. Cosgrove, vice-president in charge of sales and general manager of the Crosley division of AVCO Manufacturing Corporation, and James D. Shouse, vice-president in charge of broadcasting and president of Crosley Broadcasting Corporation, have been elected to the board of directors of AVCO Manufacturing Corporation, formerly The Aviation Corporation. Their election was announced following a



J. D. SHOUSE

(Continued on Page 6)

San Francisco — Radio stations KSFO and KYA are back on the air again after a three-day strike called by the local AFRA over wage disagreements. The end of the walkout came after employers made a new compromise proposal which was accepted by the union officials. As soon as the new offer was made the radio technicians who had been observing the picket lines went back to work allowing the stations to resume operations even before the formal announcement.

(Continued on Page 5)

### Du Mont Reports New Low Cost Tele Station

Allen B. Du Mont Laboratories announced this week the development of a new low-cost television station which, it is expected, will be marketed for "less than \$90,000."

Through a "unique" application of image orthicon cameras to the televising of film, Du Mont announced it has minimized the extensive equipment requirements heretofore anticipated.

(Continued on Page 6)

### Shirer Replaced On CBS; Gets Offer From WMCA

William L. Shirer, who was notified by CBS that he will be dropped from the 5:45-6 p.m., Sunday news show after next week's broadcast, "has not left the employ" of the network, and is still under contract, according to sources.

(Continued on Page 6)

### Tele Topic

CBS has dropped its institutional announcements on color television on their New York television station and now devotes the time to a message on the black-and-white video service offered on WCBS-TV. Change in copy followed the Federal Communications Commission's decision against the granting of a commercial license for color television.



★ COMING AND GOING ★

Vol. 38, No. 58 Tues., Mar. 25, 1947 Price 10 Cts.

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

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HARRY WISMER, ABC's director of sports, trained in from the West Coast yesterday for the finals of the National Invitation Basketball Tournament which he broadcast last night. Wismer leaves later this week for Chicago to cover the Bankers Mile at the track meet there.

MARGOT GAYLE, radio writer and publicist, is in Philadelphia today, handling arrangements for the luncheon at which Sears, Roebuck & Co., will honor Vivian Della Chiesa, radio and concert singer, and Silvertone Record Club artist. Luncheon will take place in Philadelphia's Hotel Barclay March 26.

STANLEY P. RICHARDSON, assistant NBC vice-president in charge of news and international relations, returned from Iceland. He was one of the passengers aboard the inaugural flight of American Overseas Airlines which left on March 17.

JOE THOMAS, promotion director for WOR, has returned from a vacation in Bermuda.

A. M. MARTINEZ, vice-president of Melchor Guzman Co., Inc., is at present visiting radio stations and publications in Colombia, radio stations and publications in Colombia.

GEORGE L. MOSCOVICS, commercial manager of WCBS-TV, leaves today on a business trip to Detroit and Chicago.

ROY LANGHAM, national executive secretary of The Radio Writers Guild, is in Chicago where he spoke yesterday before the national convention of the Radio Director's Guild on the Radio Writers Guild's problems and the possibility of a strike. Langham is also meeting today with the Writers Guild's Mid-West council while he is in Chicago. He returns to N. Y. by plane Wednesday.

ERNEST NAFTZGER, of the CBS Music Copywrite Dept., is in Boston today on a short business trip.

EUGENE THOMAS, WOR sales manager, is vacationing amid the pines of North Carolina.

LESTER BOWAN, manager of Technical Operations of the CBS West Coast Division and chief engineer of Station KNX, CBS Hollywood affiliate, has returned to Hollywood after having attended the IRE Convention in New York, where he also visited the network's local offices.

NBC Executives In Dallas For Regional Meeting

Dallas, Tex. — Niles Trammell, president of the NBC network, will be among the more than a dozen top NBC executives who will address WFAA officials and other representatives of area NBC station affiliates at an NBC station meeting which opened here yesterday and ends tomorrow.

According to Martin Campbell, station manager of WFAA, Dallas is one of five stops to be made by the NBC party which started its tour in New York City and included Atlanta and Chicago. The NBC party moves on to Los Angeles from here.

Station's representatives will participate in open discussions relating to current broadcasting problems.

U. S. Army Musical Show Moving From MBS To CBS

West Coast Bureau, RADIO DAILY Los Angeles—"Sound Off With Mark Warnow," the U. S. Army musical show now aired on Thursdays over the Mutual Network, moves to CBS starting Friday, April 4, at 4:30 p.m., PST., with a repeat broadcast for the West Coast at 8:30 p.m., PST. It will replace the Meredith Willson series.

The Andrews Sisters and Victor Borge will be guest stars on the initial CBS broadcast. The regular cast includes Mark Warnow's orchestra, the Lyn Murray Chorus, Chantmaster Arno Tanne, Baritone Glenn Darwin, Narrator Frank Lovejoy and Announcer Hugh Brundage. Charles Herbert continues as producer-director.

Wedding Bells

Adrian Samish, veepee of radio programs and television at ABC, will be married to Ernestine Witter today in the chambers of Judge Ferdinand Pecora, New York City. Couple will have a 10-day honeymoon in Lake Placid.

Harvey Marlowe, executive director-producer at ABC, was married last week to Helen Reagan, former model, at City Hall in New York.

FINANCIAL

(Mon., Mar. 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., U. S. Television, WCAO (Baltimore), WJR (Detroit), etc.

Three New Dept. Heads Announced By NAB

Washington Bureau, RADIO DAILY

Washington — Three new department heads at NAB were announced over the week-end by president Justin Miller. Royal V. Howard, chief engineer of Associated Broadcasters has been named NAB director of engineering. Harold Fair, program director of WHO, Des Moines, will serve as director of NAB's newly formed program department. Pointing up NAB's new public relations drive, is the appointment of Robert Richards of Broadcasting Magazine, to serve as public relations director.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WHWL 780 KC.

"Anthracite's Most Powerful Independent"

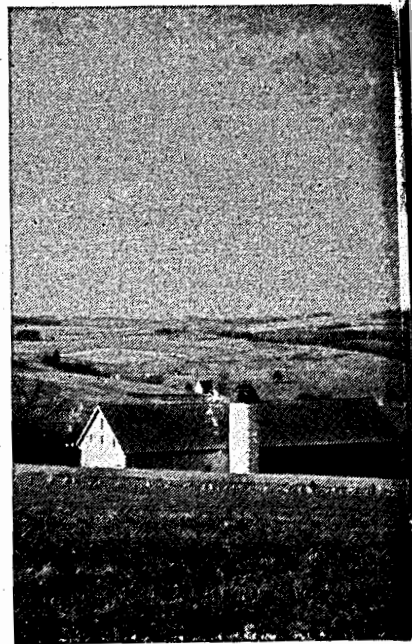
Represented by Forjes



MUSIC has power

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

No wonder WDAS audiences say "Thank You!"



PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States... this is a 5-station network town.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

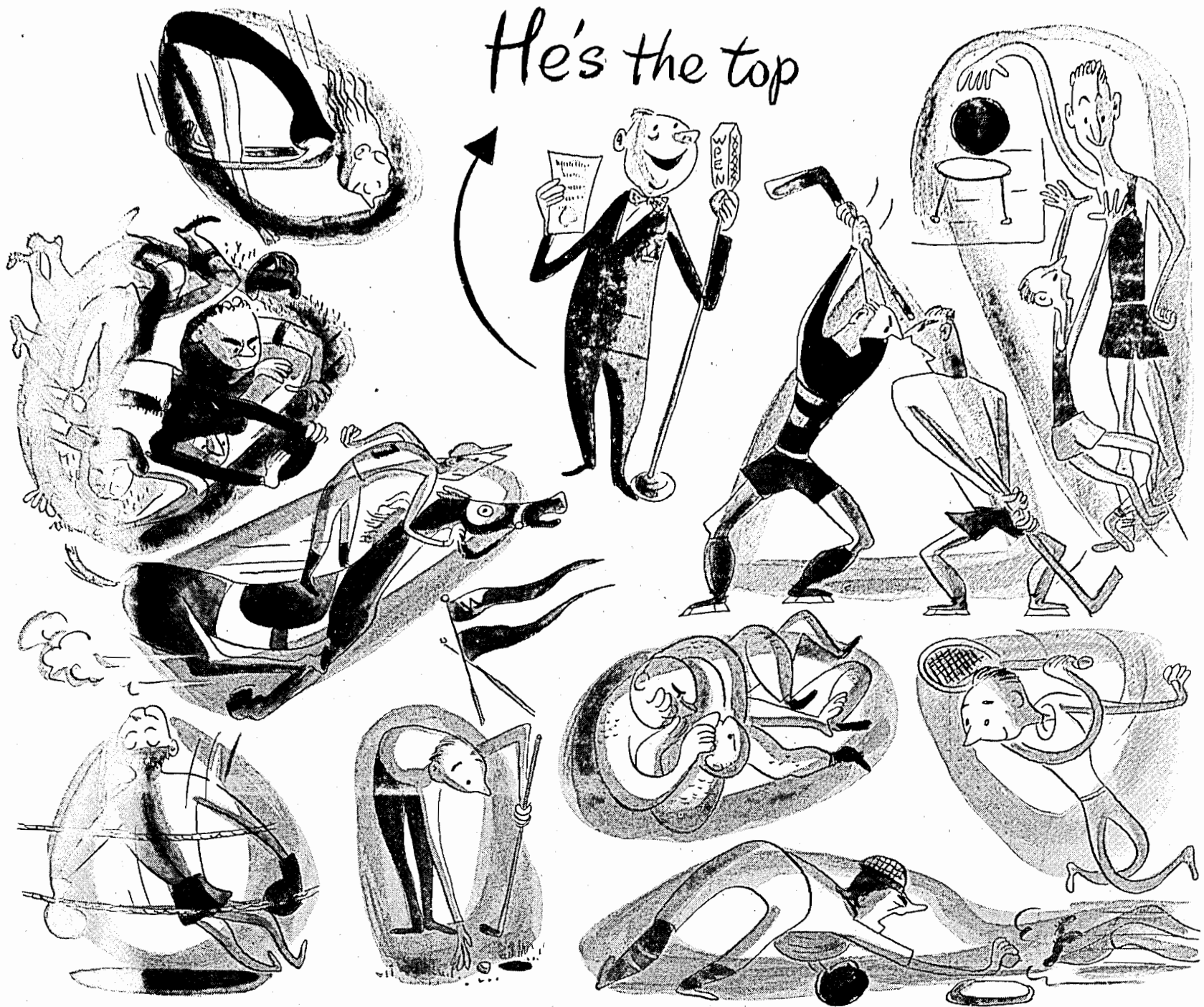


W-I-T-H AM and FM IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

He's the top



He's Philadelphia's favorite sportscaster.

In 12 months, his Hooper rating has gone up 300%.  
It's first in Philadelphia for this type of program.

Obviously, Philadelphians appreciate his colorful  
delivery... his sure-footedness in the world of sports.

His name? Bill Sears. The station? WPEN—Phila-  
delphia's urging independent owned and operated

by The Evening Bulletin, the largest evening news-  
paper in America.

WPEN knows what Philadelphians want. They  
find it at 950 on the dial. Bill Sears' every weekday-  
evening sportscast is another reason why WPEN's  
Philadelphia audience grows apace.

We can give you what you want, too.

950

**WPEN**

PHILADELPHIA

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**

New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

CHICAGO

By NAT GREEN

**R**OBERT F. HURLEIGH, WGN and Mutual commentator, pinch-hit for Mutual's Cecil Brown March 19 through 21, while Brown visited in Texas.

On March 26, WBBM will present the eight finalists in the "Star-Quest" search for outstanding Negro singers in Chicagoland. The two winners will receive 13-week contracts for appearance on WBBM at a minimum of \$100 a week.

The Banker's Mile, featured race in the Chicago Daily News relays in which the nation's outstanding milers, including Gil Dodd, will participate, will be described by Harry Wismer, ABC's director of sports, March 29 from the Chicago Stadium. Joe Wilson of ABC's sports staff, will assist Wismer. John Harrington and Fahey Flynn of the WBBM sports staff, will broadcast the race for CBS.

A coast-to-coast broadcast of the champions in the annual Illinois tournament of barbershop quartets will be heard over Mutual on March 30, 9:30 to 10 p.m. Program will originate in the studios of WQUA, Moline, Ill., and will be fed to the network through WGN. Bruce Dennis, WGN director of special features, will write and direct the show.

Jim Ward, president of Jim Ward & Co., Hollywood-Chicago ad agency, had an agreeable surprise on March 15 when he flew from Chicago to Hollywood at an urgent call from his wife, and reached Hollywood hospital just in time to welcome two new income tax exemptions—twin girls.

**Business Increase  
Of 25% Noted At WINS**

(Continued from Page 1)

purchase of the "Serenade" program, Monday through Saturday from 7:30 to 7:45 a.m., many national and local spot advertisers are using the station for the first time.

The following are accounts which have joined the WINS sponsorship list since the beginning of the year:

Eichler Beer, Camel Cigarettes, General Mills, Manufacturers Trust Company, Adam Hats, Loft Candy, Waltham Watch Company, Colgate-Palmolive-Peet, Diamond Salt, Sherman Bow Ties, Philip Morris Cigarettes, Simon Ackerman Clothes, Holiday Magazine, R-K-O, Kool Cigarettes, General Baking Company, Nedicks, Rockwood Chocolates, Ringling Brothers and Paramount Pictures.

THE BETTER HALF  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



**California Commentary. . . !**

• • • Jerry Seaman of the Bert Giddons agency, Milwaukee, and Bill Dripps, of NBC, Chicago, were in Hollywood last week setting up details of the 10-minute cut-in used on "National Farm And Home Hour" from the San Bernardino Orange Festival March 22. . . .

**Los Angeles** Ronnie Ames, vice-president of International Studios, announces International's new recording studios at 6700 Sunset Boulevard will soon be ready for use. It will include an audience studio, with 250 seats, that will be available for local, regional and E.T. shows. Seven thousand dollars worth of RCA control equipment is being installed by Otto K. Olesen. . . . The story behind two Ken Darby original compositions to be heard on the King's Men program over NBC March 28 began 20 years ago when Ken was graduated from the Santa Monica high school and his composition, "Hymn Of Praise," was adopted as the official school song. Recently the Santa Monica school established an Alumni Hall of Fame and Ken was the first electee. Miss Gertrude Wyman, a teacher and principal, who influenced Ken's scholastic life from the age of 9 to 17, died a month ago. On March 28 Darby will dedicate his latest composition, "Alma Mater, Blue And Gold," to Miss Wyman's memory before his entire radio audience and the 3500 Santa Monica high school students who will hear the program from the school's auditorium.



• • • In accordance with his last wishes there was only one speaker at the funeral services at Forest Lawn Saturday for Gene Rossi, pioneer motion picture property man. The speaker was Eddie Cantor, producer of RKO Radio's "If You Knew Susie," on which picture Rossi was working at the time of his death. Eddie and Joan Davis, stars of the film, and all members and cast of the company halted production to attend the services. . . . Ben Alexander, emcee of "Your Heart's Desire," flew to New York March 21 for conferences with Phil Carlin, Mutual's program director. . . . "What's Doin' Ladies" aired from the famous Farmers Market March 20, with Emcee Jay Stewart picking the "Slick Chick Of 1947" from five finalist chickens in a nationwide contest by the National Poultry Association.



• • • Herb Allen, announcer on the "Casebook of Gregory Hood," is the father of twin girls born last Tuesday. Names are Bette and Barbara and their weights are 6 lbs., 2 oz., and 5 lbs., 5 oz., respectively. . . . Ed "Archie" Gardner planes to Denver April 9, where he will be guest of honor at the eighth annual Old Timers' Baseball Association banquet. Visit to the Fitzsimmons General Hospital is also on the agenda. Twelve-hundred are expected at the dinner of the organization, which sponsors 200 boys' baseball teams in the Mountain States. . . . By the way, Sandra Gould, "Miss Duffy" of "Duffy's Tavern," co-stars with Wally Brown in a new type mystery show packaged by Glenhall Taylor for summer release, "Defective Detective."



• • • Frank Robinson Brown is not neglecting his acting, even though busy with spots and package shows put out under his Hollywood Chatterbox label. He plays himself in the film musical, "The Fabulous Dorseys" and won the assignment, because he was one of the first legitimate actors to switch to radio and earned a reputation announcing bands and emceeing variety shows. Brown said that when he started announcing bands, including the Dorseys, in Eastern ball rooms, the remote broadcast was strictly an experiment. . . . Elliott Lewis, who plays the title role in "The Casebook Of Gregory Hood", has completed narration of 35 transcriptions for Armed Forces Radio Service on the history of jazz.

NEW STATIONS

**C**ALLED the Radio City of the South, WBGE, owned and operated by the General Broadcasting Co., went on the air March 1 at 6 a.m., broadcasting on a frequency of 1340 kc., with a power of 250 watts. Celebrities and officials of the city participated at the dedication ceremonies presided over by Mike Benton, president of General Broadcasting Co., and Maurice C. Coleman, general manager.

WBGE is the only Atlanta station operating on a 24 hours a day basis. Jimmy Kirby is program director and Larry Mellert is emcee of the "Milkman's Matinee," all-request show. Les Hendrikson is sports editor; Channing Cope, farm editor and Jeanne McCord, "the story lady." Gordon Gill presides over a program called "The Alarm Clock Club."

Mr. Benton, president, is also president of both the Georgia State Fair Association and the Southeastern Fair Association. Mr. Coleman general manager of WBGE, who has been in radio in Atlanta for the past 18 years served as manager of WATL and commercial manager of WAGA. He owns his own advertising agency.

**WHAV Goes On the Air**

WHAV, a new 250-watt station at Haverhill, Mass., went on the air March 16 broadcasting on 1490 kc. The owner and manager of the station is John P. Russ; commercial manager, James Dunbar; program director, Al Taylor, formerly of WCAU, Philadelphia; chief engineer, Herbert Brown, formerly of Western Electric. The station is full time, night and day and started with 60 programs. WHAV's New England station representative is Kettler-Carter with Clark and McGeehan, New York and Chicago representatives.

**Press-Radio Reps Gather  
At UNESCO Opening**

(Continued from Page 1)

radio conferences. Other press-radio representatives who have registered at the conference are: Edward R. Murrow, CBS; Arthur Gaethe, Mutual; Kathleen Lardie, AER, and Erwin D. Canham, American Society for Newspaper Editors as well as various Philadelphia station representatives. Members of Panel Press Radio Section decided upon last night are: Edward Murrow, CBS; Kathleen Lardie, AER; Stirling Fisher, NBC; Franklin Dunham, U. S. Office of Education; Robert Emerson, New York University, and H. B. McCarthy, University of Wisconsin.

**Hirschmann Plans FM Shows**

Ira Hirschmann, president of FM station WABF, is reported planning several new live programs for next season. Station has just led off its plans with a Tuesday night series from 8:45-9:15 p.m. featuring viola and piano concert artists Emanuel Vardi and Jerome Rappaport. The 13-week series is sponsored by the Lektron Corporation.

# Expect Tele Decision From Treasury Today

(Continued from Page 1)

Division Broadcasters Association which the Bureau's decision in the air is outlined. The decision, according to industry sources, is expected to be a favorable one, with a government agency acceding to a plan made by the TBA and other groups, including the Radio Manufacturers Association.

RMA over the week-end formally requested the Bureau of Internal Revenue to exempt television receivers from the 20 per cent amusement tax on establishments offering tele entertainment. Bond Geddes, RMA executive vice-president, said inclusion of tele in the tax ruling would be a "serious setback" to the industry.

### TBA Official Gives Views

J.R. Poppele, president of the Division Broadcasters Association, in a letter addressed to the Bureau of Internal Revenue, Treasury Department, presented the attitude of television manufacturers on the subject of the 20 per cent amusement tax. Poppele's letter, in part, follows:

Television has been long in coming because the problems inherent in its development were so tremendous that arduous effort on the part of great many scientists and engineers was necessary before a commercial product could be evolved. From our standpoint—and from the standpoint of the public—television receivers are not unlike radio receivers except that the very important element of sight has been added. We therefore cannot see how television, which can be classified in the same category with cabaret entertainment, should be the case if the 20 per cent amusement tax were to be imposed on receivers installed in public places.

Television, it is true, provides a new form of entertainment, but it also makes available to the American people a public service instrument of tremendous importance. Momentous news events, transmissions from the Halls of Congress which are now being presented whenever events of national interest are being televised regularly. Hence, it appears that one would be stretching a point in classifying television as merely an 'amusement' and forgetting about its other important qualities.

### Calls Tax Discriminatory

We believe that to impose the 20 per cent levy on television, while specifically exempting all other me-

# Networks Setting Schedules To Cover 1947 Horse Races

(Continued from Page 1)

tion parks in Chicago and other tracks.

### Palmer to Call 'Em

Joe Palmer, New York Herald-Tribune turf writer and CBS's new racing announcer, will call the events for the Columbia audience every Saturday afternoon. Following the first Jamaica meet ending April 26, CBS picks up Belmont Park, May 10-31, 4:30-4:45 p.m., EST; Aqueduct, June 7-21, 4:15-4:30 p.m., EST; Empire meeting at Jamaica, June 28-July 19, 4-4:15 p.m., EST; Saratoga meeting at Jamaica, July 26-Aug. 2, 4-4:15 p.m., EST; CBS is also expected to broadcast the running of the Kentucky Derby again this year on May 3. The broadcast last year was sponsored by Gillette.

### Field At MBS Mike

A total of 38 Saturday feature races are scheduled by Mutual between April 5 and Nov. 8. Bryan Field, MBS racing authority, will be at the micro-

phone. The web's regular Saturday sports feature, "Sports Parade," has been moved back to the 3:30-4 p.m., EST, slot effective April 5, to permit the airing of the Jamaica events. Mutual's coverage of the 1947 season will include descriptions of feature events from Aqueduct, Empire City, Saratoga and Delaware Park.

### ABC Completing Schedule

ABC's race reporting now runs from April 5 to May 3 when Harry Wismer and Jack McCarthy broadcast the top race at Jamaica every Saturday from 4-4:15 p.m., EST. Web is working out the remainder of the schedule which will include events from Belmont, Aqueduct, Empire City at Jamaica and Saratoga.

Major portion of the racing broadcasts are sustaining programs but events such as the Kentucky Derby and Pimlico Preakness, carried only by one network, usually pick up sponsors.

# "Meeting" On 226 Sta. Of ABC With 66 Sponsors

"America's Town Meeting of the Air" is sponsored by 66 advertisers on 226 stations out of the 230 ABC outlets, according to the results of a survey announced recently by George V. Denny, Jr., president of Town Hall and moderator of the program. Survey did not include daytime stations.

Denny also announced that "Town Meeting" will celebrate its 12th anniversary on the air on May 29.

# 'Telephone Hour' Renewed

"The Telephone Hour," sponsored on the full NBC network by the Bell Telephone System, has been renewed on NBC for 52 weeks effective April 21 (Mondays, 9:00 to 9:30 p.m., EST). N. W. Ayer & Son, Inc., is the agency. The program has been sponsored on NBC since it went on the air April 29, 1940.

chanical devices (radio sets, juke boxes, Muzak and even live instrumental music) would be discriminatory. Further, imposition of the tax would seriously curtail the sale of receivers for use in public places, thus striking vitally at television's right to existence. Finally, we believe that to attempt to impose the tax on television receivers would create an untenable situation for the Treasury Department, since the administrative processes would be difficult of fulfillment.

"On behalf of the Television Broadcasters Association, Inc., I respectfully request that Statute 1720-E of the Internal Revenue Code be amended to specifically exempt television receivers in public places from being taxed, in the same manner that radio receivers and other mechanical devices are exempted."

# Webs Continue To Carry Wash. Committee Hearings

(Continued from Page 1)

ter a live show earlier.

Friday's live program, which went out over both nets at the same time, was the first live pickup from a Congressional Committee room in history.

It was recalled here that during the hearings on Senator Theodore Bilbo last winter, MBS, NBC and CBS all made recordings of portions of the testimony and played edited versions later in the day. This was the first time even a recording had been permitted. No further pickups from committee rooms were made until last Friday, however.

The Washington Post yesterday editorially praised the innovation of broadcasting Congressional hearings, declaring that "radio merely broadens the range of proceedings which Americans are free to hear if they are able to go to Capitol Hill in person."

### MBS Gives Viewpoint

WOL, Mutual outlet in Washington, yesterday wrote the editor of the Post congratulating him upon the editorial and congratulating NBC upon its quick decision to follow the lead of MBS. It was MBS, the letter said, which first made arrangements for the Bilbo recordings, and which has been in the lead in the wire recordings of special news events in Washington for the past year. The letter also pointed out that Arthur Gaeth of MBS was on hand Friday morning for the live broadcasts, which began at the same time as the NBC show.

WOL explained that it decided against the live broadcasts yesterday because it felt it could do a better job by recording and editing testimony from both the House and Senate committees, and putting them together in a single show at noon.

# 'Frisco Strike Over; Stations Back On Air

(Continued from Page 1)

ouncement of the end of the strike was made.

Under the new proposal made by the employers an 18 months contract will be entered into retroactive to January 1st. The announcers at KSFO will receive a 20 per cent raise to \$77.50 a week for the first nine months of the contract period and then an automatic raise of \$2.50 a week will become effective.

The AFRA members at KYA will get an increase of 36 per cent bringing their salary to \$75.00 a week with another \$2.50 raise on October 1st. These are both 5,000 watt stations. The scale at the 1,000 watt stations of KJBS, KROW and KLX will be \$72.50 a week until October 1st and then \$75 a week. The smaller 250 watt stations of KSAN will pay \$67.50 for nine months then \$70

# Set New FM Channel For WBAM And WGYN

Washington Bureau, RADIO DAILY

Washington—The FCC announced details of a plan whereby two New York FM stations will switch their channels because of real or potential interference with aviation landing signals. WGYN will change to channel 251 and WNYC will switch to channel 231. Officials of WBAM stated that the station would not go on the air until March of next year, so there will be no interference problem. Cost of switching the stations, estimated at between \$300 to \$400, will be paid by the airlines.

# Nusbaum To WQQW

Mort Nusbaum, formerly station and commercial manager of WGAY, Rochester, N. Y., has been appointed commercial manager of WQQW, Washington, Edward M. Brecher, general manager announced Friday. Nusbaum goes to Washington via New York where he served as national radio director for 20th Century Fox Film Corp., and more recently conducted his own public relations, and radio package producing firm.

5000 WATTS 1330 KC.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD—117 West 44th Street, New York, N. Y.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

TOOGOOD RECORDING CO. 117 LA SALLE ST., CHICAGO 1, CENTRAL 5175

## Brand Names Clinic Planned For April 18

(Continued from Page 1)

the principal address at the luncheon session and the luncheon session will be followed by a series of six professional "how-to-do-it" clinics in the afternoon.

Announcement of the combined "Brand Names Day" program was made by A. O. Buckingham, Vice-President of Cluett, Peabody & Co., Inc., and Chairman of the Foundation, who said the occasion was "designed to serve as a rallying point at which advertising and industrial leaders generally could join with members of the Foundation in planning ways to preserve and promote the brand-names system of competitive distribution." Mr. Buckingham said the importance and the techniques of telling the brand-names story would punctuate all sessions of the day's activities.

Mr. Buckingham announced the following chairmen for these clinics: Donald B. Douglas, Vice-President, The Quaker Oats Company, presiding at the Advertising Executives clinic; Robert M. Ganger, Vice-President, Geyer, Newell & Ganger, Inc., chairman of the Advertising Agencies clinic; George S. McMillan, Secretary, Bristol-Myers Company, chairman for the Public Relations Executives clinic; E. P. Simmons, President, Sanger Bros., Dallas, Texas, chairman of the Department Store clinic. The name of the chairman of the Media and Specialty Retailers' clinic will be announced later, Mr. Buckingham said.

## Shirer Replaced On CBS; Gets Offer From WMCA

(Continued from Page 1)

According to a statement made yesterday by Edward R. Murrow, web's vice-president in charge of public affairs. Shirer will be replaced by Joseph C. Harsch, CBS Washington newsman, it was added, which move "will improve Columbia's news analysis in this period."

Murrow pointed out that neither the J. B. Williams Co., Shirer's sponsor, nor the agency (J. Walter Thompson) participated in the removal of the commentator, and further, that they were not involved in the selection of Harsch as his successor. It is not known whether the Williams Co., will continue sponsorship of the program.

Shirer, one of the most widely known news commentators and columnists, was offered to continue his weekly broadcasts over WMCA, the invitation coming direct from Nathan Straus, president and owner of the New York outlet.

Following are the statements from Murrow and Straus:

Murrow's statement: "We have been asked for further comment regarding the departure of William L. Shirer from the network period, 5:45 to 6 p.m., on Sunday.

"Mr. Shirer has not left the em-

## 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 March 14-20, 1947

Title	Publisher
A Gal In Calico.....	Remick
A Rainy Night In Rio.....	Witmark
Anniversary Song.....	Mood Music
Bless You.....	Shapiro-Bernstein
(I Love You) For Sentimental Reasons.....	Duchess
Guilty.....	Feist
Heartaches.....	Leeds
How Are Things In Glöcca Morra.....	Crawford
I Gotta Gal I Love.....	Famous
If This Isn't Love.....	Crawford
I'll Close My Eyes.....	Peter Maurice
It Takes Time.....	London
It's A Good Day.....	Capitol
It's The Same Old Dream.....	Sinatra Songs
It's Dreamtime.....	Santly-Joy
Linda.....	E. H. Morris
Love Is A Random Thing.....	Harms
Managua, Nicaragua.....	Encore
Maybe You'll Be There.....	Triangle
My Pretty Girl.....	Republic
(There Is) No Greater Love.....	World
Oh, But I Do.....	Witmark
Oh Why, Oh Why Did I Ever Leave Wyoming.....	Feist
Sonata.....	Oxford
That's Where I Came In.....	Robbins
This Is The Night.....	Jefferson
Too Many Times.....	Advanced
We Could Make Such Beautiful Music.....	Broadcast Music
You Can't See The Sun When You're Crying.....	George Simon
Zip-A-Dee Doo-Dah.....	Santly-Joy

ploy of the Columbia Broadcasting System. He will be replaced on the Sunday program by Mr. Joseph C. Harsch, one of our Washington news analysts. We do not know whether Mr. Harsch will or will not be sponsored by the J. B. Williams Co., Mr. Shirer's current sponsor.

"The decision to replace Mr. Shirer was not dictated by the sponsor or the advertising agency, nor did they participate in the selection of Mr. Harsch as his substitute.

### Straus' Statement

"We believe that Mr. Harsch, with long experience in Washington and abroad, and his access to news sources in Washington, will improve Columbia's news analysis in this period.

"Mr. Shirer is under contract to CBS and has been informed that it is our desire to exercise our option for another year."

Straus' statement: "William L. Shirer is one of the wisest, most dependable and accurate commentators on the air today. It would be a serious loss to the listening public if he were to be deprived of access to the airwaves. Accordingly, station WMCA has offered to carry Mr. Shirer's weekly broadcasts at the same time as he has been heard for many years, 5:45 p.m. Sundays.

## Cosgrove And Shouse Elected AVCO Directors

(Continued from Page 1)

stockholders meeting yesterday at Wilmington, Del.

Other officers elected to the directorship were Carl H. Kindl, vice-president in charge of manufacturing; J. H. Oppenheim, vice-president and general manager of the New Idea Division and Harry Woodhead, president of the Consolidated Vultee Aircraft Corporation, an associated company.

It was voted to change the name of the company from The Aviation Corporation to the AVCO Manufacturing Corporation because the company is presently engaged in a widely diversified manufacturing operation with more than three-fourths of its assets in fields other than aviation.

## Novik Is NAEB Delegate

Morris S. Novik, executive secretary of the National Association of Educational Broadcasters, is representing that organization at the national conference of UNESCO, which is currently taking place in Philadelphia.

## Du Mont Reports New Low Cost Tele Station

(Continued from Page 1)

pated, and reduced equipment cost from \$180,000 for a moderate station and upwards of \$250,000 for the more elaborate outlet, by more than 64 per cent.

New programming system involving the use of a translucent rear projection screen, a special prism, a special 16mm projector operating at frames per second "instead of 1 conventional 24 frames," and standard field image orthicon cameras which formerly were used.

### Cramer Describes System

In describing the new system Leonard F. Cramer, executive vice president, said: "Over the past five years Du Mont has spent considerable time previewing Government and other film sources available for television and found that less than 20 per cent were technically satisfactory for television. Utilizing the new system, however, greater than 80 per cent of the film available for television can be used satisfactorily," he added.

Use of Du Mont's new film system presents "another great advantage" to the viewing public and the station operator, Cramer said. "Early television networks will be built almost entirely on syndicated films, particularly special films known as 'teletranscriptions.'" Cramer explained that these films are made automatically from the screen of a receiver while a program is being produced live either in the studio or in the field. "Through the use of teletranscriptions an advertiser producing a show in New York can have a recording made for syndication to television stations throughout the country or for re-showing as the receiving audience grows," Cramer said. He added that the use of Du Mont's new system "insures" the satisfactory production and retransmission of these teletranscriptions. "This entire development should greatly improve the quality of television programs both technically and program-wise for the reason that an advertiser will be able to amortize the cost of his original production over a period of several years and in addition will have a permanent record of his production which can be used for promotional, sales, study and other use."

**Fine opportunity for young trained announcer who is long on ambition and short on experience. One of nation's most progressive FM stations offers immediate employment. Clean, prosperous community with local college, eligible for GI training. Rush transcription, photo and qualifications to WATG, Ashland, Ohio.**

# PICTURE QUIZ:

Which of these five people gives the right reason for buying U.S. Bonds?

( ANSWER BELOW )



**1. Easy to save!** "I'm putting my money into U. S. Bonds because it's the *easiest way* for me to save. Under the Payroll Savings Plan, I put aside a regular amount each week for Bonds. So far, I've saved \$500 without missing the money!"



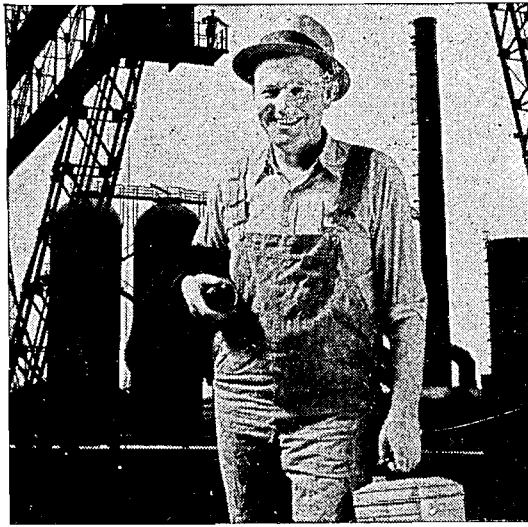
**2. Good investment!** "Getting back \$4 for every \$3 I invest—the way I will in ten years' time with U. S. Bonds—is my idea of a *good investment*. I know it's safe and sound, too, because it's backed by Uncle Sam. Buy Bonds, I say."



**3. Plans for the future!** "Ten years from now, the money I'll get for my U.S. Bonds will help to send my kids to college, or buy our family a new home. I think that buying U. S. Bonds is the wisest thing a family man can do."



**4. Fights inflation!** "I want America to stay economically sound. That's why I'm putting all our extra dollars into U. S. Bonds. It's like buying a share in our country's future!"



**5. Rainy day!** "Maybe a rainy day's coming for me. Maybe it isn't. But I am taking no chances. That's why I'm buying all the U. S. Bonds I can through my Payroll Savings Plan."

## THE ANSWER

Every one of these people gives the "right" reason—because there's more than one right reason for buying U. S. Bonds.

Whichever way you buy them—through Payroll Savings, or your local bank or post office—U. S. Bonds are the best investment you can make!

Save the easy way..buy your bonds through payroll savings

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



BEHIND THE MIKE

By SID WEISS

NEW PALL MALL show, replacing the Frank Morgan stanza on NBC April 2nd, will be called "The Big Story," instead of "Feature Assignment," as formerly announced. Berry Kroeger has been set as narrator.

Bret (The Shadow) Morrison has written another sketch, starring himself, to be aired on "Aunt Jenny."

Phil Sutterfield, WKLY assistant manager and director of sports, in town for the basketball finals. He's airing the play-by-plays over a 6-station hook-up in Kentucky.

Donald Buka in town from Hollywood only 24 hours where he's featured in Howard Hughes' "Vendetta" when he was booked for three air shows—"Exploring the Unknown," "When a Girl Marries" and "Grand Central Station."

Ralph Ingersoll, former editor of PM and author of the best-seller, "Top Secret," will be on "America's Town Meeting of the Air" this week.

Wm. Morris office submitting Gypsy Markoff and her accordion for radio.

Starting this week, the Club Bagatelle will inaugurate a series of weekly auditions for GI's, with the winner getting a one-week booking there.

Fredric Fradkin, "Thin Man" maestro, readying a book on the care of fiddles.

Tom O'Connor's televised news commentary on WCBS-TV is tops with films and maps giving visual interest to intelligent handling of world, national and local news.

Beatrice Kay party'd by 20 mothers of grads of Broadway's Professional Children's School, of which she is also an alumnus.

Maurice Roffman writing a series of special songs tied up with new dance steps created by Maya Boleyn, owner of the dance studios.

Bobby Weiss and M. I. Davis, Jr., have teamed up on the coast for a national exploitation and business management office. Among others, they're handling Dick Haymes, Margaret Whiting, the Pied Pipers, Helen Forrest, and Walter Gross.

G. Swayne Gordon off for Dayton, Ohio, to do the narration for a play depicting the Dayton Flood of March 21st, 1913, which will take place in the National Cash Register Auditorium.

Stan Kenton's ork busted all band records for the past ten years in his tour of the northwest.

Two major ciggie commercials bidding for Mel Torme's services.

COAST-TO-COAST

—OHIO—

CINCINNATI—Gil Kingsbury's nightly 5-minute newscast, "Report From the Nation's Capitol," is now sponsored three times a week over WLW by broadcasting members of the Ohio Savings and Loan League. Current sponsor replaced Pinex. . . . Elmer F. Anderson of Indianapolis has been appointed field representative for WLW grocery trade relations.

CANTON—WHBC has started a quarter-hour program on Thursday nights to acquaint listeners with facilities and services offered by the public library. Program is conducted by Janet Baker who interviews librarians and discusses books. . . . COLUMBUS—Paul H. Wagner, WOSU news director, has been appointed chairman of a committee to organize an Ohio Association of Radio News Editors. . . . STEUBENVILLE—Dick Olds has joined the announcing staff at WSTV. He's the fourth war veteran to join the staff.

—NEW HAMPSHIRE—

MANCHESTER—This city's third station, WKBR, has been officially opened. Outlet, actually on the air since last October, is a Yankee and Mutual affiliate owned by the Granite State Broadcasting Co. William F. Rust, Jr. is general manager. . . . WMUR will wind up its Junior Bar Conference series April 7 with three New York trips awaiting essay contest winners. . . . WFEA presents a monthly "Award of Merit" for outstanding community service by a municipal employee. . . . CONCORD—When a trucking concern relinquished WKXL's "Spotlight on Sports," a Buick dealer took it over and dropped an evening record show which was quickly signed up by a Chevrolet agency. To complete its sweep of the automotive field, WKXL sold "Top Tune of the Day" to Penacook Motors and local sponsorship of "Fishing and Hunting Club of the Air" to Hoaglund Auto Body Co. . . . KEENE—Stacy Cole, WKNE farm program manager, is giving listeners a syrup-makers' forecast so the gatherers of maple sap will know how busy they will be the following day. Finishing a GI flying course on a Wednesday morning, WKNE singer Bob Mason was on a 500-mile solo flight to Syracuse and back the following day as a licensed pilot.

—MICHIGAN—

DETROIT—Opening gun in the auto city's campaign to become a network origination point was fired recently when Phil Brestoff and his orchestra were heard via WXYZ over the ABC web. The Brestoff crew is currently at the Statler Hotel. . . . George Cushing, WJR news editor, moderated a recent half-hour forum broadcast featuring Paul Economou - Gouras, Charge d'Affairs of the Greek Embassy in Washington, D. C. Program originated from the nation's capital.

—OHIO—

CINCINNATI—Sportscaster Dick Nesbitt, sent to Florida by WKRC, will cover and broadcast training activities of the Cincinnati Reds and other baseball clubs in the Grapefruit League. . . . COLUMBUS—The combined sources of Ohio State University, last night, inaugurated a new

"Evening Hour" on WOSU. The programs featured will cover music, books, health, family problems and science. . . . TOLEDO—A new 250-watt station, operating on 1490 kilocycles, unlimited time, has been granted to the Shawnee Broadcasting Co.

—TEXAS—

PLAINVIEW—William T. Kemp, general manager of KVOP announced the appointment of Rial L. Campbell as sales manager. . . . Kermit S. Ashby, formerly sales manager of KVOP is to become general manager of KPET, Lamesa, Texas. . . . TYLER—KGKB-FM is now operating on a temporary basis atop the Tyler Commercial College building, having taken to the air on Feb. 17. Operating on channel 280, 103.9 mc., it is the fourth FM station in Texas. . . . SAN ANTONIO—Dick Smith, formerly of WOAI, KTSA and KYFM has been added to the staff of KMAC and FM station KISS in the capacity of news editor.

—IDAHO—

LEWISTON—KRLC has been authorized to increase its power from 250 to 1000 watts and construction of a concrete and glass building to house the new transmitter is now under way. . . . Station is affiliated with Mutual Don Lee. . . . BOISE—Walter E. Wagstaff, KIDO general manager, has been named chairman of the Advertisers Association of the West convention committee. Broadcasters from 11 western states, in addition to national advertisers, will attend the convention in Sun Valley from June 22-27. . . . Eugene Perkins has rejoined KIDO's announcing staff after extensive service with the Armed Forces Radio Service. An addition to the KIDO roster is engineer Jim Shaddock.

—GEORGIA—

SAVANNAH—New transmitter facilities costing more than \$100,000 are being installed by WSAV following FCC approval of a frequency change and power increase. Three 400-foot towers are being built on Oatland Island. Harben Daniel, president and general manager, estimates that construction will be completed in about four months. . . . MACON—Al Lowe, manager of WNEX, announces the appointment of Forjoe & Company as exclusive national representative. WNEX is affiliated with MBS.

—WASHINGTON—

PULLMAN—After twenty-five years, the public interest station at Pullman, KWSC, has decided to join the NAB. This station, in its quarter century, has been the most operated of any non-commercial institution-owned outlet in the nation.

—NORTH CAROLINA—

CHARLOTTE—WBT set a precedent for itself and the radio industry as its Midnight Dancing Party, mc'd by Disc Jockey Kurt Webster, went on the air as a remote, 315 miles from its home station. . . . RALEIGH—North Carolina's Frequency Modulation Broadcasters will meet in Wilson, April twenty-first, to form a statewide organization. It will be set up as an affiliate of F-M Association, a national group formed in Washington.

AGENCIES

HENRY R. TURNBULL has been elected president of Booth, Kery & Schwinn, Baltimore and York agency. Turnbull, an old associate of Duane Jones at Blackett, Sample & Hummert, and Maxon, Inc., helped found Duane Jones Company and chairman of its Plan Board.

F. K. BEIRN has been appointed executive manager of the New Office of Dancer-Fitzgerald-Say Inc., according to an announcement by H. M. Dancer, president of the agency.

BARBARA B. CONNOR, formerly with Young & Rubicam, Inc., has been appointed radio director of Hev Advertising Agency, Inc.

BROOKE, SMITH, FRENCH DORRANCE, Inc. has added R. M. Strang to their art department staff.

WNEX, Macon, Ga. announces appointment of Forjoe & Co. as national representatives.

SYKES ADVERTISING AGENCY, Pittsburgh, Penn., has been elected to membership in the American Association of Advertising Agencies.

George Jessel Program Renewed On Coast Out

Hollywood — H. R. Davison, manufacturers of "Mil Foam," has renewed the George Jessel show "Something For the Family," both in San Francisco and Los Angeles. Company is planning add stations in Bakersfield, Fresno, Stockton and Reno, Nevada. Sacramento is also under consideration but the show is at present sponsored by a local merchant in this market. Deal is being handled by Bob Keit, of the Universal Radio Productions office in Hollywood.

Stork News

Memphis, Tenn. — Gordon Mrs. Lawhead have announced birth of a five-pound boy at Memphis' Methodist Hospital, March 21st. Lawhead is chief announcer WHBQ.

WANTED

Experienced station manager for 1 Kw. non-network daytime operation. Furnish experience, references and salary. Confidential. Rhode Island Broadcasting Company, 514 Industrial Trust Bldg., Providence, R. I.

Send Birthday Greetings To — March 25 Bessie Mack Jean Rogers Raymond Gram Swing Jerry Sears Arturo Toscanini Frankie Carle Robert E. Schewing



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 38, NO. 59

NEW YORK, WEDNESDAY, MARCH 26, 1947

TEN CENTS

## Treasury Drops Tele Tax

### Shortwave Schedule Will Be Increased

Washington Bureau, RADIO DAILY  
Washington — The State Department will start transmission of shortwave radio programs to Greece, using the native language of that country, about a week," it was disclosed yesterday by William Benton, Assistant Secretary of State. The disclosure followed close behind an earlier announcement by Benton at the UNESCO conference in Philadelphia that the State Department is planning broadcasts in the Greek, (Continued on Page 7)

### New York Indie's Program For CBS Network Debut

Richard Willis' "Look Your Best," program of advice to women on problems of personal appearance which originates on WNEW, New York indie, becomes a CBS network top feature on next Monday, March 31, Mondays through Fridays from 10:00 to 10:30 a.m., EST. In New York the program will be carried by WNEW but will be offered as a CBS package for a sale to entire network outside the Manhattan area. Coincident with the arrival of the Willis program, "Give and Take," (Continued on Page 2)

### BS' "Meet the Press" Goes Co-op On April 4

"Meet the Press" Mutual Friday feature (10-10:30 p.m.) will be available for co-op sponsorship effective with the April 4 broadcast, it was announced yesterday by Bert Haubert, web's director of co-op programs. Haubert explained that there is "a tremendous interest" among stations (Continued on Page 5)

### U. N. Anniversary

Plans to observe the second anniversary of the founding of United Nations with a mass rally to be held in the Los Angeles Shrine Auditorium, April 25, was announced yesterday by Harry Maizlish, general manager of KFVB, Hollywood. Maizlish will confer with U. N. and State Department officials before leaving New York this week.

### President On Air

President Harry S. Truman, speaking before the Associated Press luncheon in the main ballroom of the Hotel Waldorf-Astoria on April 21, will be heard over the four major networks from 1:45 to 2 p.m., EST.

### Sees Bright Future For New FM Stations

Forecasting a commercial future for FM radio as well as some "revolutionary" developments in the broadcasting field, Hugh D. Lavery of McCann-Erickson, Inc., addressed the Advertising Club of Washington yesterday on "The Agency Viewpoint on FM."

Lavery believes there will be two significant developments in radio. He defines them as follows:

"First, the great radio audience will be divided into more slices. With FM broadcasting during the big listening hours—more advertising (Continued on Page 7)

### B'casters Adv. Council Holds Informal Meeting

Scheduled meeting of the organization and finance committee of the recently formed Broadcasters Advisory Council was without a quorum yesterday, due to illness and the absence of several members. As such, (Continued on Page 2)

### Coca Cola After Foreign Biz With New French Variety Show

Paris—First American type radio show in French is Radio Luxembourg's "L'Heure de Coca-Cola" which is produced for the Coca-Cola Export Corporation of SODICO, Paris branch of McCann-Erickson Corporation.

Jack W. Aufricht, NBC international producer, arrived in Paris last October to handle production on the Coca-Cola show for McCann-Erickson. The current series features Fernandel, French movie star, a drama spot, and an orchestra con-

### Internal Revenue Dept. Rescinds Rule Requiring 20% Amusement Tax On Bars With Television Sets

### Time Sales Are Brisk With Chicago Stations

Chicago—Time sales were brisk last week on WGN and WMAQ, with the former station reporting one renewal and five new contracts, and the latter two renewals and two new contracts. Carson, Pirie, Scott & Co. renewed the "Wishing Well" program on WGN for 52 weeks, effective March 31. Other WGN business included Nutritional Research Laboratories (Way- (Continued on Page 7)

### CBS Affiliates Re-elect 7, Two New Board Members

Seven members of the Columbia affiliates advisory board were re-elected to office, in addition to two new members, it was announced yesterday by Frank Stanton, network (Continued on Page 6)

### New 'Jim Fleming Show' Debuts On WNBC, Mar. 31

"The Jim Fleming Show," a half hour program of news, interviews and music will debut on WNBC on Monday, March 31, Monday through (Continued on Page 2)

A serious threat to the early growth of television as a manufacturing industry and a public service was eliminated yesterday when a proposed order to extend the 20 per cent amusement tax to establishments offering video entertainment was officially rescinded by the Bureau of Internal Revenue of the Treasury Department. Action was taken last week when all phases of the industry, led by the Television Broadcasters Association and the Radio Manufacturers Association, (Continued on Page 5)

### Daylight Time In D. C. Discussed By Senate

Washington Bureau, RADIO DAILY  
Washington — Two hundred and seventy radio stations operated last year in communities with daylight saving time, while 695—72 per cent of the overall total of 965—operated in cities with standard time all year round, FCC Chairman Charles R. Denny informed Senator Burnet (Continued on Page 5)

### Godfrey Sets Vacation; Lewis To Do One Program

Arthur Godfrey will relinquish his radio chores "100 per cent" for a vacation on his Virginia farm, April 27-May 18, it was announced yesterday.

Godfrey's half-hour morning net- (Continued on Page 2)

### Human Interest

Babe Ruth, recuperating from a serious illness, will receive a plaque from Lou Gehrig's widow, in a special broadcast of Bill Stern's "Sports Newsreel" from Ruth's New York home on Friday, 10:30 p.m., EST. The plaque will be presented by Mrs. Eleanor Gehrig on behalf of boys and girls throughout the country who admire the "Sultan of Swat."



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

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## FINANCIAL

(Tues., Mar. 25)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 1/2	165	— 1/4
CBS A	26 1/4	26 1/4	26 1/4	—
CBS B	26	26	26	— 1/2
Farnsworth T. & R.	7 1/2	7 1/2	7 1/2	—
Gen. Electric	35 3/8	35 1/4	35 3/8	+ 1/8
Philco	26 1/4	25 3/4	25 3/4	— 5/8
RCA Common	8 7/8	8 3/4	8 7/8	— 1/2
RCA First Pfd.	76 1/2	76 1/2	76 1/2	— 1/2
Stewart-Warnor	17 1/4	17	17	— 1/8
Westinghouse	25 1/4	25	25 1/8	— 1/8
Westinghouse Pfd. A.	99 5/8	99 5/8	99 5/8	+ 1/8
Zenith Radio	20 3/8	20 1/4	20 3/8	+ 1/8

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/4	8
Finch Tele Comm.	7 1/2	8 1/2
Stromberg-Carlson	12 3/4	14 1/4
U. S. Television	2 1/8	2 5/8
WCAO (Baltimore)	39	43
WJR (Detroit)	17	18 1/2

## B'casters Adv. Council Holds Informal Meeting

(Continued from Page 1)

problems earmarked for consideration were discussed on an informal basis.

Edgar Kobak, president of Mutual and chairman of the committee, said that a meeting is tentatively scheduled for next week.

## Open Overseas Press Club

The official club warming of the new Overseas Press Club Office in the Times Building, 1475 Broadway, Room 411, will take place on Friday from 6 p.m., to 9 p.m.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS **WVWL** 720 KC.

"Anthracite's Most Powerful Independent"

Represented by Forjee

## ★ COMING AND GOING ★

CARL HAVERLIN, MBS vice-president in charge of station relations, is in Philadelphia for the 25th anniversary of MBS affiliate, WIP.

VIVIAN DELLA CHIESA, singing star of radio and concert, is being honored today at a luncheon in Philadelphia by Sears-Roebuck & Co. She returns to Gotham tonight.

TEE BROWN, director of women's programs for WBRC, Birmingham, Ala., has returned from New York where she attended the international convention of the Association of Women's Broadcasters.

CECIL BROWN, MBS commentator, will address the Advertising Club of Milwaukee on Thursday night. Then, on Friday, he will speak before the State Teachers at Oshkosh, Wis., returning to N. Y. on Monday.

LOU SAIFF, general manager of WJNY, CBS affiliate in Watertown, N. Y., visiting with Herb Akerberg, CBS vice-president in charge of station relations.

JOHN P. COWDEN, director of promotion service for Columbia-owned stations, off to Boston on a brief visit.

WILLIAM McCHERRY, ABC staff correspondent, will be aboard the U. S. S. Wisconsin, when it leaves Bayonne, N. J. on a Naval training cruise on Sunday, March 30. The battlewagon returns to N. Y. on April 12.

EUGENE FLAHERTY, general manager of KSCJ, CBS affiliate in Sioux City, Iowa, visiting CBS station relations' offices in New York.

ARTHUR GAETH, Mutual's Washington commentator, spending a few days in New York.

BILL HENRY, CBS Washington news analyst, in town this week, where he will broadcast his nightly news show.

GUY LOMBARDO leaves today for Auburndale, Mass., where his orch heads the stage bill at the Totem Pole Theater.

## New York Indie's Program Set For CBS Network Debut

(Continued from Page 1)

which used to be heard at 10 a.m., moves Monday to 4:30-5:00 p.m., Monday through Friday. Currently heard in the 4:30-5 p.m., slot are Whitehall Pharmacal's "Hollywood Jackpot," Monday, Wednesday, Friday, which is cancelled after Friday's broadcast, and the Joey Kerns Orchestra, Tuesdays and Thursdays, which goes off after Thursday's broadcast.

Newcomer to the night-time schedule will be "Winner Take All," which will be heard Wednesdays, 7:30-8:00 p.m., starting April 23. This is in addition to the program's current daytime schedule of Monday through Friday at 3:30-4:00 p.m.

The 10:00-10:30 p.m., slot Tuesday nights, which becomes vacant with the conclusion April 8 of the Norman Corwin series, has been filled for April 15 and 22. On the 15th, CBS will broadcast a repeat of its National Safety Council Award program, "Before Your Time," which was first broadcast in January. It is written by Les Crutchfield, directed by Bill Robeson, and will again originate in Hollywood.

On April 22, the time will be filled by a dramatic program in conjunction with Public Health Nursing Week. The show will be written by Kendall Clark and directed by Al Ward, both of the CBS staff.

## Hartley Leaving NBC

J. Harrison Hartley, Director of News and Special Features for NBC Television, has accepted an executive position with Television Station WEWS of Scripps-Howard Radio, Inc., effective April 15th. WEWS is expected to be the first television station to be placed in operation in Cleveland.

## AVC Cocktail Carnival

Henry Morgan will emcee the second annual Cocktail Carnival being staged by the Press, Advertising & Radio chapter of the American Veterans Committee Friday, March 28, beginning at 5:30 p.m. Event will be held in the Colonial Room of the George Washington Hotel.

## Godfrey Sets Vacation; Lewis To Do One Program

(Continued from Page 1)

work show, 11:11:30, will be handled by Robert Q. Lewis, currently a WHN disc-jockey, but substitutes for "Talent Scout" (9:30-10 p.m., Tues.) and his 6-7:45 a.m., daily show over WCBS-WTOP have not been set yet. It's also understood that "Talent Scout" will move to the 9-9:30 slot when Godfrey returns, now occupied by Vox Pop.

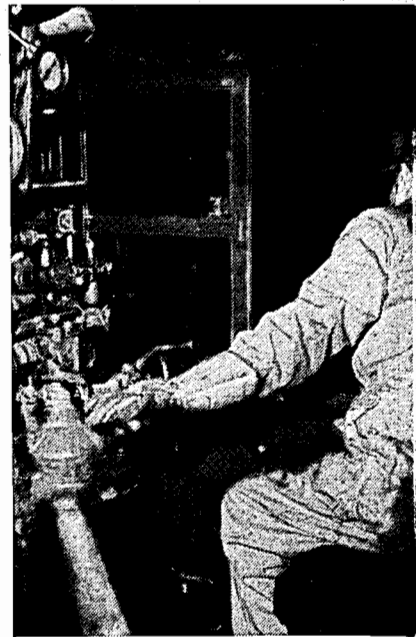
Lewis, on WHN for the past year is also believed lined up for an additional spot on CBS when he returns the 11 a.m., show to Godfrey.

Tedd Lawrence will take over the 7-9 a.m., disc jockey program over WHN to be vacated by Robert Q. Lewis, effective March 31. Program is heard six days a week.

## New 'Jim Fleming Show' Debuts On WNBC, Mar. 31

(Continued from Page 1)

Fridays from 9:30 to 10 a.m., D. L. Provost, WNBC program manager, announced yesterday. Jim Fleming will be personality around which the show is built. Lee Jones will direct the program. Janet Salisbury will assist Fleming as writer and Fred Heywood will be associate producer.



**"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!

*The BEST Farm Station Buy?*

SINCE 1924, IT HAS ALWAYS BEEN

# K.F.N.F.

**"THE FRIENDLY FARMER STATION"**

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS



# W-I-T-H

AM and FM

## IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Rees

*Congratulations*

**FRANK and ANNE HUMMERT**

ON THE OCCASION OF THE FIRST PERFORMANCE

MONDAY, MARCH 31st

— OF —

**"KATIE'S DAUGHTER"**

•  
THE LATEST ADDITION TO AN IMPRESSIVE ROSTER OF EIGHTEEN  
NETWORK DRAMATIC AND MUSICAL HUMMERT PRODUCTIONS

•  
American Album of Familiar Music  
American Melody Hour

Manhattan Merry-Go-Round  
Waltz Time

•  
Backstage Wife  
David Harum  
Front Page Farrell  
Just Plain Bill  
Lora Lawton  
Lorenzo Jones  
Mr. Keen, Tracer of Lost Persons

Our Gal Sunday  
Real Stories From Real Life  
Romance of Helen Trent  
Rose of My Dreams  
Stella Dallas  
Strange Romance of Evelyn Winters  
Young Widder Brown

**AIR FEATURES, Inc.**  
Program Coordinators

**FEATURED RADIO PROGRAMS, Inc.**  
Sales Representatives

•  
"KATIE'S DAUGHTER" will be heard over NBC Mondays thru Fridays

10:00 to 10:15 A.M. E.S.T.

Sponsored by the MANHATTAN SOAP CO., through their agency DUANE JONES CO., Inc.

## NEW STATIONS

### KECK Broadcasting

KECK, owned and operated by Ben Nedow, local retail furniture dealer has taken to the air and is operating daytime only with a power of 1,000 watts and 920 kilocycles. Studios and offices occupy the second floor of the Nedow's Furniture Company here.

Jan King has been named general manager of KECK, coming here from WEDO, McKeesport, Pa., while assistant manager and program director is Bill Chambers, formerly with Don Lee-Mutual Hollywood and NBC New York engineering departments. Chief engineer of the outlet is James Kimbrell formerly of KARK, Little Rock, Arkansas. Frank Allen is chief announcer and comes from WWL, New Orleans, KMOX, St. Louis, WHAS, Louisville and WEMP, Milwaukee. Studios are also maintained in Midland, Texas with David Cole as Midland manager and Monte Cole as Midland office manager.

Other staff members include Mike Novak, assistant engineer; Glenda Huffman, music librarian; Glenn Hill, continuity; Miriam Mendenhall, receptionist; John Vacca, Ron Dunn, Don Hagar and Paul Wynn, announcers and James Anderson and Leo W. Knight, salesman. Station is represented nationally by the Howard H. Wilson Co.

### Elgin Buys Time Signals For BB Games On WCBS-TV

Elgin National Watch Co., will sponsor time signal spot announcements preceding and following the week-end baseball games over WCBS-TV, it was announced yesterday by George Moskovics, commercial manager.

Order, which totals 44 time signals over the season, supplements Elgin's current weekly schedule of two Sunday night time signals on the station. New group will start April 26, and end Sept. 21. Agency is J. Walter Thompson.

WCBS-TV will carry the home games of the Brooklyn Dodgers at Ebbets Field sponsored alternately by Ford and General Foods.

### New WMCA Series

"Final Judgment," a reading of the book by Victor Bernstein on the Nuremberg trials, is the title of a new Tuesday and Friday series, 9:30-9:45 p.m., starting over WMCA April 1. Series will be a one voice program with Norman Rose doing the reading. "Final Judgment," is a summer replacement for "New World A'Com'ing" and "One World."

MOVIE MATINEE  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



### Broadway Bulletin Board...!

● ● ● Y & R will know tomorrow whether or not to audition a new show for Borden—or else just forget about the whole thing. The show they have in mind is "Borden's Big Time" with Georgie Price along with a gimmick of presenting one old-timer each week (a la Ruth Etting) plus an up-and-comer like Gordon MacRae. Jolie proved that nostalgia spells big box-office. . . . Biow very happy with advance Hooper on Milton Berle (11.1). . . . Cresta Blanca, who dropped their Hollywood series, are nixing all show proposals and going in for heavy spot programs. Practically everybody in town is shooting for the account, but they're wasting their time as BBD&O have already lined up the campaign. . . . Petrillo, we hear, is readying his heavily-notched axe for use against the high-riding disc jocks. The music overlord feels that the platter spinners represent a threat to the security of his musicians. . . . Aside to Nick Keesely: Heard your Friday nite audition of "Original Amateur Hour" (with emcee Warren Sweeney) was a big click. . . . Joe Harrison (Toots Shor's very popular majordomo) became a benedict over the week-end, which accounts for the extra mileage in that big smile of his.

★ ★ ★

● ● ● Strolling along Radio Row, we learn, among other things, that manufacturers who have been giving their products away on these giveaway stanzas are very discouraged with sales results. Seems they have finally learned that when they keep giving away their product, it loses all value in the minds of listeners, with few wanting to lay out hard cash for it. Radio set manufacturers, for instance, have pulled in their horns for this very reason. Teletone Radio, to mention one, has completely stopped giveaways and is now prepping for a show of its own to sell sets, instead of giving them away. In sum, it takes more than a mere name mention on the air to sell a product.

★ ★ ★

● ● ● The logic of events is working to the advantage of transcribed shows and CBS seems likely to be the next web to go all out for it. Several factors have contributed to the change in attitude among the web's top brass. In addition to the undeniable sales effectiveness of the Crosby show, CBS is painfully aware of all the open time they have for sale. . . . Also, the Madison Ave. execs know that to snare sponsors these days they have to get the best in talent and production. Transcriptions make a lot of this talent available (movie stars, for instance) that otherwise wouldn't be for hire for one reason or another. Not only that, but the recent fondness of big sponsors for regionalizing programs (so as to concentrate their sales pitch in low sales areas) is made to order for the transcribed show. But what gives this whole structure of thought a terrific hypo is the very real fact that Columbia Recording Company, the CBS affiliate whose sales have not hurt the general CBS profit picture, has begun to build a super-duper recording plant on the coast. This could, of course, be just another facility for the record-makers, but insiders will lay odds that the real purpose of this new plant is to furnish the parent company with unexcelled transcription facilities when (as seems very likely) CBS goes all out for ET's next fall. We leave the scoffers with just this one thought: Don't forget CBS was very shy about co-ops in the beginning—and look at the web now.

★ ★ ★

● ● ● MAIN STREET SCENE: Groucho Marx and Goody Ace swapping straight lines at a corner table at Toots. . . . In another corner, Harry Wismer, looking like a Hollywood leading man, huddling with Jimmy Dolan. Jack Rubin, of "Break the Bank," tries to stick Harry with a bank-breaking question "What pitcher is credited with the most consecutive scoreless World Series innings"—but Harry comes right up with the correct answer—Babe Ruth.

## AGENCIES

TED CORDAY and WIFF ROBERTS, formerly associated with NBC, have formed their own production agency, Criterion Radio Productions. Corday and Roberts contracted ten radio package shows available for summer replacement and fall presentation. Corday, who directed "The Catholic Hour," "Valiant Lady," "Joyce Jordan" and who just took over "Betty Crocker's Magazine on the Air," joined with Roberts, one time NBC national production manager and associate radio chief of Nelson Rockefeller's office of Inter-American Affairs.

ALDIS P. BUTLER, formerly with Ruthrauff & Ryan and Warwick Legler, has joined Doherty, Clifford & Shenfield as an account executive.

MYRON R. EICHLER'S resignation as director of the USO-Camp Show publicity department has been announced by Abe Lastfogel, president of that organization, due to the curtailment of their publicity department.

JAMES ANDREWS has joined the staff of Compton Advertising, Inc., to head their Hollywood office. He was formerly director of radio for Lenner & Mitchell, Inc. and Paramount Pictures.

LEO J. PAULIN, of Leo J. Paulin Associates, Inc., has been appointed publicity chairman for the 1947 Cherry Blossom Festival, by The District Board of Commissioners. The 1947 Festival is the first since 1941 and is planned to be the biggest Cherry Blossom celebration in the long history of the trees.

### Will Present Film

"The Swiss Family Robinson," RKO feature film starring Thomas Mitchell and Edna Best, will be presented by the Borden Company over NBC Television Station WNBT as the second in a series of Borden-sponsored programs Saturday, March 29 (8:00 p.m., EST).

Live commercials will be used in the program, produced by Kenyon and Eckhardt for Lady Borden Ice Cream. Garth Montgomery, of the Kenyon and Eckhardt television production department, will be in charge of production for the agency.

1906 1947

Henri  
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

# Daylight Time In D. C. Discussed By Senate

(Continued from Page 1)

Maybank, (D), S. C., in a letter introduced in yesterday's Congressional Record by Maybank.

The figures were prepared in response to a request by Maybank. It pointed out also, that of 749 stations affiliated with the four major networks 25.9 per cent were located in communities which observed daylight saving time.

Maybank also told Maybank that a study for 1941, (the latest available), showed that 35,000,000 people—about 25 per cent of the total population of the United States—were on daylight time in that year. The group represented about 28 per cent of American radio listeners.

### Senators Comment

On the basis of this information, Maybank, Senator Overton of Louisiana and Senator Langer of North Dakota complained bitterly about the fact that network schedules are on daylight time in order to conform with the New York City time.

Overton had earlier remarked that in the District of Columbia were to be on daylight time—the question of daylight time—he would “not know how to listen to my favorite news commentators. I would like to listen to my good old friend Gabriel Heatter who has a sonorous voice.”

Senator Saltonstall, (R), Mass., pointed out that if the District of Columbia were on daylight time we would be on the same schedule as New York, and there would be no difficulty in finding Heatter on the air. “Why should the Senate follow New York in everything?” Overton retorted angrily. Despite the objections of Overton, Maybank, Langer and others, the Senate voted that the Commissioners of the District of Columbia should be permitted to decide for themselves whether daylight time should be permitted in Washington.

### Chicago's Mayor On ABC

Mayor Ed Kelly of Chicago will make a personal appearance on the “Lies Be Seated” program via ABC on March 31 when emcee Johnny Olsen begins originating his show from the Windy City. Program is heard 8:30 p.m., EST.

THERE'S PLENTY OF BUSINESS IN

**DAYTON, OHIO**

Get Your Share By Using...

**WING** The Dayton Station

W.D. & CO. National Representatives

# Treasury Rescinds Ruling On 20% Television Tax

(Continued from Page 1)

lodged formal protest to the Treasury Department emphasizing that the order would impose “unnecessary limitations” on an infant industry.

Jack R. Poppele, president of the TBA, met last week with Joseph Nunan, Commissioner of Internal Revenue, and presented several reasons why television sets should not be classified as “cabaret entertainment,” and at the Bureau's request, stated this position in writing March 20.

In his reply, dated March 24, Nunan pointed out that a thorough review of the circumstances led to the conclusion not to tax tele sets. In part, Nunan's letter said: “It is stated that television sets are not unlike radio sets except for the addition of the important element of vision, and that to levy the tax imposed by Section 1700 E, of the Code as amended, on the owners of public places utilizing this type of entertainment would be discriminatory in view of the fact that other mechanical devices such as radio sets, Muzak, juke boxes and even live instrumental music alone have been held to not fall within the purview of the above cited section of the code.

“As the result of a thorough review of the circumstances . . . the Bureau has reached the conclusion that the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render

such places subject to the tax imposed by Section 1700 E of the Code as amended unless other entertainment is furnished or dancing privileges are provided.”

Poppele stated in his letter to the Bureau that the television industry “is gravely concerned over this matter, since imposition of the amusement tax on television receivers would have the effect of striking a crippling blow to television at the very outset of its commercial operations.” The TBA prexy further emphasized that the industry “has been long in coming because the problems inherent in its development were so tremendous that arduous effort on the part of a great many scientists and engineers was necessary before a commercial product could be evolved.”

### Poppele Hits Tax

He explained that “from our standpoint, and from the standpoint of the public,” tele sets are “not unlike radio sets, and as such, cannot be classified in the same category with cabaret entertainment, which would be the case should the tax be imposed.” Application of the tax, while exempting other mechanical devices such as radios, juke boxes, etc., “would be discriminatory,” and would “seriously curtail the sale of receivers for use in public places, thus striking vitally at television's right to existence,” Poppele declared.

### “Juvenile Jury” Set As NBC Tele Feature

A group of five children between the ages of five and 11 will make their television debut over NBC's television station WNBT when “Juvenile Jury” begins a series of airings under the sponsorship of the General Foods Corp., for Gaines Dog Food (Thursday, April 3, 8:00 p.m., EST).

The program, heard also as a weekly radio show under the sponsorship of General Foods for Gaines Dog Food, features discussion of children's problems by a board of youngsters, with Jack Barry acting as moderator. The radio program, heard Sundays, and the television show will be produced separately.

### Stork News

An eight-pound seven-ounce baby boy was born to Phillip and Mrs. Alampi yesterday morning at the Lying-In Hospital, New York. Alampi, is WJZ-ABC's Farm News Editor. The baby will be named James Phillip.

Carlton Fredericks, WHN nutrition expert, became the father of a six pound, nine ounce girl born to Mrs. Fredericks March 23 at Wickersham Hospital. The mother is opera singer Miriam Lawrence. Baby has been named April.

### MBS' “Meet the Press” Goes Co-op On April 4

(Continued from Page 1)

for local sale of the show, including heavy desire by newspapers and public utility organizations.

Program, which is produced by Martha Rountree, has aired headline personalities since its inception and includes in its guest-list such names as: John L. Lewis, Henry A. Wallace, Senator Robert Taft, Secretary of the Interior J. A. Krug, F. H. La Guardia, Secretary of War Robert Patterson, Harry Bridges, Harold Stassen and Senator Theodore Bilbo.

Baltimore's Listening Habit

**WJZ**

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.  
Exclusive National Representatives

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager

Covering a Sales-Rich Market

**WJZ**

York, Pa.

(Established 1932)

A STEINMAN STATION

**NBC**  
Affiliate

Represented by

**RADIO ADVERTISING COMPANY**

New York • Dallas • Chicago  
San Francisco • Hollywood

## SOUTHWEST

**N**NATIONAL Commander Paul H. Griffith of the American Legion addressed a joint session of the Texas House of Representatives and Senate from the House Chamber on Tuesday, March 25. Broadcast originated through WOAI, San Antonio and was carried by member stations of the Texas Quality Network.

Marvin Broyles, program director of KCOR, San Antonio, has set a series of half hour programs by students of the Wheatley High School. Programs will be devoted to the cultural side of the Negro.

Application has been submitted by the Falls County Broadcasting Co., at Harlin to the FCC for license to operate a standard broadcast station on 1010 kilocycles with 250 watts power daytime hours.

## CBS Affiliates Re-elect 7, Two New Board Members

(Continued from Page 1)

president, following compilation of returns from the 159 independently-owned CBS affiliates which the board represents.

Two new members are Richard Borel, WBNS, Columbus, O., who replaces Frank C. Eighmey, WTAD, Quincy, Ill., as representative of "district No. 6"; and George Higgins, KSO, Des Moines, Iowa, who takes the place of Arthur Church, KMBC, Kansas City, Mo., as "district No. 7" representative.

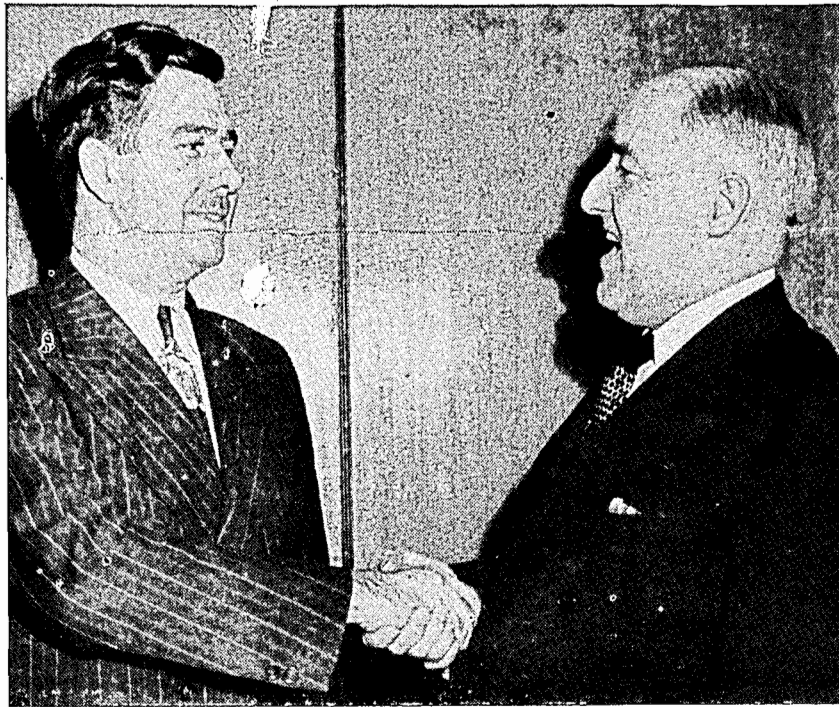
In announcing the elections, Stanton said: "All of us here at CBS together with the Affiliates Board members of 1946 wish to commend and thank Arthur Church and Frank C. Eighmey for the many valuable contributions they made to the success of the Board."

Among the seven members re-elected were: I. R. Lounsberry, WGR, Buffalo, N. Y., and E. E. Hill, WTAG, Worcester, Mass., chairman and secretary of the 1946 Board. Officers of the 1947 Board will be elected at its first meeting.

Board members for the ensuing year and the districts they represent are: dist. 1—E. E. Hill, WTAG, Worcester, Mass.; dist. 2—I. R. Lounsberry, WGR, Buffalo, N. Y.; dist. 3—C. T. Lucy, WRVA, Richmond, Va.; dist. 4—Glenn Marshall, WMBR, Jacksonville, Fla.; dist. 5—Howard Summerville, WWL, New Orleans, La.; dist. 6—Richard Borel, WBNS, Columbus, Ohio; dist. 7—George Higgins, KSO, Des Moines, Iowa; dist. 8—Kenyon Brown, KOMA, Oklahoma City, Okla.; dist. 9—Clyde Coombs, KARM, Fresno, Calif.

Established in 1943, the Columbia Affiliates Advisory Board meets at regular intervals throughout the year to discuss current and future operations and policies of the network. Yearly, CBS stations within the nine districts, which correspond roughly to Columbia's operational plan, vote to elect the nine members who represent them on this Board.

## PICTURES OF THE WEEK



Frank E. Mullen, NBC vice-president (right) shakes the hand of "Hizzoner" Sterling Fisher, the new mayor of Tarrytown, N. Y. Fisher, assistant public service counselor of NBC, is a commuting country squire in private life and was elected mayor of Tarrytown in last week's elections. Below: Robert E. Kintror, executive vice-president of ABC, receives a citation for his network from Col. Mason Wright, chief of Procurement, Recruiting Division, A.G.O., as Robert H. Hinckley, ABC vice-president looks on.



### Stork News

Mr. and Mrs. Ary R. Moll, became the parents of a six-pound, 12-ounce girl, Mary Ann, at the Harkness Pavilion Tuesday, March 18. Moll is manager of production of the NBC's International Division.

### WNEW Change

Jean Andring, assistant in the WNEW press department, leaves the station April 4 to be married. Dorothy Campbell, formerly with ABC and WMCA, has been selected as a replacement.

## BEHIND THE MIRROR

By SID WEISS

**M**MAGGI McNELLIS and Ed Milvan will handle the commentary on the broadcast of Dick Egan's "Easter Brunch" at the Metropolitan on Easter Sunday.

Ex-FBI agent, Joe Dosh, signed record exclusively for Continental. Baritone Jimmie Brown negotiating for the purchase of Romo Steak House on W. 51st street. Dorothy Stone suggests this for a show with Sally Rand: "But or Nothing."

Frank Berle's lovely 18-year-old daughter, Helene, prepping for radio emoting career.

A singer (just graduated from Arthur Godfrey stanza) was eating his first expensive dinner at swanky Simplon, which caused Jerry Finley to crack: "He'd still be eating at the Automat—but for grace of God-frey."

Al Jarvis pacted as technical advisor on Universal's new film, "The Love of Mary."

"Great Gildersleeve" signed next fall and will depart from usual custom by opening in N.Y. instead of H'wood.

Eddie Jaffe calls this department attention to a new and unusual idea for a disc jockey setup. The guy has in mind is a clever emcee impersonator, George DeWitt—the idea would be for him to switch from one voice to another. The sponsor's pride in hearing a commercial read in the voice of James Cagney, Humphrey Bogart, Cary Grant, Ronald Colman, etc. Shirley Eder, the uncommonly confided at Bradley's that she'll come an heir sponsor in June.

Miriam Spier, who's just been appointed a member of the faculty American Theatre Wing as vice coach, writing a book on pop singing.

Peter Irving has given up radio writing temporarily to complete novel.

Eldridge Peckham, producer of Jo Stafford airer, and writer E. Heider, of the same series, were page boys at NBC not too many years back.

Mel Blanc says the reason a lot of people put themselves out of limb these days is because there's no other place for them to live. "Charmony" is the word for charm and harmony of the F. Chicks and Chuck on the Kate Stanza.

### Renew Tele Time Signal

The Elgin National Watch Co., renewed for 13 weeks its Sunday night time signals on NBC Television Station WNBT, it was announced by Reynold R. Kraft, sales man for NBC Television.

Renewal of the contract is effective April 6. Elgin sponsors two signals during Sunday evening broadcast on WNBT which consist of and live clock faces. Agency is Walter Thompson Co., Inc.

# Radio Sales Are Brisk With Chicago Stations

(Continued from Page 1)

participating announcements on "Chicago Asks Dr. Eddy" program, one a day for 13 weeks, starting March 31; the San-Nap-Pak Co. facial tissues, five live programs and two evening station announcements per week for 13 weeks, starting March 31; the Candy Co. (Chee-Wees), a one-minute transcribed announcement on six-a-week "Melody Moments" for four weeks, starting April 1; the Ritz Distributors, three weekly participating announcements including the daily June Baker program for 13 weeks, starting April 8, and Universal Pictures, nine live station announcements advertising the film "Smash Up."

Business on WMAQ included Downbeat magazine, a quarter-hour segment of the 11:00 Club program for 13 weeks; Jumptown, Chicago restaurant, renewal of one-minute announcements on the 11:00 Club for 13 weeks; Commonwealth Edison, renewal of three-a-week schedule of station breaks for 13 weeks starting April 2, and General Foods, five station breaks a week for 26 weeks starting April 1.

### WIND Sports Sellout

The complete summer sports schedule of station WIND has been sold, it is announced by the WIND sales promotion department. Last of its sports program packages was sold last week.

Chicago Cubs day and night, home and out-of-town games will be sponsored by Old Golds and Waltons. Four features bracket the day. "Baseball Quiz" purchased by Bros. & Prody, local retailer, followed by "Dugout Interviews," a participation of Portis Hats and Andy Shaw Body Rub, both precede the day. Between the halves of doubleheaders "Time Out for Scores" is sponsored by Schulze & Burch, regional suit manufacturers. Following the day, Atlas Beer will sponsor the "Baseball Scoreboard."

There are three evening sports programs geared to baseball, all handled by Bert Wilson. The "Bert Wilson Sports Review" at 6:30 will continue to be handled by Mages Sports Stores. The 9:05-9:15 "Sports Final," covering all late sports results, has been purchased by Zip Bottling. The Chicago National League ball club is also sponsoring Wilson in a 7:30 p.m. Monday-through Saturday program captioned "Cub News."

Cooper indexes for the WIND sports segments ran as high as 54.9 in summer.

### PROTECT THAT PROGRAM IDEA!

The only effective way to copyright your program idea is to broadcast it once, thus providing proof of ownership. A New York radio acting company will broadcast your idea over local radio station. Transcription of show also provided. Low fee. Box 41, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# Foreign Language Programs Planned By The State Dept.

(Continued from Page 1)

Turkish and Arabic languages. After reporting the Greek broadcasts would begin immediately, Benton said the programs to Turkey will begin "soon" and that broadcasts in Arabic "are being studied."

The State Department official did not reveal what technical facilities would be used to beam the programs to Greece but there are several possibilities. One is the powerful radio relay at Munich which last month began sending programs to Russia and another is a "Voice of America" station in Algiers which will remain in operation until June 1. Benton pointed out that during the war the OWI broadcast programs in Greek, Turkish and Arabic. He also said that currently the British and the Russians are doing extensive broadcasting in the Arabic language.

State Department officials began laying plans for the three additional language broadcasts shortly after President Truman asked economic aid for Greece and Turkey. Benton stated that "it is a paradox to consider an appropriation of \$400,000,000 for Greece and Turkey and yet not broadcast the fundamental objectives of our foreign policies toward these countries." He reported the Russian broadcasts to these areas describe the United States as imperialistic, reactionary and militaristic.

Meanwhile, Acting Secretary of State Dean Acheson has sent to Congress a bill providing for extension of the State Department's cultural and informational program to countries outside the western hemisphere. The bill would include authorization of the department's radio broadcasting program. There is some doubt, Acheson said, as to whether new legislation is required to carry on the

activity and he left it to Congress to decide.

### Drop Algiers Relay

The Department of State yesterday announced that the U. S. radio relays stations at Algiers will be shut down on June 1, 1947. This radio relay operation was started during the war in 1943, to relay programs of the voice of America by short wave and medium wave to Europe, Africa and the Near East. The medium wave relay station was closed in October 1946. Since then, two short wave transmitters have carried programs from the United States for four and three-quarters hours daily in the following languages: English, Austrian, Bulgarian, Czechoslovakian, French, German, Italian, Polish, Rumanian and Yugoslavian.

Since the middle of 1943 this government has been in "constant negotiation" with the French government for the ultimate disposal of the facilities, which are under the direction of an American technical staff responsible to the U. S. consul general in Algiers, the State Department said.

Programs now relayed through Algiers will be relayed to various European countries through the newly setup shortwave relay at Munich and through the facilities of the BBC. The International Broadcasting Division of the Department of State is now planning long range relay installations for more complete coverage of Europe and the Near East, subject to approval by Congress and has an engineering survey under way to determine the best sites.

The ultimate disposition of the physical facilities at Algiers is not yet decided officials stated.

## Present 74 CBS Staffers With NYU Tele Diploma

Seventy-four members of the New York staff of CBS were presented last night with diplomas from New York University for their successful completion of a special television technical course conducted by the university at network headquarters.

"Commencement" was held at studio 21 at the 52nd Street studio building, and among those present were J. Scott Milne, international vice-president, IBEW; Arnold King, president of Local 1212, IBEW; Dean Paul A. McGhee, Prof. Mario Giannini, NYU; Frank Stanton, CBS president, and Frank K. White, network's vice president and treasurer.

Tele course, which started in February, was sponsored jointly by CBS and IBEW, although cost was borne by the network. James M. Seward, CBS director of operations; Dr. Peter C. Goldmark, director of CBS engineering research and development, and Robert Serrell, handled all arrangements of the course for the Columbia Broadcasting System.

## WMAQ To Celebrate Silver Anniversary, Apr. 13

Chicago—WMAQ, which made its first regular broadcast on April 13, 1922, will celebrate its silver anniversary on April 13, marking 25 years of uninterrupted service. In 1922 the station was known as WGU. It was jointly owned by the Fair Store and the Chicago Daily News and broadcast with a 100-watt signal. Its studios were located in the Fair Store. Today it is a 50,000-watt key station owned and operated by NBC and headquarters for the network's central division, with offices and studios in the Merchandise Mart.

Six months after the station was dedicated in 1922, its power was increased to 500 watts. It was boosted to 1,000 watts in 1925, to 5,000 in 1928, and in 1935 to its present 50,000 watts. The station moved from the Fair Store to the roof of the LaSalle Hotel in 1923, and in 1929 new studios were opened in the Daily News building. The station was purchased by NBC on November 1, 1931, and seven months later began broadcasting from the Merchandise Mart plant.

# Sees Bright Future For New FM Stations

(Continued from Page 1)

ers will get a shot at the large evening audience. As FM station coverage expands, more advertisers will be able to reach prospects by radio than was ever possible before.

"More smaller advertisers will be able to use radio as rates will be low on most FM stations by comparison with AM stations for some time to come.

"Second, with the competition for audience provided by the lower cost FM broadcasting, a new premium will be placed on programming. It will be possible to experiment with new talent. New program formulae will be discovered. Out of it all, the public and incidentally, the advertisers, will be benefited. The public will get more and better entertainment. The advertiser will profit by a renewed public."

## ABC Adds To Wash. Staff; Tris Coffin Joins Web

Tris Coffin, veteran commentator, news analyst and editor, has been added to ABC's Washington news staff, effective March 30, it was announced yesterday by Thomas Velotta, web's director of news and special events.

Commenting on the appointment and its significance in the network's news coverage, Velotta said: "In view of the ever increasing importance of Washington as the focal point of the world's news, it was decided to augment ABC's staff in the nation's capital to include Tris Coffin, highly regarded for his accurate and colorful descriptions of Congressional debates and hearings, and his authoritative analyses of the fast moving events on Capitol Hill. We at ABC feel that we have secured the services of one of the most competent news analysts in Washington," he added.

Coffin has followed a newspaper career throughout his entire life, with the only exceptions a tour of duty as executive secretary to Gov. Townsend of Indiana and as special assistant to OPM, executive assistant to the director of the Office of Agricultural Defense Relations and special assistant to the director of OWI during the war.

Send Birthday Greetings To—

March 26

George Carhart	Phillip Rapp
Howard L. Schreiber	Frank Merrifield
Val Clare	Fulton Dent

## PROMOTION

### Counter Cards Used

Eye catching four color counter cards are being distributed among the retail druggists in San Antonio by merchandising manager L. Jerry Spengler and his assistant, Earle Hawley of KABC, San Antonio in tie-in with the "Morning Hymn Sing" programs being aired five days a week by 666 Cold Preparations. Designed specifically for those retail outlets where 666 Remedies were regarded as a drawer item or improperly displayed, the point of purchase cards reportedly have high acceptance with retail druggists. Signs feature background drawing of hymn book with name of program and time heard superimposed. Dominant copy theme and space for package are in middle of card which at bottom proclaims station's theme "Advertised over KABC, 680 on your dial." Attractive well designed layout in four colors adds to sales appeal.

### Fan Mail Tieup

Dramatic use of more than 5,000 request letters received by Liberty Mills makers of Hearts Delight Flour and Feeds, in a two week period on their 15-minute program aired Monday through Friday over KABC, San Antonio and featuring the "Hearts Delighters" a western string group was made by V. F. Krippendorf, sales and advertising manager of the sponsor. Program is also carried at the same time by KWBU, Corpus Christi, both are 50,000 watt outlets. Mail was sorted by towns and divided by sales territory, then handed out to the individual salesman by Krippendorf at an annual salesmeeting to be used by them in their presentation to dealers to stock up on the products.

### Grocer Mailing List

One of the largest mailing lists of retail grocery stores ever compiled in south Texas has recently been completed by the merchandising and promotion department of KABC, San Antonio, headed by Jerry Spengler. The list contains over 2600 grocery stores in the station's Texas trade territory and will be used both for station and client direct mailings as well as a partial mailing list for the monthly KABC Merchandiser, a newspaper for the drug and grocery trade.

**KOCS**  
DELIVERS ONE OF  
SOUTHERN  
CALIFORNIA'S  
IMPORTANT  
MARKETS

## COAST-TO-COAST

### —UTAH—

**SALT LAKE CITY**—KALL listeners received an unexpected concert by Paul Robeson when the singer was being interviewed by Phylliss Perry. Robeson sang two melodies unaccompanied and also did a bit from "Othello." It was a big week for Phylliss too, since she interviewed Edward Arnold, Maggie Teyte and Charles Weidman. . . . New public information director at KDYL is Del Leeson, formerly the station's news editor. He succeeds Frank K. Baker who resigned to become connected with the American Bowling Congress. Dwight Jones and Gerard Hill, veteran newspaper man, have joined KDYL's news department.

### —WISCONSIN—

**MILWAUKEE**—R. G. Winnie, manager of WTMJ and WTMJ-FM, was recently given a testimonial dinner by the Wadhams division of the Socony-Vacuum Co. Actually Winnie was honored not as a station manager but as a sportscaster who presided over more than 7,000 programs sponsored by Wadhams during a period of 18 years. . . . "Know Your Milwaukee Public Schools Better" is a five minute feature broadcast over WISN every Monday afternoon. Purpose is to acquaint citizens with the broad scope of the work carried on by their public school system.

### —CANADA—

**MONTREAL**—John J. Bowlen, well known farmer and rancher of Calgary, has been appointed a governor of the Canadian Broadcasting Corp. He succeeds W. J. Parker of Winnipeg whose term as representative of the Prairie Provinces has expired. . . . Songstress Lucille Dumont, "Miss Radio 1947" of Quebec, is now featured in her own CKAC program three nights a week. The quarter-hour broadcasts are sponsored by Libby, McNeil and Libby.

### —ALABAMA—

**BIRMINGHAM**—A WTNB original hitting high popularity with local audiences is the daily morning show, "Meet Your Neighbor," broadcast from a downtown restaurant where for a half-hour lunches are interviewed and prizes given for solving crazy contest questions. . . . WBRC's special events department aired the ceremonies when ground was broken for the new City Hall. Show was emceed by the president of the Chamber of Commerce. . . . WAPI's Clint Blakely is reporting early morning news on the Auburn Daily News program at 6:30 a.m. . . . **ANNISTON**—H. R. Baukhage, ABC commentator, will originate two network programs from WHMA on April 1 while here for a speaking engagement at the USO and Jacksonville Teachers College.

### —OKLAHOMA—

**OKLAHOMA CITY**—WKY news department tipped the Oklahoma City newspapers and the wire services when high school students at Hobart, 150 miles away, walked out in an effort to get higher salaries for teachers. A WKY newscast is also credited with causing kidnappers of an Oklahoma City man to surrender to police authorities.

### —WASHINGTON—

**SEATTLE**—KOMO's Ruth McCloy, co-commentator on the daily "Home-keeper's Calendar," got big response when she offered a free handwriting analysis to anyone writing in. After receiving 400 letters in four days, Ruth began issuing brochures on how to analyze your own handwriting. . . . **ABERDEEN**—Diana Bristow has resigned from KXRO to join KWSC, Pullman, Wash., as an accountant. . . . **PULLMAN**—"The Lamplighters," a KWSC transcribed series recently offered to regional and local commercial stations, has been optioned by KFIO, Spokane, and KTBI, Tacoma.

### —VIRGINIA—

**RICHMOND**—When Ambassador Norman Makin of Australia appeared in Richmond to address the Altrusa Club, WMBG was on hand to carry the speech to the radio audience. The ambassador discussed the labor situation in his native land. . . . To promote Richmond's first FM station, WCOD-FM hired a clown to give away hundreds of balloons in the city's business section. The balloons carried station call letters, its position on the dial and the letters FM.

### —ARIZONA—

**PHOENIX**—Radio Station KOOL, new 500 watt, 960 kilocycle outlet, will be one of the first post-war full-time five kw., grants to hit the airwaves. It will begin operation this summer. . . . **TUCSON**—KVOA welcomes back Don Graham, writer-announcer, after a year's absence. During this time, he has been employed in the same capacity at WILM, Wilmington, Delaware.

### —CONNECTICUT—

**HARTFORD**—The new CBS network show, "Hint Hunt" is visiting Hartford this week and broadcasts each day from Avery Memorial. WDRC, handling the ticket distribution, has closed down on further requests, as the demand has far exceeded the supply. . . . WDRC-FM, frequency modulation transmitter operated by WDRC, has changed its dial spot from 106.3 to 94.3 megacycles, where it will send its signals permanently.

## Westex Broadcasting Co. Granted Full Time AM

**San Angelo, Tex.**—The FCC has granted the Westex Broadcasting Co., license to operate a standard broadcast station here full time with 250 watts power on 1340 kilocycles.

The group is an equal partnership composed of Ingham S. Roberts, assistant manager of KBWD, Brownwood and 15 per cent owner of KRIO, McAllen, which is slated to start operations the early part of April. Roberts will be general manager of the local outlet and KRIO; Joe N. Weatherby, Brownwood auto dealer; B. P. Bludworth, in outdoor advertising at Brownwood and Abilene; J. Edward Johnson, Brownwood attorney; Travis E. Baker, local attorney and Armistead D. Rust, local rancher.

## EQUIPMENT

### Stewart-Warner Announces

Appointment of the Beckham-Johnson Distributing Co., Dallas, Tex., as exclusive distributor of Stewart-Warner radios in Northeast Texas was announced by Floyd D. Massey, sales manager of the Radio Division of Stewart-Warner Corp. Organized in Jan. 1947, the Beckham-Johnson Distributing Co. has its offices and warehouses at 209 N. Hawkins Street, Dallas. Partners in the new firm are M. O. Beckham, Jr. and Earl N. Johnson. The former is the son of M. O. Beckham, who for many years has been the Southwest regional sales manager for Stewart-Warner.

### New Tele Receivers

The Bace Television Corp. has announced its new Tavern and Club model television receivers, consisting of the Standard unit, a Master unit and Remote unit for multiple installations. All models are adaptable to either a 147 sq. inch or 236 sq. inch direct view picture and have been designed to challenge the severest critics of television picture quality standards. All thirteen channels are tuned by means of bandswitching. There is a choice of chrome trim, black crackle finished wood cabinet for Tavern installations or mahogany finished wood cabinets for Club installations.

## When Announcers Work Bullet-Proof Vests

**Baltimore, Md.** WFBR's first home was in the Armory of the Fifth Regiment, Maryland National Guard. Matter of fact, the call letters stood for World's First Broadcasting Regiment. And many times, programs had to be interrupted because target practice made so much noise it drowned out what was coming over the mike. It's been a long time since the Armory days—long enough so that Baltimoreans have learned that WFBR is their station—first, last and always.

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

PL. 38, NO. 60

NEW YORK, THURSDAY, MARCH 27, 1947

TEN CENTS

## Gov't Shortwave Proposal

### Complications Arise In Wash. Coverage

Washington Bureau, RADIO DAILY  
Washington—Broadcast coverage of the hearings on the Greek-Turkish proposals before the Senate Foreign Relations Committee was cancelled yesterday by Chairman Arthur H. Vandenberg. Senators Claude Pepper of Florida and Glen Taylor of Idaho had both publicly urged NBC to afford equal time to spokesmen of the Administration in view of the net's airing of Administration spokesmen before the committee at earlier sessions. They were prevented from carrying (Continued on Page 5)

### Scap Annual Meet Today At Ritz Carlton

Scap's annual membership meeting this afternoon, Thursday, at the Ritz Carlton Hotel will be officially opened by the results of the recent election to the board of directors as announced by the Society's election committee. Writers in the popular field, all re-elected to the board, are Stanley Adams, Otto Harbach, Ed Leslie and Oscar Hammerstein. Deems Taylor was re-elected as (Continued on Page 5)

### Hoover Charges Reds Seeking To Use Airlanes

Washington Bureau, RADIO DAILY  
Washington—The Communist party has "departed from depending upon the printed word as its medium of propaganda, and has taken to the air," Chief G-man J. Edgar Hoover told the House Committee on Un-American Activities yesterday. "Its (Continued on Page 2)

### NBC Tele Planning Submarine Pickup

Television goes under water for the first time in history April 10 when NBC cameras are installed in a submarine at the Brooklyn Navy Yard. Occasion is the eve of the 47th anniversary of the acceptance of the first sub by the U. S. Navy.

Full crew will be aboard the ship, USS Trumpetfish, from which a complete eye-witness picture will be provided for viewers in New York at 9 p.m., EST. NBC will use two image orthicons in the ship, two others on the surface to record the submerging, comprising a full-hour studio, film and field telecast commemorating the event.

### Peabody Awards Set For REC Luncheon

Athens, Ga.—The George Foster Peabody annual radio awards will be presented at a Radio Executives Club luncheon in New York on Thursday, April 17, Dean John E. Drewry of the Henry W. Grady School of Journalism, University of Georgia, has announced. Drewry has just returned from a meeting of the Peabody Awards advisory board in New York where he was also given the special invitation by the REC.

Peabody Awards, in the field of radio comparable to journalism's Pulitzer Prizes, will give recognition to both programs and stations in (Continued on Page 5)

## Asks Recognition Of Radio Under 'Freedom Of Press'

Urging that the constitutional guarantees of the freedom of the press be recognized as including radio and motion pictures, the report on the Commission on Freedom of the Press, was released yesterday by Dr. Robert M. Hutchins, chairman of the Commission and Chancellor, The University of Chicago.

"In view of the approaching advent of the broadcast facsimile newspaper and the development of newsreel and documentary film, constitu-

## State Dept. Sponsors Plan To Organize International Radio Foundation To Be Financed By U. S.

By MANNING CLAGETT, Washington Bureau, RADIO DAILY

Washington—The State Department yesterday asked Congress to create a public corporation to take over the Government's international shortwave broadcasting.

Announcement that a bill proposing such a setup has been sent to Congress was made by Assistant Secretary of State William Benton.

The proposed organization would be known as the "International Broadcasting Foundation of the United States" and will be financed by the Government. It would be administered by a board of trustees made up of 13 "outstanding" private citizens to be appointed by the President with the advice and consent of the Senate, with the Secretary of State as the fourteenth member. The chairman of the board and fifteenth member would serve as the full-time operating director and would be paid a salary of \$15,000. The other members would serve with-

out pay. Benton termed plan "most important decision" reached during his tenure of office. He said turning over the international broadcasts to the public corporation would remove the taint of Government propaganda.

He said that the plan would allow (Continued on Page 5)

### Cleveland Stations Aid Storm Emergency

Cleveland—Radio was called upon for emergency service Tuesday when the worst blizzard in years paralyzed transportation, closed schools and led to virtual suspension of business. The stations, WHK, WGAR, WTAM and WJW turned over scheduled news broadcasts to the weather bureau, city officials and educational institutions and devoted a great deal more (Continued on Page 4)

### ANA Chicago Meeting To Mull Ad Problems

"The most pressing and important advertising and sales promotion problems faced by national advertisers today" will be discussed at the spring meeting of the Association of National Advertisers on April 7 through 9 at the Hotel Drake in Chicago, it was (Continued on Page 7)

### Tele Innovation

Chicago—Chicago was treated to its first tele fashion show parade Tues. when a mobile tele caravan of spring fashions, sponsored by State St. stores and tele stations WBKB paraded. A group of fashion models paraded on a huge trailer truck, displaying spring fashions while being televised, and their images appeared on screens on the truck.

### Heads Committee

Attorney General Tom C. Clark, yesterday named NAB President, Justin Miller as Chairman of a Special Advisory Committee on Citizenship. Purpose of Clark's committee is to "carry out the comprehensive program of the Department of Justice to emphasize the worth and meaning of American citizenship." Committee will function immediately.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Mar. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Bill To Exempt Tele

Harrisburg, Pa. — A bill which would exempt television exhibitions from the provisions of the act requiring special permits has been introduced in the House by Rep. William J. Reilly.

Meanwhile, the State Liquor Control Board has not yet filed an answer to a suit filed by Philadelphia tavernmen asking the Dauphin County Court to restrain the Board from enforcing its ruling placing an amusement tax on taverns with television receivers.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area!

1000 WATTS WWVL 700 KC.

"Anthracite's Best Powerfull Independents"

Represented by Forjes

★ COMING AND GOING ★

ERNEST MARTIN, CBS director of network programs for the West Coast, visiting New York on business.

VICKEE RICHARDS, songstress, off to Milwaukee, Wisc., for an engagement at the Tic Toc Club, and a guest shot on WTMJ.

HAROLD F. GROSS, president, and BILL BOYD, traffic manager of WJIM, ABC's affiliate in Lansing, Mich., visiting network headquarters in New York yesterday.

BOB STANTON, NBC tele special events announcer, left last Friday v.a plane for a week's vacation in Florida.

LANNY ROSS, back in New York to consider some radio propositions, after having entertained in Florida.

LOUIS MERLIN, sales agent for Radio Luxembourg, leaves by plane today for his Paris headquarters after a month's business trip to New York.

EUGENE S. THOMAS, sales manager for WOR, back from his vacation in North Carolina.

LOWELL THOMAS, CBS newsmen, broadcasting from the studios of KQW, CBS affiliate in San Francisco, where he remains throughout this week.

RICHARD PACK, WOR's director of publicity, departed Wednesday for a short Winter vacation. He'll be back at his desk on Monday.

GENE DENNIS, newsmen from KMBC, CBS affiliate in Kansas City, Mo., in Gotham conferring with local newsmen.

REG MERRIDEW, WGAR chief announcer off last Sunday aboard the cruiser Macon for two-week gunnery practice cruise to Puerto Rico, which he will cover via wire recorder.

NANCY CRAIG, WJZ commentator and DON RICH, radio publicist, off to Atlantic City, where Miss Craig will be a judge in the Annual Palm Sunday Boardwalk Promenade.

Hoover Charges Reds Seeking To Use Airlanes

(Continued from Page 1)

members and sympathizers have not only infiltrated the airways but they are now persistently seeking radio channels.

This was Hoover's only direct reference to broadcasters—considerably more brief than his discussion of Communism in Hollywood.

Mutual Sets New Strip For Debut Wed. Apr. 23

Mutual will debut a new weekly half-hour adventure show titled "Johnny Madero, Pier 23" set to open on Wednesday April 23 (8:30-9 p.m., EST), featuring Jack Webb in the lead role. Show is an adventure strip and deals with the activity of a San Francisco boat owner.

Harry Zimmerman's orchestra will provide music for the show which is packaged by Ken Dolan.

Moore Off Durante Show

Garry Moore of the Moore-Durante team on CBS will leave the comedy combo when the Rexall show goes off the air on CBS in June. The sponsor, however, is retaining the Friday night time and will build a new show around Durante for fall. Moore is reported readying auditions for his own commercial show.

Station Listening Index Expanded By C. E. Hooper

Solution for each of the limitations involved in the Hooper Station Listening Index, and emergence of the project from the "experimental laboratory" was announced this week by the research organization.

Hooper Describes Limitations

Revised methods, according to Hooper, have removed each of the five limitations, described as follows: (1) all homes are sampled—the telephone home barrier having been cleared; (2) no community is too sparse in population to support a measurement; (3) listening is measured by two-hour periods (one hour if desired) from 6 a.m. to midnight; (4) any type of population unit may be measured (city, town, county, rural); (5) cost for reports on smaller or more remote communities, previously the most expensive to produce, according to Hooper, has dropped to two-thirds that of the more restricted telephone-based station listening index. "All this has been accomplished with no lowering of standards in significance of the resultant measurements," Hooper states. "By not lowering standards we mean just one thing," he added, "the record is still based on actual listening."

Station Listening Index is identical with the "share of audience" shown in a Hooperatings Report.



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

And remember . . . there are 5 stations in this 6th largest city.

W-I-T-H belongs on any smart list.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Read

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



**SOUND** *Confidence*

As mariners place confidence in—and are guided by—a beam of *light*, radio listeners in America's Third Largest Market place confidence in—and are guided by—the beam of *sound* they know as WCAU.

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.

**WCAU**

50,000 WATTS ★ CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**

## LOS ANGELES

By RALPH WILK

DATE of the big benefit show to be staged by Jack Benny's Rochester for victims of the recent Los Angeles explosion has been set for April 24 at the Shrine Auditorium. The lineup of stars who have promised to appear includes Benny, Mary Livingstone, Dick Haymes, Edgar Bergen, Phil Harris, Alice Faye, Dennis Day, Don Wilson, Andy Russell, Frances Langford and Bob Burns.

Bob Hope has decided to postpone the solo debut of Trudy ("Poor Mirium") until April 1st, when he will do his NBC broadcast from her home town, El Monte, Calif.

Glen (Doc) Middleton, producer and director of NBC's "Amos 'n' Andy" show, is now teaching a special course on radio show production at the University of Southern California. The class is restricted to junior and senior students majoring in advertising or radio.

New offices of Tex Ritter Radio Productions are being established in Chicago by George Marks. The transcribed Tex Ritter Show, produced in Hollywood, will be distributed throughout the midwest from this source. Additional offices will be set up in New York and Houston.

Frank Bingman, announcer on the "Joan Davis Show," will play a similar role in M-G-M's "The Hucksters."

Frank DeVol, maestro of the "Ginny Simms Show" has packaged for summer sale a combined music comedy show utilizing his talents in both fields.

Cleveland Stations  
Aid Storm Emergency

(Continued from Page 1)

time to handling emergency spot announcements.

Three newscast periods before the regular 8 a.m., news on WGAR carried reports on public transportation, airport, utilities, police reports and information on the closing of city and suburban schools. At WHK, aside from devoting news periods to storm bulletins, the station placed other available program time to take care of the vast amount of emergency storm requests.

The paralyzing snowstorm riding on the fury of a 65-mile gale hit Cleveland early Tuesday morning causing property damage and severing power lines in some sections of the city.

CRIME CLUB  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y.

PE 6-8600



## Michigan Ave. Memorandum . . . !

Local radio idea men are making a good try at developing new Chicago shows. "Girl Meets Boy," launched a couple of weeks ago on WGN, has clicked so well that it is now also being broadcast over

Chicago KYW, Philadelphia. At the start it seemed to lack something, but it appears to have a strong appeal to the younger set. Harold Gingrich and Bob Murphy have concocted a show called "All In Favor," which when previewed recently made a favorable impression. It's a show designed to give teen-agers an opportunity to present their views on ways and means to promote better living, and it has both entertainment and public service possibilities. A panel of four judges votes for or against the ideas presented by four contestants, and the winner in the weekly contest is chosen by listeners' votes and receives \$500 and a year's college tuition. Still another new show that is under consideration by a network is Sid Summerfield's "Appointment for Marriage," which has received approval of Dr. Preston Bradley, noted pastor heard on ABC, WGN and WJJD, and of other civic leaders.

★ ★ ★

Personal Pickups: Geraldine Kay, heard on NBC's "World's Great Novels" and other shows, received two Broadway offers as a result of her performance of Anna Karenina and Sophia in "The Old Wives' Tale." . . . Virginia Evans of Mutual's publicity department has resigned to take a position with the Metropolitan Music School. . . . Jan August, whose arrangement of "Misirlou" has taken radio fans by storm, is set for an engagement at the College Inn of the Hotel Sherman following his appearance this week at the Chicago Theater. . . . Mort Hall, WBBM continuity director, has created a zany new "contest" on the daily "Gold Coast Rhythm" program in which he kids the big multiple-prize shows by offering such prizes (which are not given away) as a locomotive complete with roundhouse; the entire territory of Alaska, and other zanies. "Gold Coast" also features harmless ribbing of the transcribed commercials—and so far no sponsor has squawked.

★ ★ ★

Johnny Olsen says he plans to change the format of "Ladies Be Seated" slightly when the program moves permanently to Chicago on March 31, but the essential idea will be the same. When the show originated in the Windy City in March, 1946, more than 33,000 requests for tickets were received, some from fans who were willing to travel hundreds of miles to attend the broadcast.

★ ★ ★

The local AFRA branch has started to work on plans for the annual "AFRA Antics" to be held May 11 at Medinah Temple. . . . Bob Atcher may leave WBBM soon, according to reports. . . . Two Northwestern "U" students, Al Burton and Alan Harvey, introduced a new disc jockey show called "Teen-Age Dance Time" over WGNB, FM station, Saturday (22), playing the hit tune, the show tune and the top tune of the week, but leaning heavily to sweet numbers. "Sweet tunes which are not slushy are tops with teens," they claim. . . . Jack Brickhouse is doing the announcing on the "Tom Mix" show while Don Gordon makes personal appearances in the east. Gordon returns April 1. . . . WJJD is giving Ernie Simon, Marshall Kent, Guy Wallace and other station artists an intensive buildup via a postal card campaign. . . . Rey Blanco, singer and guitarist who recently joined WBBM's vocal staff, heads the new WBBM program "The Troubadour." He was formerly featured vocalist with Dick Jurgens' ork. . . . Bob Singer, former Chicagoan recently signed as a writer on "Duffy's Tavern," left the Windy City a couple of months ago with the intention of getting a movie job.

## SAN FRANCISCO

SAMUEL B. DICKSON, KPO writer and producer, has signed a contract with the Standard Universal Press for the publication of his book "This Is My Home." The book based on Dickson's weekly "This Is My Home" program (KPO-NBC) and the material in its 30 chapters is selected from 300 scripts of the show depicting early San Francisco and California history and personalities.

Alec Templeton, blind pianist, has written a fan letter to Bill Stein requesting a recording of Bill's infectious laugh, heard daily on the "Jolly Bill and Jane" KPO-NBC.

Dink Templeton, KFRC sports authority, was master of ceremony for the "Coaches Banquet" given at Villa Chartiers for all the top college and university football coaches of Northern California.

Harry Elliott, whose unique "Automobile Row" programs hit both KFRC and KSFO listeners each week has been pulling in a lot of the big shots for his personal interviews. They've included Henry Ford II, Lyman Slack, Pres. Packard Motor Co.; and Fred Black, Pub. Relations Director for Nash. Listeners are getting first hand information regarding new cars and car deliveries.

The KGO-ABC dramatic program "Are These Our Children," aimed to help curb juvenile delinquency, has been commended by the San Francisco Co-ordinating Council for Youth Welfare for giving material assistance in helping juvenile authorities in the work of attempting to prevent juvenile delinquency. The program has just completed its first six months on the air.

## Barry On Red Cross Show

Jack Barry, conductor of "Juvenile Jury" will emcee a special program for the Red Cross today over WNYM from 12:30 to 1 p.m., from Foley Square.

Barry, a WOR announcer is being "loaned" to the City station for the program, which will feature Jan Kean, of the "Call Me Mister" cast as one of the guest performers.

There are 6,468,256 consumers in Worcester's 75 mile radius — 4,974,868 in Boston's — 4,681,726 in Springfield's.



## Complications Arise In Wash. Coverage

(Continued from Page 1)

The statements of opposition witnesses heard yesterday when Vandenberg refused them permission and before they were unable to grant equal time asked by the two speakers. NBC later offered Taylor an hour Wednesday evening, but he was unable to accept, and might Taylor had before him an hour of half an hour tomorrow morning.

### Taylor Protests Action

Taylor yesterday took the Senate floor to protest Vandenberg's action in banning radio from the hearing room.

NBC yesterday joined in the airing of the Congressional Committee proceedings when it and NBC recorded the testimony of J. Edgar Hoover, FBI head, before the House Committee on Un-American Activities. At the same time MBS was sending out the voice of the chief G-man in a live broadcast.

Earlier in the day MBS pulled a complete recording of the flare-up in that committee which resulted in the expulsion from the hearing room of Communist party functionary Eugene Dennis. NBC was also on hand but had trouble with its recorder and was not able to capture the argument. The MBS recording was played over five times yesterday.

## Cover Mine Disaster

St. Louis—KXOK gave its listeners complete news coverage of the Centerville, Illinois, mine explosion on Tuesday, which first reports stated killed over 100 men and killed at least 20. Reports from the scene of the disaster were aired and wire recordings were made on the scene. A news crew headed by Ed Barrington, KXOK news editor, arrived at the mine in KXOK's new field car, equipped with mobile radio telephone and wire recorder. First reports were aired by KXOK at 3 p.m., interrupting a scheduled commercial program, again at 7:16 p.m., and an up to the minute coverage was presented by Bob Hille, substituting for Barrington on ABC's "News of Tomorrow" program at 10:00 p.m.

## Stations Joining CBS

KDSH, new 1,000-watt station in Boise, Idaho, and WJQS, 250-watt station in Jackson, Mississippi, will both join CBS shortly, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. With these two additions the total of Columbia affiliates will become 163.

### PUBLIC RELATIONS GAL—

extensive experience all phases. Does man's job at man's wages. Seeks affiliation with progressive agency or firm. NYC only. Salary open.

Box No. 340, RADIO DAILY  
1501 Broadway New York 18, N. Y.

## State Dept. Sponsors Plan To Finance Shortwave Radio

(Continued from Page 1)

"greater freedom" and "risk taking" in the broadcasts and would draw greater talent and imagination to the program.

Although stressing that he remained optimistic that the plan will receive Congressional approval, he admitted that the majority of his advisors and other officials in the State Department were gloomy over prospects of Congressional backing.

If Congress sets up the foundation (IBF), it will remove the biggest single item from Benton's department. The present international broadcasting program represents about 40 per cent of Benton's budget.

### Private Companies Attitude

Benton said that the majority of the private companies which formerly broadcast abroad favor the IBF plan in general. He also emphasized that broadcasts have indicated that no attempt would be made to duplicate the present setup on a private basis. Benton said such plans by private broadcasters would be "pitifully inadequate." He also stated that he anticipated greater co-operation from broadcasters if the IBF is set up.

The State Department's proposal was made in drafts of proposed legislation transmitted to Congress by Acting Secretary of State Dean Acheson. The plan had received the personal approval of Secretary Marshall before he left for the Moscow conference.

The IBF, under the State Department's plan, would take full responsibility for operating the international voice broadcasting facilities of the United States which are now beaming programs throughout the world every day in 25 languages.

The broadcasting operations would be financed chiefly through annual Congressional appropriations, with the avenue left open for revenues from the sale of time, contributions, or acceptance of programs prepared and presented by private agencies.

### Tribute to Radio

In his memorandum to Secretary Marshall detailing the IBF, Benton termed broadcasting a "unique and magnificent" instrument for "advancing understanding among the peoples of the world."

"Radio's potentialities," Benton told Marshall, "are unequalled for the task of projecting to foreign peoples that full and fair picture of American life, and of the aims and policies of the United States Government, which the President and the Congress have affirmed as an integral part of the objectives of the United States in its foreign relations."

"Radio can reach people throughout the world who have no ready access to other kinds of communication facilities and can reach them directly and instantaneously. It is not hampered by such familiar barriers to the flow of printed or pictorial ma-

terial as remoteness, restrictions on foreign exchange, shortages of paper or film stock, cartel or tariff hurdles; or even by the barrier of illiteracy."

Benton said that it is "incumbent on the people of the United States constructively to use this powerful new force in international relations between peoples to promote the cause of world understanding and world peace."

Discussing private attempts to broadcast abroad, Benton said that domestic broadcasting is profitable to the broadcasters and international broadcasting is not.

Benton suggested that to provide liaison between the board of the Foundation and those groups which have special interest in the field, two consultant committees might be created. One of these would consist of representatives of the various interested federal agencies, including the FCC. This group would have as its chairman the Secretary of State or his nominee who serves on the board of the Foundation. The other committee would consist of representatives of the radio industry. The chairman of this committee, Benton said, "might well be named a member of the Foundation Board."

Summing up, Benton stressed five points:

### Five Points Stressed

1. The vital interest in adequate world-wide broadcasting from the United States.
2. The necessity for Government appropriations to achieve world coverage, because of the absence of commercial incentive.
3. The necessity of a centralized pattern of programming, if only because of the shortage of frequencies.
4. The proposal of a public corporation to serve as a channel for both financing and central planning and to insure the representative character of the broadcasts.
5. Policy supervision of international broadcasting by a board of outstanding American private citizens, with Government participation.

While not detailing the cost of the proposed IBF, Benton said it should cost no more than the present operation. He mentioned, however, the figure suggested by RCA President David Sarnoff of \$25,000,000.

## Peabody Awards Set For REC Luncheon

(Continued from Page 1)

seven categories. In appreciation of the importance of the awards to the radio industry, the REC requested the presentations be made at its regular meeting at the Hotel Roosevelt. According to the proposal, Dean Drewry said, "With the big names of radio slated to receive Peabody Awards in attendance, it is expected that this will be an outstanding occasion for broadcasters."

REC anticipates a record luncheon attendance for the special event next month. In addition to club members, University of Georgia alumni in the New York area and others interested in the awards have been invited to attend.

The Peabody Awards are administered by the Henry W. Grady School of Journalism with the assistance of the NAB. Dean Drewry and Edward Weeks, editor of the Atlantic Monthly and chairman of the advisory board, are in charge of presentations and awards.

## Ascap Annual Meet Today At Ritz Carlton

(Continued from Page 1)

standard writer. All will serve for three years, starting sometime in April, with the exception of Hammerstein who was re-elected for two years.

The three popular publishers named by the election committee are Abe Olman and Lester Santly, both re-elected, and Irving Caesar, a new member. The standard publisher re-elected is Frank H. Connor. All publishers will serve for three years.

At the membership meeting today Deems Taylor, Ascap president, and other officers will report on the Society's activities during the last year. There will be a banquet tonight following the general meeting with many radio officials invited as special guests. The list includes David Sarnoff, RCA president; Justin Miller, president of the NAB; Edward Noble, ABC board chairman; Edgar Kobak, MBS president; and A. L. Ashby, NBC attorney.



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Musical Commercials, Radio Productions

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## SOUTHWEST

MRS. CLAUDIA JOHNSON, owner and operator of KTBC, Austin has applied to the FCC for license to operate a Class B FM station.

The FCC has granted L. G. LeTourneau of Longview a Class B FM station to operate in channel number 272. The Northwestern Broadcasting Co., at Vernon, operators of KVWC were granted an FM license to operate on channel 268.

Mr. Charles "Bud" Lutz, manager of KYFM proud of the telephone call from a listener in Victoria calling the station with reference to picking KYFM signals up at Victoria which is 100 airline miles from San Antonio. KYFM is operating with 250 watts power at present. Signal was coming in with enough volume to be heard over the telephone conversation.

A new standard broadcast station has been granted by the FCC to the Marti, Inc., of Cleburne. Station will operate daytime hours on 1120 kilocycles with a power of 250 watts.

The Dallas Symphony Orchestra, conducted by Anatol Dorati is being heard in a full hour's program each Thursday night over WFAA, Dallas. Orchestra is sponsored by a leading firm of Dallas each week. John Rosenfield is narrator for the series.

Approval has been given by the FCC for the involuntary transfer of control of A. H. Belo Corp., holder of license of WFAA, Dallas, from George B. Dealy, to three trustees under Mr. Dealy's will. These are Edward M. Dealy, J. M. Moroney and George Waverly Briggs.

Monte Kleban has been named program and production manager for WOAI, San Antonio. Kleban was former production manager and assumes the duties of Harold Carr, former WOAI program director, who resigned.

License of KROD, El Paso has been assigned by approval of the FCC, to the Roderick Broadcasting Corp. Original licensee was Dorrance D. Roderick.

## Fetzer Granted Station For Grand Rapids, Mich.

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced adoption of an order making final the grant of the application of John E. Fetzer and Rhea Y. Fetzer, doing business as Fetzer Broadcasting Co., for construction permit and license for a new standard broadcast station at Grand Rapids, Michigan, to be operated on 1230 kc., 250 watts, unlimited. At the same time the Commission denied the application of Ashbacker Radio Corp., for cp., to change the frequency of station WKBZ, Muskegon, Michigan from 1490 to 1230 kc.

Commissioner Durr voted against the grant to Fetzer Broadcasting Co., because he believes that the overlap between the proposed station and station WKZO, Kalamazoo, Michigan, would be a violation on section 3.35 of the Commission's rules.

# Program Outline Announced For Ohio State Conference

The preliminary program for the seventeenth annual conference of the Institute for Education by Radio which is sponsored by Ohio State University at Columbus was announced yesterday. The program, covering conference activities from Friday, May 2 to Monday, May 5, is as follows:

### — FRIDAY, MAY 2 —

- 2:30 p.m.—Pre-Conference General Session. An origination of Mutual's program "Meet the Press."  
 4:30 p.m.—Reception for Newcomers. Coffee hour primarily for those first-timers at the conference. Old-timers will be present to help the newcomer get acquainted and to explain the general procedures of the Institute.  
 8:00 p.m.—General Session: WHAT IS PUBLIC INTEREST, CONVENIENCE AND NECESSITY?  
 Presiding: Irwin Johnson, Director of Public Service, WBNS, Columbus.  
 Symposium: Homer E. Capelhart, Senator from Indiana; William Fay, Vice-President, Stoenberg-Carlson Company; Charles Mortimer, Vice-President in Charge of Advertising, General Foods Corporation (tentative); Edward R. Murrow, Vice-President, Columbia Broadcasting System; Robert K. Richards, Editorial Director, "Broadcasting" Magazine.  
 10:30 p.m.—Meeting for Chairmen of Work-Study Groups and Section Meetings.

### — SATURDAY, MAY 3 —

- 9:30 a.m.—General Session: UNESCO'S ROLE IN RADIO AND FILMS. (Program planned co-operatively by the Institute and Educational Film Library Association).  
 Presiding: I. C. Boerlin, Pennsylvania State College, and President, Educational Film Library Association.  
 Address: Fred Bate, Manager, International Department, National Broadcasting Co.  
 Panel Discussion: Herbert Abraham, UNESCO Relations Staff, United States Department of State; Floyd Brooker, U. S. Office of Education; Specialist on Educational Films at London and Paris Conferences (tentative); Arno Huth, Authority on European and International Broadcasting, Geneva and New York City; R. S. Lambert, Canadian Broadcasting Corp., formerly Counsellor on Radio for UNESCO; Jean Benoit-Levy, Director of Films and Visual Information, United Nations; I. Keith Tyler, Director, Institute for Education by Radio, Disc. Chairman.  
 2:00 p.m.—Work Study Groups:  
 AGRICULTURAL BROADCASTS—Program Arranged by National Association of Radio Farm Directors. Larry Haeg, Farm Service Director, WCCO, Minneapolis, Chairman.  
 RADIO NEWS—Program Arranged by National Association of Radio News Directors. Al Gordon, News Director, KFWB, Hollywood; and John Hogan, President, NARND, Station WCSH, Portland, Maine, Co-Chairmen.  
 JUNIOR TOWN MEETING—Program of Saturday Session Arranged by Junior Town Meeting League and Educational Film Library Association.  
 NATIONAL ORGANIZATIONS AND RADIO—Howard London, Radio Director, National Foundation for Infantile Paralysis, New York City, Chairman.  
 MUSIC BROADCASTS—Abram Chasins, Music Consultant, WQXR, New York, Chairman.  
 RADIO RESEARCH—John G. Peatman, President, Office of Research, N. Y., Chairman.  
 WOMEN'S PROGRAMS ON LOCAL STATIONS—Betty Wells, Director of Women's Activities, KRNT, Des Moines, Chairman.  
 CHILDREN'S PROGRAMS—Dorothy Gordon, Moderator of Youth Forums, "The New York Times," Chairman.  
 SCHOOL BROADCASTS—Ruth Weir Miller, Assistant Educational Director, WCAU, Philadelphia, Chairman.  
 8:00 p.m.—Section Meetings:  
 HIGH-SCHOOL RADIO WORKSHOP—Ed Helman, Coordinator of Senior High-School Broadcasting, Cleveland Board of Education, Chairman.  
 RADIO AND MINORITY GROUPS—Howard LeSourd, Director, Institute for Democratic Education, New York City, Chairman.  
 OCCUPATIONAL OPPORTUNITIES FOR STUDENTS IN RADIO—Walter Emery, Examiner, Federal Communications Commission, Chairman.  
 SOCIAL RESPONSIBILITIES OF RADIO WRITERS—Erik Barnouw, In Charge of Radio, Columbia University, Chairman.  
 RADIO EDITOR'S RESPONSIBILITY TO BROADCASTING—Saul Carson, Free Lance, New York City, Chairman.  
 RADIO AND ADULT EDUCATION—Paul Sheats, Associate Director of Extension, University of California, Los Angeles, Chairman.  
 DEVELOPING LIVE PROGRAMS ON SMALL STATIONS—G. Richard Shafto, General Manager, WIS, Columbia, South Carolina, Chairman.  
 PROMOTION OF EDUCATIONAL AND PUBLIC SERVICE PROGRAMS—Louis Stark, Manager of School Service, Westinghouse Electric Corporation, Chairman.  
 PUBLIC HEALTH BROADCASTS—Dr. Iago Galdston, N. Y. Academy of Medicine, Chairman.

### — SUNDAY, MAY 4 —

- 9:30 a.m.—Work-Study Groups:  
 AGRICULTURAL BROADCASTS—Continuation of Saturday meeting.  
 RADIO NEWS—Continuation of Saturday meeting.  
 JUNIOR TOWN MEETING—Continuation of Saturday meeting.  
 NATIONAL ORGANIZATIONS AND RADIO—Continuation of Saturday meeting.  
 PROGRAMS FOR TEEN-AGERS—Grace M. Johnsen, Continuity Acceptance Editor, American Broadcasting Company, Chairman.  
 FM EDUCATIONAL STATIONS—George Jennings, Director, Radio Council—WBEZ, Chicago Board of Education, Chairman.  
 RADIO PRODUCTION—Mitchell Grayson, Free Lance Producer, New York City, Chairman.  
 RELIGIOUS BROADCASTS—Program Arranged by National Religious Radio Association. Franklin Dunham, Chief of Radio, U. S. Office of Education, Chairman.  
 RADIO COUNCILS—Allen Miller, Director, Rocky Mountain Radio Council, Chairman.  
 12:15 p.m.—General Session: RADIO AND HIGHER EDUCATION.  
 Presiding: Howard L. Bevis, President, Ohio State University.  
 Origination of University of Chicago Round Table: THE SOCIAL RESPONSIBILITIES OF RADIO. Program Being Arranged by University of Chicago Radio Office and the National Broadcasting Company.  
 Address: WHAT CAN THE COLLEGES AND UNIVERSITIES DO? Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System.  
 Panel Discussion: President G. D. Humphrey, University of Wyoming; Charles Siepmann, Chairman, Department of Communications, New York University;

(Continued on Page 7)

## BEHIND THE MIRROR

By SID WEISS

THIS week's stanza of "Luna at Sardi's" (WOR-Saturday 7 p.m.) with Bob Sylvester, of Daily News, as guest emcee, has a stellar lineup including: M. Berle, Frank Gallop, Ella L. Don Richards, Burton Lane, Mostel, Billy Gilbert, Pat Kirk and others.

Harry Hershfield celebrates golden anniversary in newspaper in two years—50 years of continuous newspaper scribbling.

Deal in the works for blues singer Carol Ames, to team up with Nat Lorman for recording dates.

Nat Lorman, formerly of Morris, new head of Apollo Records flackery.

Bill Gernant's "County Fair" CCNY award as "best promoted series of the year."

Mike Levine, of "Downbeat," to head a new record department for International magazine.

Cathy Allen signed to a permanent spot in the Louis Prima crew. It's so long ago, she was a cashier at the Strand Theater).

Robert Merrill's RCA-Victor series has reached an 8.5 Hooperating, an all-time high for a Sunday afternoon musical stanza.

Radio commentators scrambling to interview Lady Iris Mountbatten since Walter Winchell broke the report about the beautiful Iris discarding her English title to work on executive staff of Don Pallini's studios.

Symphony Sid and Ray Carroll WHOM's all-nite disc jockeys, insured their record collection \$100,000.

## Radio Adv't Last Year Put At \$489,400,000

National advertising volume 1946 was \$3,116,000,000 a gain of almost a half-billion over 1945, according to Printers' Ink which publishes an estimate by Dr. Hans Zeisel, manager of research development McCann-Erickson, Inc. Figure represents a 17 per cent gain over '45, it is considered by the research firm to represent "the greatest advertising budget ever expended in the history of U. S. business."

Radio advertising, with an estimated total of \$489,400,000, or 15 per cent of the national figure, realized increase of 4.7 per cent; air advertising in 1945 exceeded \$467 million, which time it represented 17 per cent of the grand total.

While newspapers led all media with an expenditure of \$963,800,000, it is pointed out that rate increase account for one-half to two-thirds the gain. Zeisel points out that radio percentage increase is mainly a reflection of the fact that radio structure "seems to have increased very little, if at all."

# Commission Report Appraises Radio

(Continued from Page 1)

...ship in the Communications Commission denying a license on the ground the applicant was unprepared to the public interest, convenience, necessity. Nor would it prevent the commission from considering, in connection with an application for a license, whether the applicant had kept the promises he made when the license was granted and had actually served the public interest, convenience and necessity. This recommendation is intended to strengthen the prohibition against censorship, not to guarantee licensees a perpetual license regardless of their performance. The air belongs to the public, not to the radio industry."

**Self-Regulation Stressed**  
 Self-regulation in radio came in for heavy comment in the Commission report. The report said: "Radio stations are licensed by the Federal Communications Commission with the proviso that they must operate in the public interest, convenience, and necessity. At the same time the Federal Communications Commission prohibits the FCC from censoring programs. The FCC was early in the field, and state regulatory bodies did not appear in radio as they do in motion pictures."

The National Association of Broadcasters has never included all stations. It has no machinery for censorship of programs. Although it has a written code, the only sanction behind it is a warning, which can be followed by ejection from membership. As membership carries definite privileges with it, and is a voluntary act of occupational good fellowship, stations or networks which do not want to obey its code do not join the NAB. Since the code depends on membership for its force and moral strength, it has to date been zealous to enforce its terms. There seem to be no cases of enforcement on record.

### Defines NAB's Role

The main activities of the NAB have been of the kind in which trade associations usually engage. It has sought to protect station and network interests in negotiating with the American Society of Composers, Authors, and Publishers, with labor unions, with the FCC, and with Congress. From time to time it has grappled with some of radio's important problems as a medium of mass communication, e.g., access to air by various groups, the relation of advertising to news and discussion, the right to reply to personal criticisms, etc. As yet it has not solved these problems.

The radio has not required a code to protect it from censorship and boycott. The Communications Act has so far protected it from censorship. The advertisers have protected themselves from boycott. The advertisers have done a more effective job than any law could do, since an advertiser

# Ohio State Conference Agenda

(Continued from Page 6)

President John J. Tigert, University of Florida; Commissioner Ray C. Wakefield, Federal Communications Commission; Judith Waller, Director of Public Service, Central Division, National Broadcasting Company, Chicago; E. W. Ziebarth, Educational Director, Central Division, Columbia Broadcasting System, Minneapolis; Kenneth Bartlett, Director, Radio Workshop, Syracuse University, Discussion Chairman.

- 3:30 p.m.—General Session: RADIO AND LABOR. Morris Novik, Radio Consultant, New York City, Presiding.
- 7:30 p.m.—Annual Institute Dinner.  
 Toastmaster: Edgar Kobak, President, Mutual Broadcasting System.  
 Address: RADIO IN ONE WORLD. Barbara Ward, Member, Board of Governors, British Broadcasting Corporation, London; frequent participant on BBC's "Brain Trust" series; and Foreign Editor, "London Economist."  
 Music: Columbus Boy Choir.

— MONDAY, MAY 5 —

- 9:30 a.m.—Section Meetings.  
 RECORDINGS FOR EDUCATION—Gertrude Broderick, Assistant Radio Education Specialist, U. S. Office of Education, Chairman.  
 PROBLEMS OF CAMPUS RADIO STATIONS—David Linton, Program Manager, Intercollegiate Broadcasting System, New York City, Chairman.  
 UNDERSTANDING AMERICAN FOREIGN POLICY: State Department Policy in the Use of Agencies of Public Information. Participants to be representatives of State Department. H. B. McCarty, Director, Station WHA, University of Wisconsin, Chairman.  
 PROBLEMS OF RADIO CHAIRMEN OF LOCAL ORGANIZATIONS—Mrs. Walter V. Magee, Chairman, Radio Council of Greater Cleveland, Chairman.  
 COLLEGE PUBLIC RELATIONS BROADCASTING—Waldo Abbot, Director of Broadcasting, University of Michigan, Chairman.  
 CLINIC FOR EDUCATIONAL AND PUBLIC SERVICE DIRECTORS—Luke Roberts, Education Director, Station KOIN, Portland, Oregon, Chairman.  
 CLINIC FOR COLLEGE AND UNIVERSITY STATIONS—Richard B. Hull, Program Director, Station WOI, Iowa State College, Chairman.
- 2:00 p.m.—General Session: SHOULD RADIO HAVE AN EDITORIAL POLICY?  
 Presiding: I. Keith Tyler, Director, Institute for Education by Radio.  
 Symposium: Roger Baldwin, Director, American Civil Liberties Union, New York City; Allen Saylor, Radio Representative, United Auto Workers—CIO, Detroit; Paul Spearman, Attorney, Washington, D. C.; Commissioner Paul Walker, Federal Communications Commission.

### MEETINGS OF ALLIED GROUPS

- Wednesday, April 30
- 2:00; 8:00 p.m., Board Meetings, Educational Film Library Association.
- Thursday, May 1 and Friday, May 2
- All day meetings of the Educational Film Library Association.
- Friday, May 2
- 8:00 a.m.—Breakfast-Business Meeting, Board of Trustees, Junior Town Meeting League.
- 10:00 a.m.—Membership Meeting, Association for Education by Radio.  
 All Day Business Meeting, National Association of Radio Farm Directors.
- 12:00 noon—Luncheon of National Religious Radio Association.  
 Luncheon of Advisory Committee, Chicago School Broadcast Conference.
- 2:00 p.m.—Business Meeting, National Religious Radio Association.
- 6:00 p.m.—Dinner, National Broadcasting Company.
- Saturday, May 3
- 8:00 a.m.—Breakfast and Business Meeting, Board of Trustees and Council, Junior Town Meeting League.
- 12:00 noon—Luncheon, Association for Education by Radio.  
 Luncheon, Board of Directors, Educational Film Library Association.
- 5:00 p.m.—Dinner, Mutual Broadcasting System.
- 5:30 p.m.—Dinner of American Broadcasting Company.  
 Dinner of Columbia Broadcasting System.

will not risk making a single enemy through his radio program. A soap manufacturer will permit nothing derogatory to the Chinese on a program he sponsors — soap is used in laundries. The really effective radio code is not the innocuous declarations of the NAB; it is the regulation of content by the advertisers.

"The desire to reach the largest possible audience and to avoid the slightest risk of offending any potential customer has produced the kind of radio we have today.

"Until some months ago radio had received no threat from the FCC regarding standards of operation in the public interest. Now the FCC has said that, unless broadcasters themselves deal with over-commercialism, the government may be forced to act. So far this challenge has produced little from the NAB except outraged cries about freedom of speech and suggestions for a new code, which, of course, would not go to the heart of the problem."

The Commission on Freedom of the Press was set up a year ago by Time, Inc., which provided most of the funds for research and development of the report.

## Gus Van. Carradine Set For WNBT Tele Programs

Shows on WNBT's video schedule tonight and this week-end will include a reading from Shakespeare's "Julius Caesar" by John Carradine, motion picture and stage star, on the station's "Showbusiness, Inc." Carradine will team up with Jon McQuade in scenes from the Shakespearean classic, with Helen Parrish and John Graham in which Gus Van, the Variety Four Quartet, the Bernard Brothers will take part in the rest of the show with Helen Parrish and John Graham playing the leads.

Sunday feature over WNBT is a fashion show of Easter wear offering the latest creations of six leading designers. Work by Jo Coneland, Maurice Rentner, John Fredericks, Carrie Munn, Carmel and Esther Dorothy will take part in what is described as "the most extensive fashion demonstration NBC television has yet undertaken."

Maggi McNellis, WNBC commentator, will provide narration of the show, to be produced by Ray Kelly, with Fred Coe directing.

# ANA Chicago Meeting To Mull Ad Problems

(Continued from Page 1)

announced yesterday by William N. Connolly, advertising manager of the S. C. Johnson & Son, Inc. and chairman of the ANA's program committee. Program has been built around a discussion of topics selected in a poll of members.

Importantly included in the talks and panel discussions scheduled for the three-day meeting is the consideration of radio and all other media on the opening day. Another high point is the discussion, on the second day, of the U. S. agricultural market, which is expected to explore the fact that 40 per cent of the nation's population lives in rural communities or small towns.

In a comment on the meeting at the Drake, which will attract some 300 industry execs, Thomas H. Young, advertising director of U. S. Rubber Company and chairman of the board of ANA, said: "During the war we used to talk about the competition which was ahead of us. Today that competition is rapidly becoming a reality. Advertising, as never before, must sharpen its techniques. At our meeting in Chicago we will have the opportunity through formal sessions and informal discussions to get information and ideas which probably aren't available anywhere else," he said.

## New Research Organization Announced In New York

A new organization called the Bureau of Communications Research, Inc., specializing in audience reaction to radio, films, theater and publishing, has been formed with headquarters in New York. BCR is offering a wide service to networks, agencies and public relations firms as well as manufacturers and industrialists.

Donald Slesinger, president of the firm, was formerly professor of law at the University of Chicago. He is the former director of the American Film Center, Inc. Arthur Good, BCR vice-president, was one time associate director of the American Film Center and is a specialist in commercial and documentary film distribution. Jacques Wimpfheimer, formerly vice-president of the American Velvet Co., is secretary-treasurer of the new corporation. Associated with BCR as technical consultant is Dr. Ernest Dichter, psychological consultant in marketing and research.

### Recovering From Operation

San Francisco — Ina Stevenson Shippy, Assistant Manager of the News & Special Events Department of KPO-NBC, is in Franklin Hospital recovering from a serious brain operation. Last year Ina Shippy was awarded the golden apple of radio when International News Service men voted her "the most beautiful radio newswriting gal from coast to coast."

## AGENCIES

**A**NDREW E. HOLMES, for the last eight years president of Angostura Wuppermann Corp., distributors of Angostura bitters, has announced his resignation as president of the company, effective as of March 24. Holmes was former account executive with Donahue & Coe, Inc. and with N. W. Ayer & Son, Inc.

**FRANK OXARART**, veteran Pacific coast advertising expert, will head a west coast Transcontinental Network Sales office for CBS. Announcement of the creation of this new office was made by D. W. Thornburgh, CBS vice-president in charge of the Western Division. Oxarart will make his headquarters at Columbia Square in Hollywood. Decision to establish the new Network Sales office was reached by Thornburgh and William C. Gittinger, CBS vice-president in charge of sales, in view of the rapidly increasing importance of transcontinental network business originating on the Pacific coast. In order to take over the important new post with the network, Oxarart has disposed of his own advertising agency, The Frank Oxarart Co., selling his majority interest to James P. Shelley and William W. Harvey, key officers and minority stockholders in the firm.

**ROBERT COLLYER** has been appointed director of television activities of Television-Radio Enterprises, Inc. Collyer comes to the package agency, after four years as an Army Captain. Prior to his Army career he produced an extensive series of television shows for Gilbert Seldes at CBS. In the Service, he was associated with Col. Frank Capra and Col. Emanuel Cohen, former executive producer of Paramount Pictures.

### Becomes WFAA Farm Ed.

Dallas, Tex.—Murray Cox has been named Farm Editor of WFAA and will assume his new duties on April 1. Cox for the past 10 years has been agricultural agent at Stephans County in Oklahoma. He will be heard in a daily series of broadcast to be heard Monday through Friday. Among the features Cox will introduce on the programs will be a series of interviews to be made in the agricultural area serviced by the station, using a portable recording machine and the WFAA mobile broadcasting unit for on the spot broadcasts of interviews of farmer, stockmen and their families.

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO  
**L. S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

## COAST-TO-COAST

### —MISSOURI—

**S**T. LOUIS—John Sabin, WTMV news director, recently gave listeners the pros and cons of whether St. Louis should stage another World's Fair in 1953. Letters from listeners, giving their opinions, are still coming in. . . . Annual gridiron dinner of the Women's Advertising Club of St. Louis is scheduled for today. Gridiron skits are written by Bea Adams, executive veepee of Gardner Advertising Co. and originator of the annual dinner. Jack Sexton, KMOX program director, will direct the performance.

### —CONNECTICUT—

**HARTFORD**—Mr. and Mrs. Ed Begley dropped in to see old friends at WTIC where Ed got his start in dramatics as a member of the WTIC Playhouse. The Begleys were in town to see their new grandson, Edward Thomas Begley. . . . The Needle Club dinner will be heard over WDRC on April 24 at 6:15 p.m. direct from Scoler's Restaurant in Hartford. Political writer Jack Zaiman of the Hartford Courant will officiate at the exclusive affair which Gov. McConaughy and other legislative heads have been invited to attend. . . . **STAMFORD**—"The Connecticut Commuters," conducted over WSTC by the husband and wife team of Bill and Joan Lloyd, is now sponsored by the Stamford and Avon theaters.

### —COLORADO—

**DENVER**—Frank Hardin, formerly of WGST, Atlanta, has joined the KLZ announcing staff. He handles news and variety programs. . . . Richard Hopper, former UP bureau manager in Cheyenne, Wyo., is now with the KLZ news department editing and preparing newscasts for the air. . . . American National Bank of Denver has renewed for the ninth consecutive year its sponsorship of Fulton Lewis, Jr. on KFEL. . . . United States National Bank of Denver is another KFEL account sponsoring three quarter-hours weekly of transcribed music.

### —MASSACHUSETTS—

**BOSTON**—A new series based on the adoption of children is being aired weekly over WEEL. Program is sponsored by the Greater Boston Community Fund in co-operation with the station. . . . **PITTSFIELD**—James L. Spates, former manager and technical director of WHAL, Greenfield, has been named manager of WBEC, succeeding Norbert L. O'Brien who resigned because of illness. . . . **WORCESTER**—Script writer Shirley Paul of WAAB has left the station following her recent marriage. She is replaced by Mary Philbin, former promotion writer.

### —FLORIDA—

**JACKSONVILLE**—Latest addition to WPDQ's announcing staff is Jack Barton, formerly with WTOG, Savannah. John K. Moore, former engineer at WJNO, West Palm Beach and Army Radar instructor during the war, will also join WPDQ's staff. . . . **WEST PALM BEACH**—Bob Delaney, sports announcer at WJNO, is hitting the networks for the second time this season. He will interview Con-

nie Mack on the Red Barber Show, today. His previous broadcast on the above show was on February 10th when he covered the National Silver Sailfish Derby Light Tackle Award.

### —INDIANA—

**FCRT WAYNE**—Two former GI's have joined the announcing staff of WOWO. They are Bill Bailey, formerly of WING, Dayton; WIRE, Indianapolis and WKBV, Richmond, Indiana and Dean E. Walker of WLBC, Muncie. . . . **INDIANAPOLIS**—WIBC's "Speak Up, Indiana," was hailed by the Indiana Press as a "history making broadcast," when, during the final week of the state basketball tournament, it presented the coaches of the four finalist teams as guests on its round-table discussion. Gene Kelly, WIBC sportscaster, was moderator.

### —MICHIGAN—

**DETROIT**—WJR, this week, honored William S. Knudsen, distinguished pioneer of the automotive industry, when it presented a special program "My Friend Bill" on his birthday. . . . WXYZ recently presented a discussion entitled, "How Does Advertising Contribute To The American Way of Life—Or Does It?" It was the first in a series of six programs planned by the Women's Ad Club in order to promote better understanding and good will for advertising.

### —TEXAS—

**McALLEN**—Bert Metcalf, a University of Denver faculty member, Glance Kilgore, an ex-University of Texas public relations man, Murray Coe, a Virginia sportscaster and Charles W. Stratton a former Kentucky salesman for WHOP, Hopkinsville have been added to KRIO's sales and production staff. . . . **SAN ANTONIO**—KMAC and KISS will inaugurate the Trinity University Radio Forum on April 1st. This program will be devoted to freedom of expression on controversial issues, with outstanding speakers selected from South Texas.

### Homecoming Sendoff

Worcester—As a special in the public interest, WTAG yesterday broadcast a reception and parade honoring Holy Cross championship basketball team the WTAG Mobile unit, manned by Gil Hodges of the special events department and Phil Jasen, sportscaster reported celebration covering team's arrival at Union Station, parade route over city to ceremonies at City Hall where Mayor Sullivan and city officials offered public congratulations to the winners of the NCAA title.



## EQUIPMENT

### FM Push-Button Tuning

Engineers at Galvin Mfg. Co. makers of Motorola Home and Radios, announced an entirely new and far reaching development in reception. After years of intense research and experimentation, Motorola engineers have finally come the effect of drift in FM reception with the development of ingenious device which embodies engineering principles employed in finest radar instruments. This development represents a necessary departure from conventional modulated methods of tuning and brought to the market for the first time a practical FM home receiver with drift precision-peak push button tuning.

### New "Plug-in" FM Tuner

Howard D. Thomas, Jr., executive vice-president and general manager of the Packard-Bell Co., Los Angeles has announced production of a "plug-in" FM tuner unit that adapt any radio to receive frequency modulation broadcasts. "On radio phonographs, the phonograph plug removed and plugged into the tuner then the tuner cord is plugged into the phonograph socket on the radio," Thomas said. "On other radios, FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in sets."

### Will Address Institute

Clarence L. Menser, NBC vice president in charge of programs, accepted an invitation to address the Second Annual Radio Institute, to be sponsored by the Georgia Association of Broadcasters and the He Grady School of Journalism, University of Georgia, Athens, on May 18, 19 and 20. He will speak at the morning session on network programming. Institute meetings will be held 18, 19 and 20.

### Wedding Bells

Peggy Lloyd, WOV's early morning disk jockey, was married to Al Bradley, WJZ engineer, on Friday, March 21. Bradley was formerly radio supervisor at WOV.

### SALES CONTACT-REPRESENTATIVE

## AVAILABLE

for Talent — Programs — Services

Top-flight salesman with excellent agency contacts, successful background, selling time-talent interested in doing strong, sound, creative selling job for Package Program or Transcription Producers.

Write Box No. 342, RADIO DAILY  
1501 Broadway, New York 18, N. Y.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

L. 38, NO. 61

NEW YORK, FRIDAY, MARCH 28, 1947

TEN CENTS

## Opposes State Dept. Plan

### NAB President OK's State Dept. Plan

Washington Bureau, RADIO DAILY  
Washington—NAB President Justin Miller yesterday gave conditional approval to the State Department plan for a public corporation to take over international broadcasting.

In a statement, Judge Miller said: "The American way of broadcasting is our own people would unquestionably be the most desirable and effective means of interpreting the American way of life to the peoples

(Continued on Page 5)

### AFRA Agreement Reached With Chicago Stations

Chicago — Raymond Jones, local AFRA head, has announced that a amicable settlement of AFRA's demands for an increase in pay for announcers, singers, free-lance announcers, and staff announcers, on outside assignments, had been made with independent Chicago stations. The union will receive a 30 per cent increase in pay. Under the new setup, staff announcers pay is increased from \$63.50

(Continued on Page 3)

### ABC And Networks Suspend Negotiations

Negotiations between ABC, NBC and the National Association of Broadcast Engineers and Technicians to extend contracts expiring next July 1 have been suspended, it was announced yesterday by Allen Powley, president of the union. Powley said that discussions were halted so that the proceedings of the three-

(Continued on Page 2)

### Honored...

Jack Barry of WOR, Representative Edith N. Rogers of Massachusetts, and Senator Joseph R. McCarthy of Wisconsin yesterday received the first annual awards of the Veterans Club of New York in recognition of their special services in 1946 in behalf of veterans and their families. The awards were made at a dinner last night at the Hotel New Yorker.

### Public Service

Philadelphia—To stimulate contributions to the Red Cross fundraising drive which is falling far below its quota in Southeastern Pennsylvania, WFIL is donating sixteen programs to the campaign this week. Fifteen regularly scheduled newscasts have been turned over to the Red Cross for sponsorship and the station is airing a 15-minute dramatic appeal for the Red Cross.

### Program Schedule Brings FCC Denial

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday proposed to deny the application of Bay State Beacon for a new AM station in Brockton, Mass., on the specific issue of "unbalanced" program content.

At the same time, the Commission proposed to grant the competing application of the Plymouth County Broadcasting Co., and denied another application from Cur-Nan Co.

Although the Bay State Beacon

(Continued on Page 5)

### Tobacco Company Renews Two NBC Web Programs

Fifty-two week renewals of the Red Skelton and People Are Funny programs on the 156-station NBC network by the Brown & Williamson Tobacco Corp. was announced yesterday.

(Continued on Page 6)

### RCA Reported Ready To Show Color Tele On Large Screen

Philadelphia — Large-screen all-electronic color television will be demonstrated for the first time here on April 30th when Dr. V. K. Zworykin, video pioneer and director of electronics research for the RCA Laboratories in Princeton, addresses a scientific gathering at the Franklin Institute, it was reported yesterday. Demonstration and discussion, which is expected to reveal improvements of a "revolutionary nature,"

### President of Broadcasting Foundation Leading Fight Against Proposal For Int'l Shortwave Setup

### Ascap Seeks "Clarity" —No Rate Increase

Ascap plans to ask for no rate increase from the NAB but merely wants a clarification of present problems, John G. Paine, the Society's general manager, told an annual membership meeting at the Ritz-Carlton Hotel yesterday. Paine said that Ascap will strive during present negotiations with NAB to eliminate all the emotional talk which beset discussion by the two parties when the present contract was thrashed

(Continued on Page 3)

### FCC Extends Waiver On Tele 28 Hr. Ruling

The Federal Communications Commission approved yesterday an extension of the 28-hour minimum weekly broadcast schedule for commercial television stations from

(Continued on Page 2)

### 'Giveaway' Evil Up For NAB Discussion

Poll of the membership of the NAB Standards and Practices committee made by RADIO DAILY reveals strong opposition to the practice of "give-

(Continued on Page 2)

Strong opposition began shaping up yesterday to fight the State Department's proposal that Congress create a public corporation to handle the Government's international shortwave broadcasting. Some quarters viewed the move as a desire by the Government to ultimately gain control of all

(Continued on Page 3)

### Educational FM Gains Interest In Nation

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday granted construction permits for five non-commercial educational FM broadcast stations, including a city school system, a state college, two state universities, and a school for adult education. They are: Board of Education, Toledo, Ohio; Pennsylvania State College, State College.

(Continued on Page 3)

### Manson Named To Head RMA Set Promotion

Stanley H. Manson of Stromberg-Carlson has been named to head the national radio set sales promotion campaign of the Radio Manufacturers Association, as part of a 10-month public relations and merchandising

(Continued on Page 5)

### Tele Interest

Thirty-five applications for tele tests reported to Bob Emery for WABD's closed circuit camera tests at the Wanamaker store studios yesterday and 100 more are awaiting their turn for camera auditions. Emery, who conducts auditions from 2 to 4 p.m., each Thursday, found only one out of the 35 applicants yesterday as having any television talent.

(Continued on Page 6)



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

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FINANCIAL (Thurs., Mar. 27)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., CBS A, CBS B, etc. Includes a section for NEW YORK CURB EXCHANGE and OVER THE COUNTER.

Lehman To Speak Former Governor Herbert H. Lehman, first Director General of the United Nations Relief and Rehabilitation Administration, will speak on the "Problems of Displaced Persons" during a special Passover program presented over a coast-to-coast hook-up of Mutual in co-operation with the American Jewish Committee on Wednesday evening, April 2, from 8:30 to 9, EST. The broadcast will be heard in New York over Station WOR.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WHWL 790 KC. "Anthracite's Most Powerful Independent" Represented by Forjoe

COMING AND GOING

JOHN L. SINN, vice-president of The Frederic W. Ziv Co., is on the West Coast, dividing his time between Los Angeles and San Francisco. ANNE HARDING, manager of CBS' service division, leaves today for a three-week vacation in New Orleans. ARTHUR KANTROWITZ, WLIB engineer, has left for a two-week honeymoon in Florida with his bride, the former Jeanette Zander of International General Electric's sales department. GEORGE HIGGINS, general manager of KSO, Des Moines, Iowa, CBS affiliate, in town conferring with station relations. HAROLD CASSILL, general manager of WKIP, ABC's affiliate in Poughkeepsie, N. Y. and GEORGE BINGHAM, business manager, conferring with network headquarters here. ELSIE DICK, WOR's religious editor off to Bermuda by plane for a short vacation. ERNEST DE LA OSSA, personnel director of NBC, is in Lancaster, Pa., for a meeting of the ABC Group of Personnel Directors. Host at the meeting is the Armstrong Cork Co. De la Ossa will return Monday. FRANK REARDON, general manager of CBS affiliate, KBOW, Butte, Mont., in town visiting station relations. ROY E. MORGAN, manager of WILK, Wilkes-Barre, Pa., ABC affiliate, is in New York visiting network headquarters. NED CALMER, CBS newsman, back in New York after a two-week vacation in Bermuda. JAMES F. PRATT, manager of WNBH, ABC's affiliate in New Bedford, Mass., visited network headquarters yesterday. LOU SAIFF, general manager of WWNY, CBS' affiliate in Watertown, N. Y., returned to that city after conferring with network headquarters here.

'Giveaway' Evil Up For NAB Discussion

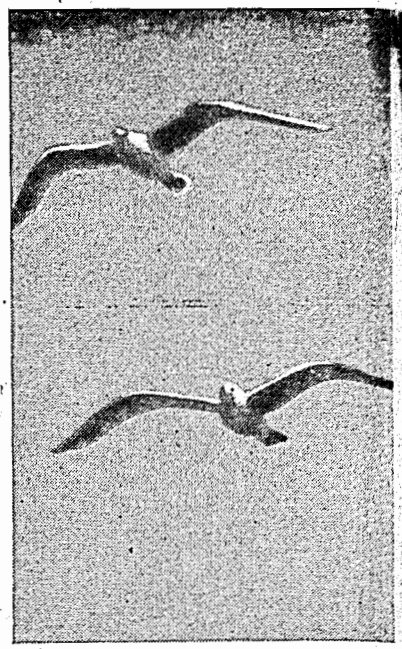
(Continued from Page 1) away" merchandise on commercial radio shows. The committee, almost to a man, strongly favored immediate action to regulate the giveaway evil and indicated that the subject would be given wide discussion at the committee meeting in New York on Monday. Robert Swezey, vice-president and general manager of Mutual, is chairman of the committee. Other members are Edgar Bill, WMBD, Peoria; Eugene Carr, WPAY, Portsmouth, Ohio; Roger W. Clipp, WFIL, Philadelphia; Walter J. Damm, WTMJ, Milwaukee; Ken Dyke, NBC, New York; Harold Fellows, WEEI, Boston; Gilson Gray, CBS, New York; Gayle Grubb, KGO, San Francisco; C. T. Lucy, WRVA, Richmond, Va., and John M. Outler, Jr., WSB, Atlanta, Ga.

NABET And Networks Suspend Negotiations

(Continued from Page 1) week old negotiations could be reported back to the union membership. The NABET president revealed that the last counter proposal made by the two networks called for a five per cent increase in salary across the board. This offer was not acceptable to the NABET committee, Powley said. WOR, also negotiating with NABET for a contract to replace the one which expired last Jan. 31, has offered the union a salary increase of seven and one-half per cent and discussions are continuing. Powley said the offer is being considered by the NABET committee and union members at WOR. Meanwhile, the threatened strike by telephone workers April 7 may affect at least three of the networks, ABC, NBC and MBS, if the walk-out materializes. It is not clear just how much interruption might occur in network programs but some employees of the AT&T long lines division are NABET members who monitor web and local shows.

FCC Extends Waiver On Tele 28 Hr. Ruling

(Continued from Page 1) March 31 to June 30, in order to permit stations to further co-ordinate program lineups to conform with the minimum hour ruling. At the same time it was announced that the Television Broadcasters Association recommended to the FCC last week that the 28-hour rule be waived for the present, and suggested that the Commission adopt a "graduated scale" of operating hours to be applied to stations now operating, or about to go on the air. TBA proposal comprised the following recommendations: any station operating in an area with receivers numbering from 0 to 25,000, a minimum of seven hours per week; from 25,000 to 50,000, a minimum of 14 hours per week; from 50,000 to 75,000 receivers, 21 hours per week; any station operating in an area with 75,000 sets or more a minimum of 28 hours per week. It was also suggested that in "hardship" cases, where a new station goes on the air in location with few receivers, special consideration be made in the matter of minimum hours broadcast.



Birds of a feather

Those two babies will follow ship for miles. Always on the lookout for a handout. They take it easy. Too bad sales can't be made on such a leisurely basis. But you've got to hustle. You've got to plunk headlong into the battle if you want to make sales. W-I-T-H, the successful independent radio station, the way to get the jump on competition in Baltimore. W-I-T-H is the station that delivers more listeners-per-dollar-spent than any other station in this station town. So if you're at sea about how sales are made in the country's 6 largest city, put W-I-T-H on the radio list!

FARGO BISMARCK NOW SERVED CBS PROGRAMS BY KSJB James'own North Dakota's 5000 WATTS 600 on the dial Represented by Adam J. Young, Jr., Inc. CBS - MBS

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

# Educational FM Gains Interest In Nation

(Continued from Page 1)

University of Alabama, Tuscaloosa, Ala.; University of Indiana, Bloomington, Ind.; The Junto, Inc., Philadelphia, Penn.

This makes a total of 28 construction permits for educational FM stations which have been authorized. In addition, six stations are now operating in the educational FM band and 16 applications are pending. The Commission has reserved 10 channels (88 to 92 megacycles) exclusively for non-profit educational broadcasting, and non-commercial educational organizations only are eligible to apply for these frequencies.

Within recent months the FCC said, "Indicators have evinced an increasing interest in the educational opportunities of FM. Many letters are being received from schools inquiring how to apply for educational stations. Following the example of Wisconsin, a number of states are reporting plans to establish state-wide educational radio networks. Among those who have recently indicated that intention to the Commission are: Kentucky, New York, Virginia, Louisiana, Florida, Georgia, Michigan, Pennsylvania, Alabama, Connecticut, California, Wisconsin, Ohio, Illinois, Texas and Indiana."

# Speaker Urges Industries To Advertise Their Wares

Declaring that the best way to stimulate a feeling of confidence throughout the United States is for all American industries to advertise themselves, their products and their special skills, James A. Fayne, partner in the brokerage firm of Bache & Company, spoke on the headline edition of ABC, Wednesday night.

Asked how Bache & Company plans to stimulate this feeling of confidence, Fayne replied: "The best way to tell of America's might is for all industries to advertise themselves, their products and their special skills. For its part, Bache & Company which has 36 branches and 26 correspondents throughout the United States, has never doubted the length of this country and through advertisements and messages to the public will do all in its power to point out the world wide shortages of goods of all types and the ability of American industry to rise to new production heights to fulfill this unprecedented demand. It is our studied opinion that American industry will show its greatest power in the months ahead."

# Robbins To Make Pix

Fred Robbins, WOV's "professor of thermodynamics" and emcee of the 280 Club, has been set to play the lead in a series of six Columbia Pictures shorts dealing with the phenomena of the day—the disc jockey. Shooting starts today in Gotham.

# Radio Opposition Looms To New Shortwave Plan

(Continued from Page 1)

radio broadcasts beamed from this country to foreign nations.

Opening gun in the campaign to fight the plan was fired by Walter S. Lemmon, president and founder of the World Wide Broadcasting Foundation, a non-profit organization operating international shortwave station WRUL in Boston. Lemmon, now in Washington, D. C., to organize the opposition, said that the plan, if adopted, "would arbitrarily put out of existence all American private enterprise in the field of international broadcasting, both now and in the future. It represents a dangerous threat," he said, "to other forms of free expression, such as the press and motion pictures."

### McDonald Against Plan

Another staunch opponent expected to lead the battle against the proposed International Broadcasting Foundation of the United States is E. F. McDonald, Jr., president and general manager of the Zenith Radio Corp. McDonald has stated that the idea should not only be killed but that the State Department should halt its present international broadcasting entirely. In letters to Congressmen which were read into the Congressional Record, McDonald said that the Government has no more right to operate radio stations than it has to publish newspapers and periodicals. He maintained that the job should be left to the commercial radio industry whose broadcasters would give people in foreign lands a true picture of America. Another point of protest by McDonald is against the unofficial estimate of \$25,000,000 which it has been figured the proposed foundation will cost.

Walter Lemmon voiced the opinion that "it is difficult to believe that the Congress, when it has the full opportunity to study the subject, will

# AFRA Agreement Reached With Chicago Stations

(Continued from Page 1)

to \$83.50, and two weeks sick leave per year with pay is provided. Pay of actors and singers on a five to 15-minute programs will also be increased. Jones will attend a board meeting of AFRA in New York next week.

### Correction

"Look Your Best," new CBS co-op show featuring Richard Willis, (announced this week) will not be heard in New York, it was made known. "Here's Looking at You," Willis' current show on WNEW, will, however, continue on the New York station.

### Joins WLIB Sales Staff

Kenneth Goldblatt has joined the WLIB sales staff. He was formerly with the sales department at WOV.

foster such a form of monopoly, which might prevent Americans from speaking readily and without censorship directly to people of other countries over the radio." Lemmon said that last year William Benton, Assistant Secretary of State, "tried to force us to sign away the full time use" of WRUL in peace time for State Department programs, but that "when Congress saw the proposed monopoly implied violation of the American principles of freedom, the State Department appropriation bill was amended to preserve some hours for continuing non-governmental, independent shortwave programs."

### Networks Non-Committal

Although the four major networks are not believed to be strictly impartial toward the proposal, none of their officials would give comment yesterday one way or the other. James D. Shouse, president of the Crosley Broadcasting Corp., a pioneer of international shortwave, said that his company "is in entire agreement with the proposal." He added that he "does not believe that Government advice on international broadcasting in any way constitutes a threat to our American system of broadcasting."

# Ascap Seeks "Clarity" —No Rate Increase

(Continued from Page 1)

out some years ago. In his report to the membership, Paine touched on several subjects, including television. From the standpoint of Ascap, however, he said television was still a vague thing and that so far it was simply being studied.

Deems Taylor, president of the Society, opened the meeting and reported that 65 new writers and 23 new publishers have been added to the fold in the last year. Total membership is now 1850 writers and 301 publishers. Ascap's revenue during the last year was over nine million dollars.

Lester Santly, chairman of the executive committee, said that the juke box situation is one of the principal problems which Ascap will undertake this year. He also pointed out that moving picture rates are in line for adjustment since they have not been changed since they were set up in 1933.

### To Honor Phil Davis

Phil Davis, musical director of "Here's To Ya" (Sunday CBS, 2:30 p.m., EST) will receive a plaque on this week's show from "Songhits Magazine" marking his 25th year in radio.

So Long, New York. Thanks! You've been just SWELL to "Penny and Me."



Hello, Chicago. Thanks for the invitation. It's great to be back home.

STARTING MONDAY, MARCH 31, OUR

# "LADIES BE SEATED"

show will continue to be heard Monday through Friday, 2:00-2:30 P.M. (C. S. T.) coast to coast via the American Broadcasting Co.

Johnny Olsen

## LOS ANGELES

By RALPH WILK

CHARLES LEVIN, Hollywood publicist, is recuperating after three weeks of hospitalization resulting from a bad fall.

Jack Rourke Productions is pitching a new situation comedy entitled "The Mad Anthonys" with Charlie Ruggles as star, and Hal Wilson as producer.

Anita Ellis recorded "Ask Anyone Who Knows" and "As Long As I'm Dreaming" for Mercury Records. Harry Geller, musical arranger for Kenny Baker, arranged and conducted the orchestra. Anita's first recordings, "The Old Lamplighter" and "The Anniversary Song" have gone over the 200,000 mark.

Al Jarvis has branched out in the field of MC's. Jarvis, who for 15 years has conducted his original "Make Believe Ballroom" currently on KLAC, has been set, after the great facility with which he conducted the Universal-International Premiere of "The Egg and I" as their chief greeter for future "first timers."

Alan Scott, the jovial commentator of KHJ-Mutual Don Lee's "Easy Does It" show, will present his Monday, Wednesday, and Friday broadcasts from KHJ-Mutual Don Lee's Hollywood studios until April 4, as he enjoys a "semi-vacation" in Hollywood.

Pat McGeehan, actor on the "Joan Davis Show" and the Red Skelton program, replaces Pedro de Cordoba as narrator on the religious dramatic series "Hour of St. Francis," transcribed in Hollywood for release on 53 stations and aired locally Sundays at 8:45 p.m. over KLAC. He will fill the role while Cordoba is playing the lead in the San Gabriel Mission play.

Marilyn Maxwell, songstress on the Abbott & Costello Thursday night airshow, was featured recently for the 72nd time on the Armed Forces Radio Service "Command Performance" broadcast.

### RWG Negotiates New Contracts

The Radio Writers Guild in a special meeting yesterday with ABC, CBS and NBC agreed to continue new contract negotiations for staff continuity writers separately with each web instead of jointly as it has been done in past weeks. The nets and RWG are negotiating new contracts, which expired last Feb. 15, for staff writers only and discussions do not involve free lance writers, a matter on which the guild will take a strike vote next month.

THE MYSTERIOUS TRAVELER  
Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600



### Manhattan Memoranda. . . !

• • • Look for CBS to spend a lot of dough hypo'ing its black and white television setup now that the color fight is over. . . . Bette Davis writing her memoirs during her vacation from the screen. The tome promises to keep Hollywood thermometers above the boiling point. . . . Bing Crosby's guest when he cuts a record in Chicago will be Hank Greenberg, of his ball club, the Pirates. It was Bing who got Hank to agree to play another season. . . . Bob Hope is trying to get Bing to co-star with him in a Broadway musical here so's they'll be nearer their respective ball clubs. . . . Two of Hollywood's feuds were settled the same day. Mary Pickford and Charlie Chaplin kissed and made up and Al Jolson and Georgie Jessel did likewise. . . . Ted Lloyd trying to talk Garbo into doing a transcribed series based on her film, "Anna Christie". . . . Kraft television show (one hour dramatic series which bows in May) will not buck their live Thursday nite show as originally planned, but will be on Wednesday nite in the 8 p.m. slot. . . . Add descriptions: Walter Winchell—ad liberal.

★ ★ ★

• • • The sonorous sounding Frank Gallop is having accolades heaved at him right and left for his "new" self on the Berle show. Even those in the trade admit they're amazed at Gallop's versatility. They've always associated his finely developed pipes with symphonies and programs of class appeal. Hearing his individual timber on a comedy show was the last thing they expected. Well, the opportunity to extend himself came Frank's way—and he certainly has delivered. Now that the novelty of his super performance has worn off, it strikes us that real talent is an all-round commodity, twelve months a year, and Frank Gallop, as announcers are rated, is loaded with the stuff.

★ ★ ★

• • • CUFF NOTES: Biggest lineup Lux has ever had will be their April 7th stanza, "Alexander's Ragtime Band," with Tyrone Power, Alice Faye, Al Jolson, Dick Haymes and Dinah Shore. . . . Fred Allen set for the cover of Time mag. next week. . . . Flash: Mention of the Hit Parade is now permitted on NBC. . . . Irv Kupcinet writes from the coast that Toots Shor is taking Hollywood by storm and that it'll take months for the natives to recover from the shock. . . . Radio actress Jone Allison getting Hollywood bids for films. . . . Pauline Sharpe, of Sackett & Prince television productions, seeking quality programs and visually conceived commercials. . . . The Herb Polesies doing a double take-off Sunday, with Midge flying to the coast with Dixie Crosby, and Herb flying to Washington to meet the first Twenty Questions' fan club down there.

★ ★ ★

• • • OUR HAT'S OFF DEPT:—Ezra Stone's Henry Aldriching. . . . Jimmy Dorsey's band show at the Paramount. . . . The Ravens' smooth harmony at the Strand. . . . Bill Cullen's handling of contestants on "Winner Take All". . . . Evelyn Knight's Decca version of "Saloon". . . . Richard Cannon's Diamond platter of "Maybe". . . . WHN's spirited basketball airings. . . . Paul Taubman's piano-solovox magic at the Penthouse Club. . . . Phil Hanna's baritone tunes on "Here's To Ya" via CBS.

★ ★ ★

• • • Memo from Jack Elgen (who has interviewed as many stars on the air as anyone we know): "For ten years I've been plugging pictures and their stars on the air. Now the movie companies come along and want their players to be paid for building themselves up on a program. They must be kidding. If they go through with that idea, they might as well buy their own time on radio to plug their stars and pictures. I, for one, won't use any of their publicity releases—unless they're brought up to my studio by their stars, who may then read it on the air. That's the way I feel about it."

## CHICAGO

By NAT GREEN

BILL O'CONNOR, who since his discharge from the Navy year has been on the staff of WGN here, joined the WGN announcer staff this week. While in the service he was announcer and narrator on many Navy broadcasts in Illinois, Jersey and Florida.

Dutton-Lippold have been assigned to handle publicity for the annual AFRA Antics in May.

Florence Capter, secretary of ABC's central division sales department, won the \$19.75 kitty built up in the Chicago offices as to the Hooperating of Margaret Truman's debut with the Detroit Symphony. She guessed 18.0, and the actual was 18.02.

Henry Weber, WGN director of music, and Mrs. Weber (Marion Clark) are vacationing in Cuba. William McGuineas, the station's commercial manager, basking in the sun at Capt. Miss.

That midnight disc jockey show June Merrill's on WENR five nights a week is building up a large appreciative audience.

WBBM launched a new weekly program of classical recordings today, titled "Concerto for Midnight" heard from midnight to 1:30. John McCormick, WBBM announcer, furnishes program notes on the music masterpieces. During the week McCormick pilots WBBM's "Matinee at Midnight," featuring popular recordings.

WGN broadcast a special 15-minute program titled "Voices of Chicago" Wednesday (26), on the 110th anniversary of the granting of Chicago city charter. During the program voices of prominent Chicago and church leaders were recorded for posterity at the Chicago Historical Society, with Paul Angle, the society director, as master of ceremonies. Recordings were made on the Hyflux magnetic tape recorder.

On March 31 ABC will present "The Batting Stars of Baseball" motion picture produced by American and National leagues, television feature over WBKB.

### Will Cover Easter Parade

The Easter Parade on Fifth Avenue will be covered in a special television by NBC's television station WNBC Easter Sunday afternoon. Two Ince Orthicon cameras located on the avenue in front of Rockefeller Center will record the annual exhibition of fashion as paraders throng the avenue.

### AVE MARIA HOUR

WMCA, Sunday 6:30

ETHEL EVERETT—Mary Magdalen

WESLEY ADDY—Calus

JOHN MCGOVERN—Pappas

It's a Donald Peterson production

# Program Schedule Brings FCC Denial

(Continued from Page 1)

heavy local ties — traditional stick for Commission action—its proposed program content leaned too towards commercials, the FCC in its proposed decision.

The Commission said the policies the Beacon "reflects a program vice which is not as well balanced as well calculated to serve the public interest" as the service proposed by the Plymouth county group.

The FCC said the Beacon "proposes to reserve only 4.7 per cent of broadcast time for sustaining programs and all of this time will be absorbed by the religious programs in its planning, leaving no time specifically reserved for any other sustaining programs."

Applicant's expression of willingness," the Commission said, "brought upon cross-examination, to provide some additional sustaining time undesignated amount and under determined circumstances is too vague to be accepted as an undertaking and in any event does not cure the basic deficiency of its program proposal."

The Commission proposed denial of the Beacon's application is expected to bring a new storm of protest from industry groups. Although the Commission has made much of program content in license renewal applications, denials of first applications on this issue have been rare in recent months.

### New Mobile Station

The FCC yesterday announced adoption of a proposed decision looking to the grant of application of Gulf Broadcasting Co., Inc., for a new station in Mobile, Ala., to operate on 1340 kc., 250 watts unlimited and denial of application of Burton Broadcasting Co., 1340 kc., 250 watts unlimited, and application of Mobile Broadcasting Co., 1330 kc., both requesting new stations in Mobile.

Further the FCC took favorable action on a total of 17 FM applications in scattered sections of the country.

Granted CP's for new AM stations were the following: Sandhills Broadcasting Corp., Southern Pines, N. C., to operate on 990 kc., 250 watts, daytime; Eward B. Cureton, et al, doing business as Citizens Broadcasting Co., North Adams, Mass., to operate on 860 kc., 250 watts, daytime; William Edwin Richardson, Ukiah, Calif., to operate on 1400 kc., 250 watts, unlimited; Reno Newspapers, Inc., Reno, Nevada, to operate on 1490 kc., 250 watts, unlimited; Community Broadcasting Service, Providence, R. I., to operate on 1490 kc.,

# Tele Manufacturers Step Up Production

Considerable activity in the distribution of television receivers was reported yesterday with intrade circles with RCA, General Electric and Philco said to be increasing output.

RCA is reported planning introduction of a console tele set selling in the neighborhood of \$1,000, in addition to a stepup in over-all video receivers. Console model will have a 10-inch direct view tube as well as AM-FM radio and record changer.

General Electric is reported to have delivered its first black-and-white receivers to 15 dealers in the New York area, and although no official figure was available reports are that a "considerable" amount is on sale.

Video Television, Inc., a New York firm, is reported to have contracted to install all GE receivers, under terms similar to those announced by the former company recently. Terms provide for one-year service of a set on a guarantee-basis. Service is expected to be particularly attractive when the one-year guarantee of a manufacturer like RCA, expires.

### Philco Making Plans

Philco, which introduced a black-and-white projection model at the FCC hearings on color tele at Princeton in January are reported "stocking" the model and will make first distribution co-incident with a dealer meeting early next month. No price is reported on the Philco set, but indications at the time of its debut to the FCC confab was that it would sell for "about \$700."

### Chicago Outlook

N. A. Corbett, RCA sales exec, said yesterday that Chicago would have 2500 sets in operation by the end of next month, with more being installed each week. He estimated that 25,000 sets will be in use in the Chicago area "within one year." RCA installs sets with the usual "home policy" of \$50 for residences, \$100 for business locations, complete with a year's equipment service.

500 watts, daytime; Northern Indiana Broadcasters, Inc., Michigan City, Ind., to operate on 1420 kc., 250 watts, unlimited; Mario Acosta, Mayaguez, Puerto Rico, to operate on 1400 kc., 250 watts, unlimited.

The following were given FM conditional grants: Station KTBS, Shreveport, La.; William Avera Wynee, Rocky Mount, N. C., Coastal Broadcasting Co., New Bern, N. C., Enid Radiophone Co., Enid, Okla.; Medford Printing Co., Medford, Ore.; Eagle Printing Co., Inc., Butler, Pa. The following were authorized FM construction permits: Golden Empire Broadcasting Co., Redding, Calif.; Isle of Dreams Broadcasting Corp., Miami, Fla.; Northwest Ga., Broadcasting Co., Cedartown, Ga.; Perkins Bros. Co., Sioux City, Iowa; Public Radio Corp., Tulsa, Okla.; KXL Broadcasters, Portland, Ore.; The Kluf Broadcasting Co., Inc., Galveston, Tex.; Agricultural and Mechanical College of Texas, College Station, Tex.; Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.; Badger Broadcasting Co., Madison, Wis., and Gazette Printing Co., Janesville, Wis.

# Manson Named To Head RMA Set Promotion

(Continued from Page 1)

program which the RMA will shortly set in motion. At a meeting this week of the RMA advertising committee, Victor A. Irvine, Galvin Manufacturing Corp.; Earle L. Hedley, Bendix Radio and L. E. Pettit, General Electric Co., were named to assist Manson.

The committee will have as one of its main functions the follow up of the public relations and merchandising campaign formally adopted at the meeting. Purpose of the drive will be fivefold, it was said, and is designed to: further the industry-expressed objective of a "radio for every room, for every purpose"; to maintain the present area of demand; to expand the scope of this demand and thus create new markets; to make obsolete old radios; to minimize the problem of trade-ins; and to substitute a constructive approach for price appeal advertising.

In order to reach these objectives, campaign will key all promotional activities to the family and to interest the individual members of the family. By dramatizing the American family with its need for and enjoyment of the family radio, the sale of the console phonograph radio will be promoted. By suggesting the values and benefits that can be obtained by the individual member of the family through his or her own radio, sale of smaller models will be pushed.

By putting the emphasis on individuals, RMA points out, the industry will be directing specific appeals to a "tremendous" market. Latest Federal census shows slightly less than four individuals (3.8) per family; there are 34,984,666 families in the United States. Association also believes the approach to the market, in terms of people, also opens up many new merchandising avenues for retailers.

A special event climaxing the campaign is under consideration and may be timed to coincide with National Radio Week beginning October 26.

### Stork News

Milton Katims, NBC Symphony violist, and Mrs. Katims, have named their new daughter Pamela Artura in honor of Arturo Toscanini. The child was born at the Woman's Hospital in New York Tuesday (March 25), which was Toscanini's 80th birthday.

A baby girl, Kathleen, weighing eight pounds, 13 ounces, was born at the Evanston Hospital, Evanston, Ill., on March 25 to Mr. and Mrs. Robert Flanigan. The father is an NBC Central Division national spot salesman.

Charles F. McCarthy, WNBC newscaster, and Mrs. McCarthy, the former Diana Carlton of radio and stage, became the parents yesterday of a 6 pound 10 ounce girl, Elza Catherine, at the Long Island College Hospital in Brooklyn.

# NAB President OK's Slate Dept. Plan

(Continued from Page 1)

of the world.

"Unfortunately this is not now economically feasible and until such time as it is, the plan recommended by the State Department to invest the responsibility for this character of broadcasting in a public corporation financed by the Government appears to be the most practical proposal.

"The NAB recommends, however, that during the existence of this public corporation, further explorations by both the industry and the Government be made into the possibility of conducting international radio in a manner which is more in harmony with the free system of American domestic broadcasting."

### Byron Doing Recruiting Series

Ted Byron, producer of the recent "Bavarian Holiday," has been commissioned by the Recruiting Service of the U. S. Army to do a new series of films.

The first of these—showing our Occupation Forces at work and at play in the Pacific Theater—is already in the works with Byron currently editing up existing Signal Corps and newsreel footage. Deal was set through N. W. Ayer & Son.

# HAMLET, JUNIOR SIZE

Ever hear of a children's summer theatre of the air? Maybe. Ever hear of a children's summer theatre of the air with child actors? Seldom, if ever.

WFBR's children's summer theatre is another example of the kind of pioneering that goes on constantly in the station Baltimoreans know best. This is the kind of service that goes to the heart of the community.

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

COMPLETE TRANSCRIPTION SERVICE STATE 5635



RECORDING CORP.

42nd Floor • 20 N. Wacker

Amb. 2142 • Chicago 6 Sta. 5635

## AGENCIES

**ED KIRBY** and **JOHN CULLOM** have resigned as executives of Featured Radio Programs.

**BATTEN, BARTON, DURSTINE & OSBORN, INC.** will handle a large advertising campaign for a new line of Remington Blue Streak Electric Shavers which will commence in May. Feature of the campaign will be a substantial co-operative newspaper advertising campaign for Father's Day promotion. Remington Rand will spend \$250,000 for this new drive.

**HERBERT S. HAUSER** to Green-Brodie as an account executive. Hauser was associated with Weiss & Geller, Inc., New York, from 1940 until this year. His career in advertising was interrupted by three and one-half years service in the Army. In his new assignment with Green-Brodie, he will specialize in food and beverage merchandising, along with contact work.

**AUDIENCE SURVEYS, INC.**, has moved to larger quarters in the same building, 347 Madison Avenue, New York, it was announced by Robert H. Salk.

**ARTHUR POPPENBERG** has resigned as assistant sales manager of the N. Y. office of Taylor-Howe-Snowden Radio Sales.

**WILLIAM KNUDSEN**, formerly with the G. Lynn Sumner Co. and the Burke, Dowling, Adams Agency has joined the R. T. O'Connell Co. as art director.

**MIKE LEVIN**, N. Y. editor of "Downbeat," has been appointed music editor of "Look." Levin will take on his new duties in addition to his work on the music publication.

**WGAY**, Silver Springs, Md., announces the appointment of The Walker Co. as its exclusive national representative, effective immediately.

## Tobacco Company Renews Two NBC Web Programs

(Continued from Page 1)

day by Paul McCluer, manager of the NBC central division sales department. The Skelton program heard Tuesdays at 10:30 p.m., EST, will begin another year on April 22 and People Are Funny, heard Fridays at 9 p.m., EST, will start another year on April 25. Russel M. Seeds Co. is the agency.

Addition of 25 outlets to the station lineup of Life Can Be Beautiful heard on NBC was also announced by McCluer. The additional facilities will bring to 97 the number of stations airing the New York-originated daytime serial. Spic and Span, Ivory Snow and Crisco are the products advertised. Dancer-Fitzgerald-Sample, Inc., is the agency.

## WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY OOPS:**—Harry Link has accepted for Feist the publishing rights to a new song "Miracle of the Bells," with lyrics by Russell Janney, author of the best-selling novel of the same name and music by Father Pierre Norman, composer of numerous songs including "By A Waterfall" and "You Brought A New Kind of Love To Me" . . . song may be included in the forthcoming RKO production based on the book. . . ● Don't know when we had more laughs . . . that party Johnny Olsen tossed for his "Ladies Be Seated" regular studio visitors Wednesday at the Waldorf-Astoria, to select one of the ladies to accompany him and his wife Penny to ABChicago, whence the new series will originate, was nothing short of sensational. . . ● Bandleader Jack Edwards attended the New England Conservatory of Music with Vaughn Monroe . . . now Jack is appearing at Vaughn's "New York Home," namely the Century Room of the Hotel Commodore. . . ● Edward B. Marks has a possible hit in "Mi Vida," written by Ernesto Lecuona for the flicker, "Carnival In Costa Rica". . . ● Producers Releasing Corporation has made a deal with Leeds Music for the use of the revived song hit "Heartaches" in its forthcoming musical mystery drama, "Can't Get That Gal."

★ ★ ★

● ● ● Look for another revival on the Julie Styne-Sammy Cahn ballad "I'll Walk Alone" . . . Hal Wallis has purchased that title for a film story. . . ● Gerald (Dixie) Marks just back from Hollywood reports that Vaughn Monroe is ca-ra-zy about his oldie, "All Of Me" . . . song will be on the hit parade by mid-summer—wanna bet? . . . ● Shapiro-Bernstein has a really fine ballad in "Midnight Masquerade". . . ● Benny Meroff doing a great job of rib-tickling at the Aleda Club in Chicago . . . his new "Hat Number" is as great as Bill Robinson's "Stair Dance" . . . (thanks, Irving Kupcinet for tipping us off). . . ● Zeke Manners autographed a Victor platter of his "Fat Man Blues" to J. Scott Smart ABC's "Fat Man". . . ● Maceo Pinkard, writer of "Gimme A Little Kiss Willya Huh" and "Sweet Georgia Brown" is currently at work on an operetta, "New World Fantasy". . . ● And Alan Young is writing a tome on Hollywood Yes-men titled, "The Best Yeahs of Our Lives". . . ● Pete Wendling's Windsor Music has a very fine piece of material in "Don't Shoot The Bartender" (he's half-shot now) written by Johnny Tucker, Joe Schuster and Manny Smith . . . and the Korn Kobblers' new MGM recording of this droll ditty should prove a juke box sensation.

★ ★ ★

● ● ● **Susan Music**, new subsidiary of Famous Music Corporation, is starting to plug Frank Loesser's latest "Tallahassie" . . . ditty isn't up to the Loesser standard. . . ● Kermit Goell, writer of "Huggin' and Chalkin'" has teamed up with Bee Walker. . . ● Tip to the Modernaires:—If you want a follow-up on your "Can't Get Off My Horse" ditty, you might contact Bob Miller, Inc. and ask for "The Cowboy Isn't Speaking To His Horse" . . . one of the funniest songs satirizing the "wild and wooly west". . . ● Eight of England's ten best song hits are American importations . . . "Anniversary Song," "April Showers," "For Sentimental Reasons," "Old Lamplighter," "To Each His Own," "The Things We Did Last Summer," "Five Minutes More" and "Rickety Rickshaw Man". . . ● Frank Hennings who resigned as professional manager of E. B. Marks has joined the Sam Fox Music Co. in a similar capacity . . . Fox is publishing the "Brigadoon" score.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—The Three Suns' Victor waxing of the oldie "I Never Knew I Could Love Anybody," pleasing enough, though over-arranged . . . reverse side, "Unless It Can Happen With You," with a sad vocal effort by Dunn, will hardly help this platter. . . ● The (Harry) Noble—(Frances) King International Album, smooth, sophisticated duettiquette . . . Gothamites discovered the team's artistry during their recent stint at the Hotel Pierre. . . ● The Ed (Diamond Exec) Burtons expect to greet Sir Stork in June.

## BEHIND THE MIKRO

By SID WEISS

**JOAN SINCLAIR**, of "Leave It To The Girls," is working on a panel show called "Listener's Grandstand," in collaboration with I. Taylor. Program features a panel of radio experts answering letters from listeners regarding questions, comments, complaints and suggestions. In sum, it's dedicated to one of the most provocative subjects in the today: What's wrong with radio?

Mutual has, not one 5 o'clock shadow, but two. Besides the Fall show on Tuesday nite which adds the Gem Razor and its avoidance of the 5 p.m. shadow, the show also carries the "Shadow" mystery ainer on Sundays.

The new show Walter Lurie brought back from the coast looks like a production—"Johnny Madero, I 23." Skedded to preem on Mutual April 23rd in the 8:30 p.m. slot.

Albert Mitchell, (the Answer Man) celebrates his tenth anniversary broadcasting next week.

Radco Publishers putting out joke book, "These Shoes Are Killing Me," by Whitey Ford, star of "Grand Ole Opry" ainer on NBC.

Dorothy Claire set for the 10 in Chi company of "Finian's Rainbow."

George Field, World Broadcasting rep of Midwest Division, transferred to N. Y. office in station relations department.

After 8 years on the air as "T. D.A.," Jay Jostyn will at last make his film debut—as a District Attorney—in the new Victor Mature vehicle "Kiss of Death."

Perry Como, whose withdrawal from 20th Century-Fox was announced this week, will write monthly record review column for Movie Play magazine.

Doris Sharp, of Radio Registry, to the coast next Wednesday. Will open a Hollywood branch, Doris?

Bernie Prockter and Arnold M. chaelis auditioned a new comedy show at CBS Monday nite—Korn Kobblers Karnival, built around the work and starring new comedy team of Larry Haines and Art Carney.

John Paris off on South American trip.

## Large Screen Color Tele To Be Shown By RCA

(Continued from Page 1)

approximately 12 by 15 inches) at the FCC color tele hearings in Princeton last January. A screen of this size to be used at Franklin Institute was said to be used by RCA in the black-and-white telecast of the Louis-Conn fight last June, and more recently in New York in the reception of a sports event from Madison Square Garden.

The Franklin Institute, a scientific, technical and cultural membership organization, said yesterday that the meeting will be open to members and their guests without charge.

# The American Red Cross *Carries on*



**Give!**

# EQUIPMENT

## Olympic Adv.-Prom. Drive

J. F. Crossin, vice-president and director of sales of the Olympic Radio and Television Corp., announced the largest and most extensive advertising and promotion campaign ever put behind the sales of their radios. The three-way drive includes national magazines, co-operative newspaper advertising and point-of-sale promotions. Theme of the campaign will use a new angle in testimonial advertising with wives and families of big name radio stars being used instead of the stars themselves. Included in the campaign will be Mrs. Edgar Bergen, Mrs. Kay Kyser, Mary Livingstone Benny, Fibber McGee and Molly's children and other well known names in the entertainment world.

## Shaffer Appointed By RCA

Kenneth B. Shaffer, formerly renewal sales field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison, N. J., headquarters where he will supervise the sale of parts to tube and parts distributors. Shaffer became associated with radio in 1926 when he joined the E. T. Cunningham Tube Co. He transferred to RCA when the two companies consolidated.

## Western Electric Appointment

Harold B. Whitfield, patent attorney for Western Electric has been appointed general patent attorney for the company, effective immediately, to succeed Edgar W. Adams, who died suddenly on March 10. Mr. Whitfield, with headquarters in New York, has been in charge of patent functions at the company's works locations since 1944, and brings to his new assignment nearly 30 years of experience in patent work.

## Commission Considering New Recording Devices

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday adopted a report looking toward authorization of recording devices in connection with interstate and foreign message toll telephone service but postponed issuance of a final order in this proceeding pending a Public Engineering conference, to be held April 21, upon which engineering standards to cover the use of these devices can be based.

In its report the Commission found that there is a "real and legitimate need" for telephone recording devices; that their use does not impair the quality of telephone service; that parties to telephone conversations should have adequate notice that the same is being recorded; and that all such devices should be capable of being physically connected to and disconnected from the telephone line at the will of the user.

# COAST-TO-COAST

## —CALIFORNIA—

LOS ANGELES—KFWB's Bill Anderson, conductor of the Hollywood Bandstand, has been swamped with the response received from L.A. listeners in connection with his new contest, "So You Want To Be A Disc Jockey?" It is now in its third week. . . . SAN DIEGO—Pete Watts, former sales manager with NBC in Sacramento, has joined the staff of KYOR in the same capacity. . . . SAN FRANCISCO—On April 2nd, KPO will inaugurate "The Big Story," a program series dramatizing the authentic experiences of newspapermen on their most exciting feature assignments.

## —PENNSYLVANIA—

PHILADELPHIA—Vivian della Chiesa and Jim Ameche, this week, made their television debuts on Philco's station, WPTZ. . . . PITTSBURGH—KQV is now conducting final tune-up tests of their new 5,000 watt transmitter. . . . LANCASTER—Mack Edwards, former WSBA assistant program director in York, Pa., has joined the staff of WLAN, as promotion production manager.

## —NEBRASKA—

OMAHA—KOAD will double its range in about sixty days when its new eight bay square loop antenna, supported by a 500-foot tower, will be set up in replacement of the single bay antenna, presently at the station. . . . A weekly resume of Omaha's cultural activities will be presented by "The Fine Arts Review," a new program recently initiated by FM

## Reichhold Is President Of Carnegie "Pop" Inc.

Henry H. Reichhold, president of the Detroit Symphony Orchestra and "Musical Digest" which sponsors the "Sunday Evening Hour" on ABC, extends further his activity in the world of music with the announcement yesterday of his assumption of the presidency of Carnegie "Pop" Concerts, Inc. Daniel Rybb, founder and director of the "Pop" Concerts, will continue to handle the informal concerts at Carnegie Hall which have achieved notable success last year. Current schedule extends from May 1 through June 14.

## "Pop" Concerts on Nat'l. Scale

Reichhold's step—his first musical entrance into New York — also marked the beginning of a plan to extend Carnegie "Pop" concerts on a national scale, backed by a radio and national advertising campaign designed to promote the concerts. "Every city," according to Reichhold, "will eventually run a Carnegie "Pop" series modelled on the New York plan." Local musicians are to be used as the orchestral basis for these concerts with a minimum figure of about 60 men required for operation. Reichhold added that local promoters handling the concerts are to be furnished lists of available young talent for hiring and be provided with complete promotional and personal help. "It is intended that

Station KOAD. . . . Patricia Conrad, a Northwestern University radio graduate, has joined KOAD's staff as producer and continuity writer.

## —NEW YORK—

ALBANY—The activities of a special committee of Albanians, surveying the needs of war impoverished Nijmegen, was revealed in a special short wave broadcast, aired over WOKO last night. Forrest Willis, the station's veteran announcer and special events man, is covering the committee's actions. . . . ELMIRA—Ken Powell, former MBS announcer, has joined the staff of WELM, a new 250 watt ABC station, soon to go on the air.

## —ARIZONA—

PHOENIX—KTAR is the proud owner of the only battery-operated wire-recorder in Arizona. This set is utilized in recording remote broadcasts which originate from areas where electric power is unavailable. . . . Park G. Parker, former executive of RCA, NBC and Blackett-Sample-Hummert, has become manager of KTSC and KTSC-FM.

## —NEW JERSEY—

PATERSON—Frances Parran, an executive of New York's FM Station, WGHF, this week, discussed the future of FM and radio on WPAT's, "Hunt For Happiness". She and Margaret Tempest-Holmes of England were Adele Hunt's guests on said program. . . . TRENTON—The Trenton Symphony, under the direction of Guglielmo Sabatini, will be the new program to be heard on WTIM. It will have nationally known artists as its guests.

## Lowman Heads Committee For Cancer Drive In N. Y.

Plans for radio's aid in publicizing New York City's Cancer Drive were outlined Wednesday night at the Madison Square Garden Club. Lawrence L. Lowman, CBS Vice-President in Charge of Television, was chosen chairman of the Radio and Television Committee. Maj. Gen. John R. Kilpatrick, Garden President, and New York's Campaign Chairman, presided at the meeting.

Other radio and television men present, in addition to Mr. Lowman, were Arthur Hull Hayes, WCBS General Manager; Bob Bendick and Gil Faires, WCBS-TV; Walter Steigman, WNYC; Ted Husing and Joe Ransom, WHN; Irving Strauss, WMCA; Ted Cott, WNEW; Edith Meserand, attending for Theodore Streibert, WOR; James Gaines and J. Harrison Hartley, WNBC; Thomas B. Morgan, attending for Ralph N. Weil, WOV; Dave Golden, attending for Sidney Flamm, WPAT; Charles Baltin, WHOM; George Carlesco, attending for Jerry Danzig, WINS; Arthur Simon, Sam Elfort, WLIB; Eleanor Hurley, attending for Eleanor Lange, WQXR; Fred Bair, WWRL, and John Hade, WJZ.

'Musical Digest' magazines and Vox recordings be sold in lobbies as part of the concession picture," he said.

# NEW STATIONS

WGTM-FM Operating  
WGTM-FM, sister station of WGTW owned and operated by Penn T. Wilson in Wilson, N. C., is now in operation with 4000 watts radiated power. A special half-hour dedicatory program included expressions of congratulations from Governor R. G. Cherry, FCC Chairman Charles Denny, Justin Miller, NAB president Major Edwin H. Armstrong, Bailey of the FM Association, Edgar Kobak, MBS president.

## New FM Outlet

WBIB, first FM station in Haven, Conn., went on the air last week under the managership of Chain. More than 150 radio dealers and distributors from New Hartford and Bridgeport attended studio party on the eve of the opening. In outlining the policy of the station, owner William Horowitz said, "We will never refuse our services to any public cause which the public's interest at heart."

## WMLO In Milwaukee

WMLO, 1000 watt outlet in Milwaukee, Wisc. with a frequency 1290 kcs., is expected to inaugurate broadcasting about April 6. General manager is William Travis, formerly with the 20th Century-Fox radio exploitation division in New York. Lanny Pike is production manager and Robert Bradley, formerly with WISN, has been named program director. WMLO is owned by Cream City Broadcasting Co. which is headed by Gene Posner, prominent local attorney. His brother, Art H. Posner, is executive vicepres.

## Joins Mutual Web

WTBF, new station in Troy, Ala. owned by Cyril Reddoch, has come affiliated with MBS. Station now carrying seven and one-half hours of network shows daily.

## KOSA is CBS Affiliate

KOSA, new outlet of CBS and Southwest network at Odessa, Tex. is operated by Cecil Trigg, general manager, and John Braue, program director. Station is located in Permian basin.

## Send Birthday Greetings To —

March 28

- Robert Allen
- Bertram Lebar, Jr.
- Frank Lovejoy
- Frank Parker
- Paul Whiteman
- Al Stevens
- Joel Henes
- Ray Miller
- E. C. Stodel
- West W. Willcox
- Mary Lou Forster

March 29

- Nancy Douglas
- Leon Levine
- Harvey Goldin
- William H. Ensign
- Janice Dunn

March 30

- Wm. H. Brown
- Preston H. Pumphrey
- Mark Haas



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 38, NO. 62

NEW YORK, MONDAY, MARCH 31, 1947

TEN CENTS

## Announce CCNY Awards

### West Coast NBC Executives Hold 3-Day Meeting

West Coast Bureau, RADIO DAILY  
Hollywood—Nearly 100 representatives of 29 NBC affiliated stations from 12 western states are here today for the opening of the three day regional conference which gets underway at the Ambassador hotel.

The Hollywood conference is the fifth and final meeting in the series of NBC regional meetings which started in New York and included Atlanta, Chicago, and Dallas.

A highlight of the conference will be the presentation of 20-year plaques to four stations, KFI, KGW, KOMO and KHQ which have been with NBC

(Continued on Page 7)

### The Tele Problem Arising From Ham Radio Jamming

Ham radio operators plying their hobby are playing hob with television broadcasts on channel 2, due to the proximity of the frequency which they are assigned to the radio frequencies just above, it was disclosed over the week-end. The disturbance now present in New York is expected to grow into a problem as more stations begin operations on this channel and more re-

(Continued on Page 2)

### CBS Denies "Firing" Shirer From Sun. Show

The Columbia Broadcasting System, in a statement issued Friday, denied that William L. Shirer, veteran newscaster and correspondent, has been fired and that the J. B. Williams Co. exerted any influence

(Continued on Page 8)

### Vets Series

Robert J. Enders, Washington agency executive, is in Hollywood to produce a 13 weeks' series of ET's for the Veterans of Foreign Wars which will be re-leased to 700 stations soon. John Barnes, public relations director for the Enders agency, will supervise production of that portion of the recordings that will take place in New York.

**Business Outlook**  
Dr. Ray H. Manson, president of Stromberg-Carlson Company, told stockholders at an annual meeting that current orders are double those a year ago. He added "There is a demand for Stromberg equipment that will require several years to satisfy."

### 100 Radio Stations Plan Sponsor Tribute

Unique event is scheduled for Philadelphia April 21 when more than 100 radio stations will pay tribute and award a trophy to Atlantic Refining Co., as a sponsor who has "maintained a high standard of broadcasting." Announcement was made by Frank R. Smith, general manager of WWSW, Pittsburgh, chairman of a special Sports Broadcasters Tribute Committee which is staging the banquet at the Warwick Hotel.

Atlantic Refining is entering its

(Continued on Page 6)

### Crosby Returning On ABC In Fall Series for Philco

Bing Crosby will begin his summer vacation on June 18 and will return to the ABC network for Philco via transcribed shows on September 24 for the fall and winter season, James H. Carmine, vice-president of Philco Corporation, announced Friday. The Crosby show is

(Continued on Page 2)

## Change In Selling Technique Bringing Results In 'Frisco

By VERN GODKIN  
Staff Correspondent, RADIO DAILY  
San Francisco — The effects of changing business conditions are beginning to show in the radio business in the San Francisco Bay area. Both network and independent stations say frankly that there have been quite a number of cancellations since the first of the year, but these are being rapidly offset by new business. In most stations the gross busi-

## Webs, Stations, Agencies Participate In Third Annual Radio Awards Of City College Of New York

### New Spot Campaign Set For Tryouts

A one minute singing commercial to be aired on rainy days will be given a test campaign by Sherman Bros., Inc., New York manufacturer of "Sherbrooke" rainwear, on stations in two eastern cities starting in April. The spot will be played three times every rainy morning, beginning at 7:30 a.m., over WOL, Washington, and KDKA and WCAE,

(Continued on Page 5)

### Commission Hears WOWO On Freq. Change Asked

Washington—In response to a subpoena granted only after bitter argument among the Commissioners several weeks ago, President Gwilym Price of Westinghouse Electric and affiliated companies appeared before

(Continued on Page 8)

### GE Starts Delivery Today Of Tele Sets At \$549

First deliveries of General Electric television sets are being made this week to dealers in cities where stations are operating, it was announced

(Continued on Page 2)

Five plaque awards, 22 "Awards of Merit" and 12 "Honorable Mention Awards" were announced the past week-end by John Gray Peatman, associate Dean, City College of New York, and chairman of the National Radio Awards Committee. The awards are being made in conjunction with the Third Annual Radio and Business Conference of the City College School of Business which will be held April

(Continued on Page 6)

## Grant Stations CP's; Other FCC Activities

The FCC Friday granted construction permits for eight new one kilowatt, daytime only, stations, and one to the Gainesville Broadcasting Co., Gainesville, Texas, for operation on the 1580 band with 250 watts daytime only. The more powerful stations go to the Peninsula Broadcasting Corporation of Coral Gables, Florida, (1070 kc.); The Rose Capital Broadcasting Co., Tyler, Texas, (1530 kc.); The Trinity Broadcasting Corpora-

(Continued on Page 7)

## Low Cost FM Transmitter For School Use Proposed

Plans to provide a small low-powered FM transmitter at less than one-fourth the cost of previous equipment for non-commercial educational broadcasting has been proposed to the FCC

(Continued on Page 4)

**Claim News Beat**  
Continuing with its recorded excerpts from hearings before the House Un-American Activities committee, MBS Friday claimed a three-minute beat over the three wire services. The wire recording of former Governor Earle of Pennsylvania, testifying about the atomic bomb was broadcast over the network three minutes before it came into the Mutual news room in N. Y.



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

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FINANCIAL (Mar. 28)

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

Crosby Returning On ABC In Fall Series for Philco

(Continued from Page 1) now heard on nearly 400 stations including the ABC web. It was also announced that the transcribed Philco program starring Burl Ives on Mutual on Fridays will continue uninterrupted throughout the summer. The Burl Ives program, including independent stations other than MBS, is now being heard over approximately 340 stations. Philco will also continue participation in the Don McNeill "Breakfast Club" show on ABC five days a week.

NOW ON THE AIR and offering GREATER day-time service to the Wilkes-Barre, Scranton, Hazleton, Berwick Anthracite Area! 1000 WATTS WHWL 790 KC. "Anthracite's Most Powerful Independent" Represented by Forjee

COMING AND GOING

RED BARBER, CBS sports director, returns today from a four-week stay in Havana, Cuba, where he covered Spring training activities of the Brooklyn Dodgers ball club. JOHN HERTZ, JR., chairman of the board of Buchanan, returned over the week-end from a three-week tour of the agency's offices in Hollywood, San Francisco and Chicago. ERNEST NAFTZGER, of the CBS music copyright department, has returned from Boston. ERNEST BUSHNELL, program manager of Station CJBC-CBC, ABC's Toronto affiliate, visiting with network officials in New York. BILL HENRY, CBS Washington newsman returned to Washington Station WTOP after spending a week in Gotham. KURT WEBSTER, disc jockey who runs the "Midnight Dancing Party" for WBT, CBS station in Charlotte, N. C., arrived in town over the week-end, for several days exploitation of "Heartaches," song hit by Ted Weems, famed orchestra leader. While in town, Webster will air his program from the N. Y. studios of WCBS. BILL CULLEN, MC of CBS' "Winner Take All" program, off by plane to Bermuda, for a vacation. JOHN REED KING will sub for him until his return. RICHARD W. HUBBELL, tele consultant, flying to St. Petersburg, Fla. for a week's vacation before opening his N. Y. office on April 7. NED CALMER, CBS newsman, returns today after spending two weeks in Bermuda.

See Tele Problem Arising From Ham Radio Jamming

(Continued from Page 1) ceivers are placed in the home, according to one engineer, who pointed out a ham transmitter will affect all the sets in the area surrounding it. It was the conclusion of several engineers and technicians that "some official action may be required to eliminate the disturbance." The problem exists on channel 2 in New York, which is the WCBS-TV channel, to the extent that a picture transmitted by the outlet is "blanked out" momentarily, or as long as a ham set is in operation. It is of particular disturbance in apartment house areas, according to the engineers. It was explained that the amateur radio transmission, which operates on a frequency of 28 mc., throws off a certain amount of radiation equal to twice its range, or 56 mc., which is directly in the path of the CBS channel of 54-60 mc. Problem is not new to video engineers at CBS, who are said to have believed in the beginning that the "blanking" effect stemmed from shortwave police radio, diathermy of FM broadcasts. WCBS-TV is the only station affected in New York, since WNBT and WABD, on channels 2 and 5 respectively, operate on different frequencies. One engineer pointed out that ham operators are not aware of the trouble caused by their sets, which might possibly be eliminated if they handled their apparatus with a greater degree of technical skill. It was also suggested that a transposition of the frequencies assigned to ham operators might offer a solution before the situation becomes an involved one. Disturbances in the greater New York area have been reported, according to one installation company.

GE Starts Delivery Today Of Tele Sets At \$549

(Continued from Page 1) over the week-end by the G.E. Supply Corp. First post-war receiver, Model 801, is a direct-view set with 10-inch tube, and combines tele and standard broadcast radio. A console cabinet listed at \$549.50, plus installation, set is designed for use in homes, apartments and commercial operation. G.E.'s receiver is designed to tune programs on all 13 television channels, with a separate circuit for each. Set is equipped with a selector at the channel number on which the station desired operates, making it possible to move the set to any area in the country with television service. G.E. receivers will be sold by authorized franchised dealers in the metropolitan New York area and elsewhere, including R. H. Macy, Abraham & Straus, Davega, etc.



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 off 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!

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

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

# "BOSTON BLACKIE"

SPONSORED BY TIDEWATER OIL  
THRU LENNEN & MITCHELL

# 13.9

HOOPER SUMMER CITY REPORT  
JULY—SEPTEMBER, 1946

## IN MINNEAPOLIS!

**Fourth highest rated program  
all days, all times, all stations!**

OTHER "BLACKIE" RATINGS:

- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

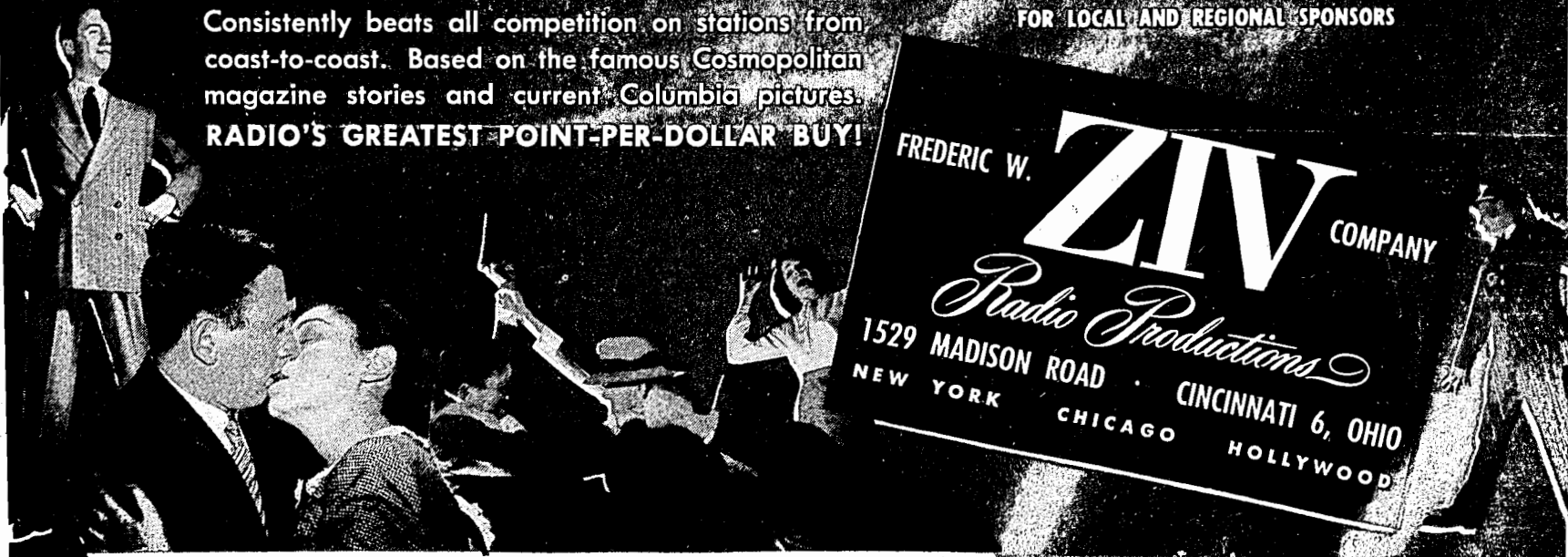
**FLASH...NOW 16.5** OCT.—DEC.—1946  
C. E. HOOPER

# "BOSTON BLACKIE"

**TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR**

Consistently beats all competition on stations from coast-to-coast. Based on the famous *Cosmopolitan* magazine stories and current Columbia pictures.  
**RADIO'S GREATEST POINT-PER-DOLLAR BUY!**

FOR LOCAL AND REGIONAL SPONSORS



FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
 1529 MADISON ROAD · CINCINNATI 6, OHIO  
 NEW YORK · CHICAGO · HOLLYWOOD

# LOS ANGELES

By RALPH WILK

VICTOR this week recorded "You're Everywhere," hit song from Roy Del Ruth's Allied Artists production, "It Happened On 5th Avenue," with Betty Knodes as soloist.

Coincidental with the bow-out of Howard Harris and Sid Zelinka to create their own new comedy show for summer debut, director-writer Dick Mack has signed this new script staff for the Joan Davis Show; Abe Burrows, just resigned as chief writer on the Dinah Shore program, and originally head scripter on Duffy's Tavern and Holiday & Co.; Larry Gelbart and Sid Doriman, former regulars on Duffy's Tavern; and Walter Newman, who worked with Burrows on the Dinah Shore show.

Tom Lewis, vice-president of Young & Rubicam, and Al Scalpone manager of radio production, returned to their Hollywood desks from New York this week.

Ginny Simms waxed a group of "Night and Day" selections as her first recording for Sonora.

Adolphe Menjou will make one of his rare radio appearances on April 3, when he will be heard as guest star with Jack Haley and Eve Arden on the "Village Store" over NBC.

## Low Cost FM Transmitter For School Use Proposed

(Continued from Page 1)

and the U. S. Office of Education by General Electric Co., it was announced yesterday.

The FM transmitter for educational use would have a power output of two and one-half watts. It would have a five or six mile range and could be received on standard FM receivers. Provision is also made so that the low-power transmitter can be enlarged to a full-size educational FM station up to 50 kw.

"Cost of transmitters have long been a stumbling block in the expansion of educational broadcasting," W. R. David, broadcast equipment sales manager in G.E.'s electronic department's transmitter division, said yesterday. "Over 400 schools in the nation have radio workshops, yet less than 10 per cent of them have stations in operation. At the present time only six colleges are using the 20 FM channels allocated by the FCC and only 22 permits to construct educational stations have been granted. About 25 applications are pending before the FCC."



### Week-End Pickups. . . !

● ● ● All's fair in love and war—and advertising: Y. & R. are readying an audition of the Georgie Price show Wednesday to try and hold onto the Borden account—while Kenyon & Eckhardt are pitching shows like mad out on the coast trying to lure it away. Two of the latter's shows, we hear, are "Life of Harry Houdini" and "Luck of the Irish". . . Attention: Free lance writers: Summer replacement for Ozzie & Harriet will be Silver Theater, with Conrad Nagel, to be aired from N. Y., which will use scripts from free lancers. Contact Ed Duerr at Y. & R. . . Harriet Van Horne, World-Telly radio ed, starts her own television series on April 3rd for General Foods. It'll be a 15-minute interview session with gueststars. . . Stage is virtually set for ABC to air an hour network disc jockey show, with Paul Whiteman twirling the platters. Looks like the time will be 3:30 p.m. across-the-board. . . Gloria Swanson is the latest to get the disc jockey bug—and she's got it bad. . . Things perking up commercially at WLIB. . . Radio Row shocked at the sudden passing of Mack Davis Thursday nite due to heart failure. . . Bernice Judis patted on the back in Fortune's April issue in an article tagged "Wow at WNEW". . . Mel Blanc says the way to avoid being hurt by Wall St. is not to take too much stock in it.



● ● ● Coleman Jacoby was called into a script conference to doctor up an air show. Finally, after completing the job, he looked about the room at the nervous radio scribes and veepees assembled there and said: "Well, boys, this is it. We go on the air in five minutes. Synchronize your ulcers!"



● ● ● THOUGHTS WHILE DIALING: Wish some sponsor would hire Chico Marx to teach piano via radio. Nobody has ever mastered his unorthodox index fingering. . . We've been wrong before, so once more can't do too much harm. We're referring to our crack at basketball being a dull game when aired. Well, sir, it seems it's so dull that the Utah-Kentucky game alone drew play-by-play experts representing 13 stations. . . Kenny Baker was discovered by Eddy Duchin, who was discovered by Leo Reisman, who in turn was just discovered. . . Easily one of the best informed newscasters is WMCA's Raymond Walsh. . . Scripter on "Supper Club" could use more savvy in bringing a guest into the program. Sometimes they just pop into the picture with no intro or no nothing. . . Larry Finley knows a famous writer who is penpecked by his wife. . . When the low-rated "Pot o' Gold" faded from the airwaves last Wednesday, its emcee signed off with: "You win, Mr. Hooper. Goodbye, everybody!"



● ● ● RADIOSCARS:—Al Jolson: The Parks Story. . . Tony Martin: Tuney Tony. . . Vic Damone: A Treat Grows In Brooklyn. . . Bea Wain: Disc dish. . . Ed Gardner: Archie of Triumph. . . Evelyn Knight: Musicaptivating. . . Phil Davis: Batuneful. . . Phil Hanna: Mush-ic. . . Andy Russell: Dreamelody. . . Carl Brisson: Dapper Dane.



● ● ● SMALL TALK: Aaron Steiner's "Lawyer Q" (a legal quiz with Malcolm Easterlin as emcee) bows in April 3rd over WOR. . . Dick Hyman has whipped up plenty of agency interest in his Elsie Robinson show. She's the famed philosophical columnist. . . Ulcer-balm for the hooperstitious: CBS has data from a recent survey that shows the number of radio listeners to be far greater than currently known, due to the substantial increase of families with more than one radio in their home. . . What is said to be the first Passion Play ever aired by a network, Archibald MacLeish's "Son of Man" will be broadcast by CBS on Easter Sunday at 1:30 p.m. Among the narrators will be Berry Kroeger, currently appearing with Ingrid Bergman in "Joan of Lorraine."

# CHICAGO

By NAT GREEN

MARK WOODS, president of All John H. Norton, Jr., vice-president in charge of station relations and Robert B. Jones, Jr., ABC central division station relations manager, will attend the district affiliate meeting in Kansas City, Mo., today. Woods and Norton also will visit affiliates in Texas.

Robert E. Kenyon, advertising sales manager of "Printer's Ink," spoke before a group of NBC network and local salesmen March 26 on "What Advertisers Want to Know About Radio."

WBBM's Jack Earle has been chosen by members of the Phi Mu sorority at the University of Illinois "best new singer of 1947."

Myron Wallace will interview Morton Downey April 1 on the "Famous Names" show on WGON when the show celebrates its one year anniversary. During the year Wallace has interviewed 260 personalities.

Don McNeill's "Breakfast Club" broadcast from a ferryboat in New York harbor has been rescheduled for April 21 instead of April 25.

Three speakers chosen for "America's Town Meeting of the Air," to be broadcast from the Chicago Civic Opera House on April 3, are, for the negative, Leo Cherne, executive secretary for the Research Institute of America, and ex-governor Ellis Arnall of Georgia; and for the positive, Senator Joseph McCarthy, Wisconsin Republican.

"Adventure Parade," heard daily on Mutual, made its bow over WGON recently.

## Maggie Teyte Returns

Maggie Teyte, English soprano who made her post-war radio appearance in the U. S. last year on the Telephone Hour (NBC, 9 p.m., EST) will return as a guest on the program Monday, April 7.



"Aw, cheer up—that WFDF Flint announcer had to get better some day!"

DID JUSTICE TRIUMPH? Audition records available

COMMERCIAL PROGRAM SALES

1440 Broadway, N. Y. PE 6-8600

★ THE WEEK IN RADIO ★

State Dep't Asks Shortwave Organization

By JIM OWENS

STATE Department asked Congress to create a separate group to organize and finance the U. S. Navy's shortwave broadcasts. Next week, industry quarters came forth with vigorous opposition, viewed the plan as a threat to private shortwave operation, as well as press and motion pictures. NAB prexy Justin Miller, however, gave "conditional" approval to the plan . . . Bureau of Internal Revenue rescinded an order to levy a 20 per cent cabaret tax on public places offering television entertainment. TBA and RMA spearheaded the opposition, won a vital point in a vital period of video's progress. FCC extended the 28-hour minimum broadcast schedule on tele stations to June 30. TBA revealed it recommended a "graduated" scale of operations for stations, depending on the audiences in each area . . . NAB's Standard and Practices committee reported heavily opposed to "giveaway" practices . . .

NAB's Justin Miller was among the radio-tele execs participating . . . Allen B. Du Mont Laboratories announced a new low-cost television station, to be marketed for "less than \$90,000." Economy is reached through new applications of cameras and films, etc. . . . Brand Names Foundation Clinic set for April 18 at the Waldorf-Astoria. Radio, advertising, media execs will push the benefits of product identification.

Four major weens set extensive schedule of horse racing at Eastern tracks this Spring . . . American Cancer Society mailed its radio kit to broadcasters for use during the April fund drive. ACS needs \$12,000,000.

Commission on Freedom of the Press issued a report which embraced all phases of public expression, urged the application of Constitutional guarantees to radio and other media . . . Association of National Advertisers will explore ad and sales problems at its Chicago meet in April . . . Annual Peabody Awards will be presented this year at the April 17th luncheon meeting of the Radio Executives Club in New York . . . J. Edgar Hoover, FBI chief, charged Communists with attempts to use radio as well as the printed word.

New Spot Campaign Set For Tryouts

(Continued from Page 1)

Pittsburgh. Sterling Advertising Agency handles the account.

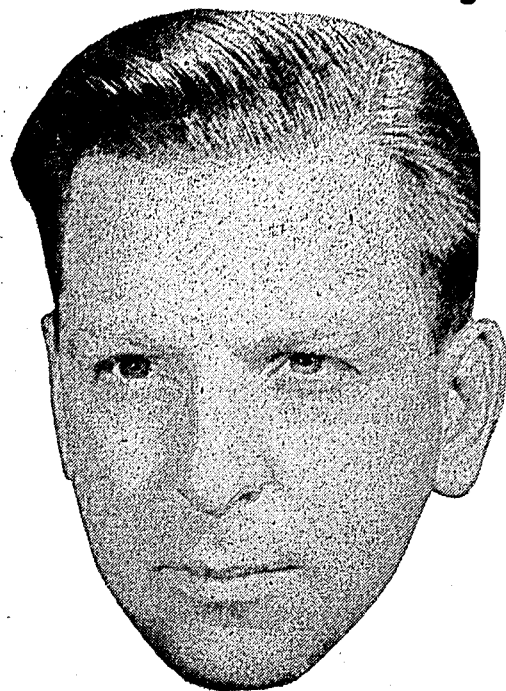
The one minute announcement begins with syncopated musical raindrops and works into a jingle. There is a 20 second break for a commercial by the local announcer and then the musical raindrops close the record.

Sherbrooke may buy spot time on stations all over the country next Fall if the Spring campaign warrants it. The rainwear maker has already begun free distribution of the transcriptions to retail stores which sell the item so they may buy their own local time. So far the singing commercials have been sent to some 75 to 100 stores. First response from the retail outlets have shown enthusiasm for the idea and some stores have already contracted for radio time.

Juve Delinquency Aired

Detroit—The efforts of WJR, Detroit, to combat juvenile delinquency with public service programs was further intensified Friday by Harry Wismer, assistant to the president of WJR, when he conferred with J. Edgar Hoover, FBI head and President Truman in Washington. The meetings were held to discuss what further part radio may play in the crusade against juvenile delinquency. John Patt, vice-president of WJR and general manager of WGAR, Cleveland, WJR's sister station joined Wismer in Washington for the sessions.

Fulton Lewis, jr.



available\* now on  
WHBC—Canton, Ohio  
17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton's important market. Latest *Conlan* (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in all categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were \$66 million. Retail sales: \$115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

\* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT  
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.  
TRIBUNE TOWER, CHICAGO 11, ILL.

W B N X  
FOR  
THE LATEST  
IN  
MUSIC  
SPORTS  
AND  
NEWS

2:00 to 6:00 P. M.  
Monday thru Friday  
WAITS — 1580 ON THE DIAL

W B N X

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## AGENCIES

**G**EORGE BOLAS has been named as assistant account executive in the Chicago office of Dancer-Fitzgerald-Sample, Inc. He was formerly with the radio time buying department of the agency.

**EDWARD A. NICKEY**, formerly with NBC, Chicago, has joined Dancer-Fitzgerald-Sample, Inc., as an assistant radio time buyer in their Chicago office.

**ANTHONY HYDE**, former advertising agency executive who has served as Deputy Reconversion Director since 1945, is resigning the post effective today to join Arthur Newmyer & Associates, Washington public relations firm.

**ROBERT GUILBERT**, NBC Central Division continuity acceptance editor, will conduct a seminar on writing radio copy for 400 students enrolled in an advertising course sponsored annually by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago.

**EDWARD NICKEY**, assistant local sales traffic manager of the NBC Central Division, resigning that post on April 1 to join the radio department of Dancer-Fitzgerald-Sample, Inc., advertising agency.

**BATTEN, BARTON, DURSTINE & OSBORN**, Inc. have been appointed to handle the Rittenhouse Co., Honeoye Falls, N. Y., manufacturers of electrical door chimes and transformers. The account will be serviced by BBD&O's Buffalo office, headed by Stanley P. Irvin, vice-president. Account executive is Robert Anderson.

### Audition Winners

Chicago—Mrs. Harriet Clemons, 24-year-old mother, and Ira Burton, 22-year-old department store stockroom clerk won the finals in the broadcast windup on March 25 of "Star-Dust" a six week search for outstanding young negro singers sponsored by WBBM in co-operation with the Chicago Defender. The two winners were signed to a 13-week contract with WBBM for a minimum of \$100 a week and were ready to begin a week's engagement on the stage of the Oriental Theater, Chicago, the following morning.

Send Birthday  
Greetings To—

March 31

Lester Damon Dwight E. Rorer  
Bob Reynolds Bob Coe  
William Corley James I. Saphier  
Henry Morgan

# Annual CCNY Radio Awards Announced by Committee

(Continued from Page 1)

22nd and 23rd, on Tues. and Wed. The plaque awards are as follows:

National radio network award goes to the American Broadcasting Company.

Advertising agency award in the class covering sponsors, advertising agencies and producers is Kenyon & Eckhardt, Inc.

Independent station award which includes 100-250 watt station goes to KGFJ, Los Angeles.

WFIL, Philadelphia, ABC affiliate receives a plaque in the class of 500-1,000 watt stations.

WLW, Cincinnati, NBC affiliate, receives the fifth plaque in the class of 50,000 watt stations.

"These plaques are the highest awards, given for classes of competition regardless of the category in which the entries are submitted," Dr. Peatman explained. "City College's awards are presented for outstanding achievement in program creation and promotion, or for promotion."

#### Public Relations Award

An interesting sidelight of the 22 "Awards of Merit" is recognition of a public relations office for the first time. In this field, Banner and Greif, New York publicists, are cited "for the most effective promotion of a sponsored regional radio program—Professor Quiz."

The 22 "Awards of Merit" for 1946 follow:

J. M. Mathes, Inc., New York, N. Y., for the creation of the most effective direct selling, sponsored radio program: "Canada Dry Sparkle Time."

WFIL, Philadelphia, Pa., for the creation of the most effective direct selling, sponsored radio program; Class, 500 to 1,000 watt Radio Stations: "Teen Age Time."

WGN, Chicago, Ill., for the creation of the most effective direct selling, sponsored radio program; Class, 50,000 watt Stations: "Baker's Spotlight."

The National Broadcasting Company—Western Network, Hollywood, Calif., for the creation of the most effective direct selling, sponsored radio program; Class, Regional and Intrastate Radio Networks: "Name Your Music."

The American Broadcasting Company, New York, N. Y., for the creation of the most effective direct selling, sponsored radio program; Class, National Radio Network: "Henry Morgan Show."

Rich's, Inc., Atlanta, Ga., for the creation of the most effective institutional radio program. Class: Sponsors, Advertising Agencies and Program Producers. "Rich's Radio School."

WGAR, Cleveland, Ohio, for the creation of the most effective institutional, sponsored radio program. Class: 5,000 to 10,000 watt Radio Stations. "Footlights Forum."

KGFJ, Los Angeles, Calif., for the creation of the most effective public service radio programs. Class: 100 to 250 watt Radio Stations. "The Law Is Your Servant" and "If They Had Lived."

WEEL, Boston, Mass., for the creation of the most effective public service radio program. Class: 5,000 to 10,000 watt Radio Stations. "Sex Guidance for Youth."

The American Broadcasting Company, New York, N. Y., for the creation of the most effective public service radio program. Class: National Radio Networks. "Hiroshima."

Harry S. Goodman, New York, N. Y., for the creation of the most effective sponsored

spot announcements. Class: Sponsors, Advertising Agencies and Program Producers. "Weather Forecast Jingles".

Kenyon & Eckhardt, Inc., New York, N. Y., for the most effective promotion of a sponsored national radio program. Class: Sponsors, Advertising Agencies and Program Producers. "County Fair".

Banner & Greif, New York, N. Y., for the most effective promotion of a sponsored regional radio program. "Professor Quiz".

WNHC, New Haven, Conn., for the most effective all-over station promotion. Class: 100 to 250 watt Radio Stations. "All-Over Station Promotion".

KMBC, Kansas City, Mo., for the most effective all-over station promotion. Class: 5,000 to 10,000 watt Radio Stations. "All-Over Station Promotion".

WLW, Cincinnati, Ohio, for the most effective all-over station promotion. Class: 50,000 watt Radio Station. "All-Over Station Promotion".

KTHT, Houston, Texas, for the most effective promotion of a public service radio program. Class: 100 to 250 watt Radio Stations. "KTHT Builds a G.I. House".

KLZ, Denver, Colo., for the most effective promotion of a public service radio program. Class: 5,000 to 10,000 watt Radio Stations. "KLZ Farm Reporter".

WFAA, Dallas, Texas, for the most effective promotion of a public service radio program. Class: 50,000 watt Radio Stations. "Homer K. Saphead Program".

WFIL, Philadelphia, Pa., for the most effective promotion of a sponsored radio program. Class: 500 to 1,000 watt Radio Stations. "Louis-Conn Fight".

KECA, Los Angeles, Calif., for the most effective promotion of a sponsored radio program. Class: 5,000 to 10,000 watt Radio Stations. "Phileo Radio Time with Bing Crosby".

American Broadcasting Company, New York, N. Y., for the most effective promotion of a sponsored radio program. Class: National Radio Networks. "Phileo Radio Time with Bing Crosby".

#### HONORABLE MENTIONS

J. M. Mathes, Inc., New York, N. Y., for the creation of an unusually effective direct selling, sponsored radio program. "Hoagy Carmichael Program".

The National Council of the Y.M.C.A., New York, N. Y., for the creation of an unusually effective institutional radio program. "Children of Babel".

KSD, St. Louis, Mo., for the creation of an unusually public service radio program. "The Cardinal Glennon News Story".

KUOM, Minneapolis, Minn., for the creation of unusually effective public service radio programs. "KUOM for Kids" and "School by Air".

WNEW, New York, N. Y., for the creation of an unusually effective public service radio program. "Keep Faith with America".

WTMJ, Milwaukee, Wis., for the creation of an unusually effective public service radio program. "Cooperation Please".

The Columbia Broadcasting System, New York, N. Y., for the creation of unusually effective public service radio programs. "Operation Crossroads" and "The Empty Noose".

Young & Rubicam, Inc., New York, N. Y., for unusually effective promotion of a sponsored national radio program. "Vox Pop".

KYUM, Yuma, Ariz., for unusually effective all-over station promotion. All-Over Station Promotion.

WING, Dayton, Ohio, for unusually effective all-over station promotion. All-Over Station Promotion.

WNBC, New York, N. Y., for unusually effective all-over station promotion. All-Over Station Promotion.

KXOK, St. Louis, Mo., for unusually effective promotion of a sponsored radio program. "Rush Hughes Program".

WMT, Cedar Rapids, Iowa, for the creation of an unusually effective public service radio program. "Traffic Jam in the Cornfields".

Entries for the 1946 awards were more than double those submitted last year. In addition to Dr. Peatman, the Awards Committee includes: Paul Ackerman, Radio Editor, Billboard; Victor Dallaire, Radio Editor,

## BEHIND THE MIKE

By SID WEISS

**A**PRIL 1st may be April Fool's Day to everybody else—but to Begley and his wife, it spells the 25th wedding anniversary. Ed currently being seen and heard in the Broadway hit, "All My Son the 20th Century-Fox thriller, "Boomerang" plus his radio commitment. Merrill Towne, of Irene Beasley staff, and Bernie Glazer, of MCA, honeymooning after a surprise wedding ceremony.

Writer Lillian Schoen back at ABC desk after she flew the coop a few days.

Gene Hamilton wearing a more relaxed look now that Prof. Quiz booked for N. Y. for a few weeks relieving him of his weekly commuting whirl between Boston Symphony and Quiz—sometimes totaling over 1,000 miles per week.

Canadians Court Benson and Gra Matthews (he's "Tennessee Jed" narrator and she's "Big Sister" and Shadow's Margot), mark the 1st anniversary of their arrival in New York radio next week. They oughta have a skyrocket instead of a candle for the cake.

Desi Arnaz heading east for personal appearances with his orchestra soon as the Bob Hope show wins up for the season.

Richard Ney flying east for two-day visit next week, when he'll appear on Radio Reader's Digest.

Johnny Thompson cut four sides for Slate Records—"Rainbow", "Won't Believe You Anymore", "Abi With Me" and "Still, Still With Thee". They'll be released April 15th.

### 100 Radio Stations Plan 'Sponsor' Tribute

(Continued from Page 1)

12th year of sponsoring sports broadcasts. In the last 11 years it has sponsored over 2200 football games and 10,000 baseball contests over hundreds of stations.

The tribute committee of 10 all includes, R. C. Maddux, WOR, New York; Edward D. Clery, WIBG, Philadelphia; Leon Levy, WCAU, Philadelphia; Clair R. McCullough, WGAL, Lancaster; William R. McCrath, WHDH, Boston; John Shepard III, Yankee network; E. S. Whitlock, WRNL, Richmond; H. C. Winder, WSWR, Syracuse; and Ernest Loveman, WPTZ, Philadelphia.

About 400 people will attend the banquet, including execs of N. Y. Ayer & Son, the Atlantic agency who will also be honored guests along with the advertiser. Many station execs, sports announcers and athletic officials will be on hand.

Printers' Ink; E. W. Davidson, Director of Customer Relations, Sales Management; Joe Koehler, Editor Sponsor; Lawrence M. Hughes, Executive Editor, Advertising Age; Bruce Robertson, Senior Associate Editor, Broadcasting; and M. H. Shapiro, Managing Editor, RADIO DAILY.

## Coast NBC Executives Hold 3-Day Meeting

(Continued from Page 1)

Since April 5, 1927, President Niles Trammell of NBC will make the arrangements at the dinner set for Tuesday night. Entertainment at the Tuesday night affair will include Margaret Whiting, Dennis Day, Victor Borge, Danny Thomas, Red Ingle and his Natural Seven, Buddy Cole and his Cur of a Kind and Harry Von Zell. New York representatives at conference will include Niles Trammell, Kenneth S. Dyke, vice-president in charge of broadcast standards and practices; Clarence L. Menser, vice-president in charge of programs; Eldon B. Hickox, Jr., stations relations manager; Sydney H. Eiges, manager of the press department; and Charles P. Hammond, director of advertising and promotion, and John Royal, head of NBC television. NBC Hollywood personnel in attendance will include Sidney N. Strotz, Lewis S. Frost, assistant to Strotz, Jennings Pierce, director of station relations; Richard Harper Graham, attorney; Paul Gale, traffic manager; Frank A. Berend, sales department manager; Robert Brown, program manager; Harold J. Bock, manager of television department; Don Honneth, editor of continuity acceptance; Essie Raddatz, manager of press department; John Cameron Swayze, manager of news and special events; Oscar Turner, manager of radio-recording division; Robert E. Howard, network sales representative; Mathrop Mack, manager of spot sales; Helen Murray Hall, advertising and promotion; Frank Dellet, auditor; and Henry Maas, sales and program traffic manager.

Station representatives will include Kenton Case, KGU, Honolulu; Meith Collins, manager, KMJ, Fresno; Hewitt Kees, manager KOH, Reno; Willard Shoecraft, program director KWJB, Globe, Ariz.; Paul Kerrill, manager, and Edward Furman, KGLU, Safford, Ariz.; Dick Manning, vice-president KHQ, Spokane; Harry Butcher, manager KIST, Santa Barbara; Henry Fletcher, manager KSEI, Pocatello, Idaho; Arden Langborn, Portland Oregonian and Quenton Cox, manager KGW, Portland; Tom Sharp, owner and Marion Harris, manager KSDF, San Diego; Harold Ritter, manager and Roberta Pfister, program director OYCA, Prescott, Ariz.; O. W. Fisher, general manager and Ray Baker, commercial manager KOMO, Seattle; Mrs. Georgia Phillips, Davidson, owner and Walter Wagstaff, manager WIDO, Boise, Idaho; O. P. Soule, owner and Florence Gardner, manager KTFI, Twin Falls, Idaho; Lloyd Loder, manager KOA, Denver; E. B.

## Change In Selling Technique Bringing Results In 'Frisco

(Continued from Page 1)

satisfactory basis so the radio campaign is no longer needed. Other local firms have discontinued contracts because of merchandise shortages, but these are expected to be renewed shortly.

Commenting on the over-all sales picture, Gayle Grubb, manager of KGO (ABC) said "The situation on national spot and local sales in the San Francisco Bay area is definitely changing but we are not worried about the change and look forward to a steady upswing this spring and summer.

### Intensive Selling

"Aside from the facts that the post-war advertising dollar is being divided among more and more media and that business has been in a slowly-moving period of transition, the most important change is in the selling technique," he continued. "And we're glad to see this change take place. The era of 'let's-go-to-lunch' or 'bourbon-and-soda' selling is definitely over. The radio sales force not already geared to creative selling and armed with hard selling facts of the brass tack variety, is going to have an increasingly difficult time in the months to come. But radio as a whole in this area will do well because radio has sold against the best of them in the past and can do it again."

As proof of Grubb's statement KGO is this week starting a half hour daily audience participation show from the Persian Room of the Sir Francis Drake Hotel, sponsored by Langendorf Bakeries', Spreckles-Russell Dairy Co., and Sun Blest canned foods.

Over at the KFRC (Mutual) offices Merwyn McCabe, sales manager, stated that spot business went up 10 per cent in January, and February

Caney, owner KXLF, Butte, Mont.; KXLJ, Helena and KXLQ, Bozeman, Montana; J. E. Rodman, owner, Paul Barlette, general manager and Gene De Young, manager KERO, Bakersfield; Ray Smucker, manager KYUM, Yuma; Emerson Smith, program director, John Baldwin, facilities engineer and George Provol, commercial manager, KDYL, Salt Lake City; Ed Yocum, manager KGHL, Billings; E. C. Kelly, manager and Ralph Miller, commercial manager, KCRA, Sacramento; John Bohn, attorney KMED, Medford, Ore.; M. Carl Morris, manager KAWT, Douglas, Ariz.; John Elwood, general manager KPO, San Francisco; Richard Lewis, president and general manager, William Harvey, commercial manager, Arthur Anderson, John Miller, Burleigh Fullbright, and John Snow, KTAR, Phoenix; Eleanor McClatchy, owner and John Hamlyn, attorney McClatchy Broadcasting System; and Earl C. Anthony owner, William Ryan, manager and Charles Brown, Curtis Mason, Jay Cunningham, Roy Spencer, H. L. Blatterham and Haan Tyler, KFI, Los Angeles.

is about the same, with more good business in sight. "There is now more of a feeling of confidence among retailers," he said. "The shortage of tin has been holding back the producers of canned products. As more tin containers are being received we will have new business from these producers. As an example, we have just signed a contract for a program to be sponsored by a manufacturer of canned dog food that had been off the market for several years. Others will follow as soon as they are able to get their products back on the market in reasonable volume."

### KPO Shows Increase

Reports from KPO (NBC) state that new business in January and February 1947 as compared with the same period a year ago shows an increase for these two months of 10 per cent. This includes all local and National Spot sales for the station in and out of California. When contracts closed by KPO salesmen only are considered, it was found that January and February this year are 41 per cent ahead of January and February 1946. This applies to local business only, and obviously is somewhat unusual. A comparison of billing business on the station each month shows the first two months of this year 1 per cent ahead of last year.

## Grant Stations CP's; Other FCC Activities

(Continued from Page 1)

tion, Oak Cliff, Texas, (1100 kc.); The Times Herald, Port Huron, Mich., (1300 kc.); Furniture Broadcasting Corporation, Grand Rapids, Mich., (1570 kc.); Andave Radio Company, Milwaukee, (1430 kc.); Eastern Broadcasting Corp., Newport News, Va., (1270 kc.); and the Green Bay Newspaper Company, Green Bay, Wis., (810 kc.)

Application of Conn & Cope, Denison, Texas, to operate on the 1250 band with one kilowatt daytime only was set for hearing with conflicting applications by Burton V. Hammond and the Terrell Broadcasting Corp., with KVSO, Ardmore, Okla., also to be a party.

Hearing was ordered also in the applications of the Bartel Broadcasting Company, Madison, Wisc., for operation with one kilowatt, daytime only on the 1010 band and of WCFL, Chicago, for changes in its directional antenna pattern.

### Harker Joins WJR

Tom Harker, former account executive at Mutual Broadcasting System in New York, has joined WJR, Detroit, as director of sales, according to an announcement made by Owen F. Uridge, vice-president and general manager of WJR.

## A GREAT NEW SHOW

(Recording Available)

There's a salty tang  
In this seagoing series

starring

# JOHN LODER

in

## ADVENTURE FOR HIRE

Written-Produced by Gerald Kean

John Loder, star of "Wife of Monte Cristo" and co-star with Hedy Lamarr of "Dishonoured Lady" scheduled for early United Artists release.

Exclusive Representation

DANIEL S. TUTHILL, 2214 RKO Building  
Circle 5-6065 Circle 5-4970

COMPLETE TRANSCRIPTION SERVICE  
STATE 5635

**Universal**  
RECORDING CORP.  
42nd Floor • 20 N. Wacker

nb. 2142 • Chicago 6 Sta. 5635

# WOWO Testifies To FCC On Freq. Boost

(Continued from Page 1)

the FCC Friday, to testify on behalf of WOWO, Fort Wayne, Ind., which seeks to increase its power on the 1190 band from 10 to 50 kilowatts, and to extend its hours. This application conflicts with that of WLIB, New York, to extend its hours on the same frequency from daytime only to unlimited, and its power from 1 kilowatt to 10 kilowatts daytime and 5 night.

### Westinghouse Explains Interest

Under examination by WLIB attorney, Marcus Cohn, Price declared that the Westinghouse interest in radio can be explained on two grounds: it is a profitable venture in itself for the company and its stockholders, and it provides excellent institutional advertising invaluable in the sale of Westinghouse products.

Westinghouse operates in Boston and Springfield, Mass., Philadelphia and Pittsburgh, Penna., as well as in Fort Wayne.

Cohn asked Price also if it were not true that the big strides in bringing electricity to rural dwellers in recent years means that the potential market for Westinghouse electrical products is not greater in rural areas. Price agreed that this was so, and that the power boost sought for WOWO would result in extended coverage, mainly in rural areas.

### Price Questioned

Price disclaimed detailed knowledge of broadcasting problems during a series of questions put to him by Cohn. Cohn later explained that he had asked these questions because they were the same questions earlier put to WLIB licensees Dorothy and Theodore Thackrey by WOWO attorney, Clair Stout and that the Thackreys had shown no more familiarity with detail than did Price. Cohn also asked Price why he had turned down an engineering compromise offered earlier by WLIB which, it was claimed, would have made it possible for both stations to operate with the requested power boosts and the time boost for WLIB. WOWO coverage in the large agricultural area to the east of it would have suffered somewhat. However, Price was unable to answer the question.

**KOCS**  
DELIVERS ONE OF  
SOUTHERN  
CALIFORNIA'S  
IMPORTANT  
MARKETS

# CBS Denies "Firing" Shirer From Sun. Show

(Continued from Page 1)

in the matter, emphasizing that the decision was based solely on its "editorial judgment."

The statement, which reviewed a discussion between William S. Paley, chairman of the board of the Columbia Broadcasting System and a group representing the Voice of Freedom Committee, declared that the decision to replace Shirer with Joseph C. Harsch in the Sunday 5:45-6:00 p.m. slot was made by the "network and nobody else" in the belief that "an improved service of news and news analysis would result."

The Voice of Freedom Committee was formed three weeks ago "to fight for just such liberal commentators."

Following is the entire statement issued by William S. Paley, chairman of the board of CBS:

1. "Contrary to statement made, William L. Shirer 'was not fired' by CBS nor told that he would no longer broadcast over its facilities.

2. "Mr. Shirer was told that after March 30th, he would no longer occupy the 5:45 p.m. period on Sunday, but would be given another assignment which would be set after consultation with him.

3. "The decision to replace Mr. Shirer with Joseph C. Harsch in the Sunday period was made by the Columbia Broadcasting System and nobody else, and was based on CBS' editorial judgment that, as a result of this change, an improved service of news and news analysis would be rendered.

4. "Mr. Shirer's sponsor, the J. B. Williams Co., entered in this matter only to the extent that they influenced the timing on the change. When we were told that they no longer would sponsor Mr. Shirer, we advised them that upon their contract termination with him we were placing Mr. Harsch in this period, and that they could continue the sponsorship of it if they wished. From the outset of this notification it became very doubtful that the J. B. Williams Co. would decide to sponsor Mr. Harsch. They have decided not to do so.

5. "As a matter of record, the J. B. Williams Co. never complained to us of Mr. Shirer's views nor ever suggested that they were terminating their sponsorship because of ideas he expressed on the air or elsewhere.

6. "It seems to me that the real issue at stake is whether or not the Columbia Broadcasting System has the right to exercise its editorial judgment in making assignments. CBS has this right, and will continue to exercise it with a view toward giving its audience the best radio news service it is capable of giving."

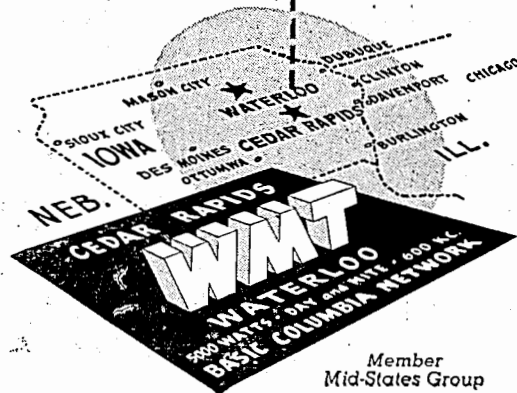
### Nedick's Baseball Series

Nedick's Stores, Inc., will again sponsor the quarter-hour daily program, "Today's Baseball," over WHN, starting April 14. The program, handled by Bert Lee and Marty Glickman, re-enacts the best baseball game of the day. Show will be heard at 7:15 p.m., seven days a week.

# GET COMPLETE COVERAGE WITH WMT and 'TWIN MARKETS'



# Get BOTH in Eastern Iowa with WMT!



Iowa's spendable income—highest per capita in the U. S. A.—results from a happy balance of rich agriculture and steady industries. WMT—only CBS outlet in Eastern Iowa—covers both these sales-producing twin markets for you at no extra cost. Ask your Katz representative to get you on WMT now!