



UN Setting Own 'Network'

FMA-Petrillo Confer On Use Of FM Music

Washington Bureau, **RADIO DAILY**
 Washington — James C. Petrillo meets today with Rep. Carroll Kearns and representatives of the FM Association amid reports that the AFM president has again rejected requests for network musical programs on FM stations.

The question however, will be brought up at today's confab. Scheduled for 10 a.m., at Petrillo's New York headquarters, FMA has suggested that net musical duplication be permitted at least until present contracts run out in February. It was (Continued on Page 3)

St. Louis Tele Exposition Postponed By Committee

Planned Television Exposition scheduled for Nov. 19-23 at Kiel Auditorium in St. Louis has been cancelled for the present time. J. Wesley McAfee, president of the Union Electric Company of Missouri and chairman of the St. Louis Chamber of Commerce Television Committee, announced. He declared that pending developments in the industry made it desirable to defer such plans for the present.

WMCA To Rebroadcast Winchell On Vishinsky

Walter Winchell's broadcast last Sunday in reply to UN delegate Vishinsky's war-mongering speech will be re-broadcast by WMCA tonight at 9:45 p.m., EST. The program will feature a transcription of Sunday's ABC network show as a presentation of the public service division of WMCA.

The 'Answer Man'
 Time ran out before contestant's on Ever-sharp's "Take It Or Leave It" could answer the \$500 jackpot question last Sunday (NBC, 10 p.m.) so David Ross, announcer on "The Big Break," which followed, ended the suspense for the listening audience. Ross explained that no contestant was able to answer the question correctly, and that the jackpot would be carried over.

An Idea
 Attendees of the Radio Executives Club's opening meeting at the Hotel Roosevelt tomorrow needn't worry about missing the third game of the Yankee-Dodgers World Series, thanks to proxy Bill Hedges. REC chief prevailed upon RCA and NBC execs to help him obtain a television receiver for the convenience of members in the Hendrik Hudson Room.

Newscafs Standards Set Up By Ohio Assn.

Cleveland—A code of standards for newscafs adopted by the Ohio Association of Radio News Editors at a weekend convention strongly opposes any outside pressure on news items or their interpretation. According to the code, adopted unanimously, the station news director should have the authority to determine the content of all news programs in line with station policy. It was also judged (Continued on Page 8)

Dick Pack Leaving WOR To WNEW Publicity Post

Richard Pack, publicity director for WOR, has resigned to become director of publicity and special events for WNEW, New York indie station. Pack will take over his new duties on Oct. 6.

Pack joined WOR in 1940 after two and one half years as director of (Continued on Page 2)

"Series" Ups Video Sales; Over 20% Increase First Day

By JIM OWENS
 Staff Writer, **RADIO DAILY**
 The first World Series to be witnessed on television by additional thousands of baseball fans has exerted a strong influence on the sale of receivers and may prove to be the greatest single promotional tool the industry has known, according to report from major retailers in the New York area. A survey of department stores and retail outlets in the

Takes Step To Progressively Expand Until Full Coast-To-Coast Coverage Is Provided In Special Hook-Ups

ANA 38th Annual Meeting Sked To Open Sunday

The various problems confronting the nation's advertisers will be discussed and outlined next week when the 38th Annual Meeting of the Association of National Advertisers holds forth at Chalfonte-Haddon Hall in Atlantic City, from Sunday Oct. 5 through, 8. It was announced yesterday. Over 1,000 industry executives (Continued on Page 3)

Set 78 Countries To Sign International Regulations

Atlantic City—The Atlantic City Convention and The International Radio Regulations will be signed by the 78 countries represented at the International Telecommunications Conferences at 2 o'clock tomorrow afternoon in the Renaissance Room of the Ambassador Hotel.

Murrow's News Policy: Reads Contract On Show

Edward R. Murrow, who recently resigned as vice-president of CBS in charge of news and public affairs to do a new strip over the web for Campbell Soup, read from his contract (Continued on Page 2)

A positive step has been taken by the United Nations, in co-operation with various broadcasters, to set up a daily coast-to-coast radio voice for the organization in the U. S. It was learned yesterday. Eight stations, plus the Yankee Network, are already participating in the special hookup and plans (Continued on Page 5)

CBS Puts Limit Of 15 On Nat. Rep. Stations

CBS has officially set a limit of 15 to the number of stations it will represent nationally via Radio Sales, its spot broadcasting division, according to Howard Meighan, vice-president of the network. At the same time, it was announced that KSL, 50,000-watt Columbia affiliate in Salt (Continued on Page 8)

OIC "Voice" Shifts Today To Private Broadcasters

Washington Bureau, **RADIO DAILY**
 Washington—The State Department said yesterday that about 75 per cent of its "Voice of America" broadcasts abroad will be turned over today to private international networks.

When Congress sliced the operating funds of the "voice" it was made mandatory that a major portion of (Continued on Page 2)

Tremayne's Travail
 Les ("Falcon") Tremayne, also Reader's Digest host on Sunday, wished he were twins. He guested as "The Falcon" on Mutual's "Quick As A Flash," from 5:30 to 6 p.m., and had to announce Drew Pearson at 8 over ABC. Solution: ABC arranged to run a wire into Mutual's Guild Theater. Les introduced Pearson after his "Flash" stint, hopped into a waiting cab.



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 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 135 No. Clark St.
 Phone: State 2332

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FINANCIAL

(Sept. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/4	157 1/4	157 1/4	1/4
CBS A	26	25 1/2	25 1/2	1/2
CBS B	25 1/2	25 1/2	25 1/2	1/2
Farnsworth T. & R.	7	6 1/2	6 1/2	1/4
Gen. Electric	36 1/2	35 3/4	36 1/2	3/8
Philco	28 3/4	28 1/2	28 1/2	1/8
Philco pfd.	95	95	95	
RCA Common	8 1/2	7 3/4	8 1/2	1/8
RCA first pfd.	74 3/4	74 3/4	74 3/4	1/4
Stewart-Warner	15 1/2	15 1/2	15 1/2	1/8
Westinghouse	28	27 1/2	28	1/4
Zenith Radio	22	22	22	1/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 1/2	2 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7	7 1/4
Finch Tele Comm.	3 1/4	4 1/4
Stromberg-Carlson	11 1/4	13 1/4
U. S. Television	2 1/4	3 1/4
WCAO (Baltimore)	38	40
WJR (Detroit)	13 1/4	14 1/4

Park & Tilford Plugs Tele
 Park & Tilford, national distiller and one of the first television sponsors before the war, has made available to restaurants and bars equipped with television sets a 240-square-inch sign announcing the next program and time of its airing. Cards featuring program titles are provided with the sign, which is slotted for insertion by the restaurant owner. Sign is of varnished board, is easel-backed and may be placed on the set itself or in windows.

IN CLEVELAND IT'S
WHIK

★ COMING AND GOING ★

KEN R. DYKE, administrative vice-president of NBC in charge of the program, public service and continuity acceptance departments, will confer with central division officials in Chicago Oct. 14 and 16, and on the 15th will address the Women's Club of Des Moines, Iowa.

ERIC SEVAREID, chief of the Columbia network's Washington news bureau, leaving for Minnesota, where tomorrow he will speak before the Library Association of Rochester.

ARTHUR HULL HAYES, general manager of WCBS, has left on a business trip to Chicago and Detroit. He'll return Oct. 8.

JACK BANNER, of Banner & Grelf, publicists, off for Pennsylvania, West Virginia and Delaware, running interference for "Prof. Quiz."

LESLIE ATLASS, vice-president of CBS in charge of the central division and general manager of WBBM, Chicago, has joined the executive contingent currently in New York.

FRANCES SCOTT and **CHARLIE BASCH**, with their Camp Shows entertainment troupe, will put on a performance today for the boys at Fort Slocum.

KENNETH YOURD, senior attorney for CBS, and **J. W. WRIGHT**, chief engineer for the network, leave today on a short business trip to Washington, D. C.

OLGA DRUCE, producer of "House of Mystery," aired Sundays on Mutual, has returned from a trip to the Virgin Islands, where she delved into the ancient voodoo and other cult superstitions. She will use the result of her researches on future programs.

ANN RYAN, vocalist, and **JIMMY WILBER**, clarinetist, both heard on WLW, Cincinnati, arrived in New York last week-end for an appearance on Eddie Dowling's "Big Break" broadcast over NBC.

BOB SHEPARD is back in town following a trip to Chicago to announce NBC's "Take It or Leave It."

JAN AUGUST, pianist, has left for St. Louis, where he is booked for an engagement at the Hotel Chase.

PHIL JASON, director of sports at WTAG, Worcester, Mass., now in New York covering the World Series, will broadcast his 6:15 p.m. and 11:15 p.m. sportscasts from Gotham until the series ends.

BEN GRAUER, announcer and commentator on NBC, is in Washington with the program personnel of the Chesterfield Show. Today they'll broadcast from the Nation's Capital and will be guests of the FBI. Ben will be back in New York tomorrow in time for his chores on "Housing, 1947."

Murrow's News Policy: Reads Contract On Show

(Continued from Page 1)
 tract to his audience on his opening program Monday night, 7:45-8 p.m., in which he outlined a strict policy adopted for all his programs. Murrow stated that news programs are broadcast solely for the purpose of giving the audience the facts and explain them so that the listener "can weigh and judge for himself." He also cited Columbia's stand in the matter of straight news with no angles, although analysis is desirable "without intruding the views of the analyst." Predictions and news of scandalous or personal nature was also taboo, Murrow stated.

Dick Pack Leaving WOR To WNEW Publicity Post

(Continued from Page 1)
 publicity and continuity for WNYC. During World War II he served in the public relations division of the Army Air Corps and was attached to Mitchell Field. Upon getting out of the service he returned to his publicity post at WOR. In addition to his publicity duties Pack was a member of the WOR operating board and the station's program board. He is the co-author of two books, "Opportunities in Radio" and "Quiz Book of the Seven Arts."

Joins WWRL Staff

Joel Kreizer, formerly of WGAT, Utica, and WSLs, Raleigh, Va., has joined the announcing staff of WWRL.

British Diplomat On WCBS

The Rt. Hon. Arthur Creech-Jones, British Colonial Secretary and one of the chief delegates to the United Nations General Assembly, will speak on WCBS today via a special program from 6:15-6:30 p.m. His subject will be "The British Empire—Where Is It Going?"

OIC "Voice" Shifts Today To Private Broadcasters

(Continued from Page 1)
 the overseas programs be turned over to private broadcasters. The State Department will retain direct operation of broadcasts to "critical" areas, including Russia. Broadcasts to other major areas will be directed by NBC and CBS, the department said. It also was learned that the programs are undergoing another change. Broadcasts using more expensive type of entertainment, such as dance bands and orchestras, are being replaced by more news and commentary programs to save money.

WCCO Programs Selected For School Workshops

St. Paul—St. Paul schools have selected programs of station WCCO for use in their radio workshop this fall and winter season. Programs will be used principally for teaching production techniques and for student analysis of how radio programs are built. E. W. Ziebarth, educational director of the station and CBS central division, will act as consultant to the St. Paul teachers in the workshop.

Robert Ruark's New Book On "Author Meets Critics"

Robert C. Ruark's new novel "Grenadine Etching," a satire on the historical-type novel, will be the subject of "Author Meets the Critics" over WNBT tomorrow night (Thursday) at 8:30 p.m., under sponsorship of General Foods.

Ruark, Scripps-Howard columnist, will be on hand to discuss the book, the merits of which will be argued by Merle Miller, editor of Harper's magazine, and Russell Maloney, author and critic. John K. M. McCaffery continues as program moderator.



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 Healey-Road

ANA 38th Annual Meet Sked To Open Sunday

(Continued from Page 1)
 are expected to attend the four-day meeting which will hear discussions from top flight leaders in business and allied fields, including Lewis H. Brown, chairman of the board of Johns-Manville; Robert L. Garner, general manager and vice-president of the World Bank, and Cyrus Ching, director of the U. S. Mediation and Conciliation Service. These speakers will discuss aspects of the foreign and domestic economic situation as they relate to advertising and selling. Other speakers include: Bryan Houston, vice-president, Pepsi-Cola Company; D. Earle Robinson, La Roche & Ellis; John Caples, BBD&O; William Ricketts, N. W. Ayer & Son; R. M. Gray, Standard Oil of New Jersey; D. B. Hobbs, Aluminum Company of America; E. L. Morris, Pabst Sales Corporation; Alexander Rogers, Libby, McNeill & Libby; A. W. Lehman, Advertising Research Foundation; Hal Curtis, Shell Oil Company; John Maddox, Fuller and Smith and Ross; Don Patterson, Scripps-Howard Newspapers; H. M. Schackelford, Johns-Manville, and others.

Also included on the four-day program are sessions dealing with the advertising manager's job from day to day. Topics included here are the advertising appropriation, advertising agency service, and the potentialities and limitations of copy and media research.

Annual banquet will be held on Wednesday last day of the meet.

THE GOLDEN TRIANGLE OF THE EMPIRE STATE
 ALBANY
 NEW YORK'S 3RD MARKET
 Covered by the NEW
WROW
 5000 WATTS
590 Kc-BASIC MUTUAL
 REPRESENTED BY
EVERY KNOEDEL, INC.

Taft's Opinion

Portland, Ore.—Senator Robert A. Taft, asked by the press to give his reaction to radio and press treatment accorded Republicans in Washington gave the press the following, he said, gave the Republicans "a bad break" while "two-thirds of the radio comment is anti-Republican."

Hedges Outlines Plans For NBC Tele Expansion

Further plans for the development of NBC's television network were outlined this week by William S. Hedges, vice-president in charge of planning and development, who said that WBAL-TV, Baltimore station would soon join the web and that service would be extended to Boston within the next several months.

Hedges spoke during a special program over WINDT Monday night marking the inauguration of a new microwave relay system between the NBC station and WABC, the CBS outlet in Schenectady. He added that work has already been started on an NBC transmitter atop Mount Wilson to service the Los Angeles area, construction permits are held for stations in Chicago and Cleveland, and plans are going forward for intermediate stations between New York and Chicago and beyond.

Schenectady Relay Important

The new relay to Schenectady will make possible day as well as night pickups by WABC of programs originating in New York. For the last seven years WRGB has received New York programs via an experimental relay.

Also seen on the special program, which originated in the studios of WINDT, was FCC Commissioner Paul Walker, who called the new relay "another link in the nationwide television chain which lies ahead."

Du Mont Consolidates Trans. Div. At New Site

All departments of the television transmitting equipment division of the Ailen B. Du Mont Laboratories, inc., will be consolidated under one roof in new quarters in Clinton, N. J., effective October 1, it was announced yesterday. Portions of this operation were being carried out at the main plant in Passaic although the manufacturing department is currently operating from the new quarters. Transmitting sales equipment department, which for the past four years has maintained offices at the WABD studio building in New York, will move to the new location as soon as facilities have been completed for offices and demonstration of equipment.

Consolidation of the division will present definite advantages to broadcast equipment purchasers, through the facilities for adequate demonstration of equipment and techniques as well as for the systematic training of future video station personnel, it was said.

WMAQ Sets Sponsorship Of New Leahy Program

Chicago—A heavy business week, topped by sale of a quarter-hour sports program, is reported by Oliver Morton, manager of the NBC central division national spot sales department. Miller Brewing Co., signed transcribed "Leahy of Notre Dame" program, 5:30 to 5:45 p.m. Fridays, through December 26 on WMAQ. Show features Frank Leahy, head coach of Notre Dame, with Harry Wismer, sportscaster.

Other WMAQ business reported the past week includes Maryland Pharmaceutical Co., through Joseph Katz Co., three one-minute announcements a week starting October 15, and three station breaks a week starting September 29, both for 26 weeks; Campbell Cereal Co., through Campbell-Mithun, Inc., four station breaks per week for 26 weeks, starting September 30; Goldenrod Ice Cream Co., through Goodkind, Joice & Morgan, one station break per week for 52 weeks, starting October 5; SOS Cleaner Co., through McCann-Erickson, four station breaks weekly for 13 weeks, effective September 29; Park & Tilford, through Charles M. Storm, five one-minute announcements weekly for four weeks, and two new participating sponsors for Dave Garraway's "11:60 Club," O'Connor & Goldberg (shoes), five-one minute announcements weekly for 13 weeks; and Forrest's Restaurant, five one-minute announcements weekly for four weeks.

FMA-Petrillo Confer On Use Of FM Music

(Continued from Page 1)
 understood that Kearns has recommended that duplication be permitted until 1948 in order to give FM a needed push ahead.

Network representatives here declined to comment on reports that Petrillo again turned thumbs down on duplication. It is expected that Kearns will press for an answer to the question at today's meeting. Also expected to be brought up at the meeting is the Petrillo ban on live music on FM networks. Attending today's meeting, in addition to Kearns and Petrillo are Everett Dillard, FM Association president; Bill Bailey, FMA executive director, and members of the special FMA Music Committee.

WPTZ Starts Tele Series Of Man-In-Street Shows

Philadelphia—This city's first man-in-the-street television program was aired last week when WPTZ, the Philco station, presented the initial show of a series titled "Pleased To Meet You."

Program is aired Thursday nights and originates from busy sections of the city with Roy Neal as emcee. Format of the show is polling passersby on such topical subjects as higher prices, longer skirts, etc.

Something to Crow about!
 \$52,000 worth of business
 from \$1300 worth of announcements
 on CHANTICLEER!
 That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!
Chanticleer
 6:15-7:00 a.m. Monday through Saturday
WGY Schenectady, N. Y.
GENERAL ELECTRIC

LOS ANGELES

By RALPH WILK

JUDY CANOVA will be official hostess at the National Convention of U. S. Postmasters, starting October 12 at the Biltmore Hotel in Los Angeles. This is the first time the annual event has been held here, and Los Angeles Postmaster Michael D. Fanning chose Judy as the top "greeter."

Tex Ritter's transcribed air show has been purchased by the Oklahoma Gas and Electric Company for presentation six days a week over KOK, Oklahoma City.

Margaret Luttinger & Co. has been signed by McCann-Erickson Advertising Agency to handle publicity on Jean Herscott's "Dr. Christian" radio show and promotion on casebook products.

Bill Anson now is doing his third daily air show, "Lemo Test," heard over KFWB Monday through Saturday, sponsored by Harry Sawyer's Pass Book.

Klaus Landsberg, West Coast director for Paramount Television Productions, announced that KTLA will telecast eight home football games to be played by Loyola University, beginning Sunday (20th) with Loyola and Mexico City's Colegio Militar. St. Mary's game to be played October 24th, will also be aired.

KTLA will televise the 1947 Tournament of Roses parade held in Pasadena on New Year's Day, sponsored by Union Oil Company. Deal was completed between Klaus Landsberg and Arnold Maguire of Foote, Cone & Belding.

Staff Changes Announced

Santa Maria, Calif.—Frank D. Wetmer, manager of KCOY, Santa Maria, announces the appointment of Duane F. Johnson to the position of production manager, succeeding Dale E. Gates. Other staff changes include the addition of Dick Cuetara to the announcing and writing department. Also Tom Donahue, of Los Angeles, has joined KCOY as operator-announcer. Johnson has been with the station since its inception, January 17th, and prior to that was with KOY, Phoenix, Ariz. Along program lines KCOY will broadcast all home games of the Santa Maria Junior College and High School. John Willis will do the play-by-play reporting.



Notes From An Aisle Seat . . . !

• • • The way we still hear it, Happy Chandler got his \$100,000 after all for the World's Series video rights. With Ford and Gillette pooling \$65,000, our informant tells us that Mutual is kicking in with the balance in order to preserve their rights to the series (which runs through 1952). . . . NBC turned down "Meet The Press" for television, claiming it was "too controversial." What means that? Is it isn't too controversial for the air, why should television make any diff? . . . ABC has handed the Phil Silvers show its three week's notice. Not because they were unhappy with the show, but Phil's infected throat has caused him plenty of trouble. Even had to cancel out all his musical numbers from "High Button Shoes." . . . CBS readying extensive local front news coverage, pegging key men in various parts of the country. . . . Andre Baruch signed by Foote, Cone & Belding to co-emcee the Hit Parade with Frankie Sinatra starting this Sat. . . . for a minimum of 8 weeks and possibly 12. . . . A top radio exec who is courting favor with WW is trying to have admission price adopted for radio shows (ten cents) with proceeds going to the Damon Runyon fund. . . . Bill Slater signed to emcee Seven Arts Quiz which goes on WNBT for four weeks starting Oct. 9th. . . . According to Edith Gwynne, with prices what they are, a comic can lay an egg today, sell it—and retire!

★ ★ ★ With "It Pays To Be Ignorant" definitely fading as of Oct. 24th, it's our hunch that this little package won't be off the air too long, judging by past performance. It was two years ago last Feb. that the sponsor first decided to cancel it out. It stayed off the air 13 weeks and then was forced back again by demand from its amazingly loyal audience. Every six months or so since then, the show has been handed its notice, only to have the same public clamor come up. Right now its Hooper is 6.5 and it'll probly reach 9 or 10 before it steps out. "Ignorant" occupies a unique spot in radio—a sort of stepchild that nobody likes. Nobody, that is, except the audience.

★ ★ ★ AROUND TOWN: Bob Light in town from H'wood to complete details on new series called "Half Hour To Kill" . . . Compton Advtg. agency offers their own solution to those boring cocktail parties that seem to be a ritual whenever anybody gets a new job or stays with it a few weeks. Instead of throwing a press party for the new Lowell Thomas ailer, the agency is offering to send contributions to your favorite charitable organization. . . . Street scene: Ben Grauer and movie star Elizabeth Scott falling into each other's arms at Shor's. They're pals from the old days when she was looking for a job. . . . Geo. Carson Putnam leaving WOR at the expiration of his contract Oct. 16th. . . . Mel Allen reported getting a three-hour daily disc jockey session over WINS, which is a lotta disc jockeying. Eddy Duchin show fading from ABC. . . . The Bob Crosby "Cub 51" CBS sessions got a rhythmic shot in the arm with the addition of the Andrews Sisters as co-headliners. There oughta be a law against keeping the gals off the air. . . . Judy Canova sent out 1,000 clocks to radio eds to remind 'em that this Sat. she changes her broadcast time to 9:30 p.m. . . . New trend in advertising? One of the major ciggle outfits has approached top bands like Tex Beneke, Noro Morales, etc., to plug their brand on one-acter dates.

★ ★ ★ VIEWS AND REVIEWS: The Al Schacht Sports show, heard over WOR last Sat., was a home run in any league. Program is owned by Paul Gardner and Arthur Miller. Gardner, incidentally, has an article coming up in the Oct. 25th issue of Collier's tagged "The Brains of the Bookies" . . . "Exploring the Unknown" returned, this time on ABC, displaying the same rare art of sugar coating pills of science with easy-to-take fiction.

CHICAGO

By NAT GREEN

SPIKE JONES will broadcast from the WBBM studios here when "Spotlight Revue," starring Jones and his City Slickers and Dorothy Shay, Park Avenue hillbilly, moves to Chicago for several weeks starting October 17. "Spotlight Revue" premieres from San Francisco October 3 then moves to Hollywood for one program on October 10 before coming to Chicago. Show is sponsored by the Coca-Cola Company.

Morris B. Sachs will celebrate opening of new store here October 3 with a two-hour program, 9:30 to 11:30 p.m., over WENR. Bob Murphy and Tom Moore will emcee the show. Talent will include Frankie Laine, singer; Aunt Fanny (Fran Allison), of "Breakfast Club"; Eddie Peabody, banjo kid; Herbie Mintz, songs, and three vocal groups, The Honey Dreamers, the Dinning Sisters and Tommy Port, and the Prairie Ramblers. Soloists will include Earl Tanner, Virginia Speaker and Red Blanchard, with music by Mel Stitzels orchestra. Show will originate from an outdoor site adjacent to new store.

William J. Dooley, member of WIND's selling staff, has resigned.

Jack Caanan, former magazine promotional man, has joined WXYZ-ABC Detroit, as publicity director. He is being assisted in the department by Joyce Chapman, recent graduate of Michigan's State's radio department.

Harry D. Wilson has been elected vice-president of A. C. Neilsen Company, marketing research organization. He will continue to serve as a Chicago client service executive, a position he has filled since July, 1943. He has been with Neilsen for 10 years.

The Wayne King show returns to WGN Thursday and will be heard 9 to 9:30 p.m. Larry Douglas, soloist on Mutual's "First Call for Block Party," and Nancy Evans, vocalist, will be with King on the ET series.

Senator James Kem will be heard in an exclusive WGN broadcast Wednesday in an address titled "The Economic Outlook for the Next Session of Congress," recorded earlier in the day when he addresses a meeting of the National Retail Dry Goods Association, Chicago Retail Merchants Association, and Illinois Federation of Retail Associations.

MARLIN BLADES • ADAM HATS

JUST RELEASED!
OUR
"HI-DIDDLE DIDDLE"
KIDDIE RECORD ALBUM
NURSERY RHYMES
with a bounce!

for
ADVENTURE RECORD CO.

Already spinning on top Disc Jockey Shows and (HONEST) IN JUKE BOXES!

LANNY & GINGER GREY
Radio Productions and Jingles
1352 Madison Ave., New York
ATwater 9-4020

ESKIMO CAKE SOAPINE

ROSEN'S (PRESS AWARD) BAKERIES

W.R.T.E FOR BROCHURE

1906 1947

Henri
CONFISER

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

AGENCIES

KEO MOTORS, INC., has engaged Brooke, Smith, French & Dorance, inc., of Detroit and New York, as their advertising agency effective December 1st. This appointment covers the advertising of KEO Motor Trucks, Transit Coaches, and School Buses.

MRS. ELINOR G. McVICKAR has been appointed director of advertising, promotion and merchandising of Harriet Hubbard Ayer, inc., manufacturers of cosmetics. Mrs. McVickar has been director of Dorothy Gray laboratories in charge of advertising and general styling of that line since 1944.

ROCKMORE COMPANY will launch a radio test campaign early in November in the Providence, R. I., area for Reader's Scope magazine, a Lev Gleason publication.

WALTER W. RICHARDS, advertising manager of the Jacob Ruppert Brewing Company, New York, announces the appointment of National Export Advertising Service, Inc., to handle its export advertising, with Joseph W. Madden the account executive. The initial campaign for Ruppert Beer has been released in Puerto Rico, using both newspaper advertisements and radio spots. Advertising in other Latin American markets will follow. The domestic advertising for Ruppert is handled by Lennen & Mitchell, inc., New York.

EDWIN E. KOEPKE has become affiliated with Ben Bezoff and Co., Denver, Colo. Koepke will assume direction of sales and sales counsel divisions for the advertising and public relations firm. For the past six years Koepke has been associated with Denver's radio station, KMYR, as account executive in the sales division.

TEDFORD L. WOODARD and **R. DAVID FRIS**, Albany advertising men, have announced the formation of Albany's newest advertising agency, located in the Waldorf building, 24 James St.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to handle two new accounts: Starlite Battery Co., and Main Stem Fashions.

ART THALEK, art director and member of the creative planning board of Schwimmer & Scott, Inc., Chicago, has been appointed by the Academy of Applied Art to instruct an evening class in advertising layout and design.

IN CLEVELAND IT'S

WHK

UN Setting Up Own Network In Co-Op With Broadcasters

(Continued from Page 1)

call for an eventual chain of more than 100 stations, all carrying daily programs originating direct from United Nations headquarters.

Four new stations which have just joined the expanding network are WCAU, Philadelphia; WGAR, Cleveland; WJJD, Chicago, and KSAN, San Francisco. One of the first programs to be fed to these stations is "United Nations Today," a quarter-hour strip originating at UN Headquarters five times a week. New York outlets for the web, which also carry this series, are WMCA, WQXR and WWRL. KALL in Salt Lake City is expected to join up soon and possibly WHB, Kansas City, and KOA, Denver.

According to Christopher Cross, UN radio section chief, the special hookup is made possible in part by a State Department OIC line from New York to San Francisco which was made available without charge to the UN. This line, however, had to be re-routed to bring in certain cities and the UN bears the cost of this re-routing. As the network ex-

pands, other re-routing may be made or cooperating stations may install their own lines to plug into the circuit.

The Yankee chain is connected to the special hookup by use of a line from New York to Boston made available to the UN by WRUL, the World Wide Broadcasting Foundation. The Yankee Network station broadcast the UN series at 11:15 p.m. nightly.

Another west coast outlet in the link is KFWE, Hollywood, which pays its own line charge from San Francisco. The initial series of programs originated by the UN goes out from its headquarters at 12:15 a.m., EST. Some stations record it and play back at another hour. The radio section at the UN has been informed by some stations of the promotion they're giving to the series and the new network. In Chicago, for instance, WJJD works closely with two local papers, the Times and Sun, in providing maximum promotion for the new series devoted to daily events at the United Nations sessions.

WFIL Sets Heavy Drive Against TB In Phila.

Philadelphia—A month-long campaign to combat tuberculosis in this city during October, will be conducted by WFIL and WFIL-TV, it was announced by Roger W. Clipp, general manager.

In formulating plans for the drive, WFIL enlisted the aid of the Philadelphia Tuberculosis and Health Association, the City Department of Health, the County Medical Association, and Mayor Bernard Samuel.

Campaign was mapped with the two objectives in mind, Clipp said, and they will attempt to: (1) educate the public about the disease and (2) urge every Philadelphian to get a free chest X-ray to expose existing cases of tuberculosis in order that they may be treated properly.

During the first two weeks of the drive, WFIL will devote frequent radio and television programs to the theme of education on tuberculosis. Hundreds of special announcements will be used and speakers will carry the campaign message to schools, churches, and social groups. Free chest X-rays will be the keynote of the second half of the drive. Seven X-ray clinics will be set up at various points in the city and WFIL will urge its listeners to avail themselves of the opportunity of being examined for tuberculosis without cost. One X-ray unit will be set up at WFIL's Widener Building studios. From there, Mayor Samuel and the leaders of the drive will participate in a special television program over WFIL-TV, demonstrating the simplicity of the tests and urging citizens to cooperate.

Mayor Samuel will serve as honorary chairman of the drive.

Texas Program Selected For State Dept. Reairing

San Antonio, Tex.—A half-hour program in the ABC network series "Our Town Speaks," originated by KABC here has been selected by the International Broadcasting Division of the State Department for rebroadcast over a world-wide network, according to word received by KABC station manager Bill Michaels. A letter from Kenneth D. Fry, Chief of the International Broadcasting Division of the Department of State stated: "Your program 'Our Town Speaks' was broadcast over the 'Voice of the United States of America' on July 25, 1947."

Heads W8XC1 Engineers

Cincinnati — Howard Lepple, of Crosley Broadcasting Corporation, has been named to head the engineers at W8XC1 in Cincinnati, according to Roscoe Duncan, acting director of television operations for the Crosley Broadcasting Corporation. Assigned to W8XC1 as technicians are Paul Underwood and Lou Barnett, former WLW engineers; Robert Brockway, former WLWA-FM engineer; Russell Witt, former engineer at Crosley's shortwave transmitter, Bethany, Ohio, and Jack Records and Vern Lambert, University of Cincinnati engineering cooperative students. Red Thornburgh is W8XC1 sports chief.

JOHN BRADFORD
Announcer—Narrator
LExington 2-1100

A Profitable Buy

W G A L

LANCASTER, PA.

(Established 1922)

A
**STEINMAN
STATION**

Sales Representative

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco



BEHIND THE MIKE

By SID WEISS

LARRY HAMMOND Productions have wrapped up a new comedy-mystery-adventure series (their 6th package) called "Where's Julius?" written by Sid Slon. Incidentally, it pulled tremendous response on a recent Mollie Mystery Theater tryout.

Recommended: Maxine Keith's lively wordage in the new Valiant mag.

The Bret Morrison aircr, "Melody Theater," switches to the Sunday 3:00 p.m., slot starting Oct. 12th—but minus Bret who will be shadowing on that day.

Ray Bloch, on the "Big Break," adds special musicians at his own expense to accommodate both vocal and instrumental soloists when regular instrumentation may not bring out the best qualities of the contender.

With prices the way they are, Eddie Dunn can't tell whether people are walking to reduce or if they are reduced to walking.

CBS' announcer-commentator, Art Hannes, being profiled by L. L. Stevenson, of Bell Syndicate.

That talented producing team of Bill Todman and Mark Goodson, who already have "Winner Take All" in their corner, have cut a platter on new series.

Vivian Garry trio being eyed for a video musicale by Larry Schwab of NBC Television.

Symphony Sid and Ray Carroll polling thousands of bandmen to select the prettiest gal musician.

New San Diego Station Opening Set For Friday

San Diego—Formal opening of KUSN, 5,000-watt station of the San Diego Broadcasting Company, is set for Friday evening, October 3, Jack Heintz, general manager, announced yesterday.

Paul Jones is station manager of KUSN. Other staff members are: Wilson Edwards, program director; Vern Milton, chief engineer, and Bill Hunter, studio engineer. Staff announcers are John Black, Harrison Loomis, Bill Hill and Bob Mabry. Experienced part time announcers, all now attending San Diego State College and ex-G.I.'s, are Hugh Churchill, Ray Blair, Harvey Lee Moore and Richard McCurdy.

KUSN will operate full time at 1510 kcs., 5,000 watts daytime and 1,000 watts nighttime. It will be the San Diego outlet for the Tommy Dorsey transcribed disc jockey shows and will air both the home and out-of-town games of the San Diego State College football games.

"Series" Ups Video Sales; Over 20% Increase First Day

(Continued from Page 1)

business had sharply turned upward since the weekend, over-all sales performance had been highly favorable since the "Subway Series" had been assured about the middle of the month, with the additional assurance of nation-wide listening through the 600 Mutual stations broadcasting the full series of games.

The purchasing public in general, they said, was not aware of any difficulty regarding television coverage of the Series, and continued to buy

significant comment that "it's quite terrific." He declared that "this week will be a historic one for television. It will convince the public once and for all—if they need convincing—that they should have television in their homes." Store had "several hundreds" watching yesterday's game in special viewing rooms set up for the purpose. Macy's and Gimbel's, New York's two largest retail stores, reported sales had increased considerably in the past two weeks, and reasoned that much of this was due to the World Series.

Hearns, another major department store, reported that receiver sales had increased approximately 20 per cent in the past few days, with emphasis on table models and those in the lower priced bracket. And while this increase is significant, "we fully expect a greater increase before the week is out, or before the Series is over," a store exec added.

An "exceptionally good" effect on tele set sales was the reply offered by a representative of Vim stores, another leading chain retailer of radios and appliances. Stores carry all major video models, and has stores in Manhattan, Brooklyn and Queens. Liberty Music Shops, specialists in radio, television and phonograph sets,

Audience Approves

Series-minded New Yorkers jammed every available spot in town yesterday where a television receiver was in operation to get a "front-row" seat at the Yankees-Dodgers opener at the Stadium.

WABD—DuMont's mammoth studio in the John Wanamaker store downtown—had 1,000 customers jammed together on both floors watching four video monitors. And amid the cheering and jeering, WABD production staff and actors went through rehearsals on the studio floor for last night's show, despite the fact they could barely hear cues (or themselves) when a snappy incident filled the video screens. RCA's Exhibition Hall in Radio City, admitting the public by ticket only, played host to another 500 persons who saw the Series opener on 13 individual receivers.

"on the logical assumption that they'd have a box seat at the Yankee Stadium and Ebbets Field." They emphasize, however—and with occasional bitterness—that the effect on sales would have been "tremendous" had the official announcement been made earlier than last weekend. "If this thing was definite two weeks ago, we could have done a day-by-day all out promotion job," said one retailer, "and we know the public would have responded accordingly. As it happened, we had to rush things and weren't able to coordinate properly."

Davega stores, one of the largest retail chains in the city, reported an increase in sales that is "nothing short of phenomenal." A company spokesman pointed out that while the World Series is largely responsible for the immediate rise, the trend has been upward for some weeks because of the approach of the football season, "... always a popular feature on television."

Center Music Stores said that video set sales had increased about 25 per cent since last week when it became evident that the Series would be televised. Company advertised immediate delivery and "rapid"—though temporary—installation.

A Bloomingdale Bros. representative, highly enthused over the condition of the past five days, made the

PROMOTION

For "Meet The Missus"

A 20-page, cleverly illustrated brochure has been put out by CBS to promote the sale of the three remaining 15-minute periods a week on the popular audience-participation show "Meet The Missus". Effectively carried out in a blue, gray, orange and black color scheme upon a white background, the booklet shows the merits of the program from the advertisers', listeners', and retailer's view as well as the complete story of the show itself. The spray of flowers entwined about a CBS microphone, and the decorated cover tell us that "This is the way to a woman's heart."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC. REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

OF "RADIO DAILY," published daily except Saturdays, Sundays and Holidays at New York, N. Y., for October 1, 1947.

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Name of Editor: M. H. Shapiro, 24 West End Avenue, New York, N. Y.

Name of Business Manager and Vice-President: Marvin Kirsch, 106 E. 47th St., Brooklyn, N. Y.

Name of President: Marvin Kirsch, 106 E. 47th St., Brooklyn, N. Y.

Name of Treasurer: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Secretary: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Circulation Manager: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Advertising Manager: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Sales Manager: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Distribution Manager: Charles A. Allicote, 1501 Broadway, New York, N. Y.

Name of Post Office: 1501 Broadway, New York, N. Y.

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Baseball Wise

Mrs. Ruth Fike, winner of the KFEL Denver Post World Series contest last week, and her husband John, received an all expense trip to New York and the Yankee-Dodgers games for the best answer to the question "What Can Baseball Contribute to the Fight Against Juvenile Delinquency?" Couple won out over thousands of contestants, and are currently ensconced at the Hotel Pennsylvania between trips to the Stadium and Ebbets Field.

reported a "sizeable boost" in sale of video equipment, but added the qualification that not all buyers are assured of immediate delivery and installation. Several interested Liberty customers are located in areas which require more than cursory testing, etc., it was said.

Jack Weiner, president of Dynamic Electronics, operator of two large branches in mid-town New York, said that television sales had increased in the past couple of days but deplored "the lack of industry co-ordination" in making the baseball classic available to television. He pointed out that the official announcement "came too late to benefit retailers" since it is "almost a physical impossibility" to deliver and install sets the same day they're ordered. Weiner asserted that the uncertainty of television coverage of the World Series had actually cut down on the normal rate of receiver sales prior to the official announcement that the games would be carried on video.

IN CLEVELAND IT'S WHK



The years melt away

(as the years always do)

As your years dwindle down—as everybody's must—you'll need more than affection and companionship.

You'll need a place to live and food to eat. Which means you—not the family next door, but *you*—will need money.

There's only one way for most of us to get money—that's to save it. And for most of us, too, the best way to save money is through U. S. Savings Bonds.

Because U. S. Savings Bonds are the most widely and easily available investment to every citizen. Every bank sells them. Every post office sells them.

AND—most important—you can buy them *regularly* and *automatically*... which helps overcome human inertia and reluctance to save.

To do so, you just sign up for the Payroll Savings Plan where you work, or for the Bond-A-Month Plan at the bank where you have a checking account. Then they really pile up.

Of course, there are other reasons for buying U. S. Savings Bonds.

They're SAFE. Backed by the credit of the United States, that's all.

They're PROFITABLE. You get 4 dollars out for 3 put in, after 10 years.

They're LIQUID. Like water. You can get your cash out of them at any time... in a few minutes... without penalty.

Remember those words "melt away." They say better than a volume of statistics that you have less time than you think, to save.

Save the easy, automatic way—with U.S. Savings Bonds

This space contributed by RADIO DAILY



CBS Sets Limit Of 15 On Nat. Rep. Stations

(Continued from Page 1)

Lake City, would be represented nationally effective Jan. 1, 1948.

With the addition of KSL, the network will have 11 stations under its wing for national representation. The other 10 are: WCBS, New York; WEEI, Boston; KNX, Los Angeles; WCCO, Minneapolis; WTOP, Washington; WBBM, Chicago, and KMOX, St. Louis, all Columbia-owned stations. Also WBT, Charlotte, N. C.; WAPI, Birmingham, Ala., and WRVA, Richmond, Va. This leaves four more stations to be acquired for national representation by the network.

Statement By Melghan

Meighan's statement relative to the policy set by CBS follows:

"Radio Sales welcomes KSL to its small list of important stations who require station representation services beyond the selling of time. This—the eleventh station—brings us one step nearer the 15-station limit set by Radio Sales as the most that can be served by the complex personal-service operation it maintains.

"Radio Sales specializes in the sale of locally devised live-talent programs through a system set up in 1942. This involves first-hand knowledge on the part of each salesman, who visits each station personally. This unique program-selling service, plus the advice and counsel in audience research, prevents us from representing the number of stations handled by other representatives—the ten leading representatives averaging a list of more than 37 stations apiece. Agencies and advertisers have approved the completeness of Radio Sales service through continually increased billings."

Tele Committee Of SMPE Plan New York Meeting

Television committee of the Society of Motion Picture Engineers which will hold its 62nd semi-annual convention at the Hotel Pennsylvania, New York, Oct. 20-24, is planning on an extensive television display as well as having important papers read during course of the sessions. Don E. Hyndman of the video committee said there is a good likelihood of RCA showing new equipment as one of the features of the meeting.

Panel of more than 50 experts will be heard on various phases of sound engineering, including, of course, theater construction and maintenance, according to announcement late last week at a luncheon of the steering committee of the convention held at the Hotel Pennsylvania.

COAST-TO-COAST

—NORTH CAROLINA—

CHARLOTTE—What the staff of WBT expected to be a funeral dirge turned into a paean of victory for station commentator Grady Cole who, as chairman of the Charlotte Boxing Commission, entered the ring against Jack Dempsey in a one-round "grudge" fight. Cole and Dempsey, long fast friends, sparred before some 5,000 spectators to settle what has been called a "grudge match," rising from Dempsey's much publicized criticism of a recent match decision made by Cole. Dempsey has since denied any knowledge of the decision and said that the story was ghost written. . . .

ELIZABETH CITY—New program director at WGAI is Alan Burko, formerly with WBT, WINX, Washington, D. C., and WITH, Baltimore, Maryland.

—CALIFORNIA—

OAKLAND—Buzz Haines, formerly with the T. R. Bauerle advertising agency in Chicago, has joined the sales staff of KLX. . . . **STOCKTON**—KWG has started a series of football predictions, aired each Thursday evening, which include games across the nation as well as local high school and college games. Newsman Paul Huchner is voicing the series which is sponsored by Thomas M. Lucas, Stockton DeSoto and Plymouth dealer. . . . **LOS ANGELES**—In this city's area, which comprises over 4,000 television sets, the news has just been released that Mutual's daytime Cinderella strip, "Queen for a Day," has taken first place as television favorite by .86 per cent.

—ILLINOIS—

EAST ST. LOUIS—WTVU recently broadcast the Surtleff College Convocation direct from the upper Alton Baptist Church of Alton, Ill. . . . The college is the oldest one in this state, being founded in 1827. . . . **ROCK ISLAND**—Bette Blatt, WHBF music director for the past three years, will wed Harlan Ralston, October 29. Ralston, former WHBF announcer, is now manager of KBGH, Fort Sam Houston, San Antonio, Texas.

—MISSOURI—

KANSAS CITY—Arthur B. Church, president of the Midland Broadcasting Co., pioneer AM and FM broadcaster, announced a filing of application with the FCC for 465,000 watts power for KMBC-FM which recently moved to its permanent dial position of 100.5 megacycles, channel 263. The power boost would make KMBC-FM one of the most powerful of all frequency modulation stations. . . . **ST. LOUIS**—"Bible Quiz," KMOX's unique religious program, will be

aired every Sunday morning 8:30 to 9:00. Six students of church organizations will be asked questions on their own denomination. Contestants will be of the same faith but different churches and the best answers will be recognized by a donation to the church represented by the contestant. . . . Charley Stookey, KXOK farm editor, will celebrate 15 years in early morning radio in this city, October 3.

—MASSACHUSETTS—

BOSTON—Kathleen Donovan, secretary to Jess H. Buffum, WEEI's "Farmer's Almanac of the Air" editor, is leaving to become one of approximately 40 stenographers recruited to serve under the command of General Lucius D. Clay, military governor of Germany. . . . New assistant manager at WBZ in this city and WBZA, Springfield, is Lynn Morrow, formerly with KDKA in Pittsburgh. . . . **WORCESTER**—A six-page news sheet, entitled "Closed Circuit," is being distributed to WTAG staff members in order to keep them informed of activities in departments of the station other than their own. This new house organ, printed bi-weekly, by a staff representing each department, contains such features as program changes, current public interest campaigns, WTAG Radio Club notices, WTAG-FM programs and stories of advertising success on the station obtained from sponsors by salesmen of the station.

Newscasts Standards Set Up By Ohio Assn.

(Continued from Page 1)

that every station should have the services of at least one full-time news editor.

At the weekend convention, held at Buckeye Lake, Ohio, Paul H. Wagner, news director of WOSU, Columbus, and associate professor of journalism at Ohio State University, was re-elected president of the association for another year. Charles R. Day, news director at WGAR, Cleveland, continues as vice president, while William Crooks, WFMJ, of Youngstown, was elected secretary-treasurer.

First section of the news code states that only news which is in good taste for family listening audiences shall be broadcast except where the material is of such nature that honest journalism requires its use. In such cases, however, lurid detail should be omitted. Editorializing must be clearly labeled, the code states, and commentators and analysts should be identified in context.

The following were elected to the board of directors of the association: Fred Brophy, WHIO, Dayton; Charles Long, WBNS, Columbus; Frank Tate, WCOL, Columbus; James Graney, WMRN, Marion; Bruce MacDonald, WJW, Cleveland; John Murphy, WKCY, Cincinnati, and Charles Cleaver, WRRN, Warren.

MAKE A DATE
TO MEET YOUR FRIENDS
AT THE OPENING MEETING

of the

R. E. C.
LUNCHEON

at the

ROOSEVELT HOTEL

12:30 P. M.

THURSDAY—OCT. 2

Send Birthday
Greetings To—

October 1

Curtis Arnall Adele Hunt
Joe Rines

IN CLEVELAND IT'S

WHK



Station Reps Okay Code

FM Spokesmen Await Decision On Music

A decision as to whether FM stations will be allowed to duplicate AM live music programs is still pending following a meeting yesterday of James C. Petrillo, AFM president, a special committee of the FMA and Rep. Carroll Kearns (R.-Pa.). After the two and a half hour session, held in the union chief's New York office, Petrillo said he would announce a decision within a few days.

It was understood that in the closed session the FMA execs made a proposition that if the AFM would allow network music shows to be carried by FM outlets until Jan. 31, when present network contracts expire

Heavy Last Minute Returns On BMB Membership Noted

A heavy flow of last minute contracts for membership in Broadcast Measurement Bureau was reported yesterday by Hugh Feltis, president of BMB, as the time expired for 10 per cent discount on membership renewals and 5 per cent on new subscribers. Feltis said it would be several days before tallies would be completed on the new subscribers.

Community Chests Get Aid From Advertising Council

Community Chests of America, through the co-operation of the Advertising Council, is receiving broad radio coverage nationally and locally with both network and independent outlets working together with the various groups concerned.

A voluntary radio committee head-

Record Hearing

Chicago — WMAQ newsmen broke the local ban against radio coverage of public hearings when the Congressional investigation into the parole of four alleged Capone gangsters was wire-recorded this week for broadcasting over WMAQ. Recordings were made with full co-operation of committee members, according to William Ray, NBC news and special events manager. Heretofore Chicago broadcasters have sought to record kindred public hearings without too much success.

Food Drive Via Radio; Truman On Air Sunday

Charles Luckman, president of Lever Brothers and chairman of the Citizens Food Committee, said yesterday that all media, including radio, would be used in the vast nation-wide public relations program designed to put over the President's food conservation program. Luckman met yesterday in Washington with

Hollywood Radio Artists Form Transcription Co.

Los Angeles—A group of Hollywood radio artists have just formed the Hollywood Broadcasters Co-operative, Inc., to produce open end transcriptions and radio programs at International Recording Studios.

Newly-elected officers are: Richard

New Association Adopts Resolution Endorsing New NAB Standards Governing Operations

Small Cities Prominent In 17 New AM Permits

Washington Bureau, RADIO DAILY
Washington — A total of 17 new licensees yesterday were added to the still-rapidly expanding AM station list. The FCC granted licenses to 17 applicants for new AM stations in most sections of the country, with the major accent on smaller cities. Licenses went to the following: Colonial Broadcasting Co., WFLO, Farmville, Va.; Runnels County

Newly organized National Association of Radio Station Representatives, following a second meeting held in New York, went on record as officially endorsing the proposed NAB Code, even to the extent of a more stringent administration of it, and also will petition the FCC to relax Rule 3.103 which

Puerto Rican Group Form New Association

San Juan, P. R.—Formation of the Puerto Rico Association of Broadcasters which brings together 14 stations in operation and 11 stations under construction, was announced here by Tomas Muniz, newly-elected president of Station WIAC, San Juan. Other officers elected were Harwood Hull, Jr., vice-president of WAPA, San Juan; A. Gimenez Aguayo, WPAB, Ponce, treasurer; Antonio

Plan Large Screen Tele For British Theater Chain

Large-screen television will be installed in at least two Gaumont-British theatres in London, ready for the Summer's Olympic Games, according to Mark Ostrer, managing director of the company. Installations

WFIL Sets N. Y. Office For AM And Tele Sales

WFIL, Philadelphia affiliate of ABC, has established a sales office in New York City, under supervision of John E. Surrick, it was announced yesterday by Roger W. Cilpp, general

FCC Postpones Hearing Re WBAL's Facilities

Washington Bureau, RADIO DAILY
Washington—The hearing on the blue book-cited station, WBAL, Baltimore, was further postponed yesterday when the FCC put off the date until "sometime in November." The

Sight And Sound Baseball Compared With Live 'Series'

By FRANK BURKE
Editor, RADIO DAILY
The writer was one of the 73,365 who gathered in the packed, jammed Yankee Stadium on Tuesday to witness the opening of the World Series games between the Yankees and the Dodgers. Three hours later your correspondent came to the conclusion that he would much rather view the proceedings in the cosy confines of the RADIO DAILY television room or

on his own home television receiving set.
There are several reasons why we've gone out on the limb for the video version of baseball. Some of them are the inconvenience of getting to and from the game, the inability to get closeups of the players even from a desirable mezzanine floor seat and the lack of the running commentary on the game which comes

Affable

James C. Petrillo, president of the AFM, who used to avoid the press at most every meeting, has become a friendly personality with a sense of humor in his relations with the newspapermen. Yesterday Petrillo held a press conference in the AFM's New York headquarters on FM matters. He answered questions, told stories and sent all away awed by his friendliness.

Mobile Tele

First use of a new mobile television truck by CBS was announced yesterday by the network. The truck was used the past weekend at the Columbia-Rutgers football game at Baker Field in New York. The first relay, from Baker Field to an intermediary point nearby, was made over an 880 m.c. link and fed into a 7,000 m.c. link for relay to Chrysler Tower.



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

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WEST COAST OFFICES
 Ralph With, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief Manning Claggett
 6417 Dahlonega Rd. 2122 Deatur Pl., NW
 Phone: Washington 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(Oct. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/2	157 3/4	157 1/4	+ 3/8
CBS A	26 3/8	26	26 1/8	+ 1/8
CBS B	26	26	26	+ 1/2
Farnsworth T. & R.	7	6 7/8	7
Gen. Electric	36 3/4	36 1/4	36 3/4	+ 1/4
Philco	29 3/8	28 3/4	29 3/8	+ 7/8
Philco pfd.	95	95	95
RCA Common	8 1/4	8 1/4	8 1/4	+ 1/8
Stewart-Wornor	15 3/8	15 1/2	15 3/8
Westinghouse	28 1/2	27 3/4	28 1/4	+ 1/4
Westinghouse pfd.	102 1/4	102	102 1/4	- 1/4
Zenith Radio	22 1/4	21 7/8	21 7/8	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	3	2 3/8	3	+ 3/8
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7	7 3/4
Finch Tele Comm.	3	4 3/4
Stromberg-Carlson	11 3/4	13 1/4
U. S. Television	2 3/4	3 1/4
WCAO (Baltimore)	38	40
WJR (Detroit)	13 3/4	14 3/4

FCC Postpones Hearing Re WBAL's Facilities

(Continued from Page 1)
 hearing had been scheduled for October 6.
 The postponement was requested by attorneys for Hearst Radio, licensee of WBAL. Representatives for Drew Pearson and Robert Allen, majority stockholders in the company seeking the WBAL facilities, did not oppose the postponement. The Commission said a precise date in November will be announced later. The hearing will be held in Baltimore.

Announcer-Operator Wanted
 Experienced. Good character. Reliable. Suber Personal audition and references required. Salary commensurate with ability. We are progressive network affiliate Central New York. Pleasant working conditions. Reply Box 401, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

DAVE DRISCOLL, director of news and special features for WOR, leaves by plane this morning for St. Louis, where he has been called by the death of his mother. He will be accompanied by MRS. DRISCOLL. They'll fly back over the weekend.

BRUCE DODGE, director of radio production for the Blow Co., leaves today for Hollywood in connection with "Take It or Leave It" which returns to a Coast origin next Sunday night. He'll be away for a month.

H. M. STEED, manager of WLAV, American network affiliate in Grand Rapids, Mich., is in town for conferences at the headquarters of the web.

DAVE ALBER, head of the publicity firm bearing his name, leaves by plane tomorrow on a business trip to Hollywood.

IRA MARION, American network writer, is in Philadelphia, where today he will deliver the opening lectures of a course which he will conduct once weekly at Temple University.

QUINCY HOWE, Columbia network newsman, left yesterday for Louisville, Ky., where he'll spend a few days, during which time he'll air his newscasts from WHAS.

NINO D'AURIELLO, Italian tenor, has arrived in this country for recording dates and radio appearances.

TYRRELL KRUM, the "Veterans' Adviser" heard over NBC, is in Pearl Harbor, Hawaii, and will interview Admiral Louis E. Denfeld, commander of the Pacific Fleet, on his network program of Saturday.

ELMO C. WILSON, research director of CBS, is spending a two-week vacation with his folks in Minneapolis.

MILTON BACON, assistant to the general manager of WCBS, today will deliver an address before the Rotary Club of Peekskill.

JOSEPH SPADEA, manager of the Detroit office of CBS Radio Sales, has returned to the automobile city following confabs at the New York offices of the web.

EDDIE DUNN, emcee, humorist and sportscaster, will go down to Princeton Saturday to do a local-hookup broadcast of the Tigers-Brown football game.

BILL BAILEY, head of the FMA, is in Cincinnati today for a celebration in connection with the "Dog House Club" on WLW. He was once a WLW publicist.

JAMES MIDDLEBROOKS, facilities engineer for ABC, is on the West Coast co-ordinating final construction details of the 50-kilowatt plant at KGO, the network's outlet in San Francisco, which opens Dec. 1. He'll return to New York next week.

Plan Large Screen Tele For British Theater Chain

(Continued from Page 1)
 may be completed and in operation as early as next March.

Ostrer said yesterday that an experimental large - screen telecast viewed two weeks ago resulted in a picture "comparable with the early days of the talkies." He believed that engineers would have more light on the screen and a consequent improvement in the image by next month.

System used is a direct pickup from the video broadcasting station on a screen that can be utilized for film as well as tele. Ostrer arrived yesterday on the Queen Elizabeth from England.

Organizations To Sponsor Contest For H-S Students

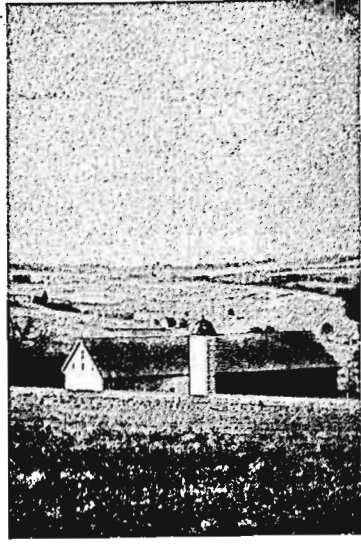
Representatives of NAB, RMA and the United States Junior Chamber of Commerce reached agreement last week on a nation-wide contest for high school students to get under way as a part of National Radio Week, October 26. The students will be asked to write five-minute scripts entitled "I Speak For Democracy," with school contest winners to read their scripts over local stations in town or city contests. These will be followed by statewide, regional and, finally, national competitions, with four winners to be chosen. Transcriptions will be used for the judging above the local levels.

Scholarships will be the prizes, although details regarding these scholarships have not been worked out at the present time.

Community Chests Get Aid From Advertising Council

(Continued from Page 1)
 ed by M. J. Roche, of Lever Brothers Co., has been instrumental in effecting this cooperation and comprises: Joseph Allen, of Bristol-Myers Co.; Charles Ayres, of Ruthrauff & Ryan, Inc.; Philip Cohen, of Sullivan, Stauffer, Colwell & Bayles; A. E. Foster, of Lever Bros.; Anthony V. B. Geoghagan, of Young & Rubicam, Inc.; Harold McClinton, of N. W. Ayer & Son; Everard W. Meade, of American Tobacco Co.; Linnea Nelson, of J. Walter Thompson Co.; William Ramsey, of Procter & Gamble, and Donovan Stetler, of Standard Brands.

Motorola Distributor Appointed
 Murray Yeomans, former regional sales manager for Motorola, Inc., in the mid-western territory, began operations as the Yeomans Distributing Co. handling Motorola products in the Peoria area last month, according to William H. Kelley, general sales manager.
 Yeomans has been connected with Motorola since 1931.



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.

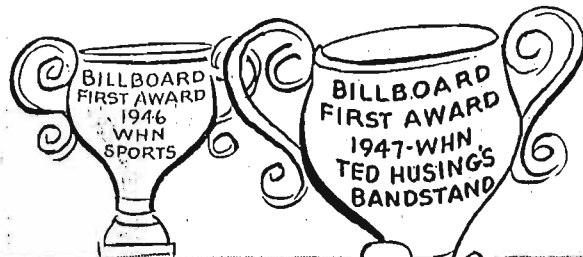
No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF
DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
 Send for WHO'S WHO
 Among Advertisers on WEVD

WEVD
 117-119 W. 46 St
 WILFRY GREENFIELD, Mgr Director M.V. 10

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

WHN does it again!



*Thank you,
Billboard judges!*

TED HUSING'S BANDSTAND PROMOTION
WINS SINGLE CAMPAIGN DIVISION
INDEPENDENT STATIONS OVER 5,000 WATTS
BILLBOARD 1947 RADIO PROMOTION EXHIBIT

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get *intensive promotional support* for their campaigns, plus *showmanship*, plus *fifty-thousand-watt clear channel coverage*, in *America's greatest market*.

Yes, you get more for your money on WHN.

WHN NEW YORK

50,000 Watts · 1050 Clear Channel

LOS ANGELES

By RALPH WILK

ROD O'CONNOR, announcer on the "People Are Funny" and "Red Skelton" shows, has been tested at Columbia Pictures for the second lead opposite Skelton in "The Fuller Brush Man."

Written and directed by its originator, Cran Chamberlain, with Lobe Reed as narrator, "Don't You Believe It," documentary myth-killer, returned to the air September 28th, over ABC's Pacific Coast Network. Sponsored by 42 Products, Ltd. Sia Gooswin is the ABC producer.

Grid star Tom Harmon and actress Blyse Knox signed by Les Mitchell Productions to enact "Play the Game," original script with football theme, for Skippy Hollywood theater. Harmon flies in from Eastern tour with Los Angeles Rams to record the show October 14th at Universal Recorders, although broadcast date is set for week of Thanksgiving.

NBC's "Fitch Banawagon," co-starring Alice Faye and Paul Harris, returns to NBC for its second season October 5. Regulars back with the show this year include Jeanine Rouse, Anne Whitfield, Walter Tetley and Elliott Lewis. For the musical portion of the program, Miss Faye and musical director Walter Scarf and his orchestra will offer "Snow Business" and "Almost Like Being in Love." Producer-director of the series will be Paul Phillips and the scripts will be written by Dick Chevliat and Ray Singer. William Forman will announce. Producer for NBC will be Jack Lyman.

KHJ-Don Lee's "Let George Do It" series, sponsored by Standard Oil of California, will shift from Friday to Monday beginning with October 21th. Last Friday broadcast will be October 24.

New Sponsor On WOR

"A. L. Alexander's Medication Board," which becomes a co-op on Mutual Oct. 5, has been sold by WOR, New York, to M. J. Breitenbach Co., for its product, Pepto-Mangan, effective with the first co-op broadcast. Account was placed by Grey Advertising Agency. The program is aired every Sunday night from 8-8:30 p.m., EST. Show has also been signed by other local sponsors but the complete list is not yet available.



Windy City Wordage. . . !

• • • Walter Lurie, assistant to vice-president Phil Carlin of Mutual, paid a visit to the midwest Mutual offices Tuesday on his way from New York to Hollywood. . . . WIND staff writer Bob Platt is the author of the "Story of Markham's Death" to be heard today (Thursday) on the CBS "Suspense" program. Bob, who has been a writer for WIND for two years, recently sold two other mystery scripts to WBBM's "The Echo." . . . Songstress Patti Page will star in her own program which makes its bow over ABC Sunday, 3:30 to 4 p.m., with Patti being assisted by the George Barnes Octet and an orchestra directed by Rex Maupin. . . . Weekly services of the Chicago Sunday Evening Club, which opens its 40th season Sunday, will be broadcast over WGNB, WGN's FM station. . . . George Herro, midwest Mutual publicity head, is in Madison, Wis., where his father is seriously ill. . . . George Bayard, radio director of the Russel M. Seeds agency, is immensely pleased at the showing that is being made by the Eddy Howard Sunday afternoon show, which has started off with a Hooperating of 7.1.

Chicago

• • • Governor Dwight H. Green of Illinois pulled a nifty one on the "Take It or Leave It" show last Sunday. Garry Moore, show's emcee, asked the governor what he thought of the current controversy over short vs. long skirts. "I feel the same way I do about the Republican party," Gov. Green replied. "How's that?" Garry queried. "Well," said the governor, "I hope they both show more in 1948!"

• • • The John Howard Association, an organization that works for the rehabilitation of persons released from penal institutions, presented a special award to WBBM Wednesday in recognition and commendation of the station's series "Report Uncensored." . . . June Baker, WGN's home and garden authority, operates a 100-acre farm near Paw Paw, Michigan, and at the town's annual grape festival June was awarded first prize for her exhibit of grapes grown on the farm. . . . Janice Carter, writer at NBC is resigning to join the Mutual publicity department. . . . Tommy Bartlett's "Welcome Travelers" broadcast from the College Inn of the Hotel Sherman attracts a cosmopolitan audience. Last Friday travelers from 34 of the 48 states and from Ireland, England, Canada and Australia attended the broadcast.

• • • Stu Dawson, radio chairman of the Chicago Community Fund's campaign to raise \$7,700,000 in behalf of 192 health and welfare agencies in the city, is working out some new radio techniques to publicize the campaign, which, according to Al Weisman, press relations director, will be quite a departure from methods used in other cities. . . . Ted Lewis premieres Friday on WGN with his own Ted Lewis Show, 9 to 9:30 p.m., with songstress Geraldine DuBois and comedian Charlie Irving, and as first guest star Paul Arnold, baritone, well-known for his singing at Chicago's Buttery. . . . Rep. Howard Buffet (R., Neb.) and Rep. J. Madden (D., Ind.) will be speakers on the initial program of WGN's "Your Right to Say It," returning to the air October 14 for its third season. Program will be directed by Ward Quaal, and Dr. William S. Stokes, of the political science faculty of the University of Wisconsin, will be moderator.

Stork News

Allen Funt, producer of ABC's "Candid Microphone," became the father of an 8 pound, 7 ounce baby boy at 5:30 a.m., September 24 at Doctors Hospital, N. Y. His wife is the former Evelyn Michal.

Tele Mag Buys Spots

Television News, a weekly magazine devoted exclusively to news of the video medium, has signed with KTLA, Paramount station in Los Angeles, for a series of weekly time signals.

SOUTHWEST

ACCORDING to Ray Collins, technical supervisor and assistant manager of WFAA, Dallas, listener-nave reported early morning test broadcast of the new 50,000-watt transmitter to be non-fading, clear and reception is static free with little or no distortion. Already listeners have written in from Alaska, Oregon, Minnesota, New York, Iowa, Puerto Rico, Wisconsin, North Carolina and Arizona among other states. Transmitter will be put into full time operation on Oct. 1.

Southwestern Football Preview will be heard each week over WBAP-82 Fort Worth, prior to each Southwestern Conference game under sponsorship of the United States Football Army.

The program's format includes interviews with name football personalities, behind the dressing room features, latest sport news from the southwest pigskin areas and a 15 piece band, Frank Mills, of the WBAP staff, is master of ceremonies. Airings are also heard over WOAI San Antonio, and KPRC, Houston where break-in is made for local sports flash news. Jerry Lee is heard at WOAI, Pat Flaherty at KPRC and Al Baake at WBAP.

Charles Balthrope, manager of KABC, San Antonio, who will leave to head his own station soon to start operations in San Antonio. KITE, also has started the Texas-wired Music Corp. Balthrope presents three distinct services to industry, office and entertainment. All are designed by the World Broadcasting system.

New series of twice weekly quarter hour programs are being presented over KCOR, San Antonio, by the Kelly Field Downbeats.

The first post-war recording of complete opera, was presented for a full hour over KUSA, San Antonio. Verdi's much loved opera La Traviata, was recorded with famous artists, chorus and orchestra of the Opera House, Rome, under the direction of Vincenzo Bellezza.

A SWELL BUY IN A HOUSE

I've moved to Milwaukee which means I must unload my house—fast.

It's in Larchmont, in easy distance of station, stores, school. It's an English type with studio living room, library, powder room, dining room, breakfast nook, maid's room and bath on the first floor, three bedrooms and two baths on the second floor. Outdoor terrace, two car garage, slate roof, insulated, weather-stripped, nicely landscaped.

Plot 60 x 125

Price \$25,000

JERRY SILL

LArchmont 2-2205

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INC.

THE PRODUCERS' AID

SPECIAL EFFECT PHOTOGRAPHY 16MM OR 35MM BLACK & WHITE OR COLOR

1600 BROADWAY

N.Y. 19, N.Y.

CIRCLE 6-0951

Sight And Sound Baseball Compared With Live 'Series'

(Continued from Page 1)

with radio and television broadcasts. To be more specific, Joe DiMaggio is No. 5 in the Yankee lineup. Watching Joe from the mezzanine of the Stadium would be a difficult problem of identification if it were not for the No. 5 on the back of his uniform. In television viewing the Yankee Clipper is a different story. Your set gives you a closeup of DiMagg at the plate and you study his stance as well as his hitting.

The television comparison on DiMaggio holds true with most all the other players on both teams. The video producers and cameramen have progressed in the art of coverage and now follow the flight of the ball from the pitcher to catcher and to the outfielders.

Comparing concentration at the

ball game with the attention one gives a television receiver during a game, one finds it no greater strain to watch the video version. At the Yankee Stadium your eyes are focused on the battery and you tensely watch the development of each pitch and play. The same goes for viewing the play on television, except you have convenience and comfort of your own home, office or club.

Television will increase in stature as the World's Series progresses. It will have wider visual value as networks and audiences increase. In the meantime the video version of baseball will satisfy the ardent fan who could not get a ticket to the Series and will make new friends for baseball among those who are televiewing a World's Series for the first time.

Puerto Rican Group Form New Association

(Continued from Page 1)

Alfonso, San Juan, secretary, and Eli B. Canel, WNEL, San Juan; Jose Beechara, WKJB, Mayaguez; Angel del Valle, WKAQ, San Juan, and F. Virella, WVJB, Caguas, directors.

The association, with headquarters in San Juan, has been formed to foster an industry-wide improvement of radio standards in the island and to cope with the mutual problems faced by Puerto Rican broadcasters. Affiliation with NAB and the Inter-American Association of Broadcasters is being considered by the new Puerto Rican group.

WFIL Sets N. Y. Office For AM And Tele Sales

(Continued from Page 1)

mgr. In addition to handling WFIL business the New York office will also sell and service time purchases for WFIL-TV, station's television outlet which inaugurated regular program service last month. In making the announcement, Clipp said: "By establishing this closer contact with all of the New York advertisers and their agencies, we feel that WFIL can substantially augment its many sales and promotion services to agencies and advertisers."

WFIL's new sales office, which will co-ordinate its activities with its station rep, the Katz Agency, will be equipped with direct telephone lines to the headquarters in Philadelphia.

Sitting Ducks

When WCBS-TV makes its first pickup of the World-Series today from Ebbets Field as part of the three-station television pool, it will be taking a \$22,000 gamble. Station will have three cameras in use, two of which are located behind home plate—minus screen or other protection. WCBS-TV had a plexiglass protector earlier in the season, but it buckled after repeated blows from "foul tips," etc.

WPTZ Does Remote Pickup From Legitimate Theater

Philadelphia — Germantown Theater Guild's "The Importance of Being Earnest" was televised by WPTZ, the Philco station, to viewers in this area in the first outside pick-up of a legitimate stage play last week.

A full two-hour telecast, WPTZ provided an opportunity for the theatre audience to compare the production on tele screens via a set placed in an adjacent building. Show was observed by an audience of professional people, including representatives of the American National Theatre and Academy.

Gets WINS Sales Post

Wilmot H. Losee, account executive at WINS since 1943, has been appointed sales manager for the station, it was announced yesterday by Eldon Park, veepee in charge of the station. Losee succeeds William Robinson who leaves next week to become program director at WLW, Cincinnati.

Coming Up

- AS SWEET AS YOU (Regent)
- DO A LITTLE BUSINESS ON THE SIDE (Valiant)
- LAST NIGHT IN A DREAM (Brightlights)
- MADE FOR EACH OTHER (Peer)
- THAT MISS FROM MISSISSIPPI (Dawn)
- THERE'LL BE SOME CHANGES MADE (Marks)
- WHAT EVERY WOMAN KNOWS (BMI)
- WHO PUT THAT DREAM IN YOUR EYES (Stuart)
- ZU-BI (Republic)

BMI Pick-up Sheet

Hit Tunes for October (On Transcriptions)

A GIRL THAT I REMEMBER (BMI)

CAPITOL—Alvino Ray THEBAURUS—Novatime Trio

CASTANETS AND LACE (Republic)

ASSOCIATED—Vic Damone LANG-WORTH—Lenny Herman
STANDARD—Lawrence Welk WORLD—Charlie Spivak

COME TO THE MARDI GRAS (Peer)

THEBAURUS—Sweetwood Serenaders STANDARD—Curt Massey
LANG-WORTH—Frankie Carlo ASSOCIATED—Vic Damone

FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone LANG-WORTH—Tommy Tucker
CAPITOL—Skitch Henderson

HILLS OF COLORADO (London)

WORLD—Les Brown LANG-WORTH—Al Trace
WORLD—Russ Morgan

I WONDER WHO'S KISSING HER NOW (Marks)

THEBAURUS—Music Hall Varieties WORLD—Frank Frenba
THEBAURUS—Knickerbocker Four WORLD—Ray Bloch
STANDARD—Claude Sweeten LANG-WORTH—Chuck Foster
STANDARD—Lawrence Welk LANG-WORTH—Randy Brooks
ASSOCIATED—George Towne MacGREGOR—Ernie Felice Quartet
MacGREGOR—Artie Wayne

JUST AN OLD LOVE OF MINE (Campbell-Popple)

LANG-WORTH—Frankie Carlo THEBAURUS—Novatime Trio
WORLD—Nat Brandwynne THEBAURUS—Music of Manhattan
ASSOCIATED—Phil Brito MacGREGOR—Anita Boyer

LOLITA LOPEZ (Encore)

ASSOCIATED—Art Mooney CAPITOL—Billy Butterfield
LANG-WORTH—Arlene Trio STANDARD—Lawrence Welk
THEBAURUS—George Wright STANDARD—Jack Fina

SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) (American)

STANDARD—Lawrence Welk Phil Harris—Vic. 20-2370
Tex. Williams—Cap. 40901 Deuce Spriggins—Coast 283
Lawrence Welk—Dec. 24113 Johnny Bond—Col. 37831

TE-NN-E-SS-EE (Stevens)

LANG-WORTH—Four Knights ASSOCIATED—George Towne
STANDARD—Lawrence Welk

THE STORY OF SORRENTO (Pemora)

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

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

LANG-WORTH—Tommy Tucker STANDARD—Freddy Martin
" Frankie Carlo STANDA D—Lawrence Welk
CAPITOL—Jan Garber WORLD—Eddy Howard

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

487831

HAWAII

By JOHN WILLIAMS

TEN years young Margaret O'Brien, demure Hollywood starlet, who came to Hawaii for 2 days and stayed 12, was officially decorated sweet-heart and honorary member of Hawaii's National Guard. Ceremony, which was attended by Hawaii's Governor Ingram M. Stainback and top service brass, was aired via KHON and Aloha Broadcasting System's web.

Guardsmen gave Margaret a regimental pin, fragrant leis, orchids, and native calabash. Lt. Col. Henry Putnam, formerly partner in KPOA here, and now Guard's P.R.O., wrote and emceed the program.

The Bahai Communities of Hawaii are sponsoring via KGU the weekly 15-min. transcribed programs that are produced for national release under the supervision of American Bahai headquarters at Chicago.

Web Edwards, KHON's manager, and Jim Wahl, Holst & Cummings agency's radio chief, who jointly produce and emceed the show; Al Perry and His Singing Surfriders; and Waikiki Girls, high-voltage singing-hula trio, will fly from Honolulu to each locale, grass skirts and all. Highlight should be program from Maui County Fair on Oct. 11.

Robert A. Hite of Honolulu, who was KGU staff announcer during the summer, has entered extension division of Columbia University to study writing and radio.

Burned up at menace of longer skirts to this sub-tropic escapist haven, where usually there's not much left to the imagination, Ralph Aloiau, owner of Mid-Pacific Appliances, has taken time on KGMB's "Want Ads" program to organize opposition. Claiming he hadn't consulted Mrs. Aloiau, Ralph said he's in the war right up to just below the knees!

The air really burns during the twice daily 15-min. "Truth About Prices" program sponsored by Honolulu Chamber of Commerce via KPOA. Idea is for housewives and other victims to let off steam. Prices in Hawaii right down the line are highest in United States. Nita Benedict and Hal Lewis, KPOA staffers, are moderators.

"Hawaii Calls", native musical program shortwaved via KHON to 460 Mutual and Trans-Canada stations every Saturday from the beach at Waikiki, is to be aired from outer islands in October and November via affiliates of KHON in Aloha Broadcasting System, KIPA (Hilo), KMVI (Wailuku), and KTOH (Lihue).

Southwest Game On CBS

A play-by-play account of the Texas A & M-Oklahoma football games will be aired by CBS, from Owen Field, Norman, Okla., on Saturday, Oct. 4, 3:15-6:00 p.m., EST. Curt Gowdy, sports director for KOMA, Oklahoma City, will handle the play-by-play, pinch-hitting for the CBS sports head, Red Barber, who is occupied with the World Series chore.

New NAB Code Gets Support Of Station Reps Association

(Continued from Page 1)

currently limits the term of network-station contracts to a two-year period.

The Association, backed by 17 leading station representative firms, made known its policy through a resolution roughly outlined on Monday and yesterday put into official language. The resolution comes under the head of the association's aims, "to promote spot broadcasting."

Resolution follows:

"WHEREAS this Association of radio station representatives has been formed to further the development of Spot Radio and the attainment of this objective is inseparable from and dependent upon the improvement and progress of the industry as a whole, and

"WHEREAS such future progress of the broadcasting industry requires higher standards, greater economic stability, more individual station control over programming and commercial policies.

"THEREFORE BE IT RESOLVED:

"That the Association endorses the proposed NAB Code in the belief that a well-conceived code establishing high standards of commercial and programming practices is essential to the growth and development of the industry.

"That the Association recommends that all provisions of the Code apply equally to individual stations and to the networks, and to this end suggests the inclusion of an additional provision requiring station identification at the conclusion of each programming segment, regardless of its

length or sponsorship, and that each such unit be subject to the commercial limitations of the Code applicable to the time consumed by the program.

"That the Association recommends that since greater operational stability is necessary for effectively implementing the commercial and programming practices of the Code and since the current short-term contract between stations and networks contributes to instability and hampers stations in their freedom of operation, that the FCC therefore be respectfully petitioned to relax Rule 3.103 currently limiting the term of network-station contracts to a two-year period."

Paul H. Raymer, prime mover in forming the association, is serving as chairman; H. Preston Peters, is vice-chairman; Joseph Weed, secretary, and Lewis Avery, treasurer. A meeting is scheduled for the near future to approve the organization's by-laws. As stated in these columns on Monday, the member organizations to date are: Avery-Knodel; John Blair & Co.; Bolling Co.; Branham Co.; Burke, Kuipers & Mahoney; Burn-Smith Co.; Forjoe & Co.; Free & Peters; Headley-Reed Co.; George P. Hollingbery Co.; Katz Agency; McGeehan & O'Mara; Joseph Kershey McGillvra; John E. Pearson Co.; Edward Petry & Co.; Radio Advertising Co.; William G. Rambeau Co.; Paul H. Raymer Co.; Sears & Ayer; Taylor-Howe-Snowden Radio Sales; Weed & Co., and Adam J. Young, Jr., Inc.

WBKB Sets Heavy Sked Of Pro. College Sports

Chicago—Television audience here will see every major professional and college sport this winter and next spring via an extensive WBKB remote schedule featured by 25 football games. All three Chicago professional football clubs have granted the station television rights and Notre Dame and Northwestern will fill alternating Saturday afternoon time. In addition, pro hockey, college basketball, boxing and wrestling coverage will be considerably increased starting this month.

A major portion of the sports schedule will be commercial, with the following advertisers in the lineup: American Tobacco, as announced some weeks ago, will sponsor home games of Notre Dame and Northwestern, coverage of which will mark the opening of WBKB's relay link from South Bend, Ind.; Brown & Williamson Tobacco Co. will sponsor DePaul University basketball, starting December 13; and Keeley Brewing Co. will sponsor Chicago Rockets grid, in addition to boxing from Madison Athletic Club and wrestling from the Midway and Rainbo arenas. In addition, WBKB will televise horse racing from Hawthorne Park under sponsorship of the Canadian Ace Brewing Co.

Report RCA, RKO Planning Deal For Tele Research

RKO-Radio Pictures will be the third major film company to become actively engaged in large-screen television research for use in motion picture theaters if a deal currently under negotiation materializes, it was reported yesterday. 20th Century-Fox Film Corp. signed a contract with RCA last week for a long-term research project which was described as similar to one entered into with Warner Bros. last spring.

An RCA spokesman recently said there was "no comment" on the RKO deal, but the latter is said to be one of RCA's biggest clients in other fields, in addition to being actively engaged in television. Company is the parent organization of RKO-Television Corporation, which with RKO Pictures, has access to motion picture and television facilities in its movie production plant at Park Ave. and 105th St., in New York City.

If and when the reported deal between the two companies materializes, it's expected that arrangements similar to the previous two agreements will hold true, i.e., the purchase of RCA equipment and engineering "know-how" in exchange for theater television facilities controlled by RKO.

The Mailbag

Code Suggestion

"Timebuyers, spot advertisers and stations doing business with them are properly concerned over the fact that the 'three-minute rule' in the new code will drastically cut down announcement availabilities. Ted Streibert of WOR expressed the problem clearly at the Thursday morning code session at Atlantic City when he observed that under this rule we would no longer be able to run three one-minute transcribed announcements in a fourteen-minute, thirty-second participation program and then follow it with a station break.

"This is a problem that affects affiliates and independents alike. We have a solution to offer. If Paul Raymer's proposed National Spot organization were a going concern, we could submit the solution to them. We would like you to submit it to the industry by publishing this letter.

"Reduce so-called 'one-minute announcements' to fifty seconds. We maintain that by the judicious use of words, any product that can be sold in one minute can be sold in fifty seconds. For that matter, the necessity for keeping within fifty seconds might even result in eliminating some of the sound effects that are the real cause of listener annoyance with commercials. So, cut one-minute transcribed announcements to fifty seconds and live copy to one hundred words which can be read in fifty seconds."

"The result would be that we could run three such announcements in 14½ minutes and still put on a station break following. If agencies, advertisers, national reps and transcription companies are concerned over loss of availabilities, here is a way for them to help themselves—by adopting a 'fifty-second rule' so they can live under the 'three-minute rule.'"

CLARENCE WHEELER,
Vice-President, WHEC, Inc.
Rochester, N. Y.

Food Drive Via Radio; Truman On Air Sunday

(Continued from Page 1)

members of his committee, including NAB President Justin Miller.

It also was announced that President Truman will make a nationwide broadcast on Sunday to discuss the food conservation program. Also participating will be Luckman and Secretary of State George Marshall. The broadcast will be heard on the four major webs, 10:30 to 11 p.m.

Takes New CBS Post

Sam Abelow, for the past two years a member of the CBS Program Promotion Department, has been appointed assistant to the chief of the CBS Documentary Unit, it was announced by Davidson Taylor, CBS Vice President and Director of Public Affairs. In his new post Abelow will be aide to Robert Heller, who has headed the Unit since it was set up in the Summer of 1946.

FM Spokesmen Await Decision On Music

(Continued from Page 1)

with the union, the FM broadcasters would then set up budgets to employ local musicians for programs. Talking to the press after the closed discussions, Petrillo said: "I feel they're sincere in what they say," and disclosed his belief that the FMA would live up to any agreement it made with his union.

The bid made by FMA representatives, headed by Everett L. Dillard, president, was based on their contention that if they could have the next four months in which to use network musical programs the public would be sold on the advantage of FM. Afterward, FMA feels, it could work out measures whereby the musicians' union would be benefited by FM operations.

The meeting yesterday, by admittance of all present, was on a cordial and friendly basis and Dillard said that "for the first time both sides seem to realize the problems of the other." He termed the discussion as "very frank and open." Congressman Kearns said that in his opinion all problems can be worked out to the satisfaction of both sides. Petrillo was complimentary of Kearns, saying he had been helpful and made "nice suggestions."

Whether or not Petrillo will grant the request of the FMA is still a wide open question. One FMA exec told RADIO DAILY after the meeting that he thought duplication would be allowed but another said he wasn't as optimistic as he was some weeks ago.

Continental Decision Today

Petrillo also revealed at the press conference that he will make an announcement today relative to the Continental network and the recent banning of live music. The ban was imposed two weeks ago when the Rochester Civic Orchestra had been assigned to do a weekly broadcast over the FM web. Petrillo implied that the contract between the network and the local musicians' union had been entered into legally and in good faith and possibly some review of the case was in order.

The AFM president was questioned as to what action he had taken following published reports that the Yankee Network was duplicating AM musical programs on FM. Petrillo answered he sent a telegram to John Shepard III, board chairman of the web, last Tuesday night, asking him to repeat the published statement but that no answer had been received.

FMA execs attending the meeting, in addition to Dillard, were Bill Bailey, FMA executive director; William Fay and Arthur Stein, WHFM, Rochester, N. Y.; Raymond F. Kohn, WFMZ, Allentown, Pa.; Marion Claire, WGNB, Chicago; Edward Lamb, Toledo, O.; Morris Novik, Unity Broadcasting Co., and Leonard H. Marks, FMA general counsel.

Esso Birthday Oct. 7

The "Esso Reporter," on WJZ, will celebrate its 12th anniversary of continuous news service and reporting on Tuesday, Oct. 7.

★ AGENCY NEWSCAST ★

DAVID WHITE, radio executive producer-director of Batten, Barton, Durstine and Osborn for the past 15 years, moves to the agency's Hollywood office on Oct. 5. White has directed and produced such shows for the agency as "Hour of Charm" for General Electric for 10 years, the Squibb show for three years, the Bond Bread show for five years and the Schaeffer Revue for nine years.

AMERICAN THREAD COMPANY has appointed Federal Advertising Agency to handle the advertising of its cotton threads and wool yarns. The appointment is effective, January 1, 1948.

FRED GARDNER COMPANY now is located at 441 Lexington Avenue, New York 17, N. Y. The company was formerly at 425 East 86th Street.

McCANN-ERICKSON office in Caracas, Venezuela, has been appointed to handle the local advertising of Oficina Tecnica Stubbins, Venezuelan distributor for the products of numerous United States firms, including the Buda Company, Crane Export Corporation, The DeVilbiss Company, Celotex and DuPont Paints.

VIRGIL L. DION, formerly art director with the Harold S. Chamberlin Advertising Agency in St. Paul, and before that a free-lance artist in the Twin Cities, has joined Barney Lavin, Inc., Fargo, N. D., advertising agency, as head of a newly formed art and creative plans department.

Schwerin Sees Programs Hurt By "Past" Methods

West Coast Bureau, RADIO DAILY

Hollywood—Past methods of evaluating worth of radio programs have not been fair to talent or producers and the use of audience size as a yardstick for popularity exert "grave injustices," Horace Schwerin has charged. Originator of the Schwerin System of program improvement, the research exec told industry execs here that "there is no good reason why the careers of radio talent should be a series of 13-week 'crises.'"

Schwerin, who was introduced by Hugh M. Beville, Jr., director of Research for NBC, pointed out that it takes time for improvement of program quality to result in larger audiences, and asserted that many shows are dropped each year "at the point where they were about to pay off" both for sponsor and listener. "Qualitative research," which measures how well programs are liked by audiences, "is making great strides toward correcting this situation," Schwerin said.

Schwerin System tests each program before a selected audience, using a score-sheet method to get reactions at frequent intervals throughout. After the tests, listeners volunteer comments on the show, and from this information is drawn a "profile" of program's strong and weak points.

SALES AND ADVERTISING RESEARCH CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the direction of Arthur F. Dermody, director of media and marketing research, Kelly-Mason, Inc. Among those who will serve as leaders at the various meetings are: Howard A. Stone, vice-president, Daniel Starch & Staff; Allen Sikes, service manager, Bureau of Advertising, ANPA; V. H. Pelz, managing director, Traffic Audit Bureau; Arthur McAnally, director of business promotion, Scripps-Howard Newspapers; Donald E. West, director marketing research, McCall Corp., and J. Ward Wallace, manager Pacific Coast Plans department, Hearst Advertising Service.

JOHN BLAIR & CO., national radio station representatives, engaged Mort Bassett as station service manager in the New York office, effective October 1. Bassett comes from Morse International, Inc., where he had served as radio time buyer and assistant radio director since 1941. As station service manager at Blair, Bassett's chief function will be to work with the New York sales staff in the interpretation of the sales problems of Blair-represented stations from the time buyer's point of view.

WILLIAM R. MASON has joined Geyer, Newell and Ganger, Inc., as an account executive, H. W. Newell, executive vice-president, has announced.

Hollywood Radio Artists Form Transcription Co.

(Continued from Page 1)

Lane, president; Paul Theodore, vice-president; Virginia Johnston, secretary, and Gordon Kibbee, treasurer. Members of the Board of Directors in addition to the officers are: Louise Arthur, Jacqueline DeWitt, Herbert Lytton, Herbert Rawlinson, George Pirrone, Ken Peters, Doug Young, Walter Tetley and Ray Erlenborn. Herbert Lytton produces for the group.

Scripts under production at present are "The Anderson Family," written by Howard Swart and "The Other Man's Shoes," an original property written by Ray Erlenborn.

WHRV, Ann Arbor, Mich., Will Go On Air Sunday

Ann Arbor, Mich.—WHRV, new ABC outlet in this area will inaugurate regular operations on Sunday, October 5. The station is owned and operated by the Huron Valley Broadcasters, Inc., whose principals, R. A. Connell and James F. Hopkins recently disposed of WJBK, Detroit, at a price in excess of \$750,000. Hopkins will manage the station. He and Connell will also continue their association in the Michigan Music Company, Detroit, franchise holders for Muzak, Inc.

Newspaper Uses Tele For "Series" Pictures

New application of television's ability to cover news events with unprecedented speed is currently being demonstrated by Allen B. Du Mont Laboratories and the New York Post during the World Series games now in progress.

Du Mont has installed a television receiver in the newsroom of the Post, located near the dark room. Photographers snap spot news photos of the games and dispatch them for development—all within a matter of minutes. Tele set is a "Club" model, with a screen measuring 9½ by 12¾ inches for a total of 121 square inches.

Experiment was tried out successfully on the opening game Monday afternoon, and early evening editions of the Post had photos hours before they'd have been available in the usual way.

Post described the method as "a startling advance in time saved over existing wirephoto services. Compared with time spent in delivering plates and negatives from on-the-scene photographic assignments, hours are saved," it is said.

Small Cities Prominent In 17 New AM Permits

(Continued from Page 1)

Broadcasting Co., KRUN, Bellingham, Texas; Bay City Broadcasting Co., KIOX, Bay City, Texas; South Central Broadcasting Corp., WIKY, Evansville, Ind.; Kennett Broadcasting Corp., KBOA, Kennett, Mo.; Anson Radio and Broadcasting Co., WADE, Wadesboro, N. C.; Royal Gorge Broadcasters, KRLN, near Canon City, Colo.; Alonzo Stanford Dudley, KWSL, Lake Charles, La.; Albe-Marle Broadcasting Co., WABZ, Albe-Marle, N. C.; Lake Huron Broadcasting Co., WKNX, Saginaw, Mich.; Union Broadcasting Co., WMPA, Monroe, N. C.; Frank H. Ford, KENT, Shreveport, La.; Inland Broadcasting Co., KORN, Fremont, Nebr.; Statesville Broadcasting Co., WSIC, Statesville, N. C.; Collinson-Wingate Broadcasting Co., KTOP, Topeka, Kans.; James Valley Broadcasting Co., KIJV, Huron, S. D.

Tele Requested in San Diego

Balboa Radio Corp., yesterday applied for a new commercial television station in San Diego, Calif. Under the application filed with the FCC, the video station would operate on Channel No. 6, 82-88 mc.

Send Birthday Greetings To—

October 2

Groucho Marx Roy Shield
Martha Atwood Cecil Ray
Rosemarie Branca Joan Shields
Harold W. Cassill

BEHIND THE MIKE

By SID WEISS

CARMEN CAVALLARO starring in the new show at the Meadowbrook preeming Tuesday.

Walter Kaner, WINS Broadway-Hollywood spieler, signed by Superfilm Co. to narrate trailers plugging their foreign-language pix distributed here.

Charles Roeder, program director of Mutual's Baltimore affiliate, WCBM, and Helen Hall, woman's program conductor, have been attending UN sessions gathering information for dissemination to Baltimore's high foreign language population, as well as for general listeners.

Talk of the trade is Wayne Varnum's terrific stunt in landing spread on Beryl Davis in Life magazine.

Mutual's Burl Ives program renewed with the broadcast of Oct. 17th.

Ben Grauer being profiled by American mag.

Bette Segel, famed fashion authority, is installing a television set in the dress salon which she debuts this week.

Art Hannes taking on the spiling chores on CBS' Symphony Hour and the Eileen Farrell show for the next two weeks.

Jerry Baker's discing of Nick Kenny's "The Old Ferris Wheel" promises to wear out the push buttons on the nation's juke boxes.

Alice Reinhart, who plays the home-hungry "Chichi" in "Life Can Be Beautiful," busy decorating her new Park Ave. apartment.

Elgin Buys Tele Spots Before "Series" Games

Elgin Watch Company, through J. Walter Thompson, has bought time signals on WCBS-TV preceding the World Series telecasts, it was announced yesterday. Contract was effective with yesterday's game and will continue for the duration of the Yankees-Dodgers contests.

Elgin is currently sponsoring time signals on the CBS station Sunday nights.

In Worcester
WTAG delivers 147%* more audience than Station B, 209%* more than Station C, 298%* more than Station D and 368%* more than Station E.

* Hooper index January 47
February 47

WTAG

COAST-TO-COAST

—MASSACHUSETTS—

BOSTON—Three WCOP executives have been appointed to the staff of the new Boston University School of Public Relations. They are Harry D. Goodwin, promotion, and merchandising and publicity manager, who will give courses in advertising and sales and in promotion and publicity; Ron Cochran, news director, who will teach radio news, and Henry Lundquist, production manager, who will instruct in radio production. . . . **SPRINGFIELD**—F. Turner Cook, WMAS program director, has been placed in charge of radio on the steering committee for the visit of the Freedom Train, October 30.

—NORTH CAROLINA—

CHARLOTTE—New entertainment group at WBT is Gordon Sizemore and his two daughters Little Betty and Boc. This trio will be heard Monday through Friday over the station in 15 minutes of songs and ballads. They will also be featured performers on the Dixie Jamboree and The Carolina Hayride. . . . **ELIZABETH CITY**—Alan Fredericks, formerly of WFTC, Kinston and WFBL, Syracuse, N. Y., has been appointed local sales director of WGAI.

—OKLAHOMA—

OKLAHOMA CITY—Curt Gowdy, KOMA sportscaster, will make his coast-to-coast debut next Saturday when he broadcasts a play-by-play description of the Oklahoma-Texas Aggie football game for CBS.

TULSA—This city's pioneer frequency modulation station, KAKC-FM, has embarked upon an ambitious sports schedule by broadcasting the Monday night wrestling matches at the Tulsa Coliseum, all of the high school football games on Friday nights at Skelly stadium and all 33 home games of the Tulsa Hockey Club of the United States Hockey Association. Mack Creager does the wrestling and football chores, while Jim Neal handles the hockey games.

—CANADA—

MONTREAL—Mayor Camillien Houe of this city will shortly appear before the public in an entirely new role, that of quizmaster. On October 2 he will be heard on CKAC as the "Clifton Fadiman" of a local information program based exclusively on questions concerning Montreal. . . . **FORT ALBERNI**—New station manager at CKNW is Charles J. Rudd, formerly associated with station in New Westminster and with West Coast radio stations before the war.

—OHIO—

CINCINNATI—Felix Adams has been assigned the morning "Gold Rush" program, a block telephone quiz, aired on WCKY. Adams, a veteran of 22 years in radio, presents a series of characters, all of which he does himself, during the show. . . . **WORTHINGTON**—WRFD, new 5,000-watt station, operating on 880 kilocycles, recently commenced operation. Studios are located in this city while the transmitter is in Delaware County, five miles farther north. Station is dedicated to rural service exclusively, centering its programs around news, markets and music.

—NEW YORK—

GENEVA—Two auto-service competitors, Banker Motors and Reynolds Battery & Ignition, have signed a contract to sponsor a program of bowling news on WGVA, throughout the bowling season. The 15-minute show will be handled by Ra'ph Bauchey, known in Geneva as the "Mr. Bowling" of the Finger Lakes area. . . . **NEW YORK**—WBNX in The Bronx, yesterday welcomed the Freedom Train to this borough with two on-the-spot broadcasts. The first program had to do with the opening ceremonies and attending speeches by Borough President James J. Lyons, Postmaster Albert Goldman and other distinguished personages. The second show was devoted to interviews of comments and reactions by people upon leaving the train.

—NEW JERSEY—

PATERSON—To focus attention upon itself as a civic, business, industrial transportation and shipping center, Hoboken will hold a month-long celebration called the "Hoboken March of Progress," beginning today. Conceived by the Hoboken Chamber of Commerce with the co-operation of WPAT the celebration's plans include the actual participation, in the promotion, of Hoboken's 50,000 residents and a series of broadcasts over WPAT during the month. . . . **ATLANTIC CITY**—For the first time in history, this city's high school football games will be broadcast by WMID with the play-by-play descriptions handled by Johnny Mack. Assisting on the color will be Al Owen, who formerly handled the Wayne University games over Detroit stations. Co-sponsors are Morris Dubin, floor coverings and Leeds Clothiers.

PROMOTION

New CBS Brochure

Campbell's Tomato Soup Week, scheduled for October 16 through 25, will be powerfully advertised on Campbell's four all-star programs over CBS, stresses an attractive promotion piece mailed this week by net's program promotion department to CBS stations, Campbell Soup Co. salesmen and key Campbell executives.

An 8-page brochure outlines Campbell's and CBS' promotion plans in connection with the Tomato Soup Week. Campbell's plans 48 radio messages during this 10-day selling event, on its four CBS programs, "Double or Nothing," "Club 15," "Edward R. Murrow and the News" and "Meet Corliss Archer." Full page ads also will be carried in Life, Time and the Saturday Evening Post, and thousands of stores around the country will carry special display material.

Network is sending each station manager an envelope containing a complete, carefully developed campaign for the suggested use of the full network of affiliate stations.

Lowell Thomas Promotion Kit

CBS promotion department has sent out to all the net's stations a promotion package on the Lowell Thomas program, sponsored by Procter & Gamble, which made its debut on Columbia Sept. 29. An attractive blue brochure heralds the fact that "Lowell Thomas is all yours" when he comes to CBS, and a well-filled kit contains valuable promotion material for the station managers and their promotion men. Recorded announcements are sent separately.

"ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE TO THE WORLD'S LARGEST ADVERTISING AGENCY

"I am sure that you know I have always enjoyed working with you and have considered your service to be given intelligently and promptly. Our relationship with you has always been of the kind that we like."

—Lowell E. Mainland—

J. Walter Thompson Company

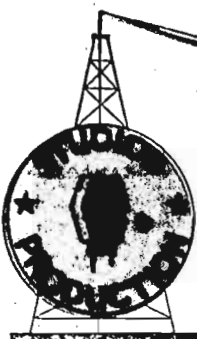
The harmonious relationship which exists between Weed men and agency contacts is based upon a record of consistently satisfactory service.



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. 41, NO. 3

NEW YORK, FRIDAY, OCTOBER 3, 1947

TEN CENTS

Denny Leaving FCC Post

Continental FM Web Gets AFM Concession

The FM Continental Network of 20-odd stations which recently was hooked up by relay and other methods to carry a commercially-sponsored Stromberg-Carlson show has received official sanction from James C. Petrillo, president of the AFM, to carry the music of Rochester Civic Orchestra. Petrillo agreed to allow the music, originated in Rochester, to be carried on the FM network for 11 Friday nights, 8:30-9 p.m.

The AFM president made the de-

(Continued on Page 3)

Radio's Responsibility Emphasized by Speaker

The radio industry must stand squarely behind the principles set forth in the recently adopted NAB code if it is to live up to the commitments it has made to the public and avoid further pressure and possible intervention from government and other groups, Jack Gould, radio editor of the New York Times told the Radio Executives Club yesterday at its opening meeting of the '47-'48

(Continued on Page 3)

NBC Engineers Meet For Web Conference

Engineers of NBC have been meeting this week with O. B. Hanson, vice-president and chief engineer, for the purpose of discussing administrative and operational problems as well as new equipment design and development of television, FM and sound broadcasting.

The visiting divisional engineers

(Continued on Page 2)

Double Feature

Jack Benny and Fred Allen will participate in the "Quiz Kids" broadcast on Sunday at 4 p.m., EST., over NBC. Benny will be cut in from Hollywood with a special question for the youngsters while Allen, participating from New York, will offer critical comment on the Quiz Kids program. On Oct. 12, Jimmy Stewart, film star, will be guest quizmaster.

Philanthropic

A pair of tickets to yesterday's World Series game donated to Bill Hedges, REC president, by Carl Haverlin of BML, was raffled off at the luncheon at the Roosevelt Hotel. Walter Jacobs of the Hotel Tarleton, Miami, won them. Jacobs in turn asked that the tickets be auctioned and the proceeds go to the Cancer Fund. Joe Csida's bid of \$20 got the tickets. Jacobs then volunteered another \$30 to make a round \$50 for the Cancer Fund. And to climax it all Hedges, who invited Jacobs to the luncheon, turned the \$50 over to the Cancer Fund late yesterday.

NAB Likes New Plan For Operator Permits

Washington Bureau, *RADIO DAILY* Washington — "In-principle" approval of the FCC proposal to create three grades of broadcast-operator licenses instead of one, as at present, was voiced for NAB by Royal V. Howard, director of engineering, at a special closed-door session with the

(Continued on Page 3)

Fly Elected To Board Of Finch Organization

James Lawrence Fly, former chairman of the FCC and now practicing law in New York, was yesterday elected to the board of directors of Finch Telecommunications, Inc., at

(Continued on Page 2)

78 Nations Signatories To International Treaty

By WILLIAM McMAHON
Staff Correspondent, *RADIO DAILY*
Atlantic City — The new international radio treaty allocating wave bands throughout the world was signed here yesterday by the delegates of 78 nations bringing to a close the International Telecommunications Conference which began here May 16. For the first time in history radio frequencies have been assigned on the basis of engineering principles. Adoption was unanimous and the

Commission Chairman Slated To Join NBC As Vice-President And General Counsel Soon

Charles R. Denny, chairman of the Federal Communications Commission, will resign his post to become vice-president and general counsel of the National Broadcasting Company, *RADIO DAILY* learned from authoritative sources yesterday.

Rumors linking Denny's name with an NBC executive post were current during the Atlantic City convention of NAB. At that time he was seen in attendance at several of the luncheon and dinner sessions of the NBC affiliates convention.

The FCC chairman, according to reports, will remain throughout the closing sessions of the Telecommunications conference which is expected to wind up its affairs within the next few days. Denny is chairman of this conference.

When Denny takes over the post of general counsel of NBC he will succeed Judge A. L. Ashby, who recently resigned as vice-president and general counsel of the network. Judge Ashby,

however, will continue in an advisory capacity.

Denny left the post as general counsel of FCC on February 26, 1946, to become acting chairman of the

(Continued on Page 3)

BMB Subscriptions Total 455 Stations

Total subscriptions to Broadcast Measurement Bureau reached 455 yesterday with 154 stations signed during the last seven days of September, Hugh Feltis, president, announced last night. The new subscribers included many who sought to avail themselves of discounts in effect until October 1.

In announcing the subscriptions Feltis revealed that ABC, CBS and NBC have signed contracts. By

(Continued on Page 5)

Web Competition Up As New Shows Bow

With three premieres and one returnee, ABC network as of Wednesday night officially inaugurated its battle for audience and Hooper creating strong opposition in some spots and bucking equally strong opposition in others, all in the pre-arranged 8-11 p.m. time. Returnee is Bing Crosby's recorded half hour for Philco at 10 p.m. Debuts are Vox Pop at 8:30 p.m.; Abbott & Costello (recorded) co-op program at 9 p.m.,

(Continued on Page 3)

Wide Choice

"Ten Ways to Lose a Man" is one of the subjects discussed by Lee Adams in his weekly chat over CBS, Saturday, Oct. 11 (CBS, 10:15-10:30 a.m., EST., from Chicago.) Various common errors which tend to minimize the chances of a happy marriage will be described by the homey philosopher. Other timely topics are also scheduled for discussion.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
4425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	157 1/8	157 1/4	— 1/8
CBS A	26 1/2	26	26	— 1/2
CBS B	25 3/8	25 3/8	25 3/8	— 1/8
Farnsworth T. & R.	7	7	7	— 1/2
Gen. Electric	36 3/8	36 1/8	36 1/4	— 1/8
Philco	29 1/4	29 1/4	29 1/4	— 1/8
Philco pfd.	95	95	95	— 1/8
RCA Common	8 1/4	8 1/8	8 1/8	— 1/8
RCA first pfd.	74 3/4	74	74 3/4	— 1/4
Stewart-Warner	15 3/8	15 1/4	15 3/8	— 3/8
W. S. Telephone	28 3/8	27 7/8	27 7/8	— 1/8
Westinghouse pfd.	99 1/2	99 1/2	99 1/2	+ 3/8
Zenith Radio	21 7/8	21 7/8	21 7/8	— 1/8
OVER THE COUNTER				
DuMont Lab.	3 3/4	3 3/4	4 1/2	— 1/2
Finch Tele Comm.	3 3/4	3 3/4	4 1/2	— 1/2
Stromberg-Carlson	11 3/8	11 3/8	13 1/4	— 1/4
U. S. Television	23 1/2	23 1/2	3 1/4	— 1/4
WCAO (Baltimore)	38	38	42	— 1/2
WJR (Detroit)	13	13	15	— 1/2

NBC Engineers Meet For Web Conference

(Continued from Page 1)

who are in New York for the conference are Albert E. Johnson, Washington; Howard C. Luttgens, central division engineer, Chicago; Samuel E. Leonard, Cleveland; Robert H. Owen, Denver; Alfred H. Saxton and Curtis D. Peck, San Francisco. F. A. Wankel, Eastern division engineer, is also attending the meetings. Included in the engineering sessions have been visits to the RCA Laboratories in Princeton and the RCA-Victor plant in Camden.

IN CLEVELAND IT'S



★ COMING AND GOING ★

JOHN L. SINN, executive vice-president of Fred W. Ziv Co., will leave Monday for the West Coast on Ziv business in general, but in interest of the Ronald Colman and Guy Lombardo shows in particular.

JOAO B. AMORAL, president of Radio Record and a four-station chain in Brazil, has arrived in New York for conferences with advertising agencies and with his representatives in this country.

JAMES A. MURPHY, director of KIT, Yakima, Wash., and general manager of KMO, Tacoma, is in town for conferences with his national representatives.

ROBERTO UNANUE, assistant director of Latin-American relations for CBS, is in Atlantic City. He'll be back Monday.

PAUL WHITEMAN, musical director of the American network, is in Trenton, where one of his Aberdeen Angus cattle captured a blue ribbon in the exhibition conducted by the New Jersey Association of Aberdeen Angus.

GENE HAMILTON, announcer on the American network's "Professor Quiz" program, will do his stint tomorrow—also the following Saturday—at Burlington, Vt., from which point the show will emanate.

DAVE DRISCOLL, director of news and special features for WOR, accompanied by MRS. DRISCOLL, is expected back Monday from St. Louis, where he was called by the death of Mrs. Discoll's mother.

JOHN REED KING, master of ceremonies on "Give and Take" over CBS, will leave following tomorrow's show for Detroit, where he will make a personal appearance at the convention of the Cunningham Drug Co.

ED BYRON, radio producer-director associated with "Christopher Wells" and "Mr. D.A.," leaves for Detroit Sunday to address 3,500 Chrysler-Plymouth dealers, sponsors of the former show.

RAYMOND GRAM SWING, American network commentator currently on a four-month lecture tour, will broadcast his Sunday program from Chicago.

RUGGIERO RICCI, violinist frequently heard on WJZ-ABC's Sunday morning "Coffee Concert" series, will be heard in concert tonight at Houghton, N. Y.

HY M. STEED, commercial manager and station director of WLAB, Grand Rapids, Mich., is in town on a short business trip. Chatted for a while yesterday with his national reps.

IGOR GORIN, baritone often heard on the "Voice of Firestone" over NBC, has launched his current concert tour at Prince Rupert, B. C.

MARGARET ARLEN, femme commentator on WCBS, is expected back today from Port Jervis, N. Y., where she addressed the Parent-Teachers Assn.

DICK HYMAN, publicist, has returned from Chicago, where he made arrangements for Eversharp's "Take It or Leave It," with Garry Moore.

Fly Elected To Board Of Finch Organization

(Continued from Page 1)

its annual stockholders meeting at the company's general offices at Passaic, New Jersey.

Re-elected to the board were Frank H. Bottenus, WGHF; Frank R. Brick, Jr., of the company's executive staff; Herbert A. Kent, president of Pierre Lorillard & Co.; and Herbert R. Pettey, president of WHN and manager of MGM's radio interests. Fly was elected to the vacancy on the board created by the resignation of Raymond B. Littlefield.

Capt. W. G. H. Finch, himself a former member of the FCC and at one time its assistant chief engineer and head of the telephone engineering division, was re-elected president; Augustus J. Eaves, and H. R. Pettey, were re-elected vice-presidents; Harold J. Frees, treasurer and controller and Margaret M. Harkey, secretary of the corporation.

Will Expand Format Of Prudential Hour

Format of the Prudential "Family Hour" (CBS, Sunday, 5-5:30 p.m.) will be expanded with next Sunday's broadcast to include a series of addresses by prominent Americans dealing with the theme "The Future Belongs to Those Who Prepare For It." Plans at the moment are to have a speaker for each week's program, each a leader in his field, to summarize the possibilities and probabilities that lie ahead in government, health, agriculture, industry, the sciences and social progress.

First of the guest speakers will be Warren R. Austin, permanent delegate of the United States to the United Nations, who will forecast the place of the UN in restoring peace throughout the world. Thomas Parman, surgeon-general of the U. S. Public Health Service, and Julius J. Krug, Secretary of the Interior, will follow Austin on successive Sundays.



All fires start small

A cow kicked over a lantern and Chicago almost burned down.

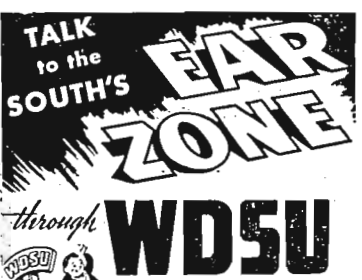
A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

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



WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.



NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR & CO.—Representative



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

Web Competition Up As New Shows Bow

(Continued from Page 1)
and Jack Paar, for Lucky Strike at 9:30 p.m. Crosby follows and after him is "Here's Morgan," sponsored by Eversharp. Coming soon is "The Mayor of the Town," with Lionel Barrymore, at 8 p.m.

At the 8 p.m. time the strongest competition will come from Dennis Day show on NBC; "Great Gildersleeve" at 8:30 p.m. also on NBC, and "Dr. Christian" on CBS. At 9 p.m. "Duffy's Tavern" is on hand opposite Abbott & Costello; "Mr. District Attorney," one of NBC's strongest dramatic shows, is opposite Jack Paar at 9:30 p.m. and at 10:30 p.m., Jimmy Durante's return on NBC Wednesday night will vie for audience with Henry Morgan. "Duffy's Tavern" also made its seasonal return Wednesday night.

CBS has the new Frank Morgan, Frances Langford program for Old Gold at 9 p.m. and strong dramatic fare otherwise for the remaining time to 11 p.m. including "The Whistler."

Sportcaster Turns Jockey For WINS Record Show

Mel Allen takes up a disc jockey assignment over WINS Oct. 13 and will be heard 2-5 p.m. Monday through Saturday, it was announced yesterday by Eldon Park, station chief. Time of the program means that Allen remains in the same spot for the fall and winter that he had during the baseball season when he called the Yankees. When the baseball season begins next year, the show will be cut to one hour and shifted to the morning schedule. Allen was represented in the deal by MCA.

Wiley Replacing Sherman

Washington—Bob Wiley, effective October 5, will replace Winthrop Sherman on "The Veteran Wants to Know," heard each Sunday over WOL-Mutual. Sherman is leaving the station to become program director of KHTH, new station in Houston, Tex. He is receiving from Gen. Omar Bradley, head of the Veterans Bureau, a certificate of appreciation for his services to the ex-GIs.

Alma Mater To Honor Cross

Milton Cross, announcer-commentator for the American network, will receive a plaque from DeWitt Clinton High School, New York City, for being one of its outstanding graduates when the school observes the 50th anniversary of its founding on Wednesday, Oct. 22.

WPDO's

TIME-BUYERS JACK POT
THIS WEEK'S WINNER
GEORGE CARHART
C. L. MILLER CO.

Next Week ? ? ? ?

Denny Resigning FCC Post; Slated For NBC Position

(Continued from Page 1)

FCC succeeding Paul Porter who resigned. On December 5, 1946, President Truman appointed him chairman of the Commission.

Able and Young Executive

One of Washington's ablest and youngest officials, Denny was born in Baltimore, Md., April 2, 1912, was graduated from Amherst in 1933 and Harvard Law School in 1936. From 1936 to 1938 he practiced law in Washington. From 1938 to 1942 he was in the Lands Division of the Department of Justice, first as attorney in the appellate section, then as assistant chief and finally as chief of the section. He also served as special assistant to the Attorney General.

Denny came to the FCC as assistant general counsel in 1942 and became

general counsel the same year. As general counsel he supervised the work of some 60 lawyers in the department. He represented the commission before several Congressional committees, conducted many important radio, television and wire communications investigations and hearings and also served as head of the law committee of the Board of War Communications.

Denny is the youngest man ever appointed to the Commission. He succeeded T. A. M. Craven, whose term expired June 30, 1951. Denny's term was slated to expire June 30, 1951.

He is married and has three children. He is an Episcopalian and Democrat.

Radio's Responsibility Emphasized by Speaker

(Continued from Page 1)

season at New York's Hotel Roosevelt.

By adoption of the NAB code the radio industry has made definite commitments so that attempts to raise standards will be made, Gould asserted, and it must now "back up its courageous words with deeds. Radio, of its own volition, has put itself squarely on the spot—and this includes stations, networks, sponsors and advertising agencies," he said.

The Times columnist pointed out that adoption of the code was not enough, however, since its "payoff" lies in enforcement.

Gould disagreed with a resolution contained in the code that all segments of the industry must be satisfied with any limitations adopted, and warned of a danger in "compromising the code out of existence." To those at the NAB confab who raised their voice in objection to certain proposed restrictions, the Times reporter suggested they re-examine their positions. "If radio cannot make a reasonable and healthy profit without stooping to standards even it admits are low, we have come to a disastrous pass," he said.

Honor Ex-President

Opening luncheon yesterday was presided over by NBC vice prexy Bill Hedges who was elected president of the REC at the close of last year's session. Hedges presented Robert D. Swezey, '46-'48 president, and vice president and general manager of Mutual, with a silver lifetime membership card of the Club in recognition for his work last year.

Also seated on the dais were: Earl Mullin, publicity director of ABC; Elliott Sanger, exec, vice president, WQXR; Ted Cott, program director of WNEW; Ken R. Dyke, vice president, NBC; Reggie Schubel, REC vice president; Phillips Carlin, vice president of Mutual; George Crandall, director of press information, CBS; Tom Knode, assistant publicity director of NBC, and Ralph Weil, general manager, WOV.

Continental FM Web Gets AFM Concession

(Continued from Page 1)

cision yesterday after a conference the day before with Rep. Kearns of Pennsylvania and Everett L. Dillard, president of the FM Association. Previously, the program, which was scheduled to start last month, had been prevented from doing so by Petrillo until he had looked further into the matter.

It was understood at the time of the original deal by Stromberg-Carlson that an okay to use the music had been received from the Rochester local of the AFM. According to AFM sources, Petrillo decided since the local made the deal, tentative or otherwise, the AFM would stand by it. The 11 weeks will wind up close to the time when new contracts will be a matter of discussion between the AFM and the networks.

Meanwhile, conference is scheduled between Petrillo and network representatives late today.

NAB Likes New Plan For Operator Permits

(Continued from Page 1)

NAB this week. NAB suggested that a "grandfather clause" be included to provide for automatic renewals of all present radiotelephone licenses in one of the three new categories, depending upon type of present authorization and length of service.

Under this proposal, holders of first class tickets with five or more years of broadcast experience would automatically receive renewals at the top level of the new structure, as broadcast engineer operators.

Holders of first class licenses not meeting these requirements would automatically receive second-level licenses, as broadcast technician operators. Finally, holders of second class radio-telephone operator licenses would get authorizations as broadcast radio operators.

The NAB proposal also suggested that steps be taken to protect holders of both first and second class permits who require these licenses for other services.

Another change suggested by NAB would make it clear that, under the Commission's rules, so long as a station employed a qualified operator, it need not designate such an operator chief engineer, technical supervisor, or the like, and Howard proposed that life-time licenses be given to holders of first class tickets with 10 or more years of experience.

In addition to Howard, NAB was represented by Bryce Rea and J. Allen Brown, assistant director of broadcast advertising.

Stork News

Daughter was born this week to Mr. and Mrs. Fred Shawn, at the Stamford (Conn.) Hospital. Girl, weighing six pounds and 14 ounces, is the Shawn's third child and named Trudi. Father is administrative assistant to NBC vice-president in charge of programs, Ken Dyke.

CKLW

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

in the DETROIT AREA

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

CHICAGO

By NAT GREEN

ANNOUNCEMENT and station break orders have given WMAQ spot business a boost the past week, national spot sales department manager Oliver Morton reporting orders for a total of 135 one-minute announcements and 119 station breaks.

Dave Garroway's "1160 Club" program received the largest share of the announcement business. The Rag Doll, night spot, ordered announcements on the programs Tuesdays through Saturdays for 13 weeks. Commonwealth Edison Co., through J. R. Pershall, renewed a three-a-week schedule of station breaks starting Oct. 1 for 52 weeks. International Harvester Co., through Aubrey, Moore & Wallace, Inc., ordered one-minute announcements on Oct. 18, 25 and Nov. 1, and 35 station breaks to be aired between Oct. 12 and Nov. 2. The Leaf Gum Co., through Bozzell & Jacobs, Inc., ordered four station breaks a week for eight weeks, effective Sept. 15. RKO Radio Pictures, Inc., contracted direct for 10 station breaks to be aired five a week for two weeks for the feature picture, "The Secret Life of Walter Mitty."

Additional reported by station WGN for the past weeks includes Portis Style Industries, Inc., Chicago, the "Red Grange Predicts" series, for 11 weeks; Bathasweet Corp., New York, three weekly participating announcements in the June Baker program for 13 weeks starting September 16; Dolcin Corp., New York, three live one-minute announcements per week on "Melody Memos, starting Sept. 16; three one-minute transcribed announcements per week on "Baker's Spotlight, starting Sept. 15, and six one-minute station break announcements starting Sept. 15, all for 52 weeks.

Renewals include Peter Paul, Inc., sponsorship of Robert F. Hurlleigh and the news for 52 weeks, effective Sept. 22, and Good Foods, Inc., the "Hollywood Theater" transcribed dramatic series on Fridays, 9:30 to 10 p.m., for 52 weeks, effective October 10.

The R. F. Corporation of Evanston, Ill., radio manufacturer, has ordered a nightly station break announcement on WGNB, WGN's FM station, seven nights a week for one month, starting October 1.

Wedding Bells

Announcement has been made of the engagement of Betty Miller, actress on CBS' "Armstrong's Theater of Today," and Robert Smith, manufacturer of Beacon, N. Y. Wedding will take place Jan. 11 in New York.



Manhattan Memoranda . . . !

• • • With Walter Bunker and Pat Weaver at both ends of Y & R's coast-to-coast hookup, tradesters look for considerable hypo in their comedy dep't. (Both are specialists in comedy). . . Survey just taken reveals that altho' Ford and Gillette are jointly underwriting the series broadcasts, latter has sponsor identification of 37, while Ford has a mere 4 points. Looks like the Gillette lads know what they're doing when they spend 90c out of every advertising dollar on sports events. . . Fibber McGee & Molly taking a 17-week hiatus next summer instead of the usual 13. . . With Fabst hot for video, and Eddie Cantor teleexcited over the idea, his radio cast has been notified to learn to ad lib so's he can do his show sans script later in the season. Understand NBC is agreeable. . . Don Dunphy, dean of the boxing spielers, pulls out as sports director of WINS after almost 12 years there. He'll continue calling the fights for Gillette, however. . . WINS, figuring that plenty of listeners have formed the habit of tuning in on Mel Allen during the afternoon, will spot his disc jockey session in the same time slot the ball games used to occupy. During the regular ball season, Mel will continue the platter session for an hour during the morning. . . A new play by Carl Bixby, "Twilight," will be presented by the Westport Players on Nov. 6th, 7th and 8th. Carl will also direct.

★ ★ ★

• • • LOVE 'n KISSES: Jean Sablon at the Waldorf's Sert Room. . . Morey Amsterdam's daily disc jock sessions via WHN. . . Rob't Q. Lewis' "Little Show"—which has Big Time written all over it. . . Noro Morales' Havana-Madrythms via WOR. . . Basil Fomeen's continental style at the Ambassador. . . The Vivian Garry Trio—musicdom's newest comboast. . . Eddie Dunn's commercialines on the Jack Berch ainer. . . Louie Prima's Victor click of "You Can't Tell The Depth Of The Well."

★ ★ ★

• • • Composite views from a grandstand seat, a television set and a portable radio (not all at once) covering the World's Series: John Garfield is an excited gum chewer when Bklyn ls at bat. . . Bill Slater's calling for the video fans was tops. Ditto Mel Allen on the air. Red Barber, however, was a disappointment in spots. His calling of "Shea's arm trouble" comes under the heading of a boner. . . Coffee and sandwich pals 'neath the stands: Mel Ott and Bill Terry—talking about Giant chances for '48. . . Add pretty and charming people: Mrs. Russ Hodges. . . In the pre-game band concert, Guy Lombardo, out in center field, conducted with more verve than usual. Guess the added motions were to keep himself warm. . . Tom Gallery and Trevor Adams, of the Yankee office, hosting Dorothy Sarnoff, the soprano, who gave new thrills to her trills in the "Star Spangled Banner". . . Jim Farley roaming the Yankee office section like he owned the club. . . Bleacherites envying the pigeons convening in center field—a hundred and fifty feet nearer the plate than the three dollar customers. . . And Jack Rubin notes that during the Series, Bklyn restaurant owners have changed Yankee Pot Roast to Dodger Pot Roast on their menus.

★ ★ ★

• • • SMALL TALK: Helen Eley signed for the Miss Duffy role on "Duffy's Tavern" . . . Sydna Scott landed the part of Pamela on NBC's "Katie's Daughter" . . . Len Traube, the Earl Ferris henchman, bedded at Kew Gardens Gen'l Hosp., while he gets separated from his tonsils. . . Bob Readick, radio, stage and screen menace, villaining on "Gangbusters" tomorrow. . . Deal in works for freelance announcer-commentator, John Bradford, to narrate novel dramatic series for large beverage company. . . Everett Crosby in from the coast. . . "Under Arrest," dropped by Mutual, had the top rating on that web for the summer, according to Neilson. Series is owned by Wynn Wright, former Nat'l Production Manager of NBC, and was used as summer replacement for the "Shadow."

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AGENCIES

FRANCIS C. BARTON, JR., has been elected a vice-president, and remains in charge of radio, of Federal Advertising Agency, Inc., it was revealed following a meeting of the board of directors held this week.

EMIL MOGUL CO., INC., agency for Barney's Clothes, and National Shoes have made known that both companies have substantially increased their radio budgets. Both organizations have started a schedule of 14 programs and 35 spot announcements per week over WINS.

BUCHANAN & COMPANY, Los Angeles, has reversed the advertising agency's usual role, and is developing television by sponsoring a newsreel over television station KTLA, Hollywood. Each Tuesday and Friday night at 8 p.m., the "Teleneews Digest" is brought to Los Angeles' rapidly growing television audience by the agency as the actual commercial sponsor. Purpose of this experiment, according to Fred M. Jordan, executive vice-president in charge of Buchanan & Company's west coast offices, is to speed commercial television's development by showing advertisers that they can sponsor a creditable video show—even on a limited budget. . . R. E. Jacobson, manager of the commercial division of Buchanan & Company's Los Angeles office, has been made Southern California manager, in charge of the Los Angeles and Beverly Hills offices.

CENTRAL GROCERS CO-OPERATIVE, Inc., which recently appointed Salmieras Radio Advertisers, Chicago, to handle its radio advertising, starts "To You, Milady, A Melody" on WGN, Chicago, October 6th, 1947—quarter-hour daily, Monday through Friday, at 9:15 a.m.

**YOU WON'T
HEAR
CONFUCIUS
IN PERSON**



But You'll
Eat the Finest
in Chinese Foods
at

OLD CHINA
137 WEST 52nd STREET
NEW YORK CITY

YOUR RADIO DAILY
DELIVERED TO YOU IN
LOS ANGELES AND VICINITY
BY

MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
HO-3129

BMB Subscriptions Total 455 Stations

(Continued from Page 1)

agreement with the three networks, acceptance of the contracts is being withheld, pending receipt of a subscription from Mutual. Feltis added he hoped for united support from all major networks.

The Arrowhead Network became the second regional network to subscribe, New England regional having preceded earlier.

New subscribers to BMB not previously announced are:

- WGNP, Gadsden, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ala.; KECA, Los Angeles, Calif.; KNX, Los Angeles, Calif.; KEN, San Francisco, Calif.; KGO, San Francisco, Calif.; KPO, San Francisco, Calif.; WADN, Denver, Colo.; KYOD, Denver, Colo.; WCC, Bridgeport, Conn.; WDR, Hartford, Conn.; WONS, Hartford, Conn.; WTC, Hartford, Conn.; WRC, Washington, D. C.; WTOP, Washington, D. C.; WMFJ, Daytona Beach, Fla.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WDO, Orlando, Fla.; WGST, Atlanta, Ga.; WGAU, Athens, Ga.; WLDW, Augusta, Ga.; WROM, Rome, Ga.; WTNT, Augusta, Ga.; WPAX, Thomasville, Ga.; KDHS, Boise, Idaho; KIDO, Boise, Idaho; WIBV, Belleville, Ill.; WBBM, Chicago, Ill.; WENR, Chicago, Ill.; WJJD, Chicago, Ill.; WMAQ, Chicago, Ill.; WDN, Danville, Ill.; WJPF, Herrick, Ill.; WLDS, Jacksonville, Ill.; WSV, Pekin, Ill.; WGBE, Evansville, Ind.; WFTW, Fort Wayne, Ind.; WOWO, Fort Wayne, Ind.; FDM, Indianapolis, Ind.; WOI, Ames, Iowa; RGM, Cedar Rapids, Ia.; KSO, Des Moines, Ia.; WKBB, Dubuque, Ia.; KFJB, Marshalltown, Ia.; KGLO, Mason City, Ia.; KWAL, Alliance, Ia.; KXEL, Waterloo, Ia.; KSAL, Lincoln, Neb.; WREN, Topeka, Kans.; KALB, Alexandria, La.; KPDR, Alexandria, La.; KPLC, Lake Charles, La.; KMLB, Monroe, La.; KRMD, Greenvale, La.; WMTW, Portland, Me.; AGM, Presque Isle, Me.; WTVL, Waterbury, Me.; WBOS, Salisbury, Md.; WBZ, Boston, Mass.; WEEI, Boston, Mass.; WGTR, Boston, Mass.; WNAC, Boston, Mass.; AAB, Worcester, Mass.; WXYZ, Detroit, Mich.; WKNX, Saginaw, Mich.; WSOO, Sault Ste. Marie, Mich.; WEEB, Duluth, Minn.; MFG, Hibbing, Minn.; WCCO, Minneapolis, Minn.; KFAM, St. Cloud, Minn.; KTRF, Thief River Falls, Minn.; WFLB, Virginia, Minn.; KILRB, Jackson, Miss.; WRBC, Jackson, Miss.; WB, Kansas City, Mo.; KRES, St. Joseph, Mo.; KMOX, St. Louis, Mo.; WMNE, Mt. Washington, N. H.; HEB, Portsmouth, N. H.; KOAT, Albuquerque, N. M.; KFUN, Las Vegas, N. M.; RTN, Raton, N. M.; WMBO, Auburn, N. Y.; WENY, Elmira, N. Y.; WWSC, Glens Falls, N. Y.; WJTN, Jamestown, N. Y.; CBS, New York, N. Y.; WJZ, New York, N. Y.; WNBC, New York, N. Y.; WGNV, Newburgh, N. Y.; WKIP, Poughkeepsie, N. Y.; WFAM, Rochester, N. Y.; WNDR, Syracuse, N. Y.; WGWR, Ashboro, N. C.; BB, Burlington, N. C.; WDNC, Durham, N. C.; WFLB, Fayetteville, N. C.; WFNC, Fayetteville, N. C.; WMER, High Point, N. C.; WLOE, Leaksville, N. C.; WEED, Rocky Mount, N. C.; GTM, Wilson, N. C.; KFYP, Bismarck, N. D.; WICA, Ashabula, O.; WTAM, Cleveland, O.; WHKC, Columbus, O.; WCOL, Columbus, O.; WFIN, Findlay, O.; WTOL, Toledo, O.; KOMA, Oklahoma City, Okla.; TOK, Oklahoma City, Okla.; KTUL, Tulsa, Okla.; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; WAZL, Hazelton, Pa.; WJAC, Johnstown, Pa.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WCAE, Pittsburgh, Pa.; WSCR, Scranton, Pa.; WBSA, York, Pa.; WCI, Pawtucket, R. I.; WEAN, Providence, R. I.; WAIM, Anderson, S. C.; WHAN, Charles-

SOUTHWEST SIDELIGHTS

NEWCOMERS to the staff of KYFM, San Antonio, include Eddie Hyman, formerly with KMCC and KCOR, San Antonio, and C. L. Belfi, formerly with KABC and KTSA, San Antonio.

Capitalizing on the Texan's love of folk music, KABC, San Antonio, is now originating a daily "Hillbilly Hit Parade." Show consists of both transcribed and live music, with 6 foot, 7 1/2 inch KABC singing cowboy Bill Lister supplying the music on the live portion of the program as well as being master of ceremonies for the remainder of the show. Heard every morning, Monday through Friday, the program is sponsored for the first 15-minute portion by one of the country's large seed growers.

J. P. Linn, farm editor of KGNC, Amarillo, was instrumental in saving the huge wheat harvest when a shortage of combines and men needed in the harvest occurred. Linn originated his "Trading Post" program from the office of J. B. Kidd, area coordinator for the Texas A. & M. Extension Service at Plainview and as the farmers called in the combines and men were made available.

A new program of kitchen hints and recipes, and song debuts when "Aunt Ellen" voices her views at 8:15 a.m. over WFAA-320, Dallas.

A rebroadcast of the hurricane reports emanating from WWL, New Orleans, by means of transcriptions were aired by KPRC, Houston. Airings were also carried by the CBS Network. KPRC special events department was in contact with the WWL staff throughout the height of the storm and aired several broadcasts and first hand reports on the damage caused by the disturbance.

More than 400 dealers from the Fort Worth-Dallas territory attended an all-day meeting last Wednesday at the Hotel Adolphus in Dallas where the Westinghouse Electric Supply Co., of the two cities, presented the company's new 1948 line of radios.

Among the San Antonians who are in attendance at the NAB convention were Hugh Halff, president and general manager of WOAI, San Antonio, and Jack Keasler, station's commercial manager. George W. Johns, manager, and Rex Preis, assistant manager of KTSA, represented that station.

Linda Darnell, Hollywood movie star, appeared in a special statewide broadcast in the campaign to raise

funds to enable the Battleship Texas to be docked at San Jacinto. Other speakers included Gov. Beauford Lester and James V. Forrestal, Secretary of Defense. Broadcast was aired by the Texas Quality Network.

Red River Dave, popular cowboy singing star heard daily over WOAI, San Antonio, originated his Tuesday broadcast recently from the Peanut Festival held at Floresville, Tex. Hoxie Mundine, WOAI engineer, accompanied Red River Dave to the site of the broadcast.

New half hour program being heard each Sunday morning over WFAA, Dallas, is titled "Sunday Outing." Program features Mack Newberry, writer of the series and George Stevens, WFAA announcer, who give out with highway information and best routes to take to see the state of Texas or any place in the country. Program is heard at 8:00 a.m. which gives listeners an opportunity to make their choice of a vast number of trips throughout the state or in this area and what to see.

A 20-lesson course in Spanish is being offered free over KCOR, San Antonio, in a series of three programs heard on Monday, Wednesday and Friday. A special book is offered to listeners, desiring them at a nominal fee. Programs are presented by E. E. Mireles.

Urges Law Officers To Make Use Of Radio

Los Angeles—Justin Miller, president of NAB, speaking before the annual conference of the National Institute of Municipal Law Officers here yesterday, urged communities to turn to broadcasting stations for cooperation in public interest education, especially the campaign against juvenile delinquency.

"Broadcasters are becoming increasingly conscious of their civic responsibility," Judge Miller said, "and are not only willing but anxious to cooperate with local government officials in all movements for the welfare of their municipalities."

The NAB president urged the municipal officers to call on broadcasters "with increasing frequency."

Referring to a newly-compiled list of 109 broadcasting stations licensed to municipalities, educational institutions and religious groups throughout the United States, Judge Miller said these licenses are evidences of the common problem and the common interest in education.

Leaves CBS Staff

Ronald Dawson, CBS staff director for the last four years, has resigned to free lance and also manage a radio script syndicate. Prior to coming to New York, Dawson was a director for eight years at the CBS-owned WTOP in Washington.

Announcing...

the appointment

of

WEED and Company

as exclusive

national sales representatives for
WCBM, Baltimore affiliate of
the Mutual Broadcasting System

WCBM

John Elmer, *President*

George H. Roeder, *General Manager*

- ton, S. C.; WKIX, Columbia, S. C.; WJMX, Florence, S. C.; WGBC, Greenville, S. C.; WORD, Spartanburg, S. C.; KABR, Aberdeen, S. D.; WJLM, Lewisburg, Tenn.; KRBC, Abilene, Tex.; KRBC-FM, Abilene, Tex.; WBAP, Fort Worth, Tex.; KUTA, Salt Lake City, Utah; WDA, Danville, Va.; WFTL, Front Royal, Va.; WLYA, Lynchburg, Va.; KVOS, Bellingham, Wash.; KRKO, Everett, Wash.; KOMO, Seattle, Wash.; KPO, Wenatchee, Wash.; WVIR, Beckley, W. Va.; WCFS, Charleston, W. Va.; WHAR, Charlesburg, W. Va.; WHTN, Huntington, W. Va.; WSAZ, Huntington, W. Va.; WEPN, Martinsburg, W. Va.; WOAY, Oak Hill, W. Va.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; KWYO, Sheridan, Wyo.

IN CLEVELAND IT'S

WHK

PROMOTION

NBC Book Pulls Response

NBC's 16-page cartoon book "On the Air," aimed primarily at the juvenile audience and which utilizes the comic book technique in telling the behind-the-scenes story of the development of an idea into a full-fledged program on the network, has already pulled a heavy demand for additional copies from educators, etc., in its two weeks of publication. Network had an initial printing of 1,250,000 and distributed the book to students, teachers and parents throughout the country, both directly by NBC and through a 16-page insert in "Scholastic" magazine.

Book, which was produced under supervision of William E. Webb, manager of the network's public service promotion department, is the first phase of NBC's current over-all public relations campaign that is to include, among other features, a motion picture story of radio at work.

Stresses Tele Coverage

Showmanship worth \$50,000,000 can be harnessed by an advertiser who sponsors television broadcasts from Madison Square Garden over WCBS-TV, says a letter sent out by George L. Moskovics, station's commercial manager, to 900 advertising agency executives.

He points out that half of CBS' exclusive rights to more than 160 leading Garden events have been bought by the Ford Company during the next year, but the other half are available now for the 1947-48 season. The price, Moskovics points out, is economically practical for advertisers because programs' talent and production costs are "more than absorbed by the Garden's tremendous box-office revenue." He adds that surveys consistently show sports the most popular programming in television today.

Canadian Sales Down

Montreal—Canadian sales of radio receiving sets declined 16 per cent to 50,143 units compared to 60,022 in July, 1946, the Dominion Bureau of Statistics reports. Sales for the first seven months of the current year were much higher than in 1946, totalling 429,234 sets, compared with 287,018 in the 1946 period.

Provincial distribution of sales for the seven months was as follows, with 1946 sales in brackets: Maritimes, 37,157 (21,233); Quebec, 91,988 (57,298); Ontario, 184,707 (128,526); Manitoba, 33,498 (26,135); Saskatchewan, 20,480 (14,858); Alberta, 25,166 (16,792); British Columbia, 37,238 (22,176).

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—After two decades of playing other fellows' hits at the Claridge Hotel in Nashville, Francis Craig decided it was time to air a tune of his own. . . . collaborating with Kermit Gooll, who scored with last season's hit parader, "Huggin' and Chalkin'," Craig wrote and recorded for Bullet records, "Near You," currently number one in the country . . . to celebrate his success, Francis' alma mammy, WSM will devote an entire half hour program tonight during which the ditty will be featured with renditions including spiritual, hillbilly, Hawaiian, Irish and Operatic. . . . WSMerrymakers who'll participate in the lampooning of the song include Wally Fowler and his Oak Ridge Quartet, Minnie Pearl, Jerry Byrd, Betty and the Dixie Dons, Danny O'Neill (who'll sing it as "O'Near, O' You,") Beasley Smith's Orchestra with Francis himself at the piano and Bob Lamm taking vocal honors. . . . Originally copyrighted in 1919, Forster Music has re-copyrighted the Jack Yellen-Abe Olman ballad, "I'm Waiting For Ships That Never Come In," and have set it for a number one plug . . . ● Irene Beasley's "Grand CBSlam" starts its second year on the nets . . . aptly titled, this is a slam series lemcseed by a grand trouper. . . . ● After a two-year stay at the Carnival, Arthur Roman's Orchestra signed to supply the dance rhythms at the newly opened Harem Nitery on Broadway. . . .

★ ★ ★

● ● ● Jack CBSmith was honored with a testimonial dinner Wednesday at the Barberry Room, tossed by about 75 contactmen. . . . the baritone is popular with the song salesmen for his sympathetic co-operation on their 'drive weeks' and fair treatment of all pluggers (small or large publishers reps) Jack McCoy of Remicks and Lester Sims of Feist were co-chairmen of the entertainment. . . . ● Rumors to the effect that Buddy Morrow would break up his band to go with Axel Stordahl's Orchestra untrue Buddy's Orchestra is booked solid for one-nighters and theaters and opens next month at the Adams Theater in Newark. . . . ● Due to time limits on programs, songwriters these days try to come up with short' song' titles like, "Temptation," "Near You," "Mam'selle, "Lucky," "You Do" but hillbilly Bob Miller did rather well with "There's A Star Spangled Banner Waving Somewhere" (well over a million copies sold) so he's just published a ditty titled, "When You Walked Out With Your Shoes On I Knew You Were Gone For Good," written by Doyle Williams and Johnny Tucker. . . . ● Gerald Griffin, Jr., opened last nite at the Village Barn down in Greenwich Village and his vocalisthenics prove the lad a chip off the old block his songwriting dad has long been rated one of the best Irish Tenors in the country . . . ● Leo Diamond's fine harmonicapers of "Tonight You Belong To Me" for Vitacoustic Records can revive this hit which was written by Billy Rose and Lee David and published by Mills . . . ● Newest pubbery is Gerald Marks Music, Inc. . . . Marks has to his credit songs including "All Of Me," "Is It True What They Say About Dixie," "Night Shall Be Filled With Music" and "You're The One You Beautiful Son of a Gun." . . . ● A symposium on the question, "Is American music being given a fair hearing?" will be held Wednesday at Carnegie Chamber Music Hall, sponsored by the Composers-Authors Guild. . . . ● Ace Ochs and Alec Wilder have a honey of a ballad titled "This is No Run-of-the-Mill Romance." . . . ● Judy Canova is certain that the "Freedom Train" doesn't have a Loco-motive. . . .

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Arthur Godfrey's initial platter for Columbia Records is a wise selection of typical Godfrey humor a coupling for "For Me And My Gal" and nonsensical wordage of "Too Fat Polka." . . . Archie Bleyer's Orchestra weaves the instrumental background . . . ● Juke boxes should eat this one . . . Red Foley's latest Decca waxing of "A Smile Will Chase Away A Tear," flipped with "Never Trust A Woman." . . . ● New Jimmy Dorsey M-G-M platter of "Ballerina," backed with "Love's Got Me In A Lazy Mood" made to order for the jukes. . . . ● Bob Carroll and Dee Parker share respective vocal honors . . . ● Disk Jocks should watch for Decca's Mills Brothers waxing on "Oh, My Aching Heart" with the flip-over "What You Don't Know Won't Hurt You."

BEHIND THE MIKE

By SID WEISS

IAN MARTIN, who plays Finian's "Finian's Goldmine," is also Johnny Victor on the RCA show.

Abner Greshler signed Dean Martin and Jerry Lewis for "Party Time" a revusical he'll produce in late fall on the coast. (Greshler's fast growing of this duo is the talk of the trade).

Irene Beasley's aunt and uncle town from Memphis, Tenn., "Grand Slam" ann'y festivities.

Lillian Schoen out of the hospital after major operation.

Dorothy Ross doing six sides for Gala Records.

Bob Readick says the only man who can afford to put all his money on the horses is a harness-maker.

Ella Fitzgerald's singing at Club Downbeat packing the club the past six weeks. She closes there on the 8th.

Frank Saunders out with a new Apollo album.

Jack Kilty's television disc job airs switching to Thurs. nites.

Mel Torme opening at the Paramount Oct. 15th for six weeks.

WWRL claims to have not one of the nation's few female station managers—but also the youngest. She's 30-year-old Edith Dickson.

Bonnie Blair, RKO starlet, and Eily readying a television act.

Timely stunt on the part of Judy Canova sending out those clock-forming radio eds of the switcher her time.

Joel Herron, WHN musical director, signed for return engagement at the Persian Room of the Plaza starting on the 9th.

Keep your television eye peeled for lovely Betty Underwood, Powersiren who's being groomed for video spots.

Vic Damone goes into Buffalo Town Casino for personal appearance Monday, but flies back for "Sat. Nite Serenade."

Sign in Gilmore's television lounge "We Also Serve Food."

Moses, Park Meet On WNYC

Commissioner Robert Moses will be the principal speaker at the National Conference of State Parks Meeting Tuesday, October 7, which will broadcast over WNYC 1:45-2:30. The confab will take place at Bear Mountain Inn, Bear Mountain State Park, N. Y. The topic of Commissioner Moses' talk will be "Philosophy of the New York State Park System." Greetings will be tendered on behalf of the Palisades Interstate Park Commission by George W. Perkins, president; and Horace Albright, commissioner.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S

WPK

Commercial Rates for Tele Film Rentals

Los Angeles—Film rental schedules indicated on present day television licenses were announced this week by Jerry Fairbanks, producer of motion pictures for television showing. New York City heads the list with rental fee of \$1,500 set for each film series. Chicago and Los Angeles follow with a charge of \$750 and Philadelphia and Detroit are next with a \$500 fee. Others include Washington, \$400; St. Louis, \$400, and Connecticut, \$300.

Repeats Permitted
Two repeat telecasts of each film may be permitted without additional charge to stations, Fairbanks pointed out. On this basis, it was pointed out that a sponsor in New York could pay \$500 a showing.

Discount figures were also announced. Any sponsor purchasing a license for five or more markets would receive a 10 per cent discount. Advertisers buying for 10 or more markets would be charged 15 per cent less. For 20 or more, a discount of 20 per cent will be given.

Ele Shows Switch Time

Two live shows at WABD, the DuMont station, are switching time next week. "Birthday Party," previously shown Thursdays at 7:30 p.m., will be presented at the same hour on Wednesdays, starting October 10, with Grace Goe as hostess. "Doorway to Me," with Jackie Bright as emcee, will switch from Fridays to Mondays at 7:30 p.m., starting October 6. Both shows are produced by United Productions.

NEW BUSINESS

WEAN, Providence: Bond Clothes has signed with WEAN, Yankee Network outlet to renew sponsorship of "Fred Lang Views the News" on Monday, Wednesday and Friday from 5 to 7:30 a.m. The show compiled, edited and originating at WNAC in Boston was booked through Neff-Gow, Inc., agency. A 13-week series of one-minute spot announcements will be sponsored over WEAN during the Tuesday, Wednesday, Thursday and Friday editions of "Brooklyn Wallace Program" 10:15-11:30 a.m., by C. H. Musselman Co., their pie crust. Thrice weekly spots on Tuesday, Thursday and Saturday between 7:30 and 7:45 a.m.; the "Morning Melodies" program on Wednesday and Thursday and in the "Lullaby and Rhythm" show on Saturday have been bought over WEAN by the Continental Importing Co. on a 13-week basis. The Tuesday, Thursday and Saturday editions of "Fred Lang Views the News" over WEAN, Providence at 7:15 a.m., originating at WNAC's Boston studios will be sponsored by Owens-Illinois Glass Co. in the interest of "One-Way Bottles."

78 Nations Signatories To International Treaty

(Continued from Page 1)

separate conferences. Language difficulties were erased by pocket-sized, low frequency radio receivers, which eliminated the need of repeating each speech successively in French, Spanish and English.

The conference rewrote a 225-page book of technical regulations which was planned before but prevented on account of the war.

Denny at the completion of the work said: "To me, the cooperation, good will, patience, and perseverance of the delegates to this conference have been inspiring. They have made friends with one another. They worked hard. They submerged their individual differences for the common welfare."

Form Permanent Organization

Among accomplishments of the convention was the forming of a permanent International Telecommunications Union to resolve radio problems as they arise. Another conference intended to work out high frequency problems was reduced to a preparatory meeting and a session will be held in Mexico City in 1948 on this subject.

The conference just ending has brought the world one step nearer international cooperation, Chairman Denny told delegates at the formal signing of the new radio charter. Radio in itself is international and the successful operation of radio in this country or any other nation is dependent upon conservation of the spectrum space and acknowledgment of one country of the rights of another, he said.

He described the radio spectrum as a unique natural resource which is the common property of all countries, both large and small. "It's unique because its usefulness depends on the ability of all countries to work out plans for sharing the spectrum so that each country may enjoy radio facilities appropriately suited to its needs," Denny added.

He told the delegates that they had broken the ground for a greater future for radio.

Tele Set Owners Suggest Evening 'Series' Film Fare

Owners of television sets who are at business during the daytime, or even those who have witnessed a game and wish to see what video did on coverage have voiced surprise that the televising outfits let themselves miss the boat by not having a film taken of the games and after editing, run a half-hour of highlights sometime during the evening.

It is pointed out that the film could also carry the credits of the daytime sponsor, or, even be sold to another client if need be, or as a sustaining feature it would be a "sell-out," both in the home and public place. This angle is regarded as a backstop for the one who may own a set and unable to see the game, or one not own-

"The agreements reached here are in themselves a concrete contribution to international collaboration," Denny told the large audience assembled. "And the methods by which these agreements were reached stand as proof that cooperation among nations is still the only effective means of settling problems of world-wide scope."

Reviews Conference Accomplishments
In reviewing the accomplishments of the Conference, Denny made the following points:

"First, we have adopted a world-wide frequency allocation table extending up to 10,500,000 kcs.

"Second, we have planned practical machinery for putting this new allocation table into effect. Until now, every country using frequencies has simply notified the headquarters of our Union of the assignments made by it, so that these assignments could be entered on a master list. There was no concerted international effort to make arrangements which would best conserve spectrum space. There was no planned sharing of frequencies on a time basis or on a geographical basis. Frequency assignments spilled over the available spectrum space, radio interference became widespread, and the world was deprived of the full advantages of which radio is capable. To meet this situation, we are providing for a Provisional Frequency Board which will be comprised of technical experts. It will be the task of this Board to re-engineer the operating assignments throughout the world so that they will be put on a sound engineering basis, so as to conserve spectrum space and eliminate interference.

"Third, we have provided for a permanent board of experts, the International Frequency Registration Board, which, starting with the newly-engineered list of frequency assignments, will consider every future assignment to determine whether it will cause international interference."

Mutual Web Program Originating At Convention

"Leave it to the Girls" heard weekly over Mutual, will do a special show this coming Sunday, October 5th for the Association of National Advertisers Convention in Atlantic City with Ted Malone as mc. Turhan Bey, star of Eagle Lion's "Out of the Blue" with Carole Landis, Virginia Mayo and George Brent will be on hand as guest of Eloise McElhone, Maggi McNellis, Margaret Johnson and Austine Cassini completing the panel. The show will be recorded that day to be played Friday, October 10 over the Mutual Network.

ing a set who would want to see some highlights out of sheer curiosity, in the evening when at leisure, at a public place.

Baseball Biz Soared With Use Of Radio

Baseball's radio audiences in New York, which could follow the three local big league teams over WHN, WINS and WMCA, jumped about 28 per cent in 1947 over 1946, it is revealed by analysis of reports from The Pulse, Inc. Adding the average audience rating for the season for all three stations, it is found that the combined baseball listening audience in New York increased from a rating of 3.5 in 1946 to slightly more than 4.5 in 1947. Biggest hop was shown by WMCA which moved from a 2.7 seasonal average last year to 4.1 during the season just ended.

WHN From 4.5 to 5.2

WHN's baseball audience, which followed the Brooklyn Dodgers, increased from 4.5 in 1946 to 5.2 this year, the highest rating among the three stations. Listening interest in doings of the Yankees over WINS brought about an increase from 3.3 to 4.3 in the two-year period.

It is difficult to determine just why the increase in baseball listening since more than one factor contributes to the change. However, some influence might be attributed to the fact that WHN and WINS broadcast the games of pennant winners while the New York Giants, carried by WMCA, moved from the cellar last year to fourth place this season.

Ellsworth Gets New Post With CBS Spot Division

Thomas B. Ellsworth, for the past two years assistant manager of the CBS Sales Presentation Division, has been appointed Sales Promotion Director of Radio Sales; the Spot Broadcasting Division of the Columbia Broadcasting System, it was announced by J. L. Van Volkenberg, General Sales Manager of Radio Sales. He succeeds Howard Stanley, who has resigned to join the staff of WEAM, Arlington, Va.

NEW STATIONS

WNMP Starts

Chicago—A new standard station, WNMP, went on the air Monday from Evanston, Ill., suburb of Chicago. Station, which operates on 1,000 watts power, is owned by Evanston Broadcasting Co., of which John F. Newton is president and Angus Pfaff vice-president and general manager. Wayne Griffin is program manager and Jack Angell publicity director. Station broadcasts from 6 a.m., to 6 p.m., at 1590 kilocycles and will specialize in newscasts every half hour. It also plans to announce what programs are to be heard on Chicago stations. Interior decorations of the plant at 2201 Oakton Street are not completed and formal dedication ceremonies and inaugural program have been deferred.

COAST-TO-COAST

—DISTRICT OF COLUMBIA—
WASHINGTON, D. C.—New entry to the disk-jockey derby is Michael Hunnicutt, Jr., six-year-old son of WOL's regular morning platter spinner, Mike Hunnicutt. Saturday is the day when Michael, Jr., plays records for tots on WOL. . . . The different stages through which a physically handicapped war veteran progresses from the time he is ready to leave a hospital to the time he gets employment will be broadcast by WWDC during National Employ the Physically Handicapped Week, October 5-11. Sgt. Henry J. Meir, Jr., a patient at Walter Reed Hospital, will appear on WWDC every day and will visit with a different expert on each one to illustrate the progressive interviews in order for a physically handicapped person to gain employment.

—IOWA—

DES MOINES—Local sports broadcasting reached its fastest pace in this city last week when KRNT broadcast the Iowa-UCLA game direct from Los Angeles, 2,000 miles away and less than 14 hours later they gave a description of the Iowa State-Colorado game at Ames, Iowa. . . . **WATERLOO**—Department heads at KXEL are brushing up on their parts of speech as they prepare to demonstrate commercial and educational radio, for the fourth consecutive year, before members of the Radio Survey class at Iowa State Teachers College in Cedar Falls. Class is directed by Herbert V. Hake, program director of the KXEL college studios and associate professor of radio education at ISTC. It meets twice weekly—once at the college for classroom instruction and once in the station's studios where each department head leads the class in a discussion of his particular field.

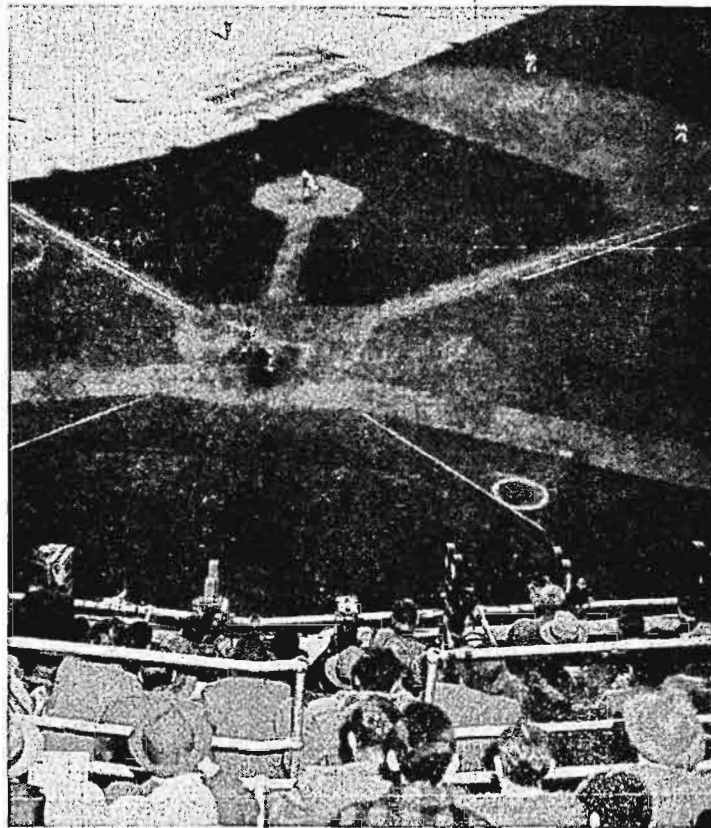
—MASSACHUSETTS—

BOSTON—WCOP announcer, James Brokaw, has been appointed to the faculty of the Leland Powers School of Radio and Theater. He will have charge of the evening radio workshop. . . . **PITTSFIELD**—WBRK is providing major coverage for on-the-spot programming at the 106th consecutive Barrington Fair at Great Barrington, Mass. Bob Youse will interview prominent visitors and farming authorities from the agricultural exhibits daily, while sportscaster, Dan Healy, covers the reporting of the horse races. WBRK also has an exhibit of facsimile and sono-voice in its own booth.

—ALABAMA—

DECATUR—WHOS, new 1,000-watt daytime station, operating on 800 kilocycles and owned by Judge Horace Kinney who also is the owner of WKUL, Cullman, will open here about Decem-

PICTURE OF THE WEEK



Television cameras focused on the diamond at Yankee Stadium brought televiewers along the Atlantic coast the play by play coverage of the opening game of the Dodgers-Yankee series. Pooled telecasting by NBC, CBS and DuMont served three New York stations as well as stations in Schenectady, Philadelphia, Baltimore and Washington. Yesterday CBS cameramen covered the game coming from Ebbet's Field in Brooklyn. The battery of video cameras may be seen, each with its operators, ranged along the rail above the first row of seats.

ber 1. Construction of a studio and 265-foot tower has already been started. . . . **MONTGOMERY**—Starr Smith, WAPX commentator, recently spoke to the Kiwanis Club on the Bikini atom bomb test, to which he was an eyewitness. . . . **DOTHAN**—Jess Swicegood of Atlanta, and J. P. Burnett of Kentucky, are the co-owners of WDIG, new station here. Swicegood is general manager while Burnett takes over the post of commercial manager.

—CONNECTICUT—

HARTFORD—A daily word picture of the Eastern States Exposition will be brought to listeners of station WTIC, Hartford, this week when the fair at West Springfield reopens for the first time since before the war. Frank Atwood, farm program director, will report on the fair activities and will introduce personalities attending the exposition, in a program at 12:15 p.m., Monday through Friday. The broadcast will originate at the WTIC Exposition Studio on the balcony of the Connecticut Building, In-

side the grounds. At 1:30 p.m., Monday through Friday, the WTIC Down Homers will broadcast their regular program of cowboy music from the Exposition Studio. Visitors to the Connecticut building will be able to see, as well as hear, the programs since the studio is visible from all parts of the building.

—PENNSYLVANIA—

PHILADELPHIA—For the second consecutive year, KYW is the locale for radio activities of the Philadelphia Adult Education group. Known as "Junto," members will meet each Monday evening in the station's main auditorium studio. . . . Action-packed jumping events, featuring hunter classes from leading Eastern stables, were televised last Friday by WPTZ's mobile unit at the famous Bryn Mawr Horse Show. Announcer for the telecast was Jack Creamer, featured on WPTZ's weekly "Handy Man" show. Creamer handled the first televised National Horse Show last Spring at Madison Square Garden an annual affair in New York.

EQUIPMENT

Wurlitzer Selects Tone Arm

The Cobra tone arm, featured Zenith Radio Corp.'s "sensational new way to play records," appeared this week on coin-operated music machines presented to the trade by the Rudolph Wurlitzer Co. The Cobra was selected, Wurlitzer officials said, because it improves the overall quality of Wurlitzer phonograph music cuts record and needle costs, and reduces operators' service calls. Tests conducted by the Wurlitzer Co. showed that one record can be played with the Cobra tone arm 2,000 times and still have 95 per cent of its original fidelity. They also found that where conventional pickups give music merchants from 190 to 420 plays per dollar spent for needles and records, Zenith's Cobra tone arm yields 1620 plays for the same dollar.

New G-E Television Camera

The transmitter division of the General Electric Company's Electronics Department has developed a streamlined fifty-six pound television camera, believed to be the lightest television camera ever built for studio applications. Camera is equipped with turret of three lenses, is ten inches wide, ten inches high and twenty inches long. It is mounted on a mobile dolly and may, because of its weight and specially designed handle operated with fingertip control. Camera will produce acceptable pictures at 50-foot-candles and f3.5. Smaller stop openings may be used for greater depths of focus of 100-200 foot-candles are supplied. The unit employs an optical view-finder.

New G-E Miniature Tubes

Three new nine-pin miniature tubes, Types 6T8, 19T8 and 12AT have been developed especially for use in FM and television receivers by the Tube Division of G-E's Electronics Department at Schenectady, N. Y. The new miniature tubes are seven-eighths of an inch wide and two and three-sixteenths inches high. Further information on the new tubes for FM and television receivers may be obtained from the Tube Division, G. E. Electronics Dept., Schenectady, N. Y.

Send Birthday Greetings To—

October 3

Gertrude Berg Ben Gage
Jane Crustinberry Johnny Burke
Vincent Lorey

October 4

Kathryn Card James R. Curtis
Yeoman John Conrad
Lenore Kingston

October 5

Renee Bernstein James A. Appell
Bob Bryon A. A. Klinger
J. W. Bixler, Jr. Coleman Fein

IN CLEVELAND IT'S

WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 4

NEW YORK, MONDAY, OCTOBER 6, 1947

TEN CENTS

Movie Firm Answers FCC

Hammond And Eiges NBC Vice-Presidents

Charles P. Hammond, assistant to the executive vice-president, and Sydney H. Eiges, manager of the press department, were elected vice-presidents of NBC at the regular monthly meeting of the network's board of directors, it was announced Friday by Niles Trammell, president. Hammond was recently named assistant to Frank Mullen, executive

(Continued on Page 7)

Block And KFWB Part; His Other Pacts Continue

West Coast Bureau, RADIO DAILY
Hollywood—By mutual agreement Martin Block is securing his release from his three-year contract with KFWB, Hollywood, effective Nov. 1. Station management said that in consideration for heavy advertising and publicity campaign it fostered to introduce Block to Southern California, KFWB insisted Block agreed not to broadcast on any local independent station until the end of his contract, which was to run until June, 1950.

KFWB asked for and received its

(Continued on Page 6)

WMAL-TV Makes Debut As 3rd Washington Outlet

Washington Bureau, RADIO DAILY
Washington—The Capital's third commercial television station, and the nation's 11th, officially took the air Friday night when WMAL-TV, ABC outlet here owned by the Washington Star, made its debut with a remote pickup of the Georgetown-Norfolkham football game from Griffith Stadium plus a 15-minute newsreel.

Opening program was sponsored by

(Continued on Page 6)

CBS Sports Call

CBS has sent out a call to all employees athletically inclined. Announcement was made Friday of the resumption of the CBS Golf Tournament, suspended during the war, to be held at the Pomonok Country Club, Flushing, L. I., Tuesday, Oct. 14th. The network headquarters also launched its bowling season and will meet every Tuesday.

New AP Members

Members of the board of directors of the Associated Press meeting in New York last Friday voted associate memberships to 441 radio stations. Oliver P. Gramling, assistant general manager in charge of radio for AP has announced. The stations include the owned and operated stations of NBC and CBS networks, Texas State, Yankee and Don Lee regional networks.

MBS Promotes Coulter; Thompson Ad. Head

Harold Coulter, Mutual Network's director of promotion, has been named administrative assistant to Jess Barnes, vice president in charge of sales, it was announced over the weekend. Jess Thompson, network advertising exec, has been appointed director of advertising and promotion, it was also announced.

In his new position, Coulter will assist the network sales department in sales policy matters, and will be

(Continued on Page 2)

Noble Takes Chairmanship Of Salvation Army Drive

Edward J. Noble, chairman of the board of the American Broadcasting Company, has accepted the general chairmanship of the Salvation Army's 1948 annual maintenance appeal, it has been announced by Donald Mc-

(Continued on Page 2)

Two More Joining UN Web; Response To Network Grows

Two more stations today join the United Nations Network, a special hookup giving listeners a daily ring-side seat at UN sessions, amid growing response and co-operation by broadcasters in making the expanding project a success. WWDC, Washington, and KCMO, Kansas City, are the two new outlets adding the quarter-hour nightly program, fed direct from UN headquarters, to their schedules, both carrying the show at 11:15 p.m., local time. KCMO is shift-

Paramount Denies Commission Charge That It Controls Du Mont Company; Waives Proxy - Voting Rights

OK Yankee Web Tele; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC has announced the grant of a new commercial television station in Boston, to the Yankee Network, and conditional grants of five new FM stations to the Courier Broadcasting Service, Inc., Birmingham, Ala.; Edge- and Korsmeyer, Jacksonville, Ill.; Moline

(Continued on Page 6)

Dorothy Lewis Announces Peabody Awards Posts

Ninety listening posts which will make recommendations for the 1947-48 George Foster Peabody radio awards have been set up by the office of Dorothy Lewis, coordinator of listener activity for the NAB. Total number of such committees has in-

(Continued on Page 2)

Theater Tele On Agenda Of SMPE Confab Oct. 20

Theater television will be one of the major topics on the agenda of the 62nd Semi-Annual Convention of the Society of Motion Picture Engineers to be held at the Hotel Penn-

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Paramount Pictures, in a letter to the FCC, has disclaimed actual control over Allen B. DuMont Television Laboratories, Inc., and has thus challenged the FCC's contention that Paramount must divest itself of its control of DuMont before it can receive any further television licenses. "We invite the Commission to reconsider," its finding, Attorney Hogan and Hartson wrote for Paramount.

The FCC held that Paramount ex-

(Continued on Page 7)

'Pressure Groups' Hit By Unit Within AFRA

A new political group calling itself "The Independents" has been formed by certain AFRA members with the avowed belief that "AFRA must be given back to the membership." Chairman by Nelson Case, the "Declaration of The Independents," announced and offered for signatures last Friday, states that, "We oppose and condemn all secret

(Continued on Page 6)

AWB District Meeting Set For Albany On Oct. 24

Third annual conference of the Association of Women Broadcasters, District Two, covering New York and New Jersey, will be held at the DeWitt Clinton Hotel, in Albany, New York, Friday, October 24, through

(Continued on Page 2)

Code Supporter

Cleveland—Pointing the way for the new NAB code, the Central National Bank in Cleveland is bankrolling this city's largest Sunday news package. With a five-minute report on WJMO every hour all day Sunday, the bank is confining institutional plugs to less than 45 seconds on each five-minute report. The NAB code would permit a full minute.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief Manning Claggett
 6417 Dahlonga Rd. 2122 Decatur Pl., NW
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg. 155 No. Clark St.
 Phone: State 2332

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FINANCIAL

(Oct. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 3/8	7 1/2	+ 1/2
Am. Tel. & Tel.	157 3/4	157 1/8	157 3/4	+ 1/2
CBS A	26	26	26	0
CBS B	25 3/4	25 3/4	25 3/4	+ 1/8
Farnsworth T. & R.	7 1/8	7	7 1/8	+ 1/8
Gen. Electric	36 3/4	36 1/8	36 1/8	+ 1/8
Philco	30 1/4	29 3/8	30	+ 1/8
Philco pfd.	95 3/4	95 3/4	95 3/4	+ 3/8
RCA Common	8 3/8	8 1/8	8 1/4	+ 1/8
Stewart-Warner	15 3/8	15 1/8	15 3/8	+ 1/8
Westinghouse	99 3/4	99 1/4	99 1/4	+ 1/8
Westinghouse pfd.	99 1/4	99 1/4	99 1/4	+ 1/8
Zenith Radio	22 1/2	22	22	+ 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio. 3/8 3

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7	7 3/4
Finch Tele Comm.	3	4 3/4
Stromberg-Carlson	11 3/4	13 1/4
U. S. Television	2 3/4	3 1/4
WCAO (Baltimore)	38	40
WJR (Detroit)	13 1/2	14 1/2

Amusement Enterprises Entering Film Business

Amusement Enterprises, Inc., producers of the Jack Benny and Jack Paar Shows, are now going into film production with the announcement last week by Bernie Luber, general manager of the company, that their first picture would star Dorothy Lamour in the Craig Rice best seller, "The Lucky Stiff."

Dorothy Lamour has been signed to star in the role of Anna Marie St. Clair, a convicted murderess.

MBS Promotes Coulter; Thompson Adv. Head

(Continued from Page 1)

responsible for the co-ordination of activities between sales promotion, programming and sales. Coulter joined Mutual in September of 1943 as audience promotion manager, and in the spring of last year was appointed director of promotion and research and director of promotion, successively. Before joining the network, Coulter served as director of advertising and promotion for WKRC, Columbus, Ohio, and before that held the same position with KYW, Philadelphia.

Thompson has been with Mutual since early 1945, being responsible for the writing and production of the network's trade paper advertising and direct mail. He was formerly with NBC and the Blue Network, having entered radio promotion in 1941. Previous to that, Thompson had spent many year in the advertising agency field.

Simultaneously it was announced by Edgar Kobak, network president, that a retirement plan was put into operation for the organization's employees effective Oct. 1. Plan is designed to guarantee supplemental financial security at retirement age, with other benefits being provided in addition.

Retirement plan was arranged by Philip Broughton for the network with the Mutual Life Insurance Company.

AWB District Meeting Set For Albany On Oct. 24

(Continued from Page 1)

Sunday, Oct. 26. Program for the conference is being arranged by Gertrude Grover, woman's editor of WHCU, Cornell University station in Ithaca, District Two Chairwoman, and Dorothy Lewis, of the NAB. Details will be completed late this week.

Program, however, calls for a dinner Friday night, Oct. 24, with Alma Kitchell, past president of AWB, and Jane Todd, deputy State Commissioner of Commerce, as guests. Saturday, Oct. 25, will be given over to panel discussions, a name speaker and luncheon.

Turnout for the confab is expected to be large due to the fact that for the first time, station managers are being invited to attend and participate. Over 50 broadcasters from about 25 stations have signified their intention of attending.

Cantor Named To Board

Eddie Cantor has joined the board of trustees of the National Cancer Foundation. He fills a vacancy created by the recent death of Fiorello H. LaGuardia.

Dorothy Lewis Announces Peabody Awards Posts

(Continued from Page 1)

created every year and the current figure is at an all time high.

It is the job of each chairman of a local committee, or listening post, to select 15 to 20 business and civic leaders who survey local or regional programs and vote for the most outstanding. In many areas these committees have already been appointed and are working toward their selections for the 1947-48 season. Date for the final returns will probably be in December and the awards are to be presented early next year.

Although listening post committees try not to overlook any outstanding programs in their surveys, stations can submit their entries direct to the Henry W. Grady School of Journalism, University of Georgia, Athens, Ga. Here all entries, from listening posts and stations, are screened and turned over to an advisory committee for final selections. The advisory committee is headed by Edward Weeks, editor of the Atlantic Monthly.

Noble Takes Chairmanship Of Salvation Army Drive

(Continued from Page 1)

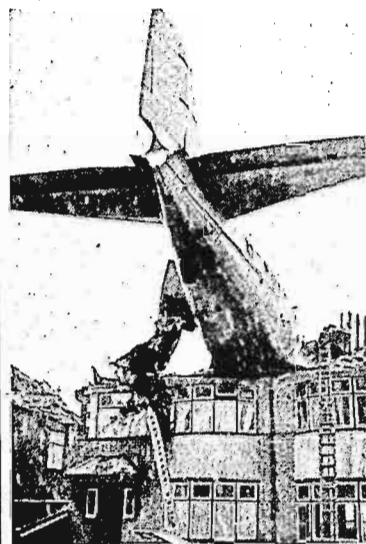
Millan, Salvation Army Commissioner.

In a surprise ceremony held at the Salvation Army's office, Noble, who was chairman of the Salvation Army's 1947 drive, was presented with a giant scroll signed by about 400 officers and workers of the Salvation Army in recognition of his leadership in the highly successful 1947 campaign.

Bob Whitlow To Star On Own WNBC Program

Bob Whitlow, WNBC singing-find on "Patterns In Melody," stars in a revised format of the show to be heard tonight from 7:30-7:45 p.m. He will act as singing host and present the female guest vocalist each week. Patti Dugan, singer with Vincent Lopez' orchestra, will be the initial guest.

"Patterns in Melody" is written by Stella Roth and produced by Jules Alberti. George Wright and orchestra provide the music.



Nose Dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look. That goes for business, too. If your sales have nose-dived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means W-I-T-H.

That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Use W-I-T-H and you'll be on your way up again!

Recording?



on top of the OPERA BUILDING

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
 Represented Nationally By Headley-Reed

IN CLEVELAND IT'S
WHK

WANTED
 Experienced radio men who have contacts with radio stations throughout the country. Unlimited earning capacity. Write Box 402, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ THE WEEK IN RADIO ★

"Series" Makes Radio, Tele History

By JIM OWENS

WORLD'S Series made radio and tele history, with both mediums carrying the classic to biggest audience in the annals of sports events. After days of hectic huddling, tele rights to the Classic went to Ford Motor Co. and Gillette Safety Razor Co. for \$65,000. Latter also sponsored AM version over Mutual. Approximately 600 sound outlets aired the games, including Canada and overseas, with video version carried by an eight-station network along the Atlantic Seaboard.

Charles R. Denny reported leaving his post as FCC chairman to become a vice president and general counsel of NBC. Deal was said to be settled at the NAB Atlantic City confab, with Denny changing posts after the current Telecommunications Conference ends. . . . AFM prexy James C. Petrillo rescinded the ban on the FM Continental Network's Stromberg-Carlson show, heard on 20-odd stations. . . . Decision on the FM Association's request for temporary AM network duplication meanwhile was still in abeyance, with Petrillo said to be agreeable if the networks go along.

National Association of Radio Station Representatives formed by leading industry reps. Basic objective of the Association is to promote spot radio. Group also endorsed the NAB code. . . . Bond Geddes, RMA exec vice president, predicted 1947 will be one of the best years the industry's had, despite high costs. . . . Coca-Cola Company launched heavy ET series in key cities throughout the U. S. . . . Tele-view of the World's Series is superior to a seat at the ball park, according to a review by Frank Burke, RADIO DAILY ed. . . . Series, incidentally, upped video set sales by 20 per cent, according to N. Y. retailers. . . . Citizens Food Committee will make heavy use of radio in its food conservation drive.

United Nations, in co-operation with various broadcasters, will set

up a coast-to-coast network. . . . CBS set up a limit of 15 stations to be represented by Radio Sales, its spot broadcasting division. . . . Ohio Association of Radio News Editors adopted standards for newscasters. . . . Puerto Rico Association of Broadcasters was formed last week with 14 stations in membership. . . . FCC granted 17 new AM licenses. . . . New international communications code signed by 78 nations at the Atlantic City confab.

Total BMB subscriptions to its next study reached 455 up to the weekend. . . . James Lawrence Fly, former FCC chairman, elected a director of Finch Telecommunications, Inc. Outfit operates WGHF, FM outlet in N. Y. . . . Post of Assistant Secretary of State, in charge of the Department's international information service, soon to be vacated by William B. Benton, drew no applicants of note last week. Adlai Stevenson, U. S. rep to UN, is mentioned among those likely to take over Benton's spot. . . . School Broadcast Conference will be held in Chicago on Oct. 27-29, with all phases of educational radio on the agenda. . . . NAB gave "in-principle" approval to FCC plan for three grade of operator licenses.

YOUR DOLLAR BUYS MORE THAN BEFORE

whbc

CANTON, OHIO

now

OPERATING ON

5000

WATTS • FULL TIME

21,019 - - RETAIL SALES
 \$882,318,223 - - IN SALES
 1,791 - MANUFACTURING FIRMS
 1,417,244,944
 VALUE IN PRODUCTS
 50,540 - - - - FARMS
 \$93,684,410
 FARM PRODUCTS SOLD
 SOURCE—
 1945 CENSUS



BASIC MUTUAL P.M. ABC FORMER - BUREAU SEC. FOR LICENSE 3-1-47
 REPRESENTATIVE
 CANTON, OHIO
 The Best Balanced Market in the United States



Fulton Lewis, jr.

"Voice with a Snarl"


SAYS THE SATURDAY EVE. POST (8/30/47)

but it gets results!

. . . results that pay off at the cash register for the Fulton Lewis, jr., sponsors on 288 stations of the Mutual network.

For whether his audience likes him or not (the ratio is about 30 for to 1 against, judging by his average weekly mail totalling 1100 letters and wires) his program commands listeners.

And listeners command sponsors . . . an ever-growing number! Wire or write immediately for information as to availabilities for this outstanding co-op program.

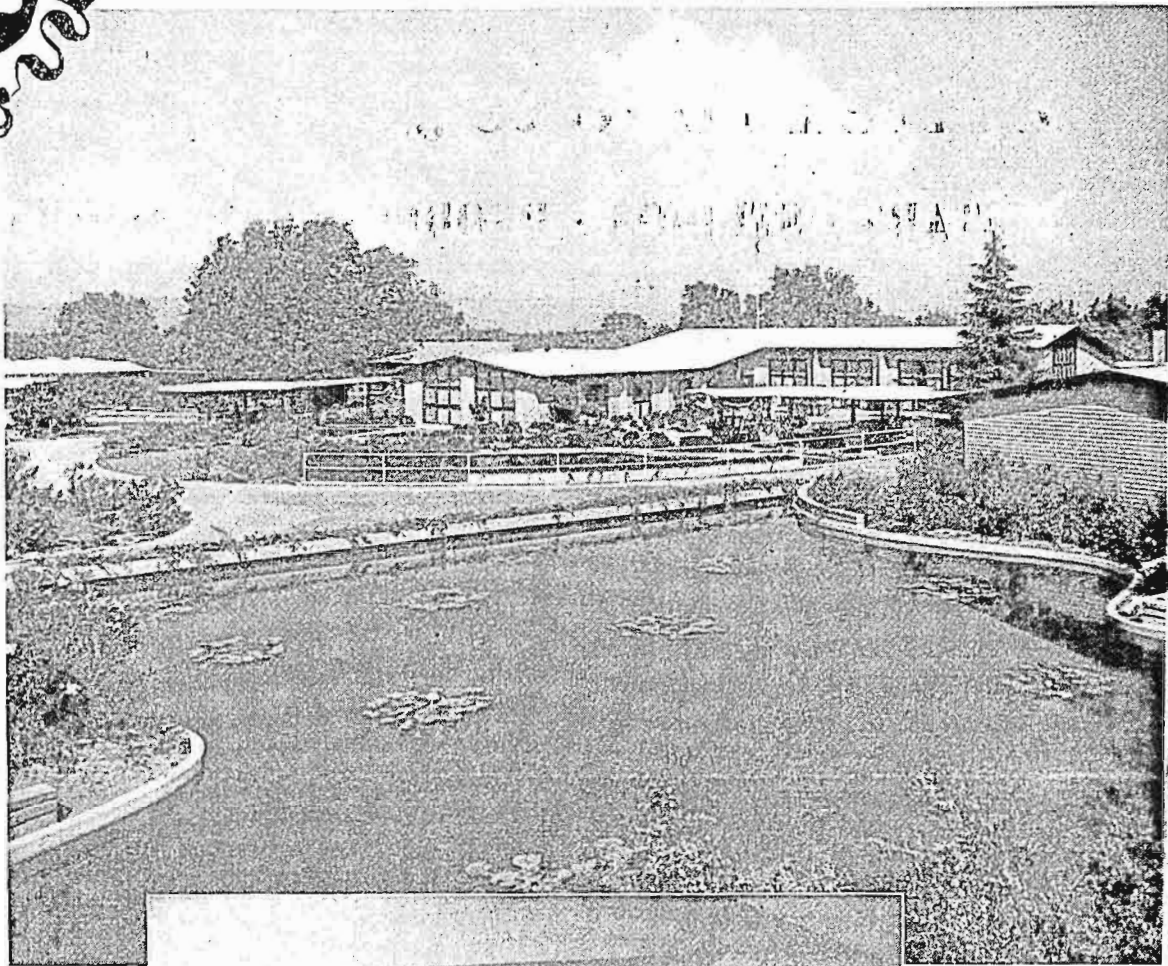
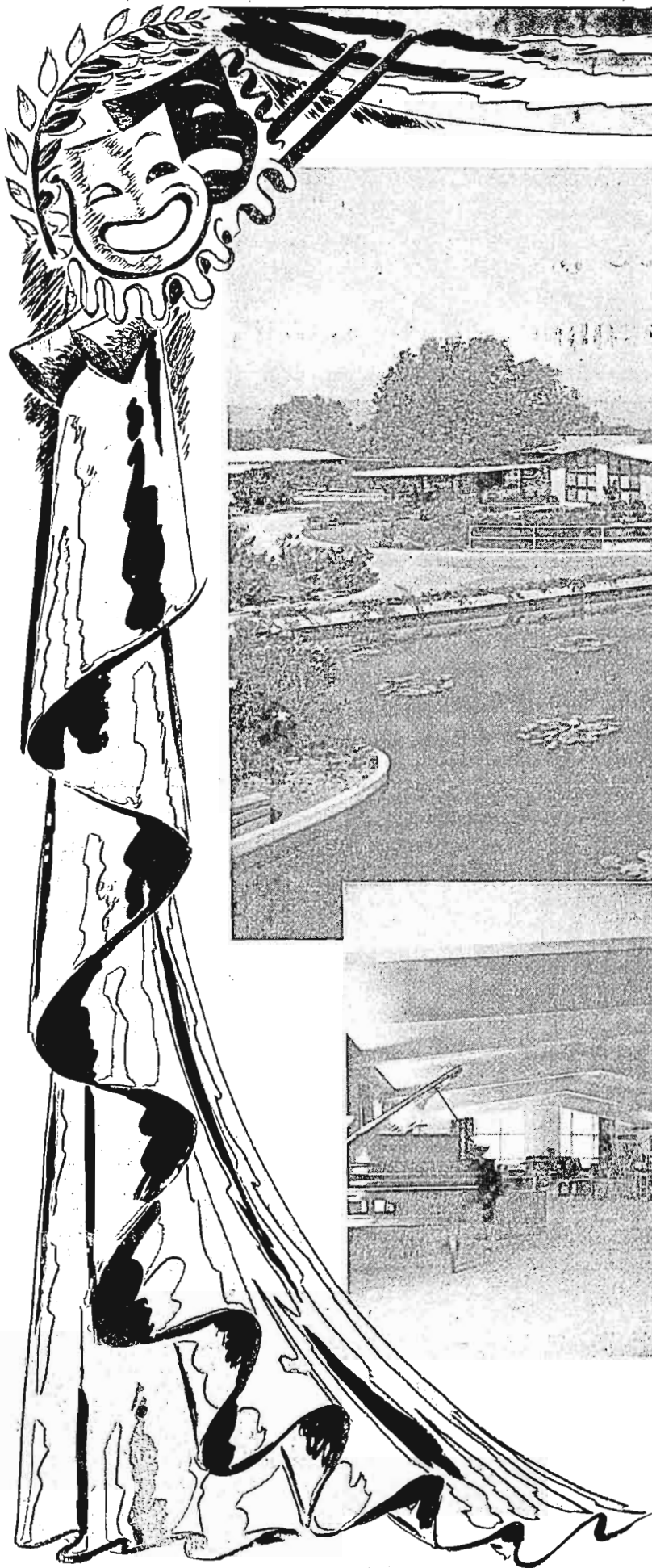


COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
 1440 BROADWAY, NEW YORK 18, N. Y.
 TRIBUNE TOWER, CHICAGO 11, ILL.

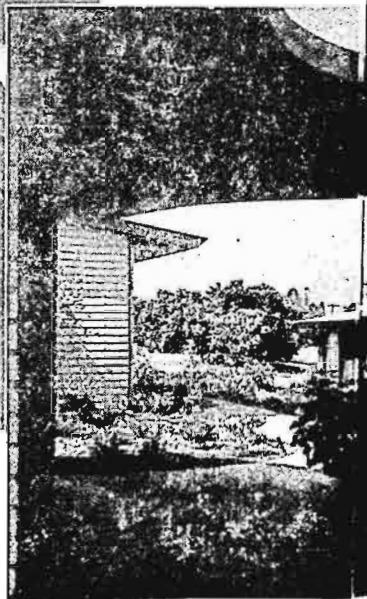
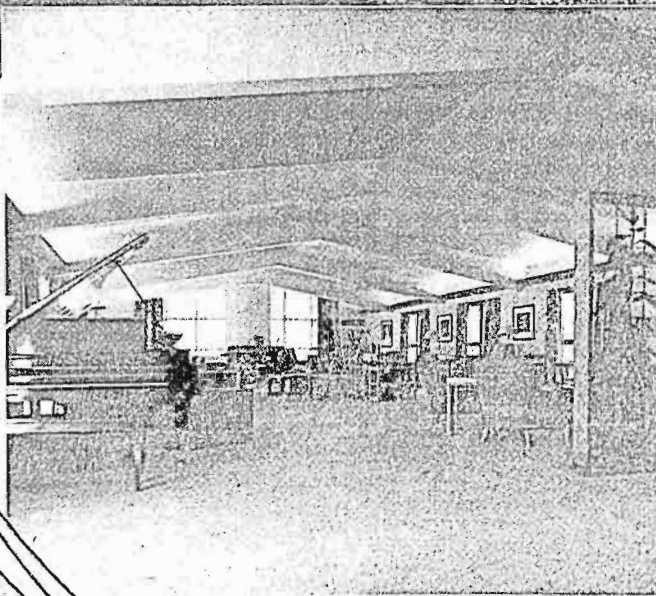


Send Birthday Greetings To—
 October 6
 George Crandall Roo Fletcher
 Charles Pearson Tom Carson
 Tad Bruce John Rober
 Arthur H. Ashley

IN CLEVELAND IT'S
WHK



THE COUNTRY H



We Are Proud to Join You—

STARS • STUDIOS • PRODUCERS • WRITERS
and the Entire Industry

—in helping to maintain the magnificent work being done by *Motion Picture Relief Fund* and its *Country House . . .* through The Screen Guild Players Program.

We greatly admire the work that all of you are doing for the ill and aged in the Motion Picture Industry . . . through your splendid cooperation with The Screen Guild Players Program.

We are very proud indeed to include this distinguished program in the Camel group of radio presentations.

FALL PREMIÈRE TONIGHT

CAMEL CIGARETTES PRESENT

The Screen Guild Players

BING CROSBY • INGRID BERGMAN
"The Bells of St. Mary's"

10:30 P.M.—E.T.
COLUMBIA BROADCASTING SYSTEM



NEXT WEEK—
BOB HOPE • DOROTHY LAMOUR
"MY FAVORITE BRUNETTE"

'Pressure Groups' Hit By Unit Within AFRA

(Continued from Page 1)

organizations, permanent political machines and continuous pressure groups in AFRA." The declaration also charges that one such organization dominates AFRA. The new group is planning to inspire immediate and concerted action of all independent members of the union in the upcoming New York local elections which are scheduled for November.

Other officers and committees in "The Independents" group are Lucille Walker, recording secretary; Karl Swenson, resolutions; Noel Mills, notification and contact; George Putnam, finance; Dan Seymour, public relations; Guy Sorrel, publications, and Ted Gibson, membership. Members of the group, which started with about 60 at the first meeting, include Ben Grauer, Carl Eastman, Nancy Douglas, Anne Seymour, Arnold Moss, Myron MacDonack and Betty Garde.

Talk of forming such a committee as "The Independents" has been heard among AFRA members for a long time back and the payoff came right after the recent election of national officers at the annual convention in August. The new movement claims to be standing "middle of the road" and will oppose extremists of either the right or left. It will strive to eliminate hybrid organizations, permanent political machines and continuous pressure groups by legal processes within the constitution of AFRA.

Meetings "The Independents" are open to all AFRA members and also to the press except when discussions of union policy and strategy, if published, would be detrimental to interests of the membership. Next meeting will probably be held Wednesday night, Oct. 8.

WMAL-TV Makes Debut As 3rd Washington Outlet

(Continued from Page 1)

Phileo Distributors, which will sponsor all home games of Georgetown, and U. S. Rubber Co., which bought "Washington Newsreel" Station, which will operate seven days a week, has its grid schedule completely sold, with Amoco Corp. sponsoring the five-game home schedule of the Washington Redskins professional football club, also from Griffith Stadium.

WMAL-TV's debut marked a new time record for installation since equipment was delivered from RCA just one month and two days before

IN CLEVELAND IT'S
WHK



California Commentary . . .

• • • Nationwide distribution by mail of premium prunes direct from his orchards in Marysville, Calif., is being worked out by Al Pearce, ABC star. Advertising agency handling "Al Pearce Orchards of California" is Al Nelson company, San Francisco. All media will be used to announce initial mailing, a five-pound prune pack in a colorful box. Gerald Mohr, who

Los Angeles

plays the title role in "The Adventures Of Bill Lance," has joined the cast of the Judy Canova NBC show. Mohr created the role of "Humphrey Cooper," an egotistic movie actor, on the Canova show Sept. 27 and was well received. His part is expected to become a permanent addition to the program. C. P. MacGregor, Super Chiefed in from Chicago, after attending the NAB convention in Atlantic City and making very successful business stopovers in New York, Toronto and Chicago. In Hollywood lining up future spots for "We The People" are Earl Kennedy and Larry Romer of Young & Rubicam, New York. Matty Malneck is making the rounds of disc jockey shows talking about his new Columbia recording "Shangri-La," two-side disc written by Matty and featuring his work with swing harpist Robert Maxwell.

★ ★ ★

• • • Announcer Art Gilmore checked on the Warner lot to narrate a two-reel short, "Cradle Of The Republic." This marks his 50th narrating chore at the Burbank lot. With the conclusion of the major league broadcasts, Hal Berger will retain his 2:30-3:30 p.m., slot, Monday through Friday, on KMPC. Hal has become a disc jockey, spinning platters which he feels will be of particular interest to sports fans, such as Western favorites, Hawaiian selections and sweet pop music. Interspersed with the music will be Hal's comments on items of interest to sport followers; sports oddities and interviews with personalities of the sports world.

★ ★ ★

• • • Dale Evans is thanking her lucky stars that she didn't head for the last roundup that night in Detroit, during a performance of the Roy Rogers rodeo. When Dale rode into the arena, her horse went berserk and, because of the new plastic bit that had started the trouble in the first place, Dale couldn't get him back under control. While she prayed that she wouldn't be thrown and trampled on, the horse careened around the ring four times with the fans applauding at the extra showmanship they were getting. But a wrangler standing at one of the chutes recognized Dale's peril, and managed to grab the bridle and hold the horse in time to save Dale from anything more serious than a nasty case of shock.

it took the air. Installation was handled by Dan Hunter and Frank Harvey, WMAL engineers, and John Dearing, RCA engineer. Transmitter, a new type RCA product, is located atop a 400-ft. tower on the campus of American University.

Opening of the new television station also marks the first outlet to operate in the high band—located in the area of 174 to 180 mg. on channel No. 7.

Events contained in the U. S. Rubber Newsreel were filmed under supervision of ABC and Burke Crotty, recently appointed director of programs for WMAL-TV.

Station execs said Friday that plans were being made to carry the remaining games of the World's Series over the weekend, thereby expanding the video network to nine outlets in the New York-Philadelphia-Washington area.

Block And KFWB Part; His Other Pacts Continue

(Continued from Page 1)

release from obligations to Mutual which takes the air show for networking.

Block expressed dissatisfaction with his relations with the outlet, while the station contended he was devoting too much time to his other radio chores and interests. He will continue his Mutual, Chesterfield and WNEW chores and M-G-M movies, "Martin Block's Musical Merry-Go-Round."

Joins Federal Advtg.

Seth Dennis, formerly of ABC, has joined Federal Advertising Agency, Inc., as an account executive, it was announced this week. He had previously been with BBD&O.

OK Yankee Web Tele Other Activity At FCC

(Continued from Page 1)

Broadcasting Corp., Moline, Ill. WSUA, Bloomington, Ind., and Auburn Publishing Co., Auburn, N. Y.

The Commission also approved the sale of half the voting stock of KWBU, Corpus Christi, Tex., to Baylor University for \$114,997. Baylor already owned the other half of the stock. The holdings turned over to the university to complete the picture included 250 shares held by Crazy Water Crystals Company, 15 shares each held by Pat and Mike O'Daniel, sons of Texas Senator Le O'Daniel; a single share held by Pat Neff, president of Baylor; 100 shares held by James Collins and 139 held by the Fidelity Union Life Insurance Co.

In the meantime, Baylor has already filed two additional applications which are now pending before the FCC. The first would permit KWBU to operate night hours—now has 50 kilowatts, daytime only on the 1030 band. It has asked a additional okay to permit nighttime operation with 10 kilowatts.

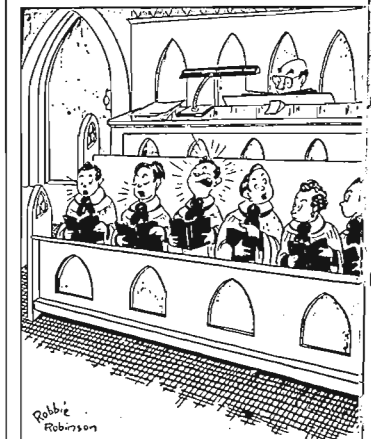
A second pending application would provide for removal of the station from Corpus Christi to Houston.

The Commission also okayed the transfer of sufficient stock to shift control of WRFW, Eau Claire, Wis. to Keith Werner.

The Commission reported receipt of five applications for power or frequency changes—including two from New Mexico broadcasters seeking to vacate the 1490 band. KVER, Albuquerque, would change to the 1340 band, and KWEW, Hobbs, to the 1240 band, using the facilities being vacated by KCRS, Midland, Tex.

WCCP, Savannah, Ga., applied for change from the 1450 to the 1240 band, upping its power from 250 watt to five kilowatts, dependent upon the granting of WTOG's application to vacate the 1290 band in Savannah.

The Sayre Printing Co., Sayre, Pa. has amended its application for a new station on the 1340 band to specify 100 watts instead of 250 watts power.



"He wants to be a tobacco auctioneer on WDFB Flint."

Hammond And Eiges NBC Vice-Presidents

(Continued from Page 1)

vice-president, to aid in various operational matters, especially those concerned with sound broadcasting.

As vice-president in charge of press, Eiges will continue to report to Mullen.

Eiges came to NBC as a writer in the press department in 1941, and year later he was named assistant manager. In January of 1945 he was named manager of the department. Before he joined NBC he served 11 years with International News Service, latterly as night editor and cable editor in the New York office. A graduate of the University of Pittsburgh, Eiges lives in Forest Hills, L. I. with his wife and daughter.

Until his recent appointment, Hammond was director of advertising and promotion for the network, a position he held since 1944. He joined the network in 1943, leaving a post as manager of the Advertising Bureau of the American Newspaper Publishers Association. Prior to that Hammond was a reporter on the New York Post, the New York World and was also a member of the staff of the old Literary Digest. A graduate of Cornell University, Hammond lives with his wife and two children in Chappaqua, N. Y.

Hammond

Eiges

Hammond

Theater Tele On Agenda Of SMPE Confab Oct. 20

(Continued from Page 1)

Pennsylvania, Oct. 20-24. Tuesday and Thursday evening sessions, Oct. 21 and 23, will be devoted to open discussion on advancement of theater radio, in addition to talks by industry leaders.

Donald E. Hyndman, who is in charge of television papers for the conference, announced the following schedule already set:

"The Development of Theater Television in England," by A. G. D. West, first vice-president, British Kinematograph

Paramount's Reply To FCC Denies Control Of Du Mont

(Continued from Page 1)

exercised "effective control" over Television Productions, Inc., Balaban & Katz, United Detroit Theaters, New England Theaters and Interstate Circuit as well as over DuMont. Television Productions has a grant for Los Angeles, B & K for Chicago, DuMont for Pittsburgh, in addition to the DuMont stations in Washington and New York. If the FCC position is maintained, that means no more television stations for Paramount or its affiliates.

All those named above have applications pending, and DuMont has applied for Cleveland and Cincinnati.

The FCC was told that DuMont stock includes 1,471,040 shares of Class A and 560,000 shares of Class B, of which Paramount owns all the Class B and 42,200 shares—2.8 per cent—of the Class A. This is approximately 30 per cent of the total, the letter states.

The Class A and B shares of DuMont differ only in that the Class A shareholders have the right to elect five of the eight directors of the company and certain of its officers, including the president, whereas the Class B shareholders have the right to elect the remaining three directors and certain of its officers, including the secretary and treasurer.

As to the FCC position that Paramount could, through solicitation of proxies, exercise control, Paramount is willing to waive any right to solicit proxies—or to transfer its Class A stock to a voting trust "in such manner as to relinquish all voting privileges with respect thereto."

Examination of the DuMont charter and the Delaware laws (the com-

pany is incorporated in that state) indicate, the letter states, "that Paramount, by virtue of its whole ownership of the Class B stock, has and can exercise no measure of control over the corporate affairs of the DuMont company that cannot be exercised generally by minority stockholders in any corporation." Paramount status, the lawyers claim, "is essentially no different from that of minority stockholders in many corporations which hold licenses from the Commission—a status not affected" by the Commission's multiple-ownership rules.

Paramount's willingness to "remove any possibility of its acquisition of control of the A stock" should be permitted at once without hearing, the lawyers wrote, and "it is submitted that no possible basis for the Commission's original conclusion of control will remain."

The letter said in conclusion that "Paramount has a genuine and compelling interest in the prompt growth and development of an adequate commercial television broadcasting service in this country, and the desire to take an active part in that growth and development by making its financial resources, experience, trained personnel and facilities available for that purpose." As proof of its ability and willingness to proceed with all proper dispatch in the construction and operation of stations at Boston and Detroit, in the event that such action is possible, Paramount makes reference to the action already taken by its subsidiary companies in the construction and operation of WBKB in Chicago and KTLA in Los Angeles.

Church Council Cites WOR

WOR has received a commendation from the Federal Council of Churches of Christ in America as an "indispensable ally in the maintenance of high spiritual morals demanded by the exigency of the times." The Rt. Rev. Charles K. Bishop presented the award to Theodore Streibert during the broadcast of "Sunday Radio Chapel" at 9:30 a.m.

Society, and director of Cinema-Television, Ltd.; "Activities of the S. M. P. E. in Theater Television," by Paul J. Larsen, chairman of the society's committee on television; "Large Screen Television," by engineers of RCA; "Some Aspects of Large-Screen Television," by Alfred N. Goldsmith, consulting engineer. Other papers on the subject are expected to be added before the conference opens, it was said.

Ex-GI For WNYC Army Games

Jack Sherlock will henceforth handle the play-by-play broadcast of the United States Military Academy football games to be broadcast over WNYC, Saturdays from 1:55 p.m. during the season. He handled the Colorado encounter of the Cadets last Saturday from Michie Stadium. Sherlock was formerly announcer with the Armed Forces Radio Service.

'We The People' Recalls Weist

Dwight Weist returns to "We the People" on CBS Tuesday, Oct. 7, as the first master of ceremonies candidate to be called back for the third broadcast, two of them consecutive. Weist was on a.m.c. of the Sept. 28 broadcast. Gulf Oil sponsors the program through Young & Rubicam.

Additional Stations Join New UN Network

(Continued from Page 1)

work is already carrying the series at 11:15 p.m., nightly, taking a direct feed from the sessions at Lake Success.

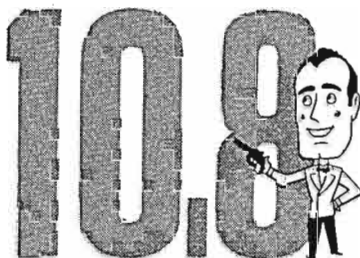
First program sent out on the UN network, "United Nations Today," uses the voices of two announcers, one of whom opens the show with UN headlines. This is followed by edited recordings of all session debates of the day with the announcers linking together the various items with live commentary. Program is fed to stations from Lake Success at three different times every night, 10:45 p.m., 11:15 p.m., and 12:15 a.m., all EST. Show goes to the coast via a State Department OIC line, rerouted to bring in certain cities, and to Yankee Network headquarters in Boston by use of a line owned by the World Wide Broadcasting Foundation.

Negotiations relative to other stations coming into the UN network are being carried out and several additional outlets will probably be announced this week.

**RADIO'S THRILLING
HALF-HOUR TRANSCRIBED
DETECTIVE SHOW!**

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!



IN NEW YORK

C. E. HOOPER MAY-JUNE, 1947

Consistently Beats All Competition
on Stations From Coast-to-Coast!

WRITE



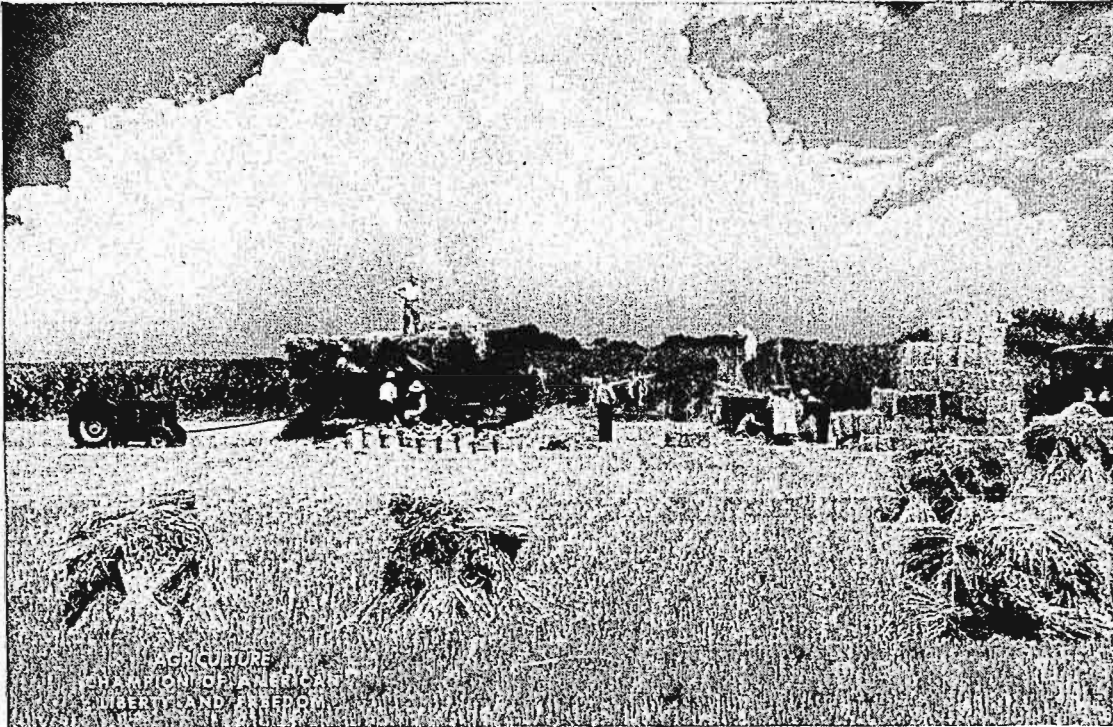
Hollywood
New York • Chicago

IN CLEVELAND IT'S
WHK

STANLEY BURNS
The Announcer with
Salesonality*
Now back in New York
LE. 2-1100
*Personality—that SELLS

W M F F
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH
COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

**LET'S GO
AMERICA**



AGRICULTURE
IN AMERICA
LIBERTY AND FREEDOM

**MICHIGAN'S GREATEST
ADVERTISING MEDIUM**

WJR

50,000 WATTS



C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Represented by
PETRY

OWEN F. URIDGE
V. P. and Gen. Mgr.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 5

NEW YORK, TUESDAY, OCTOBER 7, 1947

TEN CENTS

Fall Spot Business Survey

Masons Buy Program For 17 N. Y. Stations

Grand Lodge of the Free and Accepted Masons has bought a half-hour period on 17 stations in New York State for a dramatic program on Sunday night, Oct. 26, to announce the Masonic Fraternity's new foundation for medical research and human welfare, it was announced yesterday by Gay H. Brown, Grand Master. This is the first time that the Masons have ever used radio.

The Masonic foundation is financed entirely by its own members, no (Continued on Page 7)

Singing Commercials Set For Community Fund Drive

Chicago—Singing commercials will play an important part in the Community Fund drive in Chicago, opening October 10. Stu Dawson, chairman of the radio committee, announced that this is one phase of "commercializing the radio public relations program of the Chicago Community Fund."

Fifteen straight singing commercials, with four echo vocal cut-ins (Continued on Page 7)

Comm. Denies Request For WHOM Shift To N. Y.

The FCC Friday announced that it has denied the application of WHOM, Jersey City, to move its main studios across the river into New York City. The station had asked that a similar decision reached some time ago be reconsidered, and the station be permitted to make the (Continued on Page 2)

Brotherly Love

A flowery cross plug for an opposition station was carried in "CBS Vloves the Pross" over WCBS, New York, last Saturday night. Tribute came when Don Hollenbeck, program conductor, mentioned a guide book to baseball passed out to United Nations delegates "by an enterprising radio compeller of ours — WOR." Book was issued for the Series.

Playing Hookey

Washington—Veteran Washington correspondents agreed yesterday that the nation's capital city has never had less attention from newspaper and radio reporters than yesterday afternoon. Reason—the two tele receivers in the lounge of the National Press Club, where as many as 300 of Washington's top interpreters crowded in to watch the final game of the World Series.

Contract Discussions Started With Petrillo

Preliminary discussions pertaining to new contracts, starting Feb. 1, for the major networks and the American Federation of Musicians are now under way between James C. Petrillo, AFM president, and representatives of the webs. A second session, following one last Friday night, was held in Petrillo's office in New York yesterday morning and from this one came the report that the union chief (Continued on Page 3)

19,445,000 Adult Listeners Heard Pres. Truman's Talk

President Truman's address on the four major networks Sunday night in behalf of food conservation was heard by 19,445,000 adult listeners, according to a Hooper survey made for the CBS network. The rating for the address was 27.0 with the President (Continued on Page 2)

Reps Hit CBS In FCC Plea; Web Calls Charge Unjustified

First action taken by the National Association of Radio Station Representatives, organized last week, is a complaint filed with the FCC and the U. S. Attorney General asserting that expansion by CBS Spot Sales as a representative for its affiliates is a violation of the Sherman anti-trust act. In an answer by CBS to the charge, Howard S. Meighan, vicepres, yesterday said, "CBS Radio Sales has never solicited business from any ra-

Volume Of Spot Biz Continues Good; Drugs, Cosmetics, Cereals And Soft Drinks Among Leaders

NBC, Theater Guild In Tele-Drama Tieup

Arrangements for what is considered to be one of the first major tie-ups between television and the legitimate theater were completed this week with the announcement that NBC and the Theater Guild have signed to mutually present six of the latter's outstanding successes from the WNBT studios this winter. New series, as yet unscheduled, will launch the opening of NBC tele- (Continued on Page 7)

Asks OK For KILO Sale; Other Commission Activity

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday reported receipt of an application for approval of the sale of KILO, Grand Forks, N. D., from Dalton Le Masurier to the Grand Forks Herald. Price (Continued on Page 7)

Political Party Buys Time On N. Y. Stations

The New York State Liberal Party is spending \$20,000 for a radio campaign on New York City stations over a period of three weeks. Cam- (Continued on Page 2)

Spot business volume for the month of September compared on an even basis with the same month a year ago, with future commitments entering the month of October revealing no important changes, particularly as to national accounts. Local and regional continues on a fairly even keel and considered (Continued on Page 3)

Tele of Truman's Talk 1st White House Video

Washington Bureau, RADIO DAILY
Washington—Television's first direct pickup of a Presidential address direct from the White House Sunday night, President Truman's address on the world food crisis aired on all radio networks in addition to an eight-station video web, marked another milestone in the medium's ability to provide visual coverage of major national events. Broadcast was the first (Continued on Page 7)

Radio, Ad Execs. Spur Disabled Vets Drive

Group of private citizens, chiefly radio and advertising agency executives, have selected this week, Oct. 5-11, as "Jobs for Disabled Veterans Week" and have set a schedule of (Continued on Page 7)

Emergency

Honolulu—KHBC, an affiliate of Hawaiian Broadcasting System at Hilo, which is capital of island of Hawaii, famous for its active volcanoes, went through a "hold everything" experience the past week-end. An earthquake, which originated deep down in Kilauea volcano, rocked the whole island. The antenna tower of KHBC and station was silent for 3 hours.

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Blvd., 155 N. Clark St.
Phone: State 2932

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FINANCIAL

(Oct. 6)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 1/2	7 1/2
Am. Tel. & Tel.	157 3/4	157 3/8	157 5/8	+ 3/8
CBS A	26 1/2	26 1/4	26 1/2	+ 1/2
Farnsworth T. & R.	7 1/4	7 1/8	7 1/8	+ 1/8
Gen. Electric	36 3/8	36	36	+ 1/4
Philco	30	29 3/4	29 3/4	+ 1/4
RCA Common	8 3/8	8 1/8	8 3/8
Stewart-Warner	15 7/8	15 5/8	15 7/8	+ 3/8
Westinghouse	29	28 1/2	28 3/4	+ 1/8
Westinghouse pfd.	102	102	102
Zenith Radio	22 3/8	22 1/4	22 3/8	+ 3/8
NEW YORK CURB EXCHANGE				
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	7 1/2	8 1/4		
Finch Tele. Comm.	3 3/4	4 3/4		
Stromberg-Carlson	12	13 1/2		
U. S. Television	2 3/4	3 1/4		
WCAO (Baltimore)	38	41		
WJR (Detroit)	13 1/2	14 1/4		

Heads Research Course

Edward G. Reeve, CBS Chief Statistician, has taken over the CCNY Radio Audience Research Course, which was handled up to the last semester by Oscar Katz, Associate Director of Research for CBS.

Cineffects
INC.
THE PRODUCERS' AID

OFFERING PRODUCERS A COMPLETE SERVICE OF MOTION PICTURE OPTICAL PHOTOGRAPHY

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

★ COMING AND GOING ★

MURRAY GRABHORN, manager of ABC's owned-and-operated stations, and **RALPH DENNIS**, national spot sales manager for the network, spent the week-end in Washington, D. C., where they attended the opening of television station WMAL-TV.

RALPH H. MINTON, promotion and publicity director of WIP, Philadelphia, and **SAM ELBER**, publicist for the station, are back in the Quaker City following a trip to New York for conferences with the national representatives of the station.

PHILIP I. MERRYMAN, of Anderson & Merryman, consultants, has left on a business trip to St. Louis.

EDWARD ARNOLD, star of ABC's "Mr. President," arrived in New York late last week, following a conference with President Truman in Washington. After broadcasting the program from Gotham, he left for Hollywood.

JOHN ("Adventure Parade") GRIGGS is expected back today from a vacation of one week spent in Wisconsin.

IRENE O'CONNOR, for the past 10 years secretary to J. Kelly Smith, director of station relations at CBS, has left on another of her vacation cruises to foreign lands. She will visit Haiti, Dominican Republic, Puerto Rico, Jamaica and Virgin Islands.

WALTER B. HAASE, station manager of WDRC, Columbia network affiliate in Hartford, Conn., paid a visit Friday at the offices of the web's press information division.

LLOYD SHAFFER, musical director of the NBC-Chesterfield Supper Club program, has returned from Washington, where he was the guest of J. Edgar Hoover at the FBI dinner in the Mayflower Hotel.

DORIS DAY, singing star heard on the "Hit Parade," is spending a couple of weeks in New York.

GEORGE HIGGINS, station manager of KSO, Columbia network affiliate in Des Moines, Iowa, paid a call late last week at the station relations division of the web.

Political Party Buys Time On N. Y. Stations

(Continued from Page 1)
paign makes use of 15-minute periods, which feature prominent speakers, on five stations and spot announcements on three other outlets. Furman, Feiner & Co. is the agency placing the Liberal Party account.

First phase of the campaign, which started this week, is aimed at getting citizens to register so they can vote this year. Liberal Party speakers will be heard tonight over WCBS and WMCA and on Wednesday and Thursday nights over WNBC and WMCA. A WOR broadcast is scheduled next Friday evening. WJZ was used in the campaign last Sunday. Spot announcements are being carried by WINS, WLIB and WHLI, the latter station located in Hempstead, L. I.

The second phase of the radio campaign will take place during the two weeks prior to the election, scheduled for Nov. 4. Sponsor is using newspaper advertisements to announce the broadcasts. Adolph A. Berle, Jr., is state chairman of the Liberal Party and Ben Davidson is executive director.

Comm. Denies Request For WHOM Shift To N. Y.

(Continued from Page 1)
shift without any hearing by the Commission.

At the same time, the Commission granted a construction permit for a new AM station on the 1360 band with 500 watts daytime only to the Hawkeye Broadcasting Co., Fort Madison, Iowa.

November 3 was named as the date for hearings on the renewal of license of WBAL, Baltimore, cited in the FCC's blue book for questionable programming, and the competing application of newsmen Pearson and Allen to win the WBAL assignment.

19,445,000 Adult Listeners Heard Pres. Truman's Talk

(Continued from Page 1)
getting 94.5 of the listening audience. On June 20, President Truman had a 30.7 rating when he discussed his veto of the Taft-Hartley bill on the network.

McCarthy Seeking To Buy KXYZ In Houston, Tex.

Houston—Glenn H. McCarthy, multimillionaire of Houston is negotiating for the purchase of KXYZ, the third oldest station in Houston. The sale price was reported to be \$1,500,000 with \$850,000 to be paid in cash. Station operates with a power of 5,000 watts.

Commercial Tele Applicant

Washington—The Yankee Network Friday filed an application with the FCC for a commercial television station on Channel No. 8. Yankee received an okay from the Commission earlier last week for Channel No. 7 in Boston. The Commission also announced receipt of an application from the Empire Coil Company, Parma, Ohio, for commercial video operation on Channel No. 9.

WEVD

5000 WATTS 1330 K.C.

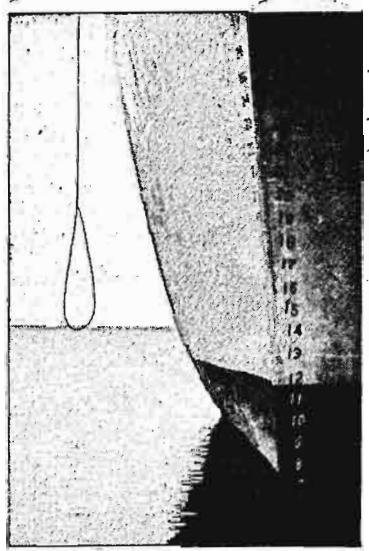
PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Read

Local And Regional Spot Biz Strong; Co-Ops In Demand; Chicago Steady

(Continued from Page 1)

Comparatively good. Seasonal accounts find a good handful of the old reliables set with more coming in during mid-fall.

Several good accounts continued into the fall season with an increased station-list, while many accounts switched business here and there with the station-list about the same as it has been in numbers. Beer and ale accounts are strong, also gas and oil. Ice cream held up later than usual, possibly due to the unseasonal hot weather during the major part of September. Soft drinks, however, failed to go along with the ice cream. Disinfectants and sprays also are holding over to some extent from the summer and spring runs.

Pertussin cough remedy entered September with a list of 51 stations; Beaumont Co. (Four-Way cold tablets) is on various outlets across the country with a campaign of several months; Viek Chemical Co., for Vapocub, Vatrolol, etc., is also on for the fall-winter season and into the early spring. Grove Laboratories, Inc., for its cold tablets is also on a 26-week sked. Ludens, however, will be missed in spot business this season, having bought a network (CBS) show.

Prest-O-Lite Batteries shaped up strong the past month with a list of 92 stations. Brer Rabbit molasses gradually increased its list from five stations to 21 on its sked. Soaps and detergents are quite active, and it is expected that Federal Advertising Agency for Breeze, new Lever Bros. product, may soon inaugurate a spot campaign.

Cereals Continue on Air

Cereals and similar products are continuing, with Wheaties expanding as it goes along. This account used 53 stations for spot in June, 61 outlets in July and August, and 62 during September. Coca-Cola is an exception in the soft-drink category while

candy products now seem to have better distribution. Sugar while higher in cost is available in most any amount, but the hitch is the soaring price of cocoa. Chocolate makers are complaining that the cost has risen 10 times the pre-war price. However candy manufacturers are using more spot now than in previous months. Schutler Candy Co., is fairly active. Washington State Apples, Inc., has purchased spots, some for 13 weeks duration, from effective date Sept. 29.

Philco dealers are still branching out with the re-broadcast of the Bing Crosby show (ABC). RCA Victor dealers are also on tap, some purchasing 15-minute programs on an October through March basis. Bendix on the home appliance angle is buying here and there through dealers and distributors. This also goes for Stromberg-Carlson appliances, and radios. Time signals are good as usual, and Longines continues renewals of its musical ET program.

Motion picture producers are bolstering with spasmodic spots but in no case are the campaigns of a major scale. Paramount Pictures is using transcribed announcements plus a live tag for the new film, "Unconquered," and RKO Radio Pictures is using station-breaks along with other announcements for "The Secret Life of Walter Mitty." "Unconquered" is a Cecil De Mille opus and "Mitty" stars Danny Kaye. Both these skeds are more or less scattered.

Stations continue to do remarkably well with their co-op show segments, but whether this can always be chalked up to spot is problematical. On occasion the web or its key outlet sales has been able to sell a regional group or more than one outlet for some of the co-ops.

Chicago Business Up

Chicago—Spot business continued heavy for WMAQ, the past week, with a total of 591 one-minute announcements and station breaks sold, in addition to new and renewal orders for one half-hour and two quarter-hour spots.

Longines-Wittnauer Watch Co., ordered an additional half-hour period for their transcribed "Symphonette" program on Tuesdays, for 37 weeks. "Music That Sings," program of transcribed music, Mondays through Saturdays, was renewed for 52 weeks by Oscar Mayer & Co., starting November 3. Chicago Beverage Co. (Old Colony root beer) contracted for the five to 15-minute spot following WMAQ's broadcasts of football games on Saturday afternoons, to run through December 6.

Other business sold included Quaker Oats Co., 156 one-minute announcements to be broadcast six a week on the "Early Bird" program for 26 weeks, starting October 6; Edmund A. Allen Lumber Co., a schedule of 14 one-minute announcements on "Early Bird" program, October 6 to November 8; Rust-Oleum Corp., 24 one-minute

announcements on "Early Bird" program, six a week for four weeks; Estelle Compton Models Institute, 65 one-minute announcements to be aired five a week on the "11:00 Club" program; Swift & Co., two station breaks per week for 52 weeks starting November 4; Kaiser-Frazer, five station breaks per week for 16 weeks starting October 14; General Foods Corp., renewal of four station breaks per week for 13 weeks, effective October 1; John Puhl Products Co. (Fleecy-White), three station breaks per week for 13 weeks from September 29; the Hat Research Foundation, nine station breaks on Saturday afternoons following football broadcasts, and Washington State Apple Commission, two per week for four weeks.

Business reported by WGN included Chicago Tribune, sponsoring its two youth programs, "Citizens of Tomorrow" and "Youth Looks Up," both starting October 12; Bendix Home Appliances, Inc., sponsoring "Meet the Stars," audience participation program starring Tommy Bartlett, for 13 weeks, effective October 6; Coca-Cola Bottling Co., of Chicago, to sponsor "Claudia," new WGN dramatic series, for 52 weeks, and Grove Laboratories, six weekly participating spots on "Baker's Spotlight."

Contract Discussions Started With Petrillo

(Continued from Page 1)

is ready with an answer to the request by the FMA that network musical programs be allowed duplication on FM stations. Petrillo's decision, expected to be wired to FMA headquarters in Washington momentarily, is said to be in the negative.

Network reps, however, asked Petrillo again in their last two sessions to allow duplication of their musical shows over FM outlets. But it was not revealed to what extent the networks urged the AFM president to grant the request, particularly in the light of current contracts running out in less than four months.

The preliminary sparring over future contracts between Petrillo and the webs also includes discussions on what's to be done about live music on FM. While the subject is overlooked in present contracts, although the webs and Petrillo have a verbal agreement, there is no doubt that rules guiding the issue will be clearly defined in future contracts.

Stork News

Fred Robbins, WOV disc jockey, and his wife became the parents of a girl, seven and one-quarter pounds, born Oct. 3 in New York. The baby, named Lorelei, is the first in the Robbins family.

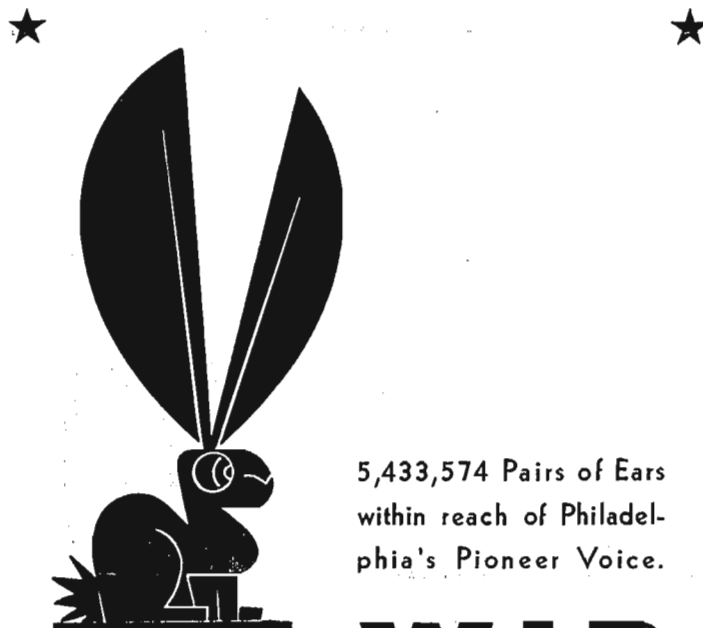
DEAD DUCKS TO EDITORS

• If you saw the piles of dead copy swept from Manhattan newspaper desks into waste baskets, you'd make sure your own publicity isn't among it.

• For sound services of expert, alert, mature staff with successful records "on both sides of the desk" as editors and public relations men, write:

THE PUBLICITY DOCTORS

Box No 404, RADIO DAILY
1501 Broadway, New York 18, N. Y.
They'll give you the 5 STEPS TO HEADLINES: Ideas, Action, Bright and Sound Copy, Expert Timing and Service.

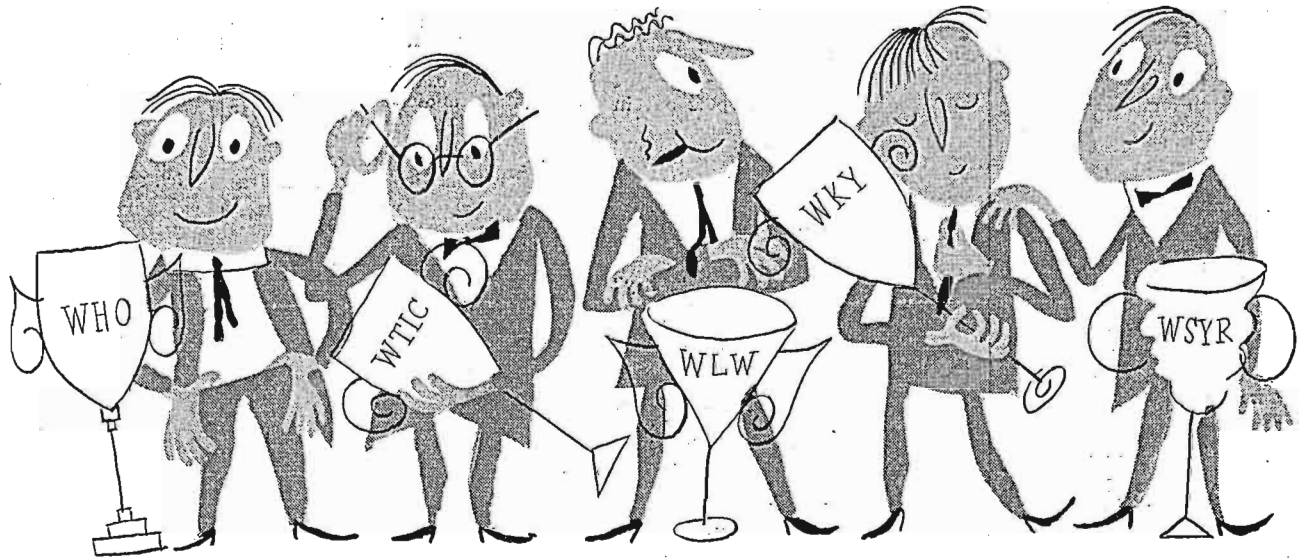
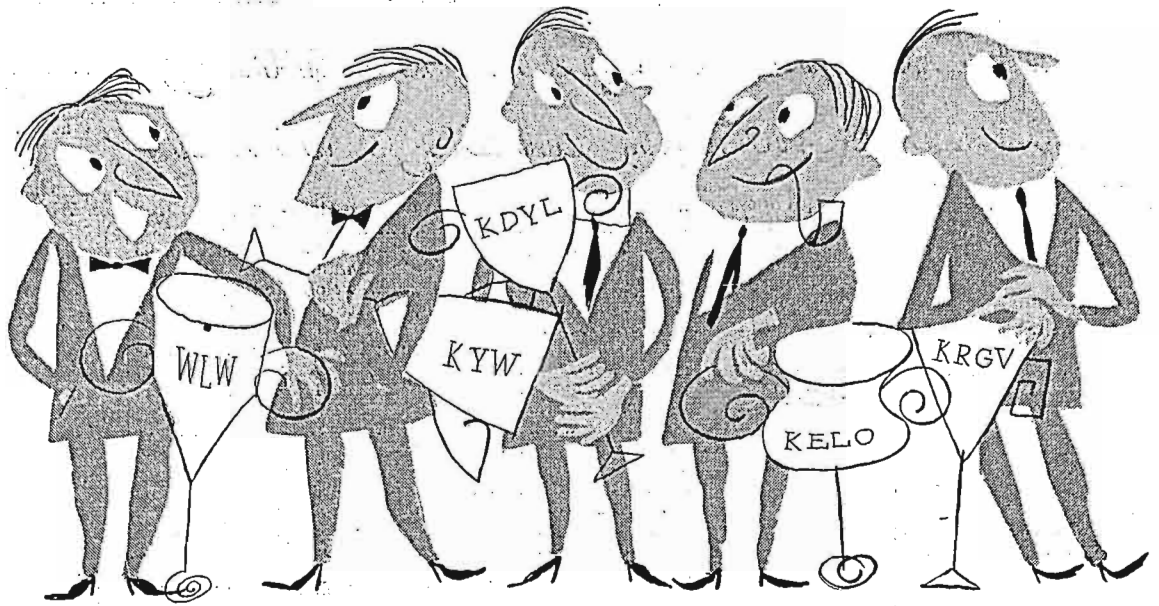


5,433,574 Pairs of Ears within reach of Philadelphia's Pioneer Voice.

WIP

IT'S MUTUAL

Represented nationally by EDWARD PETRY & CO.



VAN BELLEN

We're proud to be affiliated with stations like these

10TH ANNUAL BILLBOARD PROMOTION AWARDS TO NBC AFFILIATES

Overall Promotion

WLW *Cincinnati*
KYW *Philadelphia*
KDYL *Salt Lake City*
KELO *Sioux Falls, S. D.*
KRGV *Weslaco, Texas*

Public Service Promotion

WHO *Des Moines*
WTIC *Hartford*
WLW *Cincinnati*
WKY *Oklahoma City*
WSYR *Syracuse*

Single Campaign

KSTP *Minneapolis*
WSB *Atlanta*
WKY *Oklahoma City*

TELEVISION AWARDS

Overall Promotion: WNBW *Washington*

Single Campaign: WNBT *New York*

THERE'S NO LIMIT to the imagination and energy put forth by NBC affiliated stations in promoting their activities. WLW in Cincinnati sprouted wings and carried passengers on a fact finding tour of Europe—KSTP in Minneapolis jumped into the surrounding lakes, tagged the fish and came up with a superlative bit of imaginative promotion. WHO in Des Moines helped support Iowa's tall corn stories with a Corn Plowing and Soil Conservation Field Day. Other NBC affiliated stations displayed equal ingenuity.

On the serious side, NBC affiliates placed one-two-three in the Public Service Promotion Awards for clear channel affiliates, and took two out of four Public Service Awards in the regional channel classification.

While its stations were reaping nearly half of all the Billboard awards given to network affiliates, NBC was not idle. It was polishing up its own entry in the Single Campaign Division—its *It Happened on NBC* series. The result: First Prize.

What does all this prove? It's the stations that make a network—America's Number One Stations add up to NBC—

America's No. 1 Network

the National Broadcasting Company



A service of Radio Corporation of America

LOS ANGELES

By RALPH WILK

PLANNING an extensive merchandising campaign, Union Oil has bought a 15-minute morning commentary strip, to be used on the full 43-station Don Lee Mutual Network. Dave Taylor, of Foote, Cone & Belding, set the deal.

Sylvia Picker has been signed by the Mayfair Transcription Co. to appear regularly in the role of "Susie," Alan Ladd's secretary in "Box 13," Ladd's new radio show.

Les Mitchel liked the script of "Lady In The Wind," written by Gerry Day; so well that he stepped down from his role of producer-director to co-star with Lurene Tuttle in "The Skippy Hollywood Theatre's" presentation of the play Oct. 8.

Garry Moore planned in last Tuesday from Chicago with his "Take It Or Leave It" show. Moore will broadcast the remainder of the series from Hollywood.

KFWB will inaugurate a new series of programs, entitled "I See America," by the internationally known news commentator, Edwin C. Hill. These programs will be broadcast every Sunday evening.

Three hundred and fifty people, 500 glasses of orange juice, 750 cups of coffee, and 1,000 doughnuts will be the guests of Maurice Hart on Oct. 11th. Hart, the disc jockey with the voice which wakes up Los Angeles with his "Start the Day Right" program, will have for the first time an audience show. The above mentioned food will be served to those people who are brave enough to get up that early to make the show before going downtown to their work. Show is heard from 6:00 to 7:00 a.m.

"The Ted Lewis Show," a transcribed program, will be heard on KFI each Thursday night for a period of thirteen weeks. The half-hour program is sponsored by Burlington Brewing Co. for their Van Merritt Beer.

Sam Kerner, president and commercial manager of KWIK, Burbank, Calif., underwent his 36th surgery this week for recurrent tumors in his throat. The operation was performed by Dr. Joel Pressman, who successfully removed the wart-like growths that obstruct breathing and speech.

Bob Bain, hot guitarist, has been added to the Judy Canova Show, to play special accompaniment for Judy's song numbers.

Jeff Alexander, choral director on Tony Martin's show, is celebrating his tenth wedding anniversary this week.

WANTED

Program Director for independent FM Station with AM CP in pleasant Florida city. Starting salary moderate. Do not apply unless now employed as Program Director. Give background, minimum salary required and other information to Box Number 405, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Mainly About Manhattan. . . !

● ● ● Listerine auditioning the Abe Burrows show this week. The gravel-voiced ex-gagwriter seems to be the fair-haired lad at CBS right now. . . . Leo Durocher lending a willing ear to air offers now. Very close to a deal. . . . "Warriors of Peace" due to fade, with director Earl McGill trotting off to Europe for a few weeks. . . . When you're watching television, points out Ken Lyons, instead of standing up for the 7th inning, you just blink your eyes. . . . Commentator Wendell Noble, writer Bill Green and Jack Rourke, of Rourke Productions, in town with Henry Kaiser, Jr. to set up a deal for Noble and the news for the Kaiser Co. Program will probably be heard over Mutual. . . . Lew Parker off to H'wood to test for his original role in screen version of "Are You With It". . . . A well-known local radio actor was completely cut out during the editing of a current hit film—because he made the famed H'wood actor, with whom he appeared, look like an amateur. . . . The Gov. of Idaho has been sending bushels of potatoes to local gag-writers, much to their amazement, in a subtle maneuver to persuade them to mention Idaho spuds in this season's crop of humor. . . . Disc jockey Jack Eigen threatening to transcribe and ship his all-nite platter and chit-chat sessions abroad for continental insomniacs.



● ● ● VIEWS AND REVIEWS: The "Stop Me" boys are pretty much over their first program jitters and the stanza seems to be settling down to a more relaxed (and funnier) basis. . . . Abbott & Costello and Jack Paar preemed on ABC last week. If you like 'em, they give you what you expect. Even if you don't like 'em, same is true. . . . Jimmy Durante is back with his usual bounce and vigor—but we miss Garry Moore as a foil, and we think James does too. . . . The other nite we caught a portion of some sort of take off on "Lower Basin St." on ABC. Why not give us the real thing, fellas? . . . The Mark Warnow show is a Grade A production by Borden's Elsie and it's good to hear Warnow again playing the kind of blue velvet music that made him famous.



● ● ● THAWTS WHILE THINKING: Hildegard throwing her arms up in her traditional greeting gesture makes you recall the late Aimee Semple MacPherson getting attention at a revival meeting. . . . Hanley Stafford, Baby Snooks' radio pop is younger than Fannie Brice, who plays the precocious brat. . . . David Ross, a veteran milke man, is one of the few announcers who must cup his hand over his ear. And for years, Dave has had to work from a desk to be effective. Now, he's learned to stand up and sell. . . . Bob Thiele, prez of Signature Records, has made more than 100 personal appearances this year with the local disc jockeys, which is a new way to sell records. Boss makes the rounds to talk about his artists. . . . Engineers swear that Gabe Heatter still gets pre-broadcast fright and insists on being thrown a direct cue without being told "it's five minutes, four, three, etc." . . . Lefty Gomez, a guy with baseball savvy and a terrific sense of humor, should be a nitey sportscaster. He's that good. . . . Love Paula Lawrence's description of performers not working: "In our profession, unemployment is described as 'just resting'".



● ● ● SMALL TALK: Alun Williams, veteran announcer, has joined WNEW, retaining his network commitments, however. . . . Harry Wismer turns in some high-class football narration in the film, "Spirit of West Point," starring Doc Blanchard and Glenn Davis. . . . Ruby Shepard, for six years one of WOR's most helpful and best-liked receptionists, has resigned her post there. If you're looking for a Gal Friday, Ruby's a gem. . . . Jack Carter, at Gilmore's, described a radio sponsor as a guy who foots the bills—and usually kicks about everything else. . . . Former Red Skelton stooze, Wonderful Smith, the latest to enter the overcrowded disc jock ranks.

CHICAGO

By NAT GREEN

STATION WAIT, in cooperation with the Chicago Public Library, launched a new program, "The Library Hour," Saturday, and it will be heard at 2:30 p.m. each week.

Eleanor Larson, manager of ABC's affiliate station ZBM, Bermuda, was in Chicago for a couple of days conferring with local ABC officials.

Sidney Strotz, NBC vice-president in charge of the western division; Carl O. Wyler, president and general manager of KTSM, El Paso, Texas, and G. D. Bhavanani, professor of agriculture at a Karachi, India, college, were recent visitors at the NBC Chicago offices.

A community meeting which is expected to attract more than 2,000 people will be held at the Shoreland Hotel on October 22 to study and discuss problems of juvenile delinquency as revealed in WBBM's radio series, "Report Uncensored."

Paul Bron Saliner made his bow on the new "To You, Milady, a Melody" program Monday (6), on WGN. Program offers music, poetry and philosophy.

ABC's central division administrative offices in the Civic Opera building are being redecorated.

Joe Howard, veteran song writer and radio personality, announced while playing the Oriental here that he will open in a new play, "The Old Composer," on New Year's Eve at the Colonial, Boston.

E. P. H. James, Mutual vice-president in charge of promotion and research, was a speaker at the annual convention of the National Stationers Association here.

WBBM will participate each Friday in CBS's "American School of the Air," which opens its 18th season October 13. Chicagoland college and university students will take part in forums during the weekly feature, "Opinion Please."

George Bauer will be the announcer and Morrison Wood the director of broadcasts on WGN's two young people's programs, "Citizens of Tomorrow" and "Youth Looks Up," which return to the air October 12.

Craig Claiborne, assistant publicity director of ABC's central division, off on a southern trip to visit newspaper editors and publicity offices of affiliated stations in southern cities.

Jim Mahoney, station relations manager of Mutual's midwestern division, was a week-end visitor in Indianapolis.

William Drips, NBC's director of agriculture, is on a dairy inspection tour with the Agricultural Editors' Association.

STANLEY BURNS

The Announcer with Salesmanship*

Now back in New York
LE. 2-1100

*Personality—that SELLS

Masons Buy Program For 17 N. Y. Stations

(Continued from Page 1)
 ands being solicited outside the organization, but its benefits are open to all persons irrespective of race, creed or color. Its purpose is to spur research toward control of various diseases and to aid individuals in need of special attention from a humanitarian standpoint. The foundation will not be a competitor with other such organizations but will attempt to assist them.

Stations Listed

Walter Hampden will play a leading role in the Oct. 26 broadcast which will be a drama on rheumatism. Stations carrying it from 10:00-11:30 p.m. are WGVA, Geneva; WJABY, Albany; WMBO, Auburn; WVEBR, Buffalo; WWSC, Glens Falls; WICY, Malone; WALL, Middletown; WSLB, Ogdensburg; WKAL, Rome; WNDR, Utica; WATN, Watertown; WKNY, Kingston; WSAY, Rochester; and WBCA-FM, Schenectady. Three stations which will rebroadcast the program from 10:30-11 p.m. the same date are WOR, New York; WBTA, Catskill; and WENT, Gloversville.

Jack Paige, MBS special events director and a member of the Masonic Fraternity, will produce the program which is written by Jerry Holland, a non-Mason. The New York University Glee Club of 50 voices will also be heard on the show.

BBC And Theater Guild In Tele-Drama Tieup

(Continued from Page 1)

Radio City studio—8G in the RCA Building—and will bring many of Broadway's top plays to audiences in New York, Philadelphia, Washington, Schenectady and other cities where tele facilities are available, according to John Royal, NBC vice president, and Lawrence Langer and Theresa Helburn, directors of the Guild. Prominent stars who have performed in Guild plays will be seen in the video versions, it was said. Guild will also use the series to introduce and test new actors and writers, etc.

Denis Johnston, noted Irish playwright formerly in charge of the program division of the BBC, will be one of the producers. Paul Crabtree, director of the Guild's forthcoming "This Time Tomorrow," is also included in the list of producers.

Warren Caro, one of the founders and first president of the American Television Society, and a member of the Guild staff, will serve as executive director on the series. Edward Jobol, NBC tele producer, will direct production of plays on television.

PRODUCER

Leading radio production organization requires experienced assistant producer capable assuming responsibility and supervision for staff job. Writing ability necessary. Opportunity right person.

Box No. 403, RADIO DAILY
 1501 Broadway New York 18, N. Y.

Reps Hit CBS In FCC Plea; Web Calls Charge Unjustified

(Continued from Page 1)

of time a network may control by option on a station and another rule forbidding a network to fix rates which a station may charge for non-network advertising.

The complaint letter said that "Columbia is now actively engaged in a campaign to take over the function of station representative for a substantial number of affiliated stations. Quite naturally," the letter continued, "the other networks are considering a comparable movement." The station reps' association maintains that this puts CBS in a dual role of supplying programs to affiliates and acting as agent for the sale of time not preempted by network programs. The reps said that with the increase of stations competition is keener than ever among the outlets to land network contracts and that a network today, in negotiating a station affiliation, may exert influence and pressure to negotiate a collateral representation agreement. Thus, the reps association added, the "station is thereby forced to give up more of its rights and its management of its own affairs."

Radio, Ad Execs. Spur Disabled Vets Drive

(Continued from Page 1)

radio spots and newspaper ads designed to make New York employers aware of the availability of 3,100 disabled ex-GI's.

Known as the Jobs for Disabled Veterans Committee, group is under the chairmanship of Jack Denove, assistant to the president of BBD&O, and Thomas A. Buck, director of advertising unit of City College of New York.

Spot announcements have been prepared and recorded through the co-operation of the Compton advertising agency, while BBD&O has prepared a series of ads of various sizes which a corps of space salesmen, obtained through the Sales Executives' Club, are trying to sell to advertisers.

In addition, with the co-operation of the American Federation of Musicians, Ray Block and his 25-piece orchestra have recorded a song written especially for the drive, "Let's Get a Job for Purple Heart Joe," by J. Fred Coots. WOR contributed the recording facilities and is also making 100 pressings of the song, sung by Larry Douglas, to be distributed among disc jockeys of the various stations in New York and suburbs. Object is to get employers to sign a pledge to see a Veterans' Administration representative about the possibility of hiring a disabled vet.

Stork News

Los Angeles—A daughter weighing 6 pounds, 12 ounces, was born to Mrs. Nelson McIninch, wife of KFT's Farm Director, September 27th. New arrival has been named Gail Ruth.

Meighan of CBS answered that "the exact opposite is true." He said the "history of Radio Sales representation for both CBS-owned stations and independent stations has shown substantially increased sales and income from national spot accounts. Meighan added that "this income has resulted not only from increased sale of time but also from the sale to national spot advertisers of local live programs devised and produced by the stations." He also claimed that outlets represented by CBS Radio Sales have increased the stature of their own local individuality through effective use of local live talent.

The NARSR letter ended with the contention that the situation is made worse where the bargaining force of the network is pressed on a station affiliate in such a way as to destroy the station representative concerns who, acting independently of the networks and in competition with them, built up the national spot business of that station. The complaint requested an early hearing by the FCC unless prompt and direct action could be taken.

Singing Commercials Set For Community Fund Drive

(Continued from Page 1)

and Community Fund melody have been prepared and recorded by Jack Wonnell, free lance writer. All 18 Chicago radio stations have been asked to give the jingles as full play as possible. Local kickoff for the Chicago campaign will be four programs written by Roy Winsor, Fred Lipp, Frank Baker and Skee Wolff, each of whom has prepared a different type of script dramatizing the work the Community Fund is doing. The four network stations have been asked to program these during the drive's official opening week of October 13.

Tele of Truman's Talk 1st White House Video

(Continued from Page 1)

time in history the American public was able to see as well as hear the Chief Executive in an official address from the Executive Mansion, although he has appeared on television many times before.

Arrangements for televising the event, undertaken at a late hour last Friday, were concluded by the Capital's three stations: WMAL-TV, ABC outlet; WTTG, DuMont Network station, and WNBW, NBC video station here, through White House Press Secretary Charles Ross. Stations which carried the broadcast were WNBW, WCBS-TV and WABD, New York, WPTZ and WFIL-TV, Philadelphia, and WRGB, Schenectady.

Capital station execs who cooperated in the first White House telecast were: Kenneth Berkeley, general manager of WMAL-TV; Leslie Arries, general manager, WTTG, and Carleton D. Smith, general manager of WNBW. Burke Crotty, program director of WMAL-TV, directed the program, while Walter Compton, WTTG commentator, handled announcer chores. Technical facilities, two image orthicon cameras, and technical staff were provided by WNBW, the NBC station.

Also appearing on the program Sunday was Charles Luckman, chairman of the Citizens' Food Committee.

Asks OK For KILO Sale; Other Commission Activity

(Continued from Page 1)

for the station (a CBS affiliate with 1000 watts daytime, 500 watts LS on the 1440 band) is \$180,000.

The Commission also was asked to okay the purchase of stock in KPMO, Pomona, Calif., by Warner H. J. Sorenson from Dean H. Wickstrom, who retains stock and remains a partner, and from Myron H. Kluge, who sold out. Sorenson paid \$15,000.

I take great pleasure in announcing I have qualified as a Life Member of the Million Dollar Round Table of the National Association of Life Underwriters.

I wish to thank you, among my many friends, for your patronage and cooperation in helping me attain this wonderful achievement.

Jules Hanberg
 —INSURANCE—

80 JOHN STREET
 NEW YORK - CITY

PHONES: BOWLING GREEN 9-0284
 WHITEHALL 3-6767

COAST-TO-COAST

— MONTANA —
A NACONDA — New members of KANA's staff include Dick Carey, from Kansas City; John Doherty, from Minneapolis and Bob Brazill, home town lad. Sum total—two announcers and a salesman. . . . **MIS-SOULA**—"The Adventures Of Buddy Bear, a five-times-a-week kiddie show, sponsored by The Doll House, recently started on KGVO. Show was given a two-week build-up by the station, including unanimous endorsement by the Missoula PTA and State PTA president. The Doll House, Montana's newest, exclusive toy shop, timed its opening to the start of the show. Shop is located on the main floor of the KGVO building.

— UTAH —
SALT LAKE CITY — A new quarter-hour show for women, "Welcome to Charm House," is being heard over KDYL each Tuesday morning. Program features Ruth Tolman, proprietor of The Charm School and program sponsor, discussing beauty hints, fashions, cosmetics, posture and personality problems. . . . New staff member of KSL is Sherril W. Taylor who will be posted in the sales service department. He is a graduate of the University of Missouri School of Journalism and has worked as a reporter on the Salt Lake Telegram and the Columbia Missourian.

— PENNSYLVANIA —
PITTSBURGH—Pierre Paulin, for the past seven years an announcer at KDKA, will take over the general managership of WESA in Charleroi. He and Carleton Ide, also a KDKA announcer, will continue their radio announcer's school. . . . KQV is building a special series of public service programs around the food situation with experts in the various fields touching on the present food crisis participating. Miss Josephine Gibson, well-known expert on food, whose daily column appears in the Pittsburgh Press, initiated the series with a discussion of ways to avoid waste in preparing food. Listeners are invited to submit topics they would like to hear discussed and clarified in the fields related to food.

— CALIFORNIA —
OAKLAND—To honor sports broadcasting carried by KROW, Radio Appreciation Night was held recently by the Oakland Baseball Club at the ball park in Emeryville. The celebration was miked by Bud Foster, station sportcaster who has play-by-played all the Oakland ball games, and Russ Coughlan, KROW program director. Specially scheduled events featured ball players of both the Oakland and Portland ball clubs and the winners received gifts donated by KROW sponsors. . . . Newest addition to the KLX announcing staff is Mark Gerstle, formerly with KTIM, San Rafael and KLO, Ogden, Utah.

— NEW YORK —
ELMIRA—Recent additions to the WELM staff are morning jockey, Johnny Grey, formerly of WPPA, Pottsville, Pa.; and writer-announcer, Richard Rhodes, formerly with WHBS, WHAL and WOPI, Bristol, Tennessee-Virginia.

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.

TITLE	PUBLISHER
Survey Week of Sept. 26-Oct. 7, 1947	
Ain'tcha Ever Comin' Back	Sinatra Songs
All My Love	Harms
Almost Like Being In Love	Sam Fox
An Apple Blossom Wedding	Shapiro-Bernstein
Ask Anyone Who Knows	Witmark
Come To The Mardi Gras	Southern
Feudin' And Fightin'	Chappell
The Freedom Train	Berlin
Fun And Fancy Free	Santly-Joy
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Just An Old Love Of Mine	Campbell-Porgie
Just Plain Love	E. H. Morris
Kate	Berlin
Kokomo, Indiana	Bregman-Vocco-Conn
Lady From 29 Palms	Martini
Love And The Weather	Berlin
My Heart Is A Hobo	Burke and Van Heusen
Naughty Angelina	George Simon
Near You	Supreme
On The Avenue	Leeds
Peg O' My Heart	Robbins
So Far	Williamson
The Stanley Steamer	Harry Warron
Tallahassee	Famous
That's My Desire	Mill's
When You Were Sweet Sixteen	Shapiro-Bernstein
Whiffenpoof Song	Miller
You Do	Bregman-Vocco-Conn
You're Not So Easy To Forget	Feist

Second Group

Across The Alley From The Alamo	Capitol
All Of Me	Bourne
Christmas Dreaming	Leeds
Don't Tell Me	Robbins
Every So Often	Harry Warren
Home Is Where The Heart Is	Advanced
How Lucky You Are	Peter Maurice
I Can't Get Off My Horse	Feist
I Have But One Heart	Bart-n
It Happened In Hawaii	Remick
Je Vous Aime	Crawford
Lazy Countryside	Santly-Joy
Let's Pick Up Where We Left Off	Bel-Air
My Future Just Passed	Beverly
Oh My Achin' Heart	Mood Music
On The Old Spanish Trail	Peter Maurice
The Story of Sorrento	Pemora
The Turntable Song	Miller
What Are You Doing New Year's Eve	Famous
Why Should I Cry Over You	Feist

Copyright 1947, Office of Research

AGENCIES

THE 24TH YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, 29 West 39th Street, Thursday, October 9th at 7:45 p.m. The speaker of the evening will be A. H. (Red) Motley, president, Parade Publications, Inc. Eugene S. Thomas, president of the Club, will bring a brief message. Horace H. Nahm, chairman of the Advertising and Selling Course Committee will preside.

PATRICIA (PAT) KENNEDY, formerly on the editorial staff of "The Knickerbocker," a Dutch-American publication, has joined Dick Hyman's publicity outfit.

McCANN-ERICKSON office in San Juan, Puerto Rico, has been appointed by J. Gus Lallande, the local importer of California Red Seal Rice, to handle the advertising for that product on the island.

CARR LIGGETT ADVERTISING, INC., Cleveland, Ohio, has been elected to membership in the American Association of Advertising Agencies.

ROBERT WEST, formerly art director at Kenyon & Eckhardt, has been appointed head art director of Sullivan, Stauffer, Colwell & Bayles, Inc., with whom he has been associated for the past year.

DANCER-FITZGERALD-SAMPLE, INC., of Chicago and New York, has been elected to membership in the American Association of Advertising Agencies.

School-Student Tele Show Starts Today On WABD

"Look Upon A Star," a new weekly television program created and co-produced by film writer Joseph Cates and Robert V. Fuchs, former production designer for Selznick Studios will be telecast over Dumont television station WABD, 7:30-8:00 p.m. Tuesdays, starting today. The program will also be relayed to Washington, D. C., and picked up by DuMont's local outlet there. Come Candies, Inc., of Brooklyn, is sponsoring the first 15 minutes of the show, with the second half operating on a sustaining basis until DuMont can line up a bankroller. The production will present outstanding talent from a different High or Professional school each week.

Send Birthday Greetings To—

October 7
 Andy Devine Alfred Wallenstein
 Marjorie Carroll Charles Pekar
 Frances Moore Harold Davis
 Frances Hunt Bring Guila Adams



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 6

NEW YORK, WEDNESDAY, OCTOBER 8, 1947

TEN CENTS

FM Music Ban Continues

Broadcasters Grossed \$310,790,000 In '44

Washington Bureau, RADIO DAILY
Washington—Gross receipts of \$310,790,000 were reported to the U. S. Treasury by 638 broadcasters for the year 1944, or the fiscal year ending in 1945. Net income was tallied as \$67,491,000, with the adjusted excess profits net income at \$38,783,000.

A total of \$42,844,000 was paid the Federal Government in taxes, of which \$32,583,000 was in excess profits levies. Dividends paid in cash or assets other than company stock amounted to \$12,059,000.

Fairbanks In Production For Zoomar Tele Lens

First regular production of the Zoomar lens, television camera lens owned by Jerry Fairbanks Productions, Inc., began this week at the firm's New York laboratories under direction of Dr. Frank G. Back, inventor of the device which was demonstrated to broadcasters recently and used experimentally in several studio and remote programs, it was announced yesterday by Jack Pegler.

(Continued on Page 6)

Announce More Sales For Joan Davis Show

Additional sales of the Joan Davis Show, which makes its debut as a co-op on CBS Saturday, October 11, 9-9:30 PM, were announced yesterday by Ralph Hatcher, head of the Columbia Co-Op Division.

In addition to Seeman Brothers (White Rose Tea) over WCBS, New

(Continued on Page 5)

Mention Jett's Name To Succeed Denny

Ewell K. Jett, FCC commissioner, is being mentioned as the possible successor to Charles R. Denny, Jr., as chairman of the FCC when Denny leaves to accept a vice presidency of the National Broadcasting Company.

Commissioner Jett, whose term expires on June 30, 1950, was in attendance at the Telecommunications conference at Atlantic City during the summer months and is slated to head the American delegation which will attend the Geneva communications conference in January.

Don Lee Time Sales Hit All-time High

West Coast Bureau, RADIO DAILY
Los Angeles—The Don Lee Broadcasting System will earn an estimated \$3,000,000 this year in gross time sales on a regional basis, according to General Sales Manager Sydney Gaynor. The figure, which includes co-operatives, is 15 per cent above last year and an all-time high.

Fifty-four per cent of all regional

(Continued on Page 3)

Tom Knode Promoted To Director NBC Press

Thomas E. Knode yesterday was named director of the National Broadcasting Company Press Department by Sydney H. Eiges, vice-president in

(Continued on Page 5)

Petrillo Advising FMA Of Decision Against FM Duplication Of AM Web Musical Shows

Caddigan Will Head DuMont Web Shows

Establishment of a "planned program service" division by Du Mont to serve its network affiliates, and the appointment of James L. Caddigan, former Paramount Pictures exec, as manager of the setup, was announced yesterday by Lawrence Phillips, director of the network. Move is based on the fact that stations and audiences are expanding so rapidly that "individual effort is not adequate to

(Continued on Page 5)

No Anti-Red Affidavits For CIO-AFL Officials

Washington Bureau, RADIO DAILY
Washington—The National Labor Relations Board yesterday reversed the decision of its chief counsel and ruled that top AFL and CIO officials do not have to sign non-Communist

(Continued on Page 2)

Coast FM Organization Names Weber Gen'l Mgr.

San Francisco—Harold D. Weber has been named general manager of the Pacific Broadcasting company for its proposed multi-station FM opera-

(Continued on Page 2)

FM's battle for recognition suffered a setback yesterday when James C. Petrillo, president of the AFM, was reported to have notified the Frequency Modulation Association in Washington that the musicians union would not approve duplication of AM network musical programs on FM stations. The

(Continued on Page 3)

RMA To Mull Tele, FM At East'n Group Meet

Radio manufacturers from the eastern half of the United States will meet at the Hotel Roosevelt in New York next week for the annual Fall conclave of the Radio Manufacturers Association Oct. 13-26, to consider new problems and plans for promoting FM and television receiver sales. It was announced yesterday. Final plans for observance of National

(Continued on Page 7)

Artists Volunteer Aid To Music Fund Benefit

Perry Como, Gladys Swarthout and Vaughn Monroe were among the first artists to volunteer to participate in the "Music For Hospitalized Veterans" production to be presented at Madison Square Garden on October

(Continued on Page 3)

1948 Advertising Budgets To Increase, ANA Learns

Atlantic City—A considerable increase in national advertising expenditures for 1948 in all media, due to the expanding need for greater coverage in domestic markets, was indicated by industry spokesmen this week as the Association of National Advertisers' opened its 38th annual meeting here at Chalfonte-Haddon Hall. Advertisers in all fields are expected to increase budgets—some as much as 50 per cent—in addition to

the setting of record high appropriations by other industries, such as textiles. Latter industry, is expected to set a new high in ad expenditures next year, according to John A. Spooner, vice president of Textron, Inc.

Possibility of national advertisers making heavier use of radio programs was described to the ANA membership by Newman F. McEvoy, media

(Continued on Page 7)

Distracting

Boston—Acting program manager Ron Cochran of WCOP, Boston was nearly driven to distraction the other night by his station's own midnight disc show "The Green Room" which was furnishing entertainment for a party next door. Picking up the phone he asked that they tone the program down on their sets. They did and Cochran got his shut-eye.

Surgery On Tele

Second television broadcast of an actual surgical operation was given yesterday over WITG, DuMont station in Washington. Scores of newsmen viewed the operation over tele receivers set up at the National Press Club. An appendectomy was televised on Monday and a delicate chest operation broadcast over the same facilities yesterday.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahomea Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Oct. 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS A, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Finch Tele Comm., Stromberg-Carlson, etc.

Dr. Huth to Speak

Dr. Arno Huth, who served as delegate of UNESCO and technical adviser of the Latin American delegation at the International Telecommunications conference, will report on the Atlantic City meeting, tonight at the New School of Social Research in New York. Dr. Huth will review the 20 weeks of deliberations which led to the signing of the treaty.

Lynch Takes ABC Post

Frederick Lynch, Jr., has been appointed director of personnel for the American Broadcasting Company, it was announced by Charles E. Rynd, ABC vice president.

★ COMING AND GOING ★

CHARLES C. BARRY, vice-president of the American network in charge of programs and television, is back at his desk following a trip to the West Coast. He left New York on Sept. 5 last.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, is back at the station following a business trip to Detroit, Chicago and St. Louis.

GEORGE V. DENNY, JR., with the program personnel of his "America's Town Meeting," has completed an 18-week, cross-country tour and now is back in New York. His American network feature was broadcast last night from its home base.

ELMER HANSON, commercial manager and sales director of KILQ, Grand Forks, N. D., is in town. The station is an affiliate of the Columbia network.

WILLIAM S. PIRIE, JR., director of national sales for WFBR, Baltimore, is in town on station and network business, and for conferences with his national representatives.

HARRY WISMER, American network director of sports, stopped in New York Monday for the World Series and then left for Detroit. On Saturday he'll broadcast the Wisconsin-California game from Madison, Wisc.

ED ("Charlie Chan") BEGLEY on Sunday will be in Paterson, N. J., where he will play host to 50 radio-ites at the opening football game of the Paterson Panthers' season.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stars "Television Caravan," open today at Donaldson's, department store in Minneapolis, Minn.

C. E. MIDGLEY JR., sales service manager for CBS, is in Worcester, Mass., where he will address the Advertising Club under the auspices of WTAG, web affiliate.

ROBERT B. HUDSON, director of education at CBS, went up to West Point yesterday to participate in the National Conference of the Community, sponsored by the National Planning Association.

ART HANNES, commentator and announcer on CBS, who accompanied Admiral Byrd on his recent trip to the South Pole, is spending two weeks in his home town of Olean, N. Y. Today he'll deliver an address at his old Alma Mater, Olean High School.

HERSCHELL HART, radio editor of the Detroit News, will arrive Friday on another of his trips to Gotham.

BARRON HOWARD, business manager of WRVA, Columbia network affiliate in Richmond, Va., a caller yesterday at the Radio Sales division of the web.

MILTON BACON, assistant to the general manager of WCBS, goes up to New Rochelle today and to Croton-on-the-Hudson tomorrow, addressing the Rotary Club of the former town, the Lions Club of the latter.

SIGMUND ROMBERG, composer-conductor, has arrived in Gotham.

LEE ADAMS, informal commentator on CBS who ordinarily broadcasts from KMOX, St. Louis, aired his Saturday program from the New York studios of the web.

JOHN W. NEW, sales manager of WTAR, Norfolk, Va., is spending this week in New York for confabs with his national reps.

BEN LUDY is in town. The general manager of WIBW, Topeka, Kans., chatted for a while yesterday at the station relations department of the Columbia network.

HELEN GUY, business manager of the program department at ABC, is enjoying a late vacation at Virginia Beach, Va.

THOMAS W. SEWELL, vice-president of WMGY, Montgomery, Ala., a Mutual outlet, is back at the station following a business trip to New York.

RICHARD W. HUBBELL, television consultant, has left for Cincinnati and Indianapolis, where he'll spend two weeks on business.

C. GROVER De LANEY, manager of WTHT, Hartford outlet of ABC, visited yesterday at the headquarters of the network.

No Anti-Red Affidavits For CIO-AFL Officials

(Continued from Page 1)

affidavits under the Taft-Hartley Law. The board ruled specifically on an appeal made by a local of the AFL's International Brotherhood of Electrical Workers involving WARL, Arlington, Va.

The union had sought to have the NLRB hold an election at WARL to determine whether the local had the majority necessary to become bargaining agent for the station's electrical workers. The NLRB regional office at Baltimore turned down the union's request, basing its decision on a ruling by NLRB General Counsel Robert Denham. In the first test case of its kind, the union appealed to the full NLRB Board.

Will Affect Radio Stations

Yesterday's 4-1 ruling is expected to have an immediate effect on radio stations throughout the country. The NLRB ruling had not been expected until after the AFL and CIO conventions.

The convention of the AFL is now going on in San Francisco and the CIO convention will open in Boston on October 13.

Denham ruled that unions could not use NLRB services unless top AFL and CIO leaders, as well as individual union officers, signed the non-Communist affidavits.

Coast FM Organization Names Weber Gen'l Mgr.

(Continued from Page 1)

tions in California. At the same time Forrester Mashbir has been appointed program director for KSFH, Pacific's FM outlet for San Francisco.

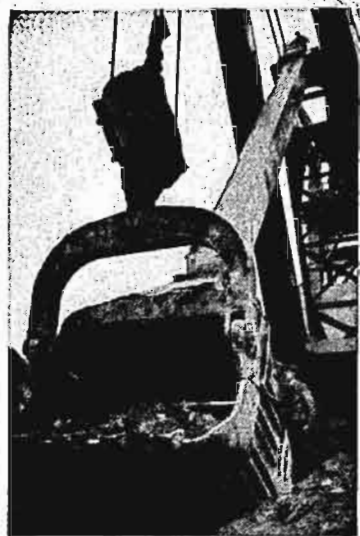
Weber served as general manager of the Oakland Chamber of Commerce from 1938 until his recent resignation to accept the general management of the Pacific Broadcasting Company. Mashbir, until recently was associated with the Du Mont television operations in Washington in the capacity of a director-writer.

Sorry, WHOM

Washington dispatch of Tuesday stating that WHOM's application to move its main studios from Jersey City across the river to New York City had been denied by the FCC was in error. The commission did deny WHOM's request to make the change without hearing and then set February 23rd as the date for formal hearing on the matter.

Reeve To Teach At CCNY

Edward G. Reeve, CBS chief statistician, has taken over the CCNY Radio Audience Research Course. Oscar Katz, associate director of research for CBS, conducted the course up to the last semester.



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-Reed

IN CLEVELAND IT'S WHK

Petrillo Won't Okay Web AM-FM Music

(Continued from Page 1)

Petrillo decision came as a sequel to repeated requests on the part of FM stations for the privilege to re-broadcast network musical shows. It had been the contention of the FMA that no written contracts existed with the networks which would prohibit such a service. Later it was revealed that the arrangement was an oral agreement with the AFM.

Hopes for Petrillo lifting the network ban ran high after the musicians union head allowed the resumption of live broadcasts of the Rochester Civic orchestra on the Stromberg-Carlson Treasury of Music over 28 stations of the Continental FM network. A three-hour conference Oct. 1 attended by William A. Fay, Stromberg-Carlson vice-president in charge of broadcasting, Everett Dillard, president of the Continental network and Congressman Carroll D. Kearns resulted in Petrillo agreeing to continuation of the live music programs until December 26 when the contract runs out. Petrillo at that time made it clear that the modification applied only to the Stromberg-Carlson company.

In Washington, FM Association officials yesterday withheld comment on the reported reiteration by Petrillo of his ban on duplication of network musical programs pending receipt of a letter from the AFM head.

Meanwhile, it was indicated that Rep. Carroll Kearns, (R., Pa.), will continue to press for a lifting of the ban. Although Petrillo has relaxed his position on other FM problems, he has remained adamant in refusing to withdraw his ban on duplication.

"Bill" Bailey, FMA executive director, said that no notification of the duplication stand has as yet been received from Petrillo. FMA had requested Petrillo to permit duplication at least until Jan. 31, when net contracts expire. It was hoped here that the AFM head would give FM broadcasters some hope for the future.

Artists Volunteer Aid To Music Fund Benefit

(Continued from Page 1)

28 by the Musicians Emergency Fund. The show is being arranged by a committee of representatives of record companies, talent agencies and other branches of the entertainment field. Committee members include Sam Rausch, Mannie Sacks, Bob Weitman, Marks Levine, Arthur Judson, Mike Conner, William Morris, Jr., Walter Rivers, Tom Rockwell, Lee Savin, Richard McCann, Harry Meyerson and Ben Selvin.



★ AGENCY NEWSCAST ★

VICTOR VAN DER LINDE has resigned as director of radio at St. Georges & Keyes, Inc., Baltimore, to devote all his time to the sales, promotion and advertising of Dolcin Corporation, of which he is president. Stanley J. Keyes, Jr., executive vice-president, has assumed the responsibilities of radio director at the agency.

VALLEY KNITTING CO., Pottsville, Pa., has appointed Norman D. Waters and Associates, New York agency, to handle an advertising program which will appear during the Spring season to promote a new line of men's knitwear.

RICHARD C. BACHMAN has rejoined W. Earl Bothwell, Inc., as head of the New Business Department of the agency's Pittsburgh office. Bachman first became associated with the Bothwell firm in 1939 after six years in the outdoor advertising business. He left to enter the radio field, first as sales representative of KDKA and later as district account executive of the Mutual network. He resigned the latter post to return to the Bothwell agency.

LONDON GRAMOPHONE CORP., New York, importers of London Records, has announced the appointment of Sidney Ascher Associates to direct the advertising, promotion and publicity campaign in behalf of London Records.

JAMES D. ALBERSE, account executive and copy writer at Donahue & Coe, Inc., has resigned to join the promotion department of Time-Life International, effective immediately.

ALLEN HAID, manager of WMMN, Fairmont, West Va., has engaged John Blair & Co., as national representatives for the station.

DR. ABRAHAM GOLDBERG, who holds a lawyer's degree from the University of Buenos Aires, has joined the Buenos Aires office of McCann-Erickson agency as research specialist.

SPECIAL EVENING COURSE in radio advertising, started October 6, is being given by School of Radio Technique, Radio City, N. Y. The course will be conducted by Walter King, director of radio for the American Cancer Society. He was formerly with WNEW, WCAU and WAAT, and during the war was with the Psychological Warfare Branch overseas, in charge of the eastern office of the Pacific Operations Bureau of the OWI.

DEUTSCH & SHEA, INC., New York, has been elected to membership in the American Association of Advertising Agencies.

Don Lee Time Sales Hit All-time High

(Continued from Page 1)

ally-sponsored programs on the West Coast are aired over Don Lee, Gaynor pointed out. Seven out of the top ten in August Pacific Network Hooperatings are Don Lee shows.

The \$3,000,000 figure does not include business gotten from Mutual nor from local sponsors and spot announcements. Some \$4,400 weekly will be added to the figure when regional sponsors are found for the new co-operatives "Information Please," "Meet Me At Parky's," and "The Shadow," Gaynor estimated.

Top time sales revenue, \$11,000 weekly, comes from Alka Seltzer's two daily news strips with Glenn Hardy, while runner-up is Procter and Gamble's weeknight strip, "Mystery of the Week," which brings in a weekly \$5,500.

In a third-place tie of \$5,000 each are Peter Potter's "ABC Record Party" (nightly except Sunday) and Frank Hemingway's twice daily, six days a week news strip. Other big money earners include "Kate Smith Speaks" and Fulton Lewis Junior's commentary, both of which are coast-to-coast co-operatives sponsored regionally, the "PictSweet Show," "Cisco Kid," "Erskine Johnson," "Red Ryder," Walter Winchell's "Jergen's Journal," and "Richard Davis."



NEW YORK'S
3RD
MARKET
Covered by the NEW
WROW

590 Kc - 5000 WATTS
BASIC MUTUAL
REPRESENTED BY
AVERY KNOEDEL, INC.



THOUSANDS
LAUGH

WITH

"The Jolly Judge"

Monday through Saturday, 9:05-10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

WGY

Complete details from NBC Spot Sales or WGY
SCHENECTADY, N. Y.

GENERAL ELECTRIC

LOS ANGELES

By RALPH WILK

THE Danny Kaye Disc Jockey Show, produced by Arnold Maguire of Foote, Cone & Belding for "The Life of Walter Mitty," is being translated by Bill Hebert of Goldwyn Studios into Spanish and Portuguese for release to the Latin-America markets.

During his recent trip to Washington, D. C., Edward Arnold, who is ABC's "Mr. President" on Thursday nights, visited with President Truman at the White House and presented the chief executive with a picture album of the thirty-two presidents of the United States.

That gal, Agnes Moorehead is right up there with the best of 'em when it comes to being versatile. In Universal-International's picture, "Last Moment," Agnes becomes a 105-year-old woman, in Warner's forthcoming "Johnny Belinda," she holds forth as a spinster sister, while on October 6, she resumed her comedienne chores as "Marilyn, the housekeeper" on ABC's "Mayor of the Town."

Barry Sullivan, who recently starred in NBC's "Rogues Gallery," has been signed to a managerial contract by the James Saphier Agency and will be handled by Martin Jurow. Sullivan left MCA after being handled by this agency eight years.

Ralph Edwards, emcee of NBC's "Truth or Consequences," leaves here today for Houston, Texas, where the emcee will originate this network stunt show on October 11. In addition to the NBC broadcast, Edwards will appear at a Houston benefit show sponsored by the Veterans of Foreign Wars.

David White, radio executive producer-director of B. B. D. & O. for the past 15 years, moved to the Hollywood office on Oct. 5. White has directed and produced such shows for the agency as "Hour of Charm" for General Electric for ten years, the Squibb show for three years, and the Bond Bread show for five years and the Schaeffer Revue for nine years.

David Street will produce a two and a half hour show, October 23-24, for his alma mater, Garfield High, for the purpose of raising funds to purchase an organ for the school, and in memoriam to students that were killed during World War II. On the 24th, Street will move his NBC show to Garfield when he will present the Mello-Larks and the Ernie Felice Quartet. In addition those already set are Marilyn Maxwell, Anita Ellis, Wonderful Smith, the Bob Mitchell Boy Choir, the Trenier Twins, and Sidney Miller.

WANTED

Program Director
for independent FM Station with AM CP
in pleasant Florida city. Starting salary
moderate. Do not apply unless now em-
ployed as Program Director. Give back-
ground, minimum salary required and
other information to Box Number 405,
RADIO DAILY, 1501 Broadway, New York
18, N. Y.



Notes From An Aisle Seat. . . !

● ● ● Regardless of what you hear, paste this in your fedora and wait for the announcement: Charles Denny, chairman of the FCC, will definitely join NBC as veepee and gen'l counsel. . . Toni Home Permanent Wave will not renew Mel Torme. Outfit is inserting a daytime soaper instead. . . Dwight Weist looks like an odds-on favorite to grab the "We the People" emcee spot. . . Mildred Fenton undergoing a minor operation this morning at St. Clair Hospital. . . Tallulah telling chums that radio is out for her this season. Too much public interest in "Private Lives." . . To the victor belongs the spoils, etc., may backfire. Outfit managed to hit the tracks ahead of the other platter companies with the tunes from "Allegro," but we hear that all the disc firms were supposed to release simultaneously. . . Hudnut pulling out all its air advertising, we hear, in retrenching move. . . Bill Weintraub, Jr., has taken over the cue-tossing chore on the Drew Pearson ailer, announced by Les Tremayne. . . Jack Carter sez he now hears that radio comics will have to observe Eggless Thursdays. . . "It Pays To Be Ignorant" may continue on for six more weeks while Dinah Shore has her baby—but if not, it'll be sold co-op sans music. . . Tom Slater slated for Washington to join Chas. Luckman's Citizens' Committee for Food Conservation. He'll be representing R & R. natch.



● ● ● MAIN STREET SCENERY: Janet Gaynor, looking Seventh Heavenly, mingling unrecognized with the inter-missionaries in the Broadhurst lobby. . . Fredric March and Florence Eldridge, who've been wed so many years, holding hands like honeymooners as Marilyne Towne sings "Ask Anyone Who Knows" at the Boulevard. . . Barney Ross, at the Vesuvio, ducking as statuesque Lois DeFee makes a playful feint in his direction. . . Arthur Godfrey, the talent scoutmaster, making a new discovery—the Southern Fried Chicken at the Royal Chicken Roost. . . Among the 5th Ave. strollers, Ella Logan, Vic Damone, Carmen Cavallero, with Diosa Costello bringing up the rear—figuratively speaking. . . Jessyca Russell, at the opening of "Dear Judas," with a portable radio and tuned in to WW.



● ● ● THAWTS WHILE THINKING: Most of the air's new mystery shows are all trying to solve the same problem—how to get a sponsor. . . Geo. Jessel's assurance as a story teller makes me wish some sponsor would gamble on a monologist as good 15-minute high-class humor. No stooges, no dialect, no guestars—just anecdotes and yarns. . . If you know of a radio performer who can entrance a studio audience with the use of his hands with the deftness of Ed Wynn, lemme know. . . In all radio you don't find a father who whips out his little daughter's pictures with the unpretentious finesse of Harry Saller. . . At times, Eddy Howard sounds so much like a combination Nick Lucas and Cliff Edwards. . . Look-alikes (if you're not looking too hard): Harry James and Artie Herskowitz.



● ● ● AROUND TOWN: There's more than one way of getting over a wall—and thespian J. Aubrey Brown is applying that same psychology toward landing a job in radio. Failing to get anyone at NBC to lend an ear to his talents, he got up a sign reading: "NBC: I Want An Audition," and started picketing the joint. Result: One audition coming up right away. . . Martha Stewart set as singer and femme stooge on the Jack Paar ailer. . . CBS' "Mr. and Mrs. North" being talked of for Warner films. . . Sam Taub signed to do a series of narrations for Johnny Walker's old-time movie sports reels. . . Oscar Levant, the dead-end kid of the music set, will play a straight 'heavy' in his next film.



CHICAGO

By NAT GREEN

WJJD broadcasting the daily UN meetings exclusively in Chicago. Premiere program on the WBBM FM Studio Theater series on October 10 will be the story of Davy Crockett.

Thursday night concerts of the Chicago Symphony Orchestra will be "previewed" each Wednesday night over WEFM, experimental station of Zenith Radio Corp.

"Hansel and Gretel," recorded by the Metropolitan Opera Company was broadcast over WENR last Saturday on Norman Kraefft's "Town Tunes" children's program. This was the first time the Met version had been heard in Chicago.

Following their successful attempt last week to break the local ban on radio coverage of public hearings, the NBC-WMAQ news staff on October 1 covered by wire recorder the opening of the congressional price investigation in Chicago.

"Operations Green Cross," a 15 minute address by Ned H. Dearborn, president of the National Safety Council, before the 35th National Safety Congress on October 10, will be broadcast on a special CBS network "Talks" program.

Hal Tate, veteran show biz commentator, celebrated the start of his 10th year on the air Saturday, when he returned to his "Strictly Show Business" program on WAIT after 13-week summer hiatus.

Webb Named To Tele Post With NBC In New York

William E. Webb, formerly manager of public service promotion for the NBC, has been appointed sales promotion manager for NBC television, Frank E. Mullen, executive vice president, announced this week. In his new capacity, Webb will report to Noran E. Kersta, director of television operations for NBC.

Webb joined NBC in 1932, working in sales promotion in a merchandising capacity, and did much research and promotion work for television. Webb also helped in the presentation of the first television rate card. During World War II, Webb served as a Lieutenant Commander in the U. S. Navy for two years.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies

15 East 52nd St.

Tom Knode Promoted To Director NBC Press

(Continued from Page 1)
 charge of the department. Knode, assistant manager since January 29, 1945, succeeds Eiges, who was elected a vice-president Friday, Oct. 3.

Knode joined NBC as a news editor in 1938 after having served for three years with the United Press in Washington as a reporter, then radio news editor. In 1940, he was appointed director of the Washington NBC News Department, where he supervised all special events and news programs in the nation's capital during the early stages of the war.



KNODE

He left the network in March, 1942, to enter the Army as a second lieutenant of Infantry. He saw combat in New Guinea in command of a rifle platoon of the 32nd Infantry, winning a Distinguished Service Cross for extraordinary heroism in action, as well as the Purple Heart and a Combat Infantry Badge. He was overseas a year and was discharged with the rank of captain.

Headed Washington Press
 In Oct., 1943, he was named manager of the NBC Press Department in Washington. A native of Soledad, Calif., Knode attended the Augusta Military Academy, Columbus Law School and the Temple Business School in Washington. He lives in Manhattan with his wife and four daughters.

Grant Kentucky License

Washington—The FCC yesterday announced its proposed decision looking toward the grant of the application of Murray Broadcasting Co., Inc., for a new station at Murray, Ky., to operate on 1340 kc, 250 watts, unlimited, and a denial of the application of Paris Broadcasting Company seeking the same facilities at Paris, Tenn.

Premium Division At Emerson

Emerson Radio and Phonograph Corp., has announced the organization of a Premium division under the supervision of Richard A. Hyman. Phil Gillig, vice-president in charge of sales, explained that since the war ended the demand for Emerson radios as premiums and prizes has necessitated the formation of this new division.

British Audience

London—At the end of August 10,990,560 broadcast receiving licenses were issued and in force in Great Britain and Northern Ireland. This figure included 23,150 television licenses. Prosecutions for operating wireless sets without a license numbered 451. Total increase since July in wireless licenses was less than 2,000.

Caddigan Named To Head DuMont Web Programs

(Continued from Page 1)
 the demands of a public accustomed to the artistry of stage, movies and radio," Phillips said.

The service, as yet unshaped except to the extent that it will probably include all types of top entertainment fare, will be of particular use to television CP owners who will be faced with the "tremendously important job" of programming when they begin operation, he explained.

Will Use WABD and WTTG
 "Du Mont proposes to offer network stations a planned program service," Phillips said. "We intend not merely to deliver an excellent day-to-day service but, by farsighted planning, to unite television's peculiar capacities to the wealth of materials that the millions wish to enjoy in education, in entertainment, in sports and in public service."

Phillips explained that the program project will make full use of facilities of the network's two stations, WABD here and WTTG in Washington.

Caddigan was with Paramount in Boston for 15 years, during which time he was manager of the film department of its New England district and edited the New England edition of Paramount News. He's also had experience in theatrical, radio and movie production, and is a member of the Society of Motion Picture Engineers, and the American Television Society.

Starting 17th Year

"The American Album of Familiar Music," produced by Frank Hummert, who originated the program in 1931, begins its 17th year on the air, Sunday, October 12th. (NBC, 9:30 P. M.) The program features Donald Dame, tenor; Margaret Daum and Jean Dickenson, sopranos; Evelyn MacGregor, contralto; Bertrand Hirsch, violinist; the Buckingham Choir and Gustave Haenschen's orchestra.

Ilka Chase Aids Fund

Ilka Chase, prominent radio, stage actress and author, has been appointed chairman of the women's special events committee for the 69th Annual Campaign of the United Hospital Fund, it was announced yesterday. Starting Wednesday, Oct. 8, Fund's campaign will be launched to raise \$2,383,887 toward the operating deficits of 89 member voluntary hospitals located throughout Greater New York.

Announce More Sales For Joan Davis Show

(Continued from Page 1)

York, and Karl Shoe Company, over KNX, Los Angeles, new sales on the Joan Davis show include: Trailer Sales Company, over KTUC, Tucson, Ariz.; Raised Brand Food Company, WTAX, Springfield, Illinois; Canada Ace Ale over WBBM, Chicago, and WEEI, Boston; Jax Brewing Company over WMBR, Jacksonville, Fla.; Shotwell Candy Company, over WJR, Detroit, and Hudepohl Candy Company, over WKRC, Cincinnati. KIMA, Yakima, Wash., and WLBC, Muncie, Ind., also have sold the show, but haven't reported the names of the sponsors yet.

Hatcher, before leaving yesterday for Chicago, said new orders were pouring in and he expects to have a large list of sponsors by air-time Saturday.

Byrnes Interview On ABC

On the eve of the publication of his new book, "Speaking Frankly," James F. Byrnes, former Secretary of State, will be heard in an exclusive interview with ABC correspondent Pauline Frederick over the web Oct. 14, at 8 p.m., EST.

Esso To Air Safety Reminders

R. M. Gray, manager of Esso Marketers' advertising-sales promotion department, announces that over 1,000 safety reminders will be aired on Esso Reporter programs during National Fire Prevention Week.



HOTEL STRAND
 Atlantic City's
 Hotel of Distinction

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

OPEN ALL YEAR
 Under Ownership Management
 Exclusive Pennsylvania Avenue and Boardwalk

SALES RESULTS AT LOW COST

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HARRISBURG, PA.
 (Established 1922)

A STEINMAN STATION

Represented by
RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
 San Francisco

IN CLEVELAND IT'S

WHK

BEHIND THE MIKE

By SID WEISS

HENRY MORGAN's versatility isn't confined to the radio. He's got a hobby story in soon-due "Mechanix Illustrated."

Sophie Tucker, who won't be seen on B'way until '49, still knocking 'em dead on the coast. As Hedda Hopper sez, "All the youngsters can take lessons from Soph."

Igor Gorin en route to Prince Rupert and Powell River, B. C., for concerts—the first appearance of any major artist in that locale.

After some shuffling around, WOR has decided to keep story teller John Griggs and his five-a-week classic story program, "Adventure Parade" on the air, but at a new time, 4:45 p.m.

Max Miller, back in radio here after directing several commercial films, is readying three daytime audience participation shows in bid to enter packaging field. Scheduled for waxing are "Ladies First," "Love Scene" and "Guest Speaker."

Possibility of a disc jockey show coming from Gilmore's being discussed.

Laurel-in-the-Pines readying a completely equipped broadcasting studio setup for use of visiting audience-participation shows which have been invited to the Lakewood, N. J., winter resort when it opens Thanksgiving Day.

B'way rumor has it that Duke Ellington is backing his son, Mercer Ellington's band with plenty of moo-lah.

Maestro Lloyd Shaffer teaming up with Johnny Klenner on another pop tune. Pair wrote "Smoke Dreams."

Bob Readick to be profiled in national mag.

John Bradford did the narration on "Ten Commandments," first in Bible stories platter series.

Dorothy Gish and Merrill E. Joels did a special Armistice Day Program on Maurice Barrett's "Highways to Safety" series last week.

Highlight of the Lee Hat nationwide convention of dealers, skedded this week at Danbury, Conn., will be the intro'ing from N. Y., by remote (closed circuit pipe-in) of 20 odd delegates by Les Tremayne, who introduces Drew Pearson, from Washington.

Jimmy Atkins will have to commute to N. Y. twice a week for the next few weeks to cut his "Calling All Girls" and Flit shows while doing a p.a. at the Balinese Room in Boston's Somerset Hotel.

Gordon MacRae due back from H'wood and his Warner Bros. confabs this week.

BBC Programming Plans Affected By Gov't Crisis

British Bureau, RADIO DAILY

London—In the course of preparing for another "crisis-winter" the British Government has given the BBC instructions to adapt themselves to conditions which will be as different from normal as any since 1940. Prime Minister Attlee has recently seen the Corporation's Director-General, Sir William Haley, and told him of the part which the government wants the BBC to play in maintaining morale in the difficult times ahead. There is no doubt that as cinemas cut down performances owing to the cessation of films to possibly no more than a 5-day week of some 25 hours, and other forms of entertainment become less accessible (due to transport restrictions) or less attractive (due to fuel restrictions) the radio will during the coming winter be as never before the main purveyor of entertainment. Main problem is how to cater for the two million workers who will be affected by the system of staggered working hours which came into force on October 1st.

A priority requirement will undoubtedly be to cater for the many workers in heavy industry who will then go on night shift and for whom peak listening hours would probably

lie somewhere between 3 and 6 in the afternoon. Attlee is supposed to have made it clear to Sir William Haley that something drastic must be done to provide for these people to whom it's no good when the movies open at 4:30 (as most of them do now) and the theatre curtain rises at 7:30. He also pointed out that these two million people who will be affected by new working hours represent nearly 20% of all license holders in the country and who have thus a claim for special service. To meet these changes the BBC is assuming that peak hour will be at any time between early morning and late afternoon and as far as the "Music While You Work" programs are concerned repeat transmissions may even have to be arranged at night time. To this end programme planning will be once again centralized as before the war, that is to say that the "Home" and "Light" programmes will have a watertight organization each which enables them to put out the same sort of thing at the same time. Further there will be repeats of all the more important evening programs on both networks at midday. This will involve the changing or even abandoning of certain present BBC standards and methods.

Fairbanks In Production For Zoomar Tele Lens

(Continued from Page 1)

general manager. New lens, which has the ability to "close-up" on long shots, as in sports events and video newsreel coverage, etc., has been lauded by industry execs as a definite advancement in television's ability to provide the viewer with on-the-scene presence.

Initial production schedule of the lens, priced at \$7500, calls for delivery of two Zoomars to NBC, and one each to CBS, WFIL-TV, Philadelphia, WMAL-TV, Washington, and WBAL, Baltimore some time this month. A second schedule will provide two to Paramount Pictures for its stations WBKB, Chicago and KTLA, Los Angeles, with other broadcasters said to be placing orders momentarily.

Because of the complexity of construction and design of the Zoomar, the first 12 models will be hand made by Dr. Back, and arrangements for subsequent production are now being planned.

Paramount, incidentally, has been using a new-type Zoomar lens designed for 35-mm motion picture cameras, in its newsreel coverage of the recent World Series which will be released in local theaters this week. Newsreel use of the lens, which sells for \$10,000, is said to offer decided improvement over standard camera lenses, particularly because of its ability to close-up on long shots, as in the television Zoomar.

Fairbanks has also scheduled for production this winter two other telefilm series, Pegler said, one a weekly

New Brunswick Tele Set Has 3 By 4 Foot Screen

New Brunswick line of television receivers, featuring a picture screen measuring three feet by four feet and designed for use in hotels, schools, restaurants, clubs, etc., was demonstrated to the press last week at the National Democratic Club in connection with the World Series.

New receiver, which uses the Schmidt optical system for projection, is the first model of a heavy production schedule, includes record changer, AM-FM radio and a wire recorder. Price range on the model has been set tentatively at from \$2,000 to \$3,000, depending on the amount of equipment desired by the purchaser. "Reasonable" number of receivers will be shipped to dealers before the Christmas season, according to Herbert L. Weisburgh, president of the company.

New line will also include video sets with 15- and 10-inch picture tubes, both in consoles, ranging from \$750 to \$1,100. Smaller sets are ranged from \$375 to \$700, it was said.

Sponsoring Tele Show

Bonded Auto Sales has joined the ranks of pioneer television advertisers as the sponsor of "Know Your New York" with Don Roper on WABD Wednesday nights, 8:30-8:45. The William Warren agency is handling the account.

family-type comedy-drama, the other a five-time-a-week kiddie show, both of 15-minutes duration.

The Mailbag

Defends Forecast Jingles

"As producers of the transcribed Weather Forecast Jingles, we are writing this letter in reference to an article which appeared in the September 16th issue of RADIO DAILY, titled 'U. S. Bureau Queries Canned Weather News.'

"We are enclosing a copy of a circular said to have been issued by the United States Department of Commerce on June 18, 1947, and sent to all stations. It would appear from this circular that in order to be guilty of violating the code, one must not only knowingly present a counterfeit weather forecast or warning, but must also specify that this falsified report is an official U. S. Weather Bureau forecast.

"None of our sponsors, nor any of the stations broadcasting our Weather Forecast Jingles, have ever presented these spots as official government reports—nor have they ever knowingly counterfeited or falsified.

"Before producing the Weather Forecast Jingles, we made a careful study of weather conditions over a period of years. We checked official government Weather Bureau reports and found that we needed 68 different spots to cover the various weather conditions. We did not include temperature, wind velocity, barometer readings, etc.

"While we followed closely the terminology of the official U. S. Weather Bureau reports, our transcribed Weather Forecast Jingles are never used to replace official government reports. Rather, they supplement these reports and render an extra public service because they are of interest to listeners.

"The stations carrying our Weather Forecast Jingles check official U. S. Weather Bureau reports or press reports and then select the appropriate transcribed spot to correspond with the official forecast. Each of our spots is numbered and we supply alphabetical cue-index cards.

"In conclusion, we contend that the use of our Weather Forecast Jingles does not in any way violate any official Government Weather Bureau Code, for we are neither knowingly issuing counterfeit weather forecasts nor inferring that these transcribed forecasts have been issued, published, or authorized by the United States Government Weather Bureau or any branch thereof. Neither do these Weather Forecast Jingles in any way convey the impression that the weather bureau endorses or sponsors the advertiser."

Sincerely yours,
Harry S. Goodman Radio Production
Harry S. Goodman

POSITION WANTED

Able young lady desires radio station or advertising agency post as assistant to executive. REC member. She knows the score! Box 406, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S

WHK

Adv. Budgets To Rise, ANA Convention Told

(Continued from Page 1)

Director of Newell-Emmett, Inc. He noted increases in costs of spot radio advertising indicating that "advertisers may soon find it profitable to make somewhat larger expenditures in favor of programs rather than announcements."

Advertisers were warned against

Good Example

The type of advertising advocated at the ANA convention in Atlantic City is noted in the new Fred Waring show which just premiered over NBC for General Electric. Show features veteran newspaperman Bob Considine reporting on GE's contribution to the American standard of living. In the premiere broadcast Monday night Considine told of GE's contribution to baseball by developing night lighting systems so that millions of Americans, working during the day, can enjoy the sport after working hours.

Reductions in budgets at the "first signs of slackening business" by A. C. Beane, general partner in Merrill Lynch, Pierce, Fenner and Beane, securities brokers. He pointed out that such actions "aggravate the conditions," and suggested that adequate reserves be set aside during good times to be drawn upon during slower business periods.

The new concept that advertising more than a current expense, and is advanced to represent an actual investment, was cited by members as the key to widened usefulness of advertising departments.

Jingle Contest

Quaker Oats Company, Chicago, is announced a contest in connection with the "Ladies Be Seated" program on ABC. Contestants are to finish the last line of a four-line jingle plugging Aunt Jemima Pan-ke Flour. Grand Prize is \$5,000 in cash, and in addition there will be 353 other prizes, ranging from autos, refrigerators and washing machines, cooking utensils and pen and pencil sets. Closing date of the contest October 15.

New Client?

Washington—Rep. Karl Mundt, R., S. D., has talked with officials of Radio Luxembourg and finds them receptive to the idea of selling time for "Voice of America" programs, he said in a news release issued by his office here Friday. Mundt said he has also talked with officials of the government of the Duchy. Radio Luxembourg, Mundt wrote, is "so powerful that it reaches into every country of Europe and even the iron curtain of Russia is no barrier."

SOUTHWEST SIDELIGHTS

ACCORDING to a Dallas hat designer, Amon Carter, president of the Fort Worth Star Telegram and WBAP, Fort Worth, is among the "best hatted men of 1947."

A full length movie based on the KRLD, Dallas program "Padre's Kid World" series will be produced by the Hollywood firm of Considine & Sullivan with a million dollar budget. Several scenes in the film will be shot at KRLD. Series was originated by Father Vern Swartsfager of St. Matthews Cathedral of Dallas. Actors will be some of the juvenile delinquents the Padre has taken under his wing.

Application has been made to the FCC for the consent of the sale of KWFT and KWFT-FM for a consideration of \$690,000 to KWFT, Inc., a new firm owned by H. J. Griffith, E. H. Rowley, well known Texas theater operators and Kenyon Brown, at present managing director of KWFT. KWFT is owned at present by the Wichita Broadcasters.

Ray Gordon has joined the staff of KTRE, Lufkin, as chief announcer, Gordon was formerly with KRIC, Beaumont.

George Stevens has been as the "Texaco Star Reporter" program which is aired over WFAA-820 Dallas Monday through Friday and also carried by member stations of the Texas Quality Network and supplementary stations KGNC, Amarillo; KRGV, Weslaco and KROD, El Paso. Stevens replaces Harry Harber who has resigned his post. Guy Bradford is director of research for the program which answers questions sent in by listeners. He is aided by Kathryn Leisner and Charles Knowles of the WFAA staff.

"Trinity University Time" will resume after its summer vacation over KYFM, San Antonio. Program features, in recital, a student of music at the University. Program series will open with songs by Clara Louise Ogden.

Baylor University's private campus radio station at Waco, KIYS, has been put into full operation according to an announcement made by Harold Gage, the station's manager. The station will be operated entirely by students and will serve only the school's students. The call letters, approved by the FCC, mean "It's Your Station."

A new program to be known as "The Editor Speaks" will make its debut over WFAA-820 Dallas for a quarter hour. Hugo Speck, station's news editor will be heard in discussions of news of current interest.

George Erwin is pinch-hitting for Zack Hurt as master of ceremonies on the ABC Chesterfield Round Up heard nightly from KFJZ, Fort Worth, key station of the Texas State Network and aired over the entire web. Hurt is off on a much needed several weeks belated vacation.

Elmer Scarborough, former control room engineer of KFJZ, Fort Worth, will soon place his own station on

the air. Scarborough has been granted license for KTAN, Sherman, which will take to the air on Nov. 1.

Ed Henry has been named assistant manager to program director of KTRE, Lufkin, which is scheduled to take to the air soon on 1420 kilocycles with a power of 1000 watts. Henry was formerly on the staff of KRIC, Beaumont.

Bob Holleron, sports chief of KTSA, San Antonio, is being heard in a new series of quarter hour sports casts each Thursday and Friday at 10:30 p.m. Broadcasts will be titled "Football Forecast" and will be sponsored by the makers of Koenig-Brau Beer.

"Cadenza," heard each week for a quarter hour over WFAA-570, Dallas, observed its fifth anniversary on the air last week. Program is presented each week by Marian Flagg, director of music education in the Dallas public schools. Program first started as a program of fine recorded music and then switched to outstanding local musical talent. One of its main features is to present winners of the Civic Federation state-wide Young Artists' Competition, a yearly contest to discover youthful talent of professional calibre.

A new daily quarter hour program is being heard over KABC, San Antonio, daily Monday through Friday for Admiration Coffee titled "The Admiration Coffee Shop." Program is also being aired by stations in Dallas and Houston. Broadcasts feature Fred Gibbons at the organ; songs by Jimmie Baxter; the voice of Jim Sanders as host of the Coffee Shop; Alexander the waiter and John Paul Goodwin as announcer, who is also heard in a poetry reading.

The Sunland Broadcasting Co. at El Paso, comprising Vincent W. McCann and Carlos L. Carter, has been granted a license to operate a standard broadcast station on 1340 kcs. with 250 watts full time.

The Ford Motor Company's policy of preferential hiring of veterans for its Dallas plant was saluted Tuesday night in broadcast over WFAA-FM, Dallas. A testimonial plaque by the two Dallas chapters of the Disabled American Veterans was presented. Broadcast came on the eve of "National Employ the Physically Handicapped Week."

The Guarantee Shoe Store in San Antonio will sponsor the transcribed series "Favorite Story" with Ronald Colman as host each Sunday for a half hour over WOAI, San Antonio.

Hugh Wadill, popular staff organizer of WFAA, Dallas, will be heard in two quarter-hour programs daily over WFAA. Wadill will be heard for a quarter hour at 1:00 p.m. and 10 p.m.

Marvin Broyles, program director of KCOR, San Antonio, is busy making plans to continue all programs presented by various public and parochial schools in the city. Schools take turns each Saturday in presenting their own student written, acted and produced programs.

RMA To Mull Tele, FM At East'n Group Meet

(Continued from Page 1)

Radio Week, Oct. 26-Nov. 1, in which the nation's broadcasters are expected to participate as co-sponsors, will be presented to the RMA board of directors by the advertising committee, which is in charge of the anniversary program.

Several new projects for aiding television broadcasters and promoting the medium's development will be considered by the RMA board of directors along with a variety of new association services for RMA members.

Board of directors meeting, presided over by RMA prexy Max Balcom, will highlight a series of committee and group meetings extending over the four-day conclave. RMA directors will meet on Wednesday, Oct. 15, at the new headquarters of the IRE on the invitation of the latter's president, W. R. G. Baker, of General Electric. All other meetings will be held at the Roosevelt.

First Session Monday Morning

First official sessions will be held on Monday morning, Oct. 13, when five sections of the RMA parts division hold membership meetings. On the following day the executive committee of the set division, under Paul V. Galvin, of Chicago, and the executive committee and section chairman of the parts division, under J. J. Kahn, will meet along with members of the tube division, under R. E. Carlson. Transmitter division executive committee and section chairmen, under S. P. Taylor, will meet Thursday. RMA's advertising committee, with Victor A. Irvine presiding, will meet Tuesday afternoon, Oct. 14, to review the National Radio Week program and the progress of the continuing Radio-In-Every Room sales promotion campaign.

WTAR Series Plugs Norfolk

Norfolk, Va.—WTAR, Norfolk, has inaugurated a new series of radio programs designed to acquaint Norfolk citizens with the city in which they live. On Wednesday of each week, there will be wire-recorded interviews with city department heads, and employees—from the fire chief to the garbage collectors.

Preparing the program are WTAR's Public Service Director, George Brantley, and Brooks Kaiser, administrative assistant to City Manager C. A. Harrell.

Send Birthday Greetings To—

October 8

Tiny Ruffner William N. Robson
Sherill Ellsworth

BOSTON

BUSINESS is booming at the Yankee Network with the recent signing of Leaf Gum Company for a series of eight-week breaks and Topp's Chewing Gum for 13 week spot series over WNAC. Station breaks have been bought by Durkee Mower, Inc., (Sweco, Marshmallow Fluff) and 68 breaks by Glendale Coal Co., on WNAC. For 25 weeks, the Boston Globe has purchased a series of one minute announcements; Albany Carpet Cleaning Co., has renewed their station break schedule and the Boston & Maine Railroad has signed for a new series of one-minute transcribed announcements for the next 10 weeks all over WNAC.

The Abbott and Costello program has been sponsored by the Prince Macaroni Co., over WCOP in Boston, continuing an association with that station that started back 11 years and progressed from sports to quarter hour periods and culminates in the sponsorship of "A & A's" network co-operative.

The Crispy Chemical Corp., of Worcester in the interest of "Drygas" a liquid chemical water solvent has signed through Cory Snow agency for a new series of one-minute participations in the 8 to 8:10 a.m., Tuesday and Friday sessions of the Yankee Network News period over WNAC and 22 other stations of the Yankee Network.

A neat tieup with 11 record shops in Boston has been effected by WCOP for its "Ed Dinsmore Show" Saturday 8:45 a.m., devoted to new records of the week. In rotation Dinsmore plugs the various stores and in return the stores display a 20 by 20 inch blow up of Dinsmore and slip flyers on the "Ed Dinsmore Show" in all records sold that week.

The Sherlock Holmes drama series Sundays from 7 to 7:30 p.m., are being aired over WNAC and 16 other Yankee Network outlets in New England under the sponsorship of Trimount Clothing Company to plug their Clipper Craft Clothes.

A course in radio speech and radio announcing is being conducted by Nelson Bragg, mc., at WCOP, Boston at the Emerson College during the present school year, making the fifth member of the WCOP staff to join faculties of colleges in Boston.

A new song "I Just Said Good Evening" with music by Peter Bodge for the past 16 years arranger for all Boston Pops Concerts, a violinist of note and music librarian for the Yankee Network is currently being featured by Bobby Norris and his Slinging Strings over WNAC and other Boston radio station.

NOW AVAILABLE

Top calibre salesman with excellent network and agency contacts—broad over-all knowledge of all phases of show business including publicity and promotional background. Write Box 371,

RADIO DAILY

1501 BROADWAY, NEW YORK 18, N. Y.

COAST-TO-COAST

—FLORIDA—
JACKSONVILLE—WPDQ is buying time on another station. Last spot of the day on WJVB, Jacksonville Beach independent, reads, "After we sign off our daytime schedule (7:00 p.m.), switch your dial to WPDQ, 600, for tops in nighttime listening. . . ." **MIAMI**—James M. LeGate, general manager of WIOD, recently addressed the Miami Rotary Club on the subject, "Radio As You Like It." As a result of this talk, LeGate has been booked by four other organizations for the same subject matter.

—COLORADO—

Denver—With this city leading the nation by 20 per cent in its rate of divorces, KLZ, in co-operation with the University of Denver is airing "Divorce," a dramatic show aimed at uncovering the many causes of divorce and pointing out how they can be halted and prevented in the average home. . . . Lloyd E. Yoder, general manager of KOA, has been appointed by Governor Lee Knous of this state as a member of the Governor's Committee on Resources Development.

—ALABAMA—

MONTGOMERY—A 30-minute fashion show with Esther Mahoney, WSFA radio hostess, as commentator, was broadcast daily for two weeks, from the store of John Danziger, Inc., the sponsor. . . . **HUNTSVILLE**—WHBS program director, Ralph Tanner, has been promoted to the managership of WHBS-FM. Other personnel changes include Richard Warner, in charge of production, who was stepped up to program director, and George Ballard, formerly with WRAL, Raleigh, N. C., who has been added to the station's announcing staff.

—ILLINOIS—

EAST ST. LOUIS—John Sabin, news editor at WMV, will explain how the game of Hoc-Soc is played on the "World At One" program, Saturday, October 11. This pastime, originated some 15 years ago by Walter Gelsler, prominent in St. Louis athletics, is a combination of hockey and soccer. . . . **ROCK ISLAND**—New staff member of WHBF is Louise Hutchingson, University of Iowa graduate, who will be posted in the station's news department.

—MASSACHUSETTS—

HOLYOKE—WHYN has inaugurated a University extension course in radio technique and dramatics at its studios in South Hadley Falls. Conducting the course will be Jay J. Heitin, program manager and John H. Vondell, Jr., station music director. . . . **NORTH ADAMS**—Leon Podolsky, WERK president, has received a commendation from the Navy Department, for his work at Sprague Electric Co., as a chief field engineer, during World War II. . . . **SPRINGFIELD**—Dr. Craig Earl, ABC's "Professor Quiz," will be in this city, October 10, to address a meeting of the Springfield Civic Theater.

—MICHIGAN—

DETROIT—"Jam on Toast," a new purist jazz program, recently premiered over WJR with Warren Michael Kelly,

of the morning "Music Hall" fame as emcee. Program will be a regular Saturday morning feature. . . . As part of its comprehensive football coverage, WJBK has added two sports features to its fall schedule. They are "Titan Greats," an especially recorded 10-minute interview with the University of Detroit football stars of yesterday and a quarter hour of football predictions with Clay Dopp, station assistant sports director. The latter program is called "Football Roundup" and follows each University of Detroit game while the former precedes the games.

—INDIANA—

FORT WAYNE—WGL, owned and operated by the Farnsworth Television & Radio Corporation, recently increased its power from 250 to 1,000 watts. With this new power increase, WGL will cover 11 additional counties in its primary area, including Allen, DeKalb, Wells, Huntington, Whitely, Noble, LaGrange, Steuben, Williams, Defiance and Paulding Counties. . . . Don Lester, former announcer at WKBY, Richmond, Indiana, has joined the announcing staff at WOWO. . . . **INDIANAPOLIS**—WIRE newscaster, Dick Reed, has been named head of the radio branch of the national public relations division of the American Legion, effective October 8. He will succeed Robert Shinn, Warsaw, Indiana, resigned.

—OHIO—

CANTON—The third station in this city, WAND, recently began operation. Paul C. Wilson, veteran radio producer, is president of the Magic Wand Broadcasting Co., operating firm of the 500-watt station, operating on 900 kilocycles and his son, James P. Wilson is manager and program director. Company has also been granted an FM license. . . . **AKRON**—Coleman Scott has resigned from WAKR to become program director and assistant manager of WVET, Rochester, N. Y. His key positions at the former station included program director. . . . **CINCINNATI**—W8XCT, Crosley Broadcasting Corporation's experimental video station, will make what is probably the first tele pickup of an actual wedding some time in October. According to J. R. Duncan, acting director of television operations for the corporation, couples with October wedding plans contact him and the wedding will be an actual church ceremony, not a staged affair.

Provost Aids "Fire" Week

D. L. Provost, program director of WNBC, NBC flagship in New York, has been appointed radio committee chairman of Fire Prevention Week (Oct. 6-12) by Fire Commissioner Frank J. Quayle. Provost will supervise radio activity of the drive.

IN CLEVELAND IT'S

WHK

EQUIPMENT

Gets Zenith District Post

Owen Nangle, for three years key account salesman for the Zenith Radio Distributing Corp., has been appointed a district sales manager of Zenith Radio Corp., serving Lower Michigan and most of Indiana territories. H. C. Bonfig, Zenith vice president and director of sales, has announced. He succeeds William H. Boyne, who was promoted from district sales manager of the same territory to general manager of the Zenith Radio Distributing Corp., a wholly owned subsidiary of Zenith Radio Corp.

U. S. Surgeon Gen'l Set As "Family Hour" Guest

Thomas Parran, surgeon general of the U. S. Public Health Service, will be the second of a list of prominent guest speakers on the Prudential "Family Hour" next Sunday (CBS-5:5:30 p.m., EST.) Parran's talk will deal with important new health research projects of vital interest to the American public.

Highlighting the musical portion of the program, soprano Rise Stevens will join with the Prudential male chorus and Al Goodman's orchestra in a world premiere of the score from the new Broadway production "Music in the Air."

TESTIMONIALS

We Got 'Em!

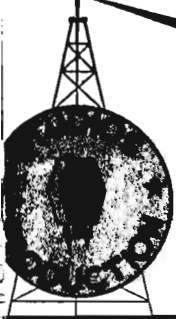
MODERN
BREWERY AGE"The Texas Rangers musical
show builds
goodwill for Walter Beer"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable—scaled to the size of the station and market. Available, too, at cost is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 7

NEW YORK, THURSDAY, OCTOBER 9, 1947

TEN CENTS

Bid For Baseball Rights

High Court May Get WOKO Row Again

Washington Bureau, RADIO DAILY
Washington—Lengthy squabbling over the facilities of WOKO, Albany, N. Y., may again be taken to the courts, Thurman Arnold, former assistant attorney general and now attorney for the Van Curler Broadcasting Co., intimated yesterday during oral argument before the FCC. Van Curler and the Joseph Henry Broadcasting Co., both were turned down in a proposed Commission decision giving the nod to the Governor Morgan Broadcasting Co.

Arnold rejected the Commission's
(Continued on Page 6)

Friedenberg Announces New Station Rep Firm

Formation of a new station rep organization under the name, The Friedenberg Agency, Inc., was announced this week by Harry A. Friedenberg, president, and formerly resident of Marfree Advertising.

Firm already has signed up several stations in key markets throughout the U. S. and expects to add several more to the list by the time operation begins.
(Continued on Page 2)

Two Television Stations Will Cover Coast Event

Annual Tournament of Roses at Pasadena, Calif., on January 1, will get two-station television coverage through KTLA, Paramount tele station, and the Don Lee Television system. The parade will be televised by KTLA. This two-hour telecast will be sponsored by the Union Oil Company.
(Continued on Page 3)

Fast Sale

George V. Denny, Jr., moderator of "America's Town Meeting," ABC co-op show just returned to New York, was originating a program in Asheville, N. C., while on tour and was chatting with a local clothing merchant. "It's a shame a guy can't have a sponsor in his own home town," remonstrated Denny. "That so," said the merchant, "well you have one right now." He signed up.

NAB-RMA Announce Listeners' Contest

Details of a nation-wide letter contest for radio listeners, as one of the feature events of National Radio Week, October 26-November 1, were announced yesterday by NAB and RMA, co-sponsors of radio's 27th anniversary observance.

The contest will be conducted by members of the NAB Association of Women Broadcasters over their respective stations, and 18 prizes of the value of \$100 each.
(Continued on Page 2)

Guy Lombardo To Launch Treas. Savings Bond Series

Guy Lombardo will tee off this year's annual radio appeal for the purchase of U. S. Savings Bonds with a special program Monday, October 13, 4:30-4:45 p. m. on ABC. Thus Lombardo will officially open the "Treasury Bands" series, which will be broadcast on all major radio stations.
(Continued on Page 7)

Industry Giving Its Support To Current Food Campaign

Radio was quick to answer the plea set forth by President Truman's Citizens Food Committee and within a matter of hours had taken voluntary action to amplify the messages outlined by the Chief Executive and Charles Luckman, chairman of the group in their talks to the nation last Sunday night.

Major networks began spotting station-break announcements and food messages on web news shows as early as Tuesday in advance of a complete schedule on the food conservation which is expected to be handled by the Advertising Council. Council's board meets this week and will probably set up a formidable program and provide fact sheets, etc., through its radio allocation plan.

New York's Television Stations Seeking Major League Commitments For 1948 Season

Radio's Effectiveness Stressed By Midgley

Worcester, Mass.—Effectiveness of radio as an advertising medium for local retailers was stressed here yesterday by C. E. Midgley, Jr., CBS Sales Service Manager, in a luncheon talk on "Radio Today—and Tomorrow," at the Worcester Advertising Club. Midgley's talk was given under the sponsorship of WTAG, local CBS station.

"With 35,900,000 families owning radio sets, radio is the most effective medium for reaching the consumer."
(Continued on Page 6)

Fire Prevention Week Demonstration On WOWO

Fort Wayne, Ind. — More than 100,000 school children in 59 Indiana and Ohio counties will take part in a mass fire evacuation this morning. The mass evacuation will occur at a time when the school children are in school.
(Continued on Page 2)

Farnsworth Names Ferrey Dir. Of Public Relations

Fort Wayne—E. E. Ferrey, assistant public relations director for the Farnsworth Television & Radio Corporation, has been appointed director of public relations for the corporation.
(Continued on Page 2)

Scramble for the television rights of American and National League baseball games in the New York-Brooklyn area for the 1948 season is already under way with NBC, CBS, and Du Mont jockeying for the best deals.

The Yankees, televised the past season on WABD, are again sought by the Du Mont station for the coming season. With the Yankees carrying the prestige of "World's Champions" it is reported that NBC will bid for the rights.
(Continued on Page 5)

Report Lewis Show Is 100% Sponsored

Sponsorship to date of the new Ted Lewis transcribed weekly show, which just premiered on 34 stations, is 100 per cent, the program being sold in local markets to various retail firms such as department stores and jewelry and furniture outlets. Van Merritt beer sponsors the half-hour broadcasts in eight key markets over the following stations:
(Continued on Page 2)

Motorola 3rd Quarter Exceeds Ten Million

Chicago—Sales of Motorola, Inc., for the third quarter ended August 31, 1947 amounted to \$10,928,692, with net profits after taxes and reserve of \$447,345, it was announced this week by Paul V. Galvin, president; the company's sales for the year to date are \$35,000,000.
(Continued on Page 5)

Centennial

"Harvest of Stars," NBC program, will be broadcast over four Chicago stations Sunday Oct. 19, at 2:30-3 p. m., (EST) to celebrate International Harvester's 100 years in that city. Outlets added for the broadcast are WBBM, WGN and WJJD. Station WMAQ is the regular NBC outlet for the show, which stars James Melton, Metropolitan Opera tenor.

Confusing

Pity the poor CBS telephone operators! Now they have two John Foxes to worry about. And neither has a middle initial, and both work in Sales Promotion and Advertising. The "old" John Fox (he's really 36 but has been with CBS 14 years) is promotion's production manager. The new John Fox—just joined as a writer in Sales Presentation and Analysis.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahloanea Rd. 2122 Deatur Pl. NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/2	7 1/2	7 1/2	—
Am. Tel. & Tel.	157	156 3/4	156 1/2	- 1/2
CBS A	26 3/4	26 3/4	26 3/4	+ 1/2
CBS B	26 1/2	26 1/2	26 1/2	+ 3/4
Farnsworth T. & R.	7	6 3/4	7	+ 1/8
Gen. Electric	36	35 1/2	35 5/8	- 1/4
Philco	29 7/8	29 5/8	29 3/4	- 1/8
Philco pfd.	95 3/4	95 3/4	95 3/4	—
Stewart-Werner	15 7/8	15 3/4	15 3/4	- 1/8
Westinghouse	8 1/4	8 1/8	8 1/8	- 1/8
Westinghouse pfd.	74	74	74	—
Zenith Radio	22 1/4	22 1/4	22 1/8	- 1/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 1/2	8 1/4
Finch Tele Comm.	4	5
Stromberg-Carlson	12 1/4	13 3/4
U. S. Television	3 1/2	4
WCAO (Baltimore)	38	41
WJR (Detroit)	13 1/2	14 1/4

Carlson Leaving NBC

Chicago—Emmons C. Carlson, sales promotion manager of NBC central division, has tendered his resignation effective November 10. Carlson will leave October 16 for a vacation in Guatemala. He has not announced his future plans. Successor has not been named.

3 TOP NEWSCASTERS WANTED — IMMEDIATELY

At least 5 years radio news. . . . Must write your own show. . . . Newspaper background preferred. . . . 5000 watt network affiliate. . . . Low freq. . . . Midwest. . . . WIRE. . . .

Box No. 407, RADIO DAILY
1501 Broadway
New York 18 N. Y.

★ COMING AND GOING ★

WALTER WINCHELL, American network commentator, has left for Hollywood, from which point he will originate his Sunday broadcasts on ABC until he leaves for Miami, Florida, in November.

ARTHUR HULL HAYES, general manager of WCBS, is back in New York following a business trip to Chicago.

MARTIN AGRONSKY, commentator on ABC, is spending the remainder of the week in New York. He'll cover the UN meetings and will originate his morning broadcasts from Flushing and Lake Success.

BILL DOWNS, Columbia network newsman, is in San Francisco covering the convention of the American Federation of Labor.

KENT JONES, promotion manager of WWSC, Glens Falls, N. Y., is in Gotham for confabs with officials at MBS, of which the station is an affiliate.

LARRY PUCK, talent scout for CBS and supervisor of the network's "Strike It Rich," is expected back today from Atlantic City, where he produced the variety show at the annual convention of the ANA.

H. V. KALTENBORN, commentator on NBC, spoke in Akron last Tuesday and in Cleveland yesterday to open the Town Hall lecture series there.

NORMAN PAIGE, general manager of KZPI, Manila, P. I., Mutual's most remote affiliate, is in New York. Chatted for a while yesterday at the station relations department of the network.

RALPH HATCHER, manager of the CBS cooperative division, is spending a few days in Chicago on business.

EDDIE DUNN, emcee, humorist and sportscaster, has left for Madison, Wisc., where on Saturday he will do the "color" on ABC's broadcasting of the California-Wisconsin football game. Today he's stopping over in Chicago to visit the old gang.

CARLOS GASTEL, personal manager for Mel Torme and other radio-greats, has arrived from Hollywood by plane on business for his clients.

J. GERSON SHAFF, accountant and financial consultant in the entertainment field, back to New York by automobile from the West Coast, where he went to attend the marriage of his daughter, Suzanne.

Report Lewis Show Is 100% Sponsored

(Continued from Page 1)

WOR, New York; WGN, Chicago; WCAU, Philadelphia; WEEI, Boston; KFI, Los Angeles; WTAM, Cleveland; KGO, San Francisco; and WCAE, Pittsburgh.

The Ted Lewis musical show is produced and syndicated by Chartoc-Colman Productions of Chicago. The first 13 programs have just been completed and work on the second series starts in two weeks in New York. Lewis uses an augmented band for the show, some 18 to 20 musicians, about eight more than in his stage appearances. Announcing is handled by Charlie Irving and a name guest appears on each program. Shep Chartoc and Walter Preston handle.

In addition to the 34 stations now carrying the series, another 12 outlets have bought the package and will schedule it later this month.

Fire Prevention Week Demonstration On WOWO

(Continued from Page 1)

signal to be broadcast over radio station WOWO in cooperation with the Ft. Wayne fire department's program for Fire Prevention Week. Capt. George Hood, head of the Ft. Wayne education program, said that this was the first time such a mass evacuation had been attempted. WOWO will cover the event in its entirety. Broadcasting messages of the fire dept. school heads and describing the evacuation from a vantage point where four of the city's largest schools will be visible.

Friedenberg Announces New Station Rep Firm

(Continued from Page 1)

tions are fully under way. Friedenberg will continue to act in an advisory capacity to Marfree, the presidency of which will be taken over by Barnett Friedenberg.

NAB-RMA Announce Contest For Listeners

(Continued from Page 1)

newest radio-phonograph consoles will be donated by members of the radio manufacturers association.

Listeners will be invited to write letters of not more than 200 words on the subject, "What Is Your Favorite Program—and Why," and mail them during National Radio Week, or not later than Nov. 6, to the woman broadcaster from whose program they receive the contest details.

Winners in each of NAB's 17 districts will each receive a radio phonograph console, while the national winner will be awarded a deluxe model radio-phonograph combination set.

Farnsworth Names Ferrey Dir. Of Public Relations

(Continued from Page 1)

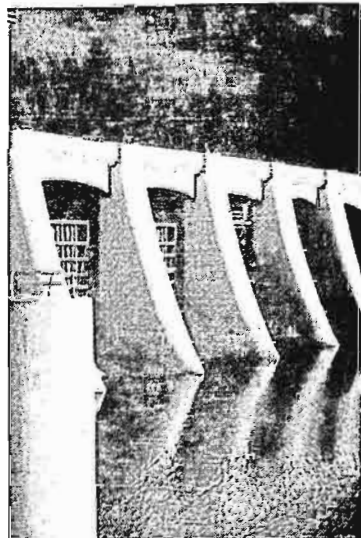
of the department succeeding Paul J. Boxell, who has resigned, it was announced this week by E. A. Nicholas, president.

Prior to his association with Farnsworth in August of 1946, Ferrey was news director of WHAS, Louisville, Ky., during which time he was also a correspondent for United Press.

Boxell has joined Hill and Knowlton, public relations counsel, in New York.

'Train Of Tomorrow' Tieup Produces Biz For WPEN

Philadelphia—In a tieup with the General Motors "Train of Tomorrow," Wilkie-Buick, Inc., has purchased three 15-minute programs on WPEN for exploitation of their automobile line. One 15-minute segment features Frances McGuire, woman commentator, with wire recorder interviews made on the train, and another is a man-on-the-street interview program. In addition General Motors has placed a series of spots through the Kudner agency.



Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Rood

Industry Lends Aid To Food Campaign

(Continued from Page 1)

day from Luckman. First request for "no meat today" was spotted on the network's 9-9:15 a. m. news program, with other web and WCBS news programs also scheduled to include the plea. Other network shows aired messages, including "Winner Take All." CBS today will slant its announcements on the President's "No Eggs or Poultry."

ABC-WJZ aired over a dozen food conservation announcements yesterday and Tuesday, on news programs, station-breaks as well as regular network shows. Latter integrated messages with program formats, wherein artists delivered pleas as part of the show.

A special show in the form of a "Food Conservation Roundup," in which housewives in various sections of the country will describe their reactions to President Truman's request for a nation-wide belt-tightening, will be broadcast tonight over the Mutual network from 10:30-11 p. m., EST.

During the course of the program pickups will be made from KQV, Pittsburgh; KHJ, Los Angeles; WGN, Chicago; KVVN, Omaha; WCBM, Baltimore, and CKLW, Detroit.

NBC, WNBC and affiliate outlets have also been using announcements on station-breaks, etc., as well as amplifying the President's request in news shows. Network will begin a heavy schedule of food announcements beginning next week.

Foreign Language Group Organize Com. In Detroit

Detroit—Acting in behalf of foreign language radio programs in Detroit, John Zarembo, chairman of the Detroit Committee for Foreign Language Radio Programs, has asked local stations for time to discuss the significance of WJBK's cancellation of foreign language programs.

Zarembo explained that 11 foreign language programs cancelled on WJBK had formed a committee to represent their radio rights. He said the 11 groups used about eight hours of Saturday and Sunday radio time and language groups represented include Croatian, Czechoslovak, Egyptian, Greek, Hungarian, Lithuanian, Polish, Roumanian, Russian, Slovak and Ukrainian.

WJBK, recently acquired by the Fort Industry Company, is reported to have adopted a policy of no foreign language programs.

New Daily WINS Series

"Inside New York," news and features-type program about goings-on in the world's largest city, starts a daily series on WINS next Monday, Oct. 13 (12:15-12:30 p.m.) with Jay Latimer at the microphone. Former U. S. Army battle correspondent, Latimer will report, write and narrate the show. Program will be heard Monday through Saturday.

Two Television Stations Will Cover Coast Event

(Continued from Page 1)

pany through arrangements made by Arnold Maguire, of Foote, Cone & Belding, representing the Union Oil Company, and Klaus Landsberg, West Coast director of Paramount Television. The program will be directed by Bud Cole, remote program director of KTLA. Strategic points along the route of the parade have already been chosen and three KTLA special cameras will be employed, as well as several reporters. Several other important television features are also being planned for New Year's Day which is always the time for important festivities in Southern California.

Don Lee Television System will also focus its image orthicon cameras on the parade. Telecast will be made in co-operation with Union Oil Company and will have full array equipment and replete with showmanship, according to an announcement made following conference between Lewis Allen Weiss, vice-president and general manager of Don Lee, and Arnold Maguire, Foote, Cone & Belding representing Union Oil Company. Working with Harry R. Lubcke, Don Lee director of television and Jack Stewart, executive television producer, Union Oil Company and its advertising agency have already begun production plans. Don Lee was the first to televise the famous parade, taking its cameras to Pasadena in 1940. Sound will be piped via balanced line to Mt. Lee while video images will be beamed to the same transmitter, where both will be synchronized and sent out on regular W6XAO Channel No. 2 beginning at 9 a.m. New Year's Day.

Gaeth To Replace Stowe On Labor Union Program

Washington Bureau, RADIO DAILY

Washington—Effective Oct. 22, Arthur Gaeth will replace Leland Stowe, as the commentator on the weekly Wednesday 7:30 p. m. broadcast over Mutual sponsored by the United Electrical Workers Union. New format will originate the program in Washington at WOL instead of New York and will also permit various out-of-town originations. Gaeth will interview an average family on living costs, and well known industrialists and authorities will also be interviewed.

Lenn V.-P. Of WHLI

Joseph A. Lenn has been named vice president and director of sales for WHLI and WHNY-FM, Hempstead, L. I., it is announced by Elias I. Godofsky, president. Lenn was a member of the sales department when the station went on the air earlier this year.

Stork News

Bill Leonard of WCBS and his wife became the parents of a son, Andrew Harrison, born Oct. 7 at Lying-In Hospital, New York. The child is the third for the Leonard's, all boys.

"PEOPLE ARE FUNNY"

A brand new book about radio that presents a backstage view of Two Hilarious Radio Shows and their Popular Master of Ceremonies.



ART LINKLETTER

(The Modest Author)

In His Introduction, BING CROSBY Says:

"A chemical analysis of Link would disclose that he has the imagination of Paul Bunyon, the determination of a salmon heading upstream to spawn, the intestinal fortitude of a stage mother, the diplomacy of Disraeli, and the viewpoint of the Divvil himself."

Anecdotes, psychology, and the preparation behind successful audience participation programs are all included in this rollicking story of an English teacher who somehow got sidetracked into exactly the place where he belongs. . . . Star of Raleigh's "People Are Funny" show on NBC Fridays; and the General Electric House Party on CBS weekdays.

Doubleday. \$2.50 at Bookstores Everywhere.

LOS ANGELES

By RALPH WILK

ROLAND VAILE, with KCMJ, Palm Springs, since the station's sign-on, and more recently its program director, has been named assistant manager. He will supervise operations of KCMJ, which has transferred its business office to "The Center" in Palm Springs.

Wonderful Smith has been added to the David Street War Memorial Fund Show, to be held October 23-24, at Street's Alma Mater, Garfield High School.

John Murray and Ben Freedman, the Red Skelton writers, are putting together a cast and an original script for local television.

When the Horace Heidt Show goes on the air for Philip Morris through the Biow Agency in December, the show will be handled by Jack Rourke Prods.

Jack Edwards, Jr. Productions will transcribe the first show in its new "Secret World" series this week. Program will run half an hour and will be based upon dramatizations of fantasies.

Richard Aurandt has been signed to a new position as full time staff organist for CBS. He is now heard on 16 programs for that network. Aurandt also composes and conducts the music for Command Radio's "Voyage of the Scarlet Queen."

Coinciding with its expansion to distribute the transcribed productions of other firms, Larry Finley Transcription Enterprises announced that it has a national sales force of ten men covering and working out of all key centers to blanket the United States.

Offices are maintained in Los Angeles and New York, with sales representatives working out of Chicago, Boston, Seattle, Dallas and Honolulu. However, offices will shortly be opened in Chicago and Seattle, the latter to service the Mountain States as well as the Pacific Northwest.

Leonard Sues, the young man with a horn, who just returned from a lengthy tour of the East with Olsen and Johnson as their musical director, flies to Honolulu the middle of November to again join the group for radio and theater stints.

Young Sues was formerly musical director on the Eddie Cantor air show and shortly will head an ether program of his own.

Jack Gale of the Paul H. Raymer Company is visiting the McClatchy Stations.

Norman LeValley, vice-president, and James Cominos, of LeValley, Inc., are at the Bel Air Hotel for a check-up on "The Whistler" and to attend the western managers' conference of Household Finance Corp., sponsor of "The Whistler."

Wedding Bells

Bess Frisch, head book-keeper at Barnes Printing Co., printers of RADIO DAILY, will marry Murray Schneck on Sunday.



Manhattan Memoranda. . . !

● ● ● WNBC's stunt of printing up 20,000 tickets announcing the new Ford show last week sort of backfired. Tickets read: "Your seat on the aisle is your own easy chair" and recipients didn't realize that that was merely double talk meaning to catch the show at home. At any rate, over 800 disgruntled fans showed up for the preem. Show, by the way, has no studio audience at all. . . . Noro Morales is glad to hear that Al Jolson has his own show now. He thinks Jolie was getting too old to run from studio to studio. . . . Kate Smith is getting 52 G's out of that Kate Smith Sings stanza—and not the 35 as reported. . . . Ralph Branca, the Dodger pitching ace (who was trumped) will explain all when he guests on Joe Hasel's WJZ sports show Monday nite. . . . Ole Olsen, of Olsen & Johnson, auditioning a new series of transcribed comedy shows. . . . Movies' Gene Lockhart being groomed to take over an Alexander Woolcottish type of air show. . . . Foreign language program producers in a frenzy trying to get air time. With two N. Y. outlets dropping or slashing foreign shows, producers find themselves with sponsors but no air time. . . . Chill Williams about to launch a singing career a la Jane Russell. . . . Tim Marks, of that flackery, thinks Nick Kenny's "The Old Ferris Wheel" is about him. . . . "Crime Doctor" coming back to the air in 8 weeks with a new bank-roller. . . . Al Rogge, who helped Billy Rose frame those wonderful columns of his, has quit to go back with the Blackstone agency. . . . Dan Sutter has replaced Sylvia Lowry as casting director of Ed Byron Productions.

★ ★ ★

● ● ● STREET SCENE: Overheard a conversation between a press agent and a manager. The space ace insisted his work was responsible for the star. The manager argued it was smart booking in the right spots. Just then a network manager happened along and poo-pooed their contributions. "It was air time that made him," he insisted. A music publisher, a writer and an arranger each insisted his work was responsible. Then the star himself arrived and laughed at all of them. "I had it all the time, natch, kids. It was me, nobody else, that was responsible for me." A member of the public passed then. He took no part in the conversation.

★ ★ ★

● ● ● AROUND TOWN: Lou Walters throwing a testimonial dinner for Willie Howard on the 26th. Comic is celebrating his 40th ann'y as a headliner. . . . Wish Monte Prosor would hire a baritone we like so that we could see Jerry Cooper at the Copa. . . . Irving Kaufman huddling with Lester Shurr over a B'way role. Irv just finished 63 spots for Crawford Clothes and 90 for Harry S. Goodman. . . . "Col. Humphrey Flack," recent NBC summer replacement, came up with a Schwerin measurement of 79—second highest of any commercial or sustaining dramatic show on the web. With a Hooper of 5.1, it prob'ly won't stay on the shelf long. . . . Harry Wismer's broadcast of the Redskins-Steelers game last Sunday went over television as well—with Handsome Harry showing plenty of screen possibilities. . . . Bernie Green sez he's submitted so much material on speculation he's thinking of changing his tag to Bernard Grain. . . . The old Tom Swift adventure series to be revived on the air. . . . Newest sucker bait along Radio Row is the chain letter "guaranteed to net a \$4 investor two grand".

★ ★ ★

● ● ● LOVE 'n KISSES: Charles Dant's ork on the Judy Canovariety show Sat. nites. . . . Marilyn Towne's howlariou singing-comedy routines at the Boulevard. . . . The Jimmy Lunceford crew fronted by Eddie Wilcox. . . . Mel Torme's new Musicraft disc, "Dance Ballerina". . . . Joey Adams' clowning at the Strand. . . . The Symphony Sid-Ray Carroll WHOM all-niter for the hepcatchy. . . . Nellie Lutcher's revival of the oldie, "My Mother's Eyes," via the Capitol label.

AGENCIES

TOM FIZDALE has formed a new national public relations company. Fizdale retired from his old firm several years ago to serve as consultant for a number of large business concerns. Offices will be opened on the west coast and in Chicago and New York. Fizdale, for many years one of the top figures in the publicity field, will not specialize but will handle general industrial accounts as well as work in the field of entertainment. Max Hill, former A.S. foreign correspondent and NBC news commentator, will be manager in New York, and Franklyn Phillips, former magazine editor and author, will be in charge in Hollywood.

TRAILER COACH MANUFACTURERS ASSOC., of Chicago, announces the appointment of Robert G. Wilder, Philadelphia public relations firm, to handle public relations promotion and publicity for the association's 13th annual National Trailer Coach Show and convention to be held in Philadelphia's Commercial Museum November 8 to 15.

NORMAN B. MULLENDORE has joined Sullivan, Stauffer, Colwell Bayles, Inc., as an art director. He was formerly with Kenyon & Eckhardt.

WILLIAM E. HOLDEN, former vice-president and general manager of Affiliated Products, Inc., a division of American Home Products, Inc., has joined Doherty, Clifford & Sherriff, Inc., as an account executive and member of the plans board. He was with Standard Brands, Inc., for five years as a regional sales manager.

BANNER & GREIF, publicists, have been retained to conduct the public relations campaign for the National Materials Handling Exposition to be conducted at the Public Auditorium, Cleveland, Jan. 12-16.

Ruark, Flynn On 'Info Please'

Robert C. Ruark, Scripps-Howard newsman, and Edward J. Flynn, New York political boss, will be heard of tomorrow's stanza of Mutual's co-show, "Information Please."

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CIRCLE 6-0951

Radio Needs Abroad Outlined By UNESCO

Field workers of UNESCO who visited 12 devastated countries in Europe and the Far East recommend that these countries would require funds of \$16,400,000 to re-establish radio and other communications facilities, it was revealed yesterday in the weekly United Nations Bulletin.

The investigators visited France, Belgium, Luxembourg, the Netherlands, Norway, Denmark, Czechoslovakia, Yugoslavia and Greece in Europe, and China and the Philippines in the Far East. Their recommendations are embodied in a series of proposals which will be submitted to the general conference of UNESCO when it meets in November in Mexico City.

Highlights Listed

Highlights of their report, as published in the UN bulletin, are as follows:

"Of the countries surveyed, those in greatest need are China, Poland, Yugoslavia, and Greece. Describing the needs of his country, the Chinese Government representative declared that 900,000 sets were required just to make it possible to listen to school broadcasts.

"The Commission recommends that Poland, Yugoslavia, and Greece should each be allocated 120,000 receiving sets. Even with these additional sets, there will be only one set for every 35 persons in Poland, 47 in Yugoslavia, and 50 persons in Greece. In all these countries, as in China, a substantial proportion of the proposed new sets would be reserved for schools.

"Out of the \$16,400,000, it is also proposed that \$1,000,000 should be set aside for the professional training of radio personnel from national radio organizations in war-devastated countries. This training would assist three classes: a strictly technical staff; a program staff; and a journalist and radio reporting staff."

EQUIPMENT

New Record Changer

General Instrument Corporation is beginning production on a new automatic phonograph record changer which will be sold to set manufacturers for substantially less than the current model, which it surpasses in efficiency and durability, it has been announced by Richard E. Laux, executive vice-president.

The lower price for the device, known as model 700, has been made possible by a simplification of design which reduces the number of parts used to 105 from 240, he explained. This elimination of 135 parts, and the use of only one gear instead of a dozen, reduce greatly the likelihood of damage resulting from careless operation.

Motorola 3rd Quarter Exceeds Ten Million

(Continued from Page 1)

net is equivalent to \$50 per share of common stock.

Galvin also announced that the company's first production of combination radio and television sets began coming off the assembly lines last week. This model, and the new table model offering straight television, is being manufactured at the main Motorola plant here.

In a recent letter to stockholders Galvin forecast a record volume of business for the last quarter of this year that may be expected to exceed "any civilian quarter in the history of Motorola."

Net sales and earnings declined during this period as compared to the second quarter, Galvin reported, due primarily to the fact that the entire plant was closed from July 3 to July 21 for a general vacation period.

Net sales for the first three quarters of the current fiscal year amounted to \$32,060,236, as compared with \$15,259,169 during the same period last year. Net earnings after taxes and reserves during the first three quarters of '47 amounted to \$1,827,119 which is equivalent to \$2.28 per share of common stock. This compares with net earnings after taxes of \$222,409 which is equivalent to \$.28 per share of common stock during the same period in the 1946 fiscal period.

Public Service Drives Planned For NBC Programs

Plans to promote worthwhile public service drives such as the major charitable drives through the NBC Symphony program and football games this fall and winter was announced by Ken R. Dyke, NBC administrative vice-president in charge of programs, public service and continuity acceptance.

Under the new plan during the Symphony Hour there will be opening and closing announcements of not over one minute each and a middle announcement of not more than two. Last year the announcements on the Symphony program were institutional, explaining the advantages of the American system of broadcasting.

In order to provide time during football games for local community public service efforts on affiliated stations there will be three station identification periods of 30 seconds each on all sustaining programs. At the end of the first quarter, during the half-time and at the end of the third quarter, Bill Stern, NBC director of sports, will allow 30 seconds for call letters and community announcements. Other station identification periods during the game will be of the usual 10-second duration.

WCBS Newscasts To Borden

The Borden Co. Sales Division, for Lady Borden Ice Cream, will sponsor the 9-9:15 AM news program over WCBS Tuesdays, Thursdays, Saturdays, effective Sept. 23, it was announced by Arthur Hull Hayes, WCBS General Manager.

Druggists Point Of View Given On CBS Network

The retail druggists of America are fighting hard to help keep prices in line, John H. Kelley vice-president in charge of advertising of the Emerson Drug Company, told a nationwide Columbia network audience last night.

Kelley was talking in connection with the tenth annual Nationally Advertised Brand Week (October 3-13). "Brands Week" is underwritten by some 70 of the drug trade's leading manufacturers and national advertisers, and its purpose is to promote nationally advertised products and to focus attention on the drug store as a convenient outlet for nationally advertised merchandise.

"It's your druggist and thousands like him who are backing Nationally Advertised Brands Week—the tenth such week to be celebrated by the druggists of America," Kelley said. "The principal aim of this year's Nationally Advertised Brands Week is—and I quote from official source—to combat inflationary trends by emphasizing the low, reasonable prices prevailing in drugstores."

Tidwell Made KSDJ Manager

San Diego, Cal.—Edgar L. Tidwell, former program director, is the new station manager of KSDJ, CBS outlet here. Other new appointments are: Fred T. Foster, traffic manager; Amos T. Baron, commercial manager; George E. Dawkins, Jr., promotion manager.

N. Y. Video Stations Seek '48 B. B. Rights

(Continued from Page 1)

also make a bid for the pickup of the team. Last season WNBT, the NBC outlet in New York, covered the Giants during their Polo Grounds games.

WCBS-TV, the Manhattan outlet of CBS television, is reported seeking another deal for the exclusive rights of the Brooklyn Dodgers for the 1948 season.

Sees No Hurt to "Gate"

Television interests, according to reports, maintain that the televising of baseball did not hurt the gate of the sport and point to the all-time high grosses picked up by the teams during the past season. They apply the same argument to the World Series games pointing to the early sell-outs at both Ebbets Field and Yankee Stadium.

Padway, Petrillo Aide, Dies In San Francisco

San Francisco—Joseph A. Padway, 56, counsel of the AFL, legal representative of AFM and vital aide to James C. Petrillo in disputes concerning the union, died here yesterday following a heart attack. Death came as he was about to address the AFL's convention on the recently-passed Taft-Hartley Act.

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1001 RULES, REGULATIONS AND STANDARDS OF FCC

For Example: Do stations have to sell time to all political candidates who apply for broadcast privileges?

SEE PG. 26, PART 3

This is but one of thousands of rules and regulations, indexed for easy reference. Save time—play safe.

FORMAT

Letter-size paper printed on one side only. Proposed amendments on colored paper to be inserted opposite rule amended. Final amendments incorporated in text with effective date given after each rule amended. Sturdy loose leaf binders.

FIRST YEAR \$60.00

Broadcast Service Bureau.

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WASHINGTON 5, D. C.

Radio's Effectiveness Stressed By Midgley

(Continued from Page 1)

radio sets," the CBS sales executive pointed out, "broadcasting is a medium which cannot be much longer overlooked by the local retail advertiser. Set ownership of this magnitude indicates saturation not only in all income levels but in cities of all sizes and in farm homes as well.

"There are volumes of evidence available to indicate radio is an effective advertising medium for local retailers. There is also evidence that individual radio stations are beginning to realize that retail advertising is distinctly different from network or national spot advertising which they carry. Budgets are smaller and results are more readily discernible. Approximately 75% of the stations in the country have special retail rates for local advertisers and all stations should be equipped to prepare a convincing presentation on radio for virtually any type of retail advertiser.

"With FM broadcasting, facsimile and television currently with us it is not too fantastic to predict that there may be 35,900,000 U. S. families with television sets within a very few years. When this has been accomplished the ultimate effectiveness for an advertising medium will have been reached not only for national advertisers but for regional and local advertisers as well."

Heads Premium Division

Emerson Radio and Phonograph Corporation announced the organization of a Premium Division under the supervision of Richard A. Hyman. Phil Gillig, vice president in charge of sales, explained that since the war ended the overwhelming demand for Emerson radios as premiums and prizes has increased tremendously, necessitating the formation of this new division.

St. Nicholas Bouts On WHN

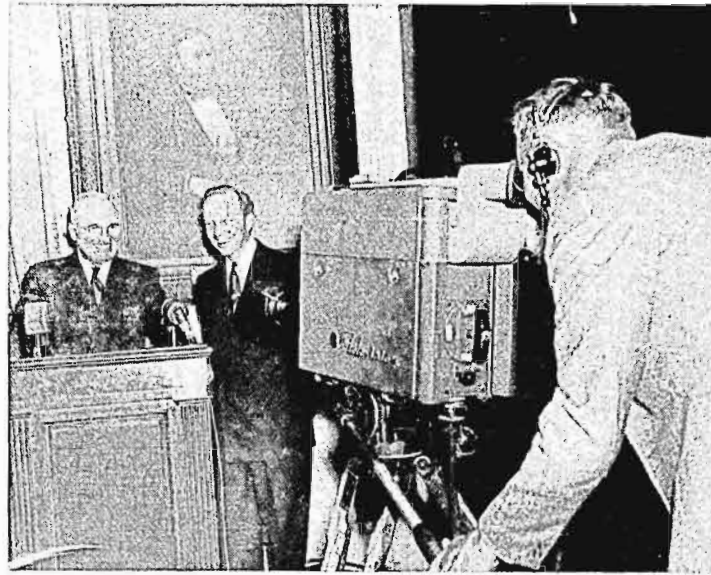
Gillette Safety Razor Co. has started another season of sponsoring Monday night boxing bouts from St. Nicholas arena over WHN. Don Dunphy and Steve Ellis do the ringside reporting starting at 10 p. m.

PROMOTION

Long-Hair Platter Spinner

A leaflet, whose illustrated cover design shows a man on a horse composed of discs and entitled Disque Jacquy, has been released by WQXR to promote its new program, "Listening With Jacques Fray, Mr. Fray being the station's classical disc jockey. A resume of Mr. Fray, the program and its sponsor is contained in this leaflet whose cover is effectively brought out in a green and purple color combine on a white background.

PICTURE OF THE WEEK



President Harry S. Truman and Chairman Charles Luckman of the Citizen's Food Committee made television history last Sunday night when video cameras were set up in the Oval Room of the White House for the first time. President Truman, Luckman and others were seen and heard by televiewers in four Eastern cities, Washington, New York, Philadelphia and Schenectady in a pooled television broadcast arranged through WMAL-TV, WNBW and WTTG, Washington.

"Seven Arts Quiz" Debuts On WNBT For Gen. Foods

"The Seven Arts Quiz," new-type television quiz-show, makes its debut over WNBT tonight (Thursday, 8 p. m. EST) under sponsorship of General Foods.

Program is based on questions regarding the seven popular arts, with Bill Slater as emcee. Robert Sylvester, drama editor of the New York Daily News, and Russell Maloney, critic and author, will be among guests on the opener.

New show is based on a book recently written by Richard Pack and Jo Ranson. Agency is Y&R.

F. L. Henderson Elected To American Cable Board

Forest L. Henderson has been elected executive vice president and a director of the American Cable & Radio Corporation, affiliate of IT&T, it was announced this week.

Associated with American Cable and constituent companies since 1921, Henderson is executive vice president of the corporation's three main operating subsidiaries, All America Cables and Radio, Inc., the Mackay Radio and Telegraph Company, and The Commercial Cable Company. He is also a director and vice-president of the Mexican Telegraph Company.

Farnsworth Subsidiary Handles Research, Patents

Farnsworth Television & Radio Corp. has set up a wholly-owned subsidiary in the state of Indiana which will be called Farnsworth Research Corp. E. A. Nicholas, president of Farnsworth, in making the announcement said that the new company will handle all research and patents, and particularly with the advent of commercial television, more emphasis is being placed on television research and manufacturing of television products. For this reason the patents and research, and manufacturing is being separated.

At the same time it was revealed that William Clausen has been appointed manager of operations of Farnsworth with headquarters in Fort Wayne, Ind., and will be responsible for all manufacturing and related activities at the company's plants. Prior to joining Farnsworth, Clausen was vice-president and general manager of Victor Products Corp., Hagerstown, Md.

George Heads Philco Promotion

Raymond B. George, since his discharge from the Army in 1945 the sales manager of Philco's accessory division, has been promoted to the new post of sales promotion manager of Philco Corporation, it has been announced by James H. Carmine, vice-president.

High Court May Get WOKO Row Again

(Continued from Page 1)

contention that public interest justified the delay which allowed the two competing applications to be filed after Van Curler. He said that any court that ruled on the matter would seek "strong public interest" as a basis for Commission action. Arnold told the Commission that the Governor Dongan company is "operating on a shoe string."

This was denied by William A. Porter, attorney for Governor Dongan, who told the FCC that the company's 35 stockholders are "solid, substantial citizens of Albany." He said the company's total capitalization is \$100,000, plus a loan for \$25,000 and plans for further stock purchases of \$50,000 to build an FM station. The Governor Dongan attorney said that S. H. Fabian, theater owner and major stockholder in Van Curler, was not qualified to operate a radio station. He also charged that Raymond Curtis, president of WOKO and principal stockholder, is "completely indifferent to responsibility."

CBS Sets "Dual" Cover Of Two Grid Games Sat.

CBS will offer dual coverage of two top college football games for the second time next Saturday when it airs the play-by-play of the Columbia-Yale contest from New York and Minnesota-Northwestern game from Northrop Memorial Stadium at Minneapolis. System was tried successfully last year by the network when it covered the Michigan-Ohio, Illinois-Northwestern tilts, latter of which decided the Big Ten football championship.

Concurrent reports from the two cities will be handled by Red Barber at the Columbia-Yale game and Paul Wann, sportscaster of WCCO, CBS' affiliate in Minneapolis-St. Paul. Barber will take the network mike at 2 p. m., EST., to the first full hour of the Columbia-Yale game, relinquishing it to Wann at 3 p. m., for opening minutes of the mid-west game. From that portion on each will switch the network to the other when important moments approach on the respective gridirons. Switching system is handled by monitoring each game in broadcast booths, plus a signal device used when an announcer anticipates an exciting play.

Send Birthday Greetings To—

October 9

Robert Armbruster John Guedel
Walter Compton Henry Hunter
Bart McHugh Marye Louise Stein
Lee Wiley John Tackaberry
Fred Herbert-Oeltgin

HAWAII

By JOHN WILLIAMS

WAYNE COLLINS, KULA announcer, wed Sept. 20 to Barbara May Dale, secretary to Robert F. Shield, KULA's program director, who gave away the bride. Emily B. Nichols, secretary to KULA's general manager, Frank V. Webb, was bride's attendant.

Shirley Binford of Hollywood reckons an air cruise to Hawaii is a better prize than all the electric washers and stoves in the world. Shirley was given the cruise, including 3 days on the beach at Waikiki, because she was winner on recent Mutual "Queen for a Day" show. A dress finisher at Warner Bros. studios, Shirley spent all her time in a swim suit.

Guy Lombardo To Launch Treas. Savings Bond Series

(Continued from Page 1)

be heard at the same time Mondays through Fridays and is expected to last through November and possibly December. In addition to the opening show, Lombardo is also scheduled to appear on the programs of November 3, 5 and 7. Other orchestras which will participate in the series include Xavier Cugat, Vaughn Monroe, Johnny Long, Freddie Martin and Richard Himber.

Says Germans Like News And Music Of U. S. Station

Requests for the playing of modern music are frequently made in letters sent by German listeners to the American military operated station in Germany, according to Ruth Norden, chief of the outlet who was formerly with the "Voice of America" in New York. Many letters also praise U. S. authorities for the broadcasting of impartial news.

One letter writer said, however, that listeners living in the Russian zone of Germany who tune in the American station keep the volume low in fear of Soviet authorities. There has been no official prohibition of listening to the American station but the people don't like to let it be known that they listen to these programs instead of those broadcast by the Russian station. The American controlled outlet uses 20,000 watts power while the Soviet operated station has a power of 100,000 watts.

Gets Mutual Research Post

Morten Lenrow has joined the Mutual Broadcasting System in the capacity of assistant to Richard J. Puff, Director of Research. It has been announced by E. P. H. James, MBS Vice-President in charge of Advertising, Promotion and Research. An Army veteran, Lenrow for the past two years has been assistant director of research of the American Weekly. Upon discharge from the Army, he held the rank of major.

RCA Victor, Folsom Get U. S. Navy Citations

Camden, N. J.—Citation to the RCA Victor Division of RCA for service rendered to the U. S. Naval Reserve during 1947 was presented this week by Vice Admiral James L. Kauffman, USN, commandant of the Fourth Naval District. Award was signed by James Forrestal as Secretary of the Navy, and Admiral Chester W. Nimitz as Chief of Naval Operations for the company's contribution in connection with the Naval Reserve Campaign.

Three individual citations were also presented by Admiral Kauffman to Frank M. Folsom, executive vice president in charge of the RCA Victor Division; John K. West, director of public relations; and Robert Merrill, Metropolitan Opera star.

Zachary For "Monroe Show"

Wendell Adams succeeds George Zachary as director of "The Vaughn Monroe Show." Adams formerly was director-producer of a number of commercial radio programs and was at one time a member of the CBS production department. "The Vaughn Monroe Show" is sponsored by Camel.

Form Industry Air Forces Unit

Open to ex-members of the Army Air Forces working in radio, television, movies and the stage, a new squadron of the Air Forces Association is now being formed. Pre-organization details are being handled

NEW STATIONS

WCFC Opens

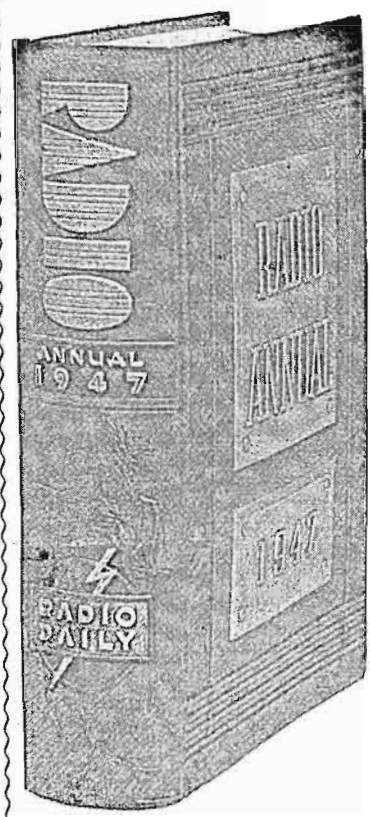
Boosting its power to 300 watt and moving to its new frequency of 101.3 megacycles or channel 267 from its previous new assignment of channel 260, WCFC, pioneer FM station in West Virginia and the Southeast, held its grand opening for the new WCFC building in Beckley on September 28th.

Included on the dedicatory program were addresses by J. N. "Bill" Bailey, executive director of the FM Association; Gerald Jenny, Broadcasting director under Dr. Irvin Stewart, new president of West Virginia University and former FCC Commissioner; President of the Licensee, Beckley Newspaper Corporation, Charles Hodel and Beckley's Mayor, W. A. Burke.

Heads Spartan Advertising

E. C. Bonia, vice-president of the Sparks-Withington Co., announces the appointment of Dave R. Chenault, formerly assistant advertising manager to the position of sales promotion and advertising manager for the radio and appliance division. Chenault was in sales work before joining the U. S. Air Force in 1943.

by Billy Roach, a member of the law firm of O'Brien, Driscoll, Raftery and Lawlor.



RADIO ANNUAL

is published and distributed shortly after the first of each year as part of RADIO DAILY service. It is complimentary to RADIO DAILY subscribers.

RADIO ANNUAL is a gold mine of informative and statistical information completely covering the colorful and romantic radio industry in all of its branches.

THE 1948 RADIO ANNUAL IS NOW IN INTENSIVE PREPARATION

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CONNECTICUT —

HARTFORD—The Needle Club, this city's organization of amateur and professional politicians, starts its series of dinner broadcasts over WDRC, October 9 with a half-hour roundup of comments from leading political men in Hartford. Broadcast will be from Scoler's Restaurant and will be handled by Jack Zaiman, Needle Club president and political writer for the Hartford Courant. . . . Frederick E. Bieber, assistant manager of WHTT, recently resigned to assume the position of general manager of WLCR, Torrington. He will supervise the new station's construction. **STAMFORD** — New general manager of WSTC is Julian Schwartz. He succeeds Harold H. Meyer who has resigned to become manager of WRWR, Albany, N. Y.

— NEBRASKA —

OMAHA—Almost a million mid-west youngsters will be safer on their way home from school as a result of the 3:30 p.m. chain break on WOW. The announcer reminds motorists, "It's 3:30 and the children are coming out of school. Please drive carefully." . . . A radio jubilee was recently held by this city's

largest department store, Brandeis. It lasted an entire week and enabled Omahans to see their favorite broadcast from the store's 10th-floor auditorium. Six radio stations, including KBON, KFAB, KOWH, KOIL, KOAD, Omaha and KMA of Shenandoah, Ia., took part in the jubilee, each station having charge of one day's program.

— OHIO —

DAYTON—Joseph H. LeMoyné has resigned his position as WING account executive to become vice-president in charge of radio at the Hutzler Advertising Agency in this city. . . . **CINCINNATI** — More than a thousand dealers and their families were present at the J. F. Schroth Company's preview of their program entitled, "The Fountain Speaks," which recently bowed over WCKY. The "preview party" was held in the ballroom of the Hotel Gibson and included a buffet supper, entertainment and a private broadcast of the show, which is a history of Cincinnati's Fountain Square, told in story and song. Events that tie into the Fountain as the Queen City's downtown landmark will be narrated into the series by Nelson King and supplemented by fitting period music.

— CANADA —

TORONTO—On Sunday, October 12, Wishart Campbell, M.B.E., CFRB's director of music, will introduce two new hymns at the Knox United Church in Owen Sound with Rev. Alan Ferry officiating. They are "Lead Us, O God" and "Grant Us Thy Care" which were composed by Campbell and will be sung by him for the first time anywhere. Wallace MacAlpine did the lyrics. . . . **VANCOUVER**—Al Klenman, a member of the CKWX engineering staff for six years, is transferring to the sales dept.

— NORTH CAROLINA —

CHARLOTTE—WBT talent groups were recently highlighted in the entertainment portion of Chester County, South Carolina's famous "Guernsey Festival," the celebration climaxed by County Fair and Barn Dance festivities. Grady Cole, station farm editor and commentator, emceed the affair, which featured offerings by WBT's Briarhoppers, Rangers Quartet, Arthur Smith Crackerjacks, and The Johnson Family Singers. . . . **TARBORO**—New additions to WCPS's announcing staff include Johnny Mims, formerly with WBUY in Lexington, and Ray Mullen, recently graduated from one of the leading radio schools in Chicago.

— PENNSYLVANIA —

PHILADELPHIA—Three top-flight KYW personalities will contribute their talents to a stage show to be presented by Philadelphia radio stations as part of the "Radio Night" festivities at the Poor Richard Club on October 22. They are Alan Scott, who will conduct a mock quiz show; Ted Steele, who will play the Novachord and sing, and Andrew Gainey, baritone star of "Today's Concert" program. Guest speaker for the occasion will be Edgar Kobak, president of the Mutual Broadcasting System. . . . **WASHINGTON**—Charles R. Duvall has returned to WJPA as commercial manager after an absence of three months during which time he was with WJCI, Hagerstown, Maryland.

— NEW JERSEY —

NEWARK—Paul Brenner's "Requestfully Yours" program, aired over WAAT, was chosen "The Outstanding Record Show of 1947" by the board of judges at the New Jersey State Fair. . . . **ATLANTIC CITY**—New additions to WFGP's staff are Robert C. Bare and Sheldon H. Gross. Bare, formerly with WFNS, Burlington, N. C., has taken over a post in the engineering department while Gross has become the new local news editor of the station.



The men may **LOOK**
but the women **LISTEN**



Will you gentlemen please feast your eyes on the face, then forget it and face the facts? Because, frankly, we're not selling the lady's pulchritude. You get that gratis. We're selling her charm for the female radio listener. And women listen to Barbara Welles (Florence Pritchett) on her WOR show, every weekday afternoon at three. They listen — and ACT.

THEY ACT? Within one week, five days, some 6,045 women peppered Barbara for a sample of — of all things — paint! And not the kind they gild their faces with. Within two weeks, the number of requests piled up to 10,297. They came from folks from as far off as Maine and Virginia — and even New York. That's mighty pretty mail for a new

show, don't you think?

BARBARA WELLES (Florence Pritchett) is such news that LOOK magazine gave her a fancy spread recently. She's something new in radio: a glamour girl with grey matter and a homey touch. She speaks to and for young housewives; spices their lives with glitter and good common sense to boot.

YOU PAY ONLY FOR BARBARA WELLES when you buy into her WOR show but you get bank-breaking talent as well. Luminaries like Bing Crosby, June Knight, Lucille Ball and others have been her guests because they are her friends.

IF YOU want to move in on what is proving to be one of radio's most productive daytime woman's shows, dial PE 6-8600 NOW.

MUTUAL **WOR** 1440 BROADWAY

Denny Formally Resigns

FCC Calendar Full; Hearings Postponed

Washington Bureau, RADIO DAILY
 Washington—The FCC's steadily growing backlog of work yesterday forced postponement of another hearing. The commission announced that its hearing on sharing of television channels would be postponed until November 17—more than a month following the last-scheduled date of October 13.

(Continued on Page 6)

World Series Audiences Reveal All-Time Highs

Hoopers and Crossleys on World Series audiences reported yesterday to WOR in New York and Mutual for the whole country reveal a phenomenal audience for the sixth game of the series last Sunday with the Hooper giving the New York outlet 31.5% as its share of the listeners. The rating was 41.4.

Crossley survey taken for MBS on the 1947 World Series indicated that 72.2% of all radio homes in America heard one or more games; average radio audience for all games was 36.7, highest for any national sporting event on record; the biggest single audience was Oct. 6, the seventh and deciding game rating 45.0.

Uridge Leaving WJR; Shawd Joins Station

Detroit—Owen F. Uridge, general manager of WJR, has resigned and Arch Shawd, formerly manager of WTOL, Toledo, has joined WJR in the capacity of sales manager, it was announced yesterday.

No Paper Monday
 Columbus Day, a legal holiday in most of the states of the Union, this year falls on Sunday, and will be celebrated on Monday, October 13. In observance, RADIO DAILY will not be published.

Kaiser Sets 4-A-Week News Show On Mutual

Industrialist Henry Kaiser will make his debut in network radio for his automotive interests next month via a four-times weekly news program on Mutual titled "Newscope" which is described as a "down-to-earth" approach to world events for the "grass roots" as well as metropolitan audience. Sponsored jointly by Kaiser-Frazer Motors and the Kaiser Industries, Inc., program will be heard on the full network Tuesday, Thursday and Saturday (7:30-7:45 p.m., EST) and Sunday (8:45-9 p.m., EST), starting November 4. Wendell Noble will handle a dual role of narrator-commentator while

(Continued on Page 3)

Tax Refund To Paley Made By Treasury Dept.

Washington Bureau, RADIO DAILY
 Washington—The treasury announced yesterday that it has returned \$131,856.36 in tax money to CBS Chairman William S. Paley. The amount represents overpayment on Paley's 1944 income levy—the discrete

(Continued on Page 8)

Truman Lauds Retiring FCC Chairman Leaving For Position With NBC; Speculation Re Successor

Indie Takes Stand On Proposed Code

The first public announcement by an independent station member of the NAB that it would be forced to withdraw from the organization if the new code becomes effective as now written has been made by Jerome Sill, executive veepee of WMLO, Milwaukee. Sill has made public a letter written to Charles Caley of WMBD, Peoria, NAB dis-

(Continued on Page 6)

New Farm Quiz Show To Originate In Chicago

Chicago—A new Chicago-originated farm quiz show, "R.F.D. America," will make its debut October 29 on WGN and 405 stations of the coast-to-coast Mutual network. It will be heard at 8:30 to 9 a.m., and

(Continued on Page 2)

Col. Grid On WCBS-TV Sold To Knox Hat Co.

The five home football games of Columbia University at Baker Field (N. Y.), to be aired by CBS television station WCBS-TV, will be sponsored by Knox, The Hatter, it

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—President Truman yesterday accepted the resignation of FCC Chairman Charles R. Denny, effective October 31. No announcement of Denny's successor was made. After a brief rest, Denny will take over his new position of vice-president and general counsel of NBC, it was indi-

(Continued on Page 3)

TBA Revises Its Dues In Membership Drive

Concerted drive to attract all television station operators and construction permit holders to its membership was launched this week by the Television Broadcasters Association with the major inducement a drastic revision of dues structure for active and affiliate members. Under the new setup active members are admitted on the basis of the status of their application or CP for a station and pro-

(Continued on Page 8)

W2XJT, Exper. Tele Outlet Begins Program Schedule

W2XJT, experimental television station in Jamaica, (L. I.) is now on the air with regularly scheduled programs Tuesday, Thursday and

(Continued on Page 2)

Cash And Premium Giveaways Used By Web In Chicago Area

Indication that the cycle of giveaway and cash prize programs is far from over is contained in an announcement from the NBC Central division, Chicago, yesterday which proclaimed that cash prizes totalling \$20,000 and 168 merchandise premiums are offered this week by three network clients.

Five first prizes of \$1,200 each are to be offered to winners of a new essay contest sponsored by the Quiz Kids on NBC, Sundays, 4 p. m., EST,

for high school seniors writing on the subject: "What America Means to Me." The money is to be used for educational purposes.

In addition to the first prizes, 50 prizes of \$50 each and 500 prizes of \$5 each will be awarded. The contest closes at midnight, November 10. Program is sponsored by Miles Laboratories, Inc., through Wade Advertising Agency.

Mars, Inc., sponsor of Curtain Time (Continued on Page 3)

7,000 Witnesses
 Largest public showing of the Yankees-Dodgers' World Series on television was held at the RCA Exhibition Hall in Radio City where over 7,000 persons witnessed the fall classic on 13 individual tele sets. RCA officials checked attendance and each day clocked over 1,000 visitors who were admitted by tickets distributed free at the information desk.

Tele Audience
 The CBS Research Department estimates there were more than 50,000 television sets in the Greater New York Area as of September 1, 1947, it was announced yesterday by George Moskovics, Commercial Manager of WCBS-TV, the CBS television station in New York. This includes bars and other places, which are estimated to have about 15 per cent of total.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 9)

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, RCA Common, RCA First pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., NEW YORK CURB EXCHANGE, Nat. Union Radio.

OVER THE COUNTER

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

Wedding Bells

New York's Little Church Around the Corner tomorrow will be the scene of the wedding of Betty Louise Camuse, daughter of Mr. and Mrs. Arthur P. Camuse, of Miami, to Ernest E. Stern, son of the late Mr. and Mrs. Alfred F. Stern, of New York. The groom is a staff member of RADIO DAILY. Following the wedding, which will be attended only by the family and a few close friends, the Sterns will leave on a honeymoon of two weeks in Bermuda.

★ COMING AND GOING ★

DR. GEORGE CROTHERS, moderator on "Opinion Please" over CBS, left yesterday for Boston, from which point today's program will emanate.

NOLA LUXFORD, femme commentator whose "Anzac Hour" beamed to Australia and New Zealand was an OWI feature during the war, has returned to New York from Washington, where an investiture was held to award her The Order of the British Empire medal.

TOM BRENNEMAN, with his hats, orchids, wishing rings and program personnel, today starts a cross-country Community Chest tour which will wind up with a gigantic Madison Square Garden broadcast in New York on Friday, Oct. 31.

MORRIS NOVIK, radio consultant, left by plane yesterday for San Francisco, where he'll attend the convention of the AFL and will aid in the formation of the federation's public relations-radio campaign.

JOSEPH SPADEA, manager of the Detroit office of Columbia's Radio Sales, is in New York for conferences with officials of the network.

JOHN HARRINGTON, sportscaster on WBBM, Chicago, is in town to give a play-by-play broadcast of tomorrow's football game between the Army and Illinois. He'll air his 15-minute "Football Preview" from the Yankee Stadium just prior to the game.

WALTER B. HAASE, station manager of WDRG, Hartford, Conn., is spending a few days in Gotham for conferences at the station relations department of the Columbia network, with which the station is affiliated.

TYRRELL KRUM, the "Veterans' Adviser" heard on NBC from WRC, Washington, D. C., is en route from Pearl Harbor to San Francisco aboard the "Honda Knot," the ship carrying the first American war dead from overseas. He will arrive in San Francisco tomorrow and will broadcast his program from that city.

CEDRIC FOSTER, Mutual network newsman, spent this week in New York attending the World Series. He'll air today's commentary from Gotham.

DON MILLER, sales manager of WCBS, is back at his desk following a business trip to Detroit and Boston.

HOWARD PILL, president of WSFA, Montgomery, Ala., has returned to the station from a business trip that included the NAB convention in Atlantic City and a few days in New York.

ROBERT JEROME SMITH, head of the Washington office of Richard W. Hubbell & Associates, television consultants, has left on a business trip to St. Louis.

CRAIG ("Professor Quiz") EARL and GENE HAMILTON, announcer on the program, are in Springfield, Mass., for the broadcast of tomorrow's program. At the close of the show, Hamilton will leave for Boston, where on Tuesday he'll be narrator on the opening broadcast of the Boston Symphony over the American network.

RUGGIERO RICCI, violinist frequently heard on WJZ-ABC's Sunday morning "Coffee Concert" series, has returned to New York from an out-of-town tour, and will be soloist tomorrow with the People's Symphony.

Col. Grid On WCBS-TV Sold To Knox Hat Co.

(Continued from Page 1)

was announced yesterday by George Moskovich, commercial manager. First on the schedule is tomorrow's clash between Columbia and Yale, considered to be one of the top grid-iron features of the weekend.

Mel Allen, well-known sports commentator who called the play-by-play on WCBS-TV last season, will handle commentary this year for Knox. Prior to his WCBS-TV stint in '46, Allen broadcast three radio seasons of Columbia football before Pearl Harbor.

Other games on the Knox-WCBS-TV schedule are: Columbia-Army, Oct. 25; Columbia-Dartmouth, Nov. 8; Columbia-Holy Cross, Nov. 15; and Columbia-Syracuse, Nov. 22.

Geyer, Newell & Ganger is the agency for Knox. Commercialists will be "live" from Baker Field where models will display hats, coats and suits for both men and women.

Plan Dodgers Pickup

Meanwhile WCBS-TV is already laying plans for next year's video coverage of the home baseball games of the Brooklyn Dodgers from Ebbets Field via a long-term exclusive contract signed last year with the National League pennant winner. Bob Edge, who called the play-by-play during the past baseball season, is planning to go South with the Dodgers during Spring training to gather color and background material on players and the club.

Gets Motorola Post

Appointment of James E. Herbert as Mid-Western District Representative was recently announced by William H. Kelley, General Sales Manager of Motorola, Inc.

New Farm Quiz Show To Originate In Chicago

(Continued from Page 1)

will originate before an audience in the WGN studios.

Farmers selected from a different midwestern State each week will compete for awards, with Joe ("Quiz Kids") Kelly as quizmaster. Although the program will have a preponderance of fun questions, each show will include technical farm questions and serious discussion questions. Each show will start with four contestants and an elimination procedure will determine the "Master Farmer of the Week," who will return for the following week's program to compete with three farmers from another state. Contestants, to be chosen in preliminary contests in farm areas, will be guests of the program in Chicago for three days preceding the weekly broadcast.

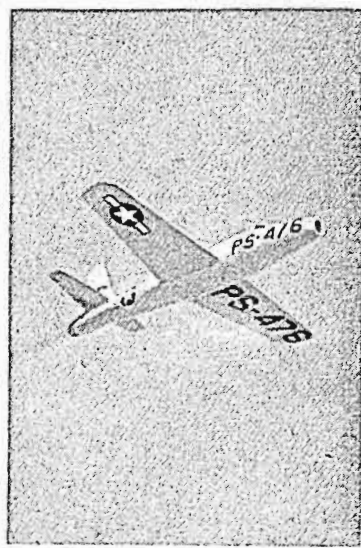
Cowan Outlines Purpose of Show
Louis G. Cowan, who originated the "Quiz Kids" and other shows, is the new program's originator, and he states the basic purpose of the show is "to show what really fine people farmers are and how well informed they are."

W2XJT, Exper. Tele Sta. Begins Program Schedule

(Continued from Page 1)

Saturday evenings (Channel 13), it was announced this week by William B. Still, station director. Daytime operation will begin within a few weeks, he added.

Program lineup includes a weekly fashion presentation, sports review, sewing instruction course, and other varied fare.



Supersonic

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

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

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

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

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

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



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Read

IN CLEVELAND IT'S WHK logo

Web Uses Giveaways In Chicago Territory

(Continued from Page 1)

on NBC, Saturdays, 7:30 p. m., EST, announced a six-week series of word-building contests on the program October 4. A first prize of \$1,000, second prize of \$200, eight prizes of \$25 each, and 20 \$5 prizes will be offered to winners each week.

In the first week's contest, which closed midnight Thursday, October 3, listeners were asked to list all three-letter words in the sentence, "Just taste the big, new Mars bar." Sentences and word patterns will vary each week. All entries must be accompanied by two Mars bar wrappers. First winners will be announced on Curtain Time, Saturday, October 18.

Prizes Varied

The Fitch Bandwagon (NBC, Sundays, 6:30 p. m., CST) returned to the air October 5 with the announcement of a new contest offering 168 prizes over a four-week period. A total of 42 prizes will be awarded to listeners each week. The list of weekly awards includes two new automobiles, five electric ranges, three home freezers, two electric washing machines and 30 electric blankets.

University FM Station Asking Listeners' Views

Columbus—Ohio State University's 5,000-watt educational radio station, WOSU, will try out a new public relations technique in a series of broadcasts titled "WOSU and You" to begin Monday, October 13, which will feature the station's top program staff talking informally with listeners about what both groups can do to make WOSU more responsive to listener's needs. The program is scheduled each Monday from 3:45 to 4 p. m.

Program Director William H. Ewing and his assistant, Glenn Ellstrom, plus guests and visiting talent, will talk over listeners' letters—both good and bad—their reactions to new programs, and their suggestions for improving established ones.

Pres. Truman Praises Denny Upon Resignation From FCC

(Continued from Page 1)

cated. Denny could not be contacted immediately after the White House announcement, but sources close to the youthful FCC chairman, who worked his way up from assistant general counsel of the Commission, confirmed the RADIO DAILY story that he would accept the NBC position.

President Truman said he regretted "exceedingly" Denny's resignation but understood there was no alternative.

In an exchange of letters with the President, Denny said he was forced to resign because "from a financial standpoint it is not possible for me to remain longer in the government."

President Truman had high praise for Denny, both for his work with the FCC and as an international negotiator. For the past four months, Denny represented the United States in three international telecommunications conferences in Atlantic City, N. J.

The Commission met in executive session late yesterday and it was then that Denny announced his decision to leave the Commission.

Speculation immediately centered on possible successors to the able FCC chairman. Names mentioned included E. K. Jett, FCC member; Leonard Reinsch, radio advisor to President Truman, and James Mead, former U. S. Senator from New York. Also prominently discussed was Mor-

ris Novik, now radio advisor to the International Ladies Garment Workers Union. Novik, prominent in New York's Liberal Party, formerly served as radio advisor to the late F. H. La Guardia, former Mayor of New York. There was also speculation that Mr. Truman would seek the services of Ray C. Wakefield, former FCC commissioner.

Officially, Denny has been chairman of the FCC less than a year, having been appointed by President Truman on Dec. 5, 1946. He had, however, been acting chairman since February of last year when he succeeded Paul Porter. Denny, whose present age is 35, is the youngest man ever to head the FCC and at one time at least was the youngest person directing any Federal agency.

Denny joined the FCC in 1942 as assistant general counsel, moving over from the Department of Justice. Within a few months he was named general counsel supervising the work of some 60 lawyers in the department.

Denny is a native of Baltimore and graduated from Amherst in 1933 and from Harvard Law School three years later. He practiced law in Washington for two years before joining the Department of Justice. Denny is married and has three children.

Kaiser Sets 4-A-Week News Show On Mutual

(Continued from Page 1)

William M. Greene will write and edit the show which will originate in KHJ, Los Angeles. Both are veteran West Coast radio newsmen.

Kaiser is said to be requesting all 446 stations on the Mutual web on the theory that the smaller towns are as potentially important markets as the large cities.

Setting of the Kaiser show will switch three Mutual programs to new times, one—"What's the Name of that Song?" (Saturday, 7:30-7:45 p.m.)—sponsored on the Don Lee web. Others to be re-shuffled are: Arthur Gaeth's news show (Tuesday, Thursday, 7:30-7:45 p.m.) and "Twin Views of the News" (Sunday, 8:45-9 p.m.)

Agency on the Kaiser account is Swaney, Drake and Bement, Chicago.

Col. Allen Going On WOR

Washington—Col. Robert S. Allen, former collaborator with columnist-commentator Drew Pearson in an attempt to take over WBAL, Baltimore, will go on the air next Sunday with a 15-minute news commentary over WOR, New York, RADIO DAILY was reliably told yesterday. The program, as yet unsponsored, will be available in transcriptions for local sponsorship. Ed Hart is producing the show.

New Sports Series Set For Tonight On WNBC

Mel Allen and Russ Hodges, veteran sports announcers, will be sponsored by the General Cigar Corporation for White Owl Cigars in a new series titled, "The White Owl Sports Smoker" over WNBC starting today 7:30-7:45 p.m.

Allen and Hodges, who have broadcast the New York Yankees' baseball and football games for the past two years, will devote their new Friday program to late sports news and commentary. Another feature on this show will be a weekly mystery guest—a sports world luminary whose name will not be given. Listeners will be asked to guess the name and call in the winner, receiving cash prizes.

Coast Program Rating Has McCarthy In Lead

In the September "Pacific" Program Hooperatings Report just released, Charlie McCarthy leads the first 15 programs on the Pacific Coast with Fannie Brice, second, and Suspense in third place.

The report shows an average evening audience rating of 6.2, an increase of 0.8 from the last report, and a decrease of 0.4 from the rating for the same period in 1946. Average evening sets-in-use reported are 25.9. This is up 2.3 from the last report and down 1.4 from a year ago.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Nat'l. Reps. WEED & CO.

Every One of the top 15 Hooper Rated programs in Worcester is on WTAG. So are 27 of the next 30.

Hooper Ratings Oct. '46 to March '47

WTAG WORCESTER

HAWAII

By JOHN WILLIAMS

MODERNIZATION of Hawaii's sugar industry has advanced with FCC's authorization for Ewa Plantation Co., near Honolulu to install two-way radiophone system throughout its holdings. According to Ewa's manager, James N. Orrick, phones will be put everywhere, from central executive offices to all transportation, including fire fighting. Mobile equipment is expected to be especially useful in combating cane fires, and in enabling overseers to keep better informed to re-field work.

KPOA, only indy here, has strengthened its claim as "Hawaii's sports station" by securing exclusive broadcasting of all University of Hawaii sports events for 1947-48 season. According to Uni's athletic director Dr. Francois d'Eliscu, early highlights will be airing of football games against visiting mainland university teams scheduled here: Michigan State on Nov. 29; Uni. of Denver, Dec. 13; Uni. of Montana, Dec. 20; and Pineapple Bowl game Jan. 1 against team yet to be invited. KPOA's sportscaster Don Klein will report all events.

Two Honolulu physicians, Dr. Meriton H. Mack, owner of amateur station KG6BBD, and Dr. Patrick J. Lynam of KH6EH, have discussions twice weekly with Dr. Thomas Davis, the only doctor at Raratonga in the British-owned Cook Islands, 2,500 miles south of Hawaii. Dr. Davis, who is making a special study of parasitical diseases endemic with the natives, speaks via ZK1AA of Raratonga which is operated by Stuart Kingam.

KULA of Honolulu has patterned a weekly show for high school and college listeners that's produced entirely by students. Called "The Voice of Young Hawaii," it has a discussion panel on topical subjects like campus smoking and manners, male or femme teachers, etc. Then there's sultry disc jockey Netta Alameda who gives three top recorded tunes of the week, and student news reporter Paul Loo who keyholes the campuses. Sponsored by the Hawaiian Electric Co., program has won top spot, every Thursday night from 7:00 to 7:30.

Aiding Campaign

Cincinnati—Beginning this week WSAI in Cincinnati is promoting the President's food conservation plan with the following announcement at every station break from sign-on to sign-off "This Is Meatless Tuesday, Cincinnati, WSAI." This will be done every Tuesday until plan is established and on Thursday "egless Thursday" will be substituted.

WPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
PAUL HEDRICK
CRAYEN and HEDRICK
 Next Week ? ? ? ?



Windy City Wordage . . . !

• • • The Retail Druggists' Association evidently likes radio entertainment. Two popular air shows, "Ladles Be Seated" and "Breakfast Club" will originate from the Morrison Hotel October 16, for the druggists association, which will be in annual convention there . . . Ben

Chicago

Park, writer-producer of WBBM's "Report Uncensored," is spending this week in northern Wisconsin and next week he will vacation at an Indiana State park . . . A new program on WGNB, WGN's FM station, made its bow Sunday, 9-9:30 p.m. It's "Browsing Time," featuring recorded music from the library of Max Siegel, Chicago bookseller, comments by Al Burton and Alan Harvey, and interviews with authors. Siegel will sponsor the show for 13 weeks . . . The Quiz Kids are breaking into print again. Viking Press brings out "The Quiz Kids Book," an anthology of stories, poems and riddles picked out by the Quiz Kids themselves, on October 17 and on November 12 Dodd, Mead & Co., will publish "Chemi, the Magician," written by Quiz Kid Ruthie Duskin.

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• • • Harold Stokes, program manager of the ABC central division, announces the signing of three new talent units. They are Johnny Hill, vocalist, tentatively assigned to "Junior Junction;" the Richmond Quartet, specialists in rhythm spirituals, and Ellen White, vocalist. Miss White was in Chicago with an unknown Kansas City band which Universal Records was auditioning, and ABC officials were so impressed with her singing that they signed her for the "Tommy Bartlett Time" Saturday morning show, starting October 25.

☆ ☆ ☆

• • • "Vox Pop" will originate from Crane high school, Chicago, on October 22, for the Chicago Junior Chamber of Commerce . . . Hal Tate, now in his tenth year on the air, was the third personality to bring theatrical names to the mike in Chicago. The practice was begun originally by Eddie and Fannie Cavanaugh, radio vets, and in 1934 the writer of this column had a show biz news program on WCFL. Tate made his debut in the fall of 1937 and has been at it—successfully—ever since . . . The WIND "Symphonic Hour," formerly heard six nights a week, goes to seven nights on October 13 and will be sponsored by the First Federal Savings & Loan Association of Chicago . . . Roy McLaughlin, general manager of WENR, spoke Tuesday before the DePaul University School of Commerce on "Radio As An Advertising Medium." . . . Hal Miller, WBBM producer, will vacation in New York City for three weeks starting October 13.

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• • • Disc jockey shows continue to hold their popularity on the local scene. A new team, Tony Ford and Lloyd Webb, are doing all right with their half-hour show on WGES, and for late stay-ups, Rosemary Lane has an appreciative audience for her WCFL midnight to 2 a.m., show from the Rush Street Steak House. Cliff Johnson's disc show on WBBM derives much of its popularity from its informality. While the records are broadcast from the WBBM studios, Cliff's platter chatter comes from the kitchen of his own home, with his wife and four daughters, the oldest seven, frequently contributing some unexpected "kitchen clatter."

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• • • Hal Totten, WGN agriculture director; Bob White, supervisor of agriculture for ABC, and Bill Drips, NBC agriculture head, have been appointed to the 4-H Camp advisory committee . . . Buckingham Gunn, WGN program director, will be a member of a panel discussion on "Is Radio Helping the U. S. to Attain Adult Mentality?" at the 14th Conference on Better Radio Listening to be held in Madison, Wis., October 16 . . . Gil Berry, former U. of I. All-American, is starting his third year as ABC central division network sales manager . . . Robert B. Jones, ABC station relations manager, conferring with officials of WDSM, Duluth, and WTCN, Minneapolis, this week.

SOUTHWEST

JEAN McDONALD, popular San Antonio singer is being heard in a new series of programs each Friday evening over KYFM, San Antonio. She has taken the leading role in various local musical presentations.

The Light Crust Doughboys, heard daily over stations of the Texas Quality Network from Fort Worth, originated their Tuesday broadcast last week from San Antonio at the Plaza Hotel for the Retail rocers Convention. Broadcast originated through WOAI, San Antonio.

Eugene Hall, arranger and production manager of WBAP, Fort Worth has been added to the faculty of the School of Music at North Texas State College at Denton.

Russ Hall and John McClain, announcers for WFAA, Dallas aired an exclusive broadcast of the Texas Amateur Athletic Federation boxing finals held at Dallas at LaGrave Field. Broadcast was aired for two hours.

T. Frank Smith, president of KRIS, in Corpus Christi, who made a business trip to New York City where he visited Mutual Network offices, back at his desk.

The Pepsi Cola Program, featuring Al Clauser and his Oklahoma Outlaws from KFJZ, Ft. Worth, to 18 stations of the Texas State Network heard each week for a half hour on Thursday shifted time on Oct. 7 to broadcast on Tuesday evening.

Forjee & Co. has been named national sales representative for KURV, Edinburg.

London Gramophone Sets First Delivery In Nov.

London Gramophone Corporation will deliver their first release of popular records in this country on November 15, it was announced this week, including performances by such prominent personalities as Beryl Davis, Anne Shelton, Gracie Fields, Denny Denis, Vera Lynn and Salvador Camarata. Marketed under the "London" label, the records will be the first full range "pop" recordings available in this country.

Retail price of the London line will be 85 cents plus tax on the 10-inch size, with all production being handled in England and shipped by fast freight to the States.

3 TOP NEWSCASTERS WANTED — IMMEDIATELY

At least 5 years radio news. . . .
 Must write your own show. . . .
 Newspaper background preferred. . . .
 5000 watt network affiliate. . . .
 Low freq. . . .
 Midwest. . . . WIRE. . . .

Box No. 407, RADIO DAILY
 1501 Broadway
 New York 18 N. Y.

RADIO DAILY

AP Lists New Associate Members, 447 Stations From Coast To Coast

Official roster of the 447 stations who have become associate members of the Associated Press was released in New York yesterday by Oliver P. Bramling, assistant general manager of AP and vice president in charge of radio. The list embraces stations large and small in key center cities and in the urban areas.

In announcing the associate memberships, AP made it clear that these were not voting memberships similar to those held by AP franchised newspapers. Through membership broadcasters get the AP news service and furnish the organization with local news when requested.

The list of associate member stations follows:

Alabama: WOQB, Anniston; WJLD, Bessemer; WSGX, Birmingham; WTNB, Birmingham; WEBJ, Dothan; WKUL, Gullman; WAGB, Gadsden; WVMF, Florence.
Arizona: KOPO, Tucson; KTAR, Phoenix; KVOA, Tucson.
Arkansas: KFPW, Fort Smith; KLR, Little Rock; KDRS, Paragould; KNJR, Russellville; KAMD, Camden; KNAR, Hope; KWFC, Hot Springs; KELD, El Dorado.

California: KSEO, Santa Cruz; KMPC, Los Angeles; KPMC, Bakersfield; KSON, San Diego; KJDL, Dinuba; KPRO, Riverdale; KJL, Los Angeles; KFRC, San Francisco; KFMB, San Diego; KVEC, San Luis Obispo; KLOK, San Jose; KSYC, Yreka; KARM, Fresno; KPO, San Francisco; KLN, Oakland; KNLA, Pasadena; KTM5, Santa Barbara; KOCY, Santa Maria; KFWB, Los Angeles; KSMO, San Mateo; KREO, Indio; KROP, Brawley; KICO, Calexico; KTIUM, Eureka; KCR, Sacramento; KRSO, Santa Rosa; KGFN, Grass Valley; Colorado: KBOL, Boulder; KOA, Denver; Connecticut: WTHH, Hartford; WAMW, Meriden; WBBB, New Haven; WNIC, New Haven; WBRV, Waterbury; WICC, Bridgeport; WNOG, Norwich; WKNB, New Britain.

Delaware: WTUN, Wilmington; WILM, Wilmington.

Dist. of Columbia: WMAL, WWDG, WRC, WTOP, Washington.

Florida: WDBL, Bradenton; WINK, Fort Meyers; WRUF, Gainesville; WJAX, Jacksonville; WPDQ, Jacksonville; WDSR, Lake City; WIOD, Miami; WQAM, Miami; WOPR, Orlando; WDBO, Orlando; WWPB, Palm Beach; WBSR, Pensacola; WEAR, Pensacola; WTAL, Tallahassee; WDAE, Tampa.
Georgia: WSFT, Thomaston; WBGA, Columbus; WALB, Albany; WDEC, Americus; WBGE, Atlanta; WGST, Atlanta; WMGR, Bainbridge; WDAK, Columbus; WBBB, Fitzgerald; WJAX, Macon; WCOH, Newnan; WFRP, Savannah; WROM, Rome; WGAC, Athens; WBML, Macon; WDAK, Savannah; WMLT, Dublin; WKMA, Quitman.

Idaho: KXVI, Coeur d'Alene; KRPL, Moscow.

Iowa: KSO, Des Moines; KMA, Shenandoah; KGLO, Mason City; KDTH, Dubuque; KDEC, Decorah; KICD, Spencer; KSWI, Council Bluffs; KCRG, Keokuk; KCRK, Cedar Rapids.
Illinois: WTV, Belleville; WSOY, Decatur; WFS, Freeport; WLBH, Mattson; WMBD, Peoria; WSY, Pekin; WTAJ, Quincy; WCVS, Springfield; WMAQ, Chi-

cago; WHBF, Rock Island; WBBM, Chicago.
Kansas: KSOB, Arkansas City; KGNO, Dodge City; KSBK, Pittsburg; KSAL, Salina; KWHK, Hutchinson; KTSW, Emporia; WIBW, Topeka; KCKN, Kansas City; KWBW, Hutchinson; KFRM, Concordia; KGGF, Coffeyville.

Kentucky: WKLN, Lexington; WJLN, Harlan; WLBJ, Bowling Green; WOMI, Owensboro; WKYB, Paducah.
Louisiana: KSYL, Alexandria; KWKH, Shreveport; KPDR, Alexandria; WVEZ, New Orleans; WLCS, Baton Rouge; KENT, Shreveport; KSG, Crowley; KCIL, Houma; KLOU, Lake Charles; KNOE, Monroe; WNOE, New Orleans; WSMB, New Orleans; WTPB, New Orleans; KWGJ, Natchitoches; WWL, New Orleans; WDSU, New Orleans.

Maine: WLAM, Lewiston; WGAM, Portland; WRDO, Augusta; WGUY, Bangor; WCSH, Portland; WAITW, Portland; WTVL, Waterville; WJOR, Bangor; WLBJ, Bangor.
Maryland: WBOC, Salisbury; WASL, Annapolis; WJEF, Hagerstown; WCAO, Baltimore; WBAL, Baltimore.
Massachusetts: WBMS, Boston; WXNR, Cambridge; WHOB, Gardner; WHAI, Greenfield; WHAV, Haverhill; WCCM, Lawrence; WJDA, Quincy; WBET, Brockton; WFAG, Worcester; WNAC, Boston; WAAB, Worcester; WNBH, New Bedford; WEEI, Boston; WBEC, Pittsfield.

Michigan: WELL, Battle Creek; WHFB, Benton Harbor; WJLB, Detroit; WFUR, Grand Rapids; WMGS, Muskegon; WENL, Royal Oak; WLS, Lansing; WJL, Rapids; WFAG, Ann Arbor; WGRD, Grand Rapids; WCAR, Pontiac; WJEF, Grand Rapids; WKZO, Kalamazoo; WKAR, East Lansing.
Minnesota: KDAL, Duluth; KFAM, St. Cloud; WMIN, St. Paul.
Mississippi: WRBC, Jackson; WMLL, Laurel; WAZF, Yazoo City; WCBH, Columbus; WELO, Tupelo; WMON, Meridian; WRON, Clarksdale; WQBC, Vicksburg; WGM, Gulfport.

Missouri: KHMO, Hannibal; WMBH, Joplin; KMBC, Kansas City; KCMO, Kansas City; KSD, St. Louis; KNOK, St. Louis; KTT5, Springfield; KHQA, Kennett; KMO, St. Louis.
Washington: KOL, Seattle; KYAK, Yakima; KHQ, Spokane; KNEW, Spokane; KREM, Spokane; KWWR, Walla Walla; KIMA, Yakima; KVAN, Vancouver; KIRO, Bremerton; KRSC, Seattle.
West Virginia: WHIS, Bluefield; WBLK, Clarksburg; WPM, Huntington; WBPJ, Martinsburg; WMO, Montgomery; WJAJ, Morgantown; WPAR, Parkersburg; WBRW, Welch; WRON, Ronceverte; WWR, Beckley.
Wisconsin: WFIR, Wisconsin Rapids; WFO, Milwaukee; WIBA, Madison; WCLO, Janesville; KSOO, Sioux Falls; S. D.; KBMY, Billings, Montana.
New Hampshire: WMOU, Berlin; WHEB, Portsmouth; WKXN, Concord.

New Jersey: WCAP, Ashbury Park; WAAT, Newark; WMLD, Atlantic City; WHAB, Atlantic City; WCTG, New Brunswick; WFMJ, Jersey City; WJLK, Ashbury Park.
New York: WMBO, Auburn; WHTA, Batavia; WBEN, Buffalo; WGBB, Freeport; WMCA, New York; WQXR, New York; WKIP, Poughkeepsie; WJIEC, Rochester; WRNY, Rochester; WNBZ, Saranac Lake; WAGE, Syracuse; WGAT, Utica; WATN, Watertown; WOV, New York; WKOD, Binghamton; WPA, White Plains; WML, New York; WNDR, Syracuse; WOLF, Columbus; WCB3, New York.

North Carolina: WBBB, Burlington; WRIG, Greensboro; WBBF, Forest City; WHPE, High Point; WEEB, Rocky Mount; WCFE, Rocky Mount; WSTP, Salisbury; WAIR, Winston-Salem; WTSB, Lumberton; WHKP, Hendersonville; WSOC, Charlotte; WIRL, Lenoir; WSTC, Statesville.
Ohio: WATG, Ashland; WHBC, Canton; WPK, Cleveland; WIMO, Cleveland; WNSN, Columbus; WPAV, Portsmouth; WPMI, Youngstown; WHEZ, Zanesville; WGL, Columbus; WIKS, Akron; WAKR, Akron; WTAM, Cleveland; WCLT, Newark; WKRC, Cincinnati; WTOP, Toledo; WRFD, Worthington; WAND, Canton; WST, Wooster; WSR, Cleveland Heights; WPTW, Piquette; WNG, Dayton; WLEC, Sandusky; WTOD, Toledo.

Oklahoma: KLPB, Oklahoma City;

KOCY, Oklahoma City; KGFF, Shawnee; KAKC, Tulsa; KCRC, Enid; WBBZ, Ponca City; KWON, Bartlesville; KVSQ, Ardmore; KWHW, Altus; KADA, Ada.
Oregon: KAST, Astoria; KHUL, Corvallis; KORE, Eugene; KUGN, Eugene; KFLW, Klamath Falls; KALE, Portland; KWIN, Ashland; KGW, Portland; KOOS, Coos Bay; KRNR, Roseburg.

Pennsylvania: WFMZ, Allentown; WCNR, Bloomsburg; WESB, Bradford; WPAW, Chester; WJAC, Johnstown; WCAU, Philadelphia; WPPA, Pottsville; WHUM, Reading; WSCR, Scranton; WDAS, Philadelphia; WBRE, Wilkes-Barre; WSAN, Allentown; WKAP, Allentown; WSBA, York; WNAE, Warren; WHAT, Philadelphia; WFIL, Philadelphia; WFBG, Altoona; WDAD, Indiana; WRAC, Williamsport; WLAN, Lancaster; WHP, Harrisburg; WBDU, Morrisville; WMAJ, State College; WPBZ, Lock Haven; WWSW, Pittsburgh; WKOK, Sunbury.

Rhode Island: WWO, Woonsocket; WEAN, Providence; WPRO, Providence; WHIM, Providence.
South Carolina: WMRC, Greenville; WHSC, Hartsville; WORD-WORD-FM, Spartanburg; WESC, Greenville.

Tennessee: WAGC, Chattanooga; WJZM, Clarksville; WSM, Nashville; WHBQ, Memphis; WFHG, Bristol; WAPO, Chattanooga; WTRP, Paris; WTJS, Jackson; WKPT, Kingsport; WOPI, Bristol.

Texas: KRBC, Abilene; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KHUZ, Borger; KNEI, Brady; KINL, Dallas; KRLD, Dallas; WRR, Dallas; KNOL, Fort Worth; KCNC, Fort Worth; KGBC, Galveston; KGV, Greenville; KATL, Houston; KOCA, Kilgore; KSEL, Lubbock; KRIO, McAllen; KSFA, Nacogdoches; KECK, Odessa; KPLT, Paris; KVOB, Plainview; KCKL, San Angelo; KCOB, San Antonio; KONO, San Antonio; KFJZ, Fort Worth; KABC, San Antonio; WACO, Waco; KSAM, Huntsville; KVIC, Victoria; KCAC, Texarkana; KWTX, Waco; KPBB, Beaumont; KSKY, Dallas; WFAA, Dallas; KWBU, Corpus Christi; KMCC, San Antonio; KBKI, Alice; KRIS, Corpus Christi; WOAI, San Antonio; KVAL, Brownsville.
Utah: KOVO, Provo; KSL, Salt Lake City.

Virginia: WCHV, Charlottesville; WBTV, Danville; WROD, Lynchburg; WTON, Staunton; WRNL, Richmond; WPKA, Alexandria; WYVA, Norton; WSLR, Roanoke; WVDH, Roanoke; WGH, Norfolk; WMVA, Martinsville.
Also: WJOY, Burlington, Vermont; WRJN, Racine, Wisconsin; WDSM, Superior; KVOC, Casper, Wyoming; KVR5, Rock Springs; KODI, Cody; WBSR, Superior, Wis.; WINX, Washington, D. C.; WTCM, Traverse City, Mich.; WATZ, Alpena, Mich.; WMBN, Petosky, Mich.; KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; WHRV, Ann Arbor, Michigan; WTHH, Port Huron; WOAP, Owaso.

AGENCIES

NAT V. DONATO has been named eastern manager of C. P. MacGregor Co., Hollywood transcription company, succeeding Colonel Ed Kirby who has resigned. Don G. Hollman has joined Donato as field sales representative and offices have been opened at 342 Madison Avenue.

ROBERT M. REUSCHLE has joined the Headley-Reed Co., New York office as solicitor, effective immediately. Reuschle formerly was chief radio time buyer for Sullivan, Stauffer, Colwell & Bayles, and before that was a radio time buyer at Young & Rubicam.

ALVIN ZELLER has joined the staff of Lew Kashuk & Son Advertising Co., as account executive. For the past year and one-half he had been associated with Donahue & Coe in the theater department of the agency.

SEIDEL ADVERTISING AGENCY, INC., has been engaged to handle the advertising and promotion activities of Celco Corporation, New York, manufacturer of Celco automotive chemicals, Tank-Kleen, fuel system gum solvent, and the Time Saver line of paint sundries. Arthur A. Judson is the account executive.

CHARLOTTE RAINS has resigned as media director at St. Georges & Keyes, Inc. James J. Freeman, former media director, will again be in charge of this department.

THE FRANKLIN FADER COMPANY, Newark, N. J., has been elected to membership in the American Association of Advertising Agencies.

ARTHUR PINE ASSOCIATES, have been named publicity representatives for Becker and Darvie Fashion Jewelry Company, of New York City.

Maj. Armstrong Before FCC
Washington—Maj. Edwin H. Armstrong, FM inventor, told the FCC in a lengthy brief filed yesterday that he still believes the public interest demands that the 44-50 megacycle band be reserved for the FM service. Armstrong's brief was filed in connection with the Commission proposal to recall the number one television band—44-50 mc., assigning it to fixed and mobile services. Major Armstrong made it plain that he has not in any way altered his strong feeling that the band should be given to FM.

Television Sports Program Introduces New Technique

Chicago—The "Sports Closeups" parade of television firsts recently gained another for the lineup when a demonstration of how a football coach utilizes films made of actual games in master-minding his team's future strategy was given via KSD-TV, St. Louis. The Griesedeck Brothers Brewing Company program showed a reel of film shot during the September 26 Rolla School of Mines-St. Louis University football game. Dukes Duford, athletic director and head football coach of St. Louis University, was featured guest and guide for the demonstration, explaining how staff and team study the films to locate and correct flaws in football performance.

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129.

IN CLEVELAND IT'S WHK

FCC Calendar Full; Hearings Postponed

(Continued from Page 1)

tober 13. On the eve of oral argument in the case, the FCC yesterday granted ten applications for new FM stations in the Cleveland-Akron, Ohio area. The commission decision severs the successful applicants from further hearing and makes the grants final. Further oral argument will be confined to the eleventh applicant, the WGAR, Broadcasting Co., for an FM station in Cleveland.

The following applicants were given FM grants: United Broadcasting Co., Cleveland, NBC, Cleveland; WJW, Inc., Cleveland; UAW-CIO Broadcasting Corp. of Ohio, Cleveland; Scripps-Howard Radio, Inc., Cleveland; Telair Co., Cleveland; Cleveland Broadcasting, Inc., Cleveland; Allen T. Simmons, Akron; Summit Radio Corp., Akron, and Elyria-Lorain Broadcasting Co., Elyria.

FM Station for Elyria

In its proposed decision, the commission granted the Elyria-Lorain Co. a class A FM station, although the company had requested a class B grant. Since the commission's tentative decision, however, the class B reservation order has been lifted and in yesterday's decision the FCC granted Elyria's original application.

The oral argument will be heard on WGAR's exception to the commission's proposed decision which would give the company a class B station at Cleveland with equivalent to 20 kw effective radiated power and antenna height 500 feet above average terrain. WGAR requested 40 kw effective radiated power and antenna height of 897 feet above average terrain.

Oral Arguments on AM Matters

The FCC's three day series of oral arguments continued yesterday, with two applicants protesting the commission's grant of facilities in Lexington, Kentucky, to WLAP. Fighting the commission decision were Scripps-Howard Radio, for change in facilities for WCPO, Cleveland, and Queen City Broadcasting Co., Inc., for a new station in Cleveland. All three applicants seek 630 kc 1 kw night and 5 kw daytime. Queen City is owned by Mr. and Mrs. Leonard Reinsch and Mr. and Mrs. Frank H. McIntosh.

Attorneys for Scripps-Howard and Queen City pointed out that since the hearing in the case, two grants have been made in Lexington and one in Versailles, Ky. FCC Chairman Charles R. Denny agreed to take this into consideration but pointed out that at the time of the hearing the commission had anticipated the two grants in Lexington.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Aroused at chiseling tactics practiced by some cafe owners, who force music publishers to 'contribute' to the cost of a remote wire, Music Contact Employees Union has advised its members that the Pelham Heath Inn 'is on the unfair list' . . . which means that all contactmen will shun the place resulting in a marked reduction in the bistro's receipts . . . another thing which cafe and roadhouse owners might bear in mind is the fact that music publishers and contactmen, who, not only give free music to their orchestras and acts but spend a great deal of money for food and drink, are there on business and should NOT be subject to the music tax . . . ● Ted Mossman, just back from a concert tour on the coast, has placed his new composition, "Dedication" with Robbins . . . based on Schumann's "Concerto In A Minor." . . . ● If the enthusiastic response to his renditions of "Ballerina" is a barometer, Maestro Vaughn Monroe feels confident that Redd Evans has a successor to "There, I've Said It Again." . . . ● Placed but a month ago, Shapiro-Bernstein already have professional copies out on "Slow Train Thru Arkansasaw," written by Terry Shand and Jimmy Eaton . . . ● Campbell-Porgie starting on a commercial-sounding ballad, "Let's Be Sweethearts Again," penned by Jerry Marlowe and Eddie Maxwell . . . ● George Adams Music pushing "Heaven Moved Down To Earth," sentimental ballad by Bev Brooks and Anita Smith . . . ● The Sam Roons (he's publicity head at MCA) expect a visit from the Stork in April . . .

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● ● ● Jack Johnston, former manager of the Dorsey Bros. Music firms, has purchased Stevens Music, now Johnstone Music . . . Jack Osfeld will leave soon to head the coast office . . . initial ditty, "Why Does It Have To Rain On Sunday?" . . . ● Though they placed their song, "I Understand" with Feist back in 1941, Kim Gannon and Mabel Wayne waited until now for their brain-child to get a plug . . . ● Andy Wiswell, veepee of Muzak and Associated Program Service, will marry radio actress Mary Hull of Seattle Oct. 24 in the Little Church Around the Corner . . . add more wedding bells: Miller Music staffer Murray Deutsch weds Pam Walker at the Ritz-Carlton Nov. 8 . . . Pam is Prexy of the National Frank Sinatra Clubs . . . ● Bravo: Bill Harrington and Phyllis Wood double harmonies (vocal and piano) on the new "Neighboring With Norman" series . . . ● The Miller Music oldie, "Two Loves Have I" has been transferred to Robbins for a revival . . . firm is currently campaigning with "Those Things Money Can't Buy." . . . ● Gene Autry, star of the Rodeo currently thrilling New Yorkers at the Madison Square Garden, will help Bill Stern celebrate his 8th year on the air for NBC-Colgate, tonight . . . ● Cowboy yodelers have discovered and are 'ridin' herd' with "Got A Gal In A Town Way Out West" published by Manor Music . . . ● Last Friday, two paraplegics appeared on "Honeymoon In New York" with their brides (lovely nurses whom they met while convalescing at the Vets' hospital) . . . directly following the program, Bulova Execs phoned and donated about \$3,000.00 worth of watch making and repairing equipment, enough to set the lads up in a business of their own . . . NBCongratulations to all concerned . . . ● CBScripser of "Big Town" Jerry McGill has a new adventure-mystery series, "Appointment—Tonight." . . . in order not to conflict, sponsorship of new program is restricted to non-drug firms . . .

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● ● ● **ON AND OFF THE RECORD:**—MGM Album 13, "The Korn Kobblers Play A Kiddie Korncort" is easily one of the finest musical contributions to please kids from 8 to 80 that has been waxed in years . . . with the holiday season approaching, disk jockeys would do well to keep this group of novelty platters handy . . . "When The Circus Comes To Town," "Chopsticks," "Myrtle The Turtle and Flip The Frog," "The Barnyard Band," "Who's Afraid Of The Big Bad Wolf," "Three Blind Mice," "Whistler and His Dog" and "Mary Had A Little Lamb." . . . ● Ex-contactman Victor Selsman joins Banner Records as veepee . . . ● Claude Casey's Victor platter of "Days Are Long, Nights Are Lonely" backed with "Look In The Looking Glass," rates disk jockeys' attention . . . ● Emory Deutsch's Majestic Album "Gypsy Fire Music" right in step with the trend towards more "string music."

Indie Takes Stand On Proposed Code

(Continued from Page 1)

trict director, in which he tells why his station could not possibly live up to the present code.

In his letter, the WMLO exec states, "Should this code be adopted in its present form, we might be in the position of being forced to withdraw from the NAB or be dishonest in our tacit acceptance of a code to which we could not sincerely subscribe. Obviously, we would choose the former course."

Sill states that WMLO, a 1000 watt, devotes a larger percentage of time to sustaining and public service, shows than almost any network affiliate anywhere and that "we are willing to be judged by the total commercial time versus the total sustaining time in the entire broadcast week." But Sill adds, "We refuse to be crucified by an arbitrary decision that so many minutes in any given quarter hour be devoted to commercial messages. It is unreasonable, and for an independent station, it is utterly impossible."

Compares Indies and Affiliates

The WMLO exec puts forth the argument again that quarter-hour shows on independent outlets constitute 14 minutes while networks and affiliates operate on the basis of 14:30. Indies cannot offer station breaks around top rated network shows, he says, and can only offset this competitive disadvantage by selling 1-minute commercials.

Another impracticality charged by Sill is that a one-hour program on a participating basis allows 12 minutes commercial time while a single sponsor in the same hour is allowed only seven minutes (before 6 p. m.). His station elected to sell the hour-long Tommy Dorsey show to a single sponsor, for instance, but 12 advertisers would be allowed nearly twice as much commercial time as the one advertiser.

Sill calls for what he terms a practical approach about the code. "We go along with any code that sets a day-long balance of commercial versus sustaining," he says. "We will not go along with any other artificial tub-thumping that makes the networks and their affiliates happy."

Stork News

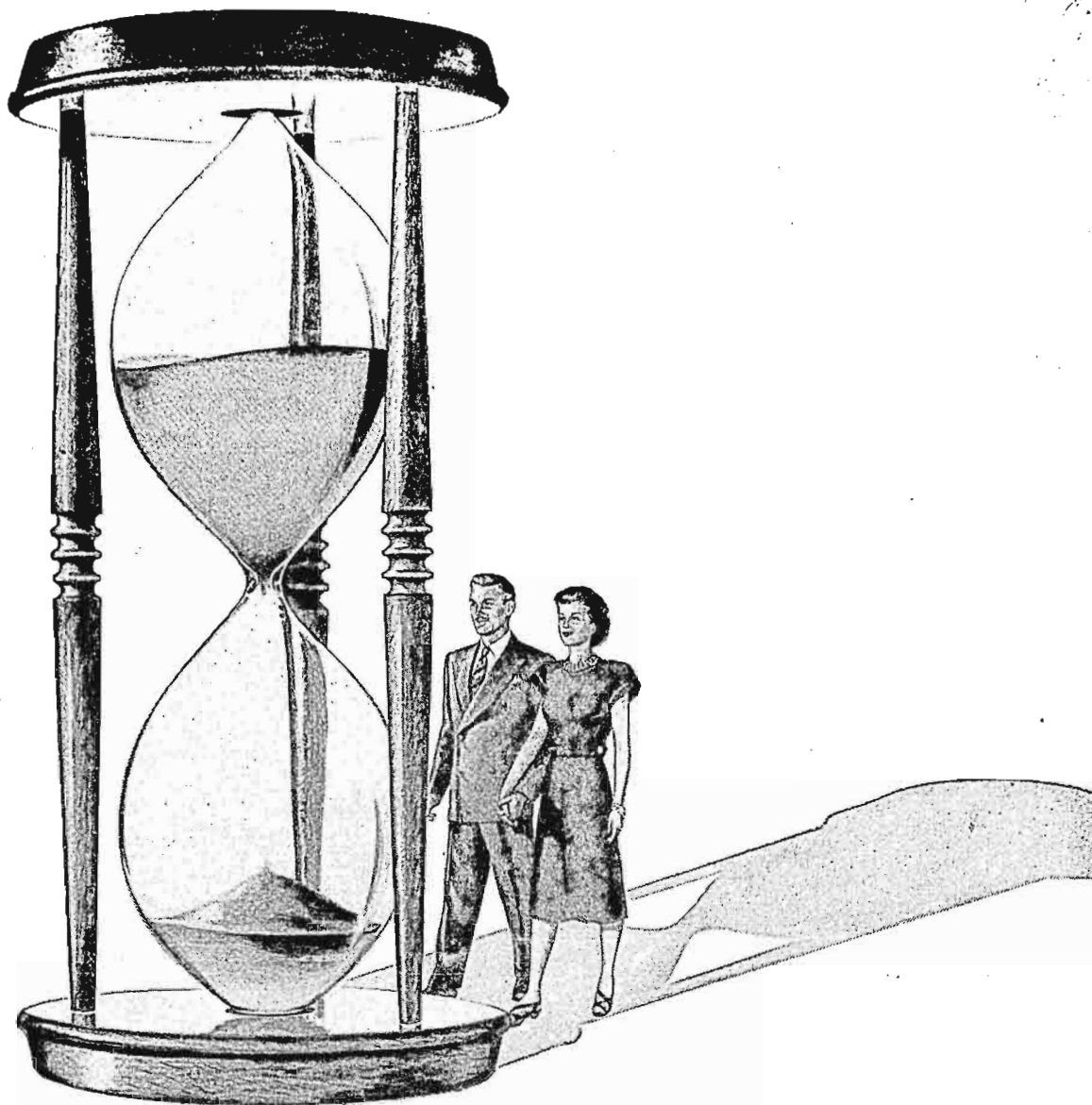
A son, Lawrence Dixon, born September 19 to Mr. and Mrs. Lloyd Anderson of St. Louis. Anderson is announcer on KMOX, St. Louis.

A daughter, Maureen, born September 30 to Mr. and Mrs. Bill O'Connor, Chicago. O'Connor is announcer on WGN.

ev'rybody's SINGING—
ev'rybody's PLAYING—
**"EV'RYBODY'S BUYING MY
LOVE SONG"**

(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S
WHK



The years melt away (as the years always do)

As your years dwindle down—as everybody's must—you'll need more than affection and companionship.

You'll need a place to live and food to eat. Which means you—not the family next door, but *you*—will need money.

There's only one way for most of us to get money—that's to save it. And for most of us, too, the best way to save money is through U. S. Savings Bonds.

Because U. S. Savings Bonds are the most widely and easily available investment to every citizen. Every bank sells them. Every post office sells them.

AND—most important—you can buy them *regularly* and *automatically*... which helps overcome human inertia and reluctance to save.

To do so, you just sign up for the Payroll Savings Plan where you work, or for the Bond-A-Month Plan at the bank where you have a checking account. Then they really pile up.

Of course, there are other reasons for buying U. S. Savings Bonds.

They're SAFE. Backed by the credit of the United States, that's all.

They're PROFITABLE. You get 4 dollars out for 3 put in, after 10 years.

They're LIQUID. Like water. You can get your cash out of them at any time... in a few minutes... without penalty.

Remember those words "melt away." They say better than a volume of statistics that you have less time than you think, to save.

Save the easy, automatic way—with U.S. Savings Bonds

This space contributed by RADIO DAILY



TBA Revises Its Dues In Membership Drive

(Continued from Page 1)

rated according to area population. At present TBA has a total of over 50 organizations in its membership including the major AM networks, newspaper-owned video stations, set manufacturers, film companies, and advertising agencies.

Applicants or operators of stations in areas serving less than a million persons are eligible for membership on a graduated scale ranging from \$100 to \$400 per year; applicants or operators in areas serving over a million may become active TBA members on a scale ranging from \$200 to \$800. Previous dues for active membership status were \$1,000 annually. Also revised were dues for affiliate membership with annual membership in this listing ranging from \$250 to \$500 annually.

Meanwhile TBA board members approved membership of three new applicants this week. Newcomers are: Havens & Martin, operators of AM station WMBG, Richmond, Va., and holders of a CP for WTVR in the same city; Maison Blanche Co., department store in New Orleans, La.; and Stromberg-Carlson Co., Rochester, N. Y., television receiver manufacturers. Latter was admitted as an affiliate member while the first two were approved active status.

Wilbur M. Havens and Walter C. Bowry, Jr. have been designated as official representatives to the association from Havens & Martin; Herbert J. Schwartz and Lewis E. Schwartz, Jr., for Maison Blanche, and Lee McCanne and Lloyd L. Spencer for Stromberg-Carlson.

Columbus Parade on WHOM

WHOM will broadcast a description of the Columbus Day parade up Fifth Avenue, Oct. 12, 2-2:30 p.m., and two other special events connected with the anniversary. A banquet staged by the Columbus Citizens Committee will be carried Oct. 11 at 9:30 p.m., with speeches by Mayor William O'Dwyer, Italian Ambassador Albert Tarchiana, Judge Ferdinand Pecora and Generoso Pope. WHOM has also scheduled a pickup early Sunday from Columbus Park in Hoboken, N.J.

O'Dwyer on WNYC Oct. 11

The Columbus Citizens Committee, Inc., will celebrate Columbus Day with a banquet to be held in the Grand Ballroom of the Waldorf-Astoria, Saturday, October 11th (WNYC 9:30-9:58 p.m.). The speakers at this festive event will be Mayor William O'Dwyer, Supreme Court Justice Ferdinand Pecora and Generoso Pope, publisher.

COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—As a public service, WSGN and its owner, the Birmingham News-Age-Herald, presented the public schools film lending library with the "Chronicle of America." . . . **MONTGOMERY**—Sponsor of "Background of the News," a 15-minute, Sunday night commentary aired over WAPX by Dr. Clanton Williams, University of Alabama professor, is Montgomery Apothecary . . . **HUNTSVILLE**—New member of WHBS's announcing staff is George Ballard, formerly with WRAL, Raleigh, N. C.

—CONNECTICUT—

BRIDGEPORT—Wallace Dunlap has been appointed production manager and chief announcer of WLIZ, new independent which will take to the air early next month. Dunlap moves to the new station, which will accent local-interest programming, after completing a stretch as staff announcer-producer with WOR in New York and will continue free-ance activities there in addition to his new position. . . . **HARTFORD**—Bill LaDuke, singer on the "Market Basket" and "Shopping by Radio" programs over WRDC, recently started an unlimited engagement as vocalist with Paul Landerman's orchestra appearing nightly at the Hotel Bond in this city.

—MASSACHUSETTS—

LAWRENCE—Arthur Flynn, commentator on WLAW's "Round The Town," is spearheading a campaign to raise a fund of \$10,000 in order to liquidate the mortgage on the new home being built for Jimmy Dowd, this city's only paraplegic. Prominent business and professional men and friends of Dowd, a marine hero who was wounded three times in action in the Pacific theater, are backing Flynn in the enterprise . . . **WORCESTER**—The WTAG Radio Club of Worcester, resumed classes and workshop periods this week with about 400 enthusiastic high schoolers signed up for announcing, acting, writing, technical and talent groups. Magazine coverage of WTAG Radio Club Day, the "graduation exercises" of last season's activities, is now hitting the news-stands with Look, Redbook, Radio Best and the Practical English scholastic magazine doing the honors.

—PENNSYLVANIA—

LEBANON—Richard Frank has joined WLBR's engineering department. He replaces Monroe Donovan who resigned to return to his home town of Shamokin in order to open a radio repair business. Other WLBR newcomer is Lee Morrison, formerly of WOOK, Silver Springs, Md. . . . **PHILADELPHIA**—Columbia Records recently inaugurated a once-weekly symphonic hour over WPEN. Title of the show is "Masterworks of Music" and it will be heard each Thursday. . . . **PITTSBURGH**—KQV has a new hockey announcer who will be heard Monday through Saturday and will cover the hockey games for the station Wednesday and Saturday nights, starting October 15, when the season opens. He is Joe Tucker, nationally known for this type of broadcasting.

—GEORGIA—

AUGUSTA—January 1, 1943 is the tentative date set for WTNT to move into a new studio which is being converted from an 18th Century home. The new three-story building will provide ample space for the contemplated expansion of the station, including frequency modulation and television. The WTNT transmitting plant will remain near Sand Bary Ferry Road where studios are now located in a large trailer, but after January 1, WTNT's address will be Cetton Row, Augusta . . . **COLUMBUS**—WGBA, new AM station in this city, went on the air recently with surprising ease and readiness. The reason for this was that WGBA's sister station WGBA-FM had been on the air for some time and on opening day the FM programs were simply fed into the AM transmitter and everything at the station went as usual.

—NEW YORK—

BUFFALO—The most promising radio personality in each of 17 Buffalo public, private and parochial high schools will help Clint Buehlman emcee his WBen morning show. To be heard as a junior disc jockey, each week's winner receives a \$50 U. S. Savings Bond and \$10 for expenses. . . . **NEW YORK**—WABF (FM), this week began broadcasting on its permanent frequency at 99.5, channel, 253. Broadcast time has also been increased from 5:00 p.m. until midnight to from 3:00 p.m., until midnight, excluding Monday. . . . **GENEVA**—Johan O. Bergquist and Joseph W. Doherty have joined the engineering staff of WGVA.

—VIRGINIA—

ARLINGTON—Exclusive broadcast rights for the Arlington Civic Symphony have been given to WEAM. Under the musical direction of Van Lier Lanning, the series of light programs will originate in the Washington-Lee High School auditorium . . . **RICHMOND**—WRVA, in co-operation with the Virginia Conservation Commission, is cutting masters for pressing of programs by Hilton Ruffy, carillonneur of Virginia's World War I Memorial Carillon. Programs appropriate for Armistice Day, Thanksgiving, Christmas, Easter, Memorial Day and Independence Day are being sent out on 15-minute discs to this state's radio stations, at no cost, by the Commission.

—OHIO—

CANTON—Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., operators of WHBC, Canton, and WPAV, Portsmouth, was named president of the Canton Chamber of Commerce at the recently held annual election. Carr, the first radio executive to hold the position, took office yesterday at the Onesto Hotel. . . . **CINCINNATI**—WLW's special broadcast services division recently opened a new series of service shows, built around a listenable half-hour of music and chatter. Entitled, "Saturday Night Date," the program features a football score roundup, "waltz of the week," and a solo instrumental number by a member of the orchestra. Producer is Charles Lammers.

Tax Refund To Paley Made By Treasury

(Continued from Page 1)

pany between Paley's original declaration and his final return.

At the same time, the Treasury announced that it has returned \$85,188.52 to songster Irving Berlin for the same reason. In Berlin's case, however, the overpayment was on his 1945 tax.

Farm Income Off

Except for a slight falling off on the nation's farms, the total national income kept pace with the record July level through the month of August, the department of commerce reporting personal income at an annual rate of \$194.4 billion through that month. Wage and salary figures are now at the highest wartime level.

For the first eight months of this year, personal income was at an annual rate of \$192.4 billion, 11 per cent above the corresponding figure for 1946.

Cornerstone Ceremony Set For WBZ In Boston

Boston—Headed by Walter E. Benoit, vice president of the broadcasting division, Westinghouse officials will participate in the cornerstone laying ceremonies for the new Westinghouse-WBZ Radio and Television Centre to be held Thursday, Oct. 16 on Soldiers Field Rd., in Allston, suburb of Boston, adjacent to Harvard Stadium.

Television programs, including NBC network video shows are expected to take the air over WBZ-TV sometime prior to March 1 next year, W. C. Swartley, WBZ station manager announced. The ceremonies to be broadcast by WBZ and WBZA from 1:30 to 1:45 p. m., will include the placing in an inner box keepsakes of the day, such as a tape recording of the program, coins, an issue of Boston newspapers and greetings and forecasts regarding radio and television from Frank Burke, editor of RADIO DAILY, and other leaders in the field.

Send Birthday
Greetings To—

October 10

Johnny Green Charles Pickard
Virginia West

October 11

Jeff Bryant Jimmy Donnelly
Norman Stanley Case
Opal Craven

October 12

Goodman Ace Ted Collins
William Dekker Phil Kramer
Theodore Webb

IN CLEVELAND IT'S

WHK



FM Programming Survey

Denny Appointment Confirmed By NBC

Charles R. Denny, whose formal designation as chairman of the Federal Communications Commission was announced by the White House last week, has officially accepted the post of vice-president and general counsel of NBC, it was announced Friday by Charles Trammell, network president. He will assume his new duties on November 15, following a short vacation. In addition to his duties in handling the legal affairs of NBC, Denny will participate in man-

(Continued on Page 6)

Three WMID Executives Resign In Atlantic City

Atlantic City—Resignation of three executives of WMID, located in Convention Hall, was announced the past weekend. Those retiring from the station are Paul Hancock, vice president and general manager; Joe Carter, commercial manager, and Donch, publicity and news director. Differences of opinion regarding operating policies between the executives and the board of directors were given as reasons for the resignations. Al Kohn has temporarily taken over the management of the station.

Famous Singing Personalities Volunteer For Xmas Show

Morton Downey, Bing Crosby, Perry Como and Dennis Day have volunteered to participate in a special full hour Christmas show which is being arranged by the Rev. Patrick Peyton, producer of The Family Theater, for

(Continued on Page 2)

Business Increase

Orders received by the General Electric Company, Schenectady, during the first nine months of this year totalled \$912,090,000, an increase of 39 per cent over the corresponding period last year, Charles E. Wilson, president, announced the past week-end.

Clear Channel Group To Confer With FCC

Washington Bureau, *RADIO DAILY*
Washington—The FCC on Friday rejected the request of the Clear Channel Broadcasting Service for detailed information on FM sets and FM facilities performance. At the same time the commission announced that an informal conference on the clear channel question will be held on Thursday. The confab will be held at the FCC beginning at 9 a. m. Purpose of the conference is to discuss the order of presentation, length of time for appearance, and

(Continued on Page 4)

Blake Promoted At WOR To Post Of Publicity Head

Robert Blake has been named director of publicity at WOR, it is announced by Theodore Streibert, president. Blake moves up from assistant publicity director, succeeding Dick Pack, who resigned two weeks ago to join WNEW.

WOR's new publicity chief has been with the station since 1940, coming over from the New Yorker where he was a staff member. In 1941 he en-

(Continued on Page 2)

236 Broadcasters Give Opinions On FM In Reply To FMA Questionnaire; Stress Need Of Music

Iowa News Editors Support NAB Stand

Des Moines—The Iowa Association of Radio News Editors has lined up behind NAB President Justin Miller in opposing the free speech curbs that are implied in the Mayflower decision. Fifty-three members of the association meeting in Des Moines last week voted unanimously to demand correction of the Mayflower abuses. A resolution was passed and

(Continued on Page 2)

'Draft Eisenhower' Plans Include Radio Tieups

The "Draft Eisenhower for President League" will attempt within the next few weeks to enlist the aid of radio and top air personalities to help snowball the present Army Chief of Staff into a Presidential candidacy next year.

A New York State charter for the

(Continued on Page 2)

Radio Receiving Tube Production Shows Increase

Washington Bureau, *RADIO DAILY*
Washington—Manufacturers sales of radio receiving tubes in August topped July sales by more than three million, RMA reported over the week-

(Continued on Page 2)

Results of a nationwide survey of FM stations on the subject of programming and administrative operations made by the FM Association was announced in Washington the past weekend by J. N. "Bill" Bailey, executive director of the Association. A total of 236 broadcasters in 40 states and

(Continued on Page 5)

NAB To Talk "Code" With 11 Indie Stations

Washington Bureau, *RADIO DAILY*
Washington—Eleven indie broadcasters, some of them outspoken critics of portions of the proposed new radio code, will meet with NAB officials on October 24, it was announced over the week-end. Purpose of the meeting is to discuss the new standards of practice adopted by the NAB board last month. A. D. Willard;

(Continued on Page 6)

Special FM Forum Planned For Chicago

Chicago—A special frequency modulation forum, designed to boost interest in FM radio, will be presented on October 15 at 8:15 p. m. by WGNE, WGN's FM station, with five hundred Chicago radio dealers and distributors

(Continued on Page 8)

UN Spokesmen

Cincinnati—Benjamin A. Cohen, assistant secretary - general of United Nations, and Sterling Fisher, mayor of Tarrytown, N. Y., and assistant public service counselor of NBC, were among the speakers at a UN meeting here last Saturday. The meeting was conducted by Clark M. Eichelberger, national director for the American Association for United Nations.

BMB's Members Reach 504; Plan To Aid Canadian Group

Broadcast Measurement Bureau's subscription list reached a total of 504, as of Oct. 8, including 491 AM stations, eight FM, three major networks and three regional webs. Latest regional network to sign is the Columbia Pacific Network. Executive committee of BMB met Friday in a regular session and de-

ecided to assist its neighbor across the border, BBM of Canada, with the latter's 1948 study; its third. BMB will assist in drawing up ballots for the survey and will tabulate the findings after they are gathered by BBM in Canada. The two organizations have co-operated previously in swapping audience counts of border stations.

Hollywood Mission

Chicago — John A. Roberts, president of Canadian Ace Brewing Company, and a group of the company's executives are on a trip to Hollywood on a mission that it is hoped may revive Chicago radio and result in the origination of more top programs here. Roberts' company is spending a goodly portion of its advertising budget for air time.



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MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief Manning Cloggett
6417 Dahlgrova Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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Radio Receiving Tube Production Shows Increase

(Continued from Page 1)

end. August tube sales totaled 14,548,551 compared with July sales of 11,244,202 and brought the total sales for eight months of the current year to 129,155,185.

Of the August total 9,700,763 tubes were sold for new set equipment, 2,984,250 for replacements, 1,768,243 for export and 95,295 to government agencies. A breakdown of the eight-months' figures shows 83,092,283 tubes sold by RMA member-companies for new sets, 29,196,151 for replacements, 16,383,384 for export and 483,367 sold to government agencies.

Blake Promoted At WOR To Post Of Publicity Head

(Continued from Page 1)

tered the Army and was assigned to public relations with the 9th Air Force in Europe. Blake returned to civilian life and WOR in 1945 as trade news editor. He was named assistant publicity director early this year.

Name Singing Personalities Volunteer For Xmas Show

(Continued from Page 1)

presentation on the Mutual network during Christmas week. The singers will be heard in special Yuletide songs.

★ COMING AND GOING ★

KEN R. DYKE, administrative vice-president of NBC in charge of the program, continuity acceptance and public service departments, off to Des Moines, where tomorrow he will address the Women's Club.

THOMAS VELOTTA, director of news and special events for the American network, was in Madison, Wis., on Saturday to supervise ABC's broadcast of the Wisconsin-California football game. He returned to New York on Sunday.

HAROLD THOMS, executive of WAYS, American network outlet in Charlotte, N. C., arrived in town Friday on business.

JOHN HOGE, vice-president and treasurer of U. S. Television Corp., today is in Detroit conferring with dealers and distributors of the firm's receivers.

JOSEPH C. HARSCH, Columbia network newsman, is back from his annual vacation of two weeks.

LOWELL THOMAS, Columbia network newsman, is in Washington, where today he will be a judge at the National Newspaper Snapshot Award luncheon and will broadcast his evening program from the auditorium of the National Geographic Society.

BARRON HOWARD, business manager of WRVA, Richmond, Va., paid a call Friday at the headquarters of CBS, with which the station is affiliated.

JACK BANNER, of Banner & Greif, publicists, has returned from a business trip which took him through Pennsylvania, Delaware and West Virginia.

WALTER B. HAASE, station manager of WDRG, Hartford, Conn., is back at the station following a short trip to New York for talks with executives of CBS.

FRANK TAYLOR, commercial manager of WPDQ, Jacksonville, Fla., visited for a while Friday with officials of ABC.

'Draft Eisenhower' Plans Include Radio Tieups

(Continued from Page 1)

league was presented Friday to its chairman, Winston Thornburg, account executive of the Henry A. Loudon agency, by Maurice Mumford, exporter and radio station broker of Washington, D. C., who is acting president of the national organization. National chairman of the league is Henry D. Spalding, a business partner of Mumford's.

Specific radio plans for the "Draft Eisenhower League" are being formulated and some may be revealed this week. They are expected to be built around promoting innumerable mentions of Gen. Ike's name in connection with next year's election. According to Thornburg, the radio campaign will be shaped up by Earl Thomas, radio director for the Loudon agency, and Herb Landon, radio publicity director for Kenyon & Eckhardt.

Breneman On Tour

Los Angeles—Tom Breneman on "Breakfast in Hollywood" program, left here Friday, for a three weeks' tour of the country in behalf of the various Community Chest Drives, except for his program of October 31st in Madison Square Garden, which will be for the Damon Runyon Fund, but all the other shows will be for the various local Community Chest drives.

Iowa State News Editors In Support Of NAB Stand

(Continued from Page 1)

sen- to FCC Chairman Charles Denny urging the commission to review and reverse the editorial doctrine of the Mayflower decision.

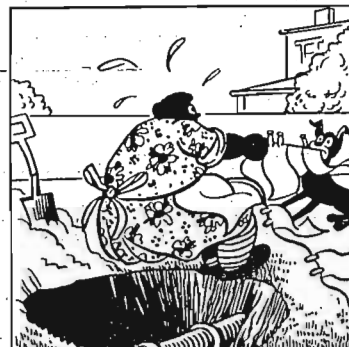
The resolution was adopted following a panel discussion on radio editorializing. Several of the Iowa radio editors declared they disregarded the Mayflower ban on editorializing, contending that constitutional guarantees of free speech would override FCC decisions to the contrary if the commission should try to force a showdown.

Richard Hull of WOI, Ames, and Dick Burris of KSO, Des Moines, were re-elected president and vice-president respectively. Jim Bormann of WMT, Cedar Rapids was elected secretary-treasurer.

Send Birthday Greetings To—

October 14

Leslie Edgley Dan Russo
Russell Thorson Paul Di Sarino
Dick Carver Lorraine Fox
F. C. (Stoopnagle) Taylor



"Leggo, dog—I gotta get home to mah soap opera on WFDF Flint."



Washed up

The press release called this a picture of "raging flood waters which swept Northern Pennsylvania and Western New York, that stalled traffic on route #5 near Pittsfield, Pennsylvania, April 5th, 1947."

Washed up! That's what that car is. That's what the road is. And that's what the business that can't see the floodwaters of competition is going to be . . . Washed up.

We don't know how you're going to operate in other markets . . . but down here in Baltimore, in radio, the smart money uses W-I-T-H. That's the successful independent. W-I-T-H delivers more listeners - per - dollar - spent than any other station in town. W-I-T-H belongs on any selective test. Is it on yours?



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reer

JOB WANTED

... the job of
SELLING KANSAS
for YOU - at low
cost • Just hire:

Ben Lindy,
GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

IN CLEVELAND IT'S

WHK

W_e
Cover the
Baltimore
Market



announces the appointment of

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

JOHN ELMER, President
GEORGE H. ROEDER, General Manager

"Baltimore's listening habit"...

THE MUTUAL BROADCASTING SYSTEM

Clear Channel Group To Confer With FCC

(Continued from Page 1)

other information pointed at winding up the clear channel hearing.

In a petition the CBS had asked the commission to deliver or render accessible to petitioner all information (whether in the form of measurements, tabulations, reports, or other documents) in the possession of the commission relating to the sensitivity, selectivity, efficiency of built-in antennas and overall performance of FM broadcast receivers (including combination AM-FM broadcast receivers) and FM tuners, said information to be rendered accessible according to price ranges but in such a manner as to preclude any reasonable possibility of associating any of the requested information with the products of any particular manufacturer.

"Not Relevant," Says FCC

In denying the petition the commission said the information requested would not be relevant to the hearing and would serve no useful purpose.

Will Cover Dinner

In connection with the annual Alfred E. Smith Foundation Dinner, CBS will air a live pickup directly from the Grand Ballroom of the Hotel Waldorf-Astoria today at 10:30-11 p. m. Charles H. Silver, Vice President of the Foundation and Chairman of the dinner will introduce Secretary James V. Forrestal, Secretary of Defense. Winston Churchill will also be heard speaking from London.

WABF (FM) On Daily Basis

WABF (FM), New York, which had been broadcasting six days a week (Monday excluded) from 3 p. m. to midnight, now is operating on a straight seven-day basis. The station is heard on frequency 99.5, channel 258.

STANLEY BURNS

The Announcer with
Salesmanship*

Now back in New York
L. E. 2-1100

*Personality—that SELLS

3 TOP NEWSCASTERS WANTED — IMMEDIATELY

At least 5 years radio news. . . .
Must write your own show. . . .
Newspaper background preferred. . . .
5000 watt network affiliate. . . .
Low freq. . . .
Midwest. . . . WIRE. . . .

Box No. 407, RADIO DAILY
1501 Broadway
New York 18 N. Y.



California Commentary. . . !

• • • The Frank Watanabe show is returning to the air under the ownership of Eddie Holden, who created the role of the Japanese houseboy several years ago, and Jim Hook, head of Creative Radio Prods. Watanabe was introduced to radio audiences in 1939 as a character in the "Blue Jamboree" show. "Frank Watanabe And The Honorable Archie" was sponsored by Alka-Seltzer, Grayco Shirts, Cardinet Candy and Hires Root Beer

Los Angeles

and while being sponsored by Hires established a record mail pull, getting 87,000 pieces of mail in 10 days over CBS. Holden will enact the roles of Watanabe, Augustus Hippelwater and Captain Hiram Scudder, while John Dehner will play the new part of Monsieur Barbarre. . . . Pat Devlin, father of David Street, the singer, has started a new series of talks over KCMJ, Palm Springs. Devlin, who suffered a serious injury many years ago, discusses the value of employing the physically handicapped, and his initial broadcast was aired during "National Employ The Physically Handicapped Week." . . . Rumor has it that Margaret Whiting's music publishing firm has already received its New York state corporation papers and all that is holding up actual business is "the right song."



• • • All the Bing Crosby shows this season will be recorded on the Magnetrack system of plastic tape. Crosby's representatives are highly pleased with the new recording device, declaring it assures high quality and ease of operation. The W. A. Palmer Co., San Francisco, controls the Magnetrack system and Frank Healey is representing the company in Hollywood. . . . Don Sweeney, CBS-KNX trade news contact, was presented with his second son Oct. 4. He's called Michael and weighed 7 lbs., 8 oz. at birth. Don is on vacation and will return to his regular post Oct. 20. . . . William Conrad, of "Suspense" and "The Whistler" fame, who made his screen debut in "The Killers," will play an American political writer in Paris in Warner Bros.' "To The Victor." . . . Dick Haymes and Gordon MacRae got together during Gordon's recent Hollywood visit and both recalled how they used to tour up and down Broadway as struggling singers, visiting the various platter stores to listen to the latest Bob Eberly recordings.



• • • Lurene Tuttle, one of radio's best and busiest actresses, is also in demand for the screen. She won a role with Clark Gable in MGM's "Homecoming," because Director Mervyn LeRoy happened to turn on his radio at the right moment, LeRoy, driving home from the studio, turned his radio to the Red Skelton program, in which Miss Tuttle is a participant. When he heard her speak he decided she was the girl to play Gable's secretary. . . . Because they did NOT know the answer to the jack-pot question on Haven McQuarrie's NBC "Noah Webster Says" program last week, seven contestants were awarded equal portions of the prize money. Each wrote "Don't Know" when asked the meaning of "nescience." Inasmuch as the definition for the word is: "Lack of knowledge or impossibility of knowledge; state of not knowing." The persons who said they did not know automatically gave a correct answer and received a cash prize for it.



• • • A neat record promotion stunt was pulled by Red Doff for Majestic Records when 1500 record jockeys all over the country received a recording of Artie Wayne's latest Majestic platter, "That's What Your Heart Is For," with a sound track on the flip, done by Rita Hayworth, whose heart beat was used as the master. Teaser campaign was built for the last three weeks, with 21,000 Majestic dealers displaying streamers and featuring Wayne's first session for Majestic. Columbia Pictures' flack department planted syndicates with photo of Hayworth and Wayne in "Down To Earth" tie-in. . . . Tom Latimer, formerly with KMPC, has joined the KLAC announcing staff. . . . Marx Hartman, KLAC newscaster, became the father of a girl, born Sept. 26.

WAAZ

Heard and
Seen 24 hrs
a day!

NEW JERSEY'S
FIRST STATION

WAAZ

970

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

New Jersey's 1ST Station

WAAZ

970 ON THE DIAL

NEWARK-NEW JERSEY



"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

BILLBOARD—SEPTEMBER 20, 1947

Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

*Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
John E. Pearson Co., National Representative*



NAB To Talk "Code" With 11 Indie Stations

(Continued from Page 1)
 Jr., NAB executive vice-president, invited the 11 non-network broadcasters from all sections of the country to serve on a special committee to meet with NAB execs.

The code also will be discussed the following day, on October 25, by members of NAB's FM executive committee, under chairmanship of Leonard Asch, WBCA, Schenectady.

In its announcement of the invitation to the indies, NAB said:

"Since special concern had been expressed by some non-network stations about possible effects of the new code on stations in this category, this special committee has been named to insure that full voice is given to the reactions of all stations not affiliated with networks."

Members of the committee are Frank Blair, WSCR, Scranton, Pa.; Ted Cott, WNEW; Wayne Coy, WINX, Washington, D. C.; Arthur Harre, WJJD, Chicago; Edward Lamb, WTOD, Toledo; Elliott Sanger, WQXR; Harold B. Shaw, WOAY, Oak Hill, Va.; Calvin J. Smith, KFAC, Los Angeles; Ben Strouse, WWDC, Washington, D. C.; Eugene Weil, WLAQ, Rome, Ga., and Ralph Weil, WOV.

Paul Porter Before FCC For Fort Wayne Company

Washington Bureau, RADIO DAILY
 Washington—Former FCC Chairman Paul Porter appeared before the Commission Friday, in his first appearance since he left his post at the helm of the Commission nearly two years ago. Representing Community Broadcasting Corp., Fort Wayne, Ind., Porter argued that his former colleagues should not be bound by considerations of residence alone in deciding who shall receive broadcast licenses.

Arthur Feldman and his wife, Rhoda, both well-known in New York radio circles, own 90 per cent of the corporate stock. They have worked for the major networks, and Feldman was widely known as a war correspondent covering such things as the Normandy and Leyte operations with a microphone. A Ft. Wayne lawyer holds the rest of the stock.

The application of Porter's client for a local station on the 1450 band had originally been granted, then reversed by a 3-2 vote in favor of Radio Fort Wayne, a competing applicant made up of three war vets with local radio engineering and broadcast experience—Charles Sprague, Glenn R. Thayer and Merlin H. Smith. George O. Smith appeared for them.

IN CLEVELAND IT'S

WHK

FMA Reveals Survey Results; 236 Broadcasters Participate

(Continued from Page 1)
 the District of Columbia participated in the survey.

The survey revealed that despite the ban on musical programs for FM that 37 per cent of the network affiliated stations have been duplicating full network service on their FM stations. "In many instances the respondents said that while their contracts did not expressly forbid duplication of musical programs on FM, they had been instructed verbally by their networks not to carry musical programs on FM," Bailey said. "That the network affiliate contracts as written do not preclude duplication of certain programs appears evident in the fact that 55 per cent of the FM broadcasters reported they are carrying network programs except those with music, on FM stations," he added.

Fifty-three per cent of the respondents said the major networks with which they are affiliated would not permit duplication of AM music programs, although 43 per cent said network agreements did not forbid such duplication. An additional 20 per cent reported that their respective network agreements did forbid duplication of popular programs over FM.

90 Per Cent Want Live Music

More than 90 per cent of the FM broadcasters feel that the duplication on both AM and FM stations of

popular network programs containing music will stimulate listening in FM, Bailey said.

"Duplication" Seen Vital

FMA officials attached particular significance to the fact that 93 per cent of the independent FM stations, without AM or network affiliations, believe that the duplication of network musical programs on FM stations which are affiliated with networks would stimulate listening to FM. "Only 7 per cent of the independents felt it would not," the survey showed. Several broadcasters referred to the criticisms leveled at AM programs and said that FM "must lead the way" to better programming, although only 12 per cent believe at this time that FM should be programmed entirely independent of ordinary radio or major networks, according to Bailey.

86 Per Cent Operate at Loss

Meanwhile 86 per cent of the FM broadcasters are operating their stations at a loss, the FMA survey revealed, while 8 per cent reported making "some profit" and 6 per cent said they were "breaking even." Gross billings for time sales have increased at 25 per cent of the FM stations, indicating a growth of FM audiences. On the other hand, the survey showed, 70 per cent reported no increased revenue.

Commercial Tele Movies

Colonel Elliott Springs, author of "War Birds" and owner of Springs Mills, cotton goods manufacturers, has commissioned Corcoran Productions to make eight five minute commercial tele movie shorts for presentation on WABD in advance of the Yankee football games. The tele movie shorts will dramatize the production at the cotton mills.

Krogh On WEVD

WEVD's new Saturday morning disc jockey show, 8:30-9 a. m., aimed at a Scandinavian audience is emceed by Thor Krogh, formerly of Billboard's radio staff. Show is called "Viking Melody Time" and is sponsored by six local Brooklyn firms on a participating basis.

Cineffects, INC.
 THE PRODUCERS' AID

TOPS IN THE FIELD
 Animated Maps
 Color or Black & White

1600 BROADWAY
 N.Y. 19, N.Y.
 CIRCLE 6-0951

BVD Buys Video Spots

The BVD Corporation marks its entry into mid-west and west coast television advertising this month via 52-week contracts for weather announcements on KTLA, Los Angeles and WBKB, Chicago, both owned by Paramount Pictures, it was announced last week. Spots are already in operation at KTLA while the WBKB deal goes into effect on Oct. 14.

Contract, which calls for three spots per week on both stations was negotiated by Grey Advertising Agency, Inc. for BVD and John F. Dickinson of Paramount's television department in New York.

42 OF THE TOP
 45 HOOPER-RATED PROGRAMS*
 IN WORCESTER ARE ON

WTAG

WORCESTER

* Ratings from Oct. '46 to March '47

Denny Appointment Confirmed By NBC

(Continued from Page 1)
 ament as a member of the policy committee of the network.

The new NBC vice president joined the FCC in 1942 as assistant general counsel and in March of 1945 was appointed a member of the Commission. He was appointed chairman last February, following the resignation of Paul A. Porter. A native of Baltimore, Md., Denny is a graduate of Amherst and Harvard Law School.

Hasel Back With 'Forecasts'

With the spotlight of the sporting world shifting to football, Joe Hasel, WJZ sportscaster, who airs a 15-minute roundup of sport news and comment each Monday through Friday at 6:30 p.m., EST., is reissuing his "Football Forecasts" on his Friday evening quarter-hour throughout the gridiron season.

Sponsored by Edelbrew Brewery, Inc., these Friday "Football Forecasts" will highlight not only the big games in all sections of the country but will focus attention on games involving local colleges. Hasel will include predictions of probable results and scores in addition to his analysis of the various games. Agency is N. C. Greenfield Agency, Inc., of New York and the contract covers a nine-week period.



Our world is the BEST BALANCED MARKET in the United States—Ohio's most diversified industrial production area surrounded by the state's richest agricultural region.

YOUR DOLLAR BUYS MORE THAN BEFORE

WHBC—now 5,000 watts day and night—opens the gate to include thousands of new radio homes enclosed by the mythical good neighbor fence.

NOW 318,440 Radio Families a 42.5% increase

whbc

REPRESENTED by Rambeau

CANTON, OHIO
 The Best Balanced Market in the United States

★ THE WEEK IN RADIO ★

Denny Resigns From The FCC

By JIM OWENS

CHARLES R. DENNY submitted his formal resignation as Chairman of the FCC and he is expected to take over the post of general counsel and vice president of NBC shortly after his exit from the Commission on Oct. 31, although the network has made no comment thus far. Truman praised Denny's work on the Commission highly, but made no indication of a successor as yet. Immensely popular with his colleagues and the entire industry, Denny, at 35, is the youngest man ever to head the FCC.

Ban on FM duplication of AM network shows continues. AFM prexy James C. Petrillo notified the Frequency Modulation Association that its request for temporary pickup of AM shows had been turned down, despite indications that the music czar would relent. . . . James L. Caddigan, former Paramount Pictures exec in Boston, joined the Du Mont video network as manager of its program planning division. . . . Don Lee Broadcasting System expects to reach \$3,000,000 in gross time sales this year, according to Syd Gaynor, gen'l mgr. Figure will be an all-time high and 16 per cent over last year.

First action taken by the newly-organized National Association of Radio Station Representatives was to complain to the FCC re CBS' spot sales expansion. Group charged violation of the Sherman anti-trust law, but the network called the charge unjustified, said it never solicited business from its affiliates in the spot field. . . . NAB-RMA announced a nation-wide listener contest in conjunction with National Radio Week, Oct. 26-Nov. 1. . . . New Ted Lewis ET show, opening on 34 stations last week, said to be 100 per cent sponsored.

Volume of spot business last month kept up to last year with a steady path indicated for the Fall season. Drugs, cosmetics, food companies among leading spot users. . . . Paramount Pictures denied the FCC's charge it controls Du Mont, and challenged the Commission's ruling re no additional television channels unless the two companies separate. . . . Giveaway programs still very evident is indicated by a report from NBC Central division that prizes totaling \$20,000 and 168 merchandise premiums were offered last week by three network advertisers. . . . Television Broadcasters Association slashed its dues in a drive to attract every video broadcaster to membership ranks.

Association of National Advertisers held its 38th annual meeting at Atlantic City. Group heard the predic-

tion that national advertising in 1948 will reach a new high in all media, with some budgets increased up to 50 per cent. . . . Total of 638 broadcasters reported gross receipts of \$310,790,000 in 1944, Treasury Dep't announced. . . . NBC and the Theater Guild set a television-drama tie-up wherein the network will present six Guild shows over WNBT. . . . Grand Lodge of the Free and Accepted Masons bought a half-hour on 17 stations in New York for a drama show on Sunday, Oct. 26.

Charles P. Hammond and Sydney H. Eiges were named vice presidents of NBC. Hammond had recently been upped to assistant to Frank Mullen, exec v. p. Eiges was manager of the press department and his title lends new importance to the public relations phase of network operation. . . . Harold Coulter, MBS promotion director, promoted to administrative assistant to sales v. p. Jess Barnes. Jess Thompson named director of advertising and promotion at the Mutual.

Newly-formed United Nations Network growing rapidly. WWDC, Washington, and KCMO, Kansas City, joined the web last week to pick up the nightly quarter-hour show.

Industrialist Henry Kaiser will use network radio for the first time next month when he starts a four-times weekly news show over the full Mutual network. Show will be sponsored by the Kaiser-Frazer car and Kaiser Industries. . . . First independent station to publicly oppose the new NAB code was WMLO, Milwaukee. Station said it would be forced to withdraw its membership if the code as now written becomes effective. . . . FCC's heavy backlog of work forced postponement of a hearing on sharing of television channels to November 17.

World Series pointed up tremendous pull of top sports events on television and magnified its importance to station's program planning. Three New York video outlets already making plans for next year's baseball from the three local ball parks. . . . C. E. Midgley, Jr., CBS' sales service manager, stressed radio's sales power in a talk before Worcester ad club.

• THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO
Get Your Share By Using...



WEED & CO. National Representatives



Fulton Lewis, jr.

Top Ratings for the "Top of the News from Washington"

Here's proof that the Fulton Lewis, jr. program commands listeners:

STATION	LOCATION	LOCAL RATING
WATW	Ashland, Wisconsin	22.5
WBOC	Salisbury, Maryland	34.0
WFHR	Wisconsin Rapids, Wis.	20.1
WFNC	Fayettesville, N. C.	20.8
WGIL	Galesburg, Illinois	11.1
WHBC	Canton, Ohio	17.0
WHIT	New Bern, N. C.	21.5
WJPA	Washington, Pa.	14.1
WMBH	Joplin, Missouri	17.0
WMT	Cedar Rapids, Iowa	13.8

. . . and so on, throughout the country. Local and national advertisers on 288 stations reach the top-notch Lewis audience. Join up with this outstanding co-op program. Wire for availabilities.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

IN CLEVELAND IT'S
WHK

COAST-TO-COAST

CANADA

TORONTO — "Music For You," a new half-hour of popular music requested by listeners, recently made its debut over CFRB. Heard five mornings a week, the show features Caesar Petrillo, conducting the orchestra, and vocalists Billy Leach and Louise King, who were heard on CBS's "Bouquet For You" last year. Program host is Cliff Johnson. . . . VANCOUVER — New member of CKWX's announcing staff is Jack Kyle, formerly with the production staff of CJVI, Victoria.

CONNECTICUT

HARTFORD—Trinity College is arranging a weekly series of talks over WDRG, starting October 19. Dean Arthur Hughes of the college will be the first speaker. Following the Dean will be Alexander Kerensky who was head of the Russian government 30 years ago. Allen Ludden has been appointed continuity editor for WTIC. He formerly was associated with actor Maurice Evans and more recently was publicity director for the Ivoryton Playhouse

NEW YORK

NEW YORK — Fordham University's station, WFUV has inaugurated a series of programs which is being heard each Tuesday. Program features a complete recorded opera every week. . . . SYRACUSE—Sammy Kaye's "So You Want To Lead a Band" and his Sunday Serenade both originated from WAGE last week. The Kaye Band is making a one-week personal appearance at the local Keith theater from which place "So You Want To Lead a Band" program originated. . . . GENEVA—Walter Burton, formerly with the Nashville Tennessean, has joined the WGVA sales staff.

OHIO

CINCINNATI—A new type of children's show, "Days of the Giants," recently bowed over WLW. Show, scripted by Alan Stern, is based on the classic myths and adapted for radio from Nathaniel Hawthorne's Wonder Book and Tanglewood Tales and Thomas Bullfinch's Age of Fable. . . . CANTON—Bill Kamenbar has joined the announcing staff of WHBC. As part of his duties, he will act as emcee of the station's "1480 Club," a feature designed for teen-agers. . . . YOUNGSTOWN—Latest addition to the WKBN announcing staff is Roger Adams.

VIRGINIA

ARLINGTON — New additions to WEAM's staff are Matthew Warren as production manager; Bill Wagner, account executive, and Peggy Schreiner, receptionist. Jean Wagner, former receptionist was promoted to traffic.

Special FM Forum Planned For Chicago

(Continued from Page 1)

as guests of the station, it is announced by Marion Claire, director of WGNB. The meeting will be held in the WGN auditorium studio, and Col. Robert R. McCormick, of the Tribune, will head a panel of speakers in the discussion of FM developments and contribution to modern broadcasting.

Among the speakers who will address the dealers are Miss Claire; Dr. W. R. G. Baker, vice-president General Electric Co.; J. N. Bailey, executive director FM Association; William J. Halligan, president Hallicrafters Co.; Leonard W. Stratton, of the Wieboldt stores; George Arnold, Jr., Lee Broadcasting Co., Quincy, Ill., and Judge Roy Hofheinz, president of stations KTHT and KOPY, Houston, Texas.

To demonstrate the realism of static-free, high fidelity broadcasting, a special play will feature a cast of prominent Chicago radio actors and music by pianist Carol Silver. Potentialities of an FM network operation will be shown in the transmission of music from WGNB, to FM station WEAW, Evanston, Ill., which will provide instantaneous relay back to the point of origin in WGN's studio.

Tele-Movies In Production

A series of 13 five-minute movies to be used for commercial television are being produced by Corcoran Productions for Springs Mills, Inc., cotton concern. First in the series was televised over WABD, New York, Sunday, Oct. 12. The movies are of dramatic format and commercials are worked into the story.

Whalen On WNYC Monday

Grover Whalen was heard in a 15-minute talk over WNYC and WNBC Oct. 13, 6:30 p.m., on the subject, "Does New York Have to be Sold?" His address referred to the city's Golden Jubilee to be held next year.

There's a new look to Iowa!



Smokestacks are going cornstacks better than 50-50 these days in Iowa. Iowa farm income is up, of course. (A fabulous 67%, in fact.) But industrial plants are sprouting everywhere. Only 38% of Iowa's income comes from the farm and it's the highest per capita in the U.S.A. Yes, there's a new look to Iowa. But don't stand there staring! Get on WMT and get your share of the rich harvest of sales in Eastern Iowa.

Wire or phone your Katz representative now.



WMT CEDAR RAPIDS

The Station Built By Loyal Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 watts 600 kilocycles Day & Night Member: Mid-States Group

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

IN CLEVELAND IT'S WHK

Auto Accounts Increase

Rapid Advance Noted In Puerto Rican Radio

Declaring that a great deal of expansion is taking place in the radio field in Puerto Rico, Joseph W. Madden, secretary of the National Export Advertising Service, Inc., New York, is just returned from a survey of the Puerto Rican market.

Aggressive advertising campaigns in press and radio are being conducted for many products in diverse categories," Madden said. "Intensive promotion, which was lacking during the war and until recently, because

(Continued on Page 7)

Tele "Beyond Horizon" Tested By RCA And NBC

Wilkes-Barre, Pa.—Expansion of television service to communities beyond the horizon, and even to locations in valleys cut off by mountains from the primary transmitting antenna, has been proven practicable in tests conducted last week by W2BRE here in co-operation with NBC and RCA, it was announced yesterday.

Television signals picked up by a mountaintop antenna from the WNBT

(Continued on Page 7)

Huth Appointed Manager Of WHBY, Appleton, Wis.

Milwaukee—Earl H. Huth, radio newspaperman and faculty member of the Marquette University College of Journalism for the past 12 years, has been named manager of WHBY, Appleton, Wisconsin, it was announced this week by Rev. Matthew J. Beemster, of St. Norbert Col-

(Continued on Page 2)

Plan New Budget

San Francisco—Radio is slated to get a large piece of the proposed \$1,000,000 budget of the American Federation of Labor which calls for an augmented educational and public relations program during 1948, it was reported yesterday. Phillip Pearl, public relations director of AFL, and Morris Novik, New York radio counsel, are working on the budget.

Expansion

The Canadian Broadcasting Corporation now has underway projects calling for the expenditure of approximately \$1,500,000, Dr. Augustin Frigon, general manager, disclosed in Toronto. The projects include construction of four new 50 kilowatt transmitters, further development of existing CBC FM stations in Montreal and Toronto and the inauguration of FM broadcasting in Vancouver.

Changes Announced In NBC's Int'l Dept.

Executive changes in the NBC's international division were announced yesterday by William F. Brooks, vice-president in charge of News and International Relations.

Stanley Richardson, assistant to Brooks, has been assigned to NBC's international shortwave service. He will be responsible for programming, administrative and operational activities.

Fred Bate, manager of the International

(Continued on Page 3)

Gallup To Address REC On Radio Research Plan

Dr. George Gallup, widely-known research executive, and director of the Institute of Public Opinion, and Samuel Northcross, Audience Research, Inc., will present their new six-point plan for determining and

(Continued on Page 2)

RMA Sees '48 Production From 12 To 15 Million Units

The radio manufacturing industry will produce from 12,000,000 to 15,000,000 units of all types during 1948, according to unofficial estimates made yesterday by leading set and parts manufacturers at the annual eastern meeting of the Radio Manufacturers Association at the Hotel Roosevelt.

Although that figure may be slightly behind production for this year, dollar volume will be higher in '48

Heavy Spot Campaign Set By Packard; Manufacturers And Dealers Use Both Radio And Tele

Ad. Council Maps Plan Re Food Saving Drive

Advertising Council is completing plans for a nation-wide food conservation drive that will make extensive use of all media in response to a request from President Truman and Charles Luckman, chairman of the Citizens' Food Committee, it was announced this week by Charles G. Mortimer, Jr., Council chairman.

Six major advertising agencies are

(Continued on Page 3)

First Akron FM Station Went On Air On Friday

Akron—In record time of less than 24 hours after receipt of construction permit, Akron's first FM station, WAKR-FM went on the air last Friday for tests, S. Bernard Berk, general manager, announced yesterday.

Regular operations started on Sun-

(Continued on Page 3)

Two Daytime Tele Shows Debut On WBKB, Chicago

Chicago—Two new afternoon shows made their bow on WBKB, the Balaban & Katz television station, yesterday. The first, "Chicago Television

(Continued on Page 2)

Automotive industry, including dealers as well as manufacturers, is notably increasing advertising expenditures in radio and television in key cities throughout the country as the final quarter of the year gets under way.

Packard Motor Co. launched its heaviest advertising cam-

(Continued on Page 8)

Propose Organization Of Export Radio Reps.

Following along the lines of the recently established association of station representatives, a proposal has been made that export station reps in New York, five in all, join together in a similar group in order to standardize practices among the reps and their stations overseas. The suggestion was made by Paul Talbot, president of Fremantle Overseas Radio, in letters to Pan American

(Continued on Page 3)

Supreme Court Upholds Decision On WOV Sale

Washington Bureau, RADIO DAILY
Washington—The Supreme Court has upheld an FCC decision, made about two years ago, denying approval of the sale of WOV, New York, to Murray and Meyer Mester, Brooklyn

(Continued on Page 3)

Freedom Award

Secretary of State George C. Marshall's address accepting the annual Freedom Award, to be presented to him at the Freedom House dinner in the Grand ball room of the Hotel Commodore, New York, Sunday evening will be broadcast by ABC and televised over WCBS-TV and WNBT. The presentation will be made by Bernard Baruch, last winner.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6007
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Not Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Oct. 14)

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., Philco, RCA Common, RCA First pfd., Westinghouse, Westinghouse pfd., and Net. Union Radio.

WHN Show From Gallagher's

A quarter-hour sports chatter program transcribed at Gallagher's Steak House on West 52nd Street is a new WHN feature this season which will be spotted just before every broadcast of a sporting event except football. "Feed Bag Specials," as the show is called, features the station's sporting trio, Bert Lee, Marty Glickman and Ward Wilson. Participating announcements are woven into the transcribed dialogue. First sponsors to buy the show are Buddy Lee Clothes and Schaefer Brewing Co.

Mystery Show Replacement

"The Beulah Show," produced by Show Productions, Inc., of the Dancer, Fitzgerald & Sample agency, will replace "Mystery of the Week" on CBS for Procter and Gamble starting November 24, 7 to 7:15 p.m., Monday through Fridays.

★ COMING AND GOING ★

BILL HENRY and JOSEPH C. HARSCH, Columbia network newsmen, are visiting for a while at the New York headquarters of the web.

EDGAR KOBAK, president of the Mutual network, off to Toledo, Ohio, on business.

JESS BARNES, vice-president of the Mutual network in charge of sales, left last night on a business trip to Chicago.

ED "Charlie Chan" BEGLEY off to Maine for the filming of Twentieth Century-Fox's "Deep Water," featuring Dana Andrews.

TREVOR EVANS, radio director of the Pacific National Advertising Agency, has returned to his Seattle headquarters after having attended the meeting of the Continental Agency Network in Chicago.

ROBERT DE HART, radio engineer at CBS, has left for St. Louis on business.

ZASU PITTS and GUY KIBBEE, film stars, en route to Chicago, where on Friday they will guest on WGN's "Let's Have Fun," with Jimmy Costello and Hank Grant in a presentation of "The Late Christopher Bean," which starts Oct. 20 at the Civic Theater.

RED BARBER, sports director at CBS, is en route by motor to Memphis, where on Saturday he will cover the Texas-Arkansas football game.

MAURICE DREICER, commentator on WWRL, has left for Niagara Falls, where he will lecture at the Tatler Club.

GEORGE HIGGINS, manager of KSO, Des Moines, Iowa, is back at the station following a visit to CBS in New York. KSO is an affiliate of the web.

LOUIS H. TITTERTON, vice-president of the Compton Agency, left for the West Coast by plane yesterday.

Two Daytime Tele Shows Debut On WBKB, Chicago

(Continued from Page 1)

Showcase," designed to acquaint viewers with the city's great resources of talent, and to give new entertainers an opportunity to make their video bows, is heard from 3 to 4 p.m., Monday through Friday. WBKB presents the program as a public service in co-operation with AFRA, RCA, Philco, General Electric, and Crosley. Format will be flexible, with each day's program planned to spotlight a local performer. Don Meier and Lorraine Larson will direct.

WBKB's first major show to be planned specifically for the juvenile audience also made its debut Monday, 5 to 6 p.m. Titled "Junior Jamboree" and aimed at the 6 to 16 age group, it is a high budget production sponsored by RCA-Victor Distributing Corp. Fran Allison, well known radio personality, and Burr Tillstrom's puppet creation, Kulka, preside over the program. Interviews with celebrities from sports and entertainment worlds, a daily puppet show, and instructions in hobbies will be included. Lewis D. Gomavitz and Beula Zachary are the directors.

Capt. Tim Healy Dies

Fort Worth, Tex.—Captain Tim Healy, 56, radio performer, oil man and world traveler, died here Monday following a heart attack. Healy was the founder of "The Stamp Club" which was started in 1926 and later carried on the old Blue Network of NBC.

The "Club" was said to draw 50,000 fan letters per week and at one time had a membership of about 3,000,000. With his wife, the former Maggie Dean Vaeth, who survives, Healy had recently conducted a program over WFAA in Dallas called "At Home with the Healys." He is also survived by two sons and two daughters.

Huth Appointed Manager Of WHBY, Appleton, Wis.

(Continued from Page 1)

lege. College also operates WTAQ in Green Bay, Wis.

Educated in Green Bay and later at Marquette, Huth has spent 25 years in the radio and newspaper fields and teaching journalism. Starting on the Green Bay Press-Gazette, he later worked on the Milwaukee Journal and Milwaukee Sentinel in various capacities. His work in radio has been chiefly with Milwaukee stations, both as writer and producer, and was director of the Marquette Radio Workshop for five years.

Gallup To Address REC On Radio Research Plan

(Continued from Page 1)

judging radio listeners' likes and dislikes at the luncheon meeting of the Radio Executives Club tomorrow at the Hotel Roosevelt.

Second meeting of the '47-'48 season, luncheon will be held in the Hendrick Hudson room.

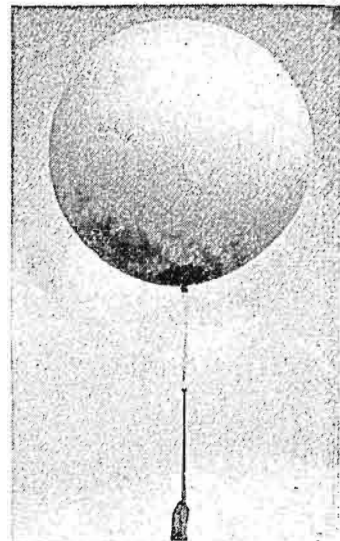
Profile On Hockey Chief

Guy Lebow, WABD and WHN sportcaster, and Budd Greenspan, have been assigned by the editors of Sport Magazine to do a profile on Lester Patrick, manager of the New York Rangers ice hockey team. Lebow and Greenspan have been airing amateur hockey from Madison Square Garden for the past two seasons.

3 TOP NEWSCASTERS WANTED — IMMEDIATELY

At least 5 years radio news. . . . Must write your own show. . . . Newspaper background preferred. . . . 5000 watt network affiliate. . . . Low freq. . . . Midwest. . . . WIRE. . . .

Box No. 407; RADIO DAILY 1501 Broadway New York 18 N. Y.



Knows all the answer

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure temperature and humidity. The tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-sper than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!



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

IN CLEVELAND IT'S WHK

Wanted immediately a program director with at least three years experience, familiar with independent station operation. Near metropolitan city in East. Salary dependent on ability. Write Box 409, RADIO DAILY 1501 Broadway New York 18, N. Y.

Council Maps Plan Food Saving Drive

(Continued from Page 1)
work preparing messages for net-
work programs under the Council's
radio allocation plan as well as copy
newspapers, car cards, posters, etc.
Special Council Radio Fact Sheet
already been provided radio
advertisers and networks, and the esti-
mated contribution to the food drive
of the radio industry is expected to
reach one billion free messages.

Council will use techniques de-
veloped during the war under its
former name, the War Advertising
Council, and which were employed
in public service drives since the
beginning of the war. Council officials re-
peat the work done by the group
during the Famine Emergency Com-
mittee drive in 1946 during which
commercial radio accounted for 632
million listener-impressions. Virtual-
ly every national radio advertiser is
expected to participate in the cam-
paign.

Agencies donating their time and
talent to the Council program are:
Federal Advertising; Foote, Cone &
Blanding; J. Walter Thompson; Ruth-
off & Ryan; Sullivan, Stauffer, Col-
well & Bayles, and Young & Rubicam,

Supreme Court Upholds Decision On WOV Sale

(Continued from Page 1)
Contributors of edible oils. Application
of the Mester brothers to buy the
station from Arde Bulova and Harry
Henshel, majority stockholders of
Wodaam Corp., was first made in
1922. The petition was withdrawn
18 months later, however, and was
refiled until after the war. When
the FCC finally denied the applica-
tion for sale to the Mesters, several
court battles ensued which carried
the case all way to Supreme Court.

Radio Artists To Aid United Hospital Fund

Radio and stage personalities, along
with local broadcasters, will lend
their efforts to the 69th annual cam-
paign of the United Hospital Fund
of New York which seeks over two
and a quarter million dollars between
now and the first of the year. Several
stations have already offered time to
help publicize the campaign while
one and two-minute announcements
have been cut by Gladys Swarouth,
Loe Cowl and Walter Abel. Others
who have offered their services in-
clude Maggi McNellis, Rise Stevens,
Edith Anderson, Ray Bolger and
Bill Rathbone.

Proposed Reorganization Of Export Radio Reps.

(Continued from Page 1)
Broadcasting Co., American Sales and
Servicing Agency, Meleher Guzman
and Clark-Wandless.

Talbot said that "representation of
stations located in export markets
offers at least as many if not more
problems than those faced by do-
mestic representatives." Standardized
practices by both the overseas sta-
tions and their U. S. reps, he said,
would make for quicker and more
efficient service to agencies and ex-
port advertisers. Talbot said that one
immediate aim of such an organiza-
tion would be to establish a uniform
method for expressing an export sta-
tion's coverage, percentage of audi-
ence and actual audience.

First Akron FM Station Went On Air On Friday

(Continued from Page 1)
day with a daily schedule from 2 to
11 p.m.

The Akron station is operating on
temporary radiated power of 4500
watts with the transmitter located in
the First National tower with the
antenna on the roof of the building.
The studios of WAKR, AM outlet for
ABC in Akron, are also located there.
Power of the new FM station will
be increased to 20,000 watts when
additional equipment is delivered to
the station.

During the first night's tests, ac-
cording to Berk, more than 200 lis-
teners telephoned the station. Some
reported reception as far as fifty miles
away.

Changes Announced In NBC's Int'l Dept.

(Continued from Page 1)
tional Division, has been appointed
assistant to Brooks and will be re-
sponsible for maintaining contacts
with NBC's foreign affiliates and other
stations and networks abroad. Cal
Abraham, international division man-
ager of station relations, will report
to Bate.

Stork News

A son, William Michael, was born
to Mr. and Mrs. Tom Bashaw, Octo-
ber 7. Bashaw is a member of the pro-
duction staff of WLS, Chicago.

JUST BORN..



..WATCH US GROW!

The FRIEDENBERG AGENCY, Inc.

Takes pleasure in announcing its entry into the Station Representation Field.

Our staff, under the direction of Harry A. Friedenberg*, is radio-seasoned,
sales-and-idea minded—specialists all.

We are signing a limited few key stations, to which we will devote our entire
facilities and collective energies.

Your inquiries are invited.

*MARFREE ADV. CORP., founded by Mr.
Friedenberg, will continue under the direc-
tion of Mr. Friedenberg's son, Ray Gilley
& former associates, who are responsible
for making MARFREE one of the largest
and most successful radio display companies
in the field today.

The FRIEDENBERG AGENCY, Inc.

165 W. 46th ST.

NEW YORK 19, N. Y.

IN CLEVELAND IT'S
WHK

YOU CAN LEAD THE OUTSIDE* AUDIENCE
on the Pacific Coast, too!

**The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.*

LOOK AT the crowd of people in the big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent \$3,736,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that reaches all of the Pacific Coast audience.

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 90% of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you've a product to yell about, let *both audiences* hear you. Put your show on Don Lee, the only network with enough facilities to reach *both* the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Network



Mutual
DON LEE
BROADCASTING SYSTEM

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.

AGENCIES

(N. S. (PETE) WASSER until recently general manager of KQV in Pittsburgh has announced the opening of offices in the Keenan Bldg., Pittsburgh, under the name of Pete Wasser Company. Wasser plans to specialize in radio productions and advertising.

FREDERICK BRISSON, executive producer for Independent Artists, Inc., announces the appointment of Foote, Cone & Belding as advertising agency to handle the campaign on the Rosalind Russell starrer, "The Velvet Touch." This is the first picture to be produced by the new company which Miss Russell, Dudley Nichols and Brisson recently organized and will be released through RKO. One of the highest budgets of the year is being allocated for the campaign, which will encompass radio, television, national magazines, newspapers, trade papers and outdoor.

WEED & CO., national station representatives, has been engaged by WCBM, Baltimore affiliate of the Mutual network. The Weed organization also has announced the addition of Don Pontius to its Chicago staff, and the transfer of Bill Reilly from Detroit to the Windy City office.

Experimental Tele Shows Aired In Cincinnati

Cincinnati—W8XCT, Crosley experimental tele station in Cincinnati announces a full schedule for this week of October 11 to 18 including firsts in football, drama and ice shows. First football video in Cincinnati was handled by W8XCT Saturday in televising the game in Nippert Stadium between the University of Cincinnati Bearcats and the University of Dayton Flyers. The game was aired in its entirety and two cameras were used with the W8XCT mobile unit bus. "Holiday On Ice," a complete ice show was televised Sunday evening beginning at 8:15 p. m., EST, and lasting to the conclusion of the show. W8XCT's regular home show Tuesday night was broadcast from the transmitter site atop Carew Tower beginning at 8:30 p. m., EST. On Wednesday evening W8XCT will broadcast a remote from the Cincinnati Art Museum.



Mainly About Manhattan. . . !

• • • What's holding up the Horace Heidt-Phillip Morris deal? Among other things, NBC refuses to allow a transcribed repeat—but that's by no means the only snag. . . . Oscar Levant remaining in Calif. permanently—meaning that the race is on for his five-room Alwyn Court Apartment. . . . Kenyon & Eckhardt and Ford biggies still warm on the idea of restoring Meredith Willson to the airplanes under their banner. . . . Those close to Milton Biow tell us he's got another bankroller interested in taking over the Berle stanza. . . . Latest dope on "Ignorant" is that it will be renewed for another 13 weeks (as of the 24th) while Dinah has her baby. Meanwhile, its Hooper is rising faster than an empire's blood pressure and our secret hunch is that it'll never go off. . . . Toni's Permanent Wave have settled for an original by Julian Funt. Series starts on the 24th and will be directed by Chas. Irving. . . . Ellen Fenwick takes over the lead of "Trial Honeymoon" for the Boston tryout, replacing the ailing Sybil Wayne. . . . Starting with this Saturday's broadcast, Gary Stevens steps in as producer of Mutual's popular "20 Questions". . . . Gordon Cates, former vespee and account exec for Gen'l Foods with Y & R, now in same capacity at Lennen & Mitchell, handling a new Colgate product. . . . Contracts signed for Wendell Noble news show for Kalser-Frazier, preeming Nov. 4th on Mutual and written by Bill Greene. . . . Chalk up another winner for the energetic Nick Keesely. He just set the deal with Pilot Radio Bankrolling "American Forum of the Air," and skedded to on Mutual in a few weeks.

★ ★ ★ Fred Allen's decision to guesstar Jay Jostyn, as Mr. District Attorney, on his opening stanza caused plenty of excitement throughout the NBC chain, we hear. Dozens of stations throughout the country, caught unawares by Allen's gag of having the show begin with the opening theme of Mr. D. A., frantically pulled their switches cutting the program off the air thinking a mistake had been made. In addition, two members of the Mr. D. A. cast phoned that program's agency demanding to know why they hadn't been notified of the program's change of air-time.

★ ★ ★ AROUND TOWN: Bill Gernann's Borden sponsored "County Fair" can boast of one of the most consistent Hoopers on the air. In the last survey, it had a 5.3 rating, only a percentage point away from first place. . . . Lanny Ross opening tonite at the Biltmore's Bowman Room. . . . Jacqueline Waite landed the part of Kitty Barnes in "David Harum". . . . Baseball influence on radio is far from over, it seems. Only the other p. m. Russ Johns heard a commentator refer to the world's tallest bldg. as the "umpire State Bldg." . . . As rare as a hen with a toothache is one announcer calling attention to another's superior spelling—which is why Ben Grauer rates so high in our book. He called up this desk to rave about the high grade job Nelson Case did in introducing Pres. Truman on the air the other week. . . . CBS going all-out on the Bobby-Q Lewis show—and with good reason.

★ ★ ★ VIEWS AND REVIEWS: Ford Theater premi-aired with "Conn. Yankee" adaptation that revealed effective job radio could do in bringing classics up-to-date—but we think show would make greater contribution in offering original scripts. We've already got the Guild and Lux Theaters for rehashing, but no bigtime bankrollers behind genuine radioriginals in drama field. . . . Jack Benny and Fred Allen proved that you can take more of the same when same is of high calibre. . . . Fred Waring's GE half-hour adds another worthy session to Monday's musicalights. . . . Eddie Cantor again tossed his hat into the ring as a radio presidential candidate just as he did 16 years ago. Opener was a musical monologue titled, "When I'm President," in which Eddie sang his campaign promises. His sure-fire cabinet included Arnold Stang, Bert Gordon, Cece Blake, Harry Von Zell and Cookie Fairchild's ork.

IT TAKES ALL KINDS OF PEOPLE

...to run a radio station

caricature by
BASIL WOLVERTON
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



EARL E. E. PETERSEN
Technical Supervisor

The technician is to radio what the cameraman is to the movies—he can make you or break you. Writers, performers, producers—all are at the mercy of the man who twists the dials on the control panel. At KGW, when there is a difficult pick-up in the office, the call goes out for "Pete", the Houdini of the control pots. Pete has handled hundreds of remotes, many of them "firsts" for Portland radio; first broadcast from a submarine, first from the summit of Mount Hood, first from an amusement park roller coaster, first from the Hanford, Wash., atomic bomb plant on a coast-to-coast hookup, etcetera, etcetera and etcetera. During one year our doughty technician supervised or officiated at 1313 remotes, undoubtedly a record of some sort. They say a man who works hard needs an after-hours hobby, and Pete has his—his own short wave station, W7KF. Twenty-five years ago, when KGW first went on the air, people used to write, "program coming in fine". KGW programs are still "coming in fine!" thanks largely to Earl E. E. "Pete" Petersen.



**Represented Nationally
By Edward Petry & Co.**

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

I UNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

Rapid Advance Noted In Puerto Rican Radio

(Continued from Page 1)
of the short supply of goods, is getting into full swing again."

Madden said that many improvements planned by radio stations during the war years are now being made by stations throughout the island. In San Juan, stations WIAC and WAPA have new studios and transmitting facilities, and WKAQ's new plant is almost ready to go into operation. The newspaper El Mundo is branching into the broadcasting field with its new station WEMB.

Trend among major stations is to go from 5,000 to 10,000 watts, Madden said. Ostensibly this is an attempt to get island-wide coverage over the mountains separating the northern and southern portions of Puerto Rico. It is not generally believed that this can be done satisfactorily, but, as Madden points out, such power increase will make reception a great deal better along the northern coast.

Tele "Beyond Horizon" Tested By RCA And NBC

(Continued from Page 1)
transmitter in New York City, 105 miles away, are being successfully amplified and carried by an RCA microwave television relay system to six RCA video receivers in the WBER booth at the Wyoming Valley "Parade of Progress" in the Field Artillery Armory at Kingston near here.

The Wilkes-Barre experiment constitutes a pioneer test of repeater-type television station operation, and one of the first in which microwave relay equipment has been used to carry television over hill or mountain areas by beaming it from an elevated receiving antenna down to receivers or a rebroadcast transmitter in an area ringed by mountains.

First test of the repeater-type operation was conducted successfully last week by the Hartford Times station, WHTT, with NBC and RCA Victor co-operating, when NBC telecasts of the World Series were picked up and amplified at an elevated location near Hartford and relayed by RCA microwave equipment to television receivers in the auditorium of the Hartford Times Radio Center.

Seeks Gov't Opinion

Washington—The Department of Justice was asked by WARL, Arlington, Va., whether exclusive contracts for the airing of sports events—specifically the World's Series—is in "restraint of trade." The legal experts of the Anti-trust Division told station to submit question in writing.

RMA Sees '48 Production From 12 To 15 Million Units

(Continued from Page 1)
of production than heretofore. Table model radios accounted for 77 per cent of over-all production last year, it was said, whereas that figure is expected to drop to about 60 per cent for 1947.

In this regard the RMA set division executive committee was provided with results of a survey conducted in New England areas by a group headed by Frank Mansfield, director of research of Sylvania Electric Products which outlined current trends in retail buying and selling.

Survey, conducted on a spot basis of several cities and towns, showed that dealers are selling "off inventories," i.e. selling more models than

they're buying from manufacturers; demand for straight consoles (without phonograph) is virtually disappearing; demand for FM radio is in a state of "healthy" increase—to the point that demand in some cases exceeds supply.

Set division exec committee also made plans to investigate charges that two Connecticut power companies are levying additional charges to owners of television sets on the grounds that, while it is isolated, it is a "bad precedent." The two companies, Norwich Light and Power and Borough Electrical Works, charge set owners from \$1.26 to \$2.50 monthly additional for power to operate video receivers.

Radio Training Course Offered By AFRA On Coast

Los Angeles—Robert M. Light will serve as executive director of a new training course designed to benefit both radio professionals and newcomers which starts Nov. 10, it is announced by Ben Bard. Light has been in radio since 1930 and is president of Command Radio Productions, Inc.

Lecturers who will participate in the sessions, patterned after AFRA's refresher course held for returning GIs, include Elliott and Cathy Lewis; Joe Rines, producer of the Judy Canova show; Milton Merlin, scripter of "The Adventures of Bill Lance"; Ed Buckalew, station relations manager for CBS western division; and Will Voeller, veepee of Universal Broadcasting Co.

"Sound Off" Moving On CBS

"Sound Off," CBS Army Recruiting show, now heard Saturdays at 7:30-8 p.m., moves to the 10:45-11 p.m. spot on the same evening, beginning October 18, it was announced yesterday by Hubbell Robinson, vice-president and director of programs. "Romance," CBS-built package, will go into the 7:30-8 p.m. spot, also on the 18th. There is a possibility that "Sound Off" may go back to 30 minutes when a half-hour opens on the CBS schedule.

Roth And Meyer Appointed To NAB 'Code' Committee

Washington—The NAB yesterday named two more members to the special committee created last week to represent non-network stations in discussion on the proposed new radio code. The two broadcasters named by NAB Executive Vice-President A. D. Willard, Jr., are Eugene J. Roth, KONO, San Antonio, Texas, and Al Meyer, KMYR, Denver, Colo.

The committee, to which 11 broadcasters were appointed last week, will meet at NAB headquarters on October 23. They will elect their own chairman at that time.

IN CLEVELAND IT'S
WHK

LOUIS
**THE MIGHTY JORDAN
ROLLS ON!**
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-17-BIRMINGHAM=8000 PAID
ADMISSIONS FOR \$9602.46 GROSS
Mgt. BERLE ADAMS
Direction—GENERAL ARTISTS CORP.

THE GOLDEN TRIANGLE
OF THE EMPIRE STATE
NEW YORK'S
3RD
MARKET
Covered by the NEW
WROW
590 Kc - 5000 WATTS
BASIC MUTUAL
REPRESENTED BY
AVERY KNOEDEL, INC.

A
**Steinman
Station**

Wilmington
Delaware

SELLS

**5,000 WATTS
DAY & NIGHT**

Sales Representative
**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco

COAST-TO-COAST

—MICHIGAN—

ANN ARBOR—New affiliate of the American Broadcasting Co., is this city's new 1,000-watt station WHRV, which recently took to the air. . . . **DETROIT**—Lowell Thomas interviewed his son Lowell Thomas, Jr., on a special Detroit broadcast over WJR last Sunday. The program originated from the WJR mobile studio. Lowell, Jr., recently returned from an extended tour through Europe and the Middle East and spoke at great length about Turkey.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Bob Wiley has replaced Winthrop Sherman on WOL's "The Veteran Wants To Know." Sherman has left the station to join KLEE in Houston, Texas. . . . WOL's women's director, Marian Sexton, and her nine-year-old daughter, Jane, have again taken to the airwaves on the former's "Spice in Life" program for a report on the progress of youngsters in school and a first-hand reaction to the food conservation program. . . . "District Forum," a new series of programs dealing with discussions of subjects of topical interest to the community, was recently inaugurated over WWDC. Moderator of the show is Fred Hoffman, station news chief.

—INDIANA—

FORT WAYNE—WFTW has sold the local high school football games to the Republican Party for the mayoral race in this city. These programs will be in a public service nature with no political, commercial copy. . . . Henry J. Robertson, active in the advertising field for the past 11 years, has been named sales representative of WKJG. . . . **INDIANAPOLIS**—Widely known news editor and newscaster for WIRE, Dick Reed, has been appointed American Legion radio chief. He will succeed Robert Shinn of Warsaw who has resigned.

—MASSACHUSETTS—

PITTSFIELD—WBRK has invited all four mayoralty candidates in this city's primary election on a roundtable discussion program, with each candidate being given the opportunity to speak on behalf of his own candidacy. The latter half of the program will be thrown open to questions written in by the voters. Moderator of the show, which will be broadcast from the station's own playhouse studio, will be Bob Burbank, special events chief of WBRK. . . . **WORCESTER**—WTAG vice-president and general manager, Robert W. Booth, has been appointed to the governing board of the Worcester Junior College.

Wedding Bells

Edward P. Ehrich, ABC coordinator on the "Paul Whiteman Club" and Barbara Ellis of Manitowoc, Wis., will be married Thursday Oct. 16.

Auto Accounts Increase Both In Radio And Tele

(Continued from Page 1)

campaign in history this week using all major media including a three-week spot campaign to run in 100 U. S. cities. Spot drive, which officially opens today, marks Packard's return to spot radio after an absence of six years.

Newest auto manufacturer to use network radio is Kaiser-Frazer Motors which, as reported last week, debuts a four-times-weekly news program over the Mutual network starting Nov. 4.

Meanwhile automotive accounts are making increasingly heavy use of television particularly because of video's ability to provide "action" commercials.

Three auto dealers are using heavy commercial time on WNBW, NBC's Washington outlet, with indications of several new accounts when station's studio facilities are completed. Arcade-Pontiac, local Capital dealer, is now in the second of a 13-week sponsorship of a weekly quarter-hour show titled "Illustrated News Review." Two other auto dealers, Peake Motor Co., for Plymouth and DeSoto, and Wheeler Motor Co., for Chrysler and Plymouth, are using all unscheduled station breaks before Saturday and Sunday football telecasts on WNBW. Automotive field here is considered

a major prospect by station officials, who report that auto clients could use more spot time if it was available.

Oldsmobile, considered to be the first auto manufacturer outside the lower-priced field to enter video, is sponsoring the six home games of the University of Michigan over WWJ-TV, in Detroit. Company uses one-minute live studio commercials as well as films during the games, and as an added promotion tool, holds Saturday afternoon "football parties" in showrooms of 17 dealers who have installed video sets for customers' convenience. Over 2,500 persons are said to have seen Michigan games in Oldsmobile showrooms.

WABD, New York outlet of Du Mont, last week sold "Know Your New York" (Wed., 8:15-8:45 p.m.) to Bonded U-Drive It, for 13 weeks, plus a series of spot announcements to Holt Deland, used car dealers. Ford Motor Co., meanwhile, one of video's heavy advertisers, renewed its "Parade of Sports" over WCBS-TV, a schedule which comprises all sports events from Madison Square Garden with the exception of boxing. "Parade" is expected to cover some 40 major events over the CBS tele station.

AFRA Independent Group Nominate Bd. Candidates

With AFRA's New York local elections scheduled next month, the newly created Independents group, headed by Nelson Case, yesterday disclosed 16 nominations it will enter in the campaign. A total of 23 candidates are to be elected to the AFRA board and the Independents will complete their slate, including one sound effects representative and seven singers, later this week.

Actors and actresses who will be backed by the Independents in the campaign are Les Damon, Carl Eastman, John Gibson, James McCallion, Ted Osborn, Virginia Payne, Anne Seymour, Karl Swenson and Lucille Wall. Nominees picked from the announcers group are Ben Grauer, Nelson Case, George A. Putnam, Dan Seymour and Richard Stark. Joe O'Brien of WMCA was nominated among the independent station announcers. Only current AFRA board member on this list is Ben Grauer, although several of the others have served in previous years.

The candidates were sifted from an original list of 2,000 names by a special nominating committee' chaired by Nancy Douglas and finally the 200 members of the Independents

Bond Radio And Tele Stores Buy Time On FM Station

The Bond Radio and Television stores have signed to sponsor a series of semi-weekly 15 minute programs over WABF (FM) according to Ira A. Hirschmann, president of Metropolitan Broadcasting and Television, Inc. Bond Radio is the 21st WABF sponsor and will present a series of programs built around great artists.

WABF also announced an increase in its broadcast time and is now heard from 3 to 12 midnight daily. The station was formerly on the air from 5 to 12 midnight, excluding Monday.

Last week, WABF began broadcasting on its permanent frequency of 99.5 and assigned channel of 258. The station was previously heard on its temporary frequency of 98.5 and channel 253.

voted for the slate just released. The 16 AFRAns nominated so far have given their consent to be candidates.

AFRA's local elections in New York are scheduled for Nov. 21.

BEHIND THE MIKE

By SID WEISS

BILL GERANNT'S high-rating airer, "County Fair," noted for its zany stunts (the paper punching bag and the cow-lifting contest, etc.), adds another chapter to its stunt-filled career in what is called the "Where Am I?" contest. Each week, a contestant will try to guess, from a set of clues, what city is being described.

Gale agency radio director, Mitchell Benson's sec'y, Lenny Greenbaum, a week-end bride.

Sponsor bidding for the new Jack Kilty television disc jockey show on WNBT.

Johnny Olsen in confab with Don McNeill on a new half-hour weekly show which McNeill Enterprises would produce.

Abner Greshler has named the new heir, Steven Neal.

Note from Arthur (Street Singer) Tracy informs that he's staying over in England an extra two weeks to do a Command Performance at Albert Hall with their Majesties, the King and Queen of England, for the benefit of the Royal Navy on Trafalgar Day.

The Jimmy Lunceford ork, now fronted by Eddie Wilcox, is putting aside a portion of their proceeds to establish a Jimmy Lunceford Memorial Scholarship at Fiske University, Jimmy's alma-mater.

Royal Chicken Roost planning a name-band policy starting next month, with a CBS wire.

WWRL's eye-filling, blonde femme commentator, Mona Fisher, auditioning for similar WNBC chore.

N. Y. Division of Jewish War Vets readying statewide weekly radio series produced by publicity chief, Walter Kaner.

Johnny Thompson cut four sides for Regent Records.

Maxine Sullivan, clicking via WNEW, added another four weeks to her Ruban Bleu stint.

Herman Chittison Trio, with Judy Gershwin as vocalist, guestarring on Date Night via Mutual Oct. 17th.

Noro Morales and his rumba crew have signed with MGM label.

Robert Merrill awarded a citation for "services rendered the U. S. Naval Reserve in their recruiting campaign for 1947" by Admiral James L. Kauffman, representing James Forrestal and Admiral Nimitz.

A HOUSE ON THE RIVER IN WESTPORT

Built in 1947 on 2 wooded acres on the trout-filled Saugatuck River. Beamed ceilings and picture windows overlooking riverside terracc. 3 fireplaces, 3 baths, oil burner-hot water heat. 1 hour from New York. Will sell furnishings. Priced for immediate occupancy at \$27,500. Call Broker at Westport 2-4133 or owner at Westport 2-5703.

MR. STATION OWNER . . . good programming and production are what build radio audiences and make outstanding stations! I'm looking for a progressive station in need of a Program Director, veteran, 31, single, six years of sound experience in programming. Ability, energetic, ambitious and schooling makes me a natural for a station willing to trade opportunity for hard work and a future in a progressive station. Write Box 408, Radio Daily, 1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To—

October 15

Don Bigelow Bob Sherry
Ransom Mills Sherman Bob Trout
Muriel Harbater A. Lewis King
William Edmondson Lou Mandel
Robert E. Lee

IN CLEVELAND IT'S

WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 11

NEW YORK, THURSDAY, OCTOBER 16, 1947

TEN CENTS

FCC Okays Rural FM Net

Complaint Amended Against AFM's Petrillo

Chicago—Amended criminal complaint against James C. Petrillo, president of AFM, was filed yesterday in Federal Court by U. S. Attorney Otto Kerner, Jr.

Complaint is substantially the same as the previous one which was upheld by Supreme Court when it ruled on constitutionality of the Lea Act. However, it avoids any reference to picketing, which was contained in former complaint, and which the Supreme Court handled cautiously in its decision. Trial date is Nov. 4.

Church Group Purchases Time On Mutual Web

Chicago—The Christian Reform Church will start sponsorship Dec. 7 of the "Back to God" hour which will be aired on seventy coast-to-coast Mutual network stations. Program, originating from Chicago, will be heard Sundays from eleven to eleven thirty a.m., EST. Program format will consist of hymns by the Grand Rapids, Mich., choir with organ accompaniment and a sermon delivered by Rev. Peter Elderfeld, radio minister of Christian Reform Church. The 52-week contract was handled by Evans Associates.

Kennedy To Be Heard On New Haven Station

John B. Kennedy, nationally known news commentator, was signed by WELI, New Haven, Conn., yesterday, to do two 15-minute news commentaries weekly on Tuesdays and Thursdays at 8 a.m. Kennedy, a resident of New Haven, will talk on international, local and national affairs.

Gracious Gesture

San Antonio, Tex.—As one of its unusual services to local radio listeners, KITE airs a complete round up of interesting programs to be found on the other full time local stations. Broadcast is aired just prior to its sign off at local sunset. Besides the times the airings are heard, full credit is given to the network of origination as well as highlights of some of the stars.

Silver Jubilee

London—On November 14th the British Broadcasting Corporation will celebrate its Silver Jubilee. To mark the occasion, the BBC plans to broadcast many special programs over two weeks in November. Most of these programs will be broadcast in the overseas service.

MBS' "Amer. Forum" Sold To Pilot Radio

Mutual network's "American Forum of the Air," (Tuesday, 10-10:30 p.m., EST) will be sponsored for the first time in its 19-year tenure on the air by the Pilot Corporation, for its Pilotuner FM converter, it was announced yesterday. Contract, which is effective October 28, also marks Pilot Corp's entry into network advertising. Sponsorship of "Forum" will be coast-to-coast in key cities

(Continued on Page 7)

Knit Wear Manufacturers And Dealers To Use Spots

Knitwear manufacturers and dealers throughout the nation are expected to use localized spot advertising during the observance of National "American Knit" Glove Week, November 17-22, Claire A. Wolff, public relations representative for the Association of Knitted Gloves and Manufacturers, announced in New York yesterday. Industry is sponsoring a jingle writing contest in con-

(Continued on Page 2)

Story Of Flying Boat Rescue Is Real-Life Network Feature

Radio news staffs in New York were quick to hop aboard the fast-breaking story late Tuesday of the dramatic rescue of passengers from the flying boat, Bermuda Sky Queen, down in a mid-Atlantic gale, although it appeared for a time that inadequate technical facilities and bad atmospheric conditions would win out. As it turned out, however, amid all the confusion and turmoil whipped up by the networks, the Coast Guard,

Commission Grants Agricultural Groups Licenses For Co-op Network Of Six Stations In New York

Washington Bureau, RADIO DAILY

Washington—In an unprecedented action, the FCC yesterday made simultaneous grants of six FM stations to an agricultural co-operative group for operation of an FM network in rural New York areas. The six grants represent the maximum number of FM stations which can be operated by the same

(Continued on Page 7)

Thomas Evaluates Outlook Of Video

Baltimore—The dynamic salesmanship of television's potential impact in stimulating sales volume and creating greater employment was pointed up yesterday in a talk before the Advertising Club of Baltimore by Eugene S. Thomas, president of the Ad Club of New York and sales manager of WOR. Thomas said that if television advertising increases

(Continued on Page 2)

Belding Is Co-ordinator Of Ad Council Campaign

Don Belding, chairman of the board of Foote, Cone & Belding, and vice-chairman of the Citizens' Food Committee, has been appointed co-ordinator of the national public service advertising campaign on food conservation, The Advertising Council announced yesterday.

Low-Coast FM Receivers By End Of Year—Bailey

Chicago—A prediction that many low-cost FM receivers will be on the market by the end of this year was made yesterday by Bill Bailey, FMA

(Continued on Page 7)

RMA Will Oppose Bill Licensing Repair Men

Proposed legislation to license radio repair and service men in New York City will be opposed by the Radio Manufacturers Association when the bill is formally outlined to the City Council next Monday, it was announced yesterday following a meeting of the board of directors of RMA which officially closed its four-day fall conclave here.

Authored by City Councilman Stan-

(Continued on Page 2)

FCC Reaffirms Decision Ordering WORL Shutdown

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday reaffirmed its decision denying the application of WORL, Boston, for a renewal of its license. The station

(Continued on Page 7)

Audition Winner

Dwight Weist, free lance narrator, won the audition competition for the narrator role on "We The People" yesterday and will begin working for Gull Oil on the CBS program next week. Weist, according to reports, won out over 40 who were auditioned for the role. Milo Boulton formerly was featured on the network program as narrator.

RADIO DAILY



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JOHN W. ALICOATE : : : Publisher

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

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clapett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 15)

NEW YORK STOCK MARKET

	High	Low	Close	Net. Chg.
Admiral Corp.	9 3/8	8 3/4	8 3/4	- 1/8
Am. Tel. & Tel.	156 3/4	155 1/4	155 7/8	- 3/8
CBS A	27 3/8	27	27 3/8	+ 3/8
CBS B	27	27	27	0
Farnsworth T. & R.	7 7/8	7 5/8	7 7/8	+ 1/8
Gen. Electric	37 1/2	37 1/8	37 3/8	+ 1/2
Philco	32 3/8	31 5/8	32 1/8	+ 3/8
Philco pfd.	96	95 1/4	95 1/4	+ 3/4
RCA Common	9	8 7/8	9	0
RCA First pfd.	73 1/2	73 1/2	73 1/2	+ 1/2
Stewart-Warner	16 3/8	16 1/8	16 3/4	+ 1/2
Westinghouse	29 1/2	28 7/8	29 3/8	+ 1/8
Westinghouse pfd.	99 3/8	99 1/4	99 3/8	+ 1 3/8
Zenith Radio	24	23 3/4	23 3/4	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	3 3/4	3 3/8	3 5/8
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OVER THE COUNTER

DuMont Lab.	Bid	Asked
Finch Tele Comm.	7 3/4	8 3/4
Stromberg-Carlson	4	5
	12 3/4	14 1/4

WNAO To Go On Air Jan. 1

WNAO, new 5,000 watt station at Raleigh, N. C., expects to go on the air around January 1 on a frequency of 850 kc. Dudley Tichenor, manager, announced. Station will be an ABC affiliate and is owned by Josephus Daniels' News and Observer, Raleigh daily newspaper.

3 TOP NEWSCASTERS WANTED — IMMEDIATELY

At least 5 years radio news. . . .
Must write your own show. . . .
Newspaper background preferred. . . .
5000 watt network affiliate. . . . Low freq. . . .
Midwest. . . . WIRE. . . .

Box No. 407, RADIO DAILY
1501 Broadway
New York 18 N. Y.

Thomas In Evaluation Of Outlook For Video

(Continued from Page 1)

ed the public's demand for products and services by only one per cent the result would be 600,000 new jobs created, based on present employment figures. He also quoted Paul Hoffman, president of Studebaker, as saying it is not impossible that within a decade after its full commercialization television can increase the demand for goods and services by as much as 10 per cent.

Thomas talked on "Getting Set for Television—the Magic Window in the Modern Home." He said this window is now being installed in homes at the rate of 2,000 residences every working day. Through this magic window, he added, many women are already shopping. As for the sales impact of this window, Thomas said "Sears Roebuck learned that the average order from customers it reached by television totaled five times as much as the average order from all of its customers."

Knit Wear Manufacturers And Dealers To Use Spots

(Continued from Page 1)

nection with the knitwear week and recommending to department stores and manufacturers that they use spot advertising to help put over the promotional and merchandising plans.

Can you use an intelligent, energetic, ambitious PROGRAM DIRECTOR who has had six years of practical experience in planning and supervising a well rounded schedule commercial and public service programming? Veteran, 31, single, a fellow with "know how" and ideas and who knows he will build the station solidly in the community.

Write Box 408, RADIO DAILY
1501 Broadway New York 18, N. Y.

RMA Will Oppose Bill Licensing Repair Men

(Continued from Page 1)

ley M. Isaacs, a former borough president, the bill will be opposed by RMA on the grounds that it may set a dangerous precedent and that alleged evil practices can best be eliminated by the pressure of competition and the raising of standards within the industry itself, the board said. While conceding the existence of certain irregularities in various phases of the radio repair industry, the RMA board is against any licensing setup of this type because of "principle," it was said. RMA officials feel that attempts at raising standards now being made by the parts division of the industry, such as clinics, etc., will contribute more to "free and healthy" competition.

The RMA board also heard a report by Paul V. Galvin, president of Motorola and chairman of the set division, which included results of a survey on FM production. The survey, made following a resolution adopted by the FM Association at its convention in September urging increased production of low-priced sets, showed that considerable progress is being made in production and production costs of FM receivers.



"CLEAR!"
"CLEAR?"
"CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



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

TOM TINSLEY, President
Represented Nationally By Headley-Reed

"ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE TO THE WORLD'S LARGEST ADVERTISING AGENCIES

Year after year we read into our record for consistently satisfactory service words like these from America's leading agencies . . .

. . . we have always enjoyed your intelligent and prompt service . . . it is a pleasure to work with Weed . . . this is the kind of "rep" relationship we like . . .

The harmonious relationship that exists between Weed men and agency contacts is the measure of success for a radio representative.



WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

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

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA
A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★
★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA
STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV
★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

ZIV'S

"BOSTON BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR
ADVENTURE-DETECTIVE SHOW!



THE PROOF IS IN THE RATINGS ➡

CONSISTENTLY... BEATS ALL COM
ON STATIONS FROM COAST-TO

MINNEAPOLIS
SATURDAY — 6:00 p.m. — WCCO

16.5

... more than three times
its nearest competitor ...
more than 8 times compet-
ing network commentator!
(HOOPER—OCT.-DEC., 1946)

ZIV'S
"BOSTON
BLACKIE"

ENEMY TO THOSE WHO MAKE HIM ENEMY
FRIEND TO THOSE WHO HAVE NO FRIEND

TORONTO
THURSDAY, 9:30 p.m., CFRB

14.6

Dominates the dominion
... more than twice compet-
ing top comic's rating.
(Elliott-Haynes—Oct., 1946)

PORTLAND
SUNDAY, 12:30 p.m., WGAN

14.0

Maine attraction in Port-
land... 57.8% Share of
Audience.
(Hooper—Oct.-Feb., 1946-7)

YOUNGSTOWN
THURSDAY, 7:30 p.m., WKBN

20.7

... 44% Share of Audi-
ence ... double nearest
competitor: a top-flight net-
work singer-comedian.
(HOOPER—FALL-WINTER, 1946-47)

CINCINNATI
SATURDAY, 9:45-10:15 p.m., WKRC

16.9

Outrates a big network
comedy, two network mu-
sicals; four times higher
than a competing net-
work mystery.
(HOOPER—JAN.-MARCH, 1947)

NEW ORLEANS
MONDAY, 6:30 p.m., WWL

14.1

Beats a famous commentator
on competing network station
almost three to one!
(HOOPER—DEC.-APRIL, 1946-47)

**TITION
OAST!**

LOUISVILLE
TUESDAY, 6:30 p.m., WAVE

21.7

Far and away the rating
champ over three popu-
lar network shows.
(HOOPER—DEC.-APR., 1944-47)

NEW YORK
WEDNESDAY, 8:30 p.m., WOR

10.8

...the highest-rated ½ hour
on WOR all days, all hours.
(HOOPER—MAY-JUNE, 1947)

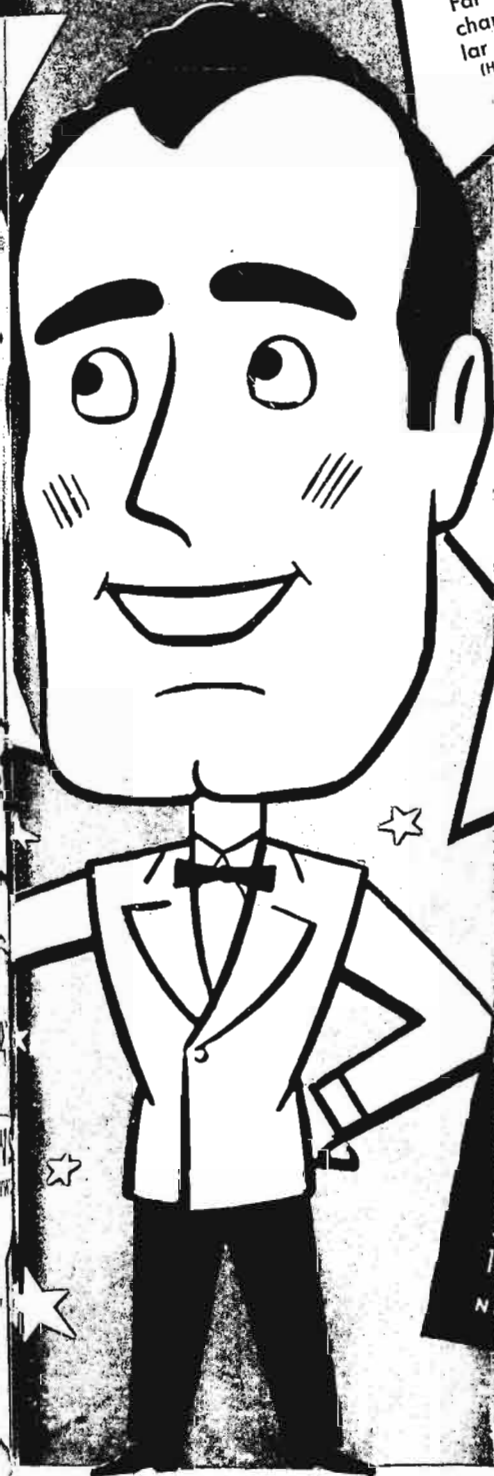
Greater every year...

**156 HALF-HOUR
"BOSTON BLACKIE"
PROGRAMS
IMMEDIATELY
AVAILABLE**

ZANESVILLE
THURSDAY, 7:30 p.m., WHIZ

20.5

...beats the total ratings
of all three competing
network stations.
(CONLON—WINTER, 1946)



FREDERIC W. **ZIV** COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

**TRANSCRIBED
FOR LOCAL AND
REGIONAL
SPONSORS!**

SOUTHWEST

PLANS are being formulated, according to an announcement made by Charles Lutz, manager of KYFM, San Antonio, for the observance of the station's first anniversary. Station was San Antonio's first FM station and went on the air on Nov. 1, 1946. It is owned and operated by the Express Publishing Co.

Haywood Vincent, former writer and announcer for WFAA, Dallas has been named director of the new school of literature at the Little House School of Art in San Antonio. Vincent at one time also wrote the running dialogue for a popular radio serial and was awarded a prize by the Treasury Department for writing one of the 10 outstanding radio scripts written during the recent war. Work of the students in the school will be submitted to radio network for possible usage.

Winthrop Sherman, announcer on the staff of WOL, Washington, has been named program director of KLEE, Houston, new station which is expected to take to the air around the first of the year. Station will operate with 5000 watts on 620 kilocycles. Sherman has been with KMOX, St. Louis as well as KNOW, Austin, WACO, Waco and WBAP, Fort Worth.

Henry Gerstenkorn, assistant general manager of the Don Lee Broadcasting System, Hollywood, paid a visit to Cleburne, while en route from New Orleans to Hollywood.

Amon G. Carter, president of WBAP, Fort Worth was married recently to Mrs. Minnie Meacham Smith.

The FCC has granted Jack Henry Kidd, Jr. of Kingsville, a lawyer and owner of a bus line a license for a standard broadcast station to be operated at Kingsville using a power of 1000 watts on 1330 kilocycles daytime hours of operation.

Wendall Mayes, manager of KBWD, Brownwood has returned following a business trip to New York City where he also visited with Mutual network officials. KBWD is Mutual affiliate.

Newcomers to the staff of KYFM, San Antonio include Isabell Pierce and Orin Talley. Miss Pierce will take over duties in the continuity department while Talley joins the station's engineering staff coming here from Corpus Christi.

San Antonio listeners are able now to hear a full hour of news by simply switching their dial from 12 noon until 1 o'clock to four different stations. The news parade starts at noon over WOAI, this is followed by news at 12:15 on KONO, then at 12:30 by KABC and is concluded at 12:45 with news from KITE.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:** Last week a 'hot' flash from Howard Richmond, publicity head for the Big Three, advised us that the American adaptation of the French ballad, "J'ai Deux Amours" by Jack Murray and Barry Trivers titled "Two Loves Have I" had been transferred from Miller Music to Robbins . . . now we learn that Miller will exploit the number, already waxed by the top recording companies . . . so until further notice the tune temporarily is considered "Two Publishers Have I." . . . ● Several years ago when he purchased a home there, Oak Pilot Gordon Jenkins was so moved by the beauty of the landscape he wrote a hit titled, "San Fernando Valley." . . . he recently moved his abode to Malibu and has written "Malibu," where according to his lyrics 'every day is Thanksgiving.' . . . ● Jack Searle, formerly heard over WBBM, currently in Gotham and should be given NETWORK . . . ● After several years with Leeds Music, Clarence Kelley has been named professional manager at Charles Hansen Music, working on a new novelty "St. Paul Min and Kansas City Mo." . . . ● Belaire Music has started a number one plug on "Let's Pick Up Where We Left Off," written by Lewis (This Is The Night) Bellin and Jay Milton . . . ● Jean Tigue, Balladeer of the Angostura MBSHOW, will guestrill October 27 on the NBCarnation program . . . ● Joe Mooney Quartet, currently at the Raleigh Room of the Warwick Hotel and manager George Moffet have parted company . . .

☆☆☆

● ● ● His MGM musical "Miracle of the Bells" completed, Frank Sinatra has returned to Gotham with his entire "Hit Parade" cast . . . opens at the Capitol Theater here November 20 . . . ● Johnny Kane's "In Old New York" series of midnight platter chatter will be heard via WOV, originating from Sammy's Bowery Follies, Greenwich Village Inn and Johnny Hogan's Shamrock Room, respectively. . . . ● George Wright's organ music on the new Maytag NBCommercial Mondays at 7:30 p.m., falls easily on the ears . . . ● The new station in Newark, WNJR, has signed Henry I. Marshall for across the board series of musicals featuring local teen age talent . . . in his many years as a composer, Marshall has coached and uncovered several star singers . . . ● Dean Martin and Jerry Lewis warn that if feminine skirts get any longer, it'll throw out of work hundreds of street-cleaners . . . ● To lend moral support to ex-GI Citizen Tom Paige, 150 friends and neighbors escorted the singer from Jersey City to CBS when he appeared as guest on the "We, The People" show . . . ● Smith-Foley Music has just published a fine ballad "How Do You Know" (You Wouldn't Like to be Loved) written by Charles Tobias, Harry Tobias and Nat Simon . . . ● Bob Smith who introduced it last week with his NBChirping, predicts hitdom for the new novelty "It Must Be L U V." . . . ditty is published by Manor Music Co. . . . ● Kane's Music starting on a new ballad, "My Adorable One," written by Mark Murray . . . ● Four of the first six top sellers in the nation are revivals . . . "I Wonder Who's Kissing Her Now," (E. B. Marks) "Peg O' My Heart," (Robbins) "When You Were Sweet Sixteen" (Shapiro-Bernstein) and "That's My Desire" (Mills) . . .

☆☆☆

● ● ● Joe Santly of the Guy Lombardo firm, London Music, very enthusiastic about the Hit Parade chances of "Hills of Colorado." . . . ● Another revival which can't miss making the grade is "Peggy O'Neil" written by Harry Pease, Ed G. Nelson and Gilbert Dodge and published by Leo Feist . . . ● The original 'daddy' to 'Baby Snooks' isn't Hanley Stafford . . . none other than Bob Hope was the much-plagued stage parent. . . . ● King Cole Trio celebrates its 10th anniversary with a Carnegie Hall appearance, Saturday . . . ● Gordon McRae will be signed (if he hasn't already been pacted, by Warner Brothers . . . he'll make a theater tour in the East and return to the Coast by Thanksgiving . . . ● New Ed & Keenan Wynn audition script calls for Ed to drop his high-pitched voice . . . series being written by Seaman Jacobs and Bill Jacobson . . . ● Composer-conductor Richard Maltby of the Lee Sweetland ABCoast-To-Coaster should climb but fast . . . has a lot on the musical ball . . .

PROMOTION

In Praise Of Parkyakarkus

Mutual's new kit on Parkyakarkus is a complete and comprehensive approach to the comedian from a number of angles, photographic, rhetorical and journalistic. Chief among the exhibits is a magazine-type 12-pager entitled "Recipe for Sales" in which the network's co-operative program department offers some amusing snaps of the comic in action during the "Meet Me at Parky's" show, solo and in company of Sheldon Leonard and the eye-filling Betty Jane Rhodes. The kit contains an impressive list of testimonials to the art and popularity of Parky as well as publicity suggestions and advertising mats. "Thumbnail" biographical sketches, complete and detailed in nature, tell the history not only of Parky, but also of Miss Rhodes, Leonard and Elliott Lewis.

"Season Passes"

WXYZ, Detroit, has issued 7,000 "Season Passes" good for its seven outstanding programs—"For Radio Listening Only." The card has all the appearance of a pass to the studio, and to this observer would seem to offer the possibility of making an enemy of the disappointed fan who considers it as such, shows up at the studio and gets the bad news from the station's receptionist. However, WXYZ insists that everybody takes it in good grace and that the general effect of the promotion is favorable.

For WNBC Package Shows

The WNBC advertising and promotion department has begun the production of a series of one-sheet color off-set presentations on all WNBC package programs currently available for sale. The first three presentations are now available in limited quantities, and are on the following shows: "The Author Meets the Critics," H. V. Kaltenborn and "News at Noon." The WNBC advertising and promotion office has also planned for production a series of spiral-bound off-set book presentations on each show which will be available in limited quantity, and which can be used for follow-up material. These will include more complete data such as visual evidence, pictures, publicity, etc. In addition, WNBC promotion will build special presentations, tailored for specific accounts, when needed.

WIBX In Neon

A new 4-color, 3-phase neon illuminated sign is now flashing the names of WIBX and its sister-station WIBX-FM over downtown Utica, New York, from dusk to midnight daily. The sign—25 by 30 feet—faces Oriskany Plaza from the top of a three-story building at the easternly end of the Plaza, and at night alternately shows the call letters of each station with dial positions, and the CBS network affiliation. In the daytime the sign calls attention to the AM station only.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY
LOVE SONG"

(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

N. Y. FM Network Approved By FCC

(Continued from Page 1)

Interest under the Commission rules. The unusual grant was made to a New York corporation wholly owned by Rural Radio Foundation. The latter is a non-profit group comprising nine farm organizations.

These initially authorized Class B stations, each to operate with 1 kw. power, are to be located at places on and as follows: Newfield, N. Y., Channel No. 236; De Ruyter, N. Y., Channel No. 286; Cherry Valley, N. Y., Channel No. 270; Highmarket, N. Y., Channel No. 299; South Bristol, N. Y., Channel No. 270, and Wethersfield, N. Y.

Plans call for operating the six stations as a network, with programs originating at each station from time to time. All stations, however, will carry the same programs. The method will be to relay program material from any station to the others, each of the latter simultaneously receiving and transmitting the particular program. Programs will be designed for local rural and agricultural listeners, featuring weather and market reports, religion and music, agriculture talks and discussions, quiz and children's programs.

Total construction cost of the six stations was estimated at \$263,120, annual operating expenses of the stations were at \$240,000, with annual revenue estimated at \$300,000. All profit from the six stations would be used for agricultural research, it was said.

Farm organizations listed as members of the Rural Radio Foundation include the New York State Grange; New York State Farm Bureau, Cooperative Grange League Federation Exchange, Inc.; Dairymen's League Cooperative Association, Inc.; New York State Federation of Home Bureaus; New York State Poultry Council; New York State Vegetable Growers Horticultural Society, Inc.; New York Artificial Breeders Cooperative, Inc.

The six stations will be financed by a \$400,000 loan from two of the member groups, the Cooperative Grange League Federation Exchange Assn.

General manager of all six stations will be Robert B. Gervan, now information director for the Grange



Windy City Wordage. . . !

● ● ● Parks Johnson and Warron Hull will air their "Vox Pop" broadcast from a Chicago high school on October 22. . . . Warren Jaynos has resigned from the WLS engineering department and will operate a hunting and fishing lodge near Superior, Wis., which he purchased recently. . . . Don McNeill, "Breakfast Club" emcee, has been notified by Bill Goodwin, chairman of the motion picture and radio council of the National Safety Council, of his appointment as vice-chairman of the committee. . . . Jim Ameche is being featured today (Thursday) in a special WBBM show, "Fog On the Moon," which is being presented for the Chicago Community Fund drive. . . . Stanley C. Kolanowski, a member of the radio division of Stewart-Warner for more than 12 years, has been named chief radio engineer.

Chicago

● ● ● As part of the International Harvester Company's "100 Years In Chicago" celebration, a program titled "Harvest of Stars," starring James Melton, Met opera star, and a 65-piece symphony orchestra and chorus under direction of Frank Black, will originate from the Chicago Stadium October 19. Guest stars will be Walter Huston and Bidu Sayao, Met opera soprano, who will fly in from the West Coast. The centennial celebration will be carried by NBC, CBS and Mutual networks, but WJJD will be the only Chicago station to carry the broadcast.

FCC Reaffirms Decision Ordering WORL Shutdown

(Continued from Page 1)

has been ordered off the air by Nov. 30. The Commission also dismissed as moot the application to transfer control of the station from Broadcasting Service Organization, Inc., to Bittner Broadcasting Co. In its final decision, the Commission said it had given "serious consideration to oral argument made in behalf of station WORL."

Stork News

William B. Murray, head of the radio department at the William Morris Agency, is the father of twin boys born to Mrs. Murray on Thursday, Oct. 9. The newcomers will be named Richard and Michael.

League. President of the Rural Radio Foundation is H. L. Creel of the Dairymen's League, with Harold Stanley, of the Grange League, vice-president. Officers of the Rural Radio Network include Harold L. Creel, of the Grange League, president Clifford E. Snyder, Pittstown, N. J., of the Grange League, vice-president and director, and George W. Slocum, Minton, Pa., also of the Grange League, secretary and treasurer.

STANLEY BURNS

The Announcer with
Seasonality*
Now back in New York
LE. 2-1100
*Personality—that SELLS

Low-Cost FM Receivers By End Of Year—Bailey

(Continued from Page 1)

executive director, before a city-wide dealers' meeting at WGNB studios in Chicago. He declared that although the RMA had said not long ago that low-cost FM table models were still in the future, Zenith and other manufacturers have dispelled that statement.

Bailey mentioned a new table model displayed last month at the FMA convention in New York by the Hazeltine Corporation which is designed to retail for \$24.95, strictly an FM set. The AM-FM table model will retail in the neighborhood of \$30. The FMA director also mentioned a \$39.95 AM-FM table set exhibited by one of Hazeltine's licensee manufacturers.

These may not be the ultimate answer in low-cost FM sets, he added, but it is a beginning.

Flying Boat Rescue Is Web News Story

(Continued from Page 1)

9:15 p.m. and slapping in the pickup which had just been recorded only minutes before. NBC claimed a beat on the first live pickup from the Bibb which came at 11:17 p.m., EST. It seems that NBC, along with ABC, CBS and MBS had asked for a live remote from Capt. Cronk a few minutes after 11 p.m. but the signal didn't come up. It was then that the networks stuck in the transcribed report.

Seconds after Morgan Beatty began the "News of the World" show over NBC at 11:15 p.m., which originates in Washington, word came that Capt. Cronk would broadcast at 11:17 p.m. Burroughs Prince, producer of the program, immediately cut Beatty off and waited for the voice of the Bibb's skipper. There followed 25 seconds of dead air and NBC switched to Coast Guard communications headquarters in New York and W. W. Chaplin. Chaplin hardly got his hands on the mike before control was switched again, this time direct to the Coast Guard skipper whose voice continued five minutes uninterrupted.

Yesterday CBS did a live pickup from the Bibb at 8 a.m. At 1 p.m., Mutual carried a recorded pickup.

Mutual "American Forum" Sold To Pilot Radio Corp.

(Continued from Page 1)

and will be available for local sponsorship in markets outside the Pilot's primary areas.

Jess Barnes, MBS vice-president in charge of sales, also announced renewal of the Burl Ives program (Friday, 8-8:15 p.m., EST) by Philco Corporation for 52 weeks starting tomorrow, and expansion of the "Jan August Show" sponsored by Revere Camera Company. Latter will be heard on 36 stations beginning Oct. 30.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF
DISTINGUISHED FEATURES IN

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

LOUIS
THE MIGHTY JORDAN
ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH

9-19=CHATTANOOGA=4500 PAID

\$5543.54 FOR LOUIS JORDAN DANCE

Mgt. BERLE ADAMS
Direction — GENERAL ARTISTS' CORP.

Cineffects

INC.
THE PRODUCERS' AID

CONSULT OUR EXPERT
STAFF FOR PROBLEMS IN
ANIMATION OR OPTICAL
EFFECTS

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

*This is the Crossley rating
for the World Series Game
Sunday, October 5, 1947*



*This is the highest rating
ever achieved by a
daytime commercial show*

World Series Broadcasts — Listening Box Score

	Tues.-Wed.	Wed.-Thurs.	Thurs.-Fri.	Fri.-Sat.	Sat.-Sun.	Sun.-Mon.	Mon.
Rating	27.1	26.9	28.8	35.2	50.3	51.7	45.7
Share of Audience	61.8	63.5	65.3	72.2	84.7	85.9	83.4

72.2% of all homes in the U.S. heard 1 game or more.

Listened to at least...

	7 games	6 games	5 games	4 games	3 games	2 games
Percentage of Homes Listening:	35.5	44.2	50.2	57.2	66.7	78.6

Source: 11th Annual Crossley World Series Recall Survey

With the World Series, Mutual scored the highest rating ever hit by a daytime commercial show... Mutual also chalked up a new high in the average for the Series, 36.7 for the entire 7 games.

That's LISTENING!

With its 450-plus stations (some 150 of which were added in the past year) and with nearly 70 power increases (completed or under construction) Mutual now delivers a daytime coverage (including duals) of 29,089,000 radio homes... as computed by a new, scientific and conservative Engineering method.

That's LISTENABILITY!

Listenability and Listening... both at a new high. It's no co-incidence. It's the result of years of sweat, effort, building and program brains and expenditure. It's the result of better stations and bigger program names.

What does it mean to the advertiser?

Just this. Listenability gives you the total of homes in which Mutual can be heard — with a signal good and clear enough to encourage regular listening. With a good program — an advertiser can turn homes which can listen into homes which do listen. And the better the show the more the homes which can be corralled. The World Series proves it.

Would you like the whole story?

Mutual Broadcasting System

THE WORLD SERIES NETWORK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 12

NEW YORK, FRIDAY, OCTOBER 17, 1947

TEN CENTS

FCC Grants 8 More CP's

Two Networks Carry State Dept. Programs

Seventy-five per cent of the State Department's short-wave international broadcasting formerly handled by the International Broadcasting Division (IDB) is now being done by CBS and NBC under temporary contractual arrangements with the government, RADIO DAILY learned yesterday. The balance of the language broadcasts, mostly in Russian, are handled by State Department transmitters.

Merrill C. Phillips, former program (Continued on Page 6)

Advertising Executive Buys Interest In WTTM

State Senator Elmer H. Wene, president and principal stockholder of the Trent Broadcast Corporation, Trenton, N. J., yesterday contracted to sell a half interest in Radio Station WTTM, Trenton, N. J., for \$165,000, to S. Carl Mark, radio director of Al Paul Lefton Advertising Agency of New York and Philadelphia. Mark, who is a son-in-law of Albert M. Greenfield, Philadelphia. (Continued on Page 5)

Elgin Signs More Talent for CBS Thanksgiving Day

Signing of additional talent for Elgin Watch Company's annual Thanksgiving Day program over CBS was announced yesterday. New artists added to the entertainment roster are Sweeney and March, comedians; Allan Jones, tenor, and Harry Storch, comedian. Elgin is presenting its "Two Hours (Continued on Page 2)

New Credit Technique

Montreal—Credit men are studying a "television idea" that will put a quick stop to the "hit-and-run" charge account purchaser, it was revealed at a session of the Dominion Retail Credit Conference held here. The idea was suggested by W. J. Tate, secretary and credit manager of Bryson Graham, Limited, Ottawa, in a talk, with slides, on "Credit Granting Simplified." Tate's talk was mainly concerned with the application of television to credit departments as a method of saving time, money and cutting down the space required for bulky files.

Denny As Tele Expert To Counsel NBC Group

When Charles R. Denny, chairman of FCC, joins NBC as vice-president and general counsel on November 15, he will become an administrative member of the network's policy council with much of his time devoted to the web's development of (Continued on Page 6)

Harker Joins Fort Stations As National Sales Manager

Tom Harker, formerly sales executive of WJR, Detroit, and the Mutual network, has joined the Fort Industry Company as national sales manager, it was announced in Detroit yesterday.

Gallup Plan Outlined To REC; Sees More Research Needed

Importance of continuing and expanded research in the radio industry and an additional system for qualitative analyses of all phases of program and performer popularity were outlined to the Radio Executives Club yesterday at the Hotel Roosevelt, by Dr. Frank Gallup, president of Audience Research, Inc., and director of the Institute of Public Opinion. Gallup's system, announced some weeks ago, offers a six-point service to the industry

Five AM And 3 FM Stations Approved; Conflicting Applications Settled; Milwaukee Request Denied

NAB, Ascap Officials Discuss Music Pact

Music committee representing the NAB and a group of Ascap management officials plus members of the board of directors held another meeting yesterday at the society's headquarters to further the details on the contract which the broadcasting industry plans to sign when the current nine-year pact runs out at (Continued on Page 6)

Earl Minderman To Assist Citizens Food Committee

Washington Bureau, RADIO DAILY Washington—Earl Minderman, assistant to FCC Chairman Charles R. Denny, has been "loaned" to the Citizens Food Committee, headed by Charles Luckman, it was announced yesterday. Denny said the request for Minderman (Continued on Page 3)

Maj. Armstrong, Hofheinz, Bailey Talk FM In Chicago

Chicago—A bright future for FM broadcasting was predicted by Maj. Edwin H. Armstrong, inventor of FM, and J. N. Bailey, executive director (Continued on Page 5)

Washington Bureau, RADIO DAILY Washington—The FCC yesterday granted CP's to five applicants for new AM stations. They include Charles M. Meredith, Doylestown, Pa., to operate on 1570 kc, 250 watts, daytime; Peninsula Broadcasting Corp., Hampton, Va., to operate on 1050 kc, 250 watts, daytime; Morehouse Broadcasting Co., Bastrop, La., to operate on 730 kc., 250 watts, daytime; Beaufort Broadcasting Co., Washington, N. C., to operate on 1340 kc., 250 watts, unlimited. The FCC yesterday proposed to (Continued on Page 3)

SMPE Confab To Show Thea. Tele Advances

Latest advances in the development of theater television here and abroad will be outlined in detail next week when the 62nd Semi-Annual Convention of the Society of Motion Picture Engineers opens at the Hotel Pennsylvania before an attendance that is expected to exceed all previous figures. One of the highlights of the conference (Continued on Page 3)

WHOM Commercial Mgr. Tenders Resignation

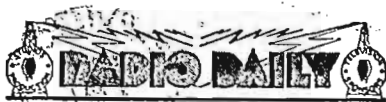
Jack M. Compter, commercial manager of WHOM, New York, for the last nine years, is resigning from the station today, Friday. Compter has (Continued on Page 4)

Too Near Target

WCBS-TV video pickup of the annual Freedom Award to Secretary of State George C. Marshall Sunday night at the Hotel Commodore will pose a problem for the station's remote crew. Pickup point will be directly under the Chrysler Tower transmitter, and not in line of sight as usually required. Thus, the job will be done via coaxial cable from WCBS-TV studios.

Heavy FM Sked

Detroit — WJBK-FM frequency modulation station broadcasting simultaneous programs of WJBK, Detroit, is reported to be the first FM station in the midwest and possibly in the country to operate on a 24-hour schedule, programming starting this week, replacing 3 to 9 p.m., schedule. Station is on 93.1 megacycles using one kw., of its authorized 33 kw.



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JOHN W. ALICOATE : : : Publisher

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

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granlto 6607

WASHINGTON BUREAU

Andrew H. Older, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Decatur Pl. NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

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

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FINANCIAL

(Oct. 16)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	9	8 3/4	8 3/4	+ 1/8
Am. Tel. & Tel.	155 7/8	155 1/2	155 3/4	+ 1/8
CBS A	27 1/2	27 3/8	27 3/8	- 1/8
CBS B	27	27	27	- 1/8
Farnsworth T. & R.	77 1/2	77 1/2	77 1/2	- 1/8
Gen. Electric	37 1/2	37 1/8	37 1/4	- 1/8
Philco	32 1/2	32 1/8	32 1/8	- 1/8
RCA Common	9	8 7/8	8 7/8	- 1/8
RCA First pfd.	73 3/4	73 3/4	73 3/4	+ 1/4
Stewart-Warner	16 3/4	16 1/2	16 1/2	- 1/4
Westinghouse	29 1/2	29 1/8	29 3/8	- 1/8
Westinghouse pfd.	99	98	99	- 3/8
Zenith Radio	23 1/2	23 1/2	23 1/2	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	+ 1/4
Nat. Union Radio	3 1/2	3 1/2	3 1/2	+ 1/8

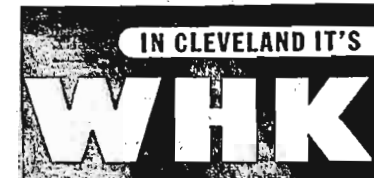
OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Tele Comm.	4	5
Stromberg-Carlson	13	14 1/2

New Elect. Recorder Shown By Phila. Firm

A new electronic recorder and reproducer known as the Magnesonic, designed for both home and commercial application, was demonstrated at the Hotel Pennsylvania this week by the Sound Recorder & Reproducer Corporation, Germantown, Pa.

Magnesonic, equal in size to a table model radio receiver, has five separate features which make use of magnetic tape in a compact panel. Instrument, which sells for \$179.50, has the ability to record and playback pickups from a microphone, a radio receiving set or records.



★ COMING AND GOING ★

C. E. ARNEY, secretary-treasurer of the NAB, spent yesterday in New York.

FULTON LEWIS, JR., Mutual network commentator, will arrive from Washington today and will broadcast his program from WOR, after which he'll leave for Hollywood, where he'll remain two weeks, originating his commentary at KHJ, Mutual's outlet in the film capital.

DOROTHY LEWIS, co-ordinator of listener activities at the NAB, off to Washington for confabs on radio matters.

CHARTER HESLEP, Washington administrative head for the Mutual network, is in New York. He'll return to the Nation's Capital on Monday.

MICHAEL HANNA stopped in for a while yesterday at the CBS station relations department in New York. He's the general manager of WHCU, Ithaca.

JACK FLANNIGAN, assistant manager of WDSU, American network outlet in New Orleans, chatted for a while yesterday with officials of the web.

DON PRYOR, newsman for CBS, is back at his headquarters in Washington, D. C., after having covered the Taft tour for the web.

JOHN DERR, assistant sports director at CBS, and JUDSON BAILEY, chief sports writer, are en route to Memphis, where they'll join with RED BARBER, sports head for the web, in broadcasting tomorrow's game between Texas and Arkansas.

HAPPY FELTON, quizmaster on "Guess Who" heard over WOR, is expected back today from Chicago, where he attended the International Food Show.

AUGUST W. GREBE, general manager of WBAX, Wilkes-Barre, Pa., and JOHN STENGER, promotion director of the station, were welcomed yesterday at the offices of NBC.

EARL M. KEY, president of WKEY, Covington, Va., is here for confabs at ABC, with which his station is affiliated.

JOHN CHURCHILL, research director of the BMB, accompanied by MRS. CHURCHILL, will sail tomorrow aboard the S.S. Santa Monica on a three-week vacation cruise to Central America.

ELMO C. WILSON, Columbia network research director, is expected back Monday from a two-week vacation in Minneapolis.

CHARLES BURKE, general manager of KFGO, American network affiliate in Fargo, N. D., is in town for conferences at the headquarters of the web.

GEORGE HICKS, American network commentator, will spend the week-end and Monday in Boston. He'll be heard as "The Voice of Steel" on Sunday's "Theater Guild of the Air" and will do his Monday morning WJZ show from Beantown.

GEORGE HOLLINGBERY, of the national station rep. organization bearing his name, in Gotham this week on business.

EDGAR KOBAK, president of the Mutual network, who visited briefly in Toledo, Ohio, this week, is back at his desk.

SAM SLATE, of the British Broadcasting Corp., is in Nashville, Tenn., to do a documentary recording on American hill-billy artists and music.

GEORGE GREELEY, general manager of WOSH, Oshkosh, Wisc., is in town on station and network business. WOSH is an affiliate of the American network.

JACK CARROLL, radio and recording singer just signed with Vita-Coustic, has left for Chicago to cut his first eight sides under the terms of the new contract.

SAM ELBER, assistant director of promotion and publicity, spent yesterday in New York for conferences with Mutual network officials and to attend the luncheon of the Radio Executives Club.

CHARLES GODWIN, director of station relations at MBS, will return today from a business trip to Atlanta, Mobile and Memphis.

Elgin Signs More Talent For CBS Thanksgiving Day

(Continued from Page 1)
of Stars" over Columbia on both Thanksgiving and Christmas Days, as in the past, from 4-6 p.m. Ken Carpenter will announce both programs, and Don Ameche will be the emcee.

Also guesting on the Nov. 27 broadcast will be Jimmy Durante, Red Skelton, Vera Vague, Jack Benny, Yehudi Menuhin, Doris Day and Mary Jane Smith, 15-year-old MGM soprano.

The Christmas Day talent already signed are Edgar Bergen, Bob Hope, Lauritz Melchior, Cass Daley and Amos 'n' Andy. Lou Silvers will do the music for both shows.

McCaffery And McElhone Start Monday On WNBC

An informal program called "Room 416," featuring John K. M. McCaffery as editor, movie and book critic, and Eloise McElhone as his secretary, becomes a daily quarter-hour strip over WNBC at 9:15 a.m., starting Oct. 20, it is announced by D. L. Provost, program director. In his office, Room 416, McCaffery will dictate open letters which will actually be typed and mailed to addressees. Friends of McCaffery will also be invited to drop in and chat with him, but they will not be interviewed.

Another feature will be a "letters to the editor" department, some to be read on the air. Martin Stone is creator and owner of "Room 416."

WANTED — Experienced, sales minded station manager for New England station. Excellent opportunity to build station audience and sales. Good position for right man. Write—giving complete background to Box No. 411, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar-spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!



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

Station CP's To Eight; Other FCC Activities

(Continued from Page 1)
 The application of Northwest Ohio Broadcasting Corp. for a new AM station at Lima, Ohio. Robert F. Jones, former Ohio Congressman and now member of the FCC, formerly was a stockholder in the corporation. Before assuming his Commission duties, however, Jones sold his stock and severed all connections with the group. He did not participate in the Commission decision.

At the same time, the Commission proposed to deny the competing applications of Woop, Inc., Dayton, Ohio, and Skyway Broadcasting Corp., Columbus, O.

The Commission also announced its proposed decision looking toward the denial of the application of Metropolitan Broadcasting Company of Milwaukee, for a construction permit for a new standard broadcast station to operate on the frequency 100 kc., with 100 watts power, daytime only, at Milwaukee, "since applicant cannot meet requirement of Commission standards which specify that a Class IV station will not be assigned to a regional frequency where there are other transmission facilities in the town proposed to be served."

The Commission also awarded a conditional FM grant to Century Broadcasting Corp., Johnstown, Pa.

Given CP's for new FM stations were Flint Broadcasting Co., WFOF, M, Flint, Mich., and Capitol Broadcasting Co., Inc., WCTP, Greensboro, N. C.

SMPE Confab Will Show Theater Tele Advances

(Continued from Page 1)
 The subject will be RCA's first demonstration of large-screen video to a representative group of theater exhibitors and managers who have been invited by SMPE to participate in the theater engineering phase of the convention. RCA showing, on a screen measuring six by eight feet, will be the third such demonstration, the most recent being the NAB convention in Atlantic City.

In addition to several papers on the subject by American video industry execs, the SMPE will hear a description of England's advances in theater tele by Capt. A. G. B. West, director of Cinema-Television, Ltd., and Paul J. Larsen, chairman of the SMPE committee on television, will report on his group's activities concerning FCC allocations for video frequencies.

WPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
 R. B. HERSEY
 BADGER, BROWNING
 & HERSEY
 Next Week ? ? ? ?

★ AGENCY NEWSCAST ★

H. K. McCANN, president, announces the formation of a new central merchandising department which will service the 10 United States offices of the McCann-Erickson agency. McCann has appointed R. W. Welch as director of merchandising with headquarters in New York. Glenn Holder has been named associate director. This provides a completely integrated client merchandising service combining in one central department all McCann-Erickson merchandising facilities. Both Welch and Holder will report to Marion Harper, assistant to the president. Welch formerly was vice-president of Russel M. Seeds agency in Chicago. Holder joins McCann-Erickson from Schenley, where he was director of advertising services.

THE KATZ AGENCY has been engaged as national representatives for WMMN, Fairmont, West Va., according to an announcement by Allen L. Haid, managing director of the station. The arrangement will go into effect immediately.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, announces the appointment of Richard Reins as executive art director and a member of the plans board. Reins has been with BSF&D for 10 years.

A. FRANK KATZENTINE, president of WKAT, Miami and Miami Beach, Mutual affiliate, announces the appointment of Weed and Company as national advertising representatives.

SHERMAN & MARQUETTE, INC., with offices in New York, Chicago and Hollywood, announced the election of Louis E. Tilden as a vice-president of the company. Tilden joined Sherman & Marquette in September 1945 as radio director of the Chicago office. Prior to that he was network account executive for the NBC in Chicago.

Russeks' Fashion Series Starts On WABD Tonight

Major use of television as a fashion merchandising medium by a New York store will be made by Russeks Fifth Ave. via a new series titled "Television Fashion Fair" starting tonight (8:15-8:45) over WABD, local DuMont outlet.

Program, featuring Florence Pritchett, WOR's "Barbara Welles" as emcee, will demonstrate fashion apparel of such top designers as Cabana Beachwear, Devonshire, Imbrey, Ralph Marano as worn by 25 Conover models. Show will use six complete settings plus short film sequences under over-all supervision of Raymond E. Nelson through the Furman, Feiner agency.

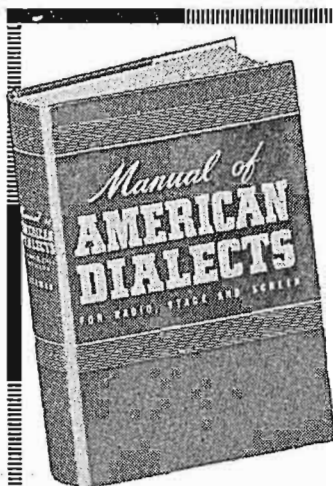
"Fashion Fair" is written by Ruth Oboler and is co-ordinated by Helen Moran and Olene Criste of Russeks.

CHAS. B. KNOX GELATINE CO., INC., Johnstown, N. Y., has engaged Charles W. Hoyt Company, Inc., New York City, to place its advertising.

BANNER & GREIF, public relations, have been retained to conduct the public relations campaign for the Protestant Film Commission.

Minderman To Assist Citizens Food Group

(Continued from Page 1)
 man's services was made by the executive offices of the President. In his new job, Minderman will be in charge of the organization of local citizens food committees in cities over 10,000 population. Minderman will still be on the FCC payroll, the Commission said.



Now! The first Practical guide to **AMERICAN DIALECTS** FOR RADIO, STAGE AND SCREEN

Approval from Authorities

MARGARET WEBSTER:
 "Fascinating. Inflection is as important as pronunciation. Should be an invaluable aid to actors."

JOSÉ FERRER:
 "Should be of great help to actors called on to use dialects."

MARJORIE MORROW, C.B.S. Casting Director:
 "So complete...invaluable... convenient and ready reference where authentic American Dialect is required."

THIS BOOK will help you reproduce the true speech flavor of almost every sectional dialect in the U.S.A.—with all its lifts and stresses—all its grammatical, vowel and consonant changes...all the authentic characteristics of its use and all its local idioms.

This is definitely a "How-to-do-it" book which teaches the use of dialects by easy-to-follow visual phonetic symbols; with illustrations of tongue and lip positions for pronunciation and with a special musical notation to guide the entertainer in mastering inflections of dialects of every regional group. Also contains hundreds of monologs for practise.

Actors, writers and teachers of dramatics will use this manual as a practical text and source book for improving their interpretations...distinguishing the authentic in dialect from the caricature...providing better performances in many roles.

Written by the authors of the successful **MANUAL OF FOREIGN DIALECTS**—a book which has helped thousands of entertainers master foreign roles.

Manual of AMERICAN DIALECTS

by **LEWIS HERMAN** and **MARGUERITE S. HERMAN**

\$7.50
 At all bookstores

ZIFF & DAVIS
 PUBLISHING COMPANY CHICAGO - NEW YORK

LOS ANGELES

By RALPH WILK

W. B. Ryan, KFI general manager, has announced that on Monday, October 20, KFI-FM will inaugurate FM broadcasts from 3:00 p.m. to 9:00 p.m. daily on a frequency of 105.9 mcs., with a power of 3 kilowatts.

Parkyakarkus has begun the first script of his new "Meet Me At Parky's" show, to have its initial airing over Mutual October 19. Howard Harris is collaborating.

Ozzie Nelson and Harriett Hilliard are leading the Hollywood brigade in the wise slogan to "get your Christmas shopping done early." They're three-quarters finished with their list already.

Robert Light Productions, Inc., has signed Jules Alberti as its exclusive New York representative according to the Corporation's president, Robert Webster Light. Alberti, long-time agent and packager, just completed his 26th year in radio.

Jack Edwards, Jr., made his 10th appearance of the year on the Lux program Monday, October 13th, appearing in "Great Expectations."

Jean Hersholt is one of the few radio and screen performers who has his words included in the Congressional Record. Hersholt, who plays "Dr. Christian" on the CBS show every Wednesday night, addressed the Library of Congress on "Hans Christian Andersen — Denmark's Immortal Son," and the speech was incorporated in the Record.

B. A. Joslin, Mayfair Transcription Co. head, has signed Rush Hughes as story editor and script writer for "Box 13," the Alan Ladd show. Hughes, veteran radio writer, will continue in his present capacity of editor and rewrite man on "Cavalcade of America."

Five of the Larry Finley transcribed shows took to the air October 15, over KTUC, Tucson, Arizona. They are "Myrt and Marge," "Flight With Music," "Hollywood Notebook," "Federal Agent" and "Exclusive Story." Larry Finley arranged the deal on his recent tour of Arizona.

Joins CBS Copy Staff

Marcia Legere has joined the CBS Program Promotion Department as a copywriter, it was announced yesterday by Thomas D. Connolly, director of Program Promotion for the network. Miss Legere was formerly publicity director for KHJ, Hollywood outlet of the Don Lee Broadcasting group.

YOUR RADIO DAILY
DELIVERED TO YOU IN
LOS ANGELES AND VICINITY
BY
MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
HO-3129



Notes From An Aisle Seat. . . !

● ● ● Aside to Walter Winchell: A high State Dep't source informs this desk that your past two broadcasts have been taken off the air and shipped off to Russia for re-broadcasting there, with translation inserted giving the "Russian version." It's the first time you've ever been heard there, natch, and the reaction has been sensational. Wonder what your Hooperski is over there. . . . Harry Wismer phoned from Detroit to blast those rumors about his quitting ABC as sports director at the end of the year. Plenty burned over the phony report. Wismer insists he'll be around here for years to come. Knowing of his close personal relationship with Mark Woods and Ed Noble, plus his tremendous love for sports broadcasting, it's our hunch that Harry will be calling the plays on ABC for a long time to come. . . . American Tobacco Co., which had the option on "Show of the Week," is considering a revival of "Comedy Theater of the Air" as an alternate proposal. . . . Pat O'Brien will star in the first of the Damon Runyan series to be transcribed by NBC, with John Gart handling the music. . . . Bernard Herrmann, CBS musical director, taking a year's leave of absence, with Alfredo Antonini stepping in. . . .



● ● ● THAWTS WHILE THINKING: Funny that Jimmy Durante, a rough-house comic of the old school, has most of his radio appeal among the sophisticates. When he teams up with Bing on the ether, brother, that's livin'. . . . Fulton Lewis is grown up enough now to drop the Jr. at the end of his tag. . . . Never meet Morton Downey but what we think of a grown-up choir boy who made the grade. . . . Pauline Frederick's ABC interview with James Byrnes the other nite was satin smooth. Great gal with the glib stuff. . . . Wish the good Col. Stoopnagle would invent a gadget which would allow chilling air mysteries to cool your home in the summer and warm love songs to heat it up in the winter. . . . IN THE WHAT HAPPENED TO DEPT': Lee Wiley, Leo Reisman's ex-singer—Charles (Socker) Coe's fight broadcasting—the wonderful string music of Ludwig Laurier.



● ● ● AROUND TOWN: Phil Baker, whose deal with Elgin-American fell through when they bought Groucho Marx, is reported huddling with CBS to go sustaining with his new series (another quizzer) for sponsor show-casing. . . . P & G said to have chilled on an aircer for Camay. No like time-table setup. . . . Dwight Weist landed the "We the People" emcee slot. . . . Allen Best has joined the advtg. dep't of Downbeat. . . . Mutual, anxious to build up its Friday nite listening strength, is negotiating to sell a full hour variety stanza with Kate Smith. . . . New trend? Many H'wood stars buying homes in the east and flying back only to make pictures. . . . Erline Wallace, casting director of Show Productions, operated on and out for 6 weeks. . . . Also operated on (for the 2nd time this year) was Michael Carr, now at Doctors' Hosp. . . . The Al Schacht Sports show, produced by Art Miller and Paul Gardner and directed by Keyes Perrin, preems on WOR tomorrow. Schacht, in our opinion, may turn out to be a real radio find. He's reminiscent of Durante and a first-rate story teller. . . . Eisenhower better hurry and make up his mind about running for Pres. Bernie Green, the p.a., has a theme song all ready for him: "I Like Ike". . . . That radio voice heard in "Magic Town" isn't identified—but it's Gabe Heatter himself.



● ● ● LOVE 'n KISSES: Dorothy Sarnoff's superb singing at the City Center. She rates an air show. . . . Morey Amsterdam's WHN sessions and his one-man show at the Playgoers. . . . Lisa Kirk's warbling of "The Gentleman Is a Dope" in "Allegro". . . . Larry Douglas' baritones on Mutual's "Block Party". . . . Bret Morrison's acting-singing on Mutual's "Song of the Stranger". . . . Eddie Dunn's commercialines on the Jack Berch aircer. . . . The champion dancing of Marge and Gower Champion at the Persian Room.

CHICAGO

By NAT GREEN

FLOYD MACK, of the Mutual New York traffic department, in Chicago Monday, to announce for the NBC "Telephone Hour" originating from Medinah Temple.

Elizabeth G. Drendel has returned to the NBC office staff as secretary to Robert Kendall, package program manager.

Bennett Orfield, a vet of 19 years in broadcasting, has joined the WLS news staff. Orfield spent 11 years as news editor of WTCN, Minneapolis.

"Club Time," only all hymn program on any coast-to-coast network, began its third year over ABC Tuesday (14).

Joy Mable, daughter of Louise Massey of "Adobe Hacienda" fame, in Chicago from New Mexico visiting Mutual.

Paul McCluer, NBC network sales manager, in Kansas City on business "American Story in Song," new program featuring Bob Atcher, singer and guitarist, made its bow on WGN Monday, 4:45 to 5 p.m., and will be heard daily.

Helen Rime, secretary to Ade Hult Mutual vice-president in charge of midwest operations, starting a two week vacation this week.

Buckingham Gunn, WGN program director, has given the new "Meet Me at Parky's" program, opening of WGN October 19, to the Chicago Community Fund. Until the show is sold commercially, the "commercial spots" will be devoted to the Community Fund story.

WHOM Commercial Mgr. Tenders Resignation

(Continued from Page 1)

made no announcement about his future plans although he expects to remain in radio.

Compter's resignation creates two commercial manager job vacancies among New York foreign language stations. WOV is still to hire a replacement for Ralph Nardella who moved over recently to WHOM; executive assistant in charge of sales. The Generoso Pope station has made no announcement as to who will replace Compter.

LOUIS
THE MIGHTY JORDAN
ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-23=GREENVILLE=4600 PAID
FOR TERRIFIC \$5962.78 GROSS
Mgt. BERLE ADAMS
Direction — GENERAL ARTISTS CORP.

SOUTHWEST

RAOUL CORTEZ, owner and operator of KCOR, San Antonio, is back from a trip to Mexico City where he completed arrangements for a series of transcribed programs in Spanish to be aired over KCOR. Among them is the 52-week daily quarter-hour presentation of "Four Wives"; the 26-week presentation of the mystery thriller "The Witch"; "The World of Tales" a series of stories for youngsters and "Home Sweet Home" a domestic relations series.

Dr. A. C. Chapman, of the University of Texas School of the Air, discussed radio education at a visual education workshop in San Antonio sponsored by the Alamo District, State Teachers' Association, last week.

The FCC has granted the Wharton County Broadcasting Co., of Wharton, license to operate a standard broadcast station there operating daytime hours on 1390 kilocycles with a power of 500 watts. Owners are a partnership comprising Louis Thurmond Culp Krueger, with 60 per cent interest, he is also a minority stockholder in KSIX, Corpus Christi; J. Edward Johnson, 15 per cent, he is part owner of Westex Broadcasting Co., grantee of a station at San Angelo; Ross Bohannon, 5 per cent, he is stockholder in KSST, Sulphur Springs, KSTA, Coleman and KBOO, Hillsboro and Lafayette Lionel Duckett and Charles Coppage Ingram with 5 per cent each.

Dr. David Lefkowitz will return to WFAA, Dallas for a half hour program each Sunday morning. This is one of the oldest religious programs in the Southwest. Music will be presented by the choir of Temple Emanuel.

Advertising Executive Buys Interest In WTTM

(Continued from Page 1)

phia realtor and business man, becomes the executive vice-president of the radio station while Senator Wene will continue as president.

The stock transfer application will be filed with the Federal Communications Commission within the next few days.

Under the contract, Mark was given a two-year option on the remaining 50% of the common stock at \$180,000.

The transfer of stock will in no way affect WTTM's newly filed application for television in Trenton. The corporation recently purchased the Odd Fellows building on East State Street to take care of the added facilities of the radio station which will include FM and television.

IN CLEVELAND IT'S



Gallup Plan Outlined To REC; Sees More Research Needed

(Continued from Page 1)

in six separate phases of radio, and will make application of many of the methods already introduced in motion picture research by the company. Studies will be conducted on a thrice-yearly basis, Northerness said, in November, April and at the end of the summer.

Programs for the next four meetings of the REC were outlined by prexy William Hedges, who also announced the election of Claude Barrere as club secretary. Next session, Oct. 29, will have Max Balcom,

president of the Radio Manufacturers Association as principal speaker. Meeting, incidentally, will coincide with National Radio Week. Nov. 13 confab will offer a "Tabloid Television Seminar" featuring comment from industry execs;

Justin Miller, president of the NAB, will be guest speaker at the December 13 meeting and David Lilienthal, director of the U. S. Atomic Energy Commission, will discuss "Radio in the Atomic Age" at the first REC meeting of the '48 year.

Maj. Armstrong, Hofheinz, Bailey Talk FM In Chicago

(Continued from Page 1)

of the FM Association, at a press conference Wednesday evening preceding a forum on FM broadcasting held for radio dealers by WGNB in the WGN studio theater. Director Bailey stated that today 306 FM stations are in operation compared with 66 a year ago; also that 622 others have been authorized and 123 applications are pending. Present allocations, he said, provide for the possibility of setting up from 3,000 to 5,000 stations, whereas there is a maximum of about 1,800 standard broadcasting stations on the 55 to 1600 kilocycle band.

Marion Claire, director of WGNB, reported that FM receivers are coming off the production lines at the rate of 30,000 a week.

Major Armstrong predicted development of coast-to-coast networks either through use of beamed relays or coaxial cables. Several regional networks, using relays, already are in service.

Judge Roy Hofheinz of Houston, former president of the FMA, predicted that within five or 10 years "the only AM stations will be the high-powered 50-kilowatt stations which operate on clear channels." All other stations, in his opinion will be FM.

Other speakers at the forum included Col. Robert R. McCormick, who spoke on the development of WGNB; Leonard V. Stratton of the Wieboldt Stores, who spoke on the dealer's stake in FM; Dr. W. R. G. Baker, vice-president in charge of the electronics department at General Electric, Syracuse, N. Y., and William J. Halligan, president of the Hallcrafters Company, Chicago.

CBS Program Switch

"Soundoff," CBS Army recruiting show, now heard Saturdays at 7:30-8 p. m., will be replaced in that spot by "Romance," Columbia package show, effective October 18. CBS program department may spot the Army show somewhere else on the program. Reason for switch is that Campana's "First Nighter" is now heard Saturdays at 8-8:30 p. m., and CBS wanted to have a solid hour of dramatics, from 7:30-8:30 p. m.

Four Canadian Applicants Seek FM Station Licenses

Montreal—The Board of Governors of the Canadian Broadcasting Corporation have announced that four additional privately-owned stations have applied for Frequency Modulation broadcasting licenses and that other stations have applied for pick-up and emergency transmitter licenses.

So far 12 private stations have been authorized to install FM transmitters which emit staticless high fidelity broadcasts. New applicants for such licenses are CJIC, Sault Ste. Marie, Ont.; CFPA, Port Arthur, Ont.; CFRN, Edmonton, CJOB, Winnipeg. Applying for broadcast pick-up licenses are CHSJ, Saint John, N. B.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont., and CJFP, Riviere du Loup, Quebec. These licenses would permit the stations to use shortwave mobile sets to broadcast through studios from areas where wire line companies have no wires available.

The applications for permission to install emergency transmitter licenses came from CFJN, Brockville, Ont., and CFJC, Kamloops, British Columbia. These licenses would allow the stations to install an auxiliary transmitter for use when the main transmitter failed.

PROMOTION

Program Guide

A monthly program guide is being issued to listeners of KFYM, San Antonio, with the first booklet issued for the month of October. The size of the booklet is 4 3/4 x 9 1/4 inches and contains 20 pages. The outside cover identifies the booklet as the KYFM Program Guide, it also contains a picture of the Express Publishing Co., building and the KYFM tower atop the building, the FM channel and megacycles. It is done in two colors, brown ink on white paper. The inside covers are devoted to a discussion on "What Is FM," with a portion of the back inside cover to a coupon which can be returned to the station for a 12-month subscription to the program guide. The back cover is devoted to the name and address of the listener to whom the booklet is to be sent. Program guide has the complete listing of all musical programs aired by the station each day, listing the hour, title of program and the selections and artists and composer of the selection.

Children's Safety Campaign

A children's safety promotion got under way Monday, Oct. 13 on the "Happy Hank" program on WLS, Chicago, sponsored by Little Crow Milling Co. (Coco Wheats). Children are being invited to write for membership cards in the Happy Hank Safety Club, and with the card each child will receive a plastic Stop and Go pin that changes from red to green when button is pressed. The membership card, to be taken to his teacher by the child, carries the rules of the club.

The club's rules are: 1. I will not play in the street; 2. I will not go out in the road from behind parked cars; 3. I will cross streets at corners, and 4. I will look both ways before crossing the street. For membership a Coco Wheat package top and two three-cent stamps are required.

Keeping Rates **DOWN**
and Sponsor's Sales **UP**
in the Detroit Area!

5,000
WATTS at
800 Kc.
MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

Denny As Tele Expert To Counsel NBC Group

(Continued from Page 1)
television, RADIO DAILY learned yesterday.

Denny, who conducted the FCC television channel hearings and the hearings on color versus black and white, is thoroughly conversant with television law, it was pointed out. In addition he has closely followed the technical developments of video and its commercial application.

Many of the network policies which will be established on television will be precedent-making and therefore Denny is expected to lend valuable counsel on the video expansion program of NBC. The television expansion plans will include union negotiations, copyright matters, and methods of releasing NBC produced programs to other stations for usage. Right now NBC services both Philco and General Electric stations with programs with no defined policy of charges for these programs.

The network's policy committee, in addition to Denny, is composed of Niles Trammell, president; Frank Mullen, executive vice-president in charge of television; Ken R. Dyke, administrative v. p., in charge of Program, Continuity Acceptance and Public Service Departments; Harry C. Kopf, administrative v. p., in charge of network sales, and John H. MacDonald, also an administrative v. p., on matters of management.

Bright Slated To Manage KLEE In Houston

Houston, Tex.—Ray Bright, who recently resigned as commercial manager of KTRH after 17 years with the station, has been named general manager of KLEE, Houston's new independent outlet now under construction in the Milby Hotel. KLEE is owned by W. Albert Lee, hotel operator and civic leader.

Prior to entering radio, Bright was on the advertising staff of the Houston Chronicle for 11 years. He is a former vicepres of the Houston Advertising Association and a member of the Chamber of Commerce Domestic Trades Committee.

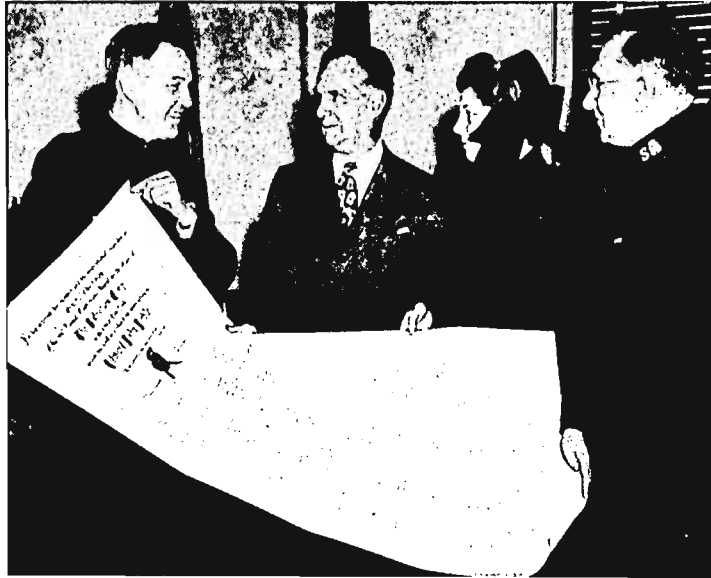
Hurricane Silences WDAR

Savannah, Ga.—One of the first casualties here Tuesday morning when hurricane winds of 110 miles an hour velocity hit the city was WDAR, ABC affiliate, which was knocked off the air shortly before 8 a.m. Under supervision of manager John P. Dyer, however, the station got back on the air in the afternoon by use of emergency equipment.

IN CLEVELAND IT'S

WHK

PICTURE OF THE WEEK



Edward J. Noble, chairman of the board of the American Broadcasting Company, was presented with a giant scroll signed by 400 Salvation Army officers as a testimonial for his services in behalf of the Army. Captain and Mrs. William Carlson made the presentation with Commissioner Donald McMillan participating in the ceremony. Mr. Noble has accepted the general chairmanship for the 1948 drive.

Two Networks Carry State Dept. Programs

(Continued from Page 1)

director of English language transmissions for the State Department, has been named CBS Shortwave Program Manager. Carlos Videla has been appointed editor of special programming in Spanish and Portuguese to Latin America and the staffs of the French and Italian-language short-wave sections have been augmented to handle the State Department commitments.

At NBC, William Brooks, vice-president in charge of News and International Relations, revealed that the international staff had been increased by 40 employes to handle the increased short-wave broadcast traffic. Stanley Richardson, assistant to Brooks, will be responsible for programming, administrative and operational activities.

Thirty-six short-wave transmitters throughout the United States and possessions are available for transmissions through the State Department. These transmitters are pooled and are used by both NBC and CBS in their short-wave broadcasting activities.

Named WJLD Asst. Manager

Bessemer, Ala.—James Connolley has been named assistant manager of WJLD, Bessemer, it has been announced by George Johnston, Jr., president of the station.

Cowboy Disc-Jockey Show Starts On Iowa Network

Burlington, Iowa — Jerry Smith, well-known cowboy radio entertainer in this section for the past decade, began a cowboy disc jockey show over the Iowa Tall Corn Network this week, sponsored on a local station basis over 14 outlets.

Smith, a former veterinary student, is offering a new type of platter show which uses only western ballads plus his own singing and guitar playing. Stations carrying the show, which provides for six one-minute station breaks for commercial cut-ins, are: KBUR, Burlington; KROS, Clinton; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KFJA, Marshalltown; KTRI, Sioux City; KIGD, Spencer; KAYX, Waterloo; KSWI, Council Bluffs; KSIB, Creston; KOKX, Keokuk; and KWPC, Muscatine.

Stork News

WHN announcer Larry Blenheim and his wife are parents of a boy, weight seven pounds and eight ounces, born Oct. 13 at Lawrence Hospital in Bronxville, N. Y. It's the third child for them.

Don Getz, of the WGN sales promotion department, Chicago, announces a new addition to the Getz family. She is Carolyn Elaine, weight six pounds, 10 ounces, who arrived at Augustana Hospital October 4.

NAB, Ascop Officials Discuss Music Pact

(Continued from Page 1)

the end of the year. As indicated by Ted Streibert, chairman of the NAB Music Committee, Ascop, which now receives approximately \$6,000,000 annually from the radio industry, is perfectly willing to continue along those lines and receive additional revenue if the radio industry as a whole earns more than it has in the past.

While the general atmosphere was a friendly one at the meeting, details to be ironed out and those discussed included the matter of co-op programs and various spot usage wherein music was concerned. These items will be further discussed at future meetings.

Those in attendance for the broadcasters included: Ted Streibert, WOR; Walter Haase, WDRC; Jos. A. McDonald, vice-president of ABC; Don Pettey, general counsel, NAB; C. E. Arney, Jr., secretary and treasurer of NAB; Ed Yocum, KGHL; Henry Ladner, NBC acting general counsel, and others. For Ascop, the board members were: Gus Schirmer, Stanley Adams, Fred Ahlert, John O'Connor and Lester Santley. Ascop management officials in attendance were: Robert Murray, Herman Greenberg, Julius Collins and Herman Finkelstein, attorney.

Husing Interview Show Bought

Consolidated Drug Products will sponsor a new transcribed Ted Husing interview show, Monday through Friday, which premieres on WHN Oct. 20, 7-7:15 p.m. Series is called "Wings Over New York" and will feature Husing, in the studio, using a two-way land line to interview incoming and outgoing celebrities at La Guardia Field. Eileen O'Connell, acting as program hostess, will be at the airport to introduce the guests.

"Wings Over New York" is a WHN package. It is expected to be aired in Chicago and Hollywood also under sponsorship of Consolidated Drug Products. Agency for the sponsor is H. O'Neill, Inc.

Send Birthday Greetings To—

October 17

Jack Owens	Claire Barry
Helen Choat	Radle Harris
Roger Kinne	John Prosser

Marilyn Thorne

October 18

Helen Claire	William Drips
Louise Fitch	J. D. Henry
John MacBryde	Lorraine Mantler
Jack Turner	Peter Petrushka

October 19

Addison Amor	Tom Arton
Opal Bates	Clive Davis
Jack Shannon	W. B. Ryan



For once they actually agree!



Hope and Crosby, in the movies, seldom see eye to eye.

But there's one thing they really do agree on—they both think U. S. Savings Bonds make wonderful Christmas gifts!

SAYS BOB: "They're swell for *anybody* on your list. You couldn't pick a nicer, more sensible, more welcome present. Even Crosby knows that."

SAYS BING: "I hate to admit it, folks, but Hope is right. And remember this—you can buy Bonds at any bank or post office in the U. S. A."

BING AND BOB (together): "This Christmas, why not give the finest gift of all—U. S. Savings Bonds!"



Give the finest gift of all ... U.S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY



RADIO DAILY

COAST-TO-COAST

— CALIFORNIA —

OAKLAND — "Up and Down the Scales," a broadcast study outline for music appreciation, presented by the department of music of the Oakland public schools with the co-operation of the Junior League of Oakland, will be aired each Monday through December 31. The program, under the direction of Robert A. Choate, will be piped into all public schools in Alameda County and parts of Contra Costa County. . . . **SAN DIEGO—KUSN**, this city's newest and most powerful independent recently came up with an all-star inaugural show, "Presenting KUSN on 1510." The Hollywood talent, including Syd Saylor, Mr. and Mrs. Harry Von Zell, Evelyn Knight, Mr. and Mrs. Art Lund and Mr. and Mrs. Alan Mowbray, was flown down in a Western Air Lines chartered plane especially for the show.

— FLORIDA —

JACKSONVILLE — New addition to WPDQ's staff is Paul Mains who will air "The Ol' Kingfish" show which will feature news of outdoor sports plus amusing anecdotes drawn from Paul's more than 40 years experience in Florida's woods and streams. . . . **MIAMI**—In order to indoctrinate members of the program, promotion and sales departments with the technical improvements made at the transmitter, WQAM recently staged a "transmitter party" which consisted of a luncheon and a tour of the transmitter building and grounds.

— IOWA —

DES MOINES — Al Couppee, the quarterback of Iowa University's famous 1939 Iron Men football team who recently retired from professional football with the Washington Redskins, has joined KRNT as director of sports. . . . **KWDH** general manager Robert L. Webber has announced that Tommy Dorsey's hour long transcribed disc jockey show will be heard on this station when it goes on the air some time next month. . . . **FORT DODGE**—Edward Breen, KVFD general manager, has mimeographed news sheets for distribution to service clubs meeting at noon. They are also going to the major hotels for their coffee shop patrons and are printed on KVFD stationery.

— MONTANA —

ANACONDA — Josephine Kanduch, member of the board of directors of the Anaconda chapter of Soroptimists, will be guest speaker on Friday's edition of the Women's World," program designed to acquaint the listening audience with the purpose and ideals of the organization as well as to outline briefly the club's history.

NETWORK SONG FAVORITES

The top 33 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 October 3-9, 1947

TITLE	PUBLISHER
Ain'tcha Ever Comin' Back	Sinatra Songs
All My Love	Harms
All of Me	Bourne
Almost Like Being In Love	Sam Fox
An Apple Blossom Wedding	Shapiro-Bernstein
—And Mimi	Shapiro-Bernstein
As Long As I'm Dreaming	Burke Van Heusen
Cecilia	A B C
Come To The Mardi Gras	Southern
Don't Tell Me	Robbins
Feudin' And Fightin'	Chappell
For Once In Your Life	Dreyer
The Freedom Train	Berlin
Fun And Fancy Free	Santly-Joy
I Have But One Heart	Barton
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Just An Old Love Of Mine	Campbell-Porgie
Just Plain Love	E. H. Morris
Kate	Berlin
Lady From 29 Palms	Martin
My Heart Is A Hobo	Burke & Van Heusen
Naughty Angelina	George Simon
Near You	Supreme
On The Old Spanish Trail	Peter Maurice
Peg O' My Heart	Robbins
Sipping Cider By The Zuyder Zee	Bloom
So Far	Williamson
The Stanley Steamer	Harry Warren
Tallahassee	Famous
That's My Desire	Mills
When You Were Sweet Sixteen	Shapiro-Bernstein
You Do	Bregman-Vocco-Conn

Second Group

Ask Anyone Who Knows	Witmark
Christmas Dreaming	Leeds
Civilization	E. H. Morris
Dardanella	Fisher
Don't You Love Me Anymore	Oxford
The Echo Said "No"	Lombardo
Golden Earrings	Paramount
I Wonder, I Wonder, I Wonder	Robbins
If It's True	Mills
Kokomo, Indiana	Bregman-Vocco-Conn
Love For Love	Witmark
My, How The Time Goes By	Chappell
On The Avenue	Leeds
There'll Be Some Changes Made	E. B. Marks
The Turntable Song	Miller
What Are You Doing New Year's Eve	Famous
Whiffenpoof Song	Miller
You're Not Eo Easy To Forget	Feist

BEHIND THE MIKE

By SID WEISS

CURRENT issue of the mag, Seventeen, features a one-act comedy, "Date-Time," by Edwin and Nathalie Gross, especially designed for production by Little Theater and school groups. This is the first time a popular magazine has made a play available to the amateur theater together with actual production directions.

Crawford Clothes have pacted announcer-commentator John Bradford to a series of 15 quarter-hour airers a week for them over WINS.

Les (Falcon) Tremayne doing a recorded guestar stint over NBC during Thanksgiving Week to spark the N. J. State Police Dep't over-all safety campaign.

Video deal coming up for Art Hannes, recently heard on CBS Symphony Hour. (Love Hannes' definition of the three balls in front of a pawnshop—meaning it's 2 to 1 you won't get the watch outa hock).

Recommended: Louis Prima's road tour success—since he switched to sweet tempos.

Vic Damone being held over another week in Buffalo and is set for a Dec. personal appearance at the N. Y. Paramount. (Two years ago he was an usher there).

Wm. Morris office excited over their newest singing discovery, a little lass from Nashville named Terry Collins.

Bret (Shadow) Morrison joining the cast of Superman.

Fred Fox and Henry Hoople, writers of the Judy Canova show, are completing a musical comedy script for the comedienne which Chet England hopes to present on B'way this season.

Prof. Quiz's broadcast from Burlington, Vt., broke all attendance records at the Memorial Auditorium in that city.

RADIO DIRECTOR

for Advertising Agency

Radio is major billing in this small, but fast-growing New York agency. Up to the present our president has headed up our radio department. He now needs a top-flight assistant.

The post offers an exceptional opportunity to a highly creative, promotionally-minded young man with all-round experience in spot and network time-buying, programming and production — an alert executive who has also kept a watchful eye on television from its inception and knows enough about it to get the agency's clients started using it.

Write in detail and in confidence stating salary desired. Our staff knows of this ad. Address: General Manager Box No. 410
RADIO DAILY
1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S
WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 41, NO. 13

NEW YORK, MONDAY, OCTOBER 20, 1947

TEN CENTS

Pix Probe On Webs, Tele

Radio-Tele Production Figures Given By RMA

Total of 3,761,271 radio and television receivers were produced by RMA member-companies during the first quarter of this year, it was reported over the week-end. This brings the total for this year to the record figure of 12,371,915 sets. Highlighting the quarterly report as the great spurt in the production of television and FM-AM receivers. Sharply increased production also was noted for the month of September.

Total of 55,009 tele receivers were

(Continued on Page 8)

1,800 Plan To Attend Chicago School Confab

An attendance of 1,800 is forecast for the eleventh annual School Broadcast Conference which will be held at the Hotel Sheraton in Chicago, October 27, 28 and 29, George Jennings, conference director, announced Friday.

The three-day conference on problems of school broadcasting will bring to Chicago radio educators

(Continued on Page 5)

FCC Orders Hearing On WARL Quiz Program

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday ordered a hearing on charges that WARL, Arlington, Va., has been broadcasting a quiz show in possible violation of the Commission's lottery rules.

The Commission ordered Northern Virginia Broadcasters, licensee of the

(Continued on Page 5)

Prediction

Fort Wayne, Ind.—The prediction that at least 5,000,000 television receivers will be manufactured and sold in the next five years was made here last week by Edwin M. Martin, vice-president and secretary of the Farnsworth Television & Radio Corporation. Mr. Martin said there are nearly 100,000 television sets in use already.

Miller To Speak

Justin Miller, president of NAB will be the speaker on NBC's "Public Affairs" Saturday, Oct. 25 at 12:15 p.m., EST. Occasion for Miller's talk will be the opening of National Radio Week Monday, Oct. 27.

12 AM CP's Granted; AM Licenses Renewed

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday granted construction permits to 12 applicants for new AM stations, all of them in smaller cities. They include Greenville Broadcasting Company, Greenville, Ala., to operate on 1400 kc., 250 watts, unlimited; A. B. Rhodes, et al, doing business as Jasper Broadcasting Co., Jasper, Texas, to operate on 1240 kc., 250 watts, unlimited; Progressive Publishing Company, Clearfield, Pa., to operate on 900 kc., 500 watts, daytime; Pat Mur-

(Continued on Page 5)

Many Network Programs Included In VA Series

Sixth in a series of 13 transcribed quarter-hour "Here's to Veterans" programs will be available to radio stations during the last week of November, for airing during the period December, 1947, to February, 1948, Charles Dillon, chief of VA's radio division, announced yesterday.

The shows include Carmen Caval-

(Continued on Page 6)

Juke Box Tele Makes Debut; New Record-Video Coin Unit

Coin-machine television was demonstrated for the first time over the week-end by the Videograph Corporation, which offers two types of juke-box video-record music in a single unit.

Television phase of the instrument, which is housed in a conventional juke-box cabinet, is available to the viewer in the same manner as record music—five cents for three minutes playing time. Emerson Radio and

Un-American Activities Comm. Hearing Going On Four Major Networks, Also NBC And ABC Video

FM Turndown Final, Petrillo Informs FMA

Washington Bureau, RADIO DAILY
Washington—Reiterating his adamant position that FM is "separate and distinct" from AM broadcasting, James C. Petrillo, AFM president, on Friday finally notified the FM Association that network musical programs will not be allowed to be duplicated on FM stations. In a let-

(Continued on Page 7)

Public Service Re-Aligned In New NBC Department

Re-designation of NBC's Public Service Department as the Public Affairs and Education Department was revealed late Friday by Ken R. Dyke, administrative vice-president of the network in charge of the program, public service and continuity acceptance departments. The newly-formed division will be charged with

(Continued on Page 5)

Gen. Van Deusen Named Pres. Of RCA Institutes

Major Gen. George L. Van Deusen has been elected president and a director of RCA Institutes, Inc., David Sarnoff, president and chairman of

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Hollywood figures appearing today before the House Committee of un-American Activities will be made to feel right at home, as the committee gets off to a premiere rivaling in candlepower the most extravagant film premieres in Hollywood. Two—possibly three—television cameras will be trained on them, five newsreel cameras, the lights of innumerable still photographers, and at least half a dozen radio microphones.

All four networks, Washington's in-

(Continued on Page 7)

WOR, WNEW Spots For 'Forever Amber'

Twentieth Century-Fox Film Corp., forever looking for new gimmicks in radio, has come up with another in its "Forever Amber" campaign. Company has launched a campaign of super-saturation proportions on WOR and WNEW which calls for 100 spots on each station between Sunday and Wednesday, a four-day

(Continued on Page 2)

New California Station Will Go On Air, Nov. 9

Hitting the air on November 9th in Banning, Calif., will be Congressman John Phillips' contribution to California radio, a new station at

(Continued on Page 7)

\$10,000,000 Plan

Montreal—A \$10,000,000 plan for a more efficient coverage of India is planned by the Government. B. V. Baliga, chief engineer of the All-India Radio of the Government of India, said in an interview here. Mr. Baliga, who is accompanied by his wife, is making a tour of Canadian and United States radio stations to gain information useful for the project.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Oct. 17)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	8 7/8	8 7/8	8 7/8
Am. Tel. & Tel.	157 1/2	155 3/4	157 3/4	+ 2
CBS A	27 1/2	27 1/4	27 1/4	- 1/8
Farnsworth T. & R.	7 7/8	7 7/8	7 7/8	+ 1/8
Gen. Electric	37 1/2	37 3/8	37 1/2	+ 1/2
Philco	32 1/2	32 1/4	32 3/4	+ 3/8
RCA pfd.	95 3/4	95	95	- 1/4
RCA Common	8 3/4	8 3/4	8 3/4
RCA First pfd.	73 3/4	73 1/2	73 1/2	- 1/2
Stewart-Warner	16 3/4	16 1/8	16 3/8	- 1/8
Westinghouse	29 1/2	29	29 3/8
Westinghouse pfd.	99	98	99
Zenith Radio	23 1/2	23 1/2	23 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3 1/2	3 3/8	3 1/2
OVER THE COUNTER				
DuMont Lab.		Bid	Asked	
Finch Tele Comm.		8	8 3/4	
Stromberg-Carlson		4	5 1/4	
		13 3/4	15 1/4	

Cooke Hospitalized

Dwight Cooke, moderator of "People's Platform" over CBS every Sunday, was taken to French Hospital in New York last Thursday suffering with an attack of appendicitis. Quincy Howe is acting as moderator of the program until Cooke returns.

Stork News

George Carlesco, WINS continuity director, and his wife are the parents of their second son, Douglas Paul, weight seven pounds and 14 ounces, born Oct. 16 at the Holy Name Hospital in Teaneck, N. J.

★ COMING AND GOING ★

BEN LUDY, general manager of WIBW, Topeka, Kans., is back at the station following conferences at the offices of CBS, with which WIBW is affiliated.

JAMES D. RIDDLE, general manager of WXYZ, Detroit outlet of ABC, is back at the station after having spent last week in New York on business.

JOHNNY LONG and the members of his band returned to New York over the week-end. They will open a four-week engagement today at the Hotel Pennsylvania's Cafe Rouge.

ELMER HANSON, commercial manager and sales director of KILO, Columbia network affiliate in Grand Forks, N. D., has returned to that city following a brief visit to web offices in New York.

HERB LANDON, publicity director of Kenyon & Eckhardt, Inc., is in New England on a special promotion assignment.

GRACE M. JOHNSON, manager of the continuity acceptance department of ABC, today will address the Parent-Teachers Assn. of Armonk, N. Y., on the subject "Radio Meets the Needs of Our Children."

JAMES M. GAINES, director of NBC owned-and-operated stations, left Friday on a short business trip to Cleveland.

RALPH HATCHER, manager of the co-operative program division at CBS, left late last week on a business trip to Chicago.

MICHAEL ROSHKIND, manager of special events for the American network, spent the week-end in Boston, where he supervised a special Sunday broadcast which featured interviews with passengers on the ill-fated Bermuda Sky Queen.

STUBBY KAYE, comedian, is spending a few days in town before resuming his USO tour of veterans' hospitals.

LOU COLE, announcer on WWRL, is back on the job following an absence occasioned by an eye operation.

JAN AUGUST, pianist, is being held over in St. Louis. MRS. AUGUST has left New York to join him there.

EDDIE DUNN, emcee-humorist-sportscaster, spent the week-end in Urbana, Ill., where on Saturday he covered the Illinois-Minnesota game for the American network.

Shapiro Joining BMI; Owens Gets Promotion

M. H. Shapiro, managing editor of RADIO DAILY, has resigned to join Broadcast Music, Inc., in an executive capacity and will take up his duties at BMI today.

Mr. Shapiro, who has been an editorial executive with RADIO DAILY for more than 10 years, will be given the responsibility for a number of special public relations projects being developed by BMI, Carl Haverlin, president of BMI, announced.

With the resignation of Mr. Shapiro, Jim Owens, a member of the RADIO DAILY editorial staff, is promoted to the position of associate editor and will report to Frank Burke, editor. Val Adams, also a staff writer, is advanced to the city desk post and Irwin Rosten, formerly of the RADIO DAILY staff, rejoins the organization in an editorial capacity. Tom Fitzsimmons continues in the post of night make-up editor.

Veteran Agency Executive Tendered Surprise Banquet

St. Louis—A half-hour transcription dramatizing the career of H. S. Gardner, founder and board chairman of the Gardner Advertising Co., was the highlight of a surprise banquet tendered the veteran agency official by Gardner employes in honor of his 45th anniversary with the company. It was Oct., 1902, when Gardner entered the agency business with the late Harry Lesan. Six years later, after Lesan opened a New York office and was handling Eastern accounts, the partnership was dissolved amicably and Gardner used St. Louis accounts to launch his own company. Seated at the speaker's table at the banquet were several Gardner officials who shared many of the founder's early adventures in the agency business. They included E. A. W. Schulenburg, Joseph P. Brockland, Charles Michels, J. V. Kirchoff, Jerome Kircher and John Melvin Goldberg. All are veterans of more than 25 years with the agency.

WOR, WNEW Spots For 'Forever Amber'

(Continued from Page 1)

period. The attempt to practically shove patrons up to the Roxy Theater box office, where the movie opens Oct. 22, is being done with one of the shortest ET's on record, however—5 seconds in length. Spots were recorded by announcer Frank Gallup who delivers a fast 10-word commercial. Since "Forever Amber" as a book had such sensational notoriety, the radio copy has been played straight with no innuendo.

With the campaign averaging about 25 spots a day each on WOR and WNEW, it means that hardly a single listener to either station, no matter whether day or night, can miss being informed that "Forever Amber" opens this week. It is probably the biggest saturation campaign of its type ever bought by a film company. Account was placed by Kayton-Spiro Co., Inc.

In addition to the spots, Fox is also promoting the RCA-Victor record album, containing the David Raksin score of the movie, which is going to record dealers around the country this week.

Heads WGAC Research

Augusta, Ga.—Claire R. Himmel, formerly research analyst with Macfadden Publications, Inc., is now with WGAC, Augusta, as director of research and promotion.



....Like Off A Duck's Back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and the liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.



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

TOM TINSLEY, President
Represented Nationally By Headley-Reed

"The Voice of Long Island"
FM Station

WHNY 98.3 mc.
and

WHLI 1100
on your dial

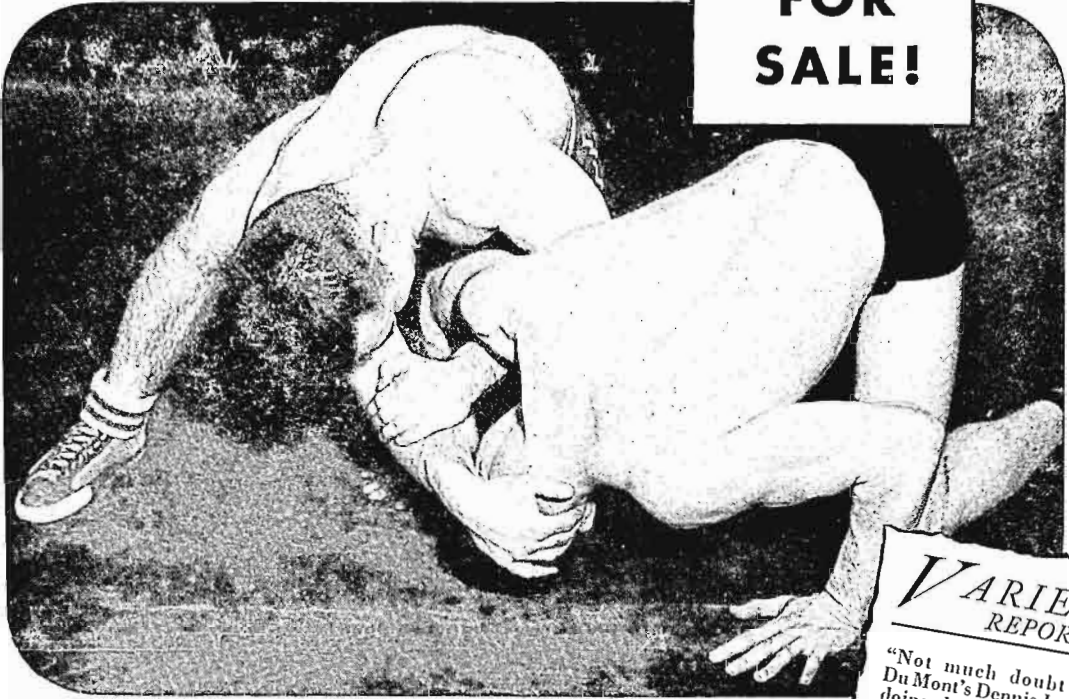
Familiar Music and News

IN CLEVELAND IT'S
WHK

GRUNTS and GROANS

Television's greatest comedy show

**FOR
SALE!**



**VARIETY
REPORTS—**

"Not much doubt that Du Mont's Dennis James is doing the best job among Manhattan's television sports commentators. James does the wrestling and boxing from the Jerome and Jamaica (L.I.) Arenas.

"It is on the groaners that James particularly shines due to his basic knowledge of wrestling besides a sense of humor that permits him to kid both the participants and himself. James has had a definite part in popularizing wrestling on the screen and a poll of viewers might surprise as to the number of its regular followers."

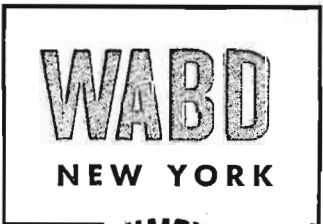
Wrestling Matches Pull Television's Biggest Audiences... and they're all yours on Du Mont Station WABD, New York

Here's a tailor-made program all set for you. Blend of good hard fighting and pure comedy, WABD's Friday Evening Wrestling Matches have a large and devoted following. There are several spots for video commercials between bouts and Dennis James will work in plugs with his comment—either in his own inimitable manner or straight as you prefer. Phone or wire today—

WABD—Time Sales Dept.
515 Madison Avenue, New York 22
Phone: PL 3-9800

TELEVISION FOR SALES

**Your fastest-growing audience
—budget for it now!**



Key Station of the **DUMONT** Television Network

CHICAGO

By NAT GREEN

DICK (TWO TON) BAKER, featured on two daily WGN programs, has just recorded three new disc releases; "Civilization" and "Dancers In Love" in the pop field, and a children's song, "Boomer, the Bass Drum."

Jimmy Costello, comedian who has been on Goldblatt's "Let's Have Fun" air program for two years, is leaving next month to play theaters and night clubs.

International Milling Co., of Minneapolis, began sponsorship of the Monday, Wednesday and Friday quarter hours of "Queen for a Day" on October 13 over 125 southern stations of Mutual.

Frankie Carle and his orchestra broadcasted from the WBBM studios October 15 on the CBS Frank Morgan-Don Ameche-Frances Langford show. As guest star of the program Carle directed his orchestra in the first performance anywhere of a Columbia Record Preview of the Week.

The Fine Arts Quartet, heard over ABC from Chicago, has been invited to appear on the new "Friends of Music" series in New York's Town Hall on November 23.

Geraldine Kay is set for the leading role of Diana in "Diana of the Crossways," new four-installment "Great Novels" production.

Myron Wallace, veteran announcer and newscaster, started his second year on ABC's "Is It Fact—or Fiction?" Sunday.

Olan Soule, former Chicago radio actor who recently migrated to the West Coast, has purchased a home in North Hollywood.

Leonard Anderson, NBC personnel manager, announces a number of office staff changes by resignations and promotions. Kathryn L. James has replaced Marie Walley as secretary to I. E. Showerman, vice-president in charge of the central division. Miss Walley resigned following her recent marriage. Justice A. Eckersley replaced Miss James as secretary to John F. Whalley, business manager. Virginia E. Gebert replaced Miss Eckersley as secretary to Frank Chizzini, manager of the radio recording division.

Joan Davis, star of the Canadian Acc Brewing Co.'s show on WBBM-CBS, will be in Chicago today and probably will do the show for the week from the Windy City.

Bev Dean, WBBM producer, has been elected president of the Parent-Teachers Association of West Chicago, Ill.



California Commentary . . . !

Ed "Archie" Gardner cut a record last week for use every Wednesday on the telephone switchboard of KDKA, Pittsburgh. Each incoming call automatically hears "Hello, KDKA, Archie, the Manager, speaking. Be sure to listen to my program tonight at 9. Now just a minute, please." Regular operator takes over at that point and completes call. Idea is the brain child of David Lewis, KDKA promotion manager. . . Sam "Schlopperman" Hoarn is touring veterans hospitals of Florida, Georgia and Alabama while wife Helen Eloy stays home to emote as Miss Duffy on Duffy's Tavern. . . "The Fabulous Adventures of Zorro," which is packaged and produced by Mitchell Gertz, will be heard over KFWB Oct. 24. . . The rush-rush-rush of the modern world hasn't affected South America one little bit, says Judy Canova. A friend called Judy this week to thank her for the postcard just arrived from Argentina—Judy had mailed it in Buenos Aires on July 15. . . Jack Meakin, musical director of NBC's "The Great Gildersleeve," reports that a Vine Street sidewalk conference on a new crooner concluded with, "He won't amount to anything—he's never won a nightclub brawl in his life!"

Los Angeles

Eddie Cantor was telling his father-in-law of Al Jolson's sudden renaissance, "Just think," said Eddie, "only a year or so ago, Jolson was through. No pictures, no radio, nobody bought his records. Suddenly, he becomes the biggest person in show business. He'll make a few million on his picture, he's got his own radio show and his records are selling as fast as they're made." "That just goes to show," replied Ida's father, an old merchandizer, "you must never close the store." . . . In addition to his active interest in baseball (he's part owner of the Cleveland Indians), Bob Hope is also associated with football. He's the sponsor of the "Bob Hope Junior Dons," a team composed of Junior high school kids, which is in a league with similar teams sponsored by Jimmy Durante, Mickey Rooney and Al Jolson. The league is backed up by the Los Angeles police department as a juvenile delinquency curb. The teams play their games between halves of pro football at Los Angeles Coliseum.

Ted Bentley's guest lineup last week at KECA read like a "Who's Who" of sports. It included Bing Crosby and Bob Hope; the home run king of the major leagues, Ralph Kiner, of Bing's Pittsburgh Pirates; Bob Feller, of Bob's Cleveland Indians, and Charles Trippi of the Chicago Cardinals. . . The first of the new Martin Block series of short subjects at MGM, will feature Freddy Martin and his orchestra and will have Keenan Wynn as guest star. . . Within two days of hitting the music shops, Dale Evans' Majestic recording of "I'm The Rage Of The Sago" and "When The White Roses Bloom" was selling so fast that the masters were ordered out for re-cutting. . . Ozzie Nelson and Harriet Hilliard are guest editors of a six-page game and puzzle section in the October Coronet. . . Milt Samuel, Young & Rubicam Hollywood publicity director, is on a two-week tour along the Coast, visiting radio editors and stations.

Art Linkletter was in Salt Lake City last week to emcee a giant rally at the University of Utah auditorium, opening the city's Community Chest drive. By the way, Art is representing the Hollywood YMCA in the Southern California AAU handball tournament. . . Carmen Dragon, musical director of the Baby Snooks show, has completed scoring the William Cagney Prods., film, "The Time Of Your Life." . . Joe Stein, Henry Morgan's head writer, subplot Jinx Falkenberg's house. "No dishes," says Joe, "but come over and see my collection of old tennis balls." . . BBC recently did a televised version of "The Soul Of Anthony Nero," written by Arthur Strawn, Hollywood scenarist and playwright.

HAWAII

By JOHN WILLIAMS

RALPH M. Fitkin, prexy of Aloha Broadcasting Co. (KHON), who owns 5,000 of the outstanding 10,000 shares of Aloha's common voting stock, par value \$10.00 a share, has sought FCC okay for sale of half his interest to Louis Roy Turner for \$25,000. Turner, who is KHON vice prexy and sales manager, currently owns no stock. He also is sales and advertising manager of Love's Biscuit & Bread Co., largest here, and prexy of Turner-Patty & Thom Ltd. wholesale food importers. Balance 5,000 shares of KHON voting stock is held by J. C. Hardy, executive of Automotive Service Co.

Ringside blow-by-blow account of Dado Marino-Rinty Monaghan box for world's flyweight crown in London, Oct. 20, will be given by Joe Rose, sportscaster for KHON at Aloha Broadcasting System, who has flown from here to England for the occasion. Marino is Hawaiian but hence local interest. BBC will show wave Rose to New York, when A T & T will landwire to San Francisco for shortwaving to Mutu telephone's radio circuit at Honolulu which will deliver to KHON and Aloha affiliates, thus assure territory-wide coverage.

KGMB has succeeded with co-neighborhood program to win 100,000 fore-supper listeners. Format was proved with "Kalihi Kapers," KALB being a Honolulu suburb. KALB kids and teen-agers are auditioning and those chosen give out on weekly on hour program, 4:00-5:00 p.m., which is sponsored by local merchants. Kaimuki, another populous suburb, was next in line. KGMB aims to organize enough suburbs so that there'll be a different "Kapers" show on air every day. Joe Worthy, of KGMB, is writer-producer.

Extends Signoff Time

Cleveland — Effective today a running Monday through Saturday WGAR extends sign-off time from 12:30 to 3 a.m. New three hour show under title Morgan's Musical Inn follows five minute spot of news at midnight. Marathon program is handled by disc jockey Hal Morgan.

LOUIS JORDAN
THE MIGHTY JORDAN ROLLS ON!
 AND HIS TYMPANY FIVE, THAT IS
 FLASH
 9-25=ATLANTA=7300 PAID
 \$8551.10 FOR LOUIS JORDAN DANCE
 Mgt. BERLE ADAMS
 Direction — GENERAL ARTISTS CORP.

IN CLEVELAND IT'S
WHK

12 AM CP's Granted; AM Licenses Renewed

(Continued from Page 1)
phy Courington, Albertville, Ala., to operate on 630 kc., 500 watts, daytime; Tom Potter, trading as Seminole Broadcasting Co., Seminole, Okla., to operate on 1260 kc., 500 watts, daytime; George W. Smith, Jr., et al, doing business as Graham Broadcasting Co., Graham, Texas, to operate on 1330 kc., 500 watts, daytime; Kenneth Aitken and George J. Tschumy, a partnership doing business as Taft Broadcasting Co., Taft, Calif., to operate on 1310 kc., 500 watts, daytime; Stratford Broadcasting Corp., Rochester, N. H., to operate on 930 kc., 1 kw., daytime; Northwest Broadcasting Co., Fargo, N. D., to operate on 900 kc., 1 kw., daytime; Andrew G. Haley, trading as Rose Bowl Broadcasters, Pasadena, Calif., to operate on 1300 kc., 1 kw., daytime; Lincoln Broadcasting Corp., Lincoln, Neb., to operate on 1480 kc., 1 kw., unlimited.

License Renewals

The FCC also granted licenses to following stations for the period ending November 1, 1950:

KBWD, Brownwood, Tex.; KCRC, Enid, Okla.; KERN, Sacramento, Cal.; KGNC, Amarillo, Tex.; KLPM, Minot, N. D.; KPRO, Riverside, Cal.; KQV, Pittsburgh, Pa.; KSJO, San Francisco, Cal.; KSO, Des Moines, Ia.; WAAB, Boston, Mass.; WHIS, Bluefield, W. Va.; WILS, Lansing, Mich.; WKBH, La Crosse, Wis.; WROK, Rockford, Ill.; WSYB, Rutland, Vt.; KBRC, Mt. Vernon, Wash.; KWYO, Sheridan, Wyo.; WPCI and Aux., Pawtucket, R. I.; WMBD, Peoria, Ill.; WMPS, Memphis, Tenn.; WOC, Davenport, Ia.; WONS, Boston, Mass.; WSAN, Allentown, Pa.; KARM, Fresno, Cal.; WCOA, Pensacola, Fla.; WSFA, Montgomery, Ala.; WTJS, Jackson, Tenn.; WSPD, Toledo, Ohio; KGNO, Dodge City, Kansas; WBCM, Bay City, Mich.

Gets Stewart-Warner Post

E. H. Dreifke, charter member of the Chicago Junior Association of Commerce and a past president of the Northwest Associated Manufacturers of Chicago, has been promoted to assistant manager of the radio division of the Stewart-Warner Corporation, Chicago, it is announced by Frank A. Hiter, senior vice-president. Dreifke, who has been with Stewart-Warner for 12 years, entered the radio division in January 1947. Before joining the staff of Stewart-Warner he was with the Grigsby-Grunow Co., and the Temple Corporation.

Public Service Re-Aligned In New NBC Department

(Continued from Page 1)

the initiating and carrying out of plans and the maintenance of outside contacts to insure the successful accomplishment of the network's objectives in the fields of religion, public affairs, education and information.

Two new divisions within the new department are established. The Talks Division will be responsible for clearance, approval and booking of all talks and speeches made on NBC. To insure fair and impartial presentation of opposing viewpoints, liaison will be maintained with the Washington office of NBC on all bookings involving political organizations, personalities and public issues.

The second division of the new department is the Organizations Division. It will be responsible for the maintaining of liaison with religious, educational, professional, business, labor, agricultural and social welfare and other organizations and groups to insure effective co-operation with their public service activities and objectives.

Dyke announced the following divisional executives: Dwight Herrick, operations manager; Margaret Cuthbert, manager of the Organizations Division; Jane Tiffany Wagner, assistant manager of the Organizations Division, and Doris Corwith, manager of the Talks Division.

Sterling Fisher, assistant public service counselor, has been named adviser to the new Public Affairs and Education Department.

Dr. James Rowland Angell will continue as public service counselor of the network, reporting directly to Niles Trammell, NBC president, and Dyke.

A Public Service Board has been named. It consists of Dyke, Herrick, Fisher, William F. Brooks, vice-president in charge of the News and International Relations Department; Thomas C. McCray, national program manager, and William McAndrew, assistant vice-president in charge of the NBC Washington office.



"Come now, Mr. Bosley, WFDL Flint and the agency feel you must like the aroma, or taste, or something."

FCC Orders Hearing On WARL Quiz Program

(Continued from Page 1)

station, to appear at a hearing on November 20 to show cause why the broadcasting of the particular program does not violate the Communications Act.

The program was described by the Commission as follows: "A question is asked over radio station WARL and the answer to the question is also broadcast immediately thereafter. After the answer is broadcast, a name projected by chance from the telephone directory and the person thus selected is called on the telephone and asks the same question which has been broadcast and answered. If the person can answer the question, he receives a cash prize. If he cannot answer the question, he receives no prize. A substantial number of the questions asked call for detailed and little-known information that it is virtually impossible in many instances for even extremely well-read people possessing an exceptional wide range of information to know the exact answer unless they were listening to the question and answer on WARL."

Stork News

Myron Wallace, heard on "Facts or Fiction," "Sky King" and other ABC shows, is a new papa, a son, Christopher, having arrived on Columbus Day, October 12.

PROJECT YOUR SALES STORY TO OHIO'S RICHEST FARM MARKET

WITH 5,000 WATTS DAY AND
NIGHT HERE'S WHBC'S

ENLARGED
RURAL PICTURE

NOW . . .

50,540 FARMS
Value - \$339,203,240
FARM POPULATION
195,054
FARM RADIO HOMES
42,241
ELECTRIFIED FARMS
39,382

YOUR DOLLAR BUYS MORE THAN BEFORE
in Ohio's most diversified industrial production area and richest rural region.

whbc
BASIC MUTUAL Plus ABC Features
Basic: ABC Full Schedule 3-1-48
CANTON, OHIO
The Best Balanced Market in the United States

1,800 Will Attend Chicago Conference

(Continued from Page 1)

from all fields as well as teachers, principals and administrators who are primarily interested in the use of radio in schools. Clinics, demonstrators, discussions and work study groups will consider everything in educational radio from the application for a station license to the follow-up of the broadcast in the classroom.

Gen. Van Deusen Named Pres. Of RCA Institutes

(Continued from Page 1)

the board of Radio Corporation of America, announced yesterday following a meeting of the RCA Institutes' board of directors. Gen. Van Deusen commanded the Eastern Signal Corps Training Center during World War II. He succeeds Major Gen. Harry C. Ingles who served as head of the Institutes until his recent election as president of RCA Communications, Inc.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

14.1
IN NEW ORLEANS
(HOOPER-DEC. APRIL, 1946-47)

Consistently Beats All Competition
on Stations From Coast-to-Coast!

WRITE
ZIV COMPANY
Radio Productions
1529 MADISON ROAD - CLEVELAND 13, OHIO
Hollywood
New York • Chicago

IN CLEVELAND IT'S
WHK

PROMOTION

For The School Teachers

Philadelphia school teachers who utilize WFIL's "Studio Schoolhouse" programs for "in-school listening" and classroom instruction will be aided this year by a 128-page teachers' manual which the station has prepared for use in conjunction with the educational series.

WFIL has prepared 10,000 of the attractively-bound books for distribution to teachers in public, parochial, and private schools in Philadelphia and for other schools throughout the station's coverage area.

The "Studio Schoolhouse" series is back on the air over WFIL at 2:15 p. m. each schoolday, carrying the programs into their fifth season. The programs are broadcast on the following schedule: Mondays: "Science Is Fun"; Tuesdays: "Radioland Express"; Wednesdays: "Magic of Books"; Thursdays: "The Wifflis" (replacing the "Filbert" series), and Fridays: "Music in the Air."

The teachers' manual devotes a detailed section to each program. The formats of forthcoming programs are outlined, classroom and study helps are suggested, and references and background material are included.

"Screen Guild" Brochure

Four-page brochure, maize in color and using shots from past "Screen Guild Players" broadcast in film strip sequence to decorate the promotion piece, has been mailed by the CBS Promotion Department to more than 1,000 R. J. Reynolds Tobacco Co. executives, salesmen and dealers, as well as to all the CBS stations carrying the program. Reynolds sponsors the program over Columbia Mondays at 10:30-11 p. m. for Camel Cigarettes.

In addition to listing all the stations carrying the program on the back page, the brochure gives some of the 1947-48 highlights for "Screen Guild Players," including Bette Davis and Brian Aherne in "Elizabeth the Queen," Joan Fontaine in "Ivy" and Danny Kaye in "The Secret Life of Walter Mitty."

Newspaper Tieup

WMAQ, NBC's key Chicago station, will aid the Chicago Times in the promotion of its annual Harvest Moon Festival at the Chicago Stadium on November 22. Dave Garroway, WMAQ's popular disc jockey, will share emcee duties with Irv Kupcinet, Times columnist, and WMAQ also will also co-operate with the Times in the selection of a group of outstanding girl vocalists to appear at the festival. The winner will make a guest appearance on "Duffy's Tavern." Singers who will compete at the finals will be survivors of a three-week series of broadcast auditions on WMAQ. Many radio, screen and night club stars will be headlined at the festival. Proceeds of the show go to the newspaper's Purple Heart Fund for war wounded.

* THE WEEK IN RADIO *

Rural FM Network Approved By FCC

By JIM OWENS

BLANKET approval of an FM network in upstate New York was given by the FCC in simultaneous grants to a six-station agricultural co-operative group. Action was unprecedented and reflected the Commission's encouragement of FM webs serving farm regions which get poor AM service now. . . . Meanwhile FCC Chairman Charles K. Denny's confirmed switch to NBC as vice-president indicated he'll occupy a major role in the network's television operations.

Radio Manufacturers Association held its four-day Fall Conclave at the Roosevelt, made unofficial estimates that production in '48 will reach 12,000,000 to 13,000,000 models of all types. Sale of FM and tele sets will swell dollar volume of the industry to an all-time high, it predicted. . . . Automotive activity on the increase in radio and television. Packard Motor Co., launching heaviest ad campaign in its 48-year history, returned to spot radio for the first time since the war. Latter drive is in 100 key U. S. cities.

Advertising Council completed plans for a major food conservation campaign, briefed radio industry with fact sheets, etc. . . . Puerto Rican radio stations in the midst of a heavy expansion and improvement project. Key outlets upping power to 10,000 watts to blanket entire Island area. . . . NAB and Ascap officials huddled Thursday on details of the new contract which runs out at the end of the year. . . . Society of Motion Picture Engineers opens its 62nd semi-annual convention with theater television a top agenda item. RCA, already cooperating research-wise with film companies, will show its large screen for theater video. . . . NBC effected exec changes in its international division. Stanley Richardson assigned to head activities in the web's international shortwave service. . . . Dr. George Gallup, veteran poll-taker, outlined his new system of research to the Radio Executives Club at the Roosevelt.

UN Spokesman To Address Many Net Programs Included In VA Series

Edward P. Warner, president of the Council of the International Civil Aviation Organization, an agency of the United Nations, will be principal speaker at the annual luncheon of the American Standards Association at the Waldorf-Astoria on October 23. Warner's talk will deal primarily with standards of practices in international flying and how these can aid world trade. One aim of the CICA is to set up a standard world-wide system of radio communication, both equipment and frequencies, for airlines of all countries. Another speaker at the luncheon will be Frederick R. Lack, veepee of Western Electric and president of ASA.

Frequency Modulation Association issued results of a survey of FM broadcasters. Study showed that 37 per cent are duplicating AM network music programs. FMers generally agree that duplication of web shows is vital to the growing-up process of the new service. . . . Eleven independent stations will meet with NAB officials this Friday to discuss pro and con of the new code. Several inches are outspoken critics of the code and fireworks are expected.

BMB's subscription list reached a total of 504 as of Oct. 8, with three major networks included. Bureau also plans to assist its Canadian counterpart, BBM, with its 1948 study. . . . Gene Thomas, president of the N. Y. Advertising Club and WOR exec, told Baltimore advertisers television would help to increase employment while stimulating sales. . . . RMA will oppose a bill to license radio repairmen and technicians in the New York City area. . . . Government's original complaint against AFM prexy Jas. C. Petrillo was amended to exclude any reference on picketing. . . . FCC reaffirmed its decision ordering WORL, Boston, to shut down next month.

Mutual web's "American Forum of the Air," oldest network forum show, goes commercial for the first time Oct. 28 for Pilot Radio Corporation. Program has been a network feature for almost two decades. . . . Seventy-five per cent of the State Dept.'s OIC service now being handled by NBC and CBS.

Saga of the Bermuda Queen airliner battling the North Atlantic was real-life network chiller. Four networks carried a recorded pickup from the Coast Guard cutter Bibb which described rescue of 69 passengers. . . . Paul Talbot, president of Fremantle Overseas Radio, sparking a move to organize export radio reps. Move is expected to be patterned after the local radio reps' organization.

EQUIPMENT

NBC Staff Changes

Further changes in the NBC's Engineering Department, to conform with the recent reorganization of the department, have been announced by O. B. Hanson, NBC vice president and chief engineer.

The three group heads of the department have been appointed managers of their respective fields. Raymond F. Guy, formerly Radio Facilities engineer, has been named manager of Radio and Allocations Engineering. Chester A. Rackey, formerly Audio-Video Facilities engineer, becomes manager of Audio and Video Engineering, and George Nixon, formerly director of Technical Development, is appointed manager of Engineering Development.

In addition, Jarrett L. Hathaway, staff engineer, has been appointed to the position of assistant manager of Engineering Development to fill the position left vacant by Nixon when he succeeded Robert A. Shelby as head of Engineering Development. Shelby was made director of Television Engineering.

Guy, Rackey and Nixon will continue to report to Hanson on all engineering matters and to George McElrath, director of Engineering Operations, on matters of departmental management.

Elected to Presidency

Walter J. Niles has been elected president of Frederick Hart & Co., Poughkeepsie, N. Y., manufacturers of sound-on-film recorders and other electronic and electrical equipment. The announcement was made by Thomas Roy Jones, president and board chairman of ATF, Incorporated, the Hart firm's parent organization. Niles, who joined Hart one year ago as veepee and general manager, succeeds Charles R. D'Olive who resigned last week to enter another line of business.

Takes G. E. Post

Appointment of Addison E. Wiles, assistant manufacturing manager of the General Electric Company's Plastics Division, as manager of the Pittsfield Molded Products Works was announced by George P. Lehmann, Plastics Division manager. Wiles succeeds Arthur C. Treece who has been named assistant manager of the new G-E plastics laminating plant at Coshocton, Ohio.

Seed Company Buying 16 Weeks Series on CBS

Ferry Morse Seed Co. will sponsor "Garden Gate" over the full CBS network, for 16 weeks, starting January 17. Program of advice to gardeners, a seasonal show for the sponsor, is heard Saturday mornings, 10-10:15 a.m. Agency is McManus, John and Adams, Inc., of Detroit.

★ AGENCY NEWSCAST ★

C. E. HOOPER, INC., in order to provide the necessary additional space for the expanding services, on Nov. 1 is moving the production, printing, distribution, research, field staff and accounting departments to Norwalk, Conn., where a six-acre tract on Dry Hill and three buildings with total floor space in excess of 27,000 square feet were recently purchased. A substantial majority of the present personnel of the departments and all department directors involved are making the move. A training school for new employees has been in operation for the past month at Norwalk. Executive, service and contact personnel will remain at the present address—10 East 40th Street, New York.

J. WILLIAM HORSEY CORP., Tampa, Fla., has appointed Ruthrauff & Ryan, Inc., to handle its canned citrus advertising in the United States and Canada. This company packs a complete line of canned citrus products at three modern processing plants in Tampa, Bartow and Plant City.

GILBERT T. HODGES, chairman of the executive committee of the N. Y. Sun, will speak today, Oct. 20th, at the opening lecture of the 24th year of the Advertising and Selling Course, sponsored by the Advertising Club of New York. The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m. With an enrollment of 875, registration has been closed.

SEIDEL ADVERTISING AGENCY, INC., has been appointed to handle all advertising for the Comfort Razor—a new Electric Safety Razor with massaging action.

HARRY G. KEBEL has been named advertising manager of Harriet Hubbard Ayer, Inc., it has been revealed by Ralph P. Lewis, president of the company.

BURT ZELNER formerly associated with The Biow Company and the Grey Advertising Agency, is now a copywriter in the promotion department of The New York Times.

New California Station Will Go On Air, Nov. 9

(Continued from Page 1)
1490 with the call letters KPAS. Owned by Representative Phillips and his two sons Carl and Robert, the station was designed architecturally by Martin Williamson of Riverside and built by Harold Varney, with stucco, flagstone and glass.

KPAS will serve Banning, Beaumont, and the San Geronio and Hemet Valley areas, with a large number of live broadcasts already set for the program schedule. On-the-spot broadcasting of local civic, farm, and sports news by remote control and recording is planned. Other features are a weekly talk by Congressman Phillips from Washington; programs for special occasions by a staff dramatic group; musical and speech programs by the local schools; remote broadcasts of services from leading churches; a Spanish-language disc jockey show for Mexican listeners in the vicinity; an evening forum with county dignitaries participating; women's homemaking and fashion programs; children's broadcasts; a dramatic series by the Banning Writers' Club; a special series of programs explaining and interpreting Latin-American music; transcribed comedy, variety, musical and dramatic programs from Hollywood; a regular schedule of the best transcribed and recorded popular and classical music obtainable; and news from Associated Press.

These programs will be prepared by an experienced staff of World War II veterans headed by Manager Carl Phillips, younger son of the Congressman, a former Air Force officer and a graduate of Stanford University, who was in radio in the Hawaiian Islands. Commercial man-

Speakers Announce Plans For Tele In Boston Area

Boston—Plans for the erection of the new WBZ Radio and Television Center in Allston were revealed by speakers at the cornerstone laying ceremonies held last Thursday. The speakers who participated in the ceremonies were Walter E. Benoit, vice-president of Westinghouse Radio Stations, Inc.; W. C. Swartley, manager of WBZ, and W. H. Hauser, chief engineer of WBZ-WBZA.

Mr. Benoit revealed that early next year Westinghouse Co., would have in operation New England's first television station—WBZ-TV—and that they expected to be on the air March 1 as the Boston outlet of NBC's television network.

The new radio center, which will house AM, FM and television station equipment and staffs, was likened to a "miniature Radio City" by Chief Engineer Hauser. He said the center will provide seven ultra-modern studios including one especially fitted for television productions and another auditorium studio complete with theater seating, a stage and dressing rooms.

Swartley reviewed the 26 years of service of WBZ as a radio station and said it has consistently sought to improve the standards of broadcasting.

ager of the station is Alan K. Abner, who was associated with KFVD, Los Angeles. Francis Dunn, an engineering consultant for the Navy during the war, is chief engineer. Program director is Marvin L. Bryan from CBS-Hollywood. The Sales Department is headed by Charles A. Poteet, former manager of a Banning business firm. Announcers are Roger Nedry, Robert Wagner, and George Posey.

Radio, Tele Will Air House Movie Probe

(Continued from Page 1)
dependent WWDC and at least one local FM station will be covering the opening of the hearing—with all four nets expected to carry portions of the hearings live this morning. CBS and MBS are expected to carry the first half hour live, with the plans of the other nets uncertain. Wire recordings will be pulled and edited by all four nets, it was reported here Friday.

Pickup will be via the so-called "presidential control box," with two mikes before the committee chairman and two before the witness. In addition, the radio wires will tie into the portable mike used to pick up the questioning of committee members for the hearing room's public address system.

Decision to permit the cameras and the mikes in the room was a reversal of earlier plans, the committee said Friday—although there is an impression here that it was intended all along to permit full coverage.

Webs to Alternate
The networks will alternate in feeding the proceedings—one net one day, another the next day, etc.

NBC and ABC were the only video outfits to have definitely signified their intention of covering by Friday afternoon, although there was still time for Du Mont to elect to send a crew. ABC had arranged to feed CBS, which does not have a Washington outlet—but Friday night there was considerable doubt that any live television signal would go out because of cable and wiring difficulties. Facilities for live video are set up in the Capitol, but the building in which the hearings will take place is more than 200 feet from the Capitol.

Five Contest Scholarships For 'Voice Of Democracy'

Washington Bureau, RADIO DAILY
Washington—Five scholarships will be given away as prizes to winners in the nation-wide "Voice of Democracy" contest for National Radio Week, Oct. 26-Nov. 1, it was announced last week.

The scholarships will be given to four winners of the contest and may be used in a college or university of the student's own choice. The contest is under the co-sponsorship of the broadcasters and radio dealers and the U. S. Junior Chamber of Commerce.

Send Birthday Greetings To—
October 20
Benedict Gimbel, Jr.
Thomas Chalmers Leo O'Rourke
Clifford Peterson

FM Turndown Final, Petrillo Informs FMA

(Continued from Page 1)
ter to Everett L. Dillard, FMA president, Petrillo again turned down the plea for duplication. Petrillo quoted extensively from a reply which he sent the networks on August 19 on the same question.

In this reply Petrillo again stressed that FM is distinct from AM broadcasting.

Cites Some Non-Affiliates
"Many FM stations," Petrillo said, "have no affiliation with either an AM station or a network and could not possibly enjoy the benefits of AM programs. Even if the federation were willing to permit this dual service, certainly the FM station with no AM affiliation is just as deserving and should not have to suffer this competitive disadvantage, neither should the federation be a party to such discrimination."

"We must bear in mind that the number of FM stations will eventually number into the thousands and the present network facilities could not possibly feed all of these stations. The locals of the American Federation of Musicians are ready and willing to negotiate wage scales and conditions for FM broadcasting. At the present time, there are a number of FM stations employing musicians and it would not be sound policy for the federation to eliminate this employment and potential employment in other stations, by agreeing to service both AM and FM simultaneously."

FMA said it had no comment at this time on the latest turndown by Petrillo.

Canadian Union Head Comments

Montreal—Walter Murdock, Canadian head of the American Federation of Musicians (AFL), said in a telephone interview from Chicago yesterday that he had "no idea" why the Canadian Broadcasting Corporation would be forced to abandon plans for FM broadcasting because of musicians' union regulations.

He was commenting on a statement at Ottawa by Dr. Augustin Frigon, manager of the CBC, that if the Canadian branch of the union "levies the same demands" as the United States branch "we'll have to shut down all FM services."

Dr. Frigon said that in the United States the musicians' union would not allow the same broadcast to be carried over an FM station and a regular station.

"If the CBC proposes to broadcast over more than one channel it will have to pay for it," Murdock said, and added, "We do not propose to allow broadcasts on more than one channel without an increase in the fee charged."

He added he did not know what the increased fee would be because "we have not negotiated that yet." He would not comment on Dr. Frigon's suggestion that the cost would be prohibitive.

COAST-TO-COAST

—OHIO—

DAYTON—Joseph LeMoyné has resigned as account executive of WING to become vice-president in charge of radio for the Hutzler Advertising agency in this city. . . . **CINCINNATI** — Formal presentation of Navy awards to L. B. Wilson, president and general manager and John Murphy, news and public relations director of WCKY, in connection with "outstanding service in the 1947 Naval Reserve Week," was made recently during Bill Dawes' "Make-believe Ballroom." Presentation was made by Lt. (j.g.) Bill Williams of the Cincinnati Navy Recruiting Station.

—WISCONSIN—

MILWAUKEE—Wednesday night has been sighted as "guest announcers" night on the WISN studio show, "Dial and Smile." Guest is selected by Jack Raymond, program emcee, from the letters written by listeners. Each guest receives a "guest announcer's certificate of merit" and becomes a member of the WISN Guest Announcers Club. . . . The WFOK "Fox Club" program has moved from the station's studios to the radio lounge of this city's new newsreel theater. Emcee of the show is disc jockey, Paul Bertell.

—ALABAMA—

BIRMINGHAM — New show on WAPI is "Saturday Night Round-up" with Joe Rumore. Highlight of the program is Joe's transcribed interviews with the top hillbilly and cowboy stars. . . . WSGN-FM is planning an early opening on channel 229, at 93.7 megacycles. It will be this city's second FM station. . . . **MONTGOMERY**—The Montgomery Examiner, local weekly, has bought a 15-minute early a.m. spot on WAPX, for a Monday through Friday news coverage by Albert Persons, the paper's circulation manager.

—CONNECTICUT—

HARTFORD—Four Trinity College students in this city will take part in the October 24th broadcast of the "Opinion, Please" program. They will discuss the national housing shortage and will originate their program from the studios of WDRC. Moderator for the discussion will be Dr. George Crothers, of the CBS education division. . . . **NEW HAVEN**—Contributing to the culture of the younger generation, WAVZ has linked forces with Selma Wertheim of State Teacher's College faculty, in presenting a new series called, "Music Is Fun." Broadcasts will feature interesting background and presentation of great musical works, with introduction of themes, explanation of styles and bits about the composers.

—MICHIGAN—

DETROIT—A series of half-hour radio debates between Mayor Edward J. Jeffries, Jr., and Councilman Eugene Van Antwerp, his November 4 election opponent, were arranged by WWJ and accepted by the two candidates. Debate was staged over this station on October 15, and will also be featured today and Oct. 30. Under the rules agreed to by the candidates and Harry Bannister, station man-

ager, each candidate will have 10 minutes for an original statement and five minutes for rebuttal. Each will deliver his initial statement to the studio an hour before the broadcast so that his opponent may receive it in time to prepare a considered reply. . . . Johnny Slagle has instituted an amateur disc jockey show over WXYZ from 11:15-12:00 p.m., each Friday. Contestants were selected from the two best letters written by youths between the ages of 15 and 20 who were invited to apply for a disc-jockey job.

—MISSISSIPPI—

MERIDAN—Gene Tibbitt, president of the Mississippi Broadcasters Association, has resigned his position as manager of WMOX in this city to accept the general managership of WLOX in Biloxi. . . . **COLUMBUS**—Listeners to WCBI were treated to an unusual package of radio entertainment when the station presented a "Voice of the Fair" broadcast direct from the Hippodrome at the Columbus Fair and Livestock Exposition. Broadcast featured personal interviews with performers appearing at the fair and a description of the acts by Rick Weaver, station announcer.

—INDIANA—

FORT WAYNE—Proving a new use for radio in education, WOWO recently engineered an areawide fire drill on the 76th anniversary of the Chicago fire with schools from as far as a hundred miles from the city participating. Broadcast consisted of fire prevention messages delivered by the heads of public, Catholic and Lutheran schools, the local fire chief and a "surprise" fire drill announced on the air which evacuated the more than 26,000 local students and some 70,000 or more area students. Station also had its microphones stationed so that four schools were visible and the drill was described as the students marched out. . . . **INDIANAPOLIS**—New general sales manager of WIRE is Daniel C. Park. He succeeds Rex Schepp who left the station in order to take active management of KPHO in Phoenix, Arizona.

—MASSACHUSETTS—

BOSTON—Don Costa, guitarist and staff arranger for the WCOP band, has left the Hub to be a staff arranger for Vaughn Monree. Replacing Costa in the station's band is Bob Varney and his drums. Varney was formerly with Glenn Grey and Stan Kenton. . . . **SPRINGFIELD**—WSPR treasurer, Lewis B. Breed, has been elected treasurer of the Fish Carburetor Co., of Agawam, manufacturers of a radical-design, self-feeding carburetor. . . . **PITTSFIELD**—Announcers at WBRK have adopted a five-day week along with the engineering staff. New system of scheduling insures better shift coverage than the former six-day week.

KUSN On The Air

San Diego—KUSN, San Diego's newest and most powerful station, took to the air on October 10, Jack Heintz, general manager, announced last week. Station is operated by the San Diego Broadcasting Company.

Radio-Tele Production Figures Given By RMA

(Continued from Page 1)

produced by RMA member-companies in the third quarter. Total of 32,719 were reported in September. Of this number, however, 16,991 sets were manufactured previously but unreported. Third quarter television set production represents a gain of nearly 10,000 over the combined first and second quarter output and more than 800 per cent above the 6,476 video receivers manufactured in the whole of 1946.

The September production figures, covering the period September 1 through September 26th, brought to 101,388 the corrected total of television receivers produced so far this year. Previously the high monthly tele output was recorded in August, when 12,283 were produced.

FM-AM sets produced in the third quarter totaled 233,209, while the September report included 90,546 FM-AM sets, compared with 972,014 in August.

RMA member-companies produced 1,333,980 sets of every type in September as compared with 1,265,835 in August. This was the highest monthly record since April, when the peak figure of 1,759,723 sets was produced.

The September television report included 23,185 table models and over 7,000 consoles. The FM-AM receivers produced in September were broken down as follows: 614 consoles; 289 table model radio-phonograph combinations; 21,186 table models; 68,457 radio-phonograph combination consoles. RMA companies also produced 154,638 portables and 287,970 automobile radios during September.

Will Sponsor Manners

Whitehall Pharmacal Company effective January 5 will sponsor the Monday through Friday broadcasts of Zeke Manners from 7:45 to 8 a.m., PST., over 17 Pacific Coast stations of the ABC. The 52-week contract was signed through Dancer-Fitzgerald-Sample, Inc., of New York, as the agency.

Recording?



TRANSCRIPTION MASTERS • REFERENCE RECORDING

Coin-Box Television Set On Rental Basis

(Continued from Page 1)

merchandising emphasis on television cities outside New York having limited audiences.

Operation of coin-machine television by Videograph offers the viewer the choice of programs although dial tuning is controlled via a separate compartment by the set owner. A patron simply asks for a particular program on a particular station, inserts the coin and sight and sound is made available by an automatic device. Continuous operation is provided by repeated coin insertions up to \$1.25 in nickels, dimes, etc.

Multiple Units Provided

Added phase of the Videograph is the provision of extra television viewing units located in various spots in a restaurant and controlled via a separate system by small coin boxes in each private booth. Although the image can be seen at all times, sound is available only by coin insertions in individual boxes,—i.e. "this machine can be heard in your immediate area only." Installation of the extra viewing units, which have the same size screen, is at extra cost to the owner and is based on the type of location, etc.

New Projectable Ratings To Be Available Midwinter

First of the "projectable ratings" on transcontinental networks programs for advertising subscribers of Hooperatings will be available in midwinter, 1948, with the interviewing scheduled for February-March, C. E. Hooper announced on Friday.

The advertiser subscribers, it was explained, will receive projectable ratings on network programs placed by themselves and other "advertiser" subscribers. The measurement and projection, in addition to being confined to the programs of advertiser subscribers, will be limited to CBS and NBC programs transmitted on 100 stations or more, and ABC and MBS broadcast on 150 stations or more. Another qualification required is that the program be broadcast in each of the five national geographic areas in which the United States has been divided for network audience reporting purposes.

New ratings will reflect listening to all home receiving sets. In addition to an actual projectable rating, each measurement will be accompanied by publication of home listening, provided new estimates of radio homes are available by publication date.



Platter Production Booms

Clear Channel Hearing Opens In Washington

Washington Bureau, *RADIO DAILY*
 Washington—In each state of the Union at least one educational station should be assigned power of 5000 watts or better, and unlimited time of the air, in order to assure complete farm radio service for the nation, the FCC was told yesterday by Maurice Wieting, representing the National Council of Farmer Cooperatives, as the FCC resumed its clear channel hearings. He also suggested that stations serving rural areas be required to devote specified portions of their time to program-

(Continued on Page 5)

Radio And Television Covering Press Forum

An address by Secretary of State George C. Marshall before the 16th annual New York Herald Tribune Forum at the Waldorf-Astoria tomorrow night will be broadcast by CBS, from 8 to 8:30 p. m., EST.

The forum got under way last night with ABC, MBS and WNYC carrying portions of the opening session. Among those heard were John

(Continued on Page 5)

Multiple Video System Planned For Cincy Hotel

First installation of a multiple television distribution service in a hotel will be undertaken by the Tra-Video Corporation of America and the Langevin Manufacturing Corporation for the Terrace Plaza hotel, now under construction in Cincinnati. Terrace Plaza, described

(Continued on Page 5)

Cooperation

Atlanta — When WATL didn't have open time to carry a commercially sponsored professional football game the station called on Mike Benton and Maurice Coleman of WBGE for help. WBGE agreed to carry the game and took it over the wire from the WATL newsroom with station brook credits going to WATL. The sponsor was Dodge Victory Motors.

"Who's Afraid, etc.'s"

Record manufacturers and transcription firms yesterday took the attitude of "Who's Afraid of the Big Bad Wolf?" when appraised of Petrillo's ruling to suspend recording on December 31. However, none wanted to be quoted regarding their fearless stand.

MBS' Sharp Climb In Web, Co-Op Sales

Total network time sales of over \$3,000,000 were signed in the past two weeks by Mutual, and the sale of co-op programs has increased 85 per cent over last year, it was announced yesterday by Jess Barnes, vice-president in charge of sales, and Bert Hauser, network's director of co-op shows.

New network clients include the Kaiser-Frazer Corporation and Kaiser Industries, making their debut in

(Continued on Page 2)

Plane Survivors Arrival On Special Web Shows

Final chapter in the thrilling survival of 69 passengers of the Bermuda Sky Queen, overseas airliner downed in the North Atlantic last week, was reported by the major networks over the weekend in special programs aired on the arrival of the Coast Guard cutter Bibb Sunday in Boston Harbor.

ABC picked up a special half-hour

(Continued on Page 6)

Petrillo's Deadline On New Recordings Results In Step-Up In Pressings; NAB Confab In N.Y. Today

Rexall Tests Series On Southeast Outlets

Selected stations in the Southeast in November will start a five-day-a-week airing of a new transcribed 15-minute program, "Now I'll Tell One" for the Lane Rexall drug stores. The series was placed by Madelinn Chace of the Chace Advertising Agency in Atlanta.

Stations selected for the November

(Continued on Page 3)

N. J. Broadcasters To Meet In New Brunswick Friday

Newark, N. J.—The first regular meeting of the recently-formed New Jersey Broadcasters' Association will be held Oct. 25 at 11 a. m. at New Brunswick. Members will be guests of Dr. Robert C. Clothier, president of Rutgers University, who will address the group.

FCC Rule-Revisions Averaged High In '47

Washington Bureau, *RADIO DAILY*
 Washington—Although the FCC has been short-handed for part of the year, swamped by a heavy load of applications and without its chairman

(Continued on Page 3)

The recording industry yesterday launched an unprecedented production drive as James C. Petrillo, AFM president, sat back and rested on his statement that no more records would be made by union musicians after next Dec. 31.

The AFM edict actually came as no surprise, record companies

(Continued on Page 8)

Tele Merchandising Technique Displayed

Boston — Hailed by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, as "a new tool of distribution," Television made an impressive bid for the serious attention of the country's major manufacturers at a meeting here yesterday.

The DuMont television network brought from New York a cast of Broadway radio talent, an engineer-

(Continued on Page 3)

Women Broadcasters Program For 2nd Dist.

Ithaca—The complete program for the meeting of the 2nd District, Association of Women Broadcasters, to be held at the DeWitt Clinton Hotel,

(Continued on Page 3)

SMPE Convention Opens; Stress Is On Theater Tele

Society of Motion Picture Engineers opened its 62nd Semi-Annual Convention at the Hotel Pennsylvania here yesterday with a registration of more than 500 and a week-long program of activities designed to underscore various new developments in the industry, including the rapid progress of theater television. A total of 15 business and technical sessions will outline progress in all phases of the industry, with seven

papers devoted to theater television today and Thursday. Highlight of the theater video sessions will be RCA's demonstration of large screen (6 by 8) television at Thursday's evening session. Occasion will mark the first time RCA has exhibited its large screen before a representative scientific body of the motion picture industry, although it was shown on two previous occasions to the radio

(Continued on Page 8)

Anniversary

Tenth anniversary of Jean Hershall's appearance as "Dr. Christian" on CBS will be observed by the first party in the new Crystal Room of the Beverly Hills Hotel, Hollywood, Wednesday, November 5, with an imposing list of sponsors from the motion picture and radio industries and from the fields of medicine, Danish-American affairs and civic groups.

RADIO DAILY



★ COMING AND GOING ★

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WEST COAST OFFICES
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6425 Hollywood Blvd. Phone: Granite 6607
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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Oct. 20)

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel & Tel., CBS A, etc.

France Honors Lisa Sergio
Lisa Sergio, WOV commentator, has been awarded the medal of a Chevalier of the Legion d'Honneur of the French Government.

WTAG WORCESTER Delivers Central New England

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, is back in town following short visits to two of the web's affiliates: WFBR, Baltimore, and WARK, Hagerstown, Md.

JESS BARNES, vice-president of the Mutual network is back at his desk following a business trip to Chicago.

CLARENCE WHEELER, vice-president of WHCC, Columbia network affiliate in Rochester, N. Y., paid a call yesterday at the station relations department of CBS.

GEORGE BINGHAM, manager of WKIP Poughkeepsie, N. Y., is in Gotham for conferences with officials of ABC, with which the station is affiliated.

IRVING SULDS, producer of the "American Forum of the Air" on the Mutual network, has left for Denver, Colo., where the program will be broadcast as a feature of the Rocky Mountain Plains Conference on Adult Education.

ARTHUR CHURCH, president and general manager of KMBC, Columbia network outlet in Kansas City, Mo., is back at the station following a business trip to New York.

ARTHUR ("Street Singer") TRACY is expected in New York by plane on Thursday from London, England, where today he is climaxed two months of recording, stage and radio appearances with a Trafalgar Day performance before King George and Queen Elizabeth.

HAROLD KRELSTEIN, general manager of WMP5, Memphis has arrived from Tennessee for confabs at the headquarters of the American network.

BILL HENRY, Washington newsmen of CBS, is back in the Nation's Capital following a week in New York.

Mutual's Sharp Climb In Web And Co-Op Sales

(Continued from Page 1) network radio; International Milling Company of Minneapolis, and Pilot Radio Corporation, which will sponsor MBS' "American Forum of the Air." New business signed recently also includes the return of the Coca-Cola Company on October 28 with a three-a-week variety show titled "Songs by Morton Downey."

Another Buys "Cinderella"
Another sponsor has been added to Mutual's "Cinderella" program, "Queen for a Day" (2 to 2:30 p. m. EST, Monday through Friday). International Milling Company, Minneapolis, for Robin Hood flour, will sponsor a quarter-hour Monday, Wednesday and Friday on 125 Southern stations. A. A. Crook Advertising Agency, Dallas, placed the contract. The milling company's purchase of the "Queen" completes sponsorship of that daytime program. Armour and Company, for Armour Star Shortening, began sponsorship early this month of a 15-minute segment on Tuesday and Thursday over 193 MBS stations in Southern markets. Each company alternates weekly in the South with Miles Laboratories in sponsoring the first and last portions of "Queen." Miles Labs, for Alka Seltzer, and Philip Morris, share sponsorship of "Queen" five times weekly in all other parts of the country.

Mutual's "American Forum of the Air," oldest network discussion program, will be sponsored for the first time in key cities coast-to-coast by

THOMAS D. CONNOLLY, director of program promotion at CBS, left yesterday for Greensboro, N. C., where he'll speak at the meeting of the North Carolina Association of Broadcasters.

JACOB GERSTEIN, manager of radio entertainers, leaves tomorrow for Europe. He will visit London and Paris on business.

CECIL BROWN, Mutual network commentator, who returned over the week-end from a speaking and broadcast trip to the Midwest, left yesterday for Providence, R. I., from which point he will air today's program and then leave for Troy, N. Y., for a Thursday night address and broadcast.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," are back in New York following a country-wide trip with their video exhibit.

BILL BERNS, of WOR, tomorrow will go down to Atlantic City as a guest of the National Druggists Convention.

OTTO BRANDT, of the station relations department at ABC, has returned from a trip down South, where he conferred with affiliates of the network.

MILTON BACON, assistant to the general manager of WCBS, goes out to New Canaan, Conn., today to speak before the Lions Club of that town.

ART HANNES, Columbia network announcer and commentator, has returned from a two-week vacation trip to his home town of Olean, N. Y.

DAVE NEWELL, of the panel of outdoor experts heard on Mutual's "Fishing and Hunting Club of the Air," has left town on a business trip. Meanwhile, his place on the panel is being filled by Harold McCracken, Arctic explorer.

J. L. Taylor Named To Manage WCMW

Canton, Ohio—J. Leonard Taylor has been appointed general manager of WCMW, M. R. Schneider, president of the Stark Broadcasting Corp., announced here yesterday. A veteran of twelve years in radio, Taylor most recently was managing editor of Canton's Public Opinion, a weekly magazine.

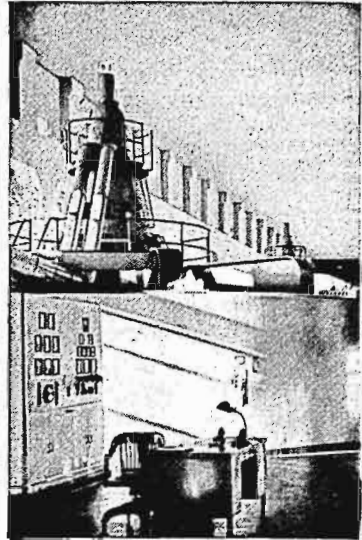
MacDonald Elected

John H. MacDonald, administrative vice-president of the NBC, was elected to the newly-created office of chairman of the board of the Controllers Institute of America at that group's 16th Annual Meeting, held October 19-24 at the Drake Hotel, Chicago. President of the organization since September 1946, Mr. MacDonald served on its board of directors for three years, beginning in 1939, and recently ended a five-year term on the advisory council of the organization.

Pilot radio in behalf of its "Pilot-tuner" FM converter, starting October 28.

Tabulation by the network's co-op department shows 1,083 current program sales by the web's affiliates, compared with 584 a year ago. Total number of local sponsors represented exceeds 1,500, it was said.

Heading the co-op group are Kate Smith on 302 stations, Fulton Lewis, Jr., on 288, and Cedric Foster, 127 as of Oct. 15. "Information Please," which started as a co-op feature recently, is sold on 98 Mutual stations.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

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

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.

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

Table Merchandising Technique Displayed

(Continued from Page 1)

and production crew, a transmitter and a dozen DuMont receivers for the purpose of showing 800 of the country's top merchandisers gathered at the Boston Conference. Distribution, how, in a script written especially for television, entertainment can flow naturally into demonstration of the uses and enjoyment of a product.

Taking the merchandisers—not as clerks nor as advertisers but as ordinary consumers to whom it had something to sell, DuMont's receiver sales division applied to the introduction of its new table model the techniques that DuMont network experts advocate for other time buyers. Through an original script, prepared by Ted Ferro, it cloaked its sales message and demonstration in family comedy. The show was produced by Buchanan & Co., Inc.

To prove to merchandisers with millions to spend on advertising that television is an arresting entertainment medium, Lawrence Phillips, DuMont's network director, asked Robert Gordon to round up and direct a cast of New York radio and theatre talent.

Ferro's script was built around an episode in the life of John Peters, a department store section head, who, as the payoff on 25 years of faithful service was presented with a remembrance gift right out of the Twentieth Century—a DuMont television table receiving set—because television is here to stay.

Then in a scene that fell naturally and easily into dramatic sequence, the camera was beamed first on the set itself, which was shown as an attractive piece of furniture, and then on Peters, his family and friends using it—and enjoying what it brought them.

"The skit was designed to get across two messages about television," Phillips said in an interview after the telecast. "It sought to show something about television as a new channel of communication between buyer and seller and also something about television as an entertainment medium."

Plan New Transmitter

San Francisco—Station KROW, San Francisco - Oakland, has announced plans for starting construction of a new AM transmitter for power increase from 1000 watts to 5000 watts, day and night. Site for the new plant is a 20-acre island in San Francisco Bay opposite the toll plaza of the San Francisco-Oakland Bay Bridge.

Women Broadcasters Program For 2nd Dist.

(Continued from Page 1)

Oct. 24, 25 and 26, was announced the past weekend.

The agenda planned for the meeting is as follows:

Friday, October 24, 7:00 p. m., dinner for Alma Kitchell, ex-president of AWB, and Jane Todd, Deputy Commissioner of State Department of Commerce.

Hanna Speaks Saturday

Saturday, October 25, 9:30 a. m., Michael R. Hanna, manager WHCU, Ithaca, keynoting with 'Women's Programs in the Eyes of the Station Manager.' Followed by a panel discussion on 'How to Make Good Programs Better'; under chairmanship of Sally Work, WBEN, Buffalo. Participating will be Neil Moylon, State Radio Bureau; Jane Todd, Department of Commerce; Mary Phillips, New York State College Home Economics. Mary Margaret McBride, of WNBC, winds up this morning's session with a pitch on 'This Matter of Commercials.'

"Then luncheon at 1:00 with Mrs. Dewey as guest and Dr. Elizabeth Lee Vincent, Dean of the New York State College of Home Economics, speaking on 'Women and Radio.'

"Afternoon session will be a panel discussion on 'Are We Giving Women Listeners What They Want From Radio?' with Margaret Cuthbert of NBC in the chair. Speakers are coming from business, educational, rural and urban homes.

Reception Saturday

"At 5:00 on Saturday, the State Radio Bureau throws a reception for AWB members. At 6:30 on Saturday, there is an informal dinner with no speakers. Sunday, for those who can make it, the AWB will drive to Poughkeepsie to be studio guests at the new Mrs. Roosevelt program on ABC. Then WKIP, Poughkeepsie, shows the AWB people through the studios and finally there will be luncheon and a trip to the Roosevelt Library."

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
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THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD.
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HENRY GREENFIELD, Mgr. Director N.Y. 19

SALESMAN who has had wide local station experience as program director and salesman is seeking a real opportunity with an aggressive ownership and management. Veteran, 31, single, an understanding of promotion and market analysis, and one who sells intelligently, soundly and with plenty of radio know how. Write Box 408, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Rule-Revisions By FCC Averaged High In 1947

(Continued from Page 1)

and two other members through most of the summer, it has averaged about one rule change every other day. A total of 140 changes in the sections affecting broadcasters during the current year were counted last week by the Broadcast Service Bureau, a new service devoted to keeping broadcasters up to the minute on the text of FCC regulations.

In Part 1 of the rules—relating to organization, practice and procedure—there were 61 changes; in Part 3—rules governing standard and high frequency broadcast stations—there were 14 changes; in Parts 4 and 5—rules governing experimental and auxiliary broadcast services—there were three changes; in Part 13—rules governing commercial radio operators—there were 11 changes, and in the engineering standards there were 27 changes in the AM section and 22 in the FM section.

Seth Gets NBC Post

William R. Seth, formerly director of advertising and promotion for the NBC radio-recording division, has been appointed manager of advertising and promotion for the NBC National Spot Sales department, James V. McConnell, director of National Spot Sales, announced yesterday. Charles E. Soden has been named assistant to Seth.

Rexall Tests Series On Southeast Outlets

(Continued from Page 1)

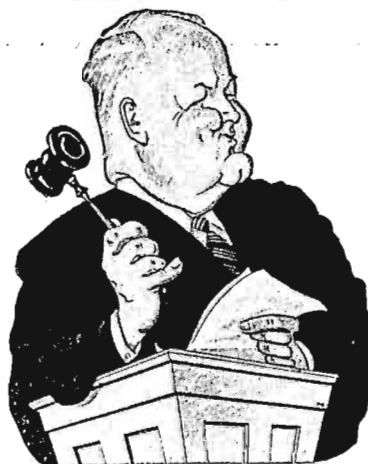
ber schedule include: WATL, Atlanta; WPDQ, Jacksonville; WBIR, Knoxville; WAGC, Chattanooga; WBRC, Birmingham, and KARK, Little Rock.

Plans are under way, Miss Chace said, for scheduling the new show on other stations in the territory served by the Lane Rexall Drug Stores and this will include other stations in Georgia, Florida, Tennessee, Alabama, Arkansas, the Carolinas and Louisiana.

The new series of 15-minute programs is being done by Stan Raymond, Director of Sports for WATL, and deals with the recollection of outstanding sports events and sports characters from the past. Gene Walters is the announcer. The show is from scripts prepared by Jack Strausberg.

Gaeth On MBS

Arthur Gaeth will replace Leland Stowe, starting Oct. 22, on the quarter-hour series sponsored over MBS by the United Electrical, Radio and Machine Workers of America, CIO, every Wednesday at 7:30 p.m., EST. Show is rebroadcast over WMCA, New York, on the same day at 9:30 p.m.



THOUSANDS
LAUGH
WITH

"The Jolly Judge"

Monday through Saturday, 9:05-10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

WGY

Complete details from NBC Spot Sales or WGY
SCHENECTADY, N. Y.

GENERAL ELECTRIC

LOS ANGELES

By RALPH WILK

BOYCE WRIGHT, program director of KGO, San Francisco, is in Hollywood conferring with Don Searle, vice-president of ABC's western division and other ABC representatives, regarding arrangements for a celebration in December which will mark KGO's power increase from 10,000 watts to 50,000 watts.

Distinction of being the first non-member to address the 10th Congressional District of the California P.T.A. at a meeting in the Los Angeles Board of Education Building Monday morning, Oct. 13, fell to Lou Holzer, producer and director of a half-hour radio show endorsed by the organization. The program, "California Caravan," heard every Sunday over ABC's state-wide network, is recommended by the P.T.A. as one of the best programs on the air, combining entertainment and education to excellent advantage. Holzer told the P.T.A. how radio in general and his show in particular is striving to present entertainment designed to encourage high civic and moral standards in youthful listeners.

Screen Players Studios are presenting a new juvenile radio show, Young America, on KFOX at 5:45 p.m. on Saturdays. The program consists of a group of Long Beach young actors and actresses from eight to sixteen years old. They write the scripts, act them, and also handle the announcements and sound effects.

A special Community Chest program produced under the supervision of the Audio Visual Department of the city schools was presented Oct. 13th on KFOX, Long Beach. Titled "What Do You Know," the script probed listeners knowledge of various Community Chest activities with Junior High School students in acting all roles. Miss Walker of the city schools authored the script and directed the program.

Mal Boyd, independent radio-motion picture liaison, was guest speaker last week, at the University of California Extension course in Radio-Advertising, meeting in Studio B of NBC. His topic was "Motion Picture Exploitation in Radio."

The Tex Ritter Show will be heard daily, Monday through Friday, over KFI. Starring Tex Ritter, the program is written and produced by George Lee Marks, formerly with CBS.

Hank Weaver, currently a member of the announcing staff at KECA-ABC, is being transferred to the news and special events staff at KECA, replacing Hugo Carlson, resigned, on KECA's 11 p.m. news edition.

WANTED

Experienced Time Salesman,
12 1/2% Commission, Nominal
Advance, Write Station
WNNP, Evanston, Illinois.



Mainly About Manhattan. . . !

• • • Wm. O'Neil, Yankee Network proxy, denying published reports that the web is up for sale. . . Bing Crosby may do his transcribed Philco shows in England if Petrillo's ban on recording becomes effective Dec. 31st. . . Wanna bet that Billy Rose didn't get any 20 G's for the "Big Break" title from Milton Biow, as itemed in a Coast gossip col'm? . . . The gang around Toots Shor were discussing Milena Miller's departure from the Kratt show the other mid-day. "What are they doing for a replacement?" one wanted to know. "Another song by Jolson," was the merciless retort. . . Biow off to the Coast to wrap up the Dinah Shore show. Harry James, we understand was signed a month ago, contrary to reports that he may bow out. . . Smart Public Relations Dep't: On a broadcast the other nite, no sooner did the announcer finish a "spot" telling young men of the advantages of joining the National Guard than the newscaster reported the death of two Nat'l Guardsmen in a Colorado plane crash in line of duty. . . Greatest concentrated spot job in radio, to our knowledge, has been set up by 20th Century-Fox drum-beating "Forever Amber." Over 100 spots have been scheduled for a three-day period over two stations — WOR and WNEW. . . Hey, fellas, if you wanna see the fights at your local bar, be sure to order Scotch. The best locations are for the best drinks, natch.



• • • WCMB, the new independent station in Lemoyne, Pa., (Harrisburg), has set a pattern for mutual co-operation between the film and radio industries which might well be followed by the trade. The new station, which begins operation on Jan. 1st, has taken quarters above a movie theater in Lemoyne, owned by the Chertcoff circuit and operated only in the evening. Ed Smith, the hustling young gen'l manager of the new station, has made a deal with the theater owners to give him full use of the theater auditorium which seats approximately 750, thus enabling him to take advantage of the "studio" with morning and afternoon audience shows.



• • • AS I LIVE AND DIAL: Radio comedians who heckle their writers on the air when a joke misses are admitting that THEY don't know what's funny, for there isn't a comic of importance in radio who can't bounce a bad one out of a script when he reads the thing at rehearsal. . . The meanest voice in radio belongs to one of the nicest guys—Ralph Bell. He's high on my "hi" parade, along with Manny Kramer, Larry Haines, Chuck Webster and Kenny Lynch, all top delineators of the bad-boy type of radio interpretation. . . Arthur Godfrey's Talent Scouts, forerunner of the avalanche of "opportunity" shows, is still by far the best of the lot. Irv Mansfield's gimmick of having the public introduce the talent with its accompanying human interest and humor, combining with Godfrey's warmth and sincerity, plus Ken Lyons' air-tight script, mark the big difference. . . Take any five quizmasters on daytime or twilight programs and I defy you to notice any difference among them. They all sound exactly the same. . . Hidden talents of Important Personalities: Peter Donald plays great piano, ditto Andre Baruch—Tony Martin and Fred MacMurray are swell saxophone swingsters—and agent Frank Cooper is good enough right this minute to play minor league baseball. . . Hard to believe that cute Jay Meredith and Charita Bauer are mothers.



• • • SMALL TALK: Joe Hasel's predictions on football are standing up again this year. He figured Army would at least tie Illinois and called the Rutgers-Princeton and Harvard-Virginia upsets. . . Alan Courtney, crack platter chatterer, is opening up a soda luncheonette out in his home town of Freeport, L. I. He'll broadcast daily from the joint over local Freeport station as well as a N. Y. indie outlet. . . Big improvement in "Blondie" since Alan Sands joined the writing setup. . . Theme song for Chas. Luckman, as offered by Tim Marks: "Into each life some grain must fall."

CHICAGO

By NAT GREEN

MARK WOODS, president of ABC spent the past week in Chicago.

Ros Metzger, vice-president of Ruthrauff & Ryan, is author of a new song titled "Red's Back In Town," which was introduced Monday by singer Lon Saxon on the "Famous Names" show.

Philco Television sets are being introduced in Chicago this week with full page ads in all of the dailies.

Johnny Hill, singer who appeared last Monday on Paul Whiteman's "Or Stage, America," received two offers the same night; one to appear at Hel-sing's Vaude Lounge and the other to record for Universal Records. Hill is a member of the "Junior Junction" program cast.

"American Radio Warblers" returned to the air Sunday over WGN and Mutual for the start of their 20th season. Preston Sellers provides the background organ music.

Kay McNeill, wife of toastmaster Don McNeill, thanked "Breakfast Club" listeners for the more than 15,000 gifts, letters and cards sent to 12-year-old Tommy McNeill when he was hospitalized with polio.

Geraldine Kay, Harry Elders and singer Pat Millbank appeared as the celebrity guests to help launch the new teen-age night club in the Evanston, Ill., Youth Center, the Plantation Room, last Monday and Tuesday.

"Northwestern Reviewing Stand started its 14th year on WGN Sunday, when wire recordings of divorce testimony made in the courtroom of Judge John A. Sbarbaro of the Cook County Superior Court was introduced for comment on the topic "Marriage Is On Trial."

Stork News

Sydelle and Murray Bloom are parents of a daughter born Tuesday Oct. 7, at Sloane Hospital, New York. Mother is Dell Chandler, radio editor for New House Syndicate. Father is a magazine writer.

WTA-g SHEET

Serving Wisconsin
Folks 24 hours
daily

WTAQ

5000
CBS
1360

GREEN BAY

For SPEED Phone WEED

Clear Channel Hearing Opens In Washington

(Continued from Page 1)

ming farm listeners. He suggested that "applicants who agree to provide adequate rural radio service within a given area" be given priority of the use of the hitherto un-released 540 kc. band, and specifically proposed land-grant colleges.

When Attorney Louis Caldwell, representing the clear-channel broadcasters, referred to the fact that in early radio days many educational organizations had been licensed but had discontinued broadcasting, Wieting said it would be a different story now because there is a greater awareness of the importance of radio service in these days.

FCC Engineers Harold Anderson, George Watters and George Jensen opened the hearing with the presentation of some engineering data they had touched upon earlier in the course of the protracted hearings.

Wieting declared that many educational stations today have inadequate power and poor frequency assignments, and proposed that they be given better assignments and more power. In return, he added, these educational stations "should accept the responsibility for rendering complete farm radio service. They should also have the responsibility of providing free radio time to civic and welfare organizations which serve the public interest.

"While we have never advocated the breaking down of the clear channels, if this should be the action of the FCC we ask that some of the new wavelengths then made available be granted to educational stations so that they can improve their service to farmers.

"We suggest that each station serving rural areas should be required to devote a fair portion of its time throughout the three periods of the day to programs and services of distinctly rural nature."

McKnight Set For "Beulah"

Tom McKnight, radio writer and producer, will direct and be script editor for "Beulah," newest radio property acquired recently by Procter & Gamble, it has been announced by Show Productions, radio producing subsidiary of Dancer-Fitzgerald-Sample, Inc., the advertising agency handling the account.

Bob Carroll Is Barry Guest

Bob Carroll, who plays the role of Tchaikowsky in the Broadway stage show, "Music In My Heart," will make a guest appearance on Jack Barry's Daily Dilemmas today over WOR, 2:30-3 p. m.

Announcer Wanted Immediately

Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

★ AGENCY NEWSCAST ★

JUDSON K. MULFORD has joined Geyer, Newell & Ganger as traffic and production manager. Mulford takes over the duties of Anthony LaSala who, after serving the agency as head of its production department for the last 15 years, was recently appointed an account executive. Before coming to G. N. & G., Mulford was production supervisor for the McGraw-Hill Publishing Company, and previously was associated with the Conover-Mast Corporation as art director and production manager.

ROBERT J. ENDERS ADVERTISING AGENCY of Washington, D. C., has named Raine Bennett, director of public relations. Bennett has had considerable experience in the newspaper, radio and publicity fields. He was dramatic editor of the San Francisco Chronicle and later, in Hollywood, was associate producer of Colortart Pictures, Inc. Thereafter he joined KFI, an NBC affiliate, as a commentator, in which capacity he served for 10 years.

A. D. ADAMS has been engaged as advertising manager of Air King Products Co., Inc., Brooklyn, manufacturers of radios, combinations and wire recorders. Adams was formerly an account executive with Hickey-Murphy-St. George, Inc., Advertising Agency.

NEW CHAPTER of the American Association of Advertising Agencies, to be called the Southern Ohio Chapter, has been organized for AAAA member agencies in Dayton and Cincinnati. The chapter was organized under the leadership of Dayton members, who elected the following officers: chairman, Hugo Wagenseil of Hugo Wagenseil & Associates; vice-chairman, E. G. Frost of Geyer, Newell & Ganger, Inc.; secretary-treasurer, Carter Helton of Kircher, Helton & Collett. Other members of the chapter's board of governors, in addition to the officers, are: H. H. Hutzler of Hutzler Advertising Agency, Inc., and C. W. Stoup of Foote, Cone & Belding.

LEE MALKIN has joined Lew Kashuk & Son Advertising Co., as account executive. Miss Malkin was formerly advertising director of Goodwins Associated Stores in Brooklyn and Jamaica.

ADVERTISING of Drambuie, the Scotch cordial, has been placed with the Charles W. Hoyt Company, Inc., New York City. Drambuie, it is said, was originally the private liqueur of Scotland's Bonnie Prince Charlie, and gets its name from the Gaelic "An dram buidheach" meaning "the drink that satisfies." It is now being exclusively distributed in this country by W. A. Taylor & Co., New York City.

Multiple Video System Planned For Cincy Hotel

(Continued from Page 1)

as "the most modern hotel in the country," will have immediate video service in large suites, dining rooms, cocktail lounges plus later provision for television reception in 350 guest rooms.

Intra-Video Corporation's introduction of a multiple dwelling television service for apartment buildings was formally approved by the Television Broadcasters Association earlier this year and proved largely instrumental in eliminating objections against tele antennas raised by landlords.

Terrace Plaza installation will be used as the "reference" installation for the Cincinnati Realty Market, it was said. Intra-Video has scheduled "pilot" installations for key cities throughout the U. S. and hotels, department stores, etc., will have the system in use for demonstration purposes.

Radio And Television Covering Press Forum

(Continued from Page 1)

G. Winant, Carl Sandburg and Secretary of Defense Forrestal. Parts of today's sessions are to be broadcast by MBS, ABC and WMCA.

Television coverage of the forum is exceptionally heavy this year with WNBT devoting nine hours and 35 minutes of air time to the various sessions.

Aiding Mayor's Campaign

Mayor O'Dwyer has requested Bea Wain to head the radio division of his campaign for Jobs For Wounded Vets. The Mayor presented Bea with a batch of recordings, "Let's Get A Job For A Purple Heart Joe," the theme of the drive.

*Send Birthday
Greetings To—*

October 21

Tommy Riggs Louis Sobol
Irving S. Strouse Frances Scully
Jack Holden W. Calvin Moore

Cineffects
INC.

THE PRODUCERS' AID

SLIDE FILMS MADE
FROM COLOR
TRANSPARENCIES

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

**IT PAYS
TO COVER
THIS RICH
MARKET**

**EASTON,
PA.**

WNET

(Established 1936)

A
**STEINMAN
STATION**



APPLIANT

Sales Representative

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco and Hollywood

BEHIND THE MIKE

By SID WEISS

STAN KENTON'S ork topping its own records of last season on northwest jaunt of one-niters. Stan heads east on the 26th and opens at the Commodore Nov. 25th.

Mel Torme due at Chicago's College Inn after his Paramount Theater run.

At Gilmore's Steak House a wag related that he knows a fella who's so smart—he knows more than Philip Morris smokers know.

Louise Howard, No. 1 Fifth Ave. singing comedienne, hopes the Big Four removes the Big Fear.

Marilyne Towne's latest disc, on the Franwil label, features "I Gotta See a Psychiatrist," backed by "Merry Christmas and Happy New Year To You."

Mike Hall and Frances Stillman, partners in publicity, are making it permanent. They're honeymooning up at Grossinger's this week.

Bob Garrity, 20-year-old lad from Farmingdale, L. I., signed by Symphony Sid and Ray Carroll to assist on their WHOM all-niter.

Trade's talking about Eversharp's new fashion razor, encased in gold and white, for milady. It's a boudoir beaut.

Plane Survivors Arrival On Special Web Shows

(Continued from Page 1)

recorded program Sunday (2-2:30 p. m. EST) from its Boston affiliate, WCOP, in which station newsmen Jack Bell, Rob Cochran, Dick Doty and correspondent Una King interviewed survivors of the near-tragedy in the mid-Atlantic. Network newsmen recorded other interviews of the Bibb's crew as it docked for rebroadcast on ABC's news programs "News of Tomorrow" at 11 p. m. Sunday night and "News of the Week Around the World," at 3 p. m.

On CBS's Joseph C. Harsch Sunday show (5:45-6 p. m. EST), WEEI correspondent Charles Ashley was heard in a recorded interview with several of the survivors and members of the Bibb's crew, describing high points in the 24-hour rescue operations last Tuesday and Wednesday.

Mutual carried two pickups of the "Queen" passengers and Bibb arrival, one Saturday night (8:30-8:40 p. m.) direct from the Coast Guard ship at sea in which Capt. Paul Cronk related dramatic points in the rescue. Network made a pickup of the arrival Sunday afternoon (2:45-3) with descriptions of the Bibb's passengers return to dry land by WNAAC correspondent Lester Smith. Both pickups were made via WNAAC and carried on the Yankee Network.

Meanwhile, the dramatic ending to the air-sea saga was filmed by NBC's television crew Sunday as the Bibb arrived in Boston and will be shown over WNBT tonight at 8 p. m.

NETWORK SONG FAVORITES

The top 33 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 October 10-16, 1947

TITLE	PUBLISHER
Ain'tcha Ever Comin' Back	Sinatra Songs
An Apple Blossom Wedding	Shapiro-Bernstein
—And Mimi	Shapiro-Bernstein
Almost Like Being In Love	Sam Fox
Ask Anyone Who Knows	Witmark
Christmas Dreaming	Leeds
Come To the Mardi Gras	Southern
Don't Tell Me	Robbins
Don't You Love Me Anymore	Oxford
Feudin' And Fightin'	Chappell
Fun And Fancy Free	Santly-Joy
I Have But One Heart	Barton
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Just Plain Love	E. H. Morris
Kate	Berlin
Kokomo, Indiana	Bregman-Vocco-Conn
Lady From 29 Palms	Martin
Lazy Countryside	Santly-Joy
My Heart Is A Hobo	Burke & Van Heusen
Naughty Angelina	George Simon
Near You	Supreme
On The Avenue	Leeds
Peg O' My Heart	Robbins
Sipping Cider By The Zuyder Zee	Bloom
Smoke, Smoke, Smoke	American
So Far	Williamson
The Stanley Steamer	Harry Warren
Tallahassee	Famous
Too Marvelous For Words	Harms
You Do	Bregman-Vocco-Conn
Ya Sure You Betcha	Patmar
Whiffenpoof Song	Miller

Second Group

TITLE	PUBLISHER
A Fellow Needs A Girl	Williamson
All My Love	Harms
All Of Me	Bourne
Ballerina	Jefferson
Best Things In Life Are Free	Crawford
Civilization	E. H. Morris
Every So Often	Harry Warren
For Once In Your Life	Dreyer
Forgiving You	Mellin
Hills Of Colorado	London
Home Is Where The Heart Is	Advanced
It Happened In Hawaii	Remick
My How The Time Goes By	Chappell
Serenade Of The Bells	Melrose
That's My Desire	Mills
The Turntable Song	Miller
What Are You Doing New Year's Eve	Famous
Why Should I Cry Over You	Feist

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COAST-TO-COAST

—CALIFORNIA—

OKLAND — Russ Coughlan, OKROW program director, has been selected by the Associated Students of the University of California at Berkeley, to teach a series of night sessions in "Radio Workshop." . . . SAN FRANCISCO—KSFO recently broadcast the ceremonies in which A. F. L. President William Green was awarded a plaque for "his endless crusade for freedom of conscience, the dignity of man and the human rights of people everywhere." Plaque was presented by the Catholic Interracial Council, the Jewish Labor Committee, the Negro Labor Committee and the Presbyterian Institute of Industrial Relations at the A. F. L. Convention in this city.

—CONNECTICUT—

HARTFORD—Charles Glover DeLaney is the proud papa of a son, Charles Glover DeLaney, Jr., born October 14 to the wife of WHTH's general manager. . . . NEW HAVEN—WAVZ recently inaugurated the first in a series of American Red Cross programs entitled, "In Your Name." Series deals with dramatizations depicting the work of the American Red Cross in camps, hospitals and overseas U. S. military establishments. . . . STAMFORD—New frequency modulation station in this area, WSTC-FM, signed on the air October 18. First FM station in Fairfield County, the new outlet operates under one kilowatt power and has been assigned to channel 244, 96.7 megacycles.

—INDIANA—

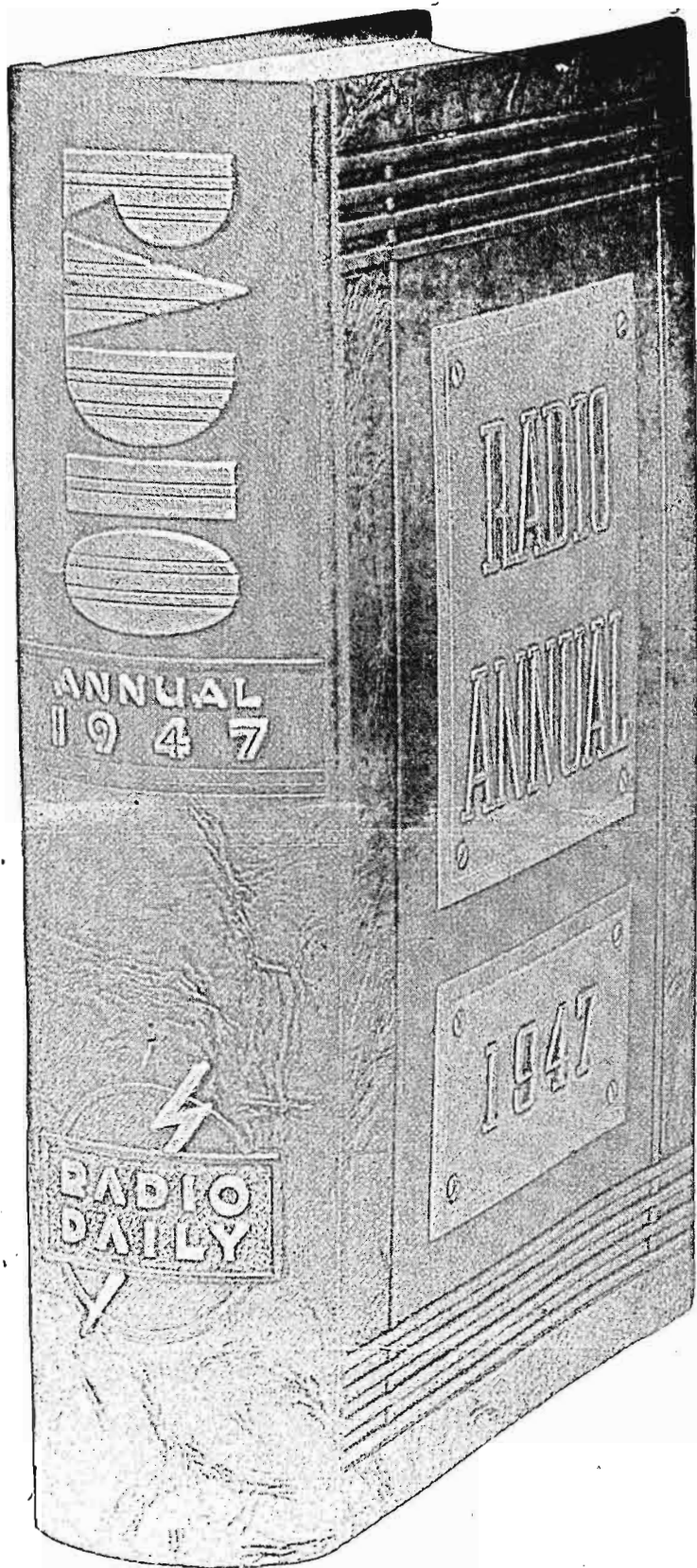
FORT WAYNE — New series of children's shows on WOWO is "Stories for Marmaduke." At the organ to indicate the moods of the inquisitive bookworm is Bill Wetzel while vocalist Bob Shreve takes the lead in singing the theme, assisted by three members of the continuity staff: Barbara Snyder, Lois Frede and Shirley Wayne. . . . Norman C. Widenhofer, WGL sales promotion director, has been appointed program director for the Farnsworth station.

—MICHIGAN—

DETROIT—Expert program counsellor, Judith Lawton, has been signed as the new program director of WJBK. She was formerly with WTOD, Toledo, Ohio, where she acted in about the same capacity. . . . Tom Harker, well known sales executive, recently resigned from heading WJR's sales department to join the Fort Industry Company in the newly created position of national sales manager. . . . GRAND RAPIDS—New feature on WJEF is "All Aboard" with Nate Bryant, who interviews Detroit-bound passengers aboard the Pere Marquette streamliners just before departure time, later airing the recorded broadcast over the station.

Kohn To Manage WMID

Atlantic City—Edwin E. Kohn, of this city, former general manager of radio station WFPG on Steel Pier, has been appointed manager of WMID in the convention hall, in a staff revision, according to official announcement made by the station.



**HARD
TO-GET
FACTS
WILL BE EASILY
AVAILABLE
IN THE NEW
1948
RADIO ANNUAL**

**RADIO ANNUAL
WILL SPOTLIGHT
MANY NEW
FEATURES, IN
THE
TELEVISION
YEAR BOOK
SUPPLEMENT**

**THE 1948
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION**

Record Industry Steps Up Production In Answer To Petrillo's Union Edict

(Continued from Page 1)

nies pointed out, since Petrillo first predicted such action last summer. For several months the recording industry has been working quietly to build up a backlog of releases but production plans were suddenly intensified Monday with artists, music publishers, pressing plants and recording firms working hand in hand.

Speculation as to whether or not Petrillo's ruling will be enforced on Dec. 31 varied in New York radio and recording circles but the consensus was that Petrillo has not made his last statement. Some held the opinion that the announcement was only a "trial balloon" designed to get a new deal for the musicians. Others guessed it was aimed at intimidating the networks whose contracts with the AFM expire next February.

The main item in Petrillo's announcement which brings suspicion to the minds of radio and recording execs is the ban against records for home use. This inclusion, they feel, is a tip off that something else is forthcoming since it's hard to conceive, as one exec put it, of "a recordless world." Such a ban would also close down many music stores which deal almost entirely in phonograph records. Another curiosity as to the AFM chief's real motive flows from the fact that he announced the ban two and a half months before it is to take effect, an unusual procedure, according to trade views.

Although industry execs feel some arrangement can be worked out with Petrillo, recording facilities will be at a premium for the rest of the year as companies rush to build up backlogs for clients and their own catalogues. Regular clients will be given preferences, it was said yesterday, and many late comers may be frozen out entirely.

The possible repercussions to Petrillo's edict does not mean the death of radio's musical jingle. Harry S. Goodman Radio Productions, which specializes in this operation, revealed that it has devised ways of circumventing such a ruling and that the jingle will live on. By the end of the year, however, Goodman clients are expected to build up backlogs which will last for months.

Petrillo had sent no official noti-

Well Named Counsel

Chicago — James C. Petrillo, president of the AFM, has announced the appointment of J. Albert Woll, former U. S. attorney in Chicago, as general counsel for the AFM, to fill the vacancy caused by the death of Joseph Padway, who died October 8 while speaking at the convention in San Francisco. Woll recently joined Padway's law firm. He is a son of Matthew Woll, who was first vice-president of the AFL until the post was abolished at the San Francisco convention.

'Showdown' Planned

Washington — While it was learned here that Jess Willard, assistant to NAB President Justin Miller, will go to New York today to meet with record manufacturers in an effort to work out common strategy for the showdown with the AFM czar, James C. Petrillo, J. N. Bill Bailey, executive director of FMA, said he could make no comment on the matter without instructions from his board. FMA will hold back from joint action for the present, he said, but his board will either be polled by mail or will meet within another week to ponder the matter. Today's session, said NAB, will be a meeting of the all-industry committee provided for by the NAB's Atlantic City convention. FMA and TBA have been invited to attend.

fication to radio and recording firms late last night and one question still to be answered is whether the order affects transcribed repeat broadcasts on the networks. CBS has ten programs in this category, ABC has a good many and NBC has some which are repeated by individual stations only, not on a network basis. Mutual has 10 live shows with ET music in addition to all-recorded programs and transcribed repeats. One of the big questions at ABC is what effect, if any, will be made on the Bing Crosby show but no enlightening developments had occurred yesterday.

As for open-end transcriptions, one exec predicted Petrillo's ban will increase the sale of catalogues now in existence. It was pointed out that if the ban should become permanent, disc jockeys will eventually exhaust their libraries, at least in part, thus leaving program vacancies. Open end transcriptions, it was said, can easily fill the gap for more than two years to come.

ET Producers Mark Time

The opinion prevalent among top execs of leading transcription firms was also one of "wait and see." Although several companies queried offered only a terse "no comment," it was the consensus that increased production of ET's until Dec. 31, when the ban goes into effect, would enable producers of transcribed shows to continue uninterrupted service to their clients for as long as Petrillo's proposed order may be in force.

None of the transcription producers has received official notice of the proposed ban from the AFM. Until such notice and its interpretation is at hand, it was said, no definite stand could be taken because of the possibility that some segments of the industry might be exempt.

No undue concern over the fiery labor leader's latest edict was shown by any of the producers. Estimates of the backlog of shows that will have been transcribed by the end of the year range from eight months to

two years, and, according to the president of one of the top firms, "Something's bound to snap by that time."

Although Petrillo's action was not unexpected, some expressed surprise that transcriptions were included in the ban. The AFM scale for transcription work is the highest in the industry, \$27 an hour, and in view of the fact that open-end ET's are used only once, they do not compete with live broadcasts, it was stated.

Some Want Trade Organization

An added result of the edict was renewed effort among a few producers to form a trade organization. Similar moves proved unsuccessful in the past, but proponents of the proposed organization claim Petrillo's action offers added impetus to the plan.

Luckman On WNYC Today

Charles Luckman, designated by President Truman as chairman of the Citizens' Food Committee, Dr. Israel Weinstein, Health Commissioner, and Eugene Schultz, Markets Commissioner, respectively, of New York City, will participate in a special Food Conservation Appeal over WNYC today, October 21, from 1:15-1:45 p. m. All speakers will

SMPE Meet Opens; Theater Tele To Fore

(Continued from Page 1)

and electronics trade organizations.

Included among yesterday's business sessions was the election of officers and governors to fill posts to be vacated at the end of this year. Ralph B. Austrian, vice-president in charge of television for Foote, Cone and Belding, was elected treasurer of the SMPE for the coming year, and Paul J. Larsen, chairman of the Society's committee on theater television, was elected to the board of governors.

Television papers to be read at tonight's and Thursday's session include: "The Development of Theater Television in England," by Capt. A. G. D. West, director of Cinema-Television, Ltd.; "Theater Television—A General Analysis," by Alfred N. Goldsmith, consulting engineer; "The Activities of the SMPE in Theater Television," by Paul J. Larsen; "Optical Problems in Large-Screen Television," by I. G. Maloff, RCA; "Developments in Large-Screen Television," by R. V. Little, RCA; "Television Transcription by Motion Picture Film," and a demonstration of the Kodak Company's television recording camera by three company executives.

stress the urgent need of full American co-operation in the plan for saving food in the present world crisis.

DON'T MISS

THE POTENT TALK ON TELEVISION

For Advertisers Not Already Using It

by

MR. PAUL WEST

President, The Association of National Advertisers

at

THE AMERICAN TELEVISION SOCIETY

Luncheon Meeting—Tomorrow

DATE: October 22, 1947

TIME: 12:00 Noon

PLACE: East Ballroom

Hotel Commodore

CHARGE: Luncheon, \$3.25

Meeting is open to Society members, guests, persons working in television and kindred fields.

Indies Plan To Organize

NAB Music Committee Gets ET-Firms' Co-op.

Representatives of ten different record companies held an informal meeting in New York yesterday and approved the formation of a preliminary committee, to consist of possibly six or seven record execs, which will participate in future discussions with NAB's industry-wide music committee. Authorization for the industry music committee was granted by resolution at the NAB convention last month for the purpose of seeking "amicable solutions to the problems created by AFM."

Meeting of the record company
(Continued on Page 6)

Major Foreign Movies Now Available To Tele

New phase in the development of television film programming, currently retarded by the ban on top Hollywood productions, is introduced with the announcement yesterday of availability of major foreign language features by Gainsborough Associates.

The newly-formed package production outfit, Gainsborough has obtained exclusive video rights to several top
(Continued on Page 2)

NBC Book Compares Nets On Basis Of BMB's Study

An NBC booklet—aimed at advertisers and agencies—projecting the results of BMB Study No. 1, released earlier this year, was announced yesterday by Hugh M. Beville, Jr., web search director.

Using the BMB 10 per cent standard as a starting point, the booklet
(Continued on Page 2)

Televiewers

Fifty crippled young football fans will see their first football game on television next Saturday when Penn and Navy clash in Franklin Field, Phila. Wards of the Association for Aid to Crippled Children, youngsters will be hosted by U. S. Television Corp. at firm's headquarters. Kids will see the game on three large receivers, — with peanuts, popcorn and soda.

VA Appreciative

Washington—Broadcasters have done an outstanding job of informing veterans of their benefits and privileges, Veterans Administrator General Omar N. Bradley wrote NAB's president, Justin Miller. The letter was in connection with National Radio Week. Bradley pointed out that "this aid has been a material factor in assisting veterans through the period of readjustment to self-reliant, tax-paying citizenship."

Goldsmith Envisages Theater-Tele Future

The importance of television in the future expansion of the motion picture industry was emphasized at the 62nd semi-annual convention of the Society of Motion Picture Engineers at the Hotel Pennsylvania last night via a complete evening session devoted exclusively to development in the medium here and abroad.

Although theater television is still
(Continued on Page 6)

Paul West, ANA Prexy, To Address ATS Today

Paul West, president of the Association of National Advertisers, will be the featured speaker at the American Television Society's opening luncheon meeting today at the Hotel Commodore. Meeting will inaugurate a series of monthly luncheons which will feature prominent execs in television, advertising and related topics.

Clear Channel Proposal Made By CCBS Spokesman

Washington — The Clear Channel Broadcasting Service yesterday proposed to the FCC that its 16 member stations and four non-member stations be given power of 750 kilowatts day and night in order to provide nearly all rural listeners in the country with four program choices. The proposal was based upon CCBS' division of the nation into five regions, with the plan designed to put four

13 Independent Broadcasters May Form New Association At Dinner Meeting In Washington Today

Georgia Radio Case Settlement Reached

Atlanta—Based upon agreement of the parties, Judge Marvin E. Underwood of the U. S. District Court for the northern district of Georgia, yesterday signed an order dismissing the suit brought by the Regents of the university system of the state of Georgia, Radio Station WGST, against the Columbia Broadcasting System, Inc., Liberty Broadcasting Corp. and George B. Storer.

The order was signed after the
(Continued on Page 5)

Ziv Sells 18 Programs To U. S., Philippine Outlets

One station in the U. S. and two in the Philippine Islands have bought 18 programs from the Frederic W. Ziv Company, syndicated package producers, it was announced yesterday.

Biggest sale was to WKCT, new
(Continued on Page 7)

WORL Owners To Appeal Latest Decision Of FCC

WORL, Boston, whose application for license renewal was denied by the FCC last week in a decision which re-affirmed earlier action, will
(Continued on Page 7)

An organization of independent broadcasters loomed last night as a committee of 13 indie station operators began gathering in Washington for Thursday's conference with NAB officials on provisions of the new radio code.

The indie organization is expected to be perfected at a dinner
(Continued on Page 5)

Precedent Established By Commission Ruling

Washington Bureau, RADIO DAILY
Washington, D. C.—The FCC yesterday issued an opinion denying with prejudice the application of the Griffith Broadcasting Co. for dismissal of its application for a new station in Parsons, Kans., at the same time establishing a precedent against the passage of money between applicants by dismissing the application with prejudice on its own motion;
(Continued on Page 7)

Hope Tops Evening Shows; Sets-In-Use Increases

The Bob Hope program (NBC, Tuesday, 10-10:30 p.m. EST) leads the top 15 network evening programs according to the October 15th Hooper
(Continued on Page 3)

Public Service

To recognize and encourage civic leaders, and to pay tribute to their services to the community WBAL, Baltimore, has announced plans to make awards on the station's "Air Theater." Dr. David E. Weglein, public service counselor for WBAL, is general chairman of the committee of Baltimore citizens who will nominate the civic leaders for "outstanding achievement."



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

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6425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hebart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ COMING AND GOING ★

DON SEARLE, vice-president of the American network in charge of the web's Western division, has left Hollywood with MRS. SEARLE for a six-week business-and-vacation trip through the East. They'll stop over in Chicago and Detroit for contacts with ABC officials while en route to New York.

ROBERT A. SCHMID, vice-president of the Mutual network in charge of station relations, has left on a business trip to Indianapolis and Washington.

MICHAEL R. HANNA, general manager of WHCU, affiliate of CBS in Ithaca, N. Y., is back at the station following a short business trip to New York.

DICK ("Boston Blackie") KOLLMAR is in Boston to entertain at the Old Age Home.

PAUL WHITEMAN, musical director of the American network, will be guest of honor tonight at the Passaic High School Music Festival and Band Exhibition.

ROBERT Q. LEWIS, comedian heard on CBS, is in Worcester, Mass., where he will speak at the Radio Club operated by WTAD, Columbia outlet in the city.

ERIC SEVAREID, director of the Washington news bureau of CBS, is in New York covering the UN meetings and is broadcasting from Lake Success.

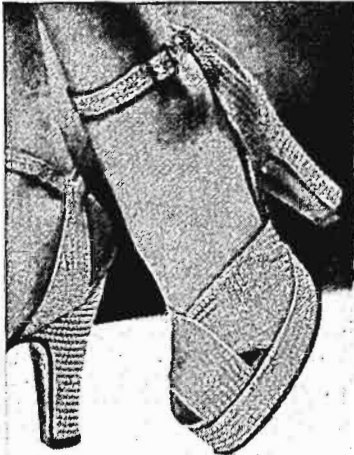
FRANCIS H. HOGE, JR., vice-president of U. S. Television Corp. in charge of sales, and LANCE C. BALLOU, sales promotion manager of the organization, are attending the National Television Exposition in Atlantic City.

DICK PACK, publicity and special events director of WNEW, is in Cleveland, where today he will address the Cleveland Radio Council on the subject, "Public Service Use of Spot Announcements."

LOUIS PRIMA is in Memphis, Tenn., rounding out a personal appearance tour. He'll return about Nov. 13, in time for an engagement at the Adams Theater in Newark.

IGOR GORIN, baritone heard on NBC's "Voice of Firestone," will be heard in concert tomorrow at Newport Beach, Cal.

TED COTT, program director at WNEW, leaves today for Washington, D. C., for meeting of the NAB committee of independent station executives on the proposed NAB code.



Major Foreign Movies Now Available To Tele

(Continued from Page 1) foreign productions distributed by Lopert Films, Inc.

Such foreign films as "Shoe Shine," "Cage of Nightingales," "Mayerling" and others will be available to television broadcasters shortly after first run engagements. "Shoe Shine" is currently in a first-run schedule at a mid-town theater.

All films secured by Gainsborough will be rented to television stations, and made available for commercial sponsorship, it was said. Move is expected to have wide effect in tele programming since major Hollywood productions are banned on video with the exception of shorts, documentaries and out-dated features.

Films to be released will be of recent date to capitalize on advertising, critical acclaim, publicity and promotion concurrent with all new releases.

Gainsborough execs point out that foreign language will prove no barrier to a quality foreign picture and further, will help to build greater public acceptance of this type of film. Principals of the new firm are: Jack D. Gaines, production director; Nathan M. Rudich, program manager; and Mike Jablons, public relations director.

"Carnival" Pact Ended

Contract agreement between WABD and Evelyn Lawson, director of public relations, Paul Belanger and James McNaughton, program production execs, terminated Friday together with plans for the Du Mont outlet to air the trio's \$23,000 package series titled "Carnival."

Belanger and McNaughton, formerly with WCBS-TV, and Miss Lawson, former King Features staffer, were brought in six months ago to produce the show and offer it to advertisers, in addition to programming work with WABD. Miss Lawson handled public relations for the station as well as presentation and promotion on the show.

Phila. Ad Agency To Use Tele To Sell Own Service

Philadelphia — First use of television by an advertising agency here to sell its own services was announced this week by the Philip Klein Advertising Agency which begins a 13-week series of quarter-hour shows on WFIL-TV starting Oct. 28. Series, titled "Philadelphia—A Great City," will introduce sections of the city's cultural and historic treasures, with prominent officials of Philadelphia appearing as guests on the programs.

FINANCIAL

(Oct. 21)

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.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Finch Tele Comm., Stromberg-Carlson.

NBC Book Compares Nets On Basis Of BMB's Study

(Continued from Page 1) compares the performances of the four major webs on levels of deeper penetration and on higher percentage levels. The book also makes a distinction between BMB's audience measurement and a station's coverage figures.

Although the BMB survey "may not be the ultimate answer," Beville said, it has proved a "valuable yardstick" in comparing listening audiences. He added that in tabulating counted listeners the study provides what is felt to be "the only true measure of audience."

IN CLEVELAND IT'S



THE GOLDEN TRIANGLE OF THE EMPIRE STATE. NEW YORK'S 3RD MARKET Covered by the NEW WROW 590 Kc - 5000 WATTS BASIC MUTUAL REPRESENTED BY AVERY KNOEDEL, INC.

Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper... and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom... today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember... Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost... W-I-T-H belongs on any smart list for products in a highly competitive field!

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

AGENCIES

DONAHUE AND COE, INC., announce the appointment of Paul Barbuto, art director with the agency for eight years, as executive assistant to William H. Schneider, vice-president and creative head of the agency. In a further art department expansion program, Frank V. Groesch, associated with the agency as a visualizer for the past 13 years, has been named art department manager. Additional appointments include Robert Holmes as assistant to Groesch; Lloyd McKean as assistant to Barbuto. Ben Rogers, recently art director for Buchanan and Company, has joined the Donahue And Coe staff as an associate art director.

JOHN BLAIR & CO., national station representatives, have engaged Jack Beaton as an account executive in the New York office, effective October 9. Beaton comes from the Mutual Broadcasting System, where he had served as an account executive for the past two years. Prior to that time, he had been regional sales manager for American Airlines.

WALTER KANER ASSOCIATES have been named to handle publicity, promotion and advertising of the New York State division of the Jewish War Veterans of the U. S.

ROBERT HUSSEY has been appointed manager of the Media Department in Chicago, according to an announcement made by J. Hugh E. Davis, executive vice-president and manager of the Chicago office of Foote, Cone & Belding. Mr. Hussey for nine years was Media Director at Dancer, Fitzgerald & Sample.

FCC Gives Approval To Sale Of Stations

Sale of WHHM, Memphis, to Mid-South Broadcasting Corp., for \$300,000 has been approved by the FCC. Also included in the sale is a conditional grant for WHHM-FM. Previous owner of WHHM was Herbert Herff. President of Mid-South is P. E. Furrow, one-third owner of KTBS, Shreveport, La.

The Commission also granted consent to the sale of KGGF, Coffeyville, Kans., from Hugh J. Powell to the Mid-West Broadcasting Co., for \$400,000. President of Mid-West is Fay N. Beaton, Manhattan, (Kans.) newspaper publisher.

Designated for hearing was the application for sale of KVAK, Atchison, Kans., for \$80,000. Application was for sale of station from S. H. Patterson to Albert Alving, Almada.

WANTED

Experienced Time Salesman, 12½% Commission, Nominal Advance, Write Station WNNP, Evanston, Illinois.

Hope Tops Evening Shows; Sets-In-Use Increases

(Continued from Page 1)

reports, with Fibber McGee & Molly and the Radio Theater following in that order.

While Hope and McGee had similar rating figures, the former had an audience-share of 68.2 against 66.2 for McGee. Radio Theater followed with 21.6.

Other evening shows in their order of Hooper ratings for the period are: Jack Benny, Amos 'n' Andy, Red Skelton, Al Jolson, Charlie McCarthy, Walter Winchell, Mr. District Attorney, Fred Allen, Screen Guild Players, Bandwagon, Bing Crosby, and the Great Gildersleeve.

"When a Girl Marries" leads the top ten weekday programs with a 6.1, followed by Queen For a Day, 6.1, and Our Gal, Sunday, with 6.0. Others in the weekday category, in order, are: Breakfast Club, Aunt Jenny, Big Sister, Ma Perkins, Young Widder Brown, Romance of Helen Trent, Breakfast in Hollywood, and Lorenzo Jones.

Average evening sets-in-use of 27.5 is up 4.6 from the last report and down 0.7 from a year ago. Average evening rating is 8.9, up 1.7 from the last report and down 0.2 from a year ago. Average available homes are 76.5, up from the last report, but down 1.1 from a year ago. Current total sponsored hour index is 66 as compared with 61¼ for the last report and 70 a year ago.

FCC Group In Schenectady To Inspect GE Tele Relay

Schenectady, N. Y.—An FCC delegation headed by Chief Engineer George E. Sterling and Chief Counsel Benedict P. Cottone will arrive here late this afternoon to inspect the New York-Schenectady microwave tele relay recently put into operation by General Electric.

The FCC party will visit the studios of WRGB, GE tele outlet here, this evening following dinner as guests of the company. Tomorrow the group will visit the Helderberg station and inspect one of the relay towers and its equipment.

Included in the FCC party will be Virgil Simpson, assistant chief engineer; Curtiss B. Plummer, engineer on television, and Louis D. De La Fleur, engineer on frequency allocation. Harry M. Plotkin, FCC assistant general counsel, and H. S. Cowperthwait, engineer on video, also may attend. Accompanying the group from Washington will be William H. Milton, Jr., GE commercial vice-president, and Morris B. Prescott, engineer.

WLIB's "Silence" Sold

The new gimmick of a mattress firm sponsoring 12 hours of silence has spread to WLIB, New York, where Sealy Mattress Co., has bought the last commercial of the evening, seven days a week. Campaign is based on "sponsored silence for soothing slumber." The 13-week contract was placed by Leon S. Gornick and Associates.

Announcing



Arch Shaward

As new WJR Sales Manager... brings twenty years of radio salesmanship and showmanship to Michigan's most powerful station.



WJR

50,000 WATTS

Michigan's Greatest Advertising Medium

CBS
THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

Represented by
PETRY
HARRY WISMER
Asst. to the Pres.

LOS ANGELES

By RALPH WILK

A MINIAURE model of NBC's "Duffy's Tavern," built to scale by Imagineering, Inc., of Hollywood, is included in a collection of famous film and radio sets to be toured nationally this fall for the benefit of the Marine Corps League, starting at the Texas State Fair.

Dick Joy, KCMJ co-owner and GM, has been elected first vice-president of the Chamber of Commerce of America's Foremost Desert, Palm Springs, Calif.; he was elected a member of the Board of Directors last spring.

Garry Moore, emcee of "Take It or Leave It," has announced his plans for organizing a recording company. Prime reason for move is to provide outlet for Moore's "patter" stories, but company will also disc other artists in that category. Tentative name for outfit is "Party Platters, Inc." Moore has one patter album on the stand that was recorded by Decca.

"Put Yourself in My Place, Baby," the new Skitch Henderson Capitol record from the pen of Frankie Laine and Hoagy Carmichael, is leaping into the best seller class and threatens to top any recent Capitol Record.

Frank Reardon, owner of KBOW, CBS affiliate in Butte, Montana, is in Hollywood for conferences with CBS executives. John Hogg, commercial manager of KOY, CBS affiliate in Phoenix, and for the Arizona Network, and his wife are here on a combination business and vacation trip.

Eddie Green, who plays the waiter on "Duffy's Tavern," has taken on a new assignment, the role of fix-it-all Lawyer Stonewall on "Amos 'n' Andy" show.

Walter Tetley, who plays "LeRoy" on NBC's "The Great Gildersleeve," has become a journalist in his spare time. He is writing two columns weekly for the Encino (Calif.) News.

Actress Marian Carr was guest on the Frances Scully "Stars in the Afternoon" show, October 17th on ABC. Miss Carr pinch-hitted for Miss Scully in the fashion commentary on the program, the latter being on vacation.



Mainly About Manhattan. . . !

• • • National Ass'n of Station Reps, already tiffing with CBS because of latter's interest in affiliates' non-web time sales setup, due for more top-blowing when they learn that NBC (and maybe ABC, as well) plans to count themselves in their affiliates' video spot ad picture. . . Oh, no! Dep't: Talk around that Zenith Radio is readying a give-away that will make all others look like five-and-dime stuff by comparison. Participants will have to solve a mystery with winner latching on to more than 30 G's. That's the way we hear it, at any rate. . . Henry Morgan may road-show his stanza in 10 cities as ballyhoo touch for his pic, "So This Is N. Y." . . . Observation: Not one quiz show made the first 15 in current Hooper. . . Wholesale axing of movie technicians is pushing latter right into the video field. . . Understand that recent NAB code development has made extremely unlikely any pitch right now for some sort of radio czar. . . Tom Breneman readying himself a round of personal appearances for Hooper-bolstering purposes. . . National Ass'n of Disc Jockeys to stage huge fund-raising show at the Metropolitan Opera House Jan. 25th, with Como, Sinatra, Berle and dozens of other B'way and H'wood stars already lined up. . . Stromberg-Carlson planning to hit the market with a wire-recorder. . . Mari Yanoitsky (whose zingy scripting hypo'd the RCA-Victor show plenty) renewed for 13 weeks.



• • • VIEWS AND REVIEWS: "Sam Spade" is a swell show, but it's so stylized and adheres so rigidly to format that it forbids any element of surprise, so vital a factor to an action program. Ditto "Rogues Gallery" . . . Tony Martin's sponsors should jettison some of the comedy and give Tony more songs. He makes good tunes sound great. . . You now listen to the international scope of WW's aircasts and mumble to yourself: "I remember him when he was an informer of tattle tale trivia." . . . Beryl Davis, we think, shouldn't handle her own introductions on her Sunday nite ABC stanza—and Vera Massey, on the same nite, deserves more than a piano accompaniment.



• • • THE MIND SWEEPER: One of the most beautiful speaking voices in radio belongs to Alice Yourman, whose life story is a radio soap opera with a happy ending. . . You're a real radio veteran if you remember when dramatic star Agnes Moorehead was Phil Baker's comedy vis-a-vis. . . Line we love best in the past month: When guestar Shirley Booth told Fred Allen that she was the girl who used to shoot a gun at the Lucky Strike bulls-eye, but she got fired when she missed and hit the sponsor in the noggin—and Allen's crack: "Who'd notice a sponsor with another hole in his head?" . . . Opening nite crowds at the Biltmore aren't going to forget Lanny Ross' amazing song show. Lanny, for more than 45 minutes, sold class, charm and singing ability. He was never better. So, what are you agencies and sponsors waiting for? . . . Love the way Hank Sylvern spells out song titles on the organ for contestants at "Strike It Rich." Also Hank's gimmick in the warm-up sessions. If any of the audience stick him (which is seldom) Hank makes 'em sing the song and earn the buck.



• • • SMALL TALK: Lionel Stander, the lad with the gravel voice, will emcee a new series of broadcasts which will be a reverse switch on the old "Basin St." series. Stander will cut loose on classical music with his polished and dulcet Brooklyn diction. . . Talk that the coming tome, "I'll Be Slaying You," bylined by Madman Muntz, owes much to Red Skelton. . . Former Miss America, Bess Myerson, emcees the new DuMont Tues. niter, "Look Upon A Star." . . Nomination for cutest band thrush of the year: Pat Whitney, the pocket-sized pin-up who warbles with Stephen Kiskey's crew at the Biltmore. . . Sandy Bickhart in town for a few weeks seeing the agencies about his new package, "Crossroads," which preems Nov. 5th on NBC.

SAN FRANCISCO

WITH the starting of "The Woman's Slant on the News" program KGO is claiming to have the only woman newscaster in the San Francisco Bay Area. The program is a daily 4:15 to 4:30 p. m. news cast by Evangeline Baker, a veteran of 20 years in radio in San Francisco and Sacramento.

For the third year, Wilt Gunzender, manager of KROW, is conducting classes for the University of California Extension Division of "Radio Advertising and Selling." And KROW Program Manager Russ Coughlan is also teaching a series of night sessions in "Radio Workshop" for the Associated Student of the U. of C.

Existing records for long distance voice transmission by ultra-high frequency waves, employing the radio frequencies normally used in radar transmission, were broken recently by Alan Cormack, chief engineer of KQW, and D. L. Thompson recently of the U. S. Bureau of Standards on assignment from the U. S. Navy. Cormack and Thompson established a new record of one hundred and fifty miles. The former record was thirty miles, set by two Stanford University amateur operators. The experiments by Cormack and Thompson were conducted on a wave length of nine centimeters—frequency of 3,370 mcs.



HOTEL STRAND

Atlantic City's
Hotel of Distinction

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

OPEN ALL YEAR
Under Ownership Management
Exclusive Pennsylvania Avenue
and Boardwalk

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

Indies Meet To Form Trade Organization

(Continued from Page 1)

ner meeting at the Hotel Statler in Washington tonight. Officers will be appointed and these broadcasters will act as spokesmen for the indies in presenting their recommendations on the new code.

It is known that since the Atlantic City NAB convention indie leaders have been exchanging views on the proposed code and discussing steps that may be taken toward formation of an "indie" association. As one spokesman pointed out there are 373 independent station owners that are members of NAB.

Just how many independent stations have agreed to membership in the proposed organization is not known. However, station operators in New York, Chicago, Los Angeles, Boston and other key center cities have expressed a willingness to join.

Code opposition from independent stations is reported to center around the section which deals with "Presentation of Commercial." The specific point is the limitation on commercials. This section reads: "The maximum commercial time, including station breaks, allowable in any fifteen-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such fifteen-minute segment is divided into program units or announcements, should not exceed three minutes."

Members of the 13-station committee invited by Justin Miller, president of NAB, to participate in Thursday's meeting will consolidate their recommendations at the dinner meeting tonight in Washington. Members of this committee are: Frank Blair, WSCR, Scranton, Pa.; Ted Cott, WNEW; Wayne Coy, WINX, Washington, D. C.; Arthur Harre, WJJD, Chicago; Edward Lamb, WTOD, Toledo; Elliott Sanger, WQXR; Harold B. Shaw, WOAY, Oak Hill, Va.; Calvin J. Smith, KFAC, Los Angeles; Ben Strouse, WWDC, Washington, D. C.; Eugene Weil, WLAQ, Rome, Ga.; Ralph Weil, WOV, and Al Meyer, KMYR, Denver, Colo.

Lever Rents New Space

Lever Brothers Company, one of the country's largest manufacturers of soaps, shortening and dentifrices, has leased the entire northerly half of the 14th floor of the recently completed building at 445 Park Ave., between 56th and 57th Streets in New York City as offices for two of its sales divisions and for the N. Y. office of the Pepsodent Division. Present offices of the former are now at 445 Seventh Ave., while Pepsodent is in the Chrysler Building.

Shirer To Mutual

William L. Shirer, veteran network commentator and newspaperman, has been signed by the Mutual Broadcasting System, it was announced Monday by A. A. Schechter, vice-president in charge of news. Shirer, whose recent book "End of a Berlin Diary" hit the bookstalls this month, will start a commentary program over MBS next month, but no time or starting date has been set.

Radio Writers Guild Nominate New Officers

Erick Barnouw and Welbourn Kelley of New York have been nominated as national president and vice-president, respectively, of the Radio Writers Guild, it is announced by Robert Cenedella, chairman of the nominating committee of the eastern region. These officers, according to guild tradition, are filled alternately by the eastern and western regions. Nominations for president and vice-presidents are tantamount to election, since there is no opposition, a procedure which has produced heated debate among the guild's general membership. The 1947 nominating committee consisted of five persons, elected by the membership, including Sylvia Berger, Allan Sloane, Harry Bailey and Jim Hart.

Total membership of RWG will also cast votes on Nov. 11 for five positions on the National Council and five alternates. The 10 council members will be elected from among the following nominees: Eleanor Abbey, Elaine Carrington, Henry Denker, David Driscoll, Jack Fink, Julian Funt, Elizabeth Hart, Philo Higley, Gene Hurley, Ben Kagan, Priscilla Kent, George Lefferts, Peter Lyon, Ira Marion, Vincent McConnor, Leon Meadow, Albert C. Miller, Robert Newman, Arnold Perl, Howard Rodman, Aaron Rubin, Allan Sloane, Joseph Wershba and Max Wylie. Three nominees who are presently serving on the council are Robert Newman, Elaine Carrington and Priscilla Kent while Peter Lyon is eastern regional veepec.

All nominees will be on parade at the second annual RWG cocktail party Oct. 28, 5-8 p.m., in the Amsterdam Room of the Holland House.

Buy Participating Spots

Lever Brothers Company, for Harriet Hubbard Ayer Cosmetics, has purchased three participations per week, Monday, Wednesday and Friday, in the WCBS "Margaret Arlen" program, starting November 3. Program is heard 8:30-9 a.m. Agency is Federal Advertising.

LOOKING FOR GIRL

Experienced in Radio Production, just back from Hollywood, doubles as Secretary? Call

LOngacre 3-1971

New And Renewal Biz Reported By Chi. Stations

Chicago — Considerable new and renewal business was reported by local stations during the past week. St. Hubert's English Grill has renewed sponsorship of the Fulton Lewis, Jr. show over WGNB, WGN's FM station, for 13 weeks. The "Holland Engle Show" on WGN has two new participating sponsors: E. R. Squibb & Sons and the Ru-ex Company, of St. Paul, five minutes daily over a two-week period, and the Chicago Motor Club will sponsor the city high school championship football game on November 29.

WMAG has received a renewal order from the Potter Drug & Chemical Corporation (Cuticura) for a six-a-week schedule of one-minute announcements for 52 weeks, effective October 20. Packard Motor Car Co. ordered four one-minute announcements and eight station breaks weekly for three weeks on WMAQ, and Capper Publications ordered six one-minute announcements to be aired three-a-week for two weeks on "Early Bird" show.

Atlas Prager Beer, through Olian Advertising Co., has renewed its sponsorship of "Night Watch" on WIND for the sixth consecutive year. The company executed their 52-week contract for the midnight to 5:30 a. m. period, leaving only spot announcement time on the half hours open to other sponsors.

Georgia Radio Case Settlement Reached

(Continued from Page 1)

parties to the suit had agreed that Columbia would enter into a new affiliation agreement with Radio Station WGST for the Board beginning September 26, 1947, and ending September 27, 1948.

Each of the parties to the settlement agreed that CBS should be free to select any Atlanta station as its affiliate after September 25, 1948. They also agreed that Radio Station WGST, owned by the Regents and Radio Station WAGA, owned by Liberty Broadcasting Co., of which Mr. Storer is president, shall have the right freely to compete for the Columbia affiliation after September 25, 1948.

Designer On 'Family Hour'

Raymond Loewy, prominent industrial designer, will discuss new improvements in design for more comfortable living in the future as featured guest on the Prudential "Family Hour" broadcast next Sunday, Oct. 26, on CBS (5-5:30 p. m. EST). Program will also feature a medley of Navy songs in tribute to Navy Day, Oct. 27, in addition to special excerpts from "Allegro," the Broadway musical, and offerings by soprano Rise Stevens.

KMPC

710 KC—LOS ANGELES

WEST'S GREATEST INDEPENDENT

NOW OPERATING

FIFTY THOUSAND WATTS

G. A. RICHARDS, PRESIDENT
 HARRY WISMER, ASST. TO PRESIDENT
 R. O. REYNOLDS, VICE PRES. & GEN. MGR.

IN CLEVELAND IT'S

WHK

NAB Music Committee Gets ET-Firms' Co-op.

(Continued from Page 1)

execs was called by invitation of Jess Willard, executive director of the NAB, to determine if they wanted to be represented on the industry-wide committee. Now that they have agreed to participate and exchange information with other segments of the industry, the record execs plan to meet again and select their delegates.

Record representatives attending the meeting yesterday included M. R. Runyon and Ken Raine, Columbia Recording Corp.; J. W. Murray, RCA-Victor; Frank B. Walker, M-G-M; A. J. Kendrick, Decca; Henry Cohen, World Broadcasting; W. S. Davison, Capitol; E. A. Tracy, Guy Lemman, Harold Kaplan, and Lee Savin, Majestic; I. R. Gwartz, Diamond; George E. Jayeaux and Robert Thiele, Signature; Herman Siegel, Apollo; Frederick Powers and Henry C. Brown, Lissen. NAB execs in attendance, besides Willard, were Richard Doherty and Don Pety.

Representatives of open end transcription companies will probably meet Friday to name their delegates for the industry music committee. Transcription library execs have already named Richard Testut, vicepres and general manager of Muzak Corp., to represent them.

Other representatives who are to participate in the industry music committee will come from networks and stations, both web affiliated and independents, TBA and FMA. Although the lengthy resolution passed at the NAB convention last month mentioned a series of AFM rulings directly affecting broadcasting, most notable is the fact that the resolution led off with reference to AFM spokesmen who, at that time, had implied the union would stop musical transcriptions and recordings after Dec. 31 and network music after Feb. 1.

Two CBS Shows Renewed; One Completes 14th Year

Two CBS network programs, one rounding out 14 years on the net, have been renewed by their sponsors for another year, it was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

Electric Auto-Lite Co.'s "Dick Haymes Show," aired Thursdays, 9:30 p.m., is renewed this week. Agency for this program is Ruthrauff & Ryan. Pet Milk Sales Corporation's "Mary Lee Taylor," broadcast Saturdays, 10:30-11 a.m., is renewed effective October 25. Agency is Gardner Advertising Company.

The "Mary Lee Taylor" program rounds out 14 years on the air, all on CBS, on November 7. Renewal of this show once again highlights the fact that Pet Milk has done all its consumer advertising on radio since 1937. And all on CBS. In 1936, Pet Milk inaugurated its "Saturday Night Serenade" on CBS, also continuous.

French Commercial Radio

By MARGARET GARDNER
Radio Daily Correspondent

PARIS—I have just returned from my first glimpse of French commercial radio at work. Despite the common belief that there is little commercial radio in France, I should like to clarify that, despite the government owned and controlled radio which dominates French life, there are many opportunities for the use of commercial radio through three stations: Radio Luxembourg, Radio Monte Carlo and Radio Andorre. And with the inconsistency that marks all of French political management, the French government owns half of Radio Monte Carlo, and is investing 600,000,000 francs to increase its power from 1,000 watts to 120,000, on January 15. Thus though it frowns on commercialism in French radio, it is nurturing one of the three stations that accepts commercial shows.

☆☆☆

The show which I attended is the most popular of its kind on the continent, and a typical example of the manner in which a French commercial radio program is put together. It is called "Parade" and is sponsored by "Kleber-Colombes," the French branch of Goodrich Tires. I went as the guest of the star of that evening's show, Madame Germaine Sablon, France's leading popular chanteuse and sister of Jean Sablon. The format is that of a variety musical show. There is only one permanent member of the cast, Jean Nohain, its master of ceremonies and producer. Nohain, brother of actor Claude Dauphin, is particularly famous in France for his many radio programs and magazines for and about children. Each week the show has a different famous singer or actor as guest of honor. In addition to the star of the evening, Madame Sablon, the program I attended had a short quiz period, a comedy spot, and an instrumental solo.

☆☆☆

Of the two methods of recording, by disc and by tape, the producers of "Parade" prefer the tape method, the "Magnetophone," a French product not unlike our own. Microphones are also French made, by Thomson-Houston, although RCA and Western Electric are preferred, but unobtainable. For a person accustomed to the meticulous care and many hours of rehearsals that go into American broadcasts, it is shocking to see how a French show is put together. There is no such thing as a dress rehearsal. The lesser members of the cast may do four or five chores during one show: announce, sing in the chorus, operate the sound effects (such as they are), and act. This particular program is then sent for playing to Luxembourg, Monte Carlo and Andorre. Radio Luxembourg, owned by the Grand Duchy of Luxembourg, is the most powerful station in the world, 120,000 watts; Monte Carlo, as I state elsewhere, now 1,000 but soon to reach 120,000 watts, is owned, half by the French government and the other half by private interests. Andorre, a principality in the South of France, is privately owned and boasts 60,000 watts. Together the three stations reach every country in Europe. "Parade" has an audience of 12,000,000 persons, in France, Luxembourg, Belgium, Switzerland, Italy, North Africa, Spain, Corsica, Sweden, Germany and England.

☆☆☆

The cost of a program such as "Parade" is infinitesimal, compared with ours. Approximately 100,000 francs, about 870 American dollars, are devoted to talent, and a little more for time on the three stations. Every artist in France vies for the chance of appearing on "Parade," not for the monetary return, but because of its tremendous listening audience and prestige. Luxembourg charges 100,000 francs for a half hour, Monte Carlo 20,000, and Andorre, 20,000. Commercials for a half hour show are limited to one minute and 45 seconds, but a smart writer manages to sneak in the name of his product several times during the show. In the case of "Parade," only one commercial for tires is given, during the middle of the program. The man behind "Parade" and many other French commercial shows is short, dark Raphael Pouplier, owner of France's leading advertising agency. Pouplier, who speaks perfect English and who has spent years studying American and English radio production methods, is certain that French radio will once again take its place as an entertaining, constructive force in European life.

Goldsmith Envisages Theater-Tele Future

(Continued from Page 1)

in a "partly developed state," there has been considerable engineering progress in the development of methods and equipment, said Alfred N. Goldsmith, consulting engineer. In an analysis of the over-all picture, Goldsmith predicted a definite increase in theater box office receipts due to television, partly since high-quality video fare will increase the admission price correspondingly. He envisioned theater television on a "syndicate" basis, wherein several hundred theaters would carry video programs via telephone lines, coaxial cable or radio beam. Although a necessary costly proposition to the theater industry, Goldsmith said that the wide audience witnessing a television program in this manner would reduce costs to a minimum. Theater audiences, while regarding television as a "novelty" for the present, would come to consider it on the same plane as motion pictures, he said, and would therefore demand video entertainment of a quality at least equal to pictures.

A 16 mm motion picture camera for recording television programs on film off the studio monitor was displayed for the first time yesterday by the Eastman Kodak Company in the SMPE exhibit. The first of its kind, camera was built at the request of NBC and Du Mont, it was said, and will sell to television broadcasters for \$8,750.

Major uses of the camera in video, it was explained, will be to enable live programs to be filmed and reused in the same manner as transcribed radio broadcasts.

First Coast Tele Movie Slated For Philco Station

Los Angeles—First entertainment motion picture made specifically for television got its initial airing on Paramount's KTLA, October 13. Film is "North of The Slot," 16mm quarter-hour short produced by Larry Finley under the firm name of Telestory, in association with John Parsons, Western division merchandising manager of Gough-Philco, which was the sponsor. Film will get general television trade distribution in the East by Philco as first in the series. It was made in seven days at a low cost of \$1,500, with Parsons writing the script, Dorothy Hoffman, director, and James Healey as associate producer. NBC announcer Talmon Avery does the narration, and cast includes Jan Hilton, Herb Ellis and Eddy King. Background music is dubbed from accompanying records.

Kelk Cutting Audition At ABC

Jackie Kelk, "Homer" of the Al-drich Family series on NBC, is star of a Frank Cooper-owned program, an audition of which will be cut this week at ABC. The show is as yet untitled.

Precedent Established By Commission Ruling

(Continued from Page 1)

Commissioners Webster and Jones dissented.

H. J. Griffith, the applicant, was granted an application for El Paso, Texas, KEPO, and has become a 40 per cent stockholder in KWFT, Wichita Falls, Texas. His Parsons application was set for hearing with that of the Four States Broadcasters, Inc., Joplin, Mo. Subsequently an agreement was reached whereby Four States would pay Griffith \$6,930 "made up of fees for engineering and legal services, options on proposed transmitter site and travel, telephone and telegram expenses paid by him." All Four States would receive for this money, the Commission said, would be Griffith's withdrawal.

"Thus, through the use of the device of a petition to dismiss without prejudice, the Commission's procedures are being used as a means of securing money in return for removing one reason for holding a hearing. This view is reinforced by the fact that the petitioner admits that he does not desire to operate a station in Parsons and also by the fact that petitioner is not entitled to receive his money unless and until the application of Four States is granted.

FCC Cites "Public Interest"

"The Commission's hearing procedures are designed for the purpose of determining whether or not the granting of particular applications will be in the public interest. The Commission will not approve their use as a device for enabling one party to a proceeding, who admittedly has no further interest in the proceeding, to exact monies from another party as the price for the former's withdrawal. The Commission is of the opinion that it is not in the public interest to permit dismissal of applications without prejudice (or amendments of applications to remove a conflict) where money is paid in connection with such petition which is in excess of the value of any material, equipment or services received by the party paying the money."

Because Griffith was not planning to re-apply for a station in Parsons, the with-prejudice dismissal apparently has not direct adverse effect upon him—and there is no indication from the Commission that the incident will be held against Four States. The dismissal with prejudice means that Griffith cannot apply again for a station in the area of Parsons for 12 months.

The decision therefore becomes important simply as a statement by the

Clear Channel Proposal Made by CCBS Spokesman

(Continued from Page 1)

rural listening problem. The protest was filed, he explained, because the Commission had declared "that under the published issues in the clear channel hearing evidence concerning the area and population of the United States which may be expected to receive satisfactory broadcasting service from FM stations in the future would not be relevant."

CBS Givos FM Views

CBS believes FM is not relevant to the current hearing only if the Commission has decided either that no consideration should be given the extent to which the two services "complement and supplement" each other, or if the Commission "has determined that FM cannot develop into a significant service in the foreseeable future.

"Action based on the first premise would be contrary to law, on the second contrary to fact."

He urged an immediate proclamation if the Commission has "reversed its position and now believes that there is no hope for a significant FM service in the near future."

Commissioner Rosel H. Hyde, presiding, assured Brauner the Commission has not reversed its stand, but reached its decision to limit the testimony in the current hearings only after great deliberation. He accepted Brauner's protest for Commission consideration.

DeWitt Statement Ruled Out

Later Hyde warned DeWitt that he would have to require similar limitation as DeWitt launched into a discussion of possible alternate proposals to better rural service and spoke of the possible use of long or short waves. Hyde ruled out DeWitt's statement that CCBS' studies "led us to the conclusion that FM offers no

Commission majority that it will not sanction the payment of money by one applicant to another beyond the value of the physical properties which might change hands.

Jones and Webster, however, declared their opinion that "it is not against the public interest to permit the payment of money to such persons as petitioner who desire to dismiss their applications, without prejudice so long as such petitioner acts in good faith and the amount to be paid is not in excess of actual out-of-pocket expenses connected with the prosecution of his application. Section 1.366 of the Commission's rules provides for reporting this type of transaction, and they believe that prior to denying this petition, petitioner should be given an opportunity to establish either by further pleading or hearing, that the amount to be paid to him is in keeping with his actual expenses and that such expenses are bona fide."

If the Commission majority feels as it does, Webster and Jones believe rule "should be amended in accordance with new FCC policy before decisions of the nature are made."

hope of solving the problem facing us in this hearing."

DeWitt declared that heretofore directional antennae have been used mainly for protection purposes, with little use made in the AM band of "the properties inherent in this device to improve coverage over regions to be served." The CCBS' proposal for high-powered coverage of the nation's rural areas, based upon utilization of skywave coverage, would call for heavy use of directional antennae—in coastal areas to prevent the radiation of large amounts of energy outside the continental limits. "In no case have we permitted suppression of radiation below that now produced by the station, so that if the antennae are installed and power increases permitted no listeners will be deprived of the service existing at the present time."

CCBS' proposed power of 750 watts for each of the following stations—four to a region, marked D for directional, otherwise non-directional: WHAM, Rochester; KDKA, Pittsburgh, Pa.; WCAU, Philadelphia; WBZ, Boston (D); WSB, Atlanta; WHAS, Louisville; WSM, Nashville; WWL, New Orleans (D); WLS, Chicago; WLW, Cincinnati (D); WJR, Detroit (D); WGN, Chicago; KOA, Denver; WBAP-WFAA, Ft. Worth-Dallas (D-night only); WHO, Des Moines (D); WOAI, San Antonio (D-night only); KFI, Los Angeles (D); KPO and KGO, San Francisco (D); and KSL, Salt Lake City.

Four of these stations are only 1-B Class—WBZ, KOA, KPO and KGO, and international agreement would be required for the lifting of their power. The others are Class 1-A stations.

WORL Owners To Appeal Latest Decision Of FCC

(Continued from Page 1)

file an appeal to the Court of Appeals for the District of Columbia, it was made known yesterday by Harold A. Lafount, one of the station's owners.

Station had been ordered off the air by November 1 but is currently operating on a temporary extension to November 30. The new appeal is expected to further extend operating time pending Court decision.

Lafount, who is co-owner of WORL with Sanford H. and George Cohen, New York attorneys, and also general manager of the Bulova stations, said yesterday that additional information will be contained in the new appeal.

JOKE FILE FOR SALE

Timely, top gags, all types, wonderful collection, classified, indexed, bound—\$35.00. Sample, no obligation. Box Number 412, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Ziv Sells 18 Shows To U.S., Philippine Sta.

(Continued from Page 1)

outlet owned and operated by the Daily News Broadcasting Company, Bowling Green, Ky., which has signed for seven Ziv shows: Ronald Colman's "Favorite Story"; the Wayne King Show; "Boston Blackie"; the Barry Wood Show; "Pleasure Parade"; the Korn Kobbler, and "Easy Aces." Starting date is November 1.

Philippine Broadcasting Company, operating KZPI, has signed for six shows, including Ziv's newest turn-out, the Guy Lombardo Show. Others include "Favorite Story"; "Manhunt"; Barry Wood; "Songs of Good Cheer"; and the Korn Kobbler. Manila Broadcasting Company, operating KZRH, has bought "Philo Vance"; "Boston Blackie"; Wayne King. "Pleasure Parade," and "Sincerely, Kenny Baker."

Another sponsorship deal, by Old Judge Coffee, brings the Kenny Baker show to 15 markets in Illinois, Missouri, Arkansas, Indiana and Kentucky, with Glee Stocker & Associates representing the sponsor. The markets are: Cairo, Decatur, Harrisburg, Peoria, Springfield and Tuscola, Ill.; Cape Girardeau, Jefferson City and Hannibal, Mo.; Evansville, Vincennes and Terre Haute, Ind.; Jonesboro, Ark.; Paducah and Louisville, Ky. Last-named markets also will air "Pleasure Parade."

CBC Program Planners Conduct Conferences

Toronto—CBC program planners from main production centers throughout Canada have just ended a series of conferences in which they discussed various problems of the corporation and speculated upon future programming trends. One of the subjects analyzed was the possibility of expansion of actuality broadcasting and special events coverage.

CBC program directors took up the matter of CBC relations with BMI of Canada, in which the corporation is a partner, coordination of the international and domestic services, and production problems, including training and supervision of announcers and producers. The national conference also reviewed relations with musicians and artists unions in Canada and the U. S.

Send Birthday
Greetings To—

October 22

Roger DeKoven Parker Fennelly
Powell Clark Frank Danzig
Noel Mills Charles A. Nobles
Allen Stuart Frank Sullivan

IN CLEVELAND IT'S
WHK

BEHIND THE MIKE

By SID WEISS

GULF OIL and Y & R have shown smart showmanship, we believe, in giving the "We the People" emcee berth to Dwight Weist, who, incidentally, is this month celebrating his 15th year in big-time radio. The pacting of Weist is a healthy trend. More and more, top-flight bankrollers and agency execs feel that the success of their airers depends to a great extent on getting genuine radio talent. Dwight, an established kilocycle favorite and known to millions for his newsreel and "This is America" film stunts, is strong insurance against Hooperanemia.

Phyllis Jeanne Creore, actress, singer and model, has snagged a new and novel contract as football fashion commentator. Between halves of all Columbia home games at Baker field, she describes latest spectator styles by Knox.

Joe (Mr. and Mrs. North) Curtin calls Jack Eigen a disc Jackie.

Gloria Wills recording her numbers from "Allegro" for Victor.

Herb (20 Questions) Polesie says that drinking champagne mixed with brandy makes his mother-in-law beautiful — providing he drinks enough of it.

Latest radio rumor is that Larry Dawn, program director at Mutual, is set to take over one of that web's biggest stanzas.

M. I. T. electronic researchers working on a "mechanical psychiatrist" which may make psychiatric treatment as easy to get as a record selection on a juke box.

Video veteran Dennis James making trips to Washington to teach television technique to several Capital officials. (Prob'ly getting in shape for '48 electioneering).

Irene Murphy and Irine Petroff wound up their activities with the Television Caravan when it finished its last stint in Akron.

Two radio shows, now being planned, dickering for Jerry Cooper. Lloyd Shaffer writing a song called, "Gee, But I'd Like To Be A G-Man"

Eddie Dunn signed to do the "color" broadcasting for the college football games aired over ABC under the auspices of the U. S. Army and Air Forces Recruiting Services.

Bonnie Blair, RKO starlet, will play the lead in a short to be used for television purposes for Ford Motor Co., produced by General Film Corp.

Sammy Kaye reports biz on the road upped considerably compared with this time last year.

COAST-TO-COAST

— MASSACHUSETTS —

SPRINGFIELD — In co-operation with the Springfield Chamber of Commerce, WSPR will inaugurate "It Happened in Springfield," a series of 26 half-hour radio shows dramatizing the history of the city's major industries. Scripts will be written by Raube Walters, author of "The Hex Women," and former assistant editor of Click magazine. . . . WACE, Chicopee, has opened additional studios in this city's Hotel Worthy. . . . WORCESTER—WTAG-FM is broadcasting on a new frequency, 96.1 megacycles. Station was formerly heard at 102.7 megacycles.

— MISSISSIPPI —

COLUMBUS—A unique remote broadcast was recently heard over WCBI when the station featured two 30-minute descriptions of a community cakewalk sponsored by the local junior auxiliary, Rick Weaver, station special events announcer handled the interviews with junior auxiliary officials, participants in the walk and a detailed narration of the event, including the awarding of prizes. . . . WEST POINT—WROB, new station in the northeast Mississippi dairy region, was recently opened by Bob McRaney, general manager of the Mid-South Network. The 250-watter operates on 1450 kilocycles and uses 16 hours of air time daily. Manager is Ed McRaney.

— WASHINGTON —

BELLINGHAM — New general manager of KVOS is Ralph Miller, formerly with KCRA, Sacramento, Calif., and WKY, Oklahoma City, Oklahoma. . . . SPOKANE—WXLY's "This Woman's World," has changed its format with a male emcee dedicating each day to a specific subject. Monday is Bride's Day, at which time a new and old bride are brought to the microphone to exchange problems. Special recipes are featured on Chef's Day, when a prominent chef from the Inland Empire appears before the station's microphone each Tuesday to reveal his favorite dishes. Newcomers Day is on Wednesday, at which time newcomers to this city are invited to give recipes that were particularly popular in the area from which they came. Thursday is Your Day, at which time the listener sends in recipes and household hints to be broadcast. Favorite recipes of station personnel, particular programs of interest to women and other special features are presented on Friday, which is appropriately labeled Our Day.

— PENNSYLVANIA —

PITTSBURGH—Two announcers and a newsman have been added to the staff of KDKA. They are Maurice Wayne of Blue Hill, Neb., Phillip S. Cross of Boulder, Colorado and Richard C. Beyer, who hails from Boston, Mass., the latter being the newsman. . . . Pie Traynor, great sportsman and former baseball hero, who broadcasts daily over KQV, will receive a certificate of Distinguished Service, awarded by 17 posts of the American Legion. The award is being made for

Pie's outstanding work with the boys of Allegheny County.

— OHIO —

CANTON—Robert Breen, formerly with the War Assets Administration and the U. S. Navy Bureau of Ships, has joined the engineering staff of WHBC. . . . TOLEDO — First sponsored show of the Toledo Public Schools radio education department will make its debut over WTOL tomorrow. The entire program, from radio writing and production to sales analysis will be conducted by students. Show is entitled, "Lasalle's Campus Capers" and originates in the store's auditorium, admission being by free ticket. . . . MARION—Robert T. Mason, president of the Marion Chamber of Commerce and WMRN general manager, recently addressed the Kickoff Dinner for the Bucyrus Community fund drive. His speech and other activities at the dinner were recorded by the station tape recorder and were broadcast over the station a little later in the evening.

— SOUTH CAROLINA —

COLUMBIA—WIS general manager, G. Richard Shalto, is on his annual hunting expedition in Colorado. . . . CHARLESTON—WFAK sports director, Allan Wester, has been invited by editors of weekly papers in three communities in coastal South Carolina to write a weekly sports column for their papers. Wester, former sports director for Fort Lauderdale, Fla., makes a specialty on his two daily programs of highlighting local sports features of the many small communities within the WFAK area. . . . SPARTANBURG—One of the South's greatest educators and humanitarians has started his radio career at the age of 82. He is Dr. Henry Nelson Snyder, President Emeritus of Wofford College, who is doing "From Dr. Snyder's Study," a series of programs based on informal chatter on current topics and aired over WSPA.

— MISSOURI —

ST. LOUIS—Marshall Pope, formerly an announcer at WLW and WCKY, Cincinnati, Ohio, has joined the staff of KMOX. . . . The fall series of Junior Town Meetings of the Air broadcast on KXOK, beginning October 23, will be expanded to high schools in St. Louis County and neighboring communities in Illinois as well as St. Louis. Programs are wire-recorded in the high school auditorium before a student assembly on Thursday morning and played back that evening. Bruce Barrington, KXOK news editor, is moderator for the program which discusses topics of government, local, state and national; education; movies; radio, United Nations and labor.

PROMOTION

"EAT-itorializing"

Timely and instructive is Kasper-Gordon's folder and insert sheet describing Dickman Stone's program, "EAT-itorially Speaking," K-G's new transcribed food show. Sent not only to every station in the country, but also to President Truman and Charles Luckman, chairman of the President's Food Conservation Committee, the message emphasizes that the purpose of the program is to help ease the critical food shortage, to show housewives how to make the most of what they buy, and through curtailment of waste, supply food to ease the crisis. Stone has been broadcasting over WIRE, Indianapolis, for the past five years. His program, now offered in transcribed form, reaches the industry at a time when its value is obvious. The K-G mailing makes the most of this fact, also suggests an impressive list of tieups.

Package Shows

Thirteen CBS-built programs, typical of the 31 Columbia "packages" available for sponsorship, are outlined in the October CBS Program News Letter mailed to advertising agencies by Robert J. Mann, the Columbia network's manager of program sales.

TESTIMONIALS

We Got 'Em!

PASADENA STAR-NEWS

"This colorful ensemble is considered the top Western band by critics of cowboy music."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, at cost is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

IN CLEVELAND IT'S
WHK

25 YEARS
1922-1947
KGW
QUARTER CENTURY OF COMMUNITY SERVICE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 16

NEW YORK, THURSDAY, OCTOBER 23, 1947

TEN CENTS

CCBS Plan Hit By Web

Future Of Television Bright, Says Folsom

Boston—Declaring that no other industry holds a brighter economic future than television, Frank M. Folsom, executive vice-president of the RCA Victor Division, addressed the Marketing Club of the Harvard University Graduate School of Business Administration here yesterday.

A total of 69 television stations has been authorized by the FCC and there are 26 applications pending, Folsom said. Already there are 14 stations on the air with regular tele-

(Continued on Page 3)

RCA Adds 3 Tele Models, Brings Total Line To 8

Camden, N. J. — Introduction of three new television receiver models was announced this week by RCA, bringing its video line to a total of eight models—most extensive in the company's history.

Three new models, ranging from a table model with a 10-inch picture tube at \$325 to a de luxe tele-FM-AM phonograph combination console at \$675, are being introduced in time for franchised dealers to have sets in stock on the anniversary of RCA's

(Continued on Page 6)

New Morton Downey Show Debuts On MBS Next Tues.

Morton Downey's new program for Coca Cola on Mutual will be heard on approximately 375 stations when the singer debuts his new show on the network next Tuesday, 11:15 to 11:30 p.m., EST. Carmen Mastren, guitarist-arranger, will conduct the

(Continued on Page 2)

Educational

Philadelphia—An intensive eight weeks course in radio techniques for more than 60 supervisors of 25 Philadelphia recreational centers will be staged by KYW beginning Saturday. William C. Galloher, station educational director, announced. Course is aimed to provide a more practical approach to the current wave of juvenile delinquency.

Canadians Comment On Recording Ban

Montreal—Petrillo's ban on all records and transcriptions in the United States and Canada after December 31 will not be felt until at least next spring or summer, officials of record distributing firms and radio stations said here.

All expect that the tremendous backlog of records being piled up by the companies who were expecting Petrillo's move will see them through until the "storm blows over."

F. R. Deakins, president of the RCA Victor Co. Ltd., said that while popular music records would be affected, the catalogue of classical works "is big enough to ride out the storm."

CBC is not greatly alarmed over a proposed ban, A. D. Dunton, CBC chairman indicated. Mr. Dunton said the ban, due to be set into effect at the end of the year, "shouldn't affect the CBC much because we use a much higher proportion of 'live' music on our programs; that is, we use as much 'live' music as we can afford."

Foreign Radio Market Reported Expanding

Atlantic City—Six times more radios than ever before are being shipped to foreign countries, delegates to the Philco International Corporation convention here were told yesterday by the group's president,

(Continued on Page 3)

Advertising Expenditures Slated To Reach New High

Advertising expenditures of American business in 1948 may reach an all-time high, according to a nationwide survey made by the Wall Street Journal and released yesterday.

Almost all advertising budgets for 1948 "will be as big as this year's whopping expenditures," the Journal stated, and many will be larger.

The article quotes the following results of an ANA report: of 102 member companies 47 plan larger

NBC Attorney Says Super-Power Idea Advanced By Clear-Channel Group 'Subordinates The Public Good'

Cosmetic Accounts Buying Radio Time

A return to radio advertising by Harriet Hubbard Ayer, Inc., recently purchased by Lever Brothers, is being arranged by Federal Advertising Agency which is lining up 40 leading markets spread from coast-to-coast. Campaign, to run for the rest of the year, will consist of partici-

(Continued on Page 8)

N. Y. Department Store Buys Program On WNEW

The S. Klein department store has signed a 52-week contract with WNEW, New York, for three half-hour shows a week, starting Nov. 8. This is reported to be the first time the sponsor has used radio.

The show has been specially tail-

(Continued on Page 6)

Jansky On FMA Staff; Meeting Set With FCC

Washington—Retaining of C. M. Jansky, Jr., as engineering counsel to FMA was announced yesterday by FMA, along with the fact that a spe-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The superpower plan of the Clear Channel Broadcasters Service, presented the FCC yesterday by Col. John DeWitt of WSM, Nashville, was raked over the coals yesterday by Gus Margraf, attorney, representing NBC, in a heated half-hour during which the attorney accused the clear channel group of subordinating the public good to the good of its own membership.

In return DeWitt replied that any

(Continued on Page 5)

West Counsels Tele To Fix Clients Needs

A warning that the television industry must be prepared to fit the ever-sharpening needs of the national advertiser in a changing economy and that detailed and complete information should be made available in order to compete with other major advertising media was sounded yesterday by Paul B. West, president of the Association of National Ad-

(Continued on Page 5)

Prominent Witnesses Testify Against WIBG

Washington Bureau, RADIO DAILY
Washington—Five witnesses—including a former Senator and the former publicity man for the Hon. James F. Byrnes—have told the FCC it would be contrary to the public

(Continued on Page 8)

Volunteer

The FM Association, according to reports, has volunteered to join NAB's all-industry committee which is being organized to present a united front in connection with the industry's effort to settle music problems as they relate to AFM. Members of the FMA executive committee are scheduled to meet tomorrow with NAB officials in Washington.



★ COMING AND GOING ★

Vol. 41, No. 16 Thurs., Oct. 23, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 8607

WASHINGTON BUREAU

Andrew H. Older, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.

Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Oct. 22)

NEW YORK STOCK MARKET

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

NEW YORK CURB EXCHANGE. Rows include Hazeltine Corp., Not. Union Radio.

OVER THE COUNTER. Rows include DuMont Lab., Finch Tele Comm., Stromberg-Carlson.

Jansky On FMA Staff; Meeting Set With FCC

(Continued from Page 1) cial FM group will meet with FCC engineers within the next two weeks to discuss the problem of adequate protection for Class B stations in Area No. 2. This matter was discussed at the FMA convention in New York last month, and the association was notified this week that the FCC will be glad to discuss it with FMA. With Jansky in the discussions will be FMA President Everett Dillard, General Counsel Leonard Marks and Executive Secretary J. N. "Bill" Bailey. Protection to the 50-microvolt contour is sought.

WANTED Experienced Time Salesman, 12 1/2% Commission, Nominal Advance, Write Station WNNP, Evanston, Illinois.

ED BORROFF, vice-president of the American network in charge of the Central division; JAMES STIRTON, his assistant, and HAROLD STOKES, program manager of the division, are in town for conferences at the headquarters of the web.

HOWARD CHERNOFF, general manager of WCSH, Columbia affiliate in Charlestown, West Va., a caller this week at the station relations department of the network.

JOHN ELMER, president of WCBM, Mutual outlet in Baltimore, is in New York on station and network business.

ERNEST SHOMO, sales manager of WBBM, Columbia's owned-and-operated station in Chicago, paid a call yesterday at the New York offices of CBS Radio Sales.

JOSEPH EATON is in town. The commercial manager of WHAS, Louisville, Ky., chatted for a while yesterday with officials of the Columbia network.

JAMES R. MEACHEM, president of WELM, American network outlet in Elmira, N. Y., has joined the executive contingent currently in New York on station business.

JOHN THORNTON, of the Yankee Network's station relations department, was a visitor yesterday at the New York headquarters of the Mutual network.

TED CHURCH, director of news broadcasts at CBS; BOB BENDIX, director of television news and special events; HENRY GROSSMAN, assistant director of operations, and BILL HENRY, Washington newsmen of the network, left yesterday for Philadelphia, where they'll confer with members of the Republican National Committee as preliminary to the broadcasting of the party's national convention, which will be held in the Quaker City.

WITH Staff Appointments Announced By Tinsley

Baltimore — Appointments of Bill Warren and Billy Ashley as program manager and account executive, respectively, of WITH were announced yesterday by Tom Tinsley, president of the indie outlet.

In announcing the appointments, Tinsley said, "These two men are typical of WITH planning. We like to fill important posts from within our own ranks. Both of these men received their advanced radio training at WITH. Both know the town and its likes and dislikes. Both know the business of radio."

Stoska On 'Telephone Hour'

Polyna Stoska, soprano, who makes her debut at the "Met" on Nov. 7, singing Donna Elvira to Ezio Pinza's "Don Giovanni," will be heard on the "Bell Telephone Hour" Monday, Oct. 27, at 9 p. m., over NBC.

Two More Join OPC

Gordon Fraser and Pauline Frederick of ABC have become members of the Overseas Press Club, making five in all from the network staff. Others are Frederick B. Opper, London; Robert Sturdevant, Paris, and John McTigue, assistant manager of special events.

Fire Hits WOR Rehearsals

A small flash fire on the fourth floor at 1440 Broadway yesterday afternoon set off the sprinkler system which proceeded to wash out rehearsals of WOR-Mutual shows on the ground floor.

A. B. GELLMAN, president of the Elgin-American division of the Illinois Watch Case Co., sponsors of "You Bet Your Life," new Groucho Marx feature set for ABC, leaves Monday by plane for Hollywood, where he will attend the premiere of the program, which is scheduled for Monday, Nov. 3.

FRED WEBER, vice-president of WDSU, affiliate of ABC in New Orleans, is in Gotham visiting at the offices of the network.

H. R. BAUKHAGE, American network commentator, is in Jamestown, N. Y., where today he will participate in the formal dedication of WJTN-FM, which will carry his network broadcasts simultaneously with WJTN.

N. JOE RAHALL, president of WNNR, is here from Beckley, West Va., for confabs at Mutual, with which the station is affiliated.

NORMAN E. BROWN, manager of WSUN, St. Petersburg, Fla., was welcomed this week at the headquarters of ABC, with which the station is affiliated.

TONY LA MANNA, manager for Jack Carroll, radio and recording singer, has left for Chicago to confer with his client.

DOLLY TREMAYNE, mother of Les Tremayne, and herself a well-known stage and radio figure in England, has arrived in the States to visit with Les and his wife, Alice Reinhardt, stage and radio actress.

ED BEGLEY, the "Charlie Chan" of the airwaves, is returning to New York this week following a trip to Maine, where he appeared before the 20th Century-Fox cameras for a role in "Deep Water."

LEONARD KAPNER, president of WCAE, Pittsburgh outlet of ABC, is in town for confabs with officials of the web.

New Morton Downey Show Debuts On MBS Next Tues.

(Continued from Page 1) musical group and a male quartet will provide vocal backgrounds for the Downey song styling. In New York the program will be heard on WOR at 11:30 p. m., EST.

Colo. Governor Honors Terry

Denver, Colo.—Hugh Terry, manager of KLZ, Denver, has been named by Colorado Governor Lee Knous to be a member of the Governor's Committee on Resources Development.

WTA-g SHEET Wisconsin's Most Show-full station Round-the-clock service WTAQ CBS GREEN BAY 5000 1360 Why bleed? phone WEED



Take it off, we know you!

A mask is a safety factor in electric welding. Safety engineers swear by it. And whenever welding is done, you'll see signs around for the unwary, reading "Don't Look At The Flash!" A mask is fine on a welding job, but there's no need for one in radio time buying. All you have to do is take a wide-open look at the facts in the glowing light of what goes on. It isn't a bit dangerous . . . and sometimes it's most enlightening. Take radio in Baltimore. If you stare right straight at the naked facts, you'll discover that it's the independent station that's the buy in this big 5-station town. It's W-I-T-H that delivers more listeners-per-dollar-spent than any other station in this 6th largest city. The smart time buyers don't use blinders . . . they know what goes on in Baltimore. That's why W-I-T-H heads so many lists!

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

Foreign Radio Market Reported Expanding

(Continued from Page 1)

Dempster McIntosh, in an address to the convention.

Radio representatives from 50 countries are attending the sessions. In his report McIntosh said that the corporation now has 150 foreign distributors and 10,000 dealers throughout the world. The company's exportation is six times greater than in 1941.

McIntosh estimated that the foreign market for radios and other Philco products will total \$15,000,000. Sixty per cent of Philco exports are radios, 30 per cent refrigerators, and 10 per cent other products, he said. Majority of radios exported overseas are shortwave models with Brazil and Mexico leading, he said.

The convention will continue today with reports from other officials scheduled.

Tele Set Display

DuMont television receivers are being displayed for the first time at annual exposition of the National Tavern Association, at the Steel Pier, Atlantic City, this week. The DuMont club model, with a 15-inch screen, and the Custom model, with a 20-inch screen, will be displayed.

Milton Alexander, advertising manager of DuMont, and Roland Gildford, of the receiver sales force, are attending the exposition.

★ AGENCY NEWSCAST ★

DAVID O. ALBER ASSOCIATES, INC., has been retained by Allen B. Du Mont Laboratories to handle publicity, public relations and promotion for the receiver and broadcast divisions. Don Giesy, formerly publicity director of American Broadcasting Company's television department and television editor of Tide Magazine, will be account executive.

"HOW TO SELL RADIO ADVERTISING" is the theme of the annual three-day Radio Sales Training School, presented by the Fred A. Palmer Company in Cincinnati, O., October 27-28-29.

BASS-LUCKOFF, Hollywood Advertising Agency, has added the following personnel to its staff: Lionel Fink, formerly account executive with the Newman agency, Los Angeles, as production manager; Al Cigich, formerly with the Newman agency as art director, and Mary Kirsch, formerly with the advertising department of Eastern Columbia department store, Los Angeles, as a member of the art department.

DANIEL F. SULLIVAN CO., Boston, announces its appointment as advertising counsel for Wilnot H. Simonson Co., Medford, Mass. Radio and newspaper advertising will be used in selected markets.

LIBERTY MAGAZINE, INC., has engaged the New York office of Grant Advertising, Inc., effective November 1. Grant will handle both promotion and circulation advertising for Liberty, Screenland, Silver Screen and Movie Show.

MARGARET J. WALCH has joined the traffic department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

ALDEN JAMES, director of advertising, P. Lorillard & Company, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, on Thursday, October 23. His subject will be "Careers in Advertising." This meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p. m.

J. P. MCKINNEY & SON has been appointed national representative for WGLN, the American network outlet in Glens Falls, N. Y., and for WMNB, North Adams, Mass.

CHABLIS RESTAURANT, specialists in Italian and French dishes, has appointed Conti Advertising Agency, Inc., for its publicity and advertising campaign.

Future Of Television Bright, Says Folsom

(Continued from Page 1)

vision programs, he added, and by the end of 1947, it is expected that there will be about 26 stations. He predicted that this number would show a substantial increase in 1948 as transmitters become available.

"By the end of 1947," Folsom continued, "it is estimated that there will be between 150,000 and 175,000 television receivers in the United States; by the end of 1948, about 750,000, and from there on the number will increase rapidly as mass production gets under way at an accelerated pace.

"Supported by Advertising"

"Television will be supported by advertising, for it is unsurpassed as an advertising medium having both eye and ear appeal. Therefore, the gradual fusion of sound broadcasting with television is destined to come, just as sight and sound joined in motion pictures.

"Television also will become a coast-to-coast service, and possibly by 1950, there will be a nation-wide network in which stations will be linked by coaxial cable and automatic radio relay stations."

Mr. Folsom said that applications of television are unlimited, and he pointed out a number of its possibilities in medicine, education, industry and merchandising.

everybody but everybody

who is anybody but anybody, is in your cast when you tie your product or service to LUNCHEON AT SARDI'S



TYPICAL LUNCHEON LINEUP AT SARDI'S: (Left to right) WOR's Bill Slater, Gloria Vanderbilt, Alan Baxter, Ruth Etting.

WANT TO SNARE a show that has a cast no sponsor could afford to buy, but for which any sponsor can afford to pay?

Pipedream? Unreal? Nothing of the kind! Because WOR's "Luncheon at Sardi's" brings you a million-dollar cast for — well, almost pennies. It's a big-time show at very low cost and with one of the smoothest, most natural and effective merchandising tie-ins in the history of local radio.

What's the show? Simple, really, but as effective as a blockbuster...

... Bill Slater, said to have "one of the most pleasing personalities in radio", takes the WOR mike from table to table in world-famous Sardi's restaurant. From there on — entertainers, artists, actors, writers, fighters, etceteras chat, mug and say bits that are later quoted wholesale. Quite a show, don't you think?

Nicest thing about "Luncheon at Sardi's", from *your* angle, is that your product's used right then and there. It's on the table (unless it's a washing machine). The guests mention it, too. That's sock selling, if anything is.

Come, man, why wait? This is *it!* We're at 1440 Broadway, in New York.

And the station is, of course,

WOR MUTUAL

LOS ANGELES

By RALPH WILK

THE "Mystery Voice," the spooner in mask and hood, starts his own program on KHJ and Don Lee Mutual October 24 from 11:00 to 11:15 p.m. The "Mystery Voice" is also called "The Spooner In Mask and Hood." "Spooning" is a combination of speaking and crooning therefore the new word "spooning" and "Mystery Voice" is supposedly the symbol of modern romance. Nobody knows who the "Mystery Voice" is and the first batch of fan mail peg him among others as Nelson Eddy, Frank Sinatra, Frankie Laine, Dana Andrews, Vincent Price and Van Johnson.

Tex Ritter's air show is sponsored by the "Gadget of the Month Club."

Ben Alexander, the genial emcee of Mutual's "Heart's Desire," has launched his own one-man campaign to help in the battle against juvenile delinquency. He's doing a lecture series in Southern California.

Don Searle, ABC vice-president in charge of the Western Division, named Norman Ostby, his assistant, to take over his duties during Mr. and Mrs. Searle's business-vacation trip throughout the east. The Searles will return to Hollywood in six weeks.

Oscar Turner, manager of NBC's Western Network recording department, leaves for New York City this week to attend the annual meeting of managers of NBC recording departments throughout the country. While in New York, Turner will stay at the Hotel Gotham.

In addition to his regular 2:30 to 3:30 p. m. musical-sports program, Monday through Friday, KMPC's Hal Berger is now conducting a "Morning Sports Review" for Dodson, Ltd., Monday through Saturday. In his sports review, Berger gives results of previous day's activities and announces future events with particular emphasis on Southern California athletics.

Henry Fonda has transcribed "The Strange Partnership," a 15-minute "Proudly We Hall" show for C. P. MacGregor. This series goes out to 850 stations all over the country and is a recruiting show for the U. S. Army. The show is cut in advance of its release date over KFI every week.



Windy City Wordage. . . !

● ● ● Robert Hussey, for nine years media director of Dancer-Fitzgerald-Sample, Inc., will join Foote, Cone & Belding in Chicago on November 3 as manager of the media department. . . . Robert Hudson, director of education for CBS, New York, and Hazel Kenyon Markel, director of community service and education for CBS' Washington station, WTOP, will attend the School Broadcast Conference here October 27 to 29. . . . Under the provocative title "Dress Up Quiz" WGN started a new program last Sunday on which a six-week contest will be conducted, with a prize of two sunlamps each week to two contestants for their letters on "I like long (or short) skirts because. . . ." Charlotte Mitchell, Chicago radio writer, has been added to the staff of the radio department of the Chicago Community Fund. . . . Jim Mahoney, Mutual's midwest station relations manager, now on a swing of the western states, is due for a surprise on his return; on order for two years, his new car arrived 20 minutes after Jim left on his trip.

Chicago

● ● ● The Fred Waring and the Ralph Edwards shows will be heard from Chicago several times in the next few weeks. The Waring musical organization will make three broadcasts from the Eighth Street Theater while on tour of the middle west. Waring's morning shows will be heard from Chicago October 27 and 28, and his General Electric program will originate from Chicago October 27. The "Truth or Consequences" program will originate in the NBC Chicago studios on three consecutive Saturdays—November 1, 8 and 15, during Ralph Edwards' appearance at the Chicago Theater.



● ● ● Jack Ryan, manager of the NBC press department, has been spending a week in his old-home territory—Montana, making a business tour of northwestern cities and filling a five-day instructorship at the U. of Montana's radio seminar. . . . Ben Park, writer-producer of WBBM's recent series on juvenile delinquency, "Report Uncensored," will be guest speaker at a meeting of the Council of Social Agencies, Kenosha, Wis., on October 28. . . . Kay James, secretary to I. E. Showerman, NBC v-p, has been named to head the NBC central division's Community Chest drive. . . . Ralph O'Connor, general manager of Mutual's affiliate WIBU, Madison, Wis., spent several days in Chicago with network officials. . . . In a five-day contest launched by Dave Garroway, WMAQ disc jockey, to find out why people listen to Dave's show, 11,400 entries were received.



● ● ● Whitey Ford and several other members of the "Grand Ole Opry," WSM, Nashville, will appear at the National Farm Show, Chicago, November 29 to December 7. . . . Jack Payne, local script writer, is in Hollywood to try to sell a new play he has written for MGM. . . . Ellen White, singer with Scat Davis at a local night spot, will make a guest appearance on the Paul Whiteman show on October 27. Her first recordings will be released by Universal early next month. . . . Dorothy Miller of the WBBM publicity department, celebrated a birthday Thursday, October 16. . . . Pretty Lorry Raine, singer whose auditions some months ago were unsuccessful as far as attracting talent buyers was concerned, is finally getting a break. Last Saturday night she made her second guest appearance on Mark Warnow's CBS "Soundoff" and she is set to make four recordings with Warnow's band.



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PROMOTION

Regarding Facsimile

The Philadelphia Inquirer and its radio station, WFIL-FM, have collaborated in publishing an informative booklet on the ins and outs of manufacturing a facsimile newspaper. The booklet is not intended as a didactic textbook on the subject, but as a practical account of the operations conducted with this new field of radio-newspaper transmission in its embryonic stages. It endeavors to compile sufficient information on facsimile production to act as a start for anyone who might wish to begin work in this line. It contains information on both technical matters and questions of general policy. Mainly, however the pages are devoted to a demonstration of the full facsimile edition that was broadcast by The Inquirer and radio station WFIL-FM at 8 p.m., on May 7th, during the course of a five-day demonstration.

Educational Brochure

More than 5,000 educators, librarians and public opinion leaders are getting copies of the program scheduled for the fourth quarter of 1947 of CBS "Invitation to Learning," the Sunday noon program on which significant books are discussed. Lyman Bryson, CBS counsellor on public affairs and professor of education at Columbia University, presides over those weekly discussions by a panel of scholars and critics.

Use Newspaper Space

A series of 12 x 9 inch ads is appearing in the Dallas Morning News each day listing the various time changes of both local and network programs over WFAA. The ad includes the programs for WFAA-820 and WFAA-870. Each one includes the notice to: "Save this schedule! It is your guide to better winter listening."

Cineffects
INC.
THE PRODUCERS' AID

NEGATIVE QUALITY GUARANTEED. WIPES, DISSOLVES, FADES ALL SPECIAL EFFECTS. BLACK & WHITE OR COLOR.

1600 BROADWAY
N.Y. 19 N.Y.

CIRCLE 6-0951

WEVD
5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

West Counsels Tele To Fix Clients Needs

(Continued from Page 1)

Artists at the opening luncheon meeting of the American Television Society at the Hotel Commodore. Because of the radical change in the economy in recent years, in which costs of labor and production have reached their highest peaks, the advertising director is necessarily forced to be more selective in his choice of media, West asserted. As a result, he said, there is an ever-increasing competition for the advertising dollar, and a sharpening of the selection of media—a situation which "makes the going even tougher" for a new medium. "You must regard television as a medium to the same ends, objectives and budgets of national advertisers if you hope not only to interest them but to retain their interest and make television a part of their overall strategy," he declared.

West raised several pertinent questions which he asserted must be answered by the industry if it is to compete with radio, newspapers and magazines—which even now present a staggering task of media selection."

Impressed by Progress

The ANA chief explained that he was impressed with the technical and entertainment progress made in the industry and its future potential but questioned whether it has "rounded the corner as an advertising medium." He asserted that video has a long way to go to prove itself in sales and profits columns, as a "very medium must" and warned that "if television is to be paid for with advertising dollars it must pay for itself in sales dollars." West pointed out that while many top advertisers are currently using television, on an "experimental" basis, the audience is still relatively small, particularly in the eyes of a mass product merchant. The question of how large will be television's potential audience, and whether it will be large enough to warrant the cost will have to be answered by the video industry itself as well as the advertiser, he said.

An important way in which television can establish alongside other major media is to provide the "maximum" of information about itself to the advertiser in order that he may use it with a maximum of effectiveness, West advised. "By performing this kind of service the medium helps itself in the competition for advertising dollars," he said. He suggested that television devise methods of gathering and distributing statistical information similar to that offered today by such organizations as the Broadcast Measurement Bureau, to newspapers and magazines by the Audit Bureau of Circulation, and to outdoor advertising by the Traffic Audit Bureau. "Television, of course, must expect the advertiser to scrutinize its audience and perhaps ask that television broadcasters provide certified statistics on a cooperative basis," West said.

Super-Power Plan Of CCBS Criticized By Web's Attorney

(Continued from Page 1)

loss in coverage which NBC might experience would result simply "because of NBC's preferred position at the present time." (WSM is an NBC affiliate.)

Margraf pointed out that in the plan advanced by the CCBS—calling for assignment of 20 stations to carry 750 watts power in an effort to provide better rural radio service—it was anticipated that in each of five regions four stations would carry the programming of the four major networks.

In the Far West, for instance, Margraf pointed out that the proposal of the clear channel group called for KFI, Los Angeles, and KPO, San Francisco, to serve as two of the four super-powered outlets in the region. This would mean that one of them would have to drop its NBC affiliation.

In the mountain region all four stations proposed are NBC affiliates: KOA, Denver (owned by NBC); WBAP - WFAA, Ft. Worth - Dallas; WHO, Des Moines, and WOAI, San Antonio. Three of these would have to shift their affiliation.

In the South the conflict would be between WSM, Nashville, and WSB, Atlanta, and in the Northeast it would involve WHAM, Rochester; KDKA, Pittsburgh, and WBZ, Boston.

Prodded by Margraf, DeWitt made no attempt to deny that the selection of stations for super-power was dictated in part—and an important part—by the interest of CCBS members. As for NBC, however, he pointed out that both KPO and KOA are owned by NBC.

Would Change Affiliates

DeWitt also insisted that NBC could make other network affiliation arrangements—although he could not assure the net that it would not lose in overall effectiveness.

Margraf dwelt at some length on the CCBS selection of stations, asking, for instance, about the selection of WLS and WGN, in Chicago. DeWitt said the Chicago stations were chosen because they were not owned by networks. As for service, he allowed, CBS-owned WBBM and NBC-owned WMAQ could probably do as well.

Margraf pointed out that WLS shares time with ABC's WENR, and

Margaret Arlen Address To Salesmen Tomorrow

S. W. Rodda, sales manager, eastern division, National Biscuit Company, has announced that the regular meeting of the company's New York sales staff, numbering about 75 salesmen, will be held in the CBS Studio Building Friday, Oct. 24, at 3:15 p.m. Margaret Arlen, over whose WCBS program Nabisco advertises, will address the salesmen, and then they will witness the "Winner Take All" program at 4:30 p. m.

that WGN is a key station in the Mutual net. DeWitt replied that "no one can accuse Colonel McCormick of not being independent." McCormick is publisher of the Chicago Tribune, which runs WGN.

CCBS Attorney Louis Caldwell, who is also attorney for the McCormick-Patterson interests, was quiet throughout this exchange.

DeWitt remarked also that KMOX, St. Louis, and WCCO, Minneapolis, could fit into the pattern but had not been chosen because they are not independently owned. Both are owned by CBS. He said CCBS was sincerely interested in providing maximum service and coverage through its proposal. When Margraf insisted upon his answering whether that was the CCBS prime interest in the proposal, DeWitt replied, "Within the limits of self-interest."

Spearman Voices Objection

Earlier in the day Paul Spearman, for the regional broadcasting group, had challenged the CCBS plan on the ground that it does not conform to Section 307 B of the Communications Act, which calls upon the FCC to provide "fair, efficient and equitable distribution of radio service among the states." Caldwell caused a flurry when he shot back with a demand to know if Ed Crane, Montana broadcaster and close associate of former Senator B. K. Wheeler, was behind the question.

Spearman, angered, said he was tired of having Caldwell make such sly references and denied having discussed the matter with Crane at all.

Adv.-Budget Record Predicted For 1948

(Continued from Page 1)

all are listed as planning larger advertising budgets for the coming year.

New automobile models making their debut in 1948 are expected to give a "big boost" to advertising by the motor industry, the Journal states. Packard has begun the "biggest new-car advertising program in the company's 48-year history," the report continues, and will return to the use of radio spots after an absence of six years.

Although, according to the Journal, cigarette manufacturers "don't talk" about their plans, the big three of the tobacco industry—American Tobacco, R. J. Reynolds and Liggett & Myers—are expected to step up their advertising in 1948.

New Name For Comedy Show

"Leave It To Bill" is the new name for the CBS comedy show heretofore known as "The Bill Goodwin Show." The program, which used to be heard Saturdays at 9:00-9:30 p.m., but was shifted last Saturday to 8:00-8:30 p.m. the same night, to make way for the Joan Davis co-op program, will have more comedy and less music under its new title and time spot.

Hubert Addresses WOR Staff

Charles Hubert, FCC regional attorney in New York, spoke to WOR staff members last night on FCC regulations and their effects on radio. WOR employes are being given a course, conducted by station executives and department heads, in all phases of broadcasting.

"ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE TO THE WORLD'S LARGEST ADVERTISING AGENCIES

Year after year we read into our record for consistently satisfactory service words like these from America's leading agencies . . .

. . . we have always enjoyed your intelligent and prompt service . . . it is a pleasure to work with Weed . . . this is the kind of "rep" relationship we like . . .

The harmonious relationship that exists between Weed men and agency contacts is the measure of success for a radio representative.



WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

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

EQUIPMENT

New Line Of Radios

John Meck Industries, of Plymouth, Ind., has just announced a new line of radios. The models cover a diversified group of table sets ranging in price from \$14.95 to \$79.95, the latter being an FM-AM table set. Commenting on the new line, John Meck, president of the Meck Industries, said: "We have endeavored to present a broad range of models with no duplication. We have trimmed our prices due to engineering advances so that our distributors and dealers can offer our line which averages 18 per cent under competition." Meck stated that tremendous strides in the FM field have been made in the past few weeks by his firm, which completed the engineering, manufactured and shipped the lowest priced FM converter-tuner on the market. "This device," he said, "is already helping to give FM broadcasting the impetus it needed to make it a major industry with vast potentialities."

Divisional Managers Named

Appointment of four divisional sales managers for Jules Alexandre, Inc., of Harrisburg, Pennsylvania, distributors of Crosley products, has been announced by Jules Alexandre, president. Harry Young has been appointed sales manager of the Crosley Division and will be assisted by Mike Ressler and Bill Attick. S. Earl Applegate will head the Apex Division and will be assisted by Les Kauffman. Marquess Dean has been appointed sales manager of the Coleman Heating Division and will be assisted by William Brackett, Frank Kelly, Delroy Wuster, and Homer Shadle, Jr.

Gets Frigidaire Posts

R. H. Lawrence has been named credit manager of both Frigidaire Division of General Motors and the Frigidaire Sales Corp., according to D. K. Banker, divisional comptroller. Lawrence formerly shared responsibilities for the divisional and field credit managership operation with Garfield Puls, who recently retired. Lawrence has been associated with the company for 21 years.

RCA Educational Distributor

Kirkpatrick, Inc., has been appointed RCA Educational Distributor for Oklahoma, Arkansas and West Tennessee, according to an announcement by William H. Knowles, General Manager of the Educational Sales Department of RCA Victor. The distributing company will have regional offices in Oklahoma City, Tulsa, Little Rock, and Memphis.

KOWL Deal Pending

Los Angeles—Arthur H. Croghan, of KOWL, Santa Monica, has filed an application with the FCC for permission to transfer a 50 per cent interest in the station to Gene Autry. Sum involved is \$80,000.

Many Applications Considered As FCC Tackles Big Backlog

Washington Bureau, RADIO DAILY

Washington—The FCC announced yesterday receipt of an application from the Boston Metropolitan Television Company for commercial tele operation on Channel 9, while at the same time New England Theaters, Inc., Paramount Pictures affiliate which has applied for a similar license in Medford, Mass., a Boston suburb, asked to change its frequency specification from Channel 4 to Channel 13. Broadcaster Ira Hirschmann, New York FM (WABF), is executive vice-president of the new applicant company, and realtor A. M. Sonnabend, president.

The Commission also released yesterday its proposal to okay the application of the Coast Ventura Broadcasting Company, Ventura, Calif., for a new station on the 1450 band with 250 watts unlimited. At the same time the Commission would turn down the competing application of Ventura Broadcasters, Inc., for the same assignment.

The decision was reached on the basis of local residence, the FCC's decision indicated—with four of the six coast Ventura stockholders being long-time local residents and the other two planning to establish residence there. Only three of the eight stockholders in the other applicant corporation are presently Ventura residents. Four of the other five would move to Ventura if the application is granted.

The Commission also announced the grant of a construction permit for a new experimental tele relay station to the A. S. Abell Company, Baltimore, Md., and the granting of licenses to WSTS, Southern Pines, N. C., to operate with 250 watts daytime on the 990 band and to WTOM, Bloomington, Ind., to operate on the 1940 band with 100 watts unlimited.

Would Shift Bands

A number of new applications were reported by the FCC, including several for change of present assign-

ment or change of assignment sought in pending applications. KAKE, Wichita, Kans., asked to change from the 1490 to the 1240 band, dependent upon the success of KANS, Wichita, in its plea for shift from the 1240 spot. WLEE, Richmond, applied to change its frequency from 1450 to 1290 kcs., upping its power from 250 watts to five kilowatts unlimited except when WBBL, Richmond, is on the air. KFLW, Klamath Falls, Ore., asked to shift from the 1450 to the 1240 band, contingent upon the change of KFJI, Klamath Falls, from the 1240 to the 1150 band.

KWWL, Waterloo, Iowa, asked to shift from the 1320 to the 1330 band, increasing from one kilowatt daytime to five kilowatts unlimited, while William Courtney Evans, seeking a station in Dover, Del., has amended his application for operation with 100 watts unlimited on the 1490 band to seek instead the 1410 band with one kilowatt daytime.

Seek New Stations

New stations were asked by the Brunswick (Georgia) Broadcasting Corporation, seeking operation with one kilowatt on the 1440 band; Hartley Grisham and George Dodds, Marion, Ill., seeking the 1150 band with 250 watts daytime; Rockbridge Broadcasting Corp., Lexington, Va., seeking the 1450 band with 250 watts unlimited; and Evans Radio Co., Stevens Point, Wisc., seeking the 990 band with 250 watts daytime.

At the same time the Commission announced that it has deleted the construction permit for WJME, Birmingham, Ala., which has been assigned the 780 band with one kilowatt daytime.

WGAT, Utica, N. Y., applied to shift its frequency from 1100 to 1310 kc., upping its power from 250 watts to 500 watts night, one kilowatt daytime, and WMAC asked to change from the 1370 band to the 1420 band, changing its hours from daytime to unlimited.

Brand Names Experiment Includes Tieup With WHAI

Greenfield, Mass.—Evidence of the importance of radio in small-city America is the role played by local outlet WHAI in the two-week experimental promotion now under way here under the joint sponsorship of the Brand Names Foundation and the local Chamber of Commerce.

Much of the apparent success of the campaign, which is designed to stimulate brand name buying, has been attributed to the efforts of WHAI, an affiliate of the Mutual and Yankee webs.

At least seven regularly scheduled shows have been turned over to Brand Names promotion. Spots and inserts on news and women's programs also plug the campaign in addition to interviews with representatives of leading industrial firms and other notables here for the experiment.

RCA Adds 3 Tele Models, Brings Total Line To 8

(Continued from Page 1)

"T Day," November 3. Company introduced its first post-war video models on that date last year. "These receivers fill in gaps in the price and quality range of the first five models in the RCA Victor television line," said Henry G. Baker, general sales manager of the home instrument department. "Thus the retailer can match an RCA Victor television receiver to almost any consumer's price bracket."

New \$325 model falls between the 7-inch picture tube set retailing at \$250 and the 10-inch tube at \$375. Two new all-purpose combinations retailing at from \$595 and \$675, fall between the \$450 (tele sight and sound console) and the \$795 video-FM-AM-phono combination. All prices are exclusive of federal taxes and television owner policy fees.

NEW BUSINESS

KYW, PHILADELPHIA: Rosefield Packing Company, makers of Skipper Peanut Butter, have renewed the weekly half-hour transcribed dramatic program, "Skipper Hollywood Theater," for 52 weeks. Contract placed through Garfield and Guil Advertising Agency, is effective November 5. The Budd Company, manufacturers of automobile bodies for railroad cars, are carrying on an intensive spot campaign to secure a additional help. Company is using spot announcements over a five day period. Contract was placed through Lewis and Gilman, Inc. University Match Company for Schutter Candy; "Old Nick" and "Bit-O-Honey" have purchased nine spot announcements per week for a 52-week period. Contract was placed through Schwimm and Scott, Inc., Chicago. General Foods Corp., makers of Grape-N Flakes, are using eight spot announcements per week for a 13-week period. Contract was placed through Young and Rubicam, Inc.

CKNW, NEW WESTMINSTER, C.: R. C. A. F. Recruiting campaign through MacLaren Advertising, Toronto, calls for 66 spot announcements to run twice daily for six weeks. Safeway Stores have booked a one month's daily spot campaign for Edward's Coffee. Business was placed through Ruthrauff & Ryan, San Francisco.

N. Y. Department Store Buys Program On WNEW

(Continued from Page 1)

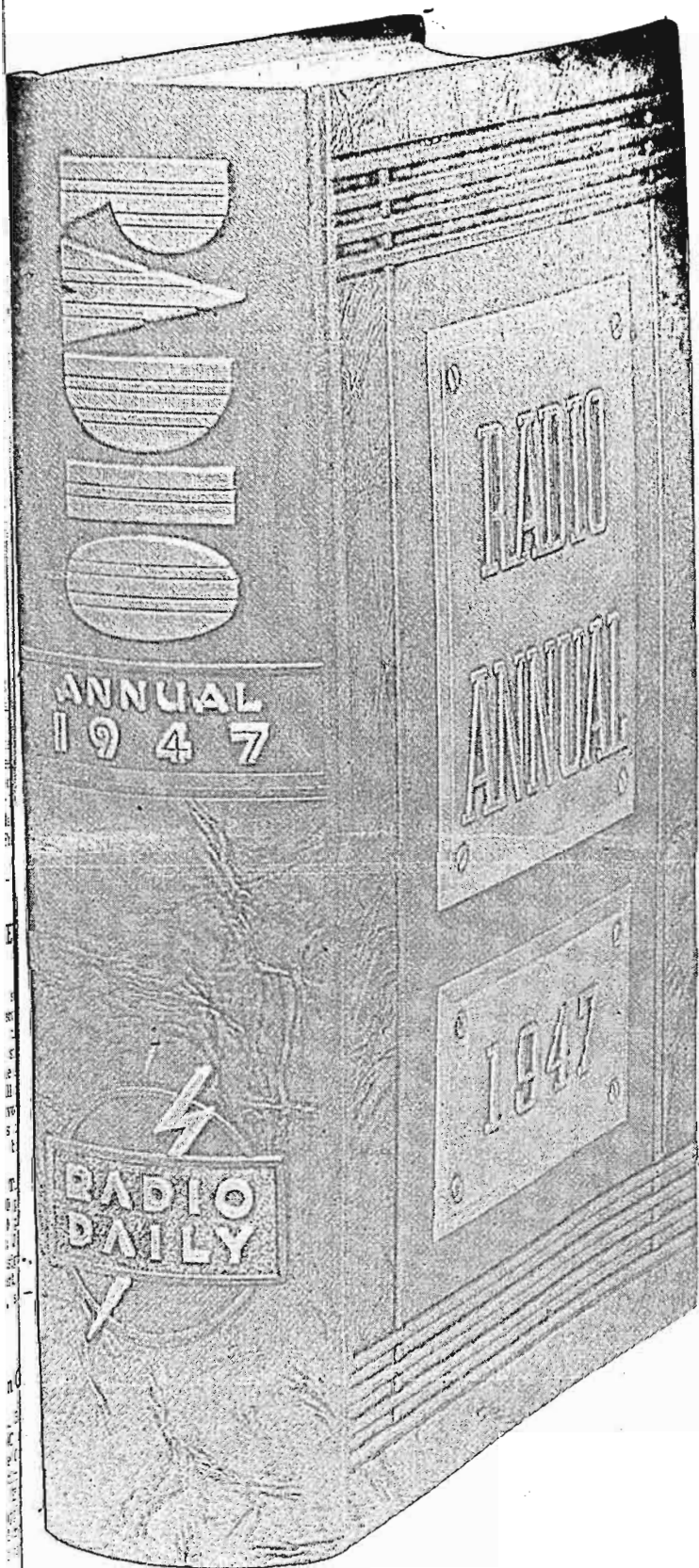
ored by WNEW's production staff and is called "The Inquiring Recorder." Emcee Lonny Starr will take his recorder into the S. Klein store and interview customers. At the end of the interview, the emcee will give the person the name of his favorite tune. The recorded interviews and favorite tunes will be played later from WNEW studios.

The series will be aired on Tuesday and Thursday from 9-9:30 p.m. and on Saturday from 5-5:30 p.m. Agency placing the account is J. H. A. Cairns & Co. Deal was signed for the station by Burt Lambert, account exec, and Ira Herbert, sales manager.

Indiana Station Buys FM Transmitter From GE

Muncie, Indiana—Donald A. Erton, owner-manager of WLBC-TV, WLBC-FM, has contracted the General Electric Co. for construction of a 50,000-watt FM transmitter. If the FCC approves the outlet's application, the new equipment will make WLBC-FM one of the most powerful FM stations in the country.

Plans call for the station's present three-kilowatt plant to be enlarged first by addition of two units to give 10-kilowatt power output. Two final units will complete the 50-kilowatt setup, it is planned.



**THE
1948
RADIO
ANNUAL
WILL
CONTAIN
A
COMPLETE
LIST
OF
RADIO
STATIONS
AND
THEIR
PERSONNEL**

**NOW IN
INTENSIVE
PREPARATION**

Cosmetic Accounts Buying Radio Time

(Continued from Page 1)

pation announcements and one-minute ETs.

The campaign starts in New York on Nov. 3, using three participations a week in the Margaret Arlen show over WCBS. The Harriet Hubbard Ayer account is a new one for the Federal agency, taken on about two months ago when Lever Brothers bought the company.

Beauty and Charm ETs

About \$96,000 will be spent in the first radio campaign by the beauty and charm enterprises of Joe Bonomo, editor and publisher of Beauty Fair magazine and old time movie strong man of the silent era. After successful tests on 28 stations, Gunn-Mears Advertising Agency is setting up a 40-station campaign to run for the balance of the year.

The campaign will consist of ETs, live participation announcements in women's programs and five-minute live shows being prepared by Wolf Associates. Selling of the New York market starts today over WHN, with the Nancy Craig show over WJZ and six announcements daily over WLJB being added next week.

Commercials will be devoted to Bonomo's modeling course and his books on beauty and charm.

Prominent Witnesses Testify Against WIBG

(Continued from Page 1)

interest to license WIBG, Knoxville, Tenn. The station has been on for program tests since August, after having been given a construction permit last fall.

WIBG is licensed to the Southern Bible Institute, head of which is the fundamentalist preacher, J. Harold Smith. The issue has been raised whether Smith did not falsify his application originally when he said he had no financial interest in any other radio station. It was shown yesterday that he had raised a total of \$100,000 for Arturo Gonzalez and Raymond E. Bosquez, owners of XERF, Via Guna, Mexico.

Most interest in the proceedings, however, was in the character witnesses against the preacher. They included former Senators Roger E. Peace, publisher of the Greenville News and Piedmont, and head of the corporation to which is licensed WFBC, Greenville, S. C.; Walter Brown, long-time associate of former Secretary of State Byrnes and now head of WSPA, Spartanburg, S. C.; Rev. Albert Jackson, Negro Baptist minister, of Knoxville; H. B. Smith, editor of the Knoxville News-Sentinel; Richard D. Westergard, general manager of WNOX, Knoxville; Haskell Miller, vice-president of Emory and Henry College, and Dr. R. O. Teller, Methodist minister.

Without exception, these witnesses declared that they would strongly oppose the licensing of Smith.

COAST-TO-COAST

—CONNECTICUT—

NEW HAVEN—Thomas J. McMahon, radio director of N. W. Ayer & Son, Inc., of Philadelphia, will be a guest speaker at the New Haven Advertising Club Luncheon in the Towne House on October 27. He will speak on the Atlantic Refining Company football schedule, currently aired over WNHC. . . . **STAMFORD**—New member of the WSTC, WSTC-FM engineering staff is Paul Kameneky, formerly associated with WJVB, Jacksonville Beach, Florida.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Stephen McCormick, WOL chief announcer, is the proud papa of a baby daughter born to Mrs. McCormick, October 12, at Georgetown Hospital. . . . Rick La Falce, who handles public relations for WWDC, has been appointed public relations director for the current District of Columbia National Guard Recruiting Drive by the Washington Citizens Committee which is co-operating with the local National Guard unit. La Falce will organize all committees and prepare campaign to be followed from now until the end of the drive on November 16.

—INDIANA—

COLUMBUS—The Lindsay Company of this city has contracted with WCSI-FM for the exclusive sponsorship of all high school football games played by the Columbus "Bulldogs." Handling the play-by-play description will be Paul Wagner, station general manager. . . . **FORT WAYNE**—Jim Wood, WOW announcer, is joining WKJG, new station in this city. . . . **MUNCIE**—WLBC-FM, 8,500-watt station, operating on a frequency of 104.1 megacycles, began operation last Sunday. Station is owned by Donald A. Burton.

—MASSACHUSETTS—

BOSTON—George G. Peterson, formerly a WCOP staff member, has joined the staff of WLYN, Lynn, as a sales representative. . . . **PITTSFIELD**—The Western Massachusetts Broadcasting Company has received FCC authorization to boost WBEC's power from 100 to 250 watts. Increase will take effect before the end of the month, according to the station's manager, James L. Spates. . . . **WORCESTER**—The Broadway columnist, Ed Sullivan, radio vocalists Kitty Kallen, Jack Smith, Babs Ryan and famed tapster Bill "Bojangles" Robinson were recently heard on WTAG's special "Home

for Johnny" broadcast which was presented in conjunction with this city's day-long celebration to raise funds for a new home for John D. DeGaetano, this city's only paraplegic victim of World War II.

—NEBRASKA—

OMAHA—KOAD and KOWH are featuring an Omaha breakfast club with sportscaster Jack Sandler as emcee. . . . WOW will be co-sponsor of this city's first postwar Electrical Exposition November 3-8 in tie-up with 800 members of the Nebraska-Iowa Electrical Council. Christopher Lynch, Firestone tenor, and sultry-voiced Connie Russell, Chicago NBC and night club singer, will headline the twice-nightly stage shows, with Morton Wells and his WOW house band playing and Lyle De Moss, station's program chief in the role of emcee.

—NEW JERSEY—

PATERSON—A 50-voice choir from the Lyra Society of Hoboken, one of the most famous mixed singing groups in the country, will present a recital over WPAT this afternoon in honor of the "Hoboken March of Progress," a month-long celebration in that city being sponsored by its Chamber of Commerce and WPAT. . . . **JERSEY CITY**—WFMO recently inaugurated "Songs of Romance" headlining singing star Kay Lovell, of Leonia, New Jersey. Miss Lovell is a coloratura soprano who, a short time ago, was the recipient of a special award given by the Radio Executives Club of New York as one of the outstanding young vocalists entering the field of radio.

—NEW YORK—

ITHACA—Edward Fox, formerly chief of the policy analysis division of the State Department and now a member of Cornell University's history department, has become the first local analyst to interpret national and international affairs over WRCU. . . . WFBL's news chief since 1938, Harvey D. Sanderson has left the station to board a trans-Atlantic air courier for Germany, where he will join the European editorial staff of the Stars and Stripes, well-known Army news publication which has its headquarters in Pfungstadt, near Frankfurt, Germany. . . . **UTICA-ROME**—WRUN and WRUN-FM have announced the appointment of Avery-Knodel, Inc., as exclusive national representatives.

Four A's Announce Plans

The 4-A board of directors, completing its first meeting ever held on the West Coast, announced plans for two regional meetings this fall. First will be the eastern annual meeting of the 4-A's at the Waldorf-Astoria, New York, on Nov. 18. Program arrangements are being handled by Gordon E. Hyde, New York council chairman and president of Federal Advertising Agency, and by council governors. Hyde was elected a member of the 4-A board at their Yosemite meetings.

An annual meeting of the central council is scheduled for the Hotel Drake, Chicago, on Nov. 21 and pro-

Wiley Returns to 'Frisco

Return of the Housewives' Protective League and Sunrise Salute programs to the San Francisco market has been jointly announced by Fletcher Wiley, owner of the programs, and C. L. McCarthy, general manager of KQW, San Francisco. The Wiley participation programs, now operating in New York, Chicago and other major markets, returned to KQW, CBS outlet, October 13 on a six days a week schedule.

gram arrangements are being directed by Walter Seiler, council chairman and president of the Cramer-Krasselt Co.

Technical Advances Will Be Discussed

Washington Bureau, RADIO DAILY

Washington — Top technical advancements in FM and television receivers will be discussed at the annual fall meeting of the RMA engineering department and the Institute of Radio Engineers on November 17-19 at the Sheraton Hotel, Rochester, N. Y.

The complete program for the three-day conference of the radio industry's leading engineers has been completed by Virgil M. Graham, chairman of the committee in charge and associate director of the RMA engineering department.

Topics Listed

Among the topics on which paper will be read are the following: "Avenues of Improvement in Present Day Television," by Donald C. Fink, of the McGraw-Hill Publishing Co. "Use of Miniature Tubes in AC-DC Receivers for AM and FM," by R. I. Dunn, of the Radio Corporation of America; "A New Television Projection System," by William E. Bradley, of the Philco Corp.; "I-F Selectivity Considerations in FM Receivers," by R. B. Dome, of General Electric Co. and "Engineering Responsibilities in Today's Economy," by E. F. Carter, of Sylvania Electric Products, Inc.

The highlight of the three-day meeting will be the fall meeting dinner on Tuesday, Nov. 18. The speaker will be Fred S. Barton, former of the British Air Commission, who will talk on "The British Radio Industry Today." Ralph A. Hackbusch of the Canadian RMA, will be toastmaster.

Nine Italian Sponsors Renew Programs On WO

WOV has received 52-week renewals for across-the-board Italian language programs from nine sponsors, all of whom have been on the station for more than five years, an average of 18 years each, it was announced yesterday by Ralph N. Weil, station manager.

Citing a 29 per cent increase in the station's business during the first nine months of 1947 over the same period last year, Weil said WO will go over "the million dollar mark if the upward trend continues comparable for the next three months."

Send Birthday
Greetings To—

October 23

Ford Bond Charlie Capps
Lucy Monroe Margaret Speaks
Colleen Ward Frederic A. Willis



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 41, NO. 17

NEW YORK, FRIDAY, OCTOBER 24, 1947

TEN CENTS

Radio Week Plans Ready

Application Forms Simplified By FCC

Washington Bureau, *RADIO DAILY*
 Washington—The FCC yesterday announced the adoption of a group of seven new simplified application forms "tailored to the convenience of prospective broadcasters" and those now on the air. The forms will apply to all broadcast classifications, except international, facsimile and experimental. Actual copies of the new forms are not yet available.

Purpose of the new forms, the Commission said, is to standardize application procedure further and

(Continued on Page 6)

HPL Program Sale To CBS Reported \$1,000,000 Deal

Transfer of Galen Drake's Housewives Protective League program from WJZ to WCBS under terms of the recent sale of HPL productions to CBS by Fletcher Wiley, becomes effective Jan. 5, Arthur Hull Hayes, general manager of the CBS key outlet, announced yesterday.

Drake will be heard over WCBS "Housewives Protective League" Monday through Friday, 4:30-5 p.m.,

(Continued on Page 2)

New Early Morning Sked Effective Jan. 5 At WJZ

Plans for realignment of WJZ's early morning programs with Walter Herman slated to do a new five times weekly program from 6:30 to 8 a.m., ST, was announced yesterday by Murray Grabhorn, manager of the New York outlet for ABC.

Starting January 5 the station will open weekday mornings at 5:45

(Continued on Page 7)

Airing Hearing

Recorded highlights of the testimony of Hollywood personalities appearing before the House Un-American Activities Committee on the communist influences in the motion picture industry will be aired over ABC and its affiliated stations for the week beginning Monday. This series will be heard at 11:35 p.m., EST., Monday through Saturday, Nov. 1, with the exception of Thursday, Oct. 30 when it will be heard at 10:30 p.m., EST.

President's Address On Radio And Tele

President Harry S. Truman will be heard on the four major radio networks and viewed on East Coast television stations tonight when he addresses the nation from 10 to 10:15 p.m., EST., from the Oval Room of the White House.

Television stations carrying the President's address will include stations in Washington, Baltimore, Philadelphia

(Continued on Page 5)

Commercial ET Series Prepared For Stations

A series of transcriptions prepared for commercial usage on radio stations have been produced by Leighton and Nelson, Schenectady, N. Y., agency, for Marcus Breier's Sons of Amsterdam, N. Y., manufacturers of

(Continued on Page 2)

'Indie' Committee For NAB Within Association Sought

Washington Bureau, *RADIO DAILY*
 Washington—Formation of a permanent NAB committee to represent independents was proposed yesterday by a group of 12 independents who met here yesterday to draft their own revision of the proposed new NAB standards. The group also asked that Ted Cott of WNEW, New York, their chairman, be present when the NAB board meets next month for what is contemplated as final approval of the code. Included in the group were Cott,

Widespread Acceptance By Industry Of Radio's Exploitation Plan Noted; Justin Miller To Speak

Tele A Threat To Pix Larsen Tells SMPE

Television looms as a definite threat to motion pictures, presenting as it does sight and sound entertainment to the public without charge, and its potential as a competitive medium is such that the film industry "cannot afford not to be a part of it," Paul J. Larsen, chairman of the television committee of the Society of Motion Picture Engineers, declared

(Continued on Page 7)

Hoagy Carmichael To Fill Sablon CBS Spot On Nov. 9

Hoagy Carmichael will be heard in the Sunday 5:30-5:45 p.m. spot on CBS starting November 9 replacing the Jean Sablon show (William Warner-Hudnut Powders) which bows

(Continued on Page 8)

B & K Tele Relay Link Ready For Operation

Chicago—WBKB image orthicons, set up on the 50-yard line at the Notre Dame stadium, will cover the action of the Notre Dame-Iowa game for two television stations Saturday;

(Continued on Page 6)

Industry-wide observance of National Radio Week gets under way this weekend with NAB, RMA and the U. S. Junior Chamber of Commerce joining hands in making the nation radio listening and radio set conscious.

While the week's formal observance does not begin until

(Continued on Page 5)

BMB Officials Called For 'Channel' Hearing

Washington Bureau, *RADIO DAILY*
 Washington—Two BMB officials will appear this morning at the FCC's clear channel hearings to testify concerning the reliability and accuracy of BMB coverage figures, following the filing of objections by Commission and CCBS attorneys yesterday to the submission of BMB findings by Attorney Paul Spearman

(Continued on Page 5)

Smith, Of WIBK, Heard At Hearing Before FCC

Washington Bureau, *RADIO DAILY*
 Washington—The Rev. J. Harold Smith spent two hours yesterday attempting to straighten out to the satisfaction of FCC attorneys his financial affairs, with no reference to his political and sociological beliefs. Prior

(Continued on Page 8)

Defenders

Officials of open-end transcription companies yesterday named Charles Gaines, executive producer of Frederic W. Ziv, Inc., and Joseph W. Bailey, general manager of Louis G. Cowan, Inc., to represent them on the NAB's industry wide music committee. The committee is being formulated as a showdown measure with James Petrillo and the AFM.

Bedfellows?

Philadelphia—Westinghouse station KYW, gained a unique sponsor for one minute last night when the Philco video outlet, WPTZ, bought a one-minute spot announcement to plug a telecast of the Be mudz Sky Queen disaster films. Hutchins agency, which handled the deal, indicated possible use of similar spots in the future.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief
6417 Dahlonga Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 23)

NEW YORK STOCK MARKET

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: No. Green, Bid, Asked. Lists stocks like DuMont Lab., Finch Tele Conn., Stromberg-Carlson.

Pryor Joining Agency

Roger Pryor, former movie star, is joining the Foote, Cone and Belding Agency in New York as executive assistant to Ralph Austrian, head of the agency's television department.

Marx Show Bows Oct. 27

"You Bet Your Life," new ABC program starring Groucho Marx, will make its debut Monday, Oct. 27. Originating in Hollywood, it is sponsored by the Elgin-American division of the Illinois Watch Case Co.

★ COMING AND GOING ★

DOROTHY LEWIS, co-ordinator of listener activity for the NAB; ALMA KITCHELL, of WNBT, and ELSIE DICK, of the Mutual network, leave today for Albany, where they'll attend the 2nd District meeting of the Assn. of Women Broadcasters.

C. A. KAUFMAN, general manager of WKDK, Newberry, S. C., in New York this week for conferences with officials of Mutual, with which the station is affiliated.

H. E. ZOLLER, owner of KAKE, Wichita outlet of MBS, has arrived in New York on a short business trip.

EDWIN B. HINCK, sales manager of Industrial Television, Inc., is contacting radio and television dealers in the Midwest.

GENE GOSCH, manager of WKRZ, Oil City, Pa., visiting this week with officials of the Mutual network.

WILLIAM DRIPS, director of agriculture at NBC, is attending the American Royal Livestock Show at Kansas City.

CECIL MASTIN, general manager of WNBC, Columbia network affiliate in Binghamton, N. Y., paid a call this week at the station relations department of the network.

MAURICE DREICER, commentator on WWRL, off to St. Louis, where he will confer with Premier Radio Enterprises on the subject of a new participation show.

STELLA GRECCA and LEO COTOMATIS, Greek radio and stage artists, arrived in the States this week aboard the Queen Elizabeth. They'll record for Attikon Records, Chicago.

JOHN F. HUNT, assistant to the sales manager of the receiving department, DuMont Laboratories, has left for Cincinnati to franchise dealers in the DuMont line.

GYPSY MARKOFF, accordioniste, is back in town following a Washington engagement.

Educational FM Station To Be Dedicated Sunday

Formal dedication of WFUV, Fordham University, will be held in Keating Hall on the campus Sunday at 3 p.m. A one-kilowatt FM station, it is the first university-owned and operated outlet in the East aimed at off-campus listeners.

His Eminence, Francis Cardinal Spellman will deliver the invocation. Speakers will include Dr. Everett Dillard, president of the Continental FM network, the Reverend Robert I. Gannon, S. J., president of Fordham, and William J. Wallin, Chancellor of the University of the State of New York. Arthur Godfrey will act as emcee.

Staffed mainly by students and volunteers, the station is under the direction of the Rev. Richard F. Grady, S. J., chairman of the school's Department of Communication Arts. The six-hour broadcast schedule is from 9 to 11 a.m. and from 4 to 8 p.m. An additional daily hour of air time is planned for the near future.

The station's daily broadcast schedule is a diversified one. There are six regularly scheduled news shows prepared by the staff from an AP wire. Two religious programs are aired each morning. Other programs include a woman's show, sports roundups, talks by faculty members, current affairs, discussions and a bedtime story for children. Several programs of both popular and symphonic music round out the sked.

There are two studios, one on either side of the control room, and lines to two lecture halls and the university chapel. Equipment, including two recording outfits, was made by RCA, with the exception of the monitor which was supplied by REL. The three-bay antenna, extending 212 feet above the ground, provides an effective radiated power of 3.5 kw.

Although the normal range of the station is 35 miles, it has been heard as far away as Fall River, Mass., a distance of 150 miles. Correspondence is received regularly from listeners in Camden, Trenton and other points outside the normal radius. When WFUV first went on the air this summer, several highly successful experiments were carried out

HPL Program Sale To CBS Reported \$1,000,000 Deal

(Continued from Page 1)

EST, and on "Starlight Salute," Monday through Saturday, 11:30 p.m. to 12:30 a.m., EST. He will continue on WJZ and the ABC web for Kellogg's across-the-board from 11:30 to 11:45 a.m.

Price involved in the HPL sale is estimated at \$1,000,000. HPL will become a new division of CBS with Wiley as general manager. He will report to J. Kelly Smith, who will act as administrative supervisor. Main HPL office remains in Hollywood.

Other HPL broadcasters joining CBS include: Lee Adams, KMOX, St. Louis; Burritt Wheeler, KNX, Los Angeles; Paul Gibson, WBBM, Chicago; Lewis Martin, KQW, San Francisco, and John Trent. It is planned to extend the programs to CBS-owned WCCO, Minneapolis-St. Paul, and WTOP, Washington, D. C., by the end of the year and to other markets in 1948.

Commercial ET Series Prepared For Stations

(Continued from Page 1)

Bantam sports jackets. Featuring the voice of Clem McCarthy, NBC race announcer, the ET's are prepared as station breaks and full minute spots. The series is seasonalized, with special transcriptions for such events as Christmas, Father's Day and other sales high spots.

Judith Lawton Gets Post As WJBK Program Director

Judith Lawton, formerly of WSPD and WTOP in Toledo, has been named program director of WJBK, Detroit, Ralph Elvin, managing director of the Ford Industry station, announced yesterday. Miss Lawton is expected to completely revamp the program structure of the station and plans are set for 23 program changes during the next few weeks.

with the Pilotuner attachment which enabled AM receivers on the campus to pick up the FM broadcasts.



Collapse

That's not a pleasant picture. It's a shot of a New York tenement house that fell apart following the explosion of a nearby ice-house.

No, it's not pretty. And neither is the point we're about to make in this ad.

It's this: A great many businesses are going to fall apart just like that building if they don't get ready for the battle of brands that lies just ahead.

The smart outfits are mending fences now. Putting new vitality into salesmen and advertising that have been coasting along in the buyers' market.

And the smart operators are covering the 6th largest city with radio over W-I-T-H, the successful independent. This is the station that delivers more listeners-per-dollar-spent than any other in this big 5-station town.

How about you? Is W-I-T-H on your list?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Ross

IN CLEVELAND IT'S WHK



"Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York. The only outfit to win two awards each year."

BILLBOARD—SEPTEMBER 20, 1947

Billboard again honors WOV

Accepting these distinguished citations with understandable pride, WOV expresses its gratitude to the agency and sponsor executives who selected us as winners for the second consecutive year.

We declare our continued dedication to an even more concerted effort toward our basic policy of radio broadcasting, that in serving the public interest we best serve listeners and sponsors alike.

*Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
John E. Pearson Co., National Representative*



SOUTHWEST

THE Grand Prize Beer "Headliner Show" is being heard for a quarter hour daily Monday through Friday, originating in the studios of KPRC, Houston and carried by a five station network. These include WOAI, San Antonio; KRGV, Weslaco; KRIS, Corpus Christi; WRR, Dallas and KFJZ, Fort Worth.

"Pigskin Previews" has made its debut over KCOR, San Antonio and will be heard for a quarter hour each week. Programs are to be presented through the co-operation of Randolph Field. Broadcasts will be presented by Sgt. Ed Laugherty and Cpl. Vince Meloy.

The NBC Symphony Orchestra concerts, now being heard on Saturday over the NBC Network, will be transcribed and aired over WFAA-WBAP-820 Dallas each Sunday from 11 p.m., to midnight and over WOAI, San Antonio from 10:30 to 11:30 p.m. Both stations have made arrangements to transcribe the concerts at their own studios for the rebroadcasts.

Otis Boggs has joined the staff of WFAA, Dallas as sports editor and announcer. He will handle play by play accounts of local high school football games on WFAA-FM also.

Bob Holleron, special events director of KTSA, San Antonio, originated a special half hour wire recorded broadcast from the stage of the Municipal Auditorium where the Pollock Bros.-Shrine Circus is currently holding forth.

Frank Brothers Department Store of San Antonio, leading store of men and women's clothing, is sponsoring the broadcasts of the local Junior League Fashion Show from the Bright Shawl in San Antonio each week. Charles Belfi is master of ceremonies for the broadcasts which are broadcast over KYFM, San Antonio.

A daily five minute broadcast is being presented over KCOR, San Antonio presented by members of the San Antonio Police Department. Programs are aired in Spanish and deal with current news of interest to the Latin American population in the city.

Durban To Guest Lecture

Charles J. Durban, assistant advertising manager of U. S. Rubber, will discuss the "Sponsor's Role in Television" as guest lecturer before the weekly production forum of the Television Workshop tonight (Fri.) at 8:15 p.m. Durban, who has supervised several U. S. Rubber telecasts over NBC and DuMont, will emphasize the many factors which influence advertisers in their selection of programs.

YOUR RADIO DAILY
DELIVERED TO YOU IN
LOS ANGELES AND VICINITY
BY
MANNING'S DELIVERY SERVICE
A SPECIALIZED MESSENGER
AND DELIVERY SERVICE
HO-3129



Notes From An Aisle Seat. . . !

• • • Very interesting observation by Joe Bigelow. In every other field of entertainment, the gals enjoy equal success and popularity—yet, in radio, with the exception of Molly of the McGee-clan, there isn't a single femme listed in the top 15 shows. . . . Suit between Chas. Stark against Fred Vanderventer regarding "20 Questions" settled out-of-court, with substantial judgment awarded Stark. . . . Hear that the Army is doing a healthy burn as a result of the shoving around its airer, "Sound Off," is getting on the CBS time-table, and that ABC may take it over for a mid-week slotting. . . . Uncertain wine market for the 2nd time has cued sponsor of "Suspense" to think of dropping the show—but if that happens, there'll be several other bankrolles standing in line with bids. . . . Sudden thaw: Bob Hope and Fibber McGee, who have the meatiest Hoopers, are both heard on meatless Tuesday. . . . Radio could use a few guys like Mike Curtiz. He's made a practice to give breaks to film unknowns, handing the youngsters juicy roles, not just bits. Michael North looks like the new dream boy in "Unsuspected" and Doris Day will kill 'em in "Romance in High C." . . . Ed Gardner has removed the "Duffy's Tavern" sign over his Beverly Hills office because a lot of lishes tried to get in and buy drinks.



• • • Our favorite H'wood correspondent writes that the disc jockey race out there is really somethin'. It's got to the point that when one of them takes a vacation, he lines up all big name talent to spin for him. One guy had about 40 big music and movie names taking over for him recently. Spot announcements on record shows reach a new low. They keep pounding and shouting at the listener on the premise that no one's going to miss their mess-age. Jack Paar, he continues, is hardly in line to win any popularity contest out there. One time he warmed up the audience by telling them to relax, sit back and laff. Not to think of a thing or worry about tomorrow when they have to go back to their jobs behind ribbon counters, shipping clerks and soda jerking. They tell me the audience froze like an icicle and sat right on their hands. But don't get me wrong, Skolsky, I love Hollywood.



• • • AROUND TOWN: N. Y. Gagwriters Institute throwing a testimonial dinner to Paul Denis, the N. Y. Post's hard-hitting radio ed, Monday nite at Old Knickerbocker Music Hall. It's for Paul's plugging the value to radio of comedy writers. . . . ABC making a pitch for Benny Goodman. . . . We're a pushover for one Groucho Marx—so here's the old welcome mat for his new show preeming Monday nite on ABC. . . . Florence Lustig, youngest and most glamorous of top designers, mulling two offers (CBS and DuMont) to serve as fashion co-ordinator. . . . Glenn Adams, WLIB announcer, aired an appeal for a blood donor needed immediately for a patient at St. Vincent's Hosp. First donor to arrive was Adams. . . . Shop Fields unveils his new Rippling Rhythm ork at the Capitol next week. He's also signed to record 20 sides for Mus-Art. . . . Mutual will be looking at the Col. Tim McCoy-Texas Jim Robertson western quizzer on "For Your Approval" this Sunday, eying it for a regular run. . . . Two people in the running for role of Beulah are Lillian Randolph and Ruby Dandridge, both famous colored actresses. . . . Sammy Kaye, they say, will earn almost as much this year from his Bobbi Mae Swing'n Sway Doll as he will from his ork. . . . Metro talent scouts looking for a young gal with a good singing voice to play Kate Smith as a child in the forthcoming film version of the singer's career.



• • • LOVE 'n KISSES: The Murphy Sisters' Apollo disc, "Girls If You Ever Get Married." Apollopolulu. . . . King Cole Trio's Capitol waxing of "The Christmas Song," penned by Mel Torme and Bob Wells. . . . Stan Kenton's record-bustin' cross-country tour. . . . The Mercury platter of "I Don't Want To Set The World On Fire" by Steve Gibson and his Red Caps—a musical sizzler.

HAWAII

By JOHN WILLIAMS

ONCE more there's proof that radio casting of sports events doesn't crimp the box office. When the Galloping Gaels of St. Mary's (Calif.) met and defeated (27-7) the University of Hawaii, KHON, with Web Edwards at the mike, aired the game to its three affiliates of the Aloha Broadcasting System, KIPA, KMW, and KTOH, thus covering all Hawaii. Yet paid admissions to stadium were 27,000, with \$112,000 take, easily local records; \$750 was paid for radio rights. KHON shortwaved the game to KPRC, San Francisco, and KH, Los Angeles, which fed it to Mutual. Don Lee west coast web. Associate. Oil was sponsor.

Sales of radio sets here are climbing to pre-war totals, according to William E. Garrison, secretary of Appliance and Radio Dealers Assn. Sale of all types of sets were 24,725 in 1946 with sales so far for 1947 running ahead. Record year was 1941 when 47,832 sets were sold. Models which sell best are table, portable, and table combination. Table sets outsell portables by more than three to one.

An amateur, Eugene A. Riley, who operates W7ACS/KH6 in the Pea Harbor area near Honolulu, has talked direct on 50,000 kc., with Clarry Cattle, VK5KL, at Darwin, Australia, 5,349 miles away. Recently he worked 20 different stations in Arizona, Texas and California on 50,000 kc..

Emma Veary, 17, a local soprano who specializes in traditional Hawaii songs, has been signed as featured soloist with the weekly "Andy Cummings Show" on KGMB which is sponsored by Surplus Sales Store and produced by the Beam & Mill Agency.

Auto Dealers Sponsor School Grid On WP

Philadelphia—Television broadcast of a series of high-school football games are being sponsored here for the first time with Pontiac dealers of this city presenting three games played by Dobbins Vocational High School at Shibe Park over WPTZ.

First of the games will be televised today (Fri.) when Dobbins meets Bok High School, while the remaining two are scheduled for October 30 and November 20, with Cheltenham and Mastbaum, on the respective dates. Station is using the same "the-spot video" equipment that served last summer for pickups of major league baseball and, currently, for coverage of the home games of the Philadelphia Eagles, professional football team.

FOR SALE PROFITABLE TRANSCRIPTION BUSINESS

Write or Wire
Box 413 — c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.

BMB Officials Called For 'Channel' Hearing

(Continued from Page 1)
for the regional broadcasters group. Counsel Louis Caldwell for CCBS and Harry Plotkin for the FCC had both voiced their reservations, and Presiding Commissioner Rosel H. Hyde was about to rule when Spearman interrupted to ask for a subpoena for Hugh Feltis, BMB president, and John Churchill, BMB secretary. Hyde agreed to issue the subpoena if it was required, but Feltis and BMB statistician Wycoff agreed to appear voluntarily this morning. Churchill at present is away on a cruise.

This followed an outburst of harsh language concerning BMB by Caldwell and Spearman, with neither attorney actually defending BMB. Spearman had placed the independent researcher, Albert Politz, on the stand to answer questions concerning a study Politz had made of BMB techniques.

In Westchester and Bronx counties, New York, Politz had been engaged by BMB to make the studies, and had taken the BMB findings and gone into the same areas himself—first following BMB methods and then trying his own techniques. What he found was to be an important part of Spearman's case, apparently.

Spearman declared that Caldwell should not object to the introduction of BMB evidence, because his clients use—BMB—figures to help them sell time. Caldwell replied that some of his clients are dissatisfied with BMB.

Plotkin interposed here, as the two lawyers began to lose their tempers, that Caldwell's clients "have paid for something and want to get the most out of it."

Earlier Col. John DeWitt, for CCBS, had admitted to Spearman that under the CCBS plan to set up 20 750-kw. stations, some stations not included in the proposed superpower group "are going to be hurt. Some will be clears, some of them will be regionals." He said CCBS had made no study of the effect of its plan on regionals, and admitted that data is lacking on such matters as side-channel interference, etc.

Industry Acceptance Noted Of Nat'l Radio Week Plans

(Continued from Page 1)
Sunday, Justin Miller, president of NAB, will launch week's exploitation Saturday at 12:15 p.m., EST, when he appears on NBC's coast-to-coast "Public Affairs" program.

Miller will announce a radio script writing contest, open to all students in the last three years of high school, on the subject; "I Speak for Democracy." Scholarships of \$500 each, for use in a college of the student's own choice, will be given jointly by NAB and RMA to the four national winners in the 5-minute script contest.

Miller will be interviewed over NBC by William Beaton, president of the Southern California Broadcasters Association and manager of KWKW,

Discordant Note

Chicago—A slap at National Radio Week was taken by WGN, Chicago, this week when Frank P. Schreiber manager of WGN announced that the station will not take part in the contests, special programs and other events set for Radio Week. WGN will substitute a radio set owners information campaign of its own.

"Whatever the announced purpose of week," said Schreiber, "the net result each year has been that the radio manufacturers are given thousands of dollars of free air time during which the public is stimulated to buy their products.

"At the same time these manufacturers are spending thousands of dollars for paid advertising in other media. It just doesn't add up. It reminds me of the many Government agencies which carry heavy schedules of newspaper advertising yet regularly approach our special features department for free air time."

Pasadena. Two other sponsors, besides NAB and RMA, promoting the contest are the U. S. Junior Chamber of Commerce and the U. S. Office of Education. Local radio dealers are also putting up prizes for their own community winners in the contest. Broadcasters throughout the country are scheduling a series of five transcribed broadcasts by Judge Miller on the subject of the contest, thus giving background material to competing students.

Another network broadcast which will highlight the "Voice of Democracy" script writing contest is ABC's "Vox Pop" on Wednesday, Oct. 29, at 8:30 p.m., EST. Parks Johnson and Warren Hull will devote the entire program to interviewing St. Louis high school students who are participating in the contest. Winners on a local level in St. Louis will also be heard on the show.

At least two stations are bringing in college students and school students during National Radio Week to participate in broadcasting operations. WCBS, New York, is staging "Operation Collegiate" and is assign-

ing students from 11 colleges, including Columbia and Fordham, to work with producers, directors, writers and personalities on all WCBS produced programs. A student from India, who plans to return to his native land and open a station, will work during the week with Arthur Hull Hayes, WCBS general manager.

The radio class and faculty members of Wittenberg College will assist in operating WJEL, Springfield, Ohio, and its FM affiliate, WJEM, on Sunday, Oct. 26. These stations went on the air last June but withheld formal opening until National Radio Week. The outlets have set Nov. 1 as "Public School Day," at which time the stations will be operated and staffed by faculty members from elementary and high schools.

AWB Contest Plans

Next week the members of the Association of Women Broadcasters will begin telling listeners of the letter writing contest based on "What Is Your Favorite Program and Why?" A total of 17 district winners and one national winner will receive radio-phonograph consoles. Retail value of the grand prize will be \$500 and the others \$250.

Each woman program director announcing the contest to listeners will pick the best five letters submitted and forward to the office of Dorothy Lewis, NAB coordinator of listener activity in New York, not later than next Dec. 6. Final winners will be announced about Jan. 15.

Over 40 radios have been donated by RMA to be given away at various times during National Radio Week. Manufacturers who will give prizes to winning letter writers include RCA-Victor, Stromberg-Carlson, Motorola, Westinghouse Electric Corp., Philco, Hoffman Radio Corp., Stewart-Warner, Crosley, Zenith, Farnsworth, General Electric, Belmont, Bendix, Emerson, Majestic, Sonora and Sparks-Withington Co.

A highlight of the week in New York will be the Radio Executives Club luncheon on Wednesday, Oct. 29, when Max Balcom, president of RMA, will discuss "Your Circulation Department Speaks." Metropolitan area members of the RMA have been invited to attend. Radio and recording stars will provide special entertainment.

Renewal On KMPC

Los Angeles—The Western Federal Savings and Loan Association has renewed its current program, "The Western Federal Music Hour," for the third year on KMPC.

WPDQ's
TIME-BUYERS JACK POT
THIS WEEK'S WINNER
CURT PETERSON
MARSCHALK & PRATT
Next Week ? ? ? ?

President's Address On Radio And Tele

(Continued from Page 1)
delphia, New York and Schenectady. It will be pooled transmission via coaxial cable with NBC, CBS, DuMont and Philco video stations co-operating.

Likewise the networks broadcast will be pooled with NBC, CBS, ABC and Mutual co-operating in handling the White House pickup.

President Truman, according to reports, will explain his reasons for calling the special session of Congress on November 14.

WWJ-TV Sets Coverage Of Hockey Thru Spring

Detroit—WWJ-TV, Detroit News television station, will air all home games of the Red Wings against the Toronto Maple Leafs, professional hockey teams, played at Olympia Stadium under sponsorship of the Norge Dealers of Greater Detroit, it was announced yesterday. Deal rounds out a full sports schedule on the News' station and includes boxing, wrestling, football, horse racing and baseball.

Red Wings schedule on WWJ-TV runs through March 21 of next year.

TALK to the SOUTH'S EAR ZONE
through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners. From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts
JOHN BLAIR & CO.—Representative

IN CLEVELAND IT'S
WHK

Application Forms Simplified By FCC

(Continued from Page 1)
reduce detail "insofar as possible." The seven new forms—"unified and compacted"—will replace 20 current forms.

FM, AM and tele applicants will hereafter use the same form, with differences only in the engineering portion. Renewal, transfer and assignment for the three services will also be on the same forms.

Present forms may be used at the option of the applicant until February 29 of next year—but the Commission hopes the new forms will be put in general use as soon as they become available.

The new forms, the Commission said, "reflect those suggestions which the Commission felt could be incorporated" from the suggestions by the FCC Bar Association, FMA, CBS and NBC.

The FCC said that "substantial relief in submitting detail is afforded." As one example, if an applicant feels that it would be too much of a burden to furnish an unusually large listing of all parties involved, he may petition the Commission for a waiver of the strict terms of the requirement.

Just as it simplifies the filling-out procedure, the business-like format will expedite the processing procedure.

The seven new forms are designated as follows:

- (301) Application for authority to construct a new broadcast station or make changes in an existing broadcast station.
- (302) Application for new broadcast station license.
- (303) Application for renewal of broadcast station license.
- (313) Application for authorization in the auxiliary broadcast services.
- (314) Application for consent to assignment of radio broadcast station construction permit or license.
- (315) Application for consent to transfer of control of corporation holding radio broadcast station construction permit or license.
- (321) Application for construction permit to replace expired permit.

These modernized forms will permit discontinuance of 13 present forms, namely: 303A, Statement of technical information concerning standard broadcast stations using non-directional antennas; 303B, Statement of technical information concerning standard broadcast stations using di-

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—A finer choice could not have been made than the naming of Jack McCoy as the new manager of the Warner Brothers Standard Music Catalogue . . . in his 35 years in the professional end of the music business, McCoy probably knows more band leaders and singers than any contemporary and too, was responsible for the original successes of many of the standards he controls . . . Herman Starr and Mack Goldman can relax . . . their musical gems have been placed in capable hands. . . ● Frankie Laine has done it again . . . duplicating his remarkable feat with the oldie "That's My Desire," the Maestro waxed "Two Loves Have I" for Mercury and other top notch bands and artists have hopped on the tune which remains in the Miller Catalogue and which seems destined for the hit parade. . . ● Three newspapermen, all ex-GI's, Dan Richman, Malcolm McGlasson and Bob Light have taken over Music Week. . . ● A new patriotic ballad "America For Me," written by Edward Ballantine, Thomas Filas and W. R. Williams has just been published by Will Rossiter . . . timely and inspiring. . . ● Jack Johnstone phoned to deny reports that he purchased Stevens Music . . . Johnstone Music is a new firm, affiliated with BMI and set to exploit "Why Does It Have To Rain On Sunday?" and "A Bed Of Roses." . . ● Evan Georgeoff Music has a clever ballad in "Story Telling" written by Marshall Rooke and Cliff Barnes. . . ● Arthur Klein is organizing a re-vamped Ministerial Show and is eying Ted Lewis, Happy Fellon and the D. & H. Miners Quartet . . . Tom Bennett will compose original music. . .

★ ★ ★

● ● ● Stan Kenton and his new band head east via theaters and one-nighters to open at the Hotel Commodore in Gotham, Nov. 25. . . ● In a poll conducted by a Nashville station, local bobbysoxers voted Ted Weems 'the most promising band leader of the year' because of his "Heartaches" record . . . Ted has been a top-ranking ork pilot since 1925, long before most of his new fans were born. . . ● Tuned in on "Oklahoma Round-up" last CBSaturday and were thrilled by the sensational singing of the show's newest song star Dave Denney . . . Dave sang a new ballad titled "The Bible My Mother Left To Me" which stopped the show . . . Lad has been signed to record exclusively for Victor and is headed places. . . ● Two weeks ago, Ted Malone asked his women listeners, via his ABC Chatter, their opinion on the latest long skirts fad . . . he hasn't arrived at a consensus of opinion for he's already received 97,502 replies with more piling in daily. . . ● Mildred Fields, fabulous femme flack, would have us believe that June Knight wires platter-spinner Johnny Dale-y—while Johnny phones her Knightly . . . (we don't.) . . . ● Lawson Zerbe's Saturday morning NBCharacterization of "Frank Merriwell" an exciting adventure for kids from 7 to 70. . .

rectional antennas; 304, Application (for construction permit, modification of construction permit, modification of license) for an existing standard broadcast station; 305, Application for authority to install new equipment or to make changes in equipment of an existing broadcast station.

Also 306, Application to determine operating power of broadcast station by direct measurement of antenna power; 316, Inventory of station property; 319, Application for new high frequency broadcast station construction permit; 320, Application for high frequency broadcast station license; 322, Application (for construction permit, modification of construction permit, modification of license) for an existing high frequency broadcast station.

And 327, Supplemental statement of facts required under Section 308 of the Communications Act of 1934 regarding station equipment; 330, Ap-

plication for new television broadcast station construction permit; 333, Application (for Construction Permit, modification of Construction Permit, modification of license) for an existing television broadcast station; 335, Supplement concerning chain broadcasting to application for standard broadcast authorization.

Present FCC forms 309, 310, 311 and 312 will be used only in connection with applications in the international, facsimile and experimental broadcast service.

Field Study

So that the 62 employees of Station WCBS can have a first-hand look at the station's 50,000 watt transmitter, General Manager Arthur Hull Hayes will be host to them at Columbia Island, off New Rochelle, N. Y., next week. Thirty-one employees will make the trip on Tuesday, Oct. 28 and the others will go the next afternoon, Wednesday, Oct. 29.

B & K Tele Relay Link Ready For Operation

(Continued from Page 1)

opening the B. & K. relay link from South Bend, the picture will be carried by very high frequency to the WBKB transmitter in the Chicago Loop, where it is to be converted to the regular broadcast band and sent to receivers in the station's service area. Since standard sets cannot receive the VHF beam, and South Bend lies beyond WBKB's primary radius, the regular telecast will not be available in the section where the show originates.

Notre Dame officials requested that WBKB cover the game to bring it to the thousands of alumni, students and faculty who will be unable to obtain tickets. To do this, WBKB secured from the FCC a special temporary authorization for an experimental station to be designated by the call letters W9XDF, licensed for period between October 15 and November 23. Telecasting on Channel 13, this low power 20-watt transmitter, located in the stadium, will be beamed to the drill hall, gym, and other points on the Notre Dame campus where receivers are installed. RCA, Philco, Crosley and GE distributors are loaning sets to the school for use during the games.

Soap Opera Revival Slated For Australia

Australian Bureau, RADIO DAILY
Sidney—Big Sister, which ranked top daytime rating here, is to be revived in Australia by the Macquarie Network.

It ran for three years on the Major Network, sponsored by Lever Brothers, which then held world rights. It was canned here after Levers gave up American sponsorship, lost world rights to Procter and Gamble. Latter would not allow any rival soap firm to sponsor show elsewhere.

Major Network retained option over scripts, but let them go when Crossroads of Life, Australian serial which replaced it, gained big listening audience, eventually topped Big Sisters' rating.

Big Sister will have all but one of its original cast. Odd point is that same players have all principal roles in Crossroads of Life. Scripts are being Australianized. Two special episodes have been written to pick up threads of story where it was dropped by Major Network.

Procter and Gamble's proviso that Big Sister must not be sold to rival soapmakers still attaches to new Australian rights secured by Macquarie, which has not yet found a sponsor.

ev'rybody's SINGING—
ev'rybody's PLAYING—
"EV'RYBODY'S BUYING MY
LOVE SONG"

(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

IN CLEVELAND IT'S
WHK

Tele A Threat To Pix Larsen Tells SMPE

(Continued from Page 1)

last night at the Hotel Pennsylvania. In a blunt appraisal of the theater television situation, part of a report of the SMPE committee's activity on tele to the Association's 62nd Semi-Annual Convention, which ends today, Larsen criticized the film industry for "ignoring engineering advice." The SMPE video committee "has done all it can do by itself" in this regard, Larsen said, referring to appearances by the and other committee members have made before the FCC to request preservation of frequencies for experimental theater television.

Needs "New Evidence"

Larsen asserted that the SMPE can not make another plea for frequency reservations to the FCC "without new evidence" or proof that these frequencies are necessary to the industry. It has been the practice of the motion picture industry in the past to leave technological improvements to "outside interests," Larsen said, buying them when the product or technique has been perfected. This will not be the case with television, he warned, "because you can't buy frequencies—the Government controls them." It was his opinion, therefore, he said, that the industry "should get behind the new medium" since theater television is very similar to motion pictures.

While several major companies are actively engaged in television development, others are opposed to it, he said. An SMPE recommendation to Motion Picture Association of America to set up a committee to guide the technical aspects of theater tele development was turned down, Larsen said, on the grounds that this was not the "opportune time." Several film companies have since, however, sent individual letters to the FCC supporting the SMPE plea on frequency reservations, he added.

Wants Co-operating Effort

The SMPE official urged the industry to launch a co-operative effort to develop theater television, and suggested that a technical committee be established to act as a guide under which each company would perform a certain phase of research and improvement. Present television standards are not applicable to theater television, he said, and other problems such as screen brightness, resolution, etc., must be solved. The co-operative effort, he said, would "provide unison and avoid chaos" that has plagued other industries when new techniques are introduced and pursued individually.

As proof of his conviction that tele is a competitive threat, Larsen pointed to the recent World Series telecasts which, he said, had definite effect on theater box office receipts. He said that attendance at motion picture houses during the telecasts fell off 54 per cent in New York, 36 per cent in Philadelphia, and 24 per cent in Washington.

Larsen predicted that if the entire

'Indies' Ask Own NAB Unit, Also Suggest Code Changes

(Continued from Page 1)

of the NAB membership, Cott said after the meeting—they have "unique and specific problems," and they are distressed that they have no voice as independents within the NAB.

Of the 407 independents on the air October 1, it was said, 269 are NAB members.

Elimination of the three-minute limitation on commercial announcements per quarter hour, as included in the proposed new NAB code, was recommended yesterday by the independents meeting here at NAB invitation in NAB's board room. Ted Cott of WNEW, New York, said as spokesman for the group, that the commercial portions of the proposed code were "obviously written by people familiar only with network practices."

The indies recommended that when the NAB board meets next month it not take final action on the code—but rather propose a tentative code for consideration by all NAB members for a period of at least 60 days. This should be done, Cott said, "in order to obtain the widest possible acceptance." Many stations have already indicated their dissatisfaction with parts of the proposed new code, he said—including affiliates as well as independents.

Sees Withdrawals Possible

In response to questioning by a reporter, Cott added that there was reason to believe that adoption of the code as it now stands would lead to some withdrawals from NAB.

(RADIO DAILY learned yesterday that among those objecting to the present version of the code is John Shepard, III, head of the Yankee Network. Shepard has written of his objections in a letter to NAB President Justin Miller—saying that adoption of the proposed regulations regarding news broadcasts and the elimination of middle commercials would cost Yankee at least \$150,000 per year.)

"We are not the 'Peck's Bad Boys' of the NAB, nor do we feel that the networks are Frank Merriwells," Cott said. He added that 80 per cent of the listening by Americans is to network shows, implying that the nets are responsible for whatever reaction there has been to bad taste on radio commercial shows.

Eliminating any distinction between daytime and evening standards for commercial time limitation, the indie group proposed an across-the-board limitation as follows: five

minute programs 1:15; ten-minute programs 2:00; 15-minute programs 2:30; 30-minute programs 3:45; 45-minute programs 5:30; and 60-minute programs 7:00. (These are for time periods under single sponsorship.) The proposed limits follow:

Before 6 P. M.

5-minute programs (4:30)	1:00
10-minute programs (9:30)	2:00
15-minute programs (14:30)	2:40
30-minute programs (29:30)	4:00
45-minute programs (44:30)	5:30
60-minute programs (59:30)	7:00

After 6 P. M. and Sunday

5-minute programs (4:30)	1:00
10-minute programs (9:30)	2:00
15-minute programs (14:30)	2:30
25-minute programs (24:30)	2:45
30-minute programs (29:30)	3:00
45-minute programs (44:30)	4:30
60-minute programs (59:30)	6:00

It was further agreed that "consecutive spotting" shall be ruled out, whether for the same or for different sponsors—with service announcements (time, weather, etc.) exempt if the commercial portion does not exceed 15 seconds. Service announcements would be limited to two per hour, however.

The indies objected particularly to inclusion in the code of the "network time figures"—for instance, the parenthetical (14:30) for a 15-minute program, as in the table above. Networks can get away with 30-second or 20-second station breaks, Cott pointed out, but independents need as much as one minute for their station break if the spot is to be effective.

"Between two high-ranking network shows," he explained, "a 20-second announcement would be a lot easier to sell than a full minute which which does not have the benefit of top-drawing shows."

Any reference to sponsorship should be included as part of the commercial time—for instance, "The Lux Radio Theater," "The Lucky Strike Hit Parade," etc., he pointed out.

In addition to changes amounting to almost a rewriting of the commercial part of the proposed code, the indies had some recommendations for other parts of the code, for instance, they recommended that the ban on "dramatization of political issues" should be dropped and that the ban on appeal for funds should be permitted on (religious) programs "where the primary purpose of the program" is not fund-raising.

Developments in large screen television were also outlined during last night's session by RCA officials which demonstrated a six by eight foot screen for the first time to a representative body from the motion picture industry. Screen was demonstrated on two other occasions, once before the NAB convention in Atlantic City, and again at the Franklin Institute in Philadelphia last spring.

Meanwhile, plans for the daily op-

Institutional Program Set By Manufacturer

Using radio as a medium for public relations program, the Columbia Rope Company of Auburn, N. Y., will launch a community service program over WMBO on Tuesday, November 4, from 8:30 to 8:55 p.m.

"The program is intended to serve several purposes," E. R. Metcalf, assistant to the president of Columbia Rope Company, explained. "To inform the community about its relationship to the company, to build up closer understanding by the community of the company and its activities, to give the plant's workers an opportunity to participate in the program, and to promote civic pride and responsibility in the community."

It was explained that the programs themselves will be divided into three parts. An outstanding local speaker will be heard on some vital subject, musical numbers by the Columbia Rope Singers and talks by company officials on matters of interest to the company and to the community.

Plans for the institutional public service program by the Auburn manufacturer are in line with suggestions made by speakers at the recent ANA convention at Atlantic City. Paul West and others counseled advertisers to sell their firms as well as their products and urged more personalized public relations shows.

New Early Morning Sked Effective Jan. 5 At WJZ

(Continued from Page 1)

a.m., EST, with a quarter hour of music followed by a half hour broadcast by the station's farm news editor beginning at 6 a.m. Kiernan's program will open at 6:30 a.m., and will be interrupted for a daily quarter hour news summary at 7 a.m., WST., and at 7:45 a.m., for the regular Esso news program.

Pat Barnes, formerly heard from 7:15 to 8 a.m., EST, Monday through Friday on WJZ, will move to a new time period, 1:30 to 2 p.m., effective Jan. 5. This time was formerly assigned to Galen Drake who will continue to do his five times weekly broadcast at 11:30 a.m., EST, over the ABC under sponsorship of Kellogg company.

Buys Tele Spots

Pepsi-Cola for "Evervess" has bought 11 one-minute film periods on WCBS-TV to precede Columbia University and Brooklyn Dodger football games, it was announced this week.

eration of a "sample" theater television system in London and its suburbs during 1948 were revealed by Captain A. G. D. West, director of Cinema - Television, Ltd., who addressed SMPE convention earlier this week.

West said his organization will recommend the establishment of such a system for invited and paying audiences, with programs originating in three production centers.

BEHIND THE MIKE

By SID WEISS

"It Had To Be You" getting a second hypoing from Barry Gray. It's also the title of new Columbia pic with Ginger Rogers and Cornel Wilde.

Sarah Burton deserting the air temporarily for featured role with Gertrude Lawrence in "Tonight At 8:30" tour to Coast, winding up in N. Y.

"County Fair's" newest contest (Where Am I?) has soared to a \$250 jackpot already.

Bob White, head of WMCA's record dept., is preparing a treatise on radio and language for Columbia University presentation this fall.

Only disc jockey appearance Frank Sinatra is making is on the Bea Wain-Andre Baruch stanza on WMCA.

Herb Polesie, the "20 Questions" wag, offers this capsule description of Hollywood's top taxpayer, Betty Grable: Venus de Moolah.

Smith, Of WIBK, Heard At Hearing Before FCC

(Continued from Page 1)

to Smith's taking the stand, Marvin I. Thompson, an associate of Smith was also quizzed at great length concerning his financial aid to the Southern Bible Institute, which is the corporation seeking the license for WIBK, Knoxville, Tenn.

[In these pages yesterday, the station was erroneously listed as WIBG. WIBK, which was granted a construction permit a year ago, has been on the air testing for several months while the FCC determines whether a license should be granted.]

Smith told in detail of a series of notes for about \$145,000 which passed between himself and the Southern Bible Institute—\$15,000 of its loans to XERF, Via Cuna, Mexico, \$85,000 for purchase of time over a period extending 20 years into the future over the same station, and \$15,000 for the purchase of stock in WIBK.

Hoagy Carmichael To Fill Sablon CBS Spot On Nov. 9

(Continued from Page 1)

out following the November 2 broadcast.

Frigidaire's "Man Called X" now heard Thursdays at 10:30 p.m. will move to the Sunday 8:30-9 p.m. spot on the network effective November 2. "Rooftops of the City," sustainer, is expected to fill the Thursday 10:30 spot vacated by "X."

IN CLEVELAND IT'S WHK

COAST-TO-COAST

—INDIANA—

FORT WAYNE—Steve Jarett, formerly with WLEU, Erie and WPEN, Philadelphia, has joined the announcing staff of WOWO. . . New WFTW sales representative is J. W. Autenreith. . . WEST LAFAYETTE—Radio mental therapy was recently demonstrated at WBAA, Purdue University, when patients from the Loganport, Indiana, State hospital broadcast a 30-minute program on the educational station. Entertainment was provided by a 15-piece orchestra, supervised by the hospital superintendent, Dr. C. C. Chapin, and played a program ranging from popular to light classical selections.

—IOWA—

CEDAR RAPIDS — New KCRG and KCRG-FM commercial manager is Neil C. Conklin formerly associated with the sales staff of WOC, Davenport. . . DES MOINES—KRNT has introduced a new telephone quiz entitled, "Bill Riley the KRNT Money Man." The format differs from other shows of this type in that the KRNT Money Man makes 10 quiz-quickie calls a day, interspersed throughout afternoon and evening participating shows, rather than concentrating all calls in a single program. In addition to the prize money awarded for the correct answer to the question posed, two theater tickets are given away on each completed call.

—MASSACHUSETTS—

LAWRENCE—Roy Gill of Totem Pole at Auburndale, has signed a year's contract with WLAW for semi-weekly broadcasts by Al Donahue and his band direct from the ballroom. Programs will be aired Wednesdays and Fridays from 11:15 to 11:45 p.m. . . HOLYOKE—New announcer at WHYN is Ted Nelson, former assistant manager of KPAB, Laredo, Texas. . . WORCESTER—Robert Q. Lewis, CBS comedian, was in town this week to address the WTAG Radio Club and their friends at a mass meeting and entertainment held in Atwood Hall, Clark University.

—MICHIGAN—

DETROIT—Newest addition to WJBK's staff is disc jockey, Bob Cordell, who will take over the midnight to 6:00 a.m., program entitled, "Corn Till Morn". . . WJR,

this state's only 50,000 watt, this week started 24-hour operation. The late evening and early programming will be music, news and rebroadcasts of important public service and informational programs which night workers may otherwise miss. . . Johnny Slagle has inaugurated a new disc-jockey show entitled, "Kids, Take A Turn." Any boy or girl between 15 and 20 who writes in to WXYZ requesting an audition as a disc-jockey, not only is heard but the two best auditionees are invited as guests each Friday night and are allowed to introduce two numbers and read one commercial.

—MISSOURI—

ST. JOSEPH—R. Thompson Mabie, production manager at KFEQ, has been promoted to station promotion manager. . . ST. LOUIS—KXOK general manager, C. L. Thomas, has been elected second vice-president of the St. Louis Advertising Club. He will serve in this capacity for a one-year period. . . Dave Rodgers has joined the staff of KMOX as a staff announcer. He was formerly with WMAQ, Chicago; KWBW, Hutchinson, Kans.; KTHS, Hot Springs, Ark.; WIRE and WFBM, Indianapolis.

—NORTH CAROLINA—

DURHAM—Two announcers and a chief engineer have been added to WDUK's staff. They are Richard Miner, Mal Morse and Roy Fullen, the latter being the engineer. . . CHARLOTTE—Edward J. DeGray, WBT assistant manager, is head of the Building Unit of Charlotte's Community Chest Campaign for 1947. This division obtains donations from firms employing nine persons or less and maintaining headquarters in the city's principal office and professional buildings.

—SOUTH CAROLINA—

COLUMBIA—New additions to the WIS staff include Mackie Quave as chief announcer and Hugh Holder formerly with WXYZ, WBIG and the U. S. Army as staff announcer. . . CHARLESTON — "The Top Ten Games In The State" broadcast on WFAK, have been bought by Ruppert Beer and Ale. Hill Bochman will handle the play-by-play and there will be a large-scale promotion campaign put on by Ruppert and WFAK.

AGENCIES

AMERICAN MARKETING ASSOCIATION has reported the following results of the 1948 National election held last month: President, Wroe Alderson, president, Alderson & Sessions; Vice-President, Everett R. Smith, director of research, Macfadden Publications; Vice-President, Edgar H. Gault, professor at University of Michigan; Secretary, Harvey W. Huegy, professor at University of Illinois; Treasurer, Wilford White, Bureau of Foreign & Domestic Commerce; Directors, George H. Brown, professor at University of Chicago; Roy S. Frothingham, Facts Consolidated; Gordon A. Hughes, manager, Market Analysis Dept., General Mills, Inc., and Donald E. West, director of market research, McCall Corporation.

GOULD-FRANK, a new firm for the handling of industrial, commercial and personal publicity and promotion, has opened offices at 53 East 93rd Street, New York City. Principals in the firm are Joseph Gould, Michael Frank, and Robert Gould. Joseph Gould was formerly in charge of promotional tie-ups for United Artists Corp. in New York. Miss Frank, before joining Gould-Frank, served as senior publicist on the staff of Ross Associates. Robert Gould was formerly advertising-sales promotion manager for Detecto Scales, Inc., and other industrial organizations.

THE PULSE, INC. holds its sixth annual luncheon at the Biltmore Hotel in New York on Wednesday, October 29. Hugh Feltis, president of the Broadcast Measurement Bureau, will speak on "Research Plans of the BMB."

RAUTHRAUFF & RYAN, INC. has been appointed by Thomas J. Lipton, Inc., makers of Lipton Tea and Lipton Noodle Soup, to handle the advertising of their new product, Lipton Spaghetti Sauce. This product is currently being promoted in several test markets.

BUDDY BASCH, publicist, now is handling Johnny Desmond.

Survey By Tele Mnr. Hits Fight Prom. Charges

Contention by boxing and other sports promoters that television has adversely affected box office receipts was denied this week by Industrial Television, Inc., manufacturer of video receivers, in a survey of taverns and clubs in the area of metropolitan New Jersey. Horace Atwood, Jr., president of ITI, made known results of the survey which questioned tavern customers as to their views on witnessing boxing bouts in person or via a television receiver.

Of those interviewed, Atwood said, approximately 63 per cent had seen a professional fight in New York "at some time or other."

Whiteman's Youth Club To Be Opened Next Week

First of what is expected to grow into a series of "Paul Whiteman Clubs" across the U. S. will have its initial get-together in Lambertville, N. J., next Friday, Oct. 31, in the auditorium of St. John's Church. Maestro will bring the Buddy Weed Trio, the Hank D'Amico Sextette and vocalists Johnny Thompson and Mindy Carson to entertain first night guest-youngsters.

Whiteman firmly believes that wholesome recreation for adolescents will keep them out of trouble and hopes to use the Lambertville club as a model for others throughout the country.

Send Birthday Greetings To—
October 24
Paul Lindsay Radie Harris
Regina Schuebel Elinor Sherry
Russell Willis
October 25
Fanny Brice Ve-a Barton
Wallace Butterworth Anne Dall
Richard Gordon Dan Landt
Cyril Pitts
October 26
Charlie Barnet Estelle B-enner
Pat Barnes Raymond Caddell



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 18

NEW YORK, MONDAY, OCTOBER 27, 1947

TEN CENTS

Industry Music Comm. Set

FM's "Code" Needs Told By Committee

Washington Bureau, RADIO DAILY
Washington—Calling for changes in the present version of the new NAB code to be adopted "should NAB's apply to FM operations," the FM executive committee resolved unanimously at a meeting here Friday that "FM is a technical advancement of the broadcasting art and assumes the same responsibilities and obligations to the public and confronts operational problems inherent

(Continued on Page 7)

—National Radio Week—

Special Network Shows Will Observe Navy Day

Major networks' observance of Navy Day today will accent the importance of the service's activities throughout the world as well as along its native shores with special programs set for pickup from the Academy at Annapolis to warships in Tokyo Bay.

Admiral William Halsey and film star Gene Kelly, a Navy vet, will headline a special half-hour show

(Continued on Page 7)

—National Radio Week—

ABC And CBS This Week Testify Re Clear Channels

Washington Bureau, RADIO DAILY
Washington—CBS is expected to outline its program for improved rural coverage this week as the current phase of the FCC's clear channel hearing moves into its second week. ABC also is to be heard this week—with one of the two perhaps to get started tomorrow.

Friday's session was devoted mainly to get started tomorrow.
(Continued on Page 2)

Radio Award

Frank Stanton, president of CBS, J. P. Spang, Jr., president of the Gillette Safety Razor Co., and Edgar L. Bill, manager of WMBD, CBS station in Peoria, Ill., will participate in a National Radio Week program over the Columbia network, Thursday, October 30, during which the Junior Achievement Annual Radio Award will be presented at 8:15 p.m.

Commendation

Charles R. Denny, retiring chairman of the FCC, was commended by fellow commissioners in a resolution adopted last week which cited him for his "breadth of understanding, decisiveness of judgment and his marked capacity for co-operation and leadership." Vice-Chairman Paul A. Walker introduced the resolution which was unanimously adopted. Denny becomes vice-president and general counsel of NBC on November 15.

Name Ratner CBS VP; He Heads Adv. Dept.

Victor M. Ratner, widely-known advertising and promotion executive, has been appointed CBS vice-president and Director of Advertising and Sales Promotion. Frank Stanton, president of the CBS network, announced Friday. The appointment is effective November 3.



RATNER

1941, to become a member of the

(Continued on Page 6)

Ratner, at 43, is a veteran of 20 years in the advertising and promotion field, and was formerly associated with CBS. He was assistant sales promotion director from 1930 to 1935, and from 1935 to 1941 was director of the department.

He resigned from the CBS organization in May

Webs, Associations And Record Firms Represented Among 33 Members Forming 'A United Front'

AP, UP Tele Newsreels For Member Stations

Associated Press is currently setting plans to develop a newsreel service for member radio stations having television outlets which provides for an exchange of films on the same basis as newspapers use AP wirephotos, it was announced over the weekend. Board of directors approved the plan last week follow-

(Continued on Page 8)

—National Radio Week—

Pooled Web Broadcast Planned For Wedding

Every phase of the forthcoming wedding of Princess Elizabeth to Lieut. Philip Mountbatten, with its attendant pomp and pageantry, will be described in detail for American radio listeners in a special two-hour four-web pooled broadcast from London Nov. 20, 6-8 a.m., EST.

The actual ceremony will be handled

(Continued on Page 4)

—National Radio Week—

Nat'l Radio Week Saluted By Paul Walker, Of FCC

Washington Bureau, RADIO DAILY
Washington—"Radio is today's Jack of All Trades," Acting FCC Chairman Paul A. Walker declared over the week-end in a statement hailing Na-

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—NAB, FMA, the four major webs, the Continental (FM) Network, TBA, transcription companies and record manufacturers are all represented on the new industry music committee announced Friday by NAB. Thirty-three names were in the membership list announced by Nab Friday, presaging a united industry front in the critical negotiations ahead with the AFM czar, James C. Petrillo. Formation of this

(Continued on Page 8)

—National Radio Week—

Banghart Is Winner Of 1947 Davis Award

Kenneth Banghart, NBC staff announcer, has been selected winner of the H. P. Davis National Memorial Announcers' Award for 1947.

Other winners were: Ed Herlihy, WNBC, N. Y., in the owned-and-operated stations category; George Barclay, KFI, Los Angeles, clear channel affiliates; Ray Olson, WOW,

(Continued on Page 4)

—National Radio Week—

Several New Stations OK'd In Busy Commission Day

Washington Bureau, RADIO DAILY
Washington—The FCC Friday proposed the granting of several new stations in the eastern part of the country, and the denial of several competing applications.

In addition, the Commission adopted

(Continued on Page 3)

Stations Aiding Firefighters In New England's Disaster

By IRWIN ROSTEN
Staff Writer, Radio Daily
Radio stations throughout New England gave unprecedented demonstration of emergency public service towards the end of last week as raging forest fires swept the area virtually wiping out several towns and causing property damage in the area amounting to millions of dollars.

As the holocaust destroyed telephone and telegraph lines and blocked roads, local stations in isolated communities provided the only contact with the outside world. Many stations stayed on the air 24 hours a day and virtually the entire schedule of most outlets was devoted to news of the blaze, instructions to

(Continued on Page 6)

Femme Quiz

Ted Malone's program, heard daily (11:45 a.m.) via WJZ-ABC, will have a unique angle Monday, Nov. 3 when Ted will ask questions simultaneously of 203 femme radio commentators and their answers will be heard by their respective listeners via their local ABC outlets. Nancy Craig, WJZ commentator, will answer for New York listeners.

RADIO DAILY



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

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WEST COAST OFFICES
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
 Andrew H. Older, Chief Manning Claggett
 6417 Dahlonega Rd. 2122 Decatur Pl., N.W.
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 155 N. Clark St.
 Phone: State 2332
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

★ **COMING AND GOING** ★

TOM KNODE, manager of the NBC press department, is expected back at his desk this morning after having spent a week visiting editors in cities of the middle West.

ROBERT B. HUDSON, director of education at CBS, left Friday for Chicago to attend the School Broadcast Conference currently being held at the Hotel Sheraton.

HAL DAVIS, publicity director of Kenyon & Eckhardt, is in Detroit setting up details for Henry Reichhold's musical award.

ERIC SEVAREID, head of the Columbia network news bureau in Washington, D. C., is back in the Nation's Capital after having covered the UN sessions at Lake Success.

HARRY GOLDMAN, owner of WROW, Albany, N. Y., paid a call late last week at the offices of the Mutual network, with which the station is affiliated.

PAULINE FREDERICK, correspondent for ABC, went up to Albany last Saturday to participate in a forum conducted by the Association of Women Broadcasters.

RAYMOND GRAM SWING, American network commentator currently on a lecture tour, will be heard today in Reno, Nev.

RED BARBER, sports director at CBS, and **JOHN DERR**, his assistant, have returned from California and Indiana, respectively. Red went to the Coast for the USC-California game, while Derr covered the Notre Dame-Iowa contest at South Bend.

ERNEST E. STERN, honeymooning staffer of RADIO DAILY, returns to his journalistic duties today following two idyllic weeks in Bermuda.

THOMAS VELOTTA, director of news and special events for the American network, spent Friday in Philadelphia attending a pre-convention meeting to arrange for broadcasts from the Republican National Convention.

THOMAS MARTIN, manager of WRUN, American network affiliate in Utica, N. Y., is in town for confabs with web officials.

EVERETT MITCHELL, director of agriculture in the Central division of NBC, tomorrow will address the Trinity Lutheran Brotherhood at Morchhead, Minn.

SOULARD JOHNSON, assistant general manager of KNX, Columbia's owned-and-operated station in Los Angeles, conferred Friday at the sales department of the web in New York and then left for Washington, D. C.

WENDELL CAMPBELL, station manager of KMOX, St. Louis, was in conference Friday with officials of CBS Radio Sales at the New York headquarters.

DWIGHT WEIST, new emcee on Gulf's "We, the People," has returned from Keene, N. H., where he was called in connection with the sale of one of his planes.

JOSEPH CATES and **ROBERT V. FUCHS**, producers of "Look Upon a Star," television talent show on WABD, left late last week on a short business trip to Chicago.



Blowing its top

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come. It's a vicious looking thing. And that picture was shot four miles away and at 6,030 feet!

If you think that's ugly . . . wait until you see the face of your favorite client's sales manager . . . when the going gets tough. Sales! Believe it! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!

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

FINANCIAL

(Oct. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	9	8 3/4	8 3/4	- 1/4
Am. Tel. & Tel.	158 1/4	157 3/8	158	- 3/8
CBS A	25 1/2	25 1/2	25 1/2	- 1/4
CBS B	25 1/2	24 3/4	24 3/4	- 1 3/8
Farnsworth T. & R.	8 1/2	7 7/8	7 7/8	- 1/4
Gen. Electric	37 3/8	36 3/4	36 7/8	- 1/2
Philco	33 1/2	32 3/4	32 3/4	- 3/8
Philo. pfd.	94	94	94
RCA Common	9 1/4	8 3/4	8 7/8	- 1/4
RCA First pfd.	70 1/2	70 1/2	70 1/2	+ 3/8
Stewart-Warner	17 1/8	16 1/2	16 1/2	- 1/4
Westinghouse	29 1/4	28 1/2	29	- 3/8
Westinghouse pfd.	99	99	99
Zenith Radio	22 3/4	21 3/4	21 3/4	- 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Tele Comm.	4 1/4	5 1/4
Stromberg-Carlson	13 3/4	15 1/4

ABC And CBS This Week Testify Re Clear Channels

(Continued from Page 1)

ly to verbal duels between counsel Louis Caldwell for the clear channel group and Paul Spearman for the regional group. In the middle were three BMB officials—President Hugh Feltis most of the day, and Richard Wycoff and George Baillie for brief periods. Wycoff will go on again this morning to testify concerning BMB survey methods.

In the meantime, Commissioner Rosel H. Hyde, presiding, has not yet ruled on the admissibility of BMB studies which Spearman seeks to introduce into the hearing record in order to follow with a broadside attack on the reliability of BMB figures.

Fred Politz, independent industrial researcher, has already testified that he has found BMB figures to be "inflated," — but added that he has checked up on such a small part of the BMB studies that he cannot claim the authority to make a general statement.

Spearman kept interrupting Caldwell as the latter tried to question Feltis, declaring at one point that Caldwell reminded him of a favorite saying from his boyhood. He was reminded of a man, he said, who "if allowed to take disconnected statements from the Holy Bible could prove Hell was an ice factory."

At another point Spearman demanded of Caldwell a statement concerning the attitude of CCBS members toward BMB—"Do they support or do they repudiate BMB," he demanded. He started to raise the question of whether Caldwell was misrepresenting his clients, when Hyde stopped him, remarking that he considers Caldwell's relations with his clients to be a matter between Caldwell and his clients.

Nat'l Radio Week Saluted By Paul Walker, Of FCC

(Continued from Page 1)

tional Radio Week. The industry is today "undergoing its greatest expansion and development," he said.

In addition to its expanding value as a broadcast medium, he said, television is making rapid strides. "At the same time, radio is knitting the postwar world into a more compact and effective communications system," he added; "The current year sees established radio activity extending from entertainment and communication to safety and specialized uses, with new services in prospect which will affect the home and the individual.

"Of prime importance to radio during the year were the agreements reached by 78 nations represented at the International Telecommunications Conferences at Atlantic City. The results will tend to modernize and standardize radio operation throughout the world.

"In the domestic broadcast picture, the number of licensed standard stations is approaching 1,500, with about one-fourth that number additionally under construction. FM registered its greatest advance. Of the more than a thousand such stations licensed or authorized, over 300 are on the air. Television outlets are nearing 70, and non-commercial educational stations approach 50. Other types of broadcast stations and auxiliaries bring the broadcast total to well above 3,500."

WABD Transmitter Changes
 The DuMont WABD transmitter, located at 515 Madison Avenue, New York, is undergoing technical changes to step up its quality, power and range. While this is being done, the auxiliary transmitter is being used. The work will take about a week.

ANA To View Documentary On Public Relations

March of Time's documentary film on public relations will be previewed by the all-day meeting of ANA's films committee at the Hotel Plaza, New York, on Oct. 29. Session is one of a series of special subject meetings scheduled by ANA as a service to its members. Douglas B. Hobbs, of the Aluminum Company of America, is chairman of the ANA films committee. Purpose of the meeting is to discuss the production of films and how they can be used by advertisers in public relations jobs and to spur domestic and international trade.

IN CLEVELAND IT'S
WHK

Several New Stations OK'd By Commission

(Continued from Page 1)

ed as final its earlier proposal to grant the Narragansett Broadcasting Company a new station on the 1400 band, with 250 watts unlimited, at Fall River, Mass. The proposal would have meant denial of the applications of the Bay State Broadcasting Co., and the Southeastern Massachusetts Broadcasting Corp., for the same assignment nearby in New Bedford, Mass. Since the proposed findings were issued last June, however, Bay State has amended its application to seek the 1230 band with 100 watts unlimited, and Southeastern Massachusetts has amended to ask the same assignment.

The Commission proposed to grant the application of Frank R. Smith, Jr., for Beaver Falls, Pa.,—to operate on the 1230 band with 250 watts. Turned down was the Eagle Printing Co., for nearby Butler, Pa., seeking the same assignment. Local need was greater in Beaver Falls, the Commission held.

Reading Plea Granted

The Commission also proposed to grant the applications of WEEU, Reading, Pa., for additional hours, and of the A. S. Abell Co., Baltimore, for a new station—both on the 850 band. It was found that although the two cities are comparatively close—less than 150 miles apart—use of directional antennae at night will keep interference down. It was also found that the additional interference caused KOA, Denver, will not be objectionable. Both WEEU and the new Baltimore station will use power of one kilowatt—which is the present power of WEEU, limited to daytime only.

The Commission announced a final decision also in the application of Mid-America Broadcasting Corp., for a new station in Louisville, Ky., on the 1080 band with one kilowatt night time and five kilowatts day. President of the corporation is James F. Brownley, former Deputy OPA Administrator, now a resident of Fairfield, Conn. Largest stockholders

Speakers To Address Canadian Adv. Meeting

Toronto—Robert D. Swezey, vice-president and general manager of the Mutual Broadcasting System, and Dr. George Gallup, president of Audience Research, Inc., will be among the speakers at 33rd annual convention of the Association of Canadian Advertisers which will be held at the Royal York Hotel Oct. 29-31.

Both speakers will be heard at Friday morning's session of the convention. Swezey will speak on "The Increasing Importance of Radio as a Force in Nation Building" while Dr. Gallup will conduct a forum on market research.

Other speakers from the American side who will participate in the convention are: H. M. Shackelford, vice-president and sales promotion manager of the Johns-Manville Sales Corporation; Don Gill, of Duane Jones Agency, New York; Charles J. Felton, layout consultant of New York; Dr. Claude Robinson, president of the Opinion Research Corporation, Princeton, N. J., and L. N. Brockway, vice president of Young and Rubicam, Inc., New York.

—dividing between them 40 per cent of the common, 10 per cent of the Class A preferred and 40.88 per cent of the Class B Preferred—are Edmund R. and Harold R. Plunkett, of Pelham and Rye, New York.

Denied was the petition of WINN, Louisville, to shift from the 1240 to the 1080 band with the same power assignment as Mid-America will receive. WINN is now on 250 watts.

WTSP, New Orleans Times-Picayune station, has petitioned the FCC to increase its operating hours from daytime only to unlimited, with power of 500 watts night and one kilowatt daytime.

WLAQ Wants to Shift

WLAQ, Rome, Ga., applied to shift from the 670 to the 1400 band, decreasing power from one kilowatt to 250 watts but upping its time on the air from daytime to unlimited. WSKY, Asheville, N. C., asked to raise its power on the 1490 band from 100 to 250 watts.

Two new daytime only stations were asked—the York County Broadcasting Company seeking the 1150 band with one kilowatt in Rock Hill, S. C., and the Peninsula Broadcasting Corp., seeking the 1380 band with 500 watts in Pontiac, Mich.

Commissioner Clifford J. Durr on Friday adjourned until November 17, in Knoxville, the FCC's hearing on the application for license to cover the construction permit of WIBK, Knoxville. The Southern Bible Institute, the permittee, is also seeking a construction permit for an FM station in Knoxville.

The Rev. J. Harold Smith, head of the applicant group, has been under attack from Knoxville ministers and lay leaders as a disruptive influence—and, in the words of one minister, as "a religious racketeer." The FCC attorney Friday spent hours reviewing his financial background in relation to financial information, included in his original application.



"Whadda ya say, I meet you at quittin' time—W'P'DF Flint says there's a good movie at the Capitol."

Everything's up-to-date in Eastern Iowa!



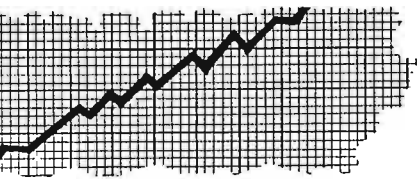
Iowan income rose 27% between '45 and '46, the Department of Commerce reports. (Compared to a 9% increase for the rest of the U.S.A.)

Iowa farm receipts alone rose 67% in the first six months of '47.

But more than half of Iowa's fabulous income derives from industry, and Iowa industry is expanding steadily!

These are just a few of the reasons why we keep suggesting you cash in on the rural and urban market out in Eastern Iowa... with WMT... only CBS outlet in the area.

Ask your Katz representative.



WMT
CEDAR RAPIDS

The Station Built By Loyal Listener-ship Now in its 25th Year!

BASIC COLUMBIA NETWORK
5000 watts 600 kilocycles Day & Night
Member: Mid-States Group

Banghart Is Winner Of 1947 Davis Award

(Continued from Page 1)

Omaha, regional channel affiliates, and David Bennett, WKBO, Harrisburg, Pa., local channel affiliates. Honorable mention went to Dave Garroway, WMAQ, Chicago; James Westover, KDKA, Pittsburgh; Albert V. Gilbert, WIBA, Madison, Wis., and Evans A. Nord, KELO, Sioux Falls.

Awards will be presented on a special program over NBC (except WNBC) next Sunday, Nov. 2, from 4:30-5 p.m. EST. Speakers at that time will include Mrs. H. P. Davis, who established the awards; Dr. Harry Morgan Ayres, Columbia University, chairman of the judges committee; William S. Hedges, NBC vice president in charge of planning and development; Patrick J. Kelly, NBC supervisor of announcers; also Banghart, Herlihy, Barclay, Olson and Bennett.

As national winner, Banghart will receive the H. P. Davis Gold Medal and a cash award of \$300. Herlihy, Barclay, Olson and Bennett will each receive an engraved signet ring, and Garroway, Westover, Gilbert and Nord, certificates.

Winners were selected by a committee headed by Dr. Ayres, professor of English and director of the school of general studies and the summer session at Columbia. Entries were judged on the basis of personality, diction, voice, versatility and maintenance of a high broadcasting standards.

Award 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, title was changed from the H. P. Davis Memorial Diction Award to "Announcers' Award." In '41 competition was opened to all staff announcers on all NBC stations. Awards were established by Mrs. Davis in memory of her husband, the late H. P. Davis, who established KDKA operating as a public service on a regular daily schedule.

Banghart, who has two daily programs (6 p.m. Monday thru Saturday, and 11 p.m. Monday thru Friday), won the award for owned and operated stations in 1944 while with WRC, Washington NBC outlet.

Script Special Italian Programs

Renzo Nissim and Renzo Sacersoti, WOV scripters, have written four shows for the Institute for Democratic Action combating racial and religious prejudices.



California Commentary . . . !

• • • Music lovers will soon be able to make professionally perfect recordings in their own home, it was revealed, when a new recorder-radio-phonograph combination, the Lear Dynatone, was unveiled at a special showing here. Demonstrations showed that one section of its push-button-operated mechanism will record radio or phonograph music and speech with such faithfulness of tone that experts find it difficult to distinguish between the reproduction and the original performance. The Dynatone's recording medium is a thin, stainless steel wire. . . . Regular broadcast of the "Dr. Christian" show over CBS the night of Nov. 5 will be supplanted by an airing of the party in honor of Jean Hershol's 10th anniversary on the program at the Beverly Hills hotel. Announcement of this departure from the program's regular format was made by Dorothy McCann, producer of the show for McCann-Erickson. Top radio and motion picture names will appear on the broadcast. . . . Gene Baker, announcer and emcee, has finished an original story based on the life of Sam Houston, the Texas patriot.

Los Angeles

• • • David Dubinsky, president of the International Ladies Garment Workers Union, and Morris Novik, the union's radio consultant, last Tuesday visited Mt. Wilson, which will be the site of the transmitter for KVUN, new FM station, which will be owned and operated by the Unity Broadcasting Corp., of California. ILGWU will have a substantial interest in the outlet, as well as in new FM stations in New York, St. Louis, Boston, Philadelphia and Chattanooga. Work will start immediately on a one-story \$50,000 transmitter building at Mt. Wilson, with the RCA transmitter to cost between \$20,000 and \$25,000. ILGWU will underwrite cost of manufacturing 25,000 FM and AM sets, which will be sold to unionists at cost. . . . Judy Canova is now official postmistress of Cactus Junction, her mythical hometown on her NBC air show. She got the "job" from Los Angeles Postmaster Michael D. Fanning as a tribute to her services as official hostess to the nation's postmasters at their convention here.

• • • Bob Hope has been named National Red Feather Man by the Community Chest in recognition of his services and contributions to community welfare. In announcing the award, Community Chest officials said their thousand-odd groups throughout the U. S. voted him the man who has done most for their campaigns. For his trophy, Hope was presented with a six-foot red feather. . . . Tony Martin's recording of "Julie" is receiving rave notices around the country and seems destined for the hit class. . . . Radio announcer Marvin Miller, known for his sweet-voiced mike technique, plays the role of a menace in the new George Raft film, "Intrigue." . . . Eddie Cantor has been invited to address the Los Angeles High School student body on behalf of the Community Chest. Eddie, who is a master of the technique which injects a serious vein into a humorous situation, was invited by members of the high school faculty after they heard Cantor's broadcast devoted to the American public school system.

• • • Stuart Hamblen, one of the top Western entertainers, had a birthday Oct. 19 and was swamped with birthday cakes from his loyal and ardent listeners. Stuart and his "Lucky Stars" have been with KFVB for 19 years and his program enjoys a very large listening audience. . . . Jim Hook, head of Creative Radio Prods., is all smiles, because of the excellent reception given his package, "Windy Wilson, Hollywood Agent," heard over KFVB Oct. 17. Lee Tracy, who played the title role, is co-starred with Marjorie Reynolds, former Paramount star, and supporting players include John Dehner, Sara Berner, Wally Mayer and Herbert Lytton.

Pooled Web Broadcast Planned For Wedding

(Continued from Page 1)

dled by Edward R. Murrow, of CBS, and Arthur Mann, of MBS, from a booth directly above the altar in Westminster Abbey. Frederick B. Opper, of ABC, will describe the departure of the bride from Buckingham Palace; Howard K. Smith, of CBS, will be stationed at Admiralty Arch describing the procession, and Merrill Mueller, of NBC, will report from outside of Westminster Abbey.

Three of the webs, ABC, CBS and NBC will open two hours early to air the live account. Mutual will record the show and broadcast an edited version later in the day. ABC also will air a recorded condensation of the ceremonies, with Pauline Frederick doing live commentary, from 7:30 to 8 p.m., EST.

A two-hour on-the-scene description will be made available to local stations by the BBC Overseas Service as well as a one-hour recorded repeat on Nov. 21. In addition, BBC will feed to the indies a special program titled "Preparation for the Royal Wedding," on Nov. 17, 10:15-10:45 a.m., EST, with a repeat at 8:30 p.m.

Will Carry Chi. Hockey

Chicago—The Chicago Stadium here has contracted to sponsor all home games of the Chicago Blackhawks hockey team, broadcast by sportscaster Bob Elson over WIND. For the fourth consecutive year WIND will carry the last period of all home games exclusively. Schedule calls for 30 games to be broadcast from the Stadium beginning October 29 and lasting through March 17, 1948. Broadcast time will be from 10:05 until the end of the game.

Bijur Gets Gov't Post

Secretary of Commerce W. Averell Harriman has named George Bijur as a Special Assistant to serve as liaison with the President's Citizens Food Committee and to work with trade and business associations in furthering the food conservation program. Bijur will also assist in bringing European food requirements to the attention of American industry.

Bijur served overseas in the ETO with the Army Air Forces, and after VE-Day was on General Eisenhower's SHAEF mission in Paris. Before entering the Air Forces he had directed promotion, merchandising and commercial program development at CBS and as president of his own advertising agency had handled the advertising and advised on policies for Mutual Broadcasting System.

WE ARE THE AMERICA!
WCTA ANDALUSIA
 ALABAMA
 *ALPHABETICALLY . . . Full Time

FOR SALE
 PROFITABLE TRANSCRIPTION BUSINESS
 Write or Wire
 Box 413 — c/o RADIO DAILY
 1501. Broadway, New York 18, N. Y.

THE WEEK IN RADIO ★

Petrillo Record Ban Announced

By VAL ADAMS

JAMES C. PETRILLO'S halting of musical transcriptions and phonograph records after Dec. 31 sparked what may be the biggest platter production boom of all time to beat the decline. AFM chief's first ban in 1947 stopped transcriptions only, not the recordings. Decision by Petrillo gave impetus to shaping up of AFM's industry-wide music committee—a group expected to fight for the real showdown with AFM's boss. End transcription companies headed Charlie Gaines, of Ziv, and Bailey, of Louis G. Cowan, to present them on the committee. Videograph record execs agreed also to participate and will name representatives shortly.

First indie committee inside NAB took form as 12 independent officials met in Washington to talk code. Group asked that Chairman Ted Cott of WNEW, New York, be allowed to speak at NAB board meeting next month. Cott said that present code, without revisions, could lead to withdrawals from NAB. Meanwhile, Radio Daily learned John Shepard is unhappy over code since commercial limits on newscasts would cost Yankee Network \$150,000 a year. Proposal by Clear Channel Broadcasting Service that FCC grant 750 stations to 20 stations caused fireworks at hearings. CCBS said plan would give all rural listeners choice of four programs but Gus Margraf, NBC attorney, answered heatedly that the far channel group was subordinate to the public interest for gain of own membership. BMB coverage figures were presented in the debate by regional broadcasters but when admission and CCBS attorneys questioned the validity of such figures Hugh Feltis and Dick Wycoff of BMB were called in.

A Federal District Court judge in Atlanta dismissed suit brought by State Board of Regents, owners of WGST, Atlanta, against CBS and George B. Storer interests. All parties agreed CBS is free to select any Atlanta affiliate after Sept. 25, 1948. . . . Petrillo formally notified FMA of no AM-FM duplication, saying exclusively FM broadcasters would be at disadvantage. . . . FCC ordered hearing on charges that WARL, Arlington, Va., broadcast a quiz show in possible violation of Commission's lottery rules. . . . MBS pulled in \$3,400,000 in time sales during a two-week period and announced co-op sales were up 85 per cent over last year.

Juke box television shown for first

time by Videograph Corp. Distributors will buy sets for \$1,195 and rent to taverns and restaurants. Winners and diners can look three minutes for each nickel. . . . RMA members produced 55,009 video sets in the third quarter of 1947. . . . First installation of multiple television in a hotel will be done by Intra-Video Corporation of America for Terrace Plaza, now building in Cincinnati. Plans include reception in 350 guest rooms. . . . Highlight of semi-annual convention of Society of Motion Picture Engineers was RCA's six by eight feet television screen. Paul J. Larsen told delegates video is definite threat to movies and said film industry cannot afford not to be a part of it. . . . DuMont transported a production crew and equipment to Boston to show a merchandisers' conference how television can do a selling job.

Harriet Hubbard Ayer, Inc., returning to radio advertising through the Federal agency. Forty top markets being lined up coast-to-coast, especially women's shows. . . . Gunn-Mears agency spreading \$96,000 among 40 stations for Joe Bonomo's beauty and charm enterprises. . . . Export of radios up six times greater than ever before, said Dempster McIntosh of Philco International. . . . Ad budgets in 1948 may hit all time high according to Wall Street Journal survey. Check up, made through ANA, found only nine of 102 member companies planning smaller outlays next year. Biggest hike will be in the textile industry but food and soap companies will up budgets also.

Lane Rexall drug stores in southeast start a quarter-hour five-a-week transcribed series on six stations next month. Account is handled by Chace Advertising Agency, Atlanta, and will be expanded to other markets later.

FCC adopted seven new simplified application forms for convenience of prospective broadcasters. Actual copies of new forms not yet available.

Laundry Company Buys Heavy Time On WNEW

Using radio for the first time, Consolidated Laundries Corp., of New York, one of the world's largest laundry firms, has signed with WNEW for an extensive campaign, it has been announced by Ira Herbert, station vice-president in charge of sales.

Deal includes sponsorship of Martin Block's "Make Believe Ballroom" across-the-board from 10 to 10:15 a.m., and "Piano Rhapsody," Sundays, 8-9 p.m. The firm also will use spot announcements seven days a week on the "Milkman's Matinee."

Consolidated will plug its shows with two large signs on each of its 600 laundry trucks.

Kermit J. Moss is WNEW account exec on the sale.

Fulton Lewis, jr.



NETwork Show—LOCAL Rates

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr., is a salesman *par excellence* for products as diversified as radio itself.

Let this outstanding local "buy" go to work for you. He's ready to take on a few selected lines in communities where he's not already sponsored.

Investigate now—wire or write:



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



IN CLEVELAND IT'S
WPK

Forest Fighters Aided By Stations In N. E.

(Continued from Page 1)

fire-fighters and bulletins from relief agencies. The determined statement of Richard Bates, program manager of WGAN, Portland, Me., was applicable to all stations: "Until this emergency is over," he said, "this station is in nothing but the fire-fighting business."

The Yankee Network, a regional web, performed yeoman service although staffers of several affiliates

Amateur Station Aids

Narry Lockwood, of WOR Recording, aided his station's coverage of the fire without leaving his Hartsdale, N. Y. home. An amateur radio operator, Lockwood kept in touch with other hams in Bangor and Augusta and phoned their on-the-scene reports to WOR. Hams throughout New England, he said, had established their own network to supplement straining and burned-out communications lines. Many, he said, operated with mobile units as power lines failed.

had to leave their posts to fight the fires. At 5 a.m. Friday, Gov. Horace Hildreth of Maine extended official thanks to the network and general manager Linus Travers.

Lester Smith, of the Yankee special events department, and engineer Tom O'Keefe boarded the Coast Guard Cutter Bibb as it left Boston for Bar Harbor, Me., and aired several special programs which were carried by Yankee and MBS.

CBS Sends Assistance

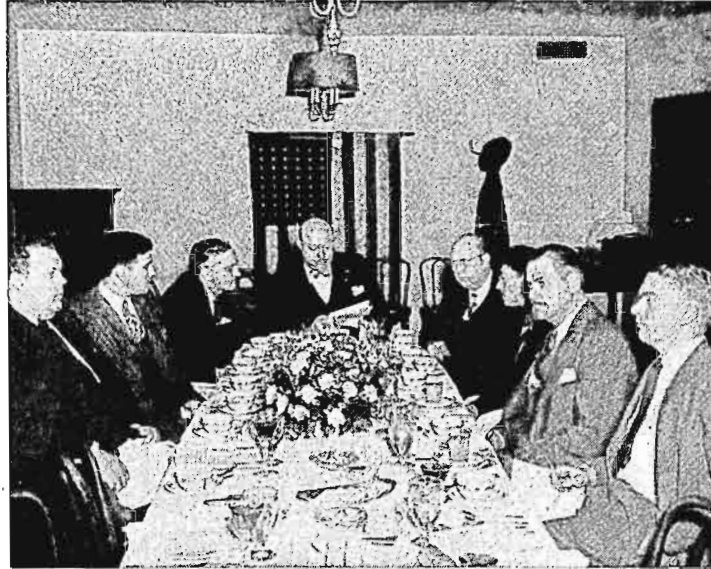
Early Friday morning, in response to an emergency call from Bates, CBS headquarters in New York routed engineer Frank Somers out of bed and put him aboard a 7 a.m. train to Portland with 16 cases of shortwave equipment which was set up in outlying districts.

WGAN was one of several stations that used planes to keep track of the blaze. Tape-recorded eye witness reports were aired and fed to the CBS web.

Chick Morris, of WBZ, NBC station in Boston, also was aboard the Bibb, utilizing the ship-to-shore radio facilities of the cutter to contact the WBZ control room where his reports were transcribed and put on the air. Morris was heard on the NBC web in an interview with the skipper of the Bibb. W. W. Chaplin, NBC roving reporter was sent to Maine early in the week and his descriptions were aired from WCSH, Portland.

Gov. Robert F. Bradford's appeal to Massachusetts urging all citizens to take extra precautionary measures

PICTURE OF THE WEEK



A group of broadcasters met in Hazleton, Pa., last week to perfect plans for radio exploitation of the State of Pennsylvania. Victor C. Diehm, general manager of WAZL, was host at the dinner meeting. Left to right in the picture are: Louis Murray, manager of WPAM, Pottsville; Frank Blair, manager of WSCR, Scranton; Roy Morgan, manager of WILK, Wilkes-Barre; Mr. Diehm, Thomas Tito, commercial manager of WAZL; Don Murray, program director of WAZL; J. Calvin Jackson, program director of WRAW, Reading and Tom Bigler, manager of WHWL, Nanticoke.

Marion Claire To Produce "Chicago Theater Of Air"

Chicago—Marion Claire, former prima donna of the "Chicago Theater of the Air" on WGN and now director of WGNB, FM station, took on another job last week when she became production supervisor of the "Theater of the Air." Each week she will launch the program with a brief resume of the work to be performed and an introduction of the vocal artists she has cast in major roles.

against the spread of the state's worst forest fire epidemic was transcribed by WBZ technicians and 30 copies rushed to other Massachusetts stations by state police.

Transport Plane Chartered

WTVL, Waterville, Me., chartered a DC-4 transport plane which flew Carlton Brown over Bar Harbor. His eye witness reports were aired locally and fed to the ABC web. An on-the-spot roundup was also broadcast by ABC, with reports from WPOR, Portland; WGUY, Bangor; WLAM, Lewiston; WTVL; WCOP, Boston; WOKO, Albany, and WSPR, Springfield.

Discarding commercial schedules, WHEB, Portsmouth, N. H., served as coordinator for emergency calls, promptly airing official requests for medical aid, equipment and other needs. Calls also were handled from the outlet's nearby studios in Dover.

Tele Sets In N. Y. Area Increasing, CBS Reveals

Television sets in the Greater New York Area increased some 15,000 sets during the month of September, according to George Moskovic, commercial manager of WCBS-TV, the CBS Network's television station in New York.

The CBS Research Department estimates there are some 65,000 television sets in Greater New York, as of October 1. This includes bars and other public places, which are estimated to now have about 5,000 sets. The estimated figures for September 1 were 50,000 sets including those in bars and public places.

Johnny Kane Adds Another

Johnny Kane will add another pickup point to his midnight schedule over WOV starting Oct. 28 when he broadcasts from Johnny Hogan's Irish House. The midnight to 1 a.m. show will be aired from there every Tuesday night. It originates from Sammy's Bowery Follies on Monday and Thursday and Greenwich Village Inn on Wednesday.

WOV may yet become an all night station according to recent events. Johnny Faulk's "1280 Ranch" now puts the station on the air at 5 a.m., instead of 6:45 a.m., and it remains on until 1 a.m., where formerly signing off at midnight.

Name Ratner CBS VP He Heads Adv. Dept.

(Continued from Page 1)

Planning Board of Lord & Thomas, Inc., and late in 1941 went to Washington to serve as an information specialist with the Office of Price Administration and the War Department.

In September, 1943, Ratner formed his own company, specializing in community relations programs.

A Native New Yorker

He was born in New York City June 10, 1904. He attended Columbia and Michigan universities.

He is married to the former Letitia Ide and they have two children, Stephanie and Timmie. His hobby is his Vermont farm which he seldom visits because of pressure of work. He is the author of many articles on radio broadcasting.

William Golden remains as associate director of the Advertising and Sales Promotion Department of CBS. Louis Hausman, manager of the Presentation Division, also becomes an associate in the division.

Doubleday Tie-In With WQXR

The nine Doubleday book stores in New York and WQXR have set a tie-in deal called "Doubleday Book Concert" which will be heard every Saturday from 2:05-3 p.m., starting Nov. 1. Show will feature classical music and news about books.

Doubleday stores will distribute one and a half million book marks each year announcing the program and will set up window displays at all shops. Harold Allen will narrate the show which is written and produced by Charlie Oppenheim.

Send Birthday Greetings To—

October 27

Jack Carson Katherine Cravens
Bob Becker Jack Kilmartin
Mignon Schreiber

October 28

Herbert Butterfield Joo Hasel
Sydney B. Gaynor Madeline Lee

October 29

Virginia Clark John de Russy
George Dilworth Arthur Kohl
Jack Pearl Lew Rogers

October 30

Joan Banks Robert Monroe
Carl Warren

October 31

Murray Carpenter Douglas Hope
Grace Justice Mary McCoy

November 1

Webster Ellenwood Stan Shaw
Barry McKinley Ray Sinatra

November 2

Benton Ferguson June Lyon
W. Haenschon Clyde Scott
Mary Steele

IN CLEVELAND IT'S

WHK

M's "Code" Needs Told By Committee

(Continued from Page 1)

all oral broadcasting." The committee also reaffirmed its feeling that program duplication is essential to it.

"Commercial Time" Changed

Among recommended changes in standards was a suggestion that overall maximum of three minutes of commercial time in any 15-minute segment be altered to exclude the time devoted to "station break" announcements between programs. This revision is necessary, the group agreed, in order that stations which depend largely on "participating" programs for revenue not be placed at a disadvantage.

Pointing out that the ratio of commercial time to program length drops sharply at the 30-minute program point under the proposed standards, the committee urged that the limitation there be raised from 3:00 minutes to 3:30 minutes.

Lik's Middle Announcements

The committee also recorded itself against the ban on middle commercials in news shows.

In reference to the standards for religious programs, the committee asked that the ban on the solicitation of funds over the air be modified to permit solicitation "for bona fide charitable purposes."

In addition to its discussions of the standards, the committee asked that the networks be informed it continues to feel that AM-FM duplication of musical programs is "essential to the orderly development of FM broadcasting." It urged that no contract between the nets and AFM be negotiated which would impede this development.

Baker Reports

NAB Director of Research Kenneth Baker presented to the group, as it had requested at its last meeting, an outline of a simple, economical method which FM stations could use to determine set ownership figures in their service areas. The committee approved the system recommended; details will be furnished NAB member stations in the near future. Inclusion of FM listening in the next NAB study was also requested by the committee.

A special committee to plan for participation of FM broadcasters in the next annual NAB convention was named, including Cecil Mastin, WNBC-FM, Binghamton, N. Y.; Wilford Egolf, WBCC-FM, Bethesda, Md., and Leonard Asch, WBCA, Schenectady.

Other Members Attend

In addition to Chairman Asch, Board Liaison Member Egolf, and Mastin, members attending were: Matthew Bonebrake, KOCY-FM, Oklahoma City; Edward A. Wheeler, WEAE, Evansville, Ill.; Everett Dillard, WASH, Washington; Board Liaison Member John Shepard, III, Boston, and Lansing Lindquist, WSYR-FM, Syracuse (representing Harry Wilder.)

Special Network Shows Will Observe Navy Day

(Continued from Page 1)

on ABC at from 10:30 to 11 p.m., tonight, titled "Join the Navy and See the World." Program will also feature pickups of Navy personnel throughout foreign lands and on ships at sea, pointing up the fact the Navy is a world-wide outfit. These interviews, conducted by ABC correspondents overseas, will originate in London, Paris, Athens, Tokyo and Honolulu. George Hicks, network reporter, will interview enlisted men aboard the USS Missouri, the "Big Mo" anchored in New York Harbor. Halsey will be heard in a brief address on the significance of Navy Day from Birmingham, Ala. In addition, network's key station, WJZ, together with other web affiliates, will use station breaks to call attention to the observance.

Mutual's participation in Navy Day will involve a fraternal gesture by the Coast Guard to the Navy. Coast Guard Academy Band, regularly heard on the network Mondays from 12:30 to 1 p.m., has awarded the time to the Naval Academy Band which will be heard from Annapolis. Switch was provided through the courtesy of Rear Admiral Wilfred N. Derby of the CG.

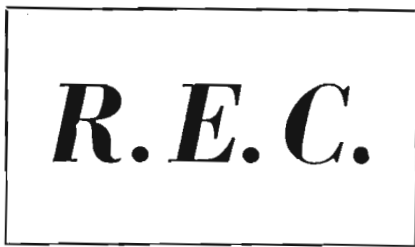
CBS and its affiliates will air a 15-minute special talk on Navy Day observances by Admiral H. K. Hewitt, representative of the military staff committee, U. S. delegation to the United Nations, from 5:30 to 5:45 tonight. WCBS, web's flagship, will transcribe the talk for rebroadcast tonight at 11:15 p.m., EST.

NBC started Navy observances yesterday with a half-hour program originating in the Naval Academy at Annapolis in which the Middies' choir was heard from the chapel.

Forecasts Type Of Shows For Television Stations

Chicago—High caliber studio programs will eventually become the backbone of television programming, Norman C. Lindquist, vice-president of Television Advertising Productions, Inc., and instructor of television advertising at DePaul University, Chicago, told members of the AmVets Advertising Post a few days ago in an address on effectiveness of television advertising.

"Up to now," said Lindquist, "sports seem to be one of the most popular types of programs. However, this, in my opinion, is purely a temporary situation. Sports offer stations made to order entertainment with wide public acceptance. However, sports events require no showmanship on the part of the producer or station. If the contestants are well matched and the event is interesting, you have a good show. If they are unevenly matched and the contest is dull, it's a dull television program. Obviously, such fare does not depend on good showmanship for its success. I believe that high caliber studio shows will eventually become the backbone of television programming."



NATIONAL RADIO WEEK SPECIAL

A FINE DOORPRIZE

Console Radio donated by Westinghouse Radio Stations, Inc.

A FINE TALK

"Your Circulation Department Speaks"

Max F. Balcom

President, Radio Manufacturers Association

AND A FINE LUNCHEON

Individual Tickets are Available

RADIO EXECUTIVES CLUB

HOTEL ROOSEVELT

WEDNESDAY, OCTOBER 29—12:30

Industry Music Comm. Is Announced By NAB

(Continued from Page 1)
committee was ordered by the NAB membership at its recent convention in Atlantic City. It was resolved there that "American broadcasters are convinced that a constructive and amicable solution to the problem created by the American Federation of Musicians would be a major contribution to the welfare of the American public, and are earnestly determined to make every effort to reach such a solution."

Recognizing, however, that "such a solution may be prevented by actions of the AFM," the resolution added:

"Broadcasters are firmly resolved, in such event, to take all necessary and proper steps to continue and extend their full service to the public, and will work unitedly to that end."

The committee includes the following:

NAB—A. D. Willard, Jr., executive vice-president; R. P. Doherty, director, employee-employer relations department; Don Petty, general counsel; Robert K. Richards, director, public relations department.

FMA — Leonard Marks, general counsel; William E. Ware, KSWI, Council Bluffs, Iowa; William Fay, WHAM, Rochester, N. Y.; Ray E. Dady, KWK, St. Louis; Paul W. Reed, WFAH-FM, Alliance, Ohio.

Networks—Frank K. White, CBS; Frank E. Mullen, NBC; Joseph A. McDonald, ABC; Robert D. Swezey, MBS, and Everett Dillard, Continental Network.

Broadcasters—Leonard Asch, WECA, Schenectady; John Elmer, WCBM, Baltimore; Theodore C. Streibert, WOR, New York; Roger W. Clipp, WFIL, Philadelphia; Frank King, WMBR, Jacksonville; C. Robert Thompson, WBEW, Buffalo; Calvin J. Smith, KFAC, Los Angeles.

TBA—Lawrence Phillips, director, DuMont Television Network, and Noran E. Kersta, manager, television operations, NBC.

Transcription companies—Library transcription group: Richard S. Testut, Associated Program Service, Inc., and C. O. Langlois, Sr., Lang-Worth Features.

Open-end Transcription Group: Joseph W. Bailey, Louis G. Cowan, Inc., and Charles Gaines, Frederic W. Ziv Co.

Record Manufacturers — Capitol Records, (representative to be named later); Columbia, Edward Wallerstein; Decca, Milton Rackmil; Mercury, Irvin Green; Majestic, Guy Lemmon; RCA-Victor, James Murray; Signature, George Jaycox.

COAST-TO-COAST

— MASSACHUSETTS —

GARDNER—Ted Jones, formerly with WKIP, Poughkeepsie, N. Y., has been appointed station manager of WHOB. . . . **LAWRENCE** — The Latin Quarter, Boston's smart night club, is sponsoring the Bob Moore Show in two-hour long radio broadcasts over WLAW direct from the club's lounge. . . . **WORCESTER**—The WTAG Radio Club recently presented the first in a new series of weekly forum broadcasts entitled, "Youth Has Its Say." Program each week features four teen-age members of the club's announcing and dramatic groups who discuss local and national topics of general interest to high school students. Moderator is Edwin L. Dale, Jr., Worcester Evening Gazette radio columnist.

— MISSOURI —

ST. LOUIS—Robert V. Nicholas has been appointed supervisor of technical operations for KXOK and KXOK-FM. He will be responsible for all engineering activities of the stations, facsimile and television. . . . New member of KMOX's staff is Johnny Bambridge who will act as musical director. An accomplished pianist, bass and tuba player, Bambridge formerly arranged music for the St. Louis Municipal Opera Orchestra, the St. Louis Symphony "Pop" concerts and for orchestras in Philadelphia, Washington, Denver and San Francisco.

— OHIO —

CLEVELAND—Recently guesting on Walt Kay's "Storybook Merry-Go-Round" disc show heard over WJW, was Joe E. Brown, famed comedian and avid baseball lover currently appearing at the Hanna theater in the Broadway hit, "Harvey." Mr. Brown offered a personal introduction to his newest RCA Victor album release on "How to Play Baseball." . . . **COLUMBUS** — A unique method of radio coverage was recently employed by George Zeist, farm editor of WHKC, when he brought his listeners an "air-view of the new frontier's opening in this state by recording the description of the conservation demonstration's proceedings from a plane flying directly over the area. This description was later broadcast over WHKC.

— OKLAHOMA —

OKLAHOMA CITY—Perry Ward, popular network master of ceremonies of such shows as "Which Is Which," "Spin and Win," "Scramby Amby" and "What's Doin' Ladies," recently made his bow

Three More Sponsors For Joan Davis Co-op

Three more sponsors for the Joan Davis co-op show on CBS were announced last week. The local Bendix appliance distributor has bought the show over WCOV, Montgomery, Ala.; Kern County College of Beauty has purchased the program over KERN, Bakersfield, Calif., and the CBS outlet in Durham, N. C., station WDNC, has sold the show to Lovett's Radio and Appliance Store.

as emcee of KOMA's "Oklahoma Round-up." Ward will also act as station production director. . . . New KBYE chief announcer is Ed London, formerly with KFMJ, Tulsa. In addition to these duties, London will emcee the new "Magic Ballroom" disc show. . . . Bruce Palmer, WKY's news director, will begin his third tour of Oklahoma cities today to originate his daily show on state news entitled, "Oklahoma's Front Page." Broadcasts from the station's mobile unit studio will feature interviews with newspaper editors and a verbal picture of the city as well as a report of international and national news from the leased wire services of local newspapers.

— PENNSYLVANIA —

ALLENTOWN—New staff members at WKAP are Ben Muros and O. R. Davies. Former is station manager while the latter takes over the duties of sales manager. . . . **PHILADELPHIA**—In an effort to provide a more practical approach to the combating of juvenile delinquency, KYW is presenting an intensive eight-week course in radio techniques for more than 60 supervisors of 25 city recreation centers as an extension of its Fifth Annual Summer Radio Workshop. One adult and two senior teen age students will represent each recreation center at the Saturday morning sessions. Courses to be offered include production and microphone techniques, organization in radio and script writing.

— WISCONSIN —

MILWAUKEE—George Marr, a veteran of 17 years in the field of radio, has been named special events manager of WTMJ-TV, the Milwaukee Journal television station which will go on the air December 3. He will handle the television pickups of sports and special events. . . . "The Adventures of Gimble and Ellie," popular, pre-Christmas, children's program, will go on the air November 1 for the 10th annual holiday broadcast over WISN. Program will be heard seven days a week through December 24, at 4:45 p.m., weekdays and 12 o'clock noon, Sundays.

AP, UP Tele Newsreel For Member Stations

(Continued from Page 1)

ing suggestions from member stations which indicated their desire to obtain "live" newsreels to augment current slides, commentary, and on tele news programs.

Plans for a five-minute television newsreel, six days a week, to be prepared in Washington, is also announced by Ed Williams, UP business manager, and Fred Ferguson, president of NEA-Acme. According to Williams and Ferguson, the service will "be ready shortly" but the exact starting date, although set, is to be announced later. The Washington newsreel will include both spot news and interviews with leading figures on the government scene. Film will also include a certain amount of human interest feature material. Plans call for air expressing the newsreel out of Washington so it can be televised only a few hours after television events occur.

Kent Cooper, AP's executive director, has assigned Hugh Wagnon, veteran newsman, to head up the tele operation. Wagnon has been bureau chief in three key offices of the AP system; London, Baltimore and Philadelphia.

AP radio membership totals 49 stations, it was said, although a number of outlets having video permits has still to be determined. KS-TV, St. Louis; WFIL-TV, Philadelphia, and WMAL-TV, Washington are members of AP radio network service.

AVCO Dividend

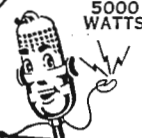
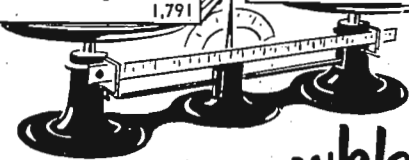
Directors of Avco Manufacturing Corporation last week declared dividend of 20 cents a share on the Corporation's common stock, payable Jan. 2 to stockholders of record November 28, 1947. The amount of the current dividend is double the payment of 10 cents a share made on May 1, 1947, and increases to 30 cents the total payments to holders of common stock with respect to the 1947 fiscal year.

CANTON, OHIO

CITY OF BUSY DIVERSIFIED INDUSTRIES OHIO'S RICHEST RURAL REGION

NOW—	NOW—
Retail Stores — 21,019	Farms — 50,540
Retail Sales — \$882,318,223	Value in Farms — \$339,203,240
Radio Families 318,440	Farm Population 195,054
Manufacturing Firms — 1,791	Electrified Farms — 39,382

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 19

NEW YORK, TUESDAY, OCTOBER 28, 1947

TEN CENTS

School Conference Opens

Testimony Continued By FCC Witnesses

Washington Bureau, RADIO DAILY
Washington—Need for additional clear channel service in the South and the West was told the FCC yesterday by Governor James Folsom, of Alabama, (in a written statement filed with the Commission) and by C. Richard Evans, chief engineer of KSL, Salt Lake City. Folsom's statement will be filed with the FCC, but not made a part of the hearing record because . . . as CCBS counsel Louis

(Continued on Page 5)

— National Radio Week —

University President Praises Radio Support

New Brunswick, N. J.—President Robert C. Clothier of Rutgers University Saturday praised members of the New Jersey Broadcasters' Association for their coverage of recent constitutional convention and expressed appreciation for what the members have done for the University. Broadcasters were guests of the University for their first annual meeting and formal organization. They adopted constitution and by-laws.

Officers elected include James L. (Continued on Page 6)

— National Radio Week —

Mutual Appoints Kearney Nat'l Co-op Sales Mgr.

Don L. Kearney, a member of Mutual's co-op department since last April, has been appointed national sales manager of the network's co-op programs, it was announced yesterday by Bert Hauser, director. In his new post, Kearney will continue to work directly with advertising agen-

(Continued on Page 5)

Collegiate

Students from 11 colleges in the New York area took over the operation of WCBS, key outlet of CBS, yesterday as a part of the network's observance of National Radio Week. "Operations Collegiate" had the students on the air, producing programs, aiding with sound effects and working in the sales and promotion department.

Radio Week Tie-in

An unusual giveaway promotion in connection with National Radio Week is being carried on by WCTA, Mutual affiliate in Andalusia, Ala. Bringing to life the RMA slogan of "More Radios for More People Means More Entertainment for Everyone," outlet is giving away a receiver each day this week on its morning "Morry-Go-Round" show.

Mullen Urges Industry Support Hospital Fund

Frank E. Mullen, vice-president and general manager of NBC, and head of the radio committee of the United Hospital Fund, called upon networks and stations yesterday to offer wholehearted support to the Fund's annual campaign to aid the City's voluntary hospitals. Fund seeks to raise \$2,383,887 to help its 89 member volunteer hospitals meet the largest operating deficit in its 69-year history.

William H. Jackson, general chairman of the United Hospital Campaign

(Continued on Page 2)

— National Radio Week —

American Airlines Buys Spots In Twelve Cities

American Airlines has launched a spot campaign in about 12 major air line cities serviced by the company, including New York, Boston, Chicago, Philadelphia, Cleveland, St. Louis, Dallas and Los Angeles. Campaign will run for about two months

(Continued on Page 6)

Three-Day Meeting Starts In Chicago With More Than 1,200 Attending; 12-Hour Program Today

Camden's City Station Favored In FCC Edict

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced proposed findings which would permit WCAM, owned by the City of Camden, N. J., license renewal in the event its time contract with the Mack Radio Sales Company is ruled out. In the same decision—the third set of proposals in this case—it would deny the renewal application of WTNJ, Trenton, N. J., also

(Continued on Page 5)

— National Radio Week —

Radio Week is REC Theme; RMA's Balcom Top Speaker

National Radio Week, currently in the midst of a concerted promotion drive on the major networks and stations throughout the U. S. will be emphasized at the Radio Execu-

(Continued on Page 6)

— National Radio Week —

Texas Co. To Sponsor Met. Matinees On ABC

Sponsorship of the weekly Saturday matinee performance of the Metropolitan Opera Association by the Texas Company for 18 consecu-

(Continued on Page 7)

Chicago—The eleventh annual meeting of School Broadcast Conference opened yesterday at Sheraton Hotel with more than 1200 educators, administrators and radio experts registered and some 600 more expected during the day. The opening session, held in the Boulevard Room, had a near capacity attendance and keen interest was evidenced in the delegates' close attention. William B. Levenson, assistant superintendent of

(Continued on Page 6)

— National Radio Week —

Regional Web Sales Show 100% Increase

Salt Lake City—Program and spot sales revenues of the Intermountain Network this fall show an increase of 100 per cent over billings for the fall of 1946, Lynn M. Meyer, INM vice-president in charge of sales, reported the past weekend.

Meyer declared that the most significant factor in the increase resulted from a new policy of working out

(Continued on Page 6)

— National Radio Week —

Toledo High School Group Produce Show On WTOL

Toledo, Ohio—Radio's first commercial program prepared in its entirety by high school students got under way here last week over WTOL under the guidance of the Radio Edu-

(Continued on Page 2)

Special Events Red Tape Annoying To Broadcasters

Disturbed over recent police attempts to interfere with preparations for remote pickups from the streets of New York and other public property, web and indie news and special events men will meet in the near future to petition the city government for clarification and interpretation of the ordinance covering such broadcasts, RADIO DAILY learned yesterday.

On several occasions during the past

few months broadcasters setting up equipment to cover parades and other functions as well as spot news events have been told by police and representatives of other city departments that doing so without a permit is illegal.

The radio men claim that this was the first time they had heard of the ordinance.

"We may have been unintentionally

(Continued on Page 5)

Pioneers

Steps to convert H. V. Kaltenborn's "Twenty Year Club" into a new organization called "Radio's Pioneers" was taken last week when radio executives drafted a constitution and by-laws in the office of Mark Woods, president of ABC. Other executives assisting were Edgar Kobak, Frank E. Mullen, A. L. Ashby, H. V. Kaltenborn, Phillips Carlin, Charles Hodges.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 135 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 27)

NEW YORK STOCK MARKET

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 DuMont Lab., Finch Tele Comm., Stromberg-Carlson.

Johnston On CBS Tomorrow

Eric Johnston, president of the MPAA, will be heard on CBS tomorrow from 6:15-6:30 p.m., from WTOP, Washington, D. C., discussing the current House investigation of un-American activities by individuals in the film industry.

★ COMING AND GOING ★

MICHAEL H. SILLERMAN, president of the Keystone Broadcasting System, ET network, off to Pittsburgh where he will address the Radio and Television Club today.

THOMAS D. CONNOLLY, Columbia network's director of program promotion, leaves tomorrow for Greenfield, Mass., where he will observe experiments being conducted by the Brand Names Foundation. He'll return to New York next Saturday.

JEAN BROWN, product publicity director at Kenyon & Eckhardt, is in Chicago to attend the meetings of the Cereal Institute.

SAM SEROTA, director of education and special events for WIP, Mutual network outlet in Philadelphia, is in Chicago to attend the School Broadcast Conference which is scheduled to continue through Wednesday.

J. CHRIS HETHERINGTON, manager of the St. Louis office of John Blair & Co., national station representatives, yesterday went down to Columbus, Ohio, where he addressed the Vess-Cola bottlers from Ohio, Michigan, West Virginia and Tennessee.

RICHARD W. HUBBELL, television consultant, is back at his New York office following a business trip of three weeks to Cincinnati and Indianapolis.

ERNEST L. JAHNCKE, manager of the station relations department in the New York offices of ABC, is visiting briefly with station executives in New England. He'll return to New York next Friday.

HAROLD DAY, sales manager and promotion director of ABC's co-operative program department, is in Cincinnati, where today he will address the Radio Sales Training School.

DON SEARLE, vice-president of the American network in charge of the Western division, is in Chicago conferring with Central division officials of the web.

ABNER J. GRESHLER, artists representative, has planned a busy fortnight for himself. He's now in Chicago staging the shows for the 21 distillers of the National Package Stores Assn. He'll come back to New York for the Beer Wholesalers Convention, then back to the Windy City for the Super Markets Institute.

JACK LACY, disk jockey and announcer at WINS, is back in town following a two-day tour of veterans hospitals in New England.

ROBERT SAUDEK, director of public affairs at ABC, is spending the first half of this week in Chicago. He plans to return to New York on Thursday.

ERNEST SHOMO, sales manager of WBBM, Columbia's owned-and-operated station in Chicago, is back in the Windy City following a short trip to New York.

CARL BURKLAND, station manager of WTOP, who spent a goodly portion of last week in Gotham, has returned to his station managerial post in Washington, D. C.

ALICE FROST, star of "Mr. and Mrs. North," spent the week-end at Ann Arbor, Mich., where she was crowned Queen of the Michigan-Minnesota gridiron celebration which was held Saturday afternoon.

TOM BRENNEMAN, with his hats, orchids, wishing rings and the program personnel of his ABC show, "Breakfast in Hollywood," is holding forth at the present time in Boston. He'll be in Philadelphia on Thursday and in New York next Friday.

Mullen Urges Industry Support Hospital Fund

(Continued from Page 1)

Committee, joined Mullen in his plea to network and station execs for aid, pointing out that the Fund's goal "is a minimum which must be subscribed if its member institutions are to continue their present high standard of health care for all who need it, regardless of race, creed, or ability to pay."

Other members of the Radio Broadcasting Committee for the campaign include: William S. Hedges, vice-president, NBC; Orrin E. Dunlap, vice-president, RCA; Ted Cott, program director, WNEW; Leon Goldstein, vice-president, WMCA; Frederick Lynch, Jr., personnel director, ABC; Eldon Park, manager, WINS; Theodore S. Streibert, president, Bamberger Broadcasting Service, and Frank E. White, vice-president, CBS. Campaign will continue through Thanksgiving.

Toledo High School Group Produce Show On WTOL

(Continued from Page 1)

cation Department of the local Board of Education.

Titled "Campus Capers," the weekly program originates from the auditorium of the Lasalle and Koch store, sponsor of the show. Every phase of the show including script, talent, production and commercials is the responsibility of the students.

The program, said Harry Lamb, director of the Radio Education Department, "is a laboratory show, a vocational test, to determine the skills and aptitudes of the students."

Gift To Yank Campaign Announced By Cantor

Fourth annual "Give a Gift to a Yank Who Gave" campaign for Christmas presents for hospitalized veterans will be launched on the Eddie Cantor show on NBC, Oct. 30, and continue until Christmas morning.

Under the plan, appeals are made to listeners to include in their Christmas purchases a gift for a hospitalized veteran. The gifts are collected and distributed by certified charitable or civic groups to the veterans' hospitals.



He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this 5-station town.

To make a sales manager happy, and to prove you DO know how to buy time... use W-I-T-H!

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

W-I-T-H AM and FM Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally By Headley-Reed

There's NO QUESTION about SELLING KANSAS when you hire: Ben Ludy, GEN'L. MGR. WIBW The Voice of Kansas TOPEKA



WKAT

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"COVERS THE NATION'S PLAYGROUND"
MIAMI BEACH MIAMI

FRANK KATZENTINE

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5000 WATTS - DAY DIAL 1360 1000 WATTS - NIGHT



RADIO DAILY

AGENCIES

SCHENLEY DISTILLERS CORP., announces the appointment of Benton & Bowles as advertising agency for Three Feathers Reserve and VSR Brands.

CELIAN CATERERS CORP., has engaged Conti Advertising Agency, Inc., to handle its account.

SUBSIDIARY FIRM of Finley Transcriptions, Inc., Los Angeles, has been formed by Larry Finley and Al Jarvis to produce radio and television shows, in addition to engaging in commercial enterprises growing out of the radio-video partnership.

WOODWARD & FRIS, INC., advertising agency of Albany, N. Y., has engaged as head of its radio department Mary Elizabeth Gaynor, formerly associated with WTRY, Troy, as women's director, writing and broadcasting her own shows. Edward F. Minch, Jr., formerly connected with the N. Y. State department of Social Welfare, and more recently purchasing agent of F. C. Huyck & Sons, Rensselaer, N. Y., has joined the agency as a representative.

AMERICAN MARKETING Association, has just announced the granting of a charter to the Miami Valley Chapter. This new chapter, with headquarters at Dayton, Ohio, is the 23rd local chapter of the association. Its first meeting was held October 6th, at which the following local officers presided: President, Carl T. Berner; vice-president, Robert Scott, Dayton Journal-Herald; secretary-treasurer, Margaret J. Andrew, Marketing Research Dept., Frigidaire Division.

HAL GOLDEN, head of the Golden Advertising Service, Brooklyn, is now offering free radio consultation to all ex-GI's, at his offices every Saturday afternoon.

MEMO:

You can buy more laughs per dollar with the new WOR - MUTUAL Comedy Show "STOP ME IF YOU'VE HEARD THIS ONE" than produced by any gag - written, rehearsed or unrehearsed show on the air. If you don't believe it, count the honest boffs with applause and spontaneous laughs any Saturday night from 9:00 to 9:30.

Morey Ansterdam—Lew Lehr
Cal Tinney and Roger Bower
Management: Gale, Inc.



Mainly About Manhattan. . . !

● ● ● Adam Hats dropping "The Big Break" after current cycle. May even give up time slot, we hear. . . Bourgeois, the perflumerie that used to pay the tab on Jean Sablon, may get back into radio in a few months, with Carmen Cavallaro prob'ly getting the nod. . . Fred Allen and Jack Paar at it Hooper and tong. . . Plymouth turned down that Ralph Edwards' show submitted through N. W. Ayer. . . Army fans alibi'ing the Columbia defeat by saying they hadda be nice to Columbia's new boss, Ike. . . Hattie McDaniel won out in running for role of Beulah. . . According to the new Hooper, Bing slides two points and Jolie climbs to 19.8—the only singer to land in the top 10. . . Mutual interested in bringing Cass Daley back in comedy show. . . Corny Jackson, head of J. Walter Thompson's Coast office, in town for a few days. . . Bobby Breen approached by Al Rosen for a B'way musical. . . Josephine McCarthy (Ella Mason on the "Ask Ella Mason" stanza) quitting the show Nov. 15th. No replacement set as yet. . . True radio romance: Bob Pollack and Eileen Prince met some eight months ago on "My True Story." Friday p.m. they were knotted, with director Chas. Warburton handing over the ring. . . Tom Slater (with Chas. Luckman's Citizens' Food Committee) who wishes we'd cut out eating altogether, was recalled to Washington last week and has been given the task of setting up a Speaker's Bureau and handling Special Events. . . Morton Downey, whose Mutual show bows tonite at 11:15, will be heard locally on WINS at that hour until time can be cleared on WOR. . . Eddie Newman starts a new 1 to 3 a.m. spot on WEVD tonite, with 10 co-op sponsors ready to tee off with him.



● ● ● **THOUGHTS ON THE McCARTHY CLAN:** Wonder whatever happened to the other parts of the tree that was responsible for Charlie McCarthy? . . . No announcer tries so hard to get as chummy with the air audience as ABC's Jack McCarthy. . . Hearing a horse race without Clem McCarthy doing the description is like ordering soda without Scotch. . . (By the way, I am told that a jockey rode a mount in Belmont last year, with a small portable set in his hat, listening to Clem word-call that very race).



● ● ● **BOSTON UNCOMMON:** Let's talk about Boston for awhile. We dropped up there over the week-end to catch Harry Rosen's production of "Trial Honeymoon" (which, incidentally, is knocking the staid Bostonians right off their plush seats.) It's a fast-stepping little farce that prob'ly won't suit the effete taste of most of the critics—but take it from this observer, we've never heard such roars from the cash customers or such sustained laughs. At any rate, having little or nothing to do Sunday, we called up our pal, Aaron S. Bloom, of Kasper-Gordon, and conned him into showing us a bit of the old town. After pointing out everything from where Paul Revere first mounted his pony to where the Harvards cavort, Aaron finally trotted us up to his office where we heard a gal sing via his transcription. And what a gal. Her name is Gloria Carroll, which prob'ly means as little to you as it did to us at first. She's never played the Big Town here. Is happily married up in Boston with two youngsters and content to set the world on fire from her own backyard. Well, sir, this Carroll gal has Everything—class, style, tone, warmth, color, you name it. In sum, she's Great. If you seem to detect a hint here that we're touting her new transcribed series, forget it. We're not hinting at all. We're shouting right out loud!



● ● ● **SMALL TALK:** Harry Salter's Grade-A music job on the V-J Day Documentary won him a repeat invite to do "Fear Begins At 40" on CBS tonite. . . Fans of Don Dunphy and Ralph Dumke have been getting them confused for years. So the other nite, meeting each other for the first time, Don cracked: "Heard you on the fites last nite and enjoyed it very much."

CHICAGO

By NAT GREEN

EDDIE and Fannie Cavanaugh, who started their radio careers more than 25 years ago, started a new show Wednesday on WGN. Has same format as their previous shows, with Eddie putting letters into rhyme and Fannie at the piano.

Ford Canfield, WBBM ork leader and assistant music director, and Grace Granger will be married November 1 in the Howe Memorial Chapel at Northwestern University.

Guy Kibbee, currently appearing in Chicago in "The Great Christopher Bean," guested Saturday on Hal Tate's "Strictly Show Business" on WAIT.

Paul Fry, vice-president and general manager of KBON, Omaha, and J. B. Maurer, sales manager of WHK, Cleveland, visitors to Mutual's mid-west offices.

Robert B. Jones, Jr., ABC's station relations manager, off to visit affiliates in Green Bay and Milwaukee, Wis.

Betsy Ross, assistant director of the NBC central division public affairs and education department, will address the Goshen, Ind., Professional and Business Women's Club today, October 28, on "Better Listening."

Dave Garroway will present his popular "11:60 Club" concerts in Milwaukee on November 4 and in Chicago on November 8.

Skee Wolf, writer of many WBBM special programs, has written a novel, "The Tutored Mob," a war story, which has been accepted for publication by Crown Publishers, of New York.

"This Is the Story," new series in the Johnny Neblett tradition, made its bow on WGN October 20 and will be heard daily except Wednesday and Sunday. Ed Prentiss, announcer and actor, is the star. Ray Suber "man with 1,000 voices," takes character roles, and Elwyn Owen, organist, is in charge of the music. Producers are Sherman Marks and Roy Windsor, who also supervise the writers, Gene Fromherz and Julia Warren. Show is sponsored by Evans Fur Co.

New Educational Film

"Education for All," 20-minute film, portraying the adult education program and varied campus activities at the College of the City of New York was broadcast over WCBS-TV on Saturday at 8:50 p.m. Film, narrated by Ben Grauer and prepared by the Harmon Foundation, was exhibited in co-operation with the visual aid department of the College.

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Testimony Continued By FCC Witnesses

(Continued from Page 1)

Caldwell pointed out . . . the governor was not on hand for questioning. "There has been a disregard by the commission of its responsibility in the allocation of high powered stations," Folsom said. He said the Communications Act calls for "a fair division of radio service to each of the states on the basis of power . . . It was the intent of Congress for the Commission to see to it that all the people of the United States had adequate radio service, and not to allow the concentration of high powered stations in large cities merely because more profits can be made there. . . .

"It may be true that more profits can be derived from operation of a clear channel station in Chicago or New York City than by operation in a smaller community, but to assert that such cities as Birmingham, Montgomery, or Mobile could not support a clear channel station is to disregard the true economic facts.

"The operation of a class 1-A or class 1-B station in one of these cities might fail to yield an annual profit of two or three times the amount of the original investment, but it could make a reasonable profit, sufficient to provide the incentive for any number of businessmen to apply for such a station if it was believed that a grant could be forthcoming. 'Inadequately of economic support' is a phony and the commission knows it." He pointed out that there are clear channels in Shreveport, Hot Springs, Wheeling and Schenectady . . . each with population of less than 100,000 according to the 1940 census.

Evans Gives Views

Evans, offering an elaborate presentation, urged that the Commission increase KSL's power from 50 to 500 kilowatts. Recognizing the criticism of super power that "it allows a licensee to exercise unwarranted influence over large numbers of people," Evans said this complaint does not apply in the West because of the sparse population. He spoke in terms of areas with less than five persons per square mile.

"It may be impractical to serve much of area in day-time," he said, "but all the people should be reached during the early morning and evening hours which are so important to these rural listeners. It is practicable and possible to give radio service to all the people of the United States during those hours."

Landon May Produce

Harry Landon, who manages ABC's Vanderbilt theater, reported slated for a producer's berth on that web.

WANTED

Typist with some clerical and radio experience.

Phone: WI. 7-6336

Special Events Red Tape Annoying To Broadcasters

(Continued from Page 1)

violating the law for twenty years, for all we know now," said one network official. He added that his web's legal department is looking into the matter.

A spokesman for the Mayor's office, however, flatly denied knowledge of any interference.

"It is the official policy of the city administration," he said, "to cooperate fully with all media of public information. If the broadcasters have any valid grievances against the city, we will do our best to alleviate them."

Phone Company Involved

In cases where a telephone line is installed especially for a broadcast a permit is obtained by the telephone company. Much red tape is involved in obtaining a permit and the phone company has, on occasion, asked the broadcaster to help ease the task.

The procedure is as follows: A "street fair permit" must be obtained from the Police Department. This is taken first to the Department of Water Supply, Gas & Electricity and then to the Borough President's office for approval. For certain installations the okay of the Department of Building and Housing also is needed, and in others the approval of the Department of Parks.

Because of complaints of interference with mobile equipment, the city on Sunday assigned a patrolman to each of the mobile units covering the procession of the returned war dead up Fifth Avenue. While the news men agree that this was a step in the right direction, they claim that such protection would not be available on short notice in the event of a hot news break.

Tele Relay Of Football Reported Successful

Chicago—Successful use of television relay stations in transmitting the Iowa-Notre Dame football game at South Bend, Ind., Saturday to the WBKB station in Chicago resulted from the co-operation of Balaban & Katz television engineers and General Electric equipment specialists from Schenectady.

The television signal was relayed via ultra high frequencies to booster stations at New Carlisle, Ind., and on to Michigan City, Ind. From Michigan City the signal was transmitted to the Lincoln Building in Chicago and from there to the WBKB studios.

From reports the play-by-play coverage resulted in a good consistent signal being received by viewers in the Chicago areas. As a convenience to overflow crowds at Notre Dame receivers were set up in the gymnasium and other points on the campus.

The B & K station is contracted to carry all the Notre Dame home schedule of games. The telecasts are sponsored by the American Tobacco Company through N. W. Ayer. Permission for the experimental tele-relays was received from the FCC.

There is still another angle. In the event that a radio or television installation may be in direct violation of existing statutes, or presents a possible danger to the public safety, a bond of up to \$100,000 is required. On at least one occasion, however, this has been waived upon presentation of a certificate of assurance which guarantees that the station or web involved carries sufficient insurance to cover any public liability arising from the broadcasting operation.

Want Clarification

To dispel the confusion that seems prevalent, it is likely that the news men will present the city with a request for concise definition of all laws possibly affecting their operations. If it is then deemed necessary, they may ask for certain revisions to eliminate red tape and to allow them the freedom of all news agencies.

That there should be little difficulty in evolving a workable plan that would satisfy the broadcasters is evidenced by the statement of the Mayor's spokesman that "all efforts will be made to enable radio stations and networks to carry out their functions of public service and enlightenment."

Meanwhile, radio news circles are asking two questions: (1) "Why the apparently sudden police interest when substantially the same broadcasting practices and procedures on street shows have been in effect for many years?" and (2) "Why have some stations reported attempted police intervention while others, under similar or identical circumstances, have not been bothered?"

Mutual Appoints Kearney Nat'l Co-op Sales Mgr.

(Continued from Page 1)

cies and clients on MBS's co-op program availabilities.

Prior to his connection with Mutual, Kearney was an account executive with the Katz agency, station reps, in Boston and New York. He is a veteran of four and a half years in the Army, having served as an officer on the staff of Generals Eisenhower and Bradley.

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Camden's City Station Favored In FCC Edict

(Continued from Page 1)

though it did shift the station "temporarily" from the 1310 band to the 1300 band—thereby providing longer hours for WCAM and WCAP, Asbury Park, N. J. All three had shared time on the 1310 band.

In the event the City of Camden is able to satisfy the FCC that it will perform as a licensee in control of its own time, WCAM will be given an okay for unlimited operation on the 1310 band. WCAP, across the state, will also be put on unlimited time.

In other parts of the voluminous decision the FCC granted a new station in Camden, to be known as WKDN, to Ranulf Compton, former Republican congressman from Madison, Connecticut, on the 800 band with one kilowatt, daytime only. A competing application from the Camden Broadcasting Co., was turned down—with the Commission contending that the applicant was unqualified because of his responsibility for some of the policies of the Mack Radio Sales Co.

Granted, subject to agreement by the applicant to accept power of 500 watts, daytime, instead of the one kilowatt, daytime, sought in the application, was the request of the Valley Broadcasting Co., for a new station on the 790 band in Allentown, Pa. A second condition is that the Valley Broadcasting Co., undertake to prevent transmitter-intermodulation by providing filters or whatever else is needed to protect the signal of WKAP, Allentown, which is on the 1580 band with one kilowatt daytime.

Additional time was provided by the Commission for WTEL, and WHAT, which now share time on the 1340 band in Philadelphia. WHAT was turned down in its attempt to win the 800 band, but was offered unlimited time on the 1340 band with 250 watts. WTEL will move to the 860 band with 250 watts, day only.

WTA-g SHEET

Our News Editor is
Michael Griffin . . . former
INS New York Staff and
TIME Washington Bu-
reau Writer.

5000
WTAQ CBS
GREEN BAY 1360
When in need, phone WEED

NEW STATIONS

FM Construction Begun

Portsmouth, Ohio—Ground was broken atop a Kentucky hill recently for the new transmitter building for WPAY-FM, companion station to WPAY, owned and operated by the Scioto Broadcasting Co. Completion of the cement, steel and tile building is expected within three months, if weather conditions permit. Most of the transmission equipment is on hand, including the antenna, and the power transmission line will be installed shortly.

New Knoxville Outlet

Knoxville, Tenn.—WKPB, FM station owned and operated by the Knoxville Publishing Co., began operation here recently on a 2-9 p.m. schedule. Studios and offices are in The Knoxville Journal building with the antenna atop a tower on the roof of the nearby Hotel Farragut. WKPB broadcasts in the 93.3 mc. band with power of three kilowatts. Manager, Harold G. Price has placed program emphasis on music of all types.

Regional Web Sales

Show 100% Increase

(Continued from Page 1)

advertising sales schedules co-operatively between manufacturers, distributors and local dealers. He cited the case of the regional network's new RCA Victor accounts as an example.

"In this case, 33 local dealers, the RCA Victor Manufacturing Company and Glenn Earl, Inc., RCA distributor, worked together to assure sponsorship of the transcribed Tommy Dorsey show on 10 of our stations," Meyer explained. "On this and other regional accounts, program copy permits local sales messages to be inserted in the network feed of transcribed shows, thus benefiting local sales of regionally-advertised products.

Billings of the regional network show particular gains in the fields of home appliances, automobiles, hardware items and auto accessories. New accounts this fall include RCA-Victor, Westinghouse, General Electric, Arnspieper-Ostler, regional distributor for Majestic products and Packard Motors.

Brazilian Jingles

Brazil, which has loaned its background for many U. S. songs, is getting in return an idea from this country—the singing commercial. Emissoras Unidas, a group of three stations in Sao Paulo, will produce and record jingles in Portuguese as a service to American advertisers selling the Brazilian market. Local staffs will produce.

School Broadcast Conference
Opens In Chicago; 1,200 Attend

(Continued from Page 1)

schools, Cleveland, and president of Association for Education by Radio, presided over the session, which was devoted to talks on "The School Looks at Radio."

Ken Bartlett, of Syracuse University, in his talk brought out necessity for a more careful study of radio needs of Universities and Schools in general. "We spend all of our budget on programs," he said, "and pay no attention to what programs will do." He urged that research along the lines of proper program development be conducted on a large scale. "On my staff at the University," he said, "are some 50 professors, and it is doubtful that any one of them knows what recordings are available, and would not know how to use them if he did."

Grayson Ansmus, director of broadcasting for the University of Alabama, stated that public relations and public service are the chief aims of school broadcasting. "Programs," he said, "should interpret to the public the work that is going on at the campus. The best public relations for a University are programs which will make a specific contribution to the daily life of the people they serve. Universities are turning to radio for extending the scope of their influence, and it offers the best medium for this purpose." He, too, urged a closer study of radio and its possibilities.

Outlines Suggested Survey

Hazel K. Markel, director of education for WTOP, Washington, D. C., gave questions on improving school broadcast activities. "Make a thorough survey of the possibilities of your area," she advised, "how many stations are in it?" "What sort of programs are available for classroom use?" Become acquainted with the station personnel. They can be of great assistance. Many of them welcome college forums and can give you speakers, program help and assistance in organizing welfare and other clubs."

Robert Saudek, of ABC, gave excellent suggestions on co-operation between schools and the broadcasting

stations in three sessions were held simultaneously Monday afternoon. One was held in the WBBM studio in the Wrigley Building, with Waldo Abbot, University of Michigan, as chairman. Participants included Frank Schooley, WILL, University of Illinois; Carl Menzer, WSUI, University of Iowa; John W. Dunn, WNAD, University of Oklahoma; Burton Paul, KUOM, University of Minnesota; Harry J. Skornia, WFIU, University of Indiana; Jim Miles, WBAA, Purdue University; John C. Crabbe, KCVN, College of the Pacific, and John Blake, KWSC, Washington State College. Topic discussed was "Problems of Educational Station Operation, AM and FM."

"Human Relations" Treated

Session on "Radio Serves the Middle Elementary Grades" was a demonstration of classroom use of radio, featuring a broadcast titled "nature walks" supervised by Roberts Mann of the Cook County Forest Preserves. Under chairmanship of Russell Babcock, director of information and education of Chicago mayor's commission on human relations, a session on "Radio and the Problems of Human Relations" was held, with Louis Wirth, professor of sociology, University of Chicago and director of the American Council on Race Relations, outlining important work being done by radio to better human relations.

At 3:45 p.m., CBS broadcast its "American School of the Air" program from the Sheraton Hotel, presenting "Liberty Road—A Man's Worship."

Scheduled for 8 p.m. was a session on educational values of radio and television, with Judith Waller, public service director of NBC central division, as chairman.

9 a.m. to 9 p.m., Today

A comprehensive program starting at 9 a.m. and ending at 9 p.m. is on the agenda for today, and at noon delegates will attend the advisory committee luncheon. The conference closes Wednesday morning with a session on "Teacher Training by Radio."

Radio Week is REC Theme;
RMA's Balcom Top Speaker

(Continued from Page 1)

tives Club luncheon-meeting tomorrow (Wed.) at the Hotel Roosevelt with more than 300 industry execs expected to attend.

Max F. Balcom, president of the Radio Manufacturers Association, sponsors of the "Week," will be the guest speaker and his topic will be "Your Circulation Department Speaks."

In addition, REC prexy Bill Hedges has lined up an extensive program to augment Balcom's talk, headed by the Mariner's Quartet from the Arthur Godfrey show. Door prize has also been set for the REC attendees,—an AM console donated by Westinghouse Radio Stations, Incorporated.

American Airlines Buys
Spots In Twelve Cities

(Continued from Page 1)

and consists of live participation announcements and one-minute ETs with a live tag. Ruthrauff & Ryan handles the account.

Sponsor has bought four participations a week in Phil Cook's 8:15 a. m. show on WCBS, New York, starting today, Monday. Also in New York, six announcements a week are carried by WOR and WJZ while WHN airs an American Airlines commercial in every edition of "Sports Gossip," the show originating from Gallagher's Steak House, prominent midtown restaurant.

American is one of several airlines currently using radio. Others include TWA, Eastern and National.

BEHIND THE MIKE

By SID WEISS

A GAGWRITER these days, says Judy Canova, is a guy who can take a joke . . . and rewrite eight different versions of it.

Recommended: Les Tremayne's tasteful hosting on CBS' "Reader's Digest."

Sheldon Stark will be Chairman of the Second Seminar of the Radio Writer's Guild Craft series on Nov. 6th, the subject being kid shows. Stark, writer for such shows as "Long Ranger," "Green Hornet," etc., will have as guest speakers Bob Maxwell producer-editor of "Superman," and Grace Johnson, ABC kid show arbiter.

Add unique jobs in radio: That of Dan Ehrenreich, producer of Mutual's "Juvenile Jury," whose task during the broadcast is to hold still the head of the five to 10-year-old "jurors," so that their quips are not made off mike.

Sammy Kaye telling pals he's interested in buying into the B'kyl Football Dodgers, who are suffering from box-office anemia.

You can now get 50 to 1 odds from betting commissioner Jimmy Carroll by attempting to correctly identify "Miss Hush" on Ralph Edwards' "Truth or Consequences."

University President
Praises Radio Support

(Continued from Page 1)

Howe of WCTC, New Brunswick, president; James V. Cosman of WPA, Paterson, vice-president and Roland Trenchard of WAAT, Newark, secretary treasurer.

"The opportunity before this association for public service is practically unlimited" Doctor Clothier said. "We realize what you have done for the University and we invite you to return to the campus to observe the University at work."

Referring to radio's coverage of the constitutional convention Doctor Clothier who served as its chairman observed "we all feel that the favorable feeling by the public toward the new charter is due in no small part to your coverage of that important session." Next meeting of the association will be held next month in Atlantic City.

Crooner Bob Stanton, with 29 Columbia pics under his belt, in tow for a network buildup.

Heavy Skeds

Big name recording artists and musicians have little spare time on their hands these days, being virtually locked inside recording studios. Take the case of Frank Sinatra. He came to New York for a short vacation, arriving at the time Petrillo said no more records after Dec. 31. Now Sinatra is working up to 18 hours a day.

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM — New technical equipment is being installed by VSGN for an FM station. . . . **MONTGOMERY**—New feature on WAPX is half-hour of Sunday music by the Huntington College Glee Club under sponsorship of Colonial Motors, hackard car dealers. Program is broadcast from the college chapel. . . . The "Day Dreamer," featuring poems with musical background, fills new ayem spot on WMGY.

— OREGON —

CORALLIS—To focus attention upon problems confronting the United Nations, **TRUL** is airing a half-hour public interest program, "Do You Know," designed to present those problems in clarified terms. Format is a combination quiz-interview show, conducted by two professors of political science from the Oregon State College campus. Interviewers are foreign students enrolled at the college. . . . Iana Lou Bouska, director of the Oregon School of the Air for KOAC, recently spoke before the teachers of Douglas County regarding programs from KOAC planned especially for in-school use.

— FLORIDA —

EUSTIS—The directors of Lake County Broadcasters, WEUS, have announced the appointment of J. L. Brownell as general and commercial manager and have named Jim Brownell program and sports director of the 1,000-watt station, which expects to be on the air not later than January 1, 1948. Station will operate on a frequency of 790 kilocycles. . . . **JACKSONVILLE** — In response to popular demand, WPDQ is bringing its listeners, each Sunday afternoon, the week's top professional football game with the ace sportscaster, Jack Cummins, handling the play-by-play.

— ILLINOIS —

EAST ST. LOUIS—Ben Ellington, former associate editor and Hollywood correspondent of "Pic" magazine, has been engaged by WTMV to cover the news front direct from Washington. D. C. His news report will be heard Monday through Saturday on the "World At One" program. . . . **ROCK ISLAND**—WMBF-FM, the first FM station to begin operations in the squad-city area of Rock Island, Moline, East Moline, Illinois and Davenport, Iowa, will be on the air at 12:30 today. Station is dialed at channel 255, 98.9 megacycles. Leslie C. Johnson, general manager, said that the opening was planned in conjunction with National Radio Week.

Texas Co. To Sponsor Met. Matinees On ABC

(Continued from Page 1)

live Saturdays beginning Nov. 15, was announced jointly by Mark Woods, president of ABC web; H. T. Klein, president of the Texas Company, and George A. Sloan, chairman of the Met board of directors. Series will be heard of the CBC stations in Canada as well as the ABC network.

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 Oct. 17-23, 1947

TITLE	PUBLISHER
A Fellow Needs A Girl	Williamson
Ain'tcha Ever Comin' Back	Sinatra Songs
All My Love	Harms
All Of Me	Bourne
Almost Like Being In Love	Sam Fox
—And Mimi	Shapiro-Bernstein
Christmas Dreaming	Leeds
Civilization	E. H. Morris
Come To The Mardi Gras	Southern
Don't You Love Me Anymore	Oxford
Feudin' And Fightin'	Chappell
Forgiving You	Mellin
Gonna Get A Girl	Miller
I Have But One Heart	Barton
I Wish I Didn't Love You So	Paramount
I Wonder Who's Kissing Her Now	E. B. Marks
Just An Old Love Of Mine	Campbell-Porgie
Kate	Berlin
Lady From 29 Palms	Martin
Love And The Weather	Berlin
Naughty Angeline	George Simon
Near You	Supreme
On The Avenue	Leeds
Peg O' My Heart	Robbins
So Far	Williamson
The Stanley Steamer	Harry Warren
That's My Desire	Mills
When You Were Sweet Sixteen	Shapiro-Bernstein
Whiffenpoof Song	Miller
You Do	Bregman-Vocco-Conn

Second Group

TITLE	PUBLISHER
A Girl That I Remember	Broadcast Music
An Apple Blossom Wedding	Shapiro-Bernstein
Ballerina	Jefferson
Best Things In Life Are Free	Crawford
Chickasaw Limited	Chas. K. Harris
Fun And Fancy Free	Santly-Joy
Hills Of Colorado	London
Home Is Where The Heart Is	Advanced
It Happened In Hawaii	Remick
The Little Old Mill	Shapiro-Bernstein
Love For Love	Witmark
My How The Time Goes By	Chappell
Papa Won't You Dance With Me	E. H. Morris
Put Yourself in My Place, Baby	Burke & Van Heusen
Sipping Cider By The Zuyder Zee	Bloom
The Story of Sorrento	Pemora
Tallahassee	Famous
There'll Be Some Changes Made	E. B. Marks
Those Things Money Can't Buy	Robbins
Too Marvelous For Words	Harms
Two Loves Have I	Miller
What Are You Doing New Year's Eve	Famous
Why Should I Cry Over You	Felst

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PROMOTION

Football Blotters

As a promotional aid for the Kaiser-Frazer spot campaign which is currently running on KABC, San Antonio, the merchandising and promotion department of the outlet headed by Jerry Spengler, has designed football calendar blotters giving the Southwest Conference football schedules of all teams in the Conference. Distribution of the blotters will be made through the Kaiser-Frazer dealerships scattered throughout KABC's county trade territory, along with a letter giving the sales theme of the spots and information as to how dealers can promote the advertising campaign to best advantage.

Tele Service

As a service to set-owners and radio editors in the area, W8XCT, the experimental transmitter of WLWT, Crosley Broadcasting Corporation's Cincinnati video, this week starts mailing weekly skeds. Printed on post-cards, the schedules will list content of regular 8:30 p.m., EST, Tuesday and Thursday studio shows as well as special events slated for the upcoming week.

NBC Recording Division To Do Runyon Stories

NBC's Radio-Recording Division will produce a series of 52 half-hour programs based on the works of the late Damon Runyon, noted Broadway chronicler and columnist, titled "The Damon Runyon Theater" via an exclusive contract signed last week by the network and the Runyon Estate, it was announced yesterday by C. Lloyd Egner, vice-president of the division. Film star Pat O'Brien will be the star of the series which is expected to be ready for distribution early next spring and offered on a syndicated basis for spot advertisers over local stations.

First program, "Princess O'Hara," was transcribed recently with Wendy Barrie in the title role, and subsequent recordings will start within two months, according to Egner. Scripts are being written by Tom Langan, recording division staff writer, under direction of Gordon Webber, division's continuity chief. H. H. Wood, manager of the division's program department, will produce and direct the series, with music under direction of Jon Gart. Ed Herlihy will announce the series.

FM Station Gets Sponsor

Columbus, Ind.—The WCSI-FM five-minute news highlight program, aired over Indiana's newest and most powerful FM station in Columbus, at 7:55 each evening, has been contracted for by Thompson Dairies of Southern Indiana, distributors of Thompson's Ice Cream. Harold Arthurs, WCSI News Editor, handles the program, which features the highlights of the days news, coupled with sports flashes and, of course, the weather report.

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PETRY
HARRY WISMER
Ass't. to the Pres.

'Peace' Network Expands

CBS Asks FCC Review Clear Channel FM Rule

CBS yesterday formally requested the FCC to review a ruling made by Commissioner Rosel Hyde last week which had the effect of banning consideration of FM broadcasting in the clear channel hearings currently being held in Washington.

Network's petition resulted from the request of the Clear Channel Broadcasting Service to the FCC for all the Commission's information regarding the performance of FM receivers. Commission rejected this plea for FM data, explaining that information which the CBS requested would not be relevant. Hyde then ruled that

(Continued on Page 7)

— National Radio Week —

Norman Named Sales Mgr. Of WNBC; Tilenius Resigns

Donald A. Norman, a member of NBC's national spot sales department for the past four years, has been named sales manager of WNBC, network's key station, succeeding William O. Tilenius who has resigned to join John Blair and Co., it was announced yesterday by James M. Gaines, station manager.

Norman, whose appointment is effective Nov. 10, joined NBC spot

(Continued on Page 2)

— National Radio Week —

Need Of Low Priced FM Set Emphasized By Speaker

Discussing the development of FM before the Chicago Electronic League at a luncheon at the Hotel Sherman yesterday, Joseph Gerl pointed out that the radio industry is still far from being able to manufacture "a

(Continued on Page 7)

Coy Decides Today

Washington—Wayne Coy, onetime adviser to the late President Roosevelt, and now active in the management of WINX and WINX-FM, newspaper owned stations here, is expected to make known his decision today regarding acceptance of his reported appointment as seventh member of the FCC. The appointment is understood to carry with it the stipulation that Coy will succeed Commission Chairman Charles R. Denny, who resigned earlier this month.

Feels NAB "Limited"; Would Widen Scope

Pittsburgh—The present organizational setup of NAB is "too limited" for current "new day" problems of radio and should be enlarged into an industry-wide federation encompassing all segments of broadcasting, Michael Sillerman, president of the Keystone Broadcasting System, said here yesterday.

Addressing a meeting of the Pitts-

(Continued on Page 8)

— National Radio Week —

Industry Music Committee To Meet Next Wednesday

The NAB said it has set Nov. 5, next Wednesday, for the first meeting of the new industry music committee, composed of representatives of broadcasting and related activities which employ musicians. The meet will be at NAB in Washington.

United Nations Web Totals 57 Stations, With 48 Of Don Lee Soon To Join; 12 Key Cities Hear Programs

See GOP Convention On 18-Sta. Video Web

Philadelphia — Possibility of television coverage of the 1948 Republican National Convention next June as far west as Milwaukee, Wis., and north along the eastern seaboard to Boston, Mass., via an 18-station network was forecast here this week, following a meeting of AM and video industry execs called to discuss plans

(Continued on Page 3)

— National Radio Week —

New Rate Card At WNBT Reveals Increase In Rates

New rate card issued by WNBT, NBC's New York television station, jumps the cost of studio and transmitter from \$850 an hour to \$1500, effective next Jan. 1, it was announced yesterday by Reynold R.

(Continued on Page 7)

— National Radio Week —

Stress Public Service As Advertising Theme

Springfield, Mass.—Continuing emphasis on the necessity of big advertisers to channel part of their budgets for public service advertis-

(Continued on Page 8)

With the addition of the 16 stations of the Inter-Mountain Network, the United Nations' "Network for Peace" has expanded to include 57 outlets in virtually every key population center from coast to coast. This figure will be nearly doubled momentarily by the 48 affiliates of the Don Lee web, which currently is clearing time to carry the U.N. program, according to Christopher Cross, U.S. radio liaison officer of the U.N.

Inaugurated only five weeks ago,

(Continued on Page 3)

— National Radio Week —

Statistics Revealed On Tele Caravan Tour

RCA Victor - Allied Stores Television Caravan, first nation-wide video "Radio Show" which returned to New York this week, played to over 1,500,000 persons in 22 cities coast to coast and increased sales from 15 to 33 per cent during its stay in major department stores, it was announced yesterday.

Operating on a tight schedule and carrying more than \$150,000 worth of video equipment, the Caravan

(Continued on Page 7)

— National Radio Week —

FMA To Petition FCC Regarding AM Duplication

Washington—The FM Association will file a petition today with the FCC to order a hearing to air the entire problem of duplication of

(Continued on Page 8)

Durr And CBS Lead Awards Made By School Conference

Chicago—Clifford J. Durr, member of the FCC, was voted "man of the year" in educational radio by the 65 members of the advisory committee of the School Broadcast Conference in session here. In presenting the award for outstanding and meritorious service in the field of educational radio, George Jennings, director of the conference, said: "For seven years Mr. Durr has been a staunch supporter and friend at court of educational radio. It was largely

through his efforts that the educator's petition for additional frequencies in the FM band was granted. Commissioner Durr has evinced an understanding of the power of radio as a social force for good in the local community and has had great influence in the industry's program structure to the advantage of listeners and industry itself."

Presentation was made at the conference luncheon yesterday. Other

(Continued on Page 3)

Growing Business

Cincinnati—Affiliated stations of ABC bill over 2,500,000 annually in time sales from co-operative programs. Harold Day, sales manager of ABC's co-op program department told station managers and salesmen assembled here at the Annual Radio Sales Training School. Comparing network co-ops as a whole, Day declared, "co-ops are a multi-million dollar business for radio."

Presidential Rating

President Truman's radio address to the nation last Friday night, in which he explained the reason for a special session of Congress to combat inflation and spur action on aid to Europe, was heard by 25,137,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc. Rating for the talk was 34.3. President's share of the listening audience was 91.2.



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Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 28)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., CBS B., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio, DuMont Lab., etc.

GE Supply Corp. Sponsors College Grid On WWJ-TV

Detroit—General Electric Supply Corporation here has assumed sponsorship of the University of Detroit home football games over WWJ-TV, television station owned by the Detroit News, it was announced this week. Schedule includes telecasts on Nov. 1, 7 and 15.

In addition, GE is sponsoring two other programs over WWJ-TV, "Football Forecasts" and "Football Scores," both quarter-hour shows which precede and follow the University of Michigan games from Ann Arbor each Saturday.

IN CLEVELAND IT'S



★ COMING AND GOING ★

KEN DYKE and HARRY C. KOPF, administrative vice-presidents of NBC, the former in charge of programs, the latter in charge of sales, are en route to Hollywood, with a stopover in Chicago.

EDWARD F. EVANS, director of research for the American network, is back in New York following a week in Washington, D. C., where he testified at the clear-channel hearing.

H. R. BAUKHAGE, commentator on NBC, went down to suburban Philadelphia yesterday to speak on "Washington X-Ray" before the Upper Darby Forum.

DR. GEORGE CROTHERS, moderator of "Opinion Please" on CBS, has returned from Hartford, Conn., where he originated his most recent program over WDRG.

CAROL GRAF, recently-named assistant to Cody Pfantstich, director of promotion and publicity for WTOP, Washington, D. C., is in New York getting acquainted with the greats and near-greats at CBS.

WENDELL CAMPBELL, station manager of KMOX, Columbia's owned-and-operated station in St. Louis, paid a call yesterday at the offices of CBS Radio Sales.

MARIA CATERINE and HAROLD STEIN, Mutual network photo editor and photographer, respectively, leave today for Bermuda, where they'll photograph Summer fashions modeled by Michael Maurice and Louise Snyder, MBS actresses.

VIC DAMONE, singer heard on the Columbia network's "Saturday Night Sereade"; LOU CAPONE, his manager, and SIDNEY ASCHER, publicist, leave today for Baltimore, where tomorrow Vic opens an engagement at the Hippodrome Theater.

ROBERT Q. LEWIS, comedian heard on CBS, is back from Worcester, Mass., where he addressed the Radio Club of the Columbia affiliate, WTAG.

EARL H. SMITH, manager of WLCS, American network outlet in Baton Rouge, La., is in Gotham on a short business trip.

JOHN BALLARD, national spot sales director of WLAP, Lexington, Ky., a visitor this week at the offices of ABC, with which the station is affiliated.

WILLIAM S. PIRIE, JR., director of national sales at WFBR, Baltimore, Md., is in Chicago on station business and for confabs with Windy City tops.

Norman Named Sales Mgr. Of WNBC; Tilenius Resigns

(Continued from Page 1) sales in San Francisco as an account exec, then moved to Hollywood as spot sales manager of the western division. He came to the New York headquarters in February of 1945. Tilenius has been connected with NBC in a sales capacity for the past 16 years, and moved to WNBC as sales manager in February of 1946. Simultaneously it was announced that Bob Davis, publicity director of the NBC flagship since it became an autonomous operation in Feb. '46, has resigned to become director of radio and television for Carl Byoir Associates. Murray Harris, presently director of field exploitation for the station, will succeed him as station publicity head. Davis has been with NBC for the past three years, and before that with WOR in New York.

WFUV, Fordham FM Sta., Dedicated By Spellman

WFUV, Fordham University's FM station, and the first educational, non-commercial FM outlet in the area of Greater New York, was officially dedicated Sunday in formal ceremonies presided over by Francis Cardinal Spellman on the college campus. Station operates on 90.7 megacycles and has a radius of 35 miles.

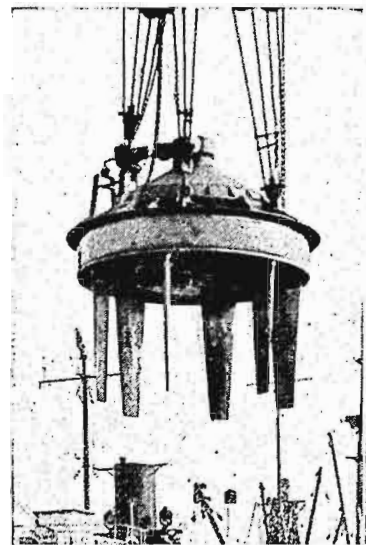
Rev. Robert I. Gannon, president of the University, hailed the opening as a significant step in the expansion of adult educational activities, and of Fordham's participation in radio as one of the four major communication media—radio, press, motion pictures and the theater. He voiced the prediction that the Fordham station "may soon reach millions of students in a single day." Father Gannon, also read a congratulatory message from Pope Pius XII.

Among industry officials present at the ceremonies were Everett L. Dillard, president of the FM association, and Arthur Godfrey, CBS performer, who acted as master-of-ceremonies.

Shaffer Gets Promotion At WSPA In Spartanburg

Roger A. Shaffer, assistant manager of WSPA and its FM affiliate, WSPA-FM since 1940 at Spartanburg, S. C., has been appointed managing director of both stations, G. Richard Shafto, general manager of the Surety Life Insurance Company radio interests, announced yesterday. Shaffer's appointment is in line with the current expansion of Surety's radio holdings, which now includes WIS, Columbia, and WIST-FM in Charlotte, now under construction.

Advertisement for WROW (3rd Market) featuring 'The Golden Triangle of the Empire State' logo and '590 Kc - 5000 WATTS - BASIC MUTUAL'.



It's called cycloidal

That big 6-bladed, circular gim-mick hanging from the cables is what the Navy calls a cycloidal propeller. It is thought it will replace, on some ships, the conventional drive. Equipped with six blades, each of which revolves on its own axis as the rotor revolves, tests prove it produces greater maneuverability.

There's always something new around... except down here in Baltimore radio.

Year after year after year, W-I-T-H continues to come up with more listeners-per-dollar-spent than any other station in this big 5-station town!

W-I-T-H is the successful independent in this, the country's 6th largest city.

The smart lists carry our call letters year after year after year.

How about you?

Advertisement for W-I-T-H (AM and FM) Baltimore 3, Maryland, featuring a stylized face logo and contact information for Tom Tinsley.

U.N. Web Totals 57, Soon Will Have 105

(Continued from Page 1)

U.N. programs are currently heard in New York, Boston, Philadelphia, Washington, Chicago, Cleveland, Kansas City, New Orleans, Denver, Salt Lake City, San Francisco and Los Angeles, as well as in many small cities and towns.

Most of the outlets are plugged into a line running from New York to San Francisco, which was turned over to the U.N. for the program by the State Department OIC. Programs are fed to WNAC, Boston and Yankee Network via the New York-Boston line of WRUL, Boston shortwave outlet. Use of the Crosley leased wire from New York to Washington permits airing of the U.N. show on WFBR, Baltimore, and WWDC, Washington.

Program Monday Through Friday

First program being fed from U.N. headquarters at Lake Success is "United Nations Today," featuring headlines of U.N. activities, recorded highlights of the day's debate and brief outline of the U.N. schedule for the following day. Program goes on Monday through Friday, from 11:15 to 12:30 a.m., EST.

Station reaction to the show, Cross said, has been "very gratifying," and noted that outstanding promotion by outlets in most areas assures maximum audiences. In Salt Lake City, for example, the show receives front-page newspaper publicity every day. In addition, Alvin G. Pack, manager of KALL, is completing arrangements whereby the program will be fed to all schools and the University of Utah for in-class listening and discussion.

1st District Of AWB Meet; Full Program For Next Yr.

Boston—Steering committee of the 1st district of the Association of Women Broadcasters of NAB met last week here to discuss a program for the coming year and named Phyllis R. Doherty, publicity director of the Yankee Network, as publicity chairman for 1947 and 1948, it was announced.

The state chairmen in attendance were: Helen Hope, Massachusetts; Elyn Holyoke; Julie Blake, New Hampshire; WMUR, Manchester; Una King, Connecticut; WTHH, Hartford; Dorothy Wadman, Maine; WGAN, Portland. Also present were Marie Mulahan, publicity chairman of the national AWB, and publicity director of WEEI, Boston, and Phyllis

Durr And CBS Lead Awards Made By School Conference

(Continued from Page 1)

highlights of the conference luncheon were the talk by Dr. Harold C. Hunt, general superintendent, Chicago public schools, and president of the American Association of School Administrators, and the awarding of special citations.

As evidence of the steady growth of education by radio, Dr. Hunt cited the fact that at the first conference 11 years ago there were very few in attendance, while this year more than 1,800 were present. "Radio is an emotional medium," said Dr. Hunt, "dramatizing and intensifying events. Its powers, used wisely, can be of immense good. What are we educators and citizens going to do about this power of radio?" Time on radio, he declared, is no good if the programs are merely time fillers. He stressed the need for better programs and more imaginative program managers and teachers. Institutes, he said, have been slow to change from old stereotyped policies and should modernize their teaching methods. A basic need in education is modernizing of the teachers' training process, he declared.

George Jennings, director of the Radio Council and WBEZ, announced the following special citations:

Columbia Broadcasting System, WBBM, Chicago, for its program series "Studio Theater" presented in co-operation with Northwestern University Radio Guild.

KLZ, Denver, for its continued work in the field of child safety education, with its program serials "Learn and Live."

Westinghouse Company's school service manager, Louis Stark, and staff, for the preparation and distribution of the transcribed series of programs "Electronics at Work."

Van Rensselaer Brokhahne, production manager, and staff of WNYE, New York City public schools, for their program series "Bill Scott, Forest Ranger."

Brenen Elementary School, Chicago, and its principal, Marguerite L. Flersheim; Fulton Elementary School, Chicago, and its principal, Kathryn Ryan, and to the following teachers: Charlotte A. Weischusen, Whittier School, Washington, D. C.; Elizabeth L. Chase, Calvin Coolidge High School, Washington, D. C.; Helen F. Boyer, South High School,

Doherty, publicity director of the Yankee Network.

A. N. Armstrong, Jr., commercial manager of WCOP and advisor to the women of the 1st District, urged them to work together as a unit for the mutual benefit of every woman in the radio industry in New England.

Harold E. Fellows, general manager of WEEI, and NAB director for the 1st District, congratulated the women upon their loyalty, interest, initiative and the fine followings they have built for their individual stations.

Columbus, O.; Ruth K. Senne, Hamilton Elementary School, Chicago; Beatrice L. Walker, Monroe Laboratory School, Washington, D. C.; Ruth Woods, Elementary School No. 69, Indianapolis; Frances G. Riedmiller, Delano Elementary School, Chicago; Juanita Snipe, Dewey Elementary School, Evanston, Ill., and Armie Cooper, Cleveland Intermediate School, Detroit.

Conferences held Tuesday included "Radio Serves the Lower Elementary Grades"—Demonstration of classroom use of radio; "Co-ordinating the Radio-Visual In-School Program"; "Work Study Group—The Radio Workshop," "The Commercial Station and Educational Programs," "Children's Programs—Out-of-School Listening" and, from the NBC studios, "Radio Workshops at Work," with David J. Heffernan, Chicago Public Schools, as co-ordinator.

Delegates found much of interest in exhibits of new equipment and educational material by Allied Radio Corp., WBBM-CBS, Concord Radio Corp., Decca Records, Inc., Encyclopedia Britannica, General Electric, Mills Recording Co., NBC, O. J. McCluer Talking Pictures, Phototronics, Inc., The Quarrie Corp., RCA and WLS.

See GOP Convention On 18-Sta. Video Web

(Continued from Page 1)

for participation in the event by all communications media.

Roger Clipp, president of WFIL-TV, Philadelphia Enquirer station, is said to have told a group of GOP officials handling radio and tele activities for the Republican committee that discussions had been held recently with General Electric execs regarding progress of relay transmission of telecasts to Chicago and Milwaukee, and that direct telecasts of the sessions will be carried via coaxial cable to Washington, Baltimore, New York, Albany, Schenectady, Buffalo and Boston.

Coverage on Pooled Basis

Tele coverage of convention sessions will be on a pooled basis, with both New York and Philadelphia stations reportedly ironing out final plans sometime next week. Jack R. Poppele, vice president and chief engineer of WOR and president of the Television Broadcasters Association, has been named co-ordinator of a radio and television committee.

Meanwhile industry representatives met yesterday in Washington with execs of the Democratic National Committee, reportedly to assist in that party's selection of a convention city in '48. Trade reports indicate that Philadelphia will be their choice.

Take The Guess Out of Buying with WOV's 5 Audited Audiences



WOV tells you the difference in people, too. WOV's Audited Audiences gives you complete up-to-the-minute market information on each of 5 Audited Audiences.

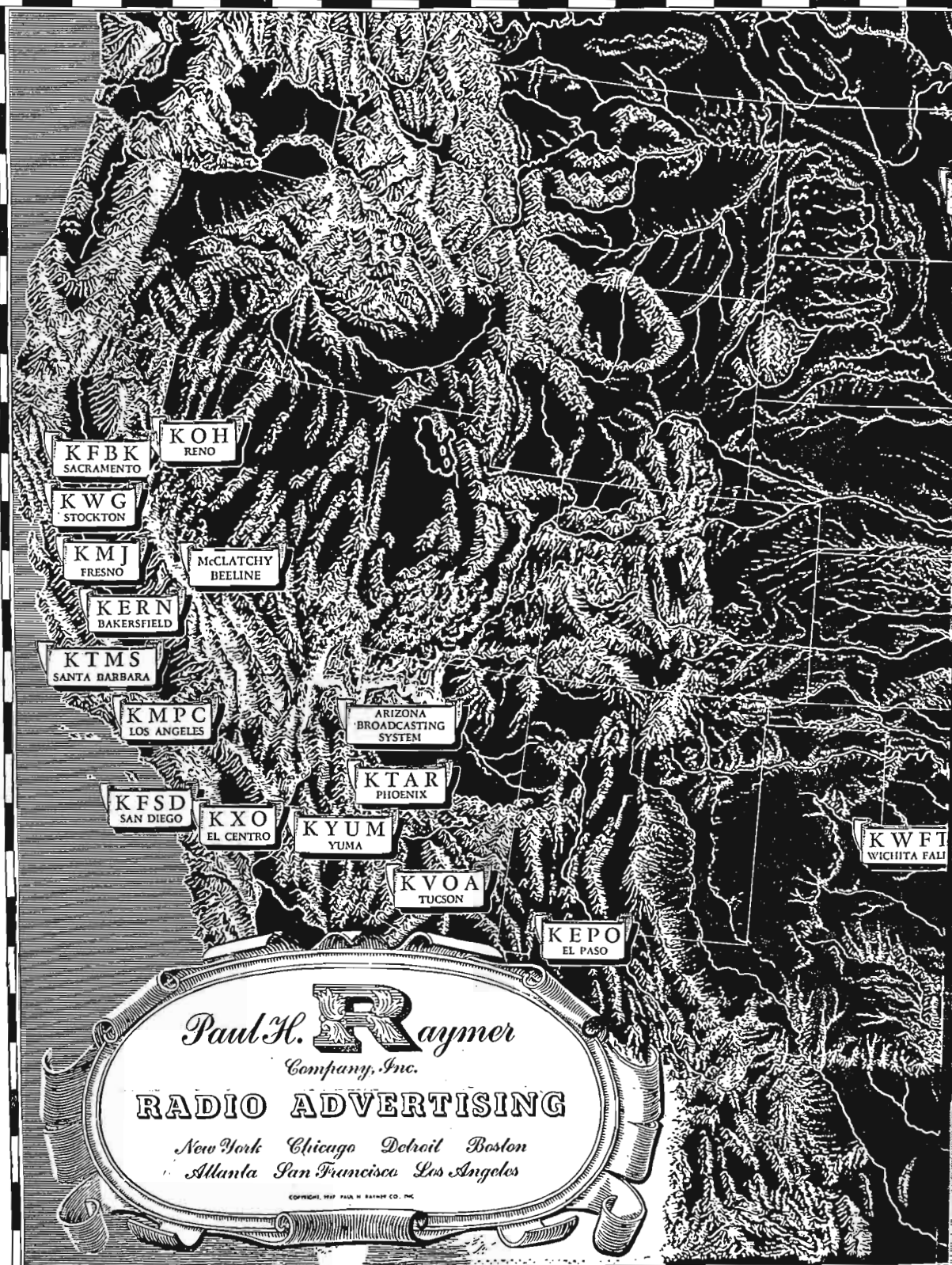
Ask us for the facts...learn how you, too, can TAKE THE GUESS OUT OF BUYING.

Ralph N. West, General Manager
John E. Pearson Co., National Representative

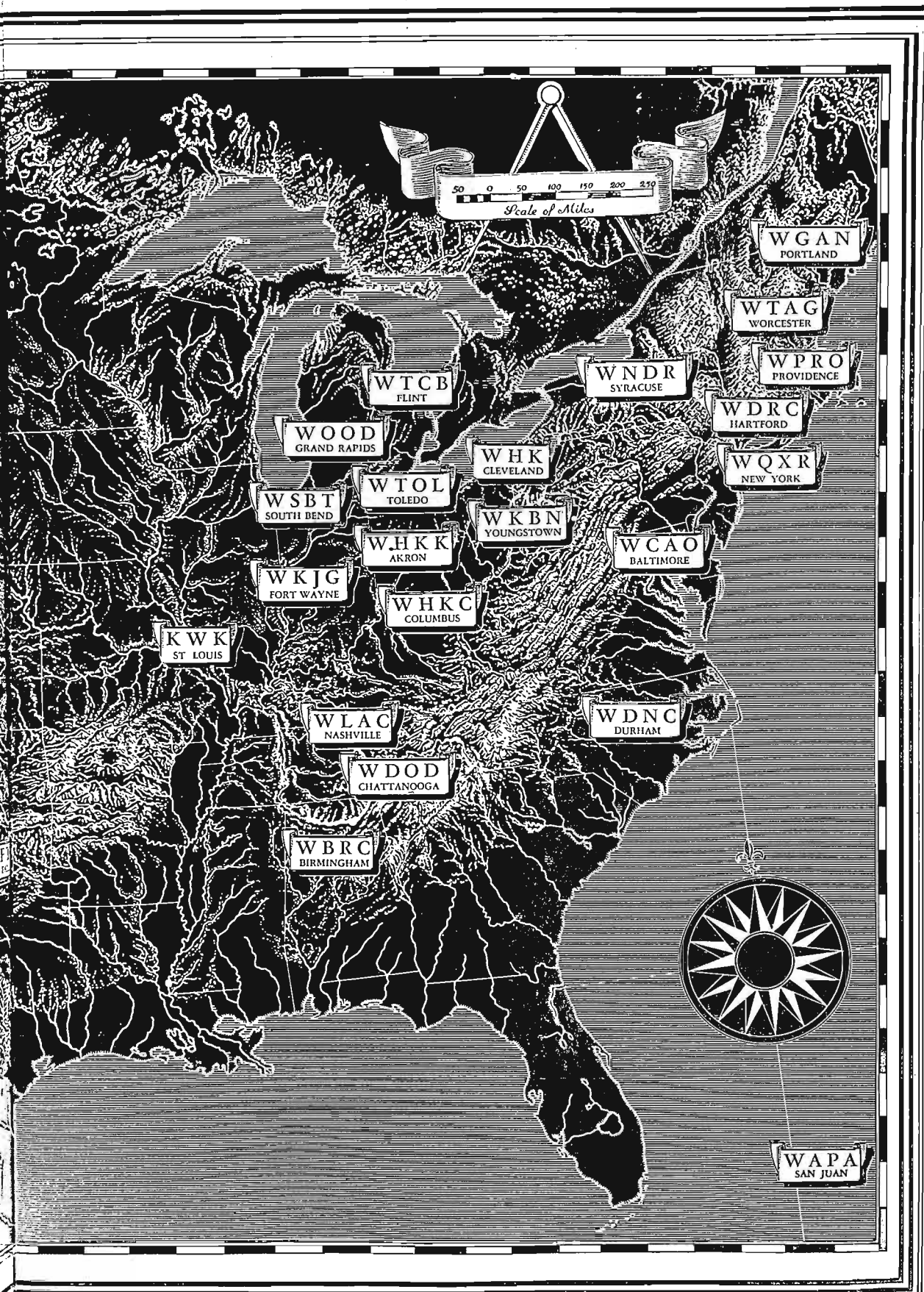


IN CLEVELAND IT'S





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WTAG
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WPRO
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WDRG
HARTFORD

WQXR
NEW YORK

WNDR
SYRACUSE

WTCB
FLINT

WHK
CLEVELAND

WOOD
GRAND RAPIDS

WKBN
YOUNGSTOWN

WTOL
TOLEDO

WCAO
BALTIMORE

WSBT
SOUTH BEND

WHKK
AKRON

WKJG
FORT WAYNE

WHKC
COLUMBUS

KWK
ST LOUIS

WDNC
DURHAM

WLAC
NASHVILLE

WDOD
GHATTANOOGA

WBRC
BIRMINGHAM

WAPA
SAN JUAN

LOS ANGELES

By RALPH WILK

ED "ARCHIE" GARDNER featured with Mickey Rooney, Walter Pidgeon, Pauline Betz and Sara Cooke in 16-mm tennis short, "Mixed Troubles," set for mid-November release by Courneya-Hyde Productions.

Negotiations are under way between the M-G-M Record Co., and Fred Quimby, cartoon producer, to prepare a Christmas Album based on the cartoon subject "The Night Before Christmas."

John Stevens, International Silver flatware sales manager, catching "Adventures of Ozzie & Harriet" this week during Hollywood business trip from company headquarters at Meriden, Conn.

Jack Edwards, Jr., is forming a television stock company comprising actors well known in radio. Associated with Edwards in the enterprise are Irene Tedrow, Bill Johnstone, Janet Waldo, Peggy Webber and Sam and Florida Edwards.

Florette Cliffer, whose husband is Mauri Cliffer, emcee of "Teen and Twenty Time" over KMPC, is currently having an exhibit of her painting "Ilene" at the Greek Theater. Mrs. Cliffer is planning to paint a number of Hollywood celebrities.

The emcee of KMPC's "Mild and Mellow" program, Gene Norman, left on a two-weeks' vacation for the Pacific Northwest. While on vacation, Gene's program will be transcribed.

Radio Directors Guild will stage its first dinner dance and show in the new Crystal Room of the Beverly Hills Hotel Wednesday, December 3. It marks first formal gathering of the guild wherein a limited number of members of allied arts will be invited. Charles Vanda is general chairman, with Murray Bolen heading up the program and Sam Kerner in charge of ticket distribution. Maury Foladare will handle publicity.

Sidney N. Strotz, vice-president in charge of NBC's Western Network, has returned from the east where he attended the NBC Management Committee meeting in Greensboro, N. C. On his trip Strotz also stopped off at NBC offices in Chicago and New York.

David Street has started his disc jockey program on his own station KWIK, Tuesdays and Thursdays at 8 p.m.



Notes From An Aisle Seat . . . !

● ● ● Coast outfit (Hollywood Star Records) planning a Sears Roebuckish record biz. They plan to transcribe short interviews with movie names and then sell them via the mail order pitch. . . . The Earl of Wilson readying a two-section profile on George Jessel, man's answer to arterio sclerosis. Who dat? . . . CBS huddling with MCA regarding sending out units of Arthur Godfrey contestant winners a la the old Major Bowes setup. . . . FCC due for a blast next month when it begins hearings on the allocations of "Channel 1," erstwhile FM and video territory. . . . What's this about Al Jolson going into the hotel biz? . . . CBS's Bill Hoffman off to Washington to work with Chas. Luckman and the Citizens' Food Committee. . . . Tele audiences will see current foreign films simultaneously with theater-goers as a result of recent video-cinema mogul conlabs. . . . Is Stan-Back picking up the tab on the new Pete Donald 15-minute transcribed airer? Dennis James emcees the show, based on Pete's gag-telling format. . . . Monica Lewis signed for 13 more song-fests with Jan August on Mutual. . . . Two radio actors were discussing their sponsors at the Singapore the other midnite. "My sponsor is swell," said one, "he never comes to the broadcasts." "Whazzamatta?" cracked the other, "can't he stand the commercials?"

★ ★ ★ HIGHLIGHTS FROM YESTERAIR: Gabe Heatter's tense and emotional ad libbing the nite Hauptmann paid for the Lindbergh snatch. . . . David Ross' communion with poetry on the CBS airlines. . . . The stirring way Kate Smith introduced "God Bless America." . . . Mel Allen's superb mikeside manner on activities in the Yankee ball orchard this past summer. . . . The Paul Whiteman band that boasted Red McKenzie, Jack Fulton, Mildred Bailey, Matty Malneck, Roy Bargy and the Dorsey freres with one hearing. . . . The laugh-getting guest appearances of Walter O'Keefe on R. Vallee's old variety hour. . . . The late and beloved Mayor LaGuardia—the day he read the comics to the kids of this town. . . . The Andre Kostelanetz elevation from accompanist to choral director to batoneer par excellence.

★ ★ ★ AROUND TOWN: Babe Didrikson, famed woman athlete, signed to do a sports program via transcriptions. . . . Hot deal percolating for a novel mother-and-daughter routine aimed at young adults and featuring the Herald-Trib's lovely Dorothy Brandon and her 17-year-old dotter, now a Barnard College frosh. . . . Walt Framer auditioned a new quizzer, "Holiday At Home," via Mutual this week. . . . Merrill E. Joels has joined that new group known as New Stages, Inc., made up of top radio and stage personalities. . . . Lucille Ball (who co-stars with Franchot Tone in Columbia's "Her Husband's Affairs") guesting with Jimmy Durante tonite. . . . Sheet music publishers unhappy over the high proportion of musical illiterates. Pianola, here we come. . . . Jack Barry taking his "Juvenile Jury" on the road next month with a scheduled stop at Chicago. . . . Frankie Laine, opening at the Paramount in December, figures to pump up plenty of that early-Sinatra kind of excitement in town as a result of his click platter, "That's My Desire." . . . AFRA-owned "Comedy of the Week," being peddled by MCA, reported virtually sold. . . . Deal in works to highlight Brian Donlevy in air series based on "The Great McGinty." . . . Joan Edwards has taken on Marty Goodman as personal manager. . . . Dick Jurgens looking for another male vocalist to add to his unit. . . . Walter Thornton noticed the item here about the pin-upish Pat Whitney and signed her to a modeling contract pronto.

★ ★ ★ SHORT SHORTS: Joe E. Lewis: "gee" whiz. . . . Lisa Kirk: Figuratively singing. . . . Vic Damone: Cr-ooh-ner. . . . McGee & Molly: Fibs and foibles. . . . Betty Hutton: Blondynamite. . . . Betty Underwood: Stellar-vision.

AGENCIES

JOHN J. KAROL, sales manager, Columbia Broadcasting System, will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, tomorrow, October 30. His subject will be "Radio—national and local." The meeting will be held at the Engineering Societies Building at 6:15 p.m.

MARY CATHERINE NELSON, formerly in charge of the music department of WAGA, Atlanta, has joined the foreign department of McCann-Erickson in New York. . . . **PHYLLIS CURRAN** has joined the agency's foreign traffic group. She was formerly with the Ohio Finance Corp.

EDWARD SCHREIBER has been appointed director of publicity and advertising for the entertainment industry in the 1947 drive of the Federation of Jewish Philanthropies of New York for funds for welfare and community work in the metropolitan area. Acceptance of the post was made by Century Theaters' publicity and advertising head at the request of Si Fabian, Fabian Theaters' president, who will serve as chairman of the amusement division of the Federation drive. Schreiber will be assisted by **LOU PELEGRINE**.

PAT GORMAN has joined Philip Morris & Company, Ltd., Inc., as assistant merchandising director.

LOUIS J. LORD has joined the traffic-production department of Geyer, Newell & Ganger, Inc. Lord was previously associated with the McGraw-Hill Company as a production supervisor, and prior to that worked for the New York & Porto Rico Steamship Company. During the war he served in the United States Army.

JACK ROURKE, president of Jack Rourke Productions, Hollywood, and Gordon M. Day, president of the Gordon M. Day Advertising Service, New York, announce mutual representation in servicing their clients. The Day organization will represent Jack Rourke Production in the East, while Rourke's company will handle the Day productions and musical commercials on the Coast.

RAY OVINGTON, formerly of CBS, New York, and Hollywood and free lance director, has joined the radio and television department of Birmingham, Castleman & Pierce, Inc., New York.

ROBERT CLARK has joined the production department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

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LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

Statistics Revealed On Tele Caravan Tour

(Continued from Page 1)

played 235 full performances and traveled 14,500 miles in 22 weeks. Each performance averaged an hour and a half and during that time attracted additional thousands of shoppers into stores and studio areas, it was said.

New York University, which sent a research specialist with the Caravan for a period of 14 weeks, disclosed results of a partial report which showed that of approximately 4,000 persons questioned during the showings, "more than 80 per cent said television made their shopping easier." Seven out of eight persons who viewed the performances said they were "sold" on television and would buy a set as soon as their cities had video service. "Significant to the stores involved was the point that of 2,048 persons who said they entered the store with definite plans to make certain purchases 479 were influenced to make other purchases as a result of viewing the television program," the report revealed. Survey also showed that two of three persons queried had never before seen television.

Opened in Reading, Pa.

After opening on May 20 in Reading, Pa., the Caravan returned to the Eastern seaboard, then back through the middle west, down to Florida, up through Louisiana and Texas to Iowa and Minnesota and westward to Idaho and Washington, returning through Montana to close in Akron.

Emphasizing the Caravan's pulling power, Louis Sposa, director of the tour, pointed out that a total of almost 25,000 persons had witnessed the showings in The Paris store in Great Falls, Montana, a city of small population. Over 10,000 came to the store the first day alone, he said. Sam Cuff, general manager of the Caravan, reported that attendance at the A. Polsky store in Akron, last stop of the Caravan, had been equally impressive. Cuff reported that approximately 83,000 persons viewed the 15 showings covering five days in Akron.

Russell A. Brown, vice president of Allied, said yesterday, "We believe the Television Caravan has been a great success both educationally and from a traffic standpoint. Our co-sponsors felt as we did that not only did we further the cause of television in many ways, but we learned a number of valuable pointers ourselves which will assist us to use and to evaluate this new medium more efficiently in the days to come."

The Caravan showed an average of

IN CLEVELAND IT'S
WHK

CBS Asks That FCC Review Clear Channel Ruling On FM

(Continued from Page 1)

"such testimony as has been introduced about FM in this hearing will have to be ignored in view of the ruling the Commission made this past week. . . ."

CBS petition submitted yesterday, by Julius F. Brauner, network's general attorney, declared that "both FM and AM are aural broadcast services. Even if the Communications Act did not require the Commission to consider FM in connection with these proceedings, it would be impossible for the Commission to make an intelligent determination of the issues herein without giving consideration to the extent to which FM may complement and supplement AM in providing an improved nation-wide aural radio service.

"Accordingly," Brauner added, "evidence concerning the area and population of the United States which may be expected to receive satisfactory broadcasting service from FM stations in the future as well as other information concerning FM is clearly pertinent to the issue of this hearing."

Washington—Elliott Sanger and John V. L. Hogan, of WQXR, New York, which is in hearing on a boost in power from 10 to 50 kw., and John

Preston, ABC engineer and Richard Evans, KSL, Salt Lake City, were heard in the clear channel testimony here yesterday.

Hogan and Sanger filed seven documents with the Commission, giving exhaustive detail on the history of WQXR, its policies and program practices. So voluminous was the offering that Paul Spearman, counsel for the regional broadcast group declared that his clients "have no objection to the renewal of the WQXR license," then left the room.

Sees Large Rural Audience

Sanger said he feels the station has a large rural audience, which will rely in part upon the specialized service offered by WQXR. Clear channel attorney Louis Caldwell questioned him concerning the extent to which the station programs for rural listeners. Sanger agreed that WQXR works on the premise, informally substantiated, that an approximately equal proportion of rural and urban listeners want good music and class-appeal listening. The station realizes, he said, that this is a minority of listeners. Hogan, engineer who founded the station, declared his feeling that "the only way" to get adequate service to rural listeners is through clear channel signals.

New Rate Card At WNBT Reveals Increase In Rates

(Continued from Page 1)

Kraft, sales manager. It was also disclosed that starting now NBC television will permit agencies or clients to bring in their own directors for agency produced shows. The selection is subject to approval by NBC.

Kraft said one reason rates are being increased is because television sets in the New York metropolitan area have jumped from 6500 last Dec. 31 to 78,000 now, according to NBC's research department. By the end of this year, Kraft added, there will be 100,000 sets in the metropolitan area or a total of 600,000 viewers.

New rates will become effective about the time WNBT's new studio, 8-G, now under construction, goes into operation. This one will be twice as large as any NBC uses currently. The new charges are effective for the first 13 weeks of 1948 only. Cost for the second 13 weeks of next year will be announced about Jan. 1.

four days in each store on the tour, generally opening in mid week and closing Saturday afternoon. All equipment and personnel were transported in seven station wagons and was packed in U. S. Rubber Co.'s "cellular" rubber padding.

In addition to Allied and RCA-Victor, tour sponsors included Westinghouse Corp., Comprehensive Fabrics, Sherwin Williams, Hickok, U. S. Rubber, B. V. D., Hoover Co., National Pressure Cooker Co., and Charm, Pic and House Beautiful magazines.

Need Of Low Priced FM Set Emphasized By Speaker

(Continued from Page 1)

genuine FM set at a low price." Gerl is president of Sonora Radio & Television Corporation.

"Manufacturers' experience with the production of FM sets," said Gerl, "has shown that they cannot create this new type of product at a low cost overnight. The honest producer who has a brand and a reputation to protect must go through many complications before he can place a fool-proof FM set on the market. All this, of course, means expense."

MEMO:

You can buy more laughs per dollar with the new WOR - MUTUAL Comedy Show "STOP ME IF YOU'VE HEARD THIS ONE" than produced by any gag - written, rehearsed or unrehearsed show on the air. If you don't believe it, count the honest boffs with applause and spontaneous laughs any Saturday night from 9:00 to 9:30.

Morey Amsterdam—Lew Lehr
Cal Tinney and Roger Bower
Management: Gale, Inc.

Covering a Sales-Rich Market

W Q X R

York, Pa.

(Established 1932)

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New York • Los Angeles • Chicago
San Francisco

COAST-TO-COAST

—UTAH—

SALT LAKE CITY—New participat- ing program, "The Town Crier," featuring latest local and neighbor- hood news plus three popular hit tunes, was recently inaugurated over KDYL. . . . Ralph Hardy, of KSL, has been appointed chairman of the Educational Standards Committee of the National Association of Broad- casters for the 1947-48 year—until the close of the 1948 national convention.

—TEXAS—

SAN ANTONIO—As part of the observ- ance of its first anniversary on the air, November 1, KYFM, this city's first FM outlet, which is owned and operated by the Express Publishing Co., will stage an "FM Fair" in the huge Express Build- ing auditorium. The fair will feature a display of all types and models of FM receivers and converters and showings of the GE film, "This Is FM." There will also be a contest open to all local resi- dents for the best 10-word essay on "I enjoy FM because . . ." First prize will be the winner's choice of any FM radio priced up to \$400. Choice of any table model FM receiver will be the second prize; while the third and fourth prizes will be Pilotuners. . . . WACO— New member of KWTX's sales and pro- motion staff is Rex Bodoin. Interstate Theaters advertising and theater manager in this city.

—NEW YORK—

BUFFALO—Clint Buehlman, the WBEN musical clock man, is holding weekly auditions to select the out- standing radio personality in each of 17 public and parochial high schools, the winner serving as Clint's assistant for a week as a junior disc jockey. A \$50 United States Savings Bond is awarded the winner and \$10 is thrown in for expense money to use in taking a cab in order that he may have time to make his first class. . . . New staff member at WEBR is Jim Frieling, piano playing emcee, who will act as morning disc jockey.

—PENNSYLVANIA—

PHILADELPHIA—WPEN, in a 13-week search for a vocalist to fill a permanent spot on "Holiday Inn," daily variety, audience-participation program, is utiliz- ing talent from last summer's "Miss Greater Philadelphia" contest which was sponsored by the station. Thirteen girls will be given tryouts, each appearing for one week as guest vocalist. . . . The winner being chosen at the end of the 13-week period. . . . PHILADELPHIA— Robert S. Allen, author and Washington correspondent, is being featured on WFIL each Sunday in his new "Inside Wash- ington" program. . . . SHARON—WPIC- FM, which recently began operation, now is being heard 18 hours daily.

Suggests NAB Expansion To Include Other Groups

(Continued from Page 1)

burgh Radio and Television Club, Sillerman envisioned a super trade organization with NAB at the top level to supervise, formulate and co- ordinate the federated activities of the various sub-associations which would deal with their own intimate problems.

Included in the proposed federa- tion would be national and regional networks, affiliated and indie stations, clear channel, small market, metro- politan and rural outlets, as well as FM, television, transcription compa- nies, station representatives and record manufacturers. As a starting point, Sillerman urged a meeting be- tween representatives of these inter- ests and the NAB Board of Directors.

Pointing out the need for such an organization, the KBS prexy said, "The overall broadcasting industry is

bursting at the seams. With the ad- vances of science, there have been established new services and new functions. The former broadcasting picture has evolved into a vast, het- erogeneous communications industry. It has matured into a new and com- plex form, with little relation to what it used to be."

Sillerman cited as examples the trade groups formed by FM and tele interests and station reps, the clear channel stations organization, the re- cent meetings of indie outlets, and the transcription and recording com- mittee called by NAB for united ac- tion against the Petrillo recording ban. He added that with a perma- nently organized federation, action can be streamlined to meet legisla- tive needs and calls for emergency action of every type.

FMA To Petition FCC Regarding AM Duplication

(Continued from Page 1)

AM programming on FM stations, it was announced yesterday. Chief stumbling block here has been AFM chief, James C. Petrillo, who has re- peatedly refused to sanction duplica- tion.

Press Conference Today

FMA President Everett Dillard, Counsel Leonard Marks and Execu- tive Secretary J. N. "Bill" Bailey will hold a press conference this morning at which they will reveal to the press FMA's decision to seek Commission aid in the battle. Move stems from a membership decision at last month's FMA convention in New York.

Transatlantic Quiz Off; BBC Program Budget Cut

BBC has cancelled production of its "Trans-Atlantic Quiz" program which has been heard on WINS in New York and on the British net- work, it was announced yesterday. The reason given for the cancellation was BBC's desire to cut down on fore- ign expenditures. American end of the program featured Christopher Morley and Alistair Cooke with Quiz Master Lionel Hale and Professor Denis Brogan participating from London. The program was tran- scribed in the New York office and was heard in England as a delayed broadcast.

Stork News

Jules Dundes, advertising and pro- motion manager for WCBS, is the father of a baby girl, Sue Resa, 7 pounds, 5 ounces, born Saturday, Oct. 25, at Doctor's Hospital, N. Y. She weighed 7 lbs. 5 ozs. Mrs. Dundes, former Frances Becker, was at one time with the CBS Research Depart- ment.

Stress Public Service As Advertising Theme

(Continued from Page 1)

ing was highlighted again yesterday before the Advertising Club of Springfield by Henry E. Abt, president of Brand Names Foundation. Abt said business and advertising must work hand-in-hand to promote strength and unity on the home front because it is essential to America's role as a world leader.

A similar opinion was expressed the day before in Washington by Charles G. Mortimer, Jr., chairman of the Advertising Council, who told 100 business leaders at a White House meeting that the use of advertising to convey information on public prob- lems is "democracy's newest weapon." Mortimer said that business philoso- phy today has undergone a switch and if put into a slogan might read, "What helps the nation, helps busi- ness."

Ad and agency execs in Spring- field were told by Abt that the con- fusion today on all economic levels is rooted in the muddy mixture of "truth, half-truth and falsehood which was shouted before the war." To meet this challenge, Abt maintained, business and advertising must set aside some of its energy, skill and money "not just to sell our own product but to sell the institutions of which our producing and distribut- ing system are parts."

The statements by Abt and Mortimer follow closely the solid sendoff given by ANA delegates at their At- lantic City convention earlier this month to a plan for improving public understanding of the American economic system. A joint committee from ANA and the 4-A's has set an educational program which will en- list support from business, labor and civic leaders and others.

Renault Joins WHN Sales

Mike Renault has joined the sales department at WHN. He was for- merly with Headley-Reed Company.

IT TAKES ALL KINDS OF PEOPLE ...to run a radio station

caricature by BASIL WOLVERTON Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



GEORGE MOORAD KGW News Analyst

GEORGE MOORAD popularized the phrase "Behind The Iron Curtain", making it the title of his best-selling book based on his experiences as war-correspondent in Russia. Book and title recently were purchased by Darryl F. Zanuck for Twentieth-Century-Fox pictures. George's fif- teen years of global newspaper and radio reporting took him quite lit- erally "from hell to breakfast!" George's world-wide beat and nose for news led him into on-the-scene reporting from such hot spots as Guadalcanal, New Guinea, London, the Middle East, Italy, France and, of course, Russia. George has seen the Russians at work in Manchuria; attended the San Francisco confer- ence; and was special observer at the atom bomb tests on Kwajalein. How does a correspondent of George Moorad's calibre happen to be in Portland? KGW induced him to stay because this is his home town. George is on KGW five afternoons a week and, needless to say, has become one of the station's most valuable features. When listing the numerous assets that make KGW plus value station for the advertisee, we point with understandable pride to George Moorad!

KGW PORTLAND, OREGON AFFILIATED WITH CBS

Represented National By Edward Petry & C.

IN CLEVELAND IT'S WHK



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 21

NEW YORK, THURSDAY, OCTOBER 30, 1947

TEN CENTS

Reports For Radio Mfrs.

Sale Price Matched; FCC Okays 2nd Bid

Washington Bureau, *RADIO DAILY*
Washington—The FCC, with Commissioner Robert E. Jones dissenting, yesterday issued its first final decision awarding a station to a bidder who came in to match the offer of a party with whom the seller had originally negotiated the sale. Early last month a proposed decision doing the same thing was proposed, but it has not yet been adopted as final.

The deal worked out for KMED, Medford, Ore., in April, 1946, called

(Continued on Page 8)

— National Radio Week —

President Sends Greetings On National Radio Week

President Truman yesterday sent NAB President Justin Miller a letter congratulating the broadcasting industry on its 27th anniversary. The Chief Executive, in his letter, contrasted the American broadcasting system with totalitarian radio.

Text of the President's letter follows:

"It has been called to my attention that the radio industry this week is

(Continued on Page 5)

— National Radio Week —

Douglas Coulter Appointed Vice-Presy Of F C & B

Douglas Coulter, radio director of Foote, Cone & Belding, has been elected a vice-president of the agency, it was announced yesterday. Previous to joining FC&B, Coulter was vice-president in charge of programs for CBS, and prior to that was vice-president and radio director of N. W. Ayer & Son.

Tele Guests

Washington — Televised interviews with prominent guests by Bryson Rash, was a feature of Democratic National Committee meeting at Mayflower Hotel in Washington, D. C., last night. Special event was telecast over Washington's newest TV station WMAL-TV from 8:30 p.m. to 9. Two hour television demonstration preceded telecast.

"Not Tomorrow"

Washington—With Wayne Coy of WINX and WINX-FM, Washington, still undecided whether to accept the proffered post of FCC chairman, White House Press Secretary Charles Ross said yesterday he did not know when the name of the successor to retiring chairman, Charles R. Denny, will be selected and sent to the Senate. "You can be sure, at least, that it won't be tomorrow," he added.

Sharp Rise Shown In RCA's Earnings

A sharp rise in the gross and net income of Radio Corporation of America and its subsidiaries for the first nine months of 1947 as compared to the same period in 1946 was indicated in the earnings statement released yesterday by Brig. General David Sarnoff, president and chairman of the board of RCA.

Total gross income from all sources

(Continued on Page 2)

— National Radio Week —

New Du Mont Table Model Reaches N. Y. Tele Market

Revolutionary new FM-Television receiver which is being produced as a table model by DuMont Laboratories, Passaic, N. J., will go on sale in New York City tomorrow. The set which is priced at \$445 combines a 12-inch direct image picture tube with a full range FM band capable

(Continued on Page 8)

Feltis Urges Mutual Network To Join Other Webs In BMB

An outright pitch for the Mutual Network to come into the fold lest BMB get into financial difficulties was made yesterday by Hugh Feltis, BMB president, before the sixth annual luncheon sponsored by The Pulse, Inc., of New York. Feltis said that BMB needs \$500,000 a year to stay in business but that so far only \$395,000 has been subscribed. Even a part of this is on a provisional contract basis, \$120,000 worth, from the

Balcom, RMA's President, Pledges Aid To Celebration Of Nat'l Radio Week At Luncheon Meeting Of REC

Radio's Adv. Impact Reviewed By Speaker

Cincinnati — "Radio reaches more people than any other advertising medium," according to Frank E. Pellegrin, NAB director of broadcast advertising, who made a luncheon address yesterday before the Cincinnati Advertisers' Club in connection with National Radio Week. Pellegrin said that somewhere and at some-

(Continued on Page 5)

— National Radio Week —

Tele In Memphis Sought; Other Activities At FCC

Washington Bureau, *RADIO DAILY*

Washington — Two Memphis AM stations—WDIA, daytime independent with 250 watts, and WMC, 5,000-watt NBC affiliate owned by the Memphis Commercial-Appeal, have

(Continued on Page 5)

— National Radio Week —

Educational Broadcasters Elect Officers For 1947-48

Chicago — National Association of Educational Broadcasters, which met this week in conjunction with the School Broadcast Conference, elected

(Continued on Page 4)

Significance of National Radio Week was emphasized in a joint observance of radio's 27th anniversary yesterday by both major segments of the industry—broadcasters and manufacturers—at a luncheon meeting of the Radio Executives Club at the Hotel Roosevelt.

Max F. Balcom, president of

(Continued on Page 6)

— National Radio Week —

FMA Continues Fight On Duplication Issue

Washington Bureau, *RADIO DAILY*
Washington—"We are seeking to prevent program duplication from being shunted aside by the networks as it has been for the past six months, and to put it squarely up to the networks to decide whether they want FM affiliates or to confine themselves to AM outlets," Leonard H. Marks, FMA general counsel, said yesterday. Marks' comment was in connection

(Continued on Page 6)

— National Radio Week —

Drew Pearson 'Engineer' For 'Friendship Train'

The engineer of the "Friendship Train" which will pick up food for hungry Europe on a trip from Los Angeles to New York next month is Drew Pearson, ABC analyst. Pearson got the idea three weeks ago and

(Continued on Page 5)

Scientific

Montreal—Researches into conditions in the ionosphere—the blanket of electrons 30 to 300 miles above the earth—are being conducted at a newly opened federal experimental laboratory near Ottawa. Experts at the laboratory are working in conjunction with a series of stations in Canada's far-north and Newfoundland.

RADIO DAILY



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

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WEST COAST OFFICES

Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 8607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Cfagett
 6417 Dahlonega Rd. 2122 Decatur Pl., NW
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
 1417 Ashland Bldg., 155 N. Clark St.
 Phone: State 2332

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FINANCIAL

(Oct. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/8	8 3/8	8 3/8	— 1/8
Am. Tel. & Tel.	156	157 1/8	157 1/8	—
CBS A	25 7/8	25 3/4	25 7/8	—
Farnsworth T. & R.	7 7/8	7 5/8	7 3/4	—
Gen. Electric	37 1/8	36 5/8	36 3/4	— 3/8
Philco	32 3/8	32	32	— 3/8
Philco pfd.	94	94	94	—
RCA Common	9	8 3/4	8 3/4	— 1/4
RCA First pfd.	70 1/2	70 1/4	70 1/2	+ 1/4
Stewart-Warner	16 1/4	16 1/4	16 1/4	—
Westinghouse	29 1/2	29 1/4	29	+ 1/8
Westinghouse pfd.	99	99	99	— 1/2
Zenith Radio	22	22	22	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8 1/4	9
Finch Tele Comm.	4	5
Stromberg-Carlson	13 3/4	15 1/4
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	37	41
WJR (Detroit)	13	13 3/4

Wedding Bells

Edith Joan Kirsch, daughter of Mr. and Mrs. Marvin Kirsch, will be married to Paul J. Spiewack of Brooklyn, at the Hotel Astor in New York City on Sunday, Nov. 2, at 1 p.m.

Are You Looking for A GOOD PRODUCTION GAL?

Five years Advertising Agency experience, in production billing, ordering art work, plates and buying space and time. Could be invaluable assistant to any production manager in any agency in New York. Write

RADIO DAILY
 Box 415

1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

CECIL MASTIN, general manager of WNEF, Columbia network affiliate in Binghamton, N. Y., has returned to the station following conferences at the station relations department of the network in New York.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is coming up to New York today for confabs with Mutual network officials.

JACK MILLS, president of Mills Music, Inc., who has spent the past month abroad observing the English and European music situation, is returning to New York aboard the "Queen Elizabeth," which is expected to dock tomorrow.

BLEVINS DAVIS, commentator, and **COBINA WRIGHT, SR.**, society leader and former concert artist, aboard the "America" bound for England, where they will assist Frederick B. Oppen, ABC correspondent in London, in covering the wedding of Princess Elizabeth and Lt. Philip Mountbatten.

JULES LONDONER, of the U. S. Television sales staff, left yesterday for Lancaster, Pa., just as **TED BUCHTER**, of the company's service staff, returned to Gotham following a business trip upstate.

FRANCES and **CHARLIE BASCH**, with their soldier-entertainment troupe, go down to Camp Kilmer today to put on a show for the troops at that post.

DORIS DAY, who was scheduled to return to Hollywood from New York on November 3, has decided to stay on for another week.

HENRIETTE K. HARRISON, radio director of the YWCA; **MARY CONWAY**, of the British Information Service, and **MARGARET CUTHBERT**, of NBC, are back in town after having attended the Albany meeting of the 2nd District, Association of Women Broadcasters.

AL BINGER, program director of WCOL, Columbus, Ohio, affiliate of ABC, is spending a few days in New York.

STEPHEN RINTOUL is in town. He's part owner of WRWR, Albany, N. Y., an affiliate of the American network.

Charlotte Stern Named Adv.-Prom. Dir. Of WABD

Charlotte F. Stern, formerly promotion manager of WNBT, NBC video outlet, has been appointed director of advertising and promotion for WABD, it was announced yesterday by John McNeil, general manager of the DuMont station. Appointment is effective November 3. Addition of Miss Stern to the WABD staff, according to McNeil, is in line with the station's new concentration on program promotion and sales merchandising co-op to keep up with increasing commercial activity. She had been with NBC since 1943 and participated in WNBT's all-out promotion of the Louis-Conn fight last year.

New FM'er In Iowa

Fort Dodge, Iowa—The first FM outlet in interior Iowa, KVFD-FM is now on the air at 102.7 mc. Schedule runs 18 hours from 6 a.m., to midnight. Station is owned and operated by the Northwest Broadcasting Co., with studios and offices in the Warden Building. Edward Breen is president and general manager.

Takes WGAC Post

Claire R. Himmel, formerly of the McFadden Publications, has been named director of research and promotion of WGAC in Augusta, Ga.

EDGAR KOBAK, president of Mutual, and **A. A. SCHECHTER**, vice-president of the web in charge of news and special events, have left on business trips, Kobak to Detroit, Schechter to Chicago.

JOE CARRIGAN, owner and president of KWFT, Columbia network outlet in Wichita Falls, Tex., is in New York on a short business trip.

RAYMOND GRAM SWING, Mutual network commentator now on a Coast-to-Coast lecture tour, will be heard today in Reno, Nev. During his absence his ABC newscast spot is being filled by Stewart Alsop. Swing will be back the latter part of November.

J. L. BOWDEN, commercial manager of WKBN, Youngstown, Ohio, paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

EDDIE DUNN, emcee - humorist - sportscaster, off to Cleveland, where on Saturday he will cover the Notre Dame-Navy game, which will be aired over the American network under the auspices of the U. S. Army and Air Forces Recruiting Services.

BILL COSTELLO, chief of the CBS Far Eastern Bureau with headquarters in Tokyo, has returned to the States for a vacation of a month. Visited yesterday at the New York offices of the web.

KIRBY WALKER, singer and pianist heard on WBRE, Wilkes-Barre, Pa., is in town cutting some transcriptions for the Morison & Noroll Agency.

MARY CHILDERS, program director of WSGN, Birmingham, Ala., outlet of ABC, is here for confabs with officials of the web.

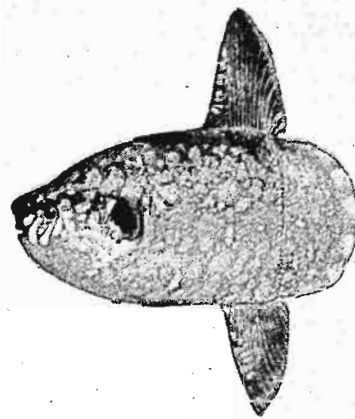
HOWARD CHERNOFF, general manager of WCHS, Charleston, S. C., looked in for a while yesterday at the station relations department of CBS.

JOE EATON, commercial manager of WHAS, Columbia outlet in Louisville, Ky., is back at the station following a short business trip to New York.

Nesbitt Joins State Dept. In Communications Post

Washington Bureau, **RADIO DAILY**
 Washington—The State Department announced Friday the recent appointment of Comdr. T. H. E. Nesbitt as assistant chief of its Telecommunications Division in charge of the Communications Section.

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



It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just about as useless as they come.

We're back to our old point again. It isn't what you look like ... but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners - per - dollar - spent than any other station in this big 5-station town.

If you're after low sales costs in the country's 6th largest city—W-I-T-H is the way to do it!



W-I-T-H

AM and FM
Baltimore 3, Maryland
 TOM TINSLEY, President
 Represented Nationally By Headley-Reed

Transcribed Programs That **SELL!**

• As the OLDEST syndicated transcribed program producer in the United States, and the originator of the transcribed musical announcement and other highly successful radio ideas, we are prepared to cooperate with you as we do with agencies, stations and advertisers from Coast to Coast. For suggestions and program ideas for your next radio campaign—whether it is for ½-hour, ¼-hour, 5-minute, 1-minute, 100 word, or 30 word spots—write or wire us. And be sure to investigate the possibilities of these successful transcribed syndicated shows!

SYNDICATED SHOWS NOW AVAILABLE

"ADVENTURES OF BUDDY BEAR"	78 ¼-hour
<i>The most lovable, adventurous playmate a child ever had! Created by Betty Barrie</i> (more in preparation)	
"THE FAMILY ALBUM"	78 ¼-hour
<i>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</i>	
"GLORIA CARROLL ENTERTAINS"	78 ¼-hour
<i>Starring Gloria Carroll, Frank Bell and The Belltones</i>	
"EAT-ITORIALLY SPEAKING"	78 ¼-hour
<i>Starring Dick Stone in the most unusual food program in the country</i>	
"SONGS OF CHEER & COMFORT"	52 ¼-hour
<i>Starring Richard Maxwell, famous Gospel singer</i>	
"THE VAGABOND ADVENTURER"	39 ¼-hour
<i>Starring Tom Terriss, Internationally known adventurer</i>	
"UNSOLVED MYSTERIES"	39 ¼-hour
<i>Dramatizations of true mysteries as yet unsolved</i>	
"ONE I'LL NEVER FORGET"	156 5-minute
<i>Unusual sports stories, starring Jack Stevens</i>	
"TWILIGHT TALES"	94 ¼-hour
<i>Fairy tales for children, unusually told by Elinor Gene</i>	
"DAN DUNN, SECRET OPERATIVE No. 48"	78 ¼-hour
<i>Juvenile series based on famous newspaper cartoon strip</i>	
"FUN WITH MUSIC"	26 ¼-hour
<i>Starring Sigmund Spaeth, The Time Detective</i>	
"UNCLE JIMMY"	156 ¼-hour
<i>Daytime family serial, starring William Farnum, Hollywood cast</i>	
"FAMOUS MOTHERS"	75 5-minute
<i>Starring Jane Dillon. All parts taken by Miss Dillon</i>	
"HISTORY IN THE MAKING"	52 ½-hour
<i>Dramatizations of outstanding historical events</i>	
"FURS ON PARADE"	39 ¼-hour
<i>Sponsored successfully by hundreds of fur retailers</i>	
"A CHRISTMAS CAROL"	1 ½-hour
<i>Original half-hour adaptation starring Tom Terriss</i>	
"ADVENTURES IN CHRISTMASTREE GROVE"	15 ¼-hour
<i>Sponsored annually by more than 200 department stores</i>	
"SANTA'S MAGIC CHRISTMAS TREE"	15 ¼-hour
<i>Another outstanding Christmas holiday promotion</i>	

Exclusive to One Sponsor in a City—Write or wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

*The Oldest — and One of The Country's Largest Producers of Successful Programs
Manufacturers of Transcription Playback Machines and Transcription Carriers*

SOUTHWEST

RUTH BURLESON has been appointed chairman of the executive committee preparing plans for the second annual conference of the San Antonio Chapter of the Association of Women Broadcasters of the 13th district which will be held here in San Antonio on Nov. 15 and 16. Others on the committee include Mary Jayne Spears, Lily Juncker, Elizabeth F. Kirsch and Mariona Chorice. Other committee members announced by Violet Short, local president are entertainment committee: Betty Burns, Phoebe Ann Frye and Shirley Minor, with Monette Shaw and Rena Lynn, co-chairmen. Conference registration will be handled by Faye Stove and Janet Frost. Beth Lyons and Sybil Chastang will serve with Betty Bradford, hospitality chairman. Frances Helm, state chairman of the AWB will speak here on "Television."

Howard W. Davis, owner and operator of KMAC, and KISS (FM) San Antonio and KPAB, Laredo, has announced that KAIR (FM) will soon be put into operation at Laredo. Station is a Class B FM outlet and is licensed to operate with 10,000 watts power.

The Texas Quality Network which has for many years been composed of WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth and KPRC, Houston has expanded to include three additional outlets. The new members are KGNC, Amarillo; KRGV, Weslaco and KRIS, Corpus Christi.

Bob Holleron, KTSA, San Antonio special events director, is the guy who caught six tarpon during the filming of a Fox-Movietone News short called "Tarpon Fishing Thrills at Port Aransas." The film is to be shown in San Antonio Nov. 10 and 11.

Educational Broadcasters Elect Officers For 1947-48

(Continued from Page 1)

Richard B. Hull, of WOI, Iowa State College, Ames, as president for the ensuing year. Other officers elected were John W. Dunn, director of WNAD, University of Oklahoma, vice-president; W. I. Griffith, Iowa State College, re-elected treasurer, and Morris Novik, formerly of WNYC, New York, executive secretary. Directors for 1948 are Seymour Siegal, director WNYC, New York; Graydon Ausmus, director of broadcasting, University of Alabama; Carl Menzer, WSUI, University of Iowa; Frank Schooley, WILL, University of Illinois; William Sener, University of Southern California, and Ralph W. Steetle, WLSU-FM, Louisiana State University.

FOR SALE

PROFITABLE TRANSCRIPTION BUSINESS

Write or Wire

Box 413 — c/o RADIO DAILY
1501 Broadway, New York 18, N. Y.



Windy City Wordage. . . !

● ● ● Rumors that a new radio station is in the works for Chicago, backed by Roland Libonati, attorney, and Morris T. Colorton, were characterized as "just rumors" by one of Libonati's office staff. . . . Tryouts

to select three girl singers to appear at the Chicago Times Harvest Moon Festival at the Chicago Stadium on November 22. Tryouts will be broadcast over WMAQ on November 3, 10 and 17, and winner will receive an all-expense trip to Hollywood and a guest appearance on "Duffy's Tavern" show. Jules Herbuveaux, NBC program manager, is one of the judges. . . . WIND has sold sponsorship of the Chicago high school championship playoff football game, to Karoll's Men's Shops, bringing number of football games which WIND will broadcast this year to 34. . . . Arthur Holch, Jr., NBC central division news editor, has been transferred to NBC's news and special events department in New York and has been replaced by Fred Whiting, with the NBC news staff since July, 1946. . . . Ted Leitzell of Zenith Radio Corp., wants to refute a rumor that his company is going to produce a giveaway that will make all others look like five and dimers by comparison. . . . Leitzell says Zenith has never sold merchandise that way.



● ● ● At RCA's press party to introduce "Junior Jamboree," two young ladies were royally entertained. RCA'ers thought they were reporters invited by WBKB's press agent, and the station p. a. believed them to be RCA guests. Questioning at close of the party revealed they had come to apply for jobs at the station, were ushered into the video theater with arriving guests, and treated to such hospitality that they didn't get a chance to state their business.



● ● ● Party given by radio publicists Maraleita Dutton for Chicago radio stars and their dogs was pictured in Life magazine's October 20 issue. . . . Don Searle, vice-president in charge of ABC's western division, is in Chicago visiting central division execs. . . . Fred Waring and his Pennsylvanians were hosts to students and faculty members of several Chicago music schools at his broadcast from the Eighth Street Theater, Monday. . . . During his personal appearance tour of the midwest Waring will make three broadcasts in Chicago. . . . Everett Holles, WBBM news editor, back at his desk after a siege of pneumonia. . . . Eddie and Fannie Cavanaugh returned to the air over WGN Wednesday in a new program called "Eddie and Fannie," sponsored by the Jel-Sert Company for 52 weeks.



● ● ● ABC's popular juvenile program "Sky King" launched its second year Tuesday before an audience of kids confined to the Shrine Hospital for Crippled Children. Along with the "in-person" broadcast from the hospital, there was a 100-pound birthday cake which Schuyler King, hero of the adventure, cut for the kids. As part of the anniversary celebration, an individual birthday cake was sent via United Airlines to each of the 196 network stations which carry the program.



● ● ● Arthur E. Durham, sales promotion manager of WBBM, sent out an elaborate promotion piece to boost listening to CBS' broadcast of "Fear Begins at Forty" Tuesday, inviting listeners to send in comments on the program. . . . Mike Fish, former Warner Bros. and CBS photo publicity chief and one time assistant city ed of the Chicago Times, has acquired the Monte Cristo restaurant and cocktail lounge just a step off Radio Row. Mike has quite a rep as a culinary connoisseur and has cooked for many radio celebs. . . . ABC's "Breakfast Club" is to sponsor a novel "giveaway" show on November 7 when, instead of the show giving away prizes, each person holding a ticket for the show must bring a useful gift to Don McNeill, and Don promises that the gifts will all be turned over to Catholic, Protestant and Jewish charity organizations.

AGENCIES

GORDON E. HYDE, president of Federal Advertising Agency, Inc., has been elected chairman of the board of governors of the New York Council of the American Association of Advertising Agencies to replace Harold B. Thomas, who resigned upon leaving the agency business this week to re-enter the drug field. Hyde has also been elected to the AAAA board of directors as director representing the New York Council. Robert D. Holbrook, president of Compton Advertising, Inc., has been elected vice-chairman of the New York Council, the office formerly held by Hyde. Joseph R. Busk, executive vice-president of Ted Bates, Inc., has been elected a governor of the New York Council to fill the vacancy on the board left by the resignation of Thomas.

DEUTSCH & SHEA, INC., New York agency, will launch an advertising campaign in dailies and trade magazines to sell the idea of supporting advertising campaigns with more intensive sales promotion and merchandising plans.

STUDIO WEIL GLOVES, New York, have appointed Hicks Advertising Agency to attend to their advertising.

ARE YOU OUR MAN?

We are looking for a man who has done an exceptional job selling radio time in New York City. He is not dissatisfied but, on the contrary, satisfied that he has done an outstanding job for a station, network, or representative. If he has given serious thought to a change at all, it is because he feels he has reached a ceiling of earnings in his present set-up. We offer such a man almost unlimited income opportunity with a major station. Tell us about your selling record, and if it's big enough we'll get in touch with you. Our staff knows of this ad. All replies held confidential.

Box 414

RADIO DAILY,

1501 Broadway,

New York 18, N. Y.

Radio's Adv. Impact Reviewed By Speaker

(Continued from Page 1)

Radio has sold the goods for every type of sponsor but that in many cases it has meant cooperation between the advertiser, agency and broadcaster in using radio intelligently. The RMA was represented at the luncheon by Ray C. Cosgrove, vice president and general manager of Crosley's manufacturing division and former NAB president. Cosgrove is chairman of the joint NAB-RMA liaison committee which planned the observance of National Radio Week. Pellegrin told the Cincinnati audience that radio's income in 1946 was \$433,000,000. Of this total \$317,000,000 came from national accounts and \$116,000,000 from local advertising. The NAB director cited listener confidence as one reason for radio's effective advertising. Pointing up radio's power to reach the consumer, Pellegrin said there are 61,000,000 radio sets in use at the beginning of this year in 35,000,000 radio homes. Ninety-three per cent of all American homes, he added, are equipped with one or more radio receivers.

Sharp Increase Shown In RCA Gross And Net

(Continued from Page 1)

amounted to \$224,982,605 in the first nine months of 1947, compared with \$163,604,191 in the same period in 1946, an increase of \$61,378,414. The net income, after all charges and taxes, was \$12,233,758 for the first nine months of 1947, compared with \$8,226,329 in 1946, an increase of \$4,007,429.

After payment of preferred dividends, net earnings applicable to the common stock for the first nine months of 1947 were 71.1 cents per share, compared with 42.2 cents per share in the first nine months of 1946.

Como As Godfrey Guest

Perry Como will make a guest appearance on Arthur Godfrey's Chesfield show on CBS next Tuesday (Nov. 4). Janette Davis, The Marin Quartette and Archie Bleyer's orchestra will also be on hand.

Feltis Urges Mutual Network To Join Other Webs In BMB

(Continued from Page 1)

that, when the chips are down, Mutual will be in there fighting for the preservation and the growth of BMB."

Prior to voicing his faith in future rescue efforts by Mutual, however, Feltis made lengthy comments, with a sharp pin, about Mutual's engineering measurement of station and network "listenability." Feltis said that MBS assumes that noise level is in proportion to a city's population, but he pointed out that a small, highly industrialized city may have a higher noise level than a larger one. BMB's president also noted that Mutual played up its acceptability standard as determined by listeners but that the average standard had been applied to all parts of the country. Feltis reasoned that New Yorkers, with many excellent signals available for instance, "have higher acceptability standards than the people of the Ozark Mountains."

An advertising member of BMB's technical committee, Feltis said,

questioned the validity of giving them both 100 per cent of the families when perhaps only 55 per cent can hear the station clearly, whereas 95 per cent can hear the other one."

Feltis said he mentioned Mutual's engineering report to show that it takes more than a quick glance to determine whether BMB should adopt "listenability." Then he paid tribute to MBS, particularly its sales staff. He said a single network need look no further than its own interests when it recognized in "listenability" a measurement to use for its own advantage. A good sales story will put it across, Feltis related, "and Mutual has the people who can give a good sales story."

Returning to BMB, Feltis described it as a trustee for hundreds of stations, advertisers and agencies and that it could not buy "listenability" or any other measurement on the run. The industry, he said, looks to BMB for objective and careful appraisal.

Tele In Memphis Sought; Other Activities At FCC

(Continued from Page 1)

applied to the FCC for tele stations on adjoining bands. WDIA is on the 730 band with its AM presentations while WMC is on the 730 band. The former asked tele Channel No. 5 and the latter tele Channel No. 4. Both sought full time assignments.

The Commission announced at the same time that it is deleting the construction permit of W6XPC, Pasadena, Calif., for an experimental tele station.

Offered yesterday were three new FM applications—from the Greenwich Broadcasting Company, Greenwich, Conn.; KWOC, Poplar Bluff, Mo., and the Western New York Broadcasting Co., Buffalo, N. Y.

Also an AM application for the 920 band, one kilowatt, daytime, from Don K. Hankey and LeRoy Hillman, San Diego, Calif.

WEMB, San Juan, P. R., applied to change its frequency from 1320 to 1190 kc., upping its signal power from five to 10 kilowatts.

Other applications for new AM stations came from the Crookston Broadcasting Co., Crookston, Minn., seeking the 1050 band with one kilowatt, daytime; Collier Cobb, Jr., William Grady Pritchard and J. B. Johns, Chapel Hill, N. C., seeking the 1340 band with 250 watts unlimited; Patrick Smith, Bishop, Calif., seeking the 550 band with 250 watts daytime; Ouachita Broadcasting Company, West Monroe, La., seeking 1190 band with 250 watts, daytime; The Boone County Broadcasting Co., Columbia, Mo., asking the 950 band with one kilowatt, unlimited, and Radio Central, Moberly, Ohio, asking the 1230 band with 259 watts, unlimited.

WGAD, Gadsden, Ala., applied to up its power from 1 kw., to 5 kw.

Drew Pearson 'Engineer' For 'Friendship Train'

(Continued from Page 1)

presented it to Charles Luckman's Citizens Food Committee which agreed to sponsor the project as a gesture of U. S. friendship toward starving Europeans.

Pearson will be aboard the freight train when it leaves Los Angeles Nov. 7 and will originate his Nov. 9 ABC broadcast from the train as it moves eastward across the country. Other networks are also expected to give coverage to the train and will probably have representatives aboard. Plans are being discussed for carrying movie and radio personalities on the trip.

Pearson was the first to announce the event on his broadcast last Sunday night, although he credited it strictly to Luckman's committee. Luckman announced that a number of patriotic citizens had suggested the idea.

When the train arrives in New York on Nov. 18 it will be loaded with foodstuffs donated by people in more than 40 cities from coast-to-coast. The train will start from Los Angeles with five carloads of food contributed by people in that city and box cars will be added along the way in different communities. Special ceremonies are to be held at all stops with governors and mayors participating and riding "Friendship Train" through their own localities. The train will be donated by the Association of American Railroads.

WMCA Offering 'Exodus—1947'

Transcriptions of WMCA's special documentary "Exodus—1947" have been made available to stations throughout the country. Program was scripted by Michael Sklar and directed by Mitchell Grayson.

Presidential Greetings On Nat'l Radio Week

(Continued from Page 1)

celebrating its twenty-seventh anniversary. Please accept my heartiest congratulations. You know already how strongly I feel the importance of radio communication to the welfare of the nation and of the world.

"In contrast with its use in totalitarian nations, radio in America has developed as a servant of the people, rather than as a servant of the government.

"This fact imposes upon American broadcasters the responsibility of striving always to improve and increase their contribution to better understanding among our citizens and among the nations of the world. I know that this responsibility will be met in a way that will reflect credit upon both the industry and the nation."

Peabody Awards Booklet Mailed To Broadcasters

Athens, Ga.—An information booklet on entries for the 1947 Peabody awards has just been published by the University of Georgia's Henry W. Grady School of Journalism which administers the presentations in conjunction with the NAB. Copies will be mailed to stations and other agencies concerned with the awards.

Entries, which must be in by Jan. 10, may be submitted by stations, networks, radio editors, listener groups or any interested individual or organization. Winners will be announced and awards presented at a luncheon meeting of the Radio Executives' Club in New York in April.

In New York City, Mrs. Harold V. Milligan of the American Cancer Society has just been appointed chairman of the local listening post to make recommendations for Peabody awards. First meeting of the New York City committee members is scheduled for Nov. 7.

Cineffects
INC.
THE PRODUCERS' AID

ANIMATED MAPS FOR
TRAVELOGUES & LECTURES
IN COLOR.

1600 BROADWAY
N.Y. 19, N.Y.
CIRCLE 6-0951

WTA-g SHEET

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

WTAO CBS
GREEN BAY 1360
5000

*Draw a bead - phone WEED

NEW STATIONS

Celebs Kick-Off FM Outlet

Jamestown, N. Y. — Several top-flight ABC artists were on hand here last week for the inauguration of WJTN-FM, companion station of the local ABC affiliate. Ted Malone, Pauline Frederick and Baukhage came up from New York to join local officials in a celebration at the Hotel Jamestown. The first FM station in southwestern New York, WJTN-FM operates on Channel 227, 93.3 mc. Broadcast day is from noon to 9 p. m.

New Coast FM Outlet

San Francisco — KSFH, the Bay Area's newest FM outlet, has taken the air with a seven-hour daily schedule, from 3 to 10 p.m. Owned and operated by the Pacific Broadcasting Co., KSFH has studios and offices in the Fairmont Hotel with the transmitter located in the Oakland hills. Effective radiated power is 15.8 kw., at 94.9 mc. H. R. Hurd is station manager; Forrester Mashbir, program director; Walter T. Selsted, chief engineer, and Billy Heyward and Wally Hutchinson are staff announcers.

So. Cal. Star Premiere

Burbank, Cal.—In conjunction with National Radio Week, KWIK, "The Voice of San Fernando Valley," held its formal dedication with an all-star show featuring Danny Thomas, Eddie Cantor, Dennis Day, Burl Ives, Jimmy Durante, David Rose, Marilyn Maxwell, Ken Niles, Jan Savitt, Abe Burrows and others. Also heard was a performance of Lionel Barrymore's "Halloween" suite by the Burbank Symphony Orchestra under the direction of Leo Damiani.

Power Boost For WC Indie

Los Angeles — Celebrating power boost to 50 kw., KMPC aired transcribed show titled "More Power to You." Among those heard were Governors Warren, of California; Dewey, of New York; Sigler, of Michigan and Herbert, of Ohio. Salutes from sister stations WGAR, Cleveland, and WJR, Detroit also were aired. Program was rounded out with brief talks by Bing Crosby, Mayor Fletcher Bowron, Alfred Wallenstein, and for KMPC, G. A. Richards and Robert O. Reynolds, president and vice-president, respectively.

NRW Feature

In connection with National Radio Week, Bill Berns of WOR, New York, has tracked down listeners who have been radio fans since the crystal set days and is interviewing them on his program. Berns will also interview 13-year-old twins, Jay and Bruce Colen, who operate a two-watt station, WUBC, okayed by the FCC, in their apartment house in upper Manhattan.

RMA Prexy Pledges Support Of Assn. To Nat'l Radio Week

(Continued from Page 1)

the Radio Manufacturers Association, and vice-president of Sylvania Electric Products, sounded the keynote theme with the observation that National Radio Week accomplishes much more than cementing a relationship between broadcasters and manufacturers. "It serves to remind us that this industry has grown strong under our American system of free enterprise," he declared, "and whatever its faults, provides the greatest pleasure for the greatest number of persons anywhere in the world."

Sees Public "Blanketed"

Industry's anniversary this year has further significance, Balcom said, in that it marks a "definite break with pre-war tradition in the merchandising of radio sets." It inaugurates a new policy which aims at virtually blanketing the listening public and as a result, increasing program listening, he said.

Pre-war beliefs that the manufacturing industry had reached the "saturation" point of set distribution have been discarded, Balcom said, in the face of a new program which has as its theme a radio "for every member of the family, and for every purpose."

He pointed out that at the beginning of this year there were 38,128,000 families in the U. S. and an estimated 34,800,000 of them had at least one radio in their homes. If the new concept of an average of four sets per family is taken as a goal, Balcom pointed out, "the potential market for new home sets, not counting replacements, is close to 100 million." Furthermore, he said, the need for "multiple" radio set ownership is emphasized by a steady increase in the number of stations being licensed by the FCC. The RMA chief pointed to the fact that today there are 1,725 outlets on the air, another 1,000 under construction, whereas the latter figure included the entire pre-war total.

Expects 200,000 Tele Sets

Balcom said that all-industry production for this year would probably reach 15,000,000 receivers, including about 200,000 television sets. He did not disclose figures on FM production, but asserted that the industry is "capable" of manufacturing them as rapidly as programming develops public demand for them.

"Television alone will revolutionize broadcasting just as the talking movie did the motion picture industry," Balcom said, but doubted whether it would cause the disappearance of radio, or its reduction to a mere "auxiliary" to video transmission. "There will always be, in my opinion," he said, "an insistent public demand for certain types of radio programs which can be listened to without requiring that the listener sit down and watch a visual program."

Bill Hedges, REC prexy, outlined programs for the next two Club

meetings, on Nov. 13 and Dec. 3, respectively. Next meeting will feature a "Tabloid Television Seminar," with five-minutes by prominent industry execs including: Frank Mullen, NBC; Charles R. Durban, U. S. Rubber Co.; Jack Poppele, TBA prexy; Ralph Austrian; Foote, Cone & Belding; Tom Hutchinson, producer; Richard Hubbell, consultant; F. M. Flynn, New York Daily News; Leonard Hole, WCBS-TV; and Lawrence Phillips, Du Mont. Justin Miller, NAB president, will address the Dec. 3 confab, which will be a joint REC-Advertising Club affair, on the topic "Advertising in the Public Interest."

Seated at the speakers' table at yesterday's meet, in addition to Balcom and Hedges, were: Murray Grabhorn, manager of WJZ and ABC spot sales; Carl Haverlin, president, BMI; W. J. Barclay, Collins Radio; Bond Geddes, exec sec'y, RMA; Benjamin Abrams, Emerson Radio & Television Corp.; Mary McClung, president, Advertising Women of New York; Fred R. Lack, Westinghouse Electric; R. E. Carlson; J. R. Poppele, president, and Will Baltin, exec sec'y, Television Broadcasters Association.

Out-of-town REC guests included: W. B. McGill, Westinghouse Radio Stations; George Tons, KDKA, Pittsburgh; Harry Barnum, WTMM, Trenton (N. J.); E. E. Kohn, WMID, Atlantic City (N. J.); Al Albinger, WCOL, Columbus; Frank Tate, WCOL-FM, Columbus; Con Hecker, KVOG, Denver; A. D. Hunt, Northern Electric Co., Montreal; Herb Van Rice, The Hague, Netherlands; Claire R. Himmel, WGAC, Augusta, Ga.; Harry B. Resnick, New Haven; and R. S. Hope, Thom & Smith, Melbourne, Australia.

National Guard To Use Television Advertising

The National Guard will use television for the first time in an effort to procure new personnel and trainees for its air force unit. Television Advertising Productions, of Chicago, has been commissioned to write and produce a series of spot films, running about two minutes in length, to be used on video stations throughout the country.

The recruiting films will be shot in Chicago at the municipal airport, base of the Air National Guard's 66th fighter wing. Jack Gibney, of TAP, will be in charge of production, and Leonard Nathanson is doing the scripting. The films go into production this week and many scenes will be shot in the air to lend realism. "Stars" of the spot films will be the Air National Guard personnel.

General Frank Allen, who led the famed Ploesti oil field air raid during the war, will act as technical advisor, and Col. William V. Newhall will approve all completed film.

BEHIND THE MIKE

By SID WEISS

MARK GOODSON and Bill Tomman (producer-directors of CBS' "Winner Take All"), rate a no for the first-rate production job they give their adult audience-participation quizzier. In airplanes cluttered with dull-as-dust giveaways that reward contestants for remembering their own names, "Winner" stands out like a Dodger fan in the Polo Grounds.

United Airlines making use of versatile Eddie Dunn's salespieling talents in a series of transcription. Which reminds us that we hear Eddie may cover one of the Bow games, schedule permitting.

Aside to John Bradford: Nice station on Sunday's Bklyn Eagle re your narration on "Ten Commandments" playter.

Tables were turned on CBS' A Hannes when friends in Cleveland corralled him and had him interviewed by local columnist of WGAR.

Bret Morrison going into a B'w play. The star of Mutual's "Song of the Stranger," incidentally, is being profiled in a current issue of a national magazine.

FMA Continues Fight On Duplication Issue

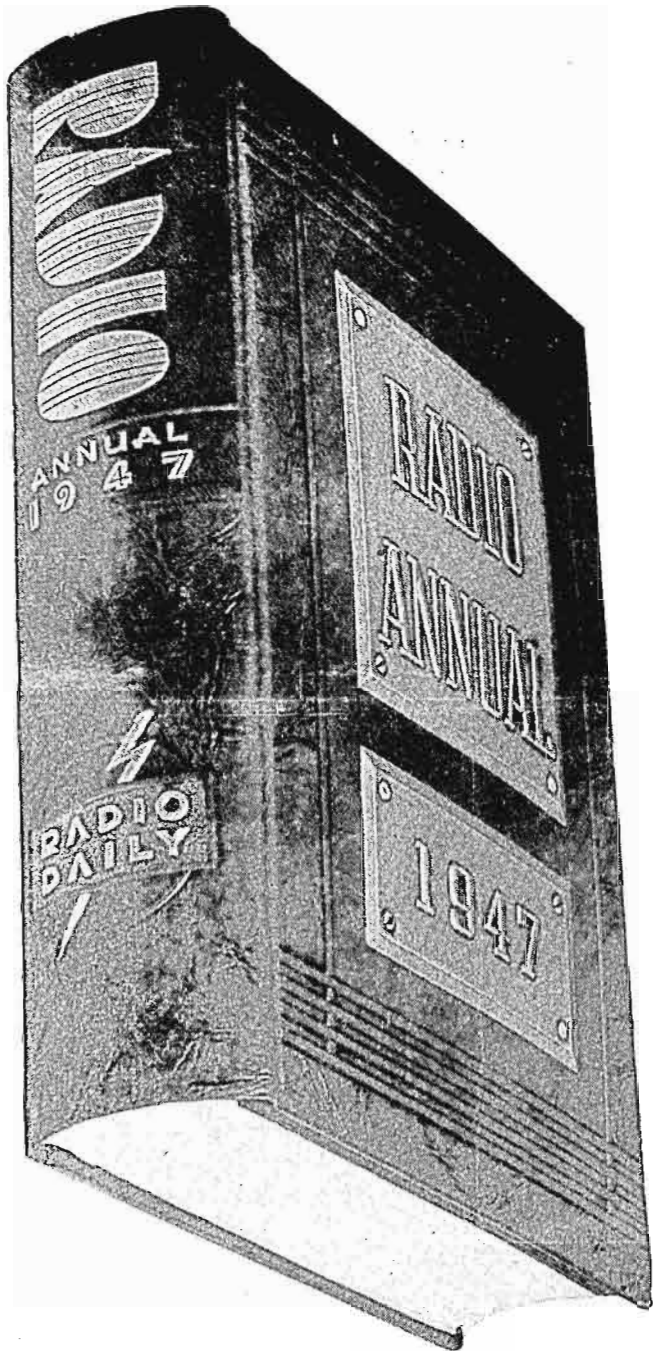
(Continued from Page 1)

with his filing with the FCC a proposal that the Commission order legislative hearing and then adopt a rule that "no license shall be granted to an AM or FM broadcast station having any contract, arrangement, understanding, express or implied with a network organization under which the station is prevented, hindered from, or penalized in broadcasting in the same community such network programs simultaneously over AM and FM facilities which it owns."

Both Marks and FMA Director N. "Bill" Bailey said they are satisfied AFM Chief James C. Petrillo will agree to duplication prior to the end of January—and explained the current move in part as a step to strengthen the hands of the networks in forthcoming contract negotiations with Petrillo. At one point Marks said he believes adoption by the Commission of such a rule would "mitigate the networks do the front-line fighting."

Convincing

Les Griffith, WJZ announcer who delivers local commercials on the Abbott and Costello co-op show over ABC, is getting to be quite a hand at eating his own words. Last night Griffith ate a can of Royal Scarlet string beans while standing at the mike and describing the benefits of the product to the radio audience.



**THE
1948
RADIO
ANNUAL
WILL
CONTAIN
A
COMPLETE
LIST
OF
STATION
REPRESENTATIVES
AND THEIR
UP-TO-THE-MINUTE
RADIO STATION
LISTS**

**NOW IN
INTENSIVE
PREPARATION**

Sale Price Matched; FCC Okays 2nd Bid

(Continued from Page 1)

originally for transfer of the station from Mrs. W. J. Virgin to Gibson Broadcasting for \$250,000. A competing application under the terms of the AVCO decision was filed by Medford Radio Corp.

Luther E. Gibson, president of Gibson Broadcasting, then agreed to turn over to Mrs. Virgin 209 shares of Gibson Broadcasting stock—33.5 per cent of the total stock, valued at \$20,900. Medford Radio offered to match this.

Gibson is owner of KHUB, Watsonville, Calif., ABC affiliate, and holds a conditional FM grant in Salinas, Calif. John A. Bohn, an attorney employed by Gibson, is listed also as a director of Gibson Broadcasting, but not as a stockholder.

The eight stockholders of the Medford Radio Corp., are all Medford residents—which appears to be the most important factor in the Commission's decision. They are business and professional people, with only one of them having any investment in radio. President Glen Jackson holds 10 per cent of the stock of KWIL, Albany, Ore.

The important difference between the two applications, as the Commission majority recognized, is that Gibson offered his personal endorsement on notes for the major part of the purchase price while the Medford Radio Corp., officers have not done so. The contract calls for cash payment of \$52,500, with the remainder paid monthly.

It was here that Jones parted company with the FCC majority.

Retiring Chairman Denny did not participate in this decision.

The Commission pointed out that there is no compulsion for Mrs. Virgin to sell the station to the Medford group if she is not satisfied with the terms they offer. "The Commission's sole concern," it said, "is the determination of which applicant is best qualified to operate in the public interest." Now it is up to the licensee to decide if she wishes to assign the license.

Jones held that a substantial difference between the terms offered by the two applicants exists. Gibson's personal endorsement of the notes, he wrote, "is a substantial added security and added consideration vital to Mrs. Virgin, involving over 75 per cent of the money consideration to be paid her for the facilities over a period of nine years."

Because this endorsement is lacking in the Medford offer, Jones found "the Medford applicant has not met the original purchase proposal of the Gibson corporation upon the same terms and conditions."

Interview Movie Stars

Recorded interviews with movie star members of the Committee for the First Amendment were carried last night by WHN on the outlet's "Wings Over New York" show, 7-7:15 p.m.

COAST-TO-COAST

—INDIANA—

COLUMBUS—In order to give dealers a clearer understanding of the dipole antenna, complete instructions on the construction of this antenna for FM sets is being distributed to all radio merchants within a 100-mile radius by WCSI-FM. . . . **FORT WAYNE**—New member of WOWO's announcing staff is Steve Jarrett, formerly with WPEN, Philadelphia and WLEU, Erie, Pa.

—MASSACHUSETTS—

HOLYOKE—The Western Massachusetts conference on radio in education, presented by local public schools in co-operation with the New England Committee on Radio in Education, the Massachusetts Department of Education, the Junior League of Holyoke, Inc., and WHYN, will be held here November 14. Theme of the one-day conference, which is specifically designed for school superintendents, principals, teachers, audio-visual aids directors and radio personnel, will be "Radio as an Educational Tool." . . . **PITTSFIELD**—Lucien Dumont, chief announcer and assistant program manager at WBEA, has resigned to join the announcing staff of WKNB, New Britain, Conn.

—OHIO—

COLUMBUS—Weekly pops concerts of the Columbus Philharmonic Orchestra, this winter, will be sponsored by the Columbus and Southern Ohio Electric Co., via WCOL. Series begins Saturday, November 8. . . . **AKRON**—Bill Pierson, WHKK sportscaster, has added a new twist to his weekly program of gridiron predictions by nominating one player each week from an Akron High school as his selection for "The Outstanding Athlete of the Week." The boy appears on Pierson's "Football Folio" program, along with his coach, and receives, for his merits, a gold-engraved football with a chain and fob. Award is made in co-operation with the program's sponsors, the Mackenroth Company.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Versatile Mike Hunnicutt, WOL's disc jockey, will don a mask and clown's paint as he emcees the Takona Park Chamber of Commerce Street Dance, Saturday, Hunnicutt, who with his six-year-old son, Mike, Jr., formed one of the most unusual disc jockey teams on the radio circuit, will perform all through the evening after Halloween to make the affair one of the

WPGH Now On The Air

Pittsburgh's seventh and newest radio station, WPGH, 1080 on the dial, made its debut on the air waves Sunday, October 19. Other stations in the city have complimented WPGH on its well organized programs and unusual sportsmanship. WPGH is a daytime station, going off the air at sundown. One of Manager George Young's final features, is to announce the best programs on Pittsburgh's other stations for the remainder of the evening.

most enjoyable in years. . . . The complete Hollywood hearings before the House Committee on Un-American Activities are being broadcast by WWDC-FM from the opening to the closing session.

—LOUISIANA—

NEW ORLEANS—Capitalizing on local interest in this state's junior colleges, Jack Lester Morors is sponsoring Bernie Moore, Louisiana State University coach in 15 minutes of gridiron news over WDSU giving dope on Pelican State teams. Aired each Thursday, part of the program is devoted to prophecies by Moore about the coming week-end games. New additions to WWL's staff include Margie Clarke, formerly of WGST, Atlanta, in the traffic department and Jeanette McDaniels, also from Atlanta, who is doing station continuity.

—MONTANA—

ANACONDA—New program on KANA is "Your Car," an interesting and highly informative presentation of the automobile problems as they are today, highlighted with current trends and shifts in the industry. Show is sponsored by the Anaconda Motor Company. . . . **MIS-SOULA**—Four KGVO mike men have registered for the Fall quarter at Montana State University. The quartet includes Warren Mead, sportscaster Morris White, newscaster, and announcers Ray Kelley and John Rollson.

—NORTH CAROLINA—

CHARLOTTE—Charles Crutchfield, WBT general manager, has been appointed to the Employer-Employee Relations Executive Committee of the National Association of Broadcasters. . . . **RALEIGH**—WPTF announcer, Phil Ellis, has won \$100 in Tennessee Nursery contest for pulling the most mail orders for the nursery's home orchards, at lowest cost per order to sponsor. About 15 other stations competed.

—CONNECTICUT—

HARTFORD—Larry Kenfield, chief of WTC's transcription library, was elected president of the Hartford Christian Activities Council at its annual meeting held recently. . . . A series of dialogues entitled, "Your Social Security," will be heard weekly over WDRC, starting November 1. Program is arranged by the Hartford office of the Federal Social Insurance Board. . . . **NEW HAVEN**—New WNHG staff member is Ruth Crull Doolittle, who is acting as director of women's programs and continuity writer.

Downey On WINS, Not WOR

Morton Downey's new show for Coca-Cola which bowed last night, Wednesday, over Mutual will be heard in New York via WINS and not WOR at 11:15 p.m. Sponsor reportedly wanted the program carried in New York simultaneous with the network organization but WOR couldn't comply because of the Herald-Tribune news. Downey show will be broadcast three times weekly on Tuesday, Thursday and Saturday evenings.

Breen Stages Drive For Code Revision

Campaign for a grass roots rally to fight the NAB code and any control of radio programming has been started by Edward Breen, president and general manager of KVFJ, Fort Dodge, Iowa, who has written and printed a 15-page booklet titled, "You Believe in Freedom!" KVFJ, a 250-watt Mutual affiliate. Breen treatise opens with the charge that the last NAB convention "was the scene of a well planned conspiracy by a selfish, tightly organized minority within the industry to sell radio freedom down the river."

Breen has three suggestions for broadcasters to whom he has sent his booklet, one of which is for stations in each state to elect a district representative "who will represent the interests of the stations rather than the networks." The KVFJ president urges broadcasters to tell the Representatives and Senators in Washington that what the new radio law needs is a provision allowing appeals in a Federal district court and trial by jury whenever the FCC suspends or refuses to renew a license. The other suggestion is that broadcasters write district NAB representatives about the code and send a copy to Justin Miller.

It will be recalled that Breen was on the floor at the NAB convention in Atlantic City both times that the code was being discussed. On his first appearance he said the code sounded like "window dressing" for the industry and he described it as "putting us into a strait jacket." Breen said newspapers and magazines have no limit on advertising space and there should be no control over radio commercials.

KVFJ's general manager terms the present code "such a bad job it can be repaired" so he's written his booklet "The Broadcaster's Creed," prefaced with an oath to operate a station in the best interests of community and country. Breen tacked P.S. on to his booklet, declaring that 61 people were present when the resolutions were passed on the final day of the NAB convention last month. "Radio," he says, "is too big to be run by 61 people."

New Du Mont Table Model Reaches N. Y. Tele Market

(Continued from Page 1)

of tuning in all frequency modulation stations. The production schedule at DuMont labs call for 10,000 of the new table model receivers to be produced by the holidays. It is expected that some of these sets will be channeled into the Philadelphia, Washington, Chicago, Los Angeles, Detroit and St. Louis markets.

During the past few months Allen B. DuMont and his associates have been experimenting with the new model and holding trade showings. The trade press and television specialists will view the new receiver at a showing this afternoon at the Park Lane Hotel in New York City.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 41, NO. 22

NEW YORK, FRIDAY, OCTOBER 31, 1947

TEN CENTS

Forecast Tele Expansion

Night-Time 'Clears' Urged By Educators

Washington Bureau, *RADIO DAILY*
Washington — Throwing open of clear channels for night-time use by educational stations was urged upon the FCC yesterday by spokesmen for the National Association of Educational Broadcasters. Executive Secretary Morris Novik, former manager of WNYC, New York, told the Commission his members feel that "college and university stations should be permitted to meet the needs and wants of their own particular radio

(Continued on Page 3)
— National Radio Week —

ASA Seeks To Improve Recording Standards

The American Standards Association yesterday announced a new committee formed to prepare standards expected to result in improved performance of discs, magnetic recordings and sound track on film. Representatives of the NAB, RMA, SMPE and the War and Navy Departments are co-operating in the work.

George M. Nixon, assistant development engineer of NBC, is chairman
(Continued on Page 3)
— National Radio Week —

Charlie McCarthy Leader In Pulse Program Study

The Sept.-Oct. report by The Pulse, Inc., shows that Charlie McCarthy, Lux Radio Theatre and Mr. District Attorney took the first three places, among daytime and evening shows, in the combined four metropolitan areas of New York, Boston, Chicago and Philadelphia. McCarthy was
(Continued on Page 8)

Open Line To Paris; Gossip Field Day

Bill Brooks, Orrin Dunlap, Ken Frye, Ted Church and a host of other radio and communications personalities visited with friends in Paris over the shortwave telephone in New York yesterday noon as a part of the inauguration of regular service between Radio France and RCA Communications, Inc.

The open line was a gossip line with correspondents, radio executives and RCA communications experts exchanging pleasantries with old friends in Paris. As usual the weather was one of the topics discussed. This line of conversation revealed that it was a beautiful day in Paris and not too nice in New York City. Others talked of homecoming by Christmas, the Communist situation in the French capital, and why the delegation in the new Paris studio had been confined only to broadcasters.

Japan Set-Production Inferior And Limited

Radio receivers of inferior quality are now being produced in limited quantities in Japan, Bill Costello, chief of CBS's Far Eastern News Bureau, revealed in New York yesterday. Costello has just returned from 18 months in Tokyo.

"The limited number of new receivers is attributable to the fact that all sorts of substitutes are used
(Continued on Page 8)

GOP And Demo. National Conventions In Philadelphia Will Give Impetus To Network Development

Heavy Spot Campaign Set By Movie Producer

A total of 600 spot announcements spread over six New York City stations in a four-day period is the record-breaking campaign set by Twentieth Century-Fox for its new release, "Gentleman's Agreement," opening at the Mayfair Theater on Nov. 11. The transcribed five-second commercials will be delivered by announcer Frank Gallop.

Stations signed for the deal are
(Continued on Page 8)
— National Radio Week —

Lasley Gets Promotion In NBC Organization

David Lasley, advertising and promotion manager of Station KPO and NBC in San Francisco, has been named to the same position for the NBC Central Division in Chicago
(Continued on Page 3)
— National Radio Week —

KBS Added 76 This Year; Network Total Now Is 302

The Keystone Broadcasting System has shown a steady increase in affiliates since the first of the year and has now hit the 302 mark, it is announced
(Continued on Page 2)

Selection of Philadelphia as the national convention site of both the Republican and Democratic parties next summer—influenced largely by the availability of television coverage of a half-dozen states holding approximately 260 electoral votes—is regarded by top industry execs. as a vital decision since
(Continued on Page 5)
— National Radio Week —

Tele B'casters To Ask City Cut Red Tape

A three-man committee representing New York's television stations has been formed to petition the city government for elimination of red tape involved in obtaining permits required for street shows and other remote pickups, *RADIO DAILY* learned yesterday.

Members of the committee are:
(Continued on Page 6)
— National Radio Week —

MBS Sets Wm. L. Shirer Comm'l Series On Jan. 4

William L. Shirer, veteran commentator and news analyst, will debut a weekly series of news programs over Mutual for the Piedmont Shirt Company on Sunday, January 4, 1948, (1-1:15 p.m.) it was announced yesterday. Program will be heard on about 200 MBS outlets.

Business Outlook For FM Improving In N.Y. Area

Business outlook for independent FM stations has improved considerably during the past year, and prospects for 1948 are even brighter, a check of the three New York FM indies revealed yesterday.

All three outlets, WABF, WGHF and WGYN, reported increased sales, broader programming and an appreciable jump in listener response. Although they are still operating in the red, hopes are high that they may

be able to come out even next year. Improvement is attributed largely to the increase in the number of FM receivers in the Metropolitan area. While no actual survey figures are available, various estimates place the present FM audience in New York near 200,000, with one source going as high as 300,000.

Greatest gains were reported by WABF, which signed up 15 new sponsors
(Continued on Page 6)

Survey

Norman, Okla.—A survey of 300 broadcasters, agency reps and educators who have attended the University of Oklahoma's annual radio conference reveals that 88 per cent feel that the meetings should be continued, it was announced yesterday by Sherman P. Lawton, co-ordinator of radio at the school. In view of this, Lawton announced the 1948 conference.

Unprogrammed

Norfolk, Va.—Emceeding a program of amateur bouts at City Auditorium here recently, Joe Brown, of WGH, opened with the customary "Ladies and Gentlemen, our National Anthem." With the audience standing at attention, it was discovered that the record player had failed and silence reigned. Brown saved the day by whistling "The Star Spangled Banner."



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

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Blvd., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Oct. 30)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	3/8
Am. Tel. & Tel.	155 7/8	155 3/4	155 3/4	1/8
CBS A	25 3/4	25 3/4	25 3/4	1/8
Fernsworth T. & R.	7 3/4	7 1/2	7 3/4	1/8
Gen. Electric	36 3/4	36	36	3/4
Philco	31 3/4	29	30	2 3/4
Philco pfd.	93	93	93	1
RCA Common	8 3/4	8 1/2	8 5/8	1/8
RCA First pfd.	70 1/2	70 1/2	70 1/2	1/8
Stewart-Warner	16 1/4	15 3/8	15 3/4	1/4
Westinghouse	29 1/4	28 3/8	28 5/8	3/8
Westinghouse pfd.	102 3/8	102	102 3/8	1/8
Zenith Radio	21 1/2	20 3/4	21	1

NEW YORK CURB EXCHANGE

Nat. Union Radio	4	3 7/8	3 7/8	1/4
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10 YEARS AGO TODAY

(From the files of RADIO DAILY)

The executive committee of the AFM informed record manufacturers that musicians would be allowed to cut discs only under a union licensing agreement, in a move designed to curb "indiscriminate playing" of records on the air. One of the members of the AFM board was an up-and-coming chap by the name of James C. Petrillo . . . Paul B. West was elected president of the ANA at its 28th annual convention in Hot Springs . . . Among top network tunes was "Roses in December" (Irving Berlin, Inc.)

IN CLEVELAND IT'S
WHK

★ COMING AND GOING ★

MILTON BACON, assistant to the manager of WCBS, and JOE KING, of the CBS news staff, today go up to Spring Valley, N. Y., where they will judge 28 girl contestants in a contest under the auspices of the Chamber of Commerce and Youth Activities Committee.

JOHNNY THOMPSON, singer, goes down to Philadelphia tomorrow as guest of Ed Hurst, emcee of WPEN's "Juke Box Jury." He'll originate his Saturday noon program from WFIL, affiliate of ABC in the Quaker City.

ROBERT B. HUDSON, director of education at CBS, has returned from Chicago, where he attended the School Broadcast Conference.

CRAIG ("Professor Quiz") EARL, now on an extensive personal appearance tour, will originate tomorrow's broadcast at Charleston, West Va.

MARIA DEL REY, singing star of the new CBS Latin-American network, leaves today for Washington, where she will appear at a Pan-American Union concert.

FRANCES SCULLY, of the American network Hollywood program, "Star Gazing," who has been conferring in New York during the past month with sponsors and advertising agencies, tomorrow will board the Golden State Limited on the return trip to the Coast.

T. HALL COLLINSON, owner of KTOP, Mutual network outlet in Topeka, Kans., has joined the executive contingent currently in Gotham on business.

CAROL GRAF, assistant to Cody Pfanstichl, director of publicity and promotion at WTOP, Columbia's owned-and-operated station in Washington, D. C., will return to the Nation's Capital tomorrow following a few days at CBS in New York.

KBS Added 76 This Year; Network Total Now Is 302

(Continued from Page 1)

nounced by Michael M. Sillerman, president. KBS has averaged one new affiliate for every working day during the last seven weeks, a gain of 37 stations. Since Jan. 1, KBS has added 76 new outlets and expects to bring the total year's increase to 100. The 37 new affiliates are:

WEBJ, Brewton, Ala.; WXAL, Demopolis, Ala.; WMFT, Florence, Ala.; KUCB, Blythe, Cal.; KROP, Brawley, Cal.; KGFN, Grass Valley, Cal.; KREO, Indio, Cal.; KCVR, Lodi, Cal.; KPRL, Paso Robles, Cal.; KTIP, Porterville, Cal.; KPRO, Riverside, Cal.; KVEC, San Luis Obispo, Cal.; KSYC, Yreka, Cal.; WJVB, Jacksonville Beach, Fla.; WKWF, Key West, Fla.; WLBK, Leesburg, Fla.; WMOC, Covington, Ga.; WKAI, Macomb, Ill.; KWCJ, Natchitoches, La.; KREI, Farmington, Mo.; WKOZ, Kosciusko, Mo.; KWPM, West Plains, Mo.; KBOW, Butte, Mont.; KIYI, Shelby, Mont.; KELN, Ely, Nev.; WLOE, Leaksville, N. C.; WILX, North Wilkesboro, N. C.; WJEL, Springfield, Ohio; KTJS, Hobart, Okla.; WKAP, Allentown, Pa.; WMCK, Me-Keesport, Pa.; WLAR, Athens, Tenn.; KCRT, Goose Creek, Tex.; KORC, Mineral Wells, Tex.; KVKM, Monahans, Tex.; WSVS, Crewe, Va., and KRAL, Rawlins, Wyo.

WHNY Goes On Air

WHNY, FM affiliate of Elias Godofsky's WHLI, Hempstead, L. I., officially went on the air this week in observance of FM Day, a part of National Radio Week. WHNY is on the air daily from 7 a.m., to 9 p.m.

JOHN T. MURPHY, of NBC's station relations department, will leave tomorrow on a business trip during which he'll contact affiliates in several Midwestern cities.

HARRY WISMER, American network sports director, leaves today for Cleveland, where tomorrow he'll broadcast the Navy-Notre Dame game. Meanwhile, PHYLL FISH, his secretary and an alumna of Illinois, is going to Ann Arbor to attend the Michigan-Illini tussle. Wismer will also air Sunday's game in Washington between the Redskins and Packers at Griffith Stadium.

ERNEST LEE JAHNCKE, manager of ABC's station relations department, Eastern division, who has just returned from a week with the network's affiliates in New England, leaves today for conferences with executives of several ABC outlets in the South.

CON HECKER, commercial manager of KVOD, American network outlet in Denver, Colo., is spending a few days in New York on station and network business.

LOIS LEE, vocalist now heard in the show "High Button Shoes," has returned from Pittsburgh following an appearance at the annual Variety Club program.

THOMAS L. BROWN, manager of WGVA, Geneva, N. Y., visited for a while yesterday at the station relations department of Mutual, with which the station is affiliated.

TOM BRENEMAN has finally arrived in New York, and today will broadcast his "Breakfast in Hollywood" before a vast audience in Madison Square Garden for the benefit of the Community Chest.

J. PRUITT, manager of WDVA, Mutual network outlet in Danville, Va., was welcomed yesterday at the offices of the network.

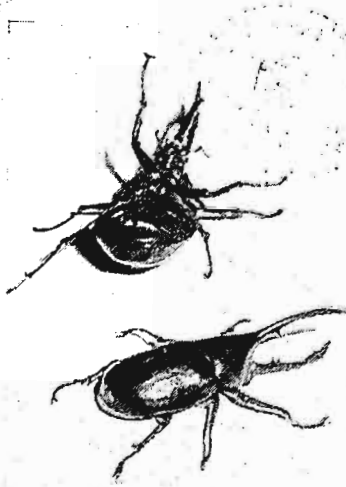
Luckman Appoints Viscardi To Head 'Food' Spec Events

Henry Viscardi, production supervisor at Mutual, has been requested by Charles Luckman, chairman of the Citizens Food Committee, to head up the special events and speakers' bureau of the committee. He'll depart for Washington today and will spend two weeks there mapping details on the "Food Train," etc.

Renew 'Waltz King'

Renewal of the transcribed Wayne King show in behalf of its client, Peter Fox Brewing Company, for Fox DeLuxe beer on WGN was announced in Chicago by John W. Shaw Advertising, Inc. In announcing the renewal, which was effective with the broadcast of October 23, Shaw also reported that Franklyn MacCormack, announcer on the transcribed series, will be retained as the For DeLuxe commercial announcer on the program.

AL RICKEY
Composer - Conductor
for Air Features and Musical Director for Mayfair Records, has just recorded two new unbreakable records—Wilbur The Whale and Music Box, with June Winters, known as the Lady in Blue, supported by a fine orchestra and chorus, gives an excellent performance.



Beaten Beetle

That's a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles.

Somebody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can't buy time the way you did during the "soft touch" years.

Maybe you're one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we're sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H.

W-I-T-H is the highly successful independent that produces more listeners-per-dollar-spent than any other station in this big 5-station town.

Use W-I-T-H and nobody is going to "rattle" you to the ground!

W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Reed

Night-Time 'Clears' Urged By Educators

(Continued from Page 1)

audiences at night in the same manner as it now meets them during the day."

Michael Hanna, manager of the Cornell University station, WHCU, Ithaca, N. Y., asked for night-time operation of his station, which is on the 870 band with one kilowatt limited to WWL, New Orleans.

Dr. Tyler Concurrs

Dr. I. Keith Tyler asked for night operation for WOSU, Ohio State University station in Columbus, which is on the 820 band. Dominant stations on that band are WBAP, Fort Worth, and WFAA, Dallas.

Novik said it is not possible "for any one or group of 1-A clear channel stations to actually serve the highly specialized and local needs of communities which lie beyond their own immediate area. This is particularly true, in so far as it applies to varied needs of farmers. Just as it is impossible for a Chicago daily newspaper to provide Florida citrus growers with local news, or the Minneapolis daily newspaper to serve adequately the citizens of New York City, it is impossible for Class 1-A stations to serve effectively listeners half a continent away.

The CCBS super power proposal would if adopted, he said, "not only prevent college and university stations from securing night-time broadcast hours which are so essential in order to reach the largest audience, but would also have the effect of seriously curtailing the service to the present radio listening audience during the day."

Hanna Sees "Paradox"

Hanna said of the WHCU problem: "It seems paradoxical to us that in the center of the nation's most populated state there should be an area embracing many thousands of families who do not and cannot receive a primary night-time signal, but must receive radio service which is mediocre throughout the year and is characterized by static and fading during most of the time. These families are now deprived of the services of a local station which is qualified and prepared to serve their particular and localized needs."

Tyler said that "since each educational station is in a somewhat unique position as regards its facilities, no one plan will afford relief. But among the following proposals, a solution might be found for each station.

3-Point Plan Suggested

"(1). Preserving the 540 kilocycle frequency for educational stations will afford relief in some areas where there will not be interference with existing 550 and 560 kilocycle assignments.

"(2). Permitting night-time broadcasting by Class II stations when the dominant station is located at a great distance.

"(3). Extending the broadcast time of the Class II station an additional hour beyond sunset, thus utilizing the period when interference has not attained the full strength."

NBC States Case

Washington—A strong plea for the preservation of present clear channels was made before the FCC yesterday by Raymond F. Guy for NBC. Guy was on the witness stand for several hours as attorneys Louis Caldwell, for the clear channel group, and Paul Spearman, for the regional group, tried to get him to commit himself on the issue of higher power for the clears versus the breaking down of the channels. He reluctantly indicated that if forced to choose he would support super-power—but insisted that he does not conceive of that as an issue at present.

ASA Seeks To Improve Recording Standards

(Continued from Page 1)

of the group, and John K. Hilliard, of the Altec Lansing Corp., is vice-chairman.

Standard definition of terms, methods for determining the quality of the sound and standard dimensions to insure interchangeability and more satisfactory operation of automatic record changers are among the problems to be undertaken immediately.

Development and widespread use of magnetic recording processes helped bring the need for standardization into prominence, the ASA said. The various groups concerned hope to provide standards before differences in dimensions in magnetic materials and in recording and playback equipment become accepted.

Five technical subcommittees are being set up to correlate the work of existing organizations and to develop standards in fields in which none exist at present. Chairmen of these groups are:

H. I. Reiskind, of RCA, representing the RMA; Robert M. Morris, of NBC, representing NAB; Dr. S. J. Begun, Brush Development Corp., representing the IRE; Dr. Edward W. Kellogg, RCA-Victor, representing the SMPE, and Clyde R. Keith, of Western Electric, chairman of the ASA Sectional Committee on Motion Pictures.


Lasley Gets Promotion In NBC Organization

(Continued from Page 1)

effective November 3, it was announced by I. E. Showerman, vice-president in charge of the division.

Showerman also announced that Harold A. Smith, assistant manager of the department, will become promotion manager of Station WMAQ, NBC's Chicago key, effective November 3. Smith will be in charge of all local promotion, but will report to Lasley.

Lasley succeeds Emmons Carlson, who recently retired as advertising and promotion manager. The new manager joined NBC in Hollywood in 1938, and served as assistant promotion manager of the Western Division from 1939 to 1942. In 1942 he was Western Division promotion manager of the then Blue Network.



**MAINE'S
NEWEST
STATION**
IS
On the Air
WGUY
BANGOR
AN ABC AFFILIATE

- BANGOR is talking about our new ultra-modern studio... and
- BANGOR is listening to station WGUY too. You'll sell the Maine buyers in the Bangor area (a \$100,000,000 market) on WGUY.
- NOW YOU CAN COVER MAINE'S TWO LARGEST MARKETS WITH ONE ORDER TO GUY GANNETT BROADCASTING SERVICES, 645-A CONGRESS, PORTLAND 3, MAINE.

WGAN
Portland, CBS Affiliate, 5000
Watts, 560 kc.

WGUY
Bangor, ABC Affiliate, 250 Watts,
1450 kc.

National Representative
PAUL H. RAYMER CO.

LOS ANGELES

By RALPH WILK

GENE GACH has been signed as the new publicity director at KFVB. Before the war, Gach had his own publicity office and handled such accounts as Earl Carroll. During the war he was in the Army with C. I. C., during which time he wrote a book entitled "In the Army Now." In 1946, he was in publicity and advertising at Lockheed Sales Promotion for Military Aircraft. He now has his own publicity and advertising office in Hollywood, but will give this up when he joins KFVB, Nov. 3rd. Sydney Yallen will act as assistant to Gach.

Harrison K. McCann, president of McCann-Erickson, arrived from New York this week, accompanied by his wife, Dorothy, Radio producer at McCann-Erickson, to make final arrangements for the radio entertainment for the party being given Jean Hersholt on his tenth anniversary as Dr. Christian, November 5th.

Radio actress Margie Liszt is the new Miss Duffy on "Duffy's Tavern." Miss Liszt, the runner-up for the part in the recent tryouts, becomes a cast regular, and in future shows Helen Eley will portray Miss Duffy's girl friend, Emma Pfeffer.

Frank Sherlock, who has been associated with M-G-M Studios for the past ten years, more recently on Howard Strickling's publicity staff, has left the studio and has joined the Bernie Milligan publicity office, West Coast representative for Earle Ferris.

Matt Dennis cutting ten tunes for the C. P. MacGregor Transcription Library, this week.

Finley Acquires Rights To Transcribed Programs

West Coast Bureau, RADIO DAILY Los Angeles — "Hollywood Notebook" and "The Anderson Family" have been acquired by Finley Transcriptions, Inc.

Hollywood Broadcasters Cooperative, Inc., the recently-formed producing company composed of veteran filmland radio personalities, produced the new half-hour dramatic series of 52 programs. With Herbert Lytton producing, 26 have already been cut.

Veteran announcer-commentator John Dehner produces the "Notebook" program, a five-minute six times weekly show of filmland events. To insure freshness of content, the Dehner programs are cut on Wednesdays, speed processed and then air expressed on Fridays for broadcast throughout the ensuing week.

WPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
 EDWARD WHITLEY
 McCANN-ERICKSON, INC.
 Next Week ? ? ?



Manhattan Memoranda. . . !

● ● ● Present hostility toward Russia and recognition of latter's heavy radio propagandizing, may lead to more money being made available to Voice of America broadcasts. (Budget was recently heavily slashed) . . . Observation: NBC, which is eliminating all crime stuff until 9 p.m., out of deference to the kiddies, offered "Blind Alley" on television Wednesday—a thriller with a mere three murders. . . Norman Winter, ass't head of radio at Foote, Cone & Belding, interested in hearing audition records for any available shows. . . Recent mention here about Handsome Harry Wismer's photogenic profile in the West Point film brought him two bona fide celluloid offers within a fortnight. . . Bing Crosby nixed a lush offer from the Roxy. . . Henry Morgan, who is not overwhelming H'wood with his modesty, has added Ruth Perrot, zany character specialist, to his stanza. . . Johnny Guariniere has shelved some six or seven of his air shows to form a new trio which opens Monday nite at the St. Regis Iridium Room. . . Ruth Berman, sensational swing harpist with Ray Bloch, making a record album as well as a series of transcriptions for Standard. . . Jim Backus show renewed through the winter. . . Zane Grey ailer headed back for Coast origination. . . Information Of No Interest Dep't: According to the waiters around the fashionable spots, radio actors are better tippers than the B'way legit performers.



● ● ● Top Cinderella story of the year concerns Ellen Fenwick, a radio, stage and screen hopeful, who opens Monday nite as the star of the Broadway show, "Trial Honeymoon." Originally joining the show in a bit part and understudy to the lead, illness of the star in the Boston tryout, propelled Ellen right into the No. 1 spot. After playing it for a week up in Boston, producer Harry Rosen decided she was just what the doctor ordered and handed her the juicy assignment for the B'way preem.



● ● ● **AS I LIVE AND DIAL:** Parker Fennelly (Titus Moody of Allen's Alley), has a Down East twang that oozes with Vermont maple syrup. . . Long for the good old days when Ransom Sherman was making guaranteed intelligent humor in "Club Matinee" in the afternoon. . . Morey Amsterdam would be a lot funnier if he didn't try to get yaks out of every line. . . Anytime a national event breaks, we love to hear Bob Trout at that side of the microphone as my verbal newspaper. . . For good, consistent bulls eyes with gags, give us Groucho Marxmanship. (You so want to enjoy Groucho that you even laugh at the straight lines). . . We like Martin Agronsky's news analysis as much as the next fellow—but we're gonna quit tuning in on him if he doesn't slow down in his reading. By the time he's through, we're all outa breath. . . Good for Irene Winston. See where she gets an original screen credit for "Bury Me Dead," now showing at the Rialto.



● ● ● "Sweepstakes," a new audience participation show providing a chance to pyramid winnings into four figures, being offered around by Program Productions. In spite of the show being one of the biggest money-giving ideas in radio, it's modestly budgeted and packs plenty of suspense as well as comedy. Bob Dixon is emcee.



● ● ● **LOVE 'n KISSES:** Phil Silvers' inspired clowning in "High Button Shoes." . . Annamary Dickey's thrilling trilling in "Allegro." . . Howard Smith's conducting and arranging on the Rob't Q. Lewis stanza. . . Ray Bolger's twinkling toes and glib ad libs at the Carnival. . . Judy Canova's air antics. . . Stan Kenton's latest Capitol calypso novelty, "Curiosity." . . Dorothy Ross' songs and piano at the Bagatelle. She's one of the top nite club draws in town.

CHICAGO

By NAT GREEN

"BREAKFAST TIME FROLICS" is a new recorded music program which WGN will launch November 3 for early risers, show to be heard at 6 to 6:30 a.m. Consolidated Royal Chemical Co. will sponsor it for 26 weeks.

Phyllis Kremer of the WBBM continuity staff is spending the week in Lexington, Ky., as guest of Jane Burrous, former WBBM staff writer.

More than 52,000 advance orders have been received for the 1947 edition of the "Breakfast Club" year book, which is currently in the mails.

Col. Robert R. McCormick, editor and publisher of the Chicago Tribune, will make his weekly addresses on the "Chicago Theater of the Air" program on WGN from various points in the Pacific during his airplane tour of the Orient. His editorials will be transmitted by short-wave to San Francisco and thence to the network.

Action of two NBC-WMAQ newsmen in reporting the sale by a sports goods store of ammunition for use in German Luger pistols resulted in an immediate investigation by Chicago Police Commissioner John Prendergast and may precipitate a wholesale probe into sale and transfer of unregistered "souvenir guns" in the city.

Mrs. Laura Satterwhite Wicker has resigned as program bookings supervisor of the NBC central division to devote all her time to being a housewife. She was replaced by Rolland Reichert, formerly night traffic supervisor, who in turn was succeeded by Vern Heeren.

Realty Co. Sets Series Of Tele Shows On WABD

First use of television to sell real estate in the New York area is currently being made by Previews, Inc. one of the industry's largest brokers, which debuted a series of quarter-hour programs titled "A House for Mr. Busby," on WABD last week.

Also known as the National Real Estate Clearing House, Previews will devote most of the series to selling houses, most of them in the middle price range. Houses for sale will be flashed on the screen via slides interspersed in the "Busby" comedy drama which has to do with a zany couple house-hunting in a hurry. Idea is to underscore the fallacy of home buying without benefit of broker advice, etc.

"Busby" is written by Jean Lewis and produced and directed by David Lewis, of Caples Co.

FOR SALE
 PROFITABLE TRANSCRIPTION BUSINESS
 Write or Wire
 Box 413 — c/o RADIO DAILY
 1501 Broadway, New York 18, N. Y.

Politicos' Selection Of Phila. Spurs Video Network Plans

(Continued from Page 1)

it provides the sharpest incentive yet to early establishment of a nationwide video network. Coverage of the two '48 conventions on an eastern and mid-western network of some 20 stations will be the forerunner of a coast-to-coast hookup, it's felt, and will hasten cable and relay installations in other sections of the country by a matter of years.

Industry execs estimate that about 500,000 sets will be in use in the "network" area when convention time approaches, and that the available audience will approximate 7,000,000 to 10,000,000 persons.

In what manner the network will be set up poses a complex question to industry and utility engineers, since plans to join such key cities as Boston, Pittsburgh, St. Louis, and Milwaukee are still in the nebulous stage. Industry and political officials are said to have discussed with General Electric the possibility of establishing micro-wave relay links connecting Pittsburgh, Cleveland and Chicago at which point the WBKB relay (also GE equipment) would dispatch it to another proposed link to Milwaukee. GE said yesterday, however, that "no definite request" had been made in this regard but indicated the project could be handled well within the time required to get on the air. Only definite planning of a relay link at the moment is that between Schenectady and Syracuse, the company said.

New York to Boston Planned

AT&T officials pointed out that the coaxial cable (equipped with video terminals) does not extend beyond the Washington-Baltimore-Philadelphia-New York route, but that company engineers are in process of developing a micro-wave link from New York to Boston. Latter is expected to begin experimental operations next month, it was said. It was the opinion of one company exec that the convention network would be a combination of both coaxial cable and micro-wave relay—one acting as a connecting link at the point the other cuts off.

Estimates as to the size of the video audience by next June are justifiably based on reports that 32,000 tele sets are hitting the market monthly, and that this rate will be increased considerably after the first of the year, industry spokesmen pointed out. One exec predicted that the GOP-Demo confabs will provide a strong stimulus to set buying, and will provide as much public interest in the mid-western area as the World Series and the Louis-Conn fight did in the east.

Cost of covering the meets to the tele broadcasters is put at \$200,000—\$100,000 for each confab—and it's expected that the networks and stations taking part will each foot a portion of the bill. It's also reported that the nine newspaper-owned video outlets, which met in Chicago last month, were prepared to offer coverage of

the Philly meetings even if the networks and indie broadcasters weren't able to get together on a pool arrangement. Newspaper-stations were said to be willing to spend up to \$175,000 to close the deal.

Jack Poppele, co-ordinator of radio and television coverage of both conventions, and president of the Television Broadcasters Association, yesterday hailed the selection of Philly as a boon to the industry. In a statement to RADIO DAILY he said:

"Television's importance has been recognized by leaders of both major political parties in their choice of Philadelphia as the site for party conventions next summer. Wide-spread coverage by television is thus possible. As a matter of fact, more people will see the 1948 party conventions by television than there were voters during the formative years of the nation when freedom was first asserted in Philadelphia. The impetus which television will get from handling these two great political events, will unquestionably establish it as the greatest form of mass communication yet devised," he said.

"Since millions of persons will see the conventions for the first time in history by television, it is quite likely that this new medium could easily swing the election of a President one way or the other in 1948."

Stations on the air, or expected to be in operation by convention time include: New York—WNBT, WABD, WCBS-TV; Philadelphia—WPTZ, WFIL-TV, WPEN-TV; Washington—WNBW, WTTG, WMAL-TV; Baltimore—WMAR-TV, WBAL; Schenectady—WRGB; Boston—WBZ-TV; Chicago—WBKB, WGN-TV; St. Louis—KSD-TV; Detroit—WWJ-TV; Milwaukee—WTMJ; Minneapolis—WTCN. Stations are also expected to be on the air in Buffalo, Syracuse, Richmond (Va.) New Haven and Hartford, (Conn.) and Jersey City.

SOUTHWEST

PASSING out cigars this week is Owen Johnson, account executive of KTSA, San Antonio. Johnson is the proud father of a baby boy born on Oct. 23.

Charlie Sherwood presents an hour of pop music, comedy and time signals over KIXL, Dallas daily at 7 a.m. a program titled "From Bed To Torse."

Forrest Wallace, formerly with WMAQ, Chicago; WWJ, Detroit and the NBC Central Division has been named general manager of KWBC, Fort Worth. He succeeds James Jennie who has resigned from the station's staff. Wallace has also been named secretary to the Worth Broadcasting Co., owners and operators of the station.

According to Charles Lutz, manager of KYFM, San Antonio, two half-hour portions of the weekly Saturday night request program "Strictly Off The Record" will be sponsored by the B. Kelly Co. and the Neice Hardware Store, both in Alamo Heights, a suburb of San Antonio. This was due to the large increase of homes in the Alamo Heights section with FM receivers or Pilotuners. According to Lutz, the owner and manager of the latter store is present each Saturday to take the numerous requests for the program personally.

First Amendment Committee Buys More Time On ABC

ABC has booked a half-hour of commercial time for the second program of the "Hollywood Fights Back" series sponsored by the Committee for the First Amendment, a Hollywood group which organized to answer charges made by the Un-American Activities Committee. Broadcast is scheduled for Sunday, Nov. 2, 4:30-5 p.m., EST.

Pickups will be made from New York, Washington and Hollywood. Those scheduled to be heard include Humphrey Bogart, Lauren Bacall, Danny Kaye, Moss Hart, George Kaufman and Leonard Bernstein. This marks the second 30-minutes of time bought over ABC by the Committee for the First Amendment.

Five Strike At WOOK

Washington—Four announcers and a disc jockey struck at WOOK, in this city, yesterday, in a dispute involving negotiations for recognition of AFRA as bargaining agent for talent employes of the new daytime station. Owner of WOOK is Richard Eaton, veteran news commentator.

AGENCIES

JOHAN L. ALBRIGHT, formerly of Dancer - Fitzgerald - Sample, Inc., has been named copy chief of National Export Advertising Service, Incorporated.

GEORGE W. BOLLING, president of The Bolling Company, national station representatives, has added Edwin A. Pancoast, Jr., to the New York sales staff. Pancoast, has had 14 years of experience in program production, program sales, and time sales, with World Broadcasting, WINS, and Universal Radio Sales.

JOE KATZ, president of The Joseph Katz Company, advertising, acted as disc jockey on WBAL, Baltimore, and got so much fan mail that he has been asked to give a repeat performance. Even got an offer from a sponsor, it was said.

Two Vice Presidents Announced By Crosley

Cincinnati—The election of William P. Robinson and Marshall N. Terry as vice - presidents of the Crosley Broadcasting Corporation was announced yesterday by James O. Shouse, president. Shouse disclosed that the two men were elected at a special meeting of the executive committee of the board of directors of the corporation last week in New York.

Robinson becomes vice-president in charge of WLW programs and Terry vice-president in charge of WLW promotional activities. At the same time, the appointment of Walter Callahan as assistant general sales manager of WLW was announced. Neil Smith, who has functioned as acting assistant sales manager will shortly assume a new post whose nature Shouse did not disclose, but which is connected with the company's expansion program in Dayton, Columbus and Indianapolis.

IN CLEVELAND IT'S
WHK

Keeping Rates **DOWN**
and Sponsor's Sales **UP**
in the Detroit Area!

5,000
WATTS at
800 Kc.
•
MUTUAL

CKLW

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

FM-Indie Prospects Seem Good For '48

(Continued from Page 1)
sors during the past year. These are mostly local advertisers, including two hotels, the Roosevelt and the Governor Clinton.

Program-wise, the station will augment its policy of "uninterrupted music" with news and commentaries, a children's show and a book program. Beginning Nov. 2, the outlet will broadcast the Sunday concerts of the New Friends of Music, from 5:30 p.m. to conclusion. This marks the first time that a major concert series will be carried exclusively on FM.

WGHF also signed several new accounts, including commentary by Henry J. Taylor sponsored by General Motors. To gauge audience, a giveaway of a directory of FM stations in the area was offered. Response, according to Martin Pollins, spokesman for the station, was "encouraging" and exceeded expectations.

The outlet's first live talent program, a 30-minute dramatic show heard Mondays at 9 p. m., has been on the air for three weeks, and a second debut Nov. 7 at 10 p.m. A weekly salute to a Metropolitan community, the premiere will be dedicated to Elizabeth, N. J., and features the local mayor and newspaper publisher.

Five New Sponsors

Five new sponsors have been added by WGN, according to station manager Ralf Brent. These are all local advertisers, although one, a radio dealer, pays the tab in a co-operative arrangement with Philco.

Here, too, a trend toward live programming is noticeable. Program director Bob Siegal has lined up two live shows. One is a Navy recruiting show featuring Ray Marsh and his orchestra which will be heard from 6 to 6:30 p.m. on Saturdays. This will be followed by a one-hour variety program produced by students of New York University, and originating from the school's Washington Square studio.

Mutual Promotes Two

Chicago—Ade Hull, vice-president of the Mutual network in charge of midwest operations, yesterday announced the promotion of Mrs. Myrtle Goelet to the post of office manager in the midwest branch of the network. Mrs. Goelet has been with the network since its formation in 1934.

Additionally, Hull revealed that Dorothy Reynolds has been named midwest sales service manager for the web. Miss Reynolds joined Mutual in 1939.

WORDS AND MUSIC

By PINEY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Murray Baker and his staff at Robins starting to click with "Those Things Money Can't Buy," hollad penned by Ruth Poll and Al Goodhart. . . ● Jack Berch introduced a new tenor: "The Letter I Forgot To Mail" on his Prudential program this week. . . ● ditzy, by Bob McElliott and Art Lambert is published by Nationwide Songs. . . ● Mr. and Mrs. Paul Flynn (he's Chicago contactman for C.awford Music) in Gotham on business and vacation trip. . . ● Abo Olman, head of the Big Three Music Firms, due back in town from Hollywood. . . ● Talk around town concerns a new musical to be filmed, based on the life of Ruth Etting. . . starring Rita Hayworth with La Etting's voice to be dubbed. . . ● Recommended: a local outlet for Wardo Donovan's Wednesday NBClassic baritone, heard only on the network. . . ● Vaughn Monroe's terrific arrangement and the Moon Maids' thrilling tilling of "Lucky." . . The Korn Kobblers' zany clownings via NBC and Mutual from the Flagship in New Jersey. . . New "MBSongs By Morton Downey" series. . . the silvery-voiced tenor has been on top for years. . . ● Kitty Kallen and Bud Granoff of George B. Evans' hackery will chant an "I do" in January. . . ● Jackie (homer) Kalk set to launch a comedy series of his own. . . Probably by Thanksgiving. . .

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● ● ● For years he'd been singing novelty ditties (The Jesters) so it's natural that Dwight Latham's initial venture as a tunesmith offers a humorous type of song. . . in collaboration with Moe Jaffe, he's written "I'm My Own Grandpaw," published by General Music. . . ● Les Hafner has completed a musical play based on Peter DeRose's classic "Deep Purple." . . DeRose will compose the score. . . ● Ann Walsh who wrote the words and music of "When Someone Like Me" (Finds a Dream Like You) for Northeastern Music, is a teacher in public school. . . ● Jack Lacey has been renewed for another year as platter WINSPINNER. . . ● That fine and timely series on Housing, heard via NBC was written by Agnes Eckhardt. . . ● Monte Proser flew to the Coast last week to prepare the New Trocadero for Pre-Christmas opening. . .

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● ● ● Chappell & Co., currently grooming two ditties for hitdom. . . "My, How The Time Goes By," written by Harold Adamson and Jimmy McHugh for the RKOLlicker "If You Knew Susie" and "Say Something Nice About Me" penned by Sammy Step. . . ● Louis Prima celebrates his 13th year as headliner when he opens Nov. 13 at the Adams Theater in Newark. . . ● Due to the forthcoming Petrillo-allo, recording companies and transcription firms are already cutting the score of Cole Porter's new musical, "The Pirate," which might not open until after the New Year. . . ● Several top agencies are more than interested in the new NCAC package "The World Of David Lee," starring Roddy McDowall . . . a Coleman-Maxwell Production, this fine series deals with trials and tribulations of a teen-ager, his friends, family and rivals. . . ● Bob Holley Associates will soon open offices in Chicago and Hollywood. . .

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● ● ● **ON AND OFF THE RECORD:**—Larry Green's Viorecord of "Sippin' Cider By The Zuyder Zee" backed with "Old Ferris Wheel" should get a good juke box play. . . June Robbins' warbling of the Dutch ditty with piano-box accompaniment by the Maestro, liltily different. . . ● Mercury has come up with a real commercial platter in Two Ton Baker's pairing of "Near You" and "I'm A Lonely Little Petunia In An Onion Patch." . . ● Dick Gilbert of KRUX has waxed an album of Caesar's "Sing A Song of Safety" for Adventure Records. . . ● Disk jockeys can please their dancer-listeners with Charles Magnante Quartet's "Varieties In Rhythm" Album, released by Standard-Phono. . . ● Despite rumors to the contrary, Jan August is still under exclusive contract to Diamond Records, the platter which discovered him. . . ● Joe Mooney's vocal of "Lazy Countryside" proves this an unwise selection for the group. . . however, a great arrangement of "Stars In Your Eyes" on the reverse side, not only saves the disk but should propel it into the best-seller class. . .

Tele B'casters To Ask City Cut Red Tape

(Continued from Page 1)

Paul Wittig, manager of technical operations of CBS tele; Bob Jamieson, operations manager of DuMont and Paul Lynch, of NBC's legal department. The three were selected to provide expert counsel on the three major phases of the problem—technical, production and legal.

Under present regulations, each time a radio or television station plans a show that originates from a city street or requires installation of lines and/or other equipment or over a street or other public properties, a "street fair permit" must be secured.

Procedure involved in obtaining such a permit is highly complicated; it was said, requiring the approval of at least three and sometimes four or five separate city departments. For certain jobs a public liability bond of up to \$100,000 also is required although this may be waived upon presentation of a certificate of assurance.

The committee, it was learned, will ask for the issuance of a single renewable permit for all recurring shows of similar nature, and for form of blanket permit to operate in case of emergency.

It is probable that the problem will be handled by Judge Edward C. McGuire, the Mayor's film coordinator, who was appointed several months ago to alleviate similar problems when they began large-scale production in New York.

Maguire was brought into the picture Tuesday when he was presented with a request by Jamieson for a single permit for DuMont's spot telecasts from Park Arena. He told Jamieson that if a schedule was submitted listing similar recurring spots, much of the red tape in obtaining permits would be removed.

First Paul Whiteman Club Bows In Lambertville, N. J.

First of the "Paul Whiteman Clubs," designed to provide what some recreation for young people, held its premiere in Lambertville, N. J., tonight, Friday, with several personalities being imported from New York for personal appearances. Radio tent among the special press and rad junket leaving Manhattan this afternoon will be singers Johnny Thomson and Mindy Carson, the Budo Weed Trio and the Hank D'Amico Sextette.



ev'rybody's SINGING—
ev'rybody's PLAYING—
"EV'RYBODY'S BUYING MY
LOVE SONG"
(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.



For once they actually agree!

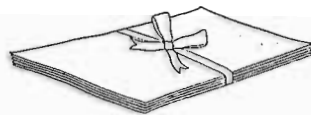


Hope and Crosby, in the movies, seldom see eye to eye. But there's one thing they really do agree on—they both think U. S. Savings Bonds make wonderful Christmas gifts!

SAYS BOB: "They're swell for *anybody* on your list. You couldn't pick a nicer, more sensible, more welcome present. Even Crosby knows that."

SAYS BING: "I hate to admit it, folks, but Hope is right. And remember this—you can buy Bonds at any bank or post office in the U. S. A."

BING AND BOB (together): "This Christmas, why not give the finest gift of all—U. S. Savings Bonds!"



Give the finest gift of all ... U.S. SAVINGS BONDS

THIS SPACE CONTRIBUTED BY RADIO DAILY



Japan Set-Production Inferior And Limited

(Continued from Page 1)
in manufacturing sets," Costello said. "All technical phases of Japanese industry are retarded because there is a terrible shortage of raw materials," he explained.

The Nippon-Columbia company is one of the principal radio manufacturing units in Tokyo. The company makes an average of 300 sets per month.

"Even with the material shortages there are more sets in Japan today than there are buyers. This indicates a certain amount of buyer resistance and the price is a factor. A Japanese worker is much more interested in eating than buying a radio set.

Station JOAK of Radio Tokyo is the principal outlet in the Japanese capital. It operates from 6 a. m. to midnight. There is also a network of stations throughout the empire but telephone lines are not adequate enough to insure good network broadcasting at all times.

Such programs as English lessons, a man-in-the-street show, a Dramatic Workshop are included in Japanese programming. They recently launched a daytime serial but this one, says Costello, "had a social theme, dealing with society's responsibility to war orphans." There are lots of news programs, all subject to censorship, which, until recently, Costello pointed out, "was an erratic, irrational censorship but which is now improving."

Telicon To Change Name To "Telicor" Corporation

Solomon Sagall, president of Telicon Corporation, announced yesterday that pending the final outcome of litigation with Telechron, Inc., a subsidiary of General Electric Company, his company would manufacture and sell video receivers under the name "Telicor" Corporation. Recent decision of a Wilmington, Del. court awarded Telechron, manufacturers of clocks and motors, a preliminary injunction restraining the television manufacturer from use of the name Telicon.

It was further announced that in addition to its large screen "Town Club" model at \$1,695, company is beginning production of two new models. Larger of these sells at \$1,895 and features a screen measuring 28 inches by 21 inches. Other new model features a projection picture measuring 20 inches by 15 inches, at \$1,495. Latter is designed for private use, libraries, playrooms, as well as commercial use in clubs, taverns, etc.



COAST-TO-COAST

—CALIFORNIA—

OAKLAND—"Meet The People," KLX's man-on-the-street show, with Jerry Morton, is now sponsored by Blumenfeld Theatres, Inc., of this city. Program is broadcast from the front of the Mayflower Donut Shop where participants are given theater passes and a dozen donuts each. . . . KROW has been awarded a Certificate of Appreciation by the United States Veterans Administration in recognition of outstanding service to U. S. war veterans through the medium of radio.

—CANADA—

CORNWALL—Bob Eadie, well-known local musician and artist has joined the announcing staff of CKSF. He is also featured on "Piano Playtime" his own 15-minute weekly spot. . . . **TORONTO**—During this week, CFRB has been asking all those attending audience-participation shows to bring along with them as many cans of food as they can spare to aid Greater Toronto's wedding gift to Princess Elizabeth, which will consist of food for the people of Britain. A beautiful post-war model Rogers Majestic mantel radio will be awarded to the one who brings the greatest individual number of food items to any one show. Winner will be announced by the mayor on a special program, November 3.

—CONNECTICUT—

STAMFORD—New program on WSTC-FM is "Connoisseur's Collection," featuring many of the world's finest records. Last Wednesday, a recording of Beethoven's Ninth Symphony, believed never before to have been played in this country, was presented in a "World Premiere" performance. . . . **HARTFORD**—A new forum series, arranged by Hillier College of Hartford, has been inaugurated over WDRG. Programs will feature students of the Political Science Club discussing major problems of the day.

—INDIANA—

COLUMBUS—WCSI-FM's new "News At Noon" program has been purchased by the Edgar L. Snider Company, distributors of Sinclair gas and oil for southern Indiana. Harold M. Arthurs, station news editor, was selected by the sponsor for this Monday-Saturday show. . . . **FORT WAYNE**—New member of WGL's engineering staff is Don Holzapfel, who will take over as chief engineer.

—MASSACHUSETTS—

LAWRENCE—WCCM is following the fortunes of the Lowell and Lawrence High School football teams by broadcasting the entire series for the first time. Art (Roxy) Rothafel, station program director, is handling the play-by-play. Broadcasts are sponsored by the Scott Jewelry Co. . . . **PITTSFIELD**—WBEC has been voted a certificate of merit by the American Legion for its "excellent co-operation" in publicizing the Legion in time made available for public-interest broadcasts. . . . **BOSTON**—Two more WCOP staffers have become

faculty. They are Paul Swimelar of the station's sales staff, who is teaching an evening course in microphone technique at Symphony Conservatory, and Ed Sullivan, continuity and script writer, who is instructing four classes in commercial copy at Leland Powers School of the Radio and the Theater.

—IOWA—

DES MOINES—KRNT manager, Phil Hoffman, has announced that a new BTA-5F type RCA 5,000-watt-transmitter will be installed before the first of the year. Chief Engineer Quantin said the new transmitter would improve the station's broadcast quality, reduce distortion, simplify and make safer maintenance of the equipment, increase the strength of reception and reduce electric power requirements by one-third. . . . Edmund Linehan, KSO program director, is the proud papa of a nine-pound boy, Thomas Wright, born last week at Mercy Hospital.

—MICHIGAN—

DETROIT—Newest addition to this city's roster of top disc jockies is Bob Cordell, just signed by WJKB to take over the midnight to 6:00 a. m., program entitled, "Corn Till Morn." . . . How responsible Negro leaders are combating the influence of Communism among their race will be discussed by Ulysses W. Boykin, publisher of The Detroit Tribune, and a group of prominent Negroes on WJTB's "In Our Opinion" program, November 2. News editor, George Cushing will moderate the program which will originate from the editorial rooms of The Detroit Tribune, prominent midwest negro paper.

—VIRGINIA—

ARLINGTON—In order to provide its listeners with complete election news and information, WEAM has been given permission by the FCC to remain on the air all evening, November 4 and until 1:30 a. m., November 5. Special election programs will include interviews at Democratic and Republican headquarters at 11:45 p. m., and 12:15 a. m., respectively. Featured newsmen will be Billy Repaid and Matthew Warren, with special events by Art Lamb and Sid Slapp. . . . **RICHMOND**—WRVA is paying one dollar to listeners whose rhymes are used on its new "Rhyme Does Pay" program.

CBS Revamps Lewis Show; Ace Ochs Is Producer

Robert Q. Lewis show on CBS (Sunday, 2-2:30 p. m.) is undergoing a format and talent revamp which, effective, Nov. 9, will introduce a weekly guest-star vocalist and new "stooges" to augment the Lewis activities.

In addition, Ace Ochs will produce and supervise the show while Goodman Ace, who formerly held that spot, will be contributing writer. Writing will be handled by Al Miller, J. Franklin Jones and Herb Finn. Latter has been a member of the writing staff, but Miller and Jones are new to the show.

Heavy Spot Campaign Set By Movie Producer

(Continued from Page 1)

WOR, WNEW, WQXR, WHN, WLBS and WEVD. Commercial aired on WEVD will be in Yiddish. Campaign will run from Nov. 9-12 with the peak day set for Nov. 11 to coincide with the movie's opening date. Thirty-five per cent of the air campaign will be expended on opening day, a total of 210 plugs for "Gentleman's Agreement" in a single day's period. Donahue and Coe is the agency.

Only last week Twentieth Century-Fox bought 100 five-second spots on both WOR and WNEW for a four-day period to publicize "Forever Amber," presumably a campaign which paid off. This time, for "Gentleman's Agreement," the same type of campaign is being tripled in the number of spots and stations. "Gentleman's Agreement" as a movie is said to pack the same powerful wallop, because of its portrayal of a racial issue, as it did in book form.

Charlie McCarthy Leader In Pulse Program Study

(Continued from Page 1)

clocked at 18.2 while Lux was only one-tenth of a point behind. Other programs showed among the top ten in the following order: Walter Winchell, Suspense, Hit Parade, Inner Sanctum, Kraft Music Hall, Break the Bank and Truth or Consequences.

Listings include only those programs which were broadcast in September and October. Many top rated evening shows which returned in October are omitted.

Among daytime strips, Breakfast Club and Rosemary pulled the highest quarter-hour ratings while Arthur Godfrey (11 a. m.) and Heley Trent tied for third place. "Quid as a Flash" was far out in front on other Saturday and Sunday day timers with 10.7, followed by "Star Over Hollywood" with 6.3. "Theatre of Today" ranked third.

Showing the trend in change over seasons, listening was up the last two months over that of July and August. Average quarter-hour set in use, for the week studied, was 22.6 for the four areas combined. Previous report was 21.2.

Tobin Heads WJDA

Joe Tobin resigned yesterday a chief announcer of WINS to take over active management of his own outlet in Quincy, Mass. Tobin is president of WJDA which went on the air in Quincy last month, and owns the station in partnership with James Asher.

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129