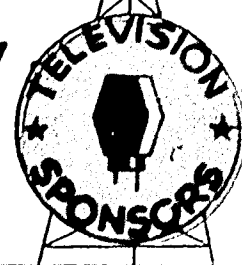


RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



36, NO. 23

NEW YORK, THURSDAY, AUGUST 1, 1946

TEN CENTS

Eye Transcription Field

Approval Near CBS Deal For KQW

Washington Bureau, RADIO DAILY
Washington—Final FCC approval of CBS's proposed acquisition of WSan Francisco, appeared likely to follow following oral argument before the Commission.

Supporting the Commission's major-proposed decision that grant of application would mean a "bottleneck" of facilities in the San Francisco area, CBS counsel contended the net's acquisition of the station would foster competition and

(Continued on Page 7)

Six-Month Gross One-Third Under 1945

Consolidated statement of income of Radio Corporation of America and its subsidiaries for the first six months of the year, with comparative figures for the corresponding period of 1945, was issued yesterday by Lieut. James G. Harbord, chairman of the board of RCA. Total gross income from all sources amounted to \$30,085 in the first half of 1946, compared with \$163,300,681 in the same

(Continued on Page 7)

Porter To Be Heard World Front' Program

Porter, director of the Office of War Relocation Administration, and formerly director of the Federal Communications Commission, will be heard Sunday, August 4, at 11:00 a. m., EST, on the "World Front" program heard on WLW, Cincinnati and an NBC broadcast. Topic for discussion on "World Front" will be "the government

(Continued on Page 2)

Over-aged

Harve Fischman, veteran of 178 appearances on the Quiz Kids program on ABC, will retire on August 1 when he reaches the Quiz Kids age limit of 16. During his career as a radio intellectual, Harve has received \$17,800 in war bonds which does not include income from personal appearances, movies, and various other special programs.

Emphasis

Announcers on the NBC television station, WNBT, during the past two days have put emphasis on "first time on any screen" in announcing the television motion pictures of the second Bikini atom bomb blast and the Peace Conference films which were shown last night. This is the first open indication of rivalry between television and newsreels for credits on special events coverage.

New Spot Business Noted By Stations

New spurt of spot business from national food and drug manufacturers has been noted the past week in New York and Chicago station and agency circles.

Smith Brothers, advertising cough drops, has been buying time on news programs and co-op shows. Among the stations signed are WABC, New York and WCCO, Minneapolis, both CBS outlets. In New York the sponsor will use the Arthur Godfrey show

(Continued on Page 2)

Swing-Davis Head Staff For ABC's UN Coverage

ABC has completed plans for coverage of the U.N. (51 nations) General Assembly scheduled to begin Monday, Sept. 23, at the former New York building on the World's Fair site on Long Island. Raymond Swing

(Continued on Page 2)

Big Facsimile Order At GE For 22 Broadcasting Firms

The first definite and sizable entry into facsimile by radio stations comes to light with announcement by General Electric that it has received the largest order for facsimile equipment ever placed. Specific size of the order, placed by Radio Inventions, Inc., which represents Broadcasters Facsimile Analysis and its 22 broadcasting and newspaper members, is not revealed by GE or any of the buyers but it is known to run far

Major News Firms Plan Program Sales Among Broadcasters Now Taking Their Wire News Reports

Advisory Committee Named By Association

Expansion of the advisory committee on advertising of the Proprietary Association of America was announced yesterday by Dr. Frederick J. Cullen, executive vice president of the association. Harvey M. Manss, vice president of Sterling Drug Inc., has been named the new committee chairman.

Other members of the committee, which will "attempt to set up rules for decency in copy and make sug-

(Continued on Page 3)

Congress Investigation Of FCC Growing Cold

Washington Bureau, RADIO DAILY
Washington—Congressional action on Senator Charles Tobey's demand for a sweeping investigation of the FCC appeared unlikely this session

(Continued on Page 2)

Samish Gives Program Talk To Export Ad Men Assn.

Adrian Samish, vice-president in charge of programs for ABC, yesterday addressed a luncheon of the Export Advertisers Assn. at the Bel-

(Continued on Page 3)

The nation's three largest news services, who became radio minded through the servicing of broadcasters with their radio news wires, are watching the transcription field closely and by fall will have their own ET packages to sell.

First to recognize the potentialities of the transcription

(Continued on Page 3)

Utica Applicants Lose; Rome Station Granted

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday issued its decision granting the application of Cooper City Broadcasting Corp. for a new standard station in Rome, N. Y. By its action, the Commission proposed to deny the applications of four other applicants for a station in nearby Utica. Each of the five applicants requested the frequency 1450 kc. and all were mutually

(Continued on Page 7)

French Radio Technicians Rush To Aid Of Newsmen

Technicians and officials of Radio France, were lauded yesterday morning on Don Pryor's pickup from Paris over CBS, at 8 a. m. Pryor said that

(Continued on Page 2)

Football Is Back

With sports announcers Harry Wismer and Johnny Neblett at the mike, Mutual will present a special play-by-play broadcast of the 1946 All-Star football game between the Los Angeles Rams, professional football champions, and the College All-Stars, direct from Soldiers Field, Chicago, Friday, August 23, 9:30 p.m., sponsored by Wilson Sporting Goods Co.

RADIO DAILY



Vol. 36, No. 23 Thurs., Aug. 1, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wed., July 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	198 1/4	197 1/4	198 1/4	+ 3/8
CBS A	35 1/2	35 1/4	35 1/2	+ 3/4
Crosley Corp.	28	28	28
Farnsworth T. & R.	13 3/4	13 1/4	13 3/4
Gen. Electric	47	46	46 3/4	+ 1/8
Philco	32 1/4	31 1/4	32 1/4	+ 1 1/2
RCA Common	14 1/8	13 3/4	13 7/8	+ 1/8
RCA First Pfd.	90	90	90	+ 1/2
Stewart-Warner	22 5/8	21 3/4	22 5/8	+ 7/8
Westinghouse	33 3/8	31 1/2	33	+ 1 1/4
Zenith Radio	33 1/2	32 3/4	32 3/4	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	10 1/2	10 1/4	10 3/8	- 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab	8	8 3/4
Finch Telecomm.	12 1/2	13 1/2
Stromberg-Carlson	17	18 1/2
WCAO (Baltimore)	40
WJR (Detroit)	35

French Radio Technicians Rush To Aid Of Newsmen

(Continued from Page 1)

since no one expected that the Conference Committee on Procedure was going to open the session up for radio and the public in general, the French radio men were caught off-guard.

However, by working all night, the technicians rigged up a public address system and other equipment needed by the radio correspondents.

Rejoins WTAR, Norfolk

Norfolk, Va.—John Eric, back from the Army, has rejoined the announcing staff at WTAR, Norfolk.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, leaving for Chicago, where tomorrow he will be the principal speaker at the fifth annual banquet of the NBC-Northwestern University Summer Radio Institute.

STANFORD M. MIRKIN, manager of program research at CBS, leaves Sunday for Burlington, Vt., where he'll visit at WCAX, after which he'll go north and pay a call at WABI, in Bangor, Me.

PAUL LA DAME, North American representative of the Swiss Broadcasting Corporation, is visiting at WLW, Cincinnati, where he is inspecting the station's facilities and the short-wave equipment at Bethany, Ohio.

JACK BANNER, of Banner & Grief, publicists, who has been turing the South in the interest of the "Prof. Quiz" program, returned to New York yesterday, only to leave almost immediately on a two-week vacation.

DR. EDUARDO MARQUINA, president of the Sociedad General de Espana, the Spanish performing right society, has arrived in the United States and is visiting with John G. Paine, general manager of Ascap. Dr. Marquina will leave next week for Colombia, South America. He arrived in New York on the "Magellanes."

HENRY GROSSMAN, director of technical operations at CBS, and RED BARBER, sportscaster, are leaving for Cleveland, where on Aug. 30-Sept. 2 the air races will be held. TED CHURCH, acting director of news broadcasts for the web, has arrived in the Ohio city.

HAL DAVIS, DON SEVERN, BOB WOLFE, DICK DUNN and FRANK PALMER, all of the Kenyon & Eckhardt radio department, are vacationing in remote spots, ranging from mountainous Maine to the sunny Carolinas.

TOM DAWSON, sales manager at WCCO, Minneapolis, is spending a week in Gotham to line up programs for the Fall broadcasting season.

BOB BENDER, former NBC sportswriter for Bill Stern and more recently with WTAR, Norfolk, has left the Virginia station to take over a sportscasting assignment at WTMA, Charleston, S. C.

FLORENCE FORMAN, of the WLIB news staff, and SIDNEY FINE, station engineer, are vacationing in New England.

GUY CUNNINGHAM, director of sales promotion at WEEL, Boston, to New York for conferences with Jack Cowden, CBS director of sales promotion for Columbia-owned stations.

Congress Investigation Of FCC Growing Cold

(Continued from Page 1)

following a meeting of the Senate Interstate Commerce Committee.

The committee, headed by Senator Burton K. Wheeler, took no action on Tobey's resolution and set no specific time for future consideration. Senator Tobey was not present to press his demands for a full-fledged probe of the commission.

Observers predicted little action on the bill, at least as long as there is a chance that J. Burke Clements, close friend of Wheeler, will be appointed to the FCC.

New Spot Business Noted By Stations

(Continued from Page 1)

and in Minneapolis, "E. W. Ziebarth News." Agency is Sullivan, Stauffer, Colwell and Bayles.

Other accounts include Birds Eye-Snyder company, Inc., through Young and Rubicam, Inc., which is plugging Frozen Foods. Quaker Oats company is buying spot time for "Pettijohns" and Brown & Williamson Tobacco has been buying more spot time for Kool cigarettes.

Paul Porter To Be Heard On 'World Front' Program

(Continued from Page 1)

ment fights inflation." Howard Chamberlain will act as moderator for the round table discussion. Other participants will include Milton Chase, William Hessler and General James E. Edmonds (USA retired). Porter will air his portion of the broadcast direct from the nation's capital.

Swing-Davis Head Staff For ABC's UN Coverage

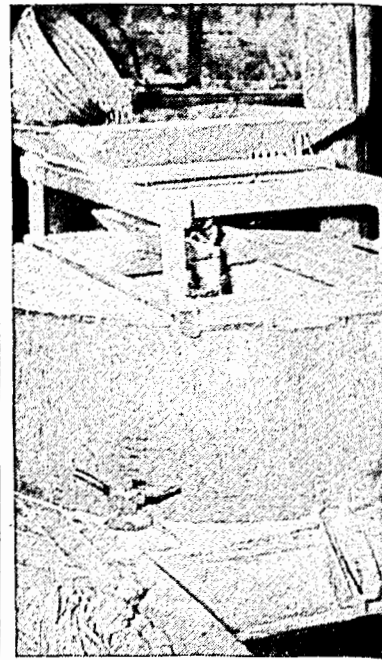
(Continued from Page 1)

and Elmer Davis will head the staff of commentators and news analysts. Others will be Martin Agronsky, George Hicks, Gordon Fraser and Don Hollenbeck.

Complete newsroom with teletype equipment, etc., will be installed for use of the network reporters.

"The Show-Off" On Tele

"The Show-Off", Broadway hit of 25 years ago, and heard occasionally as dramatic fair on radio, will be televised by NBC over WNBT, Sunday, August 4, at 8 p. m., EDT.



They grind slowly but sure

That's not a very picturesque shot of the old-fashioned millstone grinding the grain slowly but sure into meal.

But it is symbolic. And we're used to it to point out a business moral.

It very well might take so many brands, in the sales fight that ahead, a long time to catch up competition. Some may do it slowly but surely. Others will stride ahead quickly.

If yours is one of those companies that like action . . . and you sell in Baltimore, it's the successful independent station that's the best.

W-I-T-H delivers more listeners per-dollar-spent than any of the other stations in this, the 6th largest city.

W-I-T-H, the independent, is at the top of the list by smart buyers from coast to coast.



W-I-T-H

and the FM Station W3XME

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY

NEW YORK SHOPPER

Radio gal who loves to shop, knows values and will carry out most exacting commands is available to shop for gifts for both ladies and gentlemen for a modest service fee. Write your requirements, we'll get the prices and give you prompt service.

Miss Manhattan
Box E, RADIO DAILY
1501 Broadway New York City



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.

AGENCIES

Agency time buyers and account executives were guests at luncheon yesterday, staged by Joe in honor of Pete Wasser, general manager of KQV, Pittsburgh. At luncheon Wasser spoke on the Pittsburgh radio market and the coverage area of KQV when construction for its power increase to 5,000 is completed.

NEWTON WEATHERBY, former treasurer and vice-president in charge of sales, advertising, and promotion of the Emerson Drug Company has joined Sullivan, Stauffer, Hall & Bayles, Inc., as treasurer and general manager. Weatherby joined Emerson, manufacturers of Seltzer, in 1927 as assistant to I. E. Emerson, founder of the firm. For a number of years he has been responsible for the general management of the company. At SSC&B Weatherby will be in charge of all sales and financial aspects of the firm's operation as well as serving as special consultant for clients on marketing and sales problems.

THE CRAIG, radio director of McErickson, of Chicago; **RUSSELL**, radio director of Batten, Barton, Durstine and Osborn, Chicago; **AMES C. THOMPSON**, manager of the Civic Opera Building, will judge in the Miss WENR (Chicago) contest, it has been announced by Krl R. Sutphin, sales promotion director of ABC's Central Division. Winner of the contest will subsequently compete in the city-wide competition for selection as Miss Chicago, who will later compete in Atlantic City, New Jersey, for the title "Miss America."

NATIONAL BREWING CO., of Baltimore, Maryland, has designated **McE & Chappell, Inc.**, as its advertising agency effective November 1, 1946. Advertising of National Premier beer will include radio, among other media, as will National Bohemian Beer, another product of the company.

Named CBS Asst. Art Director
Myer Wollman has joined CBS as assistant art director in the art division of sales promotion and advertising department. A graduate of Philadelphia Museum, School of Industrial Design, class of '42, Wollman free-lanced in Philadelphia before entering the Army Air Corps. He was discharged in April, 1946, and joined CBS in July.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
TOOGOOD RECORDING CO.
121 S. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Three Major News Services To Sell ET Packages In Fall

(Continued from Page 1)

field was Press Association, AP subsidiary which today is serving 541 stations daily with radio news. PA has already sounded out the package show market and found broadcasters interested in some of their transcribed offerings.

United Press Rehearsing Show

In surveying the activities of the radio news services, **RADIO DAILY** learned that United Press, with 617 domestic stations taking their news, now has in rehearsal a 15-min. weekly sports show which will be offered for sale soon.

INS, which does not process news for radio but sells its regular wire to broadcasters, declined to reveal its total clientele, but reports that within the last two months it has acquired 20 to 25 new radio station clients. This service, like PA and UP, is also preparing to make a bid in the transcribed field.

PA Prosperous

Press Association has added about 60 new affiliates this year after acquiring 100 during 1945. PA reports that it has approximately 300 contracts for future fulfillment with the breakdown showing 35 with existing stations, 65 with stations under construction and 200 with proposed stations whose permits are pending.

PA's radio transcription division, which has undergone recent, continuing expansion, now offers four weekly 15-minute shows. Two are sports shows, one is a musical which picks tunes from the past, tying them with a news event of that day, and the fourth is called "Personality Time." Latter is a cue-in affair whereby any local station announcer can interview a famous personality. In addition to its weekly transcriptions, PA occasionally makes special recordings. Annually, toward the year's end, it does a 30-minute dramatization of

Advisory Committee Named By Association

(Continued from Page 1)

gestions that will tend to eliminate disparaging statements in advertising," are: Ben Duffy, of Batten, Barton, Durstine & Osborn, Inc.; Richard Compton, of Compton Advertising, Inc.; William Resor, of J. Walter Thompson Co.; Louis Brockway, of Young & Rubicam, Inc.; Harry H. Hoyt, of Carter Products, Inc.; Robert Brown, of Bristol-Myers Co., and Stanley Morrell, of Lambert Pharmaceutical Co.

The committee was formed to take into consideration the code of advertising as adopted by the association as well as the requirements set up by the Federal Food, Drug and Cosmetic Act and the Federal Trade Commission Act. Its purpose is to establish a policy as guide to the association's Washington staff in reviewing advertising copy submitted to the proprietary association for comment.

the top news of the year. In 1945 PA paid Burgess Meredith \$5500 to narrate the program which was supplied free of charge, at a total cost of some \$10,000, to all of PA's radio affiliates.

UP Clients Increase

United Press has taken on 47 new radio news clients within the last year. The first of the big wire services to process news for radio, UP reports that it has 160 contracts with broadcasters for future fulfillment on an "if and when" basis. The importance which UP attaches to radio is indicated by 19 new radio news bureaus which it has recently established. Less than one year ago in its New York news room, UP had a single radio wire serving the nation. Today it has four including a metropolitan wire which is open from 6 a. m. to 12 midnight.

In the past UP has produced transcriptions but at present none are being turned out. One under rehearsal now is a 15-minute weekly sports show.

INS Preparing New Shows

International News Service, which points out that more and more radio stations are setting up their own news bureaus and rewriting in their own style, is also expanding the transcription field. Currently INS has several recording ideas under development. One, now being used by clients, is a 30-minute weekly crime series in which a current crime is dramatized and solved with the person or persons solving the crime receiving a special award.

Since the war's end there has been surprise to some extent over continuing public interest to know what's going on all around the world, and among the big wire services there is a feeling that radio must be used to satisfy such an appetite for world wide spot news and background.

Samish Gives Program Talk To Export Ad Men Assn.

(Continued from Page 1)

mont-Plaza Hotel, in which he discussed the program trends of the future. After going into the background of radio programming, mentioning the function and growth of the co-op programs, Samish said he was of the opinion that the future would take care of itself and that no one right now could foretell what the actual trend would be. This Samish stated, also went for the various name artists now on the networks and as to who would be their successors in the future.

ET Of Legion Talk On WOR

WOR tonight will broadcast a transcription of the address of Secretary of Labor Lewis B. Schwellenbach to the American Legion convention at the Mayflower Hotel, Washington. Topic will be "Government Plans for Jobs for Veterans." The recording will be aired 11:45 p.m. to midnight.

SOUTHWEST

W. POUNDSTONE JACKSON, former audience promotion and merchandise manager for KABC, San Antonio, has been named to a similar post with the Texas State Network, with headquarters in Fort Worth. Jackson assumes his duties at once and will devote his time at the present to the new Chesterfield ABC Roundup being heard over the TSN.

David M. Segal and Henry Fonce organized as the Texarkana Broadcasting Co., have been given FCC approval for a standard broadcast station to operate with 250 watts full time on 1400 kilocycles at Texarkana, Texas.

Jack Keasler takes over as commercial manager of WOAI, San Antonio today, and replaces Cecil K. Beavers. Keasler comes here from New York City where he was office manager for Taylor-Howe-Snowden Radio Sales. Beavers joins KTBS, Shreveport, Louisiana.

Gene Cagle, president of the Texas State Network, Fort Worth, as well as KFJZ there flew to Washington and New York City on Wednesday. Also with him was Charles B. Jordon, general and station manager of WRR, Dallas.

J. C. Rothwell has applied to the FCC for license to operate a standard broadcast station at Littlefield, with 250 watts power on 1490 kilocycles full time. Rothwell is associated with KVOP, Plainview, KSAM, Huntsville.

The Caprock Broadcasting Co., at Lubbock has been given FCC approval for a new standard broadcast station to operate here on 1590 kilocycles with a power of 1000 watts full time.

Bash Hofner, brother of Adolph Hofner, well known cowboy and hillbilly musician, has organized his own group and is being heard in a daily half hour series of program through KVOR, San Antonio Monday through Friday.

"Detect & Collect" Shift

"Detect and Collect," sponsored by B. F. Goodrich Co. on ABC, will move to Saturday nights 9:30-10 p.m., EDT, effective August 17. Currently the show is heard Thursday 9:30-9:55 p.m. Agency is BBD&O.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO
Get Your Share By Using...

WING The Dayton Station

WEED & CO. National Representatives

ARE YOU SHUTTING OUT THE OUTSIDE* AUDIENCE *on the Pacific Coast, too?*

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

IF YOUR PACIFIC COAST radio show isn't on Don Lee, you're shutting out the important listeners in the *outside* audience. This audience is big—numbering 5½ million people. It's wealthy—spending over 4½ billion dollars a year in retail sales. It's reachable only with Don Lee.

All four networks cover the *inside* or seven major metropolitan county areas of the Pacific Coast, a very rich market. But the *outside* area is equally populous and prosperous—and Don Lee is the only network with enough stations to cover it thoroughly.

Why? Most markets on the Pacific Coast are surrounded by mountains as high as 15,000 feet, and the long-range broadcasting of other

networks can't reach them. Don Lee, however, has a station located *within* each of these mountain-surrounded markets.

Don Lee is the nation's greatest regional network—with more than *one-third again as many* stations as all the other Pacific Coast networks *combined*. Put your Pacific Coast radio show on Don Lee, where everybody can hear it! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 4 : EL CENTRO, CALIFORNIA

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$18,425,000
Sales Management, 1946, Survey of Buying Power

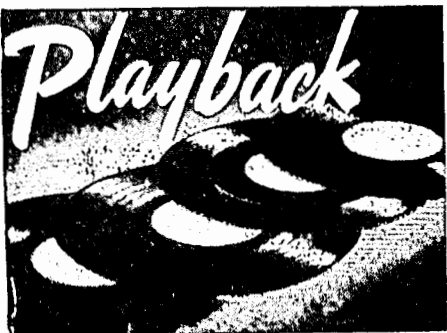
The Nation's Greatest Regional Network



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

Mutual
ON LEE

BROADCASTING SYSTEM



Orson Welles, Dinah Shore and Milton Berle head the lineup of guest stars on the new "ESQUIRE FASHION PARADE" now in production at NBC Radio-Recording. The idea is to bring notables in all walks of life on stage to discuss men's fashions.

* * * *

Sponsored by ESQUIRE MAGAZINE, the format of the show is so arranged that local commercials may be inserted. Consequently, ESQUIRE is offering the program to local clothing retailers on a no-cost basis. All the local advertiser has to do is buy time on his station and schedule the series.

* * * *

The ultimate plan is to have retailers all over the nation carrying the ESQUIRE FASHION PARADE on their local stations. Starting with 23 cities representing almost every section of the country, it is expected that this list will grow to 100 stations by the end of the year.

* * * *

NBC announcer Bob Sherry introduces the show which features, in addition to guest artists each week, "The Smoothies" and other well-known vocal groups. O. E. Schoeffler, Fashion Editor of ESQUIRE MAGAZINE, flavors the program with bright bits of news on styles for men . . . right from the pages of this famous publication.

* * * *

Schwimmer & Scott, Inc., of Chicago is the agency handling the account. NBC producer Jack Hill throws the cues. Twenty-six weeks of programming are lined up, with September 2 set for the starting date.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage. . . !

● ● ● Jack Owens, the Cruising Crooner of the Breakfast Club, proved himself a hero the other day when he saved a 14-year-old boy from drowning. The lad, playing on Winnetka's Elder Lane Beach, four blocks from Owens' home, dived into two-and-a-half feet of water, breaking his neck and paralyzing his body from his chest down. Owens, nearby at the moment, realized something

was amiss and rushed to his rescue as the lad struggled. . . . Gil Stratton, star of Mutual's "Those Websters," is being paged by Republic Pictures. . . . Jose Bethancourt, NBC marimba virtuoso, will plane down to Guatemala in August for a reunion with his mother, whom he has not seen in 26 years. . . . Jim Hurlbut, WBBM's special events director, is the subject of a spread in Leatherneck, Marine Corps magazine, that includes a story, 29 pictures of himself on special events jobs and one cartoon. Hurlbut was a Marine Combat correspondent. . . . Eddie Cantor and his Ida, who've been in Milwaukee for that city's centennial celebration, were in Chi Tuesday to huddle with execs. of Pabst Beer, his new radio sponsor. . . . Bill Hays, of Amos 'n' Andy fame, was recently elected president of the Southwest Division of the American Lawn Bowling Association. Bill will fly to Chi to participate in the association's National "Victory" Tournament Aug. 5 through 9. . . . Cowboy troubadour Gene Autry will air his Sept. 15 and 22 broadcast from WBBM studios in the Wrigley Building.

★ ★ ★

● ● ● They're calling Edwin Holm of the NBC Central Division engineering department, amateur radio's "Wrong Way Corrigan." With the directional antenna of his station W9IT beamed towards Guam and the Pacific, Holm picked up a signal from South Africa the other day, a matter of some 18,000 miles from Chicago. He contacted the station and conversed with the operator via phone. He did it the hard way, because if his antenna had been beamed in the opposite direction, the signal would have traveled only about 7,000 miles to reach the South Africa "ham." . . . Radio row was saddened by the sudden death Saturday of Henry E. Moeller, featured at Old Heidelberg restaurant and "Herr Louie" of local airlines.

★ ★ ★

● ● ● Ell Henry, ABC Chicago press chief, and Dean Linger of Henry's department, shepherded members of the local daily and trade press to Tam O'Shanter Country Club Saturday for a look-see at the televising of the All-American Golf Tournament via WBKB, a television "first" in Chi. . . . Wedding bells: Radiactress Eloise Kummer, who plays the Clare Lawrence role in the NBC daytimer "The Guiding Light," will be married on Saturday to Ray Jones, former exec. secretary of the Chicago local of AFRA, at the home of Miss Kummer's mother, Mrs. Martin F. Kummer, in Sheboygan, Wis. They will make their home in New York, where Jones is assistant national exec. secretary of AFRA.

★ ★ ★

● ● ● WBBM execs. and personnel were paid a visit the other day by diminutive, freckle-faced 11-year-old Martin Hoffman, chief executive of RBS, the Royal Broadcasting System, for which WGS, the World's Greatest Station, is the Chicago outlet. Martin, as the trade's "youngest executive," discussed problems of radio with studio engineers, announcers, producers, writers and editors. As his network's own "contact man" Martin happily explained in detail the operations of WGS-RBS. He brought along some sample scripts he had written, complete in every operational detail. Martin's knowledge of broadcasting and trade jargon, and his flair for showmanship amazed and delighted veteran WBBM-CBS staffers. WGS-RBS is located at 315 S. Laverne Street in Chicago, which, less technically speaking, is the home of Martin's parents, Mr. and Mrs. William Hoffman.

LOS ANGELES

By RALPH WILK

INTENSIVE radio campaign in the Bay City area will mark the opening of Charles Baron's third dance studio in the Fairmont Hotel, San Francisco, August 5. Smith, Bull McCreery will place the advertising schedule.

James O'Brien has been promoted to the post of Transcription Department head at KECA. He replaces Mary Conley, who leaves for Pittsburgh, Pa., with her "recently out-of-the-service" husband.

"Santa Fe Serenade," sponsored by Santa Fe Vintage Co., will be heard over KFI each Friday night for 12 weeks. The 15-minute program will be written and produced by Ken Higgins and will feature stories of early California, narrated by George Irwin and recorded music of Richard Crooks.

Vera Caffrey, secretary to manager Frank H. Elphicke, and Aileen Keith, receptionist of radio station CKWJ Mutual-Don Lee station affiliate in Vancouver, B. C., were visitors at KHJ recently.

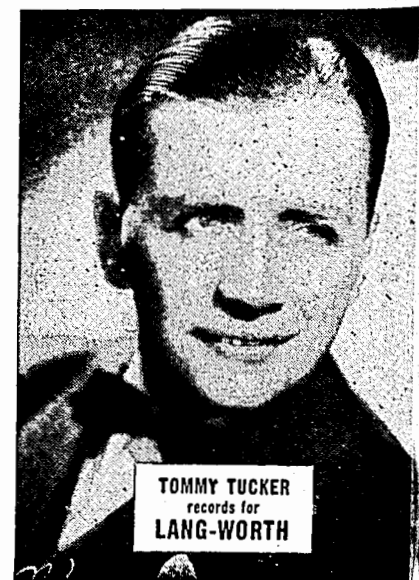
Tim Graham, of Don Lee's "Cisc Kid" cast, is teaching dramatics currently to war veterans at the Celest Rush School. Tim specializes in both literature and character delineation.

Kevin Sweeney, manager of the Fletcher Wiley Productions radio properties, Housewives' Protective League and Sunrise Salute, off for six-week trip to New York, Chicago, Boston and Pittsburgh in connection with the expansion of the HPL programs to the Pittsburgh market August 12.

Elmer W. Ayer Advertising Agency has been appointed to handle advertising for 20th Century Records, Inc.

Bob Turner has been named Advertising Manager for 20th Century Records, Inc.

Walter Tetley, "Leroy" on "The Great Gildersleeve" program, leaves here in a few days for the East to inaugurate his p.a. tour.



TOMMY TUCKER
records for
LANG-WORTH

CC Approval Near In CBS Deal For KQW

(Continued from Page 1)

ould be distinctly in the public interest. Oral argument was brief and there was no cross examination of CBS. Because of this, some observers predicted final Commission approval, although it is known that at least two of the Commissioners apparently are all opposed to the transfer. Stating that the record is "barren" of any facts from which any finding could be made that the proposed transfer would be against public interest," CBS counsel pointed out. First, acquisition by Columbia of station KQW would lead to an intensification of competition between stations in the San Francisco bay area and thereby result in improved service to the public. Second, because of the large number of stations in that area of substantially equal desirability in terms of coverage, power, frequency or other related matters, acquisition by Columbia of station KQW would not (a) adversely affect competition between networks, or (b) preclude the establishment of additional networks, and third, acquisition by Columbia of station KQW should foster competition in chain broadcasting in other broadcast services by providing Columbia with an increased economic vitality and the resources with which to participate in the development of such other services.

Utica Applicants Lose; Rome Station Granted

(Continued from Page 1)

clusive because of prohibitive interference. The grant of the Utica applications would provide two stations for Utica, while Rome would continue to be without primary service at night, the FCC said. Applications denied were those of Utica Observer Dispatch, Midstate Radio Corp., Utica Broadcasting Co. and Ronald B. Woodyard. Seven applications for new standard stations in six states were announced yesterday by the FCC. They include: The New Haven Broadcasting Corp., New Haven, Conn., to be operated in 1260 kc., one kw., daytime; Century Broadcasting Corp., Johnstown, Pa., to be operated on 1230 kc., 250 watts, unlimited; Coast Radio Broadcasting Corp., Los Angeles, to be operated on 1540 kc., five kw., daytime; Ben K. Weatherwax, Aberdeen, Wash., to be operated on 1450 kc., 250 watts, unlimited; Fulton County Broadcasting Co., Canton, Ill., to be operated on 1560 kc., 250 watts, unlimited; Theodore Townsend, H. H. Thomson and George L. Young, partners doing business as Inter-City Broadcasting Co., Providence, R. I., to be operated on 1110 kc., one kw., daytime; Bradford Publications, Inc., Bradford, Pa., to be operated on 1490 kc., 250 watts, unlimited.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—A letter from Rudy Valloos advises us that the Vagabond Lover has been signed for a featured role in RKO's forthcoming musical "The Bachelor and the Bobby Sockor," starring Shirley Temple, Cary Grant and Myrna Loy. . . . ● Six of England's ten best sellers are of American birth. . . . ● Praise Agent Dave Groon ordered a special song written about one of his account's products, "Boau-Cake" (Colgate-Palmolive-Poet) and then had another client, Louis Prima, plug the song at Casino Gardens. . . . ● Betty Brewer has been selected by Bob Kerr as the winner of the contest for the "Dame" spot in the "Hi, Lo, Jack & The Dame" quartet. . . . Betty formerly sang with Ray Heatherton's Orchestra and recently returned from a USOverseas trip. . . . ● The tuneful "Cynthia's In Love," which is rapidly rising to the top, was written by Jack Owens, songstar of the "Breakfast ABC Club". . . published by Bregman, Vocco & Conn. . . . ● Phil Kornheiser reviving the Harry Woods-Reg Connelly-Jimmy Campbell ditty, "Try A Little Tenderness." Forster Music Co. should revive Benny Meroff's classic, "That Little Boy of Mine". . . when Meroff recently dropped in to see Morton Downey, the Irish Thrush promised to "Coca-Cola-la-la" the ditty which should start it off. . . . ● Ben Barton and Hank Sanicola flew to Hollywood over the week-end. . . . ● Dinah Shore still remembers her singing days on WNEW and her first RADIO DAILY review . . . good trouper and a gracious gal.



● ● ● Evelyn Knight bowed off the "Lanny Ross CBS Show" because her agent feels that "a one-song spot isn't enough". . . we're in complete agreement . . . we can listen to her trilling Knight and day. . . . ● Comic Bobby Gilbert, after four years of USOverseas seasoning, is wowing the cash customers at Loew's State in Gotham. . . . ● England's number one songhit, "Bless You," was written by Ed Lane, director of advertising, publicity and promotion for Muzak. . . . ● Dick Miles and Walter (The Devil Sat Down and Cried) Bishop, have a jive titled, "Jack, You're Dead," which was recently introduced by The Clark MBSisters and is going places. . . . ● Irving Berlin's "I've Got the Sun In The Morning" sounds a lot like "Coming Out Party," written five years ago by Count Basie, Milt Ebbins and Sally Sears. . . . ● Al Hoosman, hard-hitting heavy-weight sparring partner of Joe Louis, may take a job as vocalist with Jimmie Lunceford's Band. . . . ● Duke Ellington tells of the incurable inebriate who went to see "The Lost Week-End" . . . emerging from the theatre he confided to a friend, "I'm swearing off; yes, sir, I'm swearing off—I'll never go to a movie again." . . . ● The camera-grinding t'other day on Brooklyn Bridge was to shoot Frank Sinatra in a sequence of the "Voice's" forthcoming MGM musical, "It Happened In Brooklyn". . . . ● At Lindy's Dave (Hobby Lobby) Elman confesses he doesn't have a hobby while Arthur Murray confides that he doesn't dance.



● ● ● **ON AND OF THE RECORD:**—Woody Herman's Columbia platter of "Surrender" backed with an original "The Good Earth," should please lovers of sweet and swing. . . . ● Musicraft has a nostalgic gem in Boyd Raeburn's latest disk, "You've Got Me Crying Again" (a swell vocal by Margey Wood) and George Gershwin's immortal "Summertime," featuring the alto sax of Johnny Bothwell. . . . ● Betty Rhodes latest Victor (Charles Dant Orchestra) featuring two Cole Porter standards, "What Is This Thing Called Love" and "I've Got You Under My Skin," a musical treat. . . . ● Riley Shepard's next batch for Musicraft includes one of the stem's finer efforts, "The Bible My Mother Left To Me." . . . ● Billy Eckstein will make a "Blues Album" next month for National. . . . ● With the revived popularity of the ditty "If You Were The Only Girl In The World," Musicraft may re-release the swell platter of that ballad made by Joan Brooks three years ago. . . . ● Perry NBComo's Victor disks have helped jump the singer from sixth to third place in national popularity . . . first, Bing; second, Frank,

Fax Production Sked Getting Under Way

(Continued from Page 1)

too will participate similarly in the experimental tests to acquaint the public with the new medium early in 1947. Public demonstration of facsimile is expected in a dozen or more cities, but the exact approach of individual stations may vary. Some are expected to apply considerable promotion to the venture, while others may proceed cautiously. Radio facsimile, according to Radio Inventions, Inc., is ready for public use but the holdup is in manufacture of receivers. Today no receivers are being manufactured due to the enormous backlog of orders for radio manufacturers' long established products. But once the new industry gets going, a unique trend in news distribution may follow whereby printed news and photographs are transmitted direct from the scene of action into the home of facsimile recorder owners.

Finch Active Too

Finch Telecommunications are also active in the facsimile field with sales and production plans well underway. Recently Finch conducted an experimental demonstration in conjunction with an airline during which they transmitted news by facsimile from their own FM station in New York to a plane.

RCA Six-Month Gross One-Third Under 1945

(Continued from Page 1)

period in 1945, a decrease of \$61,990,596. Net income, after all charges and taxes, was \$5,666,299 for the first six months of 1946, compared with \$5,677,191 in 1945, a decrease of \$10,892. The net income for the first six months of this year reflects a charge for re-conversion expenses to the post-war reserve of \$2,651,000 and a related tax reduction of \$1,625,000. After payment of preferred dividends, net earnings applicable to the common stock for the first six months of 1946 were 29.5 cents per share, the same as the earnings per share in the first half of 1945.

Atomic Power In Peace Subject Of ABC Airings

The use of atomic power in peace, particularly its application to the powering of airplane motors, will be discussed on ABC twice tomorrow and once on Saturday by Julian Anthony, who is now at Oak Ridge observing development of atomic research. Anthony will be heard at 7 p.m. tomorrow night from Knoxville, Tenn., on ABC's "Headline Edition," after which he will fly to Washington and will speak again on the 11 p.m. news program. Finally, he will be heard Saturday on the 7 a.m. newscast in the New York studios of the network.

COAST-TO-COAST

—NEW JERSEY—

PATERSON—Personalities of radio, stage and screen from all over the country will pay tribute to Donald Flamm, new owner of the Aldecross Golf Club, when the course is officially opened next month. . . . George Slingerland, pro at the club, set a new record of 66, seven under par, in the company of Horace F. Solomon, Irwin Smiley and Alex Bullock as told by "Bill" Mangin, ex-GI manager of the club who, before coming to Aldecross managed all U. S. Army hotels in Casablanca and Italy. . . . WPAT has inaugurated a series of airings on behalf of the war against inflation. Format consists of presenting it as the station's salute to merchants, other business men and industrialists who have dedicated themselves to the war on inflation by stating that they will not raise their prices now or later.

—NORTH CAROLINA—

CHARLOTTE—The FCC has granted a construction permit and engineering approval to the Southeastern Broadcasting Co. for an FM station with a radiated power of 160 kw. . . . Clyde Clem, Jr., recently released from the AAF, has been named WSOC director of sales promotion and publicity. . . . Caldwell Cline has returned to WSOC as announcer. . . . **RALEIGH**—Lance, Inc., Charlotte, through Hugh A. Deadwyler, Advertising Agency, also of Charlotte, has purchased the 12:55 to 1:00 p.m. period on Sundays for extension of the current news program featuring George Gunn. . . . The advertiser has purchased special lines to carry this program to all the seven stations comprising the Tobacco Network, which includes: WFNC, WGBR, WRAL, WGTM, WGTC, WHIT and WJNC.

—NEW YORK STATE—

TROY—WTRY has announced in advertisements that it will become the exclusive outlet in Albany-Troy-Schenectady area for CBS programs starting the first of next year. . . . It was affiliated with ABC for more than five years. . . . The realignment will put the station in the spot which WOKO, of Albany and Troy, has occupied for 15 years. . . . **PLATTSBURGH**—Newest member of the WMFF staff is Charley Hill, who served over four years with the AAF. . . . Alex Coursey, who, during the war, served as public relations man for the 77th Army Headquarters, has been appointed continuity director of WMFF.

—NEW YORK—

NEW YORK—"Meet Your Glands," a discussion of the thyroid, pancreas, pituitary, and other bodily glands and their effects on general health when they fail to function properly, will highlight the WMCA weekly series, "Good Health To You" this coming Saturday. . . . Samuel R. Zack's "Labor Arbitration," WMCA series which has been airing since 1940 and has won five awards from Ohio State University's Institute for Education by Radio, will return to the air Sept. 12, with a year's renewal of the series by Charm-Slide Fasteners, Inc. . . . **BROOKLYN**—Stanley Burns, WLIB staff announcer, is subbing for Art Ross on "The Art Ross Show" heard Monday through Saturday from 3:30 to 5:00 p.m.

—MASSACHUSETTS—

BOSTON—"Animals in the News" featuring information on the care of all animals as well as every day happenings of everybody's pets, recently bowed over WBZ and WBZA in the p.m. slot. . . . **LAWRENCE**—Douglas Olivers, former member of the WLAW mike staff and now musical director of WJHB, Florida, is vacationing here with his wife and their baby son, Douglas, Jr. . . . WLAW has linked two long established shows in a half-hour program now being aired Monday through Saturday. . . . The information formerly contained in "RFD 680," consisting of the latest local farm news, national developments that affect the farmer, conditions, price trends and other data, is being spotted between musical numbers by La Verne.

—CONNECTICUT—

STAMFORD—WSTC recently programmed a special broadcast during which the Archives Section of the Ferguson Library was presented with transcriptions of many outstanding events. . . . **NORWICH**—Bill Harris, recently engaged by eastern Connecticut's new AM outlet, WNOG, to air his daily sportscast and double in sales, is currently resting at Cape Cod for the big campaign ahead. . . . Dick Landsman, returning from Japan where he did publicity work for the Fifth Air Force, has been added to the WNOG sales staff. . . . **NEW BRITAIN**—Hal Graves, formerly with WWRL and WGBB and the American Forces Network station in Bremen, Germany, has been named publicity director of WKNB, outlet scheduled to open August 4. . . . Douglas Way has been named special events and public service director for the outlet having served formerly with WJJD, Chicago, and WFBM, Indianapolis.

—PENNSYLVANIA—

PHILADELPHIA—WEIL aired a special quarter hour program Friday last, saluting Erva Giles, station associate music director, who is retiring after twenty-two active years in the radio field. . . . WCAU is airing two musical features under the musical direction of Joey Kearns. Labeled "The Mood is Rhythm" and "Music from the Blue Room," respectively they are being heard Monday through Friday at 5:45 and 6:30 in the p.m. slot.

Send Birthday
Greetings To~

August 1

Alice Frost Margaret Maloney
Ernie Sanders

BMI Pin Up SHEET

Hit Tunes for August (On Transcriptions)

ALL THE CATS JOIN IN (Regent)

THESAURUS—Jumpin' Jacks
MacGREGOR—Red Nichols
LANG-WORTH—Frankie Carle
STANDARD—The Coronettes
CAPITOL—Peggy Lee

BLUE CHAMPAGNE (Encore)

ASSOCIATED—Richard Himber
STANDARD—Freddy Martin
" The Californians
WORLD—Charlie Spivak
MacGREGOR—Henry King
THESAURUS—Vincent Lopez
George Wright
LANG-WORTH—Johnny Long
AI Trace

COFFEE SONG, THE (Valiant)

LANG-WORTH—Blue Barron
THESAURUS—Jumpin' Jacks
STANDARD—De Castro Sisters
MacGREGOR—Henry King
CAPITOL—King Sisters

I DON'T KNOW ENOUGH ABOUT YOU (Campbell-Pargie)

LANG-WORTH—Four Knights
Art Mooney
PIN UP—Enoch Light
WORLD—Charlie Spivak
THESAURUS—Novatime Trio
Music of Manhattan
STANDARD—Leighton Noble
MacGREGOR—Jimmie Grier
Henry King

LAUGHING ON THE OUTSIDE (B.M.I.)

STANDARD—The Californians
Pat Kay, Les Paul Trio
MacGREGOR—Don Swan
" Lou Bush
" Jimmie Grier
WORLD—Les Brown
LANG-WORTH—Tommy Tucker
THESAURUS—Vincent Lopez
ASSOCIATED—Richard Himber
PIN UP—Enoch Light

MOON OVER BROOKLYN (London)

WORLD—Guy Lombardo
ASSOCIATED—Galli Sisters
LANG-WORTH—Blue Barron
THESAURUS—Novatime Trio
STANDARD—The Coronettes
Joe Reichman

THERE'S GOOD BLUES TONIGHT

THESAURUS—Jumpin' Jacks
MacGREGOR—Music A La Carter
" Lou Bush Orch.
STANDARD—The Coronettes
PIN UP—Enoch Light (Embassy)
WORLD—Les Brown
LANG-WORTH—Bobby Sherwood
Buddy Morrow

TOO MANY IRONS IN THE FIRE

ASSOCIATED—Galli Sisters
LANG-WORTH—Blue Barron
MacGREGOR—Don Swan
THESAURUS—Novatime Trio (Marks)

VEM VEM (Pemora)

LANG-WORTH—Ron Perry
MacGREGOR—Don Swan
WORLD—Jose Morand
THESAURUS—Manhattan Melodies

WHATTA YA GONNA DO (B.M.I.)

THESAURUS—Novatime Trio
ASSOCIATED—The Stardusters
MacGREGOR—Don Swan
" Jimmie Grier
WORLD—Les Brown
PIN UP—Enoch Light
STANDARD—The Coronettes
LANG-WORTH—Randy Brooks

WHEREVER THERE'S ME THERE'S YOU (Republic)

PIN UP—Enoch Light
ASSOCIATED—Galli Sisters
MacGREGOR—Red Nichols
LANG-WORTH—Blue Barron
THESAURUS—Sammy Kaye
STANDARD—Dick Jurgens

WHICHWAY DID MY HEART GO?

ASSOCIATED—Richard Himber
THESAURUS—George Wright
PIN UP—Enoch Light (Chelso)
MacGREGOR—Music A La Carter

WHO TOLD YOU THAT LIE? (Stevens)

ASSOCIATED—Galli Sisters
PIN UP—Enoch Light
WORLD—Les Brown
STANDARD—Dick Jurgens
THESAURUS—Novatime Trio
MacGREGOR—Don Swan
LANG-WORTH—Blue Barron
" AI Trace

WITHOUT YOU (TRES PALABRAS)

THESAURUS—Music of Manhattan
PIN UP—Enoch Light
MacGREGOR—Aaron Gonzales
" Jimmie Grier
" Veramae Stevens
LANG-WORTH—D'Artega
ASSOCIATED—Victoria Cordova
STANDARD—Carlos Molina
" The Californians
WORLD—Mischa Borr

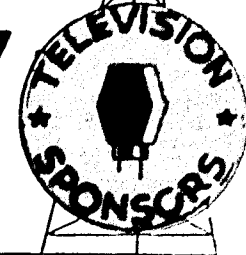
B.M.I. HIT TUNES
ARE AVAILABLE, TOO,
ON MAJOR PHONOGRAPH RECORDS



BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 36, NO. 24

NEW YORK, FRIDAY, AUGUST 2, 1946

TEN CENTS

New Production Record

New Radio Relay Web Sets Underway Soon

Plans for immediate development of a micro-wave radio relay network which will link New York with Connecticut with three stations as a center for tele, FM facsimile and press machine circuits was announced yesterday by Dr. W. R. G. ... vice-president in charge of General Electric electronics department.

Subject to FCC approval, the Globe Business, Ltd., and International Business Machines Corporation have transferred to the GE Company per-

(Continued on Page 3)

Abraham Rosenberg Dies; Local Head 12 Years

Abraham Rosenberg, for the past 12 years president of Local 802 of the I. W. O. of America in New York area, died yesterday morning of a heart attack suffering two weeks ago. He had been in poor health intermittently for some time and when stricken recently was taken to Polyclinic Hospital where he passed on.

Born in Austria, 51 years ago, Rosenberg, was youngest of 11 children.

(Continued on Page 2)

Facsimile Is Planned For Papers In France

Large scale distribution of facsimile newspapers in France, Belgium and other countries is scheduled for early 1947 under an agreement between Finch Communications, Inc., and Aris-Blank, publisher of France-Soir.

W. G. H. Finch, president of Finch Communications, Inc., is in charge of the project.

(Continued on Page 2)

Policewoman

A slight emergency was solved in a big way Wednesday at World Broadcasting, when, during a recording session of the "Myrt & Large" series, the actress who was to play the part of a policewoman failed to show up. In the studio, however, was Myrtle Vail, the original 'Myrt' of some years back, and she took the femme-cop rope. Today's 'Myrt' is Alice Yourman.

Radio-Telephony

First experimental authorization looking toward development of an industrial radio service was approved yesterday when the FCC granted CP's to the Pullman-Standard Car Mfg. Co., to test radio-telephony in directing switch engines within the company yards at Michigan City, Ind. One land station and six mobile units aboard the engines are involved.

AFRA To Consider Tele And FM Scales

Having selected its delegates from various chapters throughout the country, AFRA is now setting up its agenda for the forthcoming national convention to be held in Los Angeles, August 23, 24 and 25. This is the first convention since 1944 and is considered of major importance second only to the first one held in 1938 in St. Louis.

Television and FM looms as two of the larger problems up for action.

(Continued on Page 5)

First IBD Transmissions To Far East Launched

First transmissions of the Department of State's "Voice of America" programs from New York to the Far East began yesterday, according to an announcement by Kenneth D. Fry, acting chief of the department's International Broadcasting Division.

(Continued on Page 7)

Television Goes Theatrical; Becomes State Fair Attraction

Des Moines—Television will get its first real test at a theatrical attraction here next month when Radio Corporation of America brings its demonstration to the Iowa State Fair, August 23-30.

The State Fair which heretofore featured thrill shows, name bands and other ballyhoo attractions to get audiences will pin all their hopes on the new art—television as a box office attraction. In line with this pur-

Manufacturers Set High Mark In June With Total Of 1,400,000 Receivers; Output Greater During July

By MANNING CLAGETT
Washington Bureau, RADIO DAILY

Washington—Radio production in June apparently reached an all-time high of nearly 1,400,000 sets with record-breaking gains anticipated for July, Civilian Production Administration reported yesterday. This figure exceeds the production figure of 1,052,957 sets for June released recently by the Radio Manufacturers Association.

June production of 1,378,000 sets—most of them table models—was estimated at 25 per cent above the peak pre-war years of 1940-41.

As an indication of the rapid increase in radio production, the June figures were estimated at 16 per cent above even the revised May production of 1,185,000 sets.

The agency reported that the largest production gains in June were made in small table models. Of the total, 88 per cent were table models, 6 per cent consoles and 6 per cent automobile radios. In contrast to the 25 per cent rise in overall radio production from the pre-war 1940-41 monthly rate of 1.1 million, June production of table models jumped a staggering 75 per cent.

This record-breaking rise was offset by a decline in the production of other types of radios.

(Continued on Page 5)

Ford-CBS Officials Complete Video Pact

Declaring that television has already demonstrated itself "as a practical advertising medium," John R. Davis, Ford Company vice-president in charge of sales and advertising, spoke at a luncheon conference of Ford-CBS executives in New York, held in connection with the announcement of Ford's sponsorship of television events at Madison Square Garden.

(Continued on Page 3)

FCC's FM Approvals Given 72 Applications

Washington Bureau, RADIO DAILY
Washington—In a series of FM actions, the FCC yesterday granted 26 conditional grants and awarded final CP's to a total of 12 applicants. In addition, the Commission granted license renewals to 34 FM stations.

(Continued on Page 5)

"Model" UN

Chicago—The NBC Central Division and Roosevelt College of Chicago will sponsor what they refer to as a "model United Nations Conference" at the Continental Hotel here Sept. 19 in recognition of the opening of United Nations Week on Sept. 23. It will be patterned on the New York conference. WMAQ will air several of the more important "sessions."



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

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thurs., Aug. 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Telecomm., Stremberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Takes CBS Legal Post

Washington—Earl Gammons, director of the Columbia Broadcasting System, Washington office, yesterday announced that James H. New has been assigned as legal counsel to the Washington Office of CBS. Also announced was the appointment of Donald Saunders as assistant supervisor of audio engineering at WTOP.

Coming and Going

JAMES S. POWERS, director of public relations for the Yankee Network, will give the summation address at the conference of the New England Committee on Radio Education now being held at Goddard College, Plainfield, Vt.

JACK GROGAN, chief producer for WNEW is vacationing in Chicago and Ontario. Mill B. Kaye, just back from a holiday, is subbing for him.

JOE RINES, radio producer, is in town from Hollywood for a few days for discussions concerning the new Mel Blanc program which premieres this fall.

S. KINGDON TYLER, assistant to the acting director of construction and building operations at CBS, leaves Sunday for Cleveland, for inspection of the color television transmitter and FM antenna in the Ohio city.

DONALD CAPMAN, of WORC, Worcester, Mass., is back at the station following a vacation spent on Cape Cod.

CARL GEBUHR, publicist in the Washington, D. C., office of CBS, is expected in Gotham today on a short business trip.

JOSEPH H. REAM, vice-president and secretary of the Columbia network, leaves Sunday to attend the meeting of the NAB directorate, which will be held at Estes Park, Colo.

H. QUENTON COX, general manager of KGW, Portland, Ore., has left for a quiet two weeks at his favorite Oregon beach resort.

REV. CYPRIAN TRUSS, Catholic missionary heard weekly on WWRL, has left for Canada and will go on from there by plane to London for a lecture tour. He'll be heard on the station by transcription during his absence.

JOHNNY THOMPSON, singer heard on the American network, has left for Chicago, where he'll be guest star on Don McNeill's "Breakfast Club" program during the week when Jack Owens is vacationing. Mrs. Thompson accompanied Johnny to the Windy City.

ARTHUR PINE, publicist, is expected back late this week from Hollywood.

DOROTHY THOMPSON, commentator, was in Johnson, Vt. this week to address the People's Forum of the United Church on "The Current International Situation."

Jake Rosenberg Dies; AFM Local Head 12 Years

(Continued from Page 1)

of a musical family. He played here with the Philharmonic Orchestra for 20 years and subsequently was with NBC where switching from piano to drums he was a member of the house organization. He was elected secretary of Local 802 about 15 years ago and three years later became its president, which position he was re-elected to each year since.

In carrying out the rules and regulations of the AFM, Rosenberg was a stormy petrel at times in various union squabbles, but despite these built up the Local's treasury to an all-time high. In 1941 he was an ALP candidate for Councilman in Manhattan. With the recent resignation of William Feinberg, treasurer of 802, the former solid setup of officials is now completely changed.

Rosenberg is survived by his widow, Mrs. Lillian Rosenberg and two sons, Ronald 11, and Lewis, 15.

Funeral service will be held at 2 p.m., today in the Town Hall.

Facsimile Is Planned For Papers In France

(Continued from Page 1)

The Finch Co., said that the program involves exclusive use of Finch facsimile equipment and that 10 installations will be shipped to France immediately. Agreement between Finch and the French publisher also provides for manufacture of Finch equipment in France.

News operation itself calls for master newspaper to be transmitted from a central point and picked up by Finch receiving duplicator units. Copies then will be run off and distributed locally. Duplicator unit cuts a stencil from which mimeo can run up to 50,000 copies. No presses or printing equipment will be required for the operation.

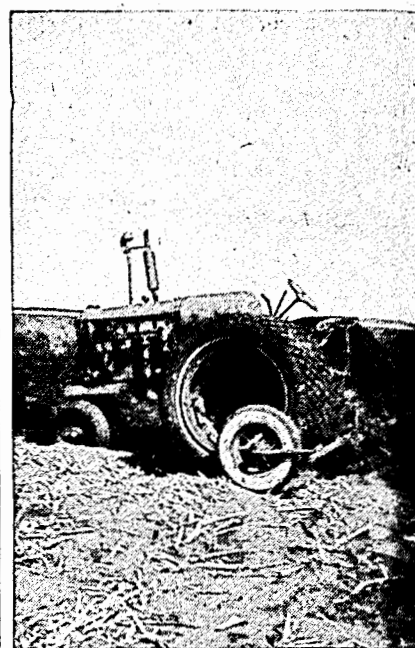
ABC Will Host Students At Du Mont Tele Station

A group of 100 student drama directors and directors of little theaters in the United States and Canada will be the guests of the American Broadcasting Company's television department on Tuesday, August 13 at WABD, the DuMont Studios in New York.

ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.



No handsey!

That's a driverless tractor. Honest. Some farmer in Texas doped it out. It seems he hooked up a wheel guide that steers the machine. If the guide jumps a furrow, the power shuts off . . . and the tractor stops. Pretty soft.

But there are other equally effortless ways to get work accomplished.

Take radio in Baltimore for instance. To get things done without worry or fretting . . . get sales up and costs down . . . just jot the call letters W-I-T-H on your radio list.

It's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in town. And remember BALTIMORE is a 5-station town.

Facts are available.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL

CBS—MBS

Ford-CBS Officials Complete Video Pact

(Continued from Page 1)

Garden over WCBW, CBS television station. "In bringing the television viewing public these important sports events, Ford will render them a real service," Davis said. "At the same time, the company assumes leadership in the automobile industry in the use of this dramatic medium for the presentation of automobile models, where the visual element is important."

"Another 'Ford First' "

"We are merely adding to a long list of 'Ford Firsts' in selling as well as engineering," Davis added. "As television color comes along, our experience in the effective use of black-and-white television should place us in a position to bring to the public color television as well, at the earliest possible moment, and we will follow the color television developments closely to that ending."

Commenting on the Ford-CBS contract for Madison Square Garden events, Frank Stanton, president of CBS said: "It makes available a wealth of the finest kind of program material for the development of the kind of television everybody wants. Color television, and it will give the whole television art a big push along the road to growing up."

Luncheon Guests

Attending the luncheon yesterday were:

For Ford Motor Co.—Henry Ford, president; Ernest R. Breech, executive vice-president; John R. Davis, vice-president in charge of sales and advertising; Charles J. Seyffer, manager, Northeastern Region.

From CBS—William S. Paley, chairman board of directors; Frank Stanton, president; Frank K. White, vice-president and treasurer; Adrian Murray, vice-president; William C. Gitiger, vice-president in charge of sales; L. W. Lowman, vice-president in charge of television; George Moscovics, commercial sales manager of television; Dr. Peter C. Goldmark, engineering research and development; George Crandall, director, press information, and Joseph R. Spadea, manager of Detroit office.

Thompson Executive Present

From J. Walter Thompson Co.—Henry Flower, senior account executive; Fred C. Foy, manager Detroit office and Ford account executive; Albert M. Gillham, director of television, and Paul De Fur, liaison man for Ford account.

From Madison Square Garden—Ned Ash, executive vice-president; Bernard Gimbel, president, Gimbel Bros., Inc., and member of Garden board.

It was pointed out that the Ford contract with CBS for television coverage of Madison Square Garden events includes everything but boxing. Contracts for television rights for boxing are now in force between NBC and Mike Jacobs of the Twentieth Century Sporting Club.

Television Goes Theatrical; Becomes State Fair Attraction

(Continued from Page 1)

only 100 pounds and adaptable for either studio or field pickups.

The Cowles station in Des Moines will present eight hours daily of television broadcasts from its Fair Ground studio. In effect, the station will move more than 50 per cent of its personnel and studio equipment to the Fair for the eight-day audio-video demonstrations.

Standing by to supervise technical production on the KRNT video debut from RCA will be Dick Hooper, shows and exhibition manager; chief engineer of television shows and exhibitions, Chester Davis; Joseph A. Jenkins, production manager and John Crosby, programming and production.

Hooper will appear in an address on "Postwar Television" before members of the Des Moines Advertising Club August 27.

Tent Is Spacious

The tent housing the television demonstration will measure 210x90 feet. The KRNT television studios will be 35x35 feet, with an audio control room to the left of the stage (10x10 feet) and a video control room to the right of the stage (15x20 feet). Fair patrons will have 300 seats facing the stage from which they can see the subjects being televised. Immediately behind the seats will be the television receivers, six on each side of the tent.

The 12 receivers will include several of the developmental models of RCA's large-screen projection home television receivers which present pictures almost the size of a standard newspaper. These will be in addition to other smaller screen receivers which have been in general use for several years.

The large-screen receivers employ unusual new optical principles to attain pictures 300 square inches in size, yet retain cabinet proportions that will fit into the average home.

AM Facilities Included

After visitors to the exhibit see the actual televising of KRNT shows on the stage, they will be directed to the receivers in the rear to observe the pickup by the receivers.

The KRNT radio control room at the Fair will be equipped with speech input equipment, portable microphones, public address system and turntables, to afford complete studio facilities for full AM reporting from the Fair.

United Press and Associated Press news machines will be mounted in the tent studios to round out the radio television demonstrations.

Phil Hoffman, manager of KRNT, has channeled the year's heaviest promotion for the Cowles property behind the Fair television project. In addition to constant air hammering for the month of August, KRNT is issuing weekly news releases to all state papers, running car cards inside and outside all Des Moines street cars and buses, and setting up a shooting

schedule for a photographer who will take pictures of all out-of-city groups to be televised for servicing to home town newspapers.

International Harvester has distributed 28x36-inch posters on the television exhibit to all their Iowa dealers for community display, and has mailed more than 100,000 reduced reproductions of the posters to their rural mailing list. Dealers throughout the state are running television ads in their local papers, and an ad on the KRNT-International Harvester television exhibit will appear in the August 3 issue of Wallace's Farmer.

State Fair Co-operating

Abetting the sponsors' promotional fireworks, the State Fair board has included build-ups on the 150,000 worth of television equipment coming to the Fair as part of the flow of news releases and paid ads which have already started to blanket Iowa.

Fair officials are expecting a record turnout for Iowa's first State Fair since 1941. Before such an audience, KRNT is confident that eight days of television will answer the questions of thousands of Iowans about how soon television may be expected to become a standard item of home equipment in the corn belt.

New Radio Relay Web Gets Underway Soon

(Continued from Page 1)

mits to construct and operate three stations experimentally. Globe, who holds an option to buy the network facilities after they have been "proven in," intends to extend the network westward to Chicago.

Three Relays Planned

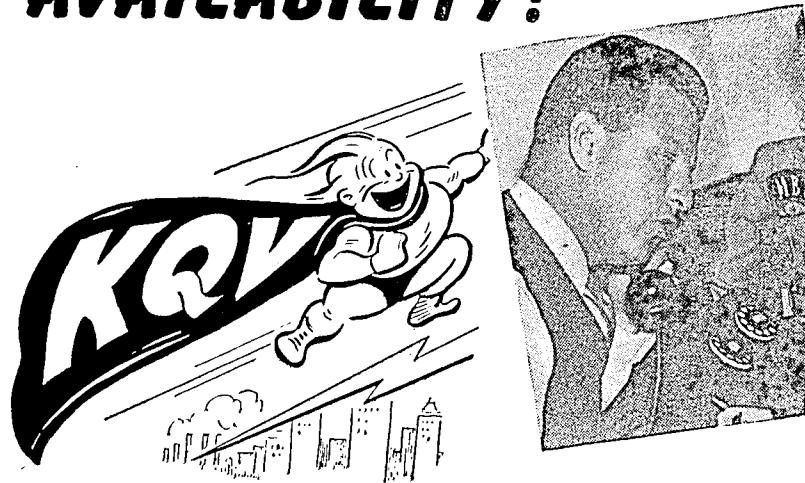
GE will now build and experimentally operate all facilities in this initial micro-wave network, Dr. Baker said. These will include a terminal station in New York City and three relay stations—on Beacon Mountain 50 miles from New York, another at Round Top Mountain, 52 miles farther north, and the third a jump of 26 miles to the Helderberg Mountains, about 12 miles from downtown Schenectady and GE radio and television studios.

GE has finished construction of a new 130-foot steel tower which will house antennae, transmitting and receiving apparatus for the Helderberg Mountain relay point.

Dienes In Musicraft Post

Samuel N. Dienes has been appointed representative in the Manhattan area for Musicraft Record Distributors, Inc. He was previously associated with the ARA Record Co., in a distribution capacity.

TALK ABOUT AN AVAILABILITY!



Fulton Lewis, Jr. . . . who consistently maintains the 2nd largest listening audience among Pittsburgh's 5 stations, 7 to 7:15 p.m. . . . whose audience in Pittsburgh is 25% above his network average . . . is now available, Monday through Friday, at 1000 W rates! (5000 W rates in effect Sept. 1).

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

LOS ANGELES

By RALPH WILK

GALAXY Productions recorded at Eccles ten more episodes of "Over the Back Fence", five-minute satirical gossip strip. Howard Helmick produced and Kirby Hawkes wrote the script.

Kenny Delmar, known to radio listeners as Senator Claghorn, will be guest on the Louella Parsons Show, August 4th. Now here to make a picture, "That's A Joke, Son," for Eagle-Lion Productions, Delmar will be interviewed by Harriet Parsons, conducting the broadcast during the temporary absence of her mother.

Don Searle, Vice-President in charge of the Western Division for ABC, will be the host for all ABC employees at an afternoon and evening outing given by the company at Searle's home on Friday, August 9, featuring swimming, games, dancing and a barbecue dinner.

Jean Hersholt, star of CBS' "Dr. Christian" program, left for Bohemian Grove, in the Russian River country of northern California, for his annual vacation. A member of the San Francisco Bohemian Club, he will sojourn for two weeks at the Club's summer camp. He has a cabin with Lauritz Melchior, Earle C. Anthony, George McManus, the cartoonist, and a couple of other friends.

Fred O. Hansen, new owner of the Painted Post in Studio City, will continue Ken Chrisman's Painted Post program over KXLA daily, featuring western music.

Kay Kyser is recuperating at the St. Johns Hospital, Santa Monica, where he was operated on for a hernia. He is reported doing fine. He was planning a trip to Rocky Mount, North Carolina, to visit his mother, and is still going to make the trip as soon as it is possible.

A. R. Finley, formerly account executive with Fuller & Smith & Ross, Cleveland, has joined the Los Angeles office of Foote, Cone & Belding as an account executive.

Sylla Brind, formerly heard on ABC broadcasts of the "Quiz Kids" program, is now the 20th Century-Fox starlet "Vanessa Brown." Under that name she shortly will be seen with Ronald Colman in "The Late George Apley."

Harry Mitchell, emcee of the Columbia Pacific Network shows, "Money on the Line" and "Free For All," is a new father. His wife, Maxine, has given birth to a 9 pound son.

Pat McGeehan has returned to NBC's "The Adventure of Bill Lance." McGeehan has been vacationing in Canada for the past three weeks.

Ave Maria Hour

WMCA — Sunday — 6:30

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



Memos Of A Midnigher...!

● ● ● N. Y. Stock Exchange soon to launch a million dollar advertising campaign to explain its place in the economic life of the nation, warning the public against tips, etc. . . . Next satire on the ad business will be "Please Send Me, Absolutely Free," by Arkady Leokum. . . . Dick Powell has the inside track on Texaco replacement in the fall. . . . Ted Collins plenty disturbed because his sponsor has shifted the Kate Smith stanza back to Sundays—the day his Boston Yanks play. . . . Look for price war on radio sets before Christmas, with some of the lesser known brands hardly selling at all. . . . Grumbling still reported going on between one of the top ciggie firms and their agency. . . . And while we're at it, another agency is about to lose its star beer acc't. . . . 20th Century will screentest Maggi McNellis' pert assistant, Eileen O'Connell. . . . Beatrice Kay claims that singing commercials are America's favorite endure sport.

★ ★ ★

● ● ● One Man's Point Of (Re) View: "The Fighting Senator," which preemed Monday nite (over CBS for Lever Bros.), is aptly titled with the Senator coming out of his corner slugging with both fists. Quoting the announcer: "The stories we tell are fictitious, the problems real . . .", which just about summed up the idea. Opening show was devoted to the horrors of Mental Institutions, their administration and care of patients. Forthcoming scripts will aim at the Black Market in Nursing, Contract Reconversion and Pay for School Teachers. Despite its slugging theme, show manages to keep "entertainment" foremost and producer Louis G. Cowan should be a cinch to wrap this one up on the credit side.

★ ★ ★

● ● ● Among other things we'll never be able to understand about radio is this business of auditioning all over town. First you audition at one web, then another, then an agency, then for this director or that. Don't they ever take anybody else's word for it? In sum, if a performer passes the basic test of one net, why isn't that acceptable at other spots? We're not referring to competitive auditions, now, just merely the gen'l ones. Will someone kindly take the trouble to inform us why it isn't sufficient for a performer to just take one audition? Think of all the time and money wasted on these repeat hearings. And also think of all the time the poor kids have to wait between auditions—sometimes six and eight weeks. And why? Just so's someone else can pass or flunk you. And after that? Why, on to the next audition, of course! Life could be so beautiful if radio weren't so audition-minded. We just thought of something. Why can't a committee representing all nets and agencies be formed to pass on the original, basic test? Or would that be too logical?

★ ★ ★

● ● ● Small Talk: Tip to sponsor looking for a solid show with low talent cost: Look up Peter Irving, radio writer-producer-director, who's just wrapped up the works of Somerset Maugham for fall delivery. . . . Mutual auditioned a new show, "The Plot Thickens," with Sigmund Spaeth as moderator and Humphery Davis playing most of the character roles. . . . Zazu Pitts and Jules Alberti working out a new daytime airer presenting the screen star as a sort of femme mystery chef. . . . Hank Sylvern offered music director's job on top show from the Coast with money holding up the deal. . . . Paul Denis' new book on how to break into show biz devotes a very practical chapter on how to break into radio. . . . Martin Ragaway and Len Stern's new comedy package, "The Amazing Congressman Cradlerocker," being auditioned by NBC. . . . Charlie Barnet's band breaking up after present series of one-niters are completed in two weeks? . . . Ascap's Eastern Division Mgr., I. T. Cohen, appointed Lt. Col. on Governor Ellis Arnall's staff.

CHICAGO

By BILL IRVIN

NEW orders for 120 station breaks and the renewal of two scheduled calling for a total of 116 station breaks headed the WMAQ business week, was announced by Oliver Morton, manager of the NBC Central Division national spot sales department. The Crowell-Collier Publishing Company, Inc., through Kudner Agency, Inc. ordered 117 live station breaks to be aired nine per week for 13 week effective July 19 for Collier's Magazine. The Select Lake Theater Corporation, through Atlas Advertising Agency, Inc., ordered three live station breaks to be aired for the production "Come On Up." The Fred W. Amend Company (Chuckles Candy) through Henri, Hurst and McDonald, Inc., renewed a schedule of 104 station breaks to be heard two per week for 52 weeks, starting Aug. 1. The California Fruit Growers Exchange through Foote, Cone and Belding Inc., (Hollywood), ordered a three week renewal of a schedule of 1 station breaks to be aired four per week starting July 29.

In a "tour-of-the-fairs" series WBBM's farm director Russ Davis will give the station's listeners wire recorded reports on three midwestern state fairs beginning Aug. 1. Davis will visit first the Illinois State Fair at Springfield, where he will spend two days, Aug. 14 and 15. The broadcast of the Illinois fair will be heard over WBBM Saturday, Aug. 17, 1:30 to 2:00 p.m., CDST. Next Davis will spend two days at the Wisconsin State Fair at Milwaukee. There, on Aug. 21 and 22, he will record a report of the event which WBBM will broadcast Saturday, Aug. 24, 1:30 to 2:00 p.m., CDST. The final broadcast in the series will be heard on Saturday, Sept. 7 (1:30 to 2:00 p.m. CDST) when Davis reports on the Indiana State Fair at Indianapolis which he will visit on Sept. 4 and 5.

Starting Sept. 15, Carson Pirie Scott and Company, Chicago department store, will sponsor the "Distinguished Guest Hour" on WBBM, Sundays 4:30 to 4:45 p.m. The program has been aired on WGN. The series presents national and international figures speaking on timely topics. The 39-week contract was placed through Smith, Benson and McClure agency, Chicago.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

Receiver Production Set Record In June

(Continued from Page 1)
 partly by a drop in production of per cent in consoles from pre-war ages and a decrease of 64 per cent in automobile radio production. RMA figures indicate the top pre-production was reached in 1941, a total of 13,642,334 sets were produced, or an average monthly rate of about 1,136,861. This rate is considerably below the June production of this year. While RMA figures are broken down monthly, for an accurate comparison with production for June of this year, top pre-production was reached in the six months of 1941, when a total of 703,382 sets were produced. The average monthly production for this period was about 1,266,930 sets—below the production rate for this year.

Production Despite Shortages
 A record-breaking production in June was made in the face of a continuing shortage in many radio parts and cabinets. This would account for the accent on unusual designs in table models, while console models would still be held back. R said an "insufficient" supply of tag condensers, tubes, wood cabinets and an "out-of-balance" supply of components "continue to hamper production of radios."

Although CPA made no attempt to add AM radio production into AM production, trade sources agreed that sets were still few and far between. On the basis of recent reports to the FCC, however, a spurt in FM set production is anticipated for this fall. This spurt, though, is expected to reflect itself in combination AM sets, rather than in FM sets exclusively. Even in the combination sets, the accent is expected to continue on small models, with producer consoles expected to continue to lag.

Sosnik's New Show

"Vacation With Music," an all-musical show featuring Harry Sosnik and a symphonic orchestra, will air over NBC tonight (Friday) at 8:30. The maestro will be assisted by Phil Brito and Liza Morrow, vocalists. The show, penciled in for seven weeks as a summer replacement for "The Are Funny," marks the debut of Sosnik as the maestro of his own program.

Resort Hotel Wire For CBS

Frank Roth and his Latin-American orchestra, will be heard three times weekly via CBS from Wopod Lodge, E. Hampton, Conn., beginning August 10.

CALLING NETWORK STATIONS!
 Bright young woman with bright ideas, experience in programming, publicity production. Write RADIO DAILY, 202, 1501 Broadway, New York N. Y.

FCC Okays 72 FM Requests; Includes CPs And Renewals

(Continued from Page 1)
 Additional grants were made to the following:

Indiana: Evansville, Tri-State Broadcasting Corp.; Hammond, Radio Station WJOB; Terre Haute, Banks of the Wabash, Inc.

Michigan: Detroit, Knight Radio Corp.; Grand Rapids, Lear, Inc.; Grand Rapids, The Grand Rapids Broadcasting Corp.; Grand Rapids, Fetzer Broadcasting Co.

Ohio: Bellaire, Tri-City Broadcasting Co.; Canton, P. C. Wilson; Canton, Stark Broadcasting Corp.; Findlay, Findlay Radio Co.; Portsmouth, The Scioto Broadcasting Co.

Oklahoma: Tulsa, Tulsa Broadcasting Co.

New York: Troy, Troy Broadcasting Co., Inc.

North Carolina: Asheville, Skyway Broadcasting Corp.; Asheville, Radio Station WISE, Inc.

Tennessee: Memphis, Memphis Publishing Co.

Texas: Amarillo, Amarillo Broadcasting Corp.; Houston, Texas Star Broadcasting Co.; San Antonio, Southland Industries, Inc.

Vermont: Rutland, Philip Weiss Music Co.

Virginia: Newport News, Hampton Roads Broadcasting Corp.; Roanoke, Time-World Corp.

West Virginia: Huntington, Greater Huntington Radio Corp.

Wisconsin: Rice Lake, WJMC, Inc.; Wausau, Northern Broadcasting Co., Inc.

Final CP's Granted

The following stations were granted final CP's:

Courier-Times, Inc., New Castle, Ind.; Wilton E. Hall, Anderson, S. C.; Kingsport Broadcasting Co., Inc., Kingsport, Tenn.; Central Wilamette Broadcasting Co., Albany, Ore.; Claremont Eagle, Inc., Claremont, N. H.; Express Publishing Co., San

Antonio, Texas; United Broadcasting Co., Columbus, Ohio; KTRH Broadcasting Co., Houston, Tex.; Cornell University, Ithaca, N. Y.; William F. Huffman, Wisconsin Rapids, Wis.; Southwestern Hotel Co., Fort Smith, Ark.; Knoxville Publishing Co., Knoxville, Tenn.

Renewals Approved
 The following stations were granted renewal of licenses for the regular period:

WMLL, Evansville, Ind.; WBAM, New York City; WHET, Rochester, N. Y.; WIP-FM, Philadelphia; WSBF, South Bend, Ind.; WTAG-FM, Worcester, Mass.; WTMJ-FM, Milwaukee; WNYC-FM, New York City; WCAU-FM, Philadelphia; WLOU, Detroit; WFMN, New York City; WABF, New York City; WADW, Indianapolis; KOZY, Kansas City, Mo.; KYW-FM, Philadelphia; WABC-FM, New York City; WBBM-FM, Chicago; WBZA-FM, Springfield, Mass.; WDUL, Superior, Wis.; WEA-FM, New York City; WEHS, Chicago; WENA, Detroit; WFIL-FM, Philadelphia; WGTR, Boston; WGYN, New York City; WHFM, Rochester, Minn.; WMGM, New York City; WMIT, Winston-Salem; WMTW, Boston; WNEF-FM, Binghamton, N. Y.; WOWO-FM, Fort Wayne; WSM-FM, Nashville; WTIF, Hartford, Conn.; WWZR, Chicago.

Durr Asks "Further Inquiry"

In 23 of the cases Commissioner Clifford Durr voted for "further inquiry." These include KOZY, WBBM-FM, WABC-FM, KYW-FM, WBZA-FM, WDUL, WEA-FM, WFIL-FM, WENA, WEHS, WOTR, WGYN, WHFM, WMGM, WMIT, WMTW, WNEF-FM, WOWO-FM, WSM-FM, WTIG, WWZR.

KHJ-FM, Los Angeles (Don Lee Broadcasting System), was granted a temporary extension for the period ending October 1.

CBC Discussion Continues In House Of Commons

Montreal—Commons Radio Committee yesterday continued to discuss the question of whether private stations had been given specific warning of a CBC plan to take over their frequencies for the establishment of high-power, clear-channel outputs in the national system.

The CBC has announced a policy of taking over the frequencies of CFCN, Calgary; CKY, Winnipeg, and CFRB, Toronto. CKY is owned by the Manitoba government and a CBC policy has recently ruled against provincial ownership of such stations so that this outlet will be taken over wholly by the CBC. The privately-owned Calgary and Toronto stations, however, have been offered alternate frequencies with no reduction in their power. G. C. W. Browne, acting controller of radio of the transport department, gave a chronological documented report on steps taken in relation to the notification of the sta-

Increasing Interest Noted In BMB Survey Clinics

Increasing interest and participation in Broadcast Measurement Bureau's weekly pre-publication clinics has been reported by Phil Frank, bureau secretary, who said that a capacity audience of 108 broadcasting and agency representatives were present last Wednesday (July 31) while 25 others were turned away. Frank reported that the second meeting was dominated by advertisers, whereas the first had been represented mainly by broadcasters.

His evidence showed that while letters of the CBC's intentions were sent to stations holding the alternative wavelengths, the stations whose frequencies were actually to be taken over were sent endorsements attached to their licenses pointing to the provisional nature of the license. The first letters saying that wavelengths would be required at a specific date were dispatched last year.

AFRA To Consider Tele And FM Scales

(Continued from Page 1)
 since nothing was done about either of these two forms of broadcasting in 1943 or 1944 conventions. Minimum fees and working conditions are the gist of the matter. Whether the National Executive Group will play for definite action on these two points is still a moot question.

Talent-Union Merger
 Interrupted by the war was the matter of merging all talent unions into one, particularly with Actors Equity and Screen Actors Guild. Councils and committees of these groups including that of AGMA have long since discussed the proposals and tentative plans submitted. An interchangeable card was deemed a good move. While AFRA and other unions go on record as being in favor of it, just how to bell the cat, is the question.

Coupled with the FM and tele situation, the merger looms as vital as ever if not more so, in the opinion of the membership of the various unions. Chapters have also asked for further action against the Lea Bill which hits AFRA as well as the AFM and in this regard, action taken will involve the forthcoming new contracts with the signatories of the AFRA Code which includes networks as well as agencies and the recording business.

High cost of living and the necessity of establishing a firm control over prices is another angle that AFRA delegates will seek action upon. AFRA's position is that it should take a strong and militant stand on economic and/or political matters which greatly concern the welfare of the membership.

The big show in Los Angeles later this month, it is believed will prove the most important gathering in the history of the radio artists' union. What effect this will have on the broadcasting industry depends upon what action is decided relative to signing the new pacts, scheduled for November 1. Later signings, according to provisions already agreed upon, will make contract terms retroactive to November 1, 1946.

BALTIMORE'S Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
 John Elmer, President George H. Roeder, General Manager
 TREE & PETERS Inc. Exclusive National Representatives

SOUTHWEST

ELECTION returns were brought to Texas listeners through the Texas Election Bureau, which was established to service newspapers and radio stations. Thirty-two stations subscribed to the service throughout the state this year.

"Ramsey's Little Red Book" is a new quarter-hour program being heard Tuesday and Thursday mornings over KTSA, San Antonio. Programs feature Ramsey Yelvington, the KTSA farm editor in Texas tall tales and philosophy.

The Blue Bonnett Broadcasting Co., has applied to the FCC for license to operate a standard broadcast station at Fort Worth on 760 kilocycles with 1,000 watts, daytime only. License was approved recently for a daytime station by the FCC for Fort Worth.

Call letters for the new Jacksonville station being built by Bill Lauries are KEBE. Station will operate on 1400 kilocycles with 250 watts power, full-time. Lauries also owns and operates KNET, Palestine, which he expects to sell to J. G. Long, Bay City theater circuit operator.

A series of International language programs are being planned for KCOR, San Antonio, according to Marvin Broyles, program director. Station now airs Spanish-language programs and time will be given for German, Italian, Jewish and various other nationalities in this area, to air programs in their language.

Joe Wills, newscaster for WOAI, San Antonio, was married to Dorothy Perkins at Cameron, on July 20.

Fairfax Nisbet, assistant editor of the Dallas News is now mistress of ceremonies of "Starlight Stars" heard over WFAA, Dallas, each Friday evening for a quarter hour. Miss Nisbet interviews the stars singing in the operettas in Dallas.

Weldon Lawson of Seguin, has applied to the FCC for license to operate a standard broadcast station with 250 watts power on 1400 kilocycles, full-time. Application is contingent on whether KONO, San Antonio, is given FCC approval to shift from 1400 to 850 kilocycles and to increase its power from 250 watts to 1,000 watts, night, and 5,000 watts, day.

Pat Boyett has rejoined the announcing staff of KONO, San Antonio, following his discharge from the service.

ABC Augments Schedule Of Paris Broadcasts

American network has added two daily broadcasts from the Paris Peace Conference in addition to the "Headline Edition" and "News of Tomorrow" programs, which currently feature broadcasts from Luxembourg Palace each night. The additional broadcasts from Paris will be heard daily over ABC at 11:35 a.m., EDT, and again at 1:10 p.m., EDT, during news portion of the Kellogg Home Edition and on Baukhage's news program, respectively.

WHO'S WHO IN RADIO

PURNELL H. GOULD

PURNELL H. "MIKE" GOULD is one GI who is settling back into radio without having to worry about catching up with changes during the war years. His three years in the Army were spent in building and running radio stations for the entertainment and information of Allied troops, both overseas and in hospitals in the United States.

Back in 1932, when Mike broke into radio, he was commercial manager of WBAL, Baltimore. After spending two years with that station, he moved to WFBR, Baltimore, a small station which he built-up to a point where it had to be housed in one of the best equipped radio plants in the country, in Radio Center, Baltimore.

For a year after leaving Baltimore, in September, 1942, for service in the AAF, Mike was doing liaison work. In 1943, Mike was transferred to Hollywood and the Armed Forces Radio Service. By this time it was Major "Mike" Gould. He was told to comb the Army for experienced radio technicians, announcers, scriptwriters, and whatever staff members he needed; order transmitting and other broadcasting equipment. This done, he was to get out to the Pacific Islands, as soon as possible, and get Armed Forces radio stations on the air.



"Veteran"

Out in the South Pacific, with able assistants, he started to build the "Mosquito Network," with WXIJ in Noumea, New Caledonia, as the first station. A month later, followed another station at Guadalcanal, then another at Munda. While fighting was still active on Bougainville, in March, a 1,000-watt station was built just two miles from the front lines. The stations consisted of one or two studios—Army and Navy huts; with rain and mosquitos the worst enemies—thus, the name "Mosquito Network."

After setting up another station at Auckland, New Zealand, Mike was sent to Honolulu, and there started work on the Pacific Ocean Network. The PON, as it was called, eventually had stations at Canton, Midway, Johnson, Kwajalein, Makin, Tarawa, Eniwetok, Saipan, Guam, Pelelui, Ulithi, Iwo Jima and Okinawa. By the time he returned to Hollywood for duty at Headquarters, he had chalked up 150,000 miles in the air by flying first to the islands and other outposts to make the original installations and then directing the operations. Back in Hollywood, he was put in charge of the Broadcast Service Section of the AFRS until his release from the Army.

Upon leaving the service, Gould engaged in a prosperous advertising agency in Baltimore. Then came an offer from the San Diego Journal to head their new 5,000-watt station, KSDJ, in San Diego. The lure of his first love—station operation—was too strong. He disposed of his interest in the agency and moved to Southern California as general manager of KSDJ. Mike's new station takes to the air on October 1.

"Skippy Hollywood Thea." WOC To Join NBC, Jan. 1; On WEA Starting Aug. 6 Web Will Have 160 Outlets

"Skippy Hollywood Theater," half-hour dramatic show sponsored by the makers of Skippy Peanut Butter, switches time and facilities in the New York area with a shift to WEA, NBC outlet for the city. First broadcast on the new schedule will be Tuesday, August 6th, at 7:30 p.m. Announcement was made by Garfield & Guild, agency handling the Skippy account.

Addition of WEA to the "Skippy Hollywood Theater" line-up marks the fifth major NBC station in the New York-New England area on which the Skippy Peanut Butter program has been scheduled since the start of 1946. Others are WBZ-BZA, Boston and Springfield, WTIC, Hartford, WJAR, Providence, and WGY, Schenectady.

With the announcement that WOC, Davenport, Ia., a 5,000 watt station operated by the Tri-City Broadcasting Company, will become an NBC affiliate on January 1, the network's number of stations is increased to 160.

WOC is the third station to join the web this week. Other two were WEEK, Peoria, Ill., now under construction, and WJBO, owned and operated by the Baton Rouge Broadcasting Co.

Hiroshima Anni. On WNEW

Commemoration of first anniversary of Hiroshima atom bombing will be observed by WNEW August 6 at 9:15 p.m., EDT, when vets who fought Japanese appear for "Reunion In New York."

The Mailbag

WWJ's Tele Station

In RADIO DAILY issue of Friday, July 26 paragraph 2 of piece titled "television stations promised by Jarry first" you have given WJR credit for opening Michigan's first television station by November 15. This is obviously a call letter misprint, however, one which should be corrected. This station has gone to vast expense to identify us in the trade as operators of Michigan's first television station. The same goes for local publicity. Harry Bannister, station manager, will appreciate correction same.

Lanny Pitts
Publicity director, W

Summer Audience Survey Shows Slight Increase

Average available audience for two weeks in mid-July was 71.7, 2.1 from the two weeks previous; up 0.3 from the same period a year ago, according to the July 30th report by C. E. Hooper. Average evening sets-in-use is reported at 0.6 from the last report and down 1.3 from a year ago. Average evening rating is now 5.2 down from the last report and down from a year ago.

Current total sponsored hour in is 53 and one half, as compared with 58 and one quarter in the last Hooper report and as compared to 66 a year ago.

Evening programs are headed "Mr. District Attorney" topping first 15 with 12.1; Jergen's Summer Edition is 9.1 and the rest of the programs scale down from this point. "Crime Doctor" is third with 9.0, "Dr. I. Q." has the same rating, and "Mrs. North" follow in order a "Man Called X"; Kay Kyser, "Y Hit Parade," Drew Pearson, "T It or Leave It," Mystery Theater, core Theater, Bob Hawk Show, Christian and Suspense.

Daytime strips are headed "Portia Faces Life", with 7.1; second is "Breakfast in Hollywood" (Flogg); When a Girl Marries, St. Dallas, Young Widder Brown, Lotzo Jones, Pepper Young's Farma Perkins. (NBC), Romance of Len Trent, and Breakfast in Hollywood (P&G) follow in the order named.

"Wigglesworths" On WOR

Starting Sunday, August 4, from 1:00 to 1:15 p.m., WOR will feature Laurence Hammond's transcribed series, "Keeping Up With The Wigglesworths," which won honor mention at Columbus, in the public service division. WOR will be 60th station to carry the show. Fifty-six complete 15-minute dramatics have now been recorded. World Broadcasting, Miss Mickey Carr, one of Conover's top model production assistants to Hammond.

AGENCIES

MORROW, for three and one-half years account executive and director of the Jacobs Co., Chicago advertising agency, has resigned to accept a similar position with W. V. Harrison and Co., advertising agency, also of Chicago. Morrow is creator and producer of "Tin Pan Alley of the Air," this year's winner of the Chicago Federated Advertising Award for musical shows. He is the originator of several other network programs.

RESIGNATION of George W. Bolling, vice-president and manager of the New York office of John Blair & Co., radio station representatives, has been announced by John P. Blair, president. Co-incident with the announcement of Bolling's resignation, Blair announced that Richard D. Smiley, formerly vice-president and director of sales in New York, had been named manager of that office. He will be assisted by William H. Wilson.

W. TUCKER'S HUDSON BAY RADIO CO., Brooklyn, has announced a \$1,000,000 advertising budget for year-end promotion in radio and newspapers in New York. WINS and WJL will be used for programs and announcements. Account is handled by Robbins Advertising Agency, with Sidney Robbins as account executive.

Radio Reports Proceedings In Court

Chicago—William Ray, manager of NBC Central Division news and special events department, appeared before the board of governors of the Chicago Bar Association yesterday to make a preliminary statement in defense of the use of radio recordings in coverage of local court proceedings.

Ray appeared on behalf of the Chicago Radio Correspondents Association of which he is president. He presented a transcription of the LaSalle fire inquest, which was recorded by an NBC-WMAQ news crew aired in a special 15-minute broadcast on WMAQ on June 7. Ray defended the transcription as an example of the fair and dignified manner in which legal proceedings can be recorded for broadcasting to the general public.

Ray requested Bar Association restrictions against the admission of radio reporters to courtrooms, sub-ject only to the discretion of the individual judges and on the condition of radio reporting by recorder be consistent with the dignity of the trial.

The NBC-WMAQ news and special events wire-recorder crew, in coverage news sources for the WMAQ "Six on the Spot" program (six-a-side, 12:45 p.m., CDST) has recently gained access to several city and county courtrooms.

PICTURE OF THE WEEK



Not to be outdone by the WINS lion and the WFOY alligator pictures of last week WJR, Detroit, turns up this week with "Shirley," the circus pig, being interviewed by Charles Park and his 12 year old son. "Shirley" is the pet of Felix Adler, top clown with the Ringling Brothers-Barnum & Bailey circus.

First IBD Transmissions To Far East Launched

(Continued from Page 1)

International Broadcasting Division. English shows led off the transmission of eight-language Far Eastern radio operations which, by the end of August, are scheduled to be totally based in New York as a result of the recently announced consolidation of IBD's New York and San Francisco functions.

Korean language shows, shipped via land line from New York to Pacific Coast transmitters beamed to the Far East, will begin August 12. New York-originated Chinese, Malay and Dutch programs will follow on August 19, and one week later French, Annamese and Siamese programs will complete the list of languages to be heard on ten West Coast transmitters under the merged set-up.

Recordings are being made at San Francisco to sustain the programming of these transmitters while language units are en route to New York. Approximately 50 employees of the San Francisco office with special language or technical qualifications are being detailed to New York to effect the merger.

Carroll Doing Sports At WWRL

Ray Carroll, announcer at WWRL who formerly handled play-by-play baseball broadcasts of Manila Dodgers for AFRS, is pinch-hitting for the vacationing sportscasters, Jocko Maxwell and Tony De Phillips.

Demonstrate FM System To Toronto Police Officials

Montreal—Described as a "glorified hatpin" owing to its 18-inch aerial, delegates to the Ontario Police Association conference in Toronto, were treated to a two-way demonstration of the latest in police radio communications system. G. Gordon Patterson and J. R. Warren, engineers from Rogers-Majestic, manufacturers of the FM equipment, were in charge of the demonstration.

With a transmitter and receiver atop the Royal York, and a cruiser car equipped similarly, operating on 152-162 megacycles, a trip about the city was undertaken which included many of the "blackout" spots which plague present-day operation of the Toronto police radio system—such as subways, car lines and other locations which made transmissions unreadable or completely blank. Transmissions were received at both ends at this test with fine clarity using a wide variety of voice types.

Becker Twice Weekly, WHOM

Loren Becker, winner of the Arthur Godfrey "Talent Scout" program July 9, as well as Enoch Light's "Date With A Disk," starts his own twice-weekly 15-minute program over WHOM August 12 at 2:45 p.m. Becker was released from the Army last March after serving two years in Army Special Service, singing and helping direct Army shows for the soldiers overseas.

PROMOTION

Newspaper Tieup

In keeping with the current trend among New York stations to present a more thorough coverage of local news events, WWRL, New York, which has a promotion tie-up with eight Long Island newspapers has completed arrangements whereby the publications will furnish the station with local news stories for broadcast use. News stories originating in the widely scattered Long Island communities covered by the eight newspapers will be relayed to the WWRL newsroom to be included within the station's regular five-minute hourly newscasts. Newspapers will be given credit during the broadcast for the stories they furnish. Among the newspapers co-operating with WWRL in the airing of local news are the Forest Hills Post, Rego Park-Elmhurst Post, Bayside Times, Flushing Times, Douglaston Times, North Shore News, Whitestone News and the Flushing Herald. Fred Barr, WWRL program director, revealed the station is discussing a news tie-up with other Long Island and Brooklyn newspapers for still wider coverage.

U. S. Steel Sums Up

A 12x9 inch black-and-white booklet entitled "Telling the Story of an American Industry . . . By Radio" is the latest promotion piece now being distributed by United States Steel Corporation. This piece was prompted by the company's desire to preserve and at the same time show the wide variety of weekly messages used by United States Steel in the first nine months of its sponsorship of the full-hour Sunday airing, "The Theater Guild of the Air."

General Kenny Heard On ABC

Gen. George C. Kenny, commandant of the Strategic Air Command, was heard last night on the ABC program, "Keeping the Peace," broadcast over the network at 10 p.m. The program marked the 39th anniversary of the American Air Force.

Send Birthday Greetings To~

- | | |
|--------------------|----------------------|
| August 2 | |
| Bob Burns | Mary Eaton |
| John Kieran | Jim Berry |
| Clark Ross | Johny Coons |
| August 3 | |
| Ray Block | Rosemary Lyons Jones |
| Robert Emmet Dolan | Paul Carson |
| Gaylord Carter | Schaffer Goodrich |
| Johannes Steel | John S. Young |
| August 4 | |
| Henry Dupre | Frank Luther |
| Floyd Holm | Carson Robison |
| Alan Kent | Earle Tanner |
| June Travis | |

COAST-TO-COAST

—CONNECTICUT—

STAMFORD—Ernie Hartman, WSTC announcer and Don Dunphy, representing the Sports Broadcasters Association, have arranged a softball game between the SBA nine and the WSTC aggregation, to be played here Sunday. . . . Harold H. Meyer, WSTC general manager, has been appointed to the executive board of the newly-formed Mayflower Group of community stations, at a recent meeting of the 27 stations. . . . Built around the "Sound Off," one-minute U. S. Army transcribed announcements, WSTC has programmed a new stanza entitled "Show Down." Beginning with the Army transcription, the program salutes a different branch of the Army on each broadcast, giving brief highlights of its background and function. . . . **HARTFORD**—Joe Girard of WHTT was emcee at a goofy hat contest recently staged at the E. M. Loew's Theater in connection with the showing "Breakfast in Hollywood."

—COLORADO—

DENVER—With Colorado high on the list of states where polio cases have reached the state of serious proportions, KLZ is airing a weekly show entitled "Infantile Paralysis and You," in co-operation with the National Foundation for Infantile Paralysis. . . . In addition, the outlet has been carrying numerous programs on the subject, featuring the executive director of the Colorado State Board of Health and the president of the Denver Chapter of the National Foundation for Infantile Paralysis. . . . Three new staff artists have been added to the talent line-up of KOA. They are Lennie Baylison, who presents a program of Novachord music five afternoons weekly; Fred Nesbit, in a twice weekly quarter-hour song recital and Nick Perito, featured in a quarter-hour show of his own five days weekly.

—OHIO—

CINCINNATI—Youngstown College has conferred the honorary degree of doctor of letters upon William F. Maag, Jr., WFMJ president and general manager. . . . He is a trustee of both Youngstown and Kenyon Colleges and for nine years has been president of the Friends of Youngstown College Library, which raises more than 5 G's annually for the purchase of books. . . . **WARREN**—Engineering specifications for an FM station here, have received the FCC nod, it has been announced by Frank T. Neil and Perry Stevens, owners of WRRN. . . . Application also has been made for an increase in power of the present station from 250 to 5,000 watts. . . . **TOLEDO**—Bill Dillner, formerly associated with WJHB, Florida; WAAF, Chicago, and WJOD, Indiana, is the new addition to the WTOF mike staff.

—PENNSYLVANIA—

PITTSBURGH—Frances Stewart Lindh, KDKA continuity writer and her husband, Arthur Lindh, artist and writer here, have journeyed to the West Coast to do radio

and advertising work. . . . New summer series, featuring a vocalist accompanied by a choral group, is now being aired weekly over KDKA. . . . **CHAMBERSBERG**—Carl V. Princi, known in radio as Carl Victor, formerly of WESX, Salem, Mass., has joined the announcing staff of WCHA. . . . **LANCASTER**—WLAN has appointed Forjoe & Co., as its national representatives, effective immediately. Station commenced operation on its assigned frequency of 1320 kc., 1,000 watts power, Aug. 1. . . . **PHILADELPHIA**—Fred Fester, formerly of spot sales, has joined the New York sales staff of WIBG.

—GEORGIA—

ATLANTA—Lorin Myers, recently discharged from service as a lieutenant, has been appointed merchandising manager of WSB. . . . Both WSB and WGST here gave complete coverage of the recent gubernatorial elections. . . . C. C. Smith has been appointed as special headquarters electronics sales representative assigned to the Westinghouse Southeastern District, with offices here in Atlanta. . . . **AUGUSTA**—Steve Manderson, WGAC program director and publicity manager, has left for Philadelphia to attend the International Lion's Clubs Convention. . . . Manderson is president of the Augusta club, second largest in Georgia and regarded as one of the outstanding Lion's Clubs in the country.

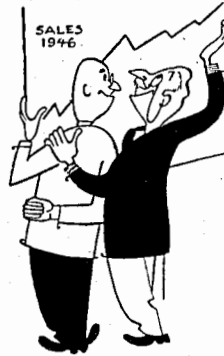
—MINNESOTA—

MINNEAPOLIS—The first broadcast from the mayor's office here since the inauguration of Hubert L. Humphrey as the city's chief executive more than a year ago was made by WCCO in connection with the current epidemic of polio. The program was one in a series presented by the outlet to keep Twin Cities residents informed of the disease, methods of avoiding it, symptoms and treatment. . . . Passing the half-way mark, Twin Cities outlet KSTP's 567,190-dollar, tagged-fish contest has produced over 150 winners and hooked wide-spread publicity with Time Mag., terming the contest the "best summer stunt in radio."

—WASHINGTON STATE—

YAKIMA—Jimmy Nolan, KIT writer-announcer, has started a new series of quarter-hour programs for S. O. Hawkes & Son, leading quality jeweler here. . . . The series is beamed to the housewife with a tie-in on diamond promotion. . . . Barnes-Woodin, leading dept. store here, has scheduled a new program on KIT featuring the music of Freddy Martin. . . . Nathan's women's apparel shop has started a new afternoon musical show on KIT. . . . James Nolan, Jr., former KIT chief announcer and continuity director, is out of the service and back at his post. . . . The outlet welcomed its new neighbor to the north, KCOW of Ellensburg, with a quarter-hour show written by Nolan and featuring announcers Mal Waltmon and Don White.

ON THE SPOT in Europe



Fremantle representatives are on the spot in Europe to make certain that your program, no matter where its local origin, is getting the best possible presentation and that you are getting *all* the facts about the stations and the markets they cover. These representatives operate not by cable or phone from our offices in New York and London, but directly, personally, with the station itself. Our Mr. Lutyens for example, situated in the Fremantle offices, Hotel Minzah, Tangier, works hand-in-glove with the station management of RADIO IBERICA. And once each month he hies himself to the pinnacle of the Pyrenees from whence RADIO ANDORRA projects its 60,000-watt voice into four surrounding countries. Our program director, Mr. Urry, is now in Italy conferring with the 16 Fremantle-represented stations which dot the peninsula.

Fremantle on-the-spot representatives combine American radio "know-how" with a thorough knowledge of European audience preferences, making available to you a service unique in foreign radio representation.

FREMANTLE OVERSEAS RADIO LIMITED

New York

175 East 79th Street, REgent 7-1191

London

Tangier

Representing

RADIO ANDORRA
THE ITALIAN NETWORK

RADIO IBERICA (Tangier)
RADIO MIRIMAR (Barcelona)

Commercial Tele Grows

Law Committees For RMA Activities

Headed by a new overall production problems committee, under the chairmanship of Vice-President M. F. Alcom, new committee selections and re-organizations were announced on Friday by RMA President R. C. Cosgrove.

Major, general industry problems, such as OPA price policies; adequate industry supplies of basic materials, and FM and Television development under FCC, will be handled by the

(Continued on Page 8)

AFRS 'Bedside Network' Adds Hospital At Ft. Dix

The Armed Forces Radio Service, which this week will add the Army hospital at Fort Dix, N. J., to its "Bedside Network," will interview engineers and announcer-writers today (Monday) at the Henry Hudson Hotel for positions at its newest outlet. AFRS representatives Frederick Hilder and Ernest Hansen, Jr., who will interview applicants for the civil

(Continued on Page 2)

First FM Transmitter Set For Canada's Pacific Coast

Vancouver—First FM transmitter in Canada's Pacific Coast will be erected here this fall by the Canadian Broadcasting Corp. The new 250-watt unit will be installed on the roof of the Hotel Vancouver and tests are scheduled for October. New FM station will carry the regular program service of CBR and the Trans-Canada network.

Tele Sponsor

Chicago—Elgin National Watch Company has arranged to sponsor a televised program of motion pictures of the underwater atomic bomb tests at Bikini over television station WBKB, it was announced Friday. The films were flown to Chicago from the West Coast, and their televising will make a new "first" for the Elgin Watch Company.

Clayton Redfern Arrives As Network Newscaster

Clayton Redfern and his 250-watter, WALR, at Athens, Tennessee, basked in the spotlight of big time news reporting last Friday when Redfern covered the Tennessee election riots for the Mutual network.

Redfern, using the words of the WOR-Mutual admirers, did a terrific job. His graphic word picture of the election riot was characterized as one of the best on-the-spot big news reports ever heard, by Richard Pack, WOR publicist.

Coverage and pickup of the Tennessee story was jointly handled by WOR news and Special features division and Mutual's News and Special Features.

Paul Killian of MBS contacted the Athens station for coverage and Milton Burgher of WOR managed to set up an E telephone line to carry Redfern's story. It was recorded and placed on the air over MBS and WOR at 8:14 a.m., EDT., Friday.

P. S. Redfern's little independent station was bumped off the air when the mobs in Athens ripped out the lines between the studio and transmitter of WALR. Late Friday he hadn't been able to get on the air locally to tell the story he fed to the network.

NBC Planning Committee Meets Aug. 10-11 In Colo.

Niles Trammell, NBC president, and other top network and station officials, will attend the NBC stations planning and advisory committee

(Continued on Page 7)

Chicago Convention Of NAB To Include Report On BMB

Preliminary plans for the 24th annual convention of the National Association of Broadcasters to be held at the Palmer House and Stevens Hotels in Chicago, Monday, October 21 to Thursday, October 24, inclusive, were announced in a special NAB information bulletin issued the past week-end.

Indications are that the highlights of the convention will include the report of BMB on its \$1,000,000 audi-

Tempo Of Video Interest Accelerated By Fall Planning Of Stations And Radio Networks

Varied FCC Decisions Issued Over Weekend

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday granted a CP to increase the power of KMPC, Los Angeles to 50 kw.

The KMPC grant was made "provided that applicant agrees to investigate and correct legitimate complaints of blanket interference within the proposed 250 mv/m contour."

CP's for new standard stations were

(Continued on Page 8)

6 College Professors Study Radio News At Stations

Six college and university professors of journalism are currently serving internships in the news departments of six broadcasting stations, NAB's Council on Radio Journalism announced Friday. The sponsorship

(Continued on Page 2)

Wannamaker Is Prexy Of The Tobacco Network

Raleigh—Allen E. Wannamaker, manager of WGTM, Wilson, N. C., was elected president of the Tobacco Network at the annual meeting of the board of directors held here last

(Continued on Page 5)

That the commercial aspect of television is shaping up satisfactorily is the consensus of video broadcasters in the New York area, who now look forward to a sizeable schedule which will be ample, before the year is out. In stating that the commercials will be "ample," various factors are being

(Continued on Page 7)

2-Way Radio Service Introduced In Taxis

Chicago—Two-way radio service in Chicago taxicabs became a reality the past week-end when the first such installations were made in cabs operated by the Veterans Flash Cab Co. Arthur Dickholtz, president of the company, was the driver and radio operator in the first cab using the service, with Ald. James Young, chairman of the city council's transportation committee, as the first fare. Dick-

(Continued on Page 5)

Video "Package Shows" Prepared By RKO-Tele

RKO Television Corp. has prepared two "Telereels," film "package shows" similar to radio ETs, available for commercial sponsorship in 13, 26 or 52-week installments.

Salute To Sound

Hollywood — Radio and motion picture stars will join here tomorrow in a special half-hour program on ABC to commemorate the 20th anniversary of sound in films. The network will collaborate with the Academy of Motion Picture Arts and Sciences in producing the program, which will be heard in the Eastern states starting at 9 p.m. EDT.



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

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FINANCIAL

(Aug. 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Telecomm., Stromberg-Corlson, WCAO (Baltimore), WJR (Detroit).

Sorry, Mr. Gramling

Press Association, Inc., subsidiary of AP, was erroneously referred to as serving 541 stations with their daily news service in the August 1 issue of RADIO DAILY. The correct figure, according to Oliver Gramling, assistant general manager of PA, is 561 stations.

Lauder Tribute

A special broadcast to note the 76th birthday of Harry Lauder, Great Britain's ace showman, has been scheduled by WNEW from 10 to 10:30 p.m., Tuesday, August 6. Via transcription Lauder will sing several songs which helped make him famous.

WM AMERICAN BROADCASTING CO Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTHCOUNTRY'S RICHEST MARKET JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Coming and Going

CHARLES P. HAMMOND, director of promotion and advertising at NBC, and JAMES V. MCCONNELL, director of spot sales for the network, are vacationing, the former at Fire Island, the latter at Candlewood Lake Club in Connecticut.

M. H. SHAPIRO, managing editor of RADIO DAILY, and the missus, disappeared early Friday and headed for a two-week vacation in the Berkshires.

JAMES WOODRUFF, owner of WRBL, Columbus, Ga., who spent a portion of last week in New York conferring with officials of the Columbia network, left Friday for the South.

Z. C. "JESS" BARNES, vice-president of Mutual in charge of sales, leaves today on his annual vacation.

ROGER W. CLIPP, president of WFIL, Philadelphia, paid a call Friday at the headquarters of ABC, with which the station is affiliated.

PHIL WHITTEN, sales manager of The Tobacco Network, is spending two weeks in Gotham on general business and for conferences with the national representatives of the web. He plans to make side trips to Boston and Philadelphia.

ROBERT HUDSON, director of education at CBS, has returned from two weeks spent in Nantucket.

FORREST CLOUGH, traffic manager of the Texas State Network, in New York on business. Looked in briefly last Friday at the offices of the American network.

ALBERT WARNER, Washington correspondent for the Mutual network, leaves today for Seneca Lake in upstate New York, where he will spend two weeks.

FRANK PAPP, NBC director-producer, left last Saturday for Chicago, where he will lecture during the month of August at the Radio Workshop of the University of Chicago.

MARGOT LANE, writer on the Columbia network's "Margaret Arlen" program, has left town on an automobile tour. In her absence, George Rooson will sub for her.

CARL BRISSON is in Piping Rock, Saratoga. This little trip, however, won't interrupt his current Mutual series, "A Voice in the Night."

MONA FISHER, half of the sister team, "Pat and Mona," heard on WWRL, is back at the station following a seashore vacation.

6 College Professors Study Radio News At Stations

(Continued from Page 1)

soring stations and internes for this year are:

KFI, Los Angeles, Russell J. Ham-margren, associate professor, University of Southern California; KPRC, Houston, Calvin Ellsworth Chunn, assistant professor, University of Tulsa; WHBC, Canton, Michael Radock, assistant professor, Kent State University; WHO, Des Moines, James W. Schwartz, assistant professor, Iowa State College; WSYR, Syracuse, Alan Scott, assistant professor, Michigan State College; WTMJ, Milwaukee, Burton L. Hotaling, assistant professor, University of Wisconsin.

An all day radio news clinic will be held on August 20, in Canton, Ohio, with headquarters at the Onesto Hotel, according to announcement by John Pattison Williams, president, Ohio Association of Broadcasters, and general manager of WING, Dayton.

Pattison appointed a committee of three Ohio broadcasters to handle details of the clinic. General clinic chairman is Eugene Carr, director of radio for the Brush-Moore newspapers, Canton. His associates on the committee are S. Bernard Berk, president and station manager, of WAKR, Akron, and Len Nasman, business manager, WMMJ, Youngstown. This will be the first radio news clinic to be held in Ohio; and plans are being made to cover the subjects of newsgathering, writing, editing and broadcasting thoroughly from every point of view.

Radio station WHBC, Canton, will be host station. Arthur Stringer, NAB director of special service, will attend.

Hayes Signed For Shore Show

Peter Lind Hayes, comedian appearing at the Copacabana in New York, has been signed for the Dinah Shore program for Ford which debuts on CBS, Wednesday, September 18, at 9:30 p.m.

AFRS 'Bedside Network' Adds Hospital At Ft. Dix

(Continued from Page 1)

service jobs, have announced that the Fort Dix hospital will be the eighth installation in a planned program of about 40 throughout the country.

Station installations, all of which will be made at Army hospitals, will cost an average of \$150,000 and will have two classifications, A and B. Class A stations will be manned by a staff of six—manager, three announcer-writers, chief engineer and assistant engineer. AFRS presently has about 225 civilian employees inside the U. S., most of whom have worked for the service since it was established. The majority of domestic employees are civilians.

"Bedside Network" patients, by pulling a string and listening to a microphone under their pillows, have the choice of four channels. Network programs of NBC, CBS, ABC and MBS are available on three channels while the fourth is used for programs produced by AFRS.

WTAG Leads 52 To 2. The current nighttime overall Hooper score in the Worcester area is 52 to 2 in favor of WTAG. Ratings for the other three stations heard in the area are: Station B, 0; Station C, 2 and Station D, 2. WTAG WORCESTER



How do Homing Pigeons do it?

You've probably read of the almost incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to hit their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.

For the facts show that this successful independent produces the greatest number of listeners per dollar spent in this five-station big town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.

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

WCAU BROADCASTING COMPANY

1622 CHESTNUT STREET

PHILADELPHIA

August 1, 1946

To: WCAU advertisers

Sales Results delivered

*No Charge
for "Know-How"*

Do you have a product to sell in the Philadelphia market area? To whom will it appeal? What is the best way to reach and sell those people? How can you get mass distribution? How can you put your product over in America's third largest market?

WCAU can guide you to the most effective, efficient way to do it—WCAU knows how. Its personnel, experienced in planning radio selling that reaches the right audience at the right time—has directed many advertisers to local sales success. Their invaluable knowledge of the characteristics and potentialities of the Philadelphia market—gained in 22 years of successful operation under the same local management—is yours at no charge.

50,000 WATTS . . .

WCAU

. . . CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

SOUTHWEST



California Commentary . . . !

• • • Meredith Willson, already figuring in the Iowa State Centennial with his song, "Iowa," has been named chairman of the music committee for the California State Centennial, which will use his symphony, "Missions Of California." . . . Billie Burke has never won an

Los Angeles

"Oscar," but she possesses a film memento that many "Oscar" winners would like to own. It is a small gold clock on which her name is engraved. It was given her by the great pioneer cinema king, Thomas H. Ince, who produced her first motion picture, "Peggy." It might be called the "original" "Oscar." . . . A young genius in the making appeared on a recent "House Party" show in the person of 8-year-old Ward Sisson. When Emcee Art Linkletter asked him what he wanted to be, Ward replied, "An Astronomer," then launched into a learned discussion of the possibilities of a flight to the moon. . . . Art Gilmore, announcer on "Stars Over Hollywood," gets away to the beach whenever his radio assignments permit him. A backstroke champ at Washington State College, Art, who was in the Navy during the war, used to swim two miles in Santa Monica Bay before breakfast.



• • • The annual Southern California Broadcasters Association golf tournament and dinner attracted more than 200 radioites. There were 82 door prizes and 30 golf prizes, with those in attendance joining with Prexy Bob Reynolds in praising Clyde Scott, Lee Wynne and George Whitney, who comprised the arrangements committee. . . . Dick Powell set a new NBC record with his series of "Rogue's Gallery" broadcasts when the latest Hooperatings showed he had a larger listening audience than the Jack Benny summer replacement, the Frank Morgan show. Ever since the two programs have run consecutively, the Benny program throughout the year has held a higher audience rating than the Fitch show that follows it. In the latest survey, however, "Rogue's Gallery" broadcast polled a 5.2 rating, while Morgan and company scored a 4.9. . . . Artie Shaw's new composition, "The Pied Piper," which has been heard over CBS, will be filmized as a Puppatoon for Paramount by George Pal.



• • • Bertie Nichols, who was NBC-Western Division fashion editor for the past four years and who has resigned, was guest of honor at a farewell party given by members of the NBC press department at the Brown Derby. . . . Kay Kyser has been named head of the Radio Committee in the campaign to raise \$500,000 for the St. Johns Hospital in Santa Monica. . . . C. P. MacGregor had the thrill of his life when he scored a hole in one on the Lakeside Country Club course. The hole is 165 yards long, and "Mac's" caddy received a nice bonus for his enthusiasm. . . . Sidney Toler, Monogram star, and Tanis Chandler have been signed to start in the first 15-minute transcription in a Movieland Reporter series to be marketed by Puett-Lampson-Puett of Hollywood, with Snoopie Lampson in the role of a reporter. . . . Alec Herford, radio actor, has been signed for the cast of Paramount's Cecil B. DeMille production, "Unconquered." . . . Robert J. McAndrews, NBC's Western Division advertising and promotion manager, spoke on "How Radio Promotes Itself," before the Pasadena Advertising Club.



• • • Hal Gibney, NBC commentator, was married to Juanita Fields, actress and dancer, July 28. Incidentally, Hal replaces Sam Hayes over NBC from July 25 through August 10. Sam will divide his vacation between Santa Fe Springs and Santa Barbara. . . . Maestro Leith Stevens is making plans for a trip to Sydney, Australia, as soon as his current chores on "Encore Theater" wind up with the close of the CBS summer series the last week in August. . . . Between nearby fishing trips, Bob Burns is huddling with representatives of his new sponsor, Anacin, working out the format for his new program, which opens September 29 over NBC.

CHICAGO

By BILL IRVIN

CLARENCE L. MENSER, NBC vice-president in charge of programs, was the principal speaker at the fifth annual banquet of the NBC-Northwestern University Summer Radio Institute, held last week at Merchants and Manufacturers Club in Chicago on Friday, Aug. 2. Scholarships were awarded at that time to the two top-ranking students of this year's institute and certificates to all students. Armand Hunter, chairman of the Northwestern University radio department and co-director of the institute, was emcee at banquet. I. E. Showerman, NBC Central Division general manager; Dr. James H. McBurney, dean of the Northwestern school of speech; Judith Waller, NBC public service director and institute co-director, institute faculty members and the 80 students enrolled also attended the banquet.

"Career Performance," a new program designed to give young middle western singers and musicians an opportunity in radio, made its bow on WGN on Friday, July 26, 7:00 to 7:30 p.m., CDST. Henry Weber, WGN music director and the WGN concert orchestra, will appear with each young artist, with Weber giving a review of the guest's career up to date and contributing program notes. Jack LaFrandre, writer-producer of "Chicago Theater of the Air" and the Chicago Philharmonic series, will write and direct the new program. Carol Louis Smith, 20-year-old singer, who was adjudged the best woman singer of the 1944 Chicagoland Music Festival, was the first artist presented in the new series. A contralto, Miss Smith has been heard with the WGN chorus and in supporting roles on "Theater of the Air."

WGN was off the air for 59 minutes Friday morning (July 26) due to broken water hose in the tube cooling system at the transmitter.

ABC Will Air Annual Esquire Boys Ball Game

ABC will broadcast the third annual Esquire All-American Boys Baseball Game to be held at Wrigley Field, Chicago, on Saturday, August 16, at 2:30 p.m., EDT. The diamond classic will be jointly sponsored by General Mills, Inc., and the Wilson Sporting Goods Co., of Chicago. Both teams have been selected by thirty-two sports editors of leading newspapers. The "Flying Dutchman" Honus Wagner will lead the eastern youths, and the western players will have Ty Cobb as their leader. Harry Wismer, for the third consecutive year, will give the play-by-play description of the game.

Kollmar Plans Mail Course

Dick Kollmar, WJZ's "Boston Blackie," is preparing a series of correspondence courses for youngsters interested in amateur radio sleuthing.

CHARLES L. BELFI, account exec. of KABC, San Antonio, has been elected adjutant of the Adkins Lenoir American Legion Post which has been established in San Antonio and which has for its membership local members of various radio stations and of local theaters.

Donald Novis will be featured on the Interstate Theaters "It's Showtime" broadcasts for the next several Sundays over stations of the Texas Quality Network. Novis is appearing at a Dallas night club.

Lew Emerson, folk ballad singer, has joined the staff of WOAI, San Antonio, and will be heard on a quarter-hour each Tuesday, Thursday and Saturday.

David W. Ratliff has applied to the FCC for license to operate a standard broadcast station at Stamford to operate with a power of 250 watts on 1400 kilocycles, full-time.

A five-hour election result party was held by KTBC, Austin, on Saturday, July 27, at Woolridge Park where election results were broadcast and flashed on a special screen. Various entertainers of the station were heard entertaining the crowd gathered to hear the results. Paul Bolton, news chief, Frank Yeagly, chief engineer, and Joe Pips were in charge of the airing.

Marvin Broyles, program director of KCOR, San Antonio, has announced that the station will try and develop new local talent in a new series of airings to be heard on the station. Several periods throughout the day will be devoted as audition program for the newcomers.

NBC-Columbia 'U' School Will Add 10 New Courses

The radio schol sponsored jointly by NBC and Columbia University for the last two years will offer 30 comprehensive courses, an increase of 10 over 1945, starting September 26. Co-directors of the school are Dr. Russell Potter, chairman of the University Committee on radio, and Sterling Fisher, NBC assistant public service counselor.

Among the new courses, four represent expansion of existing courses—two in writing and two in acting—and six are entirely new subjects, three of them workshops. Latter are in home economics broadcasting, musical programs and television. Other three new studies are: a basic course in broadcasting, promotion and religious broadcasting.

Novik, Durr And Jansky On College Forum Today

Morris S. Novik, radio counsellor, will appear with Commissioner Charles Durr of the FCC and Dr. C. M. Jansky, engineer, on University Forum of the University of Wisconsin, Madison, in a transcribed program over the college station today.

Announce Plans For October Meeting

(Continued from Page 1)
Stevens with preference being to NAB members first notify headquarters. C. E. Arney, secretary of NAB, is handling arrangements.

FM Symposium

bulletin on the subject of FM, T. Bartley, director of NAB's department, calls attention to an FM session which will be on October 21. NAB and FMBI members have been invited to submit questions for consideration at the podium and outstanding authorization frequency modulation will be discussed.

V. P. Of RCA Comm. In Charge Of Finance

position of Laurence G. Hills as vice-president in charge of finance of RCA Communications, Inc., was announced late last week by Thompson J. Hill, executive vice-president of RCA. Hills has been associated with the company for 27 years. Since 1934 he has been vice-president and controller.

position of controller of RCA Communications will be filled by Lon C. Cearley, who has served as assistant controller since February, 1945. At that time, Cearley was employed by the Federal Communications Commission.

Richards' Daughter Injured

Beverly Hills, Calif.—Rozone Richards, daughter of G. A. Richards, president of WJR, Detroit; WGAR, Cleveland; and KMPC, Los Angeles, was seriously injured in an automobile accident in Beverly Hills last week while she was driving her car. She was struck by another and turned over, suffering a broken back and head injuries.

Richards recently graduated from Stanford University and the ceremony was due back in Detroit this week.



—another public interest announcement by WFDF Flint!

Tentative NAB Program

The tentative NAB agenda for the 24th annual convention follows:

SUNDAY, OCTOBER 20	
REGISTRATION—Broadcasting Magazine Golf Tournament—Acacia Country Club.	
MONDAY, OCTOBER 21	
9:00 a.m.—5:00 p.m.	Registration
9:00 a.m.—12:00 noon	Meetings of the Standing Committees of NAB as follows: Employer-Employee Relations, Engineering Executive and Engineering*, FM Executive, Freedom of Radio, General Strategy, Music Advisory, Program Executive and Program*, Public Relations Executive and Public Relations*, Research, Sales Managers Executive and Sales Managers*, Small Market Stations, Executive and Small Market Stations*
12:30 p.m.—3:00 p.m.	General Luncheon and FM Panel Auspices NAB-FM Executive Committee and FMBI
3:00 p.m.—4:00 p.m.	FMBI Membership Meeting
4:00 p.m.—5:00 p.m.	Facsimile Panel
6:00 p.m.	NAB Board of Directors
6:00 p.m.	No host—Engineering Dinner Session
TUESDAY, OCTOBER 22	
9:00 a.m.—5:00 p.m.	Registration
10:00 a.m.—12:00 noon	General Session
12:30 p.m.—3:00 p.m.	Luncheon—Panel Discussion
3:00 p.m.—5:00 p.m.	General Session
5:00 p.m.—7:30 p.m.	Cocktails
WEDNESDAY, OCTOBER 23	
9:00 a.m.—5:00 p.m.	Registration
10:00 a.m.—12:00 noon	General Session
12:30 p.m.—3:30 p.m.	Luncheon and Panel
3:30 p.m.—5:00 p.m.	Business Session
THURSDAY, OCTOBER 24	
10:00 a.m.—12:00 noon	General Session
12:30 p.m.—2:15 p.m.	Luncheon
2:30 p.m.—5:00 p.m.	General Session
Adjournment of Convention	
7:00 p.m.	Banquet (This year's Banquet will not be a part of the official convention program. Space limitation compels this policy. Full details in a later release.)

Wannamaker Is Prexy Of The Tobacco Network

(Continued from Page 1)
week. Other officers elected were: Vice-president, Victor W. Dawson, manager of WFNC, Fayetteville, N. C.; treasurer, Louis N. Howard, president of WHIT, New Bern, N. C. Philip F. Whitten is the general sales manager of the network, with executive offices in Raleigh, N. C.

Leland B. Nelson, manager of station WGBR, Goldsboro, N. C., was elected to the board of directors. The remaining directors are: Billy S. Hodges, Jr., manager of WGTC, Greenville, N. C., and Fred Fletcher, general manager of WRAL, Raleigh, N. C.

Entered Radio In 1932
Mr. Wannamaker entered broadcasting in 1932 in South Carolina, after terms with WJSV, Washington, D. C., and WBIG, Greensboro, N. C., he moved to WGTM, Wilson, N. C., as commercial manager, and in 1942 became manager. Interested in programming, he has developed fine programs for the network designed for listeners throughout eastern North Carolina. He was first president of the Wilson Junior Chamber of Commerce, is active in the Lions Club, and has been chairman of many community drives and projects. Mr. Wannamaker married Miss Mildred Patterson, of

New Series To Dramatize Demobilized Navy Flyer

A new serial, dramatizing the adventures of a demobilized Navy Air Force officer, titled "Sky King" will make its debut over ABC, Monday, October 28, 5:15 to 5:30 p.m., EDT. This program, for the youth of America, will be sponsored by Derby Foods on behalf of the Peter Pan Peanut Butter, and will be heard Monday through Friday. The contract covers sponsorship of "Sky King" for 52 weeks. The agency is Needham, Louis and Brorby.

Musicraft Appoints N. O. Firm

Musicraft Records, Inc., has appointed the Lighting Fixture and Electrical Supply Co., of New Orleans, as the company's distribution outlet for the major portion of Louisiana and the southern area of Mississippi.

Elm City, N. C., and they have two sons, Allen Jr., and Bobby.

A network program committee, consisting of the program directors of all the member stations, has been formed to formulate network program policies. A meeting of this committee will be held early in August to formulate plans for the 1946-1947 season, which will be submitted to the board of directors for approval.

2-Way Radio Service Introduced In Taxis

(Continued from Page 1)
holtz said that enough cabs will have two-way service within a week to provide "good" coverage throughout the city.

Ald. Young was quoted as calling the new service "wonderful" after hearing reception of messages without interference, even under elevated structures and other places where such interference could be expected. He expressed the view that two-way radio service in cabs not only would provide improved service to the public but might be the means of saving lives in emergency calls to scenes of accidents. So far the service has been installed in five cabs. Sixty-five others will be equipped very shortly, Dickholtz said. The dispatching station on top of the Sheridan Plaza Hotel, Sheridan Road at Wilson Avenue, transmits by frequency modulation on 152.27 megacycles. Mobile units operate on 157.53 megacycles. Calls are transmitted from switchboard to the studio in the hotel by means of autograf facsimile equipment. The dispatcher then broadcasts the address of zone of call, awaits the reply of the nearest cab and sends it to make the call, or he may call a specific cab using its call number, if he happens to know that it is heading in the desired direction from its last assignment.

NBC Research Expanded

The expansion of NBC's research department is virtually complete and Hugh M. Beville, Jr., director of research, has outlined the department's new organization in a memorandum to all the web's executives. As outlined in Beville's memorandum, the department now includes the following eight divisions and division heads: Planning and development, Philip I. Merryman; new research, William A. Reynolds; management research, John A. Coleman; ratings, Robert W. McFadyen; audience circulation, Kenneth E. Greene; program analysis, Miriam Hoffmeir; general library and graphic, Frances Sprague.

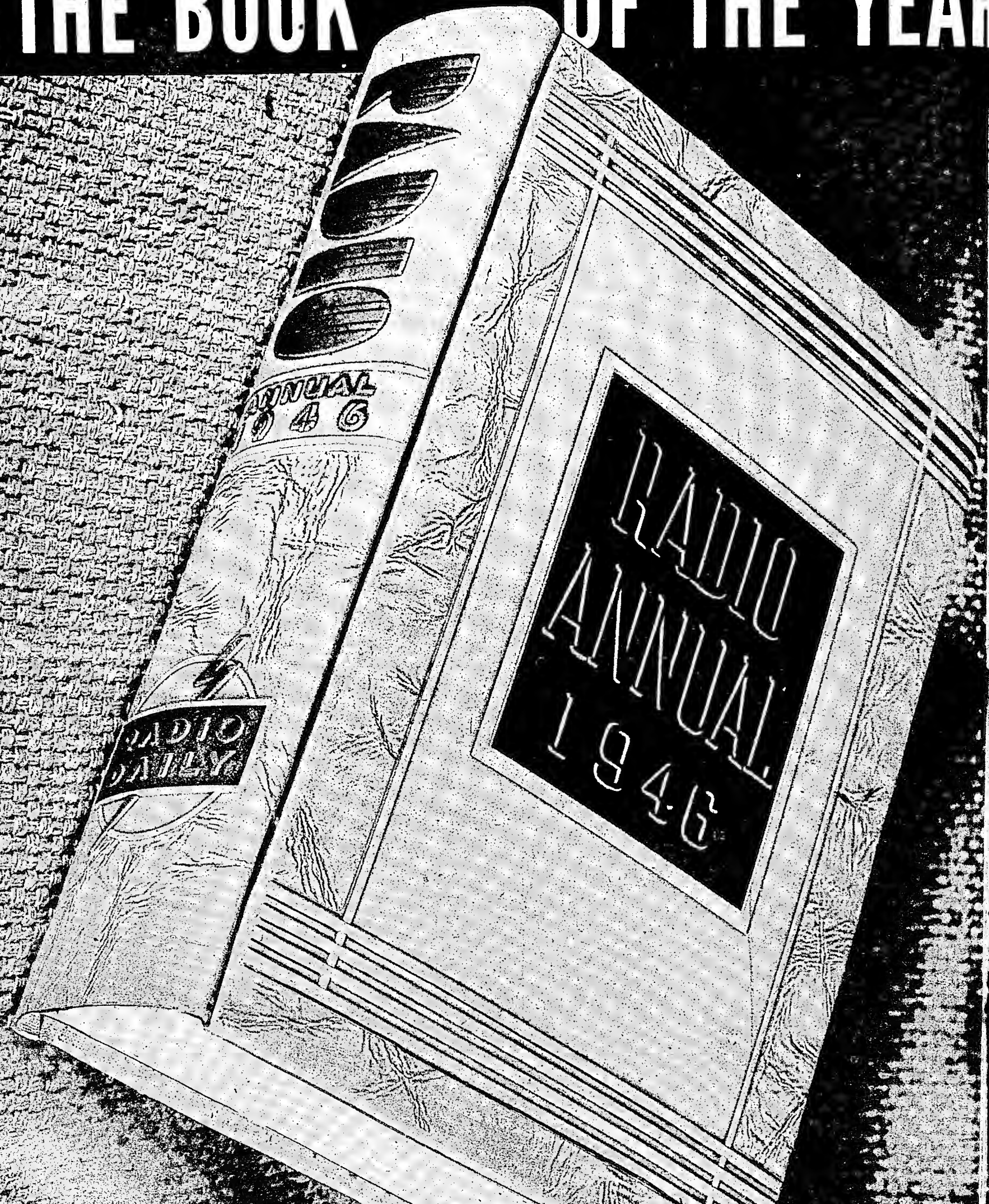
BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rorer, General Manager
MUTUAL BROADCASTING SYSTEM, Inc. Exclusive National Representatives

THE BOOK OF THE YEAR



CONTAINS A SECTION ON PRODUCTION
STARTING ON PAGE 663

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION

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610 00 PER YEAR

AGENCIES

FORD DILLON, formerly copy group head at J. Walter Thompson Co., has joined the new advertising firm of Sullivan, Stauffer, Colby & Bayles, Inc., as copy chief.

GERT D. HUSSEY, talent head at Y&R's Hollywood office, has been named to manager of the program development department, according to J. Lewis, vice-president and director of radio. Hussey came to Y&R from Universal Studios where he was director of radio. Another Y&R appointment will be effective Sept. 1 when Eddie Pola becomes a West Coast producer. First assignment for Pola formerly with "Hobby Lobby" will be the Allen Jolson show, which will be the Allen Jolson program.

Planning Committee Meets Aug. 10-11 In Colo.

(Continued from Page 1)
The quarterly meeting August 10-11 at Estes Park, Colo. decided in the group will be Harry J. vice-president in charge of the group, who will remain in Colorado for a week after the meetings before returning to Radio City in New York. Members are William S. Hedges, vice-president in charge of the planning department; C. L. ... vice-president in charge of the programs; Easton C. Woolley, director of the station departments; ... B. Hickox, Jr., manager of station relations department; ... M. Russell, Washington office vice-president; Sidney N. Strotz, ... division vice-president; Lloyd ... Denver office general manager; and Jennings Pierce, western division stations relations department. Members of the committee are: ... E. McCollough, WGAL, Lancaster, Pa., chairman; Campbell ... WTAR, Norfolk, Va., secretary; Nathan Lord, WAVE, Louisville, ... Harold Wheelahan, WSMB, New ... Pa.; Walter Damm, WTMJ, ... Milwaukee, Wis.; William B. Way, ... O, Tulsa, Okla.; Karol O. Wyler, ... El Paso, Tex., and William B. ... KFI, Los Angeles. ... Collough, Arnoux, Way and Ryan ... also attend the NAB board meeting at Estes Park which ends Aug. 9. ... major network executives will attend the NAB board meeting at the Colorado resort include: ... Kobak, president of the Mutual network, and Joseph H. Ream, president and secretary of CBS.

Growth Of Commercial Television Revealed In Plans For Fall

(Continued from Page 1)

taken into consideration, including the limited number of receivers.

While there are more than a dozen active accounts in New York at present, scores of clients have experimented and are ready to go ahead as soon as conditions warrant. NBC's outlet WNBT, currently broadcasting nearly 24 hours weekly, is practically sold out on the time it wishes to allot to commercials. This week of August 5, for example, reveals that WNBT averages eight accounts on the four days of broadcasting such accounts are being accepted. On two other days, Tuesday and Saturday, when both night and daytime baseball will be televised, there is no room for the spot accounts.

WNBT's Line-up

On Monday, August 5, WNBT commercials are: Esso Television Reporter, 10 minutes; Voice of Firestone Televiews, 15 minutes; Tuesday is baseball and Wednesday there is no sked; Thursday has Esso Reporter: "Hour Glass," one hour variety show, sponsored by Standard Brands; Friday clients include "The World in Your Home," a 20-minute film sponsored by RCA-Victor; and the Gillette Cavalcade of Sports, boxing from Madison Square Garden, for Gillette Safety Razor Co.; Sunday includes, "Face to Face," a cartoon quiz, sponsored by Standard Brands, and "Geographically Speaking," film, sponsored by Bristol-Myers. These clients do not include the many time signals and spot announcements.

NBC Charges

NBC for its video outlet has a printed schedule of Television Charges, plus other rules and regulations governing sponsors. Contracts are for 13 weeks minimum and the tentative charges for transmitter use is 10 minutes, \$75, and 11 minutes to one hour, \$100. Program facilities charges are: Studio 3H, one hour, \$750; half hour, \$500; quarter-hour, \$300 and 10 minutes, \$250. Film studio use, one hour, \$250; half hour, \$200; quarter-hour, \$150, and 10 minutes, \$125. Field pickup charges quoted on request. Rehearsal time is allotted without charge. Thus a one-hour client, has five hours of live talent use of studios; film client, three hours; half-hour client, three hours studio use for live talent and film, two hours; quarter-hour and 10-minute sponsors have reduced rehearsal time in proportion.

Chart of NBC tele advertisers shows a peak before the war and now the gradual building up again, although the clients on WNBT did not exactly all quit until such time as the war effort necessitated cutting down by the station.

CBS Situation

CBS's tele outlet WCBW has a charge of \$150 for use of facilities and studio, but there is no air-time charge. New clients include Gulf Oil and Ford Motors. Time signals, are sold only on a 52-week basis and this has been purchased in the past by

Bulova, Gruen, Benrus and Elgin. General Mills, Lever Bros. and others have bought time over WCBW which of course is experimenting with color.

DuMont Activity

DuMont's WABD has probably been one of the most active of the video outlets in New York having augmented its studio facilities with the recent Wanamaker Store tieup. WABD has no air-time charge. There is a charge of \$65 for rehearsal and studio use for a half-hour program. Outside agencies and webs as well, are making use of the WABD facilities and the week of August 5, on Tuesday, Wednesday and Thursday, finds American Broadcasting Co. using a half-hour each on Tuesday and Thursday; Elgin Watch Co., Waltham and U. S. Rubber are on Tuesday; also film shorts; Magic Carpet, films, Waltham, Red Benson Show and the Boxing Matches from Ebbets Field is part of the Wednesday fare and on Thursday, ABC, Elgin, films, Waltham, Cash & Carry Stores, and Botany Worsted Mills are part of the schedule.

ABC which does not yet have its own outlets in operation has been using WABD and General Electric's WRGB, in Schenectady, for its clients and more recently has been doing shows over the Balaban & Katz outlet WBKB, in Chicago. ABC has had Chevrolet, Esmund Blankets, U. S. Rubber, Adler Shoes and Rittenhouse Chime Co.

WOR in New York has experimented with new shows at WRGB and also has had programs on WABD. In all cases sponsors were amenable to tying in with the video experimentals.

Meanwhile, outside of the New York area, clients are showing active interest in tele in Chicago, Philadelphia (Philco's WPTZ) and on the Coast where Don Lee has announced its intention of a more active policy, although it has been televising for years.

Everything is okay in the opinion of the video operators, with the exception of the need of more sets in use and the resultant larger audiences. Turns in this direction is foreseen in the next several months.

ABC Announces Policy

Departing from its past policy of scheduling commercial video show for a maximum of four weeks, Paul B. Mowrey, ABC's national director of television, announced the past week-end that a contract had been signed with the Alexander Stores, Inc., of 10 weeks duration. In surveying the commercial television outlook and ABC's policy, Mowrey said:

"With the granting of licenses to ABC outlets in Detroit and Chicago," Mowrey said, "the time has come to adjust our programming policy to our future needs. The summer season we are now completing marks the end of a transitional phase of our television operations, which must give way to the fast-approaching period of vastly-increased activity through-

PROMOTION

Prescription Blanks

Doctor's prescription blanks are being used by a Milwaukee pharmacist as a novel and effective means of boosting WISN's "Know Your Druggist Better" radio program, weekly feature emphasizing the professional aspects of pharmacy. The idea was conceived by Frank Kuskowski, whose prescription blanks bear, on the reverse side, the message "Tunc in 'Know Your Druggist Better' on WISN Each Saturday." Pads of blanks are furnished to physician clients by Kuskowski for use in writing prescriptions for their patients.

While Business Men Dine

The opening of the new businessmen's luncheon room in the Sheraton Hotel was accompanied by a novel idea in WTAG, Worcester, Mass., newscasting. Each day, an up-to-the-minute summary of news "hot off" the WTAG pressroom wires is placed at the every setting. Receiving much acclaim, James Carroll, Sheraton manager, has asked the outlet to furnish a similar type of news bulletin to be presented to the Rotary, Kiwanis and Lion's Clubs luncheon meetings.

Bendick's Duties Enlarged

Robert Bendick has been appointed director of news and special events at CBS Television Station WCBW-N. Y., effective this week, it has been announced by Ben Feiner, Jr., acting program director. Director of special events at WCBW since early 1946, Bendick takes on the added responsibility of CBS television news with the resignation of Leo Hurwitz, who has directed the department since CBS's return to "live" programming in May, 1944. Hurwitz is leaving CBS to co-produce and direct a feature film.

out the length and breadth of U. S.

"While we felt that we were serving the best interests of our sponsors during the past two years by limiting their video participation to series of four weeks duration, we are equally confident that ABC's rapid strides during the next year will provide a field for programming development so much wider in scope that our sponsors cannot be adequately accommodated unless we remove the restriction on the tenure of their broadcasts."

The Alexander Stores, Inc. series will be "Play The Game," a video feature first presented by ABC from WRGB, Schenectady, last January. An audience participation program, presided over by Dr. Harvey Zorbaugh and a panel of "experts," the series will begin its 10-week run via WABD, New York, on Tuesday, September 10. Arrangements for the broadcasts were completed between ABC and the William Warren Agency, for the sponsor. "Play The Game," a half-hour program, will be directed by Harvey Marlowe, ABC's executive producer.

Send Birthday Greetings To

August 5

Arthur B. Church Malcolm Claire Wilbur Evans

New Committees For RMA Activities

(Continued from Page 1)
new overall production problems committee. Vice-Chairman is J. J. Kahn of the Standard Transformer Corp., who is also chairman of the RMA parts division, and this "top" RMA committee includes the following:

Committee Members Listed

Ben Abrams, Emerson Radio and Phonograph Corp.; W. R. G. Baker, General Electric Co.; Herbert A. Bell, Packard-Bell Co.; Ray C. Ellis, Raytheon Manufacturing Co.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America; Paul V. Galvin Manufacturing Corp.; Joseph Gerl, Sonora Radio & Television Corp.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio; F. A. Hiter, Stewart-Warner Corp.; Fred R. Lack, Western Electric Co.; R. C. Sprague, Sprague Electric Co.; A. S. Wells, Wells-Gardner & Co.; I. W. Wyckoff, Pilot Radio Corp.

An amateur radio committee, with W. J. Halligan of Hallicrafters Co., continuing as chairman, and Lloyd A. Hammarlund of Hammarlund Mfg. Co., Inc., as vice-chairman, with representatives of all five RMA divisions, groups and interests, has been reorganized. It succeeds the former similar "section" of the parts division, becoming an overall RMA standing committee, with several subcommittees on important sales promotion and other amateur interests.

Promotion To Be Enlarged

General industry promotion and advertising interests will be enlarged by the advertising committee on the set division, with Chairman John S. Garceau of Farnsworth Television & Radio Corp., continuing. Public relations and publicity are in charge of Executive Vice-President Bond Geddes and James D. Secrest, director of publications.

Expanded industry statistics, on sets, tubes, transmitter equipment, possibly later on parts and accessories, are planned by the industry statistics committee.

President Ben Abrams of Emerson Radio & Phonograph Corp., continues as chairman of the excise tax committee for future efforts to secure reduction or elimination of the 10 per cent federal radio tax.

Equipment of schools and similar institutions with radios is another important RMA activity continued under the school equipment committee and Chairman Lee McCanne of Stromberg-Carlson Co.

Complete Committees

The new RMA committee organization follows:

Advertising Committee (set division), Chairman, John S. Garceau, Farnsworth Television & Radio Corp.; Vice-Chairman, S. D. Mahan, The Crosley Corp.; Amateur Radio Committee, Chairman, W. J. Halligan, The Hallicrafters Co.; Vice-Chairman, Lloyd A. Hammarlund, Hammarlund Mfg. Co., Inc.; By-Laws and Organi-

★ THE WEEK IN RADIO ★

New Production Record

By JIM OWENS

THE Civilian Production Administration reported radio set production reached an all-time high in June. Some 1,400,000 sets were manufactured. . . . A cross section survey conducted by RADIO DAILY from New York indicated that commercial tele business is on the upgrade. . . . FCC announced that it will not permit delay in the planning and construction of FM stations for which permits have been granted. . . . The OPA announced end of price control on all television receivers, due to the few sending stations and their limited range and high installation costs. . . . Continuation of licenses for more than 120 radio stations on a temporary basis was granted by the FCC, pending further inquiries and hearings on programming policies. . . . Allen B. DuMont Laboratories, Inc., and International News Service announced plans for a revolutionary type of news telecast whereby a television camera picks up latest news of the day direct from a specially devised teletype printer and passes it to video screens. Operation should begin about mid-August over WABD. . . . The Paris Peace Conference which opened July 29 is being covered by the major nets. Opening of the conference was carried by CBS, with Don Pryor and Stephen Laird doing the commentary. . . . The so-called 'AVCO' rule regarding sale and transfer of licenses and control was finally adopted by the FCC. With few exceptions it is substantially the same as the proposed rule. . . . Beginning September 23 the United Nations plans to use State Department facilities to broadcast news of the U. N. General Assembly in five languages via short-wave. . . . A survey by RADIO DAILY revealed that newspapers throughout the nation are becoming more and more radio conscious. More than 100

new radio columns have been added

zation Committee, Chairman, Leslie F. Muter, The Muter Co.; Credit Committee, Chairman, E. G. Carlson, Croname, Inc.; Eastern Vice-Chairman, Wm. W. Paul, Radio Condenser Co.; Western Vice-Chairman, Edw. Wolf, Oak Mfg. Co.; Engineering Department, Director, Dr. W. R. G. Baker, General Electric Co.; Associate Director, Virgil M. Graham, Sylvania Electric Products Inc.; Chief Engineer and Manager, RMA Data Bureau, L. C. F. Horle, New York; Export Committee, Chairman, A. D. Keller, Federal Telephone & Radio Corp.; Vice-Chairman, J. E. Burke, Stewart-Warner Corp.; Excise Tax Committee, Chairman, Ben Abrams, Emerson Radio & Phonograph Corp.; Vice-Chairman, A. H. Gardner, Colonial Radio Corporation; Finance Committee, Chairman, Leslie F. Muter, The Muter Co.; German Industry Data Committee, Chairman, Dr. W. R. G. Baker, General Electric Co.

Industrial Relations Committee, Chairman, G. W. Thompson, Noblitt-Sparks Industries, Inc.; Vice-Chair-

man, R. T. Borth, General Electric Co.; Industry Statistics Committee, Chairman, Fred D. Williams, Philco Corp.; Vice-Chairman, Frank Mansfield, Sylvania Electric Products, Inc.; Membership Committee, Chairman, Thos. A. White, Jensen Radio Manufacturing Co.; Production Problems Committee, Chairman, M. F. Balcom, Sylvania Electric Products, Inc.; Vice-Chairman, J. J. Kahn, Standard Transformer Corp.; Sales Financing Committee, Chairman, J. P. Rogers, Farnsworth Television & Radio Corp.; Vice-Chairman, John R. Holmes, Warwick Manufacturing Corp.; Service Committee, Chairman, W. L. Parkinson, General Electric Co.; Vice-Chairman, Harry A. Ehle, International Resistance Co.; School Equipment Committee, Chairman, Lee McCanne, Stromberg-Carlson Co.; Surplus Disposal Committee, Chairman, M. F. Balcom, Sylvania Electric Products, Inc.; Traffic Committee, Chairman, Gordon E. Riley, Radio Corporation of America; Vice-Chairman, E. C. Mochrie, General Electric Co.

to newspapers this year. . . . WWDC, Capital Broadcasting Co., announced that it may carry its case to the high court if denied second application for an FM outlet by the FCC. . . . A company has been formed in New York which will manufacture kit television sets to retail at around \$100.

The first Workshop on Religious Radio will open on the University of Chicago campus on August 5 and continue through August 31. Conducted by representatives from NBC and CBS the workshop will deal with radio as a means of religious education and will give attendants an opportunity to study values, objectives and techniques of religious radio broadcasting. . . . Installation of a state-wide, three-way FM radio system to be utilized by the N. Y. State Police has been set at the direction of Gov. Thomas E. Dewey. The system will call for 73 radio telephone transmitting and receiving points.

"Opening day" record at the Paramount Theater, New York City, was shattered with Dinah Shore's personal appearance grossing the house \$15,000. . . . United Press, Press Association and International News Service are planning to hit the transcription field. Their own ET packages will be ready for release sometime in the fall, offering news and sport platters to their subscribers. . . . Acquisition of KQW, San Francisco, by CBS seemed likely following oral argument before the Commission. . . . New York and Chicago stations announced that a new spurt of spot business from national food and drug manufacturers has been noted during the past week. . . . Following a meeting of the Senate Interstate Commerce Committee it appeared unlikely that Senator Charles Tobey's demand for a sweeping investigation of the FCC would come to pass this session. The committee took no action on Tobey's resolution.

man, R. T. Borth, General Electric Co.; Industry Statistics Committee, Chairman, Fred D. Williams, Philco Corp.; Vice-Chairman, Frank Mansfield, Sylvania Electric Products, Inc.; Membership Committee, Chairman, Thos. A. White, Jensen Radio Manufacturing Co.; Production Problems Committee, Chairman, M. F. Balcom, Sylvania Electric Products, Inc.; Vice-Chairman, J. J. Kahn, Standard Transformer Corp.; Sales Financing Committee, Chairman, J. P. Rogers, Farnsworth Television & Radio Corp.; Vice-Chairman, John R. Holmes, Warwick Manufacturing Corp.; Service Committee, Chairman, W. L. Parkinson, General Electric Co.; Vice-Chairman, Harry A. Ehle, International Resistance Co.; School Equipment Committee, Chairman, Lee McCanne, Stromberg-Carlson Co.; Surplus Disposal Committee, Chairman, M. F. Balcom, Sylvania Electric Products, Inc.; Traffic Committee, Chairman, Gordon E. Riley, Radio Corporation of America; Vice-Chairman, E. C. Mochrie, General Electric Co.

Varied FCC Decision Issued Over Weeks

(Continued from Page 1)

granted the following applicants: Columbia Basin Broadcasters, Lake, Wash., to operate on 145 250 watts, unlimited; Central Broadcasting Co., a partnership, com of H. Ross Perkins and J. Eric liams, Utica, N. Y., to operate on kc., 250 watts, daytime; Lul Broadcasting Co., Lubbock, Te operate on 950 kc., 1 kw., day; The Haverhill Gazette Co., Haver Mass., to operate on 1490 kc. watts, unlimited; Cole E. V Spokane, Wash., to operate on kc., 250 watts, unlimited; Lt. F. A. Van Wagenen, et al, doing bus as the Central Utah Broadcasting Provo, Utah, to operate on 149 250 watts, unlimited.

Also Robert F. Neathery, Plains, Mo., to operate on 145 250 watts, unlimited; Intermou Broadcasting Co., Artesia, N. A operate on 1450 kc., 250 watts, limited; Forrest Broadcasting Co lumbia, Miss., to operate on 145 250 watts, unlimited; The V Broadcasting Co., Vidalia, Ga operate on 1450 kc., 250 watts limited; Belleville Broadcasting Belleville, Ill., to operate on 106 250 watts, daytime; Civic Broa ing Co., near Anderson, Ind., to ate on 1060 kc., 250 watts, dayti

Tulsa, Okla., Included

Also Public Radio Corp., Okla., to operate on 1570 kc., 1 daytime; Southwest Iowa Broa ing Co., Creston, Iowa, to oper 1520 kc., 1 kw., daytime; Still Publishing Co., Stillwater, Okl operate on 840 kc., 250 watts, time; The Gardner Broadcastin Gardner, Mass., to operate on kc., 250 watts, unlimited; Appale Broadcasting Corp., Bristol, V operate on 690 kc., 1 kw., day; Blaufox Radio Co., Inc., Bristo to operate on 860 kc., 1 kw., day; Joe V. Williams, Jr., Chattan Tenn., to operate on 1490 kc watts, unlimited; Alice Broadc Co., Alice, Texas, to operate of kc., 1 kw., daytime.

FCC okayed application of 1 Lakes Broadcasting System standard station in Geneva, N. its decision, the FCC proposed to the mutually exclusive applic of Star Broadcasting Co., also st a station in Geneva, and WARC and Seneca Broadcasting Cor stations in Rochester, N. Y. The mission pointed out that Genev has no station located there an primary service only from W Rochester. Rochester has three ard stations and a CP issued fourth.

The Commission also annou proposed decision looking tow grant of the application of R George Hughes for a new stat Borger, Tex., to operate on 149 cycles, 250 watts, unlimited tim a denial of the application of Harpole, et al, d/b as Borger J casting Co.



Vol. 36, No. 26 Tues., Aug. 6, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Aug. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	198 1/2	198 1/4	198 1/8	- 1/8
CBS A	37 1/2	36 3/4	37 1/2	0
CBS B	37 1/8	37	37 1/8	+ 1/8
Farnsworth T. & R.	13	12 7/8	13	+ 1/4
Gen. Electric	46 3/4	46 1/4	46 1/4	- 1/4
Philco	32 7/8	32 1/2	32 5/8	+ 1/8
RCA Common	14	13 3/4	13 7/8	- 1/8
RCA First Pfd.	89 1/2	88 1/2	88 1/2	- 1 1/2
Stewart-Warner	22	21 3/4	21 3/4	- 3/4
Westinghouse	33 5/8	33 1/8	33 3/8	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21	21	21	+ 1
Nat. Union Radio	10 1/2	10 3/8	10 3/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/8	8 7/8
Finch Telecomm.	11 3/4	12 3/4
Stromberg-Carlson	17 1/4	18 3/4
WCAD (Baltimore)	40	40
WJR (Detroit)	35	35

Times Facsimile-Telephoto OK's Foreign Distributor

(Continued from Page 1)

ISEC controls and manages the manufacturing and sales organizations of the International Telephone and Telegraph Corp., throughout the world.

Dr. Evatt On ABC Tonight

Dr. Harold V. Evatt, Australia's Minister of External Affairs and representative to the United Nations Conference in New York, will speak tonight on "Headline Edition" broadcast over the American network from 7 to 7:15 p.m.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

GEORGE O. MILNE, director of technical operations for the American Broadcasting Co., is back at his desk following a short absence during which he underwent an emergency operation.

G. RICHARD SHAFTO, general manager of WIS, affiliate of NBC in Columbia, S. C., is in the mountains of Colorado for two weeks of hunting.

BEN HYAMS, musical annotator at CBS, leaves Friday for the Berkshire Musical Festival. He's particularly interested in hearing and evaluating Ben Britten's new opera, "Peter Grimes."

CHARLES C. BEVIS, JR., executive assistant to John Royal, vice-president of NBC in charge of television, is spending his two-week vacation in Canada.

J. L. POTTS, production manager at CKOC, Hamilton, Ontario, in New York this week on station business. He'll be joined shortly by FRANK KIRTON, station librarian, and BUD DE BOW, popular-program master of ceremonies.

ROBERT WALDROP, author and commentator on the "Treasury Salute" series, has returned from a trip through the Middle West, where he gathered information and material on Americana to use for "The American Notebook."

JOHANNES STEEL, commentator on WHN, leaves by plane tomorrow for Paris, where he'll cover the Peace Conferences. In addition to the station, Steel also will represent the magazine "Readers Scope," of which he is foreign editor. He plans to return to the States around Sept. 1.

OWEN DAVIS, JR., director of scripts and rights for NBC television, is on a two-week business-and-pleasure trip to New England and its vicinity. He'll take in the Summer stock shows, look over new talent and soak up some sunshine.

FRED B. COLE, announcer on ABC, will vacation from "A Present from Hollywood" during the broadcasts of Sunday, Aug. 11 and 18. He'll be sojourning on Cape Cod and will return in time for the airing of Sunday, Aug. 25. In the meanwhile, his shoes will be filled by Hugh James.

Plans French ET Series For U. S. Consumption

(Continued from Page 1)

grams of French origin for American radio stations.

Tentative plans call for the shipping of master records daily to the United States via Air France. These records will include interview translated in English with famous style authorities, chefs, international personalities and Peace Conference proceedings.

In surveying the transcription field White learned from AFM that music recorded in France would not be acceptable to the American musicians union. The sample records brought by White had background music played by Parisian musicians.

New company is using the newly-vacated American Forces network, Paris, studios, and is staffed by American radio men all of whom are discharged Army veterans. French technicians directed by Oliver d'Horner, general secretary of the French Radio Producers Association and ex-chief producer of overseas broadcasts for Radiodiffusion Francaise will work with program director, Thomas Ringwood, according to White.

White returns to Paris by plane today. He declared that he had an appointment coming up in Paris with NBC officials including William Brooks, director of news and special events, regarding a station at Monte Carlo, which his company is purchasing. The Monte Carlo, station, he said, would have 120,000 watts power, and would blanket France as well as England.

Extending Broadcast Time

WOV will remain on the air beyond its regular sign-off hour tonight (Tuesday) to present a midnight broadcast titled "Juvenile Sex Crime." Participants in the discussion, aimed primarily at adult audience, will be Dr. Ralph Banay, medical pioneer in cure and prevention of sex offenses, and Harold Shevelson, managing editor of Coronet magazine.

World Tele Coverage Being Set Up By NBC

(Continued from Page 1)

Paris, will visit all countries of Europe before returning to the United States. In each country television cameramen will be engaged to represent the network on spot news coverage.

Evidence that NBC television regards film programming of great importance has been the repeat broadcasts of the Bikini atom bomb films on WNBT, New York, and the emphasis placed on the announcements "first time on any screen." Similar buildup was given the Peace Conference films which were shown in New York two days after they were taken in Paris.

In Chicago, the Balaban & Katz station, is now equipped to show news motion picture shots and similar arrangements have been made by Paramount for its Hollywood station.

KMPC Construction Permit

Los Angeles—KMPC has received official notification from the Federal Communications Commission that it has been granted a 50,000-watt construction permit. This increase makes KMPC one of three 50,000-watt stations in Southern California.

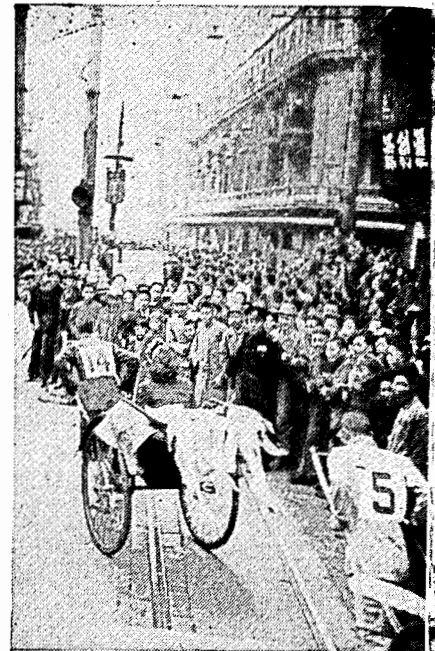


ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.



China derby

"That's a race, that is." And if you don't think this W-I-T-H ad could go a lot of places from there, YOU write it.

But it seems in November, 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought, that guy must have had in getting through the crowd.

But there WAS a winner. And it is further proof to us that no matter how tough competition seems there is always a winner.

We have made a habit, down here in Baltimore, of helping smart radio advertisers not to get through the crowd . . . but to get to the crowd.

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

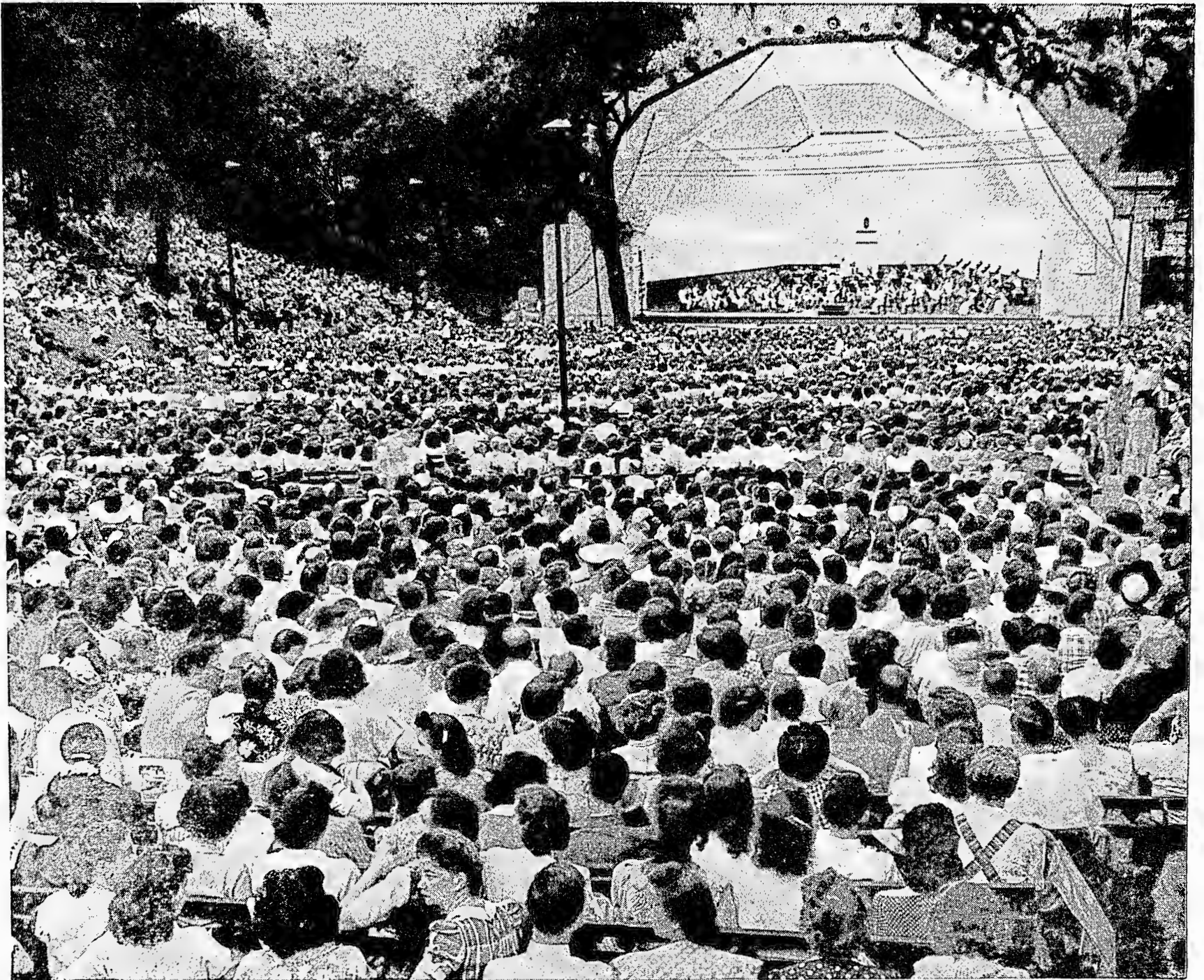
Facts are available.



W-I-T-H
and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REMI



Starlit Stars

Once more, WPEN is privileged to bring Philadelphians the summer concerts from Robin Hood Dell. Stars of opera, musical comedy and radio have sung under the stars in this famous outdoor music hall. The world's noted conductors have led the orchestra. Robin Hood Dell has become a Philadelphia institution.

Philadelphians who cannot get seats at the Dell turn naturally to WPEN to hear the music over the air. They know WPEN broadcasts the best in music.

These programs are typical of the way WPEN identifies itself with the interests of listeners in the Philadelphia area. Its

programs are styled especially for their tastes. That's why listening to WPEN is getting to be a Philadelphia habit. And why advertisers are finding WPEN an economical way to reach listeners in America's third largest market.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

LOS ANGELES

By RALPH WILK

JAMES LILLY, formerly on the editorial staff of Look Magazine, has joined the NBC press department as news editor. He replaces John McEnroe, who will handle programs.

Mel Blanc, NBC comedian, heard on the Judy Canova, Jack Benny and George Burns and Gracie Allen shows, is on a two-week vacation some place in Colorado. He is accompanied by his wife, Estelle, and son, Noel.

Walter Tetley's friends back in his home town of Ridgefield Park, N. J., have sent him a scroll of appreciation for the entertainment he has provided for them on the "Great Gilder-sleeve" program.

Jack Heintz, general manager of KIEV, announced the appointment of two additional account executives, Dave Manning and Wayne Muller. Manning was recently account executive for the Charles H. Mayne Agency, and Muller comes up from the announcing ranks at the station.

Howard Petrie, Sunday "Blondie" airshow announcer, has been tested for a role in the forthcoming Hal Roach picture, "The Fabulous Joe."

Bob Garred, CBS news reporter, is auditioning a new 15-minute program in which he will act as commentator on Hollywood news and gossip, dealing with both radio and pictures. Several agencies are interested in the program.

A class in radio advertising for the University of California extension division will get under way September 20, and will run for 18 weeks. Robert McAndrews, NBC's advertising and promotion manager, will handle the class which will be held at the NBC studios Friday nights from 7:00 to 9:30 p.m.

The class will be aimed at a comprehensive background for radio salesmen, promotion and publicity men and agency personnel. It will cover methods of audience research, value of radio as a medium, types of campaign sales and audience promotion, presentations, trade papers and direct mail.

London Specialties Co., Chicago, for their sewing machine attachment product have purchased a 15-minute participation in Bill Anson's "Hollywood Bandstand" over Warners' station, KFVB, Hollywood. Contract, for one year, began August 5, 1946, and was placed through the O'Neil, Larson and McMahan Agency of Chicago. Sponsor will be on the "Bandstand" six times weekly, Monday through Saturday.

CBC Will Report On Rates

Montreal — Dr. Augustin Frigon, CBC general manager, announced to the Canadian House of Commons Radio Committee that the CBC would have a report on commercial rate structures in two months, that a formula on limitation of outlets by districts was being considered.



Weekend In Manhattan. . . !

• • • Network boys concerned about the smarter and more aggressive selling policy on the part of newspapers and mags selling competitively against radio for the first time, and who have taken a few feathers from radio's cap, such as frequency and volume discounts, etc. . . . Vaughn Monroe, who's currently at Atlantic City, has ordered that none of his band be seen at the track since one of his men dropped five G's the other day. . . . Chief burner-upper in David G. Wittels' forthcoming Satevepost blast against MCA will probably be his reference to the talent agency as "the little known Music Corp. of America." . . . Freddie Wakeman's 'brooding' over a 3d book, but hasn't decided upon a subject yet. . . . The Damon Runyons have patched everything up. . . . Abe Burrows will write the Dinah Shore-Peter Lind Hayes show. . . . Phil Cohan (formerly with the OWI and not the Durante-Moore producer) joining SSC&B as head of talent. . . . WOR's "Daily Dilemma" has already landed over 270 apartments for vets during the past 15 or so weeks. . . . Gov. Ellis Arnall, of Georgia, has been offered a fat contract by the sponsors of "Superman," who are seeking him as consultant for their own crusade against the Klan. . . . Perry Como, who refused to let his six-year-old youngster, Ronnie, appear in films, has given nets the same answer. He wants the lad to lead a normal life.

★ ★ ★

• • • With Hildegard off the air, Herb Moss gets his first vacation since he started with "Truth or Consequences" back in 1939. . . . High on our list of favorites among the current crop of air entries is Irving Mansfield's CB-yessir, "Talent Scout," which has everything it takes to pile up a rating. . . . Dick Hyman's five-minute airer, "Nonsense, USA"—a collection of loony laws, wacky wills and silly superstitions—is being readied by Jules Alberti. . . . Chuck Goldstein (of 4 Chicks and Chuck), in town from the Gold Coast 32 pounds lighter. . . . Continental Baking negotiating for the Landt Trio. . . . Bob Hoffman, formerly of NBC Recording, now selling for Ziv. . . . Bernie Estes has a piece in next week's issue of Time called "How Public Are Your Relations?". . . Glad to see Ralph Weil, of WOV, grabbing up Geo. (The Real) McCoy for a new stanza on that station starting Monday. . . . Best tennis player in radio today is Dan Edelman, CBS newswriter. . . . If Paula Stone can get her dad, Fred, before a mike this fall, they do an air series together. . . . Jerry Lester says everybody on B'way suffers from hay fever. They all wanna make hay.

★ ★ ★

• • • Earl Wilson will play himself in the film, "Copacabana." . . . Irving Hoffman reports that when License Comm. Fielding was asked what action he intended taking regarding "Maid In The Ozarks," he is said to have replied: "It's a matter for the Dep't of Sanitation." . . . Pearl Bailey one of the biggest hits in Zanzibar history. . . . Milton Berle will do a Majestic comedy album tagged "Berlesks." . . . Danny O'Neil spiking rumors that he needs another throat op. . . . "Guess Who?" starring Happy Felton, celebrating its 4th birthday in Aug. . . . Reason behind the breaking up of Charlie Barnet's ork is a film-bug bite. Batoneer plays himself in "The Fabulous Dorseys." . . . Marx Loeb would like to do a combined dramatization of "The Lost Week-end" and "The Egg and I." He'd call it "The Eggnog and I." . . . Little Jack Little and Teddy Powell a new song-writing duo. . . . Jay Sommers and Jesse Goldstein will script the Victor Borge-Benny Goodman show for Socony. . . . Tom Hudson to Chi and Detroit with Jack Berch show. . . . Monica Lewis' Signature platter of "Put the Blame on Mame" should put her in the click class. . . . Publisher of one of the more popular digests is said to have told his staff that it has three more months to get the mag out of the red. . . . Beatrice Kay hears that the current slogan in Washington is "One Man's Mead Is Another's Poison."

CHICAGO

By BILL IRVIN

WEDNESDAY night's telecast of wrestling from Rainbow Arer by WBKB, the Balaban & Katz vide outlet in Chicago, was considered unsuitable for public viewing and further indoor remote pickups of the type, therefore, have been suspended until image orthicon equipment, presently on order, has been delivered, was announced by the station. WBKB said that it was returning to the ABC network, sponsor of the sports program, the charge for WBKB facilities for the recent telecast, and that the agreement in effect with ABC will be held in abeyance until the new equipment is available. Delivery is expected within a few weeks.

WBKB used a new RCA image orthicon camera, on loan, for coverage of the All-American Golf Tournament at Tam O' Shanter Country Club last week.

A sample Hooperating 7.9, 2.4 above the next highest station in the Chicago area, was shown for station WMAQ during the 6:45 to 7:00 pm. CDST, period two days last month as the result of a telephone survey made by 30 NBC-Northwestern Summer Radio Institute students under the supervision of C. E. Hooper, head of the radio survey firm. The project was conducted by students enrolled in the sales promotion class taught by Emmons Carlson, manager of the NBC Central Division sales promotion department. On July 10 and 11 Hooper and Miss Janet Widmer Hooper's Chicago representative, lectured before the students and instructed them on radio survey techniques and methods. The students then were supplied with Hooper forms and made over 350 calls during the designated period when WMAQ broadcasts the Kaltenborn Edits the News program (NBC, five-a-week 6:45 p.m., CDST). The sample rating arrived at from the returns brought in by the students was in accord with previously announced Hooperatings.

Baskett Mosse, a news editor of the NBC Central Division news and special events department, will resign August 15 to become an assistant professor of journalism at the Medill School of Journalism of Northwestern University.

WIBW

SALES DOLLARS TRAVEL FAR . . .

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

WIBW

The Voice of Kansas TOPEKA

Plan To Reduce AM Kc.-Separation

(Continued from Page 1)

val" to the plan following as- by the industry-FCC group ting the study of engineering es that the new rule would not a complete re-shuffling of the rd broadcast band.

group told the Commission, en banc, that "it was not the on" of the group to pen up the and, and that the plan should only to new applicants. The ssion gave no official assur- at approval of many new sta- would be made on this basis, ed applications could be made rdance with the new edict.

was general agreement e the FCC and various broad- ups on major sections of the ed new engineering rules. Al- the engineering hearing yes- was part of the Commission's hannel sessions, all other esiring to be heard were told ould appear yesterday. Since ta parties to the clear-channel n appeared, there seemed to be abacking to the major portions e rules.

aving the testimony yesterday, ommission recessed the clear- re hearing until September.

Notice To Growers On KFBK

amento, Calif.—Radio station K of the McClatchy Broad- ing Company broadcasts each special wind velocity pre- nso that crop dusters in the anto Valley will know whether a on dusting their crops the ng morning. The problem was to KFBK's attention by the nity of California Agricultural on Service and the United eather Bureau.

Crotty Recuperating

B. A. Crotty, director of field ns for NBC television, has i Beth David Hospital for two recuperating from an opera- e will be convalescing until e of September before return- his post at the network. In e absence, his place is being y Gary Simpson, NBC tele- director.

MAJOR NETWORK SPORTS COMMENTARY AVAILABLE TO MID-WESTERN OR EASTERN MAJOR STATIONS.

\$10,000 YEARLY
 Box No. 203
RADIO DAILY
 1501 Broadway
 New York 18, N. Y.

CBS 'All-Star' Promotion Will Be Launched Sept. 22

(Continued from Page 1)

second on the first day of standard time. Topflight stars heard on CBS commercial programs during 1946-47 will be featured with crack writers, producers, directors and orchestras assigned to both programs.

Special Promotion

Special promotion kits are being sent the CBS stations in connection with the programs. These will include photographs of the performers, stories, newspaper ads and mats, biographical material and special local announcements.

At the same time a complete campaign of promotion material is being prepared for the programs to be heard regularly on the web during the 1946-47 season. According to Connolly, it is the most thorough ever done by this department. Every show on CBS, sustaining as well as commercial (about 135 altogether) will be treated in the voluminous material sent each station.

It will be a three-section project, one devoted to all evening sponsored programs, one dealing with all daytime sponsored broadcasts and a simi-

CBC Seeks To Control American Web Programs

(Continued from Page 1)

ager, said the CBC was making no attempt to steal CFRB's listening market, or Columbia network affiliation.

The CBC, however, was searching for a formula which would see a central control on the whole pool of American network programs and their equitable distribution to stations across the country. This control had been suggested by the 1942 radio committee and M. J. Coldwell, CCF leader, said that Viscount Bennett (Then Prime Minister of Canada) had expressed grave concern about the control of broadcasts originating in the United States.

The control that the CBC hoped to obtain and the pooling of the American network fare for Canadian listeners was hampered by the fact that various networks operated under different systems and with varying rates. However, it was hoped to work out some uniform arrangement which would not only benefit the listeners and the private stations generally, but also the American networks. This would be bound to reflect favorably on station CFRB.

Taylor On Coast

Los Angeles—John Taylor, executive producer on the Carl Wester and Co. radio productions, has arrived in town to set up the Hollywood office, which will handle the Wester Productions. At present the shows are: "The Guiding Light," "Woman in White," "Today's Children" and "Masquerade." The last is already airing from here and the other three move out from Chicago in the fall.

lar section of all sustaining programs. Included in the promotion material will be a complete set of newspaper ad proofs, with corresponding mats.

Also included will be a book of local announcements and three giant books which will treat the 1946-47 CBS shows chronologically, by days of the week and times of the day, starting with Sunday. These books will be made up of illustrations with brief descriptions of each show. One book will deal with sponsored programs from 6 p.m. on, another with daytime sponsored programs and the third with all the sustaining programs. With each book goes an envelope giving full treatment to the individual shows. A full data sheet, story lines, full biographies and photographs of the cast will be included for each show.

There'll also be a book of local announcements, divided into three sections. And completing the material will be a manual of information, stating the project's objectives and describing the material and telling how to use it.

Advertising Agencies Aid U. S. Treasury Bond Drive

(Continued from Page 1)

of Sterling Drug, Inc., has been appointed co-ordinator, the Advertising Council disclosed yesterday. The four agencies are Young & Rubicam, Inc., J. Walter Thompson Co., G. M. Basford Co., and Joseph Katz Co.

Listed among approximately 20 post-war projects sponsored by The Advertising Council in the interest of the public, the Savings Bond program stresses (1) the importance of investing surplus cash in bonds to prevent its being used to bid up prices of still-scarce items; (2) to make known that regular purchases of bonds will create a reserve of buying power essential to the nation's future economy when goods are again available, and (3) to show that investing in U. S. Savings Bonds is an ideal way for the individual investor to save for the future.

Big Drive In November

At the half-way mark of this year, bond sales had reached an estimated \$4,000,000,000 with redemptions lower than expected.

Mr. Bohan is at present working with the Council and Treasury groups in outlining plans for an intensive promotion program scheduled for this coming November.

Bishop Leaving Crosley

Sherman A. Bishop, formerly eastern sales manager for the Crosley Corp. of Cincinnati, is joining the Trimz Co., Inc., a division of United Wallpaper, Inc., as assistant sales manager with headquarters in New York City.

The appointment of Bishop is effective immediately.

BMB's Returns Total 60% Of Half Million

(Continued from Page 1)

was handled by R. H. Donnelly & Co., in Chicago. Mailing list itself was compiled in each individual county and city by some reliable resident thereof, possibly a city official or someone well acquainted with a cross-section of local citizenry. But before using these lists, BMB undertook a sampling to check for accuracy.

Details Of Mailing

The mailing campaign was handled in this manner: first, a ballot, letter of instructions and a premium of four cork coasters. Second, a post card the day following to every name on the list—thanking addressee for co-operation, etc. Third, in areas where returns had not been 50 per cent 10 days after first mailing, another ballot was sent along with instructions and another premium, this time a polishing cloth. The fourth mailing went out after another 10 days wherever returns still remained below the minimum but this time there was no premium. After the final 10 days waiting period a fifth mailing went out containing the ballot, instructions and a mechanical pencil premium. The complete campaign covered 30 days and five mailings, although the last three were follow-ups on areas which had not responded earlier.

During the field work period, BMB checked carefully each returned ballot and in one instance noticed a half dozen or so which had the same handwriting. Making a local check, the bureau learned that these families, unable to read and write but still owning radios, had carried the ballots to their priest for filling in.

Soule Named To CED Post

R. G. Soule, vice-president and treasurer of the Onondaga Radio Broadcasting Corp. (WFBL) has been appointed Syracuse Community Chairman of the Committee for Economic Development, according to Walter Fuller, chairman of the newly formed CED and president of the Curtis Publishing Co. Soule, who was active in CED programs during the war, is chairman of the public relations committee of the NAB and a director of the Syracuse Chamber of Commerce.



PROMOTION

Those Two Governors

New promotion piece entitled "Said the Governor of North Carolina to the Governor of South Carolina," with latest market and coverage data cleverly woven into the boasts of the two governors about their respective states, which comprises WBT's primary, is now being distributed by the Charlotte outlet.

For The Politicos

WIS, Columbia, S. C., has inaugurated a "tear sheet" idea, in which the promotion department assembles portions of locally-originated newscasts which mention or deal with Senators, Representatives or the State Governor. In brochure form, the entire packet is mailed weekly to the politician in question, thereby making a permanent file for those who 'make' the news.

Collegiate

Columbia University in co-operation with NBC has issued a 10-page fold-over piece, announcing radio courses for 1946-47. Entitled "Courses in Radio," piece offers listings of all phases in both the radio and television field with footnote outlines clarifying those courses listed. Also included in an item on The Radio Club, a student organization which operates CURC, a low-powered station with a radiation confined to Columbia University campus. Piece also contains a complete explanation on enrollment, admission fees, credits and attendance.

Signal Oil Sponsors KMPC Football Airings

Los Angeles—The Signal Oil Co., has signed a contract with KMPC to sponsor all the Los Angeles Rams football league games, which begin September 29, 1946. All the games will be broadcast by Bob Kelley, KMPC sports editor. These broadcasts will be held each Sunday afternoon from September 29, 1946 through December 8, 1946.

Prior to the Los Angeles Rams recent transfer of their franchise from Cleveland to Los Angeles, Bob Kelley broadcast all of their games since 1937 over WGAR, Cleveland.

Hartenbower Entertains

In celebration of almost seven years of advertising on radio station KCMO, Kansas City, E. K. Hartenbower, general manager of the ABC outlet for mid-America, entertained D. W. Woody, Kansas City sales supervisor for Canada Dry, and members of his sales staff at a luncheon meeting in the Hotel President. Occasion for the get-together was a remote broadcast of "Today's Woman" with Anne Hayes. Miss Hayes advertises the Canada Dry products on her participating show which is heard every day Monday through Friday at 11:45 a.m.

SOUTHWEST SIDELIGHTS

JUDGE J. C. LOONEY of Edinburg, judge of Hidalgo County, has applied to the FCC for a standard broadcast station which he will operate here on 710 kilocycles with a power of 250 watts, daytime only. Looney plans to retire this year. His is one of a half dozen applications pending before the FCC for stations in this area.

The Stamps Quartet, heard over KRLD, Dallas, is in New York City for a recording session. Their modernized, streamlined versions of gospel hymns are now being recorded by the Bibletone Co., the nation's only record firm dealing exclusively in religious recordings.

"Texas Game and Fish" is the title of a new series of quarter-hour programs designed for sportsmen and will be heard each Thursday evening over WFAA, Dallas. Robert M. Busfield, editor of the Texas Game and Fish Magazine, dispenses information on what fish are biting, the best lures to use and other hints to good sportsmen.

Bill Michaels, assistant manager of KABC, San Antonio, taking just a few days off from his duties for a brief vacation of three days. Michaels airs the nightly baseball games of the San Antonio Missions battling for first place in the Texas League. His spot was taken by Ed Dittert.

Marti Inc., has applied to the FCC for license to operate a standard broadcast station at Cleburne with 250 watts power on 1120 kilocycles, daytime only.

Earl Lambertz, began his 14th year as musical director of WFAA and KGKO, Dallas-Fort Worth last Thursday, August 1. Lambertz was heard as usual on his daily programs over the stations.

Howard Lumpkin, production manager of Radio House at the University of Texas at Austin, Thursday, August 1, announced his resignation to enter the field of professional radio. Radio House, an experimental training and service unit of the university, has been under Lumpkin's direction

McIntyre To KLIX As General Manager

Appointment of Frank C. McIntyre, program executive of KUTA, Salt Lake City, Utah, to the post of general manager of KLIX, Twin Falls, Idaho, has been announced by Frank C. Carman, KUTA president and a major owner of KLIX. McIntyre, whose appointment becomes effective immediately, was formerly general manager of KID, Idaho Falls, Idaho.

McIntyre announces that KLIX, 250 watts on 1340 kc., will begin operation about September 15 as an American Broadcasting Co. affiliate. Associated Press news and NBC Thesaurus transcriptions will be used. A new, modern building to house KLIX's studios, offices and transmitter is now being constructed.

since 1939 except for his three-year leave of absence during the war.

The FCC has authorized operation of new FM stations by the Express Publishing Co., San Antonio, and the KTRH Broadcasting Co., of Houston. Tentative permits were authorized for the Amarillo Broadcasting Co., operators of KFDA, Amarillo; Southland Industries Inc., operators of WOAI, San Antonio, and the Texas State Broadcasting Co., operators of KTHT, Houston.

Patients in six Texas Veterans' Administration hospitals soon will have three-channel radio sets at their bedsides, enabling them to choose any one of three radio or recorded programs. Equipment will be installed at hospitals at Dallas, Legion, Amarillo, McKinney, Temple and Waco. The programs will be transmitted to all beds from a central broadcasting studio within each hospital.

Mallard Bishop has joined WOAI, San Antonio, as an account executive replacing John Ferguson.

"At Home with the Heals" is the title of a new series of programs to be heard daily over KGKO, Fort Worth, for a quarter-hour. Programs will feature Tim Healy, Mrs. Healy and their six-year-old daughter, Peggy. Series will originate from the Healy apartment at the Melrose Hotel. Programs will include interviews with visiting celebrities and Dallas personalities in the news. Healy is being heard daily over KGKO in "News Adventure."

George Johnson, manager of KTSA, San Antonio, will leave next week for a vacation at Lake Louise.

The Del Rio Broadcasting Co., at Del Rio has applied to the FCC for license to operate a standard broadcast station on 1230 kilocycles with a power of 250 watts, full-time.

The FCC has granted permission to the Southwestern Bell Telephone Co., to build an experimental land radiotelephone station at San Antonio and to install 75 mobile radiotelephone stations in vehicles operating in San Antonio and area.

Renew RCA Victor Show For Year Starting Sept. 1

The Radio Corporation of America, through J. Walter Thompson, has renewed the "RCA Victor Show" on NBC for 52 weeks starting September 1 (Sundays, 2:00 p.m., EDT).

On WJZ Day Shift

Stan Shaw, emcee for "Milkman's Matinee" over WJZ from 1 to 5:45 a.m., will have a chance to see daylight for the first time in 10 years after August 10 when he becomes a staff announcer and quits his half a decade nighttime show. Shaw, who has been in radio for 20 years, is reported giving up his early morning chores upon doctor's orders. WJZ interviewed applicants yesterday for job of handling milkman show.

AGENCIES

AN innovation in servicing radio station was instituted in New York last week when the Headley-Feldman Co., piped 45 minutes of the afternoon programs of WTRY, Troy, to Class A lines into their New York office. Idea was conceived by William A. Ripley, WTRY, vice-president and general manager.

EDDIE POLA has joined Your Choice Rubicam, Inc., Los Angeles, in the capacity of radio producer, according to Alfred J. Scalpone, Hollywood head of production for the agency. Formerly producer of "Hobby Lobby," "The Fred Waring Show," "Dead End Dramas" and "The Al Jolson Show," Pola takes up his duties August 5. His first production assignment is the "Alan Young Show," which he produced in the past. This program returns to the air on September 20. ROBERT D. HUSSEY, head of talent for the Hollywood office of the agency has been elevated to the position of manager of the program development department for the West Coast, according to Tom Lewis, vice-president in charge of radio for the agency. Hussey, who continues without talent duties in addition to his new position, joined Y&R in 1944, coming from Universal Studios, where he is director of radio activities.

FREDRIC APT, account executive with Donald Coke, Inc., radio station representatives, has resigned effective August 1. He will announce future plans after an extended vacation on the West Coast.

NATHALIE D. FRANK, research librarian of Geyer, Cornell & Nevill, Inc., has been named chairman of the New York Chapter Advertising Group of the Special Libraries Association. Miss Frank has been associated with G. C. & N. since 1935.

GEORGE GALE, former vice-president in charge of the radio department of MacKay-Spalding, New York, has been appointed radio director of Pardee, Cash & Associates, Los Angeles.

WNYC FM Transmitter Returns To Air In N.Y.

WNYC-FM, off the air about 10 weeks while shifting frequency and transmitter location, has returned to operation on 95.3 megacycles and 10 hours of broadcasting daily from 10 to 11 p.m. Seymour N. Siegel, program director, announced that he present the FM station will broadcast regular schedule of program on WNYC but that an elaborate schedule of independent programming will be into effect next month. Station's FM transmitter, now operating at 10 kilowatt, is expected to be stepped up to 15 kilowatts as soon as more equipment becomes available.

Recordings Replace Striking Musicians

(Continued from Page 1)

ion's demands, other than to say station was operating without a contract. He would not say what the union wanted other than a closed shop.

Missing from the WOAI program schedule was Nick Brewster and his orchestra, the Top Hands and theppy Valley Gang, the latter two cowboy and hillbilly groups. The melody for "Two" and "Memory" program were silenced when accompanists and artists were taken off the air. William Trigg, Davis Park Methodist Church music director, was replaced by canned music on his "Daily Devotion" series. Monte Kleban, WOAI production manager, said that management and union were in disagreement on two points: Management insists on writing into the contract (1) that the union shall not have jurisdiction over public interest programs and (2) that contract be subject to the rules and regulations of the FCC and federal, state and local laws.

Kleban also said the trouble affected sustaining and commercial programs. He said that under union demands it would be necessary to get union approval if the station chose to use an Army band or a high school band or similar programs. He added: "We have always met the union scale and have endeavored to be fair in our dealings, but we felt it necessary that these two clauses be placed in our contract. The union didn't want to be bound by federal regulations."

It was not known whether an agreement would be reached within the near future by the union and management of WOAI.

None of the other stations were affected by the strike here as contracts had been signed with the union and agreements had been reached to effect a settlement.

Grand Ole Opry' to Texas North Texas Fair Show

Wilmington Downs, Tex.—For the first time in its more than 20-year history, NBC's Grand Ole Opry will originate its broadcast away from Nashville, Tenn. On August 24, the broadcast will originate here on the occasion of the first annual North Texas Fair.

Harry L. Stone, general manager of KFI, Nashville, announced that the show would open the fair here with regular NBC broadcast. A second performance will be given the following Sunday afternoon.

The broadcast will originate here in the rodeo arena before a grandstand that will hold 10,000 spectators.

KFI Symphony Director Named

Los Angeles—KFI's general manager, W. B. Ryan, has announced the appointment of James Sample as director of the KFI Symphony Orchestra for the 1946-47 season.

NETWORK SONG FAVORITES

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of July 26-August 1, 1946

TITLE	PUBLISHER
All The Time.....	Robbins
All Through The Day.....	Williamson
Along With Me.....	Witmark
Coax Me A Little Bit.....	Bourne
Doin' What Comes Natur'ly.....	Berlin
Full Moon And Empty Arms.....	Barton
Gypsy, The.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
I'll Be With You In Apple Blossom Time.....	Broadway
In Love In Vain.....	T. B. Harms
Linger In My Arms A Little Longer.....	Bourne
More Than You Know.....	Miller
Night And Day.....	Harms
One More Tomorrow.....	Remick
Prisoner Of Love.....	Mayfair
Should I Tell You I Love You?.....	T. B. Harms
Sioux City Sue.....	E. H. Morris
South America Take It Away.....	Witmark
Strange Love.....	Famous
Surrender.....	Santly-Joy
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
To Each His Own.....	Paramount
Whatta Ya Gonna Do?.....	Broadcast Music
Who Do You Love I Hope.....	Berlin
You Are Too Beautiful.....	Harms
You May Not Love Me.....	Burke and Van Heusen

Rollback To OPA Ceilings Only Slight Inconvenience

Washington Bureau, RADIO DAILY
Washington — Rollback of radio manufacturers' prices to the June 30 OPA ceilings meant only a slight adjustment in the industry, RMA reported last week following a survey. During the 25-day period when OPA was officially "dead" there were a few parts price increases, RMA said.

Indefinite continuance of June 30 ceilings for radio manufacturers was in prospect, according to OPA officials. The new March 31 discount basis for jobbers and retailers, however, may result in some future and early increases in the trade. Issuance soon of an OPA general regulation for the computation of such discounts and new prices is in prospect. Restoration of tags on radio sets with June 30 ceilings was generally required by OPA.

The first OPA conference since enactment of the law will be held next Wednesday, in OPA headquarters, including about 45 chairmen of OPA radio, refrigerator and other advisory committees of the Consumers Durable Goods Branch. President R. C. Cosgrove of RMA, chairman of the OPA Set Advisory Committee, was invited to attend, but will be on the Pacific Coast, but the set industry will be represented by the former RMA president, Paul V. Galvin, vice-chairman of the OPA official committee.

Conferences later are under consideration by the radio set, tube, and parts advisory committees, tentatively scheduled later this month.

Edward Rojo Appointed Export Div. Mgr. Of ECA

Edward Rojo has been appointed manager of the export division of the Electronic Corporation of America, it was announced yesterday by Garrard Mountjoy, president.

Prior to joining ECA, Rojo was associated with the Andrea Radio Corp., as manager of the export division which he organized for that company in 1934. Before that he was an export executive in the radio sales department of Fada Radio & Electric Corp.

Upon assuming his new duties, Rojo stated that: "To maintain the peak performance required by foreign markets the Electronic Corporation of America is concentrating on new circuit development and research and the perfection of the ECA 'tropic proofed' process to insure satisfactory operation in all climates." He added that "the company is also investigating and overcoming problems of line voltage variations experienced in many countries and is perfecting manufacturing processes which, by eliminating failures of precision parts assures long years of satisfactory service to overseas consumers."

Tele Make-Up

Los Angeles—Max Factor, Jr., president of the Hollywood make-up firm bearing his name, announces that a complete line of television make-up in a color range to meet all complexion shade and character type requirements, is now available at his Hollywood make-up studio.

VA Radio Department Now In 13 Branches

(Continued from Page 1)

ages provided by Congress. They furnish broadcasters local VA material. In addition to their duties in preparing, and aiding in the presentation of local and regional shows, the branch radio men are also engaged in servicing VA network shows. These include "Assignment Home" on CBS; two Mutual shows—"Opportunity U. S. A.," and "The Veteran Wants to Know." The latter is a panel discussion program recently launched by Mutual to give veterans, cut in from cities all over the nation, an opportunity to question a panel of experts in Washington or New York, about their readjustment problems. All three of the network shows include originations from various affiliates throughout the country.

VA branch radio personnel are also placing the current series of transcriptions, "Here's to Veterans," starring radio luminaries from thirteen top network, nighttime shows. The VA central office in Washington is supplementing this type of local broadcasting by supplying two weekly features in script form for clear-channel, regional, and local outlets. The branch radio chiefs are localizing these scripts and booking them on many outlets throughout the nation.

Latest plans in VA radio call for a Hollywood originated network show built on an all-star, live variety format. It's a fall and winter 30-minute slot, slated for ABC. The newly-appointed regional radio chief at Los Angeles, B. Wade Thompson will serve as Hollywood liaison on this series.

"Private Line From Paris" Title Of New WPEN Show

Philadelphia—Calling the show "Private Line from Paris," WPEN, the Philadelphia Evening Bulletin station, is giving listeners opportunity to eavesdrop on weekly conversation between Correspondent John Lacerda (in Paris) and his Managing Editor Dwight Perrin (at WPEN).

Lacerda, who has circled four-fifths of the globe for the Bulletin, delivers spot news from Paris Peace Conference and interviews delegates by way of report to Editor Perrin. The broadcast is by shortwave to New York and relayed by land line to WPEN.

Lacerda is one of four Bulletin correspondents who, throughout the war and post-victory period, have presented overseas broadcasts for WPEN listeners. The others, Morley Cassidy, Carl W. McCardle and Barbara Barnes, have been heard from Alaska, the Orient, Europe and the Pacific, as has Lacerda.

KVI Joins Mutual

Los Angeles—Radio station KVI, Tacoma, Wash., officially joined Mutual as an affiliate, August 1, replacing KMO, Tacoma and KOI, Seattle.

SAN FRANCISCO

HAL BURDICK, producer of NBC's "Night Editor" program, has been spending two weeks at the famous Russian River Bohemian Grove. Hal was chosen to produce the San Francisco Bohemian Club's annual "Low Jinks," at the Grove, a show that this year drew such notables as Herbert Hoover, Gov. Earl Warren of California, Gov. Dwight Green of Illinois, etc.

KGO manager Gayle V. Grubb, and KPO manager John W. Elwood are on a ten-day air and sea trip to Hawaii as guests of the U. S. Navy. They are part of a group of 18 key California businessmen invited to observe Navy procedure in routine maneuvers aboard a flat-top, going to Pearl Harbor on the Carrier USS Tarawa, and returning on the Mars, world's largest flying boat.

KPO is starting a new Saturday morning show for children titled "Radio Zoo." The program is emceed by Homer F. Snow, famous trainer of sea lions, and is directed towards teaching youngsters "who's who in the animal world at the zoo."

The smile on the face of Bob Wesson, KGO salesman, shows that he is pretty well sold on his newest product, a six pound seven ounce baby girl.

"Hi-Li Hits" is a new youth program starting over KPO-NBC Saturday morning in the 8:00 to 8:15 spot. Headed by Tom Ennis, world's champion Hi-Li player, the program demonstrates to the youthful air and studio audience the technique of the game, then conducts a contest in the studio to select the "champ" of the day.

Jack Murphy has been getting a stack of unsolicited fan mail from listeners scattered all the way from Seattle to Los Angeles for his KSRO (Santa Rosa) program "Let's Reminisce," featuring his choice collection of oldtime records, some of which are 40 years old.

WINR On The Air

Binghamton—With 15 quarter hours sponsored commercially by triple cities firms, WINR, went on the air yesterday at 6 a.m., according to David Carpenter, general manager. A capacity audience greeted the Community Women's audience participation show and the Man on the Street program caused a traffic jam.

Send Birthday Greetings To

August 6

Jim Ameche Jackie Kelk
Jack Armstrong Louella Parsons
Arthur Fields Louis K. Sidney
Walter Valentine

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—"Can You Find It?" featuring Bob Day, is the new five-a-week stanza by KSFO. Each day the KSFO crew visits a different market or grocery store, interviewing shoppers, matching wits with them and sending three of them on a treasure hunt through the store. . . . OAKLAND—KROW claims to be the first station in the Bay Area to air daily complete major league baseball scores. . . . Signal Oil Co. and Remar Baking Co., signed with KROW to co-sponsor "Drug-Out Interviews" miked by staffer Jack Crawford. . . . LOS ANGELES—The first General Electric post-war transmitter to be received on the West Coast was received last week for Earle C. Anthony, Inc., operators of KFI.

— OREGON —

PORTLAND—KEX technician Johnny McArdle and wife are receiving congrats on the arrival of their baby daughter, Betty Jo. . . . Unable to decide a middle name for the youngster, they appealed to the listeners of the KEX "At Home with Kay West" program. . . . THELMA—KGW augments its staff with the addition of announcer Walter T. Jamond and newscaster, Chuck Foster. . . . Both ex-GI's, Jamond formerly was associated with WNYC and WINS, and Foster with KIT and KTYW. . . . The latter will gather, edit and air his own local news, covering a city-wide beat for human interest stories.

— MISSOURI —

ST. LOUIS—Foster Brown, former KFRU manager and more recently of the Army, has been appointed sales promotion manager for KXOK. . . . "Hospitality Time," new transcribed series of music and songs is being sponsored Sundays p.m. over KXOK by B-1 Beverages. . . . Contract is for 52 weeks through Simmonds and Simmonds Agency. . . . Lt. Col. L. Young has returned from service in the Armed Forces to resume his former position as chief engineer of KMOX. . . . Harry Harvey, who filled that position during Young's absence, has been made chief engineer in charge of building operations at the KMOX new transmitter. . . . KANSAS CITY—KCKN is covering all activities during the run of the circus here, of which all proceeds will go to the Crippled Children's Hospital. . . . The outlet is working in conjunction with the Shriners to give it all the publicity possible. . . . Lucy Cravens is new to the KCKN music department.

— TEXAS —

HOUSTON—For the first time in South-west radio history, the entire schedule of a metropolitan broadcasting station was canceled in order to give the listening public seven straight hours of continuous election returns. . . . SAN ANTONIO—Merrill Myers, recently released from the Navy as a lieutenant commander, has joined KTSA as program manager, filling the post left by George Lee Marks, now

free lancing in the Windy City. . . . Prior to entering the service Myers was assistant to the vice-president in charge of broadcasting for Blackett-Sample-Hummert Agency, Chicago. . . . DALLAS—"Texans Talk It Over" is the title of a new series now being heard on KRLD for a quarter-hour each Saturday evening.

— NEBRASKA —

OMAHA—Harold Baker, formerly a lieutenant in the Navy has been promoted to night editor of WOW news department. . . . Bill Dunbar, also of the Navy has been upped to assistant chief control room operator of the outlet. . . . Byron Demorest, formerly with KODY and KBON, has recently rejoined the announcing staff of FM station KOAD. . . . Ried Jacobsen, Jerome M. Mackin and Robert Kunze are recent additions to the Omaha World-Herald technical staff operating KOWH and FM outlet KOAD.

— MONTANA —

MISSOULA—J. C. Cole, KGVO's manager, has announced the appointment of W. C. Blanchette as the outlet's program director. Prior to entering the service, he was associated with KUTA, Salt Lake City. . . . Don Jones, KANA manager, new sister station to KGVO at Anaconda, reports that progress in getting the fledgling station in shape to go on the air is very satisfactory, with the initial broadcast slated one month from now. . . . KGVO plans to cover the BPOE convention in much the same manner as it did the American Legion conclave.

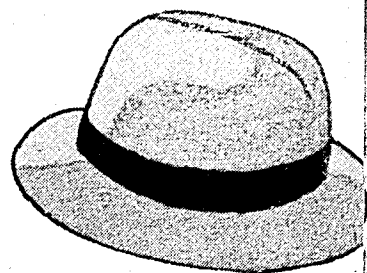
— NEW YORK —

NEW YORK—Buddy Rich, whose band is currently playing at the Strand Theater, and Tommy Tucker, appearing nightly at the Astor Roof, will guest on WHN's "Swing Time Session" with Ted Lawrence, today. . . . "On Wings of Song," new Army Air Force recruiting series will bow over WMCA August 7 in the p.m. slot. . . . New show will feature concert baritone Glenn Darwin, former AAF master sergeant, and the official AAF band. . . . Series is being presented under the auspices of the AAF headquarters in Washington, D. C. . . . Mutual's "Meet the Press" this week features Eugene Talmadge who will sit in the "hot seat" in a two-way hook-up from Washington.

— ILLINOIS —

CHICAGO—Koken Companies, St. Louis, has appointed the Olian Advertising Co., to handle its advertising. . . . Curvaceous Andrea Lord, 1945 winner of the Chicago Press Photographers Convention, vacationing here after filling New York engagements, will appear on the ABC "Breakfast Club," Don McNeill stanza. . . . ROCK ISLAND—"Your Community Chest," on-the-spot, wire-recorded broadcasts giving WHBF listeners insight into actual activities of chest agencies, bowed recently as a weekly feature. . . . With the signing of the Sears-Roebuck stores to a daily program, WHBF now has seven out of nine of the leading department stores in the tri-cities on their list of sponsors.

A \$1,000,000 HA



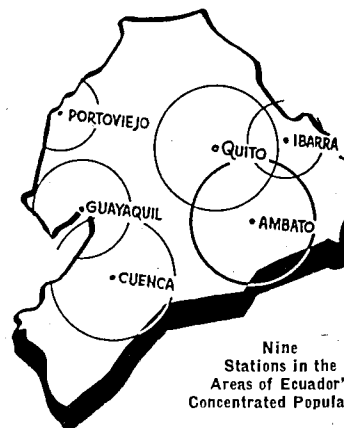
NO, IT'S NOT INFLATING
This hat represents a one billion dollar market in Ecuador for United States manufacturers.

55% of all Panama hats are produced in ECUADOR

There is only one means of effecting complete coverage of the Ecuador market:

LA CADENA AZUL

ECUADOR'S ONLY NETWORK



Nine Stations in the Areas of Ecuador's Concentrated Population

The exporter and export advertiser knows that there are six primary market areas in Ecuador. They are centered in the cities of Quito, Ambato, Cuenca, Guayaquil, Portoviejo, Ibarra.

La Cadeña Azul has Nine Stations in those SIX key cities.

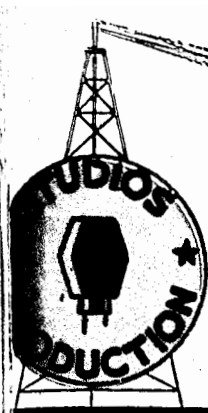
The network affords inexpensive thorough coverage of the vital marketing area of Ecuador. Purchasing potential has increased within the last few years. The market is absorbing American products with pocketbooks.

Represented Exclusively by

PAN AMERICAN BROADCASTING CO.

330 MADISON AVENUE
NEW YORK 17, N. Y.

Telephone: MUrray Hill 2-0811



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 27

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TEN CENTS

Radio Vital Recruiting Aid

CBS Buy Of KQW Forbidden By FCC

Washington Bureau, RADIO DAILY
Washington—Stressing undue concentration of control of broadcast facilities, the FCC yesterday issued a final opinion disapproving purchase of KQW, San Jose, Calif., by CBS. Commissioners E. K. Jett and Ray C. Wakefield issued separate dissenting opinions.

Pointing out that CBS is the owner and licensee of seven AM stations, including six which operate on 50,000-

(Continued on Page 7)

ABC Sets Four Shows For Fall Programming

Four new shows, including two audience participation programs and two comedies, will inaugurate the fall programming schedule of ABC, Adrian Samish, vice-president in charge of programs announced yesterday.

Starting off the line-up will be "Meet Me in Manhattan" with Walter Kerr, audience participation with Gene Kirby as announcer. Second the

(Continued on Page 3)

Goodman Ace Gets Post As CBS Program Executive

Goodman Ace, producer, writer and star of "Easy Aces" fame and more recently scripter for the Danny Kaye show, has been signed by CBS as supervisor of the network's comedy and variety programs, Davidson Taylor, CBS vice-president in charge of programs, announced yesterday.

Ace, former Kansas City newspaper

(Continued on Page 2)

Real Public Service Shown In Twin Cities

Minneapolis—As a contribution to the morale of children during the present polio outbreak here, Twin-City radio stations co-operated to present a special "Fun At Home" series on last Sunday.

"Fun At Home" was the suggestion of George Grim, Minneapolis Morning Tribune columnist, who participated in the series by recreating his radio character—"Uncle Ray"—reading the comics over the air.

Listeners were advised of the special series over all stations and then were directed from one station to the next for additional children's entertainment features. WTCN led off the Sunday series and was followed successively by KSTP, WCCO, WMIN, WLWL, WDGW and KUOM.

With theaters, parks and other summer entertainment facilities practically deserted as parents follow doctors' advice to keep children away from crowds, Twin-City stations may continue the special children's feature for several week-ends during the polio epidemic.

Record Company Set By Star Radio Artists

West Coast Bureau, RADIO DAILY
Hollywood—Several of the biggest names in radio entertainment have formed a record production company designed to provide "repeat" performances of outstanding shows in

(Continued on Page 7)

West Canada Broadcasters Move To Formulate 'Code'

Harrison Hot Springs, B. C.—The Western Association of Broadcasters, meeting here yesterday, established a committee to decide practices and procedures for broadcasting by association members. The matter was raised by A. M. Cairns of CFAC, Calgary, who expressed opposition to the acceptance by radio stations of "hitch hiker" spot announcements. He explained that some advertisers buying station time to advertise one

Success In Past Makes It Top Medium In Army's New \$4,250,000 Drive; Both Services Laud Industry

Analysts Of 4 Nations To Report UN Meeting

All 14 broadcasters, including networks, indies, British, Canadian and Australian, who will operate from the United Nations Assembly in September, have been assigned radio booths after an agreement by all concerned allowed the networks to have first choice. RADIO DAILY learned yesterday that each independent will command its own individual booth

(Continued on Page 7)

Summer Radio Institute Awards Made In Chicago

Chicago—Top honors for the fifth annual NBC-Northwestern University Radio Institute went to Marjorie Sheldon, continuity writer of WGL, Fort Wayne, Ind., and to Godfrey C. Hudson of CFQC, Saskatoon, Sask.,

(Continued on Page 2)

KFWB Starts New Service With "Flashcast" Sign

Los Angeles—KFWB, the Warner Bros., station here, inaugurated a new community service yesterday with the official opening of its "flashcast" news

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Radio is playing a major role in the Army and Navy's recruitment drive, a survey of the two services revealed yesterday, with success of the campaign considered "proof" that radio will be leaned on heavily for many months to come.

While only the Army has a budget earmarked for radio and other advertising during its recruitment campaign, the Navy has used radio to a considerable degree, with stations

(Continued on Page 3)

Sharp Sales Increase Noted By WOR In July

Announcing a 50 per cent increase in gross billings for July over the same period a year ago, Eugene S. Thomas, sales manager of WOR, reported yesterday that the Bamberger station had recorded the greatest volume of business in a single month in the history of the station.

Further evidence of the optimistic

(Continued on Page 3)

Electronics Output Up As Material Increases

Increasing availability of vital materials necessary for production of electrical items has provided the industry with sufficient confidence to predict that output rates for the lat-

(Continued on Page 8)

Famous Last Words

Unexpected tension has arisen at the Paris Peace Conference. Late yesterday ABC transcribed a short commentary for its 7 p.m. "Headline Edition" by Dr. Herbert Evatt, Australian minister of external affairs, who spoke from Paris. The broadcast completed, the diplomat chatted via shortwave with John McTigue of ABC and asked, "Oh say, how're the Dodgers doing?"

Pinch Hitter

Something new in the breakfast program derby was introduced this week when Tex McCrary had his mother-in-law, Mickey Falkenburg, guest on his WEAJ show "Hi! Jinx" in the absence of his wife who recently gave birth to their first son in Polyclinic Hospital. Jinx returned to the program Tuesday via a special wire from her hospital room.

(Continued on Page 3)



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

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FINANCIAL

(Tues., Aug. 6)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Hazeltine Corp.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: DuMont Lab., Finch Telecomm., WCAO (Baltimore), WJR (Detroit).

Stork News

Mr. and Mrs. Michael M. Sillerman are the parents of a son, Michael Tracy, born Sunday at the Gotham Hospital in New York City. Mr. Sillerman is president of the Keystone Broadcasting System.

A six pound, nine ounce girl was born Thursday, August 1, to Mrs. Morton Metzler, secretary to Ascap President Deems Taylor, in Park West Hospital. Mr. Metzler is an insurance broker.

V & VV get Cashman in Hollywood

Coming and Going

JOHN KAROL, sales manager of CBS, has returned from a vacation spent at Martha's Vineyard, Mass.

JACK BERCH, whose show is heard Monday-through-Friday on the American network, will broadcast today from the Eighth Street Theater in Chicago. His program tomorrow will originate at the Hotel Statler Ballroom in Detroit, after which he will continue his tour.

G. W. "JOHNNY" JOHNSTONE, director of the radio department of the National Assn. of Manufacturers, has left by automobile, accompanied by MRS. JOHNSTONE, for a short visit at the home of the latter's parents in East Braintree, Mass.

HOMER WELCH, program director at KGW, Portland, Ore., and PHIL IRWIN, top announcer, have forsaken station duties for the greater pleasure of vacation jaunts.

C. T. HAGMAN is in New York visiting with officials of the American network. He'll leave shortly for Chicago, where he'll assume his new duties as general manager of the web's central division.

GEORGE GARTLAND, vice-president and general manager of WARD, Johnstown, Pa., a caller yesterday at the headquarters of CBS, with which the station is affiliated.

MITZI KORNETZ, radio director of the Greater Boston Community Fund, off to Cape Cod for two weeks of leisure at Hyannis.

WILLIAM C. GITTINGER, vice-president of CBS in charge of sales, has left for a vacation at his summer place, Greenport, L. I.

EMILIO AZCARRAGA, owner of Mexico's largest radio stations, XEW, and XEQ, flew to Los Angeles last week for a week's stay.

Summer Radio Institute Awards Made In Chicago

(Continued from Page 1)

Canada, who received full scholarships from Judith Waller, educational director of NBC central division. Half scholarships were presented to Rebecca Averyt of Birmingham, Ala., former Wave officer, and to Hilding Peterson, faculty member of MacAlester College, St. Paul.

Clarence L. Menser, vice-president in charge of programs for NBC, was the principal speaker at the banquet which marked the closing session of the Summer Radio Institute last Friday. Menser, in discussing programming, predicted improvements for the daytime serial. He said that these improvements which would be in effect soon on NBC, were: a longer story for daily episodes, better story line, improved commercials and deletion of the "tidbits and inconsequential items which clutter up the first and last two or three minutes of a 15-minute program."

Goodman Ace Gets Post As CBS Program Executive

(Continued from Page 1)

columnist, broke into radio with his wife, Jane, on KMBC in 1930 with their "Easy Aces" series. In 1931 they moved to Chicago and became a CBS web feature. For 12 years "Easy Aces" was sponsored by Anacin thru Blackett-Sample-Hummert.

"Hunting Club" Renewed On ABC Web For 52 Wks.

"The Fishing & Hunting Club of the Air," heard Wednesdays over the ABC network (8:30-9:00 p.m., EDT) has been renewed by the Mail Pouch Tobacco Co., for 52 weeks through the Walker & Downing Agency, Pittsburgh, Pa., it was announced yesterday. Sponsor started on the American web in September, 1942, with "Counterspy" and assumed sponsorship of the current show in June, 1945.

Regular experts on the program are Jim Hurley, N. Y. Daily Mirror sports columnist, Dave Newell, editor of Field & Stream, John Hightower.

Treasury's Silver Medals Going To 7 Band Leaders

Brent O. Gunts, chief of the U. S. Savings Bond Radio Section, will present the Treasury's Silver Medal Award to seven of the nation's leading orchestra leaders for their outstanding work in the sale of War Bonds for the Treasury Department. Beginning with Tommy Tucker at the Astor Roof, the list of bandleaders to receive the awards include: Guy Lombardo, Nat Brandwynne, Glen Gray, Elliot Lawrence, Chuck Foster and Harry Cool.

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There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of brands—now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

And if you'd like to do that job in the country's 6th largest city...

And you plan to use radio...

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY...

Western Canada Assn. Sets 'Code' Committee

(Continued from Page 1)

withhold business from offending stations. Cairns said the committee would operate only in British Columbia and the Prairie Provinces, but he visualized possible formation of a national committee representing all branches of Canadian radio to decide broadcasting practices, throughout the Dominion. George Young of Toronto, stations relations manager of the CBC, said he believed the CBC would be glad to be represented on such a committee because it would benefit broadcasting generally.

Chandler Heads Committee

For expediency, it was decided to appoint a committee of British Columbia broadcasters with George Chandler of CJOR, Vancouver, as chairman. Other members are F. H. Phicke, of CKWX, Vancouver; J. Hunt, of CKMO, Vancouver, and William Rea, of CKNW, New Westminster.

In addition one committee member will be appointed by the CBC, the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies.

Cairns was elected president of the association succeeding G. R. A. Rice of CFRN, Edmonton. New directors of the association are Rice, A. A. Murphy, of CFQC, Saskatoon, and Gordon Henry of CJCA, Edmonton, Alberta.

Election of officers brought to a close the meeting of the association which had lasted two days, beginning Monday morning.

Radio Top Recruiting Medium; Army And Navy Laud Industry

(Continued from Page 1)

donating time on a public service basis.

Armed with a special budget of \$4,250,000 for the fiscal year ending June 30, 1947, the Army has embarked on a nation-wide campaign with radio considered a top medium to carry out the recruiting drive. In addition to the special shows carried by most of the networks, spot announcements are used by hundreds of stations throughout the country. Agency handling the Army drive is N. W. Ayer in New York.

The Army's budget is for recruitment advertising on radio, in newspapers, magazines, outdoor signs, car ads; radio, however, is considered a top medium by the Army.

Regular radio shows plugging the recruitment theme include "Warriors of Peace," Sundays over ABC; Harry Wismer's Sport Parade, five nights a week, also over ABC; "Sound Off," Thursdays over CBS, and "Spotlight Bands," over Mutual.

Transcribed programs produced by the Army include "Voice of the Army" and "Proudly We Hail." The transcribed programs are distributed to stations on an optional-use basis. For the larger shows, the networks donate the time to the Army. Only money spent is for entertainers and writers, etc. In addition, many radio stations are using spot announcements and special events programs as they come up.

The Army's recruitment drive developed the now-well known one-minute spot "Duck Worth Chant," which, is, in effect, a singing commercial plugging recruiting.

The only War Department-sponsored show is "Division Diary," originating at WOL Washington and

broadcast over Mutual. This show is 100 per cent Army written and produced in all phases. Recruiting plugs are used from time to time on the show.

Both the Army and Navy praised the job done by radio in the recruitment drives and indicated that success of the campaign has convinced both services to continue use of radio.

The Navy told RADIO DAILY that it is "gratified by the fine patriotic spirit" of radio stations, and said the measure of radio's effectiveness was in the results of the voluntary enlistment drive.

Navy has no recruitment budget and depends solely on the public service contributions of stations. Navy spokesmen said there are no statistics available on either the number of spots used or the number of stations carrying them, but added that the drive's results were proof of the extent of radio's effort.

Because of Congressional coolness during debate on extension of the draft law, with many Congressional leaders maintaining voluntary enlistments could be increased, the War Department earmarked a separate budget for recruitment purposes.

"Radio," an Army spokesman said, "has shown us that large-scale recruiting is possible."

Sharp Sales Increase Noted By WOR In July

(Continued from Page 1)

outlook at WOR is the assertion by Thomas that the July business was the best of any month during the first six months of 1946 and that "prospects for fall are correspondingly bright."

Numbered among the new accounts signed in July were Crawford Clothes, Inc., Musterole Co., Seaman Brothers, Atlantic Refinery, Grove Laboratories, Vicks Chemical Co., Inkograph, John F. Trommer, Inc., Wilbert Products, and Seck & Kade, Inc. Past month was a bonus month for the 10 members of the sales staff of WOR, Thomas disclosed.

McCoy Show On WOV

WOV will do a spot pick-up from Diamond Dan O'Rourke's bar in the Bowery beginning August 12 at 11 p.m., when it premieres "The Real McCoy at Diamond Dan's," a new Monday-through-Friday sustainer. Station has skedded George (The Real) McCoy to interview celebrities "from both sides of the track" in the famed old saloon with its mahogany bar and gaslight fixtures.

The Wednesday night format of the show will be expanded to include McCoy's interview with the "Hobo of the Week," and latter will be presented with an imitation diamond stickpin, certificates of membership in Dan's social and athletic club.

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KFWB Starts New Service With "Flashcast" Sign

(Continued from Page 1)

sign at the corner of Hollywood and Vine.

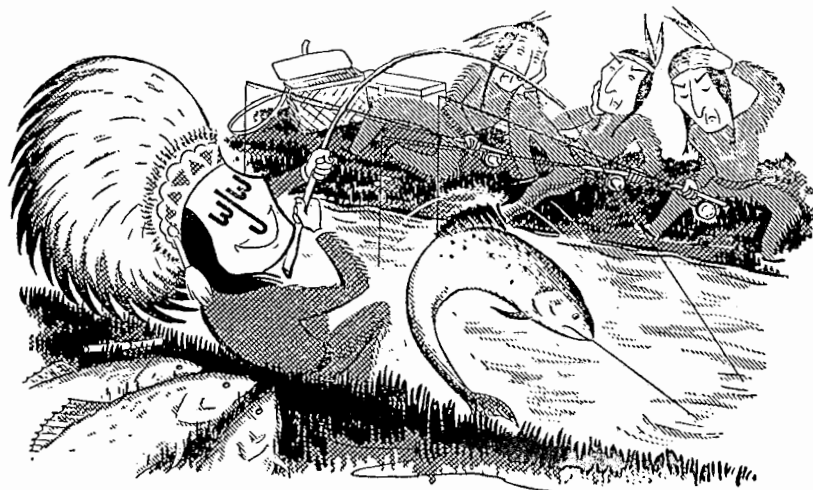
Under the direction of Harry Maizlish, general manager of KFWB, the sign's debut in the form of a "premiere" was witnessed by thousands of persons including Hollywood stars, civic leaders, etc., in grandstands and bleachers erected for the purpose.

ABC Sets Four Shows For Fall Programming

(Continued from Page 1)

new show is "The Society of Amateur Chefs" with Allen Prescott. Heading the comedy list will be "The Henry Morgan Show," a half-hour program of the antics of Morgan made familiar on his current and previous shows on ABC. ABC will also present another comedy vehicle written and packaged by one of the top writers in radio, but details and format will be announced later.

THEY DON'T GET AWAY FROM CLEVELAND'S *Chief* STATION



Day after day, Monday thru Friday, WJW brings in more daytime dialers per dollar in Cleveland than any other regional station. Better local programming is the bait that gets profitable results along the Cuyahoga.

BASIC **WJW** 850 KC
ABC Network **5000 Watts**
 CLEVELAND, O. DAY AND NIGHT
 REPRESENTED NATIONALLY BY DEADLEY-REED COMPANY

BOB SMITH



second of WEAF's great new shows

A standing rule at WEAF discourages the use of "supercolossal", "stupendous", "dynamic" and other such adjectives in advertising. The ruling is being waived here, however, in order to present the *true* picture of a really terrific daytime program.

It's the *Bob Smith Show*, new across-the-board morning program* of delightful commentary, weather reports, transcriptions, news, time signals, sports results, and vocalizing. Everybody at WEAF—everybody who's heard an audition, in fact—is raving about it.

This Smith weaves commercials into his theme with the skill of a Persian rug maker. His piano and singing style climb new peaks of engaging informality. Weather reports are as highly entertaining as any other program feature, and musical bridges into transcriptions are a thing of beauty and joy.

Saleswise, the story gets even better. Before he came to New York, Smith broadcast two years for WBEN, NBC affiliate in Buffalo,

where he consistently had 100% sponsorship. Selling 12 products and services a week, he advertised 44 national and local accounts, with six of his sponsors remaining on his program from its inception.

As for listenership—the hour-long *Bob Smith Show* started on WBEN in June, 1944 and *doubled* its average quarter-hour Hooper within a year. *Early Date*, a second program written by Smith and broadcast co-operatively with WBEN's Clint Buehlman and Esther Huff, against formidable 9:15-9:45 AM network opposition, had an average rating in May-June, 1946, of 10.3 against the second station's 2.9.

Superlatives? They couldn't happen to a better morning man. Listen to Smith and you'll soon see why.


Then act quickly to head the list of sponsors lining up at WEAF and at Spot Sales offices to buy quarter-hour segments as the *Bob Smith Show* takes the air.



*Monday, Wednesday, Friday
7:05-7:30 & 8:00-8:30 AM

Tuesday, Thursday, Saturday
7:05-7:30 & 7:45-8:30 AM

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

LOS ANGELES

By RALPH WILK

BOB BURNS will have a vice-president as aide in working up his new fall show, debuting September 29. The advertising agency handling the program has named one of its vice-presidents, Bob Ballin, as supervisor. He'll sit in with Burns, the writers and producer in putting together each week's script.

KFI's manager, W. B. Ryan, announced the appointment of James Sample as director of the KFI symphony orchestra for the 1946-47 season of the "KFI-Hollywood Bowl Young Artists Competition." The coming season will commence on Sept. 30.

Harry Lubcke, director of television for Don Lee Broadcasting System, left August 4, to vacation at Lake Arrowhead for two weeks with his wife and two daughters. Lubcke plans to spend his vacation painting in oils, resting, golfing and swimming, and will be back on his director's post at W6XAO, August 19.

Meredith Willson's newest song, "Same Little Chapel," went on the sheet-music counters this week, with a Jimmy Dorsey recording set to appear in a few weeks. Vocals are sung by Bob Carroll, whom Willson discovered and put on the air a few years ago on a summer series.

Announcer Frank Graham of the Tuesday night CBS "Encore Theater" shows, last week turned down a berth on a big fall show because accepting would mean leaving Hollywood to tour with the program to some 30 cities.

WIP Strike Settlement Reported By CIO Reps.

William A. Lamey and William Bender, representatives of the CIO American Communications Association who returned to New York yesterday after settlement of the WIP strike in Philadelphia, announce that agreement in the wage dispute resulted in the following weekly scales of pay:

Engineers, \$57 to \$97; announcers, \$50 to \$80 and 20 per cent increase in commercial fees. Program and utility employes were given increase of \$6 across the board while pages were scaled according to individual job.

Kate Smith Honored

Kate Smith has been appointed National Chairman of the 1946 Fund Appeal of the Sister Elizabeth Kenny Foundation for Infantile Paralysis.

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Broadway Bulletin Board . . . !

• • • Newest black market is in college entrances. With vets crowding the campuses, middlemen are going about offering donations and endowments in exchange for entrance of a favored person. . . . As reported here last week, Ruppert Beer shifted its account from R&R to Lennen & Mitchell. . . . FBI, currently investigating 'juvenile delinquency,' will officially refer to it as 'parental delinquency,' blaming parents for high rate of crime among adolescents. . . . Producer John Wildberg heading a syndicate interested in starting a new television station in N. Y. . . . What major laxative mfr. is talking to agencies again? . . . Publicists Dick Linke and Margaret Ryan will be welded Oct. 5th. . . . Look for Truman to declare the official end of the war in mid-1947. If he doesn't, Congress will. . . . Paula Stone has received a bid to direct films for 20th Century. . . . Fully one-fourth of all patents being registered today in the U. S. relate to automobiles. Cy Messitte, the talent agent, in Flower Hosp. as result of an auto crash, being consoled by Conover beauty, Dulcet Tone. . . . The whole street happy about Bert Wheeler's sock opening in "Harvey" Monday nite. You should've seen the way they cheered him when he entered Toots Shor's after the preem.

★ ★ ★

• • • Leonard Lyons reports that Jimmy Durante is contemplating another trip to Italy. "Last time I went there in '36," said the Schnoz, "I got a terrific welcome. In Rome, Venice, Milan and everywhere, there were not only big crowds to greet me, but in every block I saw 'Durante' signs on houses. It wasn't until the last day of my visit that I discovered that 'Durante' in Italian means 'For Rent!'"

★ ★ ★

• • • **SMALL TALK:** For years, Guy Lombardo has had plans for a commuter airline which would fly regularly scheduled hops from N. Y. to L. I. He has just realized this dream—but he himself can't use the line because it makes no stops at Freeport, where he lives. . . . Seen lunching at Toots: "Beauty Parade" Publisher, Bob Harrison, and California lovely, Vicki Wyatt, whom Harrison predicts will be a No. 1 model here. . . . Incorporating all the known trite cliches of the pop love songs, Will Glickman has written a satirical tune for Shirley Booth called "I'll Always Remember Sept. the Third." . . . Irv Fields' crew to record for Victor. . . . One of the biggest names of the music end of the movie biz, making a G a week, is supposed to be broke. His wife's taste in fur coats, three a year, is the reason he's no longer pleasin'. . . . Ralph Edwards, the "Truth or Consequences" emcee, is having a tough time convincing his pals that he is in no way linked to the character who's going to devote the next 15 years bicycling around the world. Edwards has been mixed up with some fantastic stunts in his day—but even he admits he has to take a back seat to the chromo at the wheel. . . . Wynn Wright's new Mutual ainer, "Under Arrest," getting serious agency attention.

★ ★ ★

• • • **OUR HAT'S OFF DEPT:** Alan Scott's breezy "Once Over Lightly" Mutual stanza. Program will get an added audience when WOR starts airing him on Tues. nites starting on the 13th. . . . Bessie Mack's talent-scouting for CBS' "Talent Scout." Good to see Bessie back in the field she knows so well from the Major Bowes days. . . . Prof Quiz, fast becoming one of the most interesting of the question-and-answer shows. . . . James Barry's baritones at the Havana-Madrid. . . . Mutual's press staff which has clicked with big-time spreads in Life, Time, Liberty, Red Book and American mag during the past few weeks. . . . And Herb Landon's stunt of flying three pure bred Jersey cows (gifted by Borden's "County Fair" ainer) over to Greece for war relief purposes. A publicity stunt with public service.

CHICAGO

By BILL IRVIN

HONUS "HANS" WAGNER, former baseball great of the Pittsburgh Pirates and the coach of the East team in Esquire magazine's third annual All-American Boys Baseball Game at Wrigley Field, Chicago, Saturday, August 10, made a gut appearance on ABC's "Jack Armstrong" program yesterday at 5:30 p.m., CDST.

Chuck Acree, who becomes emcee of WBBM's "Hint Hunt" when the program makes its bow as a five-week series on August 19, will fly to the West Coast this week to talk with movie bigwigs.

Reports current here are that a Sunday afternoon WGN-Mutual serial, "Those Websters," will move to Hollywood in the fall, its first broadcast from the West Coast being scheduled for October 6. Scripters Frank and Doris Hursley and the program's entire cast are to make the westward trek, it was said.

Recordings of the WBBM former singer, Bob Atcher's theme song and own composition, "I Want to Be Wanted," are approaching the sales record of nearly 200,000 copies in the past four-month period.

James Mahoney, Mutual's midwest station relations director, recently addressed a session of Creighton University's Radio Institute.

AD GLIBS

by DAVID O. ALBER

Billy Rose isn't the only character with a yen to write a column, even if he has to shell out for the privilege. I want to pitch some horse shoes, too, and, if necessary, pitch the horse as well. This isn't going to be as tall as the column of Rose's, so let's just call it a wedge—an opening wedge. And I'm not kidding myself about being able to kid myself as well as Billy the Kid.

Radio is as full of mysteries as an Earle Stanley Gardner thriller. I'd like to know the wise and wherefores of a lot of things. Like why sponsors spend oodles of cashews for a comedian, but peanuts for the writers who drop the bon mots in the comic's maw. Like why "The Hucksters" should add bags to any agency exec's eyes. After all it's fiction. Like why sponsors put millions into a radio show but balk at adding a couple of bucks for publicity which will make the public listen to it. Pardon me for shrugging.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681

Adv.

Analysts Of 4 Nations To Report UN Meeting

(Continued from Page 1)

whereas at Hunter College four indies were forced to share two booths. Only doubling-up will occur with Canada and Australia who will use the same booth facilities.

After the networks were given preference to choose from among the 15 radio booths at Flushing Meadow, the four drew lots for first choice. NBC won the first opportunity and picked a lower tier booth on the west side which is nearest the speaker's rostrum. There are two tiers of booths on each side of the auditorium, with the lower tiers being about 11 feet above the floor and the top ones mounted on the lowers.

ABC won second choice and picked the lower booth on the east side which is directly across from NBC's. The MBS booth is directly over NBC while CBS chose the one above and just to the rear of ABC. The U. N. radio division has two radio booths and no disposition has been announced concerning the two television booths.

In addition to the spacious, air-conditioned radio booths, new facilities include a network studio, shared by all nets, where roundtable discussions and interviews will be broadcast. There are also two editorial and writing rooms, one for the webs and one for independents.

Broadcasters plan to give extensive coverage of the UN meetings and their schedules are now being arranged. ABC has announced that it will set up a newsroom at UN headquarters with a staff of seven commentators headed by Raymond Swing and Elmer Davis.

New York independent stations who will broadcast UN meetings are WNYC, WQXR, WMCA and WLJB.

No U. S. Reply To Russia

Washington — Undersecretary of State Dean Acheson said yesterday that the United States has not yet made up its mind whether to accept Russia's invitation for a five-power telecommunications conference in Moscow this fall.

FCC Turns Thumbs Down On CBS Purchase Of KQW

(Continued from Page 1)

watt clear-channels, the Commission majority turned a deaf ear to the net's plea that purchase of KQW from the Brunton Brothers should be approved on three grounds: (1) A network should own stations, especially in the important centers of population; (2) The improved operation and usefulness of the station as an originating point which would result from the network's ownership of the station; (3) Increased economic stability accruing to the network as a result of its ownership of stations.

In addition to the seven CBS-owned stations, the majority opinion noted, the network has a minority or indirect interest in two other AM stations. "No other nation-wide network owns more than six stations, yet the other networks have had no difficulty in operating effectively," the opinion said. "While undoubtedly the ownership of stations in key areas is convenient from a network's point of view, the fact is that the Columbia Broadcasting System already has one outlet on the West Coast—in Los Angeles—and owns more stations in other major cities than any other nation-wide network. Moreover, the Columbia Broadcasting System has been operating its nation-wide network since it started operation without an outlet in San Francisco and the evidence in this case clearly shows that the Columbia Broadcasting System has been more than able to maintain its competitive position vis-a-vis the other networks," the opinion added.

Financial Health Cited

Regarding CBS' contention that acquisition of KQW would serve as a "financial cushion," the majority opinion pointed toward the net's steadily improving financial condition. "The history of CBS has been one of continuous expansion and improved financial resources. With the exception of the first two years it has operated at a profit during every year since its incorporation in 1927. In addition to the payment of large dividends to its stockholders, substantial amounts have been transferred annually to the surplus account.

"As of December 31, 1944, Columbia Broadcasting System had an unappropriated earned surplus in the amount of \$16,582,595 in addition to capital surplus or paid in surplus in the amount of \$158,440."

In his dissenting opinion, Commissioner Jett said the record "clearly shows" that acquisition by CBS of the station would be in the public interest. "Briefly," Jett said, "my dissent in this case is based on the following: first, the record before us clearly supports that a grant of the application to transfer the ownership and control of station KQW at San Jose, Calif., to the Columbia Broadcasting System is in the public interest; and secondly, there is nothing in this record which warrants a

change of the position of the Commission regarding the desirability of permitting networks to own stations in the San Francisco area as set forth in its report on chain broadcasting of May, 1941. Moreover, in my opinion, the doctrine of free enterprise and competition does not lend itself to a policy which seems to set an arbitrary limit on the ownership of stations. It is my belief that each case should be considered separately upon its merits. It is possible, for example, that common ownership or control of, say, six stations in a small section of the country may militate against the public interest, while no opposition would be raised to twice that number over widely separated areas of U. S.

"In concluding, I desire to point out that there is no basis in the record for the statement made by the majority opinion that other networks which own no more than five stations have had no difficulty in operating effectively. The other networks were not a party to this proceeding nor were they called upon to present testimony on this point. Moreover, the record does not support the conclusion that because the company has made a profit in the past it is not necessary to acquire additional facilities to insure the future economic stability of the network."

Record Company Set By Star Radio Artists

(Continued from Page 1)

addition to an entirely new line of originals to the estimated 15 to 30 million people who listen each week to their regular programs, it was announced yesterday.

The firm, known as Audience Records, Inc., was officially established as the result of discussions last March participated in by the various stars themselves. As of this date they are: Freeman Gosden and Charles Correll (Amos 'n Andy), Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Eddie Cantor, Ed Gardner and Jim and Marion Jordan (Fibber McGee & Molly). "Proposal is currently in the hands of Fred Allen and the participation of one or two other stars is contemplated," it was added. The stars are equal stockholders in the company and become members of the board of directors. H. Paul Warwick, of Warwick & Legler, is president and T. Newman Lawler, of the law firm of O'Brien, Driscoll & Raftery, is secretary. Present offices are in New York and Hollywood.

The plan which forms the foundation of the company was conceived over two years ago, it was explained, but active development was withheld at that time because of the shortage of materials.

Current plans of the new record company are the production of two lines of platters under "Top-Ten" and "Audience" labels.



"When people think of the Pacific Northwest they think of space to expand, to develop and grow. Giant dams . . . huge forests . . . vast stores of raw materials . . . that's the great Northwest, the nation's cornerstone of progress.

"Oregon's percentage of radio families is 93.7; the nation's percentage of total is 90.4. Sales of durable and non-durable goods in Portland's metropolitan area increased 107% in 1945 over 1940.

"KGW is growing with Portland . . . for 24 years the city's FIRST station."

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD DUBBY & CO., INC.

BALTIMORE'S Listening Habit
WJZ
MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Reeder, General Manager
FREE & PETERS, Inc. Exclusive National Representatives

COAST-TO-COAST

—NEW YORK STATE—

PLATTSBURGH—Tom Colton, former lieutenant in the AAF has taken up announcing duties at WMFF. . . . In addition to his mike chores he will serve as music director. . . .
SYRACUSE—Robert McCabe, WFBL control room engineer, is the father of a baby boy, James Vincent. . . .
JAMESTOWN—Donald Laubenstein, ex-serviceman and recent graduate of Syracuse University, has been added to the local news bureau of WJTN. . . .
WHITE PLAINS—Playland, great amusement center on Long Island Sound at Rye, has purchased a series of 20 10-minute sportscasts to run to mid-August over WFAS. . . . Purpose of the airings is to foster interest in the twenty-first annual Westchester Swimming Championships to be held at the Playland Pool shortly.

—OKLAHOMA—

OKLAHOMA CITY—As a public service to other stations and their listeners, WKY recorded interviews with 15 governors for home state stations. . . . Recordings were made during the recent Governors' Conference here. . . . Bill Bryan, KOMA program head, has been elected vice-president of the Junior Chamber of Commerce here. . . . David Glismann is back on the KOMA mike staff for three weeks before he leaves for the West Coast to attend the U. S. C. to work toward his master's degree in music. . . . Mickey Reynolds, is grooming Guy Sanderson to take over his duties as KOMA's musical director while he vacations this fall.

—OHIO—

CINCINNATI—Richard Hubbell, television executive of the Crosley Broadcasting Corporation and tele-director of the College of Music of Cincinnati, departed on the first leg of his 10,000-mile western lecture and vacation trip to Colorado, Washington and California, following the first annual WLW-College of Music Summer Radio-Television Institute. . . .

—NORTH CAROLINA—

GREENSBORO—WBIG, in co-operation with the local kiddie shop, is paying tribute to the first two babies born here each week. . . . The weekly "Books and Authors" program, presenting views of current books and authors, is taking a month's hiatus from the WBIG airwaves and will return the first Saturday in September. While off the air, show is being replaced by a transcribed feature "Saturday Swing."

Send Birthday
Greetings To~

August 7

Al Goodman

Hildred Price

Torrence E. Danley

Electronics Output Up As Material Increases

(Continued from Page 1)

ter six months of this year will compare favorably with the 1941 level, it was disclosed this week.

Particularly important to the manufacturers is the release of copper goods which has been held in check by a strike which seriously crippled production schedules embarked upon early last spring. This shortage has eased with such great evidence and rapidity within the last month that most manufacturers expect to attain levels reached in the last full production year before the war, according to R. L. White, president of the National Electrical Manufacturers Association. White, however, doubted that total output for this year would equal that of 1941 because of the great number of setbacks suffered by the industry during the early part of the year. His statement this week was, on the other hand, in contrast with an earlier announcement in June when he envisioned widespread shut-down of plants throughout the country that would create a crisis bordering on "calamity." While the situation now is far from perfect, he said, "the copper shortage has been alleviated far faster than we had anticipated."

The Manufacturers Association executive explained that many plants were able to avoid complete shut-down by closing for general vacations when the shortage was most acute, thereby making possible a creation of stock-piles to "tide them over" when they resumed production. White added that the industry could not, however, expect a "plentiful" supply of copper for "eight or nine months" but that amounts will become increasingly available from now on.

CBS Sets Race Writers For Saratoga Broadcasts

Joe Palmer, racing columnist on the New York Herald Tribune, will describe the Whitney Memorial from Saratoga for CBS on August 10, it was announced yesterday by Red Barber, CBS director of sports. Other events from Saratoga will feature Sid Feder, racing writer for the Associated Press on August 17; and Gene Ward, of the New York Daily News on August 24. Jimmy Dolan, assistant director of sports for the network, will handle arrangements for the broadcasts.

In making the announcement Barber explained that he is seeking to "bring as many new voices to CBS as possible in an attempt to build up a national staff of sports broadcasters, each a specialist in his field, to cover sporting events for the CBS network." None of the above-mentioned writers has done any network radio work before, it was added.

Reverse Air Time

Beginning Monday, August 19, the CBS five-a-week "Cinderella, Inc.," and three-a-week "Winner Take All" programs, will reverse air time from their respective 3:30 to 4:00 p.m., and 3:00 to 3:30 p.m. airings.

Only 80% Of Set-Fees Goes To CBC—Dunton

Montreal—Although receiving-set owners in Canada pays \$2.50 a year as a license fee, only about \$2 of that amount reaches the CBC, the balance of 50 cents going to defray the cost of administration by the licensing authority, the Department of Transport. This was revealed at a session of the Commons Radio Committee when A. D. Dunton, chairman, suggested that the full amount be made available to CBC. Last year the CBC would have gained an extra \$231,818 in revenue if it had received the administration fees, bringing the total from this source to \$4,005,103.

Mr. Dunton also disclosed:

(1) Negotiations for the transfer of CKY, Winnipeg, owned by the Manitoba Provincial Government, to CBC will be taken up, "as soon as there is time."

(2) The CBC would like to extend the operation of the Dominion network to daytime hours.

(3) The power of the one-kilowatt CBC station at Chicoutimi, Que., must be raised to 10 kilowatts.

(4) The question of a station in the Windsor, Ont., area is being considered.

(5) The CBC proposed that it be allowed to borrow more than the statutory \$500,000 limit so that it can finance the various projects but left in abeyance during the war.

Replying to the statements made previously before the committee by representatives of private interests, Dunton said it had in the case of the shift of the CFRB frequency in Toronto. Dunton referred to the need of finding a high-powered outlet for the key station of the Dominion Network, CJBC. This station, he said, is needed to carry out the policy which called for alternative programs for Canadian listeners, and there was a dense population in the Toronto area.

Sponsored-Video Record Claimed By NBC For July

A new record for commercially-sponsored television time during one month was set in July by NBC's station WNBT, according to figures released yesterday by Noran E. Kersta, manager of the network's television department. Sponsored video time totalled 44 hours, 13 minutes, 31 seconds. Eleven products were advertised by 10 commercial firms on WNBT during the month. The firms were: Standard Brands, Bristol-Myers, Standard Oil Co. of New Jersey, Bulova Watch Co., Firestone Tire and Rubber Co., Elgin National Watch Co., Botany Worsted Mills, Gillette Safety Razor Co., and the RCA Victor Division of the Radio Corporation of America.

Dallas FM Station Approved

Dallas, Tex.—The FM station of the Dallas Morning News and WFAA, to be known as KIERA, will operate on 94.3 megacycles with 37,000 watts radiated power under a final construction permit issued by the FCC.

AGENCIES

WILLIAM CAGNEY PRODUCTIONS, INC., has appointed L. H. Tenen & Mitchell, Inc., as its advertising agency, Ray Vir Den, executive vice-president of the agency has announced. L&M will handle all radio newspaper and magazine advertising for Cagney organization. First of the pictures under the Cagney banner is "The Stray Lamb."

KOPY KAT (women's wear specialty shops, with five stores in Washington, D. C.), has just renewed its radio commitments for another 52 weeks. Company uses quarter-hour transcribed shows, spot announcements and station breaks on all Washington stations. Account is handled by Robert J. Enders Advertising of Washington.

JOHN R. BOWERS, former Navy lieutenant, has joined Brooke, Smith, French & Dorrance, Inc., Detroit, as New York advertising agency, as research librarian. At BSF&D he will be in charge of the growing radio file and of library research.

TOM NOONE has joined the national County Agents News Syndicate as regional editor of "Your Farm Neighbor Program." Since April of this year, Noone has been farm program director of WRC, NBC outlet in Washington. As regional editor of the NCA News Syndicate, he will be in charge of gathering farm information in the eastern states, ranging from Massachusetts to North Carolina.

Ralph T. Spolter

San Francisco—Ralph T. Spolter, 41, well-known California radio personality, died on July 30 from injuries received when his car overturned while returning from Agua Caliente Hot Springs where he had just completed his KSFO "Breakfast at Caliente" show.

In addition to his radio work Spolter was widely known here for his night club column which he wrote for the Call-Bulletin under the name of Gene Jewell. At the time of his death Spolter had three shows in production over KSFO, the older two titled "Town Talk" and "What's Your Name?"

1906 1946
Henri
 CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Cuisine
 15 East 52nd St.
AIR CONDITIONED



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 28

NEW YORK, THURSDAY, AUGUST 8, 1946

TEN CENTS

Kesten Resigns Web Post

Webs, Indies To Salute First V-J Anniversary

The first anniversary of the official end of World War II on V-J Day, August 14, 1945, will be celebrated with special programs by the four major networks bearing significance of world events which have taken place since year ago next Wednesday. Networks and New York stations have set aside special time segments throughout the day for the anniversary in an attempt to re-create the tense atmosphere of the hours pre-

(Continued on Page 5)

France Market For Sets From U. S., Says Merlin

Production of home radio sets in France has just been resumed, after several years, but for a long time the country will be a vast potential market for American, and possibly Dutch, radio manufacturers, according to Louis Merlin, now in New York seeking sponsors and a U. S. representative for Radio Luxembourg. It is not known how many U. S. manufacturers may be eyeing the

(Continued on Page 2)

Tele Use Of Newsreels To Be Discussed By BBC

London (By Cable)—The R. E. P. Committee, composed of representatives from all arms of the film industry, will meet with the Government's Television Advisory Committee on September 9 to thrash out the BBC proposal that newsreels be made available to telecast purposes.

The proposal, advanced some time (Continued on Page 2)

Stars To Star

Bob Hope, Tyrone Power and Frank Sinatra will be among the participants in the special ABC program Aug. 13, commemorating the 100th anniversary of the raising of the American Flag over Los Angeles. The half-hour broadcast will be presented in co-operation with the City of Los Angeles and the motion picture and radio industries.

Air Minded

Cincinnati — At close of Flying Farmers National Convention held in Stillwater, Okla., last week the Flying Temples consisting of Mr., Mrs. and three daughters who received the award of "America's No. 1 Flying Family" flew to Cincinnati over week-end. They were guests of Ben Werk, WKRC farm director and were presented with the famous flying call, "Splinter" of "Your Farm" where WKRC farm program originates.

ABC Reveals Growth As Network Since '42

ABC yesterday released a detailed report of its facilities improvements made since January, 1942, when the network first began operating as an independent web, highlighted by the fact that 96 stations have been added to the chain. The network also has made 53 "facilities improvements" in its standard broadcast operations.

From 114 stations at the start of (Continued on Page 7)

Exhibition Booths Sold For TBA Fall Conference

All 21 exhibition booths for the Second Television Conference and Exhibition of the Television Broadcasters Association at the Waldorf-Astoria Hotel October 10-11 have been sold, it was made known yesterday, with all major manufacturing

(Continued on Page 2)

Furniture Assn. Dealers Set To Use Spot Radio Campaign

A new source of revenue for radio is likely to be stimulated by the Retail Furniture Advertising Institute, a new agency handling all forms of advertising for its members, which is urging its nation-wide clients to make full use of radio and is offering them commercial spots and other transcribed shows already established on the air. RFAI, which plans full operation September 1, has mailed to its home furnishing clients the first batch

of 10 monthly spot announcements which it offers for \$15. The second half of the one-minute spots can be edited and personalized locally by the station announcer.

At present RFAI is offering three established transcribed shows which are available in certain areas, these being "Easy Aces," "Boston Blackie," and "Songs of Good Cheer." However, the agency prefers to soft ped-

(Continued on Page 7)

Vice-Chairman Of CBS Board Agrees To Remain As Network Consultant; William S. Paley Pays Tribute

Paul W. Kesten, vice-chairman of the board of Columbia Broadcasting System, yesterday tendered his resignation at a meeting of the CBS board of directors in New York. He will be retained, however, as a consultant to the network at the insistence of the board.

Kesten, who served as executive vice-president during the wartime absence of President William S. Paley, is credited with having launched the CBS crusade for the recognition of color television. Through meetings, demonstrations, brochures and speeches, Kesten urged delay in the adoption of black and white television for the perfection of color television under mechanical scanning patents developed by the network. His artful presentation of the color television case precipitated a controversy which continued for nearly two years.

Commenting on his resignation from the web, Kesten said:

"During the past several years of my services to the company I have been steadily overdrawing my reserves of health and energy due to per-

(Continued on Page 7)

Mexican Radio Plans Call For Expansion

By Staff Correspondent RADIO DAILY Mexico City—Mexico will have one of the most powerful radio broadcasting stations in the world under plans of Emilio Azcarraga to develop a 250,000-watt transmitter here for station XEW.

In order to build up the listening audience, Mr. Azcarraga hopes to sell over a million small but efficient radio receivers to be distributed at inexpensive prices to increase the

(Continued on Page 7)

NAB Panels Named For FM Discussion

Names of panel members for the special session on FM broadcasting scheduled for the NAB convention in Chicago in October were announced yesterday.

Charles R. Denny, acting chairman of the FCC, will be a guest at the panel session and will discuss the

(Continued on Page 6)

Sideline

The Great Scott, heard over WJZ pinch-hitting for Henry Morgan, was official starter and timer at the "Stubble-Trouble" world's championship shaving contest held recently at Palisades Amusement Park, N. J. After the contest The Great Scott presented winner with the Berkeley Trophy, symbolic of the title of world's champion shaver.



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

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FINANCIAL

(Wed., Aug. 7)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists DuMont Lab., Stromberg-Carlson.

Tele Use Of Newsreels To Be Discussed By BBC

(Continued from Page 1)

ago, has been bitterly assailed by British theater interests who contend that television's use of the newsreels will tend to destroy their value to exhibitors.

Stork News

Dr. and Mrs. M. Leavitt of Topeka, Kans., announce the arrival of a seven pound, 15 ounce son, Richard Matthew Leavitt, born July 29. Mrs. Leavitt was formerly Peggy Byrne, a member of the RADIO DAILY editorial staff.



L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

H. LESLIE ATLESS, vice-president and manager of WBBM, Columbia-owned station in Chicago, is spending a few days in New York on business.

EVELYN KNIGHT is leaving today for Virginia Beach, Va., where she will spend three weeks.

ERICA MORINI, violinist, and GREGOR PIATIGORSKY, cellist, are in Lenox, Mass., this week, for personal appearances at the Berkshire Music Festival, where they were soloists with the Boston Symphony under Dr. Koussevitsky.

OSCAR KATZ, associate director of research at CBS, leaves tomorrow for a vacation in the Canadian Laurentians.

LARRY BLENHEIM, announcer on WHN, starts a three-week vacation next Monday.

F. C. SOWELL, JR., general manager of WLAC, Nashville, Tenn., is visiting briefly in New York. Paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

ARTHUR J. SCHOLZ, publicity director at WTTM, Trenton, N. J., is taking a motor trip through New England and Canada with his daughter, RUTH, a registered nurse and anesthetist at Jefferson Hospital in Philadelphia.

DWIGHT COOKE, of the CBS program, "Cross Section, N. A. M.," on Saturday will be in Uxbridge, Mass., from which point the program will emanate and during which it will feature the story of textiles.

MILTON H. STOUGHTON, vice-president of WSPR, Springfield, Mass., is back at the station following a short vacation.

HULBERT TAFT, president of WKRC, Columbia network affiliate in Cincinnati, is in Gotham on station business.

RUTH GIRARD, director of the transcribed "Treasury Salute" series, has returned from a business trip to Chicago and will resume the cutting of platters based on chapters from Robert Waldrop's "American Notebook."

France Market For Sets From U. S., Says Merlin

(Continued from Page 1)

field, but Merlin said that recently the Philco Corporation sent representatives on a two months European journey.

Prior to the war Radio Luxembourg usually signed contracts with American sponsors in London, but the station plans now, through an American representative, to sign all agreements in the United States. The representative, who will be selected by officials in Luxembourg, will not only contact American sponsors but will make available information of broadcasting conditions in Europe.

Europe's 200,000-watt station, which returned to its pre-war status last April 1, currently has one American sponsor—the Coca-Cola Company, which sponsors a one-hour symphony weekly. For this institutional advertising, the American firm pays \$1,200 per hour for air time. Coca-Cola also sponsors two news headline spots daily, these being done in French, the same as the symphony program.

Merlin stated that there are now about 7,500,000 home radio sets in France, 1,000,000 in Belgium and 400,000 in Switzerland. However, it is generally agreed that many of these need replacing.

In New York Merlin will continue negotiations with advertising agencies for another week before returning home. Agencies he has contacted so far include Young & Rubicam, Foote, Cone & Belding, J. Walter Thompson, N. W. Ayer & Son, McCann-Erickson, and Erwin Wasey.

Standard Radio Meeting

Montreal—At the annual meeting of shareholders of Standard Radio, Ltd., Lloyd Moore was elected a director filling the vacancy created by the retirement of H. Harrison Smith. Directors were elected and officers appointed at a later directors' meeting as follows: J. E. Rogers, president; H. Sedgewick, vice-president and treasurer; Samuel Rogers, secretary; D. L. McLeod, C. Sanders and Lloyd Moore, directors.

Exhibition Booths Sold For TBA Fall Conference

(Continued from Page 1)

and production companies represented among the number.

The exhibits will be located in the Jade and Basildon rooms of the Waldorf, in addition to the Astor Gallery. Names of companies participating in the display will be released within the next few days, Ralph Austrian, general chairman of the Conference said yesterday.

Further plans regarding speakers and activities at the Conference will be discussed today at a committee meeting presided over by Austrian.

California Station Donates Free Time To Churches

Glendale, Calif.—Augmenting its policy of greater public service, KIEV has set aside the Sunday morning hour 11 to noon to carry morning services from approximately nine downtown Glendale churches, it was announced by Jack Heintz, general manager. Series begins Sunday, August 11.

Heintz said that the station will continue to refuse commercial religious programs, but he feels that many denominations should have added time in the Los Angeles area.



Frozen... temporarily

It seems that car was parked at the scene of a \$500,000 fire up in Manchester, New Hampshire. It is totally covered with ice and froze to the street. Note the heavily ice coated ladders in the background.

But it's only frozen temporarily.

And that's our point about business. Your production lines have been frozen... but now you're about to thaw out and get going.

If your sales plans call for radio in the 6th largest city... we'll simply call your attention to this one fact: W-I-T-H, the successful independent in this 5-station town, delivers more listeners-per-dollar-spent than any other station in Baltimore.

The way to thaw out this market is W-I-T-H. The FM audience is yours free!



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

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



W-I-T-H and the FM Station W3XMB IN BALTIMORE

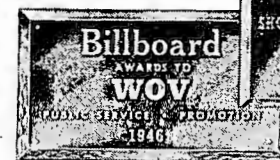
TOM TINSLEY, President REPRESENTED BY HEADLEY-RID

**Advertising Agency and Sponsor Executives
Vote WOV, New York, More First Place Ballots
Than Any Other Radio Station in The Billboard
Ninth Annual Radio Promotion Exhibit**

WOV topped in number of points, all station votes

WOV received first award for over-all promotion

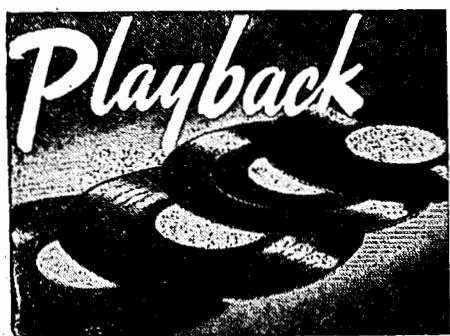
WOV received first award for public-service promotion



WOV blushes with pardonable pride. In the past five years, WOV has received nine distinguished awards for outstanding service, the latest being the George Foster Peabody award and Variety Showmanship award for contributions to American radio in 1945. And now, WOV receives top honors in The Billboard's recent Radio Promotion Exhibit. We are deeply grateful to the agency and sponsor executives who awarded WOV more first places than any other radio station in this nationwide balloting. We trust it is because WOV promotion has reflected this station's carefully planned program balancing policy . . . a policy that adheres to our conviction that in serving the public interest, we best serve listeners and sponsors alike.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK



LOS ANGELES

By RALPH WILK

CHARLES CORRELL, "Andy" of NBC's "Amos 'n Andy" radio comedy team, and his wife, Alje became the parents of their fourth child August 3, a boy, John Joseph. The Corrells now have two boys and two girls. Hal Bock, NBC television executive, will be godfather.

Verne Felton, Red Skelton's grandmother on his NBC show, returned from her vacation trip to Canada last week to start rehearsing for her role in NBC's Frank Morgan show.

Mrs. Lou Wasserman, wife of Lou Wasserman, vice-president of the Music Corporation of America, Arrived in Chicago on August 7. She will return here on the 17th.

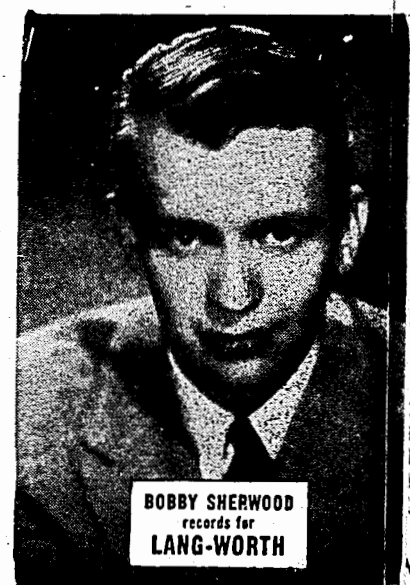
CBS' Tony Martin is scheduled to be back on the job as star of his own Columbia musical show, August 7 following recent hospitalization for an appendectomy.

Cass Daley, radio and film comedian, and her husband, Frank Farsella, departed July 30 for a three-week vacation in Philadelphia and New York. Cass will return later in August to begin work on a Paramount Picture, "Variety Girl," in which she has a feature role.

Actor Joe Kearns, whose enunciation of "Suspense" regularly brings the first chills to radio's outstanding theater of thrills each Thursday, returns to his post this week following complete recovery from an illness which hospitalized him for several weeks.

Commendation

Former Colonel Herschel V. Williams, Jr., CBS director of commercial programs, has received a letter of commendation from Brig. Gen. George C. McDonald, for duties as representative of the assistant chief of air staff on the Joint Intelligence Staff, Headquarters AAF from Oct. 21, 1945 to June 21, 1946.



Michigan Ave. Memoranda . . . !

● ● ● Bud Abbott and Lou Costello are booked for a matinee and evening performance at the Civic Opera House Saturday, August 31, aided and abetted by a Hollywood cast and Will Osborne and his ork. All profits will be donated to the Lou Costello Jr. Youth Foundation. . . . Hugh Studebaker, who has played the role of "Dr. Bob" in the CBS daytimer "Bachelor's Children"

Chicago

for the 11 years the show has been on the air, leaves for Hollywood radio August 23. The show itself will continue for another month before folding on September 27. Scriptor Bess Flynn will wind up the *Chillun's Affairs* as the conclusion of Book I, thus leaving the way open to revive the serial at a later date, but it is expected that the September 27 episode will be the final chapter period, writing finis to radio's oldest soap opera. . . . Vi Warren is receiving congrats on her appointment as radio director of Lieber Advertising Co., Chicago ad agency. Miss Warren, who resigned as copy chief of Kuttner & Kuttner to take the appointment, assumes full charge of radio writing and production at Lieber and is one of the few gals we know of to hold such a job. In addition, she teaches script writing to ex-GI's at the Radio Institute of Chicago. . . . Gagwriter Hal Block reports that he is working on an invention that will go well with those pens that write under water. It is a match that lights under water—so you can see what you're writing. . . . Billy Leach, WBBM's baritone star, is still a housing-shortage bachelor. His wife and two children were forced to go back east (Pittsburgh) while Billy looked for an "abode" for the family. He's still looking.



● ● ● Jimmie Costello, emcee of WGN's daily half-hour from Goldblatt's State Street department store, "Let's Have Fun," sports a stop watch that once belonged to Tokyo Rose. Jimmie got it in a roundabout way. The brother of Jimmie's scriptor was the first American soldier in the Jap capital. He wangled an interview with Rose, who wound up giving him the watch.



● ● ● Vocalovely Evelyn Knight opens at the Empire room of the Palmer House September 12. . . . It's a boy for Ginger Dinning of the Dinning Sisters. In private life she is Mrs. Harry Lutke. . . . Jack Berch aired his ABC broadcast yesterday (Wednesday) from the Eighth Street Theater before a packed house of insurance agents laboring under the banner of his sponsor. Jack is an Illinois farm boy from the town of Sigel. He claims he is still a farm boy at heart, and as proof of his continued devotion to the soil points out that he owns a farm now which produces oats, corn and maple syrup.



● ● ● A group of young radio-trained men and women who got fed up with their futile attempts to break into Chicago radio decided to do something about it. So they organized the West Town Playhouse, bought themselves time on station WHFC in suburban Cicero and are now heard in a 15-minute dramatic presentation which they themselves write, direct, produce and perform at 7:45 p.m. every Saturday. As one of the group expressed it, "Despite the cries of Chicago radio heads for more good talent and better radio shows, it's a pretty sorry situation one encounters when one tries to crash the 'pearly gates' of Chicago radio. Auditions, granted to all who seek them, mean little in the eyes of radio bigwigs. Anyone can take an audition, but can anyone break into radio? Newcomers just aren't given the chance to display their talents, whether apparent or latent." The determined young acting-writing-producing group hasn't snared itself a sponsor yet but it has attracted considerable attention. And after its initial performance, the station received 63 telephone calls from listeners commenting favorably on the program.

It's a pretty well accepted fact among radiomen all over the country that TOUCHDOWN TIPS WITH SAM HAYES is one of radio's most popular and successful seasonal Syndicated features. So, this column should make good reading to advertisers who have reaped the good fruits of previous sponsorship of TOUCHDOWN TIPS, as well as welcome news to sellers of local radio time who are looking for the BEST BUY in football shows this season.



TOUCHDOWN TIPS with Sam Hayes is a fast-moving, accurate analysis of college and professional football . . . the teams, the players, the winners and scores for 30 games each week . . . games that will make headlines all over America. The series is composed of 13 thrilling quarter-hour programs featuring ace sportscaster, Sam Hayes, who has been 93% accurate in forecasting football trends . . . whose winner predictions have been 82% accurate . . . whose dynamic delivery keeps listeners close to the radio every minute of the program.



Designed for broadcast on the Friday preceding week-end games (starting Sept. 13); TOUCHDOWN TIPS with Sam Hayes covers the top games from East to West, forecasting probable scores, inside facts about rival squads and players; plus the special feature "Gridiron Grins." NBC Syndicated for low cost, the program is available in all states except California, Washington, Oregon, Idaho, Nevada, Utah and Arizona. Audition records are now available.



CORRECTION: In the last issue of PLAYBACK it was stated that the ESQUIRE FASHION PARADE was to be offered on a no cost basis. We have since been advised that this program will be Syndicated at nominal rates to stores throughout the country for broadcast on their local stations.

NBC
Radio-Recording Division
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
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Salute To Anniversary Of V-J Day Planned By Networks And Stations

(Continued from Page 1)

ceding the official White House announcement of the end of the war with Japan last year. Participating in the programs, which will come from various key centers in the U. S., will be outstanding military and legislative figures, educators and leading personalities from all walks of life.

NBC will open its V-J anniversary celebration with a special 15-minute broadcast on Wednesday (12:30 to 12:45 p.m., EDT) with five Navy and Marine officers, all heroes of the war in the Pacific. The military men who recall experiences and discuss the significance of the day itself are: Vice Admiral Thomas C. Kinkaid, commander of the U. S. Seventh Fleet, Southwest Pacific; Cmdr. John D. Bulkley, P-T boat hero of the early Pacific war and of "They Were Expendable" fame; Cmdr. David McCampbell, naval air ace with 34 Jap planes to his credit; Lt. Col. James Devereaux, leader of the Marine defenders of Wake Island, and Gen. Meritt Edson, leader of the Marine raiders in the Solomon Islands and holder of the Congressional Medal of Honor. The second NBC show, "Unto Us, The Living," will be a documentary account of the Pacific war, will also feature Pacific combat veterans, including Sgt. Irving Strobing, Corregidor radio operator; George Basilone, Marine vet of Iwo Jima and brother of Sgt. John Basilone, Congressional Medal of Honor winner killed on the Island, and several others.

Plans Of CBS And Mutual

"One Year From Victory" will lead off the CBS' V-J anniversary from 9:30 to 10:00 p.m., EDT. Program is a dramatic account in which the atmosphere of V-J Day and a year later are contrasted through the mind of a man who has been away from the news for one year at a sanatorium. Program is written by William Kendall, supervised by Robert J. Landry and directed by Richard Sanville, all of the CBS staff.

Mutual has scheduled two special broadcasts featuring national figures discussing the significance of the occasion, opening with "Victory Leaders' Report" from 10 to 10:30 p.m., EDT, Wednesday. Heard on the pro-

gram will be Gen. H. H. Arnold; Fleet Admiral William D. Leahy; chief of staff Ernest J. King, and General George C. Marshall. Arnold will be heard from San Francisco, while Leahy and King will speak from Washington. MBS' news commentator George Carson Putnam will announce the program. Mutual's other V-J show will be heard on Saturday, August 17 as part of its regular weekly program "Opportunity—U. S. A." Program will be heard from Chicago from 4:45-5:00 p.m., EDT, and will feature an interview with Mayor Edward J. Kelly and other dignitaries by Mutual announcers Bill Berns and Bill Raidt, both Pacific vets who are on a nation-wide tour surveying accomplishments of war veterans in private enterprise.

"A Year After" On ABC

From 9 to 9:30 p.m., EDT, Wednesday night ABC will present "A Year After," a special anniversary program with network correspondent Cleo Roberts broadcasting from the Pacific. Program will be a dramatization of the outstanding world events that have occurred in the past year and will pay tribute to all military personnel who have lost their lives in the struggle. "Headline Edition" (7-7:30 p.m., EDT) will air the original news broadcast heard on V-J Day and other contributions to the anniversary theme will be made on additional ABC shows.

The New York Indies are also allotting considerable time to the anniversary of the end of the War and will air talks and celebrations participated in by city officials and industry leaders.

WMCA will salute the occasion with commentaries, dramatic and musical programs. Analyses by Frank Kingdon, J. Raymond Walsh and Don Goddard on various phases of the impact of peace will be among the highlights of the day. "Five Star Final," "When He Comes Home" and other special shows will be dedicated to the general theme of the day.

Mayor O'Dwyer Scheduled

WNEW will present a half-hour program from 4-4:30 p.m., EDT, carrying graduation exercises of veterans from Bulova Watch School in Long Island. Mayor William O'Dwyer, Gen. Omar Bradley and Arde Bulova will be heard at that time; "Operation Homecoming," regular station feature, heard from 9 to 9:30, will also feature V-J Day theme. Station also plans to sprinkle significant slogans throughout the day, per example: "One Year of Peace; Let's Keep it That Way." WQXR's "Program Favorites," musical program from 2:05 to 2:30 p.m., EDT, will present all-American music on Wednesday. "Symphony Hall," from 8:05 to 9:00 p.m., EDT, will present "The Testament of Freedom" with music and songs by Boston Symphony and the Harvard Glee Club.

WHN's major specialty on V-J Day

anniversary will be a USO salute to all war veterans. USO performers who visited all foreign areas where American servicemen were stationed will be heard throughout the day. Also, most evening programs on the station will use special material to tie-in with the V-J theme. For its Italian audience, through most of the day, WOV will air a special program in memory of Marine Sergeant John Basilone, Congressional Medal of Honor Winner who died on Iwo Jima. Other station personalities, such as Peggy Lloyd, Fred Robbins and Rosalie Allen will devote their programs to the anniversary. WLLB will air a special show Wednesday night (7:30-8:00) built around four war veterans who are members of the station's staff, one Army, one Navy, one Marine and Merchant Marine. Special talks are scheduled throughout the day, with recording from St. Alban's and Halloran Hospitals.

WBNX has scheduled a special show titled "Surrender of Japan" for 8:15 p.m. Throughout the day the station will use special material in its foreign language broadcasts in keeping with the prayerful theme urged for the nation by President Truman.

WINS and WEVD are among other stations who are expected to schedule special programs for the first anniversary of V-J Day.

Radio-Patent Requests Piling Up In Washington

The U. S. patent office has reported an 81 per cent increase in patent applications awaiting action during the past year, with patents 'vitality' affecting the radio industry representing the largest single group caught in the backlog. On July 13, the total number of applications awaiting action was 117,934, as compared with 64,890 in 1945.

Pending applications in the radio field more than doubled during the year, the Patent Office noted.

On July 14, 1945, there were 1,745 pending applications in Patent Office Division 51, which handles applications in the general radio field. This year, the work was divided between two divisions, No. 10 and No. 51, which had a total backlog of 3,511 on July 13. It was pointed out that development of radio during the war stimulated research and invention, resulting in a flood of patentable devices in the radio industry.

Radio, Communications Part Of New Bus Equip.

Chicago—Further use and adaptation of radio as an implement to other major fields of American industry was forecast here this week by Orville Swan Caesar, newly-elected president of the Greyhound Corp.

AGENCIES

THRIMOUNT CLOTHING CO., Boston, Mass., makers of Clipper Craft Clothes, are planning a network program for a September starting date. Web is not yet decided, but an announcement is expected soon. Emil Mogul Co., Inc., is the agency in Chicago.

JOHN D. GRAYSON, treasurer of the Hazeltine Electronics Corporation, New York, has been appointed chairman of the publicity committee of the forthcoming 15th Annual Meeting of the Controllers Institute of America, to be held in the Hotel Commodore, New York, September 15 to 18.

ERNEST J. ZIELIN, formerly publicity representative for the New Haven Railroad in New York City, has been appointed publicity director of Duane Jones Company, Inc.

JACOB RUPPERT BREWERY has appointed Lennen & Mitchell, Inc., as its advertising agency, effective October 1. Announcement was made by George Ruppert, chairman of the board.



spinnakers set..

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

Send Birthday Greetings To—

August 8

- | | |
|---------------------|-------------------|
| Charles Boyer | Robert L. Simpson |
| Bill Connor | Herb Holm |
| Ross Graham | Otis Wright |
| Michael E. Kent | Victor Young |
| J. Mattfield | Jimmy McKibben |
| William Elmo Tanner | |

NAB Panels Named For FM Discussion

(Continued from Page 1)
FCC's established policy on FM. Station program and program sources will be discussed by Lester H. Nafzger, general manager of WELD, FM station in Columbus, Ohio.

Dr. W. R. G. Baker of General Electric, appearing for the Radio Manufacturers Association, will discuss the transmitter and receiver situation.

T. A. M. Craven, vice-president in charge of engineering for the Cowles stations, will cover the subject of FM stations' technical operations.

Walter J. Damm, chairman of the NAB FM executive committee and president of FM Broadcasters, Inc., will preside and answer questions concerning managerial and operational aspects of FM broadcasting. Mr. Damm is also manager of WTMJ-FM in Milwaukee, Wis.

Arrangements for the FM panel are being handled by Robert T. Bartley, director of NAB's FM department. It is being set up under joint sponsorship of NAB and FM Broadcasters, Inc.

WOR Survey Discloses Report On N. Y. Housing

The critical shortage of nails, the materials for which manufacturers are turning into wire fences which sell at higher prices than allowed under current OPA ceilings, is responsible for the breakdown of plans for new housing and renovations which are being awaited by New York war veterans, according to a survey completed by WOR during a period of weeks and made public "What's Blocking Veteran's Housing" Sunday night.

The WOR broadcast featured recorded interviews with builders and real estate officials explaining the several reasons for the hold-up of construction in the past six months. The survey also disclosed plans made known by Robert E. Moses, Co-ordinator of Construction for New York last winter which provided for more than 175,000 housing units for veterans. Also heard on the program was a statement by Wilson Wyatt, National Housing Administrator in reply to questions put to him by WOR, in which he attributed current material shortages to a demand which far exceeds the output.

Elected To Vice-Prexy

Harvey Tullo, who recently rejoined Emerson Radio and Phonograph Corp., as director of purchases was elected vice-president in charge of purchasing, at a recent board of directors meeting, according to an announcement made yesterday by Benjamin Abrams, president. Mr. Tullos recently left the Zenith Radio Corp. of Chicago where he was vice-president in charge of purchasing. Previously he served in purchasing capacities for the Kolster and Pilot Radio Companies.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **SUCCESS STORY:**—Music was far from her thoughts for her first 19 years, in spite of the success her parents were in vaudeville and later as music teachers . . . She did sing in church, though . . . At 19, she yielded to her mother's pleas, left their Connecticut home to study with Merle Alcock, Met contralto, in New York . . . Only three years later, after hearing her in a routine audition, CBS signed her as staff artist . . . Today at 26, she has been acclaimed by the greatest musicians and critics of our country, is a network star, has signed an exclusive Columbia recording contract and is planning a series of fall concerts . . . This exception, who proves the rule that it takes years of hard study to be a great singer, is that lovely star of "The Family Hour" and of her own CBS programs—dramatic soprano Eileen Farrell.

★ ★ ★

● ● ● Harry Sosnik, the arranger-composer, will do a concert of Jerome Kern music at Carnegie Hall in the fall, coincidental with Metro's release of its flicker about the life of the composer. . . .

● Kate Smith will be chairman of the Sister Kenny polio drive for this year. . . . ● There'll be more admirals around than you can wave a flagship at when Guy Lombardo test-runs his jet propelled speedboat, "Tempo VI," between events of the Long Beach Regatta Aug. 11th. . . . ● Altho' he is regarded as one of America's foremost musical conductors, Dr. Frank Black always seeks the criticism of his wife, Eve, who never studied music. . . . ● Crooner Phil Brito calls those daily radio serials 'soft' soap operas. . . . Chirper Ida James figures it'll be too bad for Happy Felton when television is here. He won't be able to fit on the screen. . . . ● Don Pallini, the dance expert, has a book out called "How Not To Behave On The Dance Floor," which will be made into a television series shortly.

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● ● ● The era of tenors seems to be on its way back. CBS is preparing a terrific buildup for Irish tenor, Danny O'Neil, rivalling that given to Morton Downey more than a decade ago. This will mark the first time in years that a tenor has been given such attention. Up until now, baritones Crosby, Como, Sinatra and Haymes have been the music world's heaviest space-grabbers. . . . ● Abner J. Greshler preparing a radio show with Catalino and his rhumbas and other Latin-American talent. . . . ● Burt Brazier, recently discharged Navy Commander, goes into "Pepper Young" as Carter Trent. . . . ● Jackie Miles describes a songwriter who gets all his melodies from the classics: Every time he has a brainchild, it's adopted. . . . ● Monica Lewis opens at the Blue Angel Sept. 10th. . . . ● Louise Carlyle about to close a recording deal. . . . ● Harry Cool's work stays at Glen Island until September 7th, his 3d holdover since June 1st.

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● ● ● This being the 20th ann'y of sound films recalls the fact that the "log cabin" of sound movies was a Church in Camden, N. J., which was taken over by Victor for experimentation back in '18 and where artists, included Enrico Caruso, Jean de Reszke, Geraldine Farrar, John McCormack, Dusolina Giannini, Ignace Paderewski, Tito Schipa, Rosa Ponselle, Galli-Curci, Maria Jeritza, Mme. Schumann-Heink and others recorded their voices on the "His Master's Voice" label.

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● ● ● Announcer Nelson Case notes that singing commercials are going from the hate parade to the Hit Parade. . . . ● WHN disc jockey, Rob't Q. Lewis is sure summer is here. He heard that Jack Benny just threw out his Christmas tree. . . . ● Andy Russell gained five pounds since he came to N. Y. in June, in spite of the heat, Hit Parade and a month's run at the Paramount. . . . ● Carl Brisson, star of "Voice in the Night," has received an offer from the Folies Bergere in Paris urging him to return there and switch places with Maurice Chevalier when latter sails for U. S. . . . ● Louie Prima has a parody on his song, "There's A Lotta Coffee in Brazil," the first line of which goes "There's a fellow named Coffee in Washington who wishes he was down in Brazil. . . ."

CPs For Pennsylvania And Arkansas OK

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced its proposed decision looking towards a grant of the application of the Arkansas-Oklahoma Broadcasting Corp., for a construction permit for a new standard broadcast station at Fort Smith, Ark., to operate on the frequency 1230 kilocycles, 250 watts, unlimited time, and a denial of the application of Donald W. Reynolds seeking the same facilities at that city.

A proposed decision was also announced looking towards the grant of the application of H. C. Winslow for a construction permit for a new standard broadcast station at Meadville, Pa., to operate on 1490 kilocycles, 250 watts, unlimited time, and a denial of the application of Meadville Tribune Broadcasting Co., seeking the same facilities. The grant to Winslow is subject to the condition that the grantee file an application for modification of construction permit within 60 days specifying a transmitter location for approval of the Commission and the Civil Aeronautics Administration.

West Virginia Gets Station

A proposed decision was also announced looking towards the grant of the application of Southwestern Broadcasting Corp., for a new station in Odessa, Tex., to operate on 1450 kilocycles, 250 watts, unlimited time. A mutually exclusive application of Permian Basis Broadcasting Co., Odessa, Tex., was denied.

A decision was adopted making final the grant of the application of C. M. Zinn and C. Leslie Golliday, d/b as Martinsburg Broadcasting Co., for a new station at Martinsburg, W. Va., to operate on 1340 kilocycles, 250 watts, unlimited time. At the same time the application of Lewis and Pollock, d/b as Berkeley Broadcasting Co., seeking the same facilities, was denied.

Texas Application Approved

A proposed decision was adopted looking toward the grant of the application of Corpus Christi Broadcasting Co., for a new station at Corpus Christi, Tex., to operate on 1230 kilocycles, 250 watts, unlimited time. At the same time the Commission proposed to deny applications of Howard W. Davis, trading as the Walmac Co., and R. F. and W. Broadcasting Company.

The Commission also noted its proposal looking toward the grant of the application of Harold F. Gross, doing business as the Southwestern Michigan Broadcasting Co., for a new station in Kalamazoo, Mich., to operate on 1360 kc., with one kw., unlimited time, and a grant of application of Mon-Yough Broadcasting Co., for a new station in McKeesport, Pa., on the same frequency, one kw., unlimited time.

Mutually exclusive applications of McKeesport Radio Co., McKeesport, Pa., and Booth Radio Stations, Inc., Lansing, Mich., requesting the same facilities, were denied.

Mexican Radio Plans Call For Expansion

(Continued from Page 1)

listening audience in Mexico, with special emphasis on the rural sections in the outside areas apart from the capital.

Azcarraga, one of Mexico's greatest businessmen with huge interests in radio, the motion picture industry and other enterprises, announced a huge expansion program for his radio stations which include XEW, KEQ and XEWV, shortwave.

Mr. Azcarraga has modern equipment on order for television studios which are now in construction and which will reputedly be equal to the best on the continent.

Within six months, a frequency modulation station will be ready to begin broadcasts, with arrangements involving Mr. Azcarraga the largest network in the Republic covering 70 stations.

XEW Power Increase

Station XEW now has a power of 100,000 watts but will begin broadcasting soon with 250,000 watts, Azcarraga announced. When there are more receivers in Mexico, he plans to expand the power even more to serve the entire Republic from this station which has a clear-channel at 900 kilocycles. XEW carries some National Broadcasting Company programs here.

Station XEQ now has 50,000 watts power on a 940 kilocycle channel. Azcarraga hopes to change to a clear channel for that station and increase power to 100,000 kilowatts also.

Television Plans

Mexico's most modern broadcasting studios XEW will also house television. When ready, station XEQ will move from present smaller quarters to the old XEW location.

The large modern present studios XEW specializes in audiences for many programs and daily attendance expected to reach a daily average of 4,000 persons.

Cheap Sets For Public

The price at which Mr. Azcarraga will sell the million small but efficient receiving sets will depend on the price at which he can buy them. He hopes to acquire them for around five dollars apiece and will distribute them at practically cost price to people who never before have owned radios.

Mr. Azcarraga reasoned, "the low purchasing power of the Mexicans has prohibited many persons especially in the rural sections from owning radios." He hopes to remedy this with his plan, thereby contributing to the people by keeping them well informed as well as create a new radio market among listeners.

Albert Walker Promoted

Albert E. Walker, formerly assistant manager of the NBC guest relations department in charge of special activities, has been transferred to the executive department as executive assistant to Clay Morgan, it has been announced.

Kesten Resigns Post At CBS; Remains As Web's Consultant

(Continued from Page 1)

sistent arthritis. I am most delighted to do all I can to restore my health and the first step in this program is to be freed from regular corporate responsibilities. As for my future plans I hope to do some of the things I didn't have the time to do when I had the energy—or the energy to do when I had the time. I leave the close, day-by-day association with members of the CBS staff with deep personal regrets." Mr. Paley, paid tribute to Kesten's services, as follows:



PAUL W. KESTEN

"We are extremely sorry to learn of Mr. Kesten's decision and hope that the rest he is seeking will rebuild his health rapidly. In the meantime while doing so we are happy Mr. Kesten is continuing his association with Columbia as consultant and it is my sincere wish that he rejoin Columbia on a full-time basis just as soon as he has fully recovered. For 15 years he has been integral part of the CBS organization, serving during my wartime absence as the company's chief officer. There is little in the progress and development of CBS during those years—and as a matter of fact, of the entire field of network radio—that doesn't bear the stamp of his unusual talents."

Kesten left an executive post with the Lennen & Mitchell Agency to join CBS as director of sales promotion in July of 1930. He served expertly in that capacity and in December, 1934, was elected vice-president. Later in 1937 he was named a director of the network and in October, 1943, became executive vice-

president. He continued in this position until January, 1946, when he became vice-chairman of the board following the announcement that William S. Paley was retiring as president to become chairman of the board. It was at this time that Dr. Frank Stanton was elected to the presidency of the network.

Like many other Columbia executives, Kesten has had wide experience in advertising agency and allied

In Dollars And Cents

Coincident with the announcement yesterday of Paul Kesten's retirement from CBS, the network and its subsidiaries issued the six-months financial statement showing marked gains over the corresponding half year of 1945. Net income for the first six months of 1946, after deduction of all charges, was \$3,200,716, as compared with \$2,224,170 for 1945. Earnings per share increased from \$1.30 in 1945 to \$1.86 for this year. A dividend of 50 cents per share will be paid Sept. 6 on the A and B stock. Last year it was 40 cents.

fields. In 1918 he was made assistant advertising manager of the Gimbel store in Milwaukee, the parent store of the present group. The following year he became advertising manager of the establishment.

From 1920 to 1922 he was with the McJunkin Advertising Agency in Chicago. In 1922 he became vice-president and advertising manager of the Foreman and Clark Stores (a grocery chain extending from Chicago to the Pacific Coast). Serving there until 1924, when then he went abroad for study of European methods. He returned to Foreman and Clark in 1927 and stayed until end of 1928, when he joined Lennen & Mitchell in New York.

ABC Reveals Growth As Network Since 1942

(Continued from Page 1)

1942, the number of affiliates has increased to the current total of 210. "In the 300 leading markets of the U. S., ABC has added 64 stations and power or frequency improvements have been made on 45 stations," it was added. "In other markets the network has added 32 stations during the period under review and there have been eight facilities improvements on ABC affiliates in these areas," the report revealed.

The network also pointed out that construction permits have recently been granted by the FCC to 10 stations affiliated with ABC and to one network owned and operated station—KGO, San Francisco, covering facilities improvements.

In addition, ABC announced that 10 new stations will be added to the network in the near future. In both Peoria, Ill., and Charleston, W. Va.,

P. W. Names Parkerson Commercial Manager

Appointment of John T. Parkerson, Washington manager of Press Wireless, Inc., as commercial manager of the company has been announced by A. Warren Norton, president. Mr. Parkerson will retain his Washington post, spending three days of each week at the Capital, three in N. Y.

Serving Press Wireless in various capacities since 1938, Mr. Parkerson has been Washington manager since January, 1942. He opened the company's office in Berne, Switzerland, after the fall of France and was co-manager of the Paris office. Before joining Press Wireless, he was business manager of Transradio Press.

ABC will add 1,000-watt outlets. In eight other cities, ABC will add 250-watters, viz; Savannah, Ga.; Charleston, S. C., Albuquerque, N. M., Boise, Idaho, Burlington, Vt., Pocatello, Twin Falls, Ida., and Santa Fe, N. M.

Furniture Dealers Set To Use Spot Drive

(Continued from Page 1)

all these shows until it can begin its own production and it is now working out a 30-minute weekly continuity, centered around home life, which it plans to make available Jan. 1. A coast-to-coast hook-up is under consideration with Mutual provided enough furniture dealers are interested.

RFAI, now signing up clients throughout the country, allows only one in each city. In New York, RFAI member Sachs Quality Stores, Inc. reports that it has received the agency's spot announcements and is considering using them on the air.

Survey Radio Field

RFAI, in an uncompleted survey, has learned that more than half of home furnishing stores have been using radio advertising. However, the agency finds that these advertisers, due to lack of good programming and special treatment, have not gotten the most from their radio advertising dollar. RFAI, which has told its members "that money intelligently used to buy radio time will sell merchandise just as surely as other well planned campaigns," hopes to correct this defect by offering its own production techniques and knowledge to home furnishing dealers.

WABD-DuMont Sets Cover Of N. J. Sports Events

WABD-DuMont televised the finals of the Diamond Gloves tournament at Hinchcliffe Stadium yesterday at Paterson, N. J., featuring Babe Ruth and Phil Erito between bouts. Mobile equipment at the stadium was under supervision of John Murphy of the WABD staff.

DuMont also announced yesterday completion of arrangements to broadcast midget auto races from Hinchcliffe Stadium twice weekly beginning tomorrow, August 9 at 8:30 p.m. Ted Webb will announce the shows and provide commentary throughout the events.

Writers Guild On Coast Will Vote On "Cain Plan"

West Coast Bureau, RADIO DAILY

Hollywood—The Council of Western Region of Radio Writers Guild has endorsed the James M. Cain plan for an American "author's authority." Cain will appear at a membership meeting of Guild today, Aug. 9, to explain his plan, and it will be discussed and voted on by membership at this meeting.

OPA Ruling

OPA announced yesterday that manufacturers of fixed capacitors, an important component of sound systems, have been granted an additional interim increase of 10.2 per cent over their base prices, effective on Monday, August 12.

COAST-TO-COAST

—NEW JERSEY—

PATERSON—The conflict between The Grouch and The Smile—as exemplified by WPAT's Jim Grouch of the "Jim Grouch Club" and Adele Hunt's "Hunt for Happiness" series, assumed new and serious proportions in the written threat of one of the outlet's feminine listeners to "sue that woman—meaning The Smile—if she does not stop bothering that poor man—The Grouch—on her program." . . . Business and labor will meet before the WPAT mikes this Friday on the station's weekly feature "Crossroads," to present an exposition of the new trend in co-operation currently taking place between the two.

—OREGON—

PORTLAND—"Name Your Music," aired Saturday afternoons from KGW, has added Shirley Vann, honey blond, blue-eyed vocalist, to the musical quiz cast. . . . Bob Thomlinson, goes "off mike" in his new administrative position as chief announcer and director of special events for the outlet. . . ."Q" Cox, KGW general manager, off on a two-week siesta at a beach resort here. . . . Gordon Bambrick emcees "Quiz of Two Cities" from the Portland end, while Phil Erwin vacations at home. . . ."Man About Town" moves to the Monday-Wednesday quarter-hour slot on KGW-FM.

—UTAH—

SALT LAKE CITY—ZCMI department store here, sponsors of "Pale Moonlight," recently gave a birthday party for Jerry Burns, who is now celebrating his second year with the show over KDYL. . . . Keith Engar, has rejoined the KDYL mike staff after two years overseas duty with the Troop Carrier Command. . . . Fisher Brewing Co., here, is giving prominent attention to the hunting and fishing news on their "News Strip" over KDYL. Renewed for another year, the program will carry a number of little items about the week-end fishing results.

—IDAHO—

BOISE—Maintaining its policy of rapid advancement and progressiveness in technical and programming fields, KFXD, here and in Nampa, has recently completed a 45,000-dollar installation which includes transmitter, buildings, apartments, caretaker's home and a 20-acre park. . . . Ahead of schedule, the outlet has been forced to halt work temporarily to await delivery of a new tower, one-kw. transmitter and FM equipment. . . . Bill Hillman, after three years in the Army Signal Corps, has returned to KIDO as announcer.

—MONTANA—

MISSOULA—KGVO has scheduled a series of interviews with officials now attending the seventh annual session of the Rocky Mountain Institute. . . . The meet is being held at the State University campus and has attracted Chamber of Commerce secretaries from eleven Western States. . . . Dorothy Miller, formerly reporter on the Pondera County News, Conrad, has recently been appointed KGVO continuity head.

—FLORIDA—

MIAMI—Frank Mallants, WIOD fishing commentator, has been named to the board of directors of the "Brotherhood of the Jungle Cock," outstanding conservative organization which is co-sponsored by the Outdoor Writers Association of America and the Maryland State Game and Fish Protective Association. . . . WQAM is co-operating with the local chapter of the National Foundation of Infantile Paralysis, by airing a series of eight transcribed shows entitled "You and Infantile Paralysis." . . . **ORLANDO**—The Schutter Candy Co., sponsors of the ABC "Counterspy" stanza, recently awarded Vic Buisset, WLOF general manager, a check and certificate of merit as one of the winners in a nation-wide promotion contest on the web show.

—SOUTH CAROLINA—

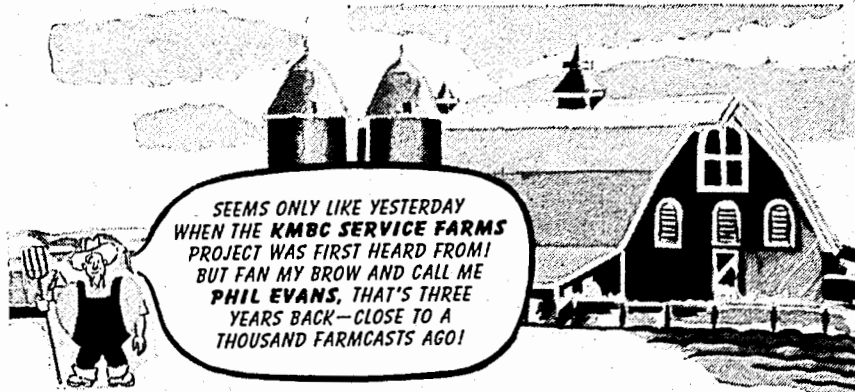
COLUMBIA—Frank Harden and Dick Hasbrook will handle color and play-by-play for the WIS football schedule. . . . The outlet is planning a promotion campaign on the Fred Waring show, tying in South Carolinian Margaret McCrae, who is replacing Joan Wheatley on vacation. . . . Barbara Drew has replaced Charlotte Lide as WIS music director. . . . **FLORENCE**—Don Grantham, formerly at the new radio station in Lumberton, N. C., and Beckley, W. Va., has joined the WOLS announcing staff with Floyd Ryels, who hails from Ohio. . . . Ruth Covington, staff announcer, has been appointed to the musical staff of WOLS's library.

—MASSACHUSETTS—

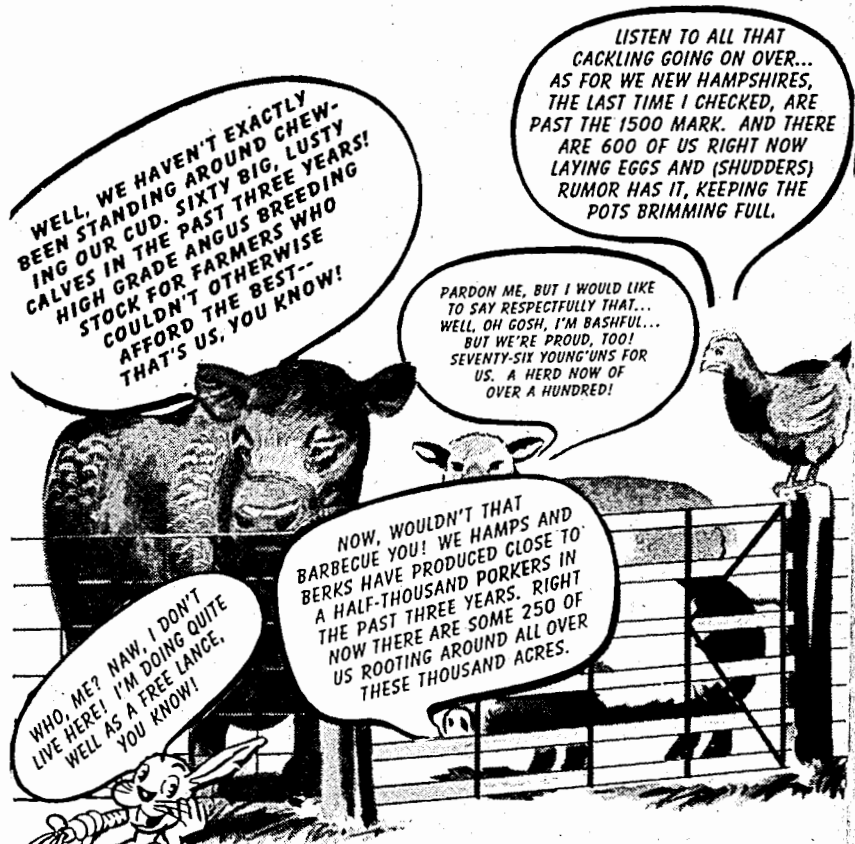
CHICOPEE—The F. W. Sickles Co., which makes radio and television parts, is employing 700 more persons than it did during the pre-war period ending in 1939, and seeks to add between 300 to 400 more. . . . **GREENFIELD**—Stanley C. Cooper, 34, a radio technician with the FBI, died here last week after a three-day illness. . . . **GARDNER**—The FCC has authorized operation of a new standard radio station by the Gardner Broadcasting Co., at 1490 kc., 250 watts, unlimited time. . . . **SPRINGFIELD**—Appearing with the Valley Players in "The Man Who Came to Dinner," at Mountain Park Casino, is Marjory Miller, who has appeared recently on numerous tele and radio programs.

—INDIANA—

FORT WAYNE—"The Veteran Speaks" is the new series now being aired over WGL with station head, Pierre Boucheron, also general manager of the Farnsworth Television and Radio Corp., and Tim O'Sullivan, news editor of the Fort Wayne, Ind., who analyze the more prominent and current legislation and regulations as they benefit ex-service personnel from the several branches of the service. . . . Dr. R. O. Curry, acoustical expert, having been previously engaged in audio research for the Capehart division of Farnsworth Television and Radio Corp., has been named audio and acoustical engineer for the firm. . . . Gerald Cole, WGL engineer, has been elected president of the School Board of Decatur.



Important farm radio news was made in 1943 at just about this time of the year. With 49% of the Heart of America being rural, KMBC recognized a need for even a greater farm service programming—although the station long had been a leader in maintaining a full-time farm department, exclusive marketcasts and rural entertainment. To enumerate all the improvements and important contributions made by *KMBC Service Farms* during the past three years would necessitate seven feet of books. Vital experiments have been successfully carried out with soil binding and building materials, insecticides, fertilizers and seeds. Dozens of demonstrations have been conducted for 4-H, FFA and other farm bureau groups.



On KMBC you get PLUS Service of PERPETUAL PROMOTION

Free & Peters, Inc.
Since 1928—
Basic CBS Station for Missouri and Kansas

KMBC

OF KANSAS CITY



Many New FCC Decisions

Vebs Not Affected By Current PW Strike

ABC, CBS and NBC, users of Press Wireless facilities to some extent, have not been affected by the strike. Local 14, American Communications Association, against PW, the vobs announced yesterday. While Press Wireless reported that it was continuing to move all incoming and outgoing traffic, two news wire services—UP and INS—revealed that for precautionary measures they diverted some of their incoming foreign news to alternate routes shortly after the strike began. Associated Press said

(Continued on Page 8)

And H Hour Renewed; Does Full NBC On Oct. 5th

Renewal of the National Farm and Home Hour on the NBC network by Allis-Chalmers Manufacturing Co., Milwaukee, for 52 weeks starting September 14, was announced yesterday by Paul McCluer, sales manager of the NBC central division. McCluer said the program, now heard on 47 stations commercially, will be extended to the entire NBC network effective October 5. J. D. Galbreath of NBC negotiated the deal with the Gittins Advertising Agency, Milwaukee.

Low GE FM Transmitter Operation On Mt. Wilson

Syracuse—The first General Electric post-war FM transmitter to be delivered on the West Coast has been placed in operation on Mt. Wilson, near Los Angeles, Calif., by Earle C.

(Continued on Page 8)

Revolutionary

Plans to produce an all-purpose home entertainment instrument, combining television, FM, standard broadcast and a record player were announced yesterday by General Electric Co. The new instrument will go into production next year and will sell for approximately \$475, Paul L. Chamberlain, general manager of sales for the receiver division, said. It will be equipped with a 10-inch picture tube affording a picture of approximately eight inches wide by six inches and will be able to tune in all 13 video channels.

Paul Kesten's Future Discussed By Trade

Speculation as to Paul W. Kesten's future in radio was current in New York yesterday with the announcement that Kesten had resigned as vice-chairman of the board of Columbia Broadcasting System.

One report was that Kesten was discussing a deal with Philadelphia radio interests for the development of

(Continued on Page 8)

Philco After Bing Crosby For ET Network Program

West Coast Bureau, RADIO DAILY
Hollywood—Philco Corporation now looms as the probable signer of Bing Crosby for a new series of transcribed programs scheduled for

(Continued on Page 2)

Commission's Actions Cover All Fields Of Broadcasting, And Include AM, Tele, FM Stations

Seek Lawyers Okay Of Court Coverage

Chicago—Talking up the cudgels of the Chicago Radio Correspondents Association, William B. Ray, NBC news department manager and president of the association, this week directed a statement to the Chicago Bar Association, seeking the opportunity for more widespread coverage of Chicago court cases.

"One of the principal sources of

(Continued on Page 3)

Mutual Signs Renewals For 2 Daytime Shows

Mutual, reporting contract renewal of two late afternoon shows sponsored by food companies, announces that effective September 2, Ralston's "Tom Mix" program, which the spon-

(Continued on Page 2)

New Color Tele Process Being Explored By Lubcke

West Coast Bureau, RADIO DAILY
Los Angeles—A new method of electronically combining color pictures and sound on one carrier channel will be researched on a three-

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved sale of Metropolitan Television, Inc., licensee on FM station WABF and experimental television station W2XMT, New York, and acted favorably on more than a score of applications covering AM and FM in all sections of the country.

The Commission okayed the transfer of control of Metropolitan Television, Inc., from Abraham and Straus and Bloomingdale Bros., Inc., to Hirschmann Broadcasting Corp. for a total consideration

(Continued on Page 7)

Phone Recorders Authorized by FCC

Washington Bureau, RADIO DAILY
Washington—Telephone recording devices have legitimate commercial and governmental purposes which warrant their use in regular telephone service, the FCC said yesterday in proposing to authorize their utilization in Interstate and foreign message toll service under conditions which will assure that parties to such conversations have knowledge that these appliances are employed.

The Commission has said that under

(Continued on Page 2)

WAA Moves To Accelerate Sale Of Surplus Electronics

Washington Bureau, RADIO DAILY
Washington—Drastic changes to speed the disposal of surplus electronics, including the establishment of a special priorities office to process applications from veterans, were ordered yesterday by Robert M. Littlejohn, War Assets Administrator.

Immediate revision in the program calls for (1) complete re-organization of the electronics division which sells surplus radio and radar equipment;

(2) adoption of short-cuts in the handling of inventories; (3) readjustment of sales agents agreements, and (4) revocation of agreements not compatible with the public interest.

Littlejohn said that the electronics division is now under the office of aircraft disposal headed by Deputy Administrator James A. Mollison and that successful disposal procedures for aeronautical property will be ap-

(Continued on Page 6)

Authoritative Voices

Two European delegates to the Security Council will discuss "Issues before the United Nations" on NBC's "Our Foreign Policy" Saturday, August 24, from 7-7:30 p.m. The two guests are: Sir Alexander Cadogan, of the United Kingdom, and Dr. Eelco Nicolaas Van Kleffans, of The Netherlands. Sir Alexander also is on the Atomic Energy Commission.

Colossal

Hollywood—A crowd, estimated at 25,000 persons attended the program staged at Hollywood and Vine Tuesday evening to celebrate the debut of KFVB's "Flashcast." The governor of California, Earl C. Warren, and Mayor Fletcher Bowron of Los Angeles aided in the ceremonies, with numerous stage and screen personalities participating.



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

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FINANCIAL

(Thurs., Aug. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson.

Mutual Signs Renewals For 2 Daytime Shows

(Continued from Page 1)

...sor cut to thrice weekly about six weeks ago due to grain shortages, will return to its five-times-weekly status. The contract also has been renewed for another 52 weeks as of September 30. Agency is Gardner.

The other renewal concerns the Ovaltine program, "Captain Midnight," slotted from 5 to 5:30 p.m., Monday through Friday, which has been set for another 52 weeks, beginning September 23, on approximately 125 stations. Chicago agency, Hill, Blackett & Co., placed contract.

AVAILABLE

Salesman: Unable to get to the post for 4 1/2 years. Champing at the bit and anxious to start on the pursuit of loc. B.A. in English. Willing to leave NYC. Box No. 204. RADIO DAILY 1501 Broadway New York 18, N. Y.

Coming and Going

CLAY MORGAN, assistant to Niles Trammell, president of NBC, leaves Monday, accompanied by MRS. MORGAN, for a short stay at Fred Waring's Shawnee Inn at Shawnee-on-the-Delaware.

TED OBERFELDER, assistant director of advertising and promotion for ABC, leaves tomorrow on a business trip to Los Angeles, San Francisco and Chicago, where he'll confer with advertising and promotion men.

WARD WILSON, master of ceremonies on the Columbia network program, "Winner Take All," is vacationing on his farm in Jersey. Subbing for him in the interim are Johnny Brent and Bill Cullem.

MURIEL KIRKLAND, wife of Staats Cotsworth, who plays Casey in "Crime Photographer," will spend next week at Stockbridge, Mass., where she will appear in "What Every Woman Knows" at the Berkshire Playhouse.

E. W. ENGSTROM, vice-president in charge of research, RCA Laboratories Division, Radio Corporation of America, will sail from New York tomorrow aboard the Swedish motorship, "Grips-holm," as a member of the Scandinavian Research and Industry Tour, sponsored by the Royal Swedish Academy of Engineering Research.

DOROTHY HALE AVERELL, concert violinist, leaves today for Helena, Mont., where she will spend four weeks with her parents.

LOUIS PRIMA opens Monday at the Meadowbrook. His arrival in New York culminates a cross-country series of one-nighters.

ELAINE M. McNALLY, amanuensis on the staff of WSPR, Springfield, Mass., is vacationing at Southampton, L. I.

DORIS MULVANEY, receptionist at WWRL, is back at her desk following a week at Budd Lake, N. J.

Phone Recorders Authorized By FCC

(Continued from Page 1)

such conditions the use of a telephone recording device does not violate Section 605 of the Communications Act which prohibits intercepting and divulging private wire and radio communications. Accordingly, it proposes to declare "unjust and unreasonable, and therefore unlawful" any tariff regulations now on file with it that bar the use of recording devices in the manner contemplated.

P. W. Sales Department Moving To Times Square

Removal of the sales department of Press Wireless Manufacturing Corp., from Long Island City to 1475 Broadway, Times Square headquarters of Press Wireless, Inc., the parent company, has been announced. The move will permit necessary expansion of the engineering department at the Long Island City plant and will afford the sales division a more centralized base for its expanding operations.

Philco After Bing Crosby For ET Network Program

(Continued from Page 1)

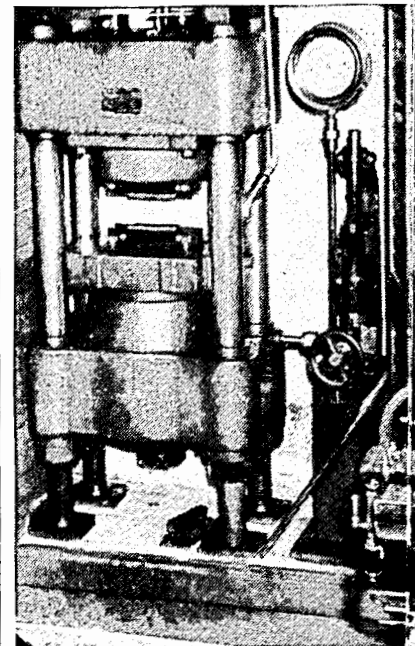
network presentation this fall and winter. It is known that representatives of the Hutchins Agency, have conferred with Bing and his brother, Everett Crosby, since the General Motors deal grew cold and that the Crosbys are interested in the Philco proposition.

Anniversary Program

San Francisco—A program commemorating the 30th anniversary of the National Park Service will be aired over NBC Saturday (Aug. 10) at 2:30 p.m., PST.

Featured on the program will be Newton B. Drury, director of the National Park Service; Col. John R. White, superintendent of Sequoia National Park, and John C. Preston, superintendent of Mt. Rainier National Park.

It will be a tri-city broadcast originating from San Francisco, Hollywood and Seattle, and will be under the supervision of KPO's Henry Schacht.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets molds, sheet copper, 250 pounds coin silver, a small blast furnace scales and weights.

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

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

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers to a genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.

Advertisement for CKLW radio station. Features a large antenna tower graphic and text: 'CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS • DAY and NIGHT 800 kc. • MUTUAL SYSTEM'

Advertisement for W-I-T-H radio station. Features a stylized face logo and text: 'W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY'

Seek Lawyers Okay Of Court Coverage

(Continued from Page 1)

news is the courts," Ray's statement declared. "According to our understanding, however, it is contrary to the principles of the Chicago Bar Association to permit radio broadcasts, either directly or by delayed recording, of court proceedings. Because of fear of censure by the Bar Association, judges are reluctant to permit radio equipment in their court rooms.

"It is our contention, that so long as court proceedings are public and so long as the press is given access to the courts, radio should be given equal access," the statement continued. "It is, of course, realized, that much is left to the discretion of the individual judge in determining how court proceedings shall be covered by press and radio. Indeed, it is my understanding that it never has been finally determined on appeal that a judge may not exclude the press entirely. But customarily, the press is admitted to courts and allowed to report their proceedings freely.

"We ask that the Bar Association amend its stand on radio broadcasts of court proceedings so as to leave it to the discretion of the judge in each case whether radio shall be admitted, with the added condition that radio reporting of court proceedings shall be consistent with the dignity of the courts."

WHAN Joins ABC Oct. 1

Effective October 1, WHAN, Charleston, S. C., will affiliate with the American Broadcasting Co., as a member of the network's South-eastern group. A new station now under construction, WHAN is owned by the Charleston Broadcasting Co., and will operate full-time with 250 watts on 1340 kc.

Hank Sylvern Recuperating

Hank Sylvern, musical director on the CBS Arthur Godfrey show, is recuperating in St. Vincent's Hospital after collapsing Tuesday night following the broadcast of "Talent Scouts." Sylvern probably will take six weeks rest, while Ludwig Flato takes over his musical duties.

★ AGENCY NEWSCAST ★

DON WEISS, Veterans Administration Radio Chief in New York, has been named assistant director of public relations for the VA's New York branch area, it was announced by Max Besler, New York Public Relations Director. Weiss inaugurated the VA's New York radio activities in January, after leaving the Army as a major on General MacArthur's radio public relations staff. Under his direction, the Veterans Administration radio program has grown to more than 20 shows weekly in the New York metropolitan area, and many more throughout New York State.

CLARENCE D. LEVER, vice-president and general manager of the Sutho Suds Co., Indianapolis, announces the appointment of the Gardner Advertising Co., St. Louis, to handle the account. Plans for an extensive campaign are being formulated, and will be announced later. L. C. MacGlashan is the account executive.

JOHN PARKS NEWSOME CO., of Birmingham, Ala., manufacturer of LuJo-Craft furniture, has appointed the Fitzgerald Advertising Agency of New Orleans to handle its national advertising.

Predicts Good Business For WCCO This Season

Minneapolis—Prospects for exceptionally good business conditions for radio stations throughout the coming fall and winter season were given another boost yesterday with the prediction by A. E. Joscelyn, manager of WCCO here, that the Twin-City CBS outlet would enjoy the biggest billing in its 22 years of operation.

Although the outlook (and subsequent developments) in the fall of 1945 for WCCO indicated one of its best years, Mr. Joscelyn said there was every reason to believe this year would top the 1945 billing by a substantial margin.

Based on information gathered by Tom Dawson, WCCO sales manager, who recently returned from a week in New York, and Harvey Struthers, WCCO sales contact for Chicago, who spent a week in that city, as well as a survey of the local sales situation, Mr. Joscelyn said the WCCO picture was as follows:

While present figures would allow a prediction of only a four to five per cent increase in local sales, national spot probably will be up 10 to 12 per cent. This increase coupled with the fact that 1945 was in itself an outstanding year, would justify favorable predictions even beyond the mere percentage figures.

Mr. Joscelyn said that 1945 summer figures for WCCO were down somewhat, in general advertising, but that a spirited political campaign, with candidates anxious to buy time, held seasonal billings in fairly good shape.

VIDEO ASSOCIATES, INC., formerly Video Productions Associates, television packaging agency, have announced the opening of their new offices at 515 Madison Ave. Headed up by Philip Brodsky, president, and Miriam Tulin, chairman of the board, recent employees include Barbara E. Jones, formerly of Frederick Kugel, Company, as vice-president and director in charge of scripts, and Elizabeth Mott Lee, formerly connected with the British Broadcasting Corp., as head of the talent dept., having been recently named secretary.

JOHN A. TOOTHILL, president of the Burn-Smith Company, has announced that C. Stanley Bailey is joining the organization as vice-president in charge of the New York office. Stan Bailey has been with Scripps-Howard 18 years, most recently as assistant eastern manager in their national advertising department.

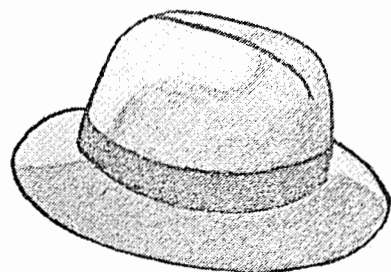
LIEBER ADVERTISING CO., Washington, D. C., has announced the appointment of Vi Warren as radio director. Resigning as copy chief of Kuttner & Kuttner to take the appointment, Miss Warren now will assume full charge of radio writing and production at Lieber. This, in addition to teaching script-writing to ex-GI's at the Radio Institute of Chicago.

ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.

A \$1,000,000 HAT

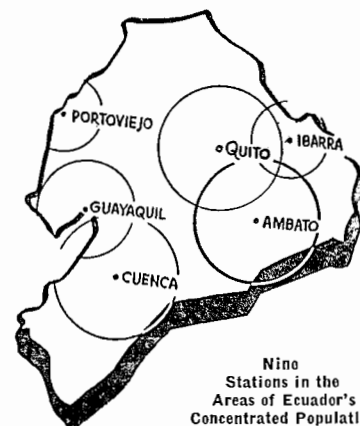


NO, IT'S NOT INFLATION!
This hat represents a one million dollar market in Ecuador for United States manufacturing firms.

55% of all Panama hats are produced in ECUADOR

There is only one means of effecting complete coverage of the Ecuador market:

LA CADENA AZUL ECUADOR'S ONLY NETWORK



Nine Stations in the Areas of Ecuador's Concentrated Population

The exporter and export advertiser knows that there are six primary market areas in Ecuador. They are centered in the cities of Quito, Ambato, Cuenca, Guayaquil, Portoviejo, Ibarra.

La Cadeña Azul has Nine Stations in those SIX key cities.

The network affords inexpensive but thorough coverage of the vital marketing area of Ecuador. Purchasing potential has increased within the last few years. The market is awaiting American products with open pocketbooks.

Represented Exclusively by

PAN AMERICAN BROADCASTING COMPANY

330 MADISON AVENUE
NEW YORK 17, N. Y.
Telephone: MUrray Hill 2-0810

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING
5000 WATTS
600 ON THE DIAL

CBS—MBS

LOS ANGELES

By RALPH WILK

LEONARD LEVINSON, creator of "The Great Gildersleeve," who has been acting as script consultant on various radio shows, left this week for Chicago and New York, taking with him several new scripts which he has been working on for both magazines and the stage. He will be in the East about a month.

Joe Lilley, Paramount musical director who arranged many of Betty Hutton's hits, has been signed as musical director of the new Don Ameche Drene show, which debuts over NBC, September 8. Ameche will have the star role throughout the season, with Pinky Lee as featured comedian.

The annual Hambletonian Harness Race classic was broadcast over KFWB, August 7, directly from Goshen, N. Y., scene of many thrilling harness racing events. The "Hambletonian" was heard during Bill Anson's "Hollywood Bandstand" program.

Charles Lewin, associate producer for four years for Norman Corwin and currently a free-lance radio producer, is directing the Earl Robinson-Millard Lampell musical legend, "The Lonesome Train" for a Hollywood Bowl performance on Labor Day evening. Program will be under auspices of the Hollywood Independent Citizens Committee of the Arts, Sciences and Professions.

Donald W. Thornburgh, CBS vice-president in charge of the Western Division and general manager of KNX, leaves for Lake Tahoe end of this week with his family for a three-week vacation.

Will Aid Nurse Recruiting

WINS will give aid to the New York City Nurses Council recruiting drive from 9:15 to 9:30 p.m., Saturday, August 10, when it presents "Nurses in Peace." Appearing on the public service show to acquaint young women with nursing careers will be Ruth M. Hawkins, executive secretary of the Council, and Virginia Voorhees, student nurse at Lenox Hill Hospital. Program is written by George A. Carlesco.

Bell To Head KSIL

Hillis Bell, formerly with the commercial department of KVOO, Tulsa, has been named manager of KSIL, Silver City, N. M. The New Mexico station, affiliated in ownership with KROD, El Paso, will take to the air September 1.

Ave Maria Hour

WMCA — Sunday — 8:30

ALFRED SHIRLEY as
ST. PHILIP NERI

In its twelfth year as a Donald Peterson production



Broadway Small Talk. . . !

● ● ● Yesterday's announcement that Paul W. Kesten has resigned from CBS confirmed this column's item of July 10th. . . . The Army will spend five million bucks in radio during the next year as part of its recruiting campaign. . . . Biow plenty interested in grabbing Milton Berle for a fall Philip Morris replacement. . . . Changes in the FCC setup will be made around the first of the year. . . . Bob Hope and Paulette Goddard doing a burlesque "Command Performance" of "Superman" to be aired overseas. . . . "What a Life," the B'way play that inspired "The Aldrich Family," will be revived with Ezra Stone and Jackie Kelk in the leads. . . . Alan Young, the comic, pops into town this week to talk further contract with Spyros Skouras. . . . Lotta talk around that war hero "Pappy" Boyington will become a Mutual newscaster in the fall. . . . Patti Clayton being screen-tested by 20th Century. . . . Lloyd Shaffer auditioning ex-GI artists for his newly-formed company which will produce animated cartoons for television. . . . Rob't Merrill, who earned \$65 a week in the Catskills not too long ago, offered \$6,500 to play the Roxy. . . . John Crosby, Herald-Trib radio columnist, winning wide praise for his articles on censorship—a first-rate writing job. . . . In a recent suit in which one radio producer attempted to stop another from copying his format, the judge ruled that both of them had patterned their shows after a much earlier one created by Bill Newgold (currently on WLIB), who had been called in as a witness!

★ ★ ★

● ● ● Happy (Guess Who) Felton bought one of those new alarm clocks that turn on the radio instead of ringing a bell. Now he's trying to figure out which is worse—waking up with a bell or a singing commercial. . . . Nelson Case nixed offers to broadcast Mexican baseball. . . . Vic Damone, winner of a recent "Talent Scout" airing, negotiating with both CBS and Metro. . . . WHN disc jockey Rob't Q. Lewis considering an offer from British automobile mfr. to set up a continental version of his Disc Digest program when British radio goes commercial. . . . Acreage King Walter T. Shirley preparing to sell his L. I. developments via a singing commercial ad campaign to be handled by Walter Kaner. . . . Announcer Frank Waldecker has left Mutual to free-lance. He'll still do the Gabe Heatter chore. . . . Recommended: Cute little Elaine Malbin, just turned 16, on NBC's "Music for Tomorrow." . . . Bill Gernannt just bought a ranch out in San Fernando Valley. . . . Phil Brito in town after finishing his first monogram flicker, "Sweetheart of Sigma Chi."

★ ★ ★

● ● ● Final papers on the Ford-Madison Sq. Garden television deal still being held up until the Garden can give absolute assurance that they can deliver every attraction that comes in there. . . . New transcription network in process of formation tagged Century Broadcasting. . . . Candy Jones and her new hubby, Harry Conover, the latest to audition a man-and-wife combo for the air. . . . Del Peters has wrapped up a honey of an idea offering Lew Parker in a situation-comedy format winding up with an audience participation twist. Scripted by Ray Harvey, idea pictures Parker as a big-mouth wiseguy who's always being taken in by the sharpies. . . . Is Raymond Paige out on the Coast setting up a deal for a big fall musical show? . . . Johnny Thompson signed for the 1:00 p.m. Sunday slot on ABC, now occupied by Cliff Edwards, to start Sept. 15th. . . . D'Artega will portray the role of Tschakowsky in the film, "Carnegie Hall." . . . Muriel Angelus, who had retired from the screen when she married Paul Lavalle, planning a fall comeback in musical comedy. . . . Bing Crosby gifted Perry Como with a race horse as the result of a friendly golf wager. . . . Jackie Miles received a script from a writer accompanied by this note: "Dear Jackie: Please excuse all the typing mistakes. I typed this with one hand and the other holding the door closed against the landlord."

★ ★ ★

CHICAGO

By BILL IRVIN

PUBLIC demand for Zenith radio has so far exceeded production capacities of the company's large Chicago plant that manufacture of four models has been moved to the Zenith-owned Wincharger Corporation's plant at Sioux City, Iowa. It was announced by H. C. Boyington, vice-president, Zenith Radio Corporation. June Shielman, young Milwaukee soprano, who recently made her debut as featured vocalist on Design on Listening (NBC, Thursdays, 11:05 a.m., CDST), has been signed as vocalist on "Words and Music" (NBC, five weeks, 11 a.m., CDST, Sundays, 3 a.m., CDST).

WWZR, Zenith Radio Corporation's FM station, has changed its call letters to WEFM, the last three letters being the initials of E. F. McDermott Jr., president of Zenith.

Edgar Kobak, Mutual network president, in Chicago for a few days on a look-see at the network's mid-west activities.

The Rev. and Mrs. Ernst Soderstrom, parents of Emil Soderstrom, NBC central division staff composer, arrived in Chicago on July 25 from Copenhagen, Denmark. It was his first time Soderstrom had seen his parents in 11 years. The composer spent months rounding up in Germany which his parents lacked during the German occupation of their native land.

CBS To Air Opening Game At West Point Sept. 21

First CBS football broadcast of the 1946-47 season opens on September 21 with the Army-Villanova game at West Point, it was announced this week.

Broadcast will feature Red Barber at the mike in his debut over CBS with a major football contest, assisted by Jimmy Dolan.

FCC Attorney Joins Law Firm

Mearl G. Adams, formerly of the FCC law department, has joined Downs & Scheib, Chicago law firm. He will specialize in matters relating to the Commission and other Government agencies.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 478 Hollywood, Calif.

SECOND TELEVISION CONFERENCE

MAKE YOUR RESERVATION TODAY

Mr. Ralph B. Austrian, Chairman

SECOND TELEVISION CONFERENCE AND EXHIBITION
TELEVISION BROADCASTERS ASSOCIATION, INC.

Suite 1038, 500 Fifth Avenue, New York 18, N. Y.

Dear Mr. Austrian:

I plan to attend the second Television Conference and Exhibition of the Television Broadcasters Association, Inc. I have indicated below (by check marks) the reservations which are to be made for me and/or my associates.

- Registration for all TBA Conference and Exhibition Activities, including two luncheons, banquet, cocktail party, admittance to all general sessions and panel meetings as well as to Exhibition: copies of the TBA Television Book and transcript of all proceedings, at an all-inclusive subscription fee of \$25 per person. (If more than one full registration, please attach names of others who will attend.)
- Luncheon session on Thursday, October 10, only. Reserve tickets for me (and my party) at \$5 per person.
- Banquet session on Thursday, October 10, only in Ball Room of Waldorf-Astoria. Presentation of TBA Awards of Merit and surprise features. \$7.50 per person. Reserve tickets for me.
- Luncheon session on Friday, October 11, only. Reserve tickets for me at \$5 per person.
- Copy of "Proceedings of TBA Conference." \$3 per copy.
- Copy of "TBA Television Book." \$1 per copy.

DATE NAME
(Please print)

TITLE

FIRM

STREET

CITY STATE

I enclose check; money order.

(Checks or Money Order must accompany registration, made payable to Television Broadcasters Association, Inc.)

Expansion Program Of CBC Is Outlined

Montreal—A comprehensive program of expansion for the CBC including higher-power transmitters, studios, new frequency modulation stations, increases in power and coastal shortwave receivers estimated to cost between \$1,000,000 and \$2,000,000 was outlined before the Canadian House of Commons radio committee.

Three 50,000 Watters

The picture of expansion and other topics included:

1. Three 50,000-watt, clear-channel stations in Alberta—between Calgary and Edmonton—at Winnipeg and at Toronto by September, 1947; these stations will take over the frequencies of the non-corporation stations—CKY, CFCN and CFRB with the former being transferred from the Provincial Government ownership and the latter being offered alternate frequencies. In connection with negotiations for the transfer of the Winnipeg station, the CBC officials said there was no "deal involved" and the matter of the transfer would be taken up as soon as there was time.

2. The cost of the immediate expansion program was estimated between \$1,000,000 and \$2,000,000 and the CBC proposed that it be allowed to borrow more than the statutory \$500,000 limit so that it could finance the various projects which had been left in abeyance during the war. In anticipation of favorable reception by the committee, the CBC already had placed on order some of the needed equipment.

3. Increase in power in the following stations, CBJ, Chicoutimi, Que., from 1,000 to 10,000 watts; CBH, Halifax, from 1,000 to 5,000 watts; CBM, Montreal, from 5,000 to 50,000 watts; CBR, Vancouver, from 5,000 to 50,000 watts; CBV, Quebec City, from 1,000 to 5,000 watts, and CBO, Ottawa, from 1,000 to 5,000 watts.

4. Construction of a new 5,000-watt station and studios at Windsor, Ont.

5. Construction of studios and offices at Montreal—possibly on Cote St. Catherine Road in Outremont—and at Toronto—with the likelihood that the present Jarvis Street site will be rebuilt or improved.

6. Possible construction of studios and offices at Winnipeg and Vancouver.

7. Provision on adequate shortwave receiving facilities on both Atlantic and Pacific Coasts.

8. Installation of frequency modulation stations in Montreal, Toronto, Vancouver and Winnipeg in the near future and other points later.

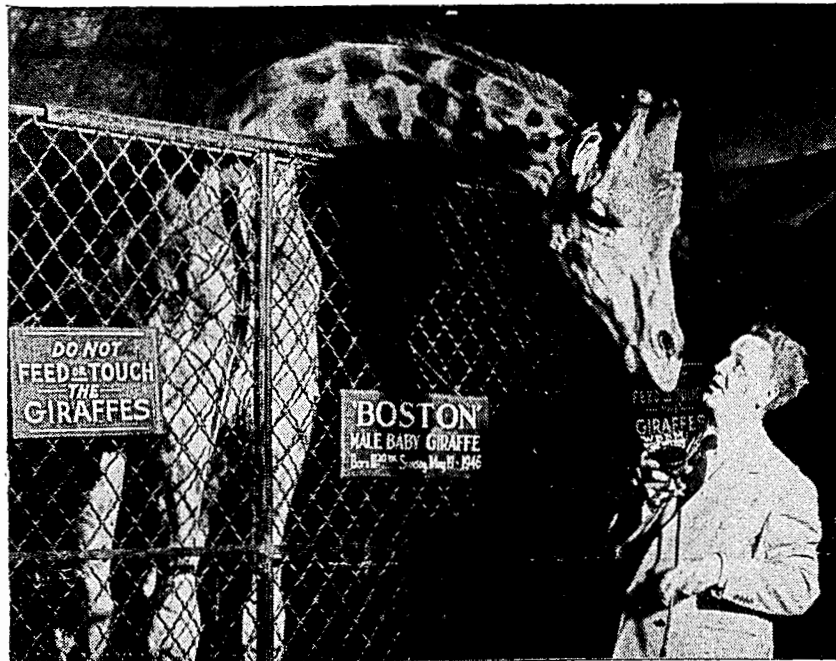
9. There is little likelihood of any increase in the present power ceilings on privately-owned stations.

10. Mr. Dunton has considered the possibility of giving more publicity to the meetings of the CBC governors.

PICTURES OF THE WEEK



Jane Gibson of KQV, questions the feline ferocity of jungle beasts, by braving a lion's cage at the Pittsburgh Police Circus for a session of her Women's Exchange Club, while below Ted Grizzard, WBBM's master of quiz, in Chicago, learns that a Ringling Brothers giraffe has no vocal organs and can't make a sound. P. S.: This ends the animal category,—no more lions, pigs, elephants, or alligators, Please!



11. The CBC would welcome a recommendation from the committee which would define the use of political free-time broadcasts as applied to the Labor-Progressive party. Meanwhile, under the all-party White Paper on this subject the party had a share in the freedom of the air.

12. Progressive Conservative members offered the suggestion that the committee recommend the establishment of either a regulatory board similar to the Board of Transport Commissioners or an appeal board where CBC rulings could be considered.

WAA To Accelerate Electronics Disposi

(Continued from Page 1)

plied to electronics for the benefit of those wishing to purchase.

George H. Moriarty, formerly in charge of aircraft components sales, has been made director of the electronics division. Numerous other personnel changes have been made in Washington and in the field.

A survey of the division's administrative functions is under way, with the primary aim of eliminating a backlog of approximately 75,000 surplus declarations from the owning agencies, WAA said.

The veterans priorities office will seek to obtain quick action on applications from 10,000 veterans, many of whom are seeking scarce radio testing equipment with which they hope to start or continue a radio repair business.

Army and Navy technical personnel are assisting WAA in separating commercial usable equipment from the critical material at aircraft depots. Previously, the material had been shipped to WAA warehouses and agencies, where scrapping decisions were made.

New types of agency contracts will eliminate the cost-plus-fixed-fee provisions of present contracts and benefit both the agents and government. The new contracts feature fair commissions on sales and emphasize "sales for profit" rather than storage for profit.

The new contracts will be signed with agents capable of marketing the material. Others will be revoked. No agent will be allowed to monopolize a certain type of material.

Midwest Technician To WWL

Manten T. Hanson, formerly transmitter operator at KSCJ, Sioux City, and KVOX, Moorehead, Minn., has joined the engineering staff of WWL.

"Vox Pop" Opening In Iowa

"Vox Pop," Columbia network program, will present the opening stage of its new season from the Iowa Centennial State Fair at Des Moines on Tuesday, August 27, at 9 p.m.

Send Birthday Greetings To

August 9
Ken Dolan Charlie Speer
Daniel S. Samuels W. A. Wilson

August 10
Ethel Dietz Frank E. Muller
Larry Fisk Mort Nusbaum
Jack Haley Jane Pickens
Stuart Kelly Duke Rorabaugh
A. A. Schechter

August 11
Fred Barron John W. Dolph
Carl Landt

PROMOTION

Petrol-Wagon Salute

During the 12-day celebration of the automotive industry's Golden Jubilee, of which a major contribution was made by the radio industry, well over a million dollars worth of air time and talent was donated by webs and local stations, according to estimates compiled by the Golden Jubilee Radio Committee and the Automobile Manufacturers Association. Scores of national advertisers devoted entire programs to the celebration while hundreds more saluted the paid tribute to the motor car industry in their commercials. It was reported that 12 network shows, representing all four major webs, originated in Detroit during that period. Others were special sustaining programs. In addition, each web aired a quarter-hour portion of the Jubilee's giant "Motor City Cavalcade" on June 1. Regional networks, such as the Yankee Network, on June 9 presented an hour recorded show of Jubilee highlights over 23 New England stations. Canadian networks in covering the event, presented programs tracing the development of the automobile in North America and what it has meant to life on this continent. Local stations in Detroit, as well as others throughout the country and Canada, contributed largely in building up interest in the event by airing spot announcements, news items, interviews with automotive personalities and special public interest programs carrying the historic event. It was estimated that in the Detroit area alone, air time donated to covering activities totalled between 50,000 and 70,000 dollars in value during the 12-day celebration.

Accident "Pin-Up"

As a special feature of National Farm Safety Week, WKY, Oklahoma City, distributed over 10,000 pin-up posters illustrating with pictures that accidents just don't, happen—there's a cause for every one." In addition to publicizing the fact that every week should be made safety week in "your" farm, the outlet made six 6-minute farm safety records and furnished them without charge to the seven-station Oklahoma Network. Sixteen full programs, parts of 31 others and a large number of spots also were devoted to the "Do it the safe Way" campaign.

Informative Shirts

When WJR announcers and engineers traveled to Port Huron, Mich., recently to broadcast the start of the 2nd annual sailing of the Mackinac races, each wore a blue shirt bearing the WJR call letters across the back. Shirts previously utilized by last winter's staff bowling team, were worn by the remote crew as a promotion stunt. The shirts also aided the men to gain entrance to various boat clubs to gather information about the boats scheduled to race.

Latest Commission Decisions Include AM, FM, Television

(Continued from Page 1)

of \$106,000. Granted CP's for new standard stations were the following applicants:

J. B. Fuqua, et al., doing business as Charleston Broadcasters, Charleston, S. C., to operate on 730 kc., one kw., daytime; Variety Broadcasting Co., Inc., Dallas, Tex., to operate on 1040 kc., one kw., daytime; Jose Bechara, Jr., Mayaguez, P. R., to operate on 1340 kc., 250 watts, unlimited; Gail D. Griner and Alden M. Cooper, a partnership, doing business as the Adrian Broadcasting Co., Adrian, Mich., to operate on 1500 kc., 250 watts, daytime; Capital City Broadcasting Co., Des Moines, Iowa, to operate on 1390 kc., one kw.; Interstate Radio, Inc., Moscow, Idaho, to operate on 1400 kc., 250 watts, unlimited; Greenville Broadcasting Co., Greenville, S. C., to operate on 600 kc., five kw., daytime; J. F. Tighe, Porterville, Calif., to operate on 1450 kc., 250 watts, unlimited.

New Tennessee Stations

The FCC yesterday announced its purposed decision looking towards the grant of the application of the Capitol Broadcasting Co., for a new station at Nashville, Tenn., to operate on the frequency 1230 kilocycles, 250 watts, unlimited and grant of the application of Murfreesboro Broadcasting Service for a new station at Murfreesboro, Tenn., to operate on the frequency 1450 kilocycles, 250 watts, unlimited.

The Commission proposed to deny the applications of Nashville Radio Corp., Tennessee Radio Corp., Tennessee Broadcasters and J. W. Birdwell seeking new stations at Nashville, Tenn.

A proposed decision was also announced looking forward to the grant of the application of the Savannah Valley Broadcasting Co., for a new standard broadcast station at Augusta, Ga., to operate on 1340 kilocycles, 250 watts, unlimited, and a denial of the applications of the Voice of Augusta, Inc., The Augusta Chronicle Broadcasting Co., and The Georgia-Carolina Broadcasting Co., seeking the same facilities.

Power Increases Granted

At the same time the Commission granted power increases to three applicants, including Upstate Broadcasting Corp. (WNBZ), Saranac Lake, N. Y., from 100 watts, daytime, to 250 watts, unlimited, also change frequency from 1320 to 1450 kc.; H. E. Studebaker (KRLC), Lewiston, Idaho, from 250 watts to one kw., also change frequency from 1400 to 1350 kc.; New Mexico Broadcasting Co., Inc., Albuquerque, N. M., from one to five kw., also change frequency from 1260 to 610 kc.

18 Renewals Announced

In another action, the FCC granted license renewals to 18 stations.

The following stations were granted renewal of licenses for the period ending August 1, 1949:

KGBS, Harlingen, Tex.; KWRC,

Pendleton, Ore.; WATN, Watertown, N. Y.; WGGGA, Gainesville, Ga.; WHAI, Greenfield, Mass.; WHBU, Anderson, Ind.; WJEJ, Hagerstown, Md.; WOCB, Hyannis, Mass.; WCOV, Montgomery, Ala.; WMFG, Hibbing, Minn.; WMIS, Natchez, Miss.; WBML, Macon, Ga.

The following stations were granted renewal of licenses for the period ending May 1, 1949:

KGFX, Pierre, S. D.; WSVA, Harrisonburg, Va.; WIAC, San Juan, P. R. Keystone Broadcasting Corp., Harrisburg, Pa. (WKBO), granted renewal of license for the period ending February 1, 1949; WGAL, Inc., Lancaster, Pa., granted renewal of license for the period ending August 1, 1948; station WPRP, Ponce, P. R., present license extended for the period July 20 to October 1, 1946.

Conditional FM Grants

Conditional FM grants were made to the following applicants: Rose Bown Broadcasters, Ltd., Pasadena, Calif.; Parker Bros., Ahoskie, N. C.; Allentown Broadcasting Co., Allentown, Pa.; Union Broadcasting Co., Scranton, Pa.; Mayflower Broadcasting Co., Huntington, W. Va.

FM Construction Permits

The following stations were granted regular FM construction permits: WTAX, Inc., Springfield, Ill.; The Metropolis Co., Jacksonville, Fla.; The Palladium Pub. Co., Benton Harbor, Mich.; Rome Sentinel Co., Utica, N. Y.; Macomb Pub. Co., Mt. Clemens, Mich.; Miners Broadcasting Service, Pottsville, Pa.; Kankakee Daily Journal Co., Kankakee, Ill.; Valley Broadcasting Co., San Jose, Calif.

Nine applications for new AM stations were listed by the Commission, including Oneonta Star, Inc., Oneonta, N. Y., to be operated on 1240 kc., 250 watts, unlimited; White Mountain Radio, Littleton, N. H., to be operated on 1400 kc., 250 watts, unlimited; Puritan Broadcast Service, Inc., Lynn, Mass., to be operated on 900 kc., 250 watts, daytime; Farmers Chemical Co., Kalamazoo, Mich., to be operated on 1320 kc., one kw., unlimited; Clarksburg Broadcasting Corp., Clarksburg, W. Va., to be operated on 750 kc., one kw., daytime; Texhoma Broadcasting Co., Durant, Okla., to be operated on 1540 kc., 250 watts, unlimited; WCPZ Broadcasting Co., Beaumont, Tex., to be operated on 1340 kc., 250 watts, unlimited; Jacksonville Beach Broadcasting Co., Jacksonville Beach, Fla., to be operated on 1030 kc., 250 watts, daytime; Yakima Valley Broadcasting Co., Yakima, Wash., to be operated on 1400 kc., 250 watts, unlimited.

Additional Renewals

The following stations were granted renewal of licenses for the period ending August 1, 1949.

KCOK, Tulare, Calif.; KFOR, Lincoln, Neb.; KGY, Olympia, Wash.; KPPC, Pasadena, Calif.; KAVE, Carlsbad, N. M.; KDON, Monterey, Calif.; WEBQ, Harrisburg, Ill.; WIBU,

EQUIPMENT

RCA Installs New Testers

Two new and highly specialized transmitting tube installations, for complete static and oscillator testing of high-power tubes for broadcasting and industrial applications have been installed in the RCA tube plant at Lancaster, Pa. Designed and manufactured by the RCA Engineering Products Department, the new test equipment is housed in two separate units. One unit is capable of testing tubes with input ratings up to 150 kw. at 1.5 mc. The second will test tubes with a maximum of 300 kw. input at 25 mc. Power supplied for these units is supplied by rectifiers delivering 300 kw. at 20,000 volts, sufficient to care for the highest voltage requirements of most tubes.

New WHDH Quarters Occupied In Boston

Boston — WHDH, independently-owned and operated by Herald-Traveler newspapers, opened full-time operations in new ultra-modern studios in the Shearer Building on Park Square only 12 weeks and five days after plans for the new set-up were first put on paper. Last operational equipment remaining at station's old headquarters in Hotel Touraine was ready for transfer after regular sign-off at 12:15 a.m., Sunday, August 4, and WHDH resumed operations at regular sign-on time, 8 a.m. New studios total six in number, all of polycylindrical construction which eliminate parallel surfaces and thus permit complete diffusion of sound.

CBS Time Changes

Two CBS program times will be changed September 20 when the Philip Morris show, "It Pays to be Ignorant," moves from its 9 p.m., Friday slot to 10 p.m. The Borden show, "Tommy Riggs and Betty Lou," now heard in the east at 7:30 p.m., Friday, will move to the 9 p.m. slot vacated by "It Pays to be Ignorant." Re-broadcast of the Borden show, now done at 11:30 p.m., will be discontinued beginning September 20.

Poynette, Wis.; WKOK, Sunbury, Pa.; WLAG, LaGrange, Ga.; WOMT, Manitowoc, Wis., and WSOC, Charlotte, N. C.

The following stations were granted renewals for period ending May 1, 1949:

WEAU, Eau Claire, Wis.; WMUR, Manchester, N. H.; WTAG, with auxiliary and emergency auxiliary, Worcester, Mass.; WTMJ and auxiliary, Milwaukee, Wis.

KTHH, Houston, was granted a renewal for period ending February 1, 1949; WBT, Charlotte for period ending May 1, 1948, and KYOS, for period ending August 1, 1948.

Aroostook Broadcasting Corp. (WAGM), Presque Isle, Me., was granted a power increase from 100 to 250 watts.

Webs Not Affected By Current PW Strike

(Continued from Page 1)

that it had no basis for a statement as to whether it had been affected.

Press Wireless maintained that the only flaw in its traffic movement has occurred where certain Western Union offices, whose members are in sympathy with Local 14, have been reluctant to handle traffic filed by PW. Late yesterday no negotiations for a strike settlement had been reported underway. The strike was precipitated by a proposed lay-off of 46 Press Wireless employees.

New Color Tele Process Being Explored By Lubcke

(Continued from Page 1)

year project by the Don Lee Television System, according to an application made here to the Federal Communications Commission. The sound will be sandwiched between wave bands, according to Harry R. Lubcke, director of the Don Lee Television System. The present black-and-white television uses two channels, one for video and one for aural, the two being electronically synchronized at the transmitter.

In his research Lubcke will use color film, slides and live subjects.

Meantime this W6XAO black-and-white program of operations is to receive considerable impetus this fall with the expected arrival of six new camera chains, an all new sound channel, stage lighting units, synchronization units, intercom equipment, a five kw. visual transmitter and a one and one-half kw. aural transmitter. These will augment the two orthicons, one iconoscope and one film camera presently in use.

Forty-Eight Tons Of Food Via 'Breakfast Club' Plan

Over 48 tons of food, for the hunger-ridden peoples of Europe have been received thus far through the Share-A-Meal Plan set in operation several weeks ago among listeners of the ABC "Breakfast Club." Don McNeill, program toastmaster, announced that 50 cases of food weighing nearly 50,000 pounds already have been sent to France, Holland, Belgium and Norway. "Breakfast Club" listeners have been urged to send canned meats, canned vegetables, canned fruits and canned evaporated milk. Packages should not exceed the 11 pound maximum weight and should be addressed to Post Office Box 500, Station G, New York 19, New York.

COMPTOMETRIST AVAILABLE

Fifteen years' experience, expert, agency experience. Seeks position with radio organization in New York City only.
Write: KAY BROPHY
2220 E. Tremont Ave., New York 62, N.Y.
or Call TA 2-6594

COAST-TO-COAST

—PENNSYLVANIA—

PHILADELPHIA—Forjoe and Company, national station representatives, announce the appointment of Charles Stahl, formerly commercial manager of WDAS, as general manager of the Philly office. . . . Chase'em Company, has named J. M. Korn and Company to handle Chase'em DDT insecticide. . . . WCAU will join forces this year with the Chamber of Commerce and Board of Trade in the presentation of 13 documentary airings designed to focus the spotlight of public opinion on all of Philly's needs so that the municipality can take whatever action necessary to insure retention of its place among the great cities of the world. . . . Series will be entitled "Philadelphia Looks to the Future," and will explore such ticklish problems as port improvement, traffic system revisions, transit and a host of other topics which require attention if Philly is to keep pace with the march of progress.

—MICHIGAN—

MUSKOGON—Fred W. Wagenvoort, WJIM commercial manager, has accepted the position of sales manager of Ash-backer Radio Corp., station WKBZ. . . . **DETROIT**—Bud Watson, WJR ace sports director, is writing a regular column for the "Sports Final," weekly 16-page newspaper published here specializing exclusively in sports. . . . His column entitled "Sports Milestone" recalls each week one of the most thrilling events in the history of various sports. . . . Harley R. Wall, who joined International Detroit Corporation last year as Michigan state sales manager, has been appointed sales manager for all home radios, it was announced recently by George A. Bodem, vice-president in charge of sales for the firm.

—TENNESSEE—

KNOXVILLE—During the recent outbreak at Athens, scene of the Aug. 1 armed assault of the county jail by the GI coalition ticket members, WNOX returned to the scene on the night of Aug. 3 to remain on the air all night bringing direct accounts from the city which was under the state of self-imposed martial law. . . . WNOX carried the only live remotes of the actual fighting which took place Aug. 1 and 2. . . . Ken Wright, formerly continuity head at WNOX, has been released from service with the Army and is back at his old post. . . . Ralph Reid, former WKPT man, has joined the WNOX staff as announcer.

—CALIFORNIA—

HOLLYWOOD—Film Star Robert Cummings will headline one of the most thrilling escapades of World War II August 10, when CBS airs across the nation the story of the O. S. S. . . . This will be the first in a series of dramatizations based on the famous exploits of the O. S. S. . . . Future airings also will feature a motion picture star in the leading role. . . . **LOS ANGELES**—Russ Stewart, producer, announcer and your old friend, "Tim Owens," heard Monday

through Friday ayem, has taken on a new Saturday morning spot assuming the character of "Grandpa Tom" and will read funnies to the kiddies.

—DISTRICT OF COLUMBIA—

WASHINGTON—New show featuring a fashion expert, a tribute to an outstanding Government Girl and the band selected by listeners as the top orch of the week will premiere this Sunday over WOL as "The Show of the Week." . . . Featured on the stanza will be Frances Paige, who will do fashions and will announce the selection of the award-winning young lady with Dale Morgan as emcee. . . . Bob Knight, Washington orch leader will invade a new field September 2, when he starts his new "The Man Behind the Band" series, recorded show with stories behind the man who makes the band. . . . Kurt Hetzel, concert pianist, this week joined the staff and will be featured in new classical musical series with Tommy Johnson, organist.

—CONNECTICUT—

HARTFORD—"Here's to Veterans," a special administration platter, has filled in the Wednesday 6:30 p.m. slot over WDRG for a period of 13 weeks. . . . After an absence of 10 weeks resulting from illness, George Bowe has returned to WTIC in his new capacity as production manager. . . . **STAMFORD**—Neil Robinson, WSTC copy chief, has taken on the additional duties as assistant to Bill Pitt, publicity head for the Guild Players, summer stock group. . . . Frank J. Woods, William J. Lennehan and Peter B. Kenney have been named to represent the WKNE sales dept. which bowed August 4.

—NEW JERSEY—

NEWARK—George H. Green, former NBC writer-announcer has joined the WAAT staff as continuity chief. . . . Widespread interest, as revealed by letters, wires and phone calls, greeted last Monday's airing of WPAT's "Inter-City Mayors' Council" program, in which three New Jersey mayors discussed the State's educational system and budget, and its municipal worth, with State Senator Charles K. Burton, a ranking member of the Senate's Committee on Education and former president of the Paterson Board of Education.

—OHIO—

YOUNGSTOWN—WFMJ, ABC affiliate, will inaugurate its eleventh year of broadcasting with preparations to increase power to 5 kw. and change of frequency to 1390. Plans for these increased facilities, recently okayed by the FCC, call for an expenditure of nearly 200,000 dollars, which includes a modern transmitter building and a four-tower directional antenna system. This increased power, it is said will greatly expand the outlet's program service, as well as ABC's network service over the Eastern Ohio and Western Pennsylvania. . . . **COLUMBUS**—The FCC has authorized operation of a new FM station by United Broadcasting Co., which operates standard stations WHKK, WHK and WHKK.

Paul Kesten's Future Discussed By Trade

(Continued from Page 1)

FM and television stations on the Atlantic Seaboard. Another was that he might become allied with the manufacturing end of color television equipment and receivers either in New York or Chicago.

Kesten was not in New York at the CBS board of directors meeting Tuesday. He was reported vacationing in Arizona. Close friends indicated that while ill health had influenced his decision to retire from the CBS executive post, still he would return to the radio field in the fall.

Through arrangements with the CBS board Kesten will continue to act as consultant to the network. It is not thought, however, that this service will require his full time.

New GE FM Transmitter In Operation On Mt. Wilson

(Continued from Page 1)

Anthony, Inc., operators of KFI, the electronics department announced yesterday.

Experimental broadcasting—"I believed to be the first scheduled FM broadcasting from the Mt. Wilson radio and television site"—has been in progress for several weeks covering greater Los Angeles and the surrounding area, it was added. Rated at 250 watts, the new transmitter will serve as an exciter unit for the full installation comprising a 3 kw. transmitter and 2-bay FM circular antenna. The complete installation will represent an FM investment of \$15,000 according to Earle C. Anthony, Inc.

Manufactured at the Syracuse, N. Y. plant of the GE electronics department, the transmitter incorporates the newly-developed phasor tube and circuit as well as other important FM developments.

Decca Names Manning

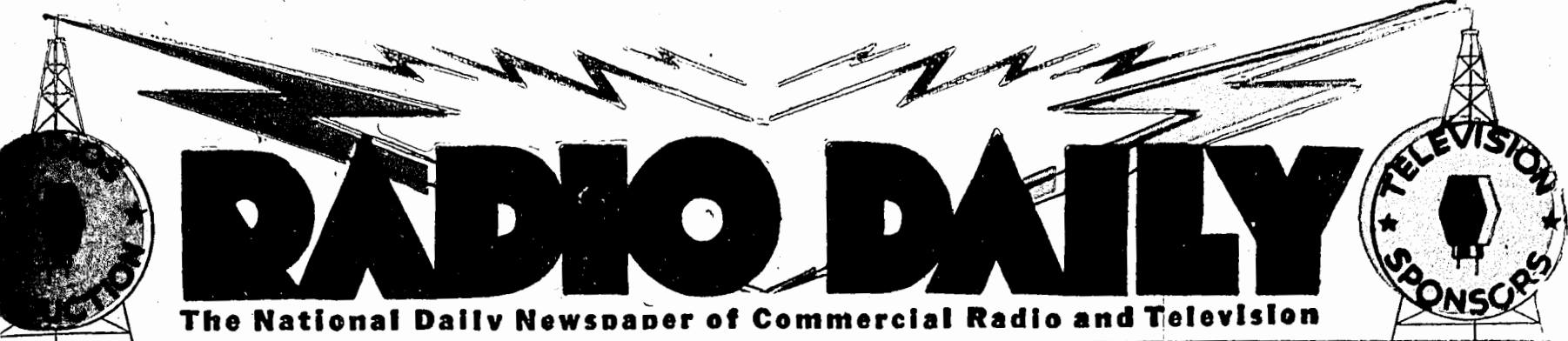
Decca Records, Inc., yesterday announced the appointment of Edwin H. Manning as advertising and sales promotion manager.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rowder, General Manager
FREE & PETERS, Inc. Exclusive National Representative



Joint Regionals For NAB

Production Peak in Latter Part Of 1947

Forecasting that the production peak of radio and the major appliance industries would not be reached until the latter part of 1947 or early in 1948, R. C. Cosgrove, vice-president and general manager of the Crosley Corporation, addressed the appliance group of the Western Merchandise Mart in San Francisco last Wednesday.

"The capacity for manufacturing radio sets, refrigerators, and other appliances, broadly, is double that of pre-war," Cosgrove asserted. He cited CPA figures in declaring that,

(Continued on Page 6)

Bergen Tele Film Plans Underway In Hollywood

West Coast Bureau, RADIO DAILY
Hollywood—Second Edgar Bergen-Strick Michael Cuning production will be a film production previewing the Bergen Television Center at Stage on Sunset Boulevard. The production, which will run 45 minutes, will be shown to advertising agency executives and others interested in the facilities of the Bergen-Cuning set.

Bergen and his two famous dummies.
(Continued on Page 2)

NAB Asks Uniform Rule On Daylight Saving Time

Harrison Hot Springs, B. C.—The Western Association of Broadcasters included its annual meeting with the adoption of a resolution urging that steps be taken aiming at a uniform daylight saving time policy. To overcome...
(Continued on Page 4)

G. I. Job Getter
Boston—Art King of WEEI's "Job Center on the Air" has placed 900 veterans on jobs of their own liking since the series of programs began seven months ago. During the past few weeks King has been devoting his job placements to those interested in the greenhouse and nursery business. Total number of G.I.'s given jobs in these two fields have passed the hundred mark.

Certain FCC Grants Await 'Channel' Edict

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday proposed that applications of KOB, and others, for operation on either 770 kc. or 1030 kc., be kept in the "pending" files until after a decision in the clear-channel hearing. In addition, the Commission proposed that any application which...
(Continued on Page 5)

'Hollywood Players' Series Set For CBS Starting Sept. 3

A new dramatic series titled "Hollywood Players," sponsored by Cresta Blanca Wine Co., will debut on CBS starting Tuesday, September 3, from 9:30 to 10:00 p.m., EDT. Dramatizations will include movies, novels, plays and short stories. Among the...
(Continued on Page 2)

'Streamlining' Of Assn. District Meets Approved By Board Of Directors; AAAA Contract Form OK'd

General Foods Sets Two Shows On Mutual

General Foods has completed arrangements for two daytime children's series over the full Mutual network scheduled for fall programming, it was learned over the weekend.

The two shows, "Buck Rogers" and "House of Mystery" are part of Mutual's plan for a continuous two...
(Continued on Page 7)

Mexican Committees Set For Inter-Amer. Congress

Mexico City—The Organization Committee of the first Inter-American Radio Congress, having appointed various committees selected from top...
(Continued on Page 2)

Broadcasters Aid Lauded In Famine Emergency App

Washington Bureau, RADIO DAILY
Washington — Radio deserves the "lion's share of the credit" for securing public co-operation and support of Famine Emergency program...
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Streamlining of district meetings to allow joint gatherings of adjacent districts was approved by the NAB's board of directors, meeting last week at Estes Park, Colo.

The district meeting action was one of several taken by the board in what members described as "one of the group's most successful meetings." The board wound up its activities after taking the following action:
(1) Authorized President Justin Miller to appoint a new standards of...
(Continued on Page 7)

Australian Gives View On Future Of Video

Canberra—Television, because it entered home-life, was more intimate than the cinema and, therefore, would be the most widely spread way of publicizing Australia by picture, R. Allsop, consulting engineer, told the Australian Parliamentary Standing Committee on Broadcasting. The committee was taking evidence...
(Continued on Page 6)

NBC Television Buys 45-Minute Music Revue

NBC's television department has bought a new 45-minute video show featuring "name" Broadway entertainers titled "Window Shade Revue"
(Continued on Page 6)

Peace Conference Coverage Presents Varied Problems

By WILLIAM F. BROOKS
NBC Vice-President in Charge of News and International Relations
PARIS (By Cable)—The first and complicated, mostly the latter. The common routine for all networks is to use direct crack correspondents from all United States and European networks assigned to Luxembourg Palace. The conference's open-handed news policy—which in itself made news—makes coverage both simple and complicated, mostly the latter. The common routine for all networks is to use direct reports, roundtables and big name interviews. Well settled during the opening days, it doesn't look at this writing that anyone will deviate far from this setup. One large, plush...
(Continued on Page 6)

Battery For Today!
Bing Crosby is one of a four-man syndicate who Thursday purchased the Pittsburgh Pirates baseball club for a reported price of \$2,225,000. Bing's move followed closely on the heels of Bob Hope's buy of a heavy slice of the Cleveland Indians. "Both gents are fairly well known in radio but bush leaguers in the baseball world," one sportswriter opined.

Public Service?
The chant of the tobacco auctioneer and "LSMFT" bears repeating on Saturday nights in the New York market, according to officials of the American Tobacco Co. and their agency, Foote, Cone & Belding. With this in mind the sponsors are giving New Yorkers two "Hit Parade" programs over WABC. The first is aired at 9 p.m., EDT, and the second repeat broadcast at 12.



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

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FINANCIAL

(Aug. 9)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

'Hollywood Players' Series Set For CBS Starting Sept. 3

(Continued from Page 1)

movie personalities reported signed are Claudette Colbert, Bette Davis, Joan Fontaine, John Garfield, Paul-ette Goddard and Gregory Peck.

"Tokyo Mose" On WABC

Walter Kaner, publicist, will be heard on Bill Leonard's "This is New York" over WABC today. Kaner will tell of his "Tokyo Mose" broadcasts which brought him national prominence during his wartime service as a GI in the South Pacific.

RADIO EXECUTIVES

Certainly you can find a spot on your staff for a spunky sincere capable 30 year old veteran with six years reporting, publicity, advertising and writing under his belt. N. Y. U. Journalism Major. Sparked with initiative. Loaded with energy. Let's talk it over. Box No. 205, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Coming and Going

CHARLES E. RYND, vice-president and assistant secretary of the American network, returns today from Detroit, where he arranged details of the web's acquisition of WXYZ.

R. E. DAVIS, manager of the sales research department for General Tire & Rubber Co., was in New York Friday for the meeting of the Broadcast Measurement Bureau's technical research committee.

O. L. "TED" TAYLOR, executive partner in Taylor-Howe-Snowden Radio Sales, is spending three days in New York on business.

SIDNEY H. EIGES, manager of the NBC press department, is expected back today from a vacation spent at Atlantic City.

JIMMY DOLAN, assistant sports director at CBS, and EARL JAMES, of the network's engineering department, have returned from Saratoga, where they covered last week's races.

DORRANCE RODERICK, owner of KROD, El Paso, Tex., and KSIL, Silver City, N. M., is in town on station business.

GUTHRIE JANSSEN, Tokyo correspondent for NBC, has arrived from Nippon for conferences at the New York headquarters of the network.

DICK HAYMES is expected today from the West Coast via American Airlines.

THERESA BANNIGAN, secretary to Julius Brauner, general attorney of CBS, has left on her vacation, which she has elected to spend in Albany.

LOUIS KATZ, linguist, sports authority and printing consultant to the radio industry, is resting up for a few weeks at Swan Lake, N. Y.

N. RAY KELLY, manager of production facilities for NBC television, is back on the job following two weeks of frivolity on Long Island.

Broadcasters Aid Lauded In Famine Emergency App

(Continued from Page 1)

OWMR said over the week-end in praising radio's outstanding role in the campaign.

The statement was made by Jay M. Socin, program director of OWMR's media program division, in a letter to Dorothy Lewis, NAB co-ordinator of listener activity.

The letter, expressing appreciation also for the contributions made by the Association of Women Directors reads:

"Thanks—thanks—thanks for the part which you and your organization played in helping to put over the Famine Emergency program. The material you sent us will be of real value in assessing the contribution of the radio industry to the program. At the moment, it would seem that radio deserves the lion's share of the credit for securing public co-operation and support."

Mexican Comm.'s Named For Inter-Amer. Congress

(Continued from Page 1)

names in Mexico's radio industry, has now begun the finishing touches to their program of business and social activities. The new committees are as follows:

General Organization: Emilio Azcarraga, Luis de la Rosa, Jose Luis Fernandez.

Technical Exhibit: Luis de la Rosa, Jose de la Herranz, Juan C. Buchanan, Walter Buchanan, Ignacio Diaz Raigoza, Alberto Ponce de Leon.

Lodgings: Luis de la Rosa, Adrian Lajous, Guillermo Salas.

Secretarial Organization: Jose Luis Fernandez, Emilio Balli, Guillermo Salas, Arnoldo Baeza y Aceves.

Publicity: Juan Duran y Casahonda, Ricardo Lopez Mendez, Alvaro Galvez y Fuentes, Leopoldo de Samaniego.

Social Relations: Enrique Contel, Jose Milmo, Jose de Iturbe.

Treasury: Othon M. Velez, Emilio Balli, Fidel Hernandez Calderon, Alberto Ponce de Leon.

Bergen Tele Film Plans Underway In Hollywood

(Continued from Page 1)

mies, Charlie McCarthy and Mortimer Snerd, will appear in the film, with the four new Bergen television characters who will make their debut in the initial Bergen-Cunning Telecine production, "Bergen's Barnyard," now shooting. Cunning also will work in the picture, which will preview the complete operations of the television studio.

Production begins immediately, with Cunning directing.

SOLD!

WITH JUST THREE ANNOUNCEMENTS

A TESTimonial by a local advertiser

WHBC certainly passed the test when they moved a car-load of farm fencing with three spots on a recent FARM MARKET Show.

WHBC blankets Ohio's richest, most populous agricultural area. That's why advertisers are sold on WHBC's effectiveness.

whbc logo with a microphone character and text: 5000 WATTS SOON! BASIC STATION MUTUAL NETWORK represented by BURN-SMITH CO. your good neighbor in CANTON, OHIO always a busy city



Old faithful

To some, what we're going to say about Old Faithful may sound like pure Kansas, but we mean it.

Since when has it been corny to be dependable?

And that's the comparable claim we're going to make for W-I-T-H, the successful independent radio station in America's 6th largest city. Year after year W-I-T-H delivers more listeners-per-dollar spent than any other station in town. And don't forget this is a 5-station town.

If that's corn... a lot of smart time buyers have put on weight on an exclusive W-I-T-H diet.



W-I-T-H and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-EE

"Esquire"

Fashion

Parade"

Here at last is a show to land that hard-to-get men's wear sponsor on the dotted line!

A great new 15 minute weekly transcribed program, specially built by Esquire to make your sponsor the dominant men's wear radio advertiser in his market.

Starting first week in September, sponsorships going fast — Quick Action Urged

Preliminary announcement to stores all over the country brought enthusiastic response and the first show will hit the air in September with a large list of sponsors. *But*—sponsorship is still open in certain markets, large and small. *Don't wait!* Grab this show now on exclusive basis with full protection for your client. Send for complete details, price and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director

Esquire

919 N. Michigan Ave., Chicago, Ill.



A radio show as outstanding as Esquire itself—a show that only ESQUIRE could create—tied-up with a terrific ESQUIRE selling, merchandising and promotion job. Every one of these programs sparkles with entertainment—top-flight music . . . instrumental, vocal . . . always different . . . always the best. And guests! The biggest names in the country . . . from the screen . . . radio . . . stage . . . from the fashion world and the sports world . . . names that mean LISTENING . . . will parade through your market week after week on the ESQUIRE FASHION PARADE. And to tie in with your sponsor's merchandising . . . an up-to-the-minute fashion review every week by O. E. Schoeffler, ESQUIRE'S famous Fashion editor.

Sold at a price your client can afford

It's big name, big time radio—at local radio prices—a network calibre production no competitor's local program can possibly match. Backed by the magic of Esquire authority, it means sales, and more sales—prestige and more prestige. . . at a cost any sponsor will grab at!

AGENCIES

NORMAN BYRON was elected a vice-president of Benton & Bowles, Inc., at a recent meeting of the board of directors, it has been announced by Clarence B. Goshorn, president. Byron also was named to the newly-created position of senior art director. He joined the agency in 1937.

DANCER-FITZGERALD-SAMPLE, INC., have announced that Frank B. Kemp is joining its New York office as media director. Kemp formerly was media supervisor on Procter & Gamble brands at Compton Advertising, Inc. In his new capacity he will be responsible for all media assignments on accounts handled by the New York office of Dancer-Fitzgerald-Sample, Inc.

PAULINE WATROS has been appointed media director for Shaw-LeValley, Inc., Chicago. Miss Watros has been with the agency in the media department since its formation nine months ago. Previously she was with Leo Burnett, Inc., advertising.

CARTER PRODUCTS, INC., has engaged Sullivan, Stauffer, Colwell & Bayles, Inc., as agency for Arrid Cream Deodorant.

L. BROOKS ELMS has joined Geyer, Cornell & Newell, Inc., as an account executive. He was previously associated with J. M. Mathes, Inc., as an account executive, and prior to that was with Foote, Cone & Belding, where he served as assistant to the president.

MASTIC ACRES, Long Island realty development which has announced a \$100,000 radio-newspaper advertising budget, has named Sidney Ascher Associates to handle its publicity and promotion. Walter Kaner is account executive. The realty firm includes Mastic Acres, Inc., Vacation Homesites, Inc.; Smithtown Pines, Inc., and Long Island Acres, Inc.



California Commentary . . . !

• • • When the new season rolls around, Friday will be an unusually busy day for Young and Rubicam's Coast office. Every Friday the agency will have two Fanny Brice shows, a brace of Alan Young shows, one Ginny Simms and a "G. E. House Party" opus. . . .

Los Angeles

Fanny Brice is alternating between her Malibu Beach home and her Beverly Hills domicile. Incidentally, her show may drop its singing spot, which would mean Bob Graham would be seeking a new berth. . . . Lewis Arnold Pike's new weekly movie stanza, "Pike's Peek At The Stars," made its debut on KLAC Monday, with Barry Sullivan as the initial guest star. . . . Frank Sinatra, who is a fight bug and manages three professional fighters, has announced a trophy to be awarded annually to the outstanding young fighter emerging from the James J. Jeffries "Tournament Of Champions." On August 17 Frankie will present a bronze trophy to the youth who proves to be the best boxer in the tournament to be staged at the Hollywood Legion Stadium. . . . Herb Vigran, who plays the title role in the "Sad Sack" show, is entertaining his cousin, Philip Rouda, who is with Bozell and Jacobs, a Chicago advertising agency.



• • • When George Cahan, newest member of the CBS-KNX publicity department, dropped in on a rehearsal of the Dave Rose "Holiday With Music" program, he held an unexpected reunion with Kitty Kallen. Several years ago they were fellow performers on the "Children's Hour" in Philadelphia. Cahan, who has been with several Eastern stations and who was in the Army for five years, was a producer-writer with the Armed Forces Radio Service before joining CBS-KNX. . . . Arthur Marx, son of Groucho Marx, defeated Allen "Dry" Martini, famous war ace, in an early round of the annual movie tennis tournament at the West Side club. . . . Al Scalpone, new head of Young and Rubicam's Hollywood programming department, is vacationing in Canada, while Nat Tollinger, producer of "The Borden Show," is doing likewise in Tulsa. Incidentally, Ed Gardner has returned from Canada, as has Bruce Eells, head of Y and R's Hollywood business department.



• • • Lloyd Brownfield, CBS-KNX Boswell, is spending his vacation at his favorite fishing spot, June Lake, in the Sierra mountains. . . . Lionel Barrymore has finished waxing a series of 13 transcriptions for the radio shows planned by the Anti-Tuberculosis Association. Barrymore acts as narrator, and plays are presented carrying the message of the organization and its Christmas Seal drive. Hu Chain wrote and produced the series, waxed at NBC. James Hilton was last year's narrator. . . . Howard Petrie, spieler on the "Blondie" show, has become a part-time citrus rancher with his acquisition of a 14-acre grove of orange and grapefruit trees located in famed San Fernando Valley. . . . Ramsay Ames, screen actress, is being considered for a singing and acting role in an air show now being put together for the rounds. The versatile Ramsay has had some highly encouraging audition previews. She appears to be groomed for a sponsor who is partial to the allure of a husky voice—and she is believed to have plenty of that.



• • • Nonchalant Dean Stockwell, MGM youngster, is more elated over his latest achievement than he was over any of his screen triumphs—he stumped a Quiz Kid. Harve Fishman interviewed Dean at MGM, and during the conversation, Dean inquired idly, "D'ya know what chemmykules are represented by Na2S2O3?" Stunned, Harve had to admit he didn't. Only after the interview, did Dean and his "big" brother, Guy, reveal they had spent the entire morning looking up a sufficiently difficult question in the encyclopedia—and teaching Dean to pronounce it.

CHICAGO

By BILL IRVIN

JAMES H. WEST has joined H. Kastor & Sons Advertising Co., radio director. Mr. West for many years was a member of the Procter & Gamble's radio advertising department. In 1943 he went to Dancer, Fitzgerald & Sample as manager of their Hollywood office, and more recently was radio supervisor in the Chicago office of that agency. Bill Green will continue to be in charge of new program development.

Arthur Haare, general manager of WJJD, Friday announced that the games of the Chicago Rockets Professional Football team will be broadcast direct from the playing field. Following signing of contracts last week, Mr. Haare stated that afternoon games will be aired on WJJD, but due to limited operating schedule of WJJD, the night games will broadcast over WIND. There will be six afternoon games, five of them away from home, and eight evening contests, six of which will be home games. They will be played at Soldier Field in Chicago. Announcer for the Rockets will open their All-American Football Conference schedule in a home night game on September 13.

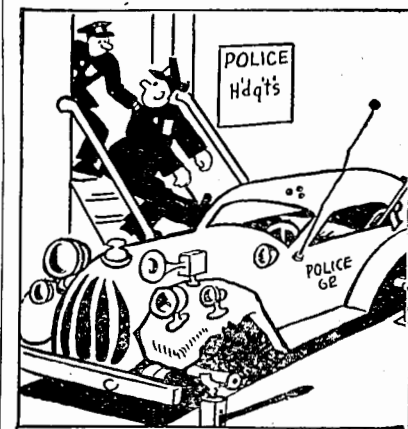
WGN's mystery series, "Crime File of Flomond," will become a Mutual network sustainer on Tuesday, August 20, 7 to 7:30 p.m., CDST, with Edmund Kahn continuing as producer.

WAB Asks Uniform Rule On Daylight Saving Time

(Continued from Page 1)

come the confusion which resulted last spring when various cents changed to summer time on differing dates, it urged a daylight saving basis be adopted by radio stations regardless of local time.

It recommended further that governing bodies be pressed to set all communities throughout Canada electing to go on daylight saving time a uniform date on which it could come into effect.



"The WFDF Flint reporter might mention us if we catch those auto thieves."

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM
John Elmer, President, General Manager
FREE & PRICES LISTED BY REPRESENTATIVES

Certain FCC Grants Await 'Channel' Edict

(Continued from Page 1)

may be filed in the future for operation on these two frequencies will be placed in the pending files. There are some applications pending before the commission which do not request operation on a clear-channel, but are mutually exclusive, with applications in the pending files requesting daytime or limited time operation on an adjacent channel which is a clear-channel. Where there is such a situation, now or in the future, the Commission will designate for hearing such mutually exclusive applications.

If, as a result of the hearing, it appears that the application which does not request operation on a clear-channel is the one that should be granted, such application will be granted and the others denied. If it appears that were it not for the clear-channel issue, public interest would be best served by a grant of the application requesting operation on the clear-channel, the other applications will be denied, and the application requesting authority to operate on a clear-channel will be placed in the pending files until after a decision in the clear-channel hearing.

Peoria Application Granted

The FCC on Friday announced its decision making final the grant of the application of the Illinois Valley Broadcasting Co., for a new station Peoria, Ill. At the same time the application of Greater Peoria Broadcasters, Inc., for a new station at Peoria was denied.

A proposed decision was also announced looking toward the grant of application of Thomas H. Todd, Jr., doing business at Tuscaloosa Broadcasting Co., for a new station Tuscaloosa, Ala., to operate on 10 kilocycles, 250 watts, unlimited, and a denial of the mutually exclusive application of West Alabama Broadcasting Co., a partnership, composed of Frank W. Bruce and John E. Reynolds, Sr., seeking the same facilities. A proposed decision was announced looking toward the grant of the application of the Radio Engineering Service for a new station at Pine Bluff, Ark., to operate on 1400 kilocycles, 250 watts, unlimited, and a denial of the application of the Kansas Democrat Co., seeking the same facilities at Little Rock, Ark.

McAllen, Tex., Permit Granted

A proposed decision also was announced looking toward the grant of application of Valley Broadcast Association, Inc., for a new station at McAllen, Tex., to operate on kilocycles, one kilowatt, directional antenna, unlimited, and a denial of applications of KEEW, Ltd., to change operating assignment of WJAL, Brownsville, Tex., from 1490 kilocycles, 250 watts, to 910 kilocycles, one kilowatt, and of Howard W. Davis, seeking the same facilities as Valley Broadcasting Association, Inc., at McAllen, Tex.

The FCC has given conditional FM permits to three applicants, including

Husing Reported Signed To MBS' "Game Of Week"

Ted Husing, who recently resigned from CBS as director of sports to free lance, is reported set to handle Mutual's "Game of the Week" for the 1946-47 football season, it was learned over the week-end.

"Game of the Week" is part of the \$500,000 radio recruiting campaign sponsored by the U. S. Army through N. W. Ayer & Son over MBS and ABC. Latter will air all West Point games at home and away.

The dean of sports announcers, Husing is reported to have signed for approximately \$1,000 per broadcast throughout the season.

FCC Amends "Ham" Rules

Washington Bureau, RADIO DAILY

Washington—FCC last week amended its rules governing amateur radio service to (1) permit applicants for amateur operator licenses to hand print code tests; (2) provide for the assignment of an unassigned two-letter call to a previous holder of a two-letter call; (3) delete the restriction in section 12.82 (D) on the use of geographical terms as phonetic aids in the transmission of the station call; (4) establish a calling procedure for mobile amateur radio stations which are operated aboard vessels or aircraft on voyages outside the United States, its territories and possessions.

Will Broadcast Festival

Seventeenth annual Chicagoland Music Festival sponsored by the Chicago Tribune will be broadcast over WOR-MBS from 10 to 11 p.m., EDT, on Saturday, August 17, replacing Chicago Theater of the Air for that date. John Charles Thomas and Helen Traubel will be guest soloists. Among the musical features will be a 1,000-piece accordion band, and a festival orchestra of 100 pieces directed by Henry Weber.

KHON, Honolulu In Operation

KHON, Mutual network outlet in Honolulu, T. H., made its debut on the air yesterday.

CBS, for stations in St. Louis. In addition to CBS, grants were also made to Globe-Democrat Publishing Co., and Unity Broadcasting Corp., of Missouri. Another conditional grant was made to Evangelical Lutheran Synod of Missouri, for an FM station at Clayton, Mo.

In other FM actions, the FCC granted regular CP's to the following applicants:

Topeka Broadcasting Association, Inc., Topeka, Kans.; WAVE, Inc., Louisville, Ky.; Huntington Broadcasting Corp., Huntington, W. Va.; S. W. Warner and E. N. Warner, d/b as Warner Bros., Oakland, Calif.; The Gazette Co., near Cedar Rapids, Iowa; Civic Broadcasting Corp., Syracuse, N. Y.; James A. Hardiman, North Adams, Mass.; City of Jacksonville, Jacksonville, Fla.; KOIN, Inc., Portland, Ore.; John F. Easley, Ardmore, Okla.; Radio Soles Corp., Seattle, Wash.; The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.

THE TALL CORN grows in WMTland

FLASH! United States Department of Agriculture

FORECASTS

Record 1946 Iowa Corn Crop of

651,242,000

BUSHELS

and WMT reaches

* Eastern Iowa's Farm Market Completely



Sees Production Peak In Latter Part Of 1947

(Continued from Page 1)

in June, 1,378,000 radio sets were produced. He added that "this is at the highest rate than the best pre-war year, which was 1941, and in the year 1946, it is anticipated that as many radio sets as were built in 1941, will be produced."

Cosgrove believes that the prospects for FM production are not as discouraging as indicated in some quarters. He said he deplored "the terrific amount of information and misinformation that has been published about FM," and asserted "there will have to be some FM broadcasting in an area before people get excited about having FM radio sets." In the month of June, Cosgrove said, "the Radio Manufacturers Association's production figures for console radio-phonograph combinations totaled about 60,000. Of these only 4,315 had FM bands. In addition, there was produced in the month of June, 1,264 table model sets with FM."

Bright Future For Tele

The Crosley official believes television will become "the greatest unit in the radio business." He disputes the feeling that we will have color television just as we have colored motion pictures. "Many problems still have to be worked out," he said, "and I believe that black-and-white will be on the market in volume some years before color television."

"Television is very satisfactory, in my opinion," Cosgrove said. "A number of companies are manufacturing transmitters, and a number of us are prepared to manufacture receivers. Television requires a lot of mechanical equipment and the tooling of television sets has been particularly difficult because of the overall tooling scarcity and the exceedingly high investment."

Processes Being Organized

Cosgrove pointed out that manufacturers, in addition to tooling their plants for greater output, are working to organize their processes so that costs can be kept sufficiently low to sell the capacity of the plants. Manufacturing cost reductions must, of course, be matched by distribution cost reductions. This fact, coupled with other problems of the distributor caused by shortages of his pre-war type of merchandise and the greater demand on the part of retailers places the distributor in a different position, Cosgrove said.

Sees Promotion A Necessity

"My own opinion," he said, "is that the distributor in the years just ahead must do a very selective and aggressive selling and promotion type of work. I think the distributor must concentrate on fewer lines; do a more penetrating type job than ever before; have a very effective and capable selling organization and really develop a territory with retail distribution that can satisfy manufacturers who, with double the pre-war capacity, will put tremendous pressure on him to take a very large

Peace Conference Coverage Presents Varied Problems

(Continued from Page 1)

studio, equipped with two medium-sized studios, and four booths in attic positions overlooking the conference hall give broadcasters ample facilities. This setup was built especially by the French government for radio coverage of the conference, at a cost of 5,000,000 francs.

The greatest technical hazard facing broadcasters is the frequent last-minute studio assignment switches which sends them leaping frantically up four flights of stairs. NBC's Max Jordan, for example, was recently informed two minutes before air time that his studio was changed from the first to the fifth floor of the palace because BBC ran over 15 minutes. Jordan made it by seconds, but with little breath left for his scheduled broadcast.

The French post office strike furnished another headache that lasted for several days because here the post office is responsible for the land-

lines connecting the various transmitters. Most U. S. broadcasters overcame that problem by switching to downtown studios of Radio France and Press Wireless which are equipped with permanent lines to the transmitters. But this necessitated flying auto trips from the palace to downtown.

NBC is represented at the conference by Henry Cassidy, Merrill Mueller, Paul Archinard and Jordan; cameramen Joseph LeClerc, Frederick Conquet and Gille Bonneau. John F. Royal, vice-president in charge of television is here in behalf of television.

For CBS: Howard Smith, Don Lesseur, Stephen Laird; Mutual, Arthur Gaith, Bill Cunningham; ABC, Jack Hooley. Jean Paul Grinbert-Granville, formerly in the French sections of BBC and SHAEF, is in charge of radio coverage organization at the conference.

NBC Television Buys 45-Minute Music Revue

(Continued from Page 1)

slated for initial airing over WNBT on Sunday night, August 25, it was learned over the week-end. Show is produced by Lee Wallace Teleshows, and features such top performers as Harold Lang, formerly of the Ballet Theater; Jane Deering, Bibi Osterwald of "Three To Make Ready"; Lillian Cornell, the NBC television "find"; singer Carl Ravazza and comic Joey Adams. Appearance of latter two personalities is tentative for the opening show, it was said.

Although NBC has acquired the show officially on a one-shot basis, it is reported the network has an option for "many more shows."

volume of business in an area that previously absorbed much less."

Deducting from a recent survey made by the Bureau of Agricultural Economics that savings are concentrated and a lot of people are planning to make their purchases of appliances of a major nature out of current income, Cosgrove urged that retailers get their time-payment program in workable shape.

"Forty per cent of the nation's families," he said, "have only one per cent of the quickly cashable assets, and the average of these assets in this group is \$40 per family. Thirty per cent of the families have an additional eleven and one-half per cent of the quickly cashable assets, and 30 per cent of the top families hold the other eighty-seven and one-half per cent. The topmost 10 per cent of the families account for 60 per cent of all the quickly cashable assets. If these figures are accurate, or even substantially correct," he concluded, "I think you will realize the importance of having a workable time-payment plan."

Viewtone Uses New Plan To Speed Set Deliveries

In an effort to facilitate installation and speed delivery of new sets to the public, Viewtone Television and Radio Corp., has instituted a new merchandising policy which embraces the co-operation of dealers who are capable of performing an "on-the-spot" job of installing and servicing. Immediate result is that several stores have video sets for prompt delivery following factory shipments.

Viewtone is making deliveries to seven dealers in Manhattan, Brooklyn and Queens, in addition to other large retail stores which are expected to shortly institute a similar arrangement for installing and servicing sets.

Sets on display this week and prices, which include installation, are a console with AM radio, record changer and record cabinet at \$360; another console is priced at \$260; and a table model at \$204. All sets have seven-inch screens.

"Bugs" A Factor

Irving Kane, president of Viewtone, explained that the new merchandising technique is uncovering several "bugs" in installation not previously anticipated. He pointed out that a set that will work satisfactorily in one room will not operate in another, and in some cases a tube change is required. This is largely the reason for arranging with dealers to oversee proper installation and minor adjustments, he said.

Meanwhile, U. S. Television Manufacturing Corp., announced that shipments of radios and radio-phonograph last month were up 70 per cent over June, according to Hamilton Hoge, president. Hoge said that indications pointed to August shipments doubling the July figure. He also said that his firm's first post-war shipment of tele sets will be made next month, with prices ranging from \$195 to \$2,750.

Australian Gives View On Future Of Video

(Continued from Page 1)

on low-frequency broadcasting and television.

Mr. Allsop, who represented Truett and Sportsman, Lt., said Australia had a capable but small film production industry which lacked the opportunity to expand, and maintain continuity of production to build efficiency.

Television presented this industry with a market that would maintain continuity and develop technique.

Local "telecine" film production, he said, should be vigorously encouraged not only for production in Australia but also for export to Great Britain, America, and other countries where television services operated.

Increased knowledge from research during hostilities would ensure the rapid expansion of post-war television, Mr. Allsop said.

Radar Now Helps Tele

Just as television developments assisted radar technique, during the early period of the war radar developments were an advantage in post-war television equipment design.

Television programmes, he said, could be financed by sponsorship and/or license subscriptions, but to succeed they would have to have "progressiveness" and brilliance of commercial show business.

"No interests should be excluded from taking part in television development, which should be open to any organization with the necessary brain power and willing to expect the necessary sums involved in the establishment and operation of a service."

Mr. Allsop said that if television started immediately in Australia the public would be able to enjoy it on a full scale within two years. At the beginning, receiving sets would be 10 per cent above ordinary wireless receiving set prices, but once production was on a mass basis, they would cost only 10 per cent more.

NBC Gets 2 More Outlets; Web To Total 162 Stations

Two more stations have joined NBC, it has been announced by E. C. Woolley, director of the NBC stations department. The addition will bring NBC's total of affiliates to 162. Both stations are licensed to operate unlimited time.

KIST, Santa Barbara, Calif., will join the network on or about September 15, depending on completion of the station's construction. Operating with 250 watts on 1340 kc., it will be a Pacific Coast supplementary station. It is owned by Harry C. Butcher, former naval aide to General of the Army Eisenhower, and a CBS vice-president before the war.

WOC, Davenport, Iowa, will join NBC January 1, 1947, as a basic outlet. Owned by the Tri-City Broadcasting Co., it operates on 5,000 watts, 1420 kc.

Joint District Confabs To Be Held By NAB

(Continued from Page 1)

practice committee of the association. (2) Endorsed FCC's proposed new transcription rule and recommended that it be made permanent.

(3) Approved the standard contract form of the American Association of Advertising Agencies.

(4) Adopted a resolution submitted by the Music Advisory Committee calling for a study of blanket and per program music licensing.

Tully Back To Yankee After 5 Years In Navy

Boston—Commander S. Kennedy Tully after five years and five months of active service in the Navy, has returned to his old post as a news editor of the Yankee Network News Service which he joined in April 1934.

For four and a half years Tully served in the African invasion, the North Atlantic, Iceland in the Marshall Islands invasion, Saipan, Guam and Tinian. He was given the Purple Heart Medal for his action under fire at Tinian. Although wounded by a shell himself Tully took command of the ship after the commanding officer had been killed.

After four months in a Navy hospital Tully was assigned to shore duty where he taught at the Navy school at Harvard University.

He is married to the former Agatha Schinwick, who before her marriage was a reporter for the Yankee Network news service. They live in Winchester and have a young daughter, Susan.

Blind Vet's Problems On WMCA Series Wed.

"Dark World," the story of a blind war veteran's struggle to overcome his physical handicap, will feature WMCA's prize-winning series, "When He Comes Home" Wednesday, August 14, from 9:30 to 10 p.m., EDT, which is written by John Farley and produced and directed by Joseph Gottlieb.

Peter J. Salmon, managing director of the Industrial Home for the Blind, will be the guest authority on the broadcast, commenting on the attitudes of sight-handicapped vets, and the work of the Home in their psychological and physical rehabilitation. "When He Comes Home" is in its second year on WMCA.

Wedding Bells

Gene Hurley, roving reporter on "We, the People," CBS program, was married last week in Elkton, Md., to Kathryn Eames, stage and radio actress.

Feitelman Readies CJVL

Montreal—Jack Feitelman will open up station CJVL in Verdun, Que., in September.

★ THE WEEK IN RADIO ★

Kesten Resigns From CBS

By JIM OWENS

PAUL KESTEN, vice-chairman of CBS, announced his resignation at a director's meeting Wednesday. He had been with the network for 15 years and was its chief exec. during the wartime absence of William S. Paley. . . . In its first four years as a separate network, ABC added 96 outlets to the chain with 10 more lined up for inclusion this year.

First anniversary of V-J Day will be celebrated Wednesday by webs and New York stations with a heavy lineup of special shows. Military bigwigs and industry leaders will participate, in addition to ex-GI's. . . . Radio may find a new source of revenue from the furniture industry as a result of a campaign set by its trade association. . . . Included in Mexico's plan for radio expansion will be a 250,000-watt transmitter for XEW, Mexico City. Industry execs also plan distribution of over a million low-priced sets to build up audiences.

Industry was lauded by Army-Navy officials as a vital aid in past and current recruiting drives. Army will spend approximately \$5,000,000 this year in radio alone. . . . Purchase by CBS of KQW, San Jose Calif., was declined by FCC. . . . Several of radio's biggest names have formed an independent record company. Plan is to provide "originals" and repeat recordings of top programs for home use. . . . WOR announced a 50 per cent rise in gross billings for July this year over 1945. Figure is the highest single business-month in station's history.

Plans of television broadcasters for this fall indicate commercial tele will make its first bow on a large scale. Several stations report unprecedented interest from clients despite limited audience available at present. . . . A new "production problems" committee heads new groups selected by RMA officials. . . . Two-way radio service in motor vehicles became a reality last week when a Chicago taxicab fleet completed installations. . . . NBC's stations planning and advisory committees met in Estes Park, Colo., over the week-end.

Scores of new standard stations may be possible if a tentative FCC-industry agreement is accepted. Plan is to reduce separation of stations from 40 to 30 kilocycles. . . . CBS and NBC have completed plans for their respective "show-case" previews of shows this fall. . . . NAB's 24th Annual Convention (Chicago, October 21-24), will include a report on BMB's \$1,000,000 audience sampling. NAB also announced panel members for discussion of FM. Meanwhile, BMB reported all its field returns have been received, with 60 per cent return recorded of the half-million ballots mailed.

During his tour of Europe, NBC's video chief, John Royal is arranging for the web's coverage of world events on video films. First of these is the Paris Peace Conference. . . .

CBS' two all-star preview shows will be 90-minutes each. One will originate in New York, the other in Hollywood. . . . The Veterans Administration is now using radio in 13 branches throughout the country. . . . James Melton signed a five-year pact with International Harvester as emcee of its NBC program. . . . Recordings have replaced all live music shows at WOAI as a result of a musicians' strike.

FCC made sweeping approvals of licenses in AM, television and FM. Included was sale of Metropolitan Television, Inc., from Abraham & Straus and Bloomingdale Bros., to Hirschmann Broadcasting Corp., for \$106,000. . . . Trade speculation of Paul Kesten's future included FM development on the Eastern seaboard and/or color tele in Chicago and New York. . . . Current Press Wireless strike has not affected the three webs using its services. . . . War Assets Administration approved drastic changes to accelerate sale of surplus electronics equipment.

At their meeting in British Columbia last week, the Western Association of Canadian Broadcasters set up a committee to decide broadcast practices by members. Members have voiced opposition of advertiser's use of "hitch hiker" spots. . . . Goodman Ace has been named CBS supervisor of comedy and variety shows. . . . The UN radio setup at Flushing Meadows has been completed. This time indies in New York will have their own booths, rather than sharing.

Virginia Radio Stations Get JCC Commendation

Washington Bureau, RADIO DAILY
Washington—The board of directors of the Virginia State Junior Chamber of Commerce has adopted a resolution commending the radio stations of Virginia "for genuine contributions to the advancement of the general welfare," NAB reported over the week-end.

Robert A. Wilson, vice-president of the organization has sent a copy of the resolution to NAB President Justin Miller and to the FCC. Wilson said the resolution had been sent to the FCC "in view of the recent discussions concerning the public service aspects of the radio industry."

The resolution reads as follows: "Be it resolved by the Board of Directors of the Virginia State Junior Chamber of Commerce that this organization express its appreciation to the radio broadcasting industry of Virginia for its past co-operation and support of the civic activities of the Virginia State Junior Chamber of Commerce and its affiliated local Junior Chambers of Commerce.

"And further, that it commend these radio stations for genuine contributions to the advancement of the general welfare through their assistance to the Junior Chamber's public service programs."

General Foods Sets Two Shows On Mutual

(Continued from Page 1)

hour daily session of children's programs a la the soap-opera lineup. "House of Mystery" is a renewal and only change is the time segment, which is now set on MBS from 4:00 to 4:30 p.m., EDT, Sundays. "Buck Rogers" was on the air some time ago and is believed by sponsors to contain particular appeal for youngsters because of its topical subject. Program will be heard Monday through Friday from 4:45 to 5:00 p.m., EDT, and is scheduled for 39 weeks.

Benton & Bowles is the agency handling both shows for General Foods.

Electronic Recorder Called "Comedy Index"

A new type electronic recorder for analyzing comedy type radio programs has been devised by Link Radio Corp., for its owner, Ernest Walker, former WNEW salesman, and is now being used to aid air comedy on a strictly scientific basis. For the last four months, Walker's device has recorded practically every comedy show on the air in its unique manner of showing on a graph the number of laughs by the studio audience, volume of laughter, and the duration of each laugh. The equipment is so designed that studio laughter from stage business or mugging is separated from spoken comedy on the program.

From this graph Walker has determined certain requirements that comedy shows must have for success. The gag type show must have a laugh time of 15 to 25 per cent of the overall playing time; it must have three to five laughs per minute with an average volume of 70 to 80 per cent of the maximum. Finally, Walker arrives at what he terms a "comedy index"—that is, the ratio between the volume seconds of laughter earned and the total potential volume seconds in the playing time. The most successful gag shows, says Walker, have an index of 10 or above.

One show currently being checked by Walker is WOR's "Juvenile Jury" and each week the producers study the latest graph for laugh peaks and any weak spots in the program. The two longest laughs which Walker has recorded to date were heard on "Juvenile Jury." One was 26 seconds and the other 29 seconds and both were produced by six-year-old Glenn Mark Arthurs.

Flanagan Adviser On FM To Student Broadcasters

Gene Flanagan, production manager at WWRL, New York, has been named program advisor to Sewanaka High School, Floral Park, N. Y., which will take to the air in mid-September with its own FM station.

★ ★ COAST-TO-COAST ★ ★

PROMOTION

— ILLINOIS —

CHICAGO—WIND reports that it will carry three top football schedules of the coming grid season. . . . In the professional league, the outlet will carry all Chicago Bears games of the new American League team, the Chicago Rockets. . . . The number one collegiate team in this area, the Northwestern Wildcats, will be followed by the outlet both at home and out-of-town. . . . Bert Wilson, sportscaster, is slated to air the Bears and the Wildcats, but as yet a sportscaster has not been named for the Rockets. . . . **ROCK ISLAND**—L. C. Johnson, WHBF manager, has been named general chairman of the Chamber of Commerce, Rock Island Plan Committee and a member of the new airport committee.

— COLORADO —

DENVER—In an effort to aid Colorado's thousands of returned vets in understanding the latest data on GI education, insurance, medical care loan guarantees and other services available to returning vets, KLZ is airing a weekly "Here's to Veterans" program in co-operation with the Veterans Administration. . . . Extensive coverage will be provided the Rocky Mountain and Denver listeners by KOC of the International Air Show scheduled for Denver's Stapleton Airfield August 24-25. . . . Plans for airing the "air-circus" are being worked out by William R. Day, KOA's news editor and special events manager.

— INDIANA —

FORT WAYNE—New transcription librarian at WOWO, is Bonnie Wire, formerly of the publicity department. . . . **KOKOMO**—WKMO has introduced a new show for its rural listeners entitled "Farm Digest." Show features local and regional farm news, recorded music, market reports and talks by prominent local farm people. . . . Chet Behrman is emcee. . . . Another new WKMO stanza is "Freddie Campbell's Kokomo Cafe" which is aired from the station's main studio Monday through Friday ayem. Format of the show is based on the combination of "Home-hint" interviews with the ladies and variety entertainment. . . . Fred Campbell is the emcee and Sid Collins, announcer, are featured along with Libby Collins, who handles the household dept.

— ALABAMA —

LAFAYETTE—WRLD broadcast the speech by president H. L. Wingate of the Georgia Farm Bureau before an all-day meeting of the Chambers County Farm Bureau. . . . Ed Brown, doubling as PFC public relations man at Maxwell Field and WSFA singer, has left local radio lanes for New York with a pocketful of contracts. . . . **LANNETT**—The FCC approved conditionally a grant for a class A FM station here to be operated by the Chattahoochee Broadcasting Company. . . . **BIRMINGHAM**—To acquaint the radio listeners here with FM reception, WAXFM, Frequency Modulation development station of Voice of Alabama, Inc., operators

of WAPI, broadcasts special experimental programs between the hours of 2:00 and 6:00 each Saturday afternoon.

— MASSACHUSETTS —

BOSTON—Chuck Crosby, former sports reporter at WNHC, Connecticut, has joined the WCOP staff and will handle the "Sports Spotlight" show in addition to all other sportscasts, including play-by-play airings. . . . WCOP is now carrying a five-a-week series of airings of the summer community services of the Protestant Churches of Lexington, Mass. . . . **FITCHBURG**—"Behind the Footlights," half-hour presentation was the latest airing from the Lake Whalom summer theater over WEIM, of which members of the theater audience were given a chance to show their acting ability by appearing in short playlets with professional actors. Featured on the half-hour show was Gloria Swanson, appearing here in "A Goose for the Gander."

— VERMONT —

BURLINGTON—T. R. Morrow, formerly associated with CKPR, Canada, has been appointed advertising manager of WJOY. . . . Emulating the Armed Forces, public schools can increase the effectiveness of their teaching through audio-visual instruction, R. P. Kroggel, regional educational director of the RCA-Victor Division, declared at the summer session of the University of Vermont. He predicted, in this regard, that wire recording soon will supplant the conventional record. . . . **RUTLAND**—The FCC has tentatively authorized the Phillip Weiss Music Co., here, to operate a new FM radio station.

— NEW YORK STATE —

SYRACUSE—Accompanied by E. F. Neff, agricultural representative of Lincoln County, Province of Ontario, a delegation of 35 young farmers and homemakers who are touring New York State, visited WFBL's Regional Market studios recently, guesting on "Deacon" Doubleday's "RFD" program. . . . **ROCHESTER**—Homer Bliss, recently released from the Army, has returned to the WHAM staff as announcer. . . . **PLATTSBURGH**—Johnny Lawrence, former Albany play-by-play announcer, has accepted a mike position at WMFF.

— PENNSYLVANIA —

PHILADELPHIA—Plans to air a new series of dramatic programs saluting the men and women who have given unselfishly of their time and labor to make America the greatest industrial nation in the world have been inaugurated by WFIL. Entitled "Builders Of America," program will honor one individual each week who has been employed by a business or industry for a long period of time, and whose contributions are evident in the success of the enterprise. . . . Each "builder" on the program will receive an award from the outlet in recognition of his or her contribution toward the building of America today. . . . **PITTSBURGH**—William J. Thomas, KDKA's Main Street editor, active in newspaper work since 1920, began his fifth year with the outlet August 3.

— NEW YORK —

NEW YORK—WNYC-FM, non-commercial FM station, is once again in operation after a two-and-a-half-month delay to shift frequency and transmitter location. . . . The outlet will operate the newly-assigned FCC frequency of 95.3 megs, for nine hours of broadcasting per-day from 2 to 11 p.m. At present the outlet will air the regular schedule of programs of WNYC. It is expected, however, that the schedule of independent programming will go into effect around September. . . . **LONG ISLAND**—Jocko Maxwell, WWRL sportscaster, will sub for Lou O'Neill, veteran sports scribe and commentator on his Tuesday night "Sports View" program.

— UTAH —

SALT LAKE CITY—Promotions at KALL: Jack Goodman, formerly with WNYC, will serve as assistant manager. . . . Al Collins, formerly with WIND, program director. . . . Dick Anderson, formerly with KSL will serve as continuity director. . . . In addition to these chores they will handle IMN program duties with Craig Rogers, serving as KALL-IMN Traffic Supervisor. . . . George C. Hatch, general manager of the Intermountain Network has recently been named as Progress Fund Chairman for the Utah State Symphony, which is seeking to raise a 150,000 dollar fund for a full scale, full-time orchestra.

— MISSOURI —

KANSAS CITY—KOMO was the only station here to arrange an interview with Miss Jean Egert, mid-west editor of Charm Magazine. . . . Bonnie Suchy, Ursula Hirschfield and Anne McMillen Kinsey, winners of fellowships offered by Charm who were traveling with Egert were also interviewed on Anne Hayes' "Today's Woman" program. . . . Newest addition to the KCMO sales staff is Glenn Walser, formerly connected with the NBC Central Division sales promotion dept., in Chicago. Recently released from the Navy with the rank of lieutenant, he saw action in Africa, Sicily, Italy, France and England.

— NORTH CAROLINA —

CHARLOTTE—With the co-operation of local units of the State Guard, WAYS soon will air a weekly series of shows entitled "Charlotte on Guard." Outstanding community projects will receive attention on each program and prominent civic leaders will appear for panel discussions conducted by members of the State Guard. . . . WAYS took its wire recorder into the opening kickoff session of the Charlotte Quarterback Club last week to air the highlights of the pigskin gathering. . . . **GREENSBORO**—Margaret Banks, pianist and conductor for the WBIG Concert Ensemble, has announced that Nancy Pease, a music major at Woman's College of the University of North Carolina, has joined the Ensemble as violist. . . . The Ensemble is now in its ninth year on the air and its fourth year under sponsorship.

Newspaper vs. Radio

Taking cognizance of newspaper's advantage over radio in acquainting advertisers and prospective advertisers with their name mentioned free publicity stories or news items, CKLW, Windsor, Canada, hit upon a follow-up system which furnishes a form of clipping or tear sheet service to advertisers. Designed to offset the fleeting characteristic of radio and focus attention upon the fact that considerable free time is devoted to advertisers although they are not aware of it, a careful record is kept by the outlet's newscasters and program personalities of all products, firms mentioned or the firms' activities of a news nature. The reports then are gathered by the program director and passed on to the sales promotion dept. A regular form with the heading "You Were on the Air" is mailed to the advertising manager and public relations director of the firm named, with a copy to their advertising agency. Form indicates date and time of the newscast or interview with a capsule excerpt giving the nature of the mention.

Rhythm Society Is Back

The WSPR Rhythm Society, which had a 7,000 membership before it was abandoned during war years, is being outstanding bandleaders as honorary vice-presidents in addition to its host of music-conscious listeners among the younger set, has now been revived by WSPR, Springfield, Mo. Howard S. Keefe, promotion manager, who decided that the society should be revived, stated that listeners have taken to the weekly afternoon program with enthusiasm. Hundred of former members have rejoined and have flooded the station with requests for their favorite "jive" numbers. All members receive membership cards. Future plans call for promotional tie-ins with various music stores and record departments.

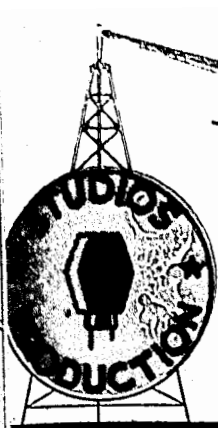
"Gro-Pup" Post Cards

Thirty ABC stations in the southern area are mailing special post cards calling attention to Gil Mart's "Home Edition," now carrying "Gro-Pup" commercials for the first time in the south. Cards were offered by Kenyon & Eckhardt, agency for Gillogg. Cards are imprinted with special "Gro-Pup" message for dealers and space is left for station to affix their calls letters.

Send Birthday Greetings To

August 12

Scotty Bates Frank Ross
Evelyn Gardner V. A. Weber
Leonard Joy Carlo DeAngelis
Ruth Lowe Arthur Sinsheimer



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 31

NEW YORK, TUESDAY, AUGUST 13, 1946

TEN CENTS

9 FM Stations For Capital

No Price Relief Likely Via OPA, Says RMA

Washington Bureau, RADIO DAILY
Washington—Prospects are dim for price relief under the new OPA Extension Act, the RMA reported yesterday following a meeting last week between members of the radio set industry and OPA officials.
The radio set industry was represented at the OPA conference by Paul V. Galvin, president of the Galvin Manufacturing Corporation, Chicago, (Continued on Page 3)

WEAF Sets Schedule For United Nations Week

General plans for WEAf's coverage of local observances of United Nations Week, September 22-28, were announced yesterday by James M. Gaines, manager of the NBC flagship. The week, sponsored jointly by NBC, the American Association for the United Nations, and the National Education Association, has already received public endorsement by President Truman and Mayor William O'Dwyer, honorary chairman of the (Continued on Page 8)

Royal Arrives In Sweden; Arranging Tele-Film Setup

John F. Royal, NBC vice-president in charge of television, who went to Paris two weeks ago for the television newsreel coverage of the Peace Conference, is now in Sweden on his tour of the European countries in quest of television cameramen for foreign coverage. Royal will visit other countries of Europe before returning to New York.

Nominations

I. R. Poppele, president of the Television Broadcasters Association and chairman of the speaker's committee, is polling the association's membership and the press for suggestions of prospective speakers for TBA's October conference. Questionnaire nominations will be passed on by the speaker's committee before the final program of speakers is decided upon.

Innovation

Air-borne radio now has been tied in with air-ground telephone communications, announces Bendix Aviation Corp.'s radio division. New form of airplane-to-land communication system will make possible voice contact between private flying planes and practically any point having telephone service. First installation was in plane owned by Hercules Powder Co. of Wilmington, Del.

Creditors Committee Run Regional Webs

Chicago—A creditors' committee of three trustees will be in charge of the activities of the North Central Broadcasting System and the Mississippi Valley Network for the next 90 days pending refinancing of the two regional chains by their president, John B. Boler. This was one of the three points agreed upon at a meeting held last week at St. Paul, Minn., between Boler and representatives of (Continued on Page 7)

Dept. Store Sees Need For Lower Tele Costs

Pittsburgh—Kaufmann's Department Store released a report yesterday on intra-store television in which it indicated that video costs would have to sharply reduce and (Continued on Page 8)

Seek Baseball Tele Rights; Mutual To Broadcast Series

Gillette's "Cavalcade of Sports," definitely interested in televising the coming World Series, will bring the matter before baseball's commissioner, A. B. "Happy" Chandler, "very shortly," an official of the safety razor company told RADIO DAILY yesterday. The Gillette spokesman expressed great enthusiasm over the idea and said it "would be a very fine thing" if permission were granted to televise baseball's climactic event for the

FCC, In Final Grants For Washington, Includes Capitol Broadcasting Co.; Sees 'Give-Away' As No Bar

Sales Upturn Noted In ABC Announcement

Renewal of the Gillette "Cavalcade of Sports" boxing shows for another year, signing of a new commercial network show, and the adding of 20 more sponsors to the web's co-op shows, was announced by the American Broadcasting Co., yesterday.
The renewal of the "Cavalcade of Sports," for the second year on ABC includes the full network as well as 38 stations of the Dominion network (Continued on Page 7)

New Shows Announced For CBS Fall Season

CBS, announcing a new daytime sustainer and one new night time replacement, reports that another market for free lance writers will open Monday, August 26, when the (Continued on Page 7)

Offer Notre Dame Football Sked As Package At WJJD

WJJD, Chicago, is offering five Notre Dame football games, several "Big Nine Conference" games and the (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its final decision granting nine applications for FM stations in Washington. The Commission reversed its previous stand and granted the application of Capitol Broadcasting Co. (WWDC). The only applicant turned down was Chesapeake Broadcasting Co.
The FCC said that Capitol Broadcasting Co. should not be penalized for carrying a "give-away" program, which the station apparently planned (Continued on Page 3)

Nat'l Barn Dance Out; Roy Rogers Replacing

West Coast Bureau, RADIO DAILY
Hollywood—A new show starring Roy Rogers, Pat Buttram, Dale Evans, Gabby Hayes, Sons of the Pioneers and Country Washburn and his orchestra will replace the National Barn Dance under the sponsorship of Alka-Seltzer on NBC starting October 5, it has been announced by (Continued on Page 2)

ACA Declares Embargo As PW Strike Sequel

The press copy embargo set against six communication companies yesterday by Local 14, American Communications Association, has not affected (Continued on Page 8)

Consent Decree

Washington—The Department of Justice is now studying proposals for a "consent decree" submitted by defendants in the Government's anti-trust action against Scophony, it was learned yesterday. The decree proposals are now in the hands of the Department's consent decree section, with action expected to be taken "within two weeks." Details were not disclosed.



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

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FINANCIAL

(Mon., Aug. 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WJR (Detroit).

Offer Notre Dame Football Sked As Package At WJJD

(Continued from Page 1) services of Bob Elson, sportscaster, as a package for \$8,500. In addition they are selling "Warm Up Time," a 15-minute program preceding each game, as a special show at \$125 per program.

"20 Questions" Expands

Mutual announced this week expansion of "Twenty Questions" (Saturdays 8:00-8:30 p.m., EDT) from 17 to 137 network stations under sponsorship of the Ronson Art Metal Works through Cecil and Presbrey of New York.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY



PORTLAND, OREGON REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

HELEN LEWIS, radio actress featured on several serials, left yesterday via TWA for Paris, where she will join her husband, David Penn, now with the American delegation at the Peace Conference.

RISE STEVENS is in town for the filming of "Carnegie Hall." She'll return to the West Coast after completing her 10-day picture assignment here.

BEN HYAMS, classical-music sripter at CBS, is expected back today from a business trip to Boston.

JOHN J. KAROL, sales manager at CBS, has returned from Martha's Vineyard, where he spent a week with his family.

HARRY ELDERS will leave Chicago next Saturday for Los Angeles, where he'll attend the AFRA convention scheduled for August 24-26. He's planning a side trip to Yellowstone Park.

MORTON DOWNEY back in the city, after two weeks at Saratoga, to make a series of records for Majestic.

HUGH K. BOICE, general manager WEMP, Milwaukee, an ABC affiliate, is in town visiting with national representative and network officials.

H. LESLIE ATLASS, vice-president and manager of WBBM, Columbia-owned station in Chicago, has returned to the Windy City.

TOM CONNOLLY, program promotion director for CBS, left Friday on a business trip to Boston.

ROBERT PATT, promotion director at WHN, is sojourning in Canada.

ERNIE SIMON, Baltimore disk jockey, is visiting briefly in Gotham. He spent a deal of time late last week listening to the new U. S. Savings Bond transcriptions.

WILLIAM G. MARTIN, eastern division salesman for NBC, is back at his desk following two weeks in Connecticut.

DICK DE FREITES, announcer at WHN, is back on the job following a holiday in the country.

MARTHA CURRY, public relations director for "Truth or Consequences," returned by plane to Los Angeles August 8, after a three weeks stay in New York City.

JOHN CHARLES THOMAS and his accompanist, ROY URSETH, flew to Chicago from Los Angeles on Sunday. They will return August 19.

Nat'l Barn Dance Out; Roy Rogers Replacing

(Continued from Page 1)

Jeff Wade of Wade Advertising Agency. Wade wound up details of five-year contract with Rogers in Hollywood Monday. The new show will headquarter in Hollywood but will be picked up from points around the country while Rogers is on personal tour.

This move marks the end of a 14-year sponsorship of National Barn Dance by Miles Laboratories.

Louis G. Cowan Appointed Consultant To Show Prod.

Louis G. Cowan, originator of "The Quiz Kids" and president of Louis G. Cowan, Inc., has been appointed program consultant to Show Productions, Inc., the radio production subsidiary of Dancer-Fitzgerald-Sample, Inc. In addition to producing "Quiz Kids," Cowan is currently offering "The Fighting Senator" over CBS weekly.

The appointment of Cowan by Show Productions, Inc., is part of an overall plan for the creation of new programs and future radio developments by the agency which has been first in annual time billings for the past several years.

KFNF Gets Rodeo Rights

KFNF, Shenandoah, Iowa, has been assigned exclusive broadcast rights by the Sidney Rodeo Association, which presents the biggest rodeo of its kind in the Mid-West.

Program series will run for five-day period, sponsored by the United Hybrid Corn Growers Association, and plans are under way to feed the show to several other stations in the area. The 1946 Rodeo extends from August 20 through 24.

Vets Of Sixteen Cities To Be Heard On WOR

Marking the first anniversary of the end of the war, WOR will bring to its microphone today and tomorrow, 16 outstanding veterans who will participate in a special report on the vets' situation one year after the war's end. The veterans will each represent one of the 16 major cities in the WOR listening area.

Under the general title of "One Year After—The Veteran Reports," the panel of ex-GI's will offer a cross-section of the veteran's viewpoint as well as summing-up on what their cities have accomplished in the field of veteran's warfare during the first year of peace.

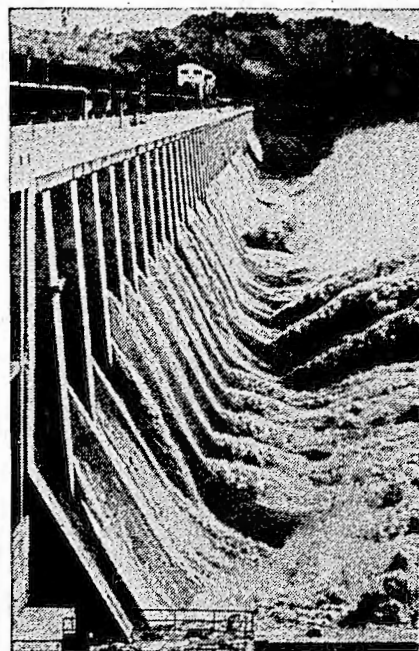
Ballet On Tele

Charles Weidman and his Ballet Theater make their television debut Sunday, August 18, over WCBW, in a package-show presentation from Mary D. Chase Productions. The show is scheduled for presentation at 9 p.m. over the N. Y. CBS television station and will feature Weidman, Nadine Gae & Co.



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

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



Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open, 450,000 cubic feet of water rush through every second, making the big splash you see here in the picture.

W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pocket through W-I-T-H.

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

W-I-T-H belongs on any list that wants to make sales.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

Capitol Co. Gets FM; "Give-Away" No Bar

(Continued from Page 1)

to duplicate over its proposed FM station.

"The Commission," the decision said, "is now engaged in a study to determine the legality of programs of this type. In view of the fact that this is a program generally applicable to a number of stations which are carrying the same program as WWDC, and in view of the applicant's representation that if the Commission or a recognized court held such programs to be in violation of Section 316 of the Communications Act, it would immediately discontinue such broadcasts, the Commission does not believe that this question should constitute a basis of denial of the instant Capitol Broadcasting Co. application."

FM grants were made to the following, in addition to Capitol: Commercial Radio Equipment Co., Cowles Broadcasting Co., WOL, NBC (WRC), Metropolitan Broadcasting Co., Potomac Broadcasting Co-Operative, Evening Star Broadcasting Co. (WMAL), WINX Broadcasting Co., and Theodore Granik.

NBC Tells Promotion Plan Via Closed-Circuit Talks

Promotional plans for the NBC "Parade of Stars" are being made known to executives of the network's affiliates through the medium of bi-weekly, closed-circuit talks by Thomas C. Knode, assistant manager of the press department; Roy C. Porteus, manager of audience promotion; Carl M. Watson, station relations promotion co-ordinator, and Elmore C. Lyford, assistant manager of the station relations department.

New WGN Mystery Show

Chicago—"Crime Files of Flamond," a new mystery series, debuts over WGN-Mutual on August 20, with Myron Wallace playing the title role. Series is a scientific-detective format. Program time will be announced shortly.

No Price Relief Likely Via OPA, Says RMA

(Continued from Page 1)

who is vice-chairman of the OPA radio set manufacturers industry advisory committee. He acted in the absence of the RMA president, R. C. Cosgrove, chairman.

The only immediate effect of the new OPA act on the radio industry, RMA said, will come this week with the issuance of new discounts on radio sets selling in the middle and higher price brackets. This increase in consumer prices, which will not alter the manufacturers' prices, is required in the Wherry amendment of the new OPA law.

Under this provision jobber-dealer discounts in the radio field will be restored to the March 31, 1946, rates and an eight per cent price increase allowed set manufacturers early in June will be passed on in full to consumers. However, as the increase was absorbed only in part, and only in the middle and higher price brackets, the average increase will be probably between three and four per cent and will not change the prices on low-price table models.

While awaiting OPA regulations and policy statements covering the new extension act, industry leaders indicated that they see little or no prospect of relief under the provision for using 1940 instead of 1941 as a base for new prices.

Present indications are that prices of radio sets, tubes and parts will continue to be established as they were prior to June 30, and that increases will be obtainable only on the showing of increased labor or material costs, RMA said.

While an increase of 10.2 per cent in the price of fixed capacitors was announced by OPA this week and an increase in tube prices is expected soon, these increases were in the mill prior to June 30 and are arrived at upon the basis of previous formulas, not under the new act.

WQXR-WQXQ Planning Fax Experiments Next Yr.

WQXR and FM station WQXQ, both owned by the New York Times, participants in the Broadcaster's Facsimile Analysis since the group was organized, have placed orders with the General Electric Co., for transmitting and receiving equipment.


It is expected that receivers will be placed throughout the New York metropolitan area so that experimental tests of facsimile broadcasting techniques may be conducted early in 1947.

Stork News


Bob Adams, production manager of NBC, is the father of a baby born last Wednesday to Mrs. Adams at the Doctors Hospital. Lynne, as she will be called, weighed in at five pounds, 11 ounces.

F.C.C. GRANTS KMP C 50,000 WATTS!

The West's
GREATEST INDEPENDENT
Will Become
GREATER THAN EVER



PAUL H. RAYMER CO.
 National Representatives
 5939 SUNSET BOULEVARD
 LOS ANGELES 28, CALIFORNIA
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 100 MILLION DOLLAR
 YEARLY MARKET

KXO
 EL CENTRO
 CALIFORNIA

MUTUAL DON LEE
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BIG NAMES



Lure Listeners...

Capitol Transcriptions

BIG-NAME BANDS

BILLY BUTTERFIELD
 DUKE ELLINGTON
 JAN GARBER
 SKITCH HENDERSON
 ALVINO REY
 ENRIC MADRIGUERA
 EDDIE LeMAR
 GENE KRUPA
 STAN KENTON
 PEEWEE HUNT



BIG-NAME SINGERS

JUNE CHRISTY
 HAL DERWIN
 DINNING SISTERS
 CAROLYN GREY
 KING SISTERS
 PEGGY LEE



BIG-NAME VARIETY

BUDDY COLE'S
 FOUR OF A KIND
 PAUL WESTON
 DICK SHANNON'S
 ALEUTIAN FIVE
 DEL PORTER AND
 HIS SWEET POTATO
 TOOTERS
 JUAN ROLANDO
 DANNY KUAANA
 KING COLE TRIO
 FRANK DeVOL



BIG-NAME WESTERN

OAK RIDGE
 QUARTETTE
 WESLEY TUTTLE
 KARL & HARTY
 MERLE TRAVIS
 TEX RITTER
 SHUG FISHER
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 UNCLE HENRY'S
 ORIGINAL KENNY
 MOUNTAINEERS
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BIG NAMES



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BIG NAMES

From the heart of the entertainment world, Hollywood itself, comes Capitol's *new* Transcription Service. A *complete programming unit* . . . not just another addition to your present library. It's unique!

All the big names, late hits, and programming aids you need for complete *network-quality* shows. For a boost to listener levels . . . for vigorous new headline programs to sell local sponsors . . . the *Capitol Transcription Service!*

More Than 2000 Selections

You'll build your shows from Capitol's basic library of 2000 transcriptions. Besides, Capitol guarantees you a minimum of 50 brand new numbers each month. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases).

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

Sparkling Programming Aids

Capitol gives you all the devices to build complete shows: Brilliantly arranged opening and closing themes for each program. Voice and chatter tracks by featured artists. Musical interludes to background commercials.

Hear all the features that make the Capitol Service *different!* Capitol will be glad to send you a demonstration transcription on request.



LOS ANGELES

By RALPH WILK

ERNEST FELIX, Western Division manager of personnel and auditor for ABC, has announced the following additions to ABC personnel; Courtney McLeod, formerly with U. S. Naval Communications, becomes a network traffic co-ordinator; and Fred Miller, formerly a mail dispatcher, now assistant to Russ Hudson, in sales service.

Senor Felipe Rotaldo, Consul from Peru, was guest on KGFJ's "Saludos Amigos" program, August 8. In addition to regular authentic South American rhythms from the Hollywood House Library, discs from the personal collection of Senor Rotaldo were played that evening.

Ken Niles, radio spieler and honorary mayor of San Fernando Valley's Studio City, has been inked as the new announcer for the CBS "Suspense" "theater of thrills" program, replacing Truman Bradley.

Al Jarvis had sensational array of guests for "Can You Tie That?" Sunday, the 11th. James Roosevelt, Woody Herman, Artie Shaw and Dave Dexter, all heard over KLAC.

Paul Lukas re-enacted his Academy Award winning role of "Watch On The Rhine" last week on "Academy Award Theater," over KNX-CBS.

Willis Cook has been placed in charge of television effects for "Bergen's Barnyard," the initial Edgar Bergen-Patrick Michael Cunningham production now in work at the Edgar Bergen Television Center at Stage 8.

An aviation enthusiast who has just made his first solo flight is Gene Norman, emcee of KHJ's program of popular records and interviews, "Mild and Mellow."

R. E. Davis Appointed To BMB Research Comm.

The Association of National Advertisers has appointed R. E. Davis, manager of the sales research department of Goodyear Tire and Rubber Co., to the technical research committee of the Broadcast Measurement Bureau, it has been announced. Mr. Davis brings to the counsels of BMB a wide experience in market research.

Prior to his present position at Goodyear, Davis was commercial research manager and economic statistician, and before that taught market research at Ohio State University.

The BMB technical research committee, on which Davis represents the ANA, is composed from the AAAA and the NAB.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275



Broadway Bulletin Board . . . !

● ● ● If, as the rumor-bearers would have you believe, Bing Crosby has already been signed for the 9:00 p.m. Wednesday nite slot on ABC, it should result in quite a fascinating resumption of the famous Battle of the Baritones, favorite indoor sport of disc jockeys for some time now, inasmuch as the Voice himself appears at that same hour on CBS. And, if it is also true that the Theater Guild will switch to the spot following Bing on Wednesday nites, it could very easily portend that ABC is getting ready to build up their own "Murderers' Row" for that nite. The way it shapes up now for fall will have CBS again dominating Monday nite listening with Inner Sanctum, Joan Davis, Lux and Screen Guild. NBC's Tuesday nite looks like a clean sweep again with Amos 'n Andy, the Fibber, Hope and Skelton. NBC offers a powerful setup Wednesday nite in Mr. and Mrs. North, Great Gildersleeve, Duffy's Tavern, Mr. D. A., Frank Morgan and Kay Kyser. Thursday also looks like an NBC jackpot with Burns and Allen, Aldrich Family, Kraft, Jack Haley, Abbott and Costello and Eddie Cantor. CBS swings into action Friday with Fanny Brice, The Thin Man, Ginny Simms and Durante and Moore. Sunday, of course, with Jack Benny, Faye & Harris, Bergen and Fred Allen is another NBC joyride. The nite to watch, however, will be Wednesday with Crosby bucking Sinatra and Duffy's Tavern, followed by Theater Guild against Mr. D. A. and Dinah Shore. That is, of course, if Bing has finally been signed.

★ ★ ★

● ● ● The trade wondering where Dave Wittels got all that info on MCA's early days and Jules Stein's background for his Satevepost series. Our own thought would be that it could have come from any or all of MCA's alumni, which includes: Billy Goodheart, Stan Zucker, Russell Lyon, Milton Pickman, Paul Kapp, Joe Bren, Willard Alexander and Manny Sachs. And, by the way, wasn't it Billy Stein who discovered Guy Lombardo—and not Billy Goodheart, as the 2nd of the series claims?

★ ★ ★

● ● ● **SMALL TALK:** Milton Berle vacates "Kiss and Make Up" after next week's session, with Biow building a new show for him in the fall. Berle, meanwhile, collabbed on a new tune with Nick Kenny and Abner Silver tagged, "Save Me A Dream," adapted from a Tchaikowsky classic. . . . If you missed the "Meet The Press" interview with Sen. Bilbo on Mutual the other nite, you missed a show that's gonna be discussed for a long time to come. The panel of reporters lost little time in trapping the Senator into front-page revelations. . . . Jose Iturbi reportedly fuming over that Xavier Cugat article in a recent issue of Time. . . . CBS interested in packaging a show for Johnny Grant, who pinch-hit the other day for Ward Wilson on "Winner Take All." . . . Paul Gardner collabbed with football coach Lou Little on a Collier piece. . . . Bob Ferris resigned from the Frank Cooper office. . . . Gary Stevens leaving for H'wood today, a well-earned rest after that terrific air campaign he did on Warner's 20th Ann'y of Talking Pictures. . . . Archie Braunfeld, prominent Radio Row OPA, has joined forces with new firm called Braunfeld, Platto and Wolman. . . . "Preview For Murder," the Inner Sanctum thriller, was scripted by Hank Warner, former RADIO DAILY staffer.

★ ★ ★

● ● ● Frank Lovejoy still hasn't shaken off that jinx that's been tagging him ever since his two B'way appearances (Sound of Hunting and Woman Bites Dog)—both of which folded up after a brief run despite lavish praise from some of the critics. His latest clash with the frowning Lady Luck happened in H'wood. Just as the cameras were ready to grind on the Mark Hellinger production "Swell Guy" (in which he was pencilled in for a neat role), he wound up on the wrong end of an auto smash-up, taking him out of the picture and back to N. Y.

AGENCIES

WILLIAM ESTY & CO., INC. announces the appointment of James J. Houlahan as executive vice-president. For the past five years Mr. Houlahan has been vice-president and assistant to the president. Julien Le and James Martindale have been appointed vice-president of the agency. Both of these men have been department heads in the copy department for several years.

MORSE INTERNATIONAL, INC. announces the following appointments: Albert Burwinkle, former of William Esty & Co., to executive art director; Lawrence Wisser, formerly of Federal Advertising Agency, to contact on Prince Matchless; James Hausman, ex-lieutenant commander, USNR, to copy staff.

F. M. SCHWEMMER, former merchandising manager for Sterling Drug (Centaur Division), has joined the executive staff of Ruthraff Ryan, Inc. He'll specialize in radio accounts at R&R.

AD GLIBS

by DAVID O. ALBER

As a purveyor of publicity, it is my destiny to rub elbows (may I never rub them the wrong way) with members of the Fourth Estate. Sometimes I am awed over all I purvey. You can very well define a radio editor as a person who writes some of the prettiest prose on the newspaper.

Take, for example, Harriet Van Horne, of the World-Trib. If she doesn't write the Great American Novel, it will be only because she's too busy to write a novel. Ben Gross, of the News, dean of radio editors, is also a playwright, and his name on a marquee will dazzle your eyes one of these nights. Under Nick Kenny's gruff exterior lies a gentle thoughtful soul of a playwright laureate. John Crosby, of the Trib, uses an asbestos typewriter ribbon but has won the trade's wholesome respect. Jack Gould's critiques in the Sunday Times are incisive as well as precise, if you'll pardon the expression. And Sy Peck of PM's is not one to hide his highlights under a bushel.

Greetings also to the radio editors of other cities. They've been swelled, so the least a publicity purveyor can do is give them a pat instead of just patter.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681

Sales Upturn Noted ABC Announcement

(Continued from Page 1)

ABC. New contract signed by J. P. Lang, Jr., president of Gillette Safety Razor Co., becomes effective September 6. It was pointed out by the sponsor that this contract covers the Friday night boxing bouts only. Separate contracts with the various networks drawn for the New York's football games, the Kentucky Derby, the World Series and the annual All-Star baseball game.

New Dramatic Series

Knott Company signed a 26-week contract covering the sponsorship of new dramatic program titled, "The Danfield," which will be heard Sundays from 3 to 3:30 p.m., EDT, starting September 8. Program will be first introduced as a feature for three broadcasts beginning Sunday, August 18. The agency is Robert B. Raisbeck.

During the past week 20 new sponsors signed to sponsor eight ABC programs over 18 stations.

"Powers Charm School of the Air" led seven sponsors on five stations, "Martin Agronsky" and "Baukhage Talking" each added three new sponsors on three stations while "Larry Wismer's Sports Show" and "Ethel & Albert" each added two sponsors on two stations. "Raymond Swing-Elmer Davis," "Kiernan's Corner" and "Cliff Edwards" each added a sponsor.

The following tabulation lists program stations and sponsors added:

"Powers Charm School of the Air": WYS, Charlotte, Va.; WELL, Bat-Creek, Mich.; CFCF, Montreal, P.Q.; WTON, Staunton, Va.; WGNC, Gastonia, N. C.

"Martin Agronsky": WSLS, Roanoke, Va.; WGNC, Gastonia, N. C.; WIZE, Springfield, Ohio.

"Baukhage Talking": WOLS, Florence, S. C.; WGNC, Gastonia, N. C.; WCN, Minneapolis, Minn.

"Larry Wismer's Sports Show": WPG, Atlantic City, N. J.; WGNC, Gastonia, N. C.

"Ethel & Albert": WGOM, Gulfport, Miss.; KECA, Hollywood, Calif.

"Raymond Swing-Elmer Davis": WJTN, Jamestown, N. Y.

"Kiernan's Corner": WGNC, Gastonia, N. C.

"Cliff Edwards": WING, Dayton, Ohio.

Send Birthday Greetings To

August 13

- | | |
|-----------|----------------|
| Louis Cox | Mabel Todd |
| Bert Lahr | Ethel Williams |
| Tom Moore | Tibel Nard |

Creditor Committee Of Three Runs Two Regional Networks

(Continued from Page 1)

the creditors of the two midwest webs. Boler also agreed to put into escrow his stock in KVOX, Moorehead, Minn., and his stock equity in KSJB, Jamestown, N. D., but is not to transfer voting rights or control, according to a statement issued over the week-end by John Moser, Boler's attorney, who sat in on the meetings with Boler.

If, at the end of 90 days from August 15, 1946, Boler's refinancing is completed, the stock in escrow is to be returned, the creditors' committee is to be dissolved and the operational authority of the regional nets is to be returned to Boler, the statement said.

These agreements, it was pointed out, were to be effective only after they had been approved by all NCBS creditors and only after all necessary legal formalities have been undertaken and completed.

Members of the creditors' committee to be appointed to run NCBS and MVN are A. A. Fahy, KABH, Aberdeen, S. D.; Walter Russell, KGCU, Mandan, N. D., and Ed Breen, KVF'D, Fort Dodge, Iowa.

The final points for settlement of the issue were worked out following an original demand by the creditors' group that Boler make complete and absolute assignment, for benefit of creditors, of all of his assets in NCBS, KSJB and KVOX. The group also demanded Boler's resignation as officer and director of NCBS. The original time limit for Boler to secure acceptable refinancing was 60 days. Alter-

native to acceptance of these original proposals was immediate receivership or involuntary bankruptcy.

The creditors' group at the meeting represented 20 Mid-Western stations and more than 60 per cent, in dollars, of all outstanding indebtedness of North Central Broadcasting System. Indebtedness to the stations, as the principal corporate creditors, represents money owed to the affiliates for use of time for network operations.

Boler Is Heard

Boler opened the meeting by outlining the history of NCBS and the Mississippi Valley Network. He declared that since the inception of the North Central Broadcasting System in 1939, the network had paid to affiliates a sum in excess of \$650,000 net. In view of the fact that, outside of Minneapolis, these were all secondary markets, this was a remarkable showing, Boler said.

This amount was paid, Boler said, in a period of operation extending to June, 1946. He declared there was need in radio for the type of regional network represented by the operation of NCBS and MVN. The losses in operation had occurred, he said, since MVN was added in December, 1945. Much of the business loss, he asserted, was traceable to material shortages and industrial labor troubles, which resulted in a general cutting of radio sponsorship.

The creditors agreed that there was need for such regional networks and that they could be operated profitably.

New Shows Announced For CBS Fall Season

(Continued from Page 1)

web presents, "Joe Powers, Editor," from 10-10:30 a.m. daily. Each show in the series, which is not a serial, will be complete in itself. Program produced by James Hart who returns to CBS after his war job as radio director of the national Red Cross, will depict small town life through the eyes of a newspaper editor.

Colgate's "Theater of Romance," heard over CBS each Tuesday from 8:30-8:55 p.m., will be replaced by "The Mel Blanc Show" on September 3. Blanc, who has been the voice of Bugs Bunny in the movie cartoon and has appeared in the Burns and Allen and Jack Benny shows, will head the situation comedy program. Colgate continues as sponsor through Sherman & Marquette, Inc.

KIST Joining NBC

KIST, Santa Barbara, Calif., will join NBC as a network affiliate upon completion of construction, September 15, it was announced this week. Station is a 250-watter, and is owned and operated by Harry C. Butcher, former CBS executive.

ABC's Football Schedule To Open In Chi. Sept. 1

Preliminary schedule of ABC's coverage of the 1946 football games was made known yesterday by Thomas Velotta, director of news and special events of the network, and includes broadcasts of all Army games through and including the annual classic with Notre Dame at the Yankee Stadium in New York on November 9. ABC will also air a description of the service's benefit game to be held at Wrigley Field, Chicago, between the New York Giants and the Chicago Bears on Sunday, September 1.

Relay Experimental Tele Starts Aug. 19 On WRGB

Schenectady—General Electric's television station, WRGB, on Monday, August 19, will begin regular relay experimental telecasting picking up NBC programs from New York on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays each week. On each night WRGB will re-telecast the more important items on NBC programs plus its own shows scheduled for Mondays, Wednesdays and Fridays.

Gillette And Chandler To Talk "Series" Tele

(Continued from Page 1)

possible for television films to be shown in New York only a few hours after the game was played in Beantown. Television relay stations between New York and Boston, now

MBS To Broadcast

Gillette's play-by-play radio description of the 1946 World Series will be carried by Mutual again this year. No official plans have been announced regarding the broadcasts but it is believed that sportscasters Mel Allen and Jimmie Britt head the list of those under consideration. Britt has been calling the Red Sox games this season over Boston's WNAC, a Mutual affiliate.

under construction, would not be ready for operation when the World Series is held this fall.

It had been expected that the attitude of baseball owners toward television would be voiced in the annual meeting held in Boston last month. However, the baseballers did not get around to the subject. However, baseball televising has occurred more frequently this year in New York and Chicago than ever before.

Jack Smith Returns To Two CBS Programs

After a seven-week vacation in South America, tenor Jack Smith resumes his "Jack Smith Show" over CBS on Monday, August 19. The De Marcos, vocal group, will be his guests on the opening broadcast (7:15 to 7:30 p.m., EDT). Other guests scheduled for the first week of the show are: Pearl Bailey, singer; Catalino and his rhumba orchestra; Eugenio Baird, and Elliott Lawrence.

Smith will also return to his tenor spot on the "Family Hour" next Sunday, August 18 (CBS-5-5:30 p.m., EDT), featuring Eileen Farrell, Earl Wrightson and Al Goodman's orch.

WTAG Leads In 83 Out Of 96

Of the 96 periods per week rated by Hooper (Dec. -Apr. '46) in the Worcester area, WTAG leads in 83 and is a close second in the remaining 4 1/2 hours per week.

WTAG WORCESTER

COAST-TO-COAST

SOUTH CAROLINA

COLUMBIA-WIS-DOM, WIS promotional newspaper, will be issued monthly starting October 1...

OHIO

CANTON—Heralding the opening of their new furniture showroom, The Smith & Phillips Co., have sponsored a half-hour dramatic program over WHBC...

TEXAS

LAREDO—According to information received here, Emilio Azcarraga plans to develop one of the most powerful radio broadcasting stations in the world at Mexico City...

Pickup From Greece

A partial origination from Athens, Greece, will feature the Borden Company's "County Fair" broadcast over CBS Saturday, August 24...

NETWORK SONG FAVORITES

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of August 2-8, 1946

Table with 2 columns: TITLE and PUBLISHER. Lists 31 popular songs and their respective publishers.

WEAF Sets Schedule For United Nations Week

(Continued from Page 1) United Nations Week In New York. It also has active assistance of over 80 national organizations. Gaines disclosed that the center of UN Week activities would be in the lower plaza at Rockefeller Center...

ACA Declares Embargo As PW Strike Sequel

(Continued from Page 1) the scheduled broadcasts of the major networks, the webs have reported. The embargo placed by the union, as a follow-up in the Press Wireless strike, affects press copy only and not voice broadcasts...

PROMOTION

WJR Presentation

Mark L. Haas, public relations director of WJR, Detroit, with the counsel of G. A. Richards, president and majority stockholder, has created a WJR booklet titled, "Programming in the Public Interest..."

"Going On Seventeen"

"Going on Seventeen," is the title of an 8-page booklet about the "American School of the Air" prepared by the Columbia Broadcasting System Promotion Department...

Dept. Store Sees Need For Lower Tele Costs

(Continued from Page 1) equipment considerably improved before department stores throughout the country could use the medium as a profitable method of merchandising. The report followed a two-week demonstration of intra-store demonstrations held in co-operation with RCA...



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 32

NEW YORK, WEDNESDAY, AUGUST 14, 1946

TEN CENTS

Criticize U.S.-Mexico Pact

Durr Evaluates Radio As Religious Medium

By Staff Correspondent
Chicago—Declaring that radio is the best tool for religious groups for laying foundations of national and international understanding, Clifford Durr, FCC Commissioner, addressed the Monday session of the Workshop for Religious Radio currently being held on the University of Chicago campus.

"Religion should speak over the radio on the major issues of the day," Durr declared. "There is a crying
(Continued on Page 7)

'Quiz Kids' Show To Shift To NBC Starting Sept. 29

"The Quiz Kids" program, sponsored by Miles Laboratories for Alka Seltzer, will transfer from their present 6:30 p.m. Sunday period on ABC, to the 3 to 3:30 p.m. (CDST), Sunday period over NBC starting Sept. 29, replacing "The National Hour," as a result of contracts signed here yesterday between the network and sponsor and Lou Cowan Produc-
(Continued on Page 3)

FCC Grants Three CP's; Six Standard Applicants

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted CP's to three applicants for standard stations in Texas. Approval was given to the applications of Goggan Radio Sales, a partnership, composed of Benjamin F. Goggan, Jr., and Howard E. Dennis, Hender-
(Continued on Page 7)

Plug For Plug

Ray Barrett, who broadcasts the "You're On The Spot" sidewalk interview program for WEAJ (Monday, Tuesday, Wednesday, Friday, 12:45 p.m.), has arranged with several New Jersey daily newspapers to air his program from their front entrances on successive Fridays. They'll plug program, and vice versa. Jersey Journal, Observer and Hudson Dispatch are first on list.

Anniversary

Today, the first anniversary of V-J Day is being observed by networks and stations throughout the country with special program commemorative of the event. In New York, Chicago, Philadelphia, Washington and on the West Coast rebroadcasts of celebrations which occurred on August 14, 1945, will be included in the special programming.

Frederick Joins CBS As Advertising Head

David Frederick, former editor and publisher of Tide, has been appointed director of sales promotion and advertising of CBS and William Golden, network art director, becomes associate director of the department, Frank Stanton, president of CBS, announced yesterday. Frederick, who succeeds Paul M. Hollister, begins his new duties on August 20th, with Golden scheduled to assist him in the
(Continued on Page 6)

"Bachelor's Children" Off CBS Web September 27

"Bachelor's Children," heard on the CBS web for the past 11 years, will go off the air on September 27 with Continental Baking Co. withdrawing as sponsor because of wheat shortages and other economic factors, Bess Flynn, writer of the serial,
(Continued on Page 2)

WAA Will Include Radio In Its Surplus Sales Budget

Washington Bureau, RADIO DAILY
Washington—Radio will play a major role in War Assets Administration's nation-wide advertising program to facilitate disposal of surplus property, it was learned yesterday. Although the advertising program is still in the discussion stage, WAA officials said radio will "most certainly" be included in the advertising budget. Meanwhile, WAA has set up a nation-wide "network" of advertising

Agreement Restricting Certain Bands To Daytime Use In This Country Hit By Committee Of 12

Coast Indie Manager Gives Business Views

In New York for business contacts for his station, KROW, Oakland, Wilton Gunzendorfer, manager, declared that business picture in the Bay area is bright and that their station would show a gross increase of 24 per cent in business for the first seven months of 1945 as compared to the same period last year.

Gunzendorfer disclosed that retail
(Continued on Page 3)

ABC Augments News From Overseas Sources

Only one major network announced yesterday that it was adding special international news roundups in addition to its regular news programs as a public service during the labor
(Continued on Page 3)

Five NBC Serial Shows Renewed For 52-Weeks

Five NBC daytime serials have received 52-week renewals effective in September, all through Dancer-Fitzgerald-Sample. The five programs
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Terming the United States-Mexico "gentlemen's agreement" restricting certain channels to daytime use in this country "inconsistent with sound allocation practice," 12 broadcasters yesterday called on the FCC to allow full-time operation on these channels by American stations.

Observers here predicted that the request may be the opening wedge in
(Continued on Page 7)

Employee-Employer Discussed At NAB

Meeting in Washington yesterday, the employee-employer relations committee of the NAB heard a report from the association's staff on its labor relations activities and discussed several current industry labor problems. The employee-employer relations department of the association reported that it now has information on the status of union contracts at approximately 750 stations. Detailed analyses and summaries of this ma-
(Continued on Page 3)

MBS Announces Renewal Of Two Regular Programs

Mutual's "Inside of Sports" with Bill Brandt, has been renewed by Bayuk Phillies Cigars for another 52 weeks, it was announced yesterday;
(Continued on Page 2)

"Miss America"?

Cincinnati—A 22-year-old Cincinnati girl, La Vonne Bond, was selected as "Miss WCKY-Cincinnati of 1946." She will be sent by Radio Station WCKY to Atlantic City in September, with a complete wardrobe and all expenses paid, to compete for the title of "Miss America." This is the fifth year that WCKY has sponsored the beauty contest.



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

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Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tues., Aug. 13)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Finch Telecomm., WCAO (Baltimore), WJR (Detroit).

Eiges Lectures This Week At University Of Syracuse

Two lectures at Syracuse University's School of Journalism seminar will be delivered this week by Sydney H. Eiges, manager of NBC's press department. Tomorrow Eiges will speak on "Public Relations for Higher Education," while on Friday he will discuss "Television: Tool of Tomorrow."

Burnett Leaves F C & B

Jack Burnett has resigned as radio publicity chief of Foote, Cone & Belding it was learned yesterday. He will take a short vacation in Chicago before announcing his future plans.

Advertisement for Jules Harburg Insurance, 30 John Street, New York City. Includes phone numbers for Bowling Green and Whitehall.

Coming and Going

EDGAR KOBAK, president of the Mutual network, is back in town following a two-week trip through the midwest which carried him to Estes Park, Colo., where he attended the three-day board meeting of the NAB.

A. A. HARRISON, president of KSWM, Joplin, Mo., and ROGER PAGE, program director of the station, in town this week for conferences at CBS, with which the station is affiliated.

JOHN PFEIFFER, science director at CBS, has left for Woods Hole, where he'll attend the annual conference on biological research at the Marine Laboratories located at the Massachusetts resort.

JANE GRIFFITH, assistant to WQXR's publicity director, Pat Hurley, is sojourning on Cape Cod. She'll be away until after Labor Day.

HELEN KANDEL, script writer for the CBS "School of the Air," is back at her desk following two idyllic weeks in Colorado.

HELEN LEE, assistant to WMCA's publicity director, Leon Goldstein, has left by plane for three weeks in Nassau. She'll return by the same sky route.

JACK BENNY has arrived in New York, aboard the Century. He was accompanied cross-country by Garson Kanin, movie producer.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, leaves tomorrow for Maine, where he'll try his skill—and his luck—at the ancient art of fishing.

HARRY CONOVER and his model-wife, CANDY JONES, to Dallas, Tex., for a personal appearance, after which they'll go on to Hollywood for a visit for two weeks.

RICHARD C. BATH, commercial manager of WKNE, Columbia network affiliate in Keene, N. H., and ERNEST F. BATCHELDER, JR., chief engineer of the station, are in Gotham on a short business trip.

ROBERT WADE, art director at NBC television, has left for a holiday on Cape Cod.

WILLIAM G. RAMBEAU, of the national station-rep organization bearing his name, left Hollywood for the East last Friday after having attended the premiere of KFVB's "Trans-Lux Flashcast" at Hollywood and Vine in the Film Capital.

WAA Will Use Radio In Surplus Sales Drive

(Continued from Page 1)

ordinate the work of the other agencies, which include Alley and Reynolds, Omaha; Bruce R. Brewer & Co., Kansas City; Conner Advertising Agency, Denver; D'Arcy Advertising Co., St. Louis; Knox Reeves Advertising, Inc., Minneapolis; Liller, Neal & Battle, Atlanta, and McCarty Co., Los Angeles, San Francisco, Seattle and Dallas.

The WAA told RADIO DAILY the radio program would be worked out "within two weeks."

"Bachelor's Children" Off CBS Web September 27

(Continued from Page 1)

announced yesterday. Miss Flynn declared she was "weary of writing the show and planned to shelve 'Bachelor's Children' even if other sponsors should appear." The author plans to renew her radio activity with a new series titled, "Tomorrow's Children" in collaboration with Margaret Culkin Banning. William Morris Agency is handling the new replacement show.

MBS Announces Renewal Of Two Regular Programs

(Continued from Page 1)

contract was handled through the Neal D. Ivey Agency.

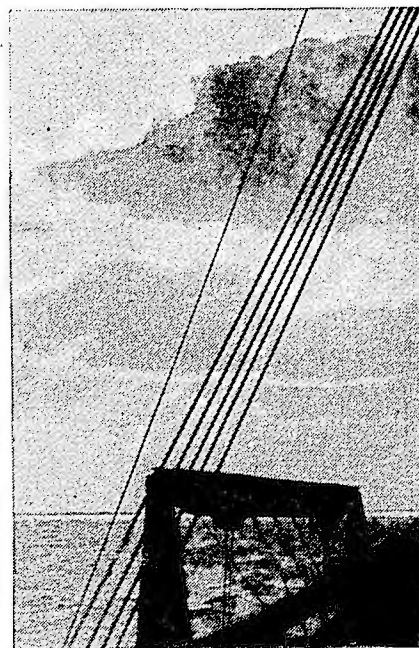
Bayuk Phillies has been a Mutual sponsor since June, 1938, and the new contract extends its time on MBS to eight straight years.

Mutual also announced that the Whitehall Pharmaceutical Company returns to the air this fall with "Real Stories From Real Life" Monday through Friday (9:15-9:30 p.m.), beginning with the Monday, Sept. 9 broadcast.

Five NBC Serial Shows Renewed For 52-Weeks

(Continued from Page 1)

are: "Young Widder Brown," "Lorenzo Jones" and "Stella Dallas" (all sponsored by Sterling Drugs) and "Just Plain Bill" and "Front Page Farrell," sponsored by the Whitehall Pharmaceutical Co.



Fair weather

That's a sunset snapped out in the South Pacific. But blue skies and fair weather make a sailor happy on any sea.

How do the skies look for that brand of yours . . . in the battle for sales that's just ahead?

If they're stormy-looking in Baltimore . . . and you plan to use radio . . . we'd like to tell you about W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's the safe port in any storm. We toss in the FM as a free gift.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REI

Advertisement for ROSS FEDERAL RESEARCH CORPORATION. Text includes: Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations. Executive Offices 18 E. 48th Street New York 17, N Y.

Employee-Employer Discussed At NAB

(Continued from Page 1)

terial, identifying stations only as to power and city size, will be made available to the membership. The committee expressed the desire that as much of the information as possible be distributed prior to the NAB convention in October.

Plans were also made for distribution at an early date of aids in union-contract negotiation, including analyses of standard labor proposals and suggestions for alternative proposals which may be made in the industry.

The department reported to the committee that Rule 91-D of the FCC, which requires that station transmitters be manned at all times by engineers holding first-class licenses, may hamper the on-the-job training program for veterans now being conducted by some stations. The fear was expressed that some stations may not be able to comply with the rule because of the unavailability of qualified personnel.

The efforts of the International Brotherhood of Electrical Workers to persuade stations in certain areas to use only transcriptions bearing an IBEW label were discussed by the committee. Instructions were given to the NAB staff to keep itself and the membership informed concerning these developments.

To Study Group Bargaining

The committee accepted a recommendation of the department that a study be made of group bargaining as it has been used by stations in various localities throughout the country.

Looking toward the 1947 district meetings, the group was unanimously of the opinion that a representative of the NAB employee-employer relations department and at least a committee should attend each of these area sessions.

Those present were: Chairman John Elmer, WCBM, Baltimore; Board Liaison Member F. W. Borton, WQAM, Miami; William Fay, WHAM, Rochester; Frank King, WMBR, Jacksonville; Howard Lane, WJJD, Chicago; Harry R. Lepoidevin, WRJN, Racine; Calvin J. Smith, KFAC, Los Angeles, and Frank K. White, CBS.

The NAB staff was represented by Executive Vice-President A. D. Willard, Jr., and Ivar Peterson and Milton Kibler, assistant directors of the employee-employer relations department.

★ AGENCY NEWSCAST ★

ALFRED WHITTAKER has been appointed associate director of research of Benton & Bowles, Inc., supervising radio, copy and sales research and market analysis, it was announced yesterday by Clarence B. Goshorn, president. Whittaker joined the agency in January as assistant to Charles Pooler, vice-president and director of research of B&B.

FRANK E. HURD, president of the Allied Food Corp. of America, announced appointment of Victor Rosen as director of public relations. Rosen was recently discharged from the Army and prior to his entry into the Armed Forces served as editor of various national magazines and business papers and was also associated with Constance Hope Associates and Tom Fizzdale, Inc., in the public relations field.

THE PRECTO RECORDING CORP. announced the appointment of Thomas B. Aldrich as general sales and advertising manager to succeed R. C. Powell. Aldrich has been with the company for the past 10 years in the capacity of factory sales engineer in the N. Y. metropolitan area.

'Quiz Kids' Show To Shift To NBC Starting Sept. 29

(Continued from Page 1)

tions, owners and originators of the program.

One reason given for the move is the desire of the "Kids" to get away from the stiff Sunday night competition. The program has been aired on ABC since its inception in 1940.

Hedda Hopper Reported To Emcee New ABC Show

Hedda Hopper, Hollywood radio and newspaper columnist, is reported set to emcee a new half-hour variety program over ABC from the film capital scheduled for debut early next month. Tentative title for the show is said to be "Hollywood Theater," and plans to use name guest stars.

The Hollywood gossip columnist ended her last air stint on ABC's "Hedda Hopper's Hollywood" June 3. Program at that time was sponsored by Armour & Co.

Bradey Signed By Y & R

Ben Bradey has been signed by Young & Rubicam as producer, Arthur J. Scappone, head of production in H'wood announced yesterday. Bradey was formerly co-head writer for Dinah Shore, etc., and starts at Y&R with first assignment being the Ginny Simms show. Bradey was with the Army for two and one-half years, producing Singalong Project, featuring Crosby, Sinatra, Shore, etc.

ELMO C. WILSON, CBS director of research, has been named a member of a three-man committee to join with George Gallup, Elmo Roper and A. M. Crossley in the establishment of a national association of public opinion researchers. Other members of the committee are Dr. Henry David, research consultant to the British Broadcasting Corp. in N. Y., and Dr. Morris Hansen of the Bureau of Census.

STATION YNPS, La Voz de Nicaragua, has engaged Pan American Broadcasting Co., its exclusive representatives. A new rate structure has been prepared for the government-owned station which is affiliated with NBC. YNPS transmits with 1,000 watts and carries more "live" programs than any other station in Nicaragua.

AMERICAN ICE CO., New York City, has appointed Charles W. Hoyt Co., Inc., as its advertising agency.

STANLEY F. ELLSWORTH has been elected as vice-president and director of Hixson-O'Donnell Advertising, New York.

ABC Augments News From Overseas Sources

(Continued from Page 1)

union embargo on transmission of international press copy. However, while ABC aired two special round-ups with direct pickups from six foreign capitals, CBS announced that if the embargo on press copy continues, it too will add two extra half-hour international newscasts daily.

NBC reported that the wire services were continuing to supply their demand but if these facilities should fail the web had its foreign correspondents all set to supply the coverage normally coming from the wire services. Mutual revealed that it has not scheduled any additional world newscasts and does not contemplate doing so. MBS is maintaining its twice daily pickups from the Paris Peace Conference.

Meanwhile, a joint meeting between the American Communications Association, Press Wireless and government conciliators, which began Tuesday morning, lasted a late hour last night and will continue today.

Mayor, Gen. Bradley Guests

Mayor William O'Dwyer and Gen. Omar N. Bradley, director of the Veterans Administration, will be heard over WWRL, New York, today, August 14, 4:00-4:30 p.m., when they address a graduating class of disabled war veterans who have been trained as watchmakers at the Bulova School for Watchmaking, Woodside, Queens, N. Y.

Coast Indie Manager Gives Business Views

(Continued from Page 1)

jewelers are heavy users of radio advertising on KROW and that clothing and department stores are becoming more and more radio minded.

The Oakland broadcaster believes that it is high time for the 260 independent stations of the nation to band together as a single voice at NAB for the purpose of adding prestige to them as a group. He indicated that a committee of independent broadcasters would launch an organizational effort during the coming convention of NAB in Chicago in October.

Makes Prediction

"Bigtime network sponsors of such artists as Jack Benny, Fibber McGee and Molly, Fred Allen and others sooner or later will be using the independent stations of the country for delayed transcribed broadcasts of their costly weekly programs," Gunzendorfer declared. "That's just good business. After all everyone in the nation doesn't listen to the expensive network shows day and date with its presentation and therefore independents are needed for repeat broadcasts."

Sizes Up N. Y. Market

After two weeks of business contacting in New York, Gunzendorfer is convinced that the business outlook is good and the morale of advertising executives has improved considerably since the so-called mid-summer slump. He is returning to the Coast with some new national accounts in his pocket and promises to take up the cudgels of the independents again when he returns to the NAB-Chicago convention.

McGill Will Pinch-Hit On Byron's "Mr. D. A."

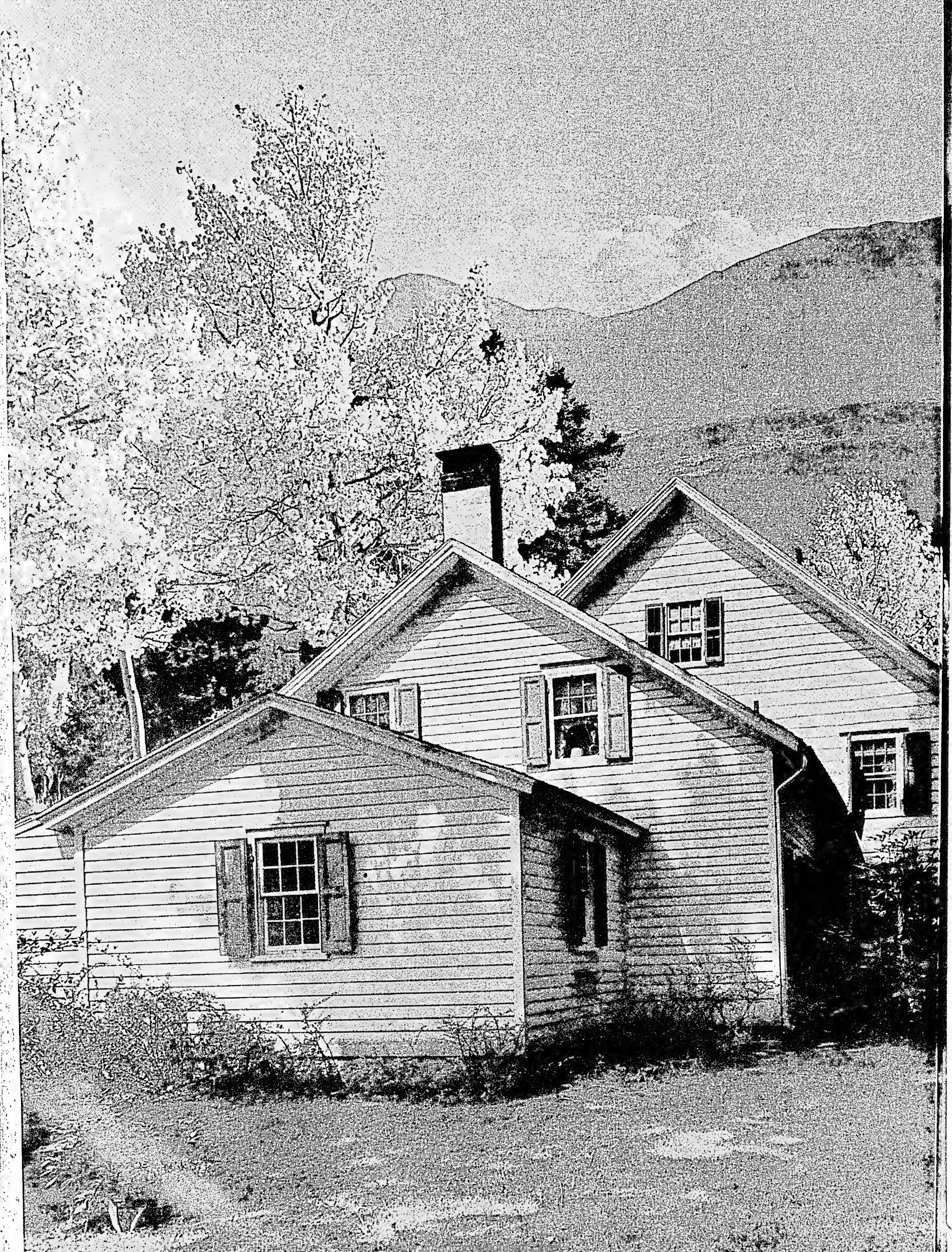
Earle McGill will direct "Mr. District Attorney," currently the No. 1 program in the Hooperatings, for two weeks beginning Aug. 21. Mr. McGill will pinch-hit for Ed Byron, "D.A." producer-director-co-author, who is taking his first vacation in five years. Mr. and Mrs. Byron and their son, Christopher, will vacation at Eagle River, Wis.

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



WJNO
THE VOICE OF THE PALM BEACHES

VEV
get Cashman in Hollywood

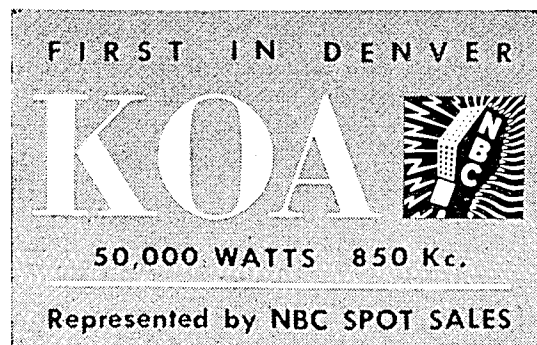


When the Boys Come Home

Service to those who served is the keynote of KOA's vital program, *When The Boys Come Home*. Every Friday evening, in cooperation with the Colorado State Veterans Advisory Council, KOA presents a program of valued information for all returning veterans and their families.

Thousands of servicemen and women are coming to Colorado to live; thousands more have homes in the vast Mountain and Plains States area. Actively supported by business, civic and governmental agencies, KOA offers competent discussion of veteran problems. Re-employment, the G.I. Bill of Rights, Insurance, Home Loans—these are only a few of the subjects on which veterans are given expert advice and genuine assistance.

Years of eminent service to the Rocky Mountain area have qualified KOA for its important role in reconversion. Years of service and *results* have made KOA the favorite of listeners and the first choice of local and national advertisers.



THE NATIONAL BROADCASTING COMPANY

LOS ANGELES

By RALPH WILK

TED RITTER this week completed three radio transcription sessions for Capitol.

When "Encore Theater" bows off its summer run late this month, Producer Bill Lawrence will give added time to the projected new Al Jolson airer which he worked out with him in New York recently, and which is now at the signing state.

Dick Powell and Texaco are keeping the lines busy between New York and Columbia Studios, where Powell is starring in "Johnny O'Clock." It appears to be almost a certainty that Powell will head Texaco's big variety network show in the fall, in which Dick will have an opportunity to display his singing talent.

Barry Sullivan made a personal appearance, Saturday, at the opening of four-year-old Lynn Latting's lemonade stand in Glen Alder. Her father is co-emcee with Frances Scully on the "Hollywood and Vine" show over KECA. Photographers from the American network covered the event.

Frederick Joins CBS As Advertising Head

(Continued from Page 1)
creative planning of the sales promotion and advertising department.

During the war Frederick served as director of war programs with OWI in Washington and prior to then was associated with the Treasury Department. He served as editor of Tide from 1936 to 1938 and then became publisher, continuing in that capacity for five years.

Golden returned to CBS last spring after nearly four years of military service. As a captain in the Adjutant General's office he was art director of Army training manuals and later, in Europe, produced several publications for the Information and Education Division. Before joining CBS in 1937, he was art director of House & Garden magazine.

Will Expand Tele Course

Chicago—Dr. Hans Rosenwald of the Chicago Musical College, says the success of the first television course of the college was so great, that it will be expanded, materially, starting the fall sessions, which get started September 9. The courses are run in cooperation with the American Television Laboratories.

For Exclusive PERSONALIZED Publicity

Jane Barton

publicity • promotion

7 W. 44th ST., NEW YORK CITY • VA 6-1696



Notes From An Aisle Seat . . . !

• • • What's holding up the Crosby-Philco deal, we are given to understand, is that the dealers don't want to part with all that moolah to get him on transcriptions when they figure they can buy him on records on any local station. If the Philco deal does phizzle, the chances are better than bad that the Bing may still wind up again with Kraft. Latter has never given up hope and, furthermore, were never actually out of the running. . . . Austin Peterson, veepee of Ted Bates, leaving for his vacation last week cracked that he's the only exec in radio who isn't worried about Bing's next move. . . . And Jean Meegan, of AP, noticing all the publicity that Herald-Trib radio ed, John Crosby, has been getting, observes that John is grabbing more space than Bing. . . . Kay Kyser coming to N. Y. in Sept. to discuss his radio status and possible new contract. . . . Mark Hellinger, who claims he's through with N. Y. for life, still carries N. Y. plates on his car in addition to Calif. license. . . . Ezra Stone offered directorship of last play penned by Gertrude Stein—"Yes Is For A Very Young Man"—Louella Parsons, ill and off the air since April, returns to her broadcasting chores Sept. 1st.



• • • Army dropping sponsorship of the Harry Wismer 9:55 spot on ABC after Aug. 24th as they figure the recruiting job completed. ABC meanwhile will continue carrying Wismer in the spot which has worked up to a 4 rating. Wismer broke two of the biggest sports stories of the season on this stanza—the resignation of Joe McCarthy from the Yanks and the Crosby-Pirates deal. On Aug. 23rd, the sports commentator flies to Chicago to broadcast the All-Star football game for the fifth straight year.



• • • SMALL TALK:—Trade viewpoint on the Satevepost series on MCA right now adds up to about this: If Wittels doesn't take off the wraps in the next two rounds and really get in there and slug, MCA ought to send the Post a healthy check and chalk it up to advertising, because if any firm has ever had a bigger publicity break, it's escaped our attention. MCA's offices are cluttered with acts pleading to be handled by them. As somebody or other once remarked: Everybody wants to do business on a busy street. . . . Aside to Bob Sylvester: Everytime Phil Brito meets someone he doesn't like, he hands him a pass to "Maid in the Ozarks." . . . Hank Sylvern putting up a courageous battle at St. Vincent's Hosp. after recent breakdown. . . . Tip to producer with writer trouble: Walt Framer, who's been scripting "Glamor Manor" five times weekly, will be available Sept. 27th when that stanza shifts to H'wood. . . . Allen Prescott's 6:30 WJZ ainer going co-op on ABC. He'll drop his Wife Saver tag and will get a build-up as a comic. . . . One way to get a car: Dinah Shore and Peter Lind Hayes have both been promised Ford convertibles by their new sponsor—who, by an odd coincidence, happens to be Ford.



• • • OUR HAT'S OFF DEP'T: Harry Salter's dramatic background music on "Assignment Home" and "Spotlight on America." . . . Stan Kenton's Capitol disc of "Rika Jika Jack." . . . Vic Sydell's "Fishing & Hunting Club" on ABC, which has won a wide following among lovers of the sport.



• • • ONCE OVER LIGHTLY: Best crack of the week was Jackie Kerk's observation that he hopes Der Bingle's bucks will help the Bucs get bingles. . . . Les Brown says that Uncle Sam has what it tax. . . . Overheard in Radio City: "See that building over there? I helped watch the excavation for it." . . . Buddy Lester claims that once you start losing steadily at the races, it's high time you realized you're on the wrong track. . . . Bill Stern says the honeymoon is over when he no longer pants for her and she starts wearing the pants for him.

SAN FRANCISCO

JANE LEE, who was designated the official opener of the International Stewards and Caterers Convention exhibition, had her KGO NBC "Women's Magazine of the program originate from official convention headquarters at the Fairmont Hotel Monday (Aug. 12) where she had as her air guests ISC officials, Nearing and Ralph Tilley and chefs Peter Gust Economo and George Mardikian.

Wilt Gunzendorfer, manager of KROW, is spending most of the month in the East, with two weeks in New York and one in Chicago.

A group of San Francisco stars have been putting on a Stars Revue at the Santa Rosa Hotel. They include Bill Baldwin, H. Caen and Patricia Lynn. The show was produced by H. C. "Dinty" Mc

Bill Schafner of KGO says two KGO-ABC mystery thrillers, "Dark Venture" and "The Adventure of Sam Spade" are making local listeners hair stand on end. Ang Both shows are sponsored by W. root Cream Oil, the hair dressing that is supposed to make the hair lie down.

One of the oldest radio shows on the Pacific Coast is built around a horse called "Dobbin." It is the KGO (Santa Rosa) program called "Dobbin 1350." For over seven straight years Dobbin has been delivering the news and bringing listeners a daily 15-hour program of farm news, market reports, and both live and recorded music. KSRO's manager, Eddie Hilly claims that Dobbin is no figment of the imagination, but a real horse. To prove it he produced an old horse, and buggy, which he displayed for a week in parades at the Sonoma County Fair last year. The program was originated several years ago by Gordon Brown who was killed last year in South Pacific action.

KSDJ Joining CBS

KSDJ, new station owned by the San Diego Journal, will become a CBS affiliate, when it takes to the air around October 1, Purnell H. Gould, general manager, announced recently.

1906 1941

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Cuisine

15 East 52nd St.

AIR CONDITIONED

Durr Evaluates Radio as Religious Medium

(Continued from Page 1)

Public groups have a right to ask for radio time, but civic groups such as church organization should recognize their responsibility to use radio properly," Durr continued. "Stations should provide help in writing scripts and production. Where some stations are too small to provide adequate production supervision, then religious and other civic groups need to develop in their own ranks people capable of doing satisfactory writing and production work."

Comment On FCC

Turning to the affairs of the FCC, Durr said: "The more the public examines a governmental agency like the FCC, the better the agency will be. Commissioners for the Federal Communications Commission are constantly dealing with organized business interests, yet have the job of protecting the public from whom they are isolated."

"Our organization, the FCC," Durr concluded, "does not look with favor upon one-purpose stations. We are all encouraging a well-rounded program schedule, rather than the kind of a single viewpoint."

C Grants Three CP's; Six Standard Applicants

(Continued from Page 1)

Tex., to operate on 1,000 kc., 250 watts, daytime; Ben Bedew, trading Ecter County Broadcasting Co., Sassa, Tex., to operate on 920 kc., 1 kw., daytime; R. T. Waddell, Harbour, J. F. Pestelle, doing business as Odessa Broadcasting Co., Sassa, Tex., to operate on 1360 kc., 1 kw., daytime.

The Commission also listed six applications for new standard stations, including Home News Publishing Co., Brunswick, N. J., to be operated on 510 kc., one kw., daytime; Radio Parasite, Inc., Nanticoke, Pa., to be operated on 1490 kc., 250 watts, limited; Suburban Broadcasting Co., Upper Darby, Pa., to be operated on 1170 kc., one kw., daytime; Grass Broadcasting Co., Versailles, Ky., to be operated on 590 kc., 1 kw., unlimited; The Valley Broadcasters, Russellville, Ark., to be operated on 1490 kc., 250 watts, unlimited; Grand Forks Herald, Grand Forks, N. D., to be operated on 1400 kc., 250 watts, unlimited.

U. S.-Mexico 'Daytime' Pact Hit By New Committee Of 12

(Continued from Page 1)

the breakdown of present clear-channel allocations. Frequencies involved include 730, 800, 900, 1050, 1220 and 1570 kilocycles.

Pointing out that Canada and Cuba now use some of the channels on a full-time basis, the petition said unlimited operation of the channels by stations in this country would bring a new night-time service to large areas of the United States.

The broadcasters contended the so-called "gentlemen's agreement" with Mexico is no longer effective, since it was not mentioned in the interim agreement signed after the expiration of NARBA.

The petitioners requested of the FCC:

(A) That the Commission order a general hearing to determine whether or not Section 3.25 (D) of the rules and regulations shall be amended in order to permit full-time operation on the channels mentioned.

(B) That following such hearing the rules be amended to permit such full-time operation under the terms and provisions of the present NARBA.

(C) That the Commission recommend to the Department of State that the United States present pro-

posals to the third NARBA conference, scheduled to commence in 1947, that these frequencies be classified as full-time channels in the United States under the provisions of the next North American Regional Broadcasting Agreement.

Calling themselves "The Daytime Petitioners Association," the petitioners include licensees and permittees of standard broadcast stations on the channels affected. They include Regional Broadcasting Co. (WACE), Holyoke, Mass.; Madisonville Broadcasting Co., Inc. (WCIF), Madisonville, Ky.; Bluff City Broadcasting Co., Ltd., Memphis, Tenn.; Potomac Broadcasting Corp. (WPIK), Alexandria, Va.; Dixie Broadcasting Co. (WMGY), Montgomery, Ala.; Chambersburg Broadcasting Co., Inc. (WCHA), Chambersburg, Pa.; Mayfield Broadcasting Co., Inc., Mayfield, Ky.; Central Valley Radio (KCVR), Lodi, Calif.; Station WAYN, Concord, N. C.; Washtenaw Broadcasting Co., Inc. (WPAG), Ann Arbor, Mich.; San Mateo Broadcasters, Inc. (KVSM), San Mateo, Calif., and Fred Jones Broadcasting Co., Tulsa, Okla.

Attorneys for the petitioners are Marcus Cohn and Leonard H. Marks.

Hogan Honored

John V. L. Hogan, president of WQXR, has received from King Christian of Denmark the King Christian Medal of Liberation in appreciation of his contribution to Denmark's cause during the Nazi occupation. Medal and accompanying certificate were sent to Hogan through the Danish Charge D'Affairs in Washington.

Stork News

Los Angeles—A baby girl, weighing 8 pounds, 4 ounces, was added to the Art Linkletter family August 8. Baby has been named Sharon. They now have two girls and two boys. Art emceeds "People Are Funny" NBC show, and "G. E. House Party" for CBS. In addition to that, he is pinch-hitting for Kay Kyser on "The College of Musical Knowledge" while Kay vacations.

Beaver To KTBS

Cecil K. Beaver has been named general manager of KTBS, Shreveport, La., according to John C. McCormack, managing partner. Beaver, who resigned as assistant general manager of WOAI, San Antonio, to accept this new position was former assistant general manager of KARK, Little Rock, Ark. He first began his radio career with KOIL, Omaha in 1930.

Survey American Tele

"SVP," documentation service of Paris, is making a television survey of American stations as to power, programming and personnel.

TRANSCRIPTION SALESMAN

Wonderful opportunity to sell new non-competitive transcribed series. If you are willing, take this show with you. It is itself. Something new—Something different. Write for information, Box No. 1, Radio Daily, 1501 Broadway, New York, N. Y.

Send Birthday Greetings To

August 14

Ed J. Herlihy	John Porterfield
John Holbrook	Samuel L. Ross
Margaret Jacobson	Lew Story
Merle S. Jones	Ray D. Williams
Bob Patt	Reinhard Huettig
Walter Winston, Jr.	

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rader, General Manager

FRET & PETERS, Inc. Exclusive National Representatives

your advertising dollars are PROFITABLY spent on...

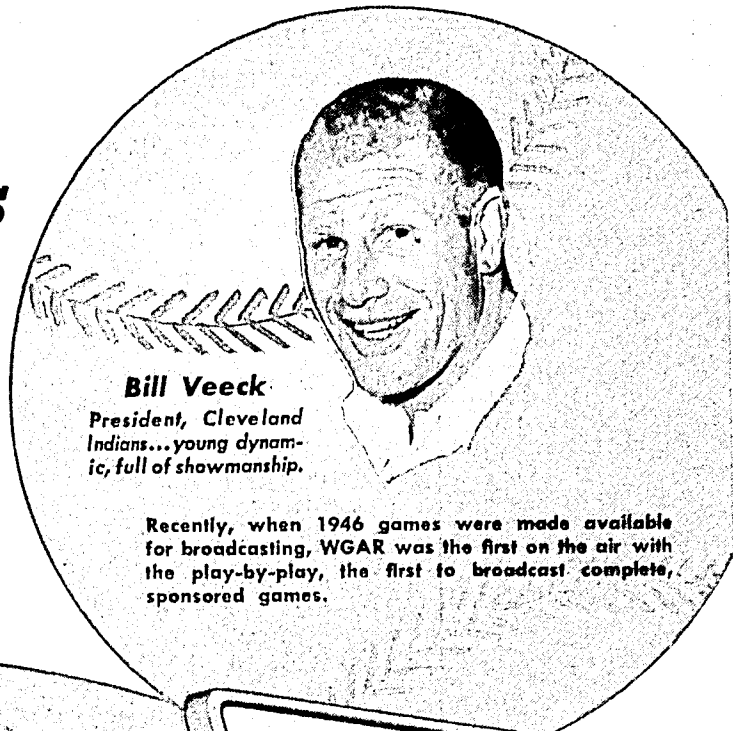
Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS
Day and Night

NBC
Basic Network

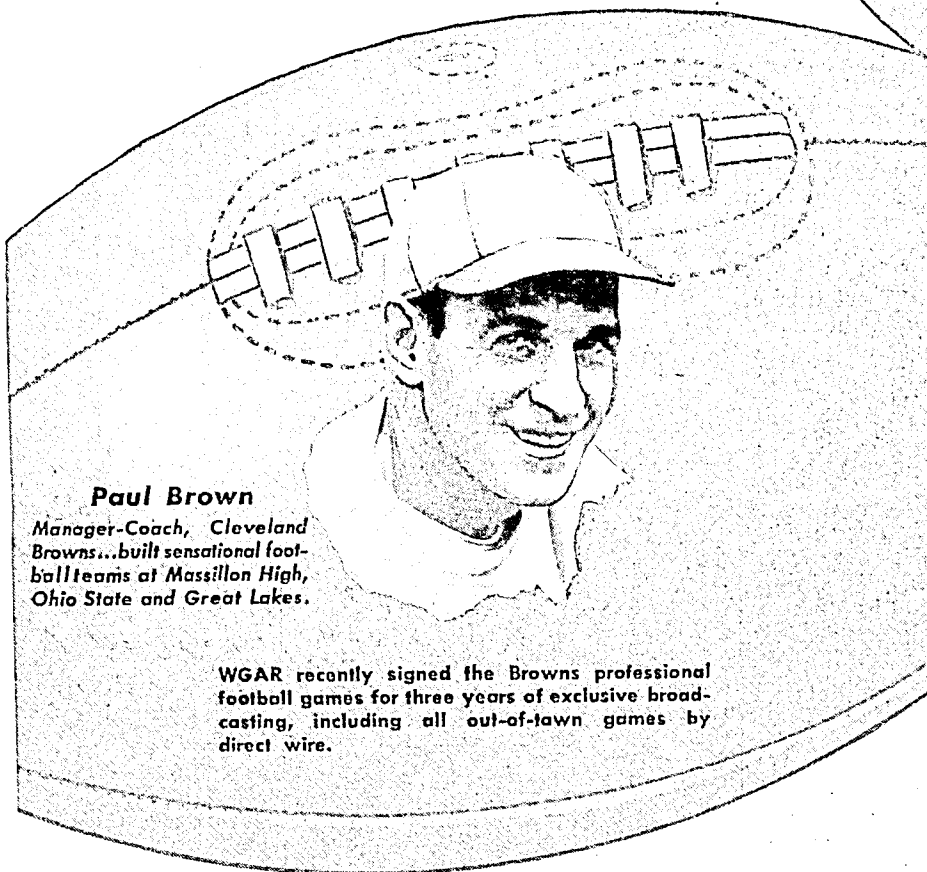
Represented by
RADIO ADVERTISING COMPANY

You can see who's
ON THE BALL
in Cleveland



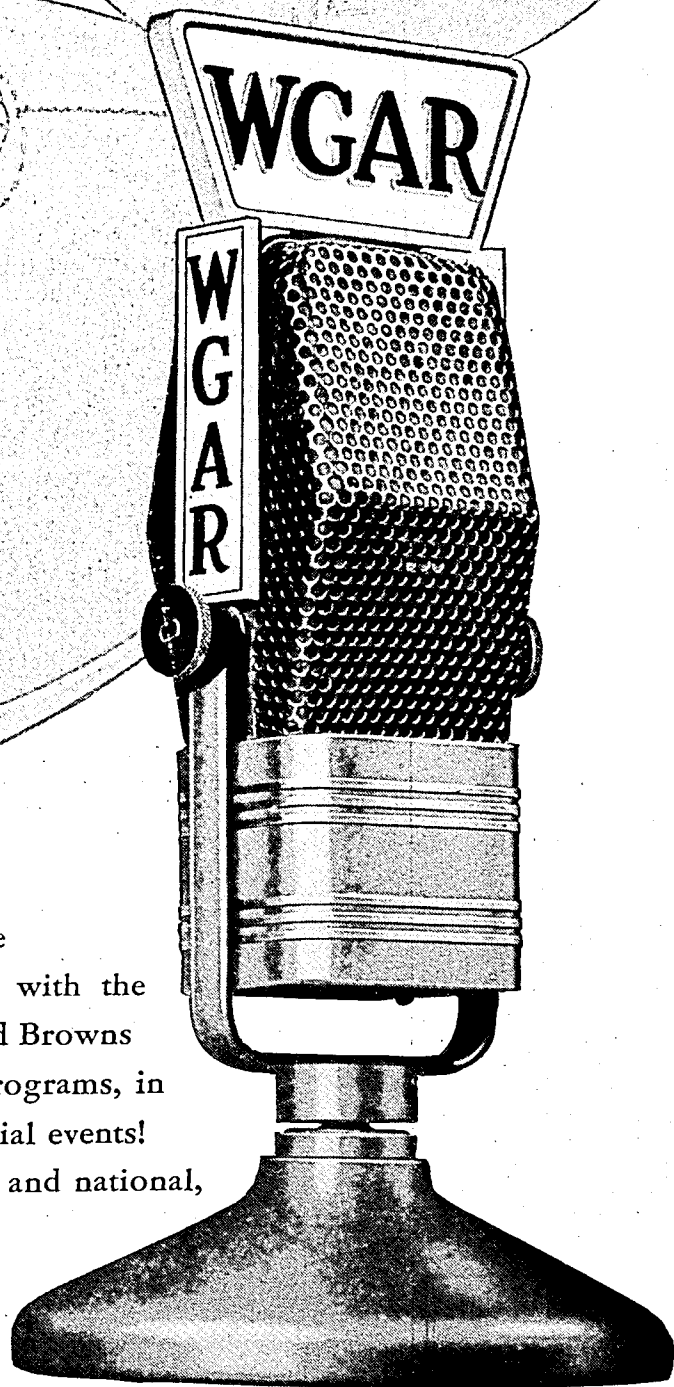
Bill Veck
 President, Cleveland
 Indians...young dynam-
 ic, full of showmanship.

Recently, when 1946 games were made available for broadcasting, WGAR was the first on the air with the play-by-play, the first to broadcast complete, sponsored games.



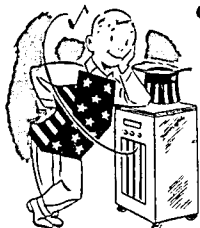
Paul Brown
 Manager-Coach, Cleveland
 Browns...built sensational foot-
 ball teams at Massillon High,
 Ohio State and Great Lakes.

WGAR recently signed the Browns professional football games for three years of exclusive broadcasting, including all out-of-town games by direct wire.



First with 1946 baseball games of the Cleveland Indians . . . first and exclusive with the professional football games of the Cleveland Browns . . . *firsts, firsts, firsts* . . . in live musical programs, in public service broadcasts, in news and special events!

That's why advertisers, both local and national, choose WGAR *first* in Cleveland!



Free Speech Mike says:
 "Sports, like everything else American, thrive on honest competition . . . the traditional spirit that says . . . 'May the best team win!'"

Edward Petry & Co., Inc. — National Representatives



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 33

NEW YORK, THURSDAY, AUGUST 15, 1946

TEN CENTS

Facsimile Interest Grows

RCA Executive Lauds Electronics At Bikini

Declaring that electronics contributed a great deal to the success of the Bikini atom bomb tests, Arthur F. Van Dyck, official observer for the Radio Corporation of America, arrived yesterday in San Francisco aboard the USS Panamint.

"The atomic bomb tests at Bikini brought together the greatest concentration of radio and electronic marvels ever assembled at one time and place," Van Dyck said. "They were, of course, overshadowed in interest by the bomb explosions, but they would have caused headlines under any other situation."

Referring to television's role at

(Continued on Page 7)

2 Web Renewals On ABC Announced For Chi Shows

Renewal of a 15-minute segment of Don McNeill's "Breakfast Club" program on ABC by Philco for one year and Brown and Williamson Tobacco Corp. sponsorship of "Facts and Fiction" with Johnny Neblett on the full network of 52 weeks on Sundays from 1:55 to 2 p.m., EST, was announced.

(Continued on Page 2)

Du Pont Develops Film To Record Tele Programs

A new 16-millimeter motion picture film has been developed for recording television programs direct from a monitor or viewing tube, it was announced yesterday by the Du Pont Company Photo Products Laboratory. Film will be used in the

(Continued on Page 7)

Cruising Crooner

Dick Haymes, radio and movie star, played host to the New York press and CBS associates last night on a moonlight excursion up the Hudson River. Commodores Steve Hannagan and George Crandall shepherded the press, providing a picnic supper and smelling salts for all the guests.

Boston Tele Station For Westinghouse

The FCC yesterday granted the application of Westinghouse Radio Stations, Inc., for a new commercial television station in Boston. Under the grant the station will operate on Channel No. 4.

The Commission also announced approval of use of the call letters KOB-TV by Albuquerque Broadcasting Co., for its tele station in Albuquerque. The company also operates standard station KOB. This is

(Continued on Page 2)

ABC Asks FCC To OK WOOD Sale To Liberty

Washington Bureau, RADIO DAILY
Washington—The FCC announced yesterday that the American Broadcasting Co. has applied formally for permission to sell WOOD, Grand Rapids, Mich., to Liberty Broadcasting, Inc. The net "temporarily" acquired WOOD through its purchase

(Continued on Page 6)

Developing Engineers, Broadcasters Will Compete To Educate Public; Mfrs. Getting Many Orders

FCC Authorizes Service For Public Utilities

A radio communication service for public utilities was established yesterday by the FCC, in announcing proposed rules and regulations authorizing three new classes of stations—power utility, transit utility and petroleum pipeline.

The rules make it possible for radio telephony to be more fully utilized by electricity, gas, water and steam

(Continued on Page 6)

MBS Reporter Optimistic Following USA Survey

Paul Schubert, Mutual's veteran news reporter, has just returned to web headquarters following an 11,000-mile trip through 28 states to obtain a first-hand view of America in the

(Continued on Page 2)

Block Planning ET Firm To Produce "Ballroom"

Martin Block, who plans to return to his native California in December and later fulfill a new four-year contract with KFWB in Hollywood,

(Continued on Page 7)

A race involving both developing engineers and broadcasters to acquaint the public with radio facsimile is likely to occur within the next three to five months, a survey made by RADIO DAILY reveals. While it is impossible to say who will be first with the new medium, since the bottleneck lies primarily with production of facsimile recorders, it is known that FM station WENA, owned by the Detroit News, has just received part of its recording equipment from

(Continued on Page 6)

Broadcasters Bidding For Mt. Wilson Site

Pasadena, Calif.—Fourteen radio stations and newspapers interested in television experimental sites have bought or leased land atop California's 6,000-foot Mt. Wilson. It has been revealed by the peak's owner, Albert C. Childs, while 16 other potential video investors have investigated the sites. With prospective investment in television plants atop

(Continued on Page 6)

ABC 'Bride & Groom' To Plug Goldwyn Film

One of the first serious and large-scale exploitation jobs ever provided a motion picture will get under way this week with the announcement by

(Continued on Page 2)

Names Of Tele Exhibitors Announced By TBA Officials

Leading television equipment manufacturers will display advanced designs in transmitters and receivers at the Second Television Conference and Exhibition at the Waldorf-Astoria on October 10 and 11, it was announced yesterday. Event is sponsored by the Television Broadcasters Association.

Manufacturers who have reserved space in the transmitting equipment section include General Electric,

RCA, DuMont and Federal Telephone and Radio. Transmitters, antenna design, camera chains, control consoles and studio equipment will be shown. Home settings, furnished and decorated, will be featured by receiver manufacturers such as Philco, Farnsworth, General Electric, DuMont, RCA, Sonora and Telicon.

Related television service organizations, among whom are AT&T,

(Continued on Page 6)

Exchange

Birmingham, Ala., and Birmingham, England, have been brought closer together through an exchange of half-hour transcribed shows by WAPI and the British Broadcasting Co. BBC broadcast the Alabama program in England last Sunday and WAPI will give a transcribed word picture of Birmingham, England, on next Sunday.

Irate Fan

A woman radio listener has been persistently calling New York radio stations this week to find out what giveaway program originated the question: "Who Cut Sampson's Hair Off?" Listener claims she answered the question correctly and that someone in New York owes her \$5. At noon yesterday the program sought by the lady was still a mystery.



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

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FINANCIAL

(Wed., Aug. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	198 3/4	198 1/8	198 1/4	- 5/8
CBS A	39 3/8	39 1/4	39 3/8	+ 1/8
CBS B	39 1/8	39 1/8	39 1/8	- 1/4
Crosley Corp.	29 1/4	29 1/4	29 1/4	+ 1 1/4
Farnsworth T. & R.	12 3/4	12 3/4	12 3/4	...
Gen. Electric	46 3/4	46 3/8	46 5/8	...
Philco	32 3/8	32 1/4	32 1/4	- 1/2
RCA Common	14	13 5/8	13 5/8	- 3/8
Stewart-Warner	21 1/2	21 1/2	21 1/2	- 3/8
Westinghouse	30 1/2	30 3/4	31 1/4	+ 7/8
Zenith Radio	32 1/2	32 1/2	32 1/2	- 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	20	20	- 1/2
Nat. Union Radio	10	9 5/8	10	+ 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Telecomm.	11 1/4	13 1/4
Stromberg-Carlson	17 1/4	18 3/4
WCAO (Baltimore)	40	...
WJR (Detroit)	35	...

A. D. Keller Heads Radio Export Group

A. D. Keller, associated with the International Standard Electric Corp. since its organization in 1925, has been elected chairman of the export committee of the Radio Manufacturers Association, it was announced yesterday.

Keller is purchasing agent of the department in New York which handles exports for the International Standard Electric Corp. and the Federal Telephone & Radio Corp., both affiliates of the International Telephone & Telegraph Corp.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.

221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, who returned this week from Paris, where he attended sessions of the Peace Conference, leaves today for Chicago, to confer with officials of the network's central division.

ELLIOTT M. SANGER, vice-president of WQXR, accompanied by MRS. SANGER, is vacationing in Grand Teton National Park, Wyo. They'll return after Labor Day.

WILLIAM FINESHREIBER, assistant director of programs at CBS, and ROBERT HELLER, director, have completed their vacations and are back on the job at the network.

WALTER BATCHELOR has left by plane for the West Coast, where he has scheduled story conferences with Monte Proser and Sam Coslow on their forthcoming picture, "Copacabana."

HARRY RAUCH, radio publicity chief at Young & Rubicam, leaves tomorrow for Des Moines, where he'll attend the opening broadcast of "Vox Pop" over CBS. From there, he'll head for Hollywood.

WILLIAM R. ROBERSON, general manager of WRRF, Washington, N. C., and T. H. PATTERSON, commercial manager of the station, are in town for conferences with officials of the American network.

JACK KELLY, manager of WCOL, Columbus affiliate of the American network, has arrived from Ohio for a few days on station business.

GENE HAMILTON leaves today for Richmond, Va., where tonight he will announce the "Prof. Quiz" show on ABC. He'll return to New York tomorrow.

ABC 'Bride & Groom' To Plug Goldwyn Film

(Continued from Page 1)

Samuel Goldwyn Productions that the ABC daytime program "Bride and Groom" will be used to publicize the forthcoming film "The Best Years of Our Lives."

Goldwyn is launching a contest "Bride and Groom" (2:30-3:00 p.m., EDT) to popularize the title of his new picture with the big prize a \$10,000 world tour.

The couple who is chosen "Mr. and Mrs. America of 1947" by judges—who are members of the cast of the film—will be rewarded with a honeymoon trip financed by the picture tycoon.

More than 200 stations are reportedly set to participate in the contest which will be aired daily on the show. Individual stations will weed out applicants and will each be permitted to name one engaged couple from its own area. Winners will be announced on the "Bride and Groom" program December 31 of this year and will be married in Hollywood with two of the star-judges as attendants.

In addition to the \$10,000 trip, Goldwyn will supply "the biggest jackpot of gifts ever showered on winners of a radio contest." Contest in itself will cover a five-month period and is expected to reach an estimated 6,500,000 people daily.

Boston Tele Station For Westinghouse

(Continued from Page 1)

the first authorization of this nature and was based on FCC policy of permitting FM stations to use the letters of their standard stations followed by the letters FM.

Young woman seeks job as ASSISTANT TO RADIO EXECUTIVE

College graduate, self-starter, quick-witted, competent and resourceful. Wants position with agency, station or radio rep as secretary-assistant. Dependable, versatile, personable. \$50. Box No. 207

RADIO DAILY

1501 Broadway, New York City

MBS Reporter Optimistic Following USA Survey

(Continued from Page 1)

post-war period. Schubert, who has covered the war since its start in 1939, was considerably encouraged by what he saw on various phases of his trip.

Schubert investigated the shoe industry, mining, lumber, heavy industries, automobiles, electrical equipment, agriculture, etc., and received strong optimism about the future and America's production output in the peace years to come.

2 Web Renewals On ABC Announced For Chi Shows

(Continued from Page 1)

nounced yesterday at the offices of American Broadcasting Co., in New York. Philco Products Co., through Hutchins Advertising Co., of Philadelphia, will continue the 9:45 to 10 a.m., spot on the Breakfast Club show. The Russel H. Seeds Co., Chicago, handled the signing of Neblett's "Facts and Fiction" show. Both shows originate in Chicago.

Stork News

Morris and May Altschuler announce the arrival of a seven pound, 10 ounce son, Joel Richard, born early Wednesday morning at the Lenox Hill Hospital, New York City. Morris is circulation and production manager of RADIO DAILY.



Short cut

That's part of the CVP Canal out in California that S-curves its way through the Madera foothills. Ultimately the canal will be 37 miles long and will carry water from the Friant Dam to the lands of the Madera Irrigation District.

That will be a fertile, blooming valley soon... and it had to be done the hard way.

Sales of a product have to be nurtured along too, and down here in Baltimore, W-I-T-H, the successful independent, has a production way of getting sales up... but by a short cut.

Here are the facts: W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

If you want sales to grow... where none bloomed before... down here W-I-T-H is the answer.



W-I-T-H
and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 44th Street, New York, N. Y.

NEWS

OF

NEWS

For nearly five years
New Yorkers have learned of
war and peace through the
hourly news bulletins on WMCA.
Now, these special editions of
the news are prepared
and edited by the
Herald Tribune
7 am and every hour
thereafter through 11 pm.

News by one of the world's leading news-gathering organizations presented over America's leading independent station... a public service combination that more than ever keeps metropolitan listeners in the habit of tuning to first on their dials for firsts in the news!

570 · NEW YORK

wmca

REPRESENTED BY WEED & CO.



SOUTHWEST

A TENTATIVE date has been set for the appearance in Dallas of Bud Abbott and Lou Costello at the Fair Park Casino. Duo will be here Sept. 6, according to present plans.

Frances DeMond, contralto has left her home in Dallas to go to New York where she will study radio technique with the view of using it commercially when she returns in several months.

Yolande Eidelbach and Margaret Joyce McCamey have joined the staff of WOAI, San Antonio. Miss Eidelbach will be steno to Monte Kleban, production manager while Miss McCamey will be in the continuity department.

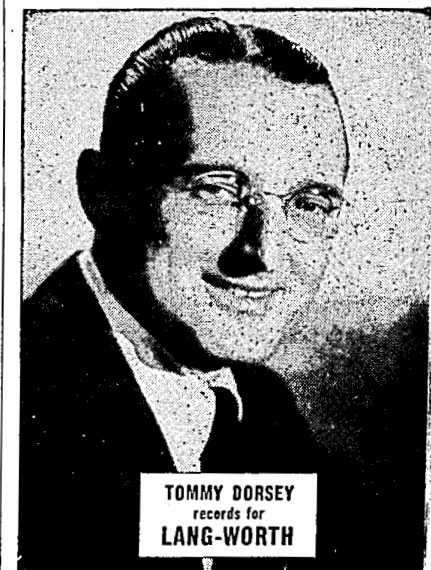
John H. Homsy has assumed his duties as engineer in charge of the 10th district office of the FCC in Dallas. He replaces Nathan A. Hallenstein who was transferred to Washington. Homsy comes here from San Francisco.

The third annual radio and audio visual forum is currently being held in Austin at the University of Texas August 15 and 16.

The FCC has granted the Alice Broadcasting Co., at Alice, license to operate a standard broadcast station on 1070 kilocycles with a power of 1,000 watts, daytime only. E. G. Loyd Jr., Buford Nickolson and J. H. Mayberry comprise the partnership.

"Guadalcanal Anniversary," a dramatic program written especially by ex-Marine Lou Kemper of the WFAA staff to commemorate the Marine landing on Guadalcanal paid tribute to the First Marine Division in a special broadcast last week on WFAA Dallas. Kemper and members of the Dallas Marine recruiting office comprised the cast.

New officers of the KABC, San Antonio Employees Association are Charles Belfi of the sales staff, president; Sybil Chastang, treasurer; Jack Proctor, vice-president and Pearl Brewer, secretary.



TOMMY DORSEY
records for
LANG-WORTH

Michigan Ave. Memoranda. . . !

• • • CeCe Martin, 18-year-old New York songstress, may be Eddie Cantor's featured gal singer next season. Cantor himself dropped this tip at a luncheon tossed the other day for him (and Ida) by his new beer sponsor (Pabst). Eddie and the missus stopped off in Chi on their way back to the Coast following the comedian's week of personal appearances at the Milwaukee Centennial. Cantor also is auditioning for a new stooge. Bert "Mad Russian" Gordon will be on his own next season. Harry Von Zell will be back, and Edgar "Cookie" Fairchild is returning after an absence to handle the music. Eddie said he is going to concentrate more on situation comedy and less on straight gag stuff. The writing will be handled by two sets of scripters. The first duo will dope out the story line, while the second team will supply the punch lines. . . . The commentator as well as the players was on the young side when WEKB's sports editor, Jack Gibney, shared his microphone with his young son, Patrick, during the telecast last Saturday of the All-American Boys Baseball Game at Wrigley Field. Twelve-year-old Patrick did a play-by-play account of the Ty Cobb-coached West team over Honus Wagner's East team. Gibney Junior aped papa's best microphone manner, and added an extra filip of his own youthful enthusiasm.

Chicago

• • • Maestro Charlie Spivak at the Hotel Sherman is receiving daily and detailed reports from his 12-year-old son, Joel, on his fishing achievements at summer camp in New Hampshire. Each letter contains an inch-by-inch description of the fish Joel has caught. It seems that if Joel hooks a large mouth bass in the neighborhood of 15 inches in size by the end of summer, his trumpet-playing pop has promised him a new bicycle. . . . Phil Spitalny and his all-gal Hour of Charm aggregation are booked for a concert at Medinah Temple on Oct. 10. . . . Scott Wiseman of Lulu Belle and Scotty, is having his new tune, "Have I Told You Lately That I Love You?" published by Leeds Music. The ditty already has been waxed by Gene Autry for Columbia and by Scotty himself for Vogue records. . . . Virginia Payne, president, and Harry Elders, vice-president, of the Chicago chapter of AFRA, will represent the Windy City local at AFRA's national convention in Los Angeles Aug. 23 to 25. Miss Payne also is national vice-president of AFRA.

• • • "I Want to Be Wanted," latest Columbia waxing by Bob Atcher, WBBM folk singer, is now in its third hundred thousandth pressing. . . . Franz Pfau, pianist on NBChicago's Design for Listening, is back from an Estes Park, Colo., vacation. Cow-pokes enticed Franz on a horse—just once—and his report is that a piano bench is more comfortable and a heck of a lot steadier. Pfau says Pfau!

• • • Announcer Jim Campbell is heading up the Chicago Radio Folk Orphan's Committee, which is enlisting the aid of Chicago radiotes in transporting 5,000 orphans and crippled children to the 42nd Annual Orphan's Automobile Day Outing in Lincoln Park on Wednesday, Aug. 21. Betty Mitchell of AFRA and local radio station publicists Jack Ryan, Bruce Dennis, Don Kelley and Ell Henry are circulating petitions among Chi radio talent to make up the pool of transportation still needed. . . . Dick "Two Ton" Baker missed his WGN broadcast the other morning. At precisely 8:20 a.m., when he would be about half-way through his show, he was at Roseland Community Hospital receiving the news that Deborah Lynn, 7 pounds 10 ounces, had just arrived. The Bakers also have a seven-year-old son, Richard Evans, Jr., affectionately called "Jughead." Dick wasn't long in nicknaming his new daughter, introducing her to his WGN listening audience the next day as "Flutterbug."

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Unexpected, unsolicited . . . but oh-so-welcome was a letter that arrived in the morning mail the other day. Addressed to NBC THESAURUS' own Ad Amor, it was datelined, Trenton, N. J., station WTTM.

"I want to tell you," the epistle began, "how well our THESAURUS library is working out for WTTM. . ." This was written just six weeks after the Trenton station had received their first THESAURUS records.

"In the first place, we are enthusiastic about the transcriptions, THE MUSIC IS TOPS. . ." This comment makes us feel all rosy inside because THESAURUS' policy is based on QUALITY of music, rather than name value of an artist.

"And we like very much the scripts—we find them very usable. What seems extraordinary in view of our past experience with music libraries—we sold two shows right off the bat. . ." With NBC-written scripts for 59 individual programs per week, WTTM and other THESAURUS subscribers have plenty of solid sales ammunition.

"It is the first time I've ever been able to get the Sales Department interested in library scripted shows. Now they want more. . ." We have heard other program directors voice this same comment.

"If you get the drift—we're tickled pink with THESAURUS. . ." signed "Dean Andrews, Program Director, WTTM, Trenton, N. J."

NBC
Radio-Recording Division
AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA

Dinah Shore

THE FIRST LADY OF POPULAR SONG

FIRST Lady in RECORD SALES!*

FIRST Lady on the JUKE BOXES!*

FIRST Lady with the DISC JOCKEYS!*

FIRST Lady of the "HOOPERATINGS"
Highest average rating among radio programs featuring a feminine
personality (1945-1946)*

FIRST Lady among CRITICS!

"First feminine singer of popular songs"

—Radio Daily Poll of Radio Editors 1946.

"Best Popular Female Vocalist, 5th successive year . . ."

—Motion Picture Daily Poll of Newspaper Columnists and Critics.

FIRST Lady of the BOX OFFICE!

"Broke opening day record at Paramount, N. Y."—Radio Daily**

"First seven days soared to a sensational \$110,000 . . . seventh show in the
20-year history of the Paramount to exceed \$100,000."—Variety.

Starts September 18th!

THE
DINAH SHORE SHOW

Sponsored by the Ford Motor Company



CBS—9:30 P. M. (EST) Wednesdays

RECORDS EXCLUSIVELY FOR

Columbia Records

*Independent Surveys by
Variety and Billboard.
**Non-holiday!



Trade Marks "Columbia" and 
Reg. U. S. Pat. Off. Columbia Recording
Corporation  A subsidiary of
Columbia Broadcasting System, Inc.

Interest In Fax Heavy; Mfrs. Get Big Orders

(Continued from Page 1)

Finch Telecommunications and may be on the air by October 1.

In New York the race lies between WOR, WQXR and WHN, since these are the only three indies known to have already placed orders for facsimile recorders. The equipment for the first two was included in the huge order recently placed with General Electric by Radio Inventions, Inc., and delivery is promised "sometime after the first of the year." However, WHN's order which is for its FM station WMGM, is to be filled by Finch and there is a strong possibility that WMGM will be first with facsimile in New York before the year expires.

Washington Interest

In Washington, WINX is known to be planning early use of facsimile. The Cowles station there, WOL, had planned for early operation of facsimile but present plans call for the first available equipment to go to WCOP, Cowles' Boston station which has a connection with the Boston Globe.

Other broadcasters who plan the earliest possible use of facsimile, and who have placed orders with Finch, include KMGH, Hollywood; KJBS, San Francisco, and WJJD, the Chicago Daily Sun station. The San Bernardino Broadcasting Co., in California and the Western Reserve Broadcasting Co., Cleveland, also planning for facsimile, are now seeking CP's.

Plan Publishers Service

While Finch has reported that it is not planning to offer a program service to facsimile broadcasters, Radio Inventions has begun operations of the Newspaper Publishers' Facsimile Service which offers the complete feature service produced by Press Association, the AP affiliate. The material, to be processed by Facsimile Service and readied for transmission, consists of features only since spot news must be acquired from each local distributor. Finch has a contract with United Press for a news service but this is for the company's own experimental and commercial use and not for distribution to facsimile broadcasters.

In addition to the broadcasters who have already ordered facsimile equipment, most all express interest in the medium and admit they are closely watching developments. This is further indication that once facsimile is successfully presented to the public, all stations will immediately grasp the opportunity to jump into the facsimile field.

Crystal Clear

OPA announced yesterday the removal from price control of crystal receiving sets. This includes, OPA said, crystal receiving sets with built-in earphones but does not include headphone attachments. The action is effective today.

FCC Authorizes Service For Public Utilities

(Continued from Page 1)

companies, beside making it available to petroleum pipeline systems and local transportation facilities. These rules will become effective September 9, 1946, subject to the condition that any interested party may, within 20 days, file exceptions setting forth reasons why they should not become operative, and, if such reasons are "substantial," oral argument will be granted.

Up to now, power utilities have been restricted in their use of radio to emergencies that jeopardize life, public safety or important property. While unnecessary radio conversation is still banned, fixed and mobile stations can now be employed for issuing orders and instructions relative to production, transmission and distribution of their products. The petroleum pipeline radio stations are authorized to make such transmissions in connection with the transportation of petroleum or petroleum products by fixed pipelines, and urban and suburban transit systems, furnishing scheduled public transportation over fixed routes, can speed trouble calls and repair crews and otherwise use radio to maintain and improve service.

ABC Asks FCC To OK WOOD Sale To Liberty

(Continued from Page 1)

of King-Trendle Broadcasting Corp. Under the agreement which the Commission approved, ABC agreed to sell 23.9 per cent of the capital stock in King-Trendle (representing WOOD) for \$850,000 to Liberty.

FCC approval to the purchase of King-Trendle by ABC was subject to the "conditions that the fixed assets of WOOD and the net profits of that station from this date (when FCC okayed the deal) to the date upon which the Commission may give its consent to the transfer of WOOD to its ultimate purchaser, be held in trust by ABC and that the AVCO procedure be followed with respect to the proposed sale of stock to Liberty Broadcasting, Inc."

The FCC also announced the application of Denver Broadcasting Co. for a CP for a new standard station in Denver, Colo. The station will operate on 810 kc., 25 kw., night, 50 kw., daytime, unlimited.

Coast Electronic Show Set For Oct. 18 In L. A.

Plans for a West Coast electronics manufacturers show to be held in Los Angeles, October 18 to 20, were announced yesterday by the West Coast Electronics Manufacturers Association. It will be the second annual Electronics Trade Show and D. D. Durr has been engaged as director. The show will be held in the Elks Temple Building and according to Ed Grigsby, committee chairman, space has been allotted for 113 exhibitors.

Broadcasters Bidding For Mt. Wilson Site

(Continued from Page 1)

Mt. Wilson running into millions of dollars, Childs anticipates the day when thousands of television workers inhabit the mountain and be engaged in video activities.

The peak's potentialities as a television center of the west are founded upon reports of engineers who have said that transmitters on Mt. Wilson may have a line-of-sight radius of 100 miles or more. Engineers believe they can reach as far north as Santa Barbara, 96 miles away, and as far south as San Diego, 126 miles.

Owner Childs, who wishes to retire from business, has offered his mountain for sale with a price tag of \$425,000.

WJZ Buys Murder Series From Louis G. Cowan, Inc.

Louis G. Cowan, Inc., announced yesterday that "Murder At Midnight," transcribed half-hour mystery series currently being distributed through World Broadcasting System, Inc., has been sold to the George Ehret Brewery, Inc., for airing over WJZ.

Series will begin here on September 16 and will be a regular Monday night feature (10:30-11:00 p.m.). Other cities recently added to the increasing list of "Murder" airers are: San Diego, Calif. (KFSD); Durham, N. C. (WDUK); Richmond, Va. (WRNL); Honolulu, T. H. (KGNB); Los Angeles, Calif. (KFI); St. Louis, Mo. (KWK); Greensboro, N. C. (WBIG); Marysville, Calif. (KMYC), and Berlin, N. H. (WNOU).

Andrew H. Hilgartner

Andrew H. Hilgartner, director of national sales, WFBR, Baltimore, died yesterday in Union Memorial Hospital, result of a stroke suffered Monday. Before joining WFBR in June, 1942 Mr. Hilgartner was head of a marble company which he maintained. He was 50 years old. Funeral services will be held from his home, Friday at 2 p.m.

Will Dramatize Hymn

Norman Rosten's script titled, "I Believe, I Believe," based on the story of the Jewish Martyr's Hymn, will be dramatized over WEAJ at noon, EDT, on Sunday, August 25. Program is one of the series titled, "The Eternal Light" which is sponsored by the Jewish Theological Seminary of America.

Mary Margaret In Hospital

Mary Margaret McBride, WEAJ air columnist, was reported resting comfortably yesterday at Doctors Hospital following an emergency appendectomy Tuesday night. Beginning today she will participate in her daily broadcast from 1:00 to 1:45 p.m., via a special line from the hospital. Stella Karn, her manager, will handle studio portions of the program.

Leading Tele Firm Will Exhibit At

(Continued from Page 1)

NBC, Belmont division of Radio Manufacturing Co., Crosley, will play equipment in the Basildorf of the Waldorf.

TBA headquarters announced yesterday that all 21 exhibition booths at the Waldorf had been so the names of additional exhibitors would be made known at a later date.

New Florida Station Authorized By Commission

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced its proposed decision regarding the grant of the construction permit for a new station at Coral Gables, Fla., to operate on 1490 kilocycles, 250 watts, unlimited, and a decision on the applications of Southern Broadcasting Corp., seeking the same facilities at Coral Gables, and of Miami Broadcasting Co., seeking the same facilities at Miami Beach, Fla.



spinnakers set

make a pretty picture. signed contracts in produce a much picture on the creation of a radio station's Weed and Company's competent staff of seven men insures full coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

AGENCIES

WHITEHALL PHARMACAL CO., division of American Home Products Corp., has appointed Sullistauer, Colwell & Bayles, Inc., agency to handle the Bob Burns Melly Queen radio shows for products, Anacin, Kolynos and Col. Several new Whitehall drug products which have been handled by Guthrauff & Ryan, Inc., will re- with that agency.

THE INKOGRAPH FOUNTAIN is making its initial bow in radio September with a substantial campaign in the New York metro- n area. The radio schedule in- s sponsorship of Dr. Frank- lon, commentator, and Dorothy- ck on WOR; "Here's Morgan" on- Arthur Godfrey on WABC; "A Tip From Me" with Bert- on WHN, and spot announce- . The Emil Mogul Co., Inc., is- ing this special campaign. Syd- Rubin is account executive.

ESBY & COOPER, San Fran- c has been elected to member- in the American Association of- tising Agencies.

NE SHEFFERIN has been added- account executive staff at the- O. Alber Associates, Inc.- n was with Army public rela- - during the war.

WARD C. LOGELIN, of United- Steel's public relations staff, - een named publicity chairman- e 50th anniversary celebration- th Pelham to be commemorated- an all-day picnic, parade, - que, bond-burning ceremony, - ala fireworks display scheduled- ugust 29.

AN ADVERTISING CO., Chi- office, has been appointed to- the advertising of Internation- -poratories. A campaign includ- - dio, newspapers and magazines- g placed in behalf of the client's- pharmaceutical products.

ont Develops Film Record Tele Programs

(Continued from Page 1)
 industry in the same way that- riptions are now used in radio- ke permanent records of pro- - it was said.
 ont explained that the new- ombines "speed with fineness of- making it especially adaptable- recording of television. It is- larly sensitive to the type of- which is given off by a monitor- a television studio."
 ont anticipates that the film- e used for record purposes af- - live action has been televised, - ay be used for rebroadcast- es in cities not connected with- o network.

RCA Executive Lauds Role Of Electronics At Bikini

(Continued from Page 1)
 Bikini, he said: "It is noteworthy that television cameras operated on Bikini unattended for many hours before the explosions and continued to operate satisfactorily after the explosions. That speaks volumes for the stability of the equipment.

In describing the performance of radio communications, Van Dyck said "that without this rapid means of contact the huge and complex operation could not have been carried out," he went on to explain:

"At the time of each explosion, over 70 planes were in the air over and near Bikini, each one on a split-second time table, and each receiving orders and information by radio. The air commander was in instant touch with each and every plane as necessary and scores of surface ships other than target ships were likewise maneuvered by instant communication with the flagship of Admiral Blandy."

Block Planning ET Firm To Produce "Ballroom"

(Continued from Page 1)
 is now setting up his own transcrip- tion company which will offer his "Make Believe Ballroom" to 32 major markets for one-hour daily. Block has announced that a name person- ality will head the new company, to be called Martin Block Enterprises, with operations beginning by the last of this year. The transcriptions will be of FM quality and of the 32 out- lets planned for the beginning, 75 per cent already have been sold, ac- cording to Block.

After 14 years in New York, Block has bought a home in Encino, Calif., where from a specially built studio he will handle his show, probably two hours daily, over KFWB. Block has signed a four-year contract with Warner Brothers station, effective Jan. 1, 1948, which guarantees him a minimum of \$1,500 weekly with a possible maximum of \$6,000. Contract has two options, each for four years. Block's present contract with WNEW expires Dec. 31, 1947 and after he moves to the Coast he will transcribe his patter for the New York station.

Overseas News Agency Protests Present Time Limit

The Overseas News Agency, Inc., has filed with the FCC an informal complaint against the eight-hour minimum requirement imposed by tariffs of the American Telephone and Telegraph Co., and the Western Union Telegraph Co., on interstate private line teletype writer of tele- printer service.

The Overseas News Agency re- quested that the lawfulness of the eight-hour minimum be investigated, that the rule be replaced by a shorter minimum requirement which would permit small news agencies to enter into competition with larger agencies.



Deliver your sales message in **DETROIT**

'The City With A Billion Dollar Buying Power'

WXYZ

Completely Covers The Detroit Area At More Reason- able Rates Than Any Other Major Detroit Radio Station

(Key Station of the Michigan Radio Network)
 Owned and Operated by the
KING-TRENDE BROADCASTING CORPORATION
WXYZ
 1700 Stroh Building • Detroit 26, Michigan
 Represented by the Paul H. Raymer Co.

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA — The appalling cost of crime to the general public, and the means being employed to deal with current problems of law enforcement, is the subject of a new series of four programs beginning Saturday, August 17 over WIP. . . . The four shows entitled "Crime Doesn't Pay—You Do," will put special emphasis on the question of juvenile delinquency and the means of combatting this problem by Federal, State and local authorities. . . . Utilizing the nation's best talent for a program series entitled "Here's To Veterans," WIP has started another drive to stimulate the community's responsibility to its ex-servicemen and at the same time bring leading entertainment to the listeners.

— NEW YORK STATE —

SYRACUSE—R. G. Soule, WFBL vice-president and treasurer, has recently been appointed Syracuse Community Chairman of the Committee for Economic Development. . . . By remote control from Thorden Park Amphitheater, WFBL is airing a series of eight Wednesday evening concerts of the 60-piece Syracuse Orch. and guest soloists, of which Myron Levee, a WFBL staffer, is commentator. Series is arranged by the City Department of Parks and Syracuse University College of Fine Arts. . . . "Fashions in Song" rightly titles the Monday through Friday series recently inaugurated by WFBL for the Addis Co., leading woman's apparel store. . . . Featured vocalists are Dick Workman and Joan Cowie with Don Anderson at the keyboard.

— OKLAHOMA —

TULSA—Lewis Myer, who is heard daily on KVOO and who recently completed his thousandth broadcast from the Brown Dunkin Department Store, has left the outlet on a month's vacation to New York. . . . In a continued effort to get businessmen acquainted with the advantages of setting up shop in the Southwest, KVOO has reproduced and mailed out 500 copies of an 11-page speech by the former governor of Louisiana, Sam Houston Jones. . . . The speech was recently delivered by Jones to the Public Affairs Forum of the Tulsa Chamber of Commerce and points out in language of the business world, many of the undeveloped opportunities awaiting the enterprising man in the Southwest.

Send Birthday Greetings To—

August 15

Rose Marie Marvin Kohn
Virginia Arnold

— NORTH CAROLINA —

CHARLOTTE—Jimmy Holford, recently released from the Army, has joined the WAYS control room staff as nighttime operator. . . . As the official broadcasting station for the Charlotte Hornets, WAYS sports staff is now making plans to cover the upcoming Shaughnessy Playoff games marking the windup of the 1946 Tri-State League season. . . . **GREENSBORO**—Announcer Michael Brooks and his WBIG orchestra will make their debut over the outlet within the next week. . . . WBIG announces that a new five-minute newscast will be aired Monday through Friday under the sponsorship of the Vick Chemical Co. . . . A spot campaign over WBIG will herald a new sports publication, entitled The Tar Heel Sports Weekly, first issue of which will appear on the newsstands August 22. All fields of sports will be covered with news of North Carolina events being highlighted and national news taking a place of lesser importance.

— OHIO —

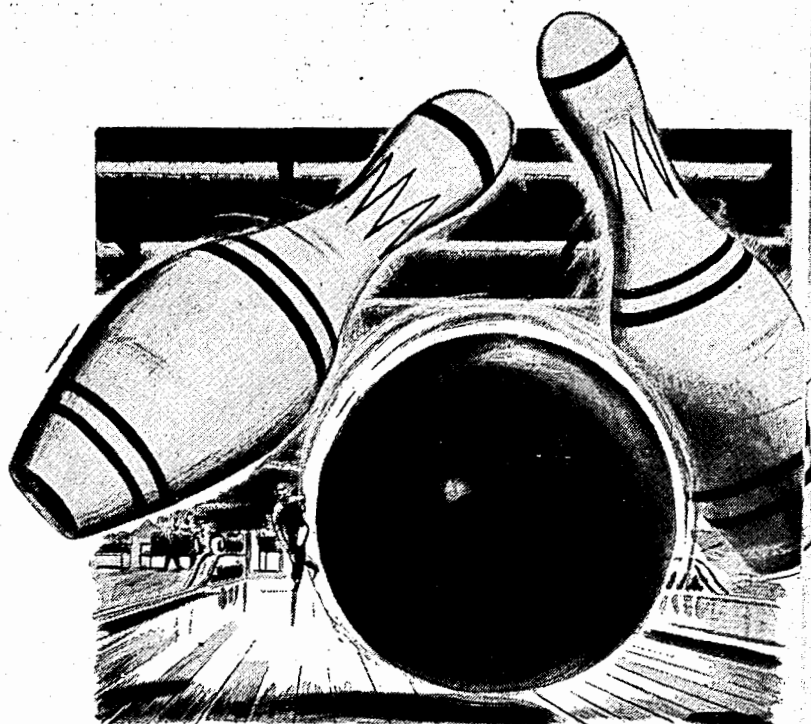
WARREN—Realizing the importance of news coverage here, WRRN has added a full-time member to the staff to cover the local news picture thoroughly. . . . **COLUMBUS**—Gene Ragle, has been named as program director of the new FM station WCOLF-M, soon to be put in operation here. Ragle has been serving as announcer and newscaster at WCOL since his return from the service. . . . **TOLEDO**—Raymond B. Howard, general manager of Madison Press Co., Inc., London, Ohio, commercial printers and publishers, has become president of the newly-established public relations firm, R. B. Howard & Associates, Inc., in addition to his London activities. He is the past president of the National Editorial Assn.

— CONNECTICUT —

NEW HAVEN—Jeanne Porter, WEL's women's program director, wire recorded an interview with a typical couple residing in one of the quonset huts erected by Yale University to alleviate the housing shortage. . . . Program gave highlights of the problems couples face in living in this type of home. . . . **STAMFORD** — "Meet Your Stamford," stanza initiated by WSTC last spring, has returned to the air and is slated for 14 airings. . . . Show will describe the activities of the 14-member agencies of the Community Chest. . . . **HARTFORD**—For several years, Jack Lacy, WONS program director and Fire Marshal William Sullivan have been co-operating on fire prevention drives here.

— VIRGINIA —

ROANOKE—Frank E. Koehler, recently released from the Armed Forces, has been named sales manager of WROV, new station here which is scheduled to go on the air this fall. . . . Koehler entered radio in 1934 at at NBC in New York. . . . Five years later he joined the sales force of NBC Blue Network outlet in Richmond. . . . In 1940 he joined the newly-formed WSLs station here as sales manager.



CONTROL!

Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION program

- Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.
- Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.
- Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive **Telereel**

Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION



Dept. RY2, 1270 Avenue of the Americas, N. Y. 20

A Radio-Keith-Orpheum Corporation Subsidiary

In Television . . . Film removes the question

*Copyright U. S. Pat.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 34

NEW YORK, FRIDAY, AUGUST 16, 1946

TEN CENTS

5-Power Conference Set

Filipinos Eager, Able To Buy Sets—Stewart

A major market for both radio set distribution and radio advertising in the Philippines is foreseen by Mutual correspondent Robert Stewart, who returned from Manila, who reports that Filipinos, hungry for entertainment, are laying hundreds of thousands of dollars on the line for future delivery of home radios. Most of the United States radio manufacturers have appointed representatives in the Philippines, but at present all

(Continued on Page 6)

WBEN Gets Tele CP; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted a CP to WBEN, Inc., for a new commercial television station in Buffalo, N. Y. The station will operate on channel No. 4 (66-72 mc.). At the same time, the Commission granted CP's to 13 applicants, including WBEN, for new FM stations in scattered sections of the country. The grants were made to the following applicants:

American Broadcasting Corp. of

(Continued on Page 8)

The Third Of Ballots Returned In CAB Poll

Approximately one-third of the 167 ballots mailed to CAB members for confirmation or disapproval of the commendation of the board of directors to discontinue administrative operations have been returned to New York headquarters, it was made known yesterday, the date set for return. CAB's program rating serv-

(Continued on Page 3)

Cheerless

Minneapolis—The unusual spectacle of a 50,000-watt station broadcasting a football game at which there isn't a single spectator will occur here Aug. 24, when WCCO presents the annual Minnesota all-star high school football game. The contest will be played behind locked doors, as the result of an intense polio epidemic in the Twin-City area.

Controversial

"Radio's Second Chance," the book which criticized radio and was authored by Charles A. Stopmann, on assignment for the FCC, will be aired on "Author Meets the Critics" over WQXR Thursday, August 22, from 9:30-10 p.m., EDT. Opposing the book will be Sydney M. Kaye, vice-president and general counsel for BML, while defending will be Thomas R. Carskadon, from the radio committee of the Civil Liberties Union.

Crosby's New Deal Awaits Signatures

West Coast Bureau, RADIO DAILY
Hollywood—Contracts from the Hutchins Agency, in behalf of Philco, will arrive here today for signatures of Bing Crosby and his brother, Everett Crosby, for a new fall series of transcribed half-hour shows over the ABC network.

While terms of the contract were not divulged it is believed that Cros-

(Continued on Page 3)

BBC News Editor Named To Handle UN Broadcasts

Bernard Moore, editor of BBC's Overseas News Broadcast division, will shortly leave headquarters in London for the United States where he will temporarily supervise news activities at the United Nations meetings in September at Flushing Mea-

(Continued on Page 3)

NAB Lists Recommendations Drawn Up At Board Meeting

Washington Bureau, RADIO DAILY
Washington—Conferences of the NAB with the Department of Justice and the FCC to explore the legality of any concerted action by the radio industry was one of the many suggestions made by the association's board of directors at its three-day meeting held recently at Estes Park, Colo. Board approval also was given to the following recommendation of the General Strategy Committee:
"It is recommended that vigilance

United States Accepts Russia Invitation To 5-Power Telecommunications Meeting In September

Radio Executives Club Sets 1st Meet Sept. 19

A "pre-season business meeting" of the Radio Executives Club will be held Sept. 19, a tentative date, it was decided yesterday at a joint meeting of the organization's executive board and program committee held in the Broadcast Measurement Bureau's conference room at the Hotel Marguery. The meeting was called for the purpose of discussing plans for the series of luncheon programs to be held by

(Continued on Page 6)

ABC Coast Sustainer Goes Full Web, Aug. 22

"Take It From There," audience participation show which has been on ABC's West Coast stations for several weeks, will become a feature presentation over the network's coast-

(Continued on Page 2)

Fly To Speak On Web; Subject—Communications

James Lawrence Fly, former chairman of the FCC, will be heard over the ABC network on Saturday, August 17, at 1 p.m., EST, speaking on

(Continued on Page 2)

Secretary of State James Byrnes has okayed this country's acceptance of Russia's invitation for a five-power telecommunications conference, the State Department announced yesterday.

The Department, however, has asked that the Moscow conference, scheduled for August

(Continued on Page 3)

Petrillo Defense Brief Calls Lea Act Unfair

Chicago—James C. Petrillo, president of the American Federation of Musicians, in a 109-page brief filed in U. S. District Court here yesterday, declared that the Lea Act, which Petrillo is charged with violating, is a "blatant and un-American attempt" to throw the force of the government behind a single favored industry, namely broadcasting.

Petrillo said the entire issue can be summed up thus: Is the statute which

(Continued on Page 8)

Frederick Opper Named ABC's London Manager

Frederick B. Opper, veteran ABC foreign correspondent, has been appointed manager of the London office of the network, effective Sep-

(Continued on Page 4)

Fiction—And Truth

Amzie Strickland played the part of Harriet Eagle on the CBS serial, "Helen Trent." About four months ago her sequence on the program ended when the story had her leaving to be married. Yesterday the story had her returning to announce a date with Sir Stork. Actually Amzie DID marry Frank Behrens, actor, and an heir is due around Xmas.



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

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FINANCIAL (Thurs., Aug. 15)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

WOKO To American WOKO, Albany, will become an affiliate of ABC in the Albany-Troy-Schenectady area replacing WTRY on January 1. WOKO operates with 1,000 watts, daytime, and 500 watts, nighttime power, on 1460 kc. Harold E. Smith is manager of the station.

KSJB Jamestown North Dakota Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS

Coming and Going

ELI B. "BUCK" CANEL, director of Latin-American programs for the International Department of NBC, has left for Puerto Rico. At the invitation of the Puerto Rican Public Amusement and Sports Commission, he will make a personal appearance tour of the island.

MANNIE GREENFIELD, publicist for Sammy Kaye's "So You Want to Lead a Band," is back from a five-month tour with the Swing-and-Swayer.

C. L. DOTY, sales manager of WJZ, is again on the job following a holiday in St. Andrews, N. B., Canada.

ROBERT J. LANDRY, director of program writing at CBS, leaves today on a trip to San Francisco.

SUNNY RAYE, pianist at the Terrace Room of the Hotel New Yorker, who is heard weekly over WWRL with her own show, has returned from three exciting weeks in the Poconos.

JACK MITCHELL and BILL WYLIE, American net-workers, are sending from Jovite, in the Quebec Laurentians, entirely unconfirmed reports regarding size and weight of fish snared by them in the course of their Canadian holiday.

JOHN MAYO, entirely surrounded by gleaming new Packard, has been seen skimming along the roads of western Pennsylvania with the Lang-Worth Library in the back seat.

HARRY MARBLE, Columbia network announcer, and MRS. MARBLE, off for a vacation at Sumner, Me.

HERBERT McLENDON is back at WCOV, Montgomery, Ala., well-tanned from a vacation spent on the waters of the Gulf of Mexico.

JOE MEYERS, of the NBC news and special events department, has returned from a holiday in New England.

LT. COL. ROBERT E. KEARNEY, Commandant of the Armed Forces Radio Service with world headquarters in Hollywood, left by plane this week for Army-Navy headquarters in Hawaii, where he will confer on AFRS plans for coverage of the Pacific and Far Eastern areas.

JOSEPH H. REAM, vice-president and secretary of the Columbia network, has returned from his annual vacation.

DALE ROBERTSON, general manager of WENT, Gloversville, N. Y., a visitor yesterday at CBS, with which the station is affiliated.

GERTRUDE TIPPER, secretary to Charles "Bud" Barry, ABC program director, leaves this week-end for Bermuda, where she will sojourn for two weeks.

J. W. WRIGHT, chief radio engineer at CBS, leaving on a trip that will take him to Chicago, St. Louis and Los Angeles.

JOHNNY THOMPSON, singer heard over the American network, has returned from Chicago, where he played a one-week stand on Don McNeill's "Breakfast Club" and handled his own weekly "Song Salesman" show, which now will continue from New York, as usual.

WILLIAM B. LODGE, director of general engineering for the Columbia network, is vacationing on the Jersey shore.

HENRY UNTERMAYER, assistant program director of WABC, leaves today for Bermuda, where he will soak up sunshine for the next two weeks.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., to New York for several days on business.

JEFF SELDEN and BILL REILLY, continuity writers at WNEW, are back at their desks following a two-week vacation.

Fly To Speak On Web; Subject—Communications

(Continued from Page 1) the responsibilities of the United States and all other nations to maintain the free flow of international communications in the interest of peace. Mr. Fly is a member of the board of directors of the ACLU, vice-chairman of its radio committee.

ABC Coast Sustainer Goes Full Web, Aug. 22

(Continued from Page 1) to-coast facilities on Thursday, Aug. 22, from 9:30 to 9:55 p.m., EDT. Piloted by Michael Roy, veteran emcee-announcer, "Take It From There" features studio audience participation in a series of zany stunts.

Putnam For Vandeventer During Week Of Aug. 19

George Carson Putnam will substitute for Vandeventer during the week of August 19, bringing his total of weekly broadcasts for that period to 22. Putnam will be on the air three times Monday through Friday with newscasts at noon, 6:30 p.m. and 11:00 p.m., the latter two on WOR only. He has a regular schedule of six-15-minute news programs on Sunday: 8:30 a.m., 10:00 a.m., 11:00 a.m., 1:00 p.m., 2:30 p.m. and 8:45 p.m. Friday night he narrates "Spotlight on America" over Mutual.



Ready!

We've been trying to keep away from war pictures... but that's such an on-the-nose idea, we hate to toss it aside.

Those boys are ready for a crash landing. They're wearing the latest fire fighting asbestos suits. And here's the point. They don't wait until after the crash to get ready... they anticipate trouble.

Our W-I-T-H point is pretty obvious.

If you want to get ready for the battle of brands that lies ahead... the "ready" station in Baltimore is W-I-T-H.

It's the successful independence in this big 5-station town... and it's W-I-T-H, the independence that delivers more listeners-per-dollar-spent than any other station in town.

Facts to get you ready are available. Glad to show them to you.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RIP

ROSS FEDERAL RESEARCH CORPORATION Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations. Executive Offices 18 E. 48th Street New York 17, N. Y.

Crosby's New Deal Awaits Signatures

(Continued from Page 1)

is getting around \$25,000 a week or the half-hour Philco spot. Present plans call for Bing to record popular songs and to prepare four weeks programming on each recording date.

Crosby's time on ABC in behalf of Philco is still undecided. He may take the 9 p.m., spot Wednesday opposite Frank Sinatra on CBS and Duffy's Tavern on NBC. However, the network has agreed to clear time following Winchell on Sunday nights from 9:15 to 9:45 p.m., if Philco prefers this spot.

Signing of the contract by the Crosby brothers is expected to take place today unless some unexpected hitch comes up.

Hutchins Coast Office

In event the Crosby deal goes through, Hutchins Agency, according to reports, will open a Hollywood office. It is believed that Hank Boorum will head the Coast office of Hutchins and that Jane Peck (Mrs. George Lait) will get the assignment to handle publicity on the show. Under terms of the contract Crosby will have his own producer.

John Scott Trotter, musical director of Crosby's Kraft Music Hall, is slated to follow Der Bingle over to the new ABC-Philco show.

BBC News Editor Named To Handle UN Broadcasts

(Continued from Page 1)

ews and Lake Success, L. I., it was made known yesterday. Moore will set up news operations for BBC under a permanent supervisor arrives at a later date. Louis Levy has been appointed to handle the European phase of the broadcasts, it was added, and his arrival is expected to coincide with Moore's.

It was explained also that news commentators will be sent to the U. S. by BBC to handle broadcasts of UN activities at both points on Long Island. The engineering phase of the BBC coverage will be handled, as before, by staff engineers permanently connected with the New York headquarters, although it is anticipated that additional technical personnel will be required to handle remote equipment at both points.

First of a group of European broadcasters expected to arrive here for coverage is Paul A. Ladame, special representative for the Swiss Broadcasting Corporation, who is making a tour of American cities prior to the opening of the UN General Assembly in September.

Ladame will begin a series of four broadcasts per week to Switzerland from New York, in French, Italian and German, in September. This week in Chicago with the co-operation of NBC, the Swiss radio representative made transcriptions of the American scene taking in the stock market, the Union stockyards and road stations.

★ AGENCY NEWSCAST ★

NAT GREEN, former Chicago editor of the Billboard and widely known as a trade paper correspondent, has been named manager of the Chicago office of Ringling Brothers and Barnum and Bailey Circus, Inc. Green is successor to the late Dan DeBaugh.

DICK MOONEY, former associate of Steve Hannagan, has acquired an interest in "Radio-Vision," radio fan publication which is printed in Canada. Mooney, is U. S. editor, and George Lilley, advertising and business manager of operations in the States. Canadian fan magazine will get national distribution through the American News Co.

LOREN C. MOORE, art director of Grant Advertising, Inc., has been named a vice-president of the organization, according to an announcement by President Will C. Grant. Moore has been general art director of Grant's 17-office chain for the past four years. Previously he was associated as art director with H. W. Kastor & Sons and Aubrey, Moore & Wallace Agencies.

FRANCIS HEAD, formerly chief of the London Radio Division of the Office of War Information has joined the John Gibbs Office, production and talent representation. Mrs. Head was with the OWI from 1942 to April, 1946.

One Third Of Ballots Returned In CAB Poll

(Continued from Page 1)

ice was formally suspended on July 31, and the present balloting is considered to be a mere "formality" unless sharp dissent on the part of members is indicated.

Early this month the board of directors formally made known to members the recommendations agreed upon by a joint committee of the ANA, AAAA and NAB, and explained that the resolution requested the Advertising Research Foundation to undertake to establish "sound research standards and a valid measurement technique for a continuous radio program rating service." The letter to CAB members quoted research objectives that would provide a measurement which can (1) be projected, (2) a measurement which covers all broadcasts of a program, (3) a measurement which is speedy, with ratings available within a few days after each broadcast, and (4) a measurement which yields consistent and unmistakable trends.

WNBZ Power Increase

WNBZ, Saranac Lake, New York affiliate of ABC has been granted a construction permit by the FCC to operate with 250 watts full-time on 1450 kc. The station now operates with 100 watts daytime only on 1320 kilocycles.

TONY STANFORD, veteran radio director, has signed with Young & Rubicam, Inc., as a radio producer, according to Alfred J. Scalpone, chief of production for the agency in Hollywood. Stanford, who officially joined Y&R on August 15, takes over production duties on "Duffy's Tavern," which returns to the air October 2.

RUTHRAUFF & RYAN, INC., has named Curtis C. LeWald to its creative staff. For the past four years, LeWald has been account executive and copywriter for Batten, Barton, Durstine & Osborn and for the previous 16 years was with the Campbell-Ewald Co., and one of its affiliates in copy and contact work on various General Motors accounts.

GREEN ASSOCIATES, Chicago, has added to its staff, as a partner, E. J. "Mike" Huber, former American Broadcasting Co. advertising and sales promotion manager. Before joining ABC in 1942, Huber was with BBD&O, Hutchinson Advertising Agency, and prior to that for 17 years assistant advertising manager of Kellogg's, Battle Creek, Mich.

THE WESLEY ASSOCIATES will handle advertising on Vigil, the product the purpose of which is to keep silver from tarnishing.

U. S. Accepts Invite To USSR Radio Meet

(Continued from Page 1)

28, be postponed until the middle of September to allow United States delegates to prepare their proposals.

State Department officials said the request for postponement had the support of France and Great Britain. China also has indicated acceptance of Russia's invitation.

The Moscow conference would serve as a preliminary to the World Telecommunications Conference to be held in this country in April, 1947. A total of 23 nations have indicated they will attend the sessions.

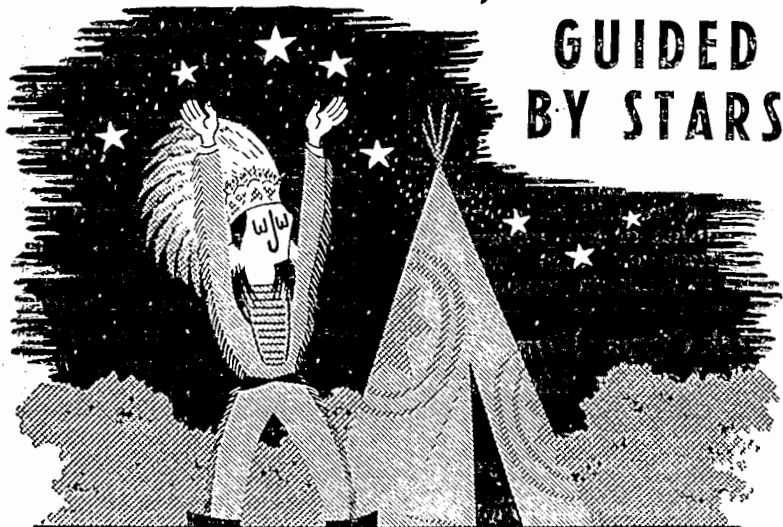
The United States delegation to Moscow will be headed by Francis Colt De Wolf, chief of the Department of State's Telecommunications Division.

Final decision on this country's acceptance came from Secretary Byrnes, now in Paris for the Peace conference.

Schoor Is Dempsey Guest

Gene Schoor, director-producer of the "Sports Club of the Air" on WINS, will join Jack Dempsey and Sam Taub this Sunday on former's WHN "Hour of Champions" show. Schoor was an all-round intercollegiate athlete and held the 147-pound boxing title for two years, in addition to coaching boxing at the University of Minnesota and New York University.

CLEVELAND'S Chief STATION



These bright stars in top-ranking local shows guide WJW to more local daytime listeners per dollar in the Cleveland area than any other regional station.

PAPPY HOWARD • STAN PEYTON • EARL HARPER • HOWIE LUND • DOROTHY FULDHEIM • JUDY DELL • DON BELL • BRUCE MacDONALD

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LOS ANGELES

By RALPH WILK

AGNES MOOREHEAD, vacationing from Columbia's "The Mayor of the Town," has signed to commercial record Lucille Fletcher's sensational radio drama, "Sorry, Wrong Number," early in September. Miss Moorehead, having been heard four times on CBS' "Suspense" in thrill-charged play, has received thousands of requests from all over the United States for a fifth appearance on "Suspense" in this radio classic.

Mayor Fletcher Bowron of Los Angeles was guest on the "Queen For a Day" program this week, which was dedicated to the celebration of the 100th anniversary of the City of Los Angeles.

Allied Advertising Agency is placing air time for Tex Williams and the Western Caravan, all members of the original Spade Cooley Band. Spots and a 15-minute program called "Western Caravan," emceed by Williams, have been purchased on KXLA.

Smith, Bull and McCreery has engaged Snowden Hunt for their local production staff. Hunt was in naval intelligence four years. Previously he was advertising manager for Interstate Aircraft, radio director for Pacific Area American Red Cross and publicity and advertising director for Forest Lawn.

Francis Conrad, western division station relations manager for ABC, leaves Monday for New York, to discuss the West Coast plans for the fall with the network's officials. He will return here at the end of the month.

A new series of western musical programs started this week over Warner Bros. KFVB with the inauguration of "Diamond R. Ranch" featuring Lou Marcelle as master of ceremonies. The new show is heard every weekday except Wednesdays. In addition, there will be a special half-hour edition of the program on Sunday afternoons with western music stars as guests in person.

Frederick Oppen Named ABC's London Manager

(Continued from Page 1)

September 1, it was announced yesterday.

Oppen, who is currently completing arrangements at ABC headquarters here, will depart for his new assignment Wednesday, August 21 on the steamer "Westerdam" of the Holland-American line. His first stop will be Rotterdam and from there will continue to London.

Ave Maria Hour WMCA — Sunday — 8:30

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



Memos Of A Midnigher...!

● ● ● The signing of Rudy Vallee for the Tues. nite Philip Morris slot leads insiders to observe that Milton Biow is changing his point of view considerably toward the radio picture. In the past, he's always been one to experiment with new ideas (the Abe Burrows show and Johnny Desmond, for instance)—but never one to ride along very patiently if they show signs of faltering. It now appears that he's pretty well-fed up with experimenting and is becoming strictly name-conscious so far as new deals are concerned. With Vallee set for Tues. nite, Milton Berle is a possibility for the Friday nite spot if "It Pays To Be Ignorant" doesn't show more Hooper strength. Also in the running is the Continental Celebrity Club with Margaret Whiting, Jackie Kelk, Ray Bloch and gueststars. So far as the Monday nite Schick situation is concerned, we hear that "Lights Out" is very close to a sale, altho' Biow is still talking with Al Jolson on this. Meanwhile, the big question mark right now is: Has Rudy Vallee been signed for more than 13 weeks?

★ ★ ★

● ● ● "Dear Sid," writes our old buddy, Ray Nelson. "I'll tell you who deserves a plug—Betty Carroll, who's doing a singing-with-records stint Sat. ayem at 8:45 on WINS' cyclept 'Rhymin' Time.' She's sensational, she's clever, she's gudgeous, and, incidentally, she's my wife!"

★ ★ ★

● ● ● **SMALL TALK:** For the boys who like to put two-and-two together: Bill Paley and Jack Benny are spending the week-end up at Saratoga together. . . . New Yorker readying a two-section profile on Frank (Doc) Stanton. . . . Continental Baking bought Irene Beasley's "Grand Slam," to preem Sept. 30th on CBS at 11:30 a.m. across-the-board. . . . Three government agencies will take time on the air to push various projects—Treasury, Agriculture and Interior. . . . What's this about CBS buying "Tune In" mag? . . . Since producer-director Lester O'Keefe resigned from J. Walter Thompson last week, he's been handed more free-lance offers than he can handle, which is hardly surprising. . . . Irene Winston will have her third original on Molle Mystery next week—a piece tagged "St. Louis Blues." . . . "Aldrich Family" leading the Friday nite Hooper parade, with "This Is Your FBI" second. . . . Sidney Ascher is public relations consultant for Treas. Department's Savings Bonds sales campaign. . . . Radio rights to Dorothy Dix have been grabbed up by Frank Cooper Associates. Cooper, incidentally, who will represent some \$10,000 worth of writing talent on the air this fall, is still looking for more good writers, whether comedy, dramatic or mystery. He just set Parke Levy as head writer on the Abbott & Costello show. . . . Ben Grauer and H. Allen Smith will go to work, pro and con, on Arkady Leokum's book, "Please Send Me Absolutely Free," Monday nite via WHN.

★ ★ ★

● ● ● Quiz and audience participation shows, far from having reached their peak, will get added stimulus from movie houses which are considering them as a replacement for bingo and screeno, etc. Surveys show that movie audiences consider it the best new novelty to be introduced in theaters. Our private opinion, however, is that objections will rise due to the fact that everybody can participate in bingo, but only a favored few are chosen as contestants.

★ ★ ★

● ● ● Lot of local radioites see the so-called handwriting on the wall in the shifting of those three Chicago daytimers to the West Coast. Inasmuch as no star names are involved, it would seem that the agencies here have about made up their minds that New York is really becoming the second radio ghost town. Rising hysteria among AFRA members here stems first from this radio Safari to the Coast and, secondly, because of the influx of audience participation shows which require few, if any, actors.

CHICAGO

By BILL IRVIN

FOUR new shows head the WG business list. A transcribed half hour program of music by Way King and his orchestra will be heard at 9:30 p.m. Sunday starting Sept. under sponsorship of Miller Hi-Li Beer. The contract, for 26 weeks, was placed through Muhlberger Agency Milwaukee. "High Time," designed for teen-agers, will be aired from 9:30 to 10 a.m. Saturdays, starting Sept. 14, under sponsorship of Wildt Stores. It will be an audience show originating from WGN's main studio, and will feature Russ Ledger as singing emcee, and June Marlow who will give the lowdown on teenage styles. The 13-week contract was placed through Louis, Brorby & Needham. Pleasure Parade, a program of dance platters sponsored by Dale Dance Studios, will be aired from 10:45 to 11 p.m. Monday through Friday, starting Sept. 9. Jim Du Agency placed the 13-week contract with Montgomery Ward and Co. recently began sponsorship of "Sing, America Sing," heard at 8:15 to 8:30 p.m. Monday through Fridays. Foote, Cone & Belding was the agency. Contract was for 13 weeks.

Neblett Radio Productions, 360 Michigan Avenue, has announced that the firm is now a partnership, consisting of Mort Jacobson and John Neblett. Jacobson, in addition to being in charge of the business and sales activities of the firm, will act as personal advisor to Johnnie Neblett in his other activities, including radio personal appearances and lectures.

O'Keefe Leaving JWT

Lester O'Keefe, producer of Helen Hayes "Textron Theater" on CBS last season, has resigned from J. Walter Thompson to free lance, effective Sept. 15, it was made known recently. In addition to the Textron program, O'Keefe has been directed to the dramatic portion of Standard Brands' television show "Hour Glass" on NBC-WNBT.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Rorer, General Manager
FRED & PETERS, Inc. Exclusive National Representatives

NAB Releases Recommendations As Drawn Up At Board's Meeting

(Continued from Page 1)

tion thereto," the committee stated. The re-organized program executive committee, created by board action at its May meeting, and its recommendations received unanimous board endorsement. They follow:

"The fundamental responsibility of the individual licensees are:

"To promote the high standards of practice promulgated by the NAB in the public interest.

"To recognize the foregoing as our duty and opportunity to keep our American system of commercial radio free and strong means of mass communication.

"To continue to study our record practices and programs to determine our inadequacies and our strengths.

"To survey the reaction of the listening public to determine our standing and strive for a higher level of appreciation of better programs.

"To this end the program executive committee has been constituted as a means through which broad principles of program policy and standards of practice may be evolved which will serve as a guide to the individual licensee. This statement of principles and standards of practice will not and cannot be static but just, as in the past, be subjected to continuous examination and interpretation in the light of experience.

Ten-Point Policy Outlined

"To carry out these principles, the new NAB program department, with the advice of this committee and the guidance of the board of directors will, among other things, assist individual broadcasters in:

"1—Maintaining standards of practice consistent with the needs and requirements of the community which he serves.

"2—Maintaining competent program management.

"3—Promoting even higher standards of radio news coverage, especially of local news, recognizing the vital force radio has become as a news medium and keeping always in mind that providing accurate, enlightening news is radio's greatest opportunity for continuous service in the public interest.

"4—Providing for various types of operations and for various conditions organization charts and statistics covering program costs.

"5—Recognizing that radio is the medium which vast numbers of rural people depend for weather, news,

market and other essential information as well as entertainment, and taking steps to revise and to, where necessary, to enlarge services to agriculture.

"6—Developing sound policies for religious, educational, civic, cultural and other types of special programs, including those involving topics of controversial public character.

"7—Ascertaining facts relative to sources of program material and information relative to performing rights, copyrights, etc.

"8—Establishing methods of making surveys to ascertain listener preference.

"9—Recognizing the obvious fact that the service rendered to the American people is the only gauge by which the public interest character of a program, whether commercial or sustaining, may be judged, and to this end, reconciling commercial operation with public interest programming.

"10—Developing a method of exchanging successful program ideas."

Committee Members Listed

The members of the committee are: Edgar Bill, WMBD; Stanley Hubbard, KSTP; Merle Jones, WOL; Arthur B. Church, KMBO; I. R. Lounsbury, WGR; Clarence Menser, NBC; Davidson Taylor, CBS; Phillips Carlin, MBS; Henry Slavick, WMC; Glen Snyder, WLS; E. R. Vadeboncoeur, WSYR, and Herb Plambeck, WHO.

President Miller was authorized to proceed immediately to the appointment of a full-time director of the department.

The NAB research department was instructed by the board to initiate a study of the line charges made to stations and networks and to report fully to the board.

The board approved the engineering executive committee's report, which embodied a request that the NAB be authorized to appear before the FCC in connection with hearings respecting standards of good engineering practice with the proviso that no participation will be had with respect to those phases of the hearing dealing with matters of a controversial nature as between classes of stations.

President Miller reported that he has on the invitation of U. S. Attorney General Tom Clark—accepted

chairmanship of the Radio Committee on Juvenile Delinquency. The approved resolution reads:

"The NAB board, taking cognizance of the growing problem of juvenile delinquency and the concern and activities of law enforcement agencies and civic organizations with reference thereto, emphasizes the need for careful attention on the part of all broadcasters to the long-established policy written in the NAB code requiring the closest supervision of broadcasts in selection and control of material, characterization and plot, and urges whole-hearted co-operation with all interested agencies and organizations in curbing juvenile delinquency, and further urges its president, in connection with his membership on the Attorney General's Committee for Juvenile Delinquency to pledge to this cause the utmost support and co-operation of the broadcasting industry."

Veterans Get Permit For Michigan Station

Robert A. Drohlich, chief of the radio branch of the national public relations division of the American Legion, and his brother, Albert S. Drohlich, recently discharged from the service, have been granted a construction permit by the FCC for a new 1 kw. station at Flint, Mich. Drohlich Brothers formerly owned and operated KDRO at Sedalia, Mo. In 1944, KDRO was sold to Milton J. Hinlein and the two brothers entered the Army Air Forces.

Web Analysts Truman Guests

The four major networks will be represented today (Friday) when President Truman boards his yacht for a 17-day cruise off the New England coast. Representing Mutual will be Bill Hillman; CBS, John Adams; NBC, Art Barriault; ABC, Bill Coyle. All representatives are from the Washington offices of the nets.



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WMCA—Musical P WNEW—Vaudeville 8:00—News, Job WEF—Cavalcade WOR—Bulldog B WJZ—Lum n' A WABC—Forever WMCA—New Council	8:00— CAVALCADE OF AMERICA "Children of Old Man River" Showboat story of the four traveling Bryants. Starring John Hadiak and Janet Blair, screen stars. Sponsor: DuPont
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Charles C. Hicks Mildred Huebner

August 17
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Claire Glazer Frederick W. Ziv
"Uncle Don" Carney

August 18
Joseph Glicksman Sid Weiss
Walter O'Keefe Alvin Wilder
William C. Roux Dick Barris
Jessyca Russell

Filipinos Eager, Able To Buy Sets—Stewart

(Continued from Page 1)

business is done subject to future delivery.

There are also big possibilities for sale of transmitting equipment to broadcasters since there are six station franchises now pending. These franchises will have to be granted by the Philippine government and Stewart believes they will be approved without any difficulty. The six potential broadcasters have not been identified publicly, but it is believed they compromise U. S. capital.

George Rowe, reported to be the major stockholder in KZPI, one of Manila's two commercial stations now operating, is said to be laying plans for five FM stations to cover the Philippines. Stewart says the materials to begin construction already have been purchased. Rowe is also distributor for Admiral radios.

Stewart reveals that Manila's two commercial stations are doing landslide business in advertising and at some of the highest rates ever known. Although there are 29 newspapers published in Manila, there is a trend whereby advertising business is diverting to radio and this is expected to kill off the majority of publishers.

KZPI, on the air from 7 a.m. to 11 p.m. daily, is managed by Norman Page, formerly with the radio industry in California. KZRH, which broadcasts from 7 a.m. to midnight, is managed by Bert Silen, former NBC correspondent in the Far East.

Only live program in Manila now is the Hammond organ show broadcast over KZRH by a Dutchman who buried his organ piece by piece before the Japs came in and later dug it up after the Americans returned. Broadcasters are now lining up talent among native populace, but in the meantime they are using many transcriptions shipped from the States.

Composition Contest Of BMI Nearing Close

The \$2,000 annual prize competition for orchestral compositions sponsored by BMI nears its closing date, November 1, 1946, with the selection of a judging panel by the contest committee of the American Composers Alliance, it has been announced by Harrison Kerr, ACA secretary. Judges who will serve are Chalmers Clifton, director of the National Orchestral Association; Dr. Howard Hanson, director of the Eastman School of Music; Paul Hindemith, head of Yale University's music division; Dr. Randall Thompson, head of the music department at Princeton, and Stefan Wolpe, noted composer of Berlin and Palestine.

Members of the ACA, whose principal aim is the furtherance of serious American music, will also be competing for publication by BMI of the winning compositions. Previous competition brought forth some 200 unpublished and unperformed works of various types.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

● ● ● Born in Cincinnati in 1912, the son of a famous Viennese Prima Donna, he showed such marked ability on the piano that at the age of 13 he toured Europe as accompanist for his mother's concert tour . . . Returning to his native city, he appeared as a child prodigy on the opening radio program of station WLW . . . He furthered his musical education at that city's College of Music and upon graduation at the age of 21 was appointed staff accompanist and vocal arranger for WLW . . . In 1934 he was offered the post of arranger and choral director at WGN in Chicago and was largely responsible for the success of program including "Walter's Doghouse," "Showboat," "Smilin' Ed McConnell," and "Avalon Time" during which time he also coached and brought to the fore the "Tom, Dick & Harry" and "Doring Sisters" harmony teams . . . In 1941 he was named director of the WGN dance orchestra and has since become that station's musical director . . . A master of all types of musical arrangements, he once handled the musical chores for 24 different programs in one week . . . At present he coaches the chorus for the "Chicago Theater of the Air," is featured with Two Ton Baker every afternoon on the "Two Ton and Trendler" WGNsentials and also conducts the orchestra on "Music In The Night" . . . His name—ROBERT (BOB) TRENDLER.



● ● ● TIN PAN ALLEY-OOPS:—A few columns ago we itemed the fact that America would soon be hearing "another importation from LaBelle France," a ballad titled "Passe" . . . It's true that the song gained prominence in Paris before it was even heard here but here's the low-down: Back in 1941, Carl Sigman, Joe Meyer and Eddie DeLange, penned the song and placed it with Feist, where it gathered dust on the shelves . . . Came the war and Carl enlisted . . . While stationed in Paris, Sigman entertained his buddies with his original songs among which was "Passe" . . . The song became the rage of the town and reached the ears of Jean Sablon who wished to record the number for Decca . . . A diligent search among French publishers failed to disclose the copyright owner . . . In desperation Sablon inquired at the copyright office in Washington and sure enough, there it was, copyright owner, Feist . . . Hit Parade . . . Next stop.



● ● ● The past few seasons has found instrumentalists, Tommy Dorsey, Jimmy Dorsey, Charlie Spivak, Carmen Cavallaro, Guy Lombardo, Larry Funk, Stan Fritts (Korn Kobblers), Woody Herman, Harry James as maestri of their respective bands . . . But a throw-back to the days of singing bandleaders of the Rudy Vallee-Will Osborne-Ozzie Nelson type is Sherman Hayes, former vocalist with George Olsen, who, after a four-year hitch in the service, has organized a band, currently featured at the Bismarck Hotel in Chicago, which is rapidly forging to the front . . . definitely the band to watch. . . ● Chalk up a new hit for Cherio Music . . . "Floatin'" is the title and the reaction since it was CBSselected as Danny O'Neill's 'song of the week' has kept Deanna Bartlett and Maurice Hartmann floatin' in a cloud of fleecy re-Peatmans. . . ● With "I Don't Know Enough About You" among the best sellers, Campbell-Porgie are getting set for another click with "I Guess I'll Get the Papers and Go Home," written by Hughie Prince, Dick Rogers and Hal Kanner. . . ● Happened to tune in to the "Hymns Of All Churches" ABChoir last week . . . Easily one of the finest ways to start the day off right.



● ● ● ON AND OFF THE RECORD:—Heard a Diamond Record of "Miserlou," by an unknown pianist named Jan August . . . He's GOING places. . . ● And for the rug-cutters we recommend Woody Herman's newest Columbia platter of "Fan It." . . . ● Majestic isn't taking advantage of the fact that it has the Korn Kobblers. . . ● Victor's Steve Sholes is on a talent search down below the Mason-Dixon Line.



Radio Executives Club Sets 1st Meet Sept.

(Continued from Page 1)

the REC during the forthcoming season. These regular luncheon meetings, which will be held the first and third Thursday of each month, will open on Oct. 3.

Members of the program committee, which is headed by Jim Sauer, who attended yesterday's conference, were: Robert D. Swezey, vice-president and general manager of the Mutual network, and president of the Radio Executives Club; Clarence Barrere, secretary of the REC; Elizabeth Black, of the Joseph Katz Agency, vice-president of the club; Clarence L. Menser, vice-president of NBC in charge of programs; Bruce Robertson, of "Broadcasting"; Kostka, of the Institute of Public Relations; Robert A. Schmid, vice-president of Mutual in charge of advertising and promotion, and chairman of the REC's house committee; Phillips Carlin, vice-president of Mutual in charge of programs, and Harold Feltis, head of Broadcast Measurement Bureau, and chairman of the Radio Executives Club's membership committee.

Finalists In Dorsey Contest Now En Route To Hollywood

The six finalists in the Tommy Dorsey talent hunt to find a new vocalist, selected with the aid of Mutual network stations, are now en route to Hollywood where they will appear on "Tommy Dorsey's Playshop" Monday, August 19 (10:30 p.m.). Final winner from the group will be announced on the playshop one week later, Monday, August 26. The six girl singers were chosen after Mutual stations auditioned local talent and forwarded recordings for consideration of judging panel made up of Dick Haymes, Marie MacDonald, Dorothy Lamour, Vivian Blaine and TD himself.

Six finalists and stations through which they were selected are Peggy Jones, KFJB, Marshalltown, Iowa; Gerry Madesen, KFRC, San Francisco; Marilyn Daye, WHKC, Columbus, Ohio; Naomi Wright, WKYC, Miami Beach; Sherry Sherwood, WOL, Washington; Roanne Thrift, KHJ, Los Angeles. Winner will be job with Dorsey's band and selected for role in United Artists production, "The Fabulous Dorseys."

New Tele Firm Formed

United States Television Manufacturing Corp., has formed an independent company, Television Installation, to install its television receivers. It was announced yesterday by Harold Hoge, president.

The company will protect component dealers and distributors throughout the country by personal supervision of all consumer installations, according to Hoge. The unit was in operation before the war but was suspended during hostilities, he added.

THE BOOK OF THE YEAR



CONTAINS A LIST OF COMMERCIAL PROGRAMS
STARTING ON PAGE 867

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
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Petrillo Defense Brief Calls Lea Act Unfair

(Continued from Page 1)

makes it a crime for workers to strike and picket by peaceful means in furtherance of a lawful objective—such as a union's demand that more workers be employed—unconstitutional? Petrillo charges that it is, and also that the Lea Act, which, its supporters claimed, protected the public, really protects only the radio industry. It is, says the Petrillo brief, "flagrantly and unfairly discriminatory." The musicians' head asks that the case be thrown out of court.

In an additional memorandum, Petrillo denied that he was a "czar" or "dictator" and declared he did not decide what music went on the air. The union-station controversy over recorded music, he said, was simply the "question of a large group of men fighting for their very existence," and in no way represented the tactics of a dictator.

The Lea Act charges against Petrillo were filed by the Government after he had called a strike against WAAF when it refused to hire additional record librarians.

The Government's answer to Petrillo's brief must be filed by Sept. 19. The case is before U. S. District Judge Walter J. Labuy.

CBS To Give Four Hours To Bendix Airplane Races

Four full hours of air time will be devoted by CBS to the annual Bendix Trophy air races, scheduled to get under way August 30, lasting through Sept. 2. Red Barber, CBS director of sports, has been named to head a staff of 12 announcers, all of whom have been assigned at various vantage points to handle the event. Included among these are: Bill Downs, recently returned from Bikini Atoll, who will air descriptions of the race from a plane, and Dave Baylor, WGAR program director, who will cover the Cleveland end with WGAR sportscaster, Bob Neal.

Action By FCC Favors Nat'l Bus Communications

Washington Bureau, RADIO DAILY
Washington—The FCC has announced its final report granting the petition of the National Bus Communications, Inc., which requested that the Commission make available a certain number of frequencies allocated for the new general mobile radio service for exclusive use of the intercity passenger bus industry directly, or through an organization formed for the purpose of rendering radio communications service exclusively to the bus industry.

Joins WNEW Publicity

Jean Ambring has joined the staff of Will Voien, publicity director for WNEW.

COAST-TO-COAST

KANSAS CITY—Welcome back to Virginia Wallace, former KCKN director of public service programs, who is now working on the Clothing Apparel Promotion here. . . . That KCKN mike-man, Jack Anthony, was chosen from an entire crop of KC talent to play the title role in the new Jimmy Allen transcribed series, being cut by Commer Studios. . . .

The KCKN wire recorder, handled by George Stump covered by the selection of Miss Kansas City, Miss Madeline Rugit, at Pla-Mor last week. . . . The entire affair was emceed by Announcer Buddy Black. . . . Station Manager Ellis Atteberry and Chief Announcer Eddie Clark return this week from vacation while George Stump is looking forward to "his two weeks with." . . . Ben Ludy, KCKN general manager, is in Chicago this week on business. . . . Gene Jonnson is the outlet's new office boy.

—MONTANA—

MISSOULA—Throughout the week KGVO's "Man on the Street" program, thrice-weekly show sponsored by the Garden City Dairies, will originate from a new point on Higgins Avenue. . . . New pick-up point is designed to call participants' and passers-by attention to the KGVO display window in Penny's which features a mannequin at a KGVO mike as a tie-in with new fall merchandise. . . . New weekly sports feature over KGVO is the regular Monday afternoon presentation of wrestling personalities. . . . Ray Kelley, a vet of World War II, having served in the ETO, is the latest addition to the KGVO mike staff.

—NEBRASKA—

FREMONT—KORN, Mutual affiliation, for the second year carried the semi and final rounds of the State American Legion Baseball Tournament which were held here last week. . . . Program director, Ray Arvin, together with the sports department, aired highlights before each game and then the play-by-play broadcast. . . . KORN special events department has made plans to cover the 16th annual 4-H Club fair here with pick-ups twice daily direct from the scene of activity. . . . **OMAHA**—Mal Hansen, recently released from the Navy, in which he served as a lieutenant, has been appointed director of a new farm service dept. being set-up by WOW. . . . Prior to his enlistment he served as farm director of KRNT, Iowa.

—INDIANA—

FORT WAYNE—The FCC has authorized WGL, owned and operated by Farnsworth Television and Radio Corp., to increase power from 250 to 1,000 watts, unlimited time, and to erect a transmitter building and antenna on a tract near Waynedale. . . . Junior League is planning a radio institute in co-operation with WGL and WOW, Oct. 28 and 30, to be conducted by Gloria Chandler, New York City, radio consultant. . . . The institute will consist of six two-hour sessions in a three-day period. . . . **SOUTH BEND**—When the builders of the new midget auto dirt track here wanted their racing

oval well packed down, they figured auto traffic over the course was their best bet. Joe Boland extended an invitation on his nightly WSBT sports show to motorists to enjoy the thrill of driving on a race track. . . . That same night over 500 passenger cars came to the track to wheel around the speedway.

—MICHIGAN—

DETROIT—WJR has revamped its local 10:00 p.m. slot with "Studio Party," replacing "Bedlam Time." . . . Toby David, comedian extraordinary, continues as star of the nightly funfest with Paul Lavoie and his 16-piece orchestra supplying the musical portions. . . . With the change in the format, the outlet welcomes back to the mike Jean Regel, song stylist, who joins forces with Dick Rowland in the vocal spotlight. . . . Warren Kelly, WJR emcee and interviewer, has moved his Monday, Wednesday and Friday afternoon show, "Penny for Your Thoughts," from the lobby of the Michigan Theater to the Municipal Airport. . . . In recognition of the long-time business relationship between sponsor, agency and broadcaster, WJR through the agency, Ralph H. Jones Co., presented to the sponsor, the Carter Coal Co., a gold plated transcription of the 500th airing of "The Hermit's Cave," a weekly thriller.

—GEORGIA—

MACON—Ben Chatfield, one of the co-founders of the Daily Pacifican, Armed Forces newspaper, published in Manila, P. I., has recently been appointed news editor of WMAZ. . . . He succeeds Frank Hubbs, who has been upped to program and production manager. . . . Chatfield, prior to joining the outlet last March, went to Japan last August with Gen. MacArthur's group of accredited correspondents, attended the signing of the Japanese surrender on the USS Missouri and toured four months writing features for the Daily Pacifican.

Plan New Experiment In Football Coverage

Milwaukee—Two veteran sportscasters of WTMJ will experiment with a new technique in describing play-by-play football action at the first all-star game sponsored by the Wisconsin High School Coaches Association at Camp Randall Field on Saturday, August 24. WTMJ will air the game as described by two men announcing the game instead of the usual one.

Russ Winnie, veteran sports broadcaster, who has been airing the play-by-play of all Green Bay Packer home games in the National Professional Football League will be aided by Bob Heiss, WTMJ's chief announcer. Winnie explained that each announcer will be provided a breastplate microphone in the same booth and will describe the action of each team as it takes the offensive, and vice versa.

WBEN Gets Tele CP Other Activity At

(Continued from Page 1)

Kentucky, Lexington, Ky.; The Publishing Co., Inc., Jackson, Tenn.; WAGE, Inc., Syracuse, N. Y.; Fil Station WMFR, High Point, N.C.; News Journal Corp., Daytona Beach, Fla.

Also Alexandria Broadcasting, Inc., Alexandria, La.; Radiop Broadcasting Station WOPI, Bristol, Tenn.; George M. Ives, Brookfield, Ill.; The Valley Electric, San Luis Obispo, Calif.; James Hopkins, Inc., Detroit, Mich.; Pine Radio Broadcasting Co., Amarillo, Tex.; Bell Broadcasting Co., Terrell, Tex.; Harwell V. Shepard, Dallas, Tex.

In addition, the FCC granted the request of the Worcester Television Publishing Co., Inc., to cancel its application for a commercial television station in Worcester, Mass.

The FCC also gave its consent to the transfer of control of Bry Broadcast, Inc. (KFBB), Great Falls, Mont., from F. A. Buttry to Ed Birch, for a consideration of \$29,000 in payment for all the outstanding capital stock.

Applications for new standard frequencies listed by the Commission included the following: Hudson Valley Broadcasting Co., Inc., Albany, N.Y., to be operated on 590 kc., one night, five kw., daytime, unlimited; Lewiston-Auburn Broadcasting Co., Lewiston, Me., to be operated on 170 kc., five kw., unlimited; KJAN Broadcasting Co., Inc., Opelousa, La., to be operated on 910 kc., one kw., unlimited.

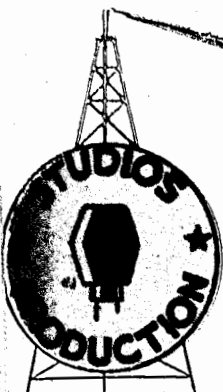
Lower Rockefeller Center WEAF Broadcast Sub

A description of many activities to occur in Rockefeller Center's lower plaza during United Nations week, September 22-28, will be broadcast by WEAF, according to an announcement by James M. Gaines, station manager. During the observance various UN personnel will speak from the rostrum in the lower plaza on Sunday, September 22, a special performance of the NBC symphony for UN delegates will be called over a national hook-up.

Activities in Rockefeller Center will consist of band concerts, dancing and choral singing in addition to the roster of prominent speakers from the UN. Daily performances are scheduled, going under specially erected floodlights for the evening portions of the program. A "United Nations Concert" will be presented at noon daily beginning Tuesday, September 24.

AFRS Announcer To WW

Nick Nickson, formerly an announcer with the Armed Forces Service's WVTF, Hollandia, has joined the announcing staff of WWR, New York.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 35

NEW YORK, MONDAY, AUGUST 19, 1946

TEN CENTS

FCC 'Processing' Revised

Crosby Deal Closed; Philco Has Big Plans

Confirmation of the Philco radio deal with Bing Crosby, first announced in RADIO DAILY of August 9, came from James H. Carmine, Philco vice-president, the past week-end. Carmine, with Pierson Mapes, general manager of the Hutchins Advertising Agency, had spent three weeks in Hollywood negotiating with Bing and his brother, Everett Crosby.

Present plans call for the use of an unprecedented total of over 600 stations throughout the world, using Crosby's transcribed programs. A

(Continued on Page 6)

Vestinghouse Experts To Aid Elect. Industry

Baltimore—Westinghouse Electric Corp. will shortly launch an extensive all-electronics field-service program designed to meet the growing need for "expert counsel" in industry, with particular application to television, radiovision, FM, AM and shortwave broadcasting, it was made known over the week-end.

Program, which is expected to be one of the most extensive field projects ever undertaken in the field of

(Continued on Page 2)

Government Seeks Buyer Of Radio Tube Plant

Washington Bureau, RADIO DAILY
Washington—War Assets Administration is offering for sale a complete, automatic glass tubing plant near Parkersburg, W. Va., described as suited for producers of radio tubes, was announced over the week-end. Built in 1943 at a reported cost to

(Continued on Page 2)

Salute

Washington — "Division Diary," the War Department's Army Ground Forces radio series which salutes an outstanding division of World War each week, will memorialize the 2nd Armored "Hell on Wheels" division on August 23, from 11:30 to 12:00 noon, EDT, over the Mutual web. The series features the United States Army Band and originates at Fort Myer, Va.

Philological
Two Cuban radio stations have completed arrangements for the rebroadcasting of Puerto Rico's radio forum "La Voz," to listeners in Cuba, Mexico and Central America. They are stations CMZ, operating on the 1240 kilocycles standard broadcast band, and station COX, operating on the 9640 kilocycle shortwave band. Just a few weeks ago similar arrangements for rebroadcasting of the program were made by Haitian stations HH3W and HHW.

NAB Asked To Name UNESCO Radio Aides

Assistant Secretary of State William Benton has invited the NAB and 49 other national organizations to name representatives to serve on the important National Commission for Educational, Scientific and Cultural Co-operation. The Commission, creation of which was authorized by Congress, will advise the Department of State on matters relating

(Continued on Page 8)

Advisory Council Named For Radio Executives Club

Formation of an Advisory Council to aid in planning and conducting the affairs of the Radio Executives Club of New York was announced the past week-end by Robert Swezey,

(Continued on Page 6)

Impressive Expansion Program Gets Under Way In St. Louis

By Staff Correspondent RADIO DAILY
St. Louis—An extensive improvement and expansion program among radio stations in the St. Louis area is getting under way with prospects of television, FM and facsimile slated to become important factors in the business picture during the months to come.

Television will be broadcast early in 1947 by KSD, the Post-Dispatch station, probably before March of next year. The black-and-white

Commission Outlines New Procedures Which Will Expedite Consideration Of Nearly 1,000 Applications

Washington—Faced with an all-time peak load of nearly 1,000 applications for standard stations, the FCC on Friday outlined new procedures for processing as swiftly as possible the record-breaking backlog.

The fact that the Commission now has pending before it approximately 1,000 such applications has made it necessary for the Commission to institute a new system of processing which is designed to insure that each application on file will be reached for study by the staff and for consideration by the Commission in its proper order. The system which has been put into effect is as follows:

Ceilings On Receivers Increased 3% By OPA

Washington Bureau, RADIO DAILY
Washington—OPA has increased ceiling prices of radios and electric phonographs an average of three per cent. Although the action is effective today, Aug. 19, retailers may not charge the higher prices until they receive shipments ticketed by

(Continued on Page 8)

Announce CBS Delegation To Oct. NAB Convention

Delegation of CBS executives who will attend the NAB convention in Chicago, October 21 to 24, will be headed by William S. Paley, chairman of the board, and Frank Stanton,

(Continued on Page 7)

(1) When an application for the construction of a new broadcasting station, or for a change in the facilities of an existing station, is received in the Commission it is immediately

(Continued on Page 6)

South African Radio Going Commercial

Reintroduction of commercial broadcasting in the Union of South Africa will improve the general level of radio in that country, in the opinion of Hamilton Russell, managing director of J. Walter Thompson, South Africa, Ltd., who is visiting the U. S. to survey aspects of American business and advertising. He revealed that the Union expects to resume commercial broadcasting about June of 1947 after more than a decade during which it was banned.

"I feel that commercial broadcast-

(Continued on Page 6)

Drama Debut
Ben Hecht will become an air thespian for the first time tonight, Aug. 19, on CBS' "Inner Sanctum" (8:00-8:30 p.m., EDT) when he plays a dramatic part in "Specter of the Rose." Hecht wrote, produced and directed the story for Republic Pictures Corp., which will premiere the film in New York at the Republic Theater on 42nd Street, on August 31.



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

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FINANCIAL

(Aug. 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Du Mont Lab, Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Metropolitan Life Buying Spot Campaign Via Y-R

Metropolitan Life Insurance Co. is the latest insurance company to enter the spot radio time buying field, RADIO DAILY learned Friday. The insurance company, through Young & Rubicam, Inc., is buying spots between 6 and 7 p.m., on stations featuring news broadcasts.

Stork News

Parks Johnson of the "Vox Pop" program on CBS, is again a grandfather. Latest addition to the family tree is Boyd Ryan Willett, Jr., born at Lake Charles, La., last Wednesday. Mrs. Willett is Johnson's daughter.

Connect in Connecticut



Coming and Going

RALPH B. AUSTRIAN, president of RKO Television Corp., is expected back today from Nantucket, where he has been spending a two-week holiday.

TOM SLATER, Mutual network director of special features and sports, is combining a vacation with the filling of three speaking engagements in Ohio and West Virginia.

ROBERT J. DEAN, president of KOTA, Rapid City, S. D., paid a call Friday at the headquarters of CBS, with which the station is affiliated.

ROBERT D. C. MEEKER, general manager of Radio Advertising Corp., national station representatives, left by plane Friday for the West Coast, where he'll complete the organization of his company's Hollywood and San Francisco offices. On his return trip he'll spend a few days at the Chicago branch of RAC.

TONY LEADER, radio director, has returned from the West Coast, where he spent six weeks.

NORMAN A. THOMAS, co-owner of WDOD, Chattanooga outlet of CBS, has arrived from Tennessee for a few days on station business.

KEVIN SWEENEY, of Fletcher Wiley Productions, is spending today and tomorrow at the New England Group offices, WCOP, Boston.

R. M. STEWART, commercial manager and sales director of KGKY, Scottsbluff, Neb., a Columbia network outlet, is in town on station business.

ROBERT HUDSON, director of education at CBS, is in Endicott, N. Y., where today and tomorrow he will join with the representatives of 25 other nations in the World Conference of Teaching Profession.

FRED WEBER, station manager and partner in WDSU, New Orleans, is expected in New York today on a short business trip.

ANDY RUSSELL is in Scranton, Pa., making a tour of the Capitol Record plant.

LYNN L. MEYERS, national sales manager for the Intermountain Network, is visiting in New York. Meyers, whose headquarters are in Salt Lake City, made a two-week trip to Los Angeles and San Francisco just before coming to New York.

GLADYS SWARTHOUT and her husband, FRANK CHAPMAN, were recent visitors at Lenox, Mass., where they attended the premiere of "Peter Grimes" at the Tanglewood music festival.

C. W. REMBERT, general manager of KRLD, Dallas affiliate of CBS, looked in Friday at the New York offices of the web.

NORMAN CLOUTIER, of NBC Thesaurus, and conductor of "Music from Manhattan," paid an informal call last week at WJOY, Burlington, Vt.

AL PASCHALL, production manager for the Ralph Edwards "Truth or Consequences" program, went to Holyoke, Mass., last week for a personal appearance with the Valley Players in "The Man Who Came to Dinner."

Westinghouse Experts To Aid Elect. Industry

(Continued from Page 1)

electronics, will be carried out by a group of specialists assigned by Westinghouse for "on-the-scene" guidance and assistance to all phases of American industry.

The nucleus of the new group is nine men now in the field, according to C. W. Miller, sales manager for the industrial electronics division of Westinghouse, who will head the organization. "Wartime necessity forced us to crowd the electronics developments of two normal decades into half a dozen years," he said, "and as a result it is all but impossible for the average engineer to have at his finger tips information on all of the latest electronics aids to his particular field."

The specialists will form "direct links" between Westinghouse electronics headquarters in Baltimore and the customer, Miller added, and their responsibility will be "to keep industry informed of the many possibilities of this new tool."

All experts in the new project will be equipped for overall counsel on standard-band, shortwave, FM, television and stratovision broadcasting; railroad radio; marine radar; point-to-point communications; power line carrier and other phases of electronics. In addition, Miller explained, each will be particularly trained in either broadcasting and communications or high frequency heating.

Stratovision, the Westinghouse system of television broadcasting developed with the co-operation of Glenn L. Martin Aircraft Corp., will probably have initial field demonstrations throughout the program.

Government Seeks Buyer Of Radio Tube Plant

(Continued from Page 1)

the Government of \$482,918, the plant is being operated under lease by the Demuth Glass Works, Inc., which also operated and leased the project during the war.

Detailed information may be obtained from the WAA regional office of real property disposal, East Fourth Street, Richmond, Va.

Wedding Bells

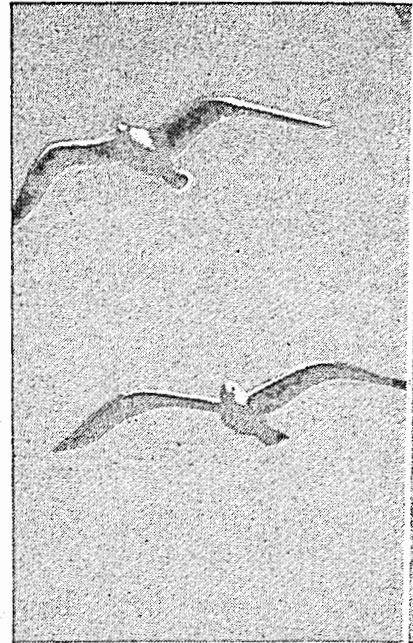
Tor Danley, MBS sales traffic manager, and Lois Lorraine, writer, were married July 28 by the Rev. J. Clark Callender in the Methodist parsonage, Nyack, N. Y. Mr. and Mrs. Danley will reside in Jackson Heights, New York City.

Olga Howard, CBS network sales, marriage to ex-Marine William E. Dunwoody, is the culmination of a romance that began aboard a military transport plane in which Miss Howard was flying as a member of an entertainment troupe to fill an engagement at the Parris Island base. Dunwoody was the crew's radio operator.

Bob Shanley, currently co-starred with Soprano Anne Jamison on the "Summer Electric Hour," to Jean McFarland, West Coast publicity head for N. W. Ayer, in Hollywood's Blessed Sacrament Church.

Arnold Platt, assistant manager, CBS shortwave production office, to Judith Sachs of Brooklyn.

Returned to his desk after a Miami Beach honeymoon, Jerry Theise, CBS shortwave news writer, and the former Jane Roth, of Philadelphia.



Birds of a feather

Those two babies will follow ship for miles. Always on the lookout for a handout.

They take it easy.

Too bad sales can't be made on such a leisurely basis. But you've got to hustle. You've got to plunk headlong into the battle if you want to make sales. W-I-T-H, the successful independent radio station, the way to get the jump on competition in Baltimore.

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


So if you're at sea about how sales are made in the country's largest city, put W-I-T-H on the radio list!

(The extra FM audience is on the house.)



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...



spinnakers set

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

SOUTHWEST

LARRY BRUFF, Newett-Emmett Agency, will meet with Gene Cagle, head of the Texas State Network and KFJZ, Fort Worth, and with W. Poundstone Jackson, promotion manager, for TSN in Fort Worth this week. Meeting will concern the Chesterfield ABC Roundup now being heard on TSN with Zack Hurt who will also attend the confab.

New announcers to the staff of KTSA, San Antonio, include Robert Hall Shippley of WPIK, Alexandria, Va.; Don Emmick, Jr., from KEYS, Corpus Christi, Tex., and Bluett Smith, formerly with KTBC, Austin. Robert Brink, of the KTSA announcers staff leaves shortly for Hollywood.

Application has been submitted by the Port City Broadcasting Co., of Port Arthur for a standard broadcast station to operate there with 1,000 watts power on 840 kilocycles, daytime only.

Jeannie McDonald will become a regular member of the "Early Birds" program aired over WFAA, Dallas. Also newcomers to the Tuesday and Thursday sessions will be the Dude Ranch Buckaroos. Miss McDonald is said to be the only singer ever requested in an air announcement to join a radio singing staff. She was discovered in 1940 while singing in a small Texas town by Bob Shelton. When a sponsor on KGKO, Fort Worth, wanted a yodeling cowgirl, Shelton remembered Miss McDonald and aired an announcement on KGKO for the girl who sang with Shelton's band to contact KGKO. She has been broadcasting on the station ever since.

Hal Thompson, sports expert on KGKO, Fort Worth, is airing a twice weekly series of new programs to be devoted to the coming football season. Thompson will interview James Stewart, executive director of the Southwest Conference, on new rules, conference officials, potential team strength, lettermen and veterans returning to the line-ups.



"— those new shoes you bought from that ad over WFDF Flint—remember?"



California Commentary. . . !

● ● ● T'other evening as Bing Crosby, new part-owner of the Pittsburgh Pirates, strolled into the Hollywood baseball park, a little Mexican newsy dogged his steps, crying, "Paging Bob Hope, paging Bob Hope!"

Bing smiled and said: "You're treating me kinda rough, amigo." . . . Staff Sgt. Robert B. Mackall, assistant news chief of the Armed Forces Radio Service shortwave department, will doff his uniform in October to return to his old duties as program manager of WFMJ, Youngstown, Ohio. . . . When Radio Appreciation Night was observed at the Hollywood baseball park, Fred Haney, former big league manager, who broadcasts the games over KLAC, and Pat Flannagan, former Chicago broadcaster, who announces the games over KMPC, were showered with gifts from the Hollywood players, the owners of the Hollywood club and fans. . . . Tony Stanford, veteran radio director, recently joined the Young and Rubicam Hollywood office and will take over production duties on "Duffy's Tavern," which returns to the air Oct. 2.

★ ★ ★

● ● ● RADIO DAILY's scoop announcing the Bing Crosby-Philco negotiations still the talk of the trade. Speculation now is to whether ABC or CBS will get the Philco show. . . . Jack Rourke Productions has made arrangements to handle the Niles and Prindle Show, starring Wendell Niles and Don Prindle. Niles and Prindle aired for 26 weeks for Hires Root Beer, on the old Blue network, and got a good rating in a short period of time, opposite such potent competition as "The Great Gildersleeve" and Fanny Brice. . . . Demonstrating his versatility, Arch Oboler has written a song, "Lonely Lover," which will be introduced in "The Arnelo Affair," which he is directing for MGM. He has signed Rece Saxon, a local radio singer, for a part in the picture and she will sing the song. . . . Jim and Marion Jordan (Fibber McGee and Molly) who recently sold their Encino home to Carl Wester, of Chicago, are vacationing at their ranch in southern San Joaquin Valley. Dolores Crane, Hollywood youngster, who made her radio debut in Hoagy Carmichael's "Teen-Agers," and who later sang with the Jan Garber and Jack Barrows bands, is considering movie offers.

★ ★ ★

● ● ● When Sigmund Romberg, who wrote the music for "The New Moon," appeared at its opening at the Greek Theater in Griffith Park, Howard Wormser, of the NBC Western division press department, saw an opportunity for some excellent publicity breaks. The NBC photographer, Earl Ziegler, was ill, so Howard tried several other sources, but without success. . . . When he was about ready to abandon hope (not Bob) he saw Red Skelton, Hollywood's newest camera enthusiast, armed with a Graflex, and Red came to the rescue. Incidentally, Red has received more than 1,000 requests for copies of "The Delinquent Kid," which he recited on one of his recent broadcasts. Poem, which Skelton wrote in collaboration with Gene Fowler, tells story of a child's problems. . . . Ken Curtis, who is a Columbia film star, has been signed to record eight western tunes in the next five months for Mercury Record and Television, Inc., of Chicago.

★ ★ ★

● ● ● After three years in the office headquarters of KHJ's "Happy Homes" program, Marie Greene has resigned as assistant to station home economics adviser, Norma Young, and will leave soon for her Easter Lily farm on the coast of Oregon to devote more time to her flourishing and expanding business. . . . Late in 1940, Alan Young was doing a "voice off stage" in a night club and his mother, sitting in the audience, was telling the girl next to her about her son who was doing the unseen talking. The girl liked the voice and asked to see the body that went with it. That's how Alan met Mary Anne Grimes of Seattle, whom he married in 1941.

CHICAGO

By BILL IRVIN

MONTGOMERY WARD, thru Fox Cone and Belding, signs sponsorship of two musical shows on WBBM. One program, heard Tuesdays and Thursdays from 6:15 to 6:30 p.m., features Billy Leach, Bennett Sisters Trio and orchestra. The other WBBM Ward show is also a 15-minute Sunday stanza (4:30 to 4:45) with Jack Kirby and an orchestra. Both contracts are for 26 weeks. Other new WBBM business includes sponsorship of Donald McGibeny, news analyst, by Smith Brothers (cough drops) in an 8:00 to 8:15 a.m. Tuesday, Thursday and Sunday news period, effective Sept. 1. The 26-week contract was placed through Sullivan, Stauffer, Colwell & Bayles Agency. WBBM renewals were topped by Kroger Grocery and Baking Company's 52-week contract extension for two daytime serials, "Ettor's Daughter" and "Linda's First Love," heard Monday through Friday in the 2:30 to 3 p.m. period, E.D.L. Illinois Commercial Men's Association (insurance), through L. W. Ramsey Company, has renewed "New Gross—Town Tattler" for 52 weeks, and started Aug. 18. Gross is heard 10:15 to 10:30 p.m. Sundays. Chaes A. Stevens and Company (Street department store) ordered a 52-week renewal of "Clifton Utley News" effective Aug. 18. Program is heard 10 to 10:15 p.m. Sundays. Contract placed through Frances Hoyer Agency, Chicago.

WLS put on the air its complete four-and-a-half-hour barn dance program Saturday night (Aug. 10) from a stage in front of the grandstand at the Illinois State Fair in Springfield, starting at 6:30 p.m., and continuing to 11 p.m., CST. Gov. Dwight H. Green spoke on the network portion of the Barn Dance broadcast from 8:00 to 8:30 p.m., CDST. Cowboy star Roy Rogers whose program will replace Nat. Barn Dance, as guest on the network show.

BALTIMORE'S Listening Habits

WOL

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rorer, General Manager

FREE & PETERS, Inc. Exclusive National Representatives

★ **THE WEEK IN RADIO** ★

Capital Gets 9 FM Stations

By JIM OWENS

ON ONE of its busiest days, FCC issued grants for nine FM stations in Washington, D. C. Included in the group was Capitol Broadcasting Co. (WWDC), previously denied by the commission. . . . Paris Peace Conference, first ever to be covered by radio, presents a multitude of problems in news handling, according to a cable account of the setup by NBC's news chief Bill Brooks. . . . MA Prexy R. C. Cosgrove sees peak production in radio and appliances in the latter part of next year.

Secretary of State James Byrnes delayed U. S. participation in the five-power telecommunications conference in Moscow. . . . Gillette will seek Baseball Commissioner A. B. "Happy" Chandler's approval to televise the World Series. Mutual will handle the radio version. . . . ABC announced signing of 20 sponsors on soap shows. . . . A new Roy Rogers program will replace "National Barn Dance" on NBC. . . . RMA officials see no price relief from new OPA setup. . . . At the Estes Park (Colo.) meet, NAB approved "streamlining" of district meetings to allow joint meetings. Association also listed commendations drawn up at the directors confab.

Philco's deal with Bing Crosby confirmed. . . . Radio Executives Club, under new president Bob Swezey, will have its first meeting on September 19. . . . Petrillo's brief to Chicago District court branded the Lea Act as "un-American." . . . General Foods set up daytime children's shows on Mutual. . . . NBC bought a 45-minute musical show for television. . . . Several FCC grants for AM stations have been set aside pending a decision in bar-channel hearings. . . . Interest in facsimile broadcasting developing into a race to acquaint

and provide the service to the public. A few stations expect to be on the air with "fax" within next three to five months. . . . Edgar Bergen is readying another video production in connection with previewing his Bergen Television Center in Hollywood. . . . Fourteen radio stations and newspapers have already bought or leased land on Mt. Wilson, Calif., for television. Sixteen others are also investigating the area. . . . TBA officials announced names of leading manufacturers who will exhibit equipment at the Second Television Conference at the Waldorf, October 10-11.

David Frederick, former editor and publisher of Tide magazine, named director of sales promotion and advertising of CBS. William Golden, web art director, becomes associate ad director. . . . Wilton Gunzendorfer, manager of KROW, Oakland, reveals that Coast business is on a steady climb. . . . FCC Commissioner Clifford Durr told the University of Chicago that radio is the best tool for understanding between religious groups. . . . "The Quiz Kids" shift from ABC to NBC Sept. 29. . . . Broadcasters criticized the U. S.-Mexico pact restricting certain channels for daytime use.

The War Assets Administration will use radio as major tool in disposing surplus property. . . . FCC granted Westinghouse a tele station in Boston. . . . Commission also authorized communication service for public utilities. . . . RCA's official observer at Bikini, Arthur Van Dyck, said the radio-television setup was a "marvel," and overshadowed only by the bomb tests. . . . MBS correspondent Robert Stewart revealed that the Philippines is a ready market for radio distribution and advertising.

Lambert Co. To Cancel Billie Burke Web Program

West Coast Bureau, RADIO DAILY Hollywood—The Billie Burke program sponsored by the Lambert Co. on CBS (Saturday mornings, 11:30-1:00, EDT), will be cancelled following the Sept. 21 broadcast, it was learned over the week-end. Lambert sponsors the show for its product, Listerine Tooth Powder.

Lowell Thomas Broadcasts Start On 16 CBS Stations

Lowell Thomas, one of radio's veteran news broadcasters, opens a new five-a-week sponsored series over a partial CBS network tonight from 11:00-11:15 p.m., EDT. His program will be heard on 16 stations west of Chicago Monday through Friday at that time. Procter & Gamble Co. is sponsoring the series.

Returning To Mutual

Another Mutual program returning after summer hiatus is "Exploring the Unknown," which resumes Sunday, Sept. 8, 9-9:30 p.m. Sponsor is Vere Copper & Brass through St.orges & Keyes Agency. A new weekly sustainer titled "Block," a psychological series, will premiere over Mutual Tuesday, August 20, 8-8:30 p.m., EDT. Music will be handled by Ray Bloch. Show is produced and directed by Betty Mandeville with Louis Pelle and Jacques Anson Fink handling writing job.

WKNB At New Britain Opened Past Weekend

New Britain, Conn.—WKNB, new 1,000-watt station, owned and operated by The New Britain Broadcasting Co., has officially bowed in on 840 kc., and expects to cover a primary area containing a population of 825,000 people, according to station manager Walter M. Windsor. Windsor was formerly with J. Walter Thompson Co. on the Charlie McCarthy show.



Fulton Lewis, jr.

"Congratulations . . .

it's

Mutual"



Says The City National Bank & Trust Co. of Columbus, Ohio: "We have sponsored the Fulton Lewis, jr., program since July of 1942 (over WHKC) and hope to continue. We believe this is evidence enough that we think this program has been of value in our promotional work." Says Erwin, Wasey & Co. (Okla. City Office) to KOCY, "The fact that our client, Oklahoma City Federal Savings & Loan Assn., has used the Fulton Lewis broadcasts month in and out for more than 5 years in the face of many changing conditions in the home loan financing field, is an indication of the value this agency and the client attach to Mr. Lewis' ability to get and hold a sound and responsive audience." Says the Gillham Agency, Salt Lake City, ". . . Never before has a radio program been mentioned so frequently by customers and prospective customers of this client (First Federal Savings & Loan Assn. over KALL)."

Scores of letters like these attest the fact that Fulton Lewis, jr., SELLS . . .

AND HE'LL SELL YOUR PRODUCT, TOO!

He's available for local sponsorship in a few choice markets. Wire, phone or write for complete information.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Crosby Deal Closed; Philco Has Big Plans

(Continued from Page 1)

major network, probably ABC, will carry the programs in the United States and this may be augmented by the use of the Keystone Broadcasting System of ET stations. Beyond the United States the Philco show will be extended to Latin-American countries and European radio markets.

Crosby and Philco will make radio history in their new association because, through the medium of studio transcribed programs, it will be possible

Revolutionary?

Philco's deal for a transcribed series of Bing Crosby for network usage may be a revolutionary step in web programming which will affect the whole structure of network broadcasting in the future.

Two networks — ABC and Mutual have signified their willingness to carry transcribed web shows and it is understood that CBS may make the concession in an effort to land the Crosby show. This would leave NBC as the only network adverse to carrying ET programs.

If the Philco-Crosby transcribed show works out successfully as a network feature other shows are expected to follow the programming pattern. Transcribed shows in New York, Chicago or Hollywood would eliminate "live" repeat broadcasts and cut production costs down considerably.

for the first time to hear one of the highest rated radio shows not only over a single network but in every city and town throughout the United States which has a radio station and opens the opportunity for extension to other countries as well. Carmine explained that this is a pioneer step for a leading radio artist, and is the basis of his plans for building the greatest listening audience in history for Bing Crosby.

Seen As Tele Possibility

Carmine pointed out further that since radio broadcasting and recorded music are such important media for Crosby, with 75,000,000 of his records having been sold to date, his association with Philco, world's largest manufacturer of radio receivers and radio-phonographs, is particularly appropriate. With the rapid expansion of television, Crosby's success as a motion picture star will be equally significant when Philco announces its television receivers.

West Coast Bureau, RADIO DAILY

Hollywood — Following the stir caused here late last week by the announcement of Philco's signing of Bing Crosby, speculation now is rife regarding the network to be used by the sponsor. General belief here is that ABC will be chosen, although a few are predicting that CBS will get the nod.

Final selection of a network by the sponsor is not expected for at least a week.

'Processing' Of Applications Revised By The Commission

(Continued from Page 1)

ately referred to the broadcast license division which examines the application to determine whether it is sufficiently complete to permit the Commission to process it. If it is found to be sufficiently complete to be processed—even though it is incomplete in certain minor particulars—it is immediately given a file number and a letter is sent to the applicant requesting the correction of any minor defects that may have been disclosed by the examination. If the examination by the broadcast license division discloses that the application is incomplete in major particulars which makes it impossible to process it, the broadcast license division, with the advice and concurrence of the engineering department and law department, returns the application to the applicant with a statement that it cannot be accepted. The reasons for its rejection are specified in the letter returning the application.

Next Step "Classification"

(2) Once an application has been given a file number, it is referred to a member of the engineering department for "classification." This involves two separate functions. First, the application is examined to determine whether it is one which must obviously go to hearing. If an engineering study is necessary in order to determine whether the case must go to hearing, the application is not set for hearing at this stage but is put in line for processing by the engineering department and is set for hearing after the engineering study is completed (provided that such a study discloses an engineering conflict requiring a hearing). In view of this, it is to the advantage of an applicant who knows that his case does present a conflict requiring a hearing, promptly to point that fact out to the Commission preferably at the time the application is filed.

"Simplicity Or Complexity"

The second step performed by the classifier is to determine whether the application presents a relatively simple engineering question or whether it presents an engineering question of some complexity. If it presents a fairly simple engineering problem, such as is presented by 250-watt applications on local frequencies and applications for daytime-only operation, it is classified as a case to be put in Processing Line No. 1. If, on the other hand, it is found to present engineering questions of some complexity, such as are presented by applications for night-time operations on regional and clear-channels, particularly those involving directional antennas, it is classified as a case to be put in Processing Line No. 2.

Once it is determined that a case falls into a particular line, it is listed in its proper order according to file number. The oldest (lowest file number) is at the front of the line and the newest (highest file number) is

at the back of the line. Cases are drawn by the group of engineers working on Line 1 from the front of Line 1, and similarly cases are drawn by groups of engineers working on Line 2, in order of file number. Thus, the file number strictly determines the order in which the staff's work is begun on a particular application.

There is one exception to this. The broadcast division of the engineering department is authorized to group together for study cases in Line 1 and 2 which involve interference conflicts where it appears that by making simultaneous study of such conflicting applications rather than individual studies of separate applications, a substantial amount of the engineering department's time can be saved. Further, such cases would ordinarily require simultaneous consideration by the Commission and preparation of simultaneous reports is, therefore, necessary.

No-Hearing Grants Provided

The law and accounting departments, by keeping track of the cases which will be reached next in the processing line are in position to plan their work so that they will be writing reports on the same applications that are being studied by the engineering department.

If, as a result of the study by the three departments and the Commission it appears that the application is satisfactory in all respects, it can be granted without a hearing. If, on the other hand, the complete study by the staff and the Commission indicates that a hearing is required, then the application will be designated for hearing.

"After a case is heard it will be decided as quickly as possible. Every effort is being made to get the hearing docket on a more nearly current basis and to reduce the time which necessarily elapses between the closing of a hearing and the rendering of a proposed decision," the FCC said.

The Commission again invites attention to its new procedure which permits the parties to waive a hearing.

Removal From "Line" Possible

Where a waiver of hearing is requested under this procedure the Commission will, if it determines that a hearing may properly be dispensed with, take the case out of the hearing line and place it back in the appropriate processing line in its proper position (as determined by the file numbers).

Frequently, when two cases are designated for hearing because they are mutually exclusive, one of the applicants amends and removes the conflict. Where this occurs the appropriate procedure is to petition for leave to amend and remove from the hearing docket. Hereafter, petitions for amendment, removal from the hearing docket, and grant will not be entertained insofar as they request a grant. The motions Commissioner, in

South African Radio Going Commercial

(Continued from Page 1)

in the Union," said Russell, "will lift the tone of all our broadcasting. The competition will help improve programs and standards generally, I believe."

The South African radio is government controlled like the BBC, but as a result of a recent study, a broadcasting board of the Union which sets radio policy has decided that by next June commercial programs can be resumed. According to Russell, the Union radio will have three networks, all government owned and operated. The "A" network is an English language web which will continue to be non-commercial. The "B" network will remain as a similar non-commercial web in Afrikaans since the country is bilingual. The third "C" network will be commercial and will be bilingual with the emphasis on a program shaped toward the audience which it is designed to reach.

Advisory Council Named For Radio Executives Club

(Continued from Page 1)

newly elected president of the club. Among those named to the Council are the presidents of the four networks—Niles Trammell, NBC; Frank Stanton, CBS; Mark Woods, ABC; Edgar Kobak, MBS; the representatives of three local stations in New York, Herbert Pettey, WHN; Eli Sanger, WQXR; Nathan Strickland, WMCA, and three leading women representatives: Mrs. Franklin D. Roosevelt, Mrs. Mary McClung, president of the Advertising Women of New York, and Mrs. Dorothy Lewis, co-ordinator of women's affairs of NAB.

Advertising agencies are represented by: H. M. Dancer, president of Dancer-Fitzgerald-Sample; Louis Brockway, executive vice-president of Young & Rubicam; Leonard T. Bush, vice-president of Compagnie Inc. Other members of the Council are Charles Mortimer, president of General Foods and Justin Meyer, president of NAB.

acting on such petitions, will discuss the request for a grant. In such a case the matter will simply be put back in its proper place in line.

An application will continue to be carried under the same file number unless major amendment is required which really involves the substitution of a different application.

Sometimes it occurs that when an application is reached for processing it is necessary for one of the departments or the Commission itself to address a letter to the applicant requesting further information. If the application cannot be processed until the information requested is received, then the application is placed in the pending file to await the applicant's response.

AGENCIES

AND BYRON, president of the Radio Directors Guild, has been named head the new employment service committee set up by the Press, Advertising and Radio chapter of the American Veterans Committee to aid returning vets to find positions in radio. Veterans interested in availing themselves of this service should contact Sydney P. Gooze at 20th Century-Cox, executive secretary of the employment committee.

W. A. TAYLOR & CO., currently running a two-color series of advertisements in Life magazine for Alliant Wines. Charles W. Hoyt Co., c., is the agency handling the account.

DANIEL S. TUTHILL, formerly vice-president of National Concert & Artists Corp., has opened his own offices in the RKO Bldg., Radio City, New York, and is offering a promotion, lecture and business management service to the radio, stage, screen and television industries.

"TIPS AROUND TOWN," Carl Leeds, president, names Emanuel Embury as publicity and sales promotion consultant, and has inaugurated intensive promotion campaign. The magazine, which highlights feature stories in N. Y. life and entertainment and recreational facilities, will use radio and newspapers as well as display posters.

KAY DAUMIT, Inc., Chicago, has appointed H. M. Gross Co., also Chicago, to handle the advertising of "Forever Amber" line of cosmetics. First of the "Forever Amber" advertising to break will feature perfume and cologne. Other products to follow will be lipstick, creams, lotions and numerous other toiletries.

Announce CBS Delegation To Oct. NAB Convention

(Continued from Page 1)
 President of the network, it was announced Friday.
 Other CBS personalities who will attend the convention are:
 Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; H. V. Akerberg, vice-president in charge of station relations; H. Leslie Atlas, vice-president in charge of central division; L. W. Lowman, vice-president in charge of television; Edward R. Morrow, vice-president and director of public affairs; Davidson Taylor, vice-president and director of promotions; D. W. Thornburgh, vice-president in charge of western division. Also Julius Brauner, general attorney; Edwin Buckalew, station relations representative on the West coast; Carl Burkland, general manager, WTOP, Washington; Wendell Campbell, general manager, KMOX, St. Louis; Thomas D. Conolly, director, program promotion;

Impressive Expansion Program Gets Under Way In St. Louis

(Continued from Page 1)

ica, and delivery has already been made on part of the order.

Introduction of television is only part of the KSD improvement program, however, as it also intends to produce FM broadcasts, and in addition this station is purchasing from RCA transmitting equipment which will allow higher fidelity standard broadcasting. Standard broadcasts are planned for 5,000 watts power day and night, an increase in night-time power. FM will be 36,500 watts and television 18,150 watts. KSD's television license issued by the FCC calls for 28 hours of visual broadcasting each week.

KMOX's New Transmitter

KMOX, the Columbia Broadcasting System's big station in the Mart Bldg., 12th and Spruce Streets, is finishing the construction of a big new transmitter near Stallings, Ill., 12 miles northeast of St. Louis, on opposite side of the Mississippi River from KMOX's present transmitter, which will improve the quality of reception for KMOX listeners and extend the station's area of service approximately 11,000 square miles. This potential increase in listeners has been estimated by station officials at 25 per cent.

The heart of the new KMOX improvements is a Westinghouse type 50HGI 50-kilowatt transmitter, housed in modern structure, a 470-foot tower and a ground system of 160 radials buried eight inches and extending 500 feet from the base of the transmitter tower. The W. J. Barney Construction Co of New York City is handling the job, using local labor, however. It should be in service late this summer or early in the fall.

New KWK-FM Station

KWK, owned by Thomas Patrick, Inc., with studios in Hotel Chase, Kingshighway and Lindell Boulevard, will be on the air with FM operation on 95.3 mc. with transmitter power of 3,000 watts, and a temporary single bay Federal square loop antenna within the next few weeks. Later this fall the power will be stepped up to 10,000 watts and 270-foot tower with an 8-bay Federal square loop to be erected on the top of the Boatmen's Bank Bldg., 314 North Broadway (Broadway and Olive Streets). By the spring of 1947 KWK expects to be operating with a

George Crandall, director press information; Guy Della-Cioppa assistant to chairman of the board; Harold E. Fellows, manager of CBS New England operations and general manager of WEEL, Boston; Michael J. Foster, CBS trade editor; Earl H. Gammons, director of CBS Washington office; Dr. Peter Goldmark, director, engineering and research department.

Gilson Gray, director of editing; E. E. Hall, station relations; Nathan L. Halpern, executive assistant; Ralph Hatcher, Chicago station relations; Arthur Hull Hayes, general manager,

50,000-watt transmitter unit. The FM transmitter equipment has been purchased from the Federal Telephone and Radio Corporation of Newark, N. J. The 270-foot tower has been purchased from the International Derrick and Equipment Co., Columbus, Ohio, and the transmitter equipment will be installed and wired by the Briner Electric Co., of St. Louis, under the supervision of the Federal Telephone and Radio Corporation engineers. The architect for the job is P. John Heener of St. Louis.

Recently KWK withdrew its application to the FCC for a black-and-white television license but plans to re-file in the near future for a color television license. KWK is also considering the facsimile field, as is KSD.

Will Seek Color Tele

KXOK, the Star-Times station also recently withdrew its application for a black-and-white television permit, but will soon re-file for color television, officials of the station have indicated. It also plans to enter the FM and facsimile broadcasting fields, when conditions warrant.

WEW, the St. Louis University station on the south side of Lindell Boulevard just west of Grand Boulevard, almost directly across from WIL, is spending some \$100,000 for improvements including 530-foot antenna tower to be erected at 3671 West Pine Boulevard, and provides for frequency modulation early in October. The station will also continue standard broadcasting. The contract for the equipment and installation has been awarded to the Federal Telephone and Radio Corporation of Newark, N. J. They will provide complete broadcasting equipment and all affiliated components. The tower will be manufactured by International Derrick and Equipment Co., Columbus, Ohio, and the actual construction has been started. WEW will operate its FM facilities full-time. New studios will also be constructed by WEW in the near future, when necessary materials become available.

WIL Has Big FM Plans

WIL, operated by the Missouri Broadcasting Co., is already on the air for limited periods each week with its new FM frequency. The station anticipates that eventually they will broadcast FM on full-time at increased power.

WABC, New York; A. E. Joscelyn, general manager, WCCO, Minneapolis; John J. Karol, sales manager; Robert Kennett, program relations manager; William B. Lodge, director of general engineering; Howard S. Meighan, director of station administration; Charles E. Midgley, Jr., sales service manager; William A. Schudt, Jr., eastern division manager, stations relations; Walter I. Seigal, manager CBS photo division; J. Kelly Smith, director of station relations; J. L. Van Volkenberg, general sales manager, radio sales, and Elmo C. Wilson, director of research.

PROMOTION

State Fair Tieups

"Illinois State Fair," the first in a series of programs recorded at three Middlewest state fairs, was heard over WBBM, Chicago, Saturday August 17, 1:30 to 2:00 p.m., CDST. The program, a wire-recorded feature, presented all the color and excitement of the annual event at Springfield. Announcer John Cannon, Public Relations Director Don E. Kelley and Engineer Chris Flynn spent two days at the fair last week, taking the WBBM microphone on a tour of the exhibits, the midway and grandstands. On Saturday, August 24, WBBM will present "Wisconsin State Fair," a recorded feature made at Milwaukee. The last in the series of fair programs will be the "Indiana State Fair" heard on September 7.

Perry Como Week

In connection with Perry Como Week, which starts September 2, RCA Victor is releasing six new sides by Como, as well as re-issues of several records that brought Perry into prominence. At the same time RCA Victor is re-coupling two of the numbers that probably had more to do with Perry's rise to fame than any other songs, namely, "Temptation" and "Goodbye Sue." These numbers also will be featured by Perry on the NBC "Supper Club" during Como Week.

Council Active

The Louisville (Ky.) Radio Council will conduct a special radio promotion campaign during the Kentucky State Fair, August 25 to '31, at Council headquarters, in the old Kentucky log cabin. Posters will be on display, promotional literature will be distributed, and numerous radio personalities will appear. A committee to handle the campaign, made up from members of 100 local organizations is headed by Mrs. F. H. Linkenberg, president of the Louisville Radio Council.

Westinghouse Corp. Files With SEC For Stock Issue

The Westinghouse Electric Corp., last week filed with the Securities and Exchange Commission registration statements for 1,647,037 shares of common stock and \$30,000,000 of debentures. It plans later in the year to issue \$50,000,000 of additional preferred stock. The three items will furnish approximately \$120,000,000 of funds to provide for completion of a \$132,000,000 plant expansion and re-arrangement program, also provide for additional working capital.

Of the \$132,000,000 program, \$95,000,000 represents cost of new facilities and equipment and the balance the cost of re-arrangements. Up to May 1 approximately \$35,000,000 had been spent under this program and \$46,000,000 has been budgeted for the balance of the year.

NAB Asked To Name UNESCO Radio Aides

(Continued from Page 1)
to UNESCO. In making public the invitations, Benton said:

"The formation of the national commission is an important and a distinctive event in the intellectual and social life of America. It brings together in a single body representatives of education, the press, radio, the films, science, learning, arts, and civic life. It establishes a novel procedure in co-operation between non-governmental organizations and the government.

"It implants the policy by which Government and non-Government groups will work together in fulfilling the purposes of an international organization—UNESCO.

"UNESCO is being formed to support the aims of the United Nations by promoting mutual understanding among the peoples of the world. The organization will come into existence officially when 20 nations have accepted membership. Eighteen nations, including the United States already have taken this step. It is anticipated that the first meeting of the general conference of UNESCO will be held in November in Paris."

Veterans Job Panel At Provincetown Theater

Veterans of World War II embarking on singing careers in radio, television and theater are invited to participate in a new project in job counselling at the Greenwich Village Provincetown Theater, beginning August 26 at 8:30 p.m., it was announced last week.

The project is titled "Veterans Theater Panel," and is sponsored by Arthur Lessac, director of voice ensembles for "Sing Out Sweet Land" and other Broadway productions. The Panel will give vets an opportunity to learn "market requirements" in the above-mentioned fields.

The meeting is under direction of Lessac who is also director of the National Academy of Vocal Arts, as a result of heavy interest displayed by vets to employers throughout the entertainment field. In an effort to bring job counseling "down to earth," speakers are being chosen because of their proximity to personnel problems, who will provide candid advice to newcomers.

Send Birthday Greetings To

August 19

- Marcus Bartlett
- Don Bernard
- Anice Ives
- Bob Kerr
- Spencer Odom
- Jimmy Shields
- Elsie Ekstein
- John M. Outler, Jr.

COAST-TO-COAST

— TENNESSEE —

MEMPHIS—WVHM, new station operating on 1340 kilocycles with a power of 250 watts, took to the air officially July 29 with a two-hour dedicatory program. . . . Owned by Herbert Herff of Herff Motor Co., Patt McDonald, formerly of KMAC, is general manager, and Dean Turner, formerly of KTSA, program director. . . . Other staffers include: announcers Dick Crane of KFI, Ted Harding of WWL, Al Martin of WHBQ, Milton Ford of WBIR, and Alan Avery of WJJD. . . . The sales staff includes Lou Zlotky of WMP, Herman K. Clark of KRIS, and Don J. Lynch of WJBO. . . . In addition to using Lang-Worth and Standard Radio Transcription libraries, the outlet has subscribed for Associated Press radio news.

— NEW JERSEY —

Paterson—Letters and phone calls are coming in from noted movie talent scouts praising Adele Hunt for her WPAT "Talent Scout of the Air" stanza, offering interviews and screen tests to the youngsters appearing on these broadcasts. . . . The first Junior Achievement Company here, the WPAT Radio Guild, was signally honored last week when Lou Ferraroli, its prexy, was selected as one of the five teen-age New Jersey delegates who will attend the Junior Achievement National Convention at Onaway, Mich., this week of August 18.

— NEW YORK —

NEW YORK—Clark M. Eichelberger will resume as regular conductor of WMCA's "The United Nations This Week" today, immediately following his return from the Luxembourg Congress of World Federation of United Nations Associations. . . . It is anticipated that he will devote his broadcasts to a report on international agreements reached by delegation of 17 countries. . . . It is expected that he will report on the Peace Conference in Paris, where he is spending several days as an observer. . . . John V. L. Logan, WQXR president, has received from King Christian of Denmark, the King Christian Medal of Liberation in appreciation of his contribution to that country's cause during the Nazi occupation.

— OHIO —

CLEVELAND—Plans were completed August 14, for the Atlantic Refining Co., to again sponsor the WTAM airings of the Ohio State University football games this fall. . . . Tom Manning, veteran sportscaster, who has had this assignment for the past nine years, will again do the play-by-play. . . . **YOUNGSTOWN**—WFJ has received the FCC nod to increase its power from 250 to 5,000 watts and frequency from 1450 to 1390 kilocycles. . . . **WARREN**—WRRN is planning to move its transmitter from South Main Street to Lordstown, to make necessary expansion in conformance with the recent FCC okay to increase its power from 250 to 5,000 watts. . . . The station will also change its frequency from 1400 to 1440 kilocycles.

— CALIFORNIA —

SACRAMENTO—Morton Sidney, KXOA sales manager, has announced the sale of a daily half-hour strip to the two advertisers here, Thompson Furniture Co. and Grebitus Jewelry Co. . . . Stanza is a daily variety show entitled "All-Star Revue," featuring name talent from several libraries in a fast-moving vaudeville type show. . . . KXOA staffer Bob Tutt will emcee. . . . Pete Watts, veteran of four years in radio, mostly in Southern California, has joined the KXOA sales staff. . . . KXOA and Parents' Mag. recently combined efforts in presenting a five-a-week "Parents Forum" and promoting better child welfare. . . . Scripts are based on material furnished by the editors of Parents' Mag., and voiced by Nora Castle, experienced child welfare advisor.

— NORTH CAROLINA —

CHARLOTTE—In co-operation with NAB's recent request to all radio stations to help acquaint the veteran with the advantages his community offers, WBT aired a special half-hour show last week entitled "Community Advisory Center," with Mayor Herbert H. Baxter, and T. A. Childs, chairman of the Veterans Committee, here, opening the program. . . . Jack Knell, WBT director of special events, served as moderator.

Ceilings On Receiver Increased 3% By OPA

(Continued from Page 1)

manufacturers with the new price, OPA said.

OPA previously has granted increases in manufacturers ceiling prices on these articles. At the time of these increases, OPA had required wholesalers and retailers to absorb some or all of the increases. The latest increases, required by the new OPA law, represent the amount of the increases which wholesalers had absorbed since March, 1946.

Doherty, NAB, To Head Employe-Employer Dept.

Washington Bureau, RADIO DAILY

Washington—Richard P. Doherty, veteran labor-management expert, has been appointed director of NAB's employe-employer department, it was announced over the week-end. Doherty, who served as consultant to President Truman's labor-management conference, is head of the economics department of Boston University's College of Business Administration. He was one of the founders and presently is executive director of the Industrial Relations Council of metropolitan Boston.

A native of Milford, N. H., Doherty received his A.B. from Clark

RESERVATIONS FOR SALES PLANNERS with

CLEVELAND'S

Chief STATION



A reservation for choice room in WJW's fall schedule will give sales planners a new lease on the Cleveland money market, and service includes more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC
ABC Network CLEVELAND, O.
WJW
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 36

NEW YORK, TUESDAY, AUGUST 20, 1946

TEN CENTS

Philco Eyes 600 Outlets

More AM Applications Pour In On The FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced receipt of applications for many new standard broadcast stations, three new FM outlets and permission to alter four pending applications for AM facilities. In addition, KANS, Wichita, Kans., is seeking to change its frequency from the 1240 to the 1480 band and up its power from 250 watts to one kilowatt, night, and five kilowatts, day.

KFRE, Fresno, Calif., now on the 1340 band with 250 watts has altered an earlier application for a

(Continued on Page 6)

New Facsimile Patent Awarded Capt. Finch

A new principle of a continuous synchronizing mechanism for keeping both facsimile transmitter and recorder in perfect synchronization has been granted to Capt. W. G. H. Finch in the issuance of Patent No. 2,404,571.

It has been possible heretofore, explains Capt. Finch, to obtain continuous synchronization of transmitters

(Continued on Page 2)

Soccer League Votes To Permit Radio-Tele

American Soccer League, comprised of 10 professional teams along the Eastern Seaboard, has voted to permit broadcasting and televising of the league's international and cup contests, it has been revealed by James McGuire, loop president. The 1946-47 season will begin in Kearney.

(Continued on Page 7)

"Old Timers"

One of the oldest and most successful singing groups in the business, the Landt Trio, celebrates its 18th anniversary on the airwaves next month. Jack, Karl and Dan Landt, currently on CBS' "Sing Along," round out their sixth consecutive year on the web at that time, and before that enjoyed a 12-year engagement over the NBC network.

The Old Reliable

With the recent hospital-bed air technique introduced by Jinx Falkenburg and Mary Margaret McBride, comes the ultimate in a long line of "operation" gags. Following their sick-sessions, Jinx and Mary Margaret set up shop to continue their programs, in what the WEAFF boys have labeled—"Operation Operation!"

Kobak Sees Radio Biz Continuing Its Gains

Despite the excited rumblings in network and agency circles last spring due to the number of web cancellations, Edgar Kobak, president of Mutual, looks with confidence for billings to retain their present upward trend into and through the fall season.

Kobak stated yesterday "A steady influx of new business has proved that the faith of the advertiser in radio is strong. Old advertisers, hit

(Continued on Page 7)

Committee to Continue NCBS Web Operations

Continuation of the North Central Broadcasting System, Inc., as a regional network was promised by Donn A. Clayton, vice-president, in a letter to the trade last Friday.

John W. Boler, president, who recently left the hospital following a major operation will be inactive for sometime, the letter explained. In

(Continued on Page 2)

Find Radio 'Surplus' Parts Resold At \$777 A Ton Profit

House Surplus Property Committee yesterday followed a lead concerning radio equipment in its investigation of reports that many carloads of valuable parts and equipment have been "given away" as junk for ridiculously low prices, although millions of dollars worth of costly radio materials were included. In Atlanta, Ga., yesterday, the Committee, stated that while a few big radio firms were re-

Include Spot-Buys In Non-ABC Towns; Crosby's Pact Calls For 12 Rating Or Show Will Be Done Live

CBC Greatly Favored In Report To Commons

Montreal—Almost everything that CBC wants is favored by the special House of Commons Committee on Radio Broadcasting in its final report to the House. Acting Prime Minister L. St. Laurent stated that a bill would be soon introduced to make the necessary changes in the CBC act and an opportunity would then be given for House debate on the Committee report. Of particular interest to the

(Continued on Page 6)

Texas Educators Plan For 43-Station FM Web

Austin, Tex.—Paul A. Walker, FCC Commissioner urged educational institutions to investigate the possibilities of FM if they desired radio outlets in the near future. Walker spoke here as part of the Third Annual

(Continued on Page 7)

Decontrol Board On Webs In First Public Report

Strong nation-wide radio audience is expected tonight from 10-10:30 when the newly instituted price decontrol board will reveal on the net-

(Continued on Page 2)

From reliable sources it was learned yesterday by RADIO DAILY that the newly-signed pact between Bing Crosby and the Philco Corp., will put the crooner on some 600 stations in the U. S. and other parts of the world, making it the most widely heard commercial program in history. Philco dealers will sponsor the recorded program in towns where there is no ABC affiliate with the result that there will be more spot business accruing to the industry

(Continued on Page 6)

Set Mfrs. And OPA To Meet Tomorrow

Washington Bureau, RADIO DAILY
Washington—The radio receiver manufacturers Industry Advisory Committee will meet tomorrow with the OPA to propose price increases at the manufacturers' level which will bring the industry pricing in line with the principles laid down in the new OPA legislation. Last week's price increases of from three to 12 per cent were not at the manu-

(Continued on Page 7)

"Grand Slam" Replacing "Bachelor's Children"

Irene Beasley has been signed to emcee a new program titled "Grand Slam" to start September 27, replacing "Bachelor's Children" over

(Continued on Page 2)

The Police Step In

San Antonio, Tex.—During Dr. Homer P. Rainey's campaign speech over the Texas Quality Network last Thursday, an embarrassing minute and a half was experienced when police department cross-talk practically drowned out the voice of the candidate. Dr. Rainey's campaign manager seems to think the whole thing was deliberate. He's demanding a probe.



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

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FINANCIAL

(Mon. Aug. 19)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Grigg on CBS Tonight

The "Palestine Crisis" will be discussed over CBS tonight from 10:30-11 p.m., when Sir Edward Grigg, former British resident minister in the Middle East, teams with Marvin Lowenthal, writer and lecturer on international affairs. Winston Burdett, CBS correspondent, will act as moderator.

Ehrenberg Going To Greece

Mike Ehrenberg, of the photography division at CBS, has resigned from the network to join the Greek War Relief. He will sail in the near future for Greece, where he will make a photographic record of conditions now existing in that country.



L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

EDDIE CANTOR is back in Hollywood following a two-month tour of military hospitals, and has started to cast his new NBC show, which starts Sept. 26 for Pabst Blue Ribbon Beer.

M. H. SHAPIRO, managing editor of RADIO DAILY, back on the job following two weeks in the Berkshires.

CARTER M. PARHAM is in town. He's the commercial manager of WDOD, Columbia network outlet in Chattanooga, Tenn.

JO DEE has left Philadelphia and WIP for three weeks in Oakland, Calif.

ALLAN JACKSON, news announcer on CBS, is in London, where he has reported to Howard K. Smith, chief of the network's European staff. After a short period in the British Capital, Jackson will make a round of the CBS bureaus in the principal cities on the Continent.

JASON S. GRAY, general manager of WCED, Columbia network affiliate in Du Bois, Pa., and LES RYDER, commercial manager and program director of the station, are in town on a short business trip.

JIM ROCKWELL, vice-president of Crosley Broadcasting Co., in charge of engineering, is in Michigan for two weeks of fishing, and, between bites, is dreaming up new gadgets for use at WLW, Cincinnati.

HUGH M. BEVILLE, JR., director of research at NBC, is back at his desk following 10 placid days at Columbia Lake, Conn.

ARTHUR HULL HAYES, well-tanned from a two-week vacation, is back on the job as manager at WABC.

OWEN DAVIS, JR., director of scripts for NBC television, and CHARLES C. BEVIS, executive assistant to John F. Royal, vice-president of NBC in charge of video division, are buried in an accumulation of work following completion of their vacations.

JIMMY DOLAN, assistant director of sports at CBS, has returned from Saratoga, where he handled the Sid Feder broadcasts.

ALMA KITCHELL, commentator on WJZ, and president of the NAB's Association of Women Directors, is back from Berlin, N. H., where she spoke at the ceremonies marking the opening of WMOU.



Stiff upper lip

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

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

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

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

Just hard, down-to-earth facts: prove our merit!

(Our FM audience is yours free for nothing.)



W-I-T-H and the FM Station W3XB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

"Grand Slam" Replacing "Bachelor's Children"

(Continued from Page 1) CBS. Latter program will end its 11-year stint on the network at that time, as reported in these columns recently.

"Grand Slam" is a quarter-hour daily (Monday through Friday) morning quiz-song-comedy audience participation show, with Dwight Weist announcing and assisting Miss Beasley. Program will be sponsored by Continental Baking Co., for its product, Wonder Bread, which sponsored "Bachelor's Children." Program time has not been definitely set, but is expected to be aired in the approximate time segment as its predecessor.

Contract was handled through Ted Bates, Inc.

New Facsimile Patent Awarded Capt. Finch

(Continued from Page 1) ter and recorder if both are operated from the same altering current power supply; however, such a transmission system is limited to areas served only by one central power station and can be of no use for facsimile systems operating between separated points such as ship-to-shore, airplane-to-ground or the like. Finch's new mechanism is designed to provide synchronization where transmitter and recorder are operated from separate power supplies.

Barney's Buys Goddard

Don Goddard's 12:30 p.m. daily newscast over WMCA picks up a new thrice-weekly sponsor Sept. 8 when Barney's clothes underwrites the program on Tuesday, Thursday and Saturday. Goddard's newscast is currently sponsored by Sweetheart Soap on Monday, Wednesday and Friday. New 52-week contract with Barney's was placed by Emil Mogul Agency.

Committee to Continue NCBS Web Operations

(Continued from Page 1) the meantime the operation of NCBS will be in the hands of a stockholder committee composed of A. A. Fahy, KABR, Aberdeen, S. D.; W. S. Russell, KGCU, Mandan, N. D., and Edward Breen, KVFJ, Fort Dodge, Ia. "It is the sincere desire of NCBS and the new management to fulfill the purposes of a radio network," Clayton declared.

Decontrol Board On Webs In First Public Report

(Continued from Page 1) works of CBS and ABC the results of its study. Listeners will learn of the nation's new price structure direct from board heads themselves—Roy L. Thompson, Daniel W. Bell and George H. Mead. Program will originate in the Federal Reserve Bldg. in Washington.

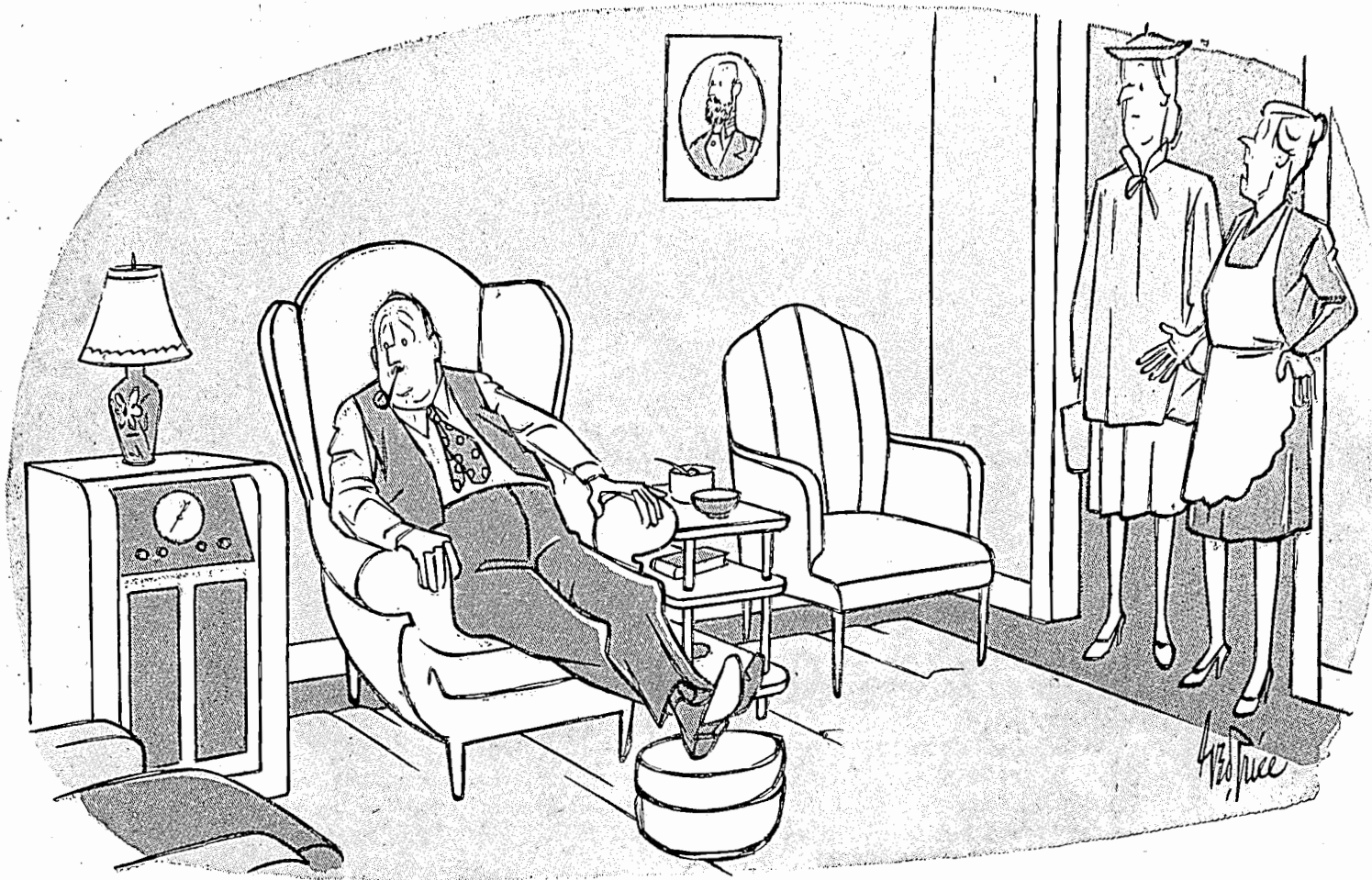
Stork News

Los Angeles—Son, weighing six pounds, born to Mr. and Mrs. Arch Oboler last Tuesday (6) at the Oboler ranch home in Hidden Valley.



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

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



*"He says he's studying How Radio Sells,
and all he has to do is..."*

Listen to ABC"

NO DOUBT about it, the place to find out how radio can really *sell goods* is on ABC. A good many advertisers, particularly those who are reaching ABC's big, nation-wide audience of women during the daytime, are putting more and more of their confidence in ABC as a prime mass selling medium.

Here is what some of the nation's top-notch advertisers are thinking—and doing—about ABC today:

1. Swift & Co. has *doubled* its expenditure on ABC—has signed a five-year contract for a full half hour of the Breakfast Club every weekday morning.

2. General Mills has renewed *four* big daytime shows on ABC for another full year.

3. Curtis Publishing Company is continuing with its 15-minute weekday morning program—in *addition* to the big spot campaign it has just started.

4. Libby McNeill & Libby, Sterling Drug, Philco, General Foods, Miles Laboratories, Jergens, Bristol-Myers,

Westinghouse, P & G and many more shrewd buyers of radio time have nailed down valuable ABC franchises.

Tomorrow's "buyers' market" is on the way—and advertisers who recognize the fact that they'll soon have some real, down-to-earth selling to do are making sure of a place on ABC right now. They know that successful mass selling calls for successful mass advertising—and look to ABC to help them deliver the goods to the nation's millions of radio homes.

Today, ABC has very few choice network daytime quarter-hours left unsold. The reason, when you boil it all down, is simply that *ABC sells goods and advertisers know it!* Maybe there's a spot on ABC that you can use to good advantage to sell your product! Why not find out now?

7 REASONS why more leading advertisers sit up and listen to ABC

- 1. REACHES 22,000,000 FAMILIES**, located in practically every major market in the U. S.
- 2. ECONOMICAL RATES** make possible nation-wide coverage of important markets at low cost per thousand listeners.
- 3. 207 STATIONS**—covering more of the 300 major U. S. markets *from within* (actually located in the markets) than any other network.
- 4. EXPERT PROGRAM SERVICE** available if and when you want it.
- 5. EFFECTIVE AUDIENCE PROMOTION** that keeps building a bigger and bigger audience for ABC advertisers.
- 6. GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
- 7. PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

CHICAGO

By BILL IRVIN

THE renewal of two half-hour transcribed musical shows and an order for a half-hour transcribed mystery program, topped the new business announced for station WMAQ by Oliver Morton, manager of the NBC Central Division national spot sales department. The Longines-Wittnauer Watch Company, through Arthur Rosenberg Company, Inc., renewed the two transcribed Symphonette programs aired from 10:30 to 11 p.m. Saturdays and Sundays. They started Aug. 4. Contract is for 52 weeks. The Carter's Coal Company (Cincinnati), through the Ralph H. Jones Company, signed for sponsorship of the transcribed mystery series, "Hermit's Cave," for 39 weeks, starting Sept. 1. Program will be heard from 11:15 to 11:45 p.m. Sundays (DCST). New spot business for WMAQ included an order for 52 live station breaks from the Musterole Salve Company, through Erwin Wasley & Company, Ltd. They will be aired two a week for 26 weeks, starting Sept. 6. Bristol-Myers Company (Ipana toothpaste), through Doherty, Clifford and Shenfield, Inc., ordered one live station break per week for 43 weeks, starting Sept. 5.

SOLD!

WITH JUST THREE ANNOUNCEMENTS

A TESTimonial by a local advertiser

WHBC certainly passed the test when they moved a carload of farm fencing with three spots on a recent FARM MARKET Show.

WHBC blankets Ohio's richest, most populous agricultural area. That's why advertisers are sold on WHBC's effectiveness.



Broadway Bulletin Board. . . !

● ● ● N. Y. Giants, who tried to get Ted Husing to air their games this season, are already talking to him about next year, plus doing the 6:45 p.m. commentary over WMCA. Latter chore was the stumbling block in the way of making a deal at the start of the season, as Husing didn't want to tie himself down to this nitely stanza. . . . The "Lights Out" deal for Schick, which was practically in the bag, has chilled due to CBS' unwillingness to take the program. . . . According to the way we hear it, the Criterion Theater will be torn down to make way for a bigger Bond store. Latter owns the building and has refused to renew the theater's lease. . . . Paul Denis starts his new N. Y. Post radio col'm Sept. 1st. . . . Arch Oboler, who is directing "The Hucksters" for Metro, would like to have Biow's radio supervisor, Paul Monroe, for the leading role. Jackie Kelk has been ordered to put on 15 lbs. to screen-test for the role of the comic. And if anybody's interested, an Evan Evans is listed as a member of a partnership just granted an FM construction permit by the FCC.

☆ ☆ ☆

● ● ● THE MORNING MAIL: "Dear Sid," writes Eleanor Killgallen, head of Y&R casting dep't. "In one of your recent col'ms, you suggested that a committee representing all nets and agencies be formed to pass on the original dramatic audition of each performer that wants to crash N. Y. radio, thus eliminating the numerous auditions that an actor must go through. This is a beautiful idea, but not a very practical one. First, how would you get a group of very busy people—each with a different schedule—together at a given time? Secondly, each director has his own method of auditioning and would probably re-audition that performer all over again after the committee hearing, so what would be accomplished? It might be a wise idea if AFRA would have an audition board that would pass on available talent before permitting many untalented or undeveloped hopefuls to flood an already crowded field. Then, if an actor were up to the union's standards, the door would be open to individual network and agency auditions and time would not have been wasted on 'no talent' performers."

☆ ☆ ☆

● ● ● SMALL TALK: Ed Wolf's quizzer, "Break the Bank," signed by Bristol-Myers to continue on in same spot for the winter. . . . Lew Lauria has finished a book on the trials, etc., of a radio performer tagged "Let The Chips Fall." . . . Harry Sosnik in for Percy Faith on the Contented Hour. . . . Johnny Grant starts a new tele series for ABC this week—an audience participation thing called "Stop the Clock." . . . Add Pinky Lee to the list of ex-burlesque comics who have made good in radio. He's been signed for a featured role in the new Don Ameche show which preems over NBC Sept. 8th. . . . Cy Howard slated for H'wood Oct. 1st to produce CBS variety and comedy shows out there under Ernie Martin, Coast program chief. . . . Alan Courtney starts his new show on KMYR, Denver, next month. . . . John Conte on a week-to-week basis on "Teen-Timers." . . . Vic Damone signed for a film short on juvenile delinquency. . . . Basil Loughrane celebrating his 27th year in show biz. . . . Rose Inghram hears that Jack Benny's sponsor is sore at him because he hasn't bought a ball club yet.

☆ ☆ ☆

● ● ● OUR HAT'S OFF DEP'T: Frank Telford's work on "The Fighting Senator" as editor-director. Show rates a nod, too, for its highlighting of conditions in mental institutions, black markets plus other public service. In a forthcoming stanza, it'll campaign for higher wages for school teachers. . . . WOV's program, "Wake Up N. Y.," emceed by Peggy Lloyd. . . . Pat Bright's sparkling style at Cafe Society Uptown. . . . Bob Smith (a young Singin' Sam) on WEAF preceding "Hi, Jinx." . . . Henny Youngman at the Riviera.

LOS ANGELES

By RALPH WILK

GEROLD LAUCK, executive vice-president of N. W. Ayer & Son Marvin Murphy, chief of the public relations division of that agency, are in town for conferences with heads of the Hollywood branch. H. L. McClinton, vice-president in charge of radio for Ayer, is expected to join the other agency chiefs later in the week. They will install Glenhall Taylor as manager of the Hollywood office this Friday.

Sheilah Graham, Don Lee's commentator on filmland doings, has been signed to write a monthly column for Photoplay magazine.

Stork News

George Gould, CBS master control, has welcomed his second child and second daughter, Jane Ann, at Peck Memorial Hospital. Weigh, six pounds one ounce.

At the same network, Salustiano Chacon, shortwave Spanish announcer, is receiving felicitations following arrival of a daughter, Ana Victoria, born at Gotham Hospital. Weight, eight pounds one ounce.

AD GLIBS

by DAVID O. ALBER

I hope my canny confrere, Scoops Daly, doesn't mind my using his column as a back rest. If he has any spare scoops, make mine vanilla.

The so-called "dog days" are almost at their tail-end. Agency execs are beginning to bark again, and, they hope, not up the wrong tree. The new season is about to pop. It may be a staggering revelation, but there are some people in the radio business who actually listen to the radio and enjoy it. I happen to belong to that minority. After a summer-ful of eavesdropping, I've developed a few favorites among the sustainers that I'd like to see remain, under a sponsor's aegis. Namely "Fat Man," Arthur Godfrey's "Talent Scout," Juvenile Jury and "The Fifth Horseman." Mind you, I don't handle any of these shows. I don't even know the principals.

Maybe a probing exec will read these lines, get a flash of inspiration and sign one of these shows. Maybe, out of gratitude, my outfit will be awarded the publicity contract. The one thing you can count on in radio is that the unexpected will happen. Maybe.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHineland 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469

PROMOTION

Coming Out Party

An engraved invitation announcing the opening of WKNE, New Britain, Conn., which made official debut on the air, last Sunday, August 18, was sent to leading local merchants in the area served by the outlet. While no admission was necessary for admission to the local high school auditorium, stunt was designed to serve as a souvenir of the event. Highlights of the opening ceremony were addresses by Mayor Henry Gwiazda and other civic dignitaries, music by Al Stille's 16-piece orchestra, salutes to other stations and previews of programs which the station then scheduled beginning 19th. No commercials were being sold for opening week; all sponsors signing to begin on the 19th received greatest mention during the dedication.

Special Letters

Letters describing the activities of the Portland, Ore., local of the Methodist Church, subsidiary of the National Association of Sidewalk Salesmen, have recently been mailed to the KEX promotion department of local and national agencies, radio stations, time buyers, Westinghouse and ABC web offices inform them of the progress in remodeling the station's new building. Let-announced that the opening ceremonies for the new three-story building will be held around Nov. 1.

WISN Sign Display

One of Wisconsin's largest outdoor signs, painted in several colors, has recently been completed in downtown Milwaukee for WISN to carry station's CBS promotion message everyday "The Biggest Show In Town." Easily read for many blocks, the city's financial and shopping district, the huge display occupies the side of the Underwriters Exchange Building on one of Milwaukee's busiest streets.

WCOP Opens New Offices

Boston—WCOP, of this city, has moved its new offices in the Newland and Mutual Bldg., 485 Boylston St.

★ AGENCY NEWSCAST ★

MASTIC ACRES, INC., real estate development at Mastic, L. I., which has set up a \$100,000 radio-newspaper budget, will sponsor three participation periods weekly on "Anything Goes," morning show over WNEW, New York, beginning today, August 20. Walter T. Shirley, firm president, announced the realty organization will use other local stations in the future. Jasper, Lynch and Fishel handles the account of Mastic Acres.

VICK CHEMICAL CO., announces a new big-space, big-time campaign on Sofskin Creme (for lovelier hands and skin) starting in September just prior to the peak selling season and running through May. Keynoting the campaign is the competitive theme—"No matter what hand cream or lotion you've ever tried . . . Just wait until you use Sofskin!"

RADIO BEST, a new monthly magazine, designed for radio listeners in every economic and social bracket, will be available on America's newsstands in November, 1946. Founded by Harry and Edward Bobley, minimum distribution of the first issue is announced as 350,000.

Seven Broadcasts Sked Of National Air Races

Under the supervision of Wells Church, CBS director of news, and Red Barber, sports director, Columbia, has scheduled seven broadcasts for its coverage of the 1946 National Air Races at Cleveland from August 30 to September 2. Barber will head a staff of 12 including Bill Downs; Dave Baylor, program director of WGAR, Cleveland, and Bob Neal, WGAR sportscaster.

CBS has provided comprehensive coverage by establishing numerous pickup points and the net will go on the air from Cleveland at least once daily with a description of the day's main event. Web's coverage of the air races will begin with the start of the Bendix Trophy Race at Los Angeles on August 30 and conclude with airing of the \$40,000 Thompson Trophy Race Sept. 2. CBS will offer exclusive broadcast of national air races, having recently signed a long-term contract.

Wedding Bells

The marriage of Ardis Neff and W. Colston Leigh will take place today at the summer home of Dr. and Mrs. Frederick Sanborn, Ossipee, N. H. Miss Neff is the daughter of Mr. and Mrs. Eugene Neff of Salt Lake City, and has been associated with the Leigh Bureau for nine years, the last five as Eastern sales manager. Leigh is the president of the organization that bears his name, and is a well-known collector of 17th and 18th century antiques.

BERNARD DUDLEY, former New York announcer, and Norman Runions, producer have joined to create, produce and sell package radio programs for network release and syndication. The firm has established offices at 6000 Sunset Radio Center in Hollywood and in the Mutual Bldg., 1440 Broadway, New York. Charles King of King Productions will be the New York representative for the organization.

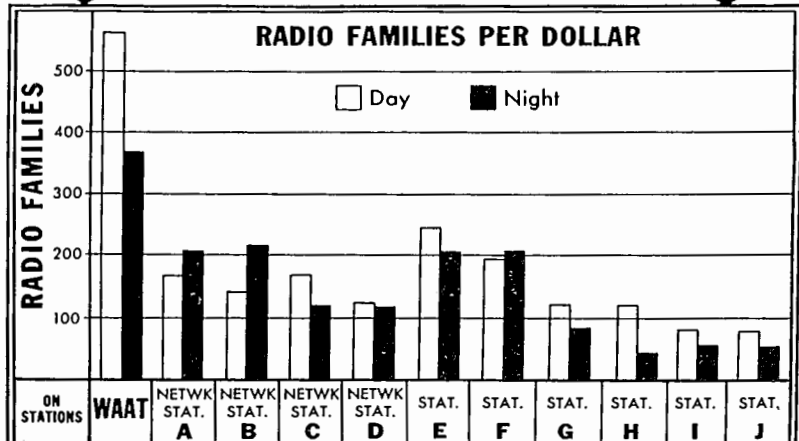
N. C. RORABAUGH CO., spot radio advertising reports, this month is celebrating its sixth anniversary in business.

SOUTHWEST

PATSY PREIS, 10-year-old daughter of Mr. and Mrs. Rex Preis made debut over KTSA, San Antonio, last week singing a song written by her daddy titled, "I Wish I Had a Saddle on a Jeep," written and dedicated to Mrs. Phillips, San Antonio's Cinderella. Preis is assistant station manager.

The new studios and offices of WACO, Waco, in the Amicable Life Bldg., are nearing completion. Both will be air-conditioned by a special unit to be installed. Studios for FM broadcast are also being built in the new setup.

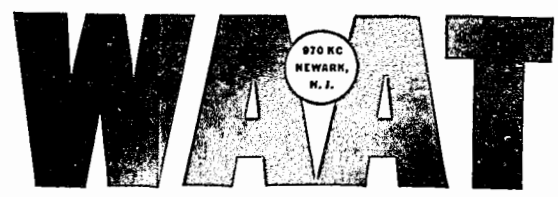
How Far Does Your Dollar Go In America's Fourth Largest Market?



Sources: The Pulse of North Jersey, Standard Rate and Data (Excluding Talent Costs)

Proving . . . WAAAT delivers more listeners in America's 4th Largest Market* than any other station . . . including all 50,000-watters.

*Do you realize this market contains over 3 1/2 million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.



"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

Dominant
VOICE OF SOUTHEASTERN CALIFORNIA
100 MILLION DOLLAR YEARLY MARKET
SEE RAYMER

More AM Applications Pour In On The FCC

(Continued from Page 1)

power boost to one kilowatt. Its earlier request was for assignment to the 1060 band, but it now seeks the 970 band.

Applying for new AM facilities are the following: Inter-American Radio Corp., Cagus, P. R., 1270 kc., 250 watts, unlimited; Home News Publishing Co., New Brunswick, N. J., 1510 kc., one kilowatt, daytime; Robert B. Strakos and John F. Kearney, doing business as the Colgreen Broadcasting Co., Hudson, N. Y., 1230 kc., 250 watts, unlimited.

Pittsburgh Broadcasting Co., Pittsburgh, Pa., 1080 kc., one kilowatt, daytime; Radio Anthracite, Inc., Nanticoke, Pa., 1490 kc., 250 watts, unlimited; Bluegrass Broadcasting Co., Versailles, Ky., 590 kc., one kilowatt, unlimited; Edward J. Harpole, William T. Kemp and W. J. Harpole, doing business as Uvalde Broadcasters, Uvalde, Tex., 1490 kc., 250 watts, unlimited.

Gulfport Request Amended

Gulfport Broadcasting Co., of Pensacola, Fla., has amended its application for a 250-watt station, changing the frequency request from 1450 to 1490 kilocycles. At the same time, the Blue Bonnet Broadcasting Corp. of Fort Worth, Tex., has asked to change the frequency specified in its earlier application for an AM station from 760 to 870 kilocycles, and to change the requested power from one kilowatt, daytime, to 250 watts, daytime only.

Arthur Croghan of Santa Monica, Calif., filed to change his application. He would seek the 1480 band instead of the 750 band earlier specified, and requests five kilowatts, daytime, rather than the one kilowatt, limited, earlier sought.

The three FM applicants are the Fayette Broadcasting Co., Lexington, Ky.; Independent Broadcasting Co., Des Moines, Iowa, and the Gates Radio Co., Quincy, Ill. The Gates application is for a developmental station—the other two for commercial FM.

The Huntsville, Ala., Times has been given permission to proceed with a transmitter housing to cost \$1,250, it was revealed yesterday by the CPA. Original application from the licensee for a new AM station had been for construction worth \$15,000, but temporary arrangements have since been made for studio space and the request was scaled down.

Extension of the special service authorization permitting WNYC, New York, to operate between 6:00 a.m., EST, and sunrise at New York, and sunset, Minneapolis, and 10:00 p.m., EST, was requested yesterday. Present authority is due to expire September 2.

Permission also was sought for a new relay station on the island of Puerto Rico. Applicant was the American Colonial Broadcasting Corp., San Juan, P. R.

Change of frequency from 1340 to

Commons Committee Favors Suggestions Made By CBC

(Continued from Page 1)

Province of Quebec is the recommendation that serious consideration be given by CBC to establishment of a second French network which would provide alternative network programs to French speaking audiences in Canada, as are provided by the two English language networks, Trans-Canada and Dominion.

"Good relations exist between CBC and the privately-owned stations," the report says in dealing with the elaborate submissions to the committee by the Canadian Association of Broadcasters, but the Committee declined to approve any change that would provide a means of appeal from the CBC decisions.

Wave-Length Grabs

The House Committee gave its blessing to CBC taking over the wave-length of CFCN at Calgary and CFRB at Toronto, and it pointed out that those two private stations had no legal right to the frequencies they have enjoyed. The report pointed out, though that the two stations would still have the opportunity to broadcast, and it was the policy of CBC, the report stated, to help private stations select the best wave-lengths available. It was urged by the Committee that monies needed by CBC for capital outlay should be provided by loans and that revenue needs for

1460 kilocycles, with a power boost from 250 watts to one kilowatt was asked by WJPF, Herrin, Ill.

Two new FM facilities and 11 new AM facilities were also sought, it was reported late yesterday by the Commission. The FM applicants were the Narrangansett Broadcasting Co., Fall River, Mass., and the Turlock Broadcasting Co., Turlock, Calif.

Additional Applications Filed

AM applicants included the following: Suburban Broadcasting Co., Upper Darby, Pa., 1170 kc., one kilowatt, daytime; Connellsville Broadcasters, Inc., Connellsville, Pa., 1340 kc., 250 watts, unlimited; News Publishing Co., Rome, Ga., 670 kc., one kilowatt, daytime; Clyde R. Horne and Jerrell A. Shepherd, Russellville, Ark., 1490 kc., 250 watts, unlimited.

Also Rocky Mountain Broadcasting Co., Pueblo, Colo., 930 kc., five kilowatts, unlimited; Nachitoches Broadcasting Co., Nachitoches, La., 1450 kc., 250 watts, unlimited; Harold H. Toms, Greenville, N. C., 1240 kc., 100 watts, unlimited; Midland Broadcasting Co., Kansas City Mo., 550 kc., five kilowatts, daytime; Montana Broadcasting and Television Corp., Missoula, Mont., 1400 kc., 250 watts, unlimited; Gene Burke Brophy, Nogales, Ariz., 1240 kc., 250 watts, unlimited.

Stork News

Program Manager Harvey Olson of WDRG, Hartford, and Mrs. Olson announce the birth of their third son, five pounds, 12 ounces, at Hartford Hospital. His name is Neil.

regular operation of the CBC system be not used for these capital expenditures.

It urged that the CBC Act be amended to permit the necessary loans being made to cover necessary capital outlay during the coming years. Another and small financial recommendation was that CBC should receive the full amount of receiving license fees, and the committee did not favor the practice of the transport department, responsible for license fee collections, deducting collection costs and certain other charges.

Then there was the recommendation that Dr. Augustin Frigon, be assured his job practically for life. It recalls that in November last year the CBC governors recommended that the general manager be given tenure of office until the age of 65 years and the House Committee says this move was sound and reasonable and urges its approval. It was made plain in the House when the committee report was presented by its chairman, Ralph Maybank (Liberal, Winnipeg), that the report was not unanimous. John Diefenbaker opposition member, said he wanted to make it perfectly clear it was not unanimous that with many of the recommendations, the opposition was in disagreement.

WNEW New Studio Starts This Saturday At Midnight

WNEW will begin broadcasting officially from its new \$1,000,000 studios at 565 Fifth Ave. at one second past midnight Saturday, August 24, it was announced last week by Bernice Judis, station manager. No interruption will occur in station operations during the moving process and at midnight Art Ford will present the regularly scheduled "Milkman's Matinee."

The station's new home will occupy 50,000 square feet, 36,000 of which will be used immediately with the remainder held in reserve for development in FM and television. New quarters will give WNEW more than twice the space it has now.

Station's chief engineer, M. J. Weiner, is scheduled to put a broadcast signal on the air from new studios for the third time in his career. Weiner put WODA, Paterson, N. J., in operation back in 1925 and in 1934 he gave the signal for WNEW to take to the air.

Joins CJAD Staff

Montreal—Earl Ross is the newest addition to CJAD, Montreal staff, handling news and feature programs on the evening shift. A native of the Maritime Provinces, Mr. Ross comes to CJAD from CFCH, Halifax. Additions to Don Wall's operating staff at CJAD include Guy Corbeil and Jonny Welsh.

Crosby-Philco Pact; Rating Is Guaranteed

(Continued from Page 1)

than the first reports of merely ABC web.

Program is definitely scheduled to start Wednesday, October 2, at 9 p.m. EDT, coast-to-coast, without repeat or worry as to time zones insofar as the ABC network is concerned. It will bring Der Bingle in competition with Frank Sinatra, only in some of the Eastern states, since Sinatra has a repeat for the Coast.

Must Hit 12 Rating

One unusual feature of the pact is reported as Crosby agreeing to do the ABC program live if the recorded series does not show a Hi-C rating of 12.0. This is held to be an important concession on Crosby's part, but also, is a matter of pride and protection for his picture recording status.

Contract is for three years or more, which each year, Crosby will be heard via the recorded show for 13 weeks. During the other 13 weeks Crosby has agreed to supply suitable star replacement material.

Bill Morrow, former Jack Benny writer is reported set as writer-producer on the recorded series. World Broadcasting System, subsidiary of Decca for whom Crosby records, will make the transcriptions.

Relative to the international aspect of the disks, it is understood that the singing of songs by Crosby will be the same, but possibly singing commercials will be dubbed in various languages. This points to predominantly Spanish and Portuguese dubbing for South and Central America, probably the most important foreign market.

The Hutchins Agency represents Philco.

On WABC Production Staff

Bob Bleyer, 63rd Fighter Wing AF, returnee who went to work in the CBS newsroom a few months ago, has joined the production staff of WABC as a director. He's working on the early morning Godfrey show.

Marais On Children's Show

Josef Marais, South African pianist, singer and author, will be guest conductor on WMCA's children's series, "Let's Listen to a Story," from Sept. 3-6, 5:45-6 p.m. Jane Fanning, program's regular narrator, is on a three-week vacation.

Send Birthdays Greetings To

August 20

A'an Reed	Ted Donalds
Andre Baruch	Walter Gul
Jack Copeland	Jack Teagard
Don L. Davis	Lurene Tu
Dal Wyant	Michael C

Kobak Sees Radio Biz Continuing Its Gains

(Continued from Page 1)

shortages, had to cut down temporarily, but they are making strong commitments. New accounts are turning toward air advertising. The trend seems to be for radio advertisers to look at all four networks. They are studying costs more carefully. There has been a great over-emphasis on the recent leveling-off of radio advertising, and I see no reason for some of the fears that have been felt and expressed in this regard."

Kobak estimated that sales of the national network will increase 15 to 20 per cent in 1946 over last year, and produce an impressive list of new advertisers. Newcomers on MBS are: Adahy Packing Co., which has bought "Nick Carter"; Ronson Art Metal Works, for "Twenty Questions"; Commercial Credit Co., for "Special Investigator"; American Transit Association for "Spotlight On America"; new 15-minute daily strip, "Buck Rogers in the 25th Century," General Foods; "It's Up to Youth" for Seventeen Magazine, and the Murine Co., Cecil Brown."

Pharmaco has purchased expanded national stations for "Double or Nothing"; American Safety Razor for "The Falcon"; Revere Copper & Brass, for "Exploring the Unknown," in addition to others.

In regard to new fall programs on national, Kobak said: "We're always looking for new shows and new ads. We don't necessarily care where they come from, either from agencies, sponsors or our own program department—just so long as they're good, we'll carry them."

The Mutual prexy also recognizes a "healthy" competitive spirit among the networks, considering it beneficial to improvement of the quality of radio fare. "We still have a strong responsibility to the American people," he said—"it's their air we're using."

Donnell Named Mgr. Of WINX In Washington

Washington Bureau, RADIO DAILY
Washington—Regis C. O'Donnell, commercial manager of WINX, Washington, for the past 15 months, has been named station manager by Wynne Coy, executive vice-president of WINX Broadcasting Co.

O'Donnell, who before joining the radio station, was manager of the classified advertising department of Washington Post, succeeds Coy as station manager. L. C. Sweatt, member of the local advertising staff of Post for the past several years, will take over O'Donnell's former duties as commercial manager.

O'Donnell will continue in an executive capacity with the station, developing the metropolitan FM station and directing the experimental work of WINX in facsimile. He also will continue as assistant to the publisher of Post.

NETWORK SONG FAVORITES

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc.
Survey Week of August 9-15, 1946

TITLE	PUBLISHER
All The Time.....	Robbins
Blue Skies.....	Berlin
Come Rain Or Come Shine.....	Crawford
Cynthia's In Love.....	ABC
Doin' What Comes Natur'ly.....	Berlin
Gypsy, The.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
I'd Be Lost Without You.....	Advanced
If You Were The Only Girl.....	Mutual
I'll Be With You In Apple Blossom Time.....	Broadway
In Love In Vain.....	T. B. Harms
Just The Other Day.....	Shapiro-Bernstein
Linger In My Arms A Little Longer, Baby.....	Bourne
Love On A Greyhound Bus.....	Robbins
Night And Day.....	Harms
Prisoner Of Love.....	Mayfair
Should I Tell You I Love You?.....	T. B. Harms
Somewhere In The Night.....	Triangle
South America Take It Away.....	Witmark
Surrender.....	Santly-Joy
That Little Dream Got Nowhere.....	Famous
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
To Each His Own.....	Paramount
Two Silhouettes.....	Chas. K. Harris
Vem Vem.....	Pemora
Whatta Ya Gonna Do?.....	Broadcast Music
Who Told You That Lie.....	Stevens
Without You (Tres Palabras).....	Southern

Texas Educators Plan For 43-Station FM Web

(Continued from Page 1)

Radio and Audio Visual Education Forum held here at the University of Texas. Walker further predicted an increasing trend toward FM broadcasting by commercial radio stations. Following his talk plans were made for the formation of a 43 station FM educational network, in the state, by the educators.

Speakers included Mrs. Elithe Hamilton Beal, script editor of the university's Radio House; Gale Adkins, acting director of Radio House; Florence Helm of WBAP, Fort Worth; Ralph Maddox, production director of WFAA, Dallas, and Richard Flowers, director of radio for Louisiana Polytechnic Institute.

Others heard included Sherman Lawton, director of radio for the University of Oklahoma and Gurtha Stanley of Waco, Tex., radio chairman for the Association of Childhood Education and Classroom Teachers.

"Using Radio in Education" was discussed by Marie Finney, director of radio and visual education for the State Department of Education; Frances Thorpe of the Austin University High School; Christine Henseley, of

Soccer League Votes To Permit Radio-Tele

(Continued from Page 1)

N. J., with an appearance by the National All-Star team from Cuba.

The league includes two teams each from the Bronx, Brooklyn, Philadelphia, Baltimore and Kearney, N. J. Milt Miller has been named radio and television director. Miller does a soccer series on WHN in the fall-winter season.

Roseland Bands On CBS

Roseland Ballroom, New York, famed for launching name bands, makes the CBS net for the first time starting tomorrow. Arrangements have been completed to have the bands playing at Roseland broadcast over CBS every Wednesday night from 12:05 to 12:30 and on Saturdays from 11:15 to 11:30 pm.

First broadcasts will feature Ray Anthony, 24-year-old trumpeter, and his band, made up mostly of Navy men who served with him in the Pacific, where he led his own service band.

Houston; Ralph Steetle, director of radio for Louisiana State University and Flowers.

Set Mrs. And OPA To Meet Tomorrow

(Continued from Page 1)

facturers' level, but were designed to eliminate the cost absorption features for wholesalers and retailers included in the spring action raising manufacturer's prices by eight per cent.

The new adjustment is expected to result in sizeable increases in retail prices for receivers, with a substantial rise in the factory price, to be increased even more at the wholesale and retail levels. There's a strong possibility that the committee will propose that receivers be removed entirely from price controls.

Future New York Schools To Be Wired For Video

A definite step toward television programs in New York City public schools was taken over the week-end when the Board of Education announced that all new school buildings built under the 1946 construction budget will be wired for television. This includes 28 new buildings to be constructed throughout the city's five boroughs.

Standard procedure, as determined by the board, will equip each new building with a special cable system connecting single antenna with audio-visual classrooms on each floor. A single movable television receiver is contemplated for each school. Orders for video sets are expected to be placed with manufacturers as each new building is completed.

"Advertising . . . A Problem"

Dr. Stephen F. Bayne, director of curriculum of New York's school system, believes that much use can be made of current television broadcasts and new programs which will arrive this fall, with news broadcasts and sustaining programs probably offering the majority of material for school purposes. However, adds Dr. Bayne, "advertising is going to be a problem."

N. Hampshire Community Gets First Radio Station

Berlin, N. H.—This city's first radio station, WMOU, 250-watt broadcast on 1230 kc., began full-time operation Sunday, August 18, with a formal opening the previous night attended by Lowell Thomas, Milton Cross, Alma Kitchell and other radio personages. Station coverage in the White Mountains area, which has brought enthusiastic response from listeners and merchants of the territory, will extend roughly from Pittsburgh, N. H., to Conway, N. H., in a north-south direction, and from St. Johnsbury, Vt., to Rumford, Me., in a west-east direction.

Station staff includes Gerald E. Stetson, general manager; Charles S. Holbrook, commercial manager; Richard B. Washington, Jr., chief engineer; Robert E. Fuller, program-production manager, and Florence L. Fuller, director of women's programs.

NEW BUSINESS

Purchase of participations on a WABC morning program by the New York Herald Tribune, and WABC contract renewals by Eastern Air Lines, A&P, Holt-Deland and Metropolitan Life Insurance, have been announced by Arthur Hull Hayes, general manager of the station.

New York Herald Tribune has purchased six participations per week, Mondays through Saturdays, in the 6:00-7:45 a.m. "Arthur Godfrey" program. The newspaper first advertised on WABC in April, 1946. Agency is Donahue & Co., Inc.

Eastern Air Lines, Inc., a WABC advertiser since June 18, has renewed participations in the "Arthur Godfrey" program, Mondays through Saturdays. Account is handled by Campbell-Ewald Co., Inc.

Great Atlantic & Pacific Tea Co., has renewed contract for participations in the "Arthur Godfrey" program, Mondays, Wednesdays and Fridays. Commercials are for A&P Coffee and A&P Super Markets. The company has advertised on WABC since June, 1945, through Paris & Peart.

Holt-Deland, for used cars, has renewed its "Arthur Godfrey" participation, Tuesdays, Wednesdays and Thursdays. The company first advertised on WABC in August, 1943, and has been a continuous advertiser since April, 1944. Miller Advertising Agency, Inc., handles the account.

Metropolitan Life Insurance Co., has renewed sponsorship of the 6:00-6:15 p.m. "Harry Marble and the News" program, Tuesdays, Thursdays and Saturdays. Agency is Young & Rubicam, Inc.

New MBS Whodunit

A psychological mystery story to be heard over Mutual August 27, 8-8:30 p.m., EDT, entitled "Listen Carefully" will offer studio and listening audiences a chance to show whether they did or not. A panel of three members from the studio audience will be allowed to play radio detectives when they are tossed questions regarding characters and action taking place in the drama. Questions will then be posed at the end of each act.

JOB WANTED
 . . . the job of
SELLING KANSAS
 for YOU - at low
 cost • Just hire:
 Ben Ludy,
 GEN'L. MGR.
W I B W
 The Voice of Kansas
TOPEKA

★ ★ COAST-TO-COAST ★ ★

— CANADA —

BELLEVILLE — Special greetings from the people of Hastings, England, to Hastings County, Ontario, via the BBC, and the aerial bombardment of the Bay of Quinte area with handbills, marked the opening of CJBQ, Belleville's first radio station. . . . The 250-watter commenced a regular broadcast schedule August 12, under the managership of W. H. Stovin, formerly of the RCAF radar division. . . . George Bishop has joined the firm of H. N. Stovin & Co., as salesman replacing Magnus Thor switching over to the commercial staff of OKY, Winnipeg. . . . Hon. J. A. Brillant, CJBR prexy, upon hearing the many requests for radio training, immediately offered the CJBR staff as teachers. With this system the outlet is in a position to do all that is necessary to promote radio training in this area.

— OKLAHOMA —

TULSA—KOME's Bill Webb has inaugurated a new "Moods of Life" show featuring music and soothsayings, heard thrice weekly p.m. . . . Jay Crum, of the news staff has resigned to join American Air'ines as a public relations representative. . . . KOME is now occupying its new home located atop the renovated KOME Building at Eighth and Main in the downtown district. . . . **OKLAHOMA CITY**—WKY will air an 11-game schedule of the 1946 football season of the Oklahoma A. & M. College. Play-by-play will be handled by Cy Casper, veteran sportscaster with Bruce Palmer, newschief, handling color. . . . Airing of all games will be sponsored by Anderson Prichard Oil Corp.

— NORTH CAROLINA —

CHARLOTTE—Senator Clyde R. Hoey will be heard over WBT August 29, in a half-hour airing relative to current national developments and the resultant effect on this community. . . . The formal opening of the Rexall Liggett Drug Store here will be aired by WBT in an on-the-spot program by Lee Kirby, who toured the country as special announcer on the "Million Dollar Rexall Train." . . . American Ace Coffee Co., has bought a quarter-hour segment entitled "Carolina Hayride and Hit Parade," for 52 weeks as of the 31st. . . . Fleming and Sons, Inc., Dallas, Tenn., will sponsor 15-minutes of the 90-minute "Hayride" show which is aired weekly from the stage of the Armory-Auditorium here with full cast of WBT talent.

— TEXAS —

DALLAS—The FCC has okayed a construction permit for a standard broadcast station to the Variety Broadcasting Co., Inc., which will operate 1,000 watts, daytime, on 1040 kilocycles. . . . **SAN ANTONIO**—The House of Better Living is sponsoring "Music in a Mellow Mood" for a quarter-hour each Tuesday over WOAI. . . . The Southern Storage and Transfer Co., is airing a new series of shows entitled "Vanity Fair" over KABC. . . . The

National Bank of Commerce has signed to air a series of quarter-hour programs over K TSA entitled "Remembered Melodies." . . . The local Social Security Board is airing a series of weekly airings 10-minute programs over KABC.

— MINNESOTA —

MINNEAPOLIS—WCCO scored a news beat of the week with the announcement of the settlement of the Northern States Power strike, which threatened to shut off electric service in the midst of the polio epidemic. . . . Station newsmen assigned to covering developments in the impending strike scored a 20-minute beat over the other Twin-City stations. . . . **MANKATO**—As a result of the current strike and the subsequent cancellation of all public gatherings, KYSM is now presenting the weekly summer band concerts by the state-famous Mankato Elk's band. . . . Lloyd Grant Reedstrom, a vet of five years in the Navy has joined the KYSM commercial announcing staff. While in service, he was an announcer on WXLI, the AFRS station on Guam, in addition to his other duties as correspondence officer.

— OREGON —

PORTLAND—KEX received the Gold Medal Citation Award by the National Board of Underwriters for outstanding

public service in fire prevention at the recently concluded session of the Ohio Association of Insurance Agents here. Eldon Campbell, sales manager, who as program manager directed the fire prevention last year received the award for the outlet. . . . Program series included airings from the scene of forest fire and description of a simulated three-alarm fire from a downtown hotel.

— OHIO —

CINCINNATI—Harry R. Sedgwick, decorated for his production of 5th Army radio programs, has recently been added to the WCKY news-casting staff. Sedgwick, who will be known to listeners as "Dick Weis" will be heard on the outlet's morning newscast schedule. . . . Jeanette Miller, traffic manager and private secretary to L. B. Wilson, WCKY president and general manager, has announced her forthcoming marriage this autumn to Elmer E. Heinze, a field representative for the Clark-Stoke Corp. of Rochester, N. Y. . . . **COLUMBUS**—In connection with the Ohio State Fair during this week of August, WBNS will operate from a special tent studio with several broadcasts to be opened to a studio audience. Special origination broadcast of a state web airing over the outlet will be the "Smoothie Serenade," which usually originates from Cleveland.

In the * sponsor's own words . . .

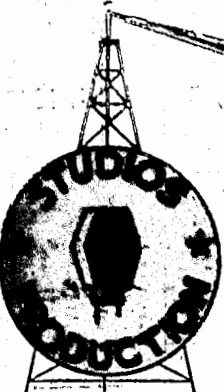
"Folks, on this tenth anniversary of our Barn Dance program on WLS, I want first to express our appreciation and gratitude to the folks who have produced this show . . . the program has been devoted to one idea: helping farmers and feeders to get more out of their farm-grown feeds . . . the popular Saturday night Barn Dance has been a big factor in this development . . ."

* excerpts from a recent broadcast by Jim Murphy, head of Murphy Products Company of Burlington, Wisconsin, on the occasion of the Murphy Company's tenth anniversary as a sponsor of a portion of the WLS National Barn Dance.



890 KILOCYCLES
 50,000 WATTS
 AMERICAN AFFILIATE

Represented by JOHN BLAIR & COMPANY



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 37

NEW YORK, WEDNESDAY, AUGUST 21, 1946

TEN CENTS

FTC Will 'Explore' Tele

Mfrs. May Go Along With New OPA Rates

Washington Bureau, RADIO DAILY
Washington—Members of the Radio Manufacturers Industry Advisory Committee will strive today, in a meeting with the OPA, for decontrol of radio receiver prices, it was established here yesterday. Failing this, there is a strong possibility that the industry will elect to go along with the current ceilings rather than seek adjustments permitted under the formulas set forth in the new OPA act.

In order to set new prices it would be necessary for the manufacturers to open their books and go through
(Continued on Page 3)

Koehler Resigns Post; Joins New Publication

Joe Koehler, for the past three years indoor editor of The Billboard, has resigned to become associated with the forthcoming monthly radio publication, Sponsor, which plans its first issue Oct. 15. Norman Glenn, former executive on Broadcasting magazine, is publisher of the new monthly. Koehler's resignation is effective Monday.

Port Of N. Y. Authority To Do Series On WAAT

Austin J. Tobin, executive director, The Port of New York Authority, will inaugurate over WAAT a civic service series of discussions on the Port Authority's plan to administer Newark Airport and Port Newark. He will start with a half-hour discussion of the plan Thursday, August 22, from 8:30 to 9 p.m.

Graduation
"Take It From There," which has won a large following on the Pacific Coast, will become a feature presentation on ABC network effective tomorrow, at 9:30-9:55 p.m., EDT. Audience participation program is emceed by Michael Roy and produced and written by Harfield Weedon.

Goodyear Tele Debut; Sets Army Football

Goodyear Tire & Rubber Co. will make its debut as a television client this fall with the sponsorship of the Army football games starting Sept. 21 when the U. S. Military Academy team plays Villanova at West Point. Seven games in all are scheduled via the NBC outlet WNBT, five at West Point and two in New York. One New York game will be Army vs. Duke, Oct. 26, and the other Army-Notre Dame, Nov. 9.
N. W. Ayer & Son, Inc., is the agency.

FCC Denies WQXR Plea To Set Aside Okla. Grant

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday denied the petitions of WQXR, New York, and KPMC, Bakersfield, Calif., that it set aside its March grant of the 1560 frequency to the Washita Valley Broadcasting Corp., Chickasha, Okla. Both the New York and the
(Continued on Page 2)

Recognizes Video's Potentialities As Powerful Advertising Medium And Would Preclude Pitfalls

BMB Issues Report On 'Radio Families'

First advance copies of "Radio Families USA—1946," initial book form compilation by Broadcast Measurement Bureau, were issued yesterday with listings of radio families in every U. S. county and approximately 1,000 cities. Fifteen cities are shown to have family radio ownership of 99 per cent or more. Cleveland Heights, Ohio, with 16,680 radio
(Continued on Page 3)

Radio Very Important Democrats Are Reminded

Washington Bureau, RADIO DAILY
Washington—Democratic campaign workers are urged to become boosters for programs featuring their party candidates by Bryson Rash, radio director for the National Democratic Committee. Radio is looked
(Continued on Page 8)

New Electronics Firm Formed By Ralph Powell

Ralph C. Powell, formerly general sales and advertising manager of the Presto Recording Corp., has resigned to engage in business, under the
(Continued on Page 3)

Television as an advertising medium will be the subject of exploratory moves on the part of the Federal Trade Commission in the very near future with a view toward placing the FTC, the advertiser, telecaster and agency on a basis which will preclude complaints when video does arrive, even in but
(Continued on Page 3)

Heavy Net Personnel Set For NAB Conclave

NAB convention in Chicago, Oct. 21-24, will be heavily attended by top administrative and program executives from the four major networks, as ABC and NBC yesterday made known lists of delegates from web departments who will be on hand to participate in the various phases of proceedings.
Niles Trammell, NBC president,
(Continued on Page 7)

Space Vacated By WNEW Being Leased By CBS

The studios and office space now occupied by WNEW, to be vacated this week-end, will be taken over under a five-year lease beginning August 31 by CBS, it was revealed
(Continued on Page 3)

Food Sponsors' Sudden Spurt In Web Juvenile Programs

Major food advertisers are seen making a concerted bid for the exceedingly large juvenile audience this fall as indicated by recent acquisition of choice late-afternoon time segments in block form—soap opera style.
With the recent signing of four major food sponsors by Mutual for juvenile strips, that network has a solid 90-minute "front" to offer young listeners from 4:30 to 6:00 p.m., five

days a week. Effective September 30, Mutual's full web will carry the following: 4:30-4:45, "Adventures of the Sea Hound," sustaining; 4:45-5:00, "Buck Rogers in the 25th Century," General Foods; 5:00-5:15, "Hop Harrigan" (switching from ABC), sustaining; 5:15-5:30, "Superman," Kellogg Co.; 5:30-5:45, "Captain Midnight," Wander Co., Ovaltine; 5:45-6:00, "Tom Mix and His Straight
(Continued on Page 8)

Doc Brinkley
Doc Brinkley, who was sentenced to a term in jail by the authorities for practicing medicine without a license, is reported as having completed the term in a Texas prison. Speculation is that the "Doc" formerly known as the "Goat Gland Doctor," etc., may return to his station in Mexico, whence he formerly beamed his special programs to the U. S.

Ike On CBS
General of the Army Dwight D. Eisenhower will address the national convention of the Veterans of Foreign Wars at the Boston Arena Tuesday, Sept. 3. His talk will be carried over the full CBS network from 2:30 to 3:00 p.m., EDT. In one of his rare radio talks, "Ike" will discuss "The Military Establishment of the Future," via WEEL, CBS outlet in Boston.



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

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FINANCIAL (Tues., Aug. 20)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB MARKET, OVER THE COUNTER.

Set Toscanini Concerts For 1946-47 Radio Season

Sixteen concerts with the NBC Symphony Orchestra will have Arturo Toscanini as guest conductor, the first one being scheduled for Oct. 20 and each Sunday to Dec. 8. Second series will start Feb. 9, 1947 to March 9. Usual hour of 5-6 p.m., EDT, is sked for the program. Other guest conductors have been signed for the intervening periods. Toscanini recently returned from a spring and summer series of restoration concerts at La Scala, in Milan.

VEV get Cashman in Hollywood

Coming and Going

EDGAR KOBAK, president of the Mutual network, leaves today for Chicago, where he will attend the all-star football game, which will be broadcast over MBS.

RICHARD GILBERT, Red Seal recording director for RCA Victor, has arrived on the West Coast for a series of recording sessions at the Hollywood studios of the organization.

CLIFFORD H. MAY, American network's supervisor of buildings and maintenance, has returned from a visit to England, Ireland and Wales. While in Wales, he visited his mother, whom he had not seen in many years.

LEON LEVINE, assistant director of education at CBS, has returned from his vacation.

CARL BRISSON, back from Saratoga, will broadcast his "A Voice in the Night" from the local studios of MBS starting Friday.

WALTER T. SHIRLEY, president of Mastic Acres and sponsor of "Anything Goes" on WNEW, has left with a group of television executives for Mastic, N. Y., where they'll confer on a proposed real estate video show for the Fall.

FRANK BURKE, editor of RADIO DAILY, is away from it all for a while, combining a vacation and an avocation amid the flora and fauna of his place in the hills of Pleasantville, N. Y.

J. W. RUNYON, president of KRLD, Columbia network outlet in Dallas, and C. W. REMBERT, general manager of the station, are in New York on a short business trip.

JOHN A. AARON, director of continuity at WQXR, has returned from a three week vacation spent in the Berkshires.

LYN DUDDY is en route to Hollywood, where he will line up Joan Edwards' publicity campaign for her Republic starrer. While there, he'll also open a Hollywood branch for his publicity firm.

HOWARD STANLEY, promotion director of Radio Sales in the spot broadcasting division of CBS, leaves today for Chicago, where he'll confer with officials of the network and WBBM.

MAXINE SACHS, secretary to Jules Dundas, program director of WABC, is back at her desk following a two-week holiday.

FCC Denies WQXR Plea To Set Aside Okla. Grant

(Continued from Page 1)

California station fear interference from the Oklahoma station, particularly in the event they are granted the power boosts they have requested.

Power granted the Oklahoma station is 250 watts, while WQXR now operates on 10 kilowatts and seeks 50 kilowatts. KPMC now operates with one kilowatt and seeks 10 kilowatts. All three stations are on unlimited time.

WQXR complained that the Oklahoma grant will jeopardize its sky-wave service as well as its application for a power boost. In the event the grant is not set aside, WQXR asked the Commission to limit the Chickasha station to daytime service limited to New York sunset. Later WQXR proposed that the 1600 band be assigned the Oklahoma station, but the Oklahoma licensee objected to this proposal. KPMC's objections were on the same grounds as those of WQXR.

The Commission held that the showing of interference was not supported by the evidence; even in the event both stations are granted the power boosts they seek.

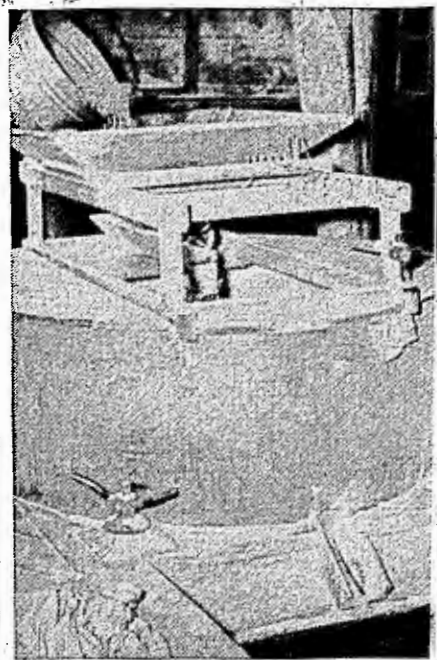
The FCC yesterday announced the dates and places for hearings on new broadcast applications, including FM, tele and AM, to be held during the next three months. The bulk of the hearings will be held in the field. Included are hearings on 55 television applications, four tele requests and eight relay.

Husing Writes Book Preface

Ted Husing, sportscaster, has written the introduction to "A Treasury of Sports Humor," published by Lantern Press, an anthology of sports yarns edited by Dave Stanley. To be released Oct. 15th, the book contains fiction and reportage by such literati as William Saroyan, Paul Gallico, Damon Runyon, Jimmy Cannon, Arthur Train, Margery Sharp, Saki, Dan Parker and Joseph Mitchell.

Baruch Replacing Parks On Army Recruiting Show

Andre Baruch, ex-major, will replace Bert Parks, ex-captain, as announcer on the Army recruiting show, "Sound Off With Mark Warnow," starting with this week's stanza. The program shifts this week from Thursday to Friday, and will be broadcast on CBS at 8 p.m., instead of 8:30 as heretofore.



They grind slowly but surely

That's not a very picturesque shot of the old-fashioned millstones grinding the grain slowly but surely into meal.

But it is symbolic. And we're using it to point out a business moral.

It very well might take some brands, in the sales fight that lies ahead, a long time to catch up to competition. Some may do it slowly, but surely. Others will stride ahead quickly.

If yours is one of those companies that like action . . . and you sell in Baltimore, it's the successful independent station that's the buy.

W-I-T-H delivers more listeners-per-dollar-spent than any of the 4 other stations in this, the 6th largest city.

W-I-T-H, the independent, is put at the top of the list by smart time buyers from coast to coast.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

ROSS FEDERAL RESEARCH CORPORATION Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations Executive Offices 18 E. 48th Street New York 17, N Y

BMB Issues Report On 'Radio Families'

(Continued from Page 1)

families leads with a percentage high of 99.7.

The second and third percentage highs go to Oak Park, Ill., and Upper Darby, Pa., with percentages of 99.6 and 99.4, respectively. Other cities having a radio family percentage of 99 or above include Pontiac, Mich.; Quincy, Mass.; Racine, Wis., and North Plainfield, N. J.

BMB's new book shows that currently there are nearly 34,000,000 radio families in the USA, a figure which is 90.4 per cent of the total family population. Radio families have increased 11.9 per cent since 1940.

The word "family," as used in BMB's report, is defined as one or more persons living in a single household regardless of their family relationship.

A list of cities grouped into six categories according to size reveals that generally as the size of the city decreases, by comparison, so does the percentage of radio families. This may bear out the theory that residents of crowded cities, denied great freedom of outdoor life, are more radio conscious than small town dwellers. New York City has 1,998,660 radio families, which is 98.2 per cent of the total family population.

Nat'l Shoe Stores On WMCA

Louis Fried, head of National Shoe Stores, has signed a new 52-week contract with WMCA, calling for an increased schedule of programs and spots, effective early in September.

RECORDING • MOTION PICTURES • RECORDING



CINEMART offers you--

- Hours suited to your convenience
- One of the largest studios in New York
- Highly experienced technical staff
- Faster service and deliveries

Phone us today: PLaza 3-9172

CINEMART

101 PARK AVENUE • NEW YORK 17, N. Y.

Space Vacated By WNEW Being Leased By CBS

(Continued from Page 1)

yesterday by C. R. Jacobs, the web's acting director of construction and building operations. Alterations of the two floors will begin on this date and several CBS departments, now crowded for space, expect to move in by Oct. 1.

The web has made definite plans for the entire 15th floor, including the space now being used by Martin Block. This floor will be given over entirely to radio spot sales, headed by general manager J. L. Van Volkenburg. In addition to the two offices occupied by Volkenburg and H. A. Carlborg, eastern sales manager, there will be 15 more offices on this floor. Possibly two will be set aside for visiting station managers.

Specific plans for the layout of the 14th floor are in the making, but Jacobs reports that all studios except numbers two and three will be ripped out and converted to office space. CBS will alter the two studios, increasing size of the control rooms, but they will not be used for audience shows. It is not known just which network departments will be quartered on this floor, nor how many. This will depend, says Jacobs, on which departments will fit best into the physical structure.

The move into additional quarters will give CBS three floors in the building, since a part of the web's research department has had the sixth floor for some time. CBS main offices are across the street on Madison Avenue.

New Electronics Firm Formed By Ralph Powell

(Continued from Page 1)

name R. C. Powell & Co., Inc. The company will handle the national distribution of a number of new electronic devices through offices located in ten cities. Powell joined the Presto Corp., in 1936. He introduced the idea of recording network radio programs for delayed broadcasting, which is now generally used among broadcasting stations, the use of recording equipment for training of speech and music students, sales and industrial personnel and for criminal investigation work. He was active in reviving the interest in personal recording through the introduction of a low-priced disc recorder which is now extensively used by artists and musicians. Similar recording devices were included in many makes of radio sets sold before the war and are appearing in some of the radio receivers being produced at the present time.

During the war, Powell secured contracts and supervised production of radio, radar and sonar equipment for the armed services and civilian government agencies. Prior to his association with Presto he had been engaged in the installation and management of broadcasting stations under the same firm name.

Home offices of the new firm are at 730 Fifth Avenue.

Mrs. May Go Along With New OPA Rates

(Continued from Page 1)

reams of accounting and paper work in order to demonstrate to OPA their new cost figures. In addition, their books would be subject to government inspection. Most manufacturers are reported to prefer going along with the present ceiling prices and putting their energies toward winning decontrol of set prices.

Primary Elections Aired On Special WJZ Programs

Primary election activities in New York City, in addition to special programs and interviews with candidates in the hotly contested 17th and 18th Congressional districts, were aired yesterday by WJZ as newsmen toured the areas in wire-recorder equipped vehicles.

The ABC flagship aired three special programs to provide New Yorkers with up-to-the-minute developments in the primaries with reports from correspondents George Hicks, Taylor Grant and Julian Anthony. Programs were heard from 11:05 to 11:15 p.m.; 11:35 to 11:40 p.m., and 12 to 12:15 p.m.

Candidates Vito Marcantonio, Patrick J. Hannigan, Frederick V. P. Bryan, Joseph Clark Baldwin and Frederic R. Coudert, Jr., were heard.

Thomas Velotta, director of news handled overall operations.

FTC To Explore Tele For Future Procedure

(Continued from Page 1)

part of its potential strength. According to FTC Commissioner Lowell Mason, the staff will shortly be assigned to look into television, which in the past it had regarded as something to consider at some later date. This was due in part to the comparatively small volume involved. The idea of preparing in advance such nominal rules and regulations which will take tele into the fold the same as any other advertising medium, is a good one, Commissioner Mason informed RADIO DAILY, in an exclusive interview.

"Truth" Paramount

FTC is primarily concerned with "truth in advertising" in all media and particularly claims made by proprietary medicine manufacturers and such other manufacturers of foodstuffs and food drinks which impure may endanger health. Also it is concerned with seeing to it that proper "caution" labels or announcements are provided for.

It is conceded that so far television's commercial clients have not been of the variety that would call for such measures but with the growing list of sponsors, the FTC plans to prevent rather than later have to cite the video advertisers for infraction of its rules.

CLEVELAND'S *Chief* STATION

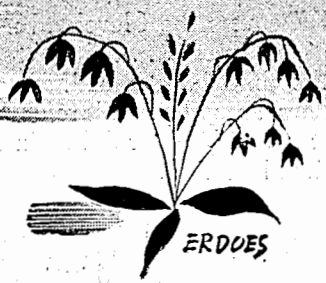
BLANKETS THE MARKET

WJW covers the Cleveland money market . . . a market that is the 7th largest . . . 5th richest . . . 3rd most densely populated in the United States with an audience that spends over a billion dollars annually. Cleveland's *CHIEF* Station blankets more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC ABC Network CLEVELAND, O. **WJW** 5000 Watts DAY AND NIGHT 850 KC

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Mamma



at an Audition with Jim

And why not? There's nothing so unusual about a cow on a radio program—when it's Jim Chapman's *Modern Farmer*. Jim not only knows how to talk *about* cows but how to talk *to* them.

For that matter there's very little about agriculture that Jim doesn't know. A Kansas farm boy, he has worked side by side with farm folks all his life and he knows their problems from "spring plowin' to Saturday night".

When Jim Chapman became WTAM Farm Director, a year ago, he already had nine years of farm broadcasting behind him. As *The Modern Farmer* he has brought to Northern Ohio a program of lasting service and real interest. Interviews with agricultural experts, market reports, news headlines, farming tips and music are the highlights of *The Modern Farmer* program presented each Monday through Saturday from 6 to 6:45 A.M.

Jim Chapman is just one of the many local personalities at WTAM who have built such devoted audiences in Cleveland and Northern Ohio that sponsor-loyalty just naturally follows.

FIRST IN CLEVELAND

WTAM 

50,000 WATTS

Represented by NBC SPOT SALES



THE NATIONAL BROADCASTING COMPANY

LOS ANGELES

By RALPH WILK

LOYD SIGMON, chief engineer of KMPC left this week for Philadelphia, where he will supervise final engineering details and shipment of the new 50,000-watt transmitter to KMPC from the RCA Co. While East, Sigmon will also visit station WGAR in Cleveland, Ohio.

Thirteen radio transcriptions featuring Jimmy Wakely, Monogram western star, have been completed by Conrad Brady, radio director for Interstate Circuit, Inc., operating theaters in Texas and New Mexico. Platters will be broadcast over ten Texas stations, beginning October 1, as an important buildup for the star. Gale Storm and other Monogram stars fill in on guest spots on the various transcriptions.

Bob Burns switching to a new sponsor and a new airtime, Sundays on NBC, starting September 29, also will have two new writers. Replacing last year's scribe, Vic McLeod, will be Charlie Isaacs and Artie Stander.

Sydney Gaynor, general sales manager of Don Lee Network, vacations at his summer home on Balboa Island August 20 to 31st.

"Matthew Flynn, Criminologist," is a new adventure series heard on KECA. Program, which is adapted and produced by Walter Gering, stars Tom Collins, and is based on original stories by Maurice Zimm. Georgia Backus is also in the cast.

KMPC has been granted permission by the Federal Communications Commission to conduct frequency modulation tests on top of San Gabriel Peak. The assigned call letters for these tests, which will be conducted for the next 90 days, are KILF. Loyd Sigmon, chief engineer of KMPC, will be in charge and will supervise these tests.

New WQXR Sponsors

Nine sponsors have taken spots on WQXR's "Cocktail Time," a half-hour of sophisticated melodies, since the show was turned into a participation program for restaurants, night clubs, hotels and theaters on August 1. Sponsors are Russian Tea Room, Casino Russe, Champs Elysees, Theodores, Le Ruban Bleu, Cortile, Mario's Villa D'Este, Park Chambers Hotel and the Leo Brecher Theaters. Only entertainment spots are allowed on the show which is scheduled from 5:30-6:00 p.m. every Monday, Tuesday, Wednesday, Thursday and Saturday.

For Exclusive PERSONALIZED Publicity

Jane Barton

publicity - promotion

7 W. 44th ST., NEW YORK CITY - VA 6-1696



Notes From An Aisle Seat . . . !

• • • What happens now with the Schick situation? They had handed the cast Aug. 26th cancellation notices, having bought "Lights Out," but now it develops that CBS doesn't want any more mystery stanzas, so the show is out. Meanwhile, the agency has a week to come up with a new idea or continue on with "Tonight On B'way." So far as the Friday nite Philip Morris situation is concerned, "Encore Theater" has been bought and goes in at the end of Sept. . . . Gabe Heatter all set to narrate a new half-hour dramatized series on Mutual based on true life success stories. . . . Harry James' life story being written under the title of "Horn Of Plenty," with 20th Century getting first peek. . . . Buchanan Agency has Dick Powell and Frances Langford set for Texaco. . . . With the recently-appointed radio head of an agency already reported on his way out (the fourth in a year and a half), they're saying now that the agency hands out one-year contracts with five-minute options. . . . Bob Hope's new book, "So This Is Peace," ready for publication. . . . Suggested slogan for baseball magnate Bing Crosby: First in the hearts of his countrymen—and last in the Nat'l League.



• • • Ben Grauer, whose honeyed-accents have made him one of radio's top-drawer announcers, is graduating into the ranks of newscasters. He's won himself considerable comment as the news hawk on the Winchell replacement stanza, and is also handling the 11 p.m. news spot on WEAJ Saturdays and Sundays. Ben becomes television's first "saloon editor" tomorrow when he wanders into "21" to interview Sonja Henie, Patrice Munsel, John Loder and other celebs for his now "In Town Today" period on WNBT.



• • • Both NBC and ABC interested in Gil Lamb's air series, "Adventures of Lefty Feep." Lamb was a solid click in his four weeks at the Paramount and is on his way to the Coast to co-star with Joan Edwards in Republic's "Hit Parade of 1947." . . . Meredith Willson signed for new Canada Dry show which will move into the old "Aldrich Family" Friday nite spot on CBS. . . . RKO bought 2:30 p.m. spot on WOR Sundays with Geo. Carson Putnam's newscasting. . . . Mutual mulling over whether or not to continue Vic and Sade on sustaining basis after they lose their sponsor next month. . . . Nelson Bond and David Kent have put the finishing touches on their play, "Mr. Mergenthwiker's Lobbies," as the first show of NBC's proposed fall telecast of unproduced plays. . . . The Three Suns planning a coast-to-coast tour this fall.



• • • Could it be that Bernie Estes' huddle with those radio biggies the other day was a result of his recent provocative article in Tide mag? For the record (in case we're right), we quote the paragraph that set the trade buzzing: "The broadcasting industry presents a lamentable picture; it has given an effective voice to the Public Relations programs of a string of industries but remains inarticulate on its own behalf. Beset with adverse criticism from governmental and 'listener' groups, it has done little or nothing to sell itself properly through its own medium."



• • • Mel Blanc, the comic who starts his own air show for Colgate on CBS Sept. 3rd, is a true product of radio. He has never worked the stage or nightclubs, and in a career of 19 years in radio has come to fame only as "being other people." In that time, he's been heard as Jack Benny's comic train announcer, Burns & Allen's happy postman, Judy Canova's Pedro, as well as Bugs Bunny and Porky the Pig in Warner Bros cartoons. On his new show, Mel will be "himself" for the first time on the air. It'll be called "Mel Blanc's Fix It Shop," drawn from the real shop he owns and operates as a hobby in Venice, Calif.

SOUTHWEST

JOE K. PHIPPS has been named program director of KTBC, Austin, while Robert Robinson has been named assistant program director. Both are returned veterans, Phipps from the Army and Robinson from the Air Transport Command.

The FCC has granted the Texas Broadcasting Co., license for a standard broadcast station at Houston. Station will operate full-time on 1110 kilocycles with a power of 1,000 watts. This gives Houston four standard broadcast stations.

Latest station to take to the air in the southwest is KIOX at Bay City. Station is owned and operated by Bay City Broadcasting Co., and operates during the daytime hours on 1110 kilocycles with a power of 1,000 watts. Station will be Mutual network outlet.

Bud Whaley is master of ceremonies of the new daily Treasure Chest program aired daily for a quarter hour over KMAC, San Antonio, in front of the Brady Building. Whaley interviews passersby, those answering the daily questions he allows them an opportunity to open the Treasure Chest, a key selected from a ring of 10. The person opening the "chest" wins a cash prize.

Application has been made to the FCC by the Runnel County Broadcasting Co. at Ballinger for a time standard broadcast.

New Production Firm Set For Fall Season

IMC Radio Productions, an affiliate of International Media Enterprises, which grew from expansion of Broadcasting Program Service, is readying both live and transcribed shows for the fall season, it has announced by Frank G. Berglas, vice-president and treasurer. IMC, which will engage in all phases of international advertising and public relations, has announced special emphasis on radio and television in conjunction with its world-wide distribution of transcribed radio programs and scripts.

Milt E. Mitler heads IMC Radio Productions while M. U. Sheldon is president of Media Enterprises, the exclusive domestic sales agent for IMC and its affiliates.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candles
15 East 52nd St.
AIR CONDITIONED

AGENCIES

FRANK MINEHAN has joined Sullivan, Stauffer, Colwell & Bayles, as media director in charge of television and radio advertising. He was formerly media director at Pedlar Ryan, Inc., and prior to that, was at Lever Bros.

EVERLEY GEORGE ELLIS has joined Geyer, Cornell & Newell, Inc., as an associate art director. H. W. Newell, executive vice-president, has announced. During the war Ellis served as a first lieutenant with the 1st and Sutherland Highlanders (Canada). Prior to his military service he was an art director with the Senta Salla Co., Ltd., of Toronto, Canada.

HUNK-E-NUT PRODUCTS CO., Philadelphia and Pittsburgh, manufacturers of peanut butter and other products, has appointed the Jonathan Katz Co., New York office, A. R. Kroch, account executive, to place advertising.

HOWARD J. SILBAR has been named co-ordinator of advertising and public relations for Lear, Inc. Silbar will assume the duties of Jean H. Duque, who has already left Grand Rapids to become new director of advertising for the City of Dallas, Tex. For five years before entering the radio in 1942, Silbar worked in the advertising and public relations department of Burroughs Adding Machine Co. in Detroit. Prior to that he was a correspondent in Michigan for several national business papers.

Tommy Allen Renewed At WKY
Tommy Allen, first singer "farmed" in NBC's talent development campaign, has signed a second 13-week contract with the Oklahoma City and Electric Co., over WKY, Oklahoma City. Clarence L. Menser, NBC vice-president in charge of programs, devised the farm-out plan, announced that Allen's new contract will include a substantial salary.

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 2; Station D, 0 and Station E, 0.

WTAG
WORCESTER

Top Network Personnel Set For NAB Chicago Conclave

(Continued from Page 1)

will head the web delegation which includes, at the moment: Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of planning and development; F. M. Russell, vice-president in charge of the Washington office; Brig. Gen. Ken R. Dyke, vice-president in charge of broadcast standards and practices; C. L. Menser, vice-president in charge of programs; O. B. Hanson, vice-president and chief engineer.

Easton C. Woolley, director of station relations; Sheldon B. Hickox, Jr., manager of station relations department; John Murphy, station relations; James V. McConnell, director of national spot sales; William C. Roux, manager, national spot sales; Raymond Guy, radio-facilities engineer; James M. Gaines, manager, WEA; Vernon H. Pribble, manager, WTAM, Cleveland; Lloyd Yoder, manager, KOA, Denver; H. M. Beville, NBC director of research.

NBC central division executives who will attend the convention include: I. E. Showerman, manager of central division; Paul McClellan, sales manager; Oliver Morton, spot sales manager; Jules Herbubeaux, program manager; Howard Lutgens, chief engineer; Emmons Carlson, promotion manager; A. W. Kaney, manager of station relations; Jack Ryan, press department manager; John Keys, assistant manager, press department; Theodor E. Schreyer, engineering operations supervisor; Arthur Jacobson, production manager; William J.

Murphy, manager of the script department; Harold A. Smith, assistant manager of advertising and promotion; William E. Drips, agricultural director; Judith Waller, education director, and Eugene Hoge, assistant manager of network sales.

Edward J. Noble, chairman of the board, and Mark Woods, president, ABC, are taking top representatives from all phases of its operations to the Chicago convention. Keith Kiggins, Robert E. Kintner, Adrian Samish, Fred Thrower, Robert H. Hinckley, Earl E. Anderson, Don Searle, and John H. Norton, all web vice-presidents, will be in the network group attending the annual NAB meeting.

Other ABC department heads who will be making the trip include: Frank Marx, director of general engineering; Francis H. Conrad, station relations manager of the western division; Paul Mowrey, national television director; Earl Mullin, publicity manager; Robert Saudek, director of public service; Ivor Kenway, director of advertising and promotion, and Ted Oberfelder, assistant director of advertising and promotion.

William S. Paley, chairman of the board, and Frank Stanton, president, will head the CBS group whose names were announced earlier this week. Edgar Kobak, Mutual president, will head a delegation from that network which will also include all management and sales department executives to be announced at a later date.

Kingdon Leaving WMCA For Full Time Over WOR

Dr. Frank Kingdon, news commentator currently in double harness over WMCA and WOR, will leave the former station Sept. 1 to devote full-time efforts to the latter. Kingdon's current sponsor on WMCA, Crawford Clothes, also will move over to WOR where at present the commentator program is sustaining from 6-6:15 p.m., Monday through Friday. A Kingdon commentary heard on WOR Sundays at 10:15 a.m., also will be sponsored, effective Sept. 1, by Inkograph pens with Emil Mogul Agency handling contract.

The 10:30 p.m. spot vacated by Kingdon on WMCA will be filled by a new program titled "News and Opinion," five minutes of straight news reporting followed by a digest of opinions of commentators, columnists, newspaper editorials, public opinion polls and Congressional reaction on public questions.

Beatrice Kay Shifting Time

The Beatrice Kay Show, comedy half-hour previously heard at 8:30 p.m. Wednesdays, moves to the 10 p.m. spot that same night beginning this evening, August 21.

Joel Herron Joins WHN As Musical Director

Joel Herron, recently at the Versailles, New York City, will assume new duties as musical director of WHN, effective Sept. 2. Ushering in a new type of music featuring violins and his piano, Herron will head a 15-piece orchestra to be aired at various times throughout the daily broadcast schedule of WHN.

An abundance of live variety shows are being planned for the fall and winter season over WHN, with Herron's orchestra taking a leading part in the new schedule. In addition to his duties at WHN, Herron will open at the Persian Room of the Hotel Plaza in New York City on Sept. 26.

Musicraft Closes Contract For Distribution Overseas

Musicraft Records, Inc., has arranged for the pressing and distribution of its recordings in 38 foreign countries, it was announced yesterday by Peter Hilton, president. Worldwide distribution has been effected through an agreement concluded with Electrical Musical Industries (E.M.I.) Studios, Ltd., of England. The agreement becomes effective immediately.



Kay G W says

"1946 is half gone... six months of progress for KGW and Portland. Let's take a look..."

"Foreign Exports—100,000 tons over average of last 3 pre-war years. Bank Clearings—Up \$52 million. Bank Deposits—\$81 billion more than last year. Building Permits—Dollar value 5 times that of a year ago."

"And that's not all! Home ownership—80%; per capita buying income is \$1922—national average \$1063. Living Costs up only 0.8% against a 1.2% national average."

"For KGW 1946 brought a 24th birthday party and opening of Northwest's first FM station. Things are really hopping!"

ONE OF THE GREAT STATIONS OF THE NATION



REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Radio Very Important Democrats Are Told

(Continued from Page 1)

upon to play a decisive role in the forthcoming campaign, Rash said, and "used effectively and frequently this great mass audience medium can prove to be the determining factor in many close contests."

Rash believes Democratic candidates can reach more people through radio than through any other medium. Even more important, he continued, is the fact that through radio candidates can bring the important points home to their listeners, who are relaxed and receptive far more than when the issues are presented in other ways.

The party's radio director said indications in Washington are that local candidates will call upon radio more heavily this fall than in any previous campaign, and revealed that he has had a heavy response to the memo on proper use of the radio prepared by the committee and sent all Congressional candidates and state chairmen.

In a statement addressed to party workers, Rash concluded "your part in aiding the radio campaign of your Democratic candidate is most important. You can assist first by helping to raise money for the purchase of radio time so that your candidate can present the facts of the election frequently and effectively in many broadcast messages. Second, learn the schedule of broadcasts by time, date and station so that you can tell your friends about them."

'Lum 'N' Abner' Renewed

Miles Laboratories, Inc., has renewed its sponsorship of "Lum 'n Abner" over 135 stations of the American Broadcasting Company's network. Agency is Wade Advertising Agency of Chicago.

Joins WOR Publicity

Bert Briller, who edited the Mitchell Field Beacon, war-time GI newspaper, has joined the WOR publicity department as writer-editor. Briller replaces Bette Benfield, who has gone to Jay Thorpe as publicity director.

C. S. "Monitor" On ABC

The Christian Science Publishing Society has signed a 39-week contract with ABC covering a weekly news commentary series titled "Christian Science Monitor Views the News."

Send Birthday Greetings To

August 21

- Don Albert
- Ken Carpenter
- Bob Haring
- Thomas Hudson
- Bob Jellison
- Carlton Kadell
- Howard W. Friedman

COAST-TO-COAST

— NEW YORK —

NEW YORK—"Radio Sleeper" will highlight the Thursday ayem meeting of the Bowery Chamber of Commerce at Sammy Fuch's, 267 The Bowery. . . . The agenda will consist of a few hot situations such as the crowning of "Miss Hitchhiker of 1946," a report on a survey made to locate the typical Boweryite and the launching of the new Bowery College to teach newcomers to "The Street" on how to get by. . . . Harry Baronian, Bowery News publisher, and Dave Gould, press secretary, will act as guiding spirits. . . . Eugene S. Thomas, president of the Advertising Club of New York, has appointed Horace H. Nahm, president, Hooven Letters, Inc., chairman of the educational committee, which has charge of the advertising and selling course. . . . BROOKLYN—The use of music as a therapeutic aid for hospitalized vets will be the featured talk of Joseph N. Conlin, chief of the music section of the Veterans Administration's recreation and entertainment division, over WLIB this Friday.

— IDAHO —

BOISE—Peter H. Furne, Jr., formerly with WILL, University of Illinois; WDWS, Champagne, and WTAL, Tallahassee, Fla., and before, war service in Military Intelligence at General MacArthur's and General Kruger's headquarters, has joined the KIDO announcing staff. . . . "Your Hometown" series of community service shows, is now airing weekly over KIDO. . . . Programs dramatize the growth and development of towns within the outlet's listening area. . . . A new series dramatizing the growth, development and future plans of Community Chest organizations, is now being considered by the outlet for the "Chest" drive here Sept. 9 through the 18th.

— MASSACHUSETTS —

WORCESTER—During the Borden Company's "County Fair" show last Saturday, with a pick-up from New-ark Airport from where a pure bred Jersey calf and two heifers donated by the milk company were sent to Athens, Greece, WTAG's publicity-promotion director, Philip R. Jasen, presented a check for over \$12,000 which was donated by two Worcesterites, Michael D. Bedis and Charles K. Davis, director and a member of the local executive board of Greek War Relief Association. . . . HOLYOKE—Jay Heiter, WHYNN announcer, flew with representatives to Washington, D. C., to greet a flight of RAF Lancasters bombers which recently visited New England.

— NORTH CAROLINA —

WINSTON-SALEM—"This Week in North Carolina" is the title of the new news feature on WSJS, under direction of news editor F. O. Carver, Jr. . . . Presented as a co-operative effort of the station and a representative group of community newspapers in the Northwest section of the state, program is to serve listeners in the WSJS area with a digest of news happenings during the week

throughout the Winston-Salem trading area. . . . W. T. Blake, recently released from five years of military service, has returned to WSJS as promotion manager. . . . CHARLOTTE—WAYS had its mikes at home plate for the return to professional baseball for the first time since 1941 as the local Hornets in the Tri-State League opened their 1946 season. . . . J. B. Clark, WAYS sports director handles the play-by-play for the home game airings.

— INDIANA —

FORT WAYNE—WOWO has used many ways to publicize its programs but the latest occurred when the former Navy blimp "Ranger" was used to flash plugs for ABC's "Unhappy Birthday" on the anniversary of the Hiroshima bombing. . . . Married—WOWO program director secretary, Mary Jane Keller, and Bob Shreve, vocalist and announcer at the station. . . . Engaged—Laura Joan Preusser of the outlet's promotion department to Albert Ewert, student at Butler University. . . . Nuptials—for Marge Kuhn, former WOWO-FM announcer and Fred Smith, assistant in sports department will be held on Sept. 7.

— MASSACHUSETTS —

LAWRENCE—WLAW completed arrangements recently for the fourth season's resumption of "The Cathedral Hour" in October. . . . The Sunday afternoon show is sponsored and produced by the Oblates of Mary Immaculate, featuring an all-girl chorus and Frank Simpson as organist. . . . Programs will be aired from the show's own studios in Lowell, Mass., with Rev. Harold M. Fraser, OMI, as conductor. . . . The WLAW special events division gave the first of a two-day airing of the highlights of the New England Air Show at the Bedford, Mass. Army Air Field. . . . Jack Stevens and Dick Hickox were at the mikes to describe the arrival of the jet plane from New York which set a record in the New York-Boston flight for the occasion.

— UTAH —

SALT LAKE CITY—To insure fullest coverage of local and regional news under its expanded four-state, 14-station setup, several additions have been added to the Intermountain web news staff operating out of KALL. . . . Carl Grayson, recently released from the service as a lieutenant, has joined the KALL-IMN staff as announcer. . . . Bob Haynes, formerly of WGY, has also been added to the KALL-IMN news staff to edit and deliver daytime newscasts. . . . Rounding out the KALL announcing staff is Jim Hamlette, formerly of KSL and George Platis, ex-KLO announcer just released from the Navy.

— IOWA —

DES MOINES—Harold W. Fulton has been named to the post of assistant sales manager of Central Broadcasting Co., WHO. . . . A member of the WHO Ten-Year Club, Fulton was regional sales director prior to his promotion. . . . SHENANDOAH—Returning to the KFNF news room after a vacation trip to Indiana, is Bill Kistler, news chief.

Food Sponsors' Split In Juvenile Program

(Continued from Page 1)

Shooters," Ralston Purina. All schedules are local.

At present, ABC has four juvenile following each other with "Terrific the Pirates," "Dick Tracy," "Armstrong" and "Tennessee." CBS and NBC are next in that in the 5 to 6 p.m. segment.

Billings for the Mutual block said to approach the \$2,000,000 with each show ranging from \$400,000 to \$500,000 on a 52-week basis.

Explanation for the lineup arrangement by Mutual and its clients believed due to web executives to provide sponsors with a practical formula to attract a major juvenile audience while also wrapping a good portion of commercial time. MBS sponsors on the lineup are children's food manufacturers.

Another reason for food advertising enthusiasm for top quality kidsw is believed to be the promotional possibilities connected with each program and/or product, since station on the network can establish contests, etc., in local areas.

Rodeo, Via Video Remote On W6XYZ This Sunday

West Coast Bureau, RADIO DAILY Hollywood—What is believed to be remote television broadcast on the West Coast since pre-war days will take place Sunday when W6XY of the Paramount lot will cover the world championship rodeo at the Angeles Coliseum, it has been announced by Klaus Landsberg, West Coast director of Television Productions, Inc., subsidiary of Paramount Pictures. This will be the first telecast ever to be televised, and marking the inauguration of the station's coverage of such events.

W6XYZ will set up a mobile unit at the Coliseum, including two cameras with a variety of lenses that afford ringside views of all events in the program.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rader, General Manager

WJZ-TV, Inc. Exclusive National Representative



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 36, NO. 38

NEW YORK, THURSDAY, AUGUST 22, 1946

TEN CENTS

NAB Urges Joint Defense

KXL Requests 50 Kw.; Other FCC Activities

Washington Bureau, RADIO DAILY
 Washington—Applications for seven new AM stations, for one television station and for five power and frequency boosts were reported yesterday by the FCC. KXL, Portland, Ore., applied for a power boost from 10 to 50 kilowatts, but its application was returned for completion. The station operates on the 750 band.

Other changed assignments requested were by WMIN, St. Paul, Minn., asking to shift from the 1400 to the

(Continued on Page 6)

Radio-Act Amendments Introduced In Commons

Montreal — Amendments to the broadcasting act in line with recommendations by the Commons Radio Committee, has been introduced to the Canadian House of Commons by the Canadian Minister Hon. J. J. McCann. The amendments would secure the future in office on the CBC general manager, Dr. Augustin Frigon, provide for full receipts from radio licenses to go to the Corporation and

(Continued on Page 5)

Methodist Radio Group Granted New York Charter

New York state has granted a charter to the Radio Corporation of the Lord of Missions and Church Extension of the Methodist Church, Inc., New York City, a membership corporation without capital stock whose request is now pending before the FCC. Bishop G. Bromley Oxnam,

(Continued on Page 6)

Profitable Evening

Perry Como's high-priced vocal chords will bring him \$10,000 for a "one night" stand next month when he and the "Chesterfield Supper Club" group perform at the New Haven Arena. In his first personal appearance in 18 months, Como will do two shows before a capacity house, one in the afternoon and another on later in the evening.

Tom Lewis Honored

Tom Lewis, vice-president in charge of radio for Young & Rubicam, Inc., was notified yesterday that he had been awarded the Most Excellent Order of the British Empire, degree of Honorary Officer by His Majesty the King of England. Lewis held the rank of Colonel during the war and was Commanding Officer of the Armed Forces Radio Service.

Average Of 5 Viewers At Video Receivers

An average of five viewers in New York and a little over that in Philadelphia is the figure given for those watching various commercial television programs according to a survey completed for the American Broadcasting Co. Representative programs used included the recent Chevrolet Motors Division series which were televised over WABD (Du Mont) in New York and WPTZ (Philco) in Philadelphia.

Companion survey in Philadelphia showed an average of 5.4 people at each tuned in tele receiver.

CPA Seen Stiffening OK's For Broadcasting Projects

Washington Bureau, RADIO DAILY
 Washington—Possibility that approvals for broadcast projects might be even tougher to procure was seen here with the confirmation of CPA

(Continued on Page 2)

Networks-Theater Wing Co-Op Now Teaching 400 Veterans

As the radio-television sector of the American Theater Wing War Service, Inc., rounds out its first eight-week course in all phases of broadcasting, 400 war veterans are in the process of completing a course which has received official approval of the Veterans Administration, with approximately 40 per cent already obtaining jobs. The course is conducted under benefits of the GI Bill of Rights, and has been given wide

Willard, As Spokesman, Advises United Front Of Radio-Press-Cinema To Insure Freedom Of Expression

Commission Hearings Listed For 3 Months

In line with new procedure, the FCC yesterday set dates and places for hearings on AM, tele and FM applications to be held during the next three months. While most of the hearings will be held in the field, some will be heard in Washington, D. C. Approximately 60 television applications are included in the hundreds of CP's sought with the total volume of business before the Commission now at an all-time high.

(See Page 7 For List of Hearings)

WOR Sells 8th Package To New Silk Co. Client

Eighth packaged show of its own to be sold by WOR during the past few months was bought yesterday by Scalmandre Silks, a leading manufacturer, making its first foray into

(Continued on Page 2)

Philco And Farnsworth Report On 2nd Quarter

Philco Corp., for the second-quarter reveals an operating profit of \$164,737 as compared with a loss from operations of \$2,569,471 in the first-quarter

(Continued on Page 8)

Canton, Ohio—The necessity for radio, newspapers, and cinema to band together against encroachment by the government or any other agency against freedom of expression was the theme of an address by A. D. Willard, Jr., executive vice-president of the National Association of Broadcasters, given before the luncheon session of the Ohio Association of Broadcasters' Radio News Clinic, held here at the Onesto Hotel. Willard reiterated that radio is

(Continued on Page 5)

Chicago As Tele Point Will Beat N. Y.—Eddy

Chicago—"We're out to take television honors away from New York," declared Capt. William C. Eddy, director of television for Balaban & Katz, in his announcement yesterday of a rate card for the B. & K. television station, WBKB.

Chicago is the logical dissemination point for television, Captain Eddy said, and added, "it has all necessary

(Continued on Page 8)

Farm-Home Hr. Expanding To Full NBC Web Oct. 5

Chicago—National Farm and Home Hour will be expanded to the full NBC network effective Oct. 5, according to Paul McCluer, sales man-

(Continued on Page 2)

Competition

Now there are two sportscasters in the Bert Lee family. Bert Lee, Sr., WHN sportscaster, makes way on his "Warm-up Time" program on WHN today, August 22, from 9:00 to 9:25 p.m., to permit his 17-year-old son, Junior, to give a transcribed account of the goings-on at the football training camps of the New York Giants, Superior, Wis., where Lee, Jr., is visiting.

(Continued on Page 6)



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

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Coming and Going

GENE CAGLE, president of the Texas State Network, is in New York for conferences with the officials of the American network.

PAUL PUNER, who heads Musicraft's classical repertoire, leaves today by plane for Mexico City, where he will visit with the Mexico Symphony Orchestra. He expects to be gone about a week.

MARY RICHARDSON, program director at WBML, Macon, Ga., who is spending a few days in New York, was welcomed yesterday at the headquarters of ABC, with which the station is affiliated.

BILL STERN, sportscaster, has returned from his out-of-town broadcasting of the NBC-Colgate Friday night Sports Newsreel.

FRANK KNAACK, chief engineer at WLIB, has returned from a trip of three weeks through the Middle West.

DWIGHT COOKE, of "Cross-Section—NAM," broadcast over CBS, will be in Kansas City, Kans., next Saturday, and the program will emanate from that city. At its conclusion, he'll go on to Chicago for Sunday's stanza of the "People's Platform."

FRANCES SCOTT and CHARLIE BASCH, of Basch Radio Productions, are flying to Ogunquit, Maine, for what they term "a much-needed rest."

ED MURPHY, manager of KLRA, Columbia network outlet in Little Rock, has arrived from Arkansas for confabs with web executives and with the station's national representatives.

CLAYLAND T. MORGAN, assistant to Niles Trammell, president of NBC, has returned from a two-week holiday spent at Shawnee-on-the-Delaware.

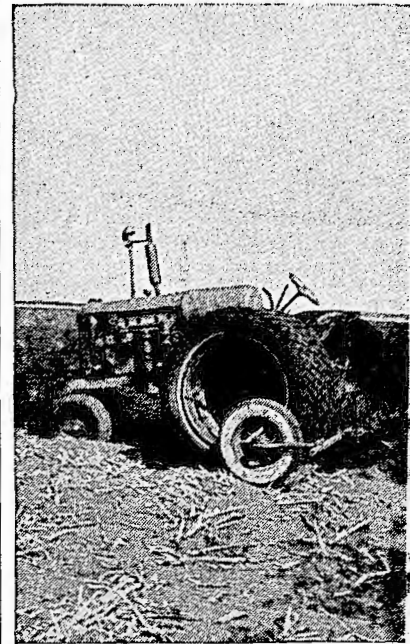
HAROLD STEIN, photographer for the Mutual network, off today with HARRY CHILL, of the Lake Tarleton Club, N. H., for a picture-taking tour that will last about two weeks.

MONCHITO, bandleader, has arrived in New York from Grossinger's, and is completing plans for his opening at the 400 Club.

FRANCIS H. CONRAD, station relations manager for the western division of ABC, is in Gotham on a short business trip.

C. P. MacGREGOR, radio and movie executive, and producer of "Hollywood Theater," in town from Hollywood in connection with the Look magazine band contest in Carnegie Hall this week. ED CASHMAN and DAVID ROSE, of "Holiday for Music," also have arrived for the same purpose.

BUDDY LESTER, comedian, is back in town, and yesterday opened a two-week engagement at the Paramount Theater.



No handsey!

That's a driverless tractor. Honest! Some farmer in Texas doped it out. It seems he hooked up a wheel guide that steers the machine. If the guide jumps a furrow, the power shuts off . . . and the tractor stops. Pretty soft.

But there are other equally effortless ways to get work accomplished.

Take radio in Baltimore for instance. To get things done without worry or fretting . . . get sales up and costs down . . . just jot the call letters W-I-T-H on your radio list.

It's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in town. And remember BALTIMORE is a 5-station town.

Facts are available.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-JED

FINANCIAL

(Wed., Aug. 21)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Kaner, "Tokyo Mose" Guests On Kitchell Show

Walter Kaner, radio publicist who gained considerable attention for his Pacific broadcasts to GI's as "Tokyo Mose," will relate his experiences when he guests with Alma Kitchell on WJZ tomorrow, Aug. 23 (1:15-1:30 p.m.). Kaner was director of publicity and special events at WWRL and WLIB before entering service. He served with the Armed Forces radio network in Japan and conducted a daily hour platter show over an 18-station network.

WOR Sells 8th Package To New Silk Co. Client

(Continued from Page 1)

radio advertising. Half-hour program will start Wednesday, Oct. 9, at 10-10:30 p.m., and will originate from the station's Longacre Theater. On the show will be the WOR Symphony Orchestra, directed by Emerson Buckley. Featured soloists will be Mary Henderson, soprano and Hugh Thompson, baritone, both of the Metropolitan Opera Assn. Agency is New Century Advertising, Inc.

Other package shows sold recently by WOR Program Service include: Nick Carter (Cudahy); It's Up To Youth (Seventeen Magazine); Twenty Questions (Ronson); Tello-Test (Vicks); Max Lerner (White Rose); Let's Go to the Opera (Book of the Month), and Dr. Frank Kingdon (Crawford Clothes). Norman Livingston, heads the WOR commercial program operations.

CPA Seen Stiffening OK's For Broadcasting Projects

(Continued from Page 1)

stories that complete authority for approving or denying non-housing projects has been offered National Housing Administrator Wilson W. Wyatt. CPA Chief Jack Small is angry because his agency has been criticized for being too lenient. It was not thought likely, however, that Wyatt will take on the assignment suggested by CPA.

Edgar L. Masters CBS Guest Edgar Lee Masters, author and essayist, will be guest this Sunday on the Columbia network's "Invitation to Learning." He'll discuss H. L. Mencken's book, "American Language."

Farm-Home Hr. Expanding To Full NBC Web Oct. 5

(Continued from Page 1)

ager of the NBC central division. The program, sponsored by the Allis-Chalmers Manufacturing Co., has been renewed through the Bert S. Gittins Agency of Milwaukee, Wis., for 52 weeks starting Sept. 14. At present it is broadcast by 47 stations on a commercial basis.

Presented in co-operation with the United States Department of Agriculture, the Farm and Home Hour features Everett Mitchell as emcee; the Homesteaders orchestra, under the direction of Whitey Berquist; the Farm and Home Quartet; Kenneth Gapen, radio chief of the USDA, as Washington commentator, and guests. J. D. Galbraith handled negotiations for NBC.

Stork News

A seven-pound boy, Kevin Venable, was born to Mr. and Mrs. James M. Gaines Tuesday night at Flushing Hospital. Gaines is manager of WEAF, key station in New York for NBC.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

WCOP

GETS MORE LISTENERS

This arrangement assures even greater audiences for WCOP's new 5000-watt signal. It's another step in the vigorous promotion of WCOP as Boston's most progressive station. New power, new studios, new and aggressive merchandising techniques to help you reach all of Greater Boston...America's third richest market!

Rates and availabilities from any Katz office.

The Billboard

Dealer Tie-Ins Top in Station Ear Promotion

BOSTON, June 29. — WCOP, Cowles's Boston station and local outlet for the American Broadcasting Company, is seeing to it that the recent uppage in power won't be missed by any listener in the coverage area. Besides a sock newspaper, car card and mailing campaign, the station has worked out a reciprocal deal with the Radio Technicians' Guild (an org comprising all radio repair stores in metropolitan Boston) whereby all sets coming into their stores are automatically calibrated for the best reception to WCOP.

Besides this shrewd and practical way of plugging the call letters, the guild is servicing free of charge all radio sets in the WCOP coverage area which are having trouble getting WCOP reception. A call to the station complaining about reception rates a visit from a radio repair man pronto.

In the first four weeks of the agreement the guild served 20,000 sets and inserted more than 5,000 WCOP call letters on push-button sets. The agreement calls for two announcements per day Monday thru Saturday for the guild, with the arrangement continuing indefinitely. And with radio sets needing plenty of servicing after the war years, the set-up looks good to impress WCOP on a flock of radios.

WCOP Boston

A Cowles Station Exclusive American Broadcasting Company Outlet in Boston



Announcers are almost universally conscious of correct pronunciation. But, more times than not, local station announcers have had no authoritative guide to the pronunciation of difficult words that crop up in introducing classical music on the air. That's why a new record album which is being released this week is bound to make the headlines with radiomen in America's 1,000 local stations.

Oralexicon is the title of this unique album. It contains four 12-inch records (78 rpm) which comprise a virtual wealth of information for announcers, commentators or anyone interested in classical music.

Milton Cross, who narrates ORALEXICON is well fitted to handle this specialized assignment. His entire professional career has been associated with classical music and musicians. With a definite emphasis on "Americanization" of foreign words, Cross pronounces each term in normal fashion, then breaks the word into syllables, slowly repeating it several times.

The **School of Radio Technique** is behind the project and commissioned NBC to handle production, recording and album design. ORALEXICON is the over-all title for a contemplated series of such albums about pronunciations of various phases of radio script material. "Classical Music" is the first edition of the series.

This recorded pronouncing dictionary contains sample radio continuity for classical music broadcasts, names of foreign composers and some of their compositions, list of contemporary orchestral conductors, oft-used musical terms, copies of scripts and a manual with glossary of names and musical terms.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA



Doings On The Shores Of Lake Michigan. . . !

● ● ● Vanessa Brown, the former Quiz Kid, who makes her big time movie debut in Republic's two-million-dollar technicolor production, "I've Always Loved You," which has its world premiere at the Apollo Theater here August 28, will be saluted by her former Chicago colleagues on the Quiz Kids on next Sunday's broadcast for her outstanding performance in the film. The 17-year-old former Quiz Kid plays the 17-year-old daughter of Catherine McLeod and William Carter in the picture. . . . When songstress Evelyn Knight opens at the Empire Room of the Palmer House on Sept. 12, her North Shore fan club will present her with a gold-spiked ankle bracelet—"to keep the wolves away." . . . Fran (Aunt Fanny) Allison of the Breakfast Club is out of the hospital (Passavant). . . . Singer Larry Douglas of the Wayne King show on CBS notified by wire that he has been cited by the Society for the Prevention of Disparaging Remarks About Brooklyn for spreading good will for the home town in Chi. . . . Bruce Dennis, WGN publicist, and other WGN staffers who picked "Miss WGN" (Cloris Leachman) are slightly elated because their choice went on to win the "Miss Chicago" title and will compete in the "Miss America" contest at Atlantic City Sept. 2 to 7.

☆ ☆ ☆

● ● ● Announcer Ed Allen delivered his announcements by proxy on his WMAQ Early Bird program the other day. On the previous afternoon, Ed visited his doctor for an eye examination and had his orbs filled with the pupil-dilating drug. When he arrived at the WMAQ studios the next morning Allen found to his dismay that the script appeared to be just so many blank sheets of paper. The worried Early Bird called on his record turner, Dick Broemel, to whisper the announcements in his ear, and Allen in turn relayed them into the microphone. . . . Scriptor Irna Phillips was commended at a meeting here the other day of the American Legion's child welfare branch for the beneficial effects of her scripts in the field of child development.

☆ ☆ ☆

● ● ● A brief side trip to WMAQ's studios a couple of days ago netted a young Army lieutenant \$125 when he hit the jackpot on the Tommy Bartlett program, "Adam and Eve." Lt. Frank Saylor of Roaring Springs, Pa., just passing through Chicago, had an hour or so to squander and so he headed for Bartlett's program. As luck (all of it good) would have it, Bartlett nailed him with the jackpot question: "The name of what Latin-American country, translated into English, means silvery?" Saylor's answer won him the biggest ante on the program since its inception in June. For the uninitiated, the answer is Argentina.

☆ ☆ ☆

● ● ● Eliza Merrill (Roby) Hickok, the "big sister of the Quiz Kids," is profiled in the September issue of The Woman under that title. Piece tells how Miss Hickok patiently coached Quizmaster Joe Kelly in pronunciation and other educational fundamentals, and how that Kelly, whose formal education ended at the fourth grade, after five years on the Quiz Kids and under Miss Hickok's tutelage is now as well informed as a college graduate. . . . When Herb Futran, scriptor-director of the NBC daytimer, "Woman in White," needed a whimsical headwaiter in a recent script, he knew where to go. He hied himself to Chicago's swank Ambassador East Pump Room, which is presided over by the ebullient George Sotos. The latter is studying voice and formerly sang with the NBC Milwaukee affiliate, WTMJ. So George found himself playing his real life daily role on the air. For 15 minutes everything in the Pump Room stopped while captains, bus boys and guests hung over radios to hear George make his debut as an actor.

LOS ANGELES

By RALPH WILK

DICK EISIMINGER, assistant manager of the NBC press department, is on a two-weeks combination business and pleasure trip in San Francisco. He is accompanied by his wife.

Joanell James, 18-year-old blonde from Chicago, has been set as the feminine vocalist on the new **Dress Show**, starring Don Ameche, which starts over the NBC airwaves coast-to-coast on Sept. 8th. Under contract to 20th Century-Fox, Joanell makes her debut at the age of 15 as steady singer at The Buttery, Ambassador Hotel in Chicago, and also sang in the Mutual "Club Matinee," and "Teen Town," and on her own program, "Joanell Entertains."

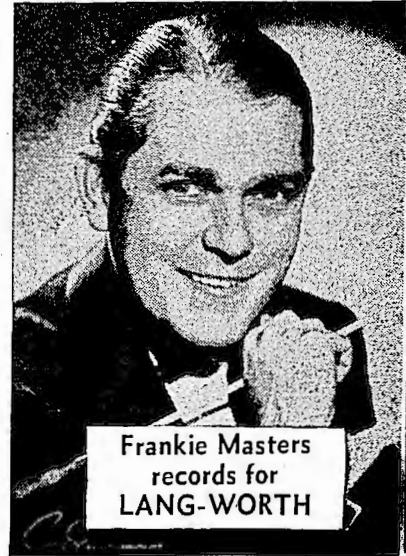
Singing Actress Theodora Lynn has been set to do a concert at Convention Hall, Tulsa, Okla., under the auspices of the Boys' Home of Tulsa, Nov. 21. Radio station KTUL, Chicago affiliate, is underwriting the Tulsa event, which will be part of a nationwide concert tour by Miss Lynn this fall.

Leo Ricketts, general manager of station KFBK, ABC outlet in Sacramento, is in town to spend a week conferring with network officials here on fall plans.

Phyllis Skepner, program transmission co-ordinator of ABC's western division's traffic department, left the network this week after four years service. She will be married Oct. 11 to Harold Benson of Los Angeles. Her position has been taken by Courtney McCleod.

Alaskan Line Charges

Anchorage, Alaska — **William Wagner**, owner of KFQD, local station, has announced successful conclusion of negotiations with Alaskan Communications System in Seattle for a reduction in line charges from Seattle to Anchorage. The A.C.S. has approved a new rate of \$18 per 15 minutes, with time having to be leased in 15-minute multiples.



Frankie Masters records for LANG-WORTH

NAB's Willard Urges Joint Defense By Radio, Newspapers And Cinema

(Continued from Page 1)

particularly vulnerable to government domination and control because of the necessity for limiting the assignment of frequencies on the spectrum, and because of its youth. Quoting from speeches given on the establishment of the William Allen White Foundation for Freedom of Expression, he pointed out that it is impossible to divide freedom of utterance into separate categories—an assault upon one endangers all.

Willard expressed the belief that newspaper and radio will become even more closely allied when facsimile printing becomes an actuality, and invited consideration of a situation where newspapers would be licensed by an organization similar to the FCC. Emphasizing the fact that the United States is the last bulwark of freedom of expression, he urged broadcasters to accept the responsibility of defending the principles of freedom, and not to accept scarcities of newsprint, films, and wave lengths as an excuse for government control.

Many Newsmen Attend

Many newsroom men, reporters, commentators, analysts and newsroom editors were in attendance as well as radio heads of the press associations supplying news to stations. Those attending included:

Robert Wilson, assistant station manager, WADC, Akron; Harold Wageman, program and news director, WADC, Akron; Fred C. Bock, sales manager, WADC, Akron; Lew Henry, program director, WHKK, Akron; Harvey Bogen, news editor, WHKK, Akron; Emerson Batdorff, reporter, WHKK, Akron; Charles Conway, WHKK, Akron; John W. LaRue, news editor, WAKR, Akron; Coleman Scott, program director,

WAKR, Akron; Bob French, audience relations director, WAKR; Robert Fehlman, manager, WHBC, Canton; Richard Neher, program director, WHBC, Canton; Martin Alexander, production manager, WHBC, Canton; Julius Glass, publicity director, WHBC, Canton; James Dooley, news editor, WHBC, Canton; William Babcock, assistant news editor, WHBC, Canton.

Also Vic Decker, WCMW, Canton; John Murphy, news editor, WCKY, Cincinnati; Lew Kent, program director, WKRC, Cincinnati; Neil Smith, WLW, Cincinnati; Charles Day, assistant news editor, WGAR, Cleveland; Dave Baylor, WGAR, Cleveland; Glenn Whisler, news editor, WHK, Cleveland; Murray Young, news commentator, WHK, Cleveland; C. M. Hunter, program director, WHK, Cleveland; Ed Wallace, news director, WTAM, Cleveland; Hal Metzger, program director, WTAM, Cleveland; Bill McKinnon, news editor, WBNS, Columbus; Ted Shell, news editor, WCOL, Columbus; Al Albinger, production director, WCOL, Columbus; Lester Spencer, assistant manager, WHIO, Dayton; J. P. Williams, general manager, WING, Dayton; WIZE, Springfield; Don Meeks, program director, WMOH, Hamilton; Edgar Ulrick, program director, WLOK, Lima; Robert Mason, manager, WMRN, Marion; Robert Morrison, WMRN, Marion; Paul Wagner, manager, WPAY, Portsmouth.

Press Assn. Men Attend

Also Rusty Marshall, news editor, WPAY, Portsmouth; A. H. Karns, manager, WIZE, Springfield; Martha McIntyre, WIZE, Springfield; Robert Becher, news editor, WIZE, Springfield; Jack Meridian, assistant manager, WSTV, Steubenville; Jim Ublehart, news editor, WSPD, Toledo; Glenn Jackson, program director, WSPD, Toledo; Emerson Pryor, manager, WRRN, Warren; Lynn Gifforn, program director, WRRN, Warren; Tod Branson, news editor, WRRN, Warren; Len Nasman, business manager, WFMJ, Youngstown; Bob Wiley, sports and special events, WFMJ, Youngstown; Bill Crooks, program director, WFMJ, Youngstown; Don Brice, news editor, WKBN, Youngstown; Paul White, news editor, WKBN, Youngstown; Gene Trace, program director, WKBN, Youngstown; Allan Haid, manager, WHIZ, Zanesville; Robert Kerns, WHIZ, Zanesville; Earl Brannon, WHIZ, Zanesville; Russell Gardner, WHIZ, Zanesville; Michael Radock, School of Journalism, Kent State University, Kent.

Also Phil Newsom, United Press Association, New York City; Tom O'Neil, radio news director, Press Association, Inc., New York City; John Murphy, Dayton Journal Herald, Dayton; Elliott Jones, WPIC, Sharon, Pa.; Hugh Cordier, Alleghany College, Pa.; Forrest Owen, WELL, Bat-

tle Creek, Mich.; William Spencer, WTOD, Toledo; Paul W. Reid, WFAH, Alliance; S. R. Sague, Cleveland Heights; Herman David, Transradio Press Association, New York City; Harrison Oury, Transradio Press Association, New York City; William Taylor, School of Journalism, Kent State University, Kent; Robert Brown, International News Service, New York City; Rita Whearty, McCann Erickson, Inc., Cleveland; Robert Dailey, McCann Erickson, Inc., Cleveland; Eugene Carr, Brush-Moore Newspapers, Inc., Canton.

Also Arthur Stringer, Director of Special Services, NAB, Washington, D. C.; Henry Ernst, secretary, Canton Chamber of Commerce; Mayor Carl F. Klein, Canton; Roy D. Moore, president and publisher, Brush-Moore Newspapers, Inc., Canton; J. K. Vordrey, vice-president and general manager, Brush-Moore Newspapers, Inc., Dayton; Clayton G. Horn, managing editor, the Canton Repository, Canton; John Pattison Williams, general manager, WING, Dayton, and WIZE, Springfield, president, Ohio Association of Broadcasters.

Comprehensive Agenda

Agenda of the meeting which started Tuesday morning included the following: "Gathering News for Radio," discussion leader, John Murphy, news editor of WCKY; this discussion included such items as: sources of local news, use of local reporters, local news beats, special events as news, use of shortwave receivers, use of wire recorders, obstacles in news gathering and luncheon session where Willard was the principal speaker.

Subsequent discussion revolved around: forms and formats in radio, with discussion being led by Glenn Jackson, program director of WSPD; wire service copy, editing and re-writing, writing original copy, lead stories, features and feature stories, style of writing and delivery, standardization of pronunciation, station news policies, departmentalization of news departments and the summary.

Lester Spencer, assistant manager of WHIO, was discussion leader re Analyzing Your News and General Weaknesses in Radio News. A cocktail party closed the sessions at 5 p.m.

Radio-Act Amendments Introduced In Commons

(Continued from Page 1)

allow the Corporation to borrow sums up to \$2,000,000 for capital expenditures.

In a reply tabled in the Commons for T. L. Church (P. C.-Toronto, Broadview), McCann said the CBC plans included a building in Montreal to house the services now in three different rented premises and a permanent structure in Toronto to replace the present building bought and adapted for use a year and a half ago.

AGENCIES

ARTHUR E. MEYERHOFF, head of Arthur Meyerhoff & Co., advertising agency, Chicago, has confirmed the appointment of Kenneth L. Robinson as radio director. Robinson has been acting in that capacity since the death of Nelson Shawn last December. Robinson has been connected with the agency since 1940. At that time, after four years as continuity editor for NBC, and five years as the Chicago American newscaster and the "Globe-Trotter," he resigned to take over the writing job on the popular daytime show, "Scattergood Baines," sponsored by the Wm. Wrigley Jr. Co., and placed through the Meyerhoff organization. "The First Line" and "Island Venture" for the same sponsor were also written or supervised by him.

MEDIA ENTERPRISES, INC., sales agency for transcribed and live radio shows, announces that it has moved to larger quarters at 123 West 44th Street, N. Y. Live programming sold by Media is produced by IMC Radio Productions, Inc. Negotiations with several nation-wide accounts will shortly be completed for new fall radio shows. M. U. Sheldon, president, also stated that Media is also acting as N. Y. representative for Kasper-Gordon's transcribed programs.

"Let's Pretend" Renewed

"Let's Pretend," has been renewed for another 52 weeks on CBS by the Cream-of-Wheat Corporation of Minneapolis, effective Sept. 21, it was announced yesterday.

Program, a fairy-tale drama show produced by Nila Mack, is heard Saturdays from 11:05 to 11:30 a.m., EDT, and has recently celebrated its 16th anniversary on the network.

Smack on the Bank of the Hudson—17 Miles from George Washing- ton Bridge

Unusual summer home for sale, three bed-rooms, two baths, and powder room, living-dining room, kitchen, and a forty-four by ten foot screened porch literally overhanging the river. Two car garage, magnificent trees, privacy, superb bus service passes garden gate. Zoned village, principally artists and writers. Type of purchaser important. I live next door. Shown by appointment. Price \$16,000. Write: Frances Rockefeller King, 66 River Road, Grand View, Nyack, New York or Phone: Nyack 804.

EQUIPMENT

"Stereoscops"

A new sound development, "Stereoscops," has been perfected by Western Electric and will be introduced in the forthcoming film, "Carnegie Hall," in musical sequences conducted by Maestro D'Artega. The new device records all important musical notes (strings, brass, woodwinds, mpanny, etc.), simultaneously yet with complete isolation of each time. This makes it possible for any section of D'Artega's 80-piece orchestra to be mechanically highlighted when all the individual sound channels go through the 'mixing' process. The effect is one of third-dimensional sound. The special recording equipment is available only in New York and will not be heard in the regular Hollywood soundtracks for some time.

KXL Requests 50 Kw.; Other FCC Activities

(Continued from Page 1)

1280 band, and from 250 watts to five kilowatts; WGH, Newport News, Va., seeking the same power boost (250 watts to five kilowatts), and re-assignment from 1340 to 1310 kc.; WTIK, Durham, N. C., seeking a boost from 500 watts to one kilowatt, daytime, but remaining on the 730 band, and WSIV, Pekin, Ill., seeking to change its power on the 1140 band from 250 watts to one kilowatt.

The tele applicant was George R. Call, seeking Channel 9 for experimental operation in Sioux City, Iowa.

Both the Matta Broadcasting Co., Braddock, Pa., and the KJAN Broadcasting Co., Inc., of Opelousa, La., applied for assignment to the 910 band with one kilowatt. The former seeks only daytime operation, the latter, unlimited time.

Other new standard applicants include the Grand Forks Herald, Grand Forks, N. D., seeking to operate with 250 watts, unlimited, on the 1400 band; The Denver Broadcasting Co., Denver, Colo., seeking assignment to the 810 band with 25 kilowatts, night, and 50 kilowatts, daytime; The Community Broadcasting Co., Fort Worth, Tex., seeking to operate on the 1490 band with 250 watts, unlimited; The Donze Co. of Ste. Genevieve, Miss., seeking the 1450 band for operation with 250 watts, unlimited, and the Non-Pareil Broadcasting Co., Council Bluffs, Iowa, seeking five kilowatts, unlimited, on the 1590 band.

Methodist Radio Group Granted New York Charter

(Continued from Page 1)

president of the Federal Council of Churches and head of the Methodist Churches in the New York area, is president of the new corporation.

Object of the Methodist broadcasting group is the advancement of religious, cultural, ethical and moral standards in accordance with Christian principles. However, not over 10 per cent of air time, Monday through Friday, will be devoted to straight religious programs, according to Dr. Robert Z. Tyler, a director in the group. Dr. Tyler states that their proposed station will in general attempt to promote "a more wholesome and full life for the community."

Financial arrangements for operating the station have not been revealed. The Methodist broadcasters propose an eighteen and one-half hour operating day with 65 per cent live programs and the remainder transcribed.

Reply To Bilbo On MBS

Mutual will carry a special talk from 10:15-10:30 tonight (Thursday) when Dr. Clark Foreman, president of the Southern Conference for Human Welfare, refutes statements made by Sen. Theodore Bilbo during a recent interview over the same network.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—If network singers and ork pilots find surcease from never-ending requests for plugs today, Thursday, it's due to the fact that the song salesman (ah there you songpluggers) will be cavorting on the greens (and trips) of the Engineers Golf Club, where this year's annual golf tourney of the Professional Music Men takes place. Last year's winners were Harry (Feist) Link and Jerry Johnson. If Jupe Pluvius tosses a wet blanket today, the boys will meet the following Wednesday, August 28. . . . ● L. Wolfe Gilbert and Don George have a swell ballad in "I Could Be Wrong," published by L. Wolfe Gilbert Music Enterprises. . . . ● Al (Radio's Minstrel Man) Bernard and Bill (Rainbow House) Wirges have just completed a new ditty titled, "I Can Tell A Better Lie Than You Can" (wanna bet?). . . . ● Noteworthy Music has started work on a nifty novelty titled, "Music Box Serenade," penned by Joe Seiferth and Dale Spangler. Tune was recently introduced by Dick Liebert on the "Music Hall," NBCoast-to-coaster. . . . ● Fran Allison, whose "Aunt Fanny" characterization on Don McNeill's "Breakfast Club" ranks her as a top comedienne, rates a show of her own. And while on the subject, with people like Don, Sam Cowling, Jack Owens, Ilene Woods, Eddie Ballantyne, Jim Bennett and Cliff Peterson, associated with this ABCommercial, it isn't surprising that we saw folks starting to line up at 6:30 a.m. to witness the program. . . . ● Wendell Adams, who since 1940 has produced shows CBStarring Frank Sinatra, Perry Como, Jeri Sullavan, Danny O'Neil and Gordon McRae, will resign Sept. 28 to free-lance.

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● ● ● Elliot Lawrence Band goes into Frank Dailey's Meadowbrook Club Sept. 3. . . . ● ABC execs Bill Wylie and Jack Mitchell are collabbing on a musical, "How Sweet The Moonlight," which they hope to put into rehearsal in October. . . . ● Billy Reid, English tunesmith who wrote "The Gypsy," has given Leeds another ballad titled, "It's A Pity to Say Goodnight." . . . ● Two Ton Baker, Chicago's triple-threat artist (emcee-comic-singer), is starting to make his weight (300 pounds) felt in radio circles. . . . ● Arthur Godfrey's "Talent CBSouts" replace "Nitelife" beginning Tuesday. We pegged this new Mansfield package as a clickee weeks ago. . . . ● Howcome radio doesn't avail itself more often of the talents of Aliki? A truly great actress. . . . ● MBSongster Jimmy Farrell, won the GI audition at the Versailles and has started an indefinite engagement there. . . . ● Johnnee Russell has joined the professional staff of Luckinbar Music and is setting a fast pace with the ballad, "A Wonderful Night." . . . ● The Wagners and their Music (Vi and Jerry) were booked for four weeks at the Hotel Graemere in Chicago. Their fan mail after a second broadcast via WENR was so great they were held over—and this week start their 16th consecutive week. . . . ● Hottest sextet in town is that of Eddie Wiggins, booked by Sligh & Pheasant into the Aquarium on Broadway. . . . ● Joe Burns, the Harms Music dynamo, must be doubling in brass. His Roselle Dress Shop is being enlarged for the third time in less than two years due to increased patronage of radio vocalovelines. . . . ● Ensign Gerald Griffin, Jr., just out of service and formerly featured on "Edelbrew WORevue," rates network. . . . ● Tip to music execs: Paul Flynn, one of Chicago's better songpluggers, has resigned from Broadway Music.

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● ● ● **ON AND OFF THE RECORD:**—Danny O'Neil's Majestic platter of "And Then It's Heaven" with the flip-over "That's My Home," is made to order for the disc-jockey fraternity. . . . ● Fred Lowery's whistling artistry at his best in latest Columbia disc, "Whistling Joe" backed with "Waters of the Minnetonka." . . . ● Dardanelle and Her Men of Music (eleven solid months at the Copacabana), have been signed by Victor. . . . ● A major recording outfit is dangling a contract for song stylist Roberta Hollywood's signature. . . . ● Berle Adams, Mercury exec, headed for Gotham shortly to set waxings with artists currently here.

ATW's Radio Course Includes 400 Veterans

(Continued from Page 1)

classes, the Radio Directors Guild "took over" and sent volunteers at the rate of two-a-week so the veterans would have experience with different men and methods. In the general case to theater unions, AFRA showed the first and proportionately, largest response with 90 per cent of its returned vets signing up at once.

Radio is well represented on the committee from the Wing board which initiated the plan, with George Heller as chairman, Vera Allen, program chairman of the board, Earl McGill, Bert Lytell and others who represent both radio and theater.

For the television seminar, the one class offered for the first term in the field, Worthington Miner of CBS has served as chairman. ABC has operated, and NBC was represented in the general theater symposium by Edward Sobol. Course included out-of-town trips to video laboratories ABC.

Winston O'Keefe, who followed the plan through from its inception with veterans to find out what was needed, directs the entire program, and Max Hunter directs the course planning. The "faculty" from radio included Earle McGill, Elwood Hoffman, Robert Shayon, Jerry Devine, Carl Earman, Ted Cott, Ted Corday, Al Ward, Lester Vail, Ira Ashley, Chas. Vincent, Charles Harrell, John Becker, Richard Sanville, Charles Powell, Charles Warburton, Luis Van Roote, Howard Barnes and Clint Johnston.

The course has achieved considerable attention during its first session and over 800 vets have attempted to enroll for the next session, which gets under way September 23. Plans for the term will adhere to the eight-week period, found by Wing directors to be the natural cycle in both theater and radio. Registration for the first term will run for a full week instead of the three-day period previously used.

The radio and television courses are open to veterans who were employed in the entertainment field prior to the war, and aptitude and qualification is dependent upon interview with Wing instructors and a certificate of "eligibility" from the Veterans Administration.

The VA has gone on record as regarding the Theater Wing courses as a "model" which many other industries might profitably copy in relation to veterans' training, however, it is pointed out that the closely-knit setup of the radio-television course makes results all the more satisfactory and easy to achieve.

Football "Preview" On ABC

Harry Wismer will handle the play-by-play and George Perkins will describe the color when ABC airs a preview of the professional football season via the Chicago Bears-New York Giants benefit game at Wrigley Field, Chicago, Sunday, Sept. 1, 2:30 p.m., EDT.

FCC Sets CP Hearings

Hearings on broadcast applications, date and place, as set by the Commission are listed below alphabetically, for the months of September, October and November 1946.

The listings omitted on this page due to lack of space, will be continued (and concluded) in tomorrow's issue, in their regular order.

NAME	DOCKET	FREQ.	DATE	PLACE
S. Abell Company	7338	850	Oct. 9	D.C. 2
Baltimore, Md.				
Radio Broadcasting Co.	7526	1450	Oct. 7	Field 1
Crowley, La.				
Agricultural & Mechanical College of Texas (WTAW)	6760	1470	Sept. 9	D.C. 1
College Station, Texas				
Capital Broadcasting Co.	6977	1490	Sept. 4	D.C. 1
Wichita, Kansas				
Commerce B'cing Co., Inc.	7670	940	Oct. 18	D.C. 3
Burlington, N. C.				
Bany B'cing Co.	6946	1460	Oct. 14	D.C. 2
Albany, New York				
Len B. DuMont Lab., Inc.	7288	TV	Oct. 23	D.C. 3
Pittsburgh, Pa.				
Wm E. Nelson, Inc.	7389	1030	Sept. 16	D.C. 2
San Francisco, Cal.				
Philadelphated B'cing System, Inc.	7641	FM	Sept. 9	Philadelphia
Philadelphia, Pa.				
Amarillo B'cing Corp. (KFDA)	7550	1440	Sept. 23	D.C. 2
Amarillo, Tex.				
American B'cing Co., Inc.	7730	FM	Oct. 14	Field 3
Los Angeles, Calif.				
Amsterdam B'cers, Inc.	7704	1490	Nov. 20	Field 1
Amsterdam, N. Y.				
Utilities B'cing System	7500	790	Oct. 23	D.C. 3
Rio Piedras, Puerto Rico				
Kingston-Fairfax B'cing Co.	7693	1390	Sept. 24	D.C. 3
Arlington, Va.				
Ve Associated B'cers, Inc. (KSFO)	6005	740	Sept. 5	D.C. 2
San Francisco, Calif.				
Atlanta Journal Company	7544	FM	Oct. 28	Field 2
Atlanta, Ga.				
Atlanta B'cing Co.	7545	FM	Oct. 28	Field 2
Atlanta, Ga.				
Baltimore B'cing Corp. (WCBN)	7372	680	Sept. 18	D.C. 3
Baltimore, Md.				
Y State B'cing Co.	7054	1400	Sept. 4	D.C. 3
New Bedford, Mass.				
Beaumont B'cing Corp. (KFDM)	7628	560	Oct. 4	D.C. 2
Beaumont, Tex.				
Be B'cing Company	7604	1490	Sept. 23	D.C. 2
Beeville, Tex.				
Bl, Kelly	7573	1230	Sept. 26	Field 1
Nacogdoches, Tex.				
Bks B'cing Co. (WEEU)	7339	850	Oct. 9	D.C. 2
Reading, Pa.				
Blue Valley Co.	7498	1510	Sept. 4	D.C. 1
Independence, Mo.				
Aden, Paul F.	7587	910	Oct. 30	D.C. 3
Middletown, Ohio				
Bridgeport Herald Corp.	7745	FM	Sept. 16	Field 2
Bridgeport, Conn.				
Brookhaven B'cing Co.	7691	1340	Sept. 30	Field 1
Brookhaven, Miss.				
Buffalo B'cing Corp.	7187	FM	Oct. 21	D.C. 3
Buffalo, N. Y.				
Hard, Metcalf & Goodlette	7512	1340	Nov. 18	Field 2
Hazard, Ky.				
Goodlette, Robert	7634	1190	Nov. 6	D.C. 1
San Bernardino, Calif.				
Huntington-Graham B'cing Co.	7596	FM	Oct. 14	Field 1
Burlington, N. C.				
Casieu B'cing Co. (KPLC)	6664	1470	Sept. 9	D.C. 1
Lake Charles, La.				
California-Nevada B'cing Co.	7564	850	Oct. 28	D.C. 1
Vallejo, Calif.				
Union and Callister, Inc.	7743	FM	Oct. 14	Field 3
Los Angeles				
Capital B'cing Co.	7371	1430	Oct. 11	D.C. 1
Annapolis, Md.				
Witol B'cing Corp. (WISH)	7671	940	Oct. 18	D.C. 3
Indianapolis, Ind.				
Wison, Charles C. (WJBW)	6529	R	Oct. 10	Field 1
New Orleans, La.				
Central Comm. B'cing Co.	7507	910	Oct. 17	D.C. 2
New Britain, Conn.				
Central Illinois Radio Corp.	6920	680	Oct. 25	Field 1
Peoria, Ill.				
Century B'cing Co. (KWBU)	6066	1030	Sept. 10	D.C. 3
Corpus Christi, Tex.				
Brooke B'cing Corp.	7053	1450	Nov. 25	Field 2
Morrisstown, Tenn.				
West Ventura Co.	6830	1450	Oct. 11	Field 3
Ventura, Calif.				
Wh, Beatrice	7656	1490	Nov. 7	Field 2
Morganton, N. C.				
Winson-Wingate B'cing Co.	7382	1490	Sept. 4	D.C. 1
Popoka, Kans.				
Wumbia B'cing System, Inc.	7729	FM	Oct. 14	Field 3
Hollywood, Calif.				

NAME	DOCKET	FREQ.	DATE	PLACE
Community B'cing Co.	7638	FM	Sept. 30	Field 2
Toledo, Ohio				
Community Service B'cing Corp.	7703	1490	Nov. 20	Field 1
of Amsterdam, New York				
Amsterdam, N. Y.				Amsterdam
Connolly, Jos. T., George Lewis & David P. Gullette	7425	1340	Sept. 16	Field 1
Drexel Hill, Pa.				Williamsport
Consolidated B'cing Corp., Ltd.	7731	FM	Oct. 14	Field 3
Los Angeles, Calif.				
Cooper, Nathan J.	7657	1490	Nov. 7	Field 2
Morganton, N. C.				Morganton, N. C.
Crawford, Percy B.	7644	FM	Sept. 9	Field 2
Philadelphia, Pa.				
Crescent B'cing Corp.	7642	FM	Sept. 9	Field 2
Philadelphia, Pa.				
The Danbury News-Times Co.	7466	FM	Sept. 16	Field 2
Danbury, Conn.				Bridgeport
Del Norte B'cing Co., Inc.	7534	1340	Oct. 14	Field 2
El Paso, Tex.				El Paso
Diamond State B'cast Corp.	7012	750	Oct. 3	D.C. 3
Dover, Dela.				
Don Lee B'cing System (KGB)	7398	R	Oct. 7	Field 3
San Diego, Calif.				
Don Lee B'cing System	7399	R	Oct. 7	Los Angeles
Santa Barbara, Calif.				Field 3
Don Lee B'cing System (KGB)	7497	1360	Oct. 9	Los Angeles
San Diego, Calif.				D.C. 3
Don Lee B'cing System (KFRC)	7615	R	Oct. 7	Field 3
San Francisco, Calif.				
Don Lee B'cing System (KHJ)	7616	FM	Oct. 7	Los Angeles
San Francisco, Calif.				Field 3
Eagle Printing Co., Inc.	7672	1230	Nov. 6	Los Angeles
Butler, Pa.				D.C. 2
Earle C. Anthony, Inc.	7727	FM	Oct. 14	Field 3
Los Angeles, Calif.				
Eastern Idaho B'cing & Tel. Co.	7536	1230	Sept. 18	Los Angeles
Idaho Falls, Idaho				D.C. 1
Eau Claire-Chippewa B'cing Co.	7557	1400	Nov. 22	Field 3
Eau Claire, Wis.				
Echo Park Evangelistic Assoc.	7739	FM	Oct. 14	Eau Claire
Los Angeles, Calif.				Field 3
Edwards, Walter L.	7470	1590	Oct. 15	Los Angeles
Porterville, Calif.				D.C. 1
El Paso B'cing Co.	7533	1560	Oct. 31	D.C. 1
El Paso, Tex.				
Emporia B'cing Co., Inc. (KTSW)	6981	1490	Sept. 4	D.C. 1
Emporia, Kans.				
Epperson, Ralph D.	7658	800	Nov. 12	Field 1
Mount Airy, N. C.				
Fletcher, A. J.	7597	FM	Oct. 14	Mount Airy
Greensboro, N. C.				Field 1
The Fort Industry Co.	7592	TV	Oct. 3	Winston-Salem
Toledo, Ohio				Field 2
Fort Orange B'cing Co., Inc.	6947	1460	Oct. 14	Toledo
Albany, N. Y.				D.C. 2
Fort Sumter B'cing Co.	7531	1450	Nov. 4	Field 2
Charleston, S. C.				
'49er B'cing Co.	7757	1400	Oct. 28	Field 3
Grass Valley, Calif.				
Fouts, Wilbur Courtland	7574	1230	Sept. 26	Grass Valley
Nacogdoches, Tex.				Field 1
General B'cing Co.	7499	1490	Sept. 4	Field 1
Independence, Mo.				Nacogdoches
The George Harm Sta. (KARM)	7124	1030	Sept. 16	D.C. 1
Fresno, Calif.				
Georgia School of Technology	7547	FM	Oct. 28	D.C. 2
Atlanta, Ga.				
Graham, Walter A.	6918	1340	Sept. 30	Field 2
Tifton, Ga.				Atlanta
Grass Valley-Nev. City B'cing, Inc.	7461	1400	Oct. 28	D.C. 3
Grass Valley, Calif.				
Greensboro B'cing Co., Inc.	7595	FM	Oct. 14	Field 3
Greensboro, N. C.				Grass Valley
Grenada B'cing Co.	7577	1400	Oct. 3	Field 1
Grenada, Miss.				Winston-Salem
Guggenheim, Harry F.	7464	FM	Sept. 16	Field 1
Bridgeport, Conn.				Grenada
Gulf State B'cing Co.	7525	1450	Oct. 7	Field 2
Crowley, La.				Field 1
The Hartford Times Inc. (WTHT)	7673	910	Oct. 17	Field 1
Hartford, Conn.				Crowley
Hazard Broadcasting System	7511	1340	Nov. 18	D.C. 2
Hazard, Ky.				
Hazlewood, Inc. (WLOF)	6864	950	Sept. 13	Field 2
Orlando, Fla.				Hazard
Hearst Radio, Inc. (WBAL)	7400	R	Oct. 1	D.C. 2
Baltimore, Md.				
Hearst Radio, Inc.	7724	FM	Oct. 21	Field 1
Baltimore, Md.				Baltimore
Hirsch Battery & Radio Co. (KFVS)	7130	960	Sept. 16	D.C. 1
Cape Girardeau, Miss.				
Hollywood Community Radio Group	7695	1530	Nov. 12	D.C. 1
Gardena, Calif.				
The H'wood Community Radio Group	7740	FM	Oct. 14	Field 3
Hollywood, Cal.				
Hub Broadcasting Co.	7582	1450	Oct. 21	Los Angeles
Lubbock, Tex.				Field 2
Hughes Tool Company	7735	FM	Oct. 14	Lubbock
Los Angeles, Calif.				Field 3
Huntington B'cing Co.	7694	1540	Nov. 12	Field 3
Huntington Park, Calif.				Los Angeles

(Listings will be concluded in tomorrow's editon)

Philco, Farnsworth Report On 2nd Quarter

(Continued from Page 1)

of this year, according to John Ballantine, president. After estimated tax credits of \$2,350,000 the net loss was placed at \$54,684 for the first half of 1946.

"Operations of Philco Corp. took a decided turn for the better in the second-quarter of 1946 and we are very hopeful that this trend will continue," Ballantyne said. "Demand for all Philco products is fully as intense today as when we began our reconversion program a year ago, and we believe that given freedom from further interruptions of production, the Corporation will be able to report satisfactory earnings for the last half of 1946."

The board of directors of Philco Corp. yesterday declared the first regular quarterly dividend of 93.75 cents per share on the Corporation's Preferred Stock, three and three-quarter per cent Series A. The dividend is payable October 1, 1946 to stockholders of record September 14, 1946.

The board of directors also declared a dividend of 20 cents per share on Philco common stock payable September 12, 1946 to stockholders of record August 31, 1946.

The previous dividend on the common stock was 20 cents per share and was paid on June 12th.

Fort Wayne, Ind.—Farnsworth Television & Radio Corp. reported a net loss after tax adjustments, including carry-back credits, of \$126,719 for the three months ended July 31, 1946 compared with a profit of \$251,901 for the corresponding first-quarter period of its previous fiscal year.

Notwithstanding the fact that its reconversion had been completed and production started against the largest backlog of peace-time orders in the company's history, E. A. Nicholas, president of the company, stated earnings during the first-quarter were adversely affected by material shortages and strikes in the plants of many of its suppliers.

Nicholas pointed out that a substantial portion of the company's outlay during the first-quarter of its current fiscal year was for the development of television receivers and transmitters and railroad radio telephone equipment, all of which is being introduced to the market this fall.

COAST-TO-COAST

—MISSOURI—

ST. LOUIS—Departing from his usual role of farm editor for KXOK, Charley Stookey, assumed the guise of a newsman, in last week's airing of the damage caused by flash floods in the St. Louis metropolitan area. . . . Charley who does a bit of flying, too, cruised over the flooded areas of Illinois, an 80-mile flight, observing much damage to property and crops which, it has been said, run as high as \$3,000,000. . . . The official total in the "Dollars for Famine Relief" drive here, released by Postmaster Bernard F. Dickmann, chairman of the drive, revealed that KXOK, through its contest between air personalities, was responsible for 14 per cent of the entire city's collection.

—NEW YORK STATE—

BUFFALO—WBEN has been granted a construction permit by the FCC for erection of a new television station here. . . . Permit allows for a station to operate on 66 to 72 megacycles, assigned to Channel 4, with 14.4 kilowatts visual and 7.2 kilowatts audio power. The permit also allows for the erection of a 378-foot transmitter. The outlet has also received the FCC nod to erect an interim frequency modulation station to be known as WBEN-FM. . . . After three years in service, Ed Reimers returned to the outlet as announcer and supervisor. . . . Wal'y Nehrling, who has done emcee work and special events over mid-west stations for more than a decade, has joined WBEN.

—WYOMING—

CHEYENNE—William C. Grove, KFBC manager, has announced that the outlet will carry the entire 1946 football schedule of both the University of Wyoming and the Cheyenne High School. . . . The station's special events crew will trip nearly 2,000 miles to air the out-of-town games. Larry Munson, ace sports announcer of the Rocky Mountain Region, will do the play-by-play coverage. . . . Frank Thomas, after a year and a half of overseas duty with the Armed Forces, has rejoined the announcing staff of KFBC, in charge of the news department.

—DELAWARE—

WILMINGTON—Headed by program director Don Graham, WILM staffers Del Parks, Jim Finucane and Bill Frank established a precedent by airing the Democratic and Republican conventions directly from the state capitol. . . . A 15-minute dramatic show, describing the development and operation of the Care Plan For European Relief, has been entered by WILM in CARE's promotion contest. . . . The plan for accepting food orders through local banks was developed in Wilmington. . . . Titled "V-J Plus 365," WILM's anniversary broadcast was so effective that a group of vets, AVC, who had been listening to it as a group, called a two-minute period of silence as it came to an end. . . . Alfred G. Hill, president of WILM's Owning Company, has returned from his western vacation.

—CALIFORNIA—

LOS ANGELES—Another oldtimer will be presented on the "Life with Crosby," Monday through Friday stanza over KFI when Bing sings "How Deep Is the Ocean," also he and the Andrews Sisters will swing out with "Pistol Packin' Mama." . . . Announcer George Barclay will give more interesting highlights of Crosby's life. . . . Richard Crane, new Hollywood "find" starred in the radio play "Armor of Faith," on KFI's "Skippy Hollywood Theater" last Wednesday. . . . **HOLLYWOOD**—Mirandy will continue her colorful description of her recent trip to Colorado as a feature of her Saturday ayem show over KECA.

—NEW YORK—

NEW YORK—Steve Ellis, who airs the Giants baseball games over WMCA will be one of the many emcees who will officiate at the 8th annual "Miss America" beauty contest at Palisades Amusement Park, N. J., early next month. . . . NBC television will do a live tele show direct from Palisades Amusement Park next Thursday, Aug. 29, televising all the rides and attractions. . . . Climax of the show will be fashion show of latest sweater styles designed by Lily Kingstone. . . . Robert Alda, actor, will be featured in "Remodel for Veterans," special transcribed show on WLIB's "Report on Housing," August 26.

Chicago As Tele Point Will Beat N. Y.—Eddy

(Continued from Page 1)

talent and facilities." He asserted that it would be ridiculous to feed television shows all the way across the country from New York or Hollywood when they can be originate to better advantage from Chicago.

Establishment of a definite rate card for WBKB, "with rates about one-tenth those of New York television stations, sets the basis for sound television operation in Chicago, and will insure Chicago viewers excellent well-rounded entertainment," Captain Eddy declared.

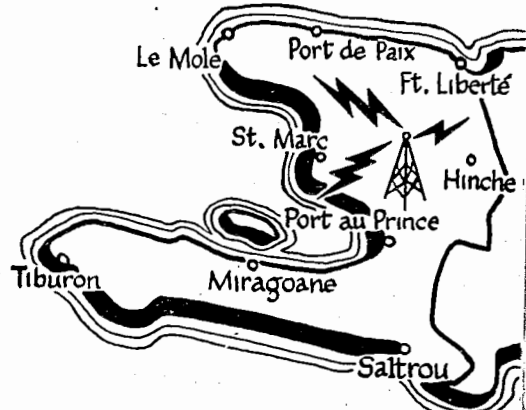
Based on the number of sets in use in Chicago, the WBKB rates for "live shows are: 1 hour, \$100; half-hour, \$60, and 15 minutes, \$40. For film half-hour, \$50, and 15 minutes, \$30. Spots up to two minutes, \$30 for "live" and \$20 for film.

Rehearsal and transmitter charges are included in the package rate in contrast with New York, where rehearsal and transmitter charges are added. Rehearsal privileges are on a two-to-one basis: two hours of studio rehearsal for a one-hour show. On a four-to-one basis, there would be \$25 an hour charge for the addition of two hours; for any more, the sponsor would be penalized at rate of \$75 an hour. The station retains the right of technical director of all shows.

Don't Ignore These Haiti Facts

American exports to Haiti were over \$5,000,000 before the war, with a probable increase in these post-war years.

Port-au-Prince, Haiti's capital and largest market has 4000 radios, most of which are tuned to the station providing the most entertainment. So . . .



Don't overlook HHBM, HHCM, HHGM, Port-au-Prince, Haiti's most powerful and popular station, its 1000 watts being sufficient to cover the country thoroughly with long and short wave. And . . . how can you ignore those inexpensive rates?

HHBM 9669 kc. **HHCM** 1473 kc. **HHGM** 6163 kc.

Represented Exclusively by

PAN AMERICAN BROADCASTING COMPANY

330 Madison Avenue

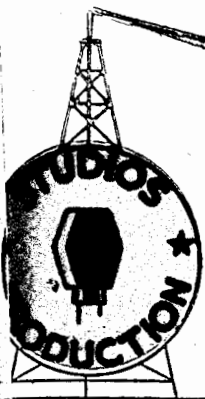
Telephone: MURRAY HILL 2-0810

New York 17, New York

Send Birthday Greetings To

August 22

Carroll Carter Martha Raye
Ernest Hackworth Lesley Woods
Faye Parker Don Prindle
Lee Wallace



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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NEW YORK, FRIDAY, AUGUST 23, 1946

TEN CENTS

Sports Back In Stride

10 New AM Stations OK'd By Commission

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday granted 10 new AM stations, nine new applications and two station sales its regular Thursday meeting. Of the new FM permits granted, four are Class A and seven Class B. Three former go to WIBM, Inc., Jackson Mich., and the Saviers Electrical Products Company, Reno, Nevada. Class B permittees are the Portsmouth Radio Corporation, Portsmouth, N.H.

(Continued on Page 3)

Amateur Swing Bandsmen Close Contest Saturday

The first annual Look magazine National Amateur Swing Band Contest will wind up tomorrow night at Regie Hall when the 12 winners of the five regional contests previously held compete for the national trophy. Ben Grauer, NBC announcer, will emcee the show. A big band which consists of more than 20 pieces, and a small combo band will be picked by a panel of professional musicians. A specialty

(Continued on Page 5)

Bobbitt & Costello Tour Will Include 13 Cities

Bobbitt & Costello, with Will Oscher's work plus about five additional comedians are planning a one-niter tour which will take them to 13 cities, opening at Oakland, Calif., on Sept. 25th, coming as far east as Buffalo, N.Y. The comedians hope to raise \$200,000 in this manner toward Lou Costello, Jr. Youth Foundation.

Welcome

WNEW got a pleasant little surprise from neighbors in their new location, 565 Fifth Avenue, yesterday. Opposite the station's new quarters at Fifth Avenue and 46th Street, was a gigantic banner reading: Welcome, WNEW, to 46th Street. Station doesn't know who's responsible for the greeting, but are grateful for the demonstration of the "good neighbor policy."

On The House

Dave Frederick, new director of advertising and sales promotion for CBS, was pleasantly surprised yesterday by his colleagues from the other networks with a luncheon party at the Stork Club. Ivor Kenway of ABC, Charles Hammond, NBC, and Bob Schmidt of Mutual presented the new CBS exec with a scroll entitled "Frederick the Great."

Revived "Pot O' Gold" Heading Toward ABC

On the verge of being "signed, sealed, and delivered," the "Pot O' Gold" program which has been off the air for several years, is expected to begin anew over ABC early in October, Thursdays at 9:30-10 p.m., EST. Sponsor interested is Lewis-Howe Co. for Tums, and agency is Roche, Williams & Cleary, of Chicago. Show gives away money in \$1,000 slices via a wheel which spins and progressive-

(Continued on Page 2)

Hildegard To CBS Web For Campbell Soup Co.

Hildegard, for the past four years heard on NBC for Brown & Williamson Co., makers of Raleigh cigarettes, will return to radio Sept. 29, over CBS filling the Sunday evening 9:00-9:30 p.m., EDT, slot. She replaces the Corliss Archer program now heard there. Campbell Soup Co., sponsors, through Ward Wheelock Agency.

Cancel Dance Band Remotes Pending Accord With AFM

Squabble between Local 802 of the AFM and New York hotels and night-spots, with the former seeking a hike in scale of from 20 to 55 per cent, is currently at an impasse with the band employers apparently set to fight the increase considered too drastic a hike. Strike right now seems inevitable unless a last-minute concession is made by the union.

Net result so far to radio has been the cancellations received yesterday of dance band remotes from some of

Tremendous Splurge On Web-Stations Calls For Coverage In Every Field; Television Sponsors Eager

CBS Asks The NLRB For Immediate Action

CBS yesterday filed in Washington with the NLRB a lengthy brief in which it seeks clarification and immediate adjustment of pending decisions regarding its organized employees who are currently in separate units. Network makes three exceptions in its brief to the Regional Director's findings of August 14, 1946.

Network brief concerns the Motion Picture Home Office Employees
(Continued on Page 3)

WJW Junior Olympics Draws Over 700 Youths

Cleveland—The first annual Junior Olympics, sponsored by WJW and participated in by over 700 young athletes ranging from 12 to 17 years, gets under way here tomorrow in the
(Continued on Page 4)

Westinghouse Financing For Color Tele-Radar

The Westinghouse Electric Corp., which announced a \$120,000,000 financing plan to provide for completion of a \$132,000,000 plant expansion
(Continued on Page 4)

A postwar sports boom among broadcasters will tee off in September with indication that both webs and independents are planning for an all-out effort to get back into their prewar stride and in many cases to increase sports coverage. Competition for sporting event sponsors is on the in-

(Continued on Page 5)

FM 'Reservation' Rule Made Official By FCC

Washington Bureau, RADIO DAILY
Washington — The FCC has officially added to its regulations on FM a new sub-section to Section 3.204, Part 3, Sub-part B, incorporating the channel-reservation policy voted by the Commission a month ago.

The new language, putting into the regulations the policy of reserving one of every five Class B FM channels in each area follows:

"For the period ending June 30, 1946
(Continued on Page 3)

Wide Shortwave Coverage For "Music For Wounded"

The second annual "Music For Wounded" program at Hollywood Bowl on August 26 will be aired by AFPS over its Pacific and Orient
(Continued on Page 2)

"Marvelous Job"

Washington—"Radio has done a truly marvelous job in acquainting the American people with the seriousness of the world famine emergency," Secretary of Agriculture Clinton P. Anderson said yesterday. Speaking at a "famine luncheon," Anderson said he is "tremendously impressed with job radio is doing in getting vital information to the American people."

(Continued on Page 5)



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FINANCIAL

(Thurs., Aug. 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Pacing Derby On ABC

The National Pacing Derby, the country's richest race for pacing horses, will be aired over ABC Thursday, Sept. 12, at 11:15 p.m. EDT, with Joe Hasel and Jack O'Hara handling the broadcast. The race, held at Roosevelt Raceway, Westbury, L. I., N. Y., is over a one-mile course.

Coming and Going

RALPH R. BRUNTON, president of KQW, accompanied by C. L. McCARTHY, general manager of the station, arrived from San Francisco yesterday. They were visitors during the day at the headquarters of the Columbia network.

THOMAS McAVITY, head of Famous Artists Corporation's radio department, is in town from Hollywood. He is accompanied by MRS. McAVITY, who in private life is Helen Mack, radio and motion picture star.

RICHARD HUBBELL, production manager and television consultant for the Crosley Corporation, was in Los Angeles this week to address the local Chamber of Commerce. He'll return to Cincinnati after Labor Day.

BETTY McKEAN, phone voice and receptionist for RADIO DAILY, is dusting off her conversational French preparatory to departing this week-end for a two-week vacation in Quebec.

ROBERT J. ENDERS, head of the Washington, D. C., agency bearing his name, and JOHN BARNES, account executive for the organization, are expected in New York today for a series of conferences with officials of NBC and CBS.

NAT MOSS, owner of the 400 Club, is back from Washington, and is clearing decks for action at his bistro, which he will re-light on Sept. 6—with three bands.

KENYON BROWN, general manager of KOMA, Oklahoma City, was greeted yesterday at the New York offices of CBS, with which the station is affiliated.

FRED ROBBINS, disk jockey and president of WOV's 1280 Club, is sojourning at Martha's Vineyard.

PAUL MOWREY, national television director for the American network, and HARVEY MARLOWE, executive producer, are in Des Moines, Iowa, where they are assisting in the production of a series of video shows at the Iowa State Fair now in progress.

PAUL JONAS, assistant director of sports and special events at Mutual, will leave today for his home town of Greenville, Ohio, where he'll spend his vacation visiting with his parents.

DEL CAMP, member of the Washington staff of RCA, International Division, paid a call this week at WTAG, Worcester, Mass., where he began his announcing career.

SHIRLEY BOOTH, who created the role of Miss Duffy in the program, "Duffy's Tavern," is spending this week in Stockbridge, Mass., where she is appearing in the comedy, "Off the Air," at the Berkshire Playhouse.

MARIE H. HOULAHAN, director of publicity at WEEL, Boston, is at Castine, Me., where she is house guest of Commodore and Mrs. Cotesworth Pinckney Bellinger, of the U. S. Maritime Academy at Castine.

ROY COWAN, manager of the New York office of Taylor-Howe-Snowden Radio Sales, has left town on a short trip to Dallas. He'll be back the latter part of the week.

CLYDE CLEM is here. The promotion manager of the NBC outlet in Charlotte, N. C., had a tete-a-tete Wednesday with promotion officials of the network.

JOAN EDWARDS, singing star of "Your Hit Parade," off to Hollywood, where she'll spend eight weeks before the cameras in Republic's "Hit Parade of 1947."

Wide Shortwave Coverage For "Music For Wounded"

(Continued from Page 1) shortwave outlet direct. Lt. John V. Zuckerman, AFRS shortwave chief has revealed. One of the greatest groups of musicians ever assembled in this country will donate their services to this program, the entire proceeds of which will go toward furnishing live musical entertainment and therapy for war casualties in the military naval hospitals of California. The program will also be picked up on wax by AFRS and sent to Army, Navy and veterans' hospitals throughout the country, Major J. K. Connell, AFRS public relations officer, also revealed.

Ex-Major Meredith Willson, wartime music director for the Army-Navy network, will score and conduct for this Bowl highlight, writing a spectacular finale number which will be narrated by Mickey Rooney, using several hundred members of the military.

Revived "Pot O' Gold" Heading Toward ABC

(Continued from Page 1) ly selects the town, page number of a phone book and then listed phone subscriber. If home he collects the grand and if out he still receives \$100. Horace Heidt did the show formerly and at the time talk of it being in the "lottery" class was rampant. Recently "Break the Bank," also on ABC, has given away as much as \$4,200 to a single contestant.

U. S. Rubber Returning With N. Y. Philharmonic

U. S. Rubber Co. will resume sponsorship of the New York Philharmonic Symphony when the Sunday series returns to the air over CBS Oct. 6 from 3-4:30 p.m. Program has been sponsored, in season, by the rubber firm since 1943 and it left the air last in April, 1946 for the summer.

Usual format of series will apply whereby a guest scientist speaks during a musical intermission of each program. Campbell-Ewald Co. is agency.

Send Birthday Greetings To... August 23: Michael Bartlett, John McCarthy, Bob Crosby, Frank Pucelli, Wendell Hall, Art Van Harvey, Lawrence Marks, Forrest Wallace, Vivian Crozier. August 24: Phil Baker, W. Frank Hipp, Arlene Black, Dennis James, Louis E. Dean, Helen Russell, Jimmie Fidler. August 25: James M. Carroll, Edward Davies, Ken Christie, Harry R. Lubcke, John Rarig.



End of summer

That's a part of a herd of 1600 sheep, moving slowly back down the mountains to their home range. They're leaving the high, cool cascades... for the safety of winter grazing.

Safety. That's a word that's right down our alley.

In Baltimore radio, W-I-T-H, the safe bet for bigger sales... a lower sales cost.

For it's a fact that W-I-T-H the successful independent, delivers more listeners-per-dollar-spent than any other station in town. And remember, Baltimore is a 5-station town.

Drive your sales picture into safe pasture... protect it against withering blasts... put W-I-T-H on that radio list!



W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

KSJB Jamestown North Dakota Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS

CBS Asks The NLRB For Immediate Action

(Continued from Page 1)

Union, Local H-63, IATSE of the AFL and the Radio Guild United Office and Professional Workers of America of the CIO.

CBS' exceptions to the Regional Director's report are as follows:

1. The separate voting group of Miscellaneous Studio Employees should be eliminated. The challenged ballots of Don Hallman, Rudolph Metz and Blanche Hunter should be voted in the City-Wide White Collar Unit rather than in any Miscellaneous Studio Employees Group, and the ballots of Dorothy Claras, Henry S. Ross and Chester F. X. Burger should also be voted in the City-Wide Unit.

2. If the board determines to create a voting group of Miscellaneous Studio Employees, the ballots of Dorothy Claras, Henry S. Ross and Chester F. X. Burger should be voted in such group rather than in the City-Wide White Collar Unit.

3. If the board determines to create a voting group of Miscellaneous Studio Employees, it is imperative that the board clarify its supplemental decision of June 7, 1946, so as to furnish insofar as is possible a definite basis for determining the exact scope of such group.

Relative to the first clause above, CBS states:

"Note that in June 7, 1946 Supplemental Decision the Board declared, we believe that these employees ought properly either be included in the City-Wide Unit of White Collar Workers . . . or be set apart as a separate unit. We make no present determination as to the appropriate unit for the miscellaneous group. The Company is now urging that a determination be made, in the new light of the very difficulties of definition encountered by the director in framing his report, and that the determination to include this group with the City-Wide Unit. If this little group later consolidated with the over-all unit, as the board evidently contemplated it might do, the ballots of the miscellaneous group will have no effect at all on the decision to representation of the over-all unit. By counting them in the City-Wide Unit now, however, the ballots influence, as they should influence, the decision as to representation of the City-Wide Unit."

Knight For Froman

Evelyn Knight will appear on the "Tonight on Broadway" Monday program over CBS in place of Jane Froman who was suddenly taken ill for this week's show. Program is sponsored by Schick Razor Co.

KIST Joining NBC Sept. 29

KIST, Santa Barbara, Calif., presently scheduled to become an NBC station Sept. 15, will join the network Sept. 29, it has been announced. Easton C. Woolley, director of NBC stations department.

Granting Of 10 CPs For AM Heads Commission Activity

(Continued from Page 1)

mouth, Va.; The Alamance Broadcasting Company, Burlington, N. C.; Cowles Broadcasting Company, Des Moines, Iowa; Lamar Life Insurance Company, Jackson, Miss.; Owensboro Broadcasting Company, Owensboro, Ky.; The Freeport Journal-Standard Publishing Company, Freeport, Ill., and the Greenville News-Piedmont Company, Greenville, S. C.

Construction permits for five 250-watt AM stations were granted, four for unlimited time, and one, to the Palatka Broadcasting Co., Palatka, Fla., for daytime broadcast on the 800 band. The 1230 band was assigned to B. J. and H. T. Barrier and H. P. Holmes, Yazoo City, Miss.; the 1230 band to Henry K. Arneson, Thief River Falls, Minn.; the 1230 band to the Medford Printing Company, Medford, Oregon, and the 1450 band to the Huntsville Broadcasting Company, Huntsville, Ala.

Daytime only operation with one kilowatt power was approved for the Lake Huron Broadcasting Company, Saginaw, Mich., on the 1210 band; for the Tarboro Broadcasting Corporation, Tarboro, N. C., on the 760 band, and for Downing Musgrove, Douglas, Ga., on the 860 band.

Engineering Qualification Set

The Queen City Broadcasting Company, Boise, Idaho, was given a construction permit to operate on the 950 band with one kilowatt unlimited. All these AM grants are subject to engineering conditions.

The Commission also approved the sales of KELO, Sioux Falls, S. D., by the Sioux Falls Broadcast Association, Inc., to the Midcontinent Broadcasting Company, for \$100,000.

Sale of KOD, Boise, Idaho, by Georgia Phillips to the New KIDO, Inc., also was approved. Along with KIDO goes a conditional grant for a new FM station "provided it is understood by applicant that such grant does not carry with it the right of KIDO, Inc., to sell the 1,400 shares of unissued stock to a third party without further Commission action."

The seller, the Commission specified, is to assign to the buyer all assets of KIDO shown in the amount of \$115,232, and the buyer to assume all liabilities, shown as \$5,616, leaving a net book value of \$109,616, including good will value at \$61,944. The buyer is to issue to the seller 1,097 shares, par value \$109,700, of its authorized capital stock in full payment of such net assets, with the seller to pay the buyer \$84 in cash—the difference between the net book value of the assets to be turned over and the par value of the capital stock to be issued to the assignor.

The Commission yesterday reported nine new AM applications, one new FM filing and amendments to applications, for one new television station and six AM stations. The new FM applicant is the Golden Empire Broadcasting Co., Chico, Calif.

The new AM applicants include the

Hudson Valley Broadcasting Co., Albany, N. Y., seeking operation on 590 kc., with one kilowatt, night, and five kilowatts, day; Harold H. Thomas, Greenville, S. C., seeking operation with 100 watts, unlimited, on the 1240 band; the Siskiyou County Broadcasting Co., Eureka, Calif., seeking 250 watts, unlimited, on the 1490 band; The Oneonta Broadcasting Co., Oneonta, N. Y., seeking 250 watts, daytime, to operate on the 1110 band.

Also O. E. Robinson, Bluefield, W. Va., seeking power of 250 watts unlimited on 1490 kc.; Hopkins County Broadcasting Co., Sulphur Springs, Texas, seeking 250 watts, unlimited, on 1230 kc.; Abe B. Harris of Ruston, La., seeking power of 250 watts unlimited, on the 1490 band, and the Marin Broadcasting Co., San Rafael, Calif., seeking to operate with one kilowatt daytime on the 1510 band.

The Oneonta Star, Oneonta, N. Y., amended its application for a new 250-watt to specify the 1400 band instead of the 1240. Downing Musgrove, Douglas, Ga., changed his application to specify the 860 band with one kilowatt, daytime, instead of the 1450 band with 250 watts, unlimited. (The amended application was granted conditionally yesterday by the Commission.)

The Capitol Broadcasting Co., Charlotte, N. C., changed its frequency request from 1240 to 760 Kc., and its power request from 250 watts, unlimited, to one kilowatt, daytime only. The Arkansas Valley Broadcasting Co., Fort Smith, Ark., seeking operation with one kilowatt unlimited, changed its frequency from 740 to 1270 kc.

WCKA, Norfolk, Va., applied for leave to move its studio from Norfolk to Portsmouth, Va., and WTMC, Ocala, Fla., which had applied to shift from the 1490 to the 1270 band, increasing power from 250 watts to

FM 'Reservation' Rule Made Official By FCC

(Continued from Page 1)

1947, one out of every five Class B channels tentatively indicated as available to an area shall be withheld from assignment: provided, however, that the withholding shall apply only to those areas to which at least five Class B channels have been so assigned."

ABC Expands Personnel In Television Department

To keep pace with increased programming activities, Paul Mowrey, ABC television director, announced this week staff changes and enlargements in the network's video department.

Alice Cook, Mowrey's secretary, for the past year and a half, has stepped to the newly-created spot of executive assistant to the director. Miss Cook began her tele activities in 1939. Other additions include Bernard P. Pearse as director of special events, and Donald Giesy, publicity writer. Pearse was recently discharged from the Navy as a lieutenant commander and Giesy was formerly television editor of Tide magazine.

Book Debate Scheduled

The new book about international relations, "Men and Power," written by Henry J. Taylor, newsman and Mutual commentator, will be the subject of debate over WHN's "Books On Trial" August 26 from 8-8:30 p.m. Ralph Ingersoll, PM editor, will attack the book, while George Hamilton Combs, Jr., WHN news commentator, will render defense.

one kilowatt, has asked instead for the 1290 band.

KRLD, Dallas, Tex., altered its television application for a commercial station on Channel 2 to specify instead Channel 4.

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 BILL IRVIN

DURING the month of July, WBBM reports that it dedicated nearly 78 hours of its air time to programs in the public interest. Thirty-six hours of this time is represented by Columbia network programs carried by WBBM. These shows have included religious, discussional, farm, musical and dramatic presentations. WBBM alone carried 81 programs in July for a total of almost 42 hours in the interest of veterans, federal housing, emergency food relief, Red Cross and other social welfare causes. Nearly 250 spot announcements, devoted to the work of such organizations and community enterprises as the Army, Navy, Marines, Coast Guard, student nursing, farm safety and fat salvage, have been aired by WBBM during the month, according to the report by the station's education department.

Paul A. Ladame, official representative in the United States for the Switzerland Broadcasting Corp., toured Chicago with an NBC mobile unit the other day to record and transcribe typical American sounds as background for a series of commentaries to be aired to the small European republic this fall. The tour included visits to the wheat pit of the Board of Trade, the Union Stockyards and railroad stations. From here, Ladame will go to New Clarus, Wis., for a celebration marking the 100th anniversary of the first Swiss settlement in America. In September, Ladame will begin a series of four broadcasts a week to Switzerland from New York.

Westinghouse Financing For Color Tele-Radar

(Continued from Page 1)

needed for the expected unprecedented peacetime production will include production plans for color television broadcasting equipment; radio frequency generators for industrial heating; home radios and other electrical products.

To initiate the plan, Westinghouse has filed with the Securities and Exchange Commission two registration statements covering: (1) an issue of 1,647,037 shares of common stock; (2) an issue of \$30,000,000 of debentures. Gwilym A. Price, president, announced that present expectations are that, subject to market conditions, the new common stock will be offered to holders of the present preferred and common stock on the basis of one share of new common for each eight shares of preferred and common stock.

Ave Maria Hour

WMCA — Sunday — 8:30

IRVING MORROW as
ST. PONTIUS

In its twelfth year as a Donald Peterson production



Broadway Ticker Tape. . . !

• • • Tom Slater resigning from Mutual as Director of Special Events and Sports to become account executive with Ruthrauff & Ryan for American Tobacco, handling the Jack Benny stanza. Benny, incidentally, has just signed up with MCA on a picture deal, with latter helping finance the production. . . . Giant owner, Horace Stoneham, tells us that if there are any changes contemplated in their broadcasting setup, it's news to him. . . . Margaret Whiting will be Eddie Cantor's new vocalist. . . . Pete Donald will fill Alan Reed's spot on the Fred Allen ailer with a new characterization. . . . Despite reports to the contrary, Phil Baker's option has been picked up on "Take It Or Leave It." . . . Reason Claude Thornhill has kept his band out of N. Y. so long is that he wants to come in with the greatest music possible to answer the Elliott Lawrence challenge. He follows latter into the Pennsylvania and then Meadowbrook. Some say Lawrence sounds a lot like Thornhill, who established his style before he went into the Navy. . . . The current howl at a big talent agency concerns an ex-agent notorious for his failure to pay his debts. The office shoe-shine boy, just back from the wars, is looking for him to cover a \$4 bill.

☆ ☆ ☆

• • • Ed Sullivan was a thousand per cent correct when he itemed yesterday that the Satevepost series on MCA made a grievous mistake in not crediting Frank Cooper with the so-called discovery of Sinatra. Cooper, who romanced The Voice 'way back in the days when latter was with Harry James, was merely the guy who set Sinatra with the Hit Parade and who sold him to the films. He was the guy who spent five nights a week at CBS at 11 p.m. worrying and working with him—and he was the guy Sinatra called when he sought advice about going in the Riobamba, the club that sparked him into the Big Time.

☆ ☆ ☆

• • • With Cy Howard and his lovely bride, the former Nan Wynn, settling in H'wood in Oct. They have a four-room Park Ave. apt., which they are anxious to swap for a West Coast domicile. If you have any ideas, call him at CBS. . . . First thing Betty Garde did when she directed and produced her own show, "Another Chance," was to eliminate one of the actors' pet peeves—competitive auditions when the director knows in advance whom he intends to use. . . . Jack Ayres signed for a role in "Carnegie Hall." . . . A radio program is being packaged around Lucille Ball, Desi Arnaz and Keenan Wynn. . . . Sidney Paul will do the lead as well as narrate "There Is So Much To Do," a color short. . . . Universal will make a series of 12 shorts with Jack Barry's "Juvenile Jury." . . . Jack Manning playing the lead opposite Helen Hayes in "Alice-Sit-By-The-Fire" at Beverly, Mass. . . . Ezra Stone sold Columbia Workshop a script penned by an ex-GI buddy of his. . . . The John Halls (he's with Sammy Kaye's ork) have named their new son Towne Hall. . . . Producer John Cleary may be H'wood-bound soon. A former NBC page boy, model and actor, Cleary was screen-tested recently by Republic for westerns. . . . Recommended: Russ Case's Victor platter of "Begin the Beguine." . . . Nat Moss arranging for 14 radio pick-ups from his 400 Club when it re-opens Sept. 6th with Louis Jordan, Randy Brooks and Monchito.

☆ ☆ ☆

• • • After eight sponsored years on WMCA, B'way and H'wood reporter Jack Eigen has resigned from the station, effective Sept. 1st. Eigen's big time job of interviewing top show biz names such as Al Jolson, Jimmy Durante, Ethel Merman, etc., has won him considerable comment in local circles. . . . MGM records, which recently inked Kate Smith to exclusive contract, have signed up Rudy Vallee. . . . Ted Collins negotiating to buy an interest in an eastern airline. . . . Tim Marks claims that talk may be cheap—but not when you're buying air time.

LOS ANGELES

By RALPH WILK

BERNIE MILLIGAN and Coy Williams are dissolving their radio publicity partnership, effective August 31, and each will operate independently in the future. Move being made to avoid doubling up of individual and program clients in overlapping fields.

Allan Jones will return to radio a big way this fall. He is conferring with a possible sponsor to star in network musical show in September while he is on a three-month nationwide singing tour. Jones also has completed a series of transcripted broadcasts for Teleways, which will be released for local sponsorship in September.

Returning to his own radio program Saturday, completely recovered from the appendectomy that kept him off the air for four weeks, Tony Martin will sing three solos and join with the chorus and orchestra in a fourth. The Martin show is heard on CBS.

Bob Garred, CBS news reporter, now doing three broadcasts a day, in addition to his own two airings, has been subbing for Commentator Knox Manning of CBS while the latter is on vacation.

WJW Junior Olympics Draws Over 700 Youth

(Continued from Page 1)

Municipal Stadium. Over 22 cities throughout the country have representatives set to compete for first honors in all phases of the Olympics which is under over-all auspices of WJW and has been progressing since the beginning of the summer.

Designed as a junior edition of the Olympic Games, fostering good sportsmanship and fair-play, the program and ceremony of that historic event will be followed as closely as possible in what has been described as one of the most beneficial promotion campaigns undertaken by a radio station.

William M. O'Neil, president of WJW and ABC sports director, Hal Wismer will make the awards Saturday night, which will be aired on the station. Both ABC and CBS have made arrangements to broadcast the award ceremonies.

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Agencies

FAST, DIRECT and RESPONSIBLE

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Hollywood, Calif.

Sports Hitting Radio In Force; All Fields In For Wide Coverage

(Continued from Page 1)

ease with some broadcasters, jockeying for position, virtually in an atmosphere of secrecy.

ABC Starts Sept. 1

ABC's first football broadcast is scheduled Sept. 1 when the Chicago Bears meet the New York Giants in professional exhibition game at Rigley Field, Chicago. Contest will be sponsored by the Army Recruiting Service. On Sept. 9-14 ABC will carry a description of the National Amateur Golf matches being played at Baltusrol, N. J. Final broadcast on the 14th will be sponsored by Gillette. Web also will carry three championship fights in September to be held in Yankee Stadium.

General Motors and Wilson Sporting Goods have signed sponsorship for an ABC broadcast of the national professional football contest Dec. 15. ABC will be at the Sugar Bowl on Jan. 1 with Gillette's "Cavalcade of Sports" underwriting the ticket. In addition the web has scheduled to broadcast horse racing at Aqueduct on Sept. 7 and 14. According to Tom Clotta, director of special events for ABC, the web is carrying more sporting events this season than ever before. Sports Director Harry Wismer will broadcast most of the big events.

Barber, Dolan Busy At CBS

Over at CBS, where sports director Red Barber and his assistant Jimmy Dolan have just set up, the fall sports picture is in the formulating stage. CBS will carry the Army-Villanova game on Sept. 21, but the schedule beyond that is not definite. Web is planning much regional football coverage and plans to split the net each Saturday afternoon in order to broadcast two or three games simultaneously. Barber and Dolan are turning keen eyes toward local station announcers affiliated with CBS and plan to use and develop local talent as much as possible. Another idea being churned by CBS sports factory is a nightly, across-the-board sports show. Show would be 15 minutes with local stations being cut in wherever local event merited web outlet.

Barber and Dolan, pointing out that many new faces will appear on the sportscasting scene in the next few years, currently are campaigning for horse racing announcers. CBS will present several new voices from ratoga and Aqueduct.

Two Illinois Games For Stern

NBC's Bill Stern will be off to the football wars on Sept. 21 when Illinois meets Pittsburgh. Following week he will call the Notre Dame-Illinois game but from there on the web will have to shape up from week to week. Stern will be in the Rose Bowl on Jan. 1.

The International Golf Matches at Sun O'Shanter will be broadcast by ABC Sept. 7-8. Clem McCarthy is set to handle top racing events each week, including the Pimlico Special

in November which is a contest for stake winners only.

Mutual's football season opens tonight (Friday) in Chicago where the Los Angeles Rams meet the College All-Stars in their annual game. Wilson Sporting Goods will sponsor. The "Game of the Week" series, total of 11 sponsored by the Army Recruiting Service, will be carried by Mutual starting Sept. 28 when Notre Dame meets Illinois. Calling of the games will be divided between Ted Husing and Russ Hodges.

In addition to the World Series in October, Mutual will broadcast the

Tele To The Front

Television will come to the forefront in sporting events this fall. Ford Motor Co. will sponsor all six home games of the Columbia Lions this fall over CBS. Contract was handled by J. Walter Thompson. Ford also is sponsoring over CBS television all events from the Garden except fights.

NBC television cameras have been set to pick up seven Army football games, including the clash with Notre Dame in New York Nov. 9. Five of the games will be played at West Point. NBC television, which carried the pro football New York Giants last year, may schedule several college games later in the season.

Cotton Bowl and East-West games Jan. 1 and the Blue and Gray game in Montgomery, Ala., on Dec. 28. Latter contest was sponsored by Army recruiting last year. Throughout the fall and winter season the web will carry Hialeah racing, Golden Glove finals, championship basketball from Madison Square Garden and other big sporting events. Paul Jonas, assistant manager of special events, reports that Mutual's sports bill shows a big increase this season.

WOR, operating independent of Mutual, has signed with Atlantic Refining Co. to broadcast 10 college football games, most of which involve Ivy League teams. First game will be Holy Cross against Dartmouth on Sept. 28. Contract was handled by N. W. Ayer.

Atlantic Refining Co. is expected to complete its annual pigskin sked any day and will be most extensive.

Another sporting event not heretofore available for broadcasting is professional soccer for which an airing grant has been given by the American Soccer League. Two stations have been reported showing interest.

Among the independents, WHN is planning to air 30 hockey games played by the New York Rangers. The professional New York Giants footballers will be followed by Red Barber and Connie Desmond while Bert Lee is planning several new sports shows. WHN will also deal

heavily with college basketball, horse racing and boxing.

WINS will broadcast all 14 professional football games to be played by the New York Yankees, according to Willard Schroeder, station general manager. All broadcasts, to be handled by Mel Allen and Russ Hodges, will be live and means the pair will fly twice to California and once to Miami. Pro series, set for two years on WINS, is a sustainer at present.

Brooklyn's pro gridiron team, the Dodgers, will be reported over WMCA by Steve Ellis, station sports director. Sponsor for the 11 games, reported signed, has not been announced. Ellis will follow the Dodgers to Miami for a live broadcast. For each game Ellis will have a visiting New York sports writer to handle color.

"Giant Jottings," the WMCA nightly sports show sponsored by the New York Giants baseball club, may have started a trend. The Chicago Cubs have followed suit over a local station and the Phillies have skedded a similar show for next year over WIBG.

WBNY plans to air the "little World Series" of the International League playoffs. Station has followed the Newark Bears all summer. WBNY plans to resume its nightly 15-minute program covering local prep and high school sports activities.

Indication of increased radio sports coverage around the nation comes from Kansas City where KMBC has contracted with Dodge Motor Car Dealers to broadcast the Big Six gridiron games this fall. Ruthrauff & Ryan handled.

Another trend may be in the making with active sport participants moving into radio with their own shows. Leo Durocher begins in October over ABC and Lou Little, Columbia University football coach, is reported looking for a one, twice or three times weekly sports commentary spot.

Two NBC Affiliates Gain Power In Sept.-Oct.

Approximate dates on which two NBC affiliates will begin operation on higher power were announced yesterday by Easton C. Woolley, director of the network's stations department.

WKBH, La Crosse, Wis., will begin operation on 5,000 watts on or before Sept. 15. Station now operates on 1,000 watts. WSAN, Allentown, Pa., now operating on 500 watts, will increase its wattage to 5,000 on or before Oct. 15.

Stork News

Richard Dunham, announcer on the Gem Blade program, is the father of a son born Tuesday to Mrs. Dunham at the Harkness Pavilion. The newcomer will be called John Howland Dunham.

Cancel Band Remotes Pending AFM Accord

(Continued from Page 1)

seeking a higher wage scale. WOR, the MBS key outlet in New York, carries 22-band remotes weekly and the cancellations yesterday comprise about one-third.

Up to last night CBS had not formally received any cancellation from the New York area, neither did the other webs, which expect, however, that their remotes will naturally follow the move of those on WOR-MBS, since the hotels and night spots are sticking together. Remotes from points other than New York will probably be originated to fill in.

Sept. 1 Notices Given

However, with the Hotel Men's Assn. in New York voting yesterday afternoon to give notice to their orchestras effective Sept. 1, it is a foregone conclusion that no remotes will originate from New York after that date unless a settlement with the union comes about.

ABC for instance while not too much affected in the event of a strike, has but two important remotes within the jurisdiction of Local 802. To replace these, Freddy Martin at San Francisco will probably be picked up.

Amateur Swing Bandsmen Close Contest Saturday

(Continued from Page 1)

winner will also be chosen. Under the present rules, all contestants are under 19 years of age.

Individual awards to outstanding musicians among the youngsters will be made by name band leaders. Among the more than 20 who have posted awards include: Frank Sinatra, Jo Stafford, Tommy Dorsey, Guy Lombardo, Stan Kenton, Woody Herman, Spike Jones, Tommy Tucker, Duke Ellington, The King Cole Trio, The Three Sons and Charlie Spivak.

In making it possible for teenagers to attend, tickets have been priced at \$1.00 and under, tax paid, of which all proceeds will go to the Boys' Club of New York.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

220 E. Baltimore, President
1115 N. Calvert, President
1115 N. Calvert, President

FCC Sets CP Hearings

Dates and locations for hearings on broadcast applications, which were listed in part in yesterday's edition of RADIO DAILY, are continued below and concluded on Page 8 of this issue. All will be held during the next three months.

NAME	DOCKET	FREQ.	DATE	PLACE
I & E Broadcasting Co. Dayton, Ohio	7586	910	Oct. 30	D.C. 3
Idaho Falls B'cing Co. Idaho Falls, Idaho	7535	1230	Sept. 18	D.C. 1
Illmo Broadcasting Corp. Quincy, Ill.	7651	1230	Oct. 14	D.C. 1
Imes, Birney, Jr. Grenada, Miss.	7578	1400	Oct. 3	Field 1
Independence B'cing Co. Philadelphia, Pa.	7645	FM	Sept. 9	Field 2
Indianapolis B'cing, Inc. (WIRE) Indianapolis, Ind.	7675	1190	Sept. 20	D.C. 3
Inland B'cing Co. (KORN) Fremont, Nebr.	7698	1400	Sept. 4	D.C. 1
International Union, UAW & Agr. Implement Workers of America Los Angeles, Calif.	7733	FM	Oct. 14	Field 3
Jose 'E del Valle Santurce, P. R.	7630	740	Oct. 25	D.C. 3
KAKE B'cing Co., Inc. Wichita, Kans.	6979	1490	Sept. 4	D.C. 1
Kandel, Raymond Parkersburg, W. Va.	7711	1230	Nov. 15	Field 2
KAW B'cing, Inc. Topeka, Kans.	7456	730	Sept. 20	Parkersburg
KCLC B'cing Co. Wichita, Kans.	6982	1490	Sept. 4	D.C. 1
KRIC, Inc. Beaumont, Tex.	7321	1470	Sept. 9	D.C. 1
KTOP, Inc. Topeka, Kans.	6980	1400	Sept. 4	D.C. 1
KVOX B'cing Co. Moorehead, Minn.	7663	790	Sept. 23	D.C. 3
L C B, Inc. Lorain, Ohio	7496	1040	Oct. 7	Field 2
LaCrosse B'cing Co. La Crosse, Wis.	7473	580	Oct. 7	Lorain
Lake B'cing Co. Gary, Ind.	7185	1560	Oct. 10	D.C. 2
Lake Shore B'cing Co. Evanston, Ill.	7629	1200	Sept. 11	D.C. 2
Liberty B'cing Corp. Atlanta, Ga.	7543	FM	Oct. 28	Field 2
Los Angeles B'cing Co., Inc. Los Angeles, Calif.	7736	FM	Oct. 14	Field 3
Luther College (KWLC) Decorah, Iowa	7613	1240	Nov. 25	Los Angeles
Mahoning Valley B'cing Corp. Youngstown, Ohio	7709	1240	Nov. 12	Field 3
Mansfield B'cing Co. Mansfield, Ohio	7718	1450	Nov. 6	Field 2
Mansfield Journal Co. Mansfield, Ohio	7591	FM	Oct. 9	Field 2
Maricopa B'cers, Inc. Phoenix, Ariz.	7626	960	Sept. 26	D.C. 3
Marshall B'cing Co. Marshall, Tex.	6706	1450	Sept. 23	Field 1
Marshall, W. J. Cleveland, Ohio	7471	1540	Oct. 2	Marshall
McEvoy B'cing Co. Rosewell, N. M.	7715	1230	Nov. 7	D.C. 2
Middle West B'cing Co. St. Paul, Minn.	7472	580	Oct. 7	D.C. 2
Middlesboro B'cing Co., Inc. Middlesboro, Ky.	7002	1450	Nov. 25	Field 2
Midland B'cing Co. Midland, Mich.	7712	1490	Oct. 28	Field 1
Miller Associates, Inc. Youngstown, Ohio	7708	1240	Nov. 12	Field 2
Modesto B'cing Co. Modesto, Calif.	7678	1450	Nov. 7	Youngstown
Montgomery B'cing Co., Inc. Montgomery, Ala.	7751	1440	Nov. 1	D.C. 2
Moraine B'cers, Inc. Dayton, Ohio	7717	1110	Oct. 4	D.C. 3
N. C. B'cing Co., Inc. Greensboro, N. C.	7594	FM	Oct. 14	Field 1
Narrangansett B'cing Co. Fall River, Mass.	7312	1400	Sept. 4	Winston-Salem
Navarro B'cing Ass'n (KAND) Corsicana, Tex.	7548	AL	Oct. 21	D.C. 2
New Laurel Radio Sta., Inc. (WAML) Laurel, Miss.	7292	1560	Oct. 11	D.C. 3
News Publishing Corp. Charlotte, N. C.	7607	1400	Sept. 23	D.C. 1
Noe, James A. Lake Charles, La.	7416	1230	Sept. 17	D.C. 3
Noe, James A. Monroe, La.	7655	1300	Oct. 25	D.C. 2
Northern Ky. Airways Corp. Covington, Ky.	7477	1050	Sept. 23	Field 2
Northern Ky. Radio Corp., Inc. Covington, Ky.	7478	1050	Sept. 23	Covington
Northern Ohio B'cing Co. Amherst, Ohio	7495	1040	Oct. 7	Field 2

NAME	DOCKET	FREQ.	DATE	PLACE
Northern States B'cing Co. Fargo, N. D.	7664	790	Sept. 23	D.C. 3
Nueces Broadcasting Co. Corpus Christi, Tex.	7561	1440	Sept. 23	D.C. 2
Ohio-Michigan B'cing Corp. Toledo, Ohio	7639	FM	Sept. 30	Field 2
Ojai Broadcasting Co. Ventura, Calif.	7469	1590	Oct. 15	Toledo
P. D. Gold Publishing Co. Wilson, N. C.	7520	FM	Nov. 18	D.C. 1
Pacific Agr. Fnd., Ltd. (KQW) San Jose, Calif.	6214	740	Sept. 5	Wilson
The Pacific Coast B'cing Co. Pasadena, Calif.	7744	FM	Oct. 14	D.C. 2
Panhandle B'cing Corp. Amarillo, Tex.	7575	1230	Oct. 24	Field 3
Paris Broadcasting Co. Paris, Tenn.	7430	1340	Sept. 26	Los Angeles
Paris Broadcasting Co. Paris, Tenn.	7506	1340	Sept. 26	Field 2
Parkersburg B'cing Co. Parkersburg, W. Va.	7710	1230	Nov. 15	Field 2
Patrick Joseph Stanton Philadelphia, Pa.	7646	FM	Sept. 9	Field 2
Patterson, S. H. Topcka, Kans.	7560	1440	Sept. 23	Philadelphia
Patterson, S. H. (KVAK) Atchison, Kans.	7562	1200	Sept. 23	D.C. 2
Pecos Valley B'cing Co. Roswell, N. M.	7714	1230	Nov. 7	D.C. 2
Peninsula Newspapers, Inc. Palo Alto, Calif.	7677	850	Oct. 28	D.C. 1
Peoria B'cing Co. (WMBD) Peoria, Ill.	7610	1440	Sept. 9	D.C. 3
Piedmont Publishing Co. Winston-Salem, N. C.	6045	FM	Oct. 14	Field 1
Port Huron B'cing Co. (WHLS) Port Huron, Mich.	6987	R	Sept. 16	Winston-Salem
Radio Americas Corp. San Juan, P. R.	7501	790	Oct. 23	D.C. 3
Radio Broadcasters, Inc. Los Angeles, Calif.	7738	FM	Oct. 14	Field 3
Radio Corp. of Porto Rico San Juan, P. R.	7631	740	Oct. 25	Los Angeles
Radio Kentucky, Inc. Louisville, Ky.	7635	910	Oct. 30	D.C. 3
Radio Peoria, Inc. Peoria, Ill.	7609	970	Oct. 1	D.C. 3
Radio Phoenix, Inc. Phoenix, Ariz.	7627	960	Sept. 26	D.C. 3
Radio Svs. Co. of Brookhaven, Miss. Brookhaven, Miss.	7690	1340	Sept. 30	Field 1
Radio Station KTBS Shreveport, La.	7598	1480	Nov. 4	Brookhaven
Radio Tele. of Baltimore, Ind. Baltimore, Md.	7570	1010	Oct. 14	D.C. 2
Radio Tele. of Baltimore, Md. Baltimore, Md.	7726	FM	Oct. 21	Field 1
Red River B'cing Co., Inc. Duluth, Minn.	7552	610	Nov. 18	Baltimore
Reporter B'cing Co. (KRBC) Abilene, Tex.	5968	1470	Sept. 9	Field 3
Rich Publishing House, Inc. Midland, Mich.	7713	1490	Oct. 28	Duluth
Richland, Inc. Mansfield, Ohio	7590	FM	Oct. 9	Field 1
Rochester B'cing Corp. Rochester, N. Y.	6606	1280	Sept. 11	Midland
Roderick B'cing Corp. El Paso, Tex.	7614	AL	Oct. 9	Field 2
Ross & Co. Marshall, Tex.	7563	1450	Sept. 23	Mansfield
Royal Miller Radio (KROY) Sacramento, Calif.	7170	1060	Sept. 16	D.C. 3
Sampson B'cing Co. Clinton, N. C.	7707	550	Nov. 15	Field 1
San Diego B'cing Co. San Diego, Calif.	7600	1510	Sept. 13	Clinton
San Jacinto B'cing Co. Houston, Tex.	6725	1470	Sept. 9	D.C. 3
Santa Monica B'cing Co. Santa Monica, Calif.	7633	1190	Nov. 6	D.C. 1
Seaman & Collins El Paso, Tex.	6875	1340	Oct. 14	D.C. 1
Somerset B'cing Co. Somerset, Ky.	7697	1240	Nov. 22	Field 2
Southeastern B'cing Co., Inc. Somerset, Ky.	7696	1240	Nov. 22	Field 2
Southeastern B'cing Co. Clanton, Ala.	7702	1450	Nov. 1	Somerset
Southeastern Mass. B'cing Corp. New Bedford, Mass.	7053	1400	Sept. 4	D.C. 2
Southern B'cing Co. Charleston, S. C.	7528	1450	Nov. 4	D.C. 3
Southern Calif. B'cing Co. Pasadena, Calif.	7734	FM	Oct. 14	Field 2
South Plains B'cing Co. Lubbock, Tex.	7581	1450	Oct. 21	Field 3
Standard B'cing Co. Los Angeles, Calif.	7728	FM	Oct. 14	Lubbock
State B'cing Co. Oklahoma City, Okla.	7457	730	Sept. 20	Field 3

(Continued on Page 8)



THE 1947
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION

OUT IN JANUARY . . .

AGENCIES

THE SIXTH AND SEVENTH of the series of testimonial dinners honoring brand names which have served the consumer public for 50 years or longer will be held during September in San Francisco and Minneapolis, the Brand Names Research Foundation reports. The San Francisco dinner, to be held September 11, at the Palace Hotel, will be under the joint sponsorship of the Advertising Association of the West and the Foundation. The Minneapolis meeting will be held September 24 at the Radisson Hotel.

OSHKOSH TRUNKS & LUGGAGE has appointed the Olian Advertising Co., Chicago office, to direct its advertising. An extensive campaign is being placed. Coincident with the agency change, Oshkosh has announced the appointment of Samuel D. Plotkin as advertising director of the company.

COAST-TO-COAST

—INDIANA—

INDIANAPOLIS—Gordon Graham, WIBC public events head, has inaugurated "Notable Neighbors," new feature in which Hoosier citizens with interesting stories are interviewed. . . "Treasure Music" is the new Sunday night hour stanza over WIBC supervised by Bradford DeMarcus, production manager. . . Show features symphonic and other fine recorded music from the outlet's library and loaned by collectors. . . Officers of the Indianapolis Ensemble Music Society serve as program consultants. . . Jane Flaherty, on leave of absence from Radio Advertising Co., Inc., Chicago, is acting continuity editor of WIBC. . . She was formerly continuity editor of WKMO replacing Jack Porter, now in the WIBC sales department.

—PENNSYLVANIA—

PHILADELPHIA—C. M. Meehan, veteran newspaperman and radio station

prexy, has been named director of public relations for Westinghouse Radio Stations, Inc. As director, he will handle headquarters public relations office here and co-ordinate similar activities in Westinghouse stations, KDKA, WBZ, KEX, WOWO, WBZA-FM stations excepting KEX and the international shortwave station WBOS. . . NORRISTOWN—WNAR began program testing last Friday operating on a full-time schedule from 6:00 a.m. to 8:00 p.m. Station staff includes, Chuck Whittier, program director; Ken Beghold, production manager; Jackie Greco, traffic manager, and Betty Rightler, receptionist; Hal Berg and Don Shea, announcers. . . George H. Brewer, chief engineer, with William Bentz and John Thoams, assisting.

—VIRGINIA—

RICHMOND—For the first time in Virginia radio history, broadcasts from rural churches are a regular part of the Sunday morning workshop programs of WRVA, Virginia's largest station.

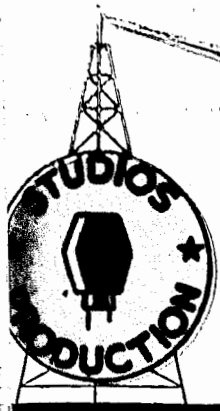
SOUTHWEST

THE FCC has announced a proposal decision authorizing the Valley Broadcasting Association, Inc., operate a new standard broadcast station at McAllen on 910 kilocycles with a power of 1,000 watts, full-time. Dr. Wallace Bassett, pastor of the Cliff Temple Baptist Church, in Dallas, was guest speaker on the "Church of the Air" Sunday, Aug. Broadcast originated through KRLD. Application has been submitted for a new standard broadcast station in El Paso by the Timberwolf Broadcasting Co. Facilities are for 250 watts on 1340 kilocycles. Pending before the FCC are three other applications for a station here. Gale Adkins has been named acting director of Radio House at the University of Texas at Austin. He has been assistant director since 1945 following his discharge from the service. He replaces Howard Lumpkin who has resigned.

Applications Set For Hearing At All-Time High

(Continued from Page 6)

Table with columns: NAME, DOCKET, FREQ., DATE, PLACE, NAME, DOCKET, FREQ., DATE, PLACE. Lists various radio station applications with their respective details.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 40

NEW YORK, MONDAY, AUGUST 26, 1946

TEN CENTS

Networks' Market Race

Freedom From OPA RMA Aim—Cosgrove

Washington Bureau, RADIO DAILY
Washington—An active program to free the entire radio industry from OPA controls as soon as possible was planned by RMA President R. C. Cosgrove and other RMA leaders at a conference here following last week's meeting of members of the OPA set advisory committee with PA officials. Joint industry action will be taken, as required by the new

(Continued on Page 6)

Television For Canada Available Says Balaban

Toronto—"Canada can have television as soon as the United States," the CBC gives us the green light," Barney Balaban, the president of Paramount Pictures, Inc., stated last week in an address to Canadian movie and radio men. Balaban was here to attend a directors' meeting of Famous Players Canadian Corp., a subsidiary of Paramount. "The technical aspects have been pretty well worked and we can overcome the horizon limit. We are doing commercial

(Continued on Page 2)

AFRA Convention Closes; Major Decisions On Tap

West Coast Bureau, RADIO DAILY
Los Angeles—Results and conclusions of AFRA's first national convention since 1944 are expected to be made known today as the three-day session came to a close last night. Several items of major importance were on the agenda, including consolidation with other theatrical talent

(Continued on Page 7)

Alumni Day

Headlined by Ole Olsen and Chic Johnson, "Hoosier Radio Roundup," will be aired by ABC on Saturday, Aug. 31, at 11:15 p.m., EDT, from the Coliseum on the Indiana State Fairgrounds. Herb Shriner, Hoosier comic, and "Singin' Sam," who hails from Richmond, Ind., share the guest spotlight with the Broadway comedy team. Olsen is a native of Peru, Ind.

Any More?

Current issues of the New Yorker and Saturday Review of Literature, each have a cartoon on television, both using the same idea with slight variation. New Yorker has man and wife gazing at a combination of a preacher doing his sermon surrounded by chorus gals. SRL has baseball and racing on the screen. Both mags use the title (by the woman), who opines two stations are mixed up.

Four More Regionals Signed Up By BMB

Four more regional networks have subscribed to the Broadcast Measurement Bureau, it was revealed on the week-end, with BMB at the same time deciding to extend its weekly clinics on Wednesdays through Sept. 11. Overflow audiences so far necessitated the extension. Regionals newly signed are: New England Regional Network; Wisconsin Network, Texas State Network, and Oklahoma Network. Yankee Network signed up previously.

Padway Indicates AFL Will Dispute Lea Act

AFL executive council support to AFM Leader James C. Petrillo's challenge of the Lea Act indicates that the AFL will fight any "one-sided law which, if upheld, would eventually

(Continued on Page 2)

Texas FM Debut A Sellout; All Time In One-Hour Blocks

Houston, Tex.—KTHT-FM, aired the Lone Star State's first FM broadcast late last week, only 17 days after receiving its conditional grant from the FCC. Before its first signal was sent, the station was booked solid by sponsors for its entire six-hour daily schedule. It does not duplicate any of the programming of AM station KTHT.

Judge Roy Hofheinz, who broke through the Jesse Jones broadcasting

See No Affiliate Saturation Point As Expansion By The Major Webs Reveals Added Momentum

Iowans Praise Video, Featured At State Fair

Des Moines—Television came to Iowa Friday and proved a headline attraction at the first State Fair in five years. KRNT, Des Moines, joined hands with RCA-Victor in staging Iowa's first television broadcasts for the thousands who, despite an overcast sky and intermittent showers, thronged the Des Moines Fairgrounds

(Continued on Page 7)

New Style Of Forum Selects Own Audience

The Republican Open Forums, invited to appear on the "American Forum of the Air" via Mutual on Sept. 10, will introduce a new forum technique whereby direct contact is made between the speakers and an

(Continued on Page 6)

Commons Looks Over Bill Amending The CBC Act

Montreal—Canadian House of Commons has given first reading to a bill making amendments to the Canadian Broadcasting Corp. Act in line with some of the recommendations made recently by the Radio Committee.

Physical expansion of the four major networks, now in a busier stage than at any time in the history of radio, appears to be assuming the characteristics of a race to establish airtight coverage in all the nation's top 300 markets. In the past quarter year, rate of station additions has increased

(Continued on Page 7)

Stephens Radio Meet Sked For Oct. 28-30

Columbia, Mo.—Stephens College for Women, will hold a radio conference on the campus October 28, 29 and 30, according to Hal Aarnes, head of the radio department of the school, with top executives and department heads of the industry scheduled to attend. Confab falls directly after the NAB convention in Chicago and for this reason many of the

(Continued on Page 7)

Six Additional Contracts To C. E. Hooper Via CAB

Headed by Eastman Kodak Co., six additional contracts for program rating service has been turned over to C. E. Hooper, Inc., by the Co-operative Analysis of Broadcasting;

(Continued on Page 7)

Off The Beam

Belleville, Ontario—Central Racing Club of Toronto, reports that the establishment of a radio station in Belleville is believed to be the reason that only 45 of 250 racing pigeons released there since Aug. 11 have reached "home" in Toronto. Radio "beams" hamper the birds' ability to start "homing." The club members were not aware that the city had a station.

(Continued on Page 6)



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

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FINANCIAL

(Aug. 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid, Asked columns.

OVER THE COUNTER

Table with columns: DuMont, Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

WWRL 20 Years Old Today

WWRL is 20 years old today, and will mark the date with a 16-hour series of congratulatory messages which will be included among the regular programs of the station.



"Not yet, Jake—we're on WFDF Flint this week."

Coming and Going

EDGAR KOBAK, president of the Mutual network, is expected back today from a business trip to Chicago.

JAMES H. NELSON, assistant director of the advertising and promotion department at NBC, will be in St. Louis tomorrow and Wednesday to attend the Brown Shoe Company's promotion clinic.

JIMMY DOLAN has returned from Saratoga, where he supervised last Saturday's broadcast of the Saratoga Handicap.

HELEN LEWIS, voice of the Woodbury Soap commercials on NBC's "Adventures of Mr. and Mrs. North," off for the Paris Peace Conference, where she'll join her correspondent husband, David Penn.

ROBERT D. SWEZEY and "JESS" BARNES, Mutual network vice-presidents, probably passed each other yesterday as the former returned, and the latter set out, on his annual vacation.

LEONARD CARLTON, program director at WLIB, is spending an idyllic fortnight at Minniskill Hills, Pa.

RISE STEVENS, radio, film and opera star, is back on the West Coast, after having been in New York for the filming of "Carnegie Hall."

FRANK ZUZULO, Mutual network's assistant publicity director and trade editor, left Saturday for seven days of leisure at Westbrook, Conn.

LESLEY WOODS, of the Columbia network show, "Crime Photographer," is on a motor trip through New England.

MARGARET ARLEN, women's commentator at WABC, goes down to Asbury Park, Wednesday, to act as a judge in the 42nd annual Baby Parade and to present the winners on her 5:15 p.m. program.

Padway Indicates AFL Will Dispute Lea Act

(Continued from Page 1) ly crush the freedom of all American workers and destroy the American trade union movement," according to Joseph A. Padway, counsel to both AFL and AFM.

In a special editorial for AFL local papers, Padway declared that "there is nothing holy about a law which is unjust," and pointed out that the Supreme Court has killed "dozens of laws enacted by Congress on the grounds that they violated the basic freedom guaranteed to the American people by our Constitution."

The Lea Act is unjust because it is discriminatory, he said: "It says that a single union in a single industry cannot do certain things which are not forbidden to other unions in other industries." The questions covered in the Act, he added, are properly matters for collective bargaining between broadcasters and the union.

MacGregor Guest Of Honor At Waldorf-Astoria Party

Cocktail party was held Thursday at the Waldorf Astoria honoring C. P. MacGregor, West Coast transcription prexy and chief judge at Look magazine's National Amateur Swing Band Contest, staged Saturday at Carnegie Hall. While in Gotham he will guest on independent and key stations with news and views of the swing contest.

ALAN BUNCE, who plays Albert on the ABC co-op program, "Ethel and Albert," is on the West Coast for the AFRA convention. While he's out of town, he's also out of the script—for the first time in two years.

GERALD MOCH—complete with honorable discharge from the Armed Forces—is back in Gotham and has resumed his chores in the engineering department at NBC.

TOM FITZSIMMONS, night editor of RADIO DAILY, is in Niagara Falls, where he'll spend a couple of days before going on to northern Ontario for the remainder of a much-needed holiday.

REX WEBSTER, commercial manager of KFYO, Lubbock, Tex., plans to be in town later this week for conferences with the national representatives of the station.

FLORENCE ALICE FISHER has closed the books on her two years at WEEI, Boston, and has bowed in at CBS, New York, there to handle the Arthur Godfrey correspondence in the mail and mimeo dept.

ADELAIDE COHAN, of the WLIB continuity staff, is sojourning in the Adirondacks.

PARKS JOHNSON and WARREN HULL are in Des Moines, Iowa, for tomorrow's broadcast of "Vox Pop" over CBS.

CHARLES BALTIN has resumed his mundane activities as program director of WHOM following two weeks of hunting and fishing.

JAMES MILLOY, Cowles vice-president, is expected today at WCOP, Cowles' Boston outlet, for a series of conferences.

DWIGHT COOKE is en route to Los Angeles, where during the coming week-end he will handle two CBS programs, "People's Platform" and "Cross Section—NAM."

Television For Canada Available Says Balaban

(Continued from Page 1) cial broadcasting in Washington and New York, and, by use of the American Telephone & Telegraph Co.'s coaxial cable, are getting ready to enter the field on a big scale. Everything is now waiting for the production of individual sets," he said.

He indicated programs may be piped in from Buffalo which is only about 40 miles across water. "Then we may set up trial stations in Toronto, Montreal, and perhaps Vancouver. These will be the nucleus for a future chain possibly using the coaxial cable. We have the equipment, and we are very interested in Canada," he added.

Color television, he thought, would be some time coming.

"Once, motion-picture companies were averse to television," he said. "However, they now realize there is room for both, that television may even help motion pictures. We have, for example, a device which enables us to record on film, two minutes after it happens, a televised event. This will enable us to hold the event and run it off during a break in the show, as many times as we please. Also, it enables us to cut and edit the show, as, for example, a ball game where we would cut out the waits and intermissions."

The Paramount president felt that for sometime, the main portion of television programs would consist of some event already filmed.



Ready!

We've been trying to keep away from war pictures . . . but that's such an on-the-nose idea, we hate to toss it aside.

Those boys are ready for a crash landing. They're wearing the latest fire fighting asbestos suits. And here's the point. They don't wait until after the crash to get ready . . . they anticipate trouble.

Our W-I-T-H point is pretty obvious.

If you want to get ready for the battle of brands that lies ahead . . . the "ready" station in Baltimore is W-I-T-H.

It's the successful independent in this big 5-station town . . . and it's W-I-T-H, the independent, that delivers more listeners-per-dollar-spent than any other station in town.

Facts to get you ready are available. Glad to show them to you.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

"GET IT FIRST, BUT—FIRST GET IT RIGHT"

Once more that traditional slogan of INS has paid off in dividends to our radio clients.

At 12:52 P.M. (E.D.T.) Thursday, August 22nd, an INS bulletin from Belgrade first revealed the release of the American occupants of a U. S. transport plane, who had been held prisoner by the Yugoslav government for thirteen days. It was nearly three hours later before any other news agency was able to confirm this historic beat of international importance.

Here are some of the congratulatory messages received:

•

From LELAND C. BICKFORD,
Editor-in-Chief, Yankee Network News Service:

"Congratulations due again for your excellent scoop on story of release of American flyers by the Yugoslav Government."

•

From TED HAAS,
News Supervisor, KOIL, Omaha:

"Congratulations on INS' scoop which hit our airwaves more than an hour ahead of all opposition."

•

From FRED HESS,
News Editor, KFOR, Lincoln:

"Congratulations on INS' fine scoop. We were on top with it here."

•

From JACK SHELLEY,
News Editor, WHO, Des Moines, Iowa:

"Congratulations on great INS beat on Yugoslav release interned American flyers. I played hard during noon broadcast today and had clean beat of more than one hour over everybody else in these parts. INS did a wonderful job on the biggest story in recent months."

•

From DAVE DRISCOLL,
Director of News and Special Events, WOR,
New York:

"That was a great beat you had on the release of the American flyers in Yugoslavia. We made very good use of this very good story."

INTERNATIONAL NEWS SERVICE

BUILD FOR WITH *Capitol's*

NEW



22 BIG-NAME PROGRAMS

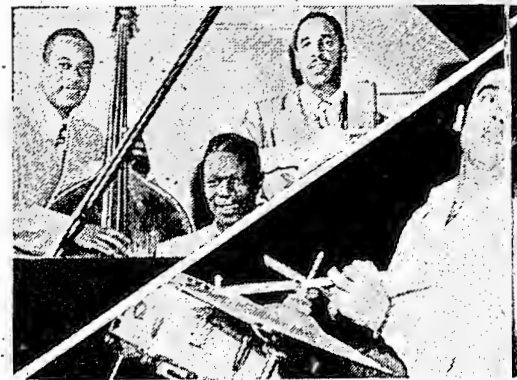
Shows with the Hollywood sparkle... with the glamour of good showmanship... with the stars and tunes that lure new listeners and attract new sponsors...

Build shows like these from Capitol Transcriptions.

A basic library of more than 2000 selections and a guaranteed minimum of 50 new releases each month. (Production schedules call for 70!)

Everything you need for smart show-building comes with Capitol's service—brilliant opening and closing musical themes for 22 different programs, *spoken introductions* by the stars themselves, and *musical interludes* to background commercials.

As an extra help to your own station experts, Capitol suggests programming for 30 hours of snappy, pace-shifting entertainment each week. Dated program formats for more than 400 complete shows come to you every month... bringing new variety to your station schedules, and fresh approaches to prospective sponsors.



... *Every Capitol Star Is A*

SHOWS

SPONSORS

Transcription Service

PROGRAMS EVERY WEEK



QUARTER-HOUR SHOWS LIKE THESE

"Serenade"
Songs of Hal Derwin



"Krupa"
Drums and rhythm



"Pet and Vine"
Variety



"Madriguera"
Latin rhythm



"Toby in Rhythm"
Daddy Cole at the piano,
Wachord, and celeste



"Garber"
The idol of the airlines



"Tunian Echoes"
Sonny Kuaana's Islanders



"In Moods"
The organ

"King Cole Trio"
Unique styling in songs
and rhythm



"Dinning Sisters"
Great harmony



"Chuckwagon Jamboree"
Jack Guthrie and Shug Fisher



"Songs by Peggy Lee"
America's new song sweetheart



"Alvino Rey"
A new style in dance music



"Tex Ritter's Music Corral"
Western songs



"Rhythm Ranch"
Starring Wesley Tuttle



"Del Porter"
Novelty

TYPICAL HALF-HOUR SHOWS

"Music from Hollywood"

The best from America's Entertainment Capitol

"Sunday Salon"

George Kast ensemble



ONE-HOUR SHOWS

"Juke Box Review"

The finest bands and singers

"Alarm Clock Club"

Morning variety

"Hayloft Jamboree"

Western and hillbilly variety

and for a Recorded Demonstration!

Hear all the features that make the Capitol Service excitingly different! Capitol will be glad to send you a demonstration transcription on request.



PROGRAM SERVICE

FROM HOLLYWOOD

SUNSET AND VINE

Audience Builder

Freedom From OPA RMA Aim—Cosgrove

(Continued from Page 1)

OPA extension act, through the three official OPA industry advisory committees—for sets, tubes and parts. Legal limitations and the provisions of the OPA law imposing the authority in the industry advisory committees prevent direct action with OPA by RMA.

Immediate steps for accumulating the required information on the radio industry's production, inventories, and sales in preparation for the filing of formal decontrol petitions were agreed upon by the RMA industry leaders.

"We will exert every effort and tap all of the radio industry's resources in this fight to bring about decontrol of the industry through the processes provided by Congress in the new OPA extension act," said Cosgrove, and added:

"Radio set production, by unit volume, is already greater than it was before the war, and it will probably increase this fall as well as attain a better balance between the supply of consoles and table model receivers. We believe that the industry can make a strong case for decontrol at the earliest opportunity.

"Because of the lengthy procedures and detailed data required of an industry advisory committee before it can petition for decontrol and on account of the long waiting periods allowed for decisions by OPA officials and the decontrol board, it is unlikely that we can obtain a decision on decontrol for several months, probably not before December.

"Meanwhile, we will not overlook any opportunity to obtain price relief for the industry, either through a broadening of the OPA reconversion formula to include so called 'bulge' cost and also under the new OPA act using 1940 as a base year for calculating manufacturer's prices. If the industry can get any price relief prior to decontrol we will go after it with all the resources at our command."

Roller Derby On Tele

NBC television, adding to the increasing video sports menu, moved up to the Polo Grounds Saturday night to telecast the "dangerous and exciting" Roller Derby. The skating video show, produced by Albert Cole, was the first Roller Derby televising done by WNBT.

Send Birthday
Greetings To—

August 26

Gracie Allen Ruby Mercer
Buddy Clark Don Voorhees
John J. Karol Carl O. Wyman
 Stacy Harris



California Commentary. . . !

● ● ● Cass Daley is slated to make her second platter for Decca shortly after Sept. 1. Tunes she will warble have not been selected as yet. . . . Emcee Ted Lenz, formerly one of San Francisco's leading platter-spinners, who introduced "Hollywood House Party" over KGF,

Los Angeles

had Art Linkletter as his initial guest on the new 10-to-midnight record show. Incidentally, Lenz has become well known for his interest in American jazz and was instrumental in promoting the success of one of the country's top white jazz bands—Lu Watters' Yerba Buena Boys. . . . Command Radio Productions has closed a deal for Lew Ayres to record a series of Bible stories for Majestic Records. . . . Marvin Miller has been cast by 20th-Fox in an important supporting role in "The Brasher Doubloon." He will play the role of a bigtime gambler. . . . Four more veteran Chicago radio players will head to the Coast when Carl Wester and company debuts "Woman In White" at NBC's Hollywood studios early in September. They are Sarajane Wells, Muriel Brenner, John Studebaker and Laurette Fillbrandt, who vacationed in Hollywood in June.

★ ★ ★

● ● ● Dee Engelbach, producer-director of "Academy Award," is a favorite cue-tosser among aspiring radio actors—and for a good reason. Dee believes in giving talented newcomers a chance, and practically every "Academy" broadcast introduces a new voice to the listening audience. Ex-GI Ira Gressel, recent recipient of the Engelbach helping-hand, has been signed for a role in the latest Dick Powell film at Columbia. . . . Maxine Homme and Douglas Lemons had their first date the evening before they were married in mid-August. The couple appeared on "Hope Chest," and told Emcee Jimmy Wallington that they had fallen in love by mail. Doug just got back from overseas duty, and what with wedding preparations, they just didn't have time for a formal date. But Wallington prevailed upon them to be his guests at Ciro's, and they held the premiere celebration in style.

★ ★ ★

● ● ● John William White, Jr., of Hollywood, San Quentin No. 68558, the original announcer on the San Quentin radio show, has been returned to the prison for violation of his parole on burglary and forgery charges. Before being taken back to the penitentiary, his only remark was, "Well, maybe I can put some life back in the show." . . . It was "December In August" for five-year old Christy Harmon of San Fernando Valley, who likes her ice cream. Christy's mother told her she couldn't have ice cream, because the family couldn't afford a cream separator. Christy wrote her problem to the Columbia Pacific show, "Free For All." Emcee Harry Mitchell understood perfectly, because he's not only a father, but also a lover of ice cream. He saw to it that a table model cream separator was sent to the Harmon farm near Pacoima—pronto and free.

★ ★ ★

● ● ● "Summer Hooper," that's the name of the pet skunk which was recently sent from Minnesota to Helen Morgan, producer of the "Lady Be Beautiful" show, MBS. Miss Morgan plans to use him as a mascot on her show. With so many pieces of beautiful material and other finery given away on the show as a matter of course, someone might happen to pick up the pretty piece of black-and-white fur by mistake. . . . The love bug must be in the air around Don Lee Network's switchboard. Head operator Maggie Thomas (who herself met her husband, commentator Norman Nesbitt, at the station) attests to the fact that every girl on KHJ's Hollywood board has left her spot for only one reason—to get married. . . . Remember the buzz of excitement as the Don Lee Network on Dec. 13, 1928 initiated its first interchange of programs between Los Angeles and San Francisco?

FM Debuts In Texas With All Time So

(Continued from Page 1)

a profitable venture," Hofheinz declared. Time sales will be limited to six hours daily.

In racing to get on the air, he a 250-watt transmitter trucked down from New Orleans and an antenna flown from New York. The antenna was placed temporarily atop a wooden pole. The station broadcast on 98.5 megacycles.

No periods of less than an hour are sold, with commercials not more than once every 15 minutes. No spots are carried. Time rates are \$10 per hour.

As for his refusal to duplicate existing programs, Hofheinz declared that FM broadcasting is to be complementary to AM and is to offer additional new service rather than more options on facilities on a new band, programming must be separate."

Promotion tieups include the selling of FM receivers in sponsors' places of business, in club rooms, in sales rooms and, when available, in many other public places.

New Style Of Forum Selects Own Audience

(Continued from Page 1)

organized radio audience. Top Republican policy makers also will be able to learn immediate reactions to any discussion on the air. . . . since forum groups throughout the country will be oriented in advance on the approaching topic and hold a ballot on which to record opinions.

Harold Stassen, Rep. J. P. Thomas of New Jersey, Clare Luce and atom scientist Dr. J. Langmuir, will appear on the Republican radio forum and discuss the topic, "Atomic Energy—Should Control It?" Programs will reach hundreds of Open Forum groups in a nation-wide audience who will use the radio discussion as a springboard for their own discussion period. Ballots growing out of discussion in local communities will be sent to Republican Open Forum headquarters in Washington for tabulation.

BALTIMORE'S Listening Pleasure

WOL

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roper, General Manager

LEE & PETERS, Inc. Licensed National Broadcasters

Swans Praise Video, Featured At State Fair

(Continued from Page 1)

opening day of the Centennial position. A full-scale daily eight-hour schedule of television-standard broadcast got under way from specially-located KRNT studios. A crowd of 400 packed the studio headquarters in the International Harvester tent for the "check-off" telecast, featuring talks by Mayor John MacVicar, Des Moines; Frank Hooper, shows and exhibitions manager, RCA-Victor division, RCA; J. B. Cunningham, secretary, State Fair Board; A. S. Knudsen, district manager, International Harvester Co.; E. Phil Hoffman, KRNT manager, Park Church Miller, KRNT program director, as master of ceremonies. Cunningham expressed appreciation for the video attraction, which he described as "one of the big features of the Fair" and said it would contribute materially toward the Fair's objective of record-breaking half-million attendance.

"It's so simple and really works," Mayor MacVicar's ejaculation. The fact that television really works is practical in itself is a miracle," he said, and added a tribute to the organizers for bringing the demonstration to Iowa and Des Moines. His comment was typical of scattered remarks among the fascinated specta-

Columbus, Ohio—The opening day of the first Ohio State Fair in the forward period, was aided Saturday by WLW, Cincinnati. The WLW troupe performed for a record-breaking audience. The entertainers on afternoon and evening performances, making four broadcasts in the Fairgrounds, including "mid-tern hayride" at 6:30 p.m., which slipped to a special Ohio network, including WTAM, Cleveland, and WPD, Toledo, as well as the "State Grounds" at 7:30 p.m., EST.

Additional Contracts to C. E. Hooper Via CAB

(Continued from Page 1)

six firms, formerly exclusive subscribers, in addition to Eastman, are: Blaker Advertising Co.; Eastman Mfg. Co.; Earle Ludgin & Arthur Rosenberg Co., Inc., and Geller & Geller, N. Y. Forty-three former exclusive CAB subscribers have previously been added over to Hooper, the total now standing at 49 agencies and other clients.

France Honors Paine

John G. Paine, general manager of ABC, has been honored by the French Government which has conferred upon him the Croix de Chevalier (Chevalier Cross) of the Legion of Honor. Paine received the honor in recognition of his work in the field of international copyright.

Networks In Expansion Race To Serve 300 Top Markets

(Continued from Page 1)

sharply, since considerable scarce construction material became available following the months of shortages after V-J. FM coverage is also being stepped up throughout all areas.

Network officials unofficially opine that growth of affiliates will continue until "adequate" coverage has been achieved, and that the 300 figure will "probably" accomplish this unless a lower figure is considered satisfactory. At any rate, the object now appears to have a high-powered AM outlet in every major city in which a rival web is represented.

A study of the network setup in the past decade shows that the growth of affiliates, either exclusively one-web or alternating, ranges approximately from 57 to 300 stations, with the four-web aggregate currently totaling 638. Emphasis at the moment seems to be placed on increase of power in stations long established in a major market, but much of this is dependent upon FCC approval and/or acquisition of new and improved equipment. Web officials make it clear, however, that the "deal" blanket coverage of U. S. markets is that which will permit but little rise in established rates.

Mutual announced the addition of five new stations last week (included in the tabulation), all of which are now under construction, and are expected to become affiliated between Sept. 15 and Nov. 1 of this year. ABC, NBC and CBS also have added new affiliates during the summer which are under construction or awaiting power approvals from the Commission. Mutual has between 50 and 60 stations in the latter category, located in major markets, and are expected to be available for full-time affiliation this winter. Though its increase in the number of outlets in the past year or so far outstrips that of the other webs, Mutual's aim is to provide a "rate card—USA" which will offer clients coverage in some 400-425 markets without increasing the cost per thousand homes. Cities expected to come under Mutual coverage in the near future are: Toledo, Ohio; Milwaukee, Shreveport, and Baton Rouge, La. "Our goal is to offer clients coverage in every major city" it was explained, "and this may mean expanding the network to 400 or even 425 stations."

ABC issued a report early this month in which it outlined 53 "facilities improvements" in standard broadcast operations since the time it began operations as an independent network. In the 300 leading markets ABC has added 64 stations, and power or frequency improvements have been made on 45 outlets. In other markets the network added 32 affiliates, and CP's have been granted to 10 others. Five of the latter, all 250-watters known as the "Idaho Group," will join ABC in October.

Typical of this spread of power is construction, recently begun, on a new transmitter plant for KMOX,

CBS owned outlet in St. Louis, expected to be completed by November. Transmitter is a 50 kw. Western Electric type and will be located on a new site proved to be better than current location of the old transmitter. Upon completion, KMOX will have an overall area gain of 39 per cent, or 11,000 square miles, increasing coverage from 28,000 to 39,000 square miles. Population increase will be 25 per cent better, from 2,171,032 to 2,713,614.

NBC's affiliate setup, steadily growing, "will increase as new markets demand coverage," it was said, but no figures were ascertained as the number of outlets now held as an objective.

Among NBC's affiliates slated to increase power next month are: WKBH, La Crosse, Wis. (from 1,000 to 5,000 watts); WSAW, Allentown, Pa. (from 500 to 5,000 watts), and KTFI, Twin Falls, Idaho (from 1,000 to 5,000 watts).

Following is a table of the four-network setup and growth:

	NBC	CBS	ABC	MBS
1936	70	96	26	37
	(19 Blue)		(Blue)	
1941	133	122	114	207
	(Plus 86 Blue)			
1946	162	158	215	337

AFRA Convention Closes; Major Decisions On Tap

(Continued from Page 1)

unions, also the future procedure on FM and television. Action was also expected relative to the forthcoming new contracts to be signed with the AFRA Code signators, which includes stations, networks, agencies and recording companies.

In his annual report to AFRA, George Heller, nat'l executive sec'y, recommended an immediate meeting with the Screen Actors Guild and Actors Equity to establish an agreement covering television. He also recommended closer working relations with IBEW and American Federation of Musicians. He disclosed that AFRA has 24,000 members, representing an increase of 5,000 members in one year. It has assets of more than \$175,000 and its surplus is \$164,000 he said.

Stephens Radio Meet Sked For Oct. 28-30

(Continued from Page 1)

executives are expected to go directly from Chicago to Stephens.

The conference is sponsored both by the college and the Stephens College Radio Advisory committee which has a membership taken from the industry itself. The conference will be devoted solely to the problem of radio education and radio broadcasting in junior and senior colleges, with three major objectives. They are: to focus the attention of college people on the importance of radio in modern life; to serve as a clearing house for objective courses, and methods of instruction in radio; to stimulate a more wide-spread use of the facilities of radio by junior and senior colleges.

To date 160 individuals from educational institutions and the radio industry have contributed program ideas. The program committee is composed of: Judith Waller, NBC; Inez Richardson, Stanford University; Dr. I. Keith Tyler, Ohio State; Kenneth Bartlett, Syracuse University, and Dr. W. W. Charters, Stephens College.

Advisory Committee

Membership of the Stephens College Radio Advisory committee is as follows: Miss Judith Waller, chairman, director of public service, central division, NBC; Mrs. George V. Denny, Jr., America's Town Meeting of the Air; Willard D. Egolf, president of Broadcast Management, Inc.; G. P. Adair, chief engineer of the FCC; Capt. William Eddy, director of tele station WBKB, Chicago; Oliver Gramling, assistant general manager, Press Association; Edgar Kobak, president of Mutual; Mrs. Dorothy Lewis, co-ordinator of listener activity, NAB; Miss Nadine Miller, director of public information service, Kansas City public schools; Dr. H. B. Summers, professor, Ohio State University; Chester Thomas, manager of station KXOK, St. Louis; R. C. Walker, president, Aireon Manufacturing Corp.; Mrs. Frances Farmer Wilder, consultant on daytime programs, CBS; Wynn Wright, Wynn Wright Associates; Karl Wyler, manager of KTSM, El Paso, Tex.; Mrs. Elizabeth Reeves, script editor of Knox Reeves Advertising, Inc.; Robert Saudek, director of public service, ABC; Max Wylie, program manager, Young & Rubicam, Inc.

BERNARD DUDLEY AND NORMAN RUNIONS

Announcing — Production Syndication

Your Shows — Or Ours

6000 SUNSET BLVD., HOLLYWOOD

GL. 0024

THE WEEK IN RADIO

Crosby Pact A Precedent

By JIM OWENS

LONG-DISCUSSED Crosby ET deal was closed by Philco. Report is that ABC will get the show, with Philco putting him on some 600 stations in the U. S. and elsewhere. Provision is said to have been made that Der Bingle must hit a 12 rating on records or do the show live. . . . Mutual prexy Edgar Kobak predicted that current business rise in web billings would continue throughout the fall months. . . . The Federal Trade Commission will shortly open a close scrutiny of television as an advertising medium. Idea is to set standards now which would preclude pitfalls later-on.

Radio is in for its biggest sports year in history, with television also coming in for a goodly portion of commercial time. Webs and N. Y. indies are set for pro and college football as well as other sports highlights throughout the winter. . . . "Pot O' Gold" is set to return to the air via ABC in October. . . . The House Surplus Property Committee discovered that much of radio and electronics equipment has been "given away" as junk for ridiculously low prices. One incident showed a profit on surplus goods at \$777 a ton.

A. B. Willard, executive vice-president of NAB, told the Ohio Association of Broadcasters that a united "front" of radio-press and cinema is needed to insure freedom of expression. . . . The radio-television sector of the American Theater Wing will graduate 400 war vets this month. Forty per cent already have obtained jobs through ATW's aid. . . . Chicago will surpass New York as a television production center, according to Capt. William C. Eddy of WBKB.

Major food advertisers are making strong bids for the large juvenile audience. Mutual has a 90-minute daily solid block of kid shows between 4 and 6 p.m. . . . OPA increased ceiling prices on radios and phonographs approximately 3 per cent. . . . South Africa will resume commercial broadcasts in the spring of '47, according to an agency executive stationed there. . . . The NAB convention in Chicago will be heavily attended by representatives from the four major webs.

Because of an all-time peak of nearly 1,000 applications for AM stations, FCC outlined new procedures for processing and hearings. Commission issued list of hearings for next three months. . . . NAB was requested by Assistant Secretary of State William Benton to name representatives to serve on the National Commission for Educational, Scientific and Cultural Co-operation. . . . St. Louis stations are in process of improvement and expansion, with television, FM and facsimile slated for important action. . . . KSD will go on the air with black-and-white tele early next spring.

COAST-TO-COAST

—CONNECTICUT—

NEW HAVEN—The Yale student federalists' stanza "Tomorrow's Leaders Speak Today" over WNHC concluded its summer series last week with a round table featuring Helen Ball of the United Nations Organization with a Yale law student and a New Haven high school teacher. . . . The fall series will start late in September. . . . The outlet recently carried an unusual remote in the gay nineties trolley ride sponsored by the Branford Electric Railway Assn. . . . Airing came from the end of the line in Short Beach, Branford, where the Bera. trolley fans plan to take over a three-mile line when it is abandoned by the Conn. company. . . . Syd Byrnes, recently returned naval vet, has resigned as a WNHC announcer to resume university studies.

—NORTH CAROLINA—

CHARLOTTE—WBT's top sports announcer, Lee Kirby, has been signed by the Atlantic Refining Company to air the play-by-play account of the eight major South Atlantic football games for 1946. . . . This marks the tenth consecutive year Kirby has aired the games over the Atlantic football web. . . . The "Briarhooper," highest rated show on WBT, for 11 years straight, will add an additional quarter-hour segment to a regular half-hour, six-day-a-week schedule starting Sept. 16. . . . New sponsor is Rockdale Monument Co. . . . Ed DeGray, WBT business manager, and one time University of N. C. tennis star, played an exhibition match at Davidson College with net coach Bill Lufser recently as a prelude to an intra-school tournament for students.

—MASSACHUSETTS—

PITTSFIELD—Contingent upon the FCC granting the Western Mass. Broadcasting Co., a license to operate a 100-watt station on 1490 kilocycles the company will buy WBRK from Monroe B. England and sell it to Leon Podolsky. . . . The Western Mass. Broadcasting Co., is owned by Donald B. and Lawrence Miller, publishers of The Pittsfield Eagle. . . . Podolsky has agreed to sign a petition to the FCC requesting that the assignment of the WBRK license to him be allowed on this basis. . . . If the FCC approves, Pittsfield will have two broadcasting stations. . . . **N**EW BEDFORD—Jack Stevens, special director of WLAW, served as emcee at the Elks "Sports Night" airing over WNBH from Sergeant Field here, presenting Jack Dempsey, Babe Ruth, and other headliners as well as reporting boxing bouts staged in connection with the affair.

—NEW YORK—

NEW YORK—The sightseeing trip around Manhattan Island, daily enjoyed by hundreds of visitors to New York, as well as occasional New Yorkers, will be described to WNYC listeners this Wednesday, when the S. S. "Sightseer" weighs anchor at her pier at 42nd Street and

the East River for her regular p.m. circumnavigation of Manhattan. . . . Adrienne Ames, WHN's Hollywood and B'way commentator, recently interviewed actress Romola Robb, who is playing the role of the nurse in Brock Pemberton's B'way production, "Harvey." . . . WMCA is featuring a new series on musical and other events scheduled about town, with excerpts from some of the selections on "Week-End in New York."

—CANADA—

HAMILTON—One of the biggest and most prolonged news stories since V-J Day, the dramatic strike of the steel workers here, has received thorough and unbiased coverage in recent radio history. Representatives of both the company and the union have expressed their sincere appreciation to CHML for its unstinted effort to place before the people of Ontario as complete a picture of both sides of this situation as could be done. . . . Newest show to hit CKOC airplanes is the Summer Dancing Party of the Imperial Oil Dealers. . . . Programmed for Sat-nite, show will provide music for parties and keep before the listeners the Imperial Oil Dealers who bring N. H. L. Rockey to them at the same time during the winter months. Imperial Oil is a leader in the Dominion.

AGENCIES

ADVERTISING FEDERATION AMERICA has suggested for advertising clubs, generally, a four-point program featuring (1) Veterans Guidance and Placement in Advertising; (2) Education and Training in Advertising; (3) Public Relations Advertising; and (4) Public Service.

CESAR CATTEDRA, media research director of McCann-Erickson's Buenos Aires office, recently completed the first of a series of trips covering the chief cities of the interior of Argentina. Rosario, San Fe, Parana, and Concordia were cities visited on his first swing. Purpose of the trips is to establish close contact with local media owners, check on clients' advertising, and establish sources for future research activities.

HORACE H. NAHM, chairman of the educational committee of the Advertising Club of New York, has appointed Charles B. Konselman, advertising manager, A. & M. Kaufheuser, Inc., as director of clinics in the Advertising & Selling Course, at Thomas W. Jones, owner of the Accredited Mail Service, director of student activities for the 1946-47 season.

"here comes Harmon"



top sports feature station

starring TOM HARMON signed by radio

WGTM

Wilson, North Carolina

sponsored by BROWN OIL COMPANY

distributors of "Pure Oil" products

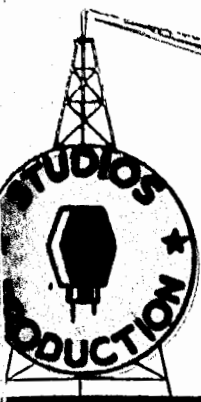
Tom Harmon returns to gridiron battles this year with National League Champions, Los Angeles Rams; wearing his famous "Old 98."

Program features football game predictions and stories by Tom Harmon. 13 week series includes the Bowl games. Last season's predictions were 87.5% correct! This outstanding quarter-hour, transcribed, once-weekly program may still be available in your territory. Wire or phone us collect to make certain.

a Vick Knight package produced and distributed by

Criterion RADIO FEATURES, INC.

CENTRAL 1453 • 360 NORTH MICHIGAN • CHICAGO 1, ILLINOIS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 41

NEW YORK, TUESDAY, AUGUST 27, 1946

TEN CENTS

Inter-American Planning

Get Simpler Forms For FCC Applicants

Washington Bureau, RADIO DAILY
Washington—Pressing a drive toward simpler forms and the elimination of red tape, the FCC yesterday announced the slashing of paperwork to a minimum on a number of applications and other forms and promised that streamlined broadcast applications will soon be announced. In the case of applicant for police, fire or forestry facilities, it was announced yesterday, the four-page application has been cut to a new one.
(Continued on Page 6)

McClintock Begins Series Of Tele Programs Tonight

United States Rubber Co., in cooperation with the Encyclopaedia Britannica, will begin sponsorship tonight of a new television series entitled: "Service Through Science." Dr. Miller McClintock, research consultant to Encyclopaedia Britannica will act as commentator on the programs. First show will be televised at 9 p.m., 7-8 P.M., tonight over DuMont station WABD and each week at the same time.
(Continued on Page 5)

Networks Battling For New Crosby Show

Mutual became a strong contender for the new Bing Crosby transcribed show yesterday with Philco officials in Philadelphia reported weighing the relative value of station lineups and the offer by both MBS and the American Broadcasting Co. Although it was generally believed in the trade last week that ABC had the edge.
(Continued on Page 2)

Fishy

Chicago—Ed Horstman, chief engineer of ABC's Central Division, went fishing for muskies and returned with a bear. Early on the morning of August 14, when about four miles from shore he sighted a mother bear swimming along with two cubs. He caught one in a net while the mother and other cub did a double-beat Australian crawl back to shore.

Radio Istanbul

Under terms of a contract just concluded with the Turkish government, Radio Corporation of America, will build one of the world's most powerful stations at Istanbul, Turkey. Station will be known as Radio Istanbul, will house a 150,000-watt transmitter. Contract calls for an expenditure of \$1,000,000.

AFRA-Industry Meet Set For N. Y. Oct. 2nd

West Coast Bureau, RADIO DAILY
Hollywood, Calif.—At concluding session of their seventh annual convention here AFRA delegates fixed October 2 for the initial meeting with representatives of advertising agencies and national networks in New York City for commercial and sustaining contracts. No details of terms wanted by AFRA was disclosed but it is believed desired pay tilt will be around 35 per cent.

By a margin of one vote Ken Carson was elected president.
(Continued on Page 5)

Bob Emery Joining WABD; Will Produce Tele Shows

Bob Emery, WOR television director and producer of the station's "Rainbow House" radio show, becomes manager of the WABD sustaining television program department on September 1, Leonard F. Cramer, executive vice-president of WOR.
(Continued on Page 2)

Post-War Set-Production 60% Of '41, RMA Reveals

The Radio Manufacturers Association yesterday reported that receiver production in the first year of resumed civilian production hit about 8,000,000 sets—60 per cent of the total for 1941, the last full year of civilian production. The figure for 1941 was 14,000,000. Resumption of civilian production was permitted August 20 of last year.

At the same time it was revealed that of better than one million sets

U. S. Broadcasters and Manufacturers Will Participate in Meeting at Mexico City, Sept. 30

Co-Op Program Spurt Adds 36 MBS Clients

Sales of Co-operative Programs over Mutual for the week of August 19-24, showed one of the strongest spurts in co-op biz in any one week of its history, with MBS chalked up a total of 36 individual sales. While the co-op news commentators head the list, other types of programs were also sold. Figures were revealed yesterday by Bert Hauser, Co-Op sales director.

Fulton Lewis, Jr., lead the sales.
(Continued on Page 7)

Three ABC Sponsors Renew Web Programs

Three ABC clients have renewed programs on the American web for 52 weeks, respectively, all three being sponsors on the network of long standing. Miles Laboratories, have renewed.
(Continued on Page 3)

Radio-Tele Fight Rights Going To Gillette Firm

Gillette's "Cavalcade of Sports" will sponsor both the television and radio broadcast of Joe Louis-Tami Mauriello heavyweight championship fight in June.
(Continued on Page 2)

By Staff Correspondent, RADIO DAILY
Mexico City—American broadcasters and radio manufacturers are planning to attend the first Inter-American Radio Congress at Mexico City, September 30th to October 6th, with the objective of forming the Inter-American Association of Radio Stations.

Delegates from Canada, Mexico, and the United States will attend.
(Continued on Page 3)

Kirby Named Head Of New Radio Firm

Formation of a new radio program servicing organization, Featured Radio Programs, Inc., with Edward M. Kirby, formerly in charge of radio for the War Department as president and general manager, was announced yesterday by Jim Sauter, president of Air Features, Inc., in association with Frank and Anne Hummert. Sauter, pointing out the need for new program resources with stations continuing to be closed.
(Continued on Page 7)

WABC Signs Phil Cook To New Three-Year Pact

Phil Cook, ayem comedian currently heard over WABC Monday through Saturday 8:15-8:30 a.m., EDT, has been signed to a three-year contract.
(Continued on Page 2)

Jinxed

Account of the Saratoga Handicap was scheduled over CBS last Saturday at 5-515 p.m., with Joe Palmer of the Herald-Tribune calling the race. Illness in Palmer's family resulted in Frank Ortell of the World-Telegram subbing. At the end of 10 minutes wire trouble developed and organ music filled in. Web's listeners never did hear who won or lost the Handicap.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., Aug. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	191 1/4	187 3/4	189 1/4	+ 2 1/4
CBS A	36 1/2	36 1/2	36 1/2	— 3/8
CBS B	36	36	36	—
Farnsworth T. & R.	11 7/8	11 7/8	11 7/8	+ 1/8
Gen. Electric	45 3/4	45 1/8	45 1/8	— 1/2
Philco	30 1/4	30	30	— 1/8
RCA Common	13 1/4	13	13	— 1/4
RCA First Pfd.	89	89	89	—
Stewart-Warner	20 5/8	20 1/2	20 1/2	— 1/4
Westinghouse	30 1/2	30 1/8	30 1/4	— 1/8
Zenith Radio	30	30	30	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	75 3/8	83 3/8
Finch Telecomm.	9 1/4	10 1/2
Stromberg-Carlson	17 1/2	18 1/2
WCAO (Baltimore)	40	
WJR (Detroit)	34 1/2	

Radio-Tele Fight Rights Going To Gillette Firm

(Continued from Page 1)

at the Yankee Stadium in New York on Wednesday, September 18, it was learned yesterday. The television coverage will be over WNBT, NBC's New York station, while the radio broadcast will be over the ABC network.

Coming and Going

EVERLYN KNIGHT left for a week's vacation at Arlington, Va., following her broadcast yesterday on "Tonight on Broadway."

KEN BROWN, general manager of KOMA, Oklahoma City, is in Washington, D. C., for a confab with FCC officials. He'll be in New York later this week.

BILL ROBSON, of the CBS Hollywood production staff, arrives tonight for conferences with BOB SHAYON and DAVIDSON TAYLOR on the "Biggest Show in Town" promotion program set for September 22 and 29.

RED BARBER, goes to Cleveland to cover the National Air Races August 29.

MIKE JABLONS, Mutual's trade news editor, back at his desk after a business trip to Chicago and Washington, D. C.

FRANK BURKE, editor of RADIO DAILY, returned to his desk yesterday after a week's vacation at his Pleasantville, N. Y., home.

B. F. BOYD, sales and promotion manager of WPAY, Portsmouth, Ohio, and JOSEPH RABOR, commercial manager of WMBD, Peoria, are in town conferring with web execs.

TOMAS PEREZ, Spanish section supervisor of CBS' shortwave department, leaves Friday for Caracas, Venezuela, for a vacation with his family.

ALICE GERSHON, of the cast of "Cinderella" and HARRIET DAVIS, leave Aug. 28 for a Nantucket vacation.

ENNOCIENCIO RODRIGUEZ, Brazilian announcer for CBS shortwave, left for West Point, yesterday on a vacation.

Bob Emery Joining WABD; Will Produce Tele Shows

(Continued from Page 1)

Allen B. DuMont Laboratories, Inc., announced yesterday.

Emery, who started in radio by producing a show called the "Gilchrist Follies" over WGI, Boston, remained



BOB EMERY

with the station until 1924 when he became associated with WEEI as program director. It was there that his "Big Brother Club" gained the attention of the NBC and the show moved to New York for sponsorship by the Iodent Company during 1929 and 1930. Later he was associated with the Yankee-Network and WNEW, and in 1935 brought his "Rainbow House" to WOR.

During the past two years Emery has produced television programs for WOR on WABD and over the General Electric station at Schenectady. In recent appearances before television seminars in New York and Washington, Emery expressed belief that the technique of television acting was far different from that of radio. He indicated a preference for artists with stage experience rather than those of the radio school in casting for television shows.

Lindlahr On Air 17 Years

One of radio's pioneer, nutritionists Victor H. Lindlahr, sponsored by Serutan via Mutual from 11:45-12 noon daily, will have his cake and eat it too on Sept. 2 when he celebrates his 17th year in radio. Serutan account is handled by Roy S. Durs-tine, Inc.

SECRETARY WANTED

Fast stenographer, knowledge of bookkeeping for radio production office. Please write Box No. 208, RADIO DAILY, 1501 Broadway, New York City, stating experience in radio and theatrical industry.

Networks Battling For New Crosby Show

(Continued from Page 1)

the Crosby show set, RADIO DAILY learned yesterday that Edgar Kobak, president of Mutual, has since had conferences with John Ballantyne and James Carmine, Philco officials in Philadelphia. Kobak is reported to have stated Mutual is thoroughly agreeable to the transcribed show programming plan and pointed to the Morton Downey-Coca Cola package as indicative of their experience in transcribed merchandising.

WABC Signs Phil Cook To New Three-Year Pact

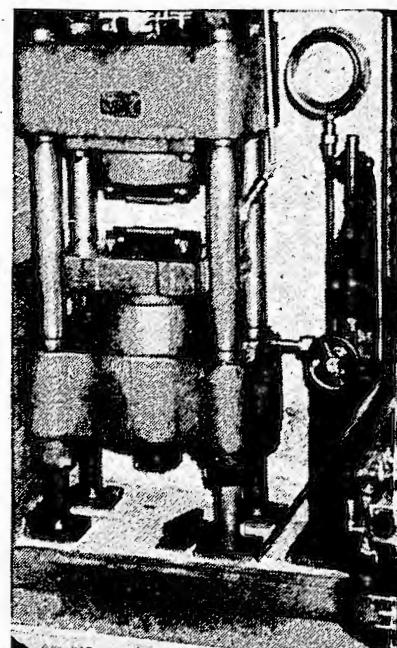
(Continued from Page 1)

by Arthur Hull Hayes, manager of the CBS key outlet in New York, Cook's sponsors include, Colgate, P&G, Emerson Drug Co., United Fruit and Continental Baking Co.

Cook incidentally heard on various networks, has been in radio for 22 years. New contract is effective immediately.

In New Quarters

Paragon Radio Productions, Inc., producers of the Frank Parker program and other transcribed programs, has moved to new quarters at 131 W. 52nd Street, N. Y. C. Featured with Frank Parker on the show are Kay Lorraine and Andre Baruch.



How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets molds, sheet copper, 250 pounds coin silver, a small blast furnace scales and weights.

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

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

That's why we're so pleased with year after year smart time buyers have proof that W-I-T-H, a successful independent, delivers a genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.



W-I-T-H

and the FM Station W3XM
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
WEEKLY MARKET
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE R. M. W. E. R.

WEVD
5000 WATTS 1330 KC.
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

B'casters, Mfrs. To Attend Inter-Amer. Radio Congress

(Continued from Page 1)

United States, El Salvador, Honduras, Nicaragua, Costa Rica, Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil, Bolivia, Paraguay, Venezuela, Cuba and Mexico, have already signified their plans to attend, Dr. Luis De La Rosa, announced. Among the radio officials from the United States who will attend are John F. Royal and Fred Bate of NBC, Edmund Chester from CBS, Gene L. Cagle, KFJZ, Fort Worth, H. Y. Levinson, WCAR, Pontiac, Mich., and Howard Keefe from VSPR, Springfield, Mass.

Leading American manufacturers of radio-television and FM sets and equipment will participate in the technical exhibit in conjunction with the Congress. Among these manufacturers are RCA-Victor, General Electric, Westinghouse, Emerson and Philco.

Purpose And Aims

The purpose and aims of the Inter-American Association of Radio Broadcasting Stations which will be organized at the Congress are as follows:

- "Give constant support to the solidarity of the American nations.
- "Encourage collaboration between radio stations and activities of public interest.
- "Contribute toward a higher cultural level among the people, by striving for the constant improvement of radio technique and programs, and also by furthering the interchange of intellectual and artistic talent among all the radio stations of the Americas.
- "Defend the freedom of expression and thought, which is the fundamental principle of democracy.
- "Bring about closer relations between the radio stations of the American Continent and strengthen their bonds of solidarity.
- "Endeavor to obtain from the governments of the nations of America, the recognition of this Association, as

representing radio broadcasting in the American Continent.

"Insist on the strict adherence to the agreements, treaties, laws and regulations which govern radio broadcasting.

"Work toward the establishment of uniform measures of protection for private radio broadcasting.

Would Establish Code

"Establish a code of 'Professional Ethics,' to be observed by all those who participate in radio broadcasting.

"Act as representatives of the interests of radio broadcasting in general, and of the particular interests of each of its members, before official, private, national or international bodies.

"Stimulate the creation of national organizations or associations which will include all the radio stations of each country.

"Make effective all measures which tend to increase radio audiences.

"Promote agreements with groups or institutions related to private broadcasting.

"Create within this institution, departments of Information—Consultation, Assessment and others which may be deemed necessary.

"Act as arbitrator in conflicts which may come up between members, when the case is submitted to the Association for its decision."

Three ABC Sponsors Renew Web Programs

(Continued from Page 1)

renewed "Lum 'n Abner," Monday through Thursday 8-8:15 p.m., EDT, effective Sept. 20; through the Wade Advertising Agency.

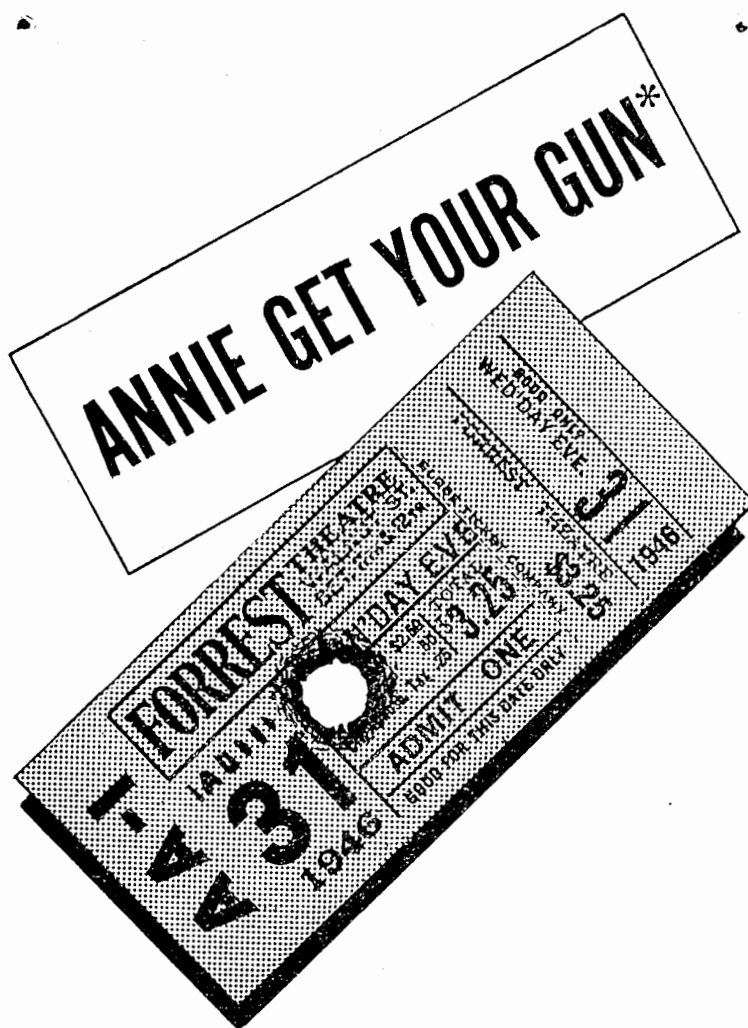
Dr. Pepper Co., renewed "Darts for Dough," effective Sept. 29, continuing sponsorship of the Sunday afternoon quiz, through the Tracy-Locke, Inc., Agency.

Third renewal is from American Cyanamid Co., which signed with ABC for "The Doctors Talk It Over" for the third successive year, effective Sept. 30. Program is heard Tuesdays but switches to Mondays 10-10:15 p.m., EDT. Hazard Advertising Co. handles this account.

WAA Series On WNYC

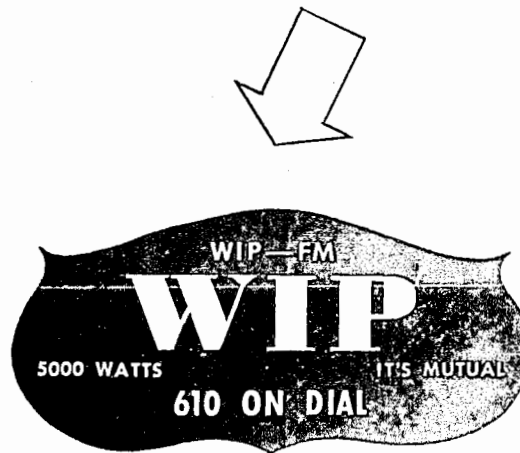
WNYC will begin a new series of programs August 28, 8:30-8:45 p.m., to assist the War Assets Administration in distribution of surplus properties and to protect the interests of veterans. First speaker in series will be Walter F. Downey, chief of the veterans' service division of the WAA.

Extensive promotion campaign is planned by station with spot plugs being aired daily during the public service period from 6:45-7:00 p.m. Outstanding items for sale to vets by WAA will be announced at this time.



Annie doesn't live here anymore. She opened her show in Philadelphia and went on to Broadway success. But eight million prosperous people do live and buy in the rich 14,000 square mile area covered by WIP.

Your clients looking for big game? Train your sure-shot sights on



REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERRY CO.

*WITH THANKS TO MISS MERMAN AND MESSRS. BERLIN, ROGERS & HAMMERSTEIN, et al.

The BEST Farm Station Buy?

SINCE 1924, IT HAS ALWAYS BEEN

K.F.N.F.

"THE FRIENDLY FARMER STATION"

SHENANDOAH, IOWA

Call or Wire FRANK STUBBS

RADIO DAILY

LOS ANGELES

By RALPH WILK

LEON JANNEY, the former child star, is visiting here guesting with Lou Irwin. The former Warner Bros. star was in the Army for two years. Previous to that, he was the star of "The Parker Family" show which was on the air for five years. Janney was on the "Bert Lahr Fresh Up Show" until it went off the air for the summer.

Gordon Bambrick, KGW, Portland, Ore., has been selected by Lambert-Feasley Agency to serve as regular announcer on the "Quiz of Two Cities" program replacing Bob Thomlinson, recently named to an administrative position with KGW.

Announcer Frank Graham's success on "Encore Theater" has won him the sponsor's winter season spelling assignment. Frank will continue to handle the commercials on CBS each Tuesday and will be the only holdover from the summer show cast.

Bernie Wilkins, commercial manager of Warner Bros. radio station KFWB, has been guesting Mr. and Mrs. Adrian Flanter, of New York. Flanter is advertising manager of the Benrus Watch Co., sponsors of the Dick Fishell "Sports Final" program over KFWB.



Broadway Bulletin Board. . . !

• • • Texaco, which has been rumored buying everybody from Mickey Rooney and Groucho Marx to Eddie Bracken, finally settled with Dick Powell and Jo Stafford. Latter will get \$3,500 we hear. . . Rudy Vallee and Biow haven't hit it off yet, with NBC turning down the format of Villa Vallee. The crooner, incidentally, is making himself another mint as the silent partner in a Calif. mfg. company specializing in prefabricated houses. . . Information Please-Parker Pen deal ready to be wrapped up. . . A Chicago sponsor out to buy either "Leave It To The Girls" or Ilka Chase on Mutual. . . Newsweek upping its ad rates based on circulation guarantee of 700,000. . . A famous ten-percenter is having the tables turned on him. His ex-wife is asking ten percent of everything he earns as alimony. . . Radio moguls are trying to entice leading psychoanalysts to take a stab at broadcasting. . . Humphrey Bogart, who was being paged for the title role in the film bio of Jack Benny, has turned down the part because he doesn't think he's the type. . . Bernie Schubert office has signed up Craig Rice, one of the hottest of the detective fiction scribblers, for an air series. . . Carl Erbe's deal with Ted Collins calls for a special exploitation job, with Dave Alber remaining on as Kate Smith's personal exploiter. . . The wags are saying that Jules Stein has bought up the movie rights to that Satevepost series on MCA.



• • • Once Over Lightly: Sid Silvers has sworn off taking femmes to the ball games. Last gal he took wanted to know how many runs were in a game. . . Sign in record shop: Let Us Put Some Good Wax In Your Ear. . . Everyone in H'wood calls everyone else 'darling'—but it reached a new high, according to Erskine Johnson, when a big femme star said to another, "Darling, I hate you." . . Bob Burns, who'll be Jack Benny's air neighbor this fall, claims that during his vacation Benny practiced on his fiddle so much that now you can almost tell whether he's tuning or playing. . . A popular kilocycle producer went home with a terrific peeve. He told his wife his sec'y didn't understand him. . . Biow has taken an option on "The Fat Man," for Schick. If deal goes through, it may remain on ABC.



• • • SMALL TALK: After ten years as top account exec with WMCA, during which time he brought in some three million dollars worth of billing, Wilbur Stark is resigning effective next week. Stark was responsible for bringing in the Crawford account, Pabst-N. Y. Giants deal, plus many other original show ideas. . . Kay Kyser breezed into town looking healthier than we've seen him in years. . . Bill Slater skedded for the Yale and Princeton games for Atlantic Refinery via WOR. . . Dan Tuthill's new offices are in the RKO Bldg. . . Matched up against Winchell and Pearson, some of those other political observers are just also-ran analysts. . . Dave Gregory and Seaman Jacobs now scripting the Kraft show. . . Bing flying in town this week, partly to smooth over the details of his new radio deal, and partly to even up matters with Perry Como on the golf course. . . Monica Lewis will be screen-tested by 20th Century this week. . . Happy (Guess Who) Felton claims that two things kill by radiation. Atomic bombs and singing commercials. . . Dan Edelman, CBS news writer, has left the net to go to Colorado.



• • • OUR HAT'S OFF DEPT: Jerry Colonna's standout job on Standard Brands' tele show last week. . . Buddy Clark's warbling on the Carnation Hour. . . Joan Nickel's thrushing at the Park Central's Mermaid Room. . . Frank Kingdon's nitely commentary via WOR. . . Margaret Whiting's torcher, "In Love In Vain." . . Louie Prima's rhythms via Meadowbrook. . . The Korn Kobbler's novelty routines.

CHICAGO

By BILL IRVIN

PRIZE awards for household hints will be handed out by Chuck Acree, "Head Hunter" on the daily "Hint Hunt" series on WBBM which started Aug. 19. Program will be aired Monday through Friday, 1:00 p.m., CDST, under sponsorship of the Chiffon Soap Flakes division of Armour and Co. Aiding Acree will be Don Gordon, free-lance Chicago announcer, and "Beagle," a comedy character who tracks down hints during the program. Prizes go to members of the audience selected at random who offer household hints. The 52-week contract was placed through the Chicago office of Foote, Cone & Belding, Ins., New York advertising agency.

AD GLIBS

by DAVID O. ALBER

In a business where "front" is more important than backing, it's fascinating to watch the currents swirl back and forth at a restaurant which has become legendary, as the spot where more deals are made than anywhere else in America.

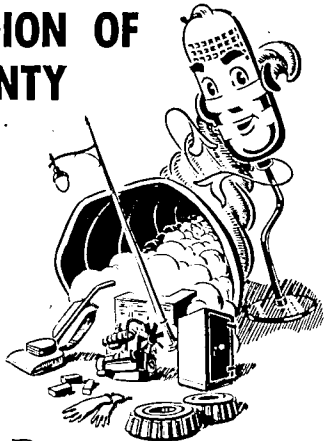
I refer to Toots Shor's, the Brown Derby of the East, or perhaps it would be more fitting to describe the Brown Derby as the Toots Shor of the West. You see the same faces at lunch every day, representing every important facet of show business. And you can measure their importance by the tables they occupy. It's rumored that Toots and Joe Harrison, affable headwaiter, subscribe to the Hooper rating and watch the sheet carefully. The higher your rating, the closer to the entrance you sit. If your rating slips, back towards the obscure parts of the room you go. If you slip back far enough, they send you off to Siberia—the upstairs room.

The greatest honor that can befall you is to have Toots say hello to you—and if he deigns to sit down at your table, it entitles you to star billing and you can raise your fees immediately.

As for Toots himself, he gets more publicity without a press agent than anyone who ever had a press agent. Which ought to make me resent his success. But I love him and hope his restaurant thrives forever. No better marketplace was ever devised for my wares.

DAVID O. ALBER
ASSOCIATES, INC.
National Radio Publicity
654 Madison Ave., N. Y.
RHinelander 4-1681
Hollywood: 1637 N. Vine St.
Gladstone 9469

HARVEST TIME IN A REGION OF PLENTY



Plenty of everything here! 8 of the world's largest manufacturers of their kind . . . 801,362 people within our 0.5 MV/M contour . . . and plenty of farms—Ohio's most populous rural region.

WHBC has plenty of everything too! Listeners, programs, ideas and promotion.

WHBC advertisers harvest dollars the year around.

5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
represented by BURN-SMITH CO.
your good neighbor in
CANTON, OHIO
Canton's busy city

AFRA-Industry Meet Set For N. Y. Oct. 2nd

(Continued from Page 1)
 center, of Hollywood, was elected national president over Virginia Payne Chicago. Frank Sinatra was also nominated for the presidency, but declined to run for office. Vice presidents elected were Virginia Payne, Sinatra, Minerva Pious and Clayton Collier of New York, and L. U. Tobin San Francisco. William Metzger, Boston, was made recording secretary and Ben Grauer, New York, treasurer.

A resolution was adopted providing establishment of a standing committee of Actors Equity and AFRA representatives to draft a schedule of wages and working conditions in the television field for a period of a year. One organization is to negotiate a contract with consent of other two organizations, with AFRA believing its organization to be logical one to do bargaining in the video field. Delegates approved a resolution opposing a merger with the 4 A's. New York was named as 1947 convention city.

Local AFRA representatives are to meet working conditions and wages in the phonographic field and submit them to national headquarters for consideration.

Rodeo Remotes On Coast Resumed Over W6XYZ

West Coast Bureau, RADIO DAILY
 Hollywood—The first remote television broadcast on the West Coast since prior to the war was held yesterday at the Los Angeles Coliseum, in which W6XYZ covered the world championship rodeo. Klaus Landsberg, West Coast director of Television Productions, Inc., a subsidiary of Paramount Pictures, was in charge of over-all production. W6XYZ is located on the Paramount lot.

"Spotlight Bands" Back Under Coca-Cola Banner

"Spotlight Bands," after an eight-week stretch in the Army as a recruiting medium, returns under Coca-Cola sponsorship Monday, Sept. 9, at 10 p.m., EDT, over the Mutual network. Format will be the same with rotating bands, Lombardo, Cugat and Harry James.

"Superman" Visitors

Leads of two veterans organizations are scheduled to visit "Superman" over the Mutual network to present the juvenile program a special citation in recognition of its campaign against intolerance and bigotry. Commander Joseph Stack of the VFW will journey from Kansas City to New York to make the award August 28 while Charles Bolte, chairman of the American Veterans Committee, is tentatively scheduled to make his presentation on Sept. 17.

★ AGENCY NEWSCAST ★

JAMES D. McTIGHE has joined Olmsted & Foley, Minneapolis advertising agency, as radio director. A graduate of the University of Minnesota, McTighe held various editorial and radio positions prior to his service as an Army public relations officer in Washington, D. C.

FOR THE 23rd consecutive year, the Advertising Club of New York will offer a course in Advertising & Selling to start next month. Course, which includes lectures and clinics in all phases of advertising, radio and television, is held in the Engineering Societies Bldg.

RUTHRAUFF & RYAN, INC., announced this week the election of J. Raymond Lenahan, as a vice-president. He joined the agency as an account executive in 1944.

F. A. ENSIGN ADVERTISING AGENCY, Pittsburgh, has added Gordon Davis of Boston, Mass., to its staff as director of radio. Prior to three years service in the Army, Davis was associated with radio stations on the West Coast as a writer-producer, and was last with KIRO in Seattle.

HOWARD H. WILSON CO., effective immediately, is taking over the representation of WNOC-Norwich, Conn., and WGAT-Utica, N. Y. Both stations are owned and operated by J. Eric Williams and H. Ross Perkins.

McClintock Begins Series Of Tele Programs Tonight

(Continued from Page 1)
 time for a minimum of six weeks. In addition the program will be televised over WPTZ, Philco outlet in Philadelphia, and in Washington, D. C., over W3XWT, according to C. J. Durban, assistant director of advertising for U. S. Rubber.

Telecasts will follow the general pattern of the series of scientific talks during the intermission of the company's N. Y. Philharmonic Symphony program series on CBS each Sunday. Additional advantage, however, will be films and other visual equipment supplied by E. B. plus Dr. McClintock who will add to the general interest and clarity.

First show tonight will deal with food and diet conditions in all parts of the world, entitled: "Consumption and Production of Foods."

Joining NBC Web

Los Angeles—Station KIST in Santa Barbara joins NBC as a supplementary station on the Pacific Coast September 29, network officials announced. The 250-watt station is owned by Harry Burcher, formerly vice-president of another national network.

HILL ROSE, former radio counsel to the Chicago Radio Council, has joined Raymond E. Nelson, Inc., New York agency, as account executive. Rose's radio experience includes freelance writing, production, and direction on several Chicago stations. He's been heard in featured roles in such network shows as First Nighter, Ma Perkins, Hot Copy, Author's Playhouse, and the Betty Crocker program.

JAMES S. TYLER has joined the American Newspaper Advertising Network as creative assistant to George Bennehan, director of promotion and publicity. Tyler was formerly advertising director of the Mutual network.

EFFECTIVE Sept. 1, the Katz Agency, Inc., will take over national representation of WGBS, 10,000-watt Miami station, and WPDQ, 5,000-watt Jacksonville station. Both are ABC affiliates.

SCHWIMMER & SCOTT, Chicago, announced the appointment of Ken Houston as radio copy chief, effective immediately. Houston has written several network programs, including Coronet "Front Page" and the "Esquire Sports Review."

Peacetime Set Output Is 60% Of 1941 Figure

(Continued from Page 1)
 was reached in June, when 17,976,636 tubes were shipped. Of these, 10,442,841 were intended for new sets. In June, 1941, the radio tube industry produced 12,722,188 tubes. Total tube production during the first half of 1946 was 85,470,800, according to RMA tabulations.

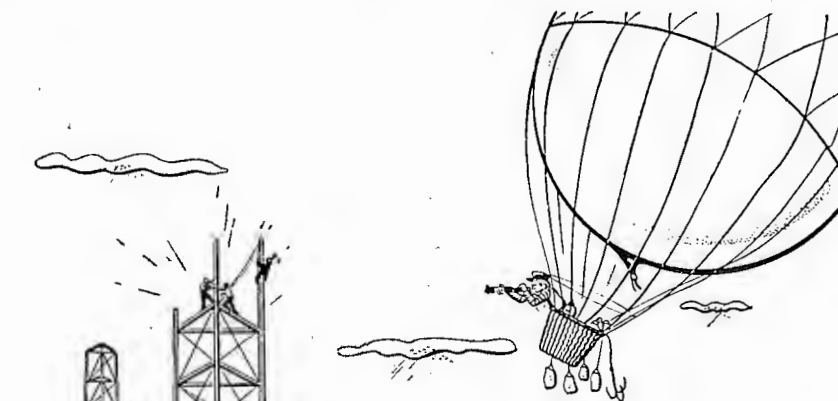
Table models continued to dominate production with 770,633 of this variety as against about 71,500 consoles and radio-combination models.

Battery sets, all table and portable, numbered 153,165.

New Panama City Outlets Will Make Debut On Oct. 1

Kick-off date for the debut of HOX, Panama City, has been set for Oct. 1, with preliminary tests already under way. Tests are also under way for the shortwave outlets HOXA, HOXB and HOXC. All three of the latter have been tested for a total of 26 hours over a two-week period, using about 75 per cent of the transmitter power.

Extensive coverage is claimed for the tests with some 300 letters reported from Alaska, Virgin Islands, Sweden, Peru, British Guiana, Trinidad, Yukon and several hundred miles at sea Southeast of Santos Brazil.



KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

Owners As Operators Favored In FCC Grant

Washington Bureau, RADIO DAILY

Washington—The FCC has announced that it has granted the application of the Grand Canyon Broadcasting Co., Flagstaff, Ariz., for a new station there in preference to the application of N. Pratt Smith for the same facilities, on the grounds that the former operation will be staffed by stockholders while the latter would be staffed mainly by employees with no stock interest.

Integrated Ownership

In its explanation, the Commission explained that "upon consideration of the entire record, the Commission concludes that the Grand Canyon Broadcasting Co., is to be preferred for the reason that this applicant proposes a greater integration of ownership and operation than does Mr. Smith. In the case of the Grand Canyon Broadcasting Co., each of the three partners proposes to take an active interest in the station. Mr. Stapleton, who has a 65 per cent interest in the Grand Canyon Broadcasting Co., partnership, is to be the general manager of the station and supervise its construction and technical matters. Mr. Neil, who has a 20 per cent interest, is to actively assist in the operation of the proposed station. Mr. Nowlin, who has a 15 per cent interest, is to act as operator-announcer and expects to assist in sales promotion and general office work. Mrs. Neil and Mrs. Stapleton, wives of two of the partners, will also be active in the station.

"In the case of the other applicant, N. Pratt Smith, he will be the general manager of the station. However, he will necessarily have to employ others who will have no ownership interest in the station to carry out technical operation, programming and other duties. It is believed that the public interest will be better served by a station which is entirely operated by its owners than by a station which is to a more or less extent operated by paid employees, although they are under the general supervision of the licensee on policy matters, since in the former instance, a greater assurance is given of the effectuation of the station's proposed policies.

Lightcap On Coast

Hollywood — A new voice in the West Coast sporting world debuted Monday when Jack Lightcap, NBC sports authority, began his new series of sports broadcasts on the NBC West Coast network, "Sports Re-Cap with Jack Lightcap."

Lightcap arrived here recently from New York, where he was formerly assistant to NBC director of sports, Bill Stern, and more recently was heard as a sportscaster for NBC television station WNBT. His move to the Coast, NBC officials said, "will insure a complete radio coverage of the rapidly expanding West Coast sports picture."

NETWORK SONG FAVORITES

The top 32 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of August 16-22, 1946

TITLE	PUBLISHER
Adventure	Starlight
All The Time.....	Robbins
All Through The Day.....	Williamson
Along With Me.....	Witmark
And Then It's Heaven.....	Remick
Blue Skies.....	Berlin
Cynthia's In Love.....	ABC
Doin' What Comes Natur'ly.....	Berlin
Five Minutes More.....	Melrose
Gypsy (The)	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Got The Sun In The Morning.....	Berlin
If You Were The Only Girl.....	Mutual
I'll Be With You In Apple Blossom Time.....	Broadway
In Love In Vain.....	T. B. Harms
It's My Lazy Day.....	Stevens
Linger In My Arms A Little Longer, Baby.....	Bourne
More Than You Know.....	Miller
Prisoner Of Love.....	Mayfair
Route 66.....	Burke and Van Heusen
Sioux City Sue.....	E. H. Morris
South America Take It Away.....	Witmark
Surrender	Sant'y-Joy
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
This Is Always.....	Bregman-Vocco-Conn
To Each His Own.....	Paramount
Whatta Ya Gonna Do?.....	Broadcast Music
Who Told You That Lie?.....	Stevens
Why Does It Get So Late So Early?.....	Harms
You May Not Love Me.....	Burke and Van Heusen

Radio Communication Aid To Railroad Efficiency

Radio will provide greater efficiency in railroad operation of freight trains, it is indicated by a comprehensive series of tests conducted by Western Electric Co., in co-operation with the Northern Pacific Railway Co., on a new type VHF railroad radio equipment. The tests were carried out on runs between Seattle and Yakima, Wash., a distance of about 145 miles over the Cascade Mountains, and between Seattle and Portland, Ore., a 180-mile stretch.

The new radio equipment was designed by Bell Telephone Laboratories to operate in the new 152 to 162 mg. band to which the railroads have been assigned by the FCC. Equipment consists of a transmitter and receiver, handset type microphone with push-talk button, loudspeakers and control unit, power supply comprising a generator and inverter, and a quarter-wave vertical antenna with ground plane. For the first series of tests equipment was installed in two diesel electric locomotives and in the business car of R. L. Steinbright, superintendent of tele-

Emerson Radio Acquires Plastimold Corporation

Emerson Radio and Phonograph Corporation, New York, has acquired 100 per cent of the authorized and issued capital stock of Plastimold Corp., Attleboro, Mass. The Plastimold Corporation will serve as a wholly-owned subsidiary of Emerson Radio. The Corporation will continue with the present operating personnel and will maintain the same policies as heretofore.

Plastimold Corporation for many years has been a leading manufacturer of radio plastic cabinets in addition to fabricating a variety of molded plastic products for industry and home use.

graph of Northern Pacific who supervised the tests. The other test was undertaken with a steam locomotive.

Besides the saving in time, more satisfactory operations were assured as a result of the radio communication tests in the matter of trains pulling into sidings, picking up additional cars, picking up trainmen, switching operations, and train-to-yard contacts along routes.

Set Simpler Forms For FCC Applicants

(Continued from Page 1)

page form. Thirty-four questions have been cut down to 13. Questions applications for utility or miscellaneous radio services have been scaled from 34 to 15.

New short cuts recently adopted by the FCC include these practices: extending licenses by blanket order or in blocks whenever possible. Making modification of licenses in certain categories effective for the next license period; renewing special temporary authorizations without reissuing the documents; terminating requirement that operators furnish fingerprints and evidence of citizenship; granting third class radio telephone operator permits on declaration instead of examination; relaxing permitting requirements operators of some classes of mobile transmitters; making it possible aircraft radio operators to obtain permits at their home airports.

Discontinuing the requirement that specific transmitters be designated for communications systems and, instead, authorizing their use in specified numbers, abandoning designation of serial numbers in cases where transmitter is replaced by another of the same type.

Terminating registration of dialing apparatus, amateur transmitters and unused transmitters which are not required to be licensed.

Cunning Planning Tour To Survey Station-Te

West Coast Bureau, RADIO DAILY
Los Angeles—Patrick Michael Cunningham, who recently formed an independent television production enterprise with Radio Star Edgar Bergen, will leave Hollywood Sept. 27 on a nation-wide tour to make a preliminary survey to determine the television needs of independent stations. Cunningham will consult with operators of these stations concerning their plans for establishing television stock companies to regularly serve them, and the "live action" shows to be organized at his studio, Stage 8 in Hollywood.

Bergen will join Cunningham in New York early in October when they will confer with leading advertising agency executives relative to their television production requirements.

The initial Bergen-Cunning production, "Bergen's Barnyard," introducing four new Bergen dummy characters, is now in work at Stage

20th Anniv. For WWRL

WWRL, Long Island City, celebrates its 20th anniversary this week. The Queens station took to the air in 1926 from the living room of Reuman, station president. It was the 34th station in N. Y. to be granted a license, of which only 10 are still on the air. Ethel Merman (then the Zimmermann), Eddie Bracken and Ford, of Milkman's Matinee, got the radio start at WWRL.

Kirby Named Head Of New Radio Firm

(Continued from Page 1)

antly on the increase, said the new organization will serve agencies and radio stations with live and transcribed shows on a national, regional or local level, as well as provide consultation services.

Featured Radio Programs will actually begin operations on Sept. 1 and plans to make its formal bow at the NAB convention in Chicago next October where it will have an exhibit. Presently the new program service has no shows to offer but several ideas are under discussion, one of them a children's program which could entertain youngsters yet win parental okay. Kirby also feels the station's capital offers desirable back-ground for a type of show never conceived before.

While FRP will probably draw many programming ideas from the hummerts, who originated 18 shows now handled through Air Features, Kirby states his new firm is by no means a closed shop. FRP will always be on the lookout for anyone who can offer fresh ideas and new approaches to old problems, according to its president.

Radio Judges Select Amateur Swing Groups

Two amateur swing bands, one large and one small combo unit, won national honors last Saturday night at Carnegie Hall in the first annual book magazine National Amateur Swing Band Contest. Fourteen teenage bands competed for the top spot at was awarded to the Bruce Dybbig Band of Minneapolis, Minn., for the larger set and the Hawaiian youngsters of Union High School, El Monte, Calif., for the combo unit of eight or less players.

In addition to thirty-one individual boys and girls receiving gold trophies for outstanding performance, two specialty groups received awards. The Marimba Madcaps of Northwestern University, the senior group, and the Happy Woodchoppers, of North Hollywood, Calif. Sam Rowland, music editor of Look and "father of the contest" headed the award panel which included many name orchestra leaders.

Radio Stars Among Judges

Judges for the contest included P. MacGregor, chief judge; Martin Block, who also served as emcee with Ben Grauer; Joe Biviana, ABC composer; Dan Coplin of WHB, Kansas City, Mo.; Godfrey Hirsch, WWL, New Orleans; Mitchell Ayres, Columbia Records; Larry Clinton, Cosopolitan Records; Russ Case, Victor Records; Walter Gross, Musicraft Records and Harry Myerson, Decca Records. AFM judges included: Charles Harlman of Local 174; Lee McQuarrie of 47; Ralph Stevens of 4 and Charles R. Iucci and Harry Suber of 802. James Fern, city music director of Kansas City, Mo., and Jerry Gray also served as judges.

FCC Rules On WTAX, WTHT; Sets 7 Hearings

Washington Bureau, RADIO DAILY
Washington — The FCC has announced its approval of the sale of WTAX, Springfield, Ill., by Jay A. Johnson to Oliver J. Keller, et al., for a consideration of \$100,000. Associated with Keller are Archie Lee, Noah M. Dixon, Frederick G. Blackburn and Lewis F. Gillespie.

The Commission also denied the petition of WTHT, Hartford, Conn., for a set-aside or further hearing on the Commission's grant of May 16 to Mitchell G. Meyers, et al., of a construction permit to operate a new station on the 1240 band, 250 watts, unlimited, in nearby Waterbury, Conn. WTHT based its objection on interference grounds, since it operates with the same power on the 1230 band, only about 30 miles away.

Consolidated hearings were ordered in the applications of Stanley S. Beaubaire and W. Keith Topping, doing business as the Hanford Publishing Co., at Hanford, Calif., and the Fresno, Calif. Broadcasting Co., both seeking to operate with one kilowatt, unlimited, on the 620 band in Hanford and Fresno, respectively.

Six other consolidated hearings were also set: The Cornbelt Broadcasting Co., Clinton, Ill., and the Macomb Broadcasting Co., Macomb, Ill., both seeking daytime operation on the 1520 band—the former with one-kilowatt, the latter with 250 watts.

The Albemarle Broadcasting Co., Albemarle, N. C., and the Union Broadcasting Co., Monroe, N. C., both seeking the 1010 band for daytime operation, the former with one kilowatt, the latter with 250 watts.

The Democrat Printing Co., Durant, Okla., and the Oklahoma Agricultural and Mechanical College, Stillwater, Okla., the former seeking daytime operation with 250 watts on the 750 band, and the latter daytime operation with 10 kilowatts on the 760 band.

Edward L. Schacht, Oneonta, N. Y., and WABY, Albany, N. Y. Schacht seeks permission to operate a new station on the 1400 band with 250 watts, unlimited. WABY is now on the 1400 band with 250 watts, unlimited.

Anderson Broadcasting Co., Anderson, S. C., and WLBG, Inc., Laurens-Clinton, S. C., both seeking daytime operation on the 860 band, with power of one kilowatt and 250 watts, respectively.

Four States Broadcaster, Inc., Joplin, Mo., and WMBH, Joplin, Mo. The former seeks a new station on 1310 kc., five kilowatts, daytime, and one kilowatt, night, while WMBH has applied to shift to similar operation from its current assignment on 1450 kc., 250 watts, unlimited.

Alan Courtney To KMYR

Disc-jockey Alan Courtney will join KMYR, Denver, Sept. 16 to originate an hour and a half show entitled "Courtney's Campus Club." Courtney comes to KMYR from WOR, New York, his current show being "Courtney's Record Carnival" over that station.

"Basin St." Is Revived For Fall Sponsorship

By arrangements completed this week between Milton Cross, Gene Hamilton and Charles Basch, the latter has been appointed exclusive sales representative for the Chamber Music Society of Lower Basin Street, and the group will produce the package jointly.

The Chamber Music Society is being revived for fall sponsorship and is the original setup that achieved a 12 Hooper when it was last on the air. With Milton Cross handling the commentary, "long hair" music by Borodkin and a Dixieland band headed by Henry "Hot Lips" Levine, the program will also feature top name guest stars. Gene Hamilton will direct the program.

Fur Firm Signs Kaner For 2 Weekly On WINS

Walter Kaner, who as "Tokyo Mose" broadcast, a daily record show for GI's in the Pacific, has been signed by Ben Tucker Hudson Bay Fur Co., Brooklyn, N. Y., for two weekly Broadway commentary programs over WINS, New York, effective immediately. He will be heard twice on Sundays, 11:30-noon, also following the Yankee ball game in the evening, presenting a Broadway "Column of the Air" featuring Broadway and Hollywood news plus interviews with theatrical celebrities.

Co-Op Program Spurt Adds 36 MBS Clients

(Continued from Page 1)

with 17 new local sponsors, for a grand total now of 199 outlets carrying his commentary. Cecil Brown, added three outlets; Cedric Foster, 5; Frazier Hunt, two; Johnson Family, three; Tell Your Neighbor, three; Bill Cunningham, one; Inside of Sports one, and Erskine Johnson, one.

Sponsors buying the shows locally, run from furniture stores, department stores, jewelers, banks, motor companies, bakeries and breweries. Stations selling Lewis the past week are: KSWO, KYOS, KDB, KVI, KFIO, KTMN, WMOA, KTTS, WAOV, WJMC, WJHO, KGV, KBIZ, KGY, KVI (repeat), KDB (repeat). Cecil Brown additions: KVGB, KWOC and WLAY. Cedric Foster: WJPR, KFRE, WBLJ, WELO and KALL. Johnson Family additional outlets: KDB, KXRO and KHJ. Frazier Hunt: WMLT and WJPA. Bill Cunningham, KID. Inside of Sports, WCCP. Tell Your Neighbor: KORE, KXOX (twice); E. Johnson, KLUF.

Ginny Simms Returning

Ginny Simms will return to her Friday night CBS show from 9-9:30 p.m., EDT, a slot now being filled by Tommy Riggs and Betty Lou.

Out In Front
BY MILES!

BILL ANSON

RIDING KFWB'S HOLLYWOOD BANDSTAND
ALREADY SOUTHERN CALIFORNIA'S

No. 1 DISC JOCKEY

PROVED BY 100,431 VOTES

Pulled without giveaways, premiums or prizes in a contest to determine what top recording artist should record Bill's own tune... "You're Cute"

ON WARNER BROS.

KFWB

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM—Three beauty contestants vying in the finals of the "Miss Birmingham" Contest convened in the WSGN studios last Thursday p.m. for interviews. . . . Frances Dorn, who represented the Magic City in last year's Atlantic City beauty parade, gave a thrilling description of the excitement in store for the 1946 queen-elect. . . . Contest is jointly sponsored by the Alabama Theater, station WSGN and the Birmingham News-Age-Herald. . . . **ANNISTON**—WHMA, operated by the Anniston Broadcasting Co., reports that since putting into operation a new 200-foot transmitting tower, it is getting clearer reception throughout the area it covers. . . . The outlet is a 250-watter, operating on 1450 kc.

— MARYLAND —

BALTIMORE—William S. Price, Jr., has been named WFBR director of national sales. . . . William R. Dothard of the sales staff has been appointed director of local sales for the outlet. . . . Carl Fittkau, formerly attached to the New York office of Westinghouse Electric Corporation has recently taken over the post of publicity representative vacated by C. M. Meehan for the same firm. . . . **FREDERICK**—WFMD gave extensive promotion to the teen-age boys' classic, the Soap-box Derby, which was aired exclusively over the CBS web recently.

— PENNSYLVANIA —

PITTSBURGH—Sy Bloom, recently released from service with the Signal Corps, has joined the KDKA continuity department. . . . Before the war he free-lanced in radio for various New York agencies. . . . While in service he also did special programs for Army radio. . . . **PHILADELPHIA**—The Consolidated Royal Chemical Corp., through O'Neil, Larson & McMahon of Chicago, has penned for a full-hour nightly on WIBG for its airing the "Old Time Music Hour." . . . Show, which will consist of old time orchestras and singers, takes to the air Oct. 14 running through March 1. . . . Latest personality added to the WIP program picture is 27-year-old Mac McGuire who is now emceeing the "Start the Day Right" airing at breakfast time. . . . As of August 19 he has a new series entitled "Mac McGuire and His Harmony Rangers," aired Monday through Friday at 1:00 p.m.

Send Birthday
Greetings To—

August 27

Lewis R. Abel Harry Neigher
Eddie House Mack Parker
Alfred Starcke

— OHIO —

PORTSMOUTH—Paul Wagner, WPAY manager and R. E. Marshall, news and sports editor, left the outlet last Monday to attend the one-day meeting of the Ohio Association of Broadcasters Radio News Clinic at the Hotel Onesto in Canton. . . . Before heading home they will in addition, attend a two-day joint meeting between the Brush-Moore radio outlets of Ohio, WPAY and WHBC of Canton. . . . Vacationing—Mr. and Mrs. Franklin Page left here for a two week's motor trip through the East with New York their destination. . . . Mrs. Page is WPAY musical director. . . . Lillian Warden, outlet commercial secretary, is spending a week of her annual vacation with relatives in Obetz, Ohio. . . . Robert Kuhn, WPAY merchandising manager, is spending ten days of his two weeks at the National Red Cross Aquatic School, being held at Camp Minnehaha, Minnehaha Springs, W. Va.

— COLORADO —

DENVER—Listeners here are being urged daily to "Know and Understand Your Traffic Laws" by KFEL. Newsman Bob Bugdanowitz and police officials originated the idea, which includes reading and analyzing one traffic regulation daily at the close of the 12:30 p.m. newscast. . . . Milton H. Hoffman, former editor of the Denver Ordnance Bulletin and public relations officer for the Army Airways Communications System in the CBI, has joined the news staff of KFEL. . . . Tom Atherstone, engineer, is the winner of a national contest for the best and most practical "dream transmitter" for the amateur band.

— NEW YORK STATE —

JAMESTOWN—Looking far and wide for something different in the way of material for a V-J Day celebration, WJTN program director, literally bumped into the impending idea of getting together all the returning servicemen, announcers, special events men, secretaries, even the manager to appear on a half-hour show on the night of August 24, and answer such questions as: Where were you a year ago tonight? What were your thoughts and feelings during the hour of victory? . . . Sentimental Army songs of the war were introduced between interviews of which every theater of operation was represented by at least one member of the staff. . . . **PLATTSBURGH**—WMFF aired the ceremonies inaugurating the much heralded Colonial Airlines' passenger and Air Mail service, which opened here last Thursday.

— TEXAS —

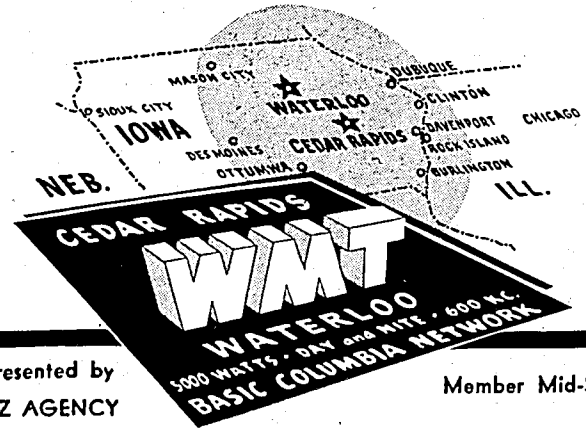
HOUSTON—KTRH, largest full-time outlet on and serving the Gulf Coast, has recently undertaken the long-range plan of co-operative broadcasting in the fields of agriculture and cattle raising in the Southern Gulf Coast area of Texas. . . . Recently named to the new post of KTRH Farm and Ranch director, is George H. Roesner, well known to farmers and stock raisers, with special farm and ranch news, crop suggestions, market reports, and other pertinent information dealing with the extensive field of agriculture.

Iowa's Dark Green Corn Fields Promise RECORD 1946 YIELD of 651,242,000 Bushels of Corn

Forecasts the U. S. Dept. of Agriculture



Iowa's Farm Markets
Promise Record Returns
To Smart Time Buyers
Who Select
—The Station That
Covers Eastern Iowa's
Rich Farm Area—
Completely . . .



Represented by
KATZ AGENCY

Member Mid-States Group



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 42

NEW YORK, WEDNESDAY, AUGUST 28, 1946

TEN CENTS

Start UN Radio Pickups

FCC Dispute Reported Re "Favoring" AM

Washington Bureau, RADIO DAILY
Washington—Dissatisfaction within the FCC over alleged "favoring" of AM over FM has been reported here, with charges hurled in Commission meetings that undue staff concentration has been placed upon the processing of AM applications at the expense of speed in processing the FM applications. It is known that the opponents of speedier licensing for AM broadcasters are especially anxious to aid independent FM opera-

(Continued on Page 7)

Video Film Exchange Between ABC And BBC

International television became a reality for the first time yesterday when ABC and BBC jointly agreed a periodic exchange of video films produced in both countries, according to an announcement by Bernard Barre, ABC's television director of special events. Stephen Fry, director of program operations for BBC in New York, stated that "this is the be-

(Continued on Page 7)

Musicians Strike Ends At WOAI, San Antonio

San Antonio, Tex.—The 24-day-old strike of musicians here against WOAI ended Friday, with signing of a contract between the station and the Musicians Society of San Antonio on August 23. End of strike was announced by Monte Kleban, production manager at WOAI.

The musicians, 14 in number were (Continued on Page 2)

Resourceful

Looks like Joseph Fleuret, unemployed television technician of Thornwood, N. Y., has hit the jackpot with a new television kit which he and some former Sonocone associates have developed. First announcement of the kit last week brought 240 orders mostly from radio technicians. The kit, including a direct image tube, is complete with diagram.

Four-Power

Washington—Quadrupartite control of the Berlin Radio, hitherto operated by the Russians, has been proposed at a four-power council meeting. Although the studio is located in the British zone and the transmitter in the French zone, the Russians have been in control of the operation from the beginning. British, American and French officers have felt a propaganda disadvantage.

Philco Sets ABC Deal; Will Add 400 Stations

Final arrangements with ABC for the broadcast of the transcribed Bing Crosby program over 211 stations coast-to-coast starting Wednesday, October 16th, was announced yesterday by James Carmine, vice-president of Philco Corporation in charge of merchandising. The announcement added that in addition 400 other stations throughout the nation and abroad would carry the Crosby-Philco show.

It is believed that in setting up the (Continued on Page 8)

WAA Creates New Office For Advertising—Info.

Washington Bureau, RADIO DAILY
Washington—Creation of a new office of Information and Advertising within the War Assets Administration was announced by Administrator (Continued on Page 2)

Football Looms On NY Tele; Pro Grid Owners Interested

Many a football image seems slated to pass across New York television screens this fall since it seems likely that all home games of the two New York and one Brooklyn pro gridiron teams will be televised. Not only are the telecasters themselves greatly interested in the fall sport but in some cases football owners have made an approach and asked the industry to telecast their games. This

Networks and Stations Renew Cover of Council Deliberations at the Lake Success Quarters

Waring Program Sold To Florida Sponsor

Florida Citrus Commission, has purchased the three remaining programs in the Fred Waring morning series on NBC, Monday, Wednesday and Friday, 11-11:30 a.m., EDT, according to Harry C. Kopf, network vice-president in charge of sales. Sponsorship will start Friday (August 30), and will be over some 150 NBC outlets. Benton & Bowles is the agency.

Waring morning stanzas are sponsored (Continued on Page 7)

Kyser Gets 'Lucky' Release; Set For Palmolive Show

Kay Kyser has been definitely released from his contract with the American Tobacco Co., and yesterday signed to do a half-hour program for Colgate-Palmolive-Peet starting Wednesday. (Continued on Page 7)

New WEAJ News Series Will Begin Monday

Inauguration of the new "Metropolitan News Roundup" series on WEAJ, New York, with the news coverage originating in five news- (Continued on Page 2)

Two networks and five indie stations will be on hand at 10:30 a.m. today when the United Nations Security Council opens its first meeting at the new interim headquarters at Lake Success, L. I. Four of the indies—WMCA, WNYC, WQXR and WLIB—plan full coverage of the day's proceedings beginning with the mid-morning session. The fifth indie, WINS, will broadcast from the chamber at different periods throughout the day.

CBS plans two spot pickups for the (Continued on Page 7)

SBC Announce Plans For October Meeting

Plans for the tenth annual School Broadcast Conference in Chicago to be held October 21 to 23 were announced yesterday by George Jennings, radio director of the Chicago public schools. The conference, which annually attracts 500 educators interested in broadcasting, will be held at the Continental Hotel in Chicago. (Continued on Page 6)

Heavy Use Of Radio Time By Cal. Political Groups

Heavy use of commercial radio time by political candidates running in California is reported by ABC starting September 17, and continuing (Continued on Page 2)

Interest High

Busiest station in New York yesterday was WHN which carried the play-by-play returns of the Brooklyn-Cardinals baseball game being played in St. Louis. Station switchboard was clogged all afternoon with inquiries regarding the progress of the game and indications were that the radio audience following the game was of world series proportions.



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

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FINANCIAL

(Tues., Aug. 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Musicians Strike Ends At WOAI, San Antonio

(Continued from Page 1) all scheduled to return to work and take over their programs which since July 29 had been replaced by transcribed and recorded music. Strike was called when station and union members could not agree on terms of a contract.

Coming and Going

BEN GRAUER is taking time out from his announcing chores to fly to Paris Friday on a two-week trip which will include several other European cities.

JACK BANNER, of Banner and Greif, is back from vacation and in Philadelphia to do advance road work for the personal appearance of Professor Quiz.

DAVID E. GREEN is on his way to the Coast in connection with the Hollywood premiere of the JUDY CANOVA NBC show and the MEL BLANC CBS debut Sept. 3.

REX MILLER, Mutual-Don Lee news commentator and expert on the Far East, is in New York visiting home office executives.

ARNOLD B. HARTLEY, program director for WOY, has returned from a three-week vacation in Michigan.

LYMAN BRYSON, CBS' counselor on public affairs, goes to Washington, D. C., next weekend for the WTOP-CBS teachers workshop on September 7.

MAESTRO RANDY BROOKS is in New York from Atlantic City to prepare for his opening at the 400 Club on Sept. 6. His band will be on a major web.

JOHN H. NORTON, ABC vice-president in charge of stations, leaves today for a quick business trip to Chicago. He'll return Friday.

LLOYD RING COLEMAN, manager of the Sydney, Australia office of J. Walter Thompson, is en route to Europe after a six-week visit to New York.

DAVID NIVEN will arrive in New York tomorrow from Hollywood. On Sunday, the actor will star in "The 39 Steps" over WJZ-ABC.

WAA Creates New Office For Advertising—Info.

(Continued from Page 1)

Robert M. Littlejohn, Northrop Clarey, retired last year as public relations and publications head for Standard Oil of New Jersey, will become WAA deputy administrator in charge of this office.

Clarey has been advertising manager of the National City Co., financial news editor of the New York Times and Railroad News editor of the Wall Street Journal. He is a former director of the National Better Business Bureau; Governor of the Bond Club of New York; chairman of the public relations committee of the National Association of Manufacturers and chairman of the Annual Public Relations Conference of that association.

Appointment of Frank E. Feliz, as director of information, also was announced. Feliz has been special assistant in charge of WAA public relations since July 1. He has been active in public relations and newspaper work in San Francisco and was with WPB and WMC for the past four years.

Carl K. Hart, director of advertising has resigned to return to his private business in Chicago after five months' service with WAA, but will continue in charge of WAA advertising until Aug. 31. His successor has not been announced.

Cusack Leaving NBC

Parmelee W. Cusack, director of NBC's advertising and promotion department, will resign from the net effective Sept. 30 to form his own advertising and promotion art studio.

New WEAJ News Series Will Begin Monday

(Continued from Page 1)

papers in the Greater New York area, gets under way Monday from 12:15 to 12:30 p.m. News program will be heard Monday through Friday. Newspapers participating are the Brooklyn Eagle, Newark Star-Ledger, Bronx Home News, Long Island Daily Press and the news bureau of the Westchester County daily newspapers located in the office of the White Plains Reporter-Dispatch. Equipment has been installed in the newspaper offices on dry runs of the program.

Heavy Use Of Radio Time By Cal. Political Groups

(Continued from Page 1)

throughout November 4. Candidates for offices of attorney general and for lieutenant governor are using 15-minute periods several times weekly on 11 affiliated California ABC stations.

Jan Schimek

Jan Schimek, 44, director of copy-right and assistant director of the editing department of CBS, died suddenly at his home in Forest Hills, Long Island, yesterday. He joined CBS as director of literary research in February, 1930. Surviving is his wife, Mrs. Madeleine St. Laurent Schimek.



Short cut

That's part of the CVP Canal out in California that S-curves its way through the Madera foothills. Ultimately the canal will be 37 miles long and will carry water from the Friant Dam to the lands of the Madera Irrigation District.

That will be a fertile, blooming valley soon... and it had to be done the hard way.

Sales of a product have to be nurtured along too, and down here in Baltimore, W-I-T-H, the successful independent, has a production way of getting sales up... but by a short cut.

Here are the facts: W-I-T-H delivers more listeners-per-dollar spent than any other station in this big 5-station town.

If you want sales to grow... where none bloomed before... down here W-I-T-H is the answer.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REID

Insurance advertisement for Jules Neuberg, 80 John Street, New York City. Includes phone numbers: Bowling Green 9-0284, Whitehall 3-6767.

VEVV get Cashman in Hollywood advertisement.

Henri CONFISEUR FRENCH RESTAURANT LUNCHEON DINNER COCKTAIL BAR Famous French Candies 15 East 52nd St. AIR CONDITIONED

P.V.

INVITES YOU TO MATCH
WITS WITH AMERICA'S
GREATEST DETECTIVE



IN THE
"EAGLE MURDER
CASE"

SEE IF YOU CAN SOLVE THIS EXCITING MYSTERY WITH CLUES SHOWN BELOW



1. After an auto accident, Joe Dalton, suffering from a fractured right arm and leg, is being removed to an ambulance. One of his partners, Bill Graves, asks the attendant to give Dalton a hypodermic, despite Dalton's desperate objection. Dalton's other partner, Ed Edwards, and Dalton's wife are next to the stretcher when the ambulance doctor administers the hypo.



2. Although Dalton was alive when the hypodermic was administered, and though placed in the ambulance immediately after, Dalton is found dead on arrival at the hospital with a knife in his left side. Nobody could have gotten into the ambulance enroute.



3. District Attorney Markham relates the baffling murder of Joe Dalton . . . and asks the help of "P.V.," America's greatest Detective. "P.V.," and his secretary, Ellen Deering, listen attentively to the details.



4. "P.V." goes to see Dalton's widow, who tells him about Dalton's partners in the Eagle Manufacturing Company.

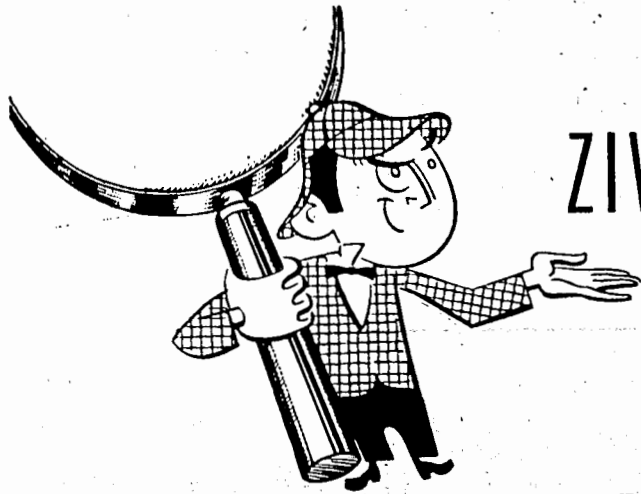


5. Dalton's two partners have a fight when each accuses the other of stabbing Dalton. "P.V." overhears and learns that partners hated each other and hated Dalton, too . . . and that Mrs. Dalton was beneficiary of a large insurance policy.



6. "P.V." grills ambulance doctor, partners, and widow and in presence of District Attorney Markham, accuses the guilty one. Do you know whom?

SOLUTION ON
NEXT PAGE...



ZIV BRINGS YOU AMERICA'S

FAVORITE OF MILLIONS

IN BOOKS — Philo Vance books broke all publishing records

IN POCKET-BOOKS — now read by new millions in 25c pocket-books

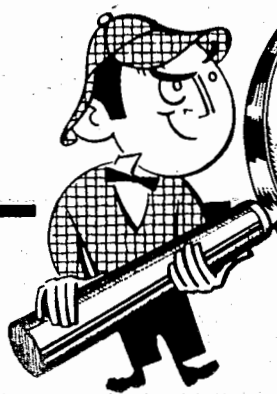
IN MAGAZINES — read by millions in American—Scribners—Pictorial Review and more.

IN PICTURES — 12 big budget motion pictures, top stars, top budgets, top audiences

YOU GET

1. AMERICA'S TOP DETECTIVE
2. WITH A PROVED RECORD OF NETWORK SUCCESS
3. WITH A HUGE WAITING AUDIENCE
4. A TOP SHOW THAT YOU CAN SPONSOR WITH PRIDE
5. AT THE MEREST FRACTION OF ITS COST!

Based on S. S. Van Dine's famous character as depicted in "The Canary Murder Case", "The Benson Murder Case", "The Greene Murder Case" and many more, this thrilling new half hour detective show means more listeners per dollar. Better than "network" in production — now transcribed for less-than-network sponsors. It's a ZIV production which means it's got to be good!



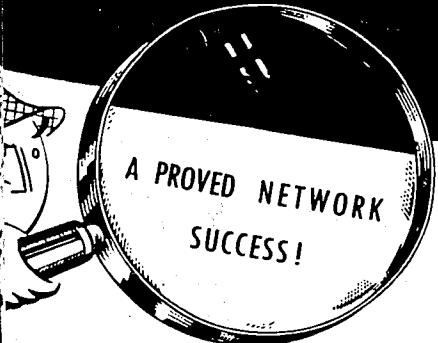
A
TREMENDOUS PRE-BUILT
AUDIENCE!

TOP DETECTIVE ON THE AIR!

S. S. VAN DINE'S

PHILO VANCE

AMAZING! • ROMANTIC! • EXCITING! • AMUSING!



A PROVED NETWORK
SUCCESS!

**NOW TRANSCRIBED
FOR LOCAL AND REGIONAL SPONSORSHIP**

FREDERIC W. **ZIV** COMPANY.

Radio Productions

1529 MADISON RD. CINCINNATI 6, O.
NEW YORK • CHICAGO • HOLLYWOOD

SOLUTION The Eagle Murder Case

Mrs. Dalton maintained that she was on the RIGHT side of the stretcher when the stretcher was being put in the ambulance which made it appear that she could not possibly have stabbed Dalton in his left side. However, "P.V." (who you've already guessed is Philo Vance) learned that since Dalton's body was put in the ambulance head first instead of feet first . . . that put Dalton's LEFT side near Mrs. Dalton. When she saw the hypodermic was taking effect, she plunged a knife into her husband's side, just before the stretcher was slid into the ambulance. How Vance outwits her when she confronts him with a gun in her hand makes for the most dramatic climax ever done in radio. Hear it in "THE EAGLE MURDER CASE!"

SBC Announce Plans For October Meeting

(Continued from Page 1)

and will be in session during the period of the NAB national convention.

Both FM and television are on the agenda for the conference. At the afternoon session of Monday, October 21, K. L. Dragoo, director of KALW, San Francisco public schools, will head a panel which will discuss "FM For Present and Prospective School Operators." On Tuesday, "Education and Television" will be the subject of a section meeting with the discussion led by Elizabeth E. Marshall, program director, Radio Council-WBEZ, Chicago public schools, and James MacAndrews, director, WNYE, New York public schools.

Another panel session of Tuesday will be devoted to "Transmitting and Receiving Equipment; Other Audio Aid for School Use." This panel will hear Nathan A. Neal, supervising engineer, WBOE, Cleveland public schools, and Lee McCanne, chairman, RMA school equipment committee.

Cherniavsky Joins Neblett In Executive Capacity

Chicago—Joseph Cherniavsky, former musical director of WLW, Cincinnati, and more recently of the Chicago Company of "Up In Central Park" has joined Neblett Radio Productions as musical director and head of the program development department. This covers both transcribed and live shows.

The two immediate programs currently being packaged are a revised version of the half-hour vehicle "My Lucky Break," which will feature Johnnie Neblett as narrator, and "Hurdy Gurdy Man," a 15-minute juvenile novelty mystery.

Will Conduct Tele Course

Robert F. Jamieson, assistant general manager of WABD, DuMont Television, will instruct a class at New York University on the Technique of Television Commercials. Classes start September 30 and run through January 27.

SALESMEN

A New York radio station has an opening on its sales staff. All correspondence will be confidential. If interested state experience and income expected. Write Box No. 209, Radio Daily, 1501 Broadway, New York 18, N. Y.

For Exclusive PERSONALIZED Publicity

Jane Barton

publicity • promotion

7 W. 44th ST., NEW YORK CITY • VA 6-1696



Personal Postcards. . . !

● ● ● PRESTON STURGES: Your favorite actor, Eddie Bracken, has sold his radio show to Texaco for \$12,500 weekly. He will feature Bill Demarest and Ann Rutherford. It bows in on CBS Sept. 28th in the spot preceding Phil Baker. Phenomenal feature is that it is Bracken's own package and he so'd it himself without an agent. . . . MARK HELLINGER: Niles Trammell will have news about your new radio package within the next 10 days. . . . WILLIAM MORRIS, JR.: One of your top radio names won't sign again. . . . FREDDIE WAKEMAN: Selma Robinson's great profile on you in last Sunday's PM didn't contain any portion of the Campbell Soup people's estimate of you. Too hot to handle, bud. . . . BILLY ROSE: What network, little man? . . . LOUIE B. MAYER: In your "Merton of the Movies," Red Skelton will play a Dr. Jekyll-Mr. Hyde sequence. Frederic March won't mind, but Harry Ritz may sue you. . . . SYDNEY KAYE: Following your b'cast the other night it looks like the radio boys are tabbing you their one-man army against Charles Siepmann's and FCC's "blue books". . . . MILTON BERLE: The auditor's figures at Nicky Blair's Carnival show that your checks in the past six months at that spot have totalled more than \$265,000. With your options running to Dec. at the ten grand weekly figure, it's a cinch you'll be show business' top taxpayer for 1946 in the actor class. . . . JULES ZIEGLER: Why so secretive about Allan Jones? He's not coming here next month just to have spaghetti with you at Sardi's, me lad.



● ● ● FREDDIE BARTHOLOMEW: Walter Huston caught your summer theater work and is touting you as a young Leslie Howard. Just thought you'd like to send him a thank-you note. . . . ESTELLE SLOAN: Saw the Cole Porter picture which you steal with your dancing and then caught you at the Music Hall. Where have you been all my life? . . . JOHN CONTE: Love your work on the Teen-timers' show and you'll be hearing from Oscar Hammerstein. You'd be a natural for his new show. . . . PAUL ROBESON: Katherine Dunham, greatest artist of your people, is writing a radio series for children based on Caribbean folklore. . . . TOM HARMON: I know all those reports about your feud with Bob Waterfield are just so much eyewash. In fact, isn't it true that you are roommates while on the road? . . . JASCHA HEIFETZ: Your concert at the H'wood Bowl was cancelled because of your \$5,000 fee for the one nite. Four grand is their ceiling price. But you can play in my hotel room any time.



● ● ● EDGAR BERGEN: Jimmy Stewart, your first guestar, will not accept a permanent radio spot. No profit. . . . JACK LEONARD: Your first chore for Columbia Pictures will be a spot opposite Mrs. Orson Welles and you'll find Rita one swell gal. . . . VICK KNIGHT: Got a shock when I heard that Vick Knight was still working on the Command Performance show. Okay now, that I've discovered that it's your boy, Vick, Jr. . . . BING CROSBY: Toots Shor has a wing in his house ready for you when you arrive here. . . . BUDDY ROGERS: Understand that when you release your picture, "Little Iodine," you'll have six recordings ready for the advertising agencies to make a pitch for a half-hour show. . . . TOMMY ROCKWELL: Welcome back to town. We missed you. . . . PAUL WHITEMAN: Al Jolson has joined the Advisory Board of the Song Hit Guild, the magnificent outfit which guides and encourages the amateur songwriters. . . . JOHN BATES: Isn't your trip to H'wood premised on the new Bebe Daniels' show? . . . GEORGIE JESSEL: Groucho Marx says you can't date his daughter until she is one full month old. . . . BOB SYLVESTER: Your new novel, out in November, will have a first printing of 20,000 copies and an advertising budget exceeding \$10,000. . . . GEN'L EISENHOWER: Your former chief of radio in Europe, Bob Pollock, is now a dramatic actor here in N. Y.

4 markets it pays you to cover

WORK
YORK, PA.

WGAL
LANCASTER, PA.

WRWA
READING, PA.

WKBO
HARRISBURG, PA.

NBC

Market-wise time buyers looking for profitable sales have found these four progressive markets outstanding buys. Write for information.

Represented by
RADIO ADVERTISING COMPANY

Stations Set Cover For UN Meet

(Continued from Page 1)

one on its regularly scheduled 6 p.m. "Feature Story," a program designed to stay atop the latest news events. Quincy Howe, CBS commentator, will do a special broadcast in Lake Success at 6 p.m. NBC has set a special 6 p.m. description and commentary to be handled by John MacVane direct from the Security Council chamber. NBC may do a special broadcast at 1:45 p.m. today if it thinks proceedings warrant it.

ABC Moves In Thursday

ABC will not offer spot pickups in Lake Success today but plans to move out Thursday. Mutual has announced its plans and is not scheduled to broadcast from UN interim headquarters today.

In addition to the proceedings of various sessions, it is expected that the five indies will offer background and color material as well as interviews with delegates and officials of the UN. International relations may be in for a lively session at the new interim headquarters with a agenda listing the Greek question requests for new entries into the

Radio Facilities Ready

Christopher Cross, U. S. radio liaison officer for the UN, announces that broadcasting facilities are in readiness at Lake Success. A control room is installed for the two separate council chambers and four conference rooms and a console controls the switch of individual delegates over broadcasting and speaker installations. Fifty miles of special radio cable feed the consoles, 33 amplifier control racks, 60 radio rooms, 250 speakers and 190 microphones.

Kyser Gets 'Lucky' Release; Set For Palmolive Show

(Continued from Page 1)

at 10:30-11 p.m., EST. Kyser has been on "lend-lease" to Colgate since Dec. 27, 1944 and doing a one-hour program. It is reported that it is Kyser's suggestion to do the one-hour instead of a full hour, which will be his first such cut in about nine years. Ted Bates, head of the agency. Colgate will plug Palmolive soap.

Coincidental with Kyser taking the 10 p.m. time American Tobacco will retain the 10-10:30 p.m. Wednesday slot, possibly with a Frank Morgan show, which leaves the hour clear commercially, insofar as NBC is concerned.

Kyser first went on for Lucky Cakes Feb. 7, 1938.

Frankel Joining "Nation"

Effective October 1, Lou Frankel, former trade paper reporter will become radio editor of the Nation. Frankel will continue in his advisory capacity in public interest programs, to the N.Y.U. Ithaca.

Report Dispute Within FCC Re "Favoring" AM Over FM

(Continued from Page 1)

tions where there will be no duplication of AM programming.

These charges were met by a reply that the greater volume of AM applications warrants heavier staff concentration upon them, and also by the argument that FM receivers are still relatively unobtainable. The failure of manufacturers to turn out more FM receivers has both factions at extreme odds, since whatever efforts the Commission makes to establish the FM service is useless unless FM receivers are available to the public.

Applications reported yesterday included only two for FM facilities—to the Balboa Radio Corp., San Diego, Calif., and to Radio Broadcasting, Inc., West Memphis, Ark.—compared with 11 applications for new AM operations. The applicants include the Lewiston-Auburn Broadcasting Corp., Lewiston, Me., seeking the 1470 band with five kilowatts, unlimited; KTOP, Inc., Topeka, Kans., seeking the 1400 band with 250 watts, unlimited; Jerama-Fer Radio Corp., Caguas, P. R., seeking the 1240 band with 250 watts, unlimited; Metropolitan Broadcasting Co., Houston, Tex., seeking one kilowatt, night, and five, daytime, on the 1060 band; The Belleville News-Democrat, Belleville, Ill., seeking one kilowatt, unlimited, on the 1430 band; The Neenah-Menasha Broadcasting Co., Neenah, Wis., seeking one kilowatt, daytime, on the 1280 band; Louis P. and Gertrude Jo Myers, seeking five kilowatts, daytime, on the 1100 band in Tulsa, Okla.

Many Applicants

Also KTRM, Beaumont, Tex., seeking 250 watts, daytime, on the 710 band; Houston Broadcasters, Dothan, Ala., seeking 250 watts, unlimited, on the 1240 band, and Wonderland Broadcasting Co., Ltd., Redding, Calif., seeking 250 watts, unlimited, on the 1340 band.

Power boost from 250 watts, unlimited, to five kilowatts, unlimited, with a frequency shift from 1400 kc. to 590 kc. is sought by WARM, Scranton, Pa., while four other applicants for new stations amended their frequency specifications.

The St. Louis Globe-Democrat, St. Louis, Mo., has sought to amend its application for an FM station, changing its frequency specification from 46.3 megacycles "to be assigned by FCC." Altering its coverage outline from 13,083 to 15,740 square miles and its population coverage from 1,766,569 to 1,912,932.

Port Frere Broadcasting Co., Wilmington, Del., seeks to amend its application for a new AM station on the 1250 band with 500 watts, daytime, now proposing the 1290 band. Veterans Broadcasting Co., Inc., Rochester, N. Y., seeking the 1280 band with one kilowatt, daytime, now asks for five kilowatts, unlimited. The Jacksonville Beach Broadcasting Co., Jacksonville Beach, Fla., seeking

operation with 250 watts, daytime, on the 1030 band, now proposes the 1010 band. The Cream City Broadcasting Co., Milwaukee, Wis., seeking the 1290 band, has proposed one kilowatt, daytime, instead of 250 watts, daytime.

Texas Governor-Elect Beauford Jester was yesterday granted a license to cover the construction permit for KWTX, Waco, which will operate with 250 watts, unlimited, on the 1230 band. Licenses were also announced for four other new standard stations—WTSB, Lumberton, N. C., operating on the 1340 band with 250 watts, unlimited; WPUV, Pulaski, Va., on the 1230 band with 250 watts, unlimited; WTOD, Toledo, Ohio, for operation on the 1560 band with one kilowatt, daytime, and KSFT, Trinidad, Colo., for operation on the 1280 band with 500 watts, one kilowatt.

Licenses were granted also for KABC, San Antonio, Tex., to begin operating on its new assignment—the 680 band with 10 kw.-50 kw.-ls; and for WCOP, Boston, Mass., to up its power to five kilowatts.

Tele Film Exchange Between ABC And BBC

(Continued from Page 1)

ginning of international television which must resort to films."

First exchange of films is expected to take place next week when ABC will send to Britain such titles as "Golden Jubilee," scenes of the old time auto show in Detroit; the Acquatorial filmed in Minneapolis two weeks ago, and two racing films to be produced at Saratoga this weekend.

It is expected that more video films will be sent from the U. S. to England than vice versa, since BBC does not use as much film as American telecasters. British video industry has more equipment for spot pickups and also the hostility between television and the newsreels has hampered the British from making much use of celluloid in video.

As an example of what may come from England in the two-way exchange, a film showing the Queen Mary sailing from England could be sent to ABC which would release it simultaneously with the arrival of the vessel in New York.

New Program Series

Los Angeles—Such people as Orson Welles, Sidney Greenstreet, Bing Crosby, Conrad Nagel, Manchester Boddy and Joseph Schildkraut will be heard on spot announcements lauding Dick Joy's new program idea for station KCMJ, Palm Springs—"Speak Up, Listener." The program debuts Sept. 8 for four weeks over the Palm Springs station and then will be offered for sale to the networks.

Pro, College Gridiron Looms Big For NY Tele

(Continued from Page 1)

some possibilities can be advanced. NBC television last year carried the New York Giants games and it is very likely that they will repeat this season. Ford Motor Co. is reported to be in contact with Dan Topping regarding television sponsorship of the New York Yankee footballers. Other sponsors also have shown interest in the Yankee series.

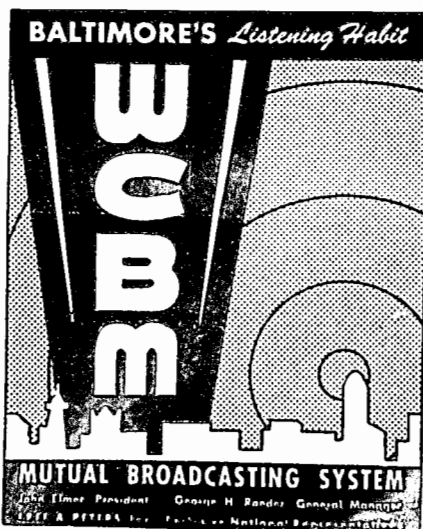
If Ford should sponsor the Yankee gridiron video shows, it is probable that CBS would handle since Columbia has signed to handle Ford shows from the Garden and Baker Field. Should this occur, then the Brooklyn Dodger gridironers would probably be telecast by ABC. However, an entirely new circumstance brought increasing tension into the picture only last week and will play a big part in what net gets what team. Only cinch bet at the moment is that all three local pro gridiron teams will be telecast as well as certain college games.

Waring Program Sold To Florida Sponsor

(Continued from Page 1)

ored Tuesdays and Thursdays by the American Meat Institute and the Florida Citrus account closes the five-time-a-week musical for a sellout. Citrus account will stress Florida canned citrus juices, particularly the grapefruit.

Orchestra and glee club comprising the Waring show is also currently filling in as a summer replacement on NBC for the S. C. Johnson & Son Wax Co., in the Fibber McGee and Molly slot, Tuesday nights. Waring morning show, considered an innovation when it was placed in the 11 a.m. time to combat strong competition on other networks nearly a year ago, was reported at the time to be a matter of a \$19,000 budget for NBC, but this sum has been somewhat discounted.



Philco Sets ABC Deal; Will Add 400 Stations

(Continued from Page 1)
400 additional stations Philco will make use of regional MBS stations, the Keystone Broadcasting System transcription network, and independent stations that will assure full national coverage.

The scheduling of the Bing Crosby program calls for its presentation each Wednesday night at 10 p.m., EST, on the eastern seaboard at 9 p.m., local time, in all other time zones. The 9 p.m. period presents problems of clearance in some communities where stations have network commitments.

Clearing Time

Pierson Mapes and associates of the Hutchins Agency in New York, went into high gear yesterday working out details of stations, time clearance, and other problems of launching the new Philco-Crosby show. Scores of independent stations throughout the country were reported bombarding the agency for a piece of the commercial businesses.

Swope, Jr. Back At CBS In Television Dept.

Herbert Bayard Swope, Jr., just out of military service, returns to CBS in the news and special events department of the network's television station WCBW, New York. He will be an assistant to Robert Bendick, director of the department, in the handling of remote and mobile operations. Swope was a naval lieutenant and saw service for five years in the Mediterranean and Pacific.

He joined CBS in 1938 as an apprentice and assigned to the sales promotion department later on. He also served as trade news editor prior to going into the service in 1941. He was a reporter on the N. Y. Herald-Tribune before coming to CBS.

Joins Lion Records

Harry Meyerson has resigned from Decca and joins Lion Records as manager of the popular artists division effective today. This move reunites Meyerson with Frank B. Walker, both having been executives with Victor, the former having been West Coast manager for eight years. Other appointments will be announced shortly simultaneously with the completion of studios, home offices, etc.

Send Birthday
Greetings To —

August 28

Len Conn Dr. Ralph L. Power
Chris Cunningham Irving Silvers
Harriette Widmer

COAST-TO-COAST

— ILLINOIS —

CHICAGO—Al Hattis, radio writer, producer and announcer, is back at his old trade at WJJD as writer-producer of the Army Recruiting series "What's Now?". . . Under the auspices of the Army, he was recently transferred to the radio dept., Illinois Recruiting District Headquarters, Fifth Army. . . Guests on June Merrill's "For Women Only" stanza this Wednesday will instigate a controversy that will engulf most every legal authority in Cook County. . . Sid Summerfield, chief clerk of the marriage license bureau, and Michael Flynn, County clerk, will be interviewed in connection with the "Air Wedding" contest which is being conducted by Capitol Airlines.

— MONTANA —

MISSOULA—In conjunction with the housing committee at Montana State University, KGVO is going all-out to secure housing here for the throngs of students expected to register for the fall quarter in September. . . In addition to spots and daily news items on the progress of securing availabilities, the outlet aired a quarter-hour forum last Thursday with President James A. McCain of the university, Andrew Cogswell and W. W. Blazer completing the housing panel. . . KGVO is making preparations to carry the parade inaugurating Missoula's first post-war "Stampede" celebration. . . Committee for the big event promises two thrill-packed days of action when the Stampede gets under way at the County Fairgrounds, south of Missoula.

— MASSACHUSETTS —

SPRINGFIELD — Three-hundred dealers of Admiral radios and appliances, representing all four western Mass. counties and the entire state of Vermont, and their wives attended a dinner and exhibition of the Admiral stock Aug. 20, at the Hotel Kimball. . . BOSTON—Mildred Bailey, of WCOP, who summers at the Rocky Neck, Gloucester, added a touch of Old Salt to her "Food is Fun" show of Aug. 24. . . She used the weather man's line from Gloucester to the outlet and featured a chat on food with the Ralph M. Barkers, thus saving herself a trip to Boston studios of a Saturday, and capitalizing on the station's weather broadcaster, the Old Salt, as well on Mrs. Old Salt's famous halibut chowder recipe.

— CONNECTICUT —

HARTFORD—WHT, which handled vet news in the post-war months, noted for programs listing returning servicemen, has been awarded a Distinguished Service Citation by the Connecticut Dept., American Legion. . . STAMFORD—WSTC has also been awarded a DSC by the American Legion for vet programming. . . As part of the WSTC's interest, the outlet is currently presenting "Mr. Legionnaire," a weekly quarter-hour discussion of problems pertaining to vets. . . Program has a guest each week, an authority on some particular subject pertinent to the current vet's problems. . . BRIDGEPORT—David Hays, commercial manager, after 33 years of service in many capaci-

ties with the General Electric Company, has retired under provisions of the company's pension plan. . . He is succeeded by C. K. Reiger, who was transferred here from Fort Wayne last June.

— CALIFORNIA —

LOS ANGELES—Lt. Col. Douglas Meservey, General Staff Corps and former radio and advertising exec., has joined Simmel-Serevey, of Beverly Hills, producers of educational films and records.

FM Educational Web Planned For Texas

Austin, Tex.—Arnold Wittman, the Texas State Department of Education announced here tentative plans for a 43 station network of FM stations, to serve educational institutions. He stated that it had not been decided how the FM educational radio circuit would be financed, but he expressed hope the next Legislature will assist. Plans followed a report on FM educational network in Oklahoma and Louisiana at a recent radio meeting.

Chicago's Best Buy

FROM 8 A. M. TO 10:30 P. M.

How They Stood For July:

Network Station "A" Ahead in 53 Periods

Network Station "B" Ahead in 42 Periods

W-I-N-D Ahead in 16 periods

Network Station "C" Ahead in 12 Periods

Network Station "D" Ahead in 6 Periods

(all four network stations are 50,000 watters)

Survey Figures Upon Request

W-I-N-D

5000 WATTS 560 K. C.

Chicago's Only 24 Hour Station

N. Y. Representative JOHN E. PEARSON CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 43

NEW YORK, THURSDAY, AUGUST 29, 1946

TEN CENTS

Set Political Programs

Await Truman's OK Of US Radio Delegates

Washington Bureau, RADIO DAILY
Washington—President Truman is expected to approve within the next few days the U. S. delegation to the five-power telecommunications conference in Moscow next month, it was learned yesterday.

The U. S. delegation will be headed by Francis Colt DeWolf, State Department telecommunications chief, and will include FCC Commissioner Clifford Durr. Also in the U. S. delegation from the FCC will be David

(Continued on Page 7)

Leaders Accept Invitations For Annual TBA Banquet

Leaders of radio, motion pictures, and the television manufacturing field have accepted invitations of Ralph A. Austrian, chairman of the Television Broadcasters Association conference, to be guests of honor at the banquet session of the second annual conference on Thursday, Oct. 10, at the Waldorf Astoria Hotel. Those accepting include Philip D. Reed, chairman, board of directors, General Electric Co.; C. G. Stoll, president of

(Continued on Page 6)

Political Broadcast Form Devised By Nunn Stations

Lexington, Ky.—In an effort to aid the standardization of contract forms for political broadcasts in compliance with FCC standards the Nunn stations through Gilmore H. Nunn and John S. Ballard have compiled a form which is being utilized by many radio

(Continued on Page 2)

Nostalgia

A note of authenticity was injected into the background of Mutual's "I Was a Convict" recently when a piece of fan mail requested a copy of a certain script. Listener said he'd known the program's crime expert and moderator, Ed Lucas at one time and would like the script mailed to him as follows: No. 47202, Oklahoma State Penitentiary, Oklahoma, USA.

More Than Double

Advance registration for the NAB's Chicago convention in October has already topped 500, with current estimates that the attendance will reach about 2,000. The convention attendance in 1942, the last full-scale convention held by the Association, was only 976.

Coast FM-Tele Plans Getting Underway

San Francisco—With conditional FM licenses being granted to a number of stations in this area, plans are being made to erect transmitters and start FM broadcasting just as soon as business and operating conditions make it possible.

Some stations already have secured construction sites for transmitters, and others have options on several tentative locations.

John W. Elwood, general manager

(Continued on Page 7)

Red Barber Featured In CBS Co-op Program

New co-operative program headed by Red Barber which will be an all-sports show, is scheduled to start over CBS Monday, Sept. 16, at 6:30-6:45 p.m., EDT. Barber, who was recently appointed sports director of the network plans to cover all phases of sports in his show and also bring stars to the mike as his guests.

Origination of the programs will

(Continued on Page 2)

Webs and Stations Schedule Heavy Labor Day Coverage

All networks and some of New York's independent stations will broadcast special programs in observance of the 64th anniversary of Labor Day next Monday, Sept. 2. Actually the day also marks the first anniversary of surrender terms signed by the Japanese but broadcasting gave the big play to Aug. 14.

For Sept. 2, NBC has scheduled an annual Labor Day address by William Green, AFL president, who

Networks and Stations Throughout Nation Sked Coverage of Major Party Conventions and Candidates

BMB To Stage Clinics In Chicago In Sept.

Representatives of BMB will invade Chicago next month in an effort to break down the resistance of independent broadcasters who are opposed to the audience measurement plan in its present form.

A series of three clinics, similar to the ones recently conducted in New York, have been set up for Monday, Sept. 9, at 4 p.m., and at the same hour on Mondays, Sept. 16 and 23. The

(Continued on Page 2)

Okl. Station Campaigns For Coming Of FM Radio

Oklahoma City—A campaign to inform the public of FM receiver scarcity has been inaugurated by KOCY in Oklahoma City.

KOCY is broadcasting three spots

(Continued on Page 6)

New Series Of Sport Shows To Be Sponsored On WHN

At least two new sponsors will debut on WHN's heavy sports menu this fall, one of whom is the Inkograph Pen Co., which will under-

(Continued on Page 6)

Networks, on a limited basis, and stations throughout the country, are preparing full coverage of the forthcoming elections of importance, particularly to those wherein seats in the U. S. Senate are involved as well as various gubernatorial races. Hotly contested elections already being the keynote and all considered as straws for the big show in 1948, more money is expected to be spent on radio campaigns than in any of the average off-years since pre-war days.

Of great national interest is the

(Continued on Page 6)

Canadian Licenses Total \$4,260,379

Montreal—During the past fiscal year 8,749 Canadians were convicted for failing to purchase licenses for their radio receiving sets Hon. C. D. Howe, Minister of Reconstruction, reported in the Dominion House of Commons.

Some 1,754,351 licenses were sold for \$4,260,379. Of the amount \$295,000

(Continued on Page 6)

WJR Shows Biz Increase For First Six Months, 1946

Detroit—Net profit of WJR, was \$337,359.02, equal to \$1.30 per share, for the six months ended June 30, 1946, after all tax provisions, com-

(Continued on Page 2)

Emergency

Lawrence, Mass.—When local daily newspapers were unable to contact a 4-O blood donor for a crisis in the condition of Mrs. Jewel Tolson of North Carolina, stricken during a visit here yesterday, their editors appealed to WLAW for help. Ralph W. Frederickson, a public utility mechanic, heard the b'cast, gave a transfusion which pulled the patient through.



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

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FINANCIAL

(Wed., Aug. 28)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio. Includes Net. Chg. and Bid/Asked columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, Finch Telecomm., WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

BMB To Stage Clinics In Chicago In Sept.

(Continued from Page 1) clinics will be held in Studio 1, WGN, 441 N. Michigan Avenue. All interested advertisers, agencies, stations, networks, station representatives and retailers are invited to attend the Chicago meetings. The clinics will analyze BMB in terms of specific problems confronting advertisers and agencies. Speakers will dwell on the forthcoming radio station and network audience reports resulting from the 1,000,000 audience sampling by BMB.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

KGW logo and text: PORTLAND, OREGON REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

I. E. SHOWERMAN, manager of NBC's Central Division, arrived in New York yesterday from Chicago for conferences with network executives.

DOLORES GRAY, radio songstress, arrives in New York today to resume her radio chores. She'll also open a show at Loew's State.

FRANCES SCOTT, of Basch Radio Productions, has returned to her daily duties after spending two weeks in the green hills of New England.

HUGH TERRY, KLZ, Denver, Colo., arrived in Gotham yesterday on a business trip.

WELLS CHURCH, acting director of news broadcasts for CBS, and BILL DOWNS, roving reporter for the web, are on their way to join RED BARBER at the National Air Races in Cleveland.

RICHARD SANVILLE, CBS director, leaves for the Capital tomorrow to lecture at the WTOP Teachers Workshop.

CHARLES BASCH is back at his desk following a two-week vacation in Maine.

EDDY BROWN, musical director of WLIB, is off on a two-week vacation at his country home in Ridgefield, Conn.

NEIL WALLACE and FRANK BELL, both of WEEL, Boston, have gone further north—to Maine—for some fishing and relaxation.

I. R. LOUNSBERRY, manager of WGR, Buffalo, is in New York for conferences with network executives.

CARL BURKLAND, manager of WTOP, Washington, D. C., in New York for a few days of business and pleasure.

BERNARD PEARSE, director of special events for ABC television, left last night for Detroit to assist HARVEY MARLOWE in coverage of the Gold Cup motorboat races. Web director RICHARD COGGIN also left New York to handle films of the Cleveland Air Races.

Political Broadcast Form Devised by Nunn Stations

(Continued from Page 1) stations throughout the country.

Since the FCC rules on political broadcasts require the filing for public inspection of all requests for political time the Nunn stations have devised a "Standard Agreement Form for Political Broadcasts." The form, approved by the company's Washington attorneys, has been put to use by the Nunn stations WLAP, WBIR, WCMI, KFDA and WMOB, and is now available to all other broadcasters.

In a letter to broadcasters, Nunn advises that the form is not copyrighted and all are free to use it. He further agreed to print the forms at cost to broadcasters desirous of adopting it.

WJR Shows Biz Increase For First Six Months, 1946

(Continued from Page 1) pared to \$211,606.93, or \$0.81 per share, for the same six months of 1945, President G. A. Richards announced yesterday. The station's sales of advertising time produced operating revenues amounting to \$1,324,939.49 in the six months, compared to \$1,297,935.67 in the 1945 half-year. Increased station operating expenses were more than offset by the reduction in federal taxes on income and by increased sales.

WEVD logo: 5000 WATTS 1330 KC., WEVD

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

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

Red Barber Featured In CBS Co-op Program

(Continued from Page 1)

vary, from studio to locker rooms of football teams as well as golf courses, or anywhere a major event is taking place. Program will be arranged for local cut-ins. Robert L. Kennett, manager of CBS program relations is lining up stations for the new co-op.



spinnakers set..

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY logo and text: RADIO STATION REPRESENTATIVES New York • Boston • Chicago • Atlanta Detroit • San Francisco • Hollywood



Frozen... temporarily

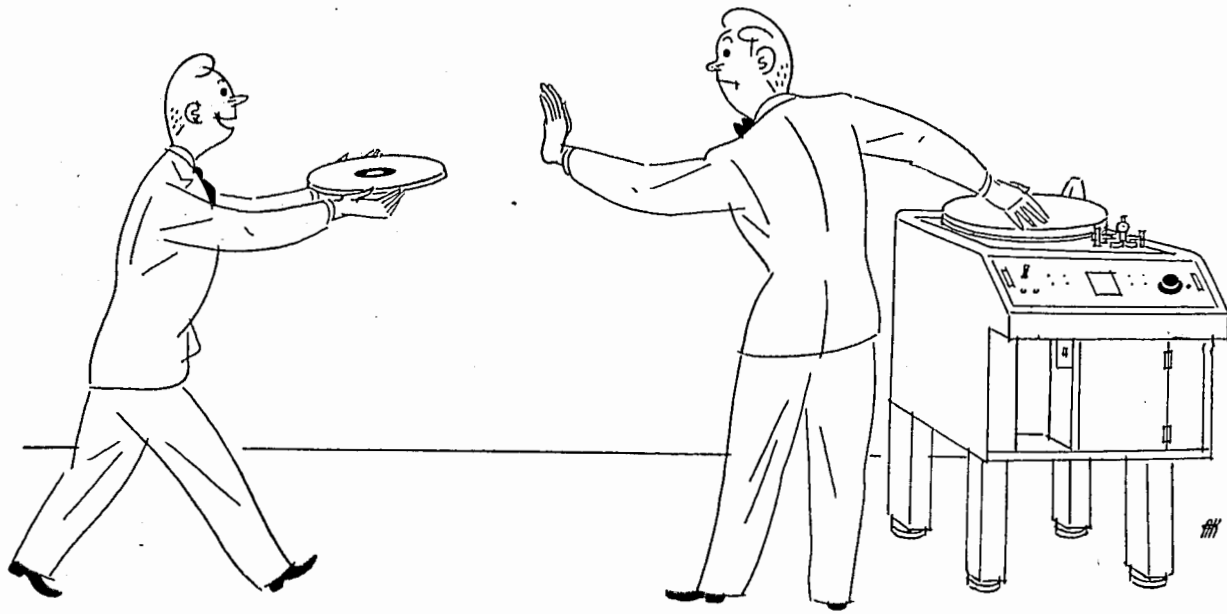
It seems that car was parked at the scene of a \$500,000 fire up in Manchester, New Hampshire. It is totally covered with ice and frozen to the street. Note the heavily ice-coated ladders in the background.

But it's only frozen temporarily. And that's our point about business. Your production lines have been frozen... but now you're about to thaw out and get going.

If your sales plans call for radio in the 6th largest city... we'll simply call your attention to this one fact: W-I-T-H, the successful independent in this 5-station town, delivers more listeners-per-dollar-spent than any other station in Baltimore.

The way to thaw out this market is W-I-T-H. The FM audience is yours free!

W-I-T-H logo and text: W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President. REPRESENTED BY HEADLEY-REEF



You Can't Do That!

That's what they said to Robt. Fulton about the "Claremont"—to the Wright Brothers before Kitty Hawk. So they *did* it.

Later they yelled "get a horse" to Haynes, Duryea and Ford. Four-wheel brakes and balloon tires were argued for and *against*. Every sound idea has had its doubters.

Even broadcasting in its "cat-whisker" stage was not given more than six months—"until the novelty wore off."

It was the same story with network transcribed programs. People said "you can't do that." But Mutual did, because we believe them a good idea; a basically sound idea—a step forward.

Coca Cola did it with the Morton Downey program and Hooper has figures to prove that Downey *on transcription* has been every bit as

popular as Downey *live*—and Downey and his cast will live longer for radio.

And we believe that our experience has shown that transcribed programs do not "break up networks"—but that on the contrary, they are distinct contributions from the viewpoint of listeners, advertisers, stations, and networks.

We believe that the trail blazed by Mutual over a year ago, is about to echo to the tramp of other feet. We know that we ourselves are going to do it—again and again.

If, in devising one more way in which advertisers are able to get more for their money, we have at the same time made a contribution to broadcasting—we feel it's no more than the industry deserves from Mutual. And broadcasting is more than welcome.

Mutual Broadcasting System



Only eleven days are left for stations and their sponsors to get in the game. September 9, at midnight, is the last day, the last hour, to get that order in for TOUCHDOWN TIPS WITH SAM HAYES.

If you've been in radio for the past few years, you already know the record of this amazingly accurate, tremendously entertaining football forecast show. Sam Hayes, veteran NBC sportscaster, has rung up the unparalleled average of 93 per cent in forecasting football trends . . . 82 per cent accurate in predicting the winning teams.

The secret behind this amazing show is the AAGI . . . the All-American Gridiron Index. This uncanny system of football forecasting was organized in 1931 and bases its weekly predictions not on scoring records alone, but on little-publicized, but highly important physical and psychological factors.

Touchdown Tips has a 13 week run from September 12 or 13 to December 5 or 6. It's a quarter-hour show that has the pace of a rocket and audience-holding power that will overjoy advertisers everywhere.

If you are one of the many radiomen who have signed up for this year's series, you can rest in confidence. But if you've been unable to decide, don't wait till it's too late. Wire NBC RADIO-RECORDING collect and we'll attend to the rest.

NBC Radio-Recording Division logo and address: AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco A SERVICE OF RADIO CORPORATION OF AMERICA



Michigan Ave. Memoranda . . . !

Don McNeill is looking for a new Breakfast Club songstress to replace Ilene Woods, who is leaving the program to join her musician-husband on the Coast. . . . Chicago radio is losing one of its busiest and most popular actresses with the marriage on Oct. 5 of Marilou Neumayer to Lt. Harrison C. Putnam, Jr., of Canton, Ill. Lt. Putnam resumes his fellowship in surgery at the Mayo Foundation in Rochester, Minn., where the couple will make their home, following his discharge from the Marine Corps. . . . Fred Waring and his Pennsylvanians are slated for a Midwestern tour sometime this autumn, with two Chicago concerts on their schedule. They are also booked for Detroit, Indianapolis and St. Louis. . . . George Herro, Mutual's Mid-West publicity chief, and his bride, the former Ann Andrews, have returned from their honeymoon in the wilds of Wisconsin. . . . Ell Henry, chief ABC flack in Chi, and Mrs. Henry vacationing in Colorado. . . . Petrillo's 30 per cent wage increase demand for musicians has resulted in rumba bands, which fill in for the regular orchestras in Chi night spots, being put on notice. Size of the regular bands will be reduced, thus keeping the music cost to the niteries at the same level.

Speaking of vacations, NBC Commentator Alex Dreier and Announcers John Holtman and Bill Kephart recently went on an Arkansas fishing trip. As a result, Dreier is now an honored graduate of the "Arkansas College of Hunting and Fishing," thanks to a borrowed rod and reel and an over-sized portion of plain old-fashioned beginner's luck. It was Alex's first attempt at the sport, and much to the disgust of his party of seasoned disciples of Izaak Walton, the commentator landed a five-pound large mouth bass, the largest catch by anyone in the party. Alex promptly hustled to the nearest town and bought up all the fishing equipment in sight. The natives were duly impressed and forthwith bestowed the honorary degree, signed by such dignitaries as W. T. Buck, Dean of Hunters; Bob White, Dean of Quail Hunters, and B. G. Perch, Dean of Barefoot Boy Hunters. The impressive document, in part, reads: "—is hereby accorded this highest award which entitles him to full protection from doubting sportsmen."

A prominent dress manufacturer presented songstress Evelyn Knight with a gown made of a fabric spun from dandelion greens to wear when she opens in the Empire Room of the Palmer House next month, but Evelyn had to turn it down—she's allergic to dandelions! . . . Meg Haun, one of NBC's busiest actresses, will become one of radio's first fall brides when she marries James C. McDonough, Chicago advertising writer, on Oct. 5. Miss Haun plans to continue her radio career after her marriage. She is heard on NBC's Ma Perkins, Lights Out, The Baxters and Tales of the Foreign Service.

Bob Atcher, WBBM singing star, has written a new song, "I Traded My Heart for a Tear," which promises to become as popular as his record-smashing "I Want to Be Wanted." . . . June Merrill's guests on her WJJD program, "For Women Only," yesterday instigated a controversy over whether a couple can be married at an altitude of 10,000 feet on a license issued by Cook County. Launched along with the controversy was a contest to select a couple to be married in a Capitoliner over Chicago. The winning couple will be given a wedding breakfast by the Ambassador East and a ring by a State Street jewelry store. It will take place on Sept. 6. But just to make it all a little more interesting, County Clerk Michael Flynn posed the question on Miss Merrill's program as to how high the jurisdiction of Cook County rises.

Labor Day Programs Set By Webs, Indies

(Continued from Page 1) speaks on a long-range view of labor. On Sept. 2, at 6:15 p.m., CBS will air the question, "Has Capital or Labor Done Most to Improve Standards of Living?" Debaters are Louis Waldman, labor attorney, and Olin Glenn Saxon, Yale professor of economics.

ABC will offer a Labor Day address by A. F. Whitney, president of the Brotherhood of Railroad Trainmen, at 10:15 p.m. Philip Murray, CIO president, is to deliver a coast-to-coast talk at 10 p.m. over ABC just prior to Whitney's.

Mutual will dramatize the story of Peter J. McGuire, founder of Labor Day, with a story titled "A Holiday Is Born." From Washington a Labor Day address by Secretary Schwellessbach will be rebroadcast over WOF at 9:15 p.m. Net is to air talk by Admiral Chester Nimitz who speaks to VFW convention in Boston at 11:30 a.m. WOR, independent of Mutual, has set a 10 p.m. program called "Is This Peace?"

Indies' Schedule

WNYC plans at least three special Labor Day shows with the entire day keyed to the anniversary note. "A Day to Remember" at 5:45 p.m., will describe the historical background of Labor Day and what it means. WNEV expects to sprinkle its broadcasting day with short messages solicited from various labor and government officials who have been asked to comment on the 64th anniversary of Labor Day.

"Salute to Labor" is scheduled over WMCA at 8:03 p.m. Station's "Five Star Final" at 7:15 p.m. also will underline the day. WINS plans to present "Hope For Our Greatest Victory," at 8 p.m., a program which stresses co-operation between capital and labor. WHOM's foreign language broadcasts will observe Labor Day and a special program in English is set for 2:45 p.m.



It's YANKEE NIGHT in the Old Town Hall



Lester Smith



THE ANSWER MAN



NELSON CHURCHILL



BILL HAHN



LOUISE MORGAN



BILL CUNNINGHAM



CEDRIC FOSTER

The
YANKEE NETWORK
is as much a
New England Institution
as the
Old Town Hall



ASK YOUR PETRY MAN
about availability
for sponsorship
of some of these

PERSONALITIES

who reach
New England's Largest
Home-Town Audience
thru

The
YANKEE NETWORK

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Webs, Stations Plan Wide Political Cover

(Continued from Page 1)

race in November for U. S. Senate in the state of New York, since it is held to be a key operation and forerunner of what position Governor Dewey will be in two years hence. All network key stations and in some instances statewide coverage will be offered by the major webs in New York early next week when both the GOP and Democrats hold their state conventions.

New York State network will come into much active operation on the third and fourth of September, the dates of the two party conventions. A third party, the ALP, will hold forth at the same time at the Hotel New Yorker in New York. Democrats will convene in Albany and the Republicans in Saratoga Springs. ABC-WJZ will air the highspots of both the upstate meets, over the New York State web, covering the keynote and acceptance speeches. Mrs. Eleanor Roosevelt will keynote the Democrats on Tuesday, Sept. 3, at 1 p.m., EDT, and the party's candidate will broadcast his acceptance talk at the same hour on Wednesday the 4th. Oswald D. Heck, speaker of the State Assembly, will deliver the GOP keynote speech on Tuesday at 12:30 p.m. The Republican gubernatorial candidate's acceptance speech will be heard Wednesday at 7:30 p.m.

CBS has scheduled Democratic National Chairman Robert E. Hannegan on Sept. 3, at 11:15-11:30 p.m., who will talk on issues involved and on Sept. 10, at the same time, B. Carroll Reece, GOP chairman, will talk on "The Real Issues Involved." CBS also will carry the GOP candidate's acceptance speech at 7:30-8 p.m., on Sept. 4, and earlier in the day at 1-1:30 p.m., will do the same with the Democrat candidate. Meanwhile, CBS which will do a statewide coverage has sent Bob Heller to cover both conventions and record the entire proceedings. From this special program will be culled and broadcast Sept. 3, at 10:30 p.m., and again at a later time. Network will do the same at the ALP convention on Sept. 4.

NBC-WEAF will cover the main events and highlights but Mutual as a network has no facility for breaking down the web into a New York State hookup and therefore its key outlet in New York, WOR will cover on its own, along with upstate affiliates.

Leaders Accept Invitations For Annual TBA Banquet

(Continued from Page 1)

Western Electric Co.; Niles Trammell, president of NBC; Mark Woods, president of ABC; Edgar Kobak, president of MBS; Barney Balaban, president, Paramount Pictures, Inc., and Ned Depinet, executive vice-president, Radio-Keith-Orpheum Corporations.

New Series Of Sport Shows To Be Sponsored On WHN

(Continued from Page 1)

write "Take A Tip From Me." Sports-caster Bert Lee will handle the show scheduled for once on Friday and twice Saturday and Sunday. First airings on Saturday and Sunday will be a football warm-up session with the early evening edition carrying a resume of gridiron happenings.

WHN's other new sponsor, to be announced within a few days, will bankroll the airing of the 30 hockey games to be played in the Garden by the New York Rangers. Bert Lee also will handle this series, assisted by Ward Wilson and possibly Marty Glickman.

Old Gold will again sponsor the New York Giant pro football games. All 11 games are to be broadcast live by Red Barber and Connie Desmond. Latter pair are set to describe the Herald Tribune's all-star football game between the New York Giants and the Green Bay Packers on September 20.

WHN will carry 28 college basketball games from the Garden and probably several post season games. Nedick's returns as sponsor. Gillette is signed to back the boxing bouts at St. Nicholas Arena on Monday nights with Don Dunphy and Steve Ellis calling the blows.

Station plans extensive afternoon racing results program when the baseball season ends. Following the Giants pro football season, WHN will pickup amateur hockey from the Garden each Sunday afternoon. Budd Greenspan and Guy Lebow will describe events.

NAB Supports FCC Move To Modify Rule Re ETs

Washington Bureau, RADIO DAILY

Washington—The NAB has filed a brief in support of the FCC's proposal to liberalize its rule of the identification of transcriptions. The new regulations would eliminate unnecessary identifying announcements.

Motorboat Races On WXYZ

Detroit—The Gold Cup Races, Labor Day motorboat classic will be aired by WXYZ, ABC Detroit station and the ABC Michigan Network under the sponsorship of Perfect Circle Co., manufacturer of piston rings. Henri Hurst & McDonald, Inc., is the agency.

A description of the national motorboat sweepstakes will be heard over WXYZ and the ABC Michigan Network on Monday, September 2 from 4:45 to 5:30 p.m., EST.

"Touchdown Tips" Return

"Touchdown Tips with Sam Hayes," NBC radio-recording division's weekly football show, is expected to return to the air this fall for the first time since 1943. Package was not available in 1944-45 due to wartime conditions. Hayes will present his "Touchdown Tips" as a live show on the West Coast under sponsorship of General Petroleum.

Okla. Station Campaigns For Coming Of FM Radio

(Continued from Page 1)

daily urging the public to investigate before they buy a new radio set.

"Oklahoma City soon will have four or more FM radio stations. Unless your new radio set has an FM band you will not be able to hear the amazingly clear, static-free programs when they are broadcast. Be sure your new set has an FM band," is the gist of the information spots.

The broadcasts have met with varying responses from radio dealers, but several distributors have called to thank the station for its forward step, according to Matthew Bonebrake, station manager.

Bonebrake estimates that not more than 400 Oklahoma City persons own sets capable of receiving FM broadcasts, and that there are not more than 1,500 such sets in the state. He believes, however, that the situation is due for an early change due at least in part to the spots.

Join Canadian Firm

Montreal—Harry Lahman, president of Brand and Milien, Ltd., Toronto manufacturers of ASTRA radios and electronic record players, announces the addition of several well-known radio personalities to his organization, including the appointment of John Duggan as general manager, Russell Campbell, sales manager, Kenneth Banton, works manager, and R. W. Walker in the furtherance of research.

Mr. Lahman discloses that plans include the release to the trade of nine models including five radio receivers and combination radio and record players. Distribution to be effective by the beginning of the current radio season.

Gets New DuMont Post

Paul Eshelman, for the past five years general production control manager of the Allen B. DuMont Laboratories, Inc., in Passaic, has been appointed executive assistant to Leonard F. Cramer, vice-president and director of television broadcasting. Eshelman assumes his new duties immediately at the New York offices of DuMont.

Capitol Records Expanding

Capitol Records, Inc., Hollywood, Calif., has purchased a 60,000 square foot factory building from the Lavelle Foundry Co., Anderson, Ind., for the manufacture of phonograph records. Equipment will be installed in the new factory early in 1947. The company also operates plants in Los Angeles and Scranton, Pa.

AP Preparing Feature

Associated Press readying a feature article on Jimmy Stroock's two movie starlet daughters—Gloria and Geraldine. Former is with Paramount and latter is with Warners, her professional name being Geraldine Brooks. Pop is owner of Brooks Costume Co., here in New York.

Canadian Licenses Total \$4,260,300

(Continued from Page 1)

775 was paid in commissions another \$8,281 represented the cost of administration.

D. G. Ross (PC-Toronto St. Pa.) suggested it would be fairer to collect a license on each receiving set rather than from each household.

Mr. Howe said the department once attempted to collect for license on each set. There were many ways of determining how many there were in a house and the department had had to rely on honor system. This had proved disappointing that the department decided to make honest men out of lot of people and to collect only one license for each household. One can only listen to one radio at a time and it seemed fair to charge for only one license.

Expand WOL Staff

Jack Paige, special events director of WOL, Washington, yesterday announced the appointment of Brott and Helen Keller, both on news staff, to act as his assistants in the publicity and special events departments of WOL. The appointments of Mrs. Keller and Brott are the result of the proposed expansion of publicity and special events departments which is to synchronize WOL's increase to 5,000 watts in fall.

Helen Ward Joins WHN

Helen Ward, former vocalist with Benny Goodman, Harry James, and Duchin and other "name" bandleaders, has joined the program department of WHN, New York, Raymond Katz, program director, announced yesterday. Miss Ward will do full-time to production duties at the station and according to Katz will not be programmed for singing assignments.

Button Upped At NBC

Raymond Button, formerly assistant to Thomas C. McCray, NBC program manager, has been appointed night program manager of the network in New York, Clarence L. Serber, vice-president in charge of programs announced yesterday. Raymond O'Connell, formerly of the information department, has been appointed to take over Button's former post as assistant to McCray.

Returning To MBS

The detective quiz contest, "The Flash," will return to MBS with Ken Roberts again serving as emcee on Sept. 8 from 5:30-6:30 EDT. Program, sponsored by the Helbros Watch Co., will replace "Abbott Mysteries" which came on for the summer. Ray Bloch and his orchestra will provide the musical background.

East FM-Tele Plans Getting Underway

(Continued from Page 1)

KPO-NBC, said that their frequency modulation transmitter will be erected on a site in the San Bruno neighborhood, South San Francisco, if approved by the FCC engineers. Following such approval, shortages in equipment and other material will postpone FM broadcasting by KPO for at least a year and a half, Elford said.

KFRC FM Plans

Plans of KFRC-Mutual are well advanced and only await FCC approval. They have a site on Mt. Palis in Marin County across the Golden Gate Bridge from San Francisco. Their application has been listed under a rural station classification and has not yet been granted by the FCC. However, station manager, Wm. West stated that they expect to be in operation with FM broadcasting within six months after the application is finally approved. Television operations will follow as soon after that as commercially possible.

A conditional FM license has been granted to station KGO, local outlet of the ABC. They have lined up several possible sites from which to broadcast, according to manager Gayle Grubb. Construction work will start shortly after the completed engineering plans are approved by the FCC. A. E. Evans, KGO-ABC chief engineer, estimates that, if the FCC approves ABC's final plans and present conditions in the building industry do not become less favorable, the station should be ready to operate within six months after FCC approval.

ABC Conducts Tele Survey

ABC recently conducted a survey to learn what response television will receive from advertisers in this area. Most of those contacted were genuinely interested, and nearly all of them were "enthusiastic." The priority of the advertising agencies contacted by ABC stated that they intended to set up their own television departments, but some of the older ones seemed to feel that the work and station television departments will be better equipped to produce more finished productions. Most of the agencies planned to use the film than live production, and listed special events and comedy programs as their first two choices for programs.

The major agency was planning to use the movies produce their programs, rather than use their own or work-station productions. Another thought that it was too early to decide whether to use film or live programs

★ AGENCY NEWSCAST ★

WALTER WEIR, INC., announces the addition of the following new accounts: Parfums Adrian, New York and Beverly Hills, Calif., and Parfums Hartnell, New York and London, effective September 1, 1946. Class magazines, trade papers and magazines, newspaper magazine sections and direct mail advertising will be used in the campaign. George C. Coogan is the executive handling the account.

WEED & CO., has been appointed the exclusive national representative for KCRA, Sacramento, Calif. Contract is effective September 1, and station is an NBC affiliate.

FREDERIC F. STEVENSON and Walling Minster have become vice-presidents of Parade Publications, Inc. Both have been members of the firm since 1941. W. V. Bowers has been named Eastern sales manager for the Sunday Picture magazine.

THE STERLING POINT FROZEN FOOD CO., has appointed Sterling Advertising Agency to handle its new campaign. Radio, newspapers and dealer helps will inaugurate the drive.

H. G. RUCKERT, previously in the advertising department of Smith, Kline & French Labs, Philadelphia, has joined Roy S. Durstine, Inc.

MOSELLE & EISEN ADVERTISING AGENCY will hold a dinner for Frederick H. Cassens, art director, on the occasion of his 10th anniversary with the agency this week.

MASTIC ACRES, INC., Long Island realty firm currently spending \$100,000 in radio and newspapers, will increase its budget to \$150,000, it was announced this week by Walter T. Shirley, president. New budget represents an all-time high for Mastic Acres and is said to be the largest of any New York land development organization. Firm currently sponsors "Anything Goes" on WNEW. Jasper Lynch and Fisher is the agency.

until more definite information was available regarding costs.

The survey showed that about nine-tenths were optimistic over the possibilities of television, and were planning to start active work on television advertising as soon as local stations were ready to start television broadcasting.

Station KSFO is also going ahead with plans for FM and television broadcasting as soon as construction and equipment conditions make it possible.

Across the bay in Oakland, conditional FM licenses have been granted to three stations, KWBR, KLX and KRE, and to the Alameda Times-Star. Construction plans for these stations are being drawn up by their engineers.

PARMELEE W. CUSACK, art director in NBC's advertising and promotion department, resigns from the network effective Sept. 30. He'll form his own advertising and promotion art studio.

DUTTON-LIPPOLD, press representative in Chicago, have moved to new quarters at 19 East Pearson Street.

DAVID OWEN has been appointed general supervisor of daytime radio programs on the staff of Show Productions, Inc., the producing subsidiary of Dancer-Fitzgerald-Sample, Inc. Owen was formerly professor of speech, drama and radio, at the University of Michigan.

ROBERT SNYDER, overseas correspondent and radio newscaster, has joined the radio department of Goldman and Walter Advertising Agency, Albany, N. Y. In addition to three weekly programs over WBCA, Schenectady, contract calls for five weekly shows over WTRY, Troy.

HIMELDA GOMEZ, formerly of the international division of Biow Co., Inc., has joined the foreign department of McCann-Erickson.

Await Truman's OK Of US Radio Delegates

(Continued from Page 1)

Adams, Commission attorney, and Marion Woodward, chief of the international engineering division.

The conference will be held in Moscow on September 28. The new date was set following requests from the State Department that the conference date be advanced from August as proposed by Russia.

To Include Agenda

Also expected to be announced soon by the State Department is the tentative agenda for the important five-power conference. In addition to the official delegates, several industry observers are expected to attend the conference.

Will Become College Head

Lyndon O. Brown, 44, founder and partner, in the research organization of Stewart, Brown & Associates of New York City, is retiring from the research field on January 1 to become president of Knox College at Galesburg, Ill. He is the author of a book, "Market Research and Analysis," and was professor of research and advertising at Northwestern University, Chicago, from 1930 to 1943 and at the same time an executive of Lord & Thomas and its successor, Foote, Cone & Belding, in Chicago.

TOPS IN NEWS!



Louis L. Kaufman, KQV's famed reporter, with highest batting average in Pittsburgh at 9 A.M. and 1 P.M. (both sponsored) is now joined by another slugging reporter to cover the daily 12 o'clock noon spot—Dick Cook, aggressive editor of Pittsburgh's Bulletin Index. KQV is always on top of the local news.

(Basic Mutual—1410KC—5000W after Sept.)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

SALESMEN

New York radio station has an opening in its sales staff. All correspondence will be confidential. If interested state experience and income expected. Write Box No. 209, Radio Daily, 1501 Broadway, New York 18, N. Y.



"WHO PLAYED THIRD BASE with Tinker, Evers and Chance?"

... they asked Nick Campofreda
on WFBR'S "Sports Quiz 'n Tell"

The "Sports Quiz 'n Tell" is another outstanding WFBR creation. It combines the lure of the quiz with the drama of sports.

Conducted by Nick Campofreda, former Washington Redskin and well-known figure in the world of sports, "Quiz 'n Tell" has built up tremendous interest with WFBR listeners—those same listeners who listen and buy.

You can buy this ready-made audience and this outstanding ready-built show for a nominal figure.

With it you get all the Baltimore prestige of WFBR—not just a spot on a dial—but the one living, breathing radio station in Baltimore that has huge studio audiences, product displays, etc. Ask the nearest Blair man for the cost.

(By the way, do you know who played third base with Tinker, Evers & Chance?)

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 44

NEW YORK, FRIDAY, AUGUST 30, 1946

TEN CENTS

Tele Production Lags

Defines ABC's Stand On Labor Programs

Defining the American Broadcasting Company's position on the broad- casting of labor sponsored programs, Robert Kintner, vice-president of ABC, in a letter to T. J. Slowie, secretary of the FCC, this week, presented the network's view on controversy growing out of the KGO- O case. KGO has been cited to the FCC for declining to carry a proposed speech by Philip Murray, president of CIO, giving the FTA-CIO

(Continued on Page 5)

Okl. Business Outlook Promising For Fall

Oklahoma City — Fall business prospects for radio stations in Oklahoma City are as bright as those of 1945, a survey of the four network outlets revealed.

One station reported that contracts all in the discussion stage may bring 1946 fall business to an even higher peak than the 1945 figure.

As a whole programs will follow similar theme trend. However, chil-

(Continued on Page 6)

Chicago College Postpones Plans For UN Conference

The model United Nations Conference, scheduled for Chicago under sponsorship of Roosevelt College and NBC's central division as part of the net's UN project, will be postponed to Oct. 16 instead of Sept. 19 as previously announced. Date was advanced due to possible delay of

(Continued on Page 2)

No Paper Monday
Monday, being Labor Day, observed throughout the United States as a Legal Holiday, RADIO DAILY will not be published.

Crosley Chiefs Here For WINS Expansion

The two top executives of Crosley Broadcasting Corp., president James D. Shouse and vice-president and general manager Robert E. Dunville, have arrived in New York for several weeks consultation with WINS station manager Willard Schroeder preparatory to expanding activities of the air outlet recently acquired by Crosley. Station hopes to begin operation with 50,000 watts by Nov. 1 and is working toward that end but many details remain to be worked out.

Included in the expansion program is a plan for a two-way pipeline

(Continued on Page 7)

Philco Setting Ives Show For ET Distribution

Status of the two Philco programs Bing Crosby and Burl Ives, both of which will be recorded, is still being developed insofar as the additional 400 stations planned plus the 211 bought on ABC. While the ABC deal is set for Crosby, the additional outlets are in process of being cleared via Mutual for the most part where a possible 180 may be selected. This

(Continued on Page 2)

Survey of Manufacturers Reveals Delays In Delivery of New Receivers— Prepare Models for TBA Meet

Production of television receivers still lags and it looks like it will be late fall before sets in any quantities begin to appear in the New York, Washington, Chicago and Los Angeles markets, a survey of manufacturers by RADIO DAILY reveals.

Both Radio Corporation of

(Continued on Page 3)

Seek Control Board To Regulate CBC Power

Montreal—Repeated requests for the establishment of an independent board to control the use of radio airwaves in Canada were heard in the Dominion House of Commons during renewed opposition to a bill that would make more money available to the Canadian Broadcasting Corporation for expansion.

The requests mainly came from

(Continued on Page 3)

Theater Guild Renewed By U. S. Steel On ABC

U. S. Steel Corp. has signed a 52-week renewal contract for sponsorship of "Theater Guild On the Air" over ABC each Sunday from 10-11 p.m., effective Sept. 9. "Hour of Mys-

(Continued on Page 2)

Congress Agenda Set For Mexico City Meeting

Mexico City—Complete agenda for the first Inter-American Radio Congress which will be held in Mexico City, September 30 to October 6, was announced yesterday. The confer-

(Continued on Page 6)

Credit Tele Exhibit For Record Fair Crowd

Des Moines—The television exhibit at the Iowa State Fair sponsored jointly by RCA-Victor, KRNT, and ABC, is credited with being the greatest box office attractions in the history of the Fair. On last Sunday the Fair hit an all-time attendance high of 85,000 people and information attendants reported that 80 per cent of all questions were "where's the

(Continued on Page 5)

Smilin' Ed McConnell Renewed On NBC Web

Smilin' Ed McConnell and his Buster Brown Gang, heard Saturdays at 11:30 a.m., CDST, over NBC, has been renewed by Brown Shoe Co.

(Continued on Page 2)

Uniformity Of Station Rates Seen In NAB Member Study

Washington Bureau, RADIO DAILY
Washington—Twenty-one per cent of the nation's broadcasters sell time to all buyers at the same rate, according to a survey of station rating by the NAB research department. The study included answers from 82 per cent of the 705 NAB members queried.

Questions asked, plus analysis of the replies, follow:
"How many rates do you now have

for the same period of the day (local rates, national, regional, etc.)?"

Nearly three-fourths of the respondents have two rates for the same period of the day. The practice of charging two and three rates is more prevalent among the smaller stations and in the medium and small cities and towns. No station reported more than three rates.

"What do you call these rates, i.e.,
(Continued on Page 7)

Not So Hot

As a rule, television is pretty hot right now—but for the exception to that rule, consult Dennis James, master of ceremonies of the Carr & Stark production, "Cash and Carry" over WABD, the DuMont station. Show was to open with James relaxing in the bath tub. But the playful studio crew put 4,000 ice cubes in the water—and the gag left James pretty cold!

"Miss I. Q."
Brains as well as beauty will be displayed during proceedings of the "Miss America" contest in Atlantic City next week when Mutual brings to its microphone the six lovely finalists for the coveted title. Todd Russell, emcee of the web's "Double or Nothing" show, will test the I. Q. of the cute contestants on a special program Sept. 3 called—"Miss America—Brains?"



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

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FINANCIAL

(Thurs., Aug. 29)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont, Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

William Carlton Alcorn

William Carlton Alcorn, vice-president of WBNX in the Bronx, N. Y., died of pneumonia Wednesday (Aug. 28), in his boyhood home of Elkhart, Ind. Alcorn joined WBNX Broadcasting Co., as vice-president and general manager in 1933, and retired from active management of the company two years ago. He is survived by wife, Blanche I. Alcorn, daughter, Eleanor, and brother, Chalmer of Detroit.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

Coming and Going

THOMAS VELOTTA, director of news and special events for the ABC network, leaves for Albany this week-end where he will supervise coverage of the Democratic State Convention, Sept. 3 and 4.

BEN SELVIN, Majestic Records' vice-president, planes to the Coast today for a 10-day recording session.

DICK LEWIS is back from vacation to his radio work and is planning a Carnegie Hall concert this fall. He's also CARL BRISSON'S pianist accompanist.

FRANK JARMAN, manager of WDNC, Durham, N. C., in Gotham visiting network officials.

BILL ROBSON returns to Hollywood this week-end following a few days' conference with CBS program officials in New York.

ROBERT D. SWEZEY, vice-president and gen. mgr. of MBS, dropped into his office yesterday for a quick look at his mail and then back to Lake George to finish his vacation.

DANA BOOSE, sports director of WTSP, St. Petersburg, Fla., wound up the New York phase of his vacation yesterday and continued on to Chicago.

E. K. (JOE) HARTENBOWER, manager of KCMO, ABC affiliate in Kansas City, Mo., is in Chicago on a brief business trip. FRANCIS CONRAD, web's western division station relations manager, is also in the Windy City.

DORIS MULVANEY, WWRL girl Friday, off for a week's vacation in the Poconos.

LYMAN BRYSON, CBS counselor of public affairs, lectured yesterday before the County Teachers Institute at Reading, Pa.

FULTON LEWIS, JR., Mutual commentator, is headed for Los Angeles to testify before the Mead Investigation Committee on war profits. While there he'll do his broadcasts from KHJ.

WILLIAM N. DAVIDSON, ABC station relations exec. returned yesterday from a quick business trip to Florida.

Smilin' Ed McConnell Renewed On NBC Web

(Continued from Page 1)

through Leo Burnett Co., Inc., for 52 weeks starting Aug. 31, according to announcement by Paul McCluer, manager of the web's central division sales department. James Mc-Edwards handled renewal for NBC. The Hollywood production will change time slot to 10:30 a.m., CST, on Oct. 5.

McCluer also announced that Sheaffer Pen Co., through Russel Seeds, has ordered an additional six stations on the 142-station lineup for "Sheaffer Parade," starring Carmen Cavallaro, effective Oct. 6. New Fitch Bandwagon show, premiering on NBC Sept. 22 at 6:30 p.m., CST, has ordered three more stations added to present lineup of 146, effective Sept. 29. L. W. Ramsey handles Fitch account.

Theater Guild Renewed By U. S. Steel On ABC

(Continued from Page 1)

tery," with U. S. Steel sponsoring, has replaced Theater Guild during the summer months and is scheduled for one more broadcast. BBD&O is agency.

Homer Fickett and Harold Levey will continue as director and musical director, respectively, for Theater Guild, which this year will be produced by Carol Irwin. George Hicks, ABC correspondent, will bring listeners the weekly messages from U. S. Steel.

WANTED—FARM DIRECTOR 5000 watt station, large eastern city, has an opening for a farm program director. Must be capable of building his own program, writing interviews, selecting music, etc. Largely dairying and tobacco area. In reply, state qualifications, salary, experience. Send picture and transcription. Box No. 210, RADIO DAILY, 1501 BROADWAY, NEW YORK CITY

Philco Setting Ives Show For ET Distribution

(Continued from Page 1)

is under consideration at MBS and is also a Philco distributor and dealer proposition.

Plan being worked out by Philco and the Hutchins Agency seeks to tie both the Crosby and Ives airings into one deal wherever possible. It is expected that with the co-operation of MBS and its stations, plus the setting up of a deal suitable to the distributors, the additional outlets may be announced shortly.

Meanwhile, Hutchins is going ahead with its new Hollywood office where both programs will be produced.

Chicago College Postpones Plans For UN Conference

(Continued from Page 1)

UN opening conference in New York. NBC-Roosevelt College session will open with a "bread and milk" luncheon to dramatize UNRRA's battle against famine in Europe and Asia. Keynote addresses will be broadcast over WMAQ, NBC affiliate in Chicago. Judith Waller, educational director of the NBC central division, is a co-director of the event.

KSJB Jamestown North Dakota Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS



Playing for keeps

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

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

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

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

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

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



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RED

Tele Set Production Falls Behind Skeds

(Continued from Page 1)

America and General Electric are readying sets for fall and at present have only a few experimental models off the assembly lines. The same holds true with Raytheon whose subsidiary, Belmont, expects to produce 100 table model sets a month when production gets under way in November.

Allen B. DuMont Laboratories have produced a sample line of custom built models for dealer display but as yet have not begun to deliver their deluxe all-purpose receivers for retail sale. The same is true of U. S. Television Manufacturing Company, who have 14 demonstrator models coming off the line in September.

Viewtone Selling Sets

Only receiver company reporting production in any great quantity is Viewtone, New York, which is currently manufacturing 150 sets a month and expect to up production to 300 and later to 500 sets a month. Viewtone officials report that a total of 76 post-war sets have already been installed in Greater New York and Washington.

The Andrea Radio Corporation reported having released 750 pre-war built receivers but having not begun production of any new models. Both Zenith Radio Corporation and Emerson Radio and Phonograph Company reported no production as yet on television receivers. Zenith is experimenting with the CBS color tele patents and will probably delay production until color television arrives. The Telicon Corporation is readying model for display at the Television Broadcasters Association convention at the Waldorf-Astoria Hotel in October and it is probable that some of the new Farnsworth sets will also be ready by then.

Delays Explained

Delays in getting parts, tubes, and other vital materials have been a factor in the lack of production. Manufacturers, also have had to alter assembly lines to provide for the production of television receivers. One New York distributor yesterday expressed an opinion that most of the major manufacturers were diverting their production energies to the ready market for AM receivers and as a consequence television sets were getting second consideration on the production lines.

New Procter-Gamble Show Debuts Over CBS Oct. 5

Tenth Procter & Gamble program on CBS will make its debut Saturday, October 5, at 10:15-10:30 p.m. ST. Program will be a dramatic now originating in Hollywood. Exact format is not yet determined, but being now developed. Pedlar & Ryan is the agency. Nine other P&G programs are already set on the CBS schedule.

★ AGENCY NEWSCAST ★

HUTCHINS ADVERTISING CO., will open its Hollywood branch office early in September, according to H. Pierson Mapes, vice-president of the company. Hendrik Booraem, will be general manager of the new office in which capacity he will supervise the Philco Corp. radio programs done by Bing Crosby and one other program, as well as other radio programs handled by the agency.

HORACE H. NAHM, chairman of the educational committee of the Advertising Club of New York has appointed the following members to serve on the Advertising and Selling Course Committee for the 23rd year of the course: Frank H. Birch, Criterion Advertising Co.; Arthur F. Dermody, Kelly Nason, Inc.; E. M. Dorman, Jr., Algaeloin Corp.; Frederick B. Duncan, Fuller, Smith & Ross, Inc.; R. S. Evans, General Screen Advertising, Inc.; Kenneth S. Heiberg, The Brooklyn Press; Harry C. Hoeft, Pearson Engineering Corp.; E. P. H. James, Mutual Broadcasting System; Joseph T. Jaret, The Tuttle Press Co.; Thomas W. Jones, Acme Mail Service; B. L. Kamberg, Hirsch Weiss Manufacturing Co.; Charles B. Konselman, A. & M. Karagheusian, Inc.; Walter A. Lowen, Walter A. Lowen Placement Agency; S. Quentin Lupo, Flowery Manicure Products Corp.; W. E. Mitchell, The Richardson Taylor Globe Corp.; John R. Requa, Requa Manufacturing Co., Inc.; Arthur W. Rundle, Protekote Sales Co., Inc.; Edwin Seymour, All-American Newspapers' Representatives; Herbert L. Stephen, Printers' Ink Publishing Co.; Eugene L. Van Houten, Standard Coated Products, and R. F. Walker, Hudson River Day Line.

ROGER WHITE announces completion of a radio tie-up with Beth Brown, novelist, screen and radio writer. White has exclusive radio rights to Miss Brown's forthcoming book entitled "Jolly's Hotel for Dogs." Package emphasizes humor and human interest and negotiations are under way for a top Hollywood name to play the part of Mr. Jolly. White recently produced "Stage Door Canteen" series, heard over CBS for three years.

Stork News

A son was born to Jeanne and Robert L. Bendick at Women's Hospital, New York City. Bob, the proud father is news and special events director at CBS television station WCBW-N. Y. The infant weighs seven pounds, one ounce and has been named Robert L., Jr.

A son, Edward Macon Bristol, was born to George and Mrs. Bristol, at Doctor's Hospital. Edward weighed in at five and one-half pounds. Father George is a copywriter in CBS sales promotion and advertising department.

EGBERT WHITE, senior account executive of BBD&O, vice-president and former board member, will retire shortly it was revealed yesterday. White who has been with BBD&O for 30 years was colonel in charge of the Mediterranean edition of the "Stars and Stripes."

HELEN WOOD, station representative, becomes Helen Wood & Colton, Sept. 1, with the appointment of Lionel Colton to full partnership in the company. Miss Wood previously was engaged in time buying and station management while Colton was connected with the theater and radio recording.

H. M. GROSS CO., Chicago, Ill., announces the appointment of Stanley E. Weiss as assistant production manager. Weiss was formerly head of the production control department of Pabst Sales Co. He was also connected with the Phil Gordon Advertising Agency as production department head.

EDWARD C. LOGELIN, JR., has been appointed director of public relations of U. S. Steel Corp., subsidiaries, Chicago district. He succeeds Arthur C. Wilby who was elected vice-president recently. Logelin has been assistant to J. Carlisle MacDonald, assistant to the chairman of the board.

Seek Control Board To Regulate CBC Power

(Continued from Page 1)

Progressive Conservative and Social Credit members, but Thomas Reid (L, New Westminster) joined with them and said he wanted to see established a board that would hear appeals against decisions of the CBC board of governors.

He and other members argued that there should be some board similar to the Board of Transport Commissioners which would decide whether the Canadian Broadcasting Corporation was carrying out the wishes of Parliament.

In calling for the establishment of an independent body to control the use of the airwaves, John Diefenbaker, Progressive Conservative member for Lake Centre said that "what we are asking is that there should be fairness under the law established by Parliament in relationship between the CBC and private stations of this country."

Mr. Ross said the "unhealthy" dominance of the CBC was growing. It should be halted. It left tremendous power open to the control of political parties.

He called for establishment of an independent radio appeal board rather than continuing the dual role of the CBC as competitor and as judge of the private stations with which it competed.

Now Available:

15 Minute Participations In The New Two Hour "Bert Wilson Show" . . . Featuring

THE MAN WHO COMMANDS UP TO

54.9%

OF THE CHICAGO RADIO AUDIENCE

Cost: \$252.20 Per Week
(5 Days — Monday thru Friday)

See July Hoopers — Wire For Availabilities

W-I-N-D Chicago . . .
560 K. C. — 5000 Watts

LOS ANGELES

By RALPH WILK

EDGAR BERGEN and Charlie McCarthy return to NBC for their fall season Sunday, Sept. 1. They welcome screen star Jimmy Stewart as their first guest. Returning with Edgar and Charlie are last season's regulars, including songstress Anita Gordon, musical director Ray Noble and comic Pat Patrick. Program is written by Zene Klinker, Royal Foster and Alan Smith, with Earl Ebi producing for J. Walter Thompson Agency.

Bill Henry, the Republic actor, has been signed to star in "Pride and Joy," new program for which a record will be cut Saturday at NBC. Half-hour show is aimed at teen-age kids.

Reported dangerously ill in a hospital in Northern California is Albert Van Antwerp, active writer of Don Lee's "Adventures of Red Ryder" series.

Dick Haymes and his singing partner, Helen Forrest, come back to the air, September 5th for the opening of the fall stanza on "The Dick Haymes Show."

Rosalie Grainer, of the KFI Transcription Department, was married to Marine S/Sgt. Lewis O. Rose in Long Beach, Calif., while on her vacation, last week.

When Mel Blanc sets up shop at the Columbia mikeside on September 3 as a "fixit" specialist, he should feel right at home. The star of the new CBS series, the "Mel Blanc Show," owns and operates his own hardware store at Venice, Calif. The store started out as a hobby and has become a thriving business.

With everything going by air these days, Jack Haley plans to use that means of transportation to bring to Hollywood new additions to his blue-ribbon herd of Herefords. He figures that cutting down the traveling time to their comfortable new home at his ranch will more than repay the expense involved.

Ross Takes WNEW Post

Roy Ross, musical conductor and arranger and Decca recording artist, has been named music director of WNEW in accordance with the station's expanded music activities. Ross was formerly featured with the Henry King and Xavier Cugat orchestras as accordion and celeste soloist. Station manager Bernice Judis also announces that Al Trilling has been appointed director of vocal auditions, a new duty which he will add to his regular job as record librarian.

Ave Maria Hour

WMCA — Sunday — 8:30
JOE DE SANTIS AS POPE PIUS X
Script by FAITH ELLEN SMITH
In its twelfth year as a Donald Peterson production



Broadway Table Talk...!

● ● ● Rudy Vallee confiding to pals that the squeeze play NBC is giving him on the Philip Morris deal is caused by the fact that NBC packaged a show for Biow which they want agency to take in preference to Villa Vallee. However, chum, there's more to it than what appears on the surface. . . . Kenny Delmar (Sen. Claghorn) reported leaving the Fred Allen stanza for emcee spot on CBS' "Give and Take." . . . Schenley has taken an option on Al Jolson for a fall series. . . . Group of actors reported secretly organizing to combat AFRA due to alleged dissatisfaction with increasing unemployment among the bulk of performers. Their claim is that most of the dramatic jobs go to the so-called 'charmed circle' or minority clique. . . . Schick has nine more weeks to go on CBS Monday nites so will prob'ly keep on with their present setup for that time. From then on, it's anybody's guess as they have options on both "Lights Out" and "The Fat Man" on ABC. . . . Sheila Graham, H'wood columnist, gave her air sponsor two month's notice that she's not going to sign up again unless they pipe her in for a N. Y. outlet on Mutual. . . . Desi Arnaz takes over Skinny Ennis' spot on the Hope show. . . . With Harry Sosnik's crew definitely not returning to the Hildegard setup, Al Roth may get the nod. . . . Effective Sept. 28th, all Lucky Strike and Pall Mall billing will be placed through Foote, Cone & Belding. This affects the Jack Benny and Frank Morgan shows. . . . Rhea Diamond, publicity director, and Len Carleton, program director, have resigned from WLIB.



● ● ● The Eddie Cantor-Pabst Blue Ribbon airer, one of radio's biggest package shows which preems on NBC Sept. 26th, is a straight three-year, non-cancellable deal. Also on the show will be Margaret Whiting, Harry Von Zell, the Sportsmen and Cookie Fairchild's ork, plus a comic character guest each week and an occasional name guesstar. Net setup will put the accent on situation comedy, but in line with past years, Cantor will also continue with public service campaigns from time to time.



● ● ● Happy (Guess Who) Felton swears he saw this happen. A guy was reading "The Hucksters" and smoking a Lucky when the ash fell from the ciggie and burned a hole in the book. . . . Bill Gernannt, "County Fair" producer, due in town next week on business. . . . Bob Broder to Buffalo to meet Abbott & Costello who are doing a one-niter up there Sept. 2nd. . . . Add popular Radio Row hosts: James C. Y. Lee, mgr. of Lum Fong's 52nd St. spot. . . . Fred Stengal has added Republic Pictures' radio dept to his duties. . . . Louise Carlyle on "Sound Off" tonite. . . . Walter Lurie preems his new show, "Gold and Silver Minstrels," on Mutual Sept. 14th, with Ray Bloch, Jimmy Carroll and Jack Arthur. . . . Eli Kass and Sam Gropman readying their new half-hour stanza, "Foist Family of Bklyn." . . . It's a baby girl at the Lewis (Compton) Tittertons. . . . Jessyca Russell off to the Coast Sept. 13th on Magazine Digest business. . . . Larry Finley's new transcription series, "Flight With Music," starts on WEAJ Sept. 7th. . . . Ann Thomas in the new John Golden show, "It's A Man's World." . . . Roger White has made a radio tie-up with Beth Brown for her latest book, "Jolly's Hotel For Dogs."



● ● ● ONCE OVER LIGHTLY: Louie Prima says that you can tell a columnist by the company he peeps. . . . When asked how he thought he would make out in the movies, Danny Thomas replied: "My performance will be unprecedented. Good or bad, it'll set a precedent." . . . Rob't Q. Lewis finds that some air shows are beneficial to health. They give listeners some extra sleep. . . . Jerry Lester says he wishes he were "The Outlaw" and could rustle up a Jane. . . . Cute title Beatrice Kay has for a collection of tunes she's made famous: The Kay-Songs Go Rolling Along.

CHICAGO

By BILL IRVIN

BOB ELSON will broadcast "War Up Time" immediately preceding all games of the Chicago Rockets football team of the All-American Conference aired over WJJD. Broadcast will include lineups of the day game, sidelights about players and interviews with leading football coaches, officials and players. Series will be sponsored by Nu-Enam. First broadcast will be Sept. 29 preceding the Rockets-San Francisco game at Soldier Field.

A new football season sports program and time orders for 112 station breaks and 26 one-minute announcements were included in the new business this week for WMAQ, according to Oliver Morton, manager of the NBC Central Division national sales department. The Peter F. Brewing Co. (Fox De Luxe Beer) through Schwimmer & Scott, contracted to sponsor a program of football scores and game highlights with Dick Elder to follow all NBC network football broadcasts aired on WMAQ. Program will start either September 28 or October 5, and will continue for the duration of the football season.

Religious radio broadcasts are "with a few blessed exceptions dominated by crackpots," said Dr. Charles Ray Goff, minister of history at Chicago Temple, in his sermon Sunday morning. Denouncing such programs as "scandalous," Dr. Goff said that "too much of our radio religion is cheap and despicable."

New Vets Forum

New veterans' forum, "Opinion Please," to be heard this fall on Columbia's "American School of the Air" will be managed by Dr. George Crothers, former history instructor at Columbia College. Crothers joined CBS in 1945 as temporary director of research in the division of post-veterans studies and now moves into the war education division. He will continue as consultant on All-American School of the Air programs.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Ready, General Manager
1300 A. PETERS Bldg. Baltimore, National Representative

Defines ABC's Stand On Labor Programs

(Continued from Page 1)

ews on a NLRB sponsored election the canning industry of the San Francisco area.

The Kintner letter, in part, which covers the network's attitude follows: "The American Broadcasting Company has pioneered in the radio network field towards the objective of admitting organized labor to express its views over radio network facilities. We were the first network ever to sell time for the discussion of controversial issues to any labor union, and we have, in the past, on several occasions, sold individual and series programs to unions affiliated with the CIO. We also make available to organized labor, on a firm yearly basis, a 15-minute program weekly, which organized labor may express its views. This is shared equally with the CIO and the AFL—26 weeks each. In addition, labor spokesmen, including Mr. Murray and many other CIO representatives, have used the facilities of the American Broadcasting Company.

The controversy involved here is the determination of an election conducted ordered by the NLRB to determine which of two large and important labor unions, one the CIO, the other the AFL, shall be certified as bargaining agent for cannery workers in California. No general strike has been called or threatened under conditions in the industry involved, except for the election, are apparently normal. The public's interest in an adequate food supply is an issue.

Questions Public's Interest

Both unions want to broadcast programs directed to the cannery workers asking for their votes, examining why the union sponsoring broadcast is the one they should vote for, criticizing the other union, the employers and stating why workers would be wrong in voting for the other union or no union at all. ABC believes that the number of KGO listeners who would be interested in or served by such programs and others of the same nature dealing with other private disputes, controversies and contests, is not great enough, and that such programs, while naturally of considerable importance to the competing unions or parties, do not in our opinion deal with subjects of sufficient general public interest to justify, according to the obligation of public trust imposed on a station licensee, the sale of air time for their broadcast.

ABC recognizes the possibility that in some cases private disputes, particularly in the field of labor relations, may attain such proportions of general public interest as to justify broadcast, provided that they are dealt with fairly and all points of view given an opportunity to be heard. ABC respectfully submits that this is not the case in the matter at hand and that its action was a proper exercise of a licensee's discretion in the public interest."

FCC Allows Applicants To Incorporate Changes

Five applicants for new radio facilities were permitted by Commissioner Paul A. Walker to amend their applications last week, the FCC revealed yesterday. In addition, Walker granted the request of the Veterans Broadcasting Co., Rochester, N. Y., to change from Washington to Rochester the site of a consolidated hearing which will include the petitioner and the Rochester Broadcasting Co., September 11.

Amend Requests

Peoples Radio Foundation, New York City FM applicant, amended its application to show the election of Eugene Brown, Leslie A. Goldman, Milton Robertson and Marvin Wolfson as directors. E. T. Wright of Orlando, Fla., changed his frequency request from 1230 kc. to 900 kc., his power request from 250 watts, unlimited, to 250 watts, daytime. Donald W. Reynolds, Fort Smith, Ark., was granted a similar request—to change his specification from 1230 kc. to 950 kc., and his power from 250 watts, unlimited to one kilowatt, daytime. The Altoona Broadcasting Co., Altoona, Pa., also proposed limited time in its amendment, seeking to change from specifications of 1240 kc., 250 watts unlimited, to 650 kc., 250 watts, limited.

The Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho, was permitted to amend its frequency request from 1230 kc. to 1400 kc.

Seek New Stations

Applications for five more AM stations were reported yesterday by the FCC, as well as one application to amend a previous request for frequency and power change. The latter was from KVAN, Vancouver, Wash., which had proposed a shift from 910 to 930 kilocycles, with a power boost from 500 watts, daytime only, to one kilowatt, day and night. KVAN now would stay on the 910 band with 500 watts, but would install a new transmitter at a new location for day and night operation.

Two applicants seek to operate with 250 watts, unlimited, on the 1450 band—the Donze Company, St. Genevieve, Mo., and Fred G. Goddard, Hoquiam, Wash.; The Cheyenne Broadcasting Co., Cheyenne, Wyo., seeks operation with 250 watts, unlimited on the 1490 band, while the Midland Broadcasting Co., Kansas City, Mo., and Leon Wyszatycki, doing business as the Greater Erie Broadcasting Co., Lackawanna, N. Y., seek higher powered new stations.

The former has applied for the 550 band with five kilowatts, daytime, while the latter seeks the 1120 band with one kilowatt, daytime.

London With WCBW

Bernie London, recently returned from war service with the OWI in Europe and North Africa, has joined the sports department of CBS television station WCBW as a free-lance assistant to Director Bob Edge. Bernie will handle research and work with Edge on baseball, football, and other television sports coverage.

Gov't Agency Releases July Production Figures

Washington Bureau, RADIO DAILY

Washington—July radio output was over 1,300,000 sets, roughly the same as in June but the proportion of consoles and automobile radios increased, according to Winston A. Bryant, chief of CPA's Consumer Durable Goods Branch. The total number of radios produced was about 20 per cent higher than the pre-war rate. (RMA members, it was announced over the week-end, turned out about 1,061,000 sets in June—only about 19,000 of them FM).

During June of the 1,378,000 radio sets produced and shipped, 88 per cent were table models, and 6 per cent each consoles and automobile radios. July production was not as heavily weighted by small models.

Morrill Heads WLAW

Lawrence, Mass.—Appointment of Harold B. Morrill as general manager of WLAW, has been announced by Irving E. Rogers, president and treasurer of Hildreth & Rogers Co., owners and operators of the station. Morrill has been an official of H&R for 24 years and has been actively connected with WLAW since it went on the air in 1937.

Appointment comes on eve of station's entrance into 50,000-watt broadcasting field within a few months. Arrangements are nearing completion for opening of major studios in Boston. WLAW also has been granted a CP for new FM station.

Credit Tele Exhibit For Record Fair Crowd

(Continued from Page 1)

television show?" Paul B. Mowrey, national television director for ABC, in Des Moines, Monday for an address before the Des Moines Advertising Club, termed the Fair video show as "the biggest public exhibition of television I have ever seen," Mowrey with Harvey Marlowe, web tele producer, worked with Dick Hooper of RCA-Victor and Phil Hoffman, general manager of KRNT, in arranging the eight hours of television programming which is being staged daily and will continue throughout Friday of this week.

Two days of rainfall last week nearly wiped out the entire radio and television show which is being staged under canvas. Emergency use of added canvas and the digging of trenches around the exhibition tent saved equipment valued at nearly \$50,000.

Gets KGNC Post

Aubrey Jackson has been named resident general manager of KGNC, Amarillo, Tex., it was announced by Ted Taylor, executive general manager of the Taylor-Howe-Snowden Radio Stations. Jackson, whose appointment is effective Sept. 1, succeeds Raymond Hollingsworth, resigned.

CLEVELAND'S *Chief* STATION

REACHES AN "L" OF A BIG MARKET



WJW's Local programming means Leadership in a Locale where Listenership is a strong Link between the nation's 5th great market and Lasting Sales.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PROMOTION

WFIL Tieup

WFIL, Philadelphia, has announced an agreement with MacFadden Publications whereby a promotion piece on the outlet's sports shows and commentators will be included in the 6,000 copies of the first issue of Sport Magazine, due to hit the Philly newsstands August 31. The new national publication is definitely a "slick" magazine covering baseball, bowling, football, boxing, racing, tennis and golf. Tom Moorehead, WFIL sports commentator and Don Killelt, station sports advisor and University of Penn basketball coach, will be featured in the station-piece congratulating the new magazine. The insert will adhere to the general format of the magazine, calling Philly fans' attention to the outlet's extensive local and national sports coverage.

WLAW's Orchid

A newspaper orchid was won recently by WLAW when the Evening Tribune, one of the largest circulated papers in New England, selected WLAW's weekly feature, "Safety on the Highways" for the topic of its leading editorial and lauded it as "a really great work and all having a hand in it are entitled to credit and commendation."

Okl. Business Outlook Promising For Fall

(Continued from Page 1)

Children's programs are on the increase. Station managers attributed this factor to a change in infants' and children's fashion merchandising in the capital city.

Most stations reported that news programs continued first in sponsor demand.

Sports also has a new impetus in the Oklahoma City picture. KOMA was first to inaugurate an ambitious sports program. With Curt Gowdy as sports director, the station broadcast all football games of the University of Oklahoma Sooners. This was followed by a series of collegiate basketball broadcasts.

KOMA again has the Sooner contract and will inaugurate the 1946 season with a broadcast of the O. U.-Army game from West Point.

WKY has an enlarged and well-staffed sports department under the direction of Cy Casper, veteran sports announcer from St. Louis. The NBC station has broadcast rights to football games of the bowl-winning Oklahoma A. & M. Cowboys.

Networks represented in the Oklahoma City radio industry are: WKY, NBC outlet; KOMA, CBS outlet; KTOK, ABC outlet, and KOCY, Mutual outlet.

Hildegard Show Delayed

Hildegard program for Campbell Soup Co., scheduled to start on CBS Sunday, Sept. 29, at 9-9:30 p.m., EDT, has been postponed one week to Oct. 6.

SOUTHWEST SIDELIGHTS

YOUR VETERANS ADMINISTRATION is the title of a new series of studio programs being aired over WFAA, Dallas, each Monday evening for a quarter-hour. Program brings local VA officials to the WFAA microphones with answers to vital questions to veterans, their families and beneficiaries.

Austin Williams and the WOAI, San Antonio, 10 p.m. nightly newscast is being sponsored during the next few months by Heyer's Heat Powder and the local druggists in this area.

The K-C Baking Powder Co., is airing "Westward Ho" with Curley Bradley over stations of the Texas State Network Monday through Friday for five minutes.

Margaret Whiting will salute the University of Texas on her regular Tuesday night NBC program next week.

Bob Holleron aired the opening ceremonies of the 12th Annual Bowlers Day held in San Antonio over KTSA. Broadcast emanated from the Main Bowling Alley. Various bowlers, dignitaries were interviewed.

Application has been made to the FCC by David C. Jones, operating as the Bryan Broadcasting Co., Bryan, Tex., for a new standard broadcast station to operate on 1240 kilocycles with a power of 250 watts, full-time.

Vacationing from their posts at KTSA, San Antonio, are Mrs. Clyde Wendt of the merchandising and promotion department; George Johnston, station manager; Dovie Burton, receptionist and Bill Neidhammer. Returning from vacation is Wash Masterson of the sales staff.

Kenneth Hyman, chief engineer for KCOR, San Antonio, has returned to his post from a visit in Washington, D. C., where he conferred with FCC attorneys and engineers on future plans of KCOR which include expansion to full-time operation. Station now only operates during the daytime hours. Hyman also submitted application for an FM station.

Raymond C. Huffer has joined the newswriting and continuity staff of WFAA, Dallas.

Gene Gagle, president of the Texas State Network and of KFJZ, Fort Worth, leaves for New York City this week for a conference with Newell-Emmett Agency.

A new daily women's news program that will include a resume of women's club activities throughout the city will be aired on WOAI, San Antonio, as a public service program to the club women. Marjorie Hart will be the women's news editor for WOAI.

Eugene J. Roth, owner and operator of KONO, San Antonio, has applied to the FCC for a new FM station to operate in San Antonio, frequency to be determined by the FCC.

Louis R. Cook has been named new station manager of KNOW, Austin, replacing Hardey C. Harvey who has resigned to become publisher of a shoppers guide in Austin.

R. E. Lee "Sunshine" Glassgow,

general manager of WACO, Waco, is off for a trip on station business to New York City.

Forrest W. Clough, publicity director for KFJZ, Fort Worth, and the Texas State Network, back at his desk following a trip to New York where he visited offices of the ABC and Mutual network.

Julius L. Smith, Jr., and James J. Syrd are new control room operators at KTRH, Houston. Both are Navy veterans.

KHTB will be the call letters for the standard broadcast station recently granted the Texas Broadcasters at Houston. Station will operate on 1590 kilocycles with a power of 1,000 watts, full-time. Fred Weber, E. A. Stephans and William H. Talbot comprise the organization and trio also owns WDSU, New Orleans.

KTRN will be the call letters of the new FM station to be operated here by the Wichita Falls Daily Times and News Record. Station will take to the air about Oct. 15 according to W. W. "Bill" Robertson who will manage the station.

Congress Agenda Set For Mexico City Meeting

(Continued from Page 1)

ence, which will attract many radio representatives from the United States will get under way at the Palace of Fine Arts on Monday, Sept. 30. The agenda follows:

MONDAY, SEPTEMBER 30

- 9:00 A.M.—Registration of credentials. (Palace of Fine Arts).
- 11:00 A.M.—Inauguration of the Congress in the Main Auditorium of the Palace of Fine Arts, presided over by the President of the Republic, and with the attendance of the Diplomatic Corps.
- 5:00 P.M.—Meeting of the Council of the City of Mexico, to welcome the delegates as honorary guests, and present them with the respective medals.
- 8:00 P.M.—Inauguration of the Technical Exhibit by the Minister of Communications and Public Works. (Hotel del Prado).

TUESDAY, OCTOBER 1

- 10:00 A.M.—Plenary Session. Report of the Organizing Committee. Appointment of board of directors to preside at meetings. Report of the committees on Statutes and Proposals. Appointment of committees. The Committee on Statutes will continue working.
- 3:00 P.M.—Committee work.
- 5:00 P.M.—Cocktail Party in the Beethoven Salon of the Reforma Hotel, through the courtesy of RCA-Victor Mexicana, S. A.

WEDNESDAY, OCTOBER 2

- 10:00 A.M.—Committee work.
- 1:00 P.M.—Luncheon at Xochimilco, offered by the Government of the

SAN FRANCISCO

THREE new local half-hour shows are now being produced by KGO "Cable Car Frolics," starring San Francisco's famous cable cars, will be aired weekly over KGO and ABC Pacific Network on Thursdays from 7 to 7:30 p.m. The show is written and produced by Hap Kaufman and features songs by Clancy Haynes and Edythe Wright. The second show titled "San Francisco Story," a dramatic half-hour of San Francisco life, on Wednesdays at 9:30 p.m. Gil Doud is the writer and producer of this feature. Another new Thursday night (9:30 p.m.) program is a mystery drama with a waterfront locale titled "Patsy Novak For Hire." This thriller is written and produced by Dick Breen and Gil Doud with Jack Webb and Jack Lewis taking parts of "Patsy" and his sidekick, Jocko Madigan in solving the mysteries.

Frank Johnstone, three years with OWI, has joined the KFRC announcer's staff. And KFRC announcer-producer Dave Scofield has been appointed the "Voice of Kezar" stadium for all the Forty Niners-All American Pro Conference football games.

KPO-NBC will broadcast farewell ceremonies which take place in San Francisco Opera House for missionaries on their way to the Pacific area and the Orient, Sept. 30. Henry R. Luce of Life will be speaker. The 400 missionaries represent 123 sects.

Paul Speegle will bring radio to San Francisco newspapers for the first time in eight years with a regular column in the Chronicle starting Sept. 1st. The radio stations are honoring him at a cocktail party at the Mc Hopkins on Wednesday, August 29.

Dink Templeton got ex-Navy Commander Frank Wickhorst on Sports Page program for his radio appearance since becoming a football coach for the University of California. Dink seems to have a knack for getting the sports leaders to let down their hair.

Federal District.

THURSDAY, OCTOBER 3

- 9:00 A.M.—Committee work.
- 12:00 —Charro Fiesta and Fight. Typical luncheon.
- 4:00 P.M.—Committee work.
- 7:00 P.M.—Cocktail Party offered by General Electric, S. A.

FRIDAY, OCTOBER 4

- 9:00 A.M.—Committee work.
- 4:00 P.M.—Plenary Session. Appointment of officers of the association. Closing ceremony, which will be broadcast by network throughout the Continent.
- 10:00 P.M.—Dress Ball, to which radio and cinema artists will attend.

SPECIAL INVITATIONS

SATURDAY, OCTOBER 5

- 2:00 P.M.—Luncheon and excursion at the Churubusco Studios.

SUNDAY, OCTOBER 6

- 4:00 P.M.—Bull Fight at the Metropolitan Plaza.

Crosley Chiefs Here For WINS Expansion

(Continued from Page 1)
 whereby WINS and WLW will exchange programs originating in New York and Cincinnati. It has not been decided what shows now on WLW might be fed to New York nor what programs WINS may originate for feeding to Cincinnati. Pipeline also will cut in Washington, where WLW has a special news bureau, and this will be expanded to a WLW-WINS agency.

New Department Heads
 Crosley officials say there will be no personnel deletions at WINS but they do expect new departments and augmenting of existing departments. Two new faces already are on hand—William P. Robinson, new sales manager, and William L. Barlow, newly appointed director of public relations and publicity, a department which includes station exploitation.

Robinson comes to New York from Chicago, where he was manager of WLW's sales office and even now is continuing supervisory duties in the Midwest. He first became connected with the Crosley organization in 1938. Barlow, staff member of WLW's publicity department for eight years, served as publicity director for the last four years.

May Change Call Letters
 According to WINS manager Schroeder, Crosley officials are considering changing the call letters of WINS. At this moment there is no speculation as to their final decision. Another change, already decided upon by the station's new owners, concerns the new rate card to become effective Nov. 1. New figures will be announced within a few weeks and station feels that they are on a more equitable basis than before.

New Santa Barbara Station Will Go On Air Sept. 29

Harry C. Butcher, owner of KIST, Santa Barbara, Calif., who arrived in New York yesterday, announced that a new station would start operations on Sunday, Sept. 29. Names of department heads for operation of KIST to date were announced by Butcher as follows: Fox Case, general manager; William Royal, program director; Vivian Royal, continuity director; William J. Pickering, chief engineer; Berry Watson, director of news; Mickey McKeogh and Morton, sales, and Harold Pike, editor.

WRC Staff Changes

Frank Bourgholtzer has joined WRC, Washington news staff, it was announced yesterday. Formerly a correspondent for the Wall Street Journal, Bourgholtzer will be a regular reporter, handling news for the Chicago area. Mrs. Mary Smith also has joined the staff of WRC. Mrs. Smith will serve as secretary to Albert Morrison, radio-recording manager for NBC-Washington.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:**—Allen Roberts and Doris Fisher who went to the Columbia lot last year to score with the songs for the flicker "Gilda," have come up with a novelty titled, "Fla-Ga-La-Pa." A romance thru four states, the lyrics tell "I met her in Fla.—kissed her in Ga.—married her in La.—and settled down in Pa.—" (What? and no da-da?) . . .
 ● When Jack Fulton, WBBM star singer, heard Jack Owen's ditty, "Cynthia's In Love" on the Hit Parade, he got busy with Dick Cunliffe, wrote "I Hope It's Not True" (what they say about you) . . . Ballad is published by Lou Cito Publications. . . . ● Last month we itemed the fact that Morton Downey was going to revive a hit of ten years ago, titled "That Little Boy Of Mine," written by Benny Meroff, Walter Hirsch and Wayne King. Six of our ten readers forthwith contacted Frank La Marr at Forster for copies. . . . ● Mal Ater and Garet Romero after a bit of philosophy in their new bounce novelty, "Take It Slow and Taste the Vanilla," published by Peer International. . . . ● Latest poll of WNEW shows a newcomer leading the femme vocalovels, Margaret Whiting with 24,301 votes; Jo Stafford, 21,737 votes, and Dinah Shore, 19,216. And the men's contest result: Frank, Bing and Perry.

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● ● ● **Songwriter-Maestro Ken (Sweet Georgia Brown) Casey** and his new band start an indefinite engagement next week at the Rustic Cabin at Englewood Cliffs with several MBSshots a week. . . .
 ● Sam Martin has been named eastern professional manager for Gene Autrey's Western Music. . . . ● Harold Bostwick, who before donning Khaki tickled the ivories for the Bob Chester and Leo Reisman orks, doing a great job as "Twilby" in Mae West's Chicago company of "Come Up And See Me." . . . ● Ex-GI Dick Hyde, whose looks and baritones make him an added starter in the Bobby Sox Derby, has been signed to do plenty of WNEWarbling. . . . ● Wes Frazer at Superior Music has a honey of a novelty in Max Rich's "The Riddle of the Fiddle and the Cat." . . . ● NBCanary Warde Donovan's screen test for Paramount augurs a near-future trek to the film capitol. . . . ● Fastest-growing ditty in the middle west is a rhythm ballad titled, "Lucky." A sure bet for the Nov. Hit Parade. . . .
 ● Al Bryan and George McConnell have just published their latest ballad, "The World Keeps Turning Round to Look At You." . . . ● Eddie Howard's Band booked into Casino Gardens at Ocean Park, Calif., month of October. . . . ● Roy Ross, new musical director at WNEW, was formerly featured accordionist with Henry King and Xavier Cugat Bands. . . . ● Emerson Buckley (Carl Brisson's Conductor) will baton the new MBSponsored-by-Scalamandre Silks series starring Met opera stars Mary Henderson and Hugh Thompson which will preem Wednesday, Oct. 9, 10-10:30 p.m.

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● ● ● **LOOK ALIKES:**—Fred (Hymns of all Churches ABChoir) Jacky and Leo (NBCcomposer-conductor) Kempinski; Eddie (Breakfast Club maestro) Ballantyne and Charlie Spivak; Dell (Sherman Hayes vocalovely) Welcome and Betty Grable; Benny (comic) Meroff and Jerry (NBCconductor) Jerome.

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● ● ● **ON AND OFF THE RECORD:**—Dennis Day's initial platter for Victor, "You Keep Coming Back Like A Song" should get quite a play from the platter turners. Another from the same firm which should go places is Vaughn Monroe's "Aren't You Glad We Did?" backed with "Changing My Tune." . . . ● The Blues dept. well taken care of by Pearl Bailey in Columbia disc, "He Didn't Ask Me," backed with "I Ain't Talkin'," with swell background support by Mitch Ayres' Band. . . . ● Sherman Hayes' Cosmo disc of "Land Of Dreams," can't miss bringing the Bismarck Hotel maestro into the big time. Lad has looks, savvy and a VOICE. . . . ● Sammy Kaye's Victor platter of "Touch Me Not" should boost this new novelty into the hit class for Luz Bros. . . . ● Cootie Williams' initial attempt at vocalizing the lyrics to "Let's Do The Whole Thing," latest Capitol disc, a wow.

NAB's Station Study Shows Rates Uniform

(Continued from Page 1)

what names do you use for them ('local,' 'regional,' 'general,' 'national,' etc.)?"

"Are these rates commissionable to an advertising agency?"

"Local" and "National" are used together almost four times as frequently as "retail" and "general," although "general rates," is the term most frequently used by the one-rate stations. Usually the latter designate their rates simply by their call letters.

The "general" or "national" rates of all respondents are commissionable to an advertising agency. A little more than three-fourths of the "local" or "retail" rates are not commissionable.

"Please state your definition of each kind of rate; tell us what type of account qualifies for each."

There is a conspicuous lack of uniformity among respondents in these stipulations. The most frequently mentioned qualification for the "national" or "general" rate are that the account be placed by an agency and that the product be nationally distributed. For the "local" or "retail" rates, the most frequently mentioned qualification was that the account be a "bona fide" retailer, but there is little agreement as to the definition of such a dealer of what type of advertising he may place.

"What rate do you charge when a retailer buys time to advertise a nationally distributed product?"

About two-thirds of the respondents charge the "local" or "retail" rate. This represents about 80 per cent of stations which have two or three rates. These rates are predominantly non-commissionable.

"What rate do you charge to local dealers, distributors or jobbers of nationally distributed products?"

The local wholesaler or distributor is usually charged more than the retailer, the chief exception being in the case of the small stations, about half of whom charge a local, non-commissionable rate for wholesalers.

A complete analysis of the findings has been sent the participating stations.

FTC Orders N. Y. Firm Drop Publishing Title

Washington Bureau, RADIO DAILY

Washington — The Federal Trade Commission yesterday ordered the Paebur Co. and Alan F. Puter, of New York City, to discontinue using the term "Who's Who" in connection with its publishing business and to make clear they are not connected with the "We, The People" network show.

Use the title "We, The People" for a so-called public opinion year book, FTC held, "is calculated to appropriate some of the good will established by the radio program of the same name."

★ ★ ★ COAST - TO - COAST ★ ★ ★

— MINNESOTA —

MINNEAPOLIS—Marion Wallace, director of the home economics department in the office of Campbell-Mithun Ad Agency, as the result of a spur-of-the-moment audition, now doubles in brass by appearing regularly on the Land O' Lakes Creameries KSTP show and the Northwest web as service director of the creamery account. . . . Angled for the stay-at-home juveniles virtually confined to quarters during the polio epidemic in the Twin-Cities, were two additional airings by KSTP. . . . WCCO is also airing special programs for those confined during the epidemic. . . . Mayor Hubert H. Humphrey pulled a "La-Guardia" out of the hat to read the Sunday morning funnies to the young listeners. . . . **FERGUS FALLS**—Officers of the Fergus Radio Corporation which was purchased May 1 from C. L. Jaren, include: Roger L. Dell, president; Clara L. Dell, vice-president, and Harold L. Dell, secretary-treasurer. . . . Station manager is Don L. Albertson, and chief engineer is Milo K. Henry.

— COLORADO —

DENVER—A special trophy was presented to the grand champion showman in the 4-H beef and dairy classes by Hal Renollet, KOA's director of agriculture at the Colorado State Fair Aug. 26. . . . Trophy was presented to encourage boys and girls to do the best possible job of feeding, grooming and showing an animal. . . . Hal will also present a KOA showmanship trophy to the grand champion 4-H showman of all the main classes at the Wyoming State Fair, Sept. 5 to 7. . . . When the Denver Veterans Advisory Council took to the KLZ airwaves, ex-GI's who were too busy fighting the war to take all of their furlough time, were advised as how to go about applying for pay in government bonds for such unused leave time.

Radio Biz Controllers Set Conference Sept. 17

An industry conference of controllers of companies in the radio, electronics and electrical fields will be held Tuesday, Sept. 17, in one of the studios of NBC at Radio City. The conference will be held in conjunction with the 15th annual meeting of the Controllers Institute of America.

The industry conference will be conducted by Alexander MacGillivray, controller of RCA at Camden. John D. Grayson, treasurer of the Hazeltine Electronics Corp. will serve as vice-chairman. L. M. Nichols, of General Electric Supply Corp., will speak on "How to Handle the Problem of Pyramiding Orders" and Lisle W. Adkins, controller of Crosley Corp. will also speak. A television program will be one of the features of the evening session. The general sessions of the parent group will be held at the Commodore Hotel, September 15-18.

— ALABAMA —

BIRMINGHAM—The WAPI sports department announced that the outlet will air a complete football schedule of the University of Alabama with the first game of the season here, Sept. 19. . . . Lionel F. Baxter, having served in the Army and as chief announcer, news editor, program director and director of public relations and promotion of WAPI has recently been appointed manager of operations, in charge of all activities of the actual broadcasting facilities of the outlet.

— MISSOURI —

KANSAS CITY—Marie Maher, formerly publicity director of the Omaha Chamber of Commerce, has joined the program department of KCMO. . . . **SPRINGFIELD**—"Korn's-a-Krackin'," hillbilly Sat-nite variety show, MBS origination, produced by KWTO, will return to the Shrine Mosque here Sept. 7, after 10 Saturday night tour of Ozark communities. . . . Show is emceed by Bill Ring and announced by the outlet's program director, Bill McCord. . . . Technical arrangements for the ten-week tour, which ends August 31, were handled by Fritz Bauer, chief engineer. . . . **ST. LOUIS**—So commendable was the safety campaign recently conducted by KXOK, that a similar campaign will be conducted from Wednesday, Aug. 28, through Labor Day, next Monday.

— NEW YORK —

NEW YORK—Bible teachers, nationally known ministers and special gospel music are featured during the centennial airings of the Calvary Baptist Church over WHN Sundays. . . . Mickey Falkenburg, famed American tennis coach and mother of Jinx, will be the principal guest on "Jack Dempsey's Hour of Champions" over WHN this Sunday with regulars Sam Taub, sportswriter and sportscaster and Gene Schoor. . . . The unlimited opportunities for study and research in aviation as well as the responsibility of teaching the far-reaching implications of its advances, was the feature discussion by four leading educators over WQXR yesterday. . . . Al Trilling, vocal coach for Judy Garland, Ethel Merman, Dinah Shore and Frank Sinatra, has recently been named director of vocal auditions for WNEW.

— SOUTH CAROLINA —

COLUMBIA—WIS sports chief, Frank Harden is sports editor of the state-wide Junior Chamber of Commerce publication, "Action." . . . "Sports Final," late WIS show, has been signed by Henry Marcus, local promoter of wrestling matches and dance bands. . . . WIS general manager, G. Richard Shatto has returned to his desk after two weeks in Estes Park, Co. . . . Sales manager J. Dudley Saumenig is vacationing at Lake Canaan, N. C. . . . Ray A. Furr, program director is vacationing and is scheduled to return this week. . . . The WIS promotion department is currently leaning its efforts to the NBC Fred Waring segments.

— ALABAMA —

MONTGOMERY—Sir Stork visited the home of WSFA's engineer, Cliff Shelkofsky, leaving a little engineer, named Cliff, Jr. . . . Lt. Ed DeMotte, son of WMGY's advertising manager, John DeMotte, is home from foreign service in Japan. . . . Martha Darden, WMGY musician and staff announcer, is featured on the dinner program of the newly-opened Southern Club here. . . . **ANDALUSIA**—Dige Bishop took over as WCTA chief engineer, new Mutual affiliate here. . . . Roy Hughes and Joseph Gilbert joined the announcing staff. . . . Hugh Chastain and Tom Miniard are on the engineering staff. . . . Beverly Eiland is stenographer.

— GEORGIA —

ATLANTA—Frank Gaither, formerly associate manager of WSB, has been named commercial manager of the outlet as of Sept. 1. . . . He replaces Bob Pollock, who left the outlet last month for New York. . . . The Fort Industry Company has announced that Charles Smithgall has resigned as managing director of WAGA to devote full time to personal business interests. . . . Smithgall has been associated with the outlet since 1942 filling the post as a member of the board of directors and in charge of Southern Interests for the Fort Company which owns and operates WAGA, WGBS and five other stations in Ohio and West Virginia. . . . Lee B. Wailes, general manager of the Fort Company has announced that no changes in personnel or management were planned and that James Bailey, commercial manager, would assume the temporary duties as acting manager.

— IOWA —

DES MOINES—New foreign brides club idea, originated by KRNT is going great guns here and it is believed to be spreading to other cities. . . . Wynn Hubler Speece, the "Good Neighbor Lady," responsible for the forming of such a club, interviews a number of brides daily on her show comparing American customs and people with those in the land they left, and planning useful service work such as helping with a recreational program at the Veterans Hospital, saving for boxes for war orphans and planning Christmas parties for them, as they did in other countries during the war years. . . . **SIOUX CITY**—Lila Lynn, formerly of KORN, has joined the KTRI continuity staff.

— NEBRASKA —

OMAHA—Under the direction of farm director, Mal Hansen, WOW has re-organized their early ayem weather broadcasts in order to present listeners with the earliest and most complete weather news heard over any other station in the midwest. . . . Before going on FM station KOAD announced that Omaha had established a new traffic safety record, that of 169 days without a traffic fatality, passing the record previously held by Dallas, traffic court chief Robert Munch

made a last-minute call to the police station asking if there were any late facilities. . . . Tom Engoldsby, 60, for three years with the WOW news staff, starting a new career as the first public relation director of the Nebraska Democratic Party. . . . KOAD-FM has recently begun a hit parade program of its own. . . . Each Saturday the outlet airs the best records as reflected in a survey made by the outlet.

— OHIO —

CLEVELAND—Sears, Roebuck Co., with seven stores in the Greater Cleveland area, signed last week for its first big radio package locally with the purchase of the exclusive airtime over WGAR of the 15-game Cleveland Browns football schedule in the pro All-America Football Conference. . . . Bob Neal, WGAR sports editor, will handle the play-by-play description. . . . **PORTSMOUTH**—Edward Sagraves, former WPA chief announcer has recently been appointed program director. . . . Harold Sagraves, announcer with the outlet has been named as brother Edward's successor. . . . Frank Balmert, Jr. former announcer and farm editor of WPAY, has resigned his position in order to attain his bachelor of philosophy degree at Xavier University, Cincinnati.

RCA Promotes Smith

Camden, N. J.—Theodore A. Smith has been promoted to general sales manager of RCA's engineering products department, according to an announcement by W. W. Watts, departmental vice-president. Prior to promotion, Smith was sales manager of communications and electronic equipment. He came to RCA in 1925 and later helped build the corporation television station W2XBS, now known as WNBT.

Send Birthday Greetings To—

August 30

Jack Bundy M. H. Shapiro
Paul W. Kesten M. P. Wamboldt
Peggy Marshall Howard Stanley
Oliver S. Gramling

August 31

Winifred Cecil Walter Paterson
Arthur Godfrey Jack Ward
Peggy Harton Pearl Watts
Jean MacGregor Paul B. Borck

September 1

John J. Anthony Clyde Lucas
Robert K. Chase Jack Martin
Andrew Friedenthal Don Wilson
Fred Jeske Claude Horton

William Anthony Farren

September 2

Barbara Jo Allen Fred Von Ammon
Bill Bacher Raymond R. Morgan