

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 45

NEW YORK, N. Y., MONDAY, JUNE 3, 1946

TEN CENTS

Ascap's Policy Re 1949

Radio As Common Tie Between Aussies-U. S.

Expanding interest of the United States in the Pacific area, and its strong influence on Australia both during and since the war, is likely to create a "common ground" in the progress of Australian broadcasting. This opinion was offered in an interview yesterday with T. W. Bearup, a member of the Australian Broadcasting Commission, who is in process of setting up representation here for his country's radio interests.

Bearup, a veteran broadcaster who has been identified with Australian
(Continued on Page 6)

17 Stations Now Carry WKY's "Health" Dramas

Oklahoma City—A total of 17 stations are now carrying WKY's dramatic public health program series or have signified their intention of doing so. Latest stations to apply are WMAZ and WBML, both of Macon, Ga., according to P. A. Sugg, WKY manager, who developed the series.

In addition, five other stations and two state health departments, those
(Continued on Page 7)

FCC Denies Approval Of WJW-ABC Contract

Washington Bureau RADIO DAILY
Washington—The FCC on Friday denied approval to WJW's long-term affiliation agreement with ABC.

The Commission said the Cleveland station's option agreement with the web is "clearly barred by a literal interpretation" of the FCC's regulations. In effect, the Commission or
(Continued on Page 7)

Stanton Honored

The free flow of information as a fundamental goal of education and basis for intelligent democratic action was emphasized by Dr. Frank Stanton, president of CBS, Saturday, in an address before the graduating class of Birmingham-Southern College. Dr. Stanton received the degree of Doctor of Laws at the college commencement exercises in Birmingham, Ala.

Status Quo

Washington—Incomplete reports indicate the April shipments of radios remained approximately the same as the March level of 1,000,000 sets, CPA has reported. April shipments, CPA said, represents 91 per cent of the pre-war rate of 1.1 million sets a month, and added, "manufacturers are having difficulty in obtaining a balanced supply of components, particularly cabinets, condensers and tubes."

New No-Building Edict Includes Radio Outlets

Washington Bureau RADIO DAILY
Washington—The CPA ordered a new crackdown on "non-essential" construction, including radio stations. Under the new order, maintenance and repairs will be curtailed. The agency ordered all its field offices to reduce the dollar value of their authorizations by two-thirds "for at least a period of 45 days." The action was taken, CPA said, because of strikes and the large volume of construction already under way or authorized.

RMA Sets Long Agenda For Chi. Meet June 11-14

Radio Manufacturers Assn. has set its agenda for the 22nd annual convention to be held in Chicago, June 11-14, at the Stevens Hotel. This will be the first post-war convention of the
(Continued on Page 2)

Industry Making Strong Bid For Future Automotive Biz

Strong bid for some of the expected heavy advertising revenue forthcoming from the automotive industry when production reaches its peacetime level bringing with it intensive selling competition is seen in the scheduled radio coverage of the Automotive Golden Jubilee which takes place May 29 through June 9 in Detroit.

NBC, ABC, CBS and Mutual have scheduled special programs to ampl-

Hasn't Any Idea On Future Proposals But Offers To Confer With NAB And Negotiate In Advance

BMB Study Shows Sets In 95% Urban Homes

Over 95 per cent of the nation's urban families own radios compared with 87.4 per cent of rural non-farm (village) families and 76.2 per cent of rural farm families, according to a study released by the Broadcast Measurement Bureau over the week-end.

Massachusetts and New York are tied for density of urban radio families at 98.2 per cent; Connecticut leads in density of village radio own-
(Continued on Page 6)

CAB Re-elects Sedgwick; Seeks Neutral Regulation

Quebec—Harry Sedgwick, of Toronto, was re-elected president of the Canadian Association of Broadcasters which closed its annual convention here late last week. Col. Keith Rogers,
(Continued on Page 4)

CBS Purchase Of KQW Forbidden By Commission

Washington Bureau RADIO DAILY
Washington—Sale of KQW, San Jose, Calif., to the Columbia Broadcasting System for \$950,000 was denied
(Continued on Page 4)

Ascap hasn't the slightest idea of what it will propose or do in 1949 when the current contract-agreement with the broadcasting industry runs out, and new licenses will be in line for AM radio, television, FM and facsimile, as well as any new development that may arise in the interim. The So-
(Continued on Page 6)

Program-Policy Test By FCC Believed Near

Washington Bureau RADIO DAILY
Washington—Reports persisted over the week-end that the FCC soon will bring its programming policies out of the academic stage and designate for hearing the license renewals of several broadcasters. The Commission spokesman admitted that the FCC is "studying" the renewal applications of several stations with a view toward designating them for hearing. In each
(Continued on Page 4)

Putnam Out Of Marines; Four Shows On WOR-MBS

George Carson Putnam, former ace newscaster for NBC before joining the Armed Forces, and now on inactive duty, has returned to the air
(Continued on Page 2)

No Trouble

St. Louis City—Al Triggs, who airs the baseball games over KTRI received a call from an indignant woman who told him that although she could hear the announcer describing the game she could never hear the roar of the crowd on home runs, etc. She said, "What's the matter with my radio?" "Nothing Madame," Triggs, said "We carry the game by teletype."



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FINANCIAL (May 31)

Table with columns: NEW YORK STOCK EXCHANGE, Am. Tel. & Tel., CBS A, CBS B, Carnsey Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson.

RMA Sets Long Agenda For Chi. Meet June 11-14

(Continued from Page 1) trade association and the first in five years to concern itself primarily with peacetime production problems. Six separate division sessions will be held, as well as 16 committee confabs. Windup will be the industry golf tournament at the Calumet Country Club, June 14.

Joins Television Group

Sarah Jane Troy, who has had wide experience in radio as a staff announcer of WOV and later sound effects engineer at WOR, has joined Lee Wallace Teleshows as an assistant producer.

World's Foremost Tobacco Center Kinston, N.C. MF Advertising... Represented by BURN SMITH Jonas Walland Bob Bingham

★ THE WEEK IN RADIO ★ Petrillo Tests Lea Bill By JIM OWENS

JAMES C. PETRILLO, AFM prexy, launched a test case against the Lea Bill as he called a walkout of three disk librarians in WAAF, Chicago. . . . The annual convention of the Canadian Association of Broadcasters opened in Quebec, with record attendance. Most controversial issue discussed was proposed CBC move to take over privately-owned stations. . . . Liberty Magazine cancelled sponsorship of F. H. LaGuardia's Sunday night web show over ABC.

First peacetime Memorial Day since 1941 saw heavy network and station programs airing ceremonies throughout the nation. . . . The American Civil Liberties Union sponsored a lively debate on the FCC Blue Book before industry executives. . . . Radio news and program listings getting increased newspaper space.

NAB prexy, Justin Miller, offered President Truman full co-operation of the industry in the national emergency caused by the recent strike wave. . . . The railroad strike kept network and station news departments on their toes over the crucial week-end to bring listeners first flash of a settlement. . . . Miller also chided Petrillo for lack of "co-operation" as indicated by an editorial in an AFM organ.

With the granting of 35 more license renewals by FCC last week the total is now 129. All have been okayed since the Commission issued its program report. . . . CBS announced that

Putnam Out Of Marines; Four Shows On WOR-MBS

(Continued from Page 1) as newscaster with four 15-minute news broadcasts over WOR-Mutual on Sundays. Deal with Mutual gives Putnam the right to work on other stations. Putnam was emcee of the "Army Hour" while with NBC and was a lieutenant in the Marine Corps with which he served for more than two years.

AFM Convenes Today

St. Petersburg, Fla.—The American Federation of Musicians opens its annual convention here today. James C. Petrillo, president of AFM, is here.

Looking For Me? Writer with personality and style. The accent's on youth. Dramatic or commercial, with radio writing background Army and civilian. Radio, television or commercial contacts are equally desirable. And salary? That's strictly secondary. Write Radio Daily, Box 185, 1501 Broadway, New York 18, N. Y.

construction of buildings for color tele experiments on Mt. Wilson (Calif.) would start immediately. . . . The four major webs have assigned about 20 correspondents to cover the atom bomb tests scheduled for the Bikini Islands in the Pacific.

Sweeping changes in FM rules proposed by the FCC are expected to make it more "practical" to compete with standard broadcasting. . . . West Coast television hearings ended Wednesday. A joint hearing will be held in Washington June 20 when preliminary decisions will be announced. . . . General Mills and Swift & Co. expanded use of network radio by purchase of additional time on ABC.

The Senate approved appointment of John S. Young as U. S. Commissioner to the Philippines for economic rehabilitation and war damage. Young has been with NBC and several agencies. . . . The National Labor Relations Board set a precedent for future television-labor action when it classified CBS video workers as "white collar." . . . Pulse, Inc., reported that listening in New York area is up over last year. Jack Benny and Walter Winchell top nighttime network attractions.

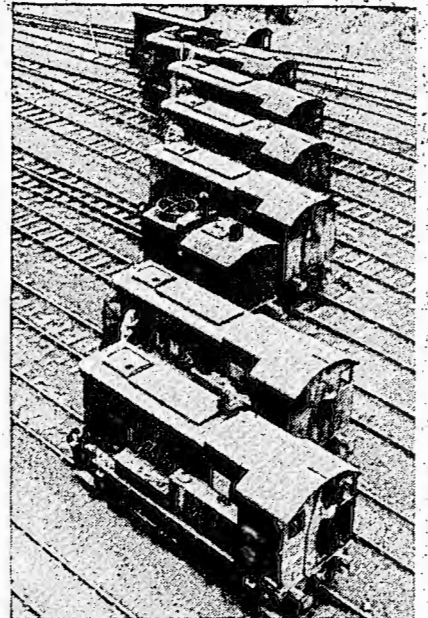
WNEW 5-day food collection drive resulted in over 15,000 cans of food and \$3,314.32. . . . Test program transmissions by Press Wireless via short-wave proved satisfactory, according to company officials.

Barnum, Barton Resign From Benton & Bowles

Bush Barnum, who has been with Benton & Bowles, Inc., since 1940, has resigned as director of publicity for the agency, it was announced over the week-end. He is succeeded by Richard K. Bellamy, formerly of J. M. Mathes, and will tell plans shortly. It was also announced that Francis C. Barton, Jr., manager of the radio department of Benton & Bowles has resigned effective immediately.



"I bumped it under the radio—a WFDF Flint mystery, you know."



Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

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

W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

• America's greatest trio featuring vocals by Artie Dunn at the Hammond, Al Nevins' electric guitar and Morty Nevins' accordion.



THE THREE SUNS AND A STARLET *

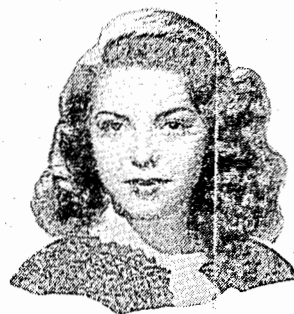
**ENTICING...
RHYTHMIC...
REFRESHING...**

• Wherever they're heard, THE THREE SUNS have set the nation's toes a-tapping with their tropical rhythms and velvety melodies . . . whether it's over NBC's coast-to-coast network three times a week . . . on countless records . . . in the Piccadilly Hotel's Circus Lounge . . . or as guest artists on the Fitch "Bandwagon" and The Chesterfield "Supper Club."

Now, the musical magic of THE THREE SUNS is enhanced by the glamorous voices of such song stylists as Nan Wynn, Dorothy Claire, Irene Daye. Produced like a network program, THE THREE SUNS AND A STARLET is NBC RECORDED for local, regional and national spot advertisers.

It's music styled of sunlight and stardust . . . perfected improvisations . . . including many songs THE THREE SUNS wrote themselves (one of which, their theme song, "Twilight Time," sold 2 million copies) . . . announced by network-famed Glenn Riggs as host.

An NBC Syndicated program of network caliber, THREE SUNS AND A STARLET has irresistible appeal . . . yet its cost is amazingly low. Through syndication, the expense is shared with other advertisers in non-competitive areas. Write us, we'll be glad to tell you how little it costs to make hay while the "Suns" shine.



NAN WYNN, screen, stage and radio's favorite singing star who has appeared in over a dozen top-flight movies and on many an ace radio show, with Bing Crosby, Bob Hope and others.

DOROTHY CLAIRE owns a distinctive song style that's made her famous with big-name bands, at such leading nightclubs as the Copacabana and on her own network radio show.



IRENE DAYE, one of the most promising young singers in the United States (and one of the loveliest) has a big following as vocalist on a four-hour, five-day-a-week variety show.

* 15 minutes, 3 times a week
26 weeks of broadcasting

NBC  **Radio-Recording Division**

A Service of
Radio Corporation
of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL CANADA RADIO FACILITIES, TORONTO, ONTARIO

CBS Buy Of KQW Forbidden By FCC

(Continued from Page 1)

Friday in a proposed decision announced by the FCC. CBS, already the owner of seven AM stations, was told in blunt language that "ownership in these stations represents such a concentration of control that it should not be extended."

Commissioners E. K. Jett and Ray C. Wakefield, however, issued separate dissenting opinions declaring that it is "definitely in the public interest" for CBS to acquire KQW.

"The Commission," the majority opinion held, "is of the opinion that public interest in broadcasting is better served by entrusting the operation of radio stations to a maximum number of qualified people rather than having a large number of stations controlled by a single person or organization."

"Such concentration of control—particularly in AM—is not a factor of the absolute number of stations alone but also upon the character of the facilities involved, e.g., the powers and the frequencies of the stations. As has already been pointed out, CBS already owns directly seven AM stations, six of which are 50,000-watt clear-channel stations, and the seventh, a 5,000-watt regional station. In the Commission's opinion, the ownership of these stations already represents such a concentration of control of AM facilities that it should not be extended."

CAB Re-elects Sedgwick; Seeks Neutral Regulation

(Continued from Page 1)

of Charlottetown, PEI, was elected vice-president and Arthur Evans, retains his post as secretary and treasurer.

Final sessions of the CAB dealt with the creation of an independent and non-governmental organization to regulate broadcasting throughout Canada.

Mutual Granted Extension Of FCC's ET-Rule Waiver

The FCC on Friday granted an extension of waiver of its rules to Mutual Broadcasting System which permits the network to continue to transcribe and broadcast certain programs on a delayed basis without the usual identifying announcements. The extension will continue until the end of the period of daylight saving time, the Commission said.



California Commentary . . . !

• • • Although the FCC television channel hearings in Los Angeles have been marked by piles of statistics and technical terms, the proceedings have been enlivened by some humorous material furnished by the witnesses and attorneys for the applicants. John F. Royal, NBC's tele nabob, made some witty comment during his testimony, while Harry M. Plotkin, assistant counsel for the FCC, who has been presiding, has also made humorous observations. Plotkin also seems to be sports-minded, and asked Royal and Harry R. Lubcke, who is in charge of Don Lee's tele operations, how many cameras are needed to televise football and baseball games. Mark Finlay, Don Lee's public relations chief, who has been overseas for several years, is an old Los Angeles newspaperman and got a royal reception when he visited press headquarters adjoining the hearing chambers. John C. Elwood, NBC's chief in San Francisco, and Gayle V. Chubb, manager of KGO in San Francisco, have been daily attendants at the sessions.

Los Angeles

★ ★ ★
• • • Brig. Gen. Roger Ramey, who stopped off in Hollywood on his way to Bikini, where he will have charge of the atom bomb tests, made a surprise visit to the "College of Musical Knowledge" broadcast to visit his friend, Kay Kyser. Asked to participate on the show as a contestant, the general declined and assigned his Intelligence Officer, Col. Kalberer, to the job instead. The colonel proved his right to the title, "Intelligence Officer." Alan Young will return to his home town, Vancouver, B. C., to emcee the city's golden anniversary celebration July 1 to 14. It is also possible that Jeanne Crain, who played opposite him in "Margie," at 20th-Fox, may attend the celebration. Don Sweeney, who was a United Press correspondent in London for two years and who is a brother of Kevin Sweeney, assistant to Fletcher Wiley, has joined the Columbia Pacific press department. Henry Russell, Cass Daley's "Bandwagon" maestro, is very lullaby-minded these days. The stork will visit Russell's San Fernando Valley home in the fall.

★ ★ ★
• • • While Frances Scully, of KECA visited Bob Montgomery on his set at MGM, KECA was tuned in and radio voices were heard singing "Happy Birthday to You" in honor of Bob. For a gag, technicians brought in a birthday cake, decorated by 102 candles. In its third week on the air, "Free For All," heard over Columbia Pacific, has already received 8,000 pieces of mail. Its oddest request was for a bathtub, and the letter came from a native of Washington (no pun intended). She wrote that she hates to bathe alone, but that her husband weight 185 pounds and that when they bathe together, she is forced to use the slope of the tub and has very little room. P. S. She will be sent a bathtub. By the way, Ray Maypole conceived the idea for the show and is producing it. One of his assistants is Paul Schwegler, former All-American football star at Washington "U."

★ ★ ★
• • • Tom Petty, of the RKO-Radio advertising department, has sold two radio plays to C. P. MacGregor for his "Hollywood Playhouse" program. "Wedding Bells Preferred" will star June Clayworth and "Gulf Stream" will star Guy Kibbee. Earle (Judge Hooker) Ross of "The Great Gildersleeve" program, has rejected a role in the new Broadway production, "Around The World In 80 Days." Ross played with Orson Welles in the air version, but was unable to accept Welles' offer because of a heavy radio schedule in Hollywood. Rickey Jordan, recently discovered 18-year-old jazz and rhythm singer, has been signed to a long term RKO-Radio contract, and will be given a top spot on one of the forthcoming big musicals planned by the studio. Charles Garland, who found the former NBC page boy singing for his own amusement in a music shop and arranged for him to appear on a Ginny Simms program, handled the deal.

Program-Policy Test By FCC Believed Near

(Continued from Page 1)

case, he said, station programs are considered "flagrant" violations of the Commission's programming standards as outlined in the recently-issued Blue Book.

Meanwhile, the FCC on Friday granted license renewals to 14 stations operating on temporary licenses. The list was the third issued by the Commission since the Blue Book and brings the total to 143 license renewals approved by the FCC. Approximately 300 were put on a temporary basis. The latest renewals by the Commission include:

Following station licenses for period ending August 1, 1948:

KVOE, Santa Ana, Calif.; WRGA, Rome, Ga.; WGTC, Greenville, N. C.; KPLT, Paris, Tenn.; WOPI, Bristol, Tenn.; WKBZ, Muskegon, Mich.

Following station licenses for period ending May 1, 1949:

KSFD, San Diego, Calif.; WROL, Knoxville, Tenn.; WAGE, Syracuse, N. Y.; WPIC, Sharon, Pa.

Following station licenses for period ending November 1, 1948:

KOIL, Omaha, Nebr.; WDSU, and Auxiliary, New Orleans, La.; WISE, Radio Station WISE, Inc., Asheville, N. C.

For period ending Feb. 1, 1949: WHIT, Coastal Broadcasting Co., Inc., New Bern, N. C.

From EVERYWHERE to CANTON



THEY CAME—24 highway engineers from Latin America, India and China touring 2000 miles to inspect America's marvelous road projects, construction equipment, and supply plants.

THEY SAW—eight modern industries contributing directly to road-building, maintenance, and improvements . . . all in Canton . . . world's largest in their fields.

THEY PRAISED—this city of diversified industry centered in Ohio's most populous rural region. On Saturday, May 25, eight of the visitors aired their comments over WHBC—the station that paves the way for results.

In any language—Canton is always a busy city. Let's talk!

CANTON, OHIO

1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION NETWORK MUTUAL NETWORK

Represented by BURN-SMITH Co.

LEN STERLING

LA 4-1200

THE MILKMAN'S MATINEE

WITH ART FORD

ON WNEW

Still has the all-night
audience



A PULSE OF NEW YORK SURVEY (January 1946) SHOWED:

- 49.2% of all 12 midnight-to-6 a.m. listeners tune to **WNEW**
- 25.6% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "A"
- 17.4% of all 12 midnight-to-6 a.m. listeners tune to 50,000-watt network station "B"
- 7.7% of all 12 midnight-to-6 a.m. listeners tune to independent station "C"

PROVING THAT THE MILKMAN'S MATINEE—NOW IN ITS TENTH YEAR ON WNEW—
IS STILL METROPOLITAN NEW YORK'S FAVORITE ALL-NIGHT PROGRAM!

For further information on Greater New York's all-night audience—how many people listen, who they are, where they live, how desirable a market they represent and why ART FORD has almost half of them tuned to 1130:



WNEW

501 MADISON AVENUE, NEW YORK

TEN THOUSAND WATTS—1130 ON YOUR DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

Radio As Common Tie Between Aussies-U. S.

(Continued from Page 1)

radio since its inception, and was acting general manager of ABC during the war, has been visiting American and Canadian radio centers since his arrival last month. He also represented the Australian Commission at the Ohio State IER in Columbus, recently. His trip to the U. S. signifies, among other things, the necessity on the part of the ABC, "of keeping up with development and technical progress of American radio and television." Specifically, Bearup's interest here lies in the "study of American studio design and programming technique."

Comparing the American and Australian systems of broadcasting, the Australian representative explained, "two systems of broadcasting work successfully side-by-side in our country. However, each is entirely independent of the other,—with neither exercising control over the other."

This system, is successful, he pointed out, "because of the many advantages it provides for the listener." Under the terms of the Australian Broadcasting Act, he explained, "the Commission enjoys a very large measure of independence in relation to all matters of programming, policy and general administration." Operating with this policy, the ABC members, who are appointed by,—but are not "employees"—of the government, are able to discharge a great responsibility to the public,—a problem of huge proportions when considering the widely spread distribution of population.

Listeners Have "Alternative"

The Australian listener, in Melbourne and other large cities, has an "alternative" and may choose between six commercial stations and two national stations. Thus, he has two separate and distinct services at his elbow, Bearup pointed out. There are 103 commercial stations operating on the continent at the present time, he said. In each of the "capital" cities, Bearup continued, and the large industrial city of Newcastle, there are two government-owned transmitters, and as the bulk of population is centered in these areas, "the problem of coverage is lessened considerably." These transmitters, he said, serve both the "national network" and the so-called Interstate network. One network, therefore, augmented by the other, covers a very large area. In the "back country," or outlying districts, the ABC executive added, regional stations have powerful transmitters which are capable of selecting programs from either of the government-operated networks.

Ascap Mulls Future Policy In Renewing Radio Licenses

(Continued from Page 1)

city however goes on record as willing to confer with an NAB committee in advance of the running-out of the present license agreements, and negotiate in time for an interrupted continuance of certain license agreements.

Ascap policy in this regard is revealed in a communication to division, regional and district managers from John G. Paine, general manager. The communication reads as follows:

"It has been a long time since I have had occasion to write to you but it seems to me that you should at this time be advised of the thinking here in Ascap as to radio and the future.

"The series of regional meetings of the National Association of Broadcasters is now over. At practically every one of these meetings Ascap's policies were freely discussed by both officials of the NAB and officers and officials of BMI. In many instances the broadcasters listened to these dissertations with interest, and perhaps in some cases with conviction.

Cites New York Statement

"I am sure that if I should get up before a group of broadcasters and tell them about the policies of BMI and what BMI is planning to do in the future, they would feel to a man that I had a whale of a lot of crust and an unconscionable amount of impertinence, and I think they would be right.

"The principal problem that has been discussed at these meetings is what Ascap is going to do in 1949. As I stated at the New York regional meeting of the NAB the real fact of the matter is that Ascap hasn't the slightest idea what it is going to do in 1949. This is obvious, or should be, because Ascap hasn't the slightest idea what the radio broadcasting industry will be at that time.

"We know that there are a great number of new developments in radio as, for example, facsimile broadcasting, television, FM broadcasting, and experiments are now being carried on to determine the effectiveness of chain hookups by means of short-wave broadcasts in lieu of telephone wires.

"Undoubtedly it is safe to say that nobody in the radio industry knows what radio broadcasting will be like in 1949. Whether it will be the same as it is today or whether these new discoveries and inventions will materially modify it, the future alone can tell.

"In addition to all of these scientific developments which may work great changes in radio, the Federal Communications Commission is now making a persistent and determined

drive to improve radio broadcasting programs and to require stations to operate more in line with their license in the public interest, convenience and necessity than they are doing at the present time in the opinion of the Commission.

"What the result of this determined effort on the part of the Commission may be in modifying radio programs is something we cannot possibly know and we feel it is something that radio itself does not fully know at the moment. If Ascap can help the industry it will be only too happy to do so.

"In the light of all of these changes which are occurring in radio and which may continue to occur and make radio in 1949 something quite different from what we understand as radio today, it should be self-evident that Ascap cannot possibly know what it will do at that time, but I can assure you that the officials of NAB and the officials of BMI do not know what Ascap will do either.

"This much we know—this much we can assure the radio industry. We have a great deal of pride in the friendly relationship that has grown up between us in Ascap and the radio stations throughout the nation. We intend to guard that friendship jealously. We know that after 1949 there will exist between us and the radio industry as great, if not an even greater, friendship than exists today.

Sees No Cause For Alarm

"At the aforementioned regional meeting of the NAB here in New York, I said that if the broadcasters were really disturbed about Ascap in 1949 (and I am absolutely sure they are not), all they have to do is to appoint a committee to sit down with us and we will be very happy indeed to negotiate now and not wait until 1949. This invitation has not been accepted.

"Finally—there are times in every industry where, in order to get full co-operation of the entire industry on certain important and basic issues, it is necessary to stir up the industry emotionally on collateral issues. If the National Association of Broadcasters should find themselves confronted with the need to stir up emotional issues in order to rally their industry together, let us hope that Ascap may not be the unfortunate victim of that need."

Send Birthday Greetings To

June 3

Ruth Carhart Jan Peerce
Bob Hutton Dave Rose
Herman Larson Warren Sweeney
Joey Nash Jack Manning

BMB Study Shows Set In 95% Urban Home

(Continued from Page 1)

ership with 97.1 per cent, while New Jersey tops all states in the far classification with 93.5 per cent radio ownership.

Although the BMB urban, village and farm figures for the United States as a whole differ slightly from those of the Census Bureau, "they fall well within the limits of statistical reliability published by the Census Bureau," BMB explained.

The Census Bureau reports a two-thirds "probability" that a complete census would reveal that anywhere between 22,000,000 and 22,841,000 U. S. urban families own radios. The BMB figure of 22,597,000 falls well within these extremes and differs from the published Census Bureau figure "by only eight-tenths of one per cent." The differences in rural non-farm and rural farm figures are similarly slight, BMB points out.

"These differences may be explained by the fact that BMB sought, within the limits of statistical reliability, to maintain the same rank order for urban, village and farm radio ownership that was disclosed by the 1937 Census."

The BMB tabulation of U. S. area-by-region shows New England at the Middle Atlantic sectors tied with 96.9 per cent total radio families at the Pacific region following with 95 per cent.

Other regions are listed in the following order by percentage: East North Central, 95.4; West North Central, 92.0; Mountain, 88.9; South Atlantic, 80.9; West South Central, 78.1; and East South Central, 75.1.

"Sherlock Holmes" Replacement

A new mystery series, "The Case Book of Gregory Hood," bows in over Mutual Monday, 8:30 p.m., EDT, as summer replacement for "Sherlock Holmes." Ned Tollinger produces with Denis Green and Anthony Boucher scripting. Harry Bartell is the announcer and music is by Deane Fossler.

WM AMERICAN BROADCASTING CO
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

F F

JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Portable Wire Recorder — Playback
110 V., A.C.

Box 187
RADIO DAILY
1501 Broadway, New York 18, N. Y.

Send Birthday Greetings To

June 3

Ruth Carhart Jan Peerce
Bob Hutton Dave Rose
Herman Larson Warren Sweeney
Joey Nash Jack Manning

BALTIMORE'S Listening Habit

WJZ

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reeder, General Manager

FREE & PETERS, Inc., Exclusive National Representative

FCC Denies Approval Of WJW-ABC Contract

(Continued from Page 1)

dered WJW to draft a new agreement with ABC which will not restrict the net's ability to compete with other networks in the selection of affiliated stations.

Under the terms of the agreement, WJW is given certain options to extend the terms of the current affiliation for three successive periods of two years each. Each option is contingent upon the exercise of the preceding option, which FCC said rests on the "absolute discretion" of the station. The agreement further provides that either party may terminate the basic affiliation agreement at any time during the extension periods provided for in the second and third options upon a 12-months' written notice to the other party.

In a letter to WJW denying the station's petition for approval, the FCC said in part:

"The effect of the agreement is to confer upon you the right to extend your affiliation beyond its original expiration date for a minimum of two and maximum of six years.

"On the other hand, the earliest date at which the network may, as of right, terminate the agreement is three years from its original expiration date. Thus, by not exercising the options, you may limit the term of your network affiliation to the original two-year term, while the network may at your option be bound for a minimum of five years. Such an agreement, as you recognize in your petition, is clearly barred by a literal interpretation of the provisions in section 3.103 of the Commission's regulations . . .

"Agreements of the type you propose are in effect restraints upon competition among the networks and appear equally to be not in the public interest. Accordingly, your petition has been denied."

Carl Wyman To KYW

Philadelphia—Carl Wyman, former technical supervisor at KDKA, Pittsburgh, has been appointed to a similar post at KYW here, succeeding W. C. Ellsworth, who has been transferred to broadcast headquarters of Westinghouse Radio Stations, Inc. During the war, Wyman served as communications officer in the Marine Corps and was overseas almost three years.

Valentine On ABC

Lewis J. Valentine, advisor on policing of Japan, who arrived in San Francisco Friday, was heard the same evening on ABC's "Headline Edition" program, 7-7:15 p.m., EDT.

Industry Making Strong Bid For Future Automotive Biz

(Continued from Page 1)

in the industry and other fields appearing on the show. Lt. Gen. William Knudsen, chairman of the automotive committee, and George Mason, head of the Automotive Manufacturers Association, head the list of guests. Walter P. Reuther, president of the UAW, CIO, and Frank Martel, AFL, will speak for the labor groups. Charles F. Kettering, director of research of General Motors will also be heard. Walter Hagen, golf champ, and Walter Briggs, Jr., prexy of the Detroit Tigers, will represent the sports world. Mayor Edward Jeffries, and Ty Tyson, commentator, will also face the mike. Lowell Thomas, NBC commentator, will handle the interviews, which will be interspersed with Waring's special brand of music.

Mutual net scheduled three special programs in connection with the celebration, the first one of which was heard Friday (May 31) from 11:30 to 11:45 p.m., featuring interviews at the Pioneer's Banquet. On Saturday, June 1, from 4:15 to 4:30 p.m., EDT, Frank Burk and Budd Lynch then described the auto parade which was scheduled throughout the city. Barney Oldfield, famed auto pioneer, Thomas Nash and General Knudsen discussed the Jubilee from 1:15 to 1:30 p.m. over Mutual.

Barney Oldfield, colorful racing figure, guests on the "Dick Haymes Show" tomorrow over CBS, as part of the Jubilee celebration at 8 p.m., EDT. Program will be a two-way hookup between Hollywood and De-

troit, with Oldfield airing reminiscences from the motor capital, while Haymes and Helen Forrest participate in the industry tribute from the West Coast.

On Saturday, June 1, ABC web broadcast the Golden Jubilee Parade from Detroit's City Hall, from 4:30 to 4:45 p.m. And as a salute to the anniversary of the auto industry, "America's Town Meeting" (8:30-9:30 p.m., EDT), then emanated from the auto city and discussed "Are We Moving Toward a Government-Controlled Economy?" At 7:30 p.m., the "Quiz Kids" were heard from Detroit's Masonic Temple in observance of the industry's 50th anniversary.

In addition, ABC has scheduled exclusive television coverage of the Jubilee sponsored by the U. S. Rubber Company, as announced recently by Paul Mowrey, network tele chief, and Charles J. Durban. Features of the Jubilee, will be filmed by ABC cameramen and rushed East by plane for broadcast from New York, Washington, Philadelphia, Schenectady.

Regional networks, such as Yankee of New England has sent complete mobile units and commentators.

10 Fellowship Victors Listed For Institutes

Ten winners of the 1946 religious fellowships offered by NBC and the joint radio committee of the Congregational Christian, Methodist and Presbyterian U. S. A. churches, have been announced by Dr. James Rowland Angell, NBC public service counselor. The winners, who will be given the opportunity to study at Summer Radio Institutes, are:

Dr. J. Edward Carothers, minister of Calvary Methodist Church, Albany, N. Y.; Rev. J. H. A. Warr, Kootenay Presbytery, Creston, British Columbia, Canada; Rev. Clifford R. Larkin, member of the radio committee of the Indianapolis (Ind.) Federation of Churches; Rev. James Comfort Smith, who is the acting news commentator for the Sacramento, Calif. Council of Churches; Rev. William H. Ruhl, chairman of the radio committee of the Portland (Ore.) Council of Churches; Charles Bryant, writer, producer and announcer of religious programs presented by the Tacoma (Wash.) Council of Churches; Father Louis A. Gales, supervisor of "Catechism Comes to Life" over Station KSTP, Minneapolis-St. Paul; Rev. Edward H. Jensen, radio chairman of the San Antonio (Tex.) Council of Churches.

17 Stations Now Carry WKY's "Health" Dramas

(Continued from Page 1)

of Iowa and Oklahoma, are corresponding with Sugg about the program. The station has offered the series to any station in the country at the handling cost fee of \$5 per program.

The series was developed at WKY to aid in a blood-testing campaign here, and was given a big slice of the credit for helping put the campaign over. Programs have approval of health authorities, school and church officials, and the outlet has not drawn a complaint to date.

Written by WKY scripters on a competitive basis, programs avoid use of the word syphilis until closing moments of each fourteen and one-half minute show, thus helping build suspense of the drama. Hoyt Andres, outlet's production chief, produces.

FOR SALE

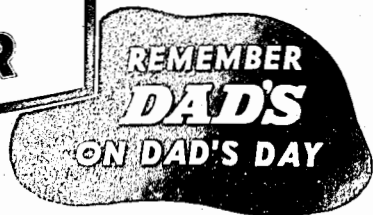
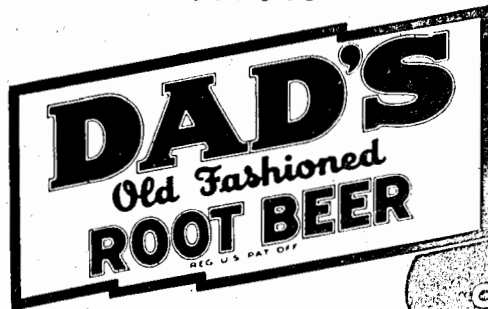
Forty per cent interest in 5000 Watt unlimited CBS affiliate, \$140,000. Current indebtedness—approximately \$61,000. Purchaser will assume proportionate share of this liability. Station income estimate—\$90,000, yearly. Do not reply unless purchaser agrees to price and terms herein specified. Complete details available. Include complete identification and business association. Write Box 184, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

WE SALUTE SOME FAMOUS DADS

- ★ Edgar Bergen
- ★ Eddie Cantor
- ★ Phil Harris
- ★ "Ole" Olsen and "Chic" Johnson
- ★ Hanley Stafford

(BABY SNOOKS' DADDY)

and —



ACT NOW!
CALL LE. 2-1100 AND
ASK FOR
MORT LAWRENCE
(HE ACTS ALL THE TIME)

WMT Reaches Iowa's Huge **FARM** Audiences with **FARM** Promotions that bring results!

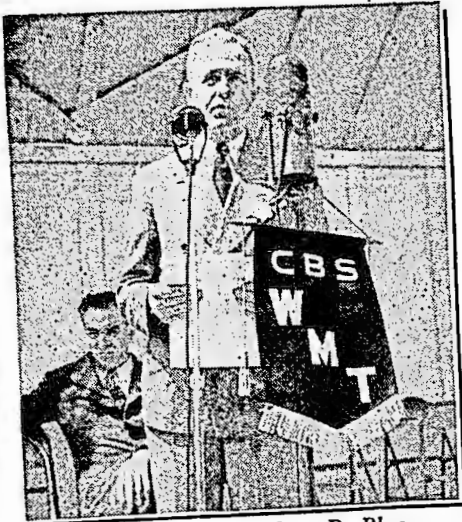
One of many
WMT
Farm Features

WMT builds programs for Farm audiences around Farm problems of VITAL interest. To YOU it means the widest, most profitable Farm market in the U. S.

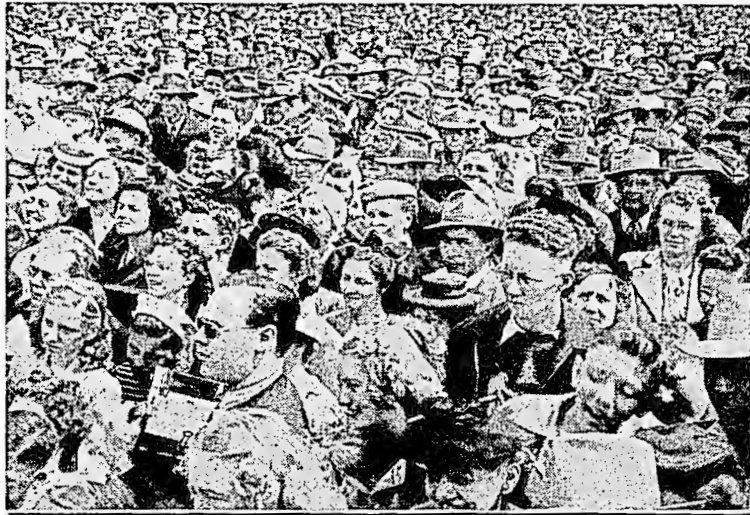
35,000 Farmers Attended **WMT's** National Clean Plowing Contest

Iowa's largest crowd in 1946 assembled last month near Cedar Rapids, to witness the WMT "National Clean Plowing Contest." \$1,000 in CASH prizes were awarded. The contest, the first of its type ever held was more than a pro-

motional project. It was an educational program planned to aid the Iowa Farmer meet his problems. The United States Department of Agriculture termed it "the first organized attack on the corn borer."



Iowa's Governor Robert D. Blue, who fired the opening shot to start the contest, speaks to the farmers over a WMT mike.



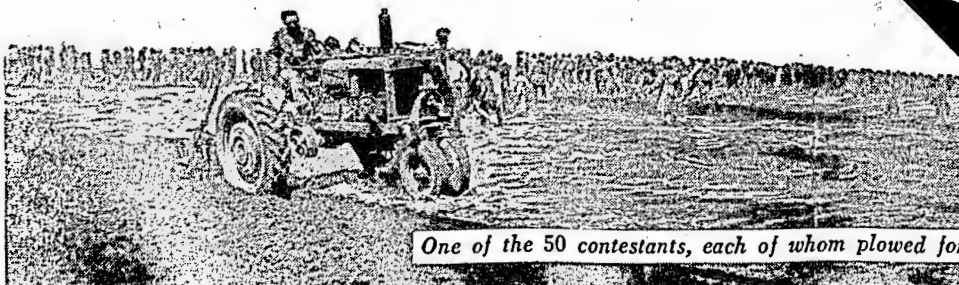
Part of the 35,000 Iowa farmers and their families who attended the WMT Contest and festivities.



The Winner and \$500 prize Ex-GI ROBERT BOWERY of Milo, Iowa, steps up to WMT's mike.

Throughout the day the crowd attended exhibits, demonstrations and broadcasts, during which numerous farm figures spoke — and were entertained by WMT artists.

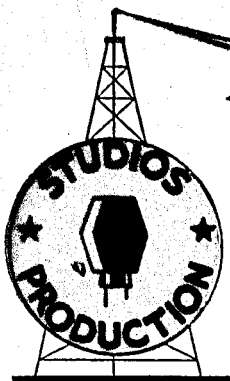
This HUGE Iowa
Farm Market is Yours
on . . .



One of the 50 contestants, each of whom plowed for 30 minutes.

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS - 1250 WTS - 600 KC.
BASIC COLUMBIA NETWORK

Represented by
KATZ AGENCY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 46

NEW YORK, N. Y. TUESDAY, JUNE 4, 1946

TEN CENTS

N. Y. Tele-Channel Bout

ET-Identification Rule Liberalized By FCC

Washington Bureau *RADIO DAILY*
Washington—The FCC yesterday liberalized its requirements concerning identifying announcements for transcribed radio programs.

Requests for oral argument must be filed by all persons desiring to appear on or before June 24, and each request shall be accompanied by a brief, the FCC said. The new section (3.407), as proposed, reads:

"Mechanical records:

"(A) No recorded program consist-

(Continued on Page 5)

Canadian Committee To Hear Applicants

Montreal—The newly established House of Commons committee on radio broadcasting will hold its first business meeting in Ottawa today and will consider applications from numerous groups and individuals who wish to give evidence. First witnesses are likely to be A. Davidson Dunton, chairman of the board of governors of CBC, and Dr. Augustin Frigon, general manager of CBC. It will be

(Continued on Page 6)

NBC Recording Division Lists Record 'ET' Sales

Seven NBC Radio-Recording Division syndicated programs were sold the past week to 10 local outlets for a total of 753 transcribed shows, according to Willis B. Parsons, manager of the Thesaurus and Syndicated Sales for the NBC division.

The programs sold are: "Allen
(Continued on Page 4)

Double-Double

Faye Emerson and her husband, Elliott Roosevelt, man-and-wife broadcasting team have been invited to attend the broadcast of Ed and Pegeen Fitzgerald, inventors of the double morning feature. During the program, the two couples will discuss the idea of broadcasting from the breakfast table, this Thursday morning, June 6, over WJZ.

Threat

St. Petersburg, Fla.—An industry-wide strike against the networks, together with the prevention of the manufacture of records and ET's was threatened here yesterday by James C. Petrillo, AFM head, in the event that the Lea Bill is declared Constitutional.

Broadcasters Aid Flood Stricken Areas

Broadcasters in the flooded areas of New York and Pennsylvania did yeoman service during the height of the devastation and emergency as well as during the follow-up rains over the week-end when further floods were threatened. Heavy rains on Saturday and Sunday inundated the main highway leading down the East Coast in New Jersey (Route 25). Disrupted traffic and railroad schedules created havoc with travel-

(Continued on Page 5)

Tele Broadcasters Name Atomic Bomb Cameraman

Six major television broadcasters have selected Leroy G. Phelps, veteran cameraman as the television pool motion picture cinematographer to film the atomic bomb test off Bikini Atoll in July, according to Paul Mowrey, head of tele operations for ABC.

The six telecasters who will receive the motion pictures which they will

(Continued on Page 2)

World-Wide Radio Network Proposed By Huxley, Briton

Washington Bureau *RADIO DAILY*
Washington—Radio is "undoubtedly the best device for reaching large numbers of peoples," Dr. Julian Huxley, British scientist and executive secretary of the preparatory commission of UNESCO, said over the week-end.

Huxley was joined by Dr. Esther C. Brunauer, U. S. representative on the UNESCO preparatory commission, and others in an NBC broadcast en-

Four Licenses Remaining In The Area Sought By Six Applicants As FCC Opens Hearings In Capital

Injunction Denied In 'Battle Of Books'

Motion for an injunction by Martin Stone, producer of "The Author Meets the Critics," to prevent WHN from airing a new book discussion show, "Books on Trial," has been denied by New York State Supreme Court Judge Morris Eder, it was learned yesterday. The case has been set for trial for June 10.

Stone had charged that WHN's pre-

(Continued on Page 7)

Will Resume Broadcast Of Facsimile In Detroit

Early resumption of facsimile transmission in the metropolitan area of Detroit was forecast yesterday by W. J. Scripps, radio director of the Detroit News, who disclosed that paper's FM transmitter WENA will

(Continued on Page 4)

Dodd-Watson Case Ends With High-Court Victory

Climaxing a two-year struggle, the U. S. Supreme Court yesterday ruled unanimously that the legislation separating Goodwin Watson and William

(Continued on Page 5)

Washington Bureau *RADIO DAILY*

Washington—Strong competition got under way here yesterday for the four remaining television channels in the New York City area as the hearing opened before the FCC. Witnesses heard yesterday included those from WOR (Bamberger Broadcasting Corp.) and WAAT (Bremer Broadcasting Corp.) of Jersey City. Applicants in addition to the above-mentioned are: American Broadcast-

(Continued on Page 5)

Station-IBEW Contract Ends Strike at WIND

Chicago—Striking IBEW engineers at WIND, who walked out three weeks ago in a dispute over the hiring of stand-by technicians on remote broadcasts, are back at work today under terms of an agreement worked out between the station and the union. The strike originally was called by the Chicago local of the IBEW in violation of arbitration and no-strike provisions in the union-station con-

(Continued on Page 7)

ABC Names Grabhorn As Cragston Successor

Murray Grabhorn, now manager of the station sales department of ABC has assumed active direction of the web's co-op program department;

(Continued on Page 2)

Airing Dad's Day

Radio will participate in the Father's Day Awards Luncheon at the Hotel Pennsylvania Thursday with NBC picking up some of the dad's day proceedings. Mary Margaret McBride will air a portion of the program on WEFW from 1 p.m. to 1:45 p.m. Glory Harris, radio news editor of National Father's Day Committee, made the radio arrangements.

RADIO DAILY

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

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Coming and Going

GEORGE SHUPERT, president of the American Television Society and Paramount television executive, returned yesterday from a month's business trip to Hollywood.

THOMAS G. KNODE, assistant manager of NBC's press department, has left town for two weeks to visit radio editors and station publicity directors in the south and midwest.

MISS GREEN, secretary to Alfred McCosker of WOR, goes up to West Point today to attend the graduation exercises, at which her nephew, Leonard Edelstein, will be commissioned.

JIMMY DURANTE, **GARRY MOORE** and other members of the Rexall troupe broadcast last night's program from the stage of the Hanna Theater in Cleveland.

G. W. "JOHNNY" JOHNSTONE, director of radio public relations for the National Assn. of Manufacturers, will leave New York today on a transcontinental business trip.

BEN GRAUER, NBC announcer, was in Detroit for the "Automotive Jubilee." He's expected back in Gotham today.

ARCH SHAWD, general manager of WTOL, Toledo, Ohio, a visitor yesterday at the offices of ABC, with which the station is affiliated.

RALPH R. BRUNTON, president of KQW, has arrived from San Francisco for confabs with officials of the Columbia network.

MARK WOODS, president of the American network, and **DON SEARLE**, vice-president of the web in charge of the western division, are back in Hollywood following a quick trip to San Francisco for conferences with officials of KGO.

CHARLES SMITH, research counsel at CBS, has left on a business trip to Chicago, Los Angeles and San Francisco.

JAMES DOSS, owner of WGRD, Tuscaloosa, Ala., in Gotham for conferences at the headquarters of the Mutual network.

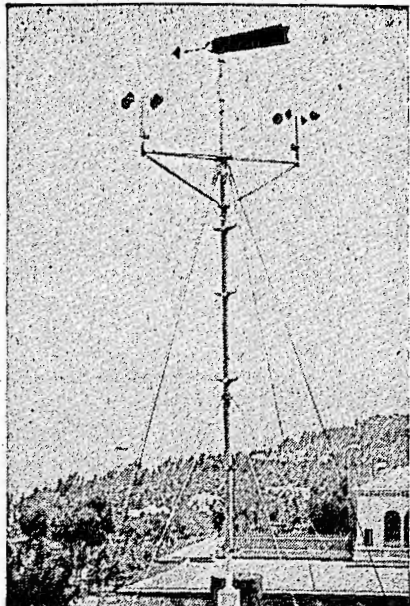
LES BROWN and the members of his orchestra have returned to New York for an engagement—and a wire—at the Aquarium.

HELEN SIOUSSAT, Columbia network director of talks, delivered an address yesterday at the graduation exercises of Adelphia College, Garden City, L. I. Her subject was "Opportunities in Radio."

KATE SMITH goes down to Philadelphia today to deliver an address at the 2nd Annual Fellowship-Parents Night.

CARL BRISSON leaves today for Chicago. He'll open tomorrow at the Blackstone Hotel.

JERRY HARRISON, of The Katz Agency, national station representatives, left yesterday for Boston, where he plans to spend a few days on business.



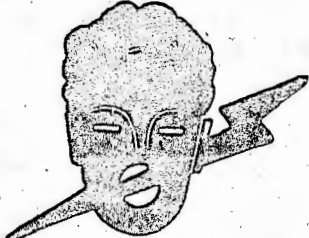
Hurricane warning

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

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY **HEADLEY-REED**

FINANCIAL

(Mon., June 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	200 1/4	199 3/4	200 1/4	+ 5/8
CBS A	39	37 1/2	37 3/4	- 1 3/4
CBS B	38 3/4	38 1/4	38 3/4	+ 1/4
Farnsworth T. & R.	15 1/4	14 7/8	14 7/8	- 3/8
Gen. Electric	50	49 1/2	49 7/8	- 1/8
Philco	35 7/8	35 1/8	35 1/8	- 3/8
RCA Common	16 1/4	16	16	- 1/4
RCA First Pfd.	89	89	89	- 1/2
Stewart-Warner	26 1/4	25 5/8	25 3/4	- 1/4
Westinghouse	35 7/8	35 1/2	35 3/4	- 5/8
Zenith Radio	36 3/8	36 3/8	36 3/8	- 5/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	23	22 1/4	22 1/4	- 1/4
Nat. Union Radio	11 1/4	10 3/4	10 3/4	- 5/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 7/8	11 5/8
Finch Tele Comm.	14 3/4	15 3/4
Stromberg-Carlson	23 1/4	25
WCAO (Baltimore)	37	38
WJR (Detroit)	38	38

ABC Names Grabhorn As Cragston Successor

(Continued from Page 1)
this follows the resignation of Barney Cragston, who was head of the department. Grabhorn will continue to co-ordinate activities of the network's owned and managed stations and maintain supervision over the Spot Sales Department of the American network.

Other personnel in the co-op department remains unchanged, with Larry Surlis, as sales manager; Lyn Wilson, promotion and creative division and Ludwig Simel, as office manager.

WJR Dividend

Detroit—Directors of radio station WJR, Detroit, have voted payment of a quarterly dividend of thirty-five cents per share on June 14 to stockholders of record at the close of business June 6, 1946, President G. A. Richards announced. The dividend is the station's forty-second consecutive quarterly payment on the common stock, which was split two for one on June 21, 1945.

Tele Broadcasters Name Atomic Bomb Cameraman

(Continued from Page 1)
televise are: ABC, Balaban & Katz (WBKB, Chicago); CBS (WCBW, New York); Allen B. DuMont (WABD, New York); NBC (WNBT, New York); and Philco (WPTZ, Philadelphia).

Phelps will leave soon for the Bikini Atoll, carrying full 35-millimeter equipment and other apparatus.


"Bikini Preview" Starts

"Bikini Preview," a series of recorded programs describing the preparations for the atomic bomb test off the Marshall Islands, bowed in over WHOM Sunday, 4:30 p.m. Recorded principally on Rogerik Atoll, where Bikini natives were transferred, programs include interviews with native leaders, Army and Navy personnel and others participating in the momentous experiment.

Programs are done by Austin Fenger and distributed by Universal Broadcasting. WHOM will air them weekly for three weeks and daily thereafter until the test.

Ascap Groups To Certify Appeals Board Electees

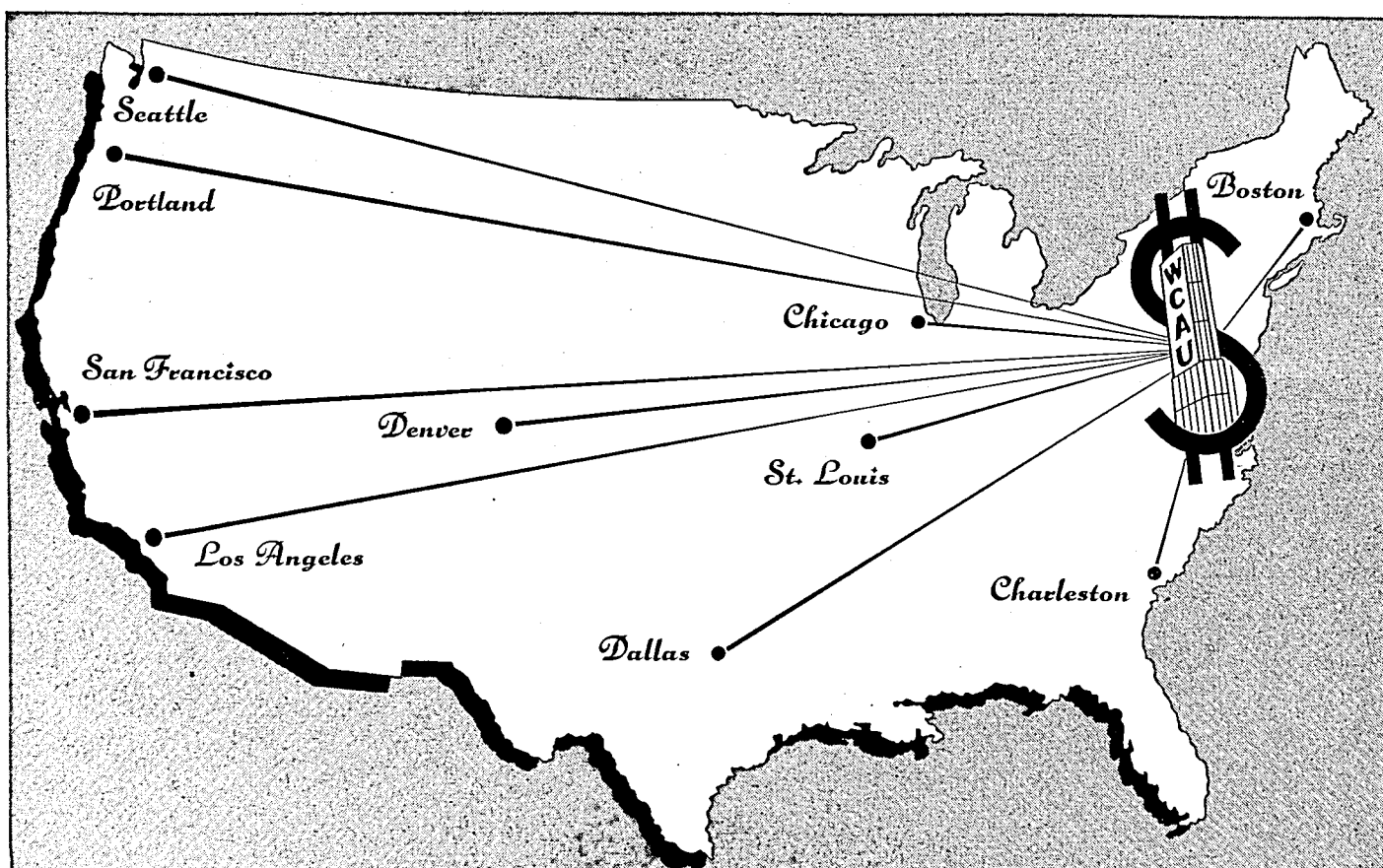
John J. Loeb, chairman of the Writers' Committee on Elections, and Bob Miller, chairman of the Publishers' Committee on Elections, will certify to the Ascap board of directors the following results of the elections to the society's board of appeals:
For the writers in the popular field, incumbents Abel Baer and Peter de Rose were re-elected; Douglas Moore was elected in the standard division.
For the publishers in the popular field, Irving Caesar was elected and Max Mayer of Paull-Pioneer Music Corp. In the standard division, John Sengstack of Clayton F. Summy & Co., was re-elected.



MUSIC has power
WDAS is the only Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275



**MORE NATIONAL SPOT DOLLARS*
ARE INVESTED ON WCAU THAN ANY
OTHER PHILADELPHIA STATION**

Here is coast-to-coast recognition . . . among all kinds of national advertisers buying local broadcasting in Philadelphia . . . that WCAU is Philadelphia's best radio "buy". No matter where *you* are: if you want to sell Philadelphia, *you want WCAU*.

*Local Philadelphia firms also spend more of their advertising dollars on WCAU than on any other Philadelphia radio station.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

LOS ANGELES

By RALPH WILK



SOUTHWEST

FINE spirit of co-operation with a rival station was displayed here by Raul D. Cortez, owner and operator of KCOR, San Antonio. Upon hearing that KABC was co-operating with the local office of the FBI in a special program to be held at the local auditorium with the boys of San Antonio, Mr. Cortez ran a series of announcements in Spanish and English calling attention to the show at the auditorium. Further he held a roundtable discussion over KCOR with several well known Latin-American business men and pointed out the work done by KABC in combatting juvenile delinquency through the program to be set up and requesting all Latin-Americans to aid the program by attending the show.

E. S. Fentress and Charles E. Marsh, who have a combined 50 per cent interest in WACO, Waco, and KNOW, Austin, have withdrawn their application for sale of the stations to C. C. Woodson and Wendall Mayes. Withdrawal has been approved by the FCC. Amount of sale was to be \$200,000.

W. Poundstone Jackson, merchandising and audience promotion director for KABC, San Antonio, off for a week's stay across the border into Mexico. He plans to visit several Mexican stations on a good will visit.

The FCC has given KBST, Big Springs an increase in power. Station will now operate with 250 watts, full-time on 1490 kilocycles.

NBC Recording Division Lists Record 'ET' Sales

(Continued from Page 1)
Prescott, The Wife Saver," to KOA, Denver, and WAPI, Birmingham, for 150 programs each. "Destiny Trials," to KOOS, Coos Bay, Oregon, for 156 programs; "Happy the Humbug," to KLUF, Galveston, Tex., for 51 programs; "Mercer McLeod," to WFEA, Manchester, N. H., 52 programs, and KVOB, Denver, 26 programs; "The Playhouse of Favorites" to WDEL, Wilmington, Del., and WGBS, Miami, for 26 programs each; "Time Out with Allen Prescott," to KVOB, and KFOR, Lincoln, Neb., 26 programs each, and "The Weird Circle," to WEST, Easton, Pa., for 52 programs.

Notes From An Aisle Seat. . . !

● ● ● New low in thoughtlessness: Danny Kaye went off the air last week giving out credits to everyone—with the slight exception of Goody Aco who merely penned some of his better scripts. . . Jack Benny going over seas again this summer to entertain the boys over there. . . CBS readying a new nite-timer for Arthur Godfrey which should put L'l Arthur right up there in radio's select circle. . . Vickl Baum's new novel will make a lot of new red faces among the radio set, lampooning in particular, a singer whose manager is allegedly the brains of the act. . . Speaking of books, never saw such a cuffing around as the N. Y. literary critics handed Wm. Saroyan's "Adventures of Wesley Jackson." They gave him strictly a Joe Louis job. . . Frank Barton, Don Cope, Hugh Hole and Dodie Yates out of Benton & Bowles, leaving only directors Les Harris, Tom McDermott and Herb Leder. . . Henny Youngman goes on the Philco show June 23rd. If they'd only give the guy some top writers, he'd be one of the column's favorites for a summer replacement spot. . . A 72-year-old Los Angeles grandmother is a finalist in Sammy Kaye's "So You Want To Lead A Band" contest at the Palladium. They say grandma shakes a mean baton.



● ● ● The Morning Mail: "Have been reading with interest your col'm," writes Lester Lewis, "and have noted in the past few weeks comments by various listeners as to what they thought constituted the best programs they'd ever heard. I believe one of the funniest shows that was ever performed on the air was the 'Amos 'n Andy' program of some months ago when the Kingfish was trying to convince Andy that he should be insured. It's amazing how this team has managed to stay on top for over twenty years now. Their characterizations and wonderful supporting cast are a lesson in radio perfection."



● ● ● Movement being started among AFRA members to set up an insurance fund. AGVA loans money to ailing members—SAG has a home for indigent actors—and Equity has an Actors' Relief Fund. Incidentally, whatever happened to their proposed hospitalization plan? . . . Biggest compliment we can hand Mel Allen is that even if he broadcast the Phillies' games we'd be tuned in. . . Harry Wismer will do the Nat'l Open and Nat'l Amateur golf tournaments. . . Roger Dannes, the French importation at La Martinique, making his air debut with Hildegarde on the 12th. . . Chas. Harrell now directing the Powers Charm School on ABC. . . Elaine Rost and Jack Manning new additions to "Light of the World." . . Ted Lloyd looking for a buyer for his 28-foot sloop. . . Not only hasn't Kellogg cut any of their air time (they've got "Breakfast In H'wood," "Home Edition" and "Superman"), but they're still shopping around for a fourth show. . . It was so crowded at the Zanzibar the other nite that Jack Benny couldn't get in. "I'll pay, I'll pay," he bellowed. . . WBYN will broadcast the colorful proceedings when the "Mayor of the Bowery," Sammy Fuchs, is inducted into office. Johnny Kane will emcee. . . Arnold Stang, of the Kay-lossal Beatrice Kay airer, will star in Columbia's "Let's Go Steady." . . Household Finance dropping their "Finnegan" show on NBC.



● ● ● Our Hat's Off Dep't: Phil Spitalny's "Hour of Charm" Sunday nite stanzas—strictly musical magic. Watch the sponsors scramble for this when and if Gen'l Electric lets go in the fall. . . Henry Gladstone's stimulat-ing twice-daily newscasts via WOR. . . Howard Reilly's one-hour tele show for Standard Brands—the first regularly scheduled commercial tele series. . . Eileen Farrell's warbling on the Family Hour. . . The Dick Haymes-Helen Forrest combination for Auto-Lite. . . Blackface Eddie Nelson at the Metropole. He once starred in "Kid Boots," replacing Eddie Cantor in the Chicago company.



AL PASCHALL, production manager for Ralph Edwards' "Truth or Consequences," entered Queen of the Angels Hospital last week for a major leg surgery.

Gale Robbins, who made the last USO appearance with Bob Hope and was recently crowned Poppy Queen by the Veterans of Foreign Wars, has just finished a recording session for the C. P. MacGregor Music Library. Miss Robbins was Miss Chicago of 1939.

Finis Bell has returned to his position of announcer at KGER, Long Beach, Calif., after an absence of 3 years in the U. S. Army, with the 75th Infantry Division.

Amy Arnell, Abbott & Costello's Thursday airshow singer, has announced her engagement to Screen Actor Billy DeWolfe. They'll be married in December.

Bob Garred, CBS news reporter, is slated to make a series of lectures at cities in Southern California late in July. Garred, a Naval Intelligence officer during the war, was scheduled to begin the talks, dealing with his experiences in occupied Japan, in May, but set the date ahead when he went east to be married.

Capitol Records have signed singer Peggy Lee to record "Baby, You Can Count on Me," number written by Freddie Stewart, featured in Monogram's Teen-Agers series.

Sara Berner, Hollywood radio actress, who has been on a personal tour in the East returns here June 5.

George Fisher, whose Hollywood commentary is heard over KECA Monday through Friday, has completed a play about the radio business in Hollywood entitled "It's in the Air."

Will Resume Broadcast Of Facsimile In Detroit

(Continued from Page 1)

place facsimile recorders in homes and other strategic locations in the Detroit Area.

The Detroit News station is now awaiting the delivery of equipment ordered from the Finch Telecommunications, Inc. Delivery will be made soon, Captain W. G. H. Finch, president of the facsimile manufacturing company, declared yesterday in New York.

It is the contention of Mr. Scripps that facsimile broadcasting will complement both newspaper and radio news coverage and render the Detroit public an added service.

Broadcasters Aid Flood Stricken Areas

(Continued from Page 1)

ers and in this connection, stations throughout the areas broadcast information to the listeners.

From New York state into Pennsylvania and New Jersey, the swollen streams of the Susquehanna, Chemung, Chenango and Schuylkill Rivers forced many families out of their homes in addition to the casualties already sustained earlier. With the exception of one area which expected the worst last night, most of the spots hit are rapidly coming back to normalcy.

Service Uninterrupted

Stations in the bad areas gave uninterrupted service on the week-end, although the earlier floods in the Susquehanna watershed, which were the worst in 50 years, forced WENY at Elmira off the air. Stations WHCU, Ithaca and WNEF, Binghamton, immediately took over the job of providing flood information in the Elmira area which was hardest hit. These stations had previously offered their service to WENY as the flood approached. The stations set up an Elmira-to-Ithaca line and on-the-scene broadcasts were done as furnished by the WENY reporters. When the power failed, WENY operated its line by batteries. The FCC gave WHCU special permission to keep the transmitter open beyond its usual closing time for such service as the emergency required. Also WHCU kept two switchboards open to answer inquiries from hundreds of people calling from the Corning-Elmira-Waverly (N. Y.) areas and Sayre-Athens, Pa. area.

WHCU Busy

Throughout the 29 hours of emergency service, WHCU kept all news scripts carefully catalogued and all remote broadcasts were transcribed to provide a full account of the disaster, for use of the Elmira papers, particularly as to the health precautions. Remote broadcasts were fed by WHCU to WSYR and WAGE, Syracuse.

In Pennsylvania the stations in Harrisburg, Philadelphia and other cities, also WOR in New York, aided the flood areas with news to the stricken areas and information to travelers as to road and rail conditions.

Magazine Award To Thompson

Johnny Thompson, radio "Song Salesman," is the recipient of Song Hits Magazine "Award of the Month" plaque. Presentation will be made on one of Thompson's Saturday morning programs on WJZ.

I HAVE AN ACCOUNT TO PLACE

Writer has a spot campaign and sponsor lined up. What terms can you offer? Small agency preferred.

Box No. 189, RADIO DAILY
1501 Broadway New York 18, N. Y.

Six Applicants For 4 Permits At N. Y. Tele-Channel Hearing

(Continued from Page 1)

ing Co.; WLIB, owned by Mrs. Dorothy Thackrey, who also owns the New York Post and WLAC, on the Coast; Debs Memorial Fund, Inc., owners and operators of WEVD, and the News Syndicate Co., Inc., owners of the Daily News.

Eugene F. Thomas, sales manager for Bamberger, estimated the set total for 1947 and added that there should be 200,000 tele sets in the New York area by July, 1948.

He admitted advertising costs would be three to four times that for radio, but said advertisers considered tele "worth the difference."

Bamberger witnesses estimated a total of \$643,500 capital investment for the New York station, including \$185,000 for transmitting plant, \$373,500 for studios and offices, \$60,000 for field equipment and \$25,000 for program properties. Total operating expenses

were estimated at \$1,175,604, with net sales estimated at \$335,920.

A Bamberger broadcasting service executive estimating a total of 85,000 video sets in the New York area by July of next year.

Licensees Listed

Frank V. Bremer, vice-president of the Bremer Broadcasting Corp. (WAAT), said equipment for the proposed station would total \$211,679. Bremer indicated the station would lean heavily on educational institutions for programming.

Of the seven commercial channels allotted for New York, three are now in the hands of the following licensees: National Broadcasting Co., operators of WNET; Columbia Broadcasting System (WCBW) and Allen Dumont Laboratories (WABD). Non-commercial license is held by the Metropolitan Television Corp.

State Of Maine To Fete "Professor Quiz" Thursday

Portland, Me. — "Professor Quiz," dean of the question and answer radio shows, will be the recipient of an official welcome to the state of Maine when Gov. Horace A. Hildreth appears on the ABC network broadcast which will originate from the Civic Auditorium here on Thursday, June 6, at 7:30 p.m., EDT.

The Professor and his troupe will arrive in Portland Sunday, June 2, for a whirlwind tour of vacationland, which will include appearances before civic and fraternal groups in Portland, Lewiston and Augusta.

"Professor Quiz" is heard Thursdays at 7:30 p.m., EDT, over ABC under the sponsorship of American Oil Company.

"Coffee Time" Moves To New Half-Hour Spot

"Maxwell House Coffee Time" will switch to a new half-hour spot later Thursday evening as the new summer series, featuring Meredith Willson and his orchestra opens on Thursday, June 6 over NBC. Program will be heard a half-hour later, from 8:30 to 9:00 p.m., EDT.

Program also features the King Sisters and Ben Gage, announcer-vocalist.

Geo. Arkedis Returns To McGillvra Office

George K. Arkedis, recently discharged as a lieutenant commander in the U. S. Navy, has returned to the New York office of Joseph Hershey McGillvra, Inc., as an account executive, it was announced this week. Arkedis had been with the McGillvra company for several years prior to the war.

ET-Identification Rule Liberalized By FCC

(Continued from Page 1)

ing of speech, news events, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance, and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program; provided, however, any recorded program of one-minute duration or less need only be announced at the beginning. The identifying announcement shall accurately describe the type of mechanical record used.

"(B) Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in sub-section (A), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast consists of live talent."

Dodd-Watson Case Ends With High-Court Victory

(Continued from Page 1)

E. Dodd from the FCC payroll in 1944, on a charge of subversive activities, was illegal and unconstitutional. They and the third member of the trio legislated against, former Governor Robert Morss Lovett of the Virgin Islands, were declared entitled to pay for work done after the effective date for their separation as voted by Congress after a bitter House-Senate struggle.

The three men had worked after their separation date in order to provide a basis for testing the legislation. All three are now eligible to return to federal employment.

Thurman Arnold Defends FCC Programming Report

Thurman Arnold, ex-Government "trust buster," on Saturday defended FCC's programming report and termed the criticisms of NAB President Justin Miller and Carroll Reece, chairman of the Republican National Committee, "nonsense." In a broadcast over CBS, Arnold said:

"What the broadcasters ask is that they be delegated the absolute power to decide the proportion of advertising and non-advertising programs over the radio. Can anything be less American than to put the power to decide a public question in the hands of men who have a financial interest in the way the decision goes?"

Represented ACLU

"The purpose of the great advertisers who support the radio is to sell goods. The FCC knows the importance of selling goods. But it also knows that power to determine what the American people should hear must not be delegated to men with a private financial axe to grind."

Arnold represented the American Civil Liberties Union and was given time to answer Reece's criticism of the FCC.

KCKN
The VOICE of
GREATER KANSAS CITY
Without the Rate Penalty
of Outstate Coverage
BEN LUDY
Gen. Mgr.

An All-Time Favorite
SAY SI SI
Published by
EDWARD B. MARKS MUSIC CORP.
* * *
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC, INC.
550 Fifth Ave., New York 19, N.Y.

Canadian Committee To Hear Applicants

(Continued from Page 1)

Mr. Dunton's first appearance before a parliamentary committee on radio.

Included in the applications are several independent broadcasters as well as the CBC itself. So far no representations have been received from the two or three provinces who are particularly interested in stating their views on current CBC policy. It is believed more likely that if the views of provincial rights in the broadcasting field are to be heard the request for evidence from the provinces will come from committee members themselves.

While CBC policies themselves and particularly any influence the government might be exerting will be under close scrutiny, Mr. Dunton himself is expected to receive a large measure of support at least from the independent broadcasters. Several of the independents while admitting they would like to see a complete re-organization on a policy level, have expressed themselves as better satisfied with the deal they are getting from the CBC board today than they have been for some time.

Having this opinion, they are not suggesting any support for the plans of the corporation to take over the CFRB wave length in Toronto or that of CFCN in Calgary. Tempers both within and outside the committee are running high on this issue and it is expected to be the focal point of attack on what is regarded as CBC encroachment on the field of private operation.

The CBC defense, which will be documented, is expected to be based mainly on the fact that this is no new policy, that the corporation's program from the beginning has envisaged the use of these free channels which have been leased to the independents on this condition and that plenty of advance notice is being given.

Early sitting will concentrate on the CBC past record, leaving to the later meetings discussion of policy.

Sponsoring Record Show

Liberty Music Shops, New York, will begin sponsorship of "Record Rarities" over WQXR starting today (June 4), and conducted by Remy Farkas. Program is devoted to the presentation of unusual records, and will be heard Tuesdays and Thursdays from 7:30 to 8:00 p.m. over a 52-week period.

*Send Birthday
Greetings To*

June 4

Jack Arnold	Erno Rapee
Jack Hallister	Charley Urquhart
Marvin Kirsch	Ed Lindstrom
Carlton E. Morse	Sidney Breese

★ AGENCY NEWSCAST ★

THE HOLLAND-AMERICA LINE has appointed McCann-Erickson, Inc., New York, to handle its advertising, effective July 15, 1946. Future plans will be announced later. Kenneth White will be account executive.

CALKINS & HOLDEN, New York, has been signed as a reporting agency member of the N. C. Rorabaugh Co., publishers of the Rorabaugh Spot Radio Reports.

HAROLD J. SIEGEL has returned to the media department of the Charles M. Storm Co., advertising agency, New York, after two and one-half years' service in the United States Army. He joined the agency in 1934 and entered the Army in October, 1943.

DREZMA, INC., cosmetic firm in New York City, has renewed its contract with WQXR for 13 weeks, calling for daily station-break announce-

ments. The renewal, effective today, was handled through Lee-Murray Advertising.

JOHN MITCHELL, formerly account executive with MBS, has joined The Frederick-Clinton Co., advertising agency, of New York, to head a newly-formed radio department.

HAROLD CABOT & CO., INC., Boston advertising agency, has moved its offices to the fourth and fifth floors of 136 Federal Street, Boston.

JOSEPH B. ENOS, JR., general manager of the National Fire Extinguisher Service Company, announces the appointment of Ad Fried Advertising Agency, Oakland, Calif., to handle all advertising for their extinguishers and allied products. Campaign will start with participation in the Ann Holden program on KGO and with magazine publicity.

Du Mont Expects Sales To Exceed 7 Million

Sales of the new DuMont television receiving sets are expected to exceed \$7,000,000 by the end of this year, and more than \$2,000,000 are on order by authorized dealers in the New York area following the first public showing a few weeks ago, it was announced over the week-end by S. B. Levaux, sales manager.

Levaux explained that the continued rise in interest on the part of dealers and their customers indicates that "manufacturers will experience difficulty in maintaining deliveries to satisfy demands."

"The interest in television exceeds our fondest expectations," he said. DuMont is being pressed for early delivery of sets by dealers, he added, and "barring strikes and other economic disturbances, we will deliver receivers in excess of \$7,000,000 by the end of the year and it appears that we could easily sell five times that amount if production problems were normal."

Ward Wilson In New Quiz Started Strip June 3

"Winner Take All," a new type of quiz program enabling successful contestant to remain on the show indefinitely, started on the Columbia network Monday, June 3. It will be broadcast 3-3:30 p.m., EDT, Monday through Friday, with Ward Wilson as emcee.

Ward Wilson, as Keeper-of-the-Key, dispenses prizes from a Treasure Chest. "Winner Take All" is produced by Bill Todman.

Harriet Ayer On WQXR

Harriet Hubbard Ayer, Inc., through Catherine Oglesby Advertising Agency, has signed a 52-week contract with WQXR for spot announcements over station daily beginning July 1.

World Radio Network Proposed By Briton

(Continued from Page 1)

...dle the broadcasts remains to be seen. It should certainly participate in planning them. Its first objective might well be to arrange for time on the existing national networks."

Agreeing, Dr. Brunauer added:

"I'm not advocating a world-wide network day after tomorrow; but I think we ought to set our sights on the objective: a radio voice for UNESCO, or at least regular blocks of time each week on the important transmitters of the world.

"I believe that radio offers the best means of reaching the millions. UNESCO should use all existing facilities for exchange broadcasts—but that won't be enough. It's clear that UNESCO couldn't run newspapers or make motion pictures on a scale large enough to do the job. So serious consideration should be given to providing UNESCO with its own radio voice—or better still, a network of radio stations in various parts of the world. Thus it would penetrate right into the living rooms of the people who need it most—the little people of the world."

"Breakfast Club" Begins 14th Yr. On NBC June 23

ABC's "Breakfast Club," starring Don McNeill, begins its 14 consecutive year on the network with the June 23 broadcast. On the occasion of the anniversary, ABC's Central division press department has prepared a 38-page brochure on the show and cast, highlighting the features of the program. Booklet contains heavy data on such standard features as "Prayer Time," "McNeill's Sign-off," etc., in addition to special stories.

"Breakfast Club" (Mon.-Fri., 9-10 a.m.) currently is sponsored by Swift & Co., from 9:30 to 9:45 a.m., five times weekly and by Philco Products, Inc., from 9:45 to 10 a.m.

Ottawa Newspaper Using Radio During Strike

Ottawa—Owing to a printers' strike having forced discontinuance of its daily editions, Ottawa Citizen is giving five news broadcasts daily, in one of which at 5:30 p.m. over CBO, T. D. Finn, managing editor, reviews features and comic strips. Other Southam chain newspapers at Hamilton, Winnipeg and Edmonton are also affected by the printers' strike.

Elmo Israel Joins Y & R; To Edit "We, the People"

Elmo Ellis Israel, former production manager of WSB, Atlanta, Ga., has joined Young & Rubicam, as a staff writer and editor for the program, "We, the People."

Recently discharged from the AAF as a captain, Israel has a wide radio background and during the war handled writing chores for such shows as "I Sustain The Wings" (NBC) and "Army Air Forces" (MBS) for the AAF radio unit of which he was script director.

WANTED!

Radio executive with experience in sales and sales directing: to assist president in general management of medium sized network station in large Eastern market. To a man with experience in general station management, this presents real opportunity. Write in outline form background and experience and anything else you think important.

Box No. 188, RADIO DAILY
1501 Broadway
New York 18 N. Y.

**COPYWRITER
WANTED
NO CUB
NO DUB**

If you can write the kind of stuff that sings, I'd like to talk to you.

RAY MORGAN
6362 Hollywood Blvd.
HE-4194

COAST-TO-COAST

— OHIO —

COLUMBUS — WCOL recently inaugurated a quarter-hour question and answer show entitled "The Voice of The Veteran." Presented in cooperation with the Veterans Administration, Dean Chatlain, assistant State Veteran Employment representative, answers questions of interest obtained from letters and inquiries sent in by vets. . . . **PORTSMOUTH** — Carl P. Bodner, former WPAY staff announcer, has joined the sales force, taking over accounts formerly handled by William Bierley, resigned. . . . **CINCINNATI** — W. Bennett Philley, recently returned to inactive status after three years as Special Information Officer in the ATC, has joined the Ralph H. Jones Company, as advertising agency account executive.

— PENNSYLVANIA —

PHILADELPHIA—A series of five-minute airings in behalf of the United Negro College Fund is now being presented weekly over KYW, featuring some of the leading performers in the entertainment world. Purpose of the series is to acquaint the people of Philly with the work of the United Negro College Fund and to help solicit funds for the cause. . . . Gordon Hawkins, educational director and program supervisor of Westinghouse Radio Stations, Inc., has been re-elected to the board of trustees of the "Junior Town Meeting League of America." Term is for two years.

— WASHINGTON —

TACOMA — KMO, was awarded another exclusive broadcast recently when it aired the ceremonies climaxing a week's city-wide welcome to members of the Second Division, now being stationed permanently at nearby Fort Lewis. Included in the airing was the crowning of Eileen Larson, who was selected from five finalists in a beauty contest conducted by the enlisted men; an address by Mayor Harry P. Cain and Maj. Gen. E. M. Almond, commander of the division. Emceeing was handled by Mayor Cain and Vernon Sawyer, the latter a KMO staffer.

— TENNESSEE —

KNOXVILLE—W. A. Wilson, president and general manager of WOPI, received a signed contract recently that he had forgotten signing. Ten years ago he mailed the contract to an advertiser with money order attached to pay for the cost of the first week's announcements. At the time the contract was mailed, the outlet was operating on 100 watts on 1500 kc. Today it has increased to 250 watts on 1490 kc., and has conditional construction permit for an FM station with three kw. power to be erected on White Top Mountain.

ANNOUNCING!

A Specialty of
MORT LAWRENCE

LE. 2-1100

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

TITLE	PUBLISHER
All Through The Day.....	Williamson
As If I Didn't Have Enough On My Mind.....	Melrose
Come Rain, Come Shine.....	Crawford
Do You Love Me?.....	Bregman-Vocco-Conn
Doin' What Come Natur'lly.....	Berlin
Don't Be A Baby Baby.....	Triangle
Full Moon And Empty Arms.....	Barton
The Gypsy.....	Leeds
I Didn't Mean A Word I Said.....	Robbins
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I Fall In Love With You Ev'ry Day.....	Stepf
I'd Be Lost Without You.....	Advanced
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
It Couldn't Be True.....	Santly-Joy
Just A Sittin' And A Rockin'.....	Robbins
Laughing On The Outside.....	Broadcast Music
Love On A Greyhound Bus.....	Robbins
More Than You Know.....	Miller
Oh, What It Seemed To Be.....	Santly-Joy
Personality.....	Burke & Van Heusen
Prisoner Of Love.....	Mayfair
Seems Like Old Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Sioux City Sue.....	E. H. Morris
They Say It's Wonderful.....	Berlin
We'll Gather Lilacs.....	Chappell
Where Did You Learn To Love?.....	E. H. Morris
You Are Too Beautiful.....	Harms

Injunction Is Denied In "Battle Of Books"

(Continued from Page 1)

sentation of the new program "constituted appropriation of the idea and format" of "Author," and that the Loew station had attempted to "confuse" the public by airing the show in "Author's" former slot.

In his decision, Judge Eder said, "... the defendants have made proof, satisfactory to the court, that they have taken affirmative steps to prevent confusion, by public advertisements and by their general behavior, to indicate to the radio public that 'Books on Trial' is a feature and program of their own, and this court is satisfied that the production and broadcasting of the defendants' program and feature will not result in confusion or the likelihood thereof."

The decision stated also, "It is the general rule that a person has no property right in an idea which is not novel, not subject to copyright or not patentable. Likewise, an idea which never takes concrete form at the time of disclosure, even if novel, is not the subject of a property right or of contract."

New Serial On MBS

"The Seahound," a new children's dramatic-adventure serial debuted on June 1 over the Mutual network. Program is a five times weekly show aired from 5-5:15 p.m.

Show replaced "Here's How—With Pete Howe."

Station-IBEW Contract Ends Strike At WIND

(Continued from Page 1)

tract and without the approval of the international.

The station has been operating on its regular 24-hour-a-day schedule with a staff of non-union ex-GI engineers, following a three-hour shutdown from 6:00 to 9:00 a.m., on the day the strike was called.

Under the terms of the agreement the striking technicians will forfeit six months' seniority for payroll purposes. Two of the temporary employees used by WIND during the strike will be admitted into the union and continue to be employed by the station.

The station agrees to have its own technicians handle all local exclusive WIND remotes and the union agrees

KFRO
LONGVIEW, TEX.
Texas Richest Market

PROMOTION

KTSA Institutional

New promotional booklet is being prepared by KTSA, San Antonio, under the direction of Bud Lutz, KTSA merchandising and promotion manager titled "So You're Going on the Air." Booklet will be given to all persons who will make an appearance before the KTSA mike. The booklet will contain eight pages and will be 5½" x 8" and will be illustrated by special drawings and contain hints on broadcasting, how to act before the mike, how to speak and other important steps on how to make a presentation. A personal message from George Johnson, manager of KTSA, will be on the back cover.

Re Newspaper Promotion

A newspaper promotion report, five pages of advertisements which appeared during the month of April, is the latest show piece which is being sent to all advertisers and agencies using the broadcast facilities of WPRO, Providence, Rhode Island. Principal intent of the piece is to attract, in a general way, attention to WPRO, urging listeners to think of WPRO FIRST and to keep their dials at 630 kc. Another series of seven ads will continue the theme in May with the outlet's new approach to the use of newspaper space which lends an opportunity to tie in specific program "plugs."

WMAQ Blotters

The NBC Central Division sales promotion department is now distributing 250,000 promotional blotters to local clients of Station WMAQ, according to Emmons Carlson, manager of the department. The blotters have been printed in nine separate red and blue designs, each plugging a local WMAQ program with photographs and text.

that no stand-bys or duplicate coverage will be required.

To avoid a repetition of the walk-out, the union has agreed that all grievances will be handled directly by the international.

Out of 56..

... night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows. -WTAG has no money-give-away shows.

WTAG
WORCESTER

**"THERE IS NO FREEDOM ON EARTH . . .
FOR THOSE WHO DENY
FREEDOM TO OTHERS."**

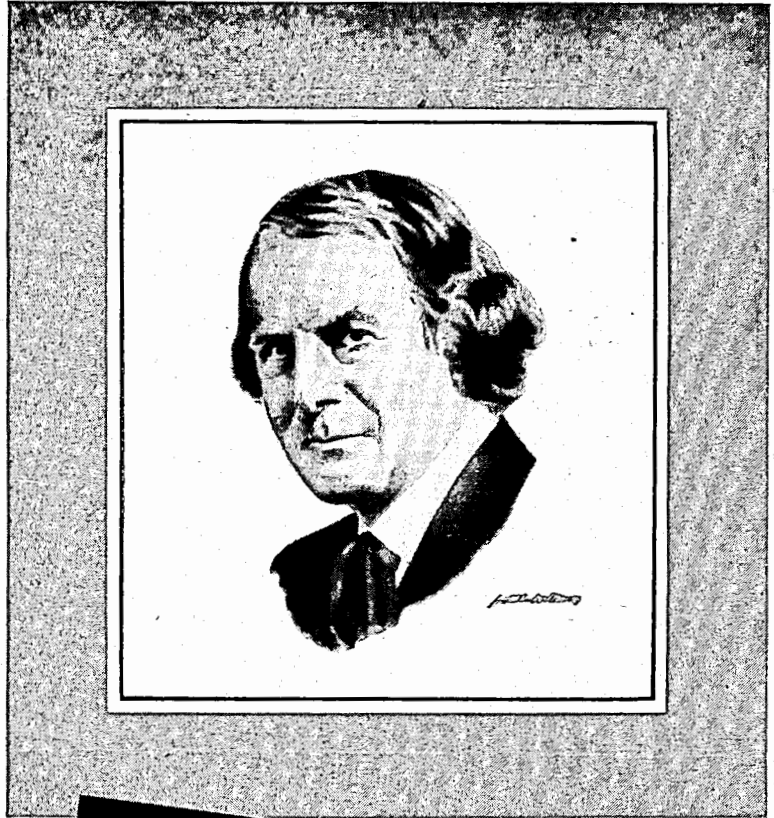
**ELBERT HUBBARD
SAID IT IN 1911**

"Without free speech no search for truth is possible; without free speech no discovery of truth is useful; without free speech progress is checked and nations no longer march toward the nobler life which the future holds for man."

— Charles Bradlaugh, as quoted in
Elbert Hubbard's Scrapbook



Guardian of
American
Freedom



Elbert Hubbard . . . Born June 19, 1856

**AS TRUE TODAY
AS IT WAS THEN!**

WWJR
THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"
Columbia Broadcasting System Basic Station • Fisher Building, Detroit



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 47

NEW YORK, N. Y., WEDNESDAY, JUNE 5, 1946

TEN CENTS

Optimistic Tele Outlook

Will Have 'Last Laugh' Petrillo Assures AFM

St. Petersburg, Fla.—James C. Petrillo may go to jail for violating the Lea or "anti-Petrillo" bill, but in a fiery speech opening the 49th convention of the American Federation of Musicians here yesterday, he promised to have the last laugh.

Petrillo, who last week risked jail by ordering a strike of workers at radio station WAAF in Chicago in direct violation of the Lea Bill, told the convention that if bill is ruled constitutional by U. S. Supreme

(Continued on Page 7)

Allocations Clarified Of Experimental Radio

Washington Bureau RADIO DAILY
Washington—Acting on "urgent inquiries" from manufacturers and others, the FCC yesterday clarified its experimental broadcast services allocations.

In the Commission's report of allocations from 25,000 kilocycles to 30,000,000 kilocycles, the frequency band 920-940 megacycles was allocated to the experimental broadcast services.

(Continued on Page 3)

Radio Roundup On Bread Staged By NBC Program

Roundup of the bread situation took the place last night of the regular "World News" program sponsored on NBC by Alka-Seltzer at 7:15-7:30 p.m., EDT. After two minutes of world news, the pickups were switched to North Dakota and via WDAY had a sum-up of the wheat situation; from Rugby, N. D., coverage was made of the farmers market-

(Continued on Page 8)

Firstest

Washington—Mutual's staff at WOL and Ray Henle, scored one of the year's best news beats on Decoration Day, and, it was confirmed 16 hours later Friday by President Truman. Henle announced that Edward R. Stettinius had resigned as U. S. Delegate to the United Nations. Because Henle broke his story on a holiday evening, no web competitors could check sources.

Florida Co-op

Jacksonville.—Impressed with the listening habits of Jacksonville families as reflected in a recent survey, four local stations have pooled an advertising budget to tell the story to the trade. The four stations co-operating are WJAX, WJHP, WMBR and WPDQ.

Annual CBC Review Given To Commons

Montreal—First annual review of CBC under its first full-time chairman, A. Davidson Dunton, was given the Parliamentary committee of the House of Commons on Tuesday in the form of a 10,000 word brief by Mr. Dunton. Declaring it to be the CBC's responsibility to see that the Canadian airwaves are used to the general benefit of the people of Canada, above all other considerations, Mr. Dunton revealed that:

1. The corporation has suggested

(Continued on Page 7)

Miller To Represent Radio As Brand Names Director

Justin Miller, president of the National Association of Broadcasters, was named a member of the board of directors of the Brand Names Research Foundation, it was announced yesterday. Miller will represent the radio industry on the BNRD directorate.

The Brand Names Research Foun-

(Continued on Page 2)

NLRB Hears Arguments On CBS Tele Personnel

Washington Bureau RADIO DAILY
Washington—An early decision regarding the classifications of tele employes to vote in the CBS collective bargaining election June 14 was promised yesterday by Gerald D. Reilly of the National Labor Relations Board. Reilly, concluding a hearing in which representatives of four unions and CBS argued concerning the inclusion of tele directors and assistant directors and seven other tele

Mark Woods, ABC Prexy, Details Plans For \$10,000,000 Video Expenditure By Web At FCC Channel Hearing

Philco Cancels Show; Whiteman Off June 30

Present "Stairway to the Stars" program sponsored by Philco on ABC and featuring Paul Whiteman, orchestra and guest artists, will leave the air with the broadcast of Sunday, June 30th, Pierson Mapes, manager of the Hutchins Agency, New York office announced yesterday.

In making the announcement it was stated "that, because of general conditions, no definite announcement could be made at the present time as

(Continued on Page 6)

UN Seeking Radio Aid Of Nation's Broadcasters

Plans designed to bring full accounts of United Nations activities and organization to the American people via radio are being prepared by the U. S. Radio Section of the UN

(Continued on Page 8)

Standard Brands-Shoe Co. Set New Tele Programs

Standard Brands, Inc., has purchased its second television program in "Face to Face," a cartoon quiz which starts Sunday, June 9, at 8 p.m.,

(Continued on Page 2)

Washington Bureau RADIO DAILY
Washington—Terming television the "greatest medium of mass communication ever devised by man," ABC President Mark Woods yesterday told the FCC that the net planned to "plough" more than \$10,000,000 into the development of tele within the next one to three years. Testifying before

(Continued on Page 8)

NBC Ups Tele Cover For Louis-Conn Fight

Television audiences in Washington and Philadelphia will join with the New York video fans in viewing the Louis-Conn fight at Yankee Stadium on June 19, NBC disclosed yesterday. The network which holds exclusive television rights to the fight is allowing the DuMont station in Washington and the Philco outlet in Philadelphia to carry the event.

Arrangements for the Washington

(Continued on Page 3)

Large-Scale FM Building Planned By B & K, Chicago

Chicago—The Balaban and Katz Corp., owner and operator of television station WBKB, with studios and transmitter in the State-Lake

(Continued on Page 8)

Winged Salute

"The Sparrow and the Hawk," CBS dramatic serial of adventure in post-war civilian aviation, salutes the town of Eldon, Mo., Friday, June 7, 5:45-6:00 p.m., EDT, in connection with the dedication of Eldon Airpark, a pioneering venture in post-war aviation. Featuring modern, small-town landing facilities, Eldon financed the Airpark with the \$25,000 bond issue.



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JOHN W. ALICOATE : : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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FINANCIAL

(Tues., June 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	200 1/4	199 1/4	200 1/8	- 1/8
CBS A	38 1/4	37 7/8	38	+ 1/4
CBS B	38	37 1/2	38	+ 3/8
Farnsworth T. & R.	15	14 3/4	14 3/4	- 1/8
Gen. Electric	49 3/4	48 7/8	48 7/8	- 1
Philco	35 1/4	34 1/2	34 1/2	- 5/8
RCA Common	16 1/8	15 3/4	15 3/4	- 1/4
Stewart-Warner	25 7/8	25 1/8	25 7/8	+ 1/8
Westinghouse	35 3/4	35 1/8	35 3/8	- 7/8
Zenith Radio	36 1/2	36	36 1/4	- 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 7/8	11 5/8
Finch Tele Comm.	13 1/4	14 1/4
Stromberg-Carlson	22 3/4	24 1/2
WCAO (Baltimore)	37
WJR (Detroit)	38

Miller To Represent Radio As Brand Names Director

(Continued from Page 1)

ation, comprised of manufacturers and leaders of the press, radio and advertising business, is a non-profit organization formed in 1943 for the purpose of publicizing the features of the brand named system of competitive distribution and its relation to the American economy.

Miller, who served eight years on the bench of the Circuit Court of Appeals of the United States, joined NAB in 1945.

Sanville To Direct "Old Vic"

Richard Sanville, CBS producer-director, has been assigned the directorial chores on the first two "Old Vic" Shakespearean broadcasts over the Columbia network.

Standard Brands-Shoe Co. Set New Tele Programs

(Continued from Page 1)

EDT, over the NBC outlet WNBT. Other tele show recently signed is "Hour Glass," first regularly scheduled hour-long program of commercial television. This is on Thursdays also over WNBT.

Format of the new tele show is built around Robert Dunn, of King Features who phones the NBC viewing room and the viewer who answers the phone then describes himself and Dunn will try to draw a cartoon of him. When completed the tele audience will make comparisons when it is on the screen.

Contract for the new show is for 30 weeks, set by the J. Walter Thompson Co.

With the Adler Shoe Company signing with the American Broadcasting Co. to sponsor the Henry Morgan video programs, ABC will have four commercial television programs on the air in June.

In addition to the newly-signed Adler contract which is effective June 6, other sponsors of ABC television programs are the Chevrolet Division of General Motors Corp., whose four-program series debuts June 11, U. S. Rubber Company sponsoring a television broadcast of the Automotive Golden Jubilee on June 11 and the A. E. Rittenhouse Company, manufacturers of chimes, whose new "Chime Time" series begins on Thursday, June 6.

ABC television has scheduled a night double-header for Tuesday, June 11, opening with the first program of the new Chevrolet series and serving up the film of the Automotive Golden Jubilee as a nightcap. The Chevrolet broadcast, which, for the night will be called "Fit For A King," takes the air at 8 p.m., EDT, lasting for a half-hour, and the Jubilee video feature is slated from 9 to 9:30 p.m., EDT.

Gov. Dewey On WEA

Governor Thomas E. Dewey's speech at the monthly meeting of the Chamber of Commerce of the State of New York tomorrow, June 6, will be aired exclusively by WEA (12:30-1:00 p.m., EDT).

Peter Grimm, president of the Chamber of Commerce, will preside at the meeting which will be held in the Great Hall of the Chamber Building in New York City.

WPAT To Air Ceremony

WPAT will broadcast the proceedings of a ceremony at Columbia University this Friday (June 7) at 2:30 p.m., EDT, in honor of Nicholas Murray Butler, president emeritus. Program will be aired from the Low Memorial Building where the event will take place.

WMCA Salutes D-Day Anni.

Marking the second anniversary of D-Day in Europe, WMCA's "Five Star Final" tonight will air recorded excerpts of the memorable broadcasts made by ABC Correspondent George Hicks off the coast of Normandy. Hicks will also appear in person.

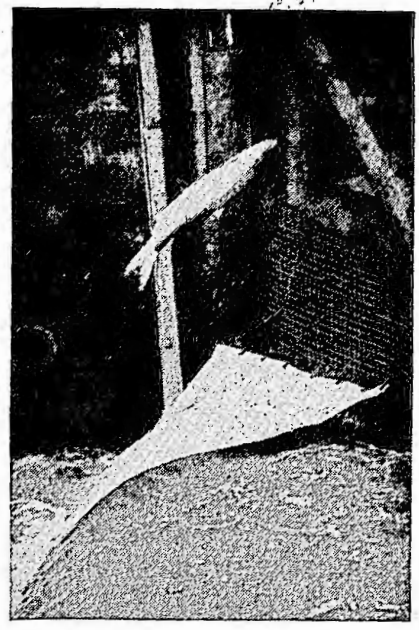
Seeman Buys ABC News; Quaker Oats Renews Two

One new contract for the 7-7:15 p.m., EDT Sunday night news spot over the entire ABC network has been signed and Quaker Oats has renewed two of its shows over the same network. Seeman Bros. through the William H. Weintraub Agency has taken over the "Monday Morning Headlines" for Airwick effective shortly. The 15-minute period which follows Drew Pearson is currently sponsored by Serutan, at the above-mentioned time, and apparently Serutan is moving on the web or giving up the ABC news.

Quaker Oats Co. has renewed sponsorship for 52 weeks of its two programs on ABC network. The programs are "Terry and the Pirates" and "Ladies, Be Seated."

"Terry and the Pirates" has been renewed beginning July 1, by Quaker Oats Co., through Sherman & Marquette, Inc., agency of Chicago. This Monday through Friday children's adventure series is sponsored on behalf of Quaker's "Puffed Wheat" and "Rice Sparkies."

In addition, Quaker Oats also renewed for a full year effective July 1 its sponsorship of the final quarter-hour of "Ladies, Be Seated," Monday through Friday audience participation feature. The renewal contract covers sponsorship by Quaker Oats for its "Aunt Jemima" products through La-Roche & Ellis, Inc., advertising agency of Chicago.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

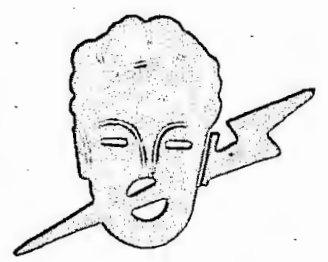
That's a fightin' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

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

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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



Allocations Clarified Of Experimental Radio

(Continued from Page 1)
and the 940-960 megacycle band was allocated to fixed and experimental broadcast services, the latter band on a shared basis between broadcasting and low power fixed services such as police facsimile, control circuits, public service, special emergency automatic relays or repeaters, relay broadcast, and broadcast studio-to-transmitter links.

In Reply To Requests
"The Commission," the FCC said, "has received urgent inquiries as to the exact manner in which the various services mentioned above would be accommodated in the different bands provided."

The following tentative service-allocation plan for the frequency bands 920-940 and 940-960 megacycles has been formulated for the various services which reflects the desire of the Commission that certain frequencies be made definitely available for the immediate use of specific services having a pressing need for them:

Plan Itemized

(1) Assignments to FM studio-to-transmitter links may be made in the upper portion of the 920-940 megacycle band in the event that future requirements indicate that insufficient space is available in the band of frequencies 940-952 megacycles.

(2) Assignments to experimental broadcasting service in the 920-940 megacycle band may be made progressively upward from 920 megacycles.

(3) The band of frequencies 952-960 megacycles is to be used for fixed circuits such as police facsimile, control circuits, etc., with assignments progressing downward from 960 megacycles.

(4) The band of frequencies 940-952 megacycles is to be used for FM studio-to-transmitter links with assignments progressing upward from 940 megacycles.

On Multiples Of 100 Kc.

(5) Assignments in the frequency bands 920-940 and 940-960 megacycles are to be on multiples of 100 kilocycles in order that a flexible channeling system may be provided (the band-widths required by the different services concerned can be accommodated through the assignment of an appropriate number of adjacent channels to each station).

(6) A frequency tolerance of .01 per cent and a band-width of 500 kilocycles are advocated for FM studio-to-transmitter links.

The Commission called for the comments of all services which expect to use frequencies between 920 and 960

NLRB Hears Arguments On CBS Tele Personnel

(Continued from Page 1)

torneys Henry Howard for CBS; Bernard Cahn of Silver and Saperstein for the Radio Directors Guild; Edward C. Harley for IBEW and by the UOPWA, CIO.

Also discussed at length was the IATSE position for a separate bargaining unit for television personnel—although the NLRB has already plainly indicated its position that no separation from the rest of the network employes is called for so far as clerical and most types of technical classifications is concerned.

In the event that the IATSE position is rejected by the Board, Levy called for a simultaneous election for the group named above.

His grounds were that in the event a letter and separate election is held the voters might be influenced toward casting their lot with whatever union wins the June 14 balloting.

Stressing the importance of the decision for the entire course of collective bargaining representation in the television industry Judge Levy sought to establish that directors and assistant directors have a community interest with their lieutenants among the other seven classifications named above. Although he admitted, they do have hiring and firing powers over acting talent, Levy held that they do not have such power over production personnel. He pointed out further that collective bargaining history in the broadcasting field has shown that the Radio Directors Guild excluded people in categories analogous to cutters, animators and the others in the set of seven with whom IATSE would combine the directors and assistant directors.

Cahn In Rebuttal

This was readily admitted by Cahn, speaking for RDG, who made it plain that the Guild wants only directors and assistant directors and claimed that nine of the 14 CBS tele directors and assistant directors are already cardholders in the RDG. No question has arisen in the standard broadcasting field of enlarging the job classifications for membership in the Guild, he pointed out. The same pattern should properly carry over into tele he said.

The UOPWA position was similar to

megacycles with regard to the above proposed policies and with particular attention to the following subjects:

Considerations Involved

(A) Distance to be covered and power considered necessary.

(B) Practical transmission band-width, frequency tolerance, and receiver selectivity data for each type of emission and communication service contemplated.

(C) Whether frequency space allowed above for each service is considered adequate.

(D) Directive characteristics of antennas proposed for each type of service and the maximum degree of directivity believed practical.

that of the RDG, with the CIO affiliate indicating that it seeks to represent the miscellaneous production employes exclusive of directors, assistant directors and acting talent.

Harley, for IBEW took largely the same line, although he pointed out that IBEW distinctly claims jurisdiction over film cutters. It was revealed that Rudolph Bretz, former CBS tele director now a film cutter is already listed as an IBEW member—to which Levy objected that this arrangement had been made after the case was already opened. Howard Hausman, for CBS, pointed to a discussion of the incident in the early record of the case, and argued that the affiliation was made in good faith.

Howard Cites Separate Units

Howard, for CBS, maintained that there is no community of interest between directors and assistant directors and other studio employes. He pointed to the precedent of separate units in the standard broadcast field, also to the frequent interchange between broadcast and television production personnel.

In summation, Howard maintained that the heterogeneous nature of the entire group of tele production em-

NBC Ups Tele Cover For Louis-Conn Fight

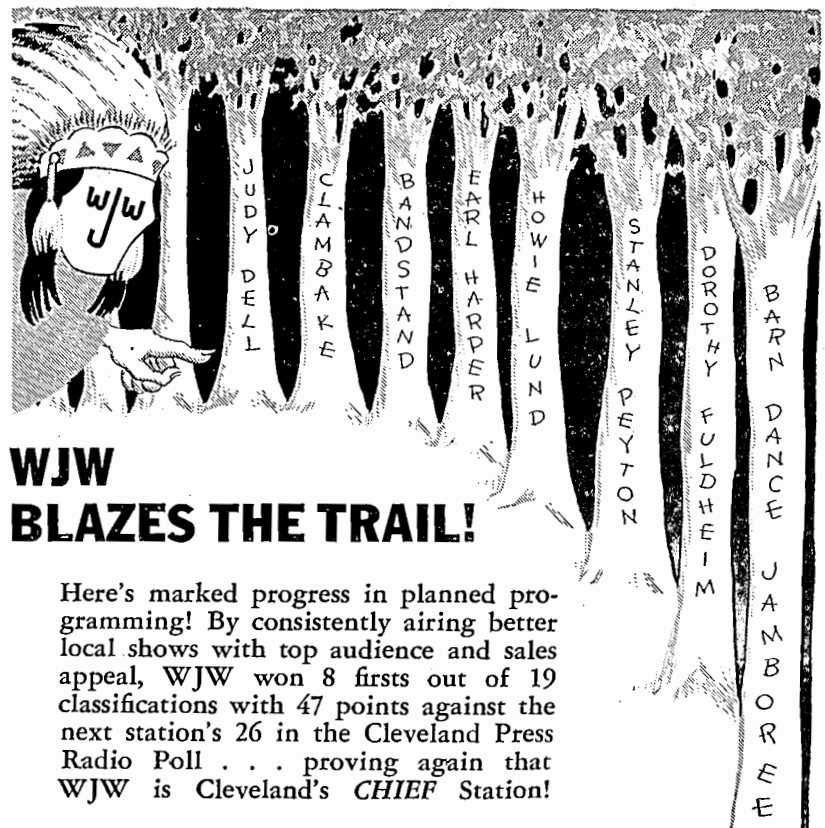
(Continued from Page 1)

service was worked out at a meeting between Leonard F. Cramer, executive vice-president of DuMont, Leslie G. Arries, manager of the DuMont station in Washington, and Carlton Smith of NBC to bring the fight to set owners in that area.

"We greatly appreciate the spirit of co-operation manifested by Mr. Trammell, General Sarnoff and other officials of the National Broadcasting Company, in granting permission to our Washington television station to bring the world's heavyweight championship fight between Joe Louis and Billy Conn to set owners in Washington," said Cramer.

NBC has exclusive rights to televise the bout and will telecast the program in the New York area on its station WNBT. AT&T's coaxial cable will transmit the program to Washington and Philadelphia.

ployes is the only thing they have in common. Aside from those in the IBEW and IATSE already, the others belong in an overall white-collar bargaining unit, he held. He pointed out further that the unit IATSE seeks does not include all tele production workers.



WJW BLAZES THE TRAIL!

Here's marked progress in planned programming! By consistently airing better local shows with top audience and sales appeal, WJW won 8 firsts out of 19 classifications with 47 points against the next station's 26 in the Cleveland Press Radio Poll . . . proving again that WJW is Cleveland's CHIEF Station!

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

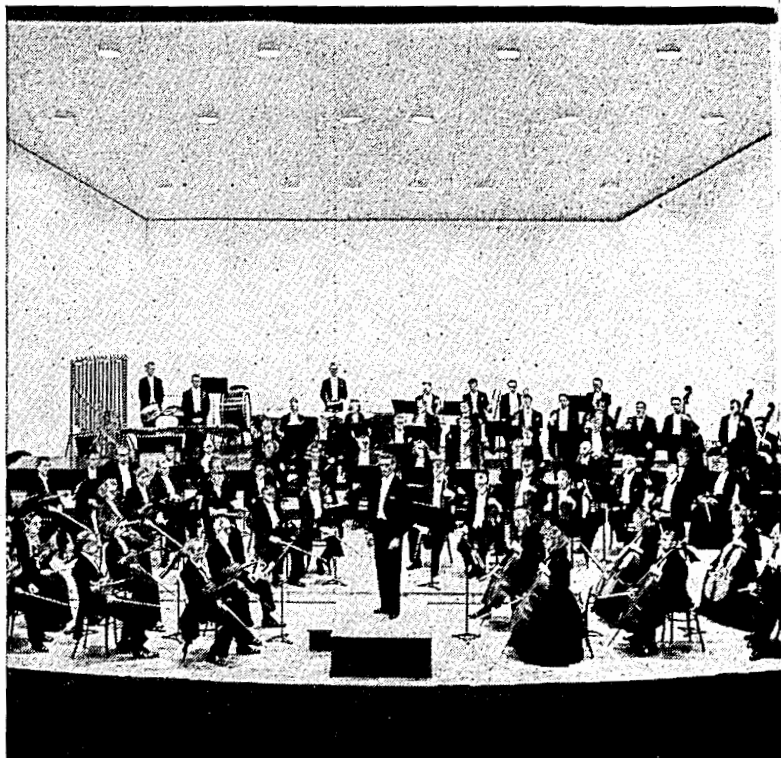
FOR SALE

Forty per cent interest in 5000 Watt unlimited CBS affiliate, \$140,000. Current indebtedness—approximately \$61,000. Purchaser will assume proportionate share of this liability. Station income estimate—\$90,000 yearly. Do not reply unless purchaser agrees to price and terms herein specified. Complete details available. Include complete identification and business association. Write Box 184, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

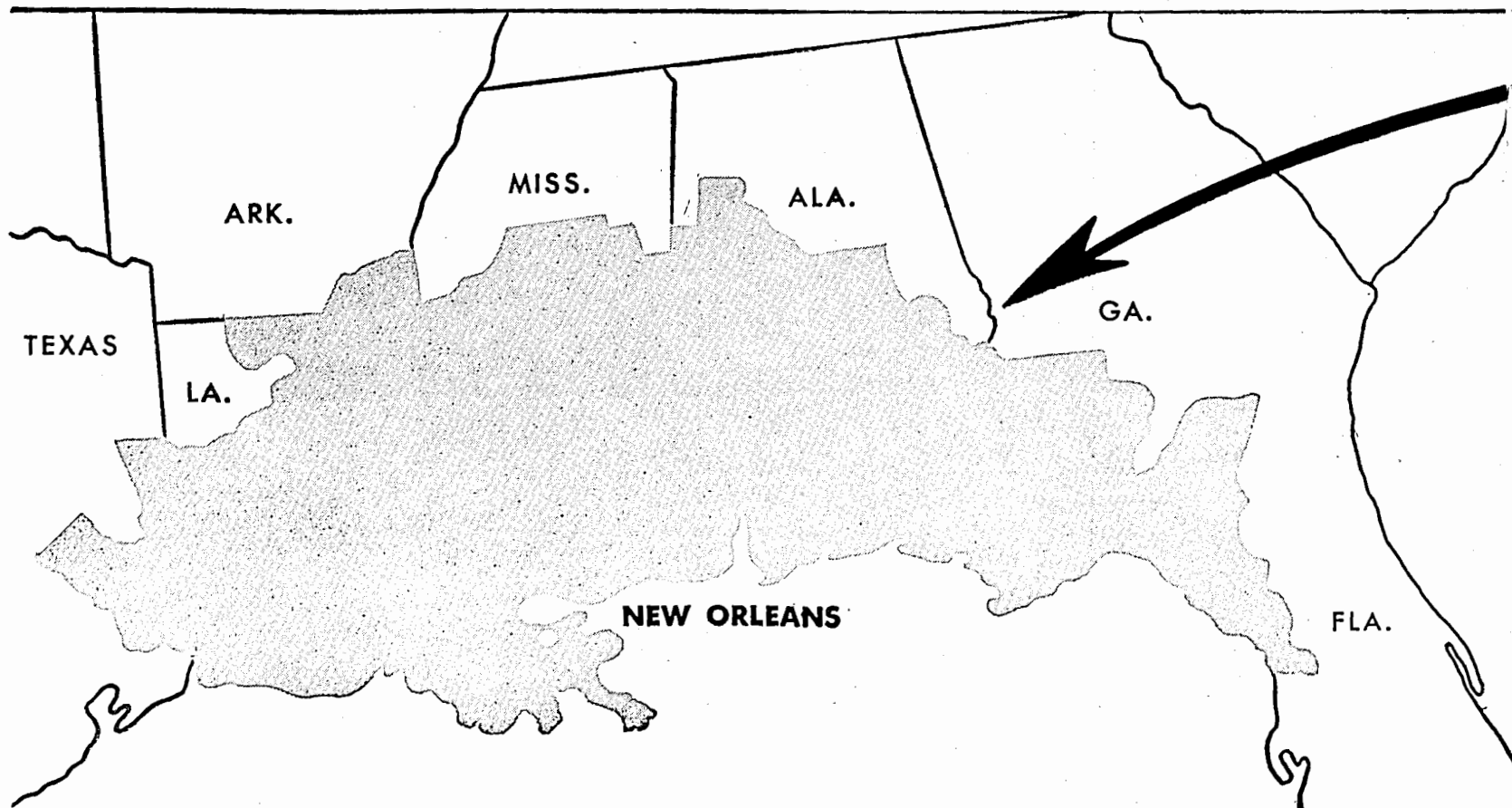
NEW MEASURE OF A RADIO



8 times as many people listen to the dramatic shows on Radio Station WWL, New Orleans, as go to all the stage productions in New York in a year.



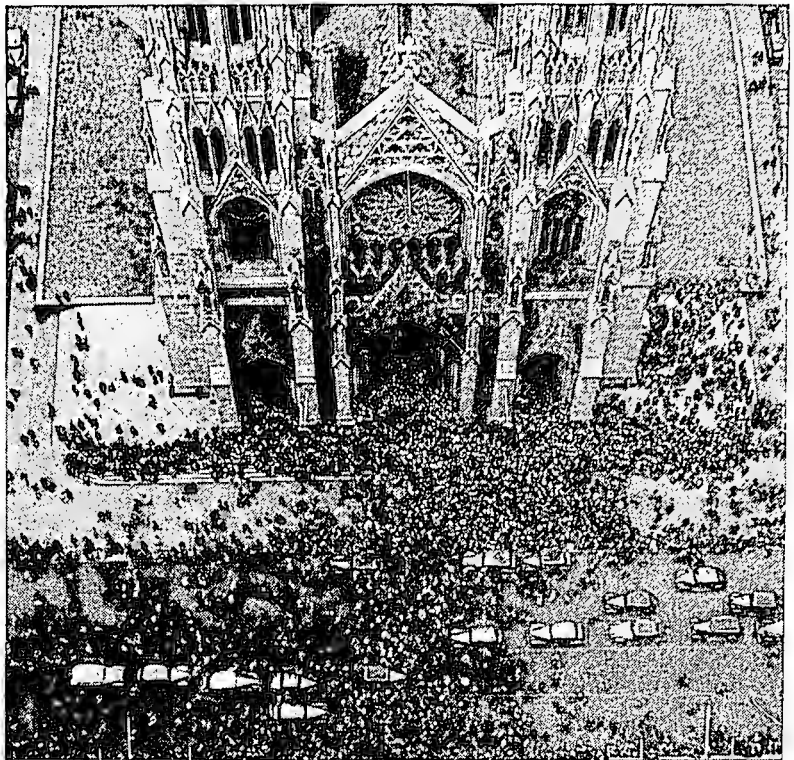
40 times as many people listen to great music on WWL as attend all the performances of any two of the nation's finest Symphony Orchestras annually.



STATION'S INFLUENCE



Twice as many people hear the sports broadcasts on WWL in just 3 hours as attend all of the nation's football Bowl Games in a year's time.



6 times as many people hear the Sunday Mass on Station WWL as attend St. Patrick's Cathedral in New York annually.

Throughout this area

with 3,486,182 people, 576,110 radio homes

Folks Turn First To —

WWL

NEW ORLEANS

The Greatest SELLING Power in the South's Greatest City

50,000 Watts • Clear Channel • CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

LOS ANGELES

By RALPH WILK

FRANK MORGAN's first vocal Decca disc, coupling "The Man Who Broke The Bank At Monte Carlo" and "Gay Caballero," has received such heavy advance orders from east coast cities that the company is doubling the original number of pressings. Record will be released nationally in about three weeks. The music was directed by Al Sack.

Candice Bergen, three-week-old daughter of the Edgar Bergens, is already a sought-after young lady. John Powers, the model tycoon, dispatched a contract to Frances Weston, former Powers model and Candice's mother, as soon as he heard of the baby's arrival. Candice can start modeling any time she wants to, he says!

When NBC's "Meet Me At Parky's" goes off the air for the summer, Parkyakarkus, star of the Sunday nighter, has his "vacation" plans ready. Portrayer of a Greek restaurateur on the show, Parky will back a small restaurant opening in Beverly Hills.

Allan Jones has signed with Teleways Radio Productions, Inc., for a series of 52 half-hour transcriptions, waxed under the title of "The Allan Jones Show."

Part of Gracie Allen's "vacation" this summer will be spent "covering" the Louis-Conn fight for her newspaper column.

Philco Cancels Show; Whiteman Off June 30

(Continued from Page 1)

to the date on which the program will return to the air."

Radio manufacturing setbacks, according to reports, influenced Philco in cancelling the Whiteman show which plugged the company's new line of radio receivers. The sponsor, however, is continuing the Don McNeill "Breakfast Club" participation on ABC which features merchandising of refrigerators in its commercials.

Another factor in the decision to discontinue the "Stairway to the Stars" show was the shortage of suitable guest artists available for the program.



Broadway Score Card . . . !

● ● ● Bob Hope's remark at a dinner for Sec'y Wallace on the coast has all H'wood chuckling. He explained Bing Crosby's absence by saying that Bing didn't come because he didn't want to start any suspicion that they were out to revive the Whig party. . . . Add further effects of the coal strike: It put the "Shadow" out of business, to be replaced this Sunday by Milton J. Kramer's "Roger Allen—For The Defense." Kramer, who's practiced criminal law for ten years, will inject many of his own experiences into the script. . . . Walter Winchell will be back in town Friday. Incidentally, Jergen's could use Tex McCrary as one of the columnist's pinch-hitters on the air without getting any objections from WW. . . . Irving Hoffman says that N. Y. nite club biz is off because all the husbands and wives have to be in bed early to make their ayem breakfast sessions.



● ● ● One Man's Point Of (Re) View: Jack Carson still hasn't found the right character to make him a name among the Hooper elite. To these ears, Jack doesn't register with the poor straight gags and the situation comedy is telegraphed minutes before it comes off. . . . Hildegard is having guesstar trouble. She is making such a fuss over non-entities, as she can do so well. . . . The guy who scripts Frank Sinatra's show has been giving the swooner Bing Crosbysque palaver as the program patter. Sorry, but it doesn't belong. But when Frankie goes into his song, the madolescents are around to scream. . . . Never caught Joe Besser in funnier form than he was on Monday's Schick stanza. Even the deadpan engineer was forced to leave his 'cell' to applaud the comic after the performance.



● ● ● Blow still very hot on buying "Lights Out" for Schick, we understand, with Dashiell Hammett's "Sam Spade" bought by Wildroot as a summer replacement for Woody Herman. . . . Continental Can's "Celebrity Club" reported due for a fadeout. . . . Bernie Schubert has bought the Charlotte Greenwood show and is trying to get Gertrude Berg and Carleton Morse for the scripting chores. . . . Geo. Wolf has offers to adapt his comedy, "Ivory Tower," into novel form to be released simultaneously with the B'way production. . . . Louise Carlyle, of the velvet voice, knows an illiterate who can't spell Serutan at all. . . . Jane Froman is asking Majestic to get Jerry Gray to conduct the ork for her Cole Porter album. Columbia wants him to baton for Dinah Shore. He, himself, records for Mercury. . . . Monte Woolley's bad health has been the real reason he didn't get a crack at a summer replacement. . . . Hal McIntyre's ork, now on one-niters, opens at the Boston Post Lodge in Larchmont June 12th and moves into Meadowbrook July 2nd with three air shots weekly from each location. . . . Tom Reddy submits the theme song for the atom bomb tests: "Begin the Bikini."



● ● ● Names 'n News: Hal Block, smart enuf to get out of radio writing before he became a young old-man, working on two B'way musicals, either one of which will make him famous. . . . Eddie Bracken, Earl Wilson and Harry Sobol all tanned to a crisp from one week-end at Bernie Kamber's summer place. Didn't it rain out there? . . . NBC's Irene Kuhn, one of the town's best-known and best-loved newspaper gals, who has run up an impressive list of 'firsts' since joining the web. For instance: She's the first NBC staffer to fly around the world—first woman news correspondent to broadcast from the fleet in the Pacific—first American to broadcast from liberated Shanghai while the Japs were still there and before the arrival of American GI's—first woman to broadcast from Manila—and the first civilian to ever write for the Army paper, "Stars & Stripes."



SAN FRANCISCO

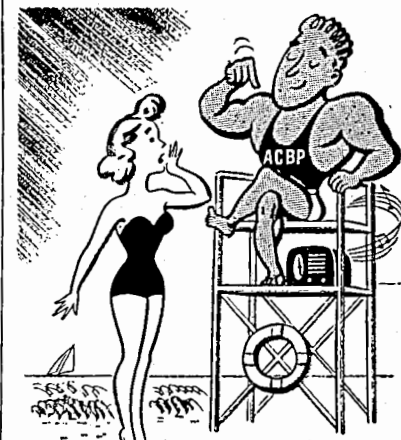
JACK GREGSON's teen-age show "Jack's Jamboree" went over so well on its initial try-out broadcast that it has been scheduled as a regular Saturday afternoon feature over KPO. It's a strictly teen-age patter and song show to which only high school students are invited, and features Gregson, Tony Freeman and his orchestra, the Raye Sisters, and teen-agers from the audience.

Anne Holden, KGO veteran who recently suffered a heart attack, is out of the hospital and recovering in her home.

A new mystery show "The Case of Gregory Hood," started a weekly coast-to-coast broadcast from KFRC over the Mutual network on June 3 at 8:30 p.m.

A weekly sportscast being aired over KQW is featuring two brothers who are rival sportswriters—Jack Rosenbaum of the San Francisco News and Art Rosenbaum of the Chronicle. In addition to interviewing prominent sports stars, the brothers put on some real pro-and-con battles as they argue sports ideas.

Wendell Williams, KPO-NBC program manager, is currently featuring a new "personality"—Christopher Glanville Williams, a new seven pound eleven-ounce announcer in the Williams home.



Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey, Dec. 1945. 16,489 phone calls.



1906 *Henri* 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

Will Have 'Last Laugh' Petrillo Assures AFM

(Continued from Page 1)

Court, drastic AFM action will follow. He said AFM members in the three key network cities of New York, Chicago and Los Angeles would be instructed to play only for local programs, thus depriving small stations of any music on network broadcasts.

Contracts with the unions in three originating cities, Petrillo said, expire Jan. 31, 1947, due to action of his during his first year as president of AFM. It is on that date he plans to issue his restraining order, if the Lea Bill is declared constitutional, he said.

He added that he understands Congress may pass a law forbidding the AFM from collecting royalties on transcribed music. If that happens, Petrillo asserted, he simply will "write a letter" informing AFM musicians that they are to cease making transcriptions.

Petrillo also asked assembled delegates to give unanimous support to a resolution which he said the AFM executive board would introduce at Thursday's convention session, asking for amalgamation of AFM, CIO and the Railroad Brotherhoods to combat "anti-labor" legislation.

Petrillo prefaced his remarks on the Lea Bill with scathing attack on the NAB, which he accused of spending millions of dollars for propaganda and having more lobbying power than the National Association of Manufacturers.

Chicago—U. S. Attorney J. Albert Woll yesterday stated he has received the go-ahead from Washington for criminal prosecution of James C. Petrillo, president, American Federation of Musicians, for violation of the Lea Act, known as the "anti-Petrillo" bill.

"A draft of charges has been prepared," said Woll, "and we'll be ready to go ahead as soon as we receive certain particulars from the Federal Bureau of Investigation."

The charges grew out of Petrillo's action in calling a strike of record librarians at WAAF, with the announced intention of violating thereby the provisions of the Lea Act and forcing a test of its constitutionality.

'Theater Guild' Sub Set

"Hour of Mystery," new summer show sponsored by the United States Steel Corporation will be heard June 9, replacing the current U. S. Steel, "The Theater Guild of the Air" show, aired Sundays over the coast-to-coast ABC web. The 13-week replacement will be directed by Kenneth Webb.

ON THE SPOT!

FOR "DOLLY MADISON" AND "GLEAM SHAMPOO"

MORT LAWRENCE

LE. 2-1100

Canadian House Of Commons Gets Annual Review Of CBC

(Continued from Page 1)

regular weekly quarter-hour federal political broadcasts instead of two half-hour broadcasts monthly.

2. The international transmitter at Sackville, N. B., will establish regular broadcasts to Russia and will extend its service to Australia and New Zealand.

3. The international service in the late stages of the war beamed broadcasts to Germany aimed at undermining the enemy's will to resistance and now is beaming broadcasts aimed at remodeling the former enemy country's outlook.

80 Per Cent Sustaining

In a year the CBC had broadcast more than 55,000 separate network programs of which 80 per cent are sustaining and 20 per cent commercial. Of the sustaining programs 85 per cent, or more than 41,000 a year, are produced by the CBC, 2.6 per cent by private stations, 8.8 per cent by United States networks and 3.3 per cent by the BBC.

Of commercial programs 61 per cent are produced in Canada and 38 per cent in the United States. About 85 per cent of all program time is devoted to programs of Canadian origin. Speaking of the political free-time broadcasts which were the subject of a white paper in 1944, Mr. Dunton said there had been recent discussions with party representatives. "It has been suggested by the CBC on the basis of experience," he said, "that it would make for better radio listening if a regular quarter-hour period each week was provided for federal political broadcasts, instead of two half-hours a month, as mentioned in the white paper. This would mean a slightly greater amount of time than on the present basis."

Short Wave Results

He spoke at length on the international service and said its signal strength was the highest of all short-wave stations on this side of the Atlantic. There had been an enthusiastic audience mail response from 10,000 overseas listeners in Britain, France,

Germany, Holland, Spain, Czechoslovakia and Portugal.

Declaring CBC closely followed its directives, he said:

"Certainly as long as this board of governors is in office, if there is any political pressure it will be rejected from whatever quarter it comes. We feel it is the responsibility laid on us by Parliament to have an acute and abiding sense of our duty to be impartial, to act according to our honest and fearless judgment of the interests of radio listeners; to be able to so report to Parliament."

Mr. Dunton referred to CBC control over private stations and said that high profits—which the corporation did not begrudge—were apparently being made by the stations. However, in conformity with the nature of broadcasting as a public utility it was the corporation's duty to have uppermost in mind the interests of the listening public and this must take precedence over the desire of interests for extra profit.

He thought it fair to say that through the co-operation and guidance of the CBC, Canadian listeners have been protected from at least some of the undesirable commercial over-exploitation which is causing concern in the United States.

'Midnight' Offered Locally During Its Summer Hiatus

"Captain Midnight," Mutual program sponsored 39 weeks during the year by Ovaltine, is being offered during its summer hiatus on a co-operative basis, it was announced yesterday by Bert Hauser, head of the network's co-op division.

The show is heard five times weekly from 5:30-5:45 p.m. The summer period, during which it will be offered for local sponsorship, extends from June 24 to Sept. 20.

BALTIMORE'S *Listening Habit*

MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Roeder, General Manager
FREE & PRYERS, Inc., Exclusive National Representatives

An All-Time Favorite

GREEN EYES

Published by
PEER INTERNATIONAL CORP.

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NEW
ENGLAND'S
FINEST
RADIO NEWS
SERVICE

WHDH

BOSTON

Five-minute news programs
— every hour on the half-hour —
keep thousands of alert listeners
tuned to WHDH.

A complete WHDH news writing
and reporting staff has, in addition,
the full facilities of the great
Boston Herald and Traveler organization —
providing the most comprehensive news
coverage of any New England station.
Buy time now while select spots are
available. Plenty of power —
5,000 watts — and a clear channel at
850 — to take your message to alert
New Englanders.

WHDH

5000 Watts at 850 on the Dial

BOSTON

REPRESENTED NATIONALLY BY
JOHN BLAIR & CO.

COAST-TO-COAST

— NEW YORK STATE —

NEW ROCHELLE — A detailed resume of the day's activities of the Goodall Round Robin Golf Championship was aired May 30 through June 2 by WFAS under the sponsorship of Arnold Constable Company here. Dick McCutchen, sports announcer handled the four-day description, bringing to the mike the country's leading golfers who played at the Winged Foot Golf Club, Mamaroneck. . . . Robert Powers, of the WFAS program department, recently addressed the Kiwanis Club here in connection with Kiwanis' observance of National Radio Week.

— NEW JERSEY —

PATERSON—WPAT picked up by transcription the outstanding features of "A Night of Heroes," the affair tendered by the United States Army. WPAT, and twenty-eight of the state's leading newspapers at the Paterson Armory May 29, and aired them in a half-hour program the following evening. Highlights of the affair included the presentation of several USO acts which have won world-wide reputations, greetings by numerous Hollywood and B'way stars in person, the awarding of high honors to New Jersey's war heroes, the swearing in of N. J.'s sixth thousandth recruit and the picking of "Miss North Jersey Recruit of 1946."

— CALIFORNIA —

SAN FRANCISCO—Robert F. Laws, KGO promotion and publicity manager, recently addressed the Advertising Club of Stamford University at Palo Alto on the topic, "Radio as an Advertising Medium." . . . John H. Thompson, formerly with the United Press, is now on the coast replacing Bert Silen, former KPO manager of news and special events department. . . . The Dowager Marchioness of Reading, who founded the British WVS, similar to the AWVS in this country, arrived here May 31, and made her first appearance in the West on KPO that day, as guest on the Barbara Tate program.

— GEORGIA —

ATLANTA—M. C. Gregory, WAGA program director was named to the board of directors of the Atlanta Junior Chamber of Commerce. . . . Marcus Bartlett, WSB program manager has become the father of a son, Billy. . . . Bill Prance, WSB farm editor for the past six years, has resigned from his post at the station after purchasing a farm in North Georgia where he plans to go into dairy farming. . . . MACON—Marvilyn Tippett of the commercial department, WMAZ, has returned to her job after vacationing in Florida.

Send Birthday Greetings To

June 5

Herbert Petzey Merle Pitt Charles Schenck, Jr.

Ten Millions For ABC's Tele, Says Woods At FCC Hearing

(Continued from Page 1)

the Commission's hearing on the New York tele channels Woods said this figure includes an estimated \$2,000,000 earmarked for New York for an approximate 12-month period.

Expressing great confidence in tele's future, Woods said "we're going to plough money into the development of this wonderful new medium and we intend to be one of the pioneers." He described New York as the "top key city" in a proposed network of ABC-owned tele stations in New York, Los Angeles, San Francisco, Chicago and Detroit.

The net executive said ABC planned to form a network after establishment of stations in key cities.

"Thus," he said, "we plan to link New York, Philadelphia, Washington, Schenectady and Boston as soon as possible. These networks would form the nucleus for national service when facilities are made available. ABC is prepared to utilize the best available means for linking together its stations, whether it be by coaxial cable, radio relay or stratovision.

"We do not view television as a mere adjunct to sound broadcasting which would require only the part-time services of those already in the company's employ. On the contrary, we shall expand our personnel to include specialists in the new art, which we believe to be the greatest medium of mass communication ever devised by man."

Woods said ABC will operate as a "clearing house" and "booking agent" for the purpose of securing films for its affiliated stations. "This service," he said, "will automatically decrease the cost of individual local station's programming. The second phase of ABC's affiliate film service will be the ability of the ABC to make film records of large and important television productions that originate in any one of our key production points and ship them to our affiliated stations. The third section of ABC's film service will be the shooting of special events films, editing and adding commentary, thereby giving our affiliated stations the advantage of our up-to-the-minute special events service."

Woods singled out New York as the most important television city and said ABC planned to splurge on its video station there.

Operating Expense High

He estimated operating expenses for the New York station for the first year would be in excess of \$1,000,000—much higher than those anticipated for other cities. This figure, plus an estimated \$922,000 construction cost, would lift the New York total expenditure to more than \$2,000,000.

Woods said that other nets had made the "mistake" in the past of not owning stations in key cities and vowed ABC would not make the same mistake with respect to television. Discussing the importance of a tele outlet in New York, Woods said:

"New York offers a unique concen-

tration of the ingredients for television programming. The Broadway stage represents the ultimate goal of every person ambitious for success in the American theater. The New York stage with its wealth of actors, writers, producers and craftsmen in lighting, makeup, scenery and properties may provide greater support for television than even the great movie center in Los Angeles because both the legitimate theater and television require personnel trained for continuous performance throughout a dramatic presentation."

Discussing ABC's financial standing, Woods said that if the net's proposal to sell approximately \$15,000,000 in ABC stock to the public were approved by the Commission, ABC would become a "\$30,000,000 company." He termed this a "pretty fair jump," since the net was purchased for about \$8,000,000.

He also estimated that ABC's net revenue before taxes for 1946 would about double last year's \$1,000,000. The executive also revealed that ABC was negotiating to sell WOOD if the FCC okays the purchase of King Trender.

News Witness Heard

Earlier, witnesses for News Syndicate Co., Inc. (New York Daily News) estimated operating expenses for a tele station in New York would be approximately \$562,198. F. M. Flynn, assistant secretary and director of the company, also revealed that the assets of the late Joseph Patterson, president of the company, would be divided as follows: two-thirds to be divided equally among his three daughters, and one-third to be divided equally between his wife and son.

UN Seeking Radio Aid Of Nation's Broadcasters

(Continued from Page 1)

Department of Information for presentation to the NAB at an early date, it was learned yesterday.

One of the problems which probably will be discussed will be distribution of the UN's forthcoming ET series. The section, headed by Christopher Cross, wants to make the programs available to every station in the country, but some stations have indicated that they would use the series only if given exclusive rights in their respective areas.

It is the aim of the UN to establish effective liaison with stations throughout the country, and it is felt that the co-operation of the NAB will prove invaluable toward this end.

Meanwhile, the Department of Information is in the process of establishing offices in many of the other member nations. Benjamin Cohen, assistant secretary-general in charge of information, is now in Europe, and Duckworth Barker, radio chief, is expected to tour the continent in the near future.

AGENCIES

WARNER BROTHERS, movie producers, are preparing an extensive advertising campaign to publicize the company's 20th anniversary in sound pictures. Co-sponsors with Warners in the campaign are A. T. & T., Bell Telephone Laboratories, Western Electric, Eastman Kodak, RCA-Victor, Thomas A. Edison, Inc., and the Society of Motion Picture Engineers.

JACOB F. KEILSON, recently returned from 22 months' service as a captain with the Signal Corps in the Pacific, has formed The Keilson Company, 117 West 46th Street, New York City, to handle general advertising in all media.

THE WESTERN REGION, San Francisco office of General Electric Company's advertising and publicity department has moved to new quarters on the eighth floor of the Russ Building.

SELF-CLEANING FILTER CO., Chicago, has placed its account with Goldman & Gross Advertising Agency, Chicago. Spot newspaper and radio will be used. Arthur A. Kohn is account executive.

Large-Scale FM Building Planned By B & K, Chicago

(Continued from Page 1)

Building, yesterday revealed plans for large-scale construction of FM studios and transmitting tower. The plans were disclosed in testimony given by John Balaban, secretary-treasurer of the corporation; Elmer C. Upton, assistant secretary-treasurer, and Capt. William C. Eddy, director of broadcasting activities for B. & K., at the FCC's Chicago hearing on FM applications.

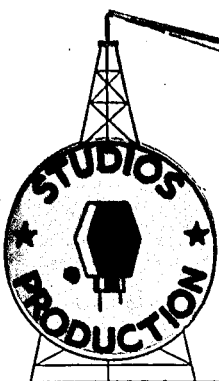
The proposed plan for B. & K.'s FM activity, as presented by Captain Eddy, includes studios on the 11th floor of the State-Lake Building, and a joint FM-television transmitting tower situated across the street on the north side of Lake Street, where Balaban and Katz already have announced plans for the construction of a theater. Both FM and television transmitters will be situated in the basement of the theater.

Radio Roundup On Bread Staged By NBC Program

(Continued from Page 1)

ing strike there in protest over labor strikes and stoppages. From Chicago the convention of the Association of Operating Millers now in session was picked up. In Boston where half-loaves of bread are being sold only was still another pickup as well as from New York, Los Angeles and Washington.

John W. Vandercook emceed in New York and Morgan Beatty in Washington.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 48

NEW YORK, N. Y., THURSDAY, JUNE 6, 1946

TEN CENTS

Awards-Industry Problem

RCA And Gov't Sign 1st Surplus-Sales Pact

Washington Bureau *RADIO DAILY*
Washington—The first contract to establish agencies for export sale of surplus electronics material in over-supply has been signed by the War Assets Administration and the International Division of Radio Corporation of America, it was announced yesterday.

The RCA International Division will receive from the WAA only material which has been de-classified as non-

(Continued on Page 8)

Radio Aid To Treasury Drive Gets Underway

An estimated two-and-a-half million dollars in radio time will be devoted to the June Savings Bond Campaign, by the nation's networks and indie stations, according to Brent O. Gunts, radio chief of the Treasury Department's Savings Bond Division.

The drive, which gets under way today, is not up to the stature of the various War Loans or the Victory Loan, however, with virtually no special shows planned. Instead, many

(Continued on Page 2)

Promotion-Director Meet Now In Progress At NBC

Third annual meeting of promotion directors of NBC owned and operated stations got under way yesterday at web headquarters in New York. The visiting execs were welcomed by Frank E. Mullen, web vice-president and general manager, and Charles P. Hammond, manager of the advertising

(Continued on Page 2)

Still Good Message

Washington — Radio Facsimile was transmitted to a moving train for the first time, Tuesday, in a message in the handwriting of Miss Margaret Truman, daughter of the President. The facsimile was witnessed by more than 30 persons aboard the Baltimore-Washington Capital Limited. Words used were those first telegraphed 102 years ago—"What God Hath Wrought." Robert E. Hannegan started the transmission.

Crosby Turns Down Reynolds Pen Offer

Bing Crosby, through his attorney, yesterday turned down the Reynolds Pen Company's offer for a network show for next fall, Franklin Lamb, Reynolds executive, announced in Hollywood. Lamb reported that his company was auditioning other shows and have four or five under consideration. The company plans to launch a network musical show this fall.

Philco Cancels Contracts With Whiteman, Others

As a sequel to Philco's announcement yesterday cancelling the "Stairway to the Stars" show on ABC effective June 30, *RADIO DAILY* learned that contracts have been terminated with Paul Whiteman, Martha Tilton, Glenn Riggs, announcer, Hank Boor-

(Continued on Page 2)

Webs, NAB Alarmed By Rising Number Of Meritorious-Service Citations; New Plan Will Be Proposed

BBC Tele Is Ready To Resume Service

British Bureau, *RADIO DAILY*
London—Plans for resumption of daily television programming by the BBC from Alexandra Palace calls for three and one-half hours of programming on the opening day next Friday.

First day's programming includes two plays one of which is George Bernard Shaw's "The Dark Lady of the Sonnets." In addition there will

(Continued on Page 3)

Morgenthau Off Radio For Summer Months

Henry Morgenthau, Jr., former Secretary of the Treasury, for the past few months broadcasting over WMCA, New York, WWDC, Washington and two California outlets, has

(Continued on Page 8)

Dayton Station Covers Army Air Corps Tests

Dayton—WHIO provided excellent coverage of the special events staged at Wright and Patterson Field for the National Press Conference which

(Continued on Page 3)

Question of a consolidating effort in the matter of awards to various branches of the radio industry is again under active consideration with the possibility that the NAB Board may come up with a new proposal since it has definitely decided against the adoption of the Lee & Losch plan. Important broad-

(Continued on Page 8)

FCC Records Many New AM Applicants

Washington Bureau *RADIO DAILY*
Washington—The FCC yesterday announced 15 applications for new standard stations from all parts of the nation. They include: Edward L. Schacht, Oneonta, N. Y., to be operated on 1400 kc., 250 watts, unlimited; Springfield Broadcasting Co., Springfield, Mass., to be operated on 1490 kc., 250 watts, unlimited; Lake Huron Broadcasting Co., Saginaw, Mich., to

(Continued on Page 7)

Each Station For Itself, Is New Petrillo Threat

St. Petersburg, Fla.—All that's needed to end radio network broadcasting is a change in union policy, not a strike, President James C. Petrillo, of the American Federation

(Continued on Page 3)

Fire Officials And Survivors On Radio As Chi. Hotel Burns

Chicago—Chicago radio stations had their wire-recording crews on the job at the scene of the disastrous LaSalle Hotel fire through the early morning hours of Wednesday obtaining eyewitness accounts of one of the worst holocausts in Chicago's history. Interviews thus recorded with firemen, survivors and officials were re-broadcast during the day, supplemented by later wire-recorded descriptions and news bulletins. Television station

WBKB made no attempt at coverage of the fire, which came at an hour when the station is shut down.

WMAQ, which broadcast many of its early programs from studios on the 18th floor of the LaSalle, had a wire-recording crew on the job from shortly after 1 a.m. until after 4 a.m., recording interviews with survivors and fire officials.

NBC Commentator Clifton Utley

(Continued on Page 3)

Ladies Day

It will be Ladies' Day this afternoon aboard the giant Aircraft Carrier Franklin D. Roosevelt, lying off 50th Street in the Hudson River. The American network's "Ladies, Be Seated" program will be broadcast from the ship's hangar elevator, while an audience of 300 invited women and the craft's off-duty crew will watch the show from the hangar deck.

Resourceful

Northampton, Mass.—Charles N. DeRose, business manager of WHYN, with studios in South Hadley Falls, employed a new technique when he spoke on "Radio," at a recent Rotary Club meeting. Introduced by Rotarian Alden Lundquist, DeRose failed to rise, but reached behind him, and pressed a button. The speech was presented via wire-recorder.



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

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FINANCIAL

(Wed., June 5)

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).

Radio Aid To Treasury Drive Gets Underway

(Continued from Page 1)

regular web shows will be re-written to tie-in with the theme of the campaign, and plugs will be aired on most top programs.

Indies will plug the drive with special spots and ET's including the new "Treasury Salute" series and a special interview series built around the campaign.

Secretary of the Treasury Fred Vinson officially opened the drive last night with a talk over ABC, 7 p.m., EDT.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

KGW logo with text: REPRESENTED BY EDWARD PETRY & CO. D

Coming and Going

RALPH WILK, West Coast representative of RADIO DAILY, arrived in New York Tuesday on a 10-days business trip.

JOHN CHURCHILL and RICHARD WYCKOFF, Broadcast Measurement Bureau executives, have returned to New York, the former from the CAB meetings in Quebec, the latter from a business trip to Chicago.

H. J. BRENNAN in town this week from WJAS, Pittsburgh. He visited Monday at the headquarters of the Columbia network, with which the station is affiliated.

DON HAYNES, who accompanied the Glenn Miller-Tex Benocke band to West Point Monday for the Kaydets' Graduation Hop, has returned to New York.

T. A. M. CRAVEN, vice-president of Cowles Broadcasting Co., in charge of engineering, has returned to Washington, D. C., following a few days in Boston, where he conducted pattern tests for new power at WCOP.

ODIN S. RAMSLAND, commercial manager of KDAL, Duluth, Minn., is in town on station and network business. Looked in Monday at the offices of CBS.

MARIAN PARHAM, of the Kenyon & Eckhardt time buying department, who has been away for a brief spell because of illness, has returned to her agency chores.

A. B. CHAMBERLAIN, chief engineer of CBS, is sojourning in Miami.

FRED WEBER, executive vice-president of WDSU, New Orleans, an outlet of ABC, has joined the executive contingent currently in New York on business.

Philco Cancels Contracts With Whiteman, Others

(Continued from Page 1)

aem, producer, and writers Lou Quinn and Aaron Rubin. Likewise Philco has dropped options for the 6:00 to 6:30 p.m. period on Sundays on the ABC network.

While Philco's radio retrenchment policy will mean the passing of the "Hall of Fame" show and summer replacements heard the past three years, Hutchins Agency will continue to function in New York under the direction of Pierson Mapes. The agency will handle Philco's participation in the Don McNeill Breakfast Club show on ABC and will produce some special package shows. In addition Jane Kalmus, agency publicist, will launch a special Philco product publicity campaign.

Promotion-Director Meet Now In Progress At NBC

(Continued from Page 1)

and promotion department. Hammond also delivered an address on "The New Managed and Owned Promotion Plan."

Other speakers and topics included: James McConnell and Willan Roux, of NBC Spot Sales, "How Stations Can Help Spot Sales"; James Nelson and Marion Stephenson, on promotion budgets; Charles Philips, promotion manager of WEAJ, on "The New WEAJ"; Cecil Carmichael, discussion of awards and policies and procedure in entering competitions.

FRANK MARX, general engineering manager of the American network, is expected back in New York today from Washington, D. C., where he attended the FCC television hearings.

"JESS" BARNES, vice-president of the Mutual network in charge of sales, has returned from a two-weeks trip to the middlewest.

RALPH MINTON, advertising and promotion director of WIP, Philadelphia, in New York Tuesday on station business.

SHIRLEY WOLFF, cafe-society reporter on WJZ, is back from Washington, D. C., where she was guest of Dr. Victor Andrade, Bolivian Ambassador to the U. S., at a luncheon held in the Bolivian Embassy.

ROBERT W. BOOTH, vice-president and general manager of WTAG, Worcester, Mass., is back at the station following a short trip to New York.

STURGIS HEDRICK, erstwhile sports figure at WBEN, Buffalo, N. Y., has arrived in Houston, Tex., to take over his duties as sports director for WXYZ.

LOU MANDEL, personal manager of Danny Kaye, Betty Garrett, Jerry Lester and others, has left for Hollywood on business.

BUDDY LESTER and the members of his band have arrived in Baltimore for an engagement at the Chanticleer.

MARCUS BARTLETT, of WSB, Atlanta, who was in New York for the NBC affiliates meeting, has returned to his Georgia headquarters.

ROGAN JONES is here for confabs at ABC. He's the president of KPQ, Wenatchee, Wash.

"Sad Sack" For Old Gold As Sinatra Replacement

"Sad Sack" series, based on George Baker's cartoon character, has been signed by Lennen and Mitchell to replace Old Gold's "Frank Sinatra Show," it has been announced by Mann Holiner, vice-president in charge of radio for the agency. First airing will be heard Wednesday, June 12 at 9:00 p.m. over CBS with Herb Vigran, bit player, in the leading role.

Met. Opera Renewed

Broadcast of the Metropolitan Opera Company over the ABC network on Saturdays from 2 to 5 p.m., will again be sponsored by the Texaco Company, RADIO DAILY learned yesterday.

Studebaker Corp. Takes High Rating. "Views of the News", presented with local commentator by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p. m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4. WTAG WORCESTER



Used to be good

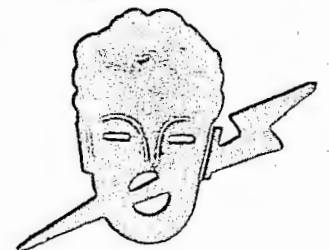
That was a sweet ship . . . just two years ago. It did a terrific bombing job for the British. But the parade has passed it. The pace today is much swifter.

As in planes . . . so it is in radio time buying. You've got to stay ahead of the game . . . to win. What used to be the accepted way to buy time (good old power and affiliation) isn't the yardstick for the smart buyer today.

He looks for cost per listener!

Down here in Baltimore, W-I-T-H, the successful independent, gets the nod from the people who know. For in this big five-station town . . . it's W-I-T-H that delivers more listeners-per-dollar spent than any other station.

Is W-I-T-H on that list you're making up? It belongs there on facts alone.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Each Station For Itself, Is New Petrillo Threat

(Continued from Page 1)

Musicians, told delegates to the Federation's 49th annual convention here yesterday. The policy which Petrillo threatened to put into effect if the Lea Act is declared constitutional, would be to put radio on a station-to-station basis, keeping network stations on the air but forbidding re-laying.

"We're not going to let little stations everywhere fire their musicians, then get their programs from union musicians in New York, Chicago and Los Angeles," said Petrillo. He added that making of recordings would also stop if the unions are not allowed to collect royalties when transcribed music is played on air. "We don't want to make recordings," he said, "not for \$100 a minute would we want to make them."

Regarding pending labor legislation in Congress he declared "the more labor laws they pass, the more labor trouble they're going to have. The unions are doing a swell job and if left alone will do a better job."

Joseph A. Padway, general counsel of the AF of L, predicted here in a talk to the musicians that President Truman would veto the Case bill in keeping with his promise to do "nothing that would harm labor."

Both Padway and Petrillo criticized Representative Dondero of Michigan for suggesting new Congressional legislation against Petrillo.

Petrillo, advised this afternoon that the FBI had launched an inquiry into the strike of three record librarians at WAAF, Chicago, said he had assigned Padway, Henry Friedman, New York, and David Katz, Chicago, to prepare his defense should he be arrested for violating the Lea Act.

Washington Bureau RADIO DAILY

Washington — Mark Woods, president of the American network, yesterday told RADIO DAILY he is "not worried" about threats of James C. Petrillo, AFM chief, to pull a strike on the networks. Woods said the problem, "won't even come up" until the beginning of next year "because I've never known Petrillo to break a contract." ABC's contract with Petrillo's union expires in January, 1947.

Disclaiming any "worry" over Petrillo's threats, Woods said the situation will "work itself out."

Woods was in Washington testifying in favor of AEC's application for a new television station in New York.

The Washington Post in an editorial yesterday termed Petrillo a "symbol of a major ill which needs to be healed."

BBC Tele Is Ready To Resume Service

(Continued from Page 1)

be a variety show, a dance orchestra, illustrated talks and solo appearances by guest artists. During the afternoon the outside television unit will go into action for the first time since the war with a preview of the Mall. "Picture Page," the weekly television magazine which had such a large following before the war, returns on Thursday afternoons and evenings.

Apart from the "Victory Parade" coverage scheduled for Saturday the mobile units will visit Wimbledon tennis for the Wightman Cup and to Lord's for the Test Match. While at Wimbledon, the television units will be giving an additional transmission between 5 and 6 p.m.

The general aim of the program builders is "something for everybody" including special programs for children. Special children's shows are being planned for Saturday and Sunday afternoons. Outdoor pickups will be transmitted direct from the Zoo.

Oppose Newsreel Use

Strong opposition to the request by the BBC for permission to use newsreels on television program developed at yesterday's joint meeting of distributors, exhibitors and producers, called to discuss the proposal. No decision was reached, the meeting adjourning for talks with the BBC.

Max Milder, managing director of ABC, and president of Warner Bros. International Corp., speaking for the major British circuit, assailed the BBC plan, declaring it would be inimical to the film industry's best interests.

Exhibitor opposition generally was voiced, the theater operators contending that if newsreels are televised, they will be "killed" for all subsequent runs after the first run.

J. Arthur Rank, with a foot in both theater and television camps, was cautious in his attitude at yesterday's conference.

Baird Television, controlled by Rank's Cinema-Television, Ltd., is holding a demonstration of its large screen tele tomorrow.

Dayton Station Covers Army Air Corps Tests

(Continued from Page 1)

began Monday and closed yesterday. They sent Sig Roush, head announcer and Jack Hodgkinson, engineer on a special all-weather flight in a plane controlled entirely by push buttons. Roush described the actual flight of the plane from the pilot's compartment. This was the first broadcast ever made from a ship where the pilot did not touch the controls but flew the plane by push button system. WHIO also broadcast descriptions of an injection seat demonstration which showed how a pilot could be thrown from a plane with plenty of clearance from the tail assembly.

The station also broadcast the rocket test on a bomber for a short field takeoff. A simulated battle between a B-29 and P-47 was aired followed by an aerial fight with a P-47 versus a P-80, the Army's jet propelled plane.

Mrs. Van Doren Leaves OIC

Mrs. Dorothy Van Doren has resigned as chief of the radio news section of the OIC, it was announced yesterday. She has been with OWI and late the State Department for more than four years, and plans to return to writing following a pro-longer vacation with her husband, Prof. Carl Van Doren. Before her entrance into Government work, Mrs. Van Doren served many years as an editor of The Nation.

Stations, Webs Cover Hotel Fire In Chicago

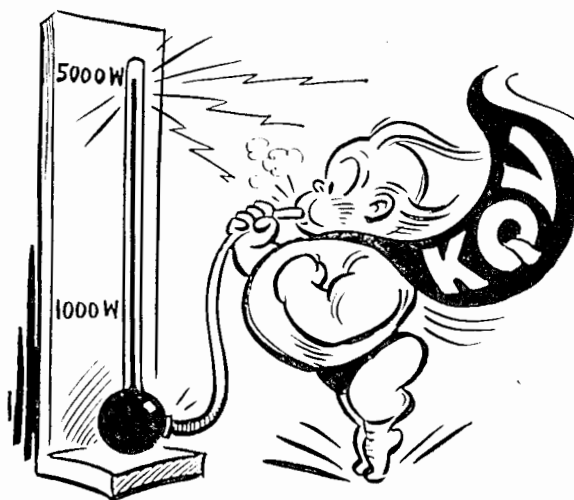
(Continued from Page 1)

went on the air at 5:30 a.m. with his own impressions of the tragedy, he having visited the scene an hour before. At 6 a.m., WMAQ did a 15-minute re-broadcast of the wire-recordings made earlier, followed by bulletins and later news at 6:15, 6:45 and 7 a.m. Utley again devoted most of his 7:55 and 8:45 broadcasts to the fire. At 12:45 p.m., WMAQ featured fire news and interviews on its regular wire-recorded program, "News on the Spot."

WBBM was on the air at 5 a.m., with a wire-recorded show which had been assembled earlier by its mobile unit, featuring two minutes of interviews. At 1:45 p.m., the station did a second re-broadcast of the wire-recordings, supplemented by later news, and at 5:30 p.m., aired an exclusive wire-recorded interview with Miss Anita Blair, blind girl, who was led to safety down a fire escape from her fifth floor room by her seeing-eye dog.

WENR also made wire-recordings which it fed to the ABC network at 8:45 and 11:30 a.m., and also used on the network's "Headline Edition," heard locally at 6:15 p.m., over WCFL.

CBS's 8 a.m. news stanza included a description by Jim Hurlburt, and ABC broadcast a 15-minute report by Wayne Griffin at 12:30 p.m., EDT.



MORE POWER TO US!

We'll soon be taking a much bigger (5000 W) bite out of the Pittsburgh district air waves. Add this new extended coverage to KQV's aggressive promotion and climbing listener ratings and you have the Pittsburgh buy market-wise advertisers are looking for!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

An All-Time Favorite

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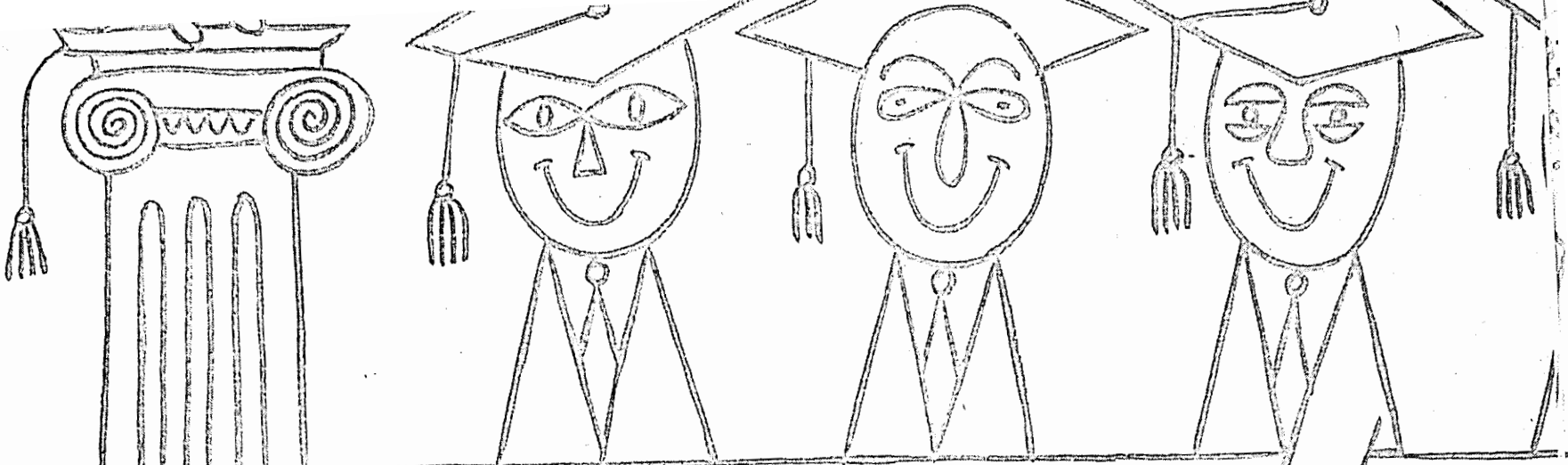
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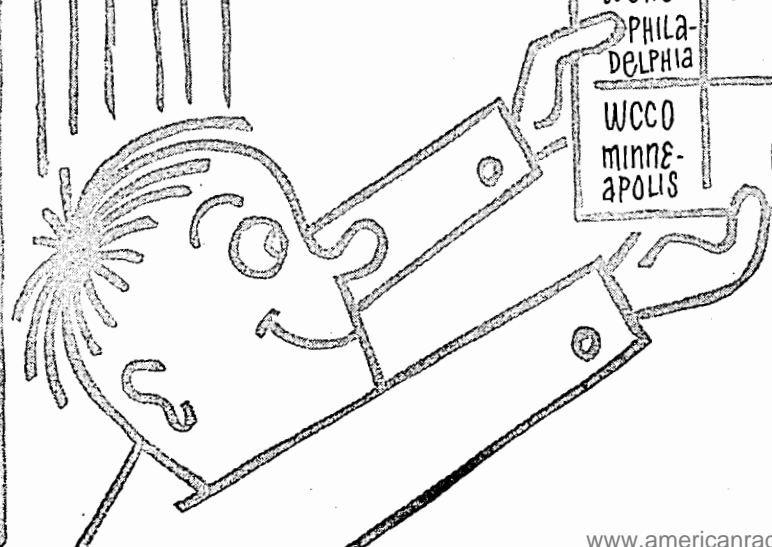
REFERENCE RECORDINGS
IN CHICAGO

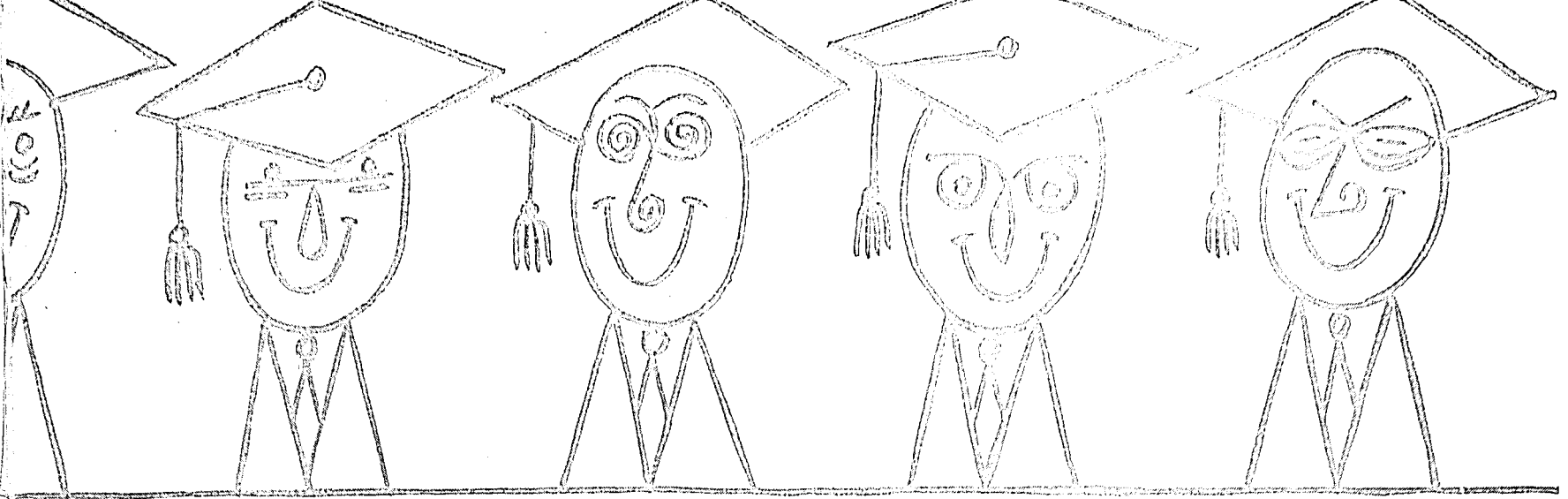
L.S. TOOGOOD RECORDING CO.
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The best Report Card at

OHIO STATE UNIVERSITY		
CBS	National agricultural program COLUMBIA'S COUNTRY JOURNAL	A
CBS	National cultural program INVITATION TO MUSIC	A
CBS	Special one-time program ON A NOTE OF TRIUMPH	A
KMBC Kansas CITY	School broadcasts for primary & intermediate grades THE MAGIC BOOK	A
KSL SALT LAKE CITY	Regional agricultural program THIS BUSINESS OF FARMING	A
WBNS COLUMBUS	Presenting public issues (regional) COLUMBUS TOWN MEETING	A
WCAU PHILA- DELPHIA	Children's out-of-school listening (regional) CAREER FORUM	A
WCCO MINNE- APOLIS	News interpretation (regional) NORTHWEST NEWS PARADE	A





Ohio State...eight A's

When Ohio State University's 16th Institute for Education by Radio handed out report cards the other day, CBS and its affiliated stations got the best one of the lot. Into it a distinguished jury crammed eight first awards—*more than for any other network.*

That's the card across the way. On the back the judges jotted down a few amplifying notes. Here are three of them:

"COLUMBIA'S COUNTRY JOURNAL—covers with distinction and clarity new processes and methods whereby the work of the farmer may be simplified and improved. This is an excellent example of good public service."

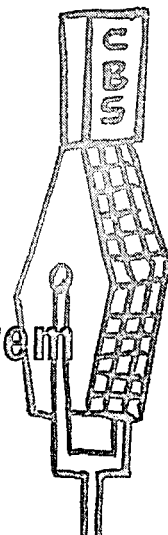
"INVITATION TO MUSIC—worthy but seldom heard works in the field of musical literature for that portion of the radio audience appreciative of more than the conventional musical fare."

"ON A NOTE OF TRIUMPH—combines the speech of the common man with the power of the poet...The network is further to be commended for the devotion to public service inherent in the foresight and planning which made possible a program worthy of the event it signalized."

On the back of the card, too, were six honorable mentions—also more than for any other network. They went to Columbia for *Transatlantic Call*, *Story of America*, and *March of Science*; to KLZ (CBS affiliate in Denver) for *Welcome Home*; to KMOX (CBS station in St. Louis) for *The Land We Live In*; and to KOIN (CBS affiliate in Portland, Ore.) for *Speaking of Music.*

Mindful that leadership is no accident, once again we offer our heartiest congratulations to our member stations. To the IER go our thanks for its recognition and its valued contributions to the ideals of education by radio.

The Columbia Broadcasting System





Music styled of sunlight and star-dust . . . torrid rhythms and smooth melodies in the manner of America's greatest trio . . . THE THREE SUNS.

* * * *

Songs woven of starlight and dreams by the feminine voices of the nation's top song stylists. Network announcer Glenn Riggs as host. Add the perfect blending agent . . . NBC Production . . . and the result is a new NBC Recorded show with an irresistible musical appeal.

THE THREE SUNS AND A STARLET

Wherever they're heard, THE THREE SUNS mean entertainment... whether it's over the NBC coast-to-coast network three times a week . . . on countless records . . . in the Piccadilly Hotel's Circus Lounge . . . or as guest artists on the Fitch "Bandwagon" and the Chesterfield "Supper Club."

* * * *

Now, the musical magic of THE THREE SUNS is enhanced by the glamorous voices of such song stylists as Nan Wynn, Dorothy Claire, Kay Armen, Irene Daye. Every cycle of 13 programs a new "starlet" is introduced . . . giving the program a freshness and vitality that is found only in the most expensive network programs. Yet the show always retains its identification through the unforgettable melodies of THE THREE SUNS.

* * * *

The important thing about it all is that THE THREE SUNS AND A STARLET is now available as YOUR OWN SHOW in YOUR OWN TOWN. Especially designed for local and regional sponsorship, this new program is priced on a distributed cost basis through the financial magic of NBC Syndication. Ask your nearest NBC Radio-Recording representative for rates and literature.

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



Michigan Ave. Memorandum—

● ● ● Jack Benny does a turn as guest quizmaster on the Quiz Kids Sunday night from the Civic Theater. . . . Tenor Jack Owens opens an engagement at the Chicago Theater tomorrow (Friday). . . . Hildegard goes

Chicago

into the Chicago June 21, doing two of her Wednesday night NBC airings from local studios. . . . Curley Bradley, radio's "Tom Mix," who has pulled thousands of letters with his premium offers for moppets, entertained the Premium Men's Association in convention recently at the Palmer House. . . . Connee Boswell, whose new Decca recording of "Who Told You That Lie?" and "I'm Gonna Make Believe," was released this week, is the current Oriental Theater stage attraction. . . . Spike Jones and his City Slickers have been booked into the Oriental beginning June 20. . . . J. J. Brooks, curriculum director of the New School of Evanston Township High School, has informed Studs Terkel, conductor of WENR's Sunday night "Wax Museum," that his program has exerted a definite and highly pleasing influence on the music appreciation of students. Transcriptions of the show were requested for classroom use. . . . Bill McMillan, Chicago singer who used the \$500 Victory Bond he won in an all-star competition of WGN's "Stars of Tomorrow" to finance a trip to Hollywood, has crashed the big time there, appearing on a recent CBS "You're in the Act" program. . . . Jules Herbeveaux, NBCentral Division program manager, is a grandpappy. Jules' daughter, Mrs. Albert Cobb, gave birth to an eight pound, fifteen ounce daughter at Evanston, Ill. Hospital.

★ ★ ★

● ● ● A pat on the back for Chicago radio came from G. W. "Johnny" Johnstone, director of radio of the National Assn. of Manufacturers, following the recent premiere broadcast of ABC's Chi-originated "Esquire Sports Review." In a wire to E. R. Borroff, veepee in charge of the net's Central Division, Johnstone said: "Radio broadcasting executives of Chicago should listen to and point with pride to last night's ABC Esquire program (assuming recording is available). Such excellent format, casting and production should once and for all belie all statements to the contrary that Chicago can't produce as good radio programs as New York and/or Hollywood. Them's my sentiments." . . . And nice sentiments they are, too, Johnny. . . . Hal Block, Chicago's gift to gag writing, is reported to have cleaned up 250 G's on the stock market—which would be the biggest payoff Hal ever came through with. . . . Dr. Preston Bradley, Chicago minister and radio commentator, leaves shortly for Europe at the request of the Polish government and the AMG in Germany, to help the Hoover food emergency staff to combat European famine conditions.

★ ★ ★

● ● ● Vivian Martin, new WBBM vocalovey, is making her air debut this week. Vivian comes to the WBBM staff from a headline spot at the Chez Paree, Chi nitery. . . . A. W. "Sen" Kaney, station relations manager for the NBC Central Division, has a two-week trip to South America awaiting him whenever he can arrange to take it. It's the prize in a contest conducted by the Merchandise Mart. . . . Seven-eleven means a new daughter for the Maurice Copelands (he's the NBChicago actor). The youngster, named Claudia, arrived at Evanston, Ill., Hospital at 7:11 a.m., weighing seven pounds and eleven ounces.

★ ★ ★

● ● ● In an effort to find someone who can punch his way out of a paper bag, the producers of Columbia's "County Fair" program originated the bag-punching stunt from the stage of the Oriental Theater last Saturday. Billy Conn was wired an invitation to try punching his way out of the bag. Conn wired back that he was "too busy getting ready to take on another bag. After I am world champion, I will take on your bag."

LOS ANGELES

By RALPH WILK

"QUEEN FOR A DAY," Mutual show, will be away from "home base" in Hollywood this first week in June. On June 3 and 4, the airshow on which Jack Bailey crowns winning participants as ruler for twenty-four hours emanated from Seattle, and on June 5, 6, and 7, it will originate in Portland as part of the celebration of that city's Rose Festival.

The Hoosier Hot Shots, who have been on the NBC National Barn Dance for the past 13 years, are leaving the show today, and moving to California to fulfill a two-year 4 pictures-a-year deal just closed with Columbia Pictures. In all the 13 years, the four Hoosier Hot Shots have never missed a single show. They will be picked up from here from time to time on the National Barn Dance program.

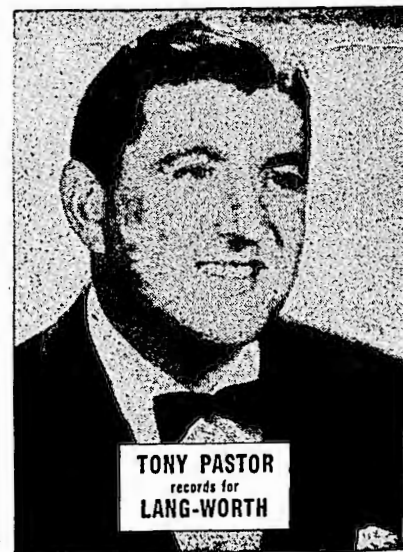
Jack Heintz, ex-Naval lieutenant and former manager of WCBS in Springfield, Ill., joined the sales department of the Don Lee network as account executive on June 3.

Frank Bull went to Indianapolis to cover the speedway classic for the Los Angeles Times.

Walter Tetley has collected more than 4,000 servicemen's autographs, including some headline names, in the guest book at his Encino Ranch, here "LeRoy" of "The Great Gildersleeve" program regularly entertains boys from Birmingham General Hospital.

Elected to the board of the Southern California Broadcasters' Association in its annual election last week was Pat Campbell, director of station relations for the Don Lee Broadcasting System.

Leaving for Mexico City this first week in June is KHJ's "Mild and Mellow" emcee, Gene Norman. Norman plans to spend the major part of his vacation in Acapulco. Marvin Best subs on the program during his absence.



TONY PASTOR
records for
LANG-WORTH

COAST-TO-COAST

— MASSACHUSETTS —

SPRINGFIELD—WSPR marked its 10th anniversary June 3 with a special broadcast which included messages of congratulations from Keith Kiggins, ABC vice-president. Seven "charter members" of the station still are on its staff. They are President Quincy A. Brackett, Vice-President Milton W. Stoughton, Treasurer Lewis B. Breed, Program Director Wayne H. Latham, Chief Engineer Lawrence A. Reilly, Promotion Manager Howard S. Keefe, and Sales Manager William H. Burleigh.

— NEBRASKA —

OMAHA—Harvey Twyman will take over duties this week as program director of The World Herald's new FM radio station. He formerly was with KOIL here, during the war was a Coast Guard correspondent and came here from New York where he was radio director for an advertising agency. The transmitter arrived here last week by truck from Newark, N. J. ... Gordon Gray, KOIL manager, served on an advertising experts committee to pick the winning slogan for Omaha's new city improvement plan.

— OHIO —

DAYTON—Full coverage of three-day national press tour of the Air Material Command of U. S. Army Air Corps was given its listeners by WING, ABC outlet of this city. Following was WING's schedule of broadcast: Monday, description of Helicopter and "Shooting Star" speed records; Tuesday, demonstration of automatic seat ejection from a plane in flight, new jet take-off for motor-powered planes, talk by Vannevar Busch, head of atomic research at Moraine Country Club; Wednesday, first standard broadcast from automatic push-button control airplane in flight. During the flight Rane Dailey, WING production man, interviewed Col. Kelsey, inventor; Wednesday, Dailey gave description of all new planes developed here during mass flight.

Daly Opens Own Office

George Daly, former member of the publicity firm of Coll, Daly and Freedman, has opened his own public relations office at 501 Madison Avenue. His new firm will continue to handle the public relations program for Lennen & Mitchell and the Old Gold radio programs, as well as several industrial accounts.

Before going into publicity and receiving first rating in a trade magazine radio publicity poll, Daly was on the staff of the N. Y. Herald Tribune, a White House correspondent in Washington and also covered the activities of Governor Dewey in Albany.

Applications Heavy At FCC; Two CPs For AM Granted

(Continued from Page 1)

be operated on 1210 kc., 1 kw., daytime; Somerset Broadcasting Co., Somerset, Ky., to be operated on 1240 kc., 250 watts, unlimited.

Also Carroll Broadcasting Co., Carrollton, Ga., to be operated on 1600 kc., 250 watts, daytime; Kola Broadcasting Co., Opelousas, La., to be operated on 1230 kc., 250 watts, unlimited; Des Moines Broadcasting Corp., Des Moines, Iowa, to be operated on 1240 kc., 100 watts, unlimited; Caldwell Broadcasting Co., Caldwell, Idaho, to be operated on 1490 kc., 250 watts, unlimited; Beal and Hauser Broadcasting Co., Fontana, Calif., to be operated on 1310 kc., 250 watts, unlimited.

Also Amsterdam Broadcasters, Inc., Amsterdam, N. Y., to be operated on 1430 kc., 250 watts, unlimited; The Mount Vernon Broadcasting Co., Mt. Vernon, Ohio, to be operated on 1340 kc., 250 watts, unlimited; Variety Broadcasting Co., Inc., Dallas, Tex., to be operated on 1040 kc., 1 kw., daytime; Wilkes Broadcasting Co., N. Wilkesboro, N. C., to be operated on 810 kc., 1 kw., daytime; Peter B. Thornell, Florence, S. C., to be operated on 1230 kc., 250 watts, unlimited, and Bellingham Broadcasters, Bellingham, Wash., to be operated on 1170 kc., 1 kw., unlimited.

CP's To Michigan And Florida

Commission CP's for new standard stations have been granted two applicants the FCC has announced. In addition, the Commission reported nearly a score of applications for standard and FM facilities and transfers in addition to those listed.

Grants were made to Midwestern Broadcasting Co., Alpena, Mich., to operate on 1450 kc., 250 watts, unlimited, and Hollywood Broadcasting Co., Hollywood, Fla., to operate on 940 kc., one kw., daytime.

Applications for new standard stations were made by James R. Doss, Jr., Decatur, Ala., to be operated on 1050 kc., 250 watts, daytime; J. E. Mas-

sey and L. C. McCall, doing business as Palatka Broadcasting Co., Palatka, Fla., to be operated on 800 kc., 250 watts, unlimited; Enterprise Publishing Co., Douglas, Ga., to be operated on 1490 kc., 250 watts, unlimited; A. J. Fletcher, Charlotte, N. C., to be operated on 1240 kc., 250 watts, unlimited; Baird Bishop and Ed Bishop, doing business as Dalrad Associates, Dalhart, Tex., to be operated on 1410 kc., 250 watts, unlimited; Intermountain Broadcasting Co., Alamogordo, N. M., to be operated on 1230 kc., 250 watts, unlimited.

Also Veterans Broadcasting Service, Baltimore, Md., to be operated on 1400 kc., 250 watts, unlimited; Midland Broadcasting Co., Midland, Mich., to be operated on 1490 kc., 250 watts, unlimited; Democrat Printing Co., Durant, Okla., to be operated on 750 kc., 250 watts, daytime; Tarboro Broadcasting Co., Tarboro, N. C., to be operated on 750 kc., one kw., daytime; The Macomb Broadcasting Co., Macomb, Ill., to be operated on 1520 kc., 250 watts, daytime; Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn., to be operated on 900 kc., one kw., daytime.

Application for new FM station was made by KROW, Inc., Oakland, Calif.

AGENCIES

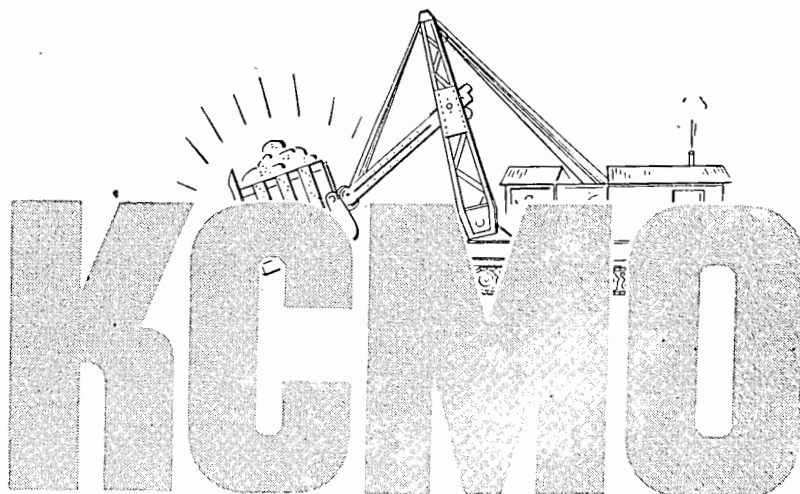
RIDINGS & FERRIS, INC., a Chicago publicity and public relations firm and a member of a network that includes similar offices in New York and Hollywood, has been formed by Paul O. Ridings, who will be president of the new company. Offices are located at 11 East Walton Place, Chicago 11, Ill. Ridings & Ferris, Inc., will continue the business established and directed by Ridings under the name of New Associates as a publicity and public relations division of the Bob White Organization, food industry consultants, Chicago. Ridings bought this business from White as of April 1. EARLE FERRIS, who will be vice-president of the new company, heads the Earle Ferris Company in New York City and is a partner in Earle Ferris Associates in Hollywood, the companies with which Ridings & Ferris, Inc., will be affiliated.

JEROME F. SEEHOF has joined the executive staff of the New York office of Dancer-Fitzgerald-Sample. Seehof had been a member of the executive staff of LaRoche & Ellis until June 1.

STAN SCHENDEL, creative director of J. M. Hickerson, Inc., has joined the copy staff of Federal Advertising Agency.



KCMO is up to something!



KANSAS CITY, MISSOURI
Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE... JOHN E. PEARSON CO.

Send Birthday Greetings To

June 6

- Dick Barrie
- Zac Freedman
- Jimmie Lunceford
- R. Earlon Rae
- William Rogow
- Lorraine Scott
- Charles Vanda
- Peter Donald
- Julius P. Witmark, Jr.

WANTED TO BUY

PORTABLE WIRE RECORDER —
PLAYBACK 110 VOLT A.C. MODEL.
BOX 187, RADIO DAILY
1501 Broadway, New York 18, N. Y.

LEN STERLING

LA 4-1200

RCA And Gov't Sign 1st Surplus-Sales Pact

(Continued from Page 1)

secret by the Army and Navy, and material for which there is no demand in this country. Under the terms of the contract, the agent will inspect, test, and, when necessary, re-work the material prior to sale. Sales will be made for cash, and title will pass to the foreign purchaser before the material is exported, according to contract terms.

RCA International Division has nine foreign subsidiaries as part of a worldwide distribution system, through which it will export the material to foreign countries.

The contract was signed for WAA by Frank R. Creedon, deputy administrator for general surplus disposal, and for RCA International Division by Edwin N. Clark, managing director.

WNOC Making Ready

WNOC, new station at Norwich, Conn., expects to go on the air between August 10 and 15th. Owners are H. Ross Perkins and J. Eric Williams and at present are engaged in staffing the station.



close hauled

to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness that come only from long experience.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

Awards Problem In Industry Will Give Rise To New Plan

(Continued from Page 1)

casters have long felt that the matter of receiving an award and properly making entries is virtually a job for a department in itself to preclude losing out by default because of no entry or no before-hand knowledge of an award to be given.

Matter of awards for meritorious service in the radio art was taken up last fall by the NAB board which at the time stated that careful investigation should be made by a special committee of board members to be appointed by the president. This group was to determine the degree of interest in, and the methods of handling a system of awards. The committee was to make known findings around the first of the year. Meanwhile a group of network and stations had agreed to underwrite a study and proposals as a result, to be made by Lee & Losch of Los Angeles. This firm had set up the Motion Picture Academy plan of awards and came up with a plan for an organization to administer awards for radio.

Understood that the plan was found too costly and complicated to operate and as a matter of fact was considered by the underwriters as merely adding another award to the long list already existing.

From the broadcasters' viewpoint, the overhead was too high to carry as a steady diet. To all intents and purposes, it now appears that the Lee & Losch proposals are dead insofar as the NAB is concerned.

Kirby Has Plan

Since then the NAB has had under consideration other plans, although the official one now awaiting definite format and a green light is one credited to Ed Kirby, who proposed a coordinating move, but this hinges on getting the various groups together in the industry, so that all branches will be represented, not only potential recipients but donors as well. Kirby submitted his plan as an independent public relations counsel. The NAB it is understood is ready to take up the Kirby plan as soon as he obtains agreements from all concerned. In the meantime, the awards seem to grow daily.

50 Awards Past Year

This bandwagon recently has been boarded by so many newcomers, that the entire structure is heavily overloaded and in danger of collapse. A spot check reveals at least 50 awards currently "in business," of which about ten were instituted within the past year.

Chief danger of too many awards lies in the fact that each new one decreases the value and importance of the others. In addition, most of the awards overlap, resulting in public confusion and eventually skepticism, despite the obvious integrity of the donating organization.

Awards should be given in recognition of outstanding achievement and as incentives for improvement, but this is not true in all cases. Many

awards are offered merely for the publicity gained via air time for actual presentation, or mention on winning programs. Many organizations, including publications of various types, have cashed in on this angle, and have received thousands of dollars worth of network time.

Little Connection With Radio

Most of these organizations are not connected with radio, nor can they be associated with the industry by any reasonable stretch of the imagination. Nevertheless, recipients of these awards, station and network alike, continue to allot air time for their presentation, and distribute reams of tie-in publicity material.

There appear to be two alternatives to the situation: (1) more discretion on the part of the networks and others offered awards, including investigation of the motives of the donating organization to determine the true value and integrity of the award, and (2) a centralized award, perhaps administered by the NAB, which would compare in stature with the "Oscar" of the motion picture industry.

Newcomers To Field

Among the more recently instituted awards are those offered by: Gagwriters Protective Association, Baby Talk Magazine, American Schools and Colleges Association, American Public Relations Association, Magazine Digest, Barbizon Studio of Fashion Modeling, National Council of Teachers of English, Orna-to Theater School, Teachers Digest, Two to Six Magazine, This Month Magazine.

Others include: George Foster Peabody, RADIO DAILY, E. I. duPont, Variety, Ohio State University, Billboard, CCNY, Women's Press Club, National Conference of Christians and Jews, Hillman Publications, Look Magazine, Radio Life, Interracial Film and Radio Guild, Jewish Theological Seminary, Fame, National Headliners Club, National Civic Foundation, Sporting News, Advertising & Selling, Chicago Federation of Advertising Clubs, National Association for American Composers and Conductors, Phi Beta, Overseas Press Club, Sigma Delta Chi, General Federation of Women's Clubs, National Federation of Radio Press Women, Saturday Review of Literature, School Broadcast Conference, Youthbuilders, Inc., CIT Safety Foundation, National Safety Council, Radio Council of Greater Cleveland, Women's National Radio Committee.

WNYC Aids Famine Drive With 5-Min. Drama Spots

Five-minute dramatic spots on behalf of the Emergency Famine Committee will be aired by WNYC during intermission of the Carnegie Hall concerts beginning tonight. Spots are written by Dave Deiner and produced by Nat Rudich.

Morgenthau Off Radio For Summer Months

(Continued from Page 1)

gone off the air for a summer respite. He will return early in the fall. During the time he was on the air, Mr. Morgenthau had the counsel of his one-time Treasury radio consultant, former Chief of Treasury Radio, now supervisor of daytime radio for Young & Rubicam, Inc., in New York, David Levy.

Decca Dividend

Directors of Decca Records, Inc., yesterday, declared a quarterly dividend of 30 cents per share on the capital stock of the company.

ABC Outing, June 18

Employees of the American Broadcasting Company will hold an all-day picnic party at the Crescent Club, Huntington, Long Island, on June 18.

EKINS RETURNS TO WSYR FROM GLOBAL FLIGHT

Famed Newscaster, Back In Syracuse, Resumes Daily Broadcast Schedule

Syracuse, N. Y. — Just back from his dramatic globe-circling flight, H. R. Ekins has resumed his regular twice-daily newscasts over WSYR at 1:00-1:15 and 6:05-6:15 P.M., Mondays through Saturdays.

Ekins' 6-week trip by commercial airlines, the first undertaken by any civilian since the war, took him to more than 30 major news centers throughout Europe, Asia, the Near and Far East, and the Pacific. In China, he traveled extensively to prepare a special report on that country commissioned by United China Relief.

A veteran U.P. foreign correspondent before coming to WSYR, Ekins' trip around the world will provide further authentic background material for his newscasts.

**EKINS BROADCASTS
EXCLUSIVELY FOR CENTRAL
NEW YORK'S
LEADING STATION . . .**

WSYR

SYRACUSE, N. Y.

H. C. Wilder, President



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 49

NEW YORK, N. Y., FRIDAY, JUNE 7, 1946

TEN CENTS

Renew 18 More Licenses

Sales Mgr. Committee Of NAB Opens Confab

Washington Bureau RADIO DAILY
 Washington—NAB sales managers executive committee convened here Wednesday.

The committee reviewed the work done by the sub-committee on standardization of rate card format, with Arthur Hull Hayes as chairman, and expressed complete satisfaction with results of the work thus far, noting particularly the large number of stations that already have adopted recommendations of the sub-committee's report. The sub-committee was instructed to continue working with

(Continued on Page 6)

First G.E.-FM Transmitter Delivered to WGN, Chi.

The first post-war FM transmitter to come off the General Electric production line has been delivered to WGN, Chicago, and placed in operation on WGNB, WGN's FM sister station.

G. William Lang, chief engineer of both stations, said the 250-watt unit is the first of three G. E. transmitters ordered for WGNB. When all three

(Continued on Page 2)

WOR Charts Tugboat For Brooklyn Cruise

A pilgrimage to Brooklyn in connection with the Borough's 300th anniversary celebration will be conducted by WOR June 11 via the good ship Thomas E. Moran. A special broadcast will be aired at 1:30 p.m., with Manhattan's Borough President Hugo Rogers paying his respect to John J.

(Continued on Page 2)

Shortwave Punching

"County Fair," CBS show sponsored by the Borden Company, will take its paper punching bag to sea Saturday and sailors aboard the aircraft carrier, "Midway," several hundred miles out in the Atlantic, will compete. Stunt is being short-waved from ship to shore with CBS picking it up and rebroadcasting on regular wavelength. "Midway's" hardest puncher will be put in the paper bag. If he punches his way out he may earn \$1,100.

Para.-Video Probe To Start June 20th

With top company executives expected to be called, the FCC's "all exclusive" Paramount probe has been set for June 20, it was learned yesterday. The giant film organization faces possible denial of its pending television applications, as well as cancellation of existing licenses. The probe will include close quizzing of Paramount's Scophony connections—

(Continued on Page 3)

New-Model Ceiling Price May Be 'In-Lined' With Old

Washington Bureau RADIO DAILY
 Washington—Radio set manufacturers introducing new models may now calculate ceiling prices of these new models by in-lining them with sets they are already producing, the OPA announced yesterday. In fact,

(Continued on Page 2)

Commission Grants Bring Total To 147 Of 300 Outlets On Temporary Basis; Comm. Durr Votes Ten Hearings

Petrillo Is Re-Elected; AFM Endorses Actions

Washington Bureau RADIO DAILY
 Washington—In another of its busiest days, the FCC yesterday granted 18 more license renewals, although Commissioner Clifford Durr voted to hold hearings in more than half of the cases.

The list is the third issued by the Commission since issuance of the "Blue Book" and brings the total to 147 out of the approximately 300 put on a temporary basis.

Durr voted for hearings on 10 of

(Continued on Page 5)

Capitol Records Expanding Into Transcription Field

Capitol Record Co. of Los Angeles, is planning to branch out into the electrical transcription and ET library field on a large scale, with a view toward leasing or renting its product in specialized distribution. Company

(Continued on Page 4)

Bobby Brown, Vet Producer Dead; Funeral Saturday

Chicago—Funeral services for Bobby Brown, veteran radio producer and former WBBM program director, who died Saturday in Hollywood of

(Continued on Page 4)

All-Hoosier Air Show For Indiana State Fair

Indianapolis—Plans for an All-Hoosier Radio Show as the opening night attraction of the 1946 Indiana State Fair, August 31, were discussed at the quarterly meeting of the Indiana Association of Broadcasters here this week which was attended by twenty-five representatives of 14 stations.

Over 100 radio entertainers are

(Continued on Page 6)

FCC Orders Re-Hearing Of WINS Sale To Crosley

The FCC yesterday ordered the proposed sale of WINS, New York, reopened and set a hearing and oral argument for June 19. Sale of WINS to the Crosley Corp. by Hearst Radio was first turned down by the Commission in a proposed decision.

Mechanical Music Licenses Grows Into \$5,000,000 Biz

Licensing of rights to use copyrighted music for purposes other than performing rights such as controlled by Ascapi and BMI and similar organizations, has grown into the big business classification, with the central clearing bureau headed by Harry Fox as Agent and Trustee, now licensing over \$5,000,000 worth of music annually. This is more than 10 times the license fees obtained 10 years ago for such music uses and a few years

prior to that there was no such business.

Electrical transcriptions, both commercial and the libraries used for sustaining, while originally a highly important monetary part of the licensing activities of Fox's bureau have not advanced in proportion to the fees accrued from other fields, such as motion pictures. Latter bears the major portion of the more than

(Continued on Page 5)

Lifeline Sideline
 WLIB, in preparing its forthcoming wire-recorded program, "Week-end at Coney Island," sent Dick Bell down there yesterday to interview some side-show freaks. While there, a too-ambitious swimmer got a cramp in the surf, whereupon Dick joined Park Dept. employees in finding and rigging a lifeline which saved the swimmer from a watery grave.

Foreign Service
 Two families, who are among the first to leave the States to join Army men in Japan, were interviewed Wednesday over WOR by Paul Killam, of the news and special feature division. During the Martha Deane program, 3 to 3:30 p.m., Mrs. Virginia Webster, Brooklyn, wife of Lt. Col. M. L. Webster, and Mrs. Beatrice Carle, of the Bronx, were heard.



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

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FINANCIAL

(Thurs., June 6)

NEW YORK STOCK EXCHANGE				Net.
	High	Low	Close	Chg.
Am. Tel. & Tel.	199 3/8	199 1/8	199 3/8	+ 1/2
CBS A	39 3/8	38 3/4	38 3/4	+ 1/4
CBS B	38 3/4	38	38 3/4	...
Crosley Corp.	31 1/4	31 1/4	31 1/4	+ 1/2
Farnsworth T. & R.	14 3/8	14 1/2	14 3/8	...
Gen. Electric	48 3/4	48 1/8	48 3/4	+ 1/8
Philco	35	34 3/4	35	+ 1/8
RCA Common	15 5/8	15 1/2	15 5/8	...
Stewart-Warner	25	24 3/4	24 3/4	- 1/4
Westinghouse	35	34 3/8	35	...
Zenith Radio	36 1/4	36	36	...
NEW YORK CURB EXCHANGE				
Nat. Union Radio	10 3/4	10 3/4	10 3/4	+ 1/4
OVER THE COUNTER				
Finch Telecomm.		Bid 13	Asked 14	
WCAO (Baltimore)		37 1/2	...	
WJR (Detroit)		37 1/2	...	

WOR Charters Tugboat For Brooklyn Cruise

(Continued from Page 1)
Cashmore, chief executive of Brooklyn.
Invitations to the junket have been sent out in the form of an ingenious newspaper ad for a "luxury cruise" to "glamorous exotic Brooklyn . . . that bountiful paradise across the bay."
In addition to the official Manhattan party, the valiant flagship of the Moran Tug and Towing Corp., will carry a delegation of WOR-Mutual and show business notables including Beatrice Kay, Mitzi Green, Stan Lomax, Larry Brooks, Jack Dempsey, Barry Gray, Mr. and Mrs. John Wildberg, Eddie Foy, Jr., Dorothy Kilgallen, Jules Munshin, Betty Garrett, Shep Fields and Guy Lombardo.



Coming and Going

WALTER B. HAASE, president and manager of WDRG, Hartford, Conn., and WILLIAM F. MALO, commercial manager and sales promotion director of the station, are in town for conferences at the headquarters of the Columbia network.

ABNER J. GRESHLER, of the artists-representatives office bearing his name, leaves a week from tomorrow for Chicago, where he will arrange the shows which he has been engaged to produce at the convention of the National Assn. of Retail Grocers.

DAVE CARPENTER paid a call yesterday at the offices of CBS. He's the manager of WKNE, Keene, N. H.

EDDIE GRIEF, of Banner & Grief, publicists, leaves tomorrow on a four-week business trip that will take him to Detroit, Chicago, Nashville and Grinnell, Iowa.

VERNE MYDEGGER, musical director for KFBI, arrived early this week for talks with officials of the American network, of which KFBI is the Wichita, Kans., outlet.

M. B. WOLENS, commercial manager and sales director of WCFL, is expected from Chicago momentarily for New York confabs with the national representatives of the station.

DAVE DECKER and FISKE LOCHRIDGE, of the Chicago office of The Katz Agency, national station representatives, and RALPH BATEMAN, manager of the organization's Detroit office, are conferring at the agency's New York headquarters.

JAMES D. CARPENTER, general manager of WKBB, Dubuque, Iowa, an affiliate of ABC, in town this week on a short business trip.

HAPPY FELTON, quizmaster on "Guess Who?" broadcast over WOR-Mutual, and JOE RIPLEY, announcer and producer of the show, leaving for Murray Bay, Canada, where they will stage the program at the June 10-12 meeting of the National Assn. of Chain Store Druggists.

T. B. "BEV" PALMER, manager of technical operations in the western division of the American network, who had been visiting in San Francisco, has returned to his Hollywood offices.

BARRON HOWARD, business manager of WRVA, Columbia network outlet in Richmond, Va., is spending a few days in Gotham.

LOUIS PRIMA and the members of his band are in Detroit for an engagement at the Downtown Theater.

LOUIS READ, commercial manager of WWL, in town this week from New Orleans.

New-Model Ceiling Price May Be 'In-Lined' With Old

(Continued from Page 1)
sets now in production and with established ceiling prices must be used whenever possible for purposes of comparison and price alignment, the OPA said. Comparison may be made with models last sold in 1941 and not now in production only when the manufacturer is introducing a model entirely unlike any which he is now selling.
OPA said that the radio regulation is also being amended to incorporate into said regulation certain price increases which heretofore had been authorized by order. However, the OPA emphasized that the level of ceiling prices at all levels of production and distribution will not be affected by yesterday's action.

First G.E.-FM Transmitter Delivered to WGN, Chi.

(Continued from Page 1)
are installed they will bring WGNB's full-rated power to 20,000 watts.
The transmitter just received replaces the station's shop-built transmitter. The second unit, expected to be in operation in about six weeks, will step up WGNB power to 3,000 watts, with an effective radiated power of 6,000 watts. The third unit, raising the power to 20,000 watts, is expected to be in operation in about ten weeks.

Using Wire Recorders

Three stations of the Mid-South network: WCBI, WELO and WMOX, have been equipped with wire recorders. WMOX, Meridian, Miss., recently used its equipment for interviews with train crews during the rail strike and WCBI, Columbus, Miss., has used the wire recorder for broadcasts from the campus of the Mississippi State College for Women.

New Television Quiz Show Starts on WRGB Monday

ABC launches a new series titled "Fare Enough" on WRGB, Schenectady, Monday, June 10, starring Warren Hull as emcee. Program will be a question-and-answer type, with Hull asking contestants to name places they'd like to visit.

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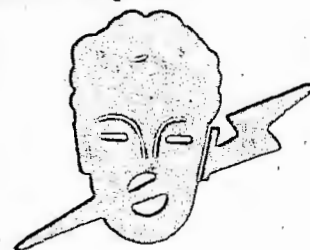


Sandbags

When the Ohio River starts on a rampage, whole villages pile out to fill in the levee to keep the river away from their door. It's panicky stuff . . . and every time, someone asks why can't something be done about it.

There's a lesson for business in that picture. When the water of competition starts to rise above the old high-water mark . . . don't start then to sandbag him. Be ahead of him . . . don't let him get out of hand first.

In Baltimore we've helped a lot of smart advertisers keep ahead of competition. We've helped them reach the greatest number of radio listeners at the lowest cost, for years. Our station is W-I-T-H . . . the successful independent in this big five-station town. Put W-I-T-H to work now . . . and you'll be ahead of the game. Facts prove it.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Para.-Video Probe To Start June 20th

(Continued from Page 1)

no matter what the outcome of the Department of Justice's anti-trust suit.

In addition, but at a separate session, the FCC will also hear testimony of Howard Hughes, film producer, and Thomas Lee, owner of the Don Lee Broadcasting Co., both of whom have television applications in Los Angeles.

This was learned as the Commission indicated a precedent for future television hearings was set in Los Angeles. Under this policy, the top executives of organizations seeking tele licenses will be called in an effort to get programming policies "on the record." Too often in the past, it was said, programming policies of applicants have not been clear because top policy makers have avoided Commission appearances. Lee and Hughes will not testify during the Paramount probe.

Under the Communications Act, the FCC has the power to cancel Paramount's existing licenses and deny future applications, because of the company's connection with a Government anti-trust suit.

Also expected to be decided at the Paramount probe is the question of whether the organization's minority interest in television applications come under the Commission's multiple ownership rules—and if so, how extensive does the minority interest appear to be. Paramount has at least a minority interest in more than a dozen tele applications.

Also on the spot in the probe is the Allen B. DuMont Labs., partially owned by Paramount. DuMont asked that its connection with Paramount be dropped as an issue from the Los Angeles hearing.

Hearing the Paramount case will be Harry Plotkin, assistant counsel of the FCC, who presided at the Los Angeles video hearing.

Plotkin refused to comment on the Paramount case, but other Commission sources told the RADIO DAILY that the probe would be an "all out" affair.

Plan Shortwave Broadcasts Of Atomic Programs by PW

Plans to shortwave radio programs originating with Navy equipment aboard ships en route to the atomic bomb tests in the South Pacific were announced yesterday by Press Wireless, Inc. The P. W. service has asked the FCC permission to relay such programs on an experimental basis to New York radio stations.

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RCA Plans Four Week Course For Tele Engineers

RCA Institutes, Inc., in co-operation with NBC and the RCA-Victor Division, will conduct a four-week course in television theory and operation. Course is designed primarily for engineers and for broadcasting stations. George F. Maedel, Jr., assistant superintendent and chief instructor of the Institute will supervise the special course, which will open this week and continue in session five days weekly until June 28. Course will be more or less a repetition of similar courses instituted in 1944 and 1945.

In previous years engineers of NBC affiliated stations only were enrolled, but representatives of any station in the United States or Canada are now eligible to enroll in the current course. Course will include visits to the RCA Laboratories in Princeton and NBC's outlet WNBT in New York.

Allege Secret Radio Used By Ottawa Soviet Embassy

Montreal—Russia constructed a secret radio at the Ottawa Soviet Embassy to communicate direct with the Intelligence Department at Moscow it was disclosed this week at the trial of Fred Rose, MP, charged with conspiracy to betray Canadian government secrets to Russia. Igor Gouzenko, former cipher clerk in the Embassy, whose disclosures started the spy trials testified that the doorman at the Embassy, Henri Gousser, was actually a highly educated technical engineer brought specially from Moscow to install a secret radio station. This station was not used after 1944, but was held in reserve, instructions being given to use the ordinary means of communications and couriers, "for as long a time as possible."

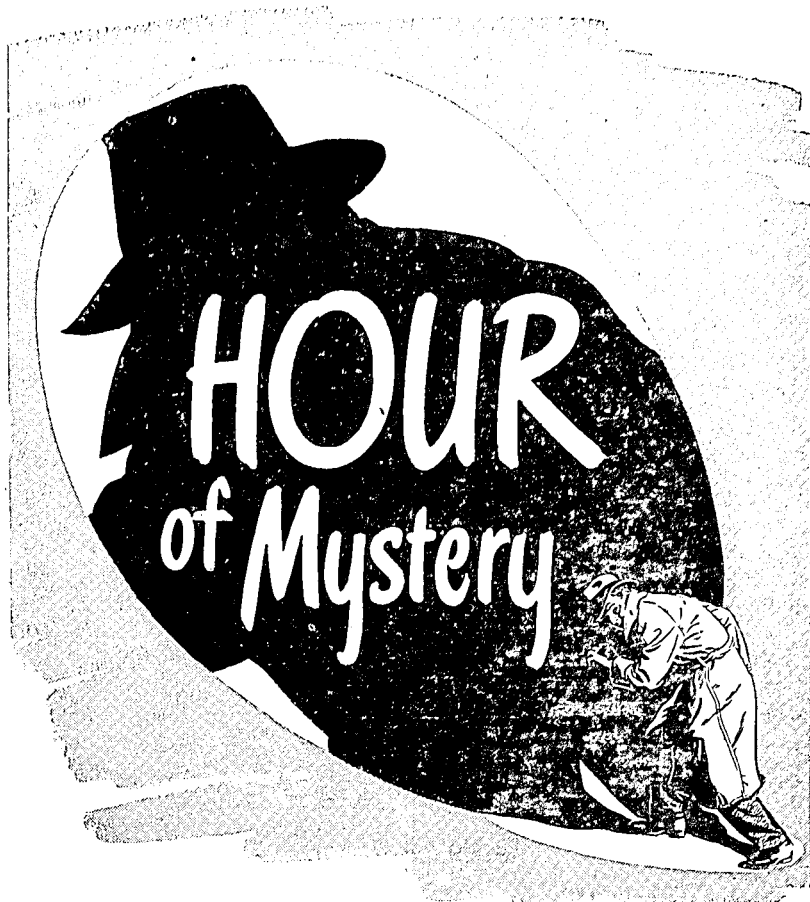
Philco Elects Balderston Executive Vice-President

William Balderston, vice-president in charge of operations for the past two years, has been elected executive vice-president of the Philco Corp., it was announced by John Ballantyne, president, following the organization meeting of the board of directors. All other officers of the corporation were re-elected to serve for the ensuing year.

KSJB Jamestown North Dakota
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 C. P. ISSUED—NOW CONSTRUCTING
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600 ON THE DIAL
CBS—MBS



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Leading actors and actresses, including Laurence Olivier, Geraldine Fitzgerald, and Brian Aherne.

EVERY SUNDAY NIGHT at 10 P. M. E. D. T. over American Broadcasting Company, Coast-to-Coast... for 13 summer weeks, to replace The Theatre Guild on the Air.

 DON'T MISS THE PREMIERE!
 SUNDAY, JUNE 9
 Laurence Olivier
 in "Journey into Fear"
 By ERIC AMBLER

Presented by **UNITED STATES STEEL**

LOS ANGELES

By RALPH WILK

AS a bonus for services rendered "The Johnson Family" during the many years the broadcast has been on the air, Jimmy Scribner, the program's creator, awarded each of the program's 22 characters \$5,000 during the 5,000th airing of the Johnsons, June 4th, over MBS.

Handling stage direction of a new legitimate comedy entitled "Cupid Thumbs His Nose" is Les Mitchel, producer of Don Lee's "Theater of Famous Radio Players." The play will have its opening on the West Coast, then move to New York for the fall season. Rehearsals beginning in early July.

Milton Watt completed an eight week special publicity campaign for Vic Shapiro and staff this week and left the organization. He is negotiating a radio package deal built around Ferde Grofe, noted composer-conductor.

Fibber McGee and Molly, Phil Harris, and Dinah Shore with her movie star husband, George Montgomery, are NBC stars who are running for honorary mayor of Encino (Calif.), star-studded community in the San Fernando Valley. Election results will be announced at the close of the Encino County Fair June 30.

Bobby Brown, Vet Producer Dead; Funeral Saturday

(Continued from Page 1)

a heart attack, will be held at 3 p.m. Saturday (June 8), at the chapel at 5501 North Ashland Avenue, Chicago. Bobby Brown had been with WBBM-CBS for 16 years, first as announcer and entertainer, then as production manager and finally as program director. He resigned a year ago to divide his time as a free-lance producer between Chicago and Hollywood, was the producer of "Myrt and Marge," one of radio's first five-a-week strip shows. During the war years he was relieved of his duties as program director to supervise and produce such commercially-sponsored service shows as "Service To The Front," "The First Line" and "American Women."

Thomas B. Morgan Elected

Thomas B. Morgan, special events director for WOV, has been elected to the Board of Governors of the Overseas Press Club, replacing Royal Arch Gunnison, who left on a European trip. Morgan recently returned from Europe where he covered the Papal Consistory for WOV.

Ave Maria Hour

WMCA — Sunday — 8:30

Philip Bourneuf as St. Cybard

Script by Brooke Byrd

In its 12th year as a

Donald Peterson Production



Broadway Bulletin Board . . . !

● ● ● B'way Small Talk: Milton Berle considering taking the lead in the film version of "Are You With It," altho' his pals are advising him against it. . . . Speaking of musicals, one of the biggest of the B'way 'angels' told this dep't that he's no longer interested in backing that type of production. Your chances of getting your dough back are one in a hundred. Wall St. is a better investment, he says. . . . Joy Hodges leaving "Honeymoon In N. Y." June 28th to go out to H'wood where she'll write, direct and appear in commercial fashion shorts for Transfilm. . . . Frank Lovejoy also out in H'wood on a picture deal. . . . Bob Hope nixed an oil millionaire's offer to subsidize his one-nite tour to the tune of \$350,000. Hope figures he can clear a half a million on the junket. . . . Gal contestant on "Truth or Consequences" last week refused a hundred bucks to wink at every man she saw for one week. . . . Another production casualty is Bethlehem Steel whose News and Sports, with Gene Hamilton and Harry Wismer, goes off ABC in another week. . . . At the Singapore, Tommy Lyman remarked that he made a killing at the track the other p.m. "My horse didn't come in," he said. "so I went out and killed him."



● ● ● Agencies have only themselves to blame (through their wholesale firing) for all this panic and depressing hysteria that's been hitting radio from all sides. They certainly won't lure sponsors back on the air if they themselves show such lack of confidence in their own houses. Another thing which scares off prospective clients is a Frankenstein of their own making—the high-priced guest star. Sponsors feel that they have to spend huge sums for so-called 'big-name' guest stars in order to have a good show—when, as a matter of fact, nothing could be further from the truth. Shows like "One Man's Family" and "Aldrich Family" didn't need big gimmicks to boost them into the Big Time. All they needed was solid casting, expert production and intelligent scripting. Another thing, the rating system has been so over-stressed that they completely overlook the basic purpose of radio which is to sell merchandise.



● ● ● The Morning Mail: "Dear Sid," writes Gary Stevens. "The thought occurred to me last week that AFRA and all of the four nets should have gotten together months ago to work some real ideas for summer replacements. AFRA, through its huge membership, should have submitted new program ideas, new stars and new opportunities for those in stagnant radio roles. The nets, each of them, should have offered two or three half-hours to AFRA for experimental purposes. And while everybody is busy hating either labor or management, this would have been a boon to better relations between those who work and those who hire."



● ● ● Ticker Tape: The nation's railroads may all chip in to sponsor an institutional type of radio show. . . . West Coast disc jockeys raving about Marie Greene's "September Song," a Signature waxing. . . . Also on the recommended list is Chu Chu Martinez's ARA platter of "Without Love." . . . The problem of re-educating Nazi youth will be discussed on "The Woman's Exchange" Monday via WJZ. . . . Betty and Eddie Wragge celebrating their 18th year in radio. They started way back in '28 with Ray Knight's Gold Spot Pals, the first kid show on the air. . . . Bob Houston has a busy day lined up tomorrow with "Music As You Like It" on NBC in the morning, and the Dick Tracy ainer over ABC at nite. . . . Sunny Skylar, who penned such tunes as "Atlanta, Ga." "Besame Mucho," etc., will be Maggi McNellis' guest Tues. . . . Charlie Dreyfus has joined Chiock Farmer Associates. . . . Johnny Bothwell follows Benny Goodman at the 400 Club June 13th. . . . "This Month" mag auditioning an air series in the Reader's Digest manner. . . . Song Hits mag has tagged Johnny Thompson as "the singer with the brightest future in radio."

SOUTHWEST

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, has announced the resignation of Jimmie Jefferies as m. c. of the WFAA Early Birds program. Jefferies will be political campaign m. c. for Grover Sellers, candidate for governor. Except for one year while he was in New York, Jefferies has been with the WFAA Early Birds for the past 16 years.

Assistant Secretary of Agriculture Charles F. Brannan, liaison officer to the economic and social council of the United Nations spoke here in Dallas on Saturday, June 1. His talk was aired by KGKO, Fort Worth.

A new series of inspirational programs titled "Moments for Meditation" will make its debut over KCOR, San Antonio, next Sunday and will be heard for a quarter-hour weekly thereafter. Programs will feature poetry read to an organ music background, and will feature Louis Candy, as narrator.

Bleeker P. Seaman and Carr P. Collins, Jr., who have applied to the FCC for license to operate a standard broadcast station at El Paso have amended their application seeking 1340 kilocycles with 250 watts power. Their original application was for 1490 kilocycles.

Capitol Records Expanding Into Transcription Field

(Continued from Page 1)

contemplates rental of ET musicals to industrial firms for use in factories and plants as employee recreation and divertisement while working. Also the ET's will be rented to private homes.

Tie-up has been made between Capitol and groups of stations in the Southwest and on the Coast, particularly the Northwest. Capitol ET library will be licensed for use or rented to these outlets, with other stations being added later on.

Capitol Recording Co. is headed by Glenn Wallick, B. G. de Sylva, and Johnny Mercer.

BALTIMORE'S *Listening Habit*

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rosser, General Manager

RAE & PITTS, Inc., Exclusive National Representatives

FCC Renewals To 18; 10 Hearings Ordered

(Continued from Page 1)

the renewals, including WJMC, Rice Lake, Wis.; WLAV, Grand Rapids, Mich.; KRBM, Bozeman, Mont.; WMFJ, Daytona Beach, Fla.; KNOW, Austin, Tex.; KYCA, Prescott, Ariz.; WTOG, Savannah, Ga.; KPHO, Phoenix, Ariz.; KOOS, Coos Bay, Ore.; KMLB, Monroe, La.

Other stations granted renewals include WQAM, Miami, Fla.; WMT, Cedar Rapids, Iowa; WTAR, Norfolk, Va.; WLOF, Orlando, Fla.; KLUF, Galveston, Tex.; WMGA, Moultrie, Ga.; KOCY, Oklahoma City, Okla., and WGPC, Albany, Ga.

Grant Subject To CAA Okay

The Commission also announced a decision proposing to grant 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 kc., 250 watts power, unlimited time. The proposed grant is subject to CAA approval of the transmitter site and the waiver of rules 3.55 (A) and 3.60.

At the same time the Commission proposed to deny the application of Richard Field Lewis, Jr., and Grant Pollock, a partnership d/b as Berkeley Broadcasting Co., Martinsburg, W. Va., requesting the same facilities.

The FCC also announced a proposed decision, proposing to grant the application of Old Dominion Broadcasting Corp., for a new station in Lynchburg, Va., to operate on the frequency 1390 kc., with power of one kw., unlimited time, using a directional antenna, subject to the condition that the Old Dominion Box Company shall divest of its interest in the Lynchburg Broadcasting Corp. (WLVA), and that this applicant shall take the necessary steps to adjust its antenna array in the direction of Youngstown, Ohio, if it is ordered to do so.

Illinois Applicant Favored

A proposed decision was also announced proposing to grant the application of Illinois Valley Broadcasting Co., for a new station in Peoria, Ill., to operate on 1290 kc., with five kw., unlimited time, using a directional antenna, on condition that the applicant file the appropriate application for the use of five kw. power.

Denials were proposed of conflicting applications of Greater Peoria Radio Broadcasters, Inc., and Central Illinois Radio Corp., each requesting new stations at Peoria to operate on 1290 kc. (Greater Peoria with power of five kw. day, one kw. night, and Central Illinois Radio Corp., with power of five kw. day, unlimited time).

LOOKING

FOR A TALENTED,
TRIED AND TRUE
ANNOUNCER — MC
MORT LAWRENCE
LE. 2-1100

Mechanical Music Licenses Grows Into \$5,000,000 Biz

(Continued from Page 1)

\$5,000,000 in license fees due to the fact that different copyright owners and composers whose works are used in films have no set price and vary according to quantity and quality of the compositions.

ET licenses for the average commercial program operates under the original established fees of 25 cents for each pressing of a popular tune and 50 cents for certain production numbers from either a picture or legit musical comedy. Numbers used in sustaining libraries are licensed at the straight fee of \$10 per year for unlimited use.

Movies Pay Highest Fees

Of the total revenue received by the Fox organization the past year transcriptions of every type for commercial and sustaining use paid approximately \$150,000 to the copyright owners. As compared to this sum, one motion picture company the other day paid \$50,000 for the right to use the works of Rimsky-Korsakoff, while the compositions of Serge Rachmaninoff, were licensed to another movie film for \$35,000. Songs of the old-time songwriter and actor Joe Howard for use in a life story of Howard went for a fee of \$115,000. Other catalogues of the old masters still under copyright protection bring various sums. Fox organization is affiliated with similar groups in countries covered by the Berne Convention.

Current Coca-Cola campaign of transcribed musicals with Morton Downey is the highest in point of music fees since the famed Chevrolet series by World Broadcasting System which ran over 400 stations several years ago. Coca-Cola's bill for use of music on the series is expected to run \$60,000 apart from orchestra or Downey's fees.

Licensing of ET and similar rights to music was unknown for the first several years of broadcasting. In 1927, E. C. Mills, as head of the Music Publishers Protective Assn. made a deal with Electrical Research Products, Inc. (Western Electric) for a flat fee covering the MPPA membership whereby ERPI used all the catalogues as needed for mechanical use, either films or recordings. This pact ran five years at \$300,000.

When the ERPI contract ran out in 1932 the MPPA head, then E. C. Mills and later John G. Paine, when Mills went over to Ascap full-time took over the post of acting as agent and trustee for the copyright owners. A few years later Harry Fox, with the MPPA took over and has acted in that capacity since. At the present time, some 400 copyright owners are represented by Fox.

During the war Fox acted as clear-

Brown Package Sold

Chicago—"Ann Marsters' Celebrity Notebook," has been sold by Vic Brown for sponsorship by the Evans Fur Company over WGN Mondays through Fridays from 6:00 to 6:15 p.m.

ing house for all music used by the government for its radio transcriptions, recordings and motion picture films. This music was cleared through Fox but no license fees were charged. Recent talk that the Fox office might raise the ante on transcription license fees was denied yesterday by Fox who stated that neither he nor the publishers and other copyright owners contemplated such action.

BMI On Flat Basis

BMI operates on a flat basis of two cents for use of its music in transcribed form, plus the subscription or license fee that the station pays to the performing rights society. Regular phonograph records for the home still pay the two cents per selection or part of any other used on the one side. These royalties are paid direct to the publisher or copyright owners and divided as per agreement between writers and publisher.

Petrillo Is Re-Elected; AFM Endorses Actions

(Continued from Page 1)

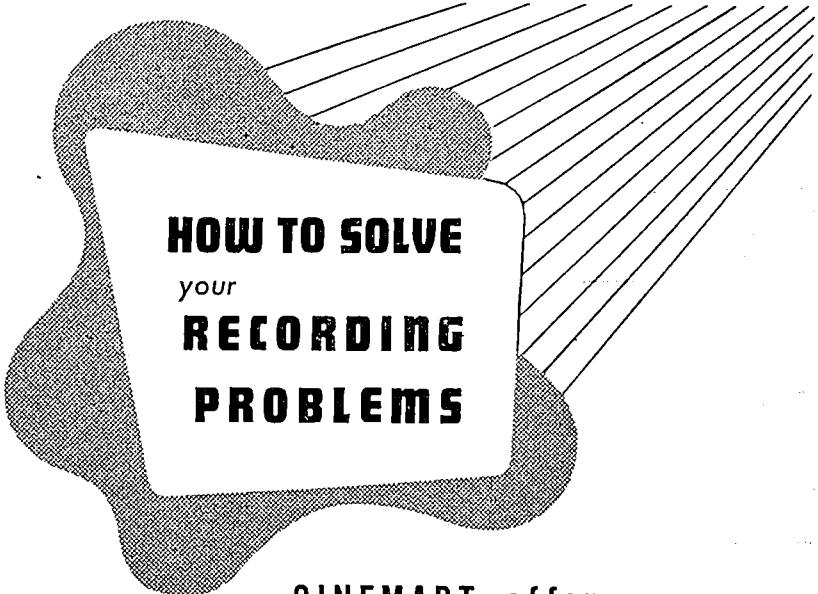
re-elected vice-president and secretary, respectively.

A contest developed for financial secretary-treasurer when Moses E. Wright, Jr., Newport News, Va., was nominated to oppose the incumbent, Thomas F. Gamble, Boston. Election to this office will be held today.

Delegates yesterday approved a resolution favoring a united front against such alleged anti-labor legislation as the Case bill and Lea Act by CIO, AFL and the Railroad Brotherhoods.

Wedding Bells

Jack O'Reilly, special events director of WHOM, was married yesterday in St. Patrick's Cathedral to Marguerite McAuliffe, former Powers model. The couple will leave on a honeymoon Saturday following the Rutgers-Boston College baseball game, which O'Reilly will broadcast.



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All-Hoosier Air Show For Indiana State Fair

(Continued from Page 1)

scheduled to participate in the show which will be headlined by nationally known stars who started their stage and radio careers in Indiana. Project is in charge of Harry K. Smythe, WOWO artists bureau manager.

At an afternoon session a panel on women's programs was led by Ann Ginn, WKMO, Jane Weston, WOWO, and Jane Day, WIBC. "Food For Famine" activities of Indiana stations and the relative use of Ascaph and BMI music were among other subjects discussed by the Indiana broadcasters.

Those attending the meeting were: G. F. Albright, WKBV, Richmond; R. R. Baker, WTRC, Elkhart; Don Burton and W. F. Craig, WLBC, Muncie; Joe Spring, WASK, Lafayette; O. E. Richardson, WJOB, Hammond; Bruce McConnell and Reid G. Chapman, WISH, Indianapolis; George C. Biggar, Ed Mason, J. J. Flanagan and Jane Day, WIBC, Indianapolis; Wm. T. Davies, WGL, Fort Wayne; R. G. Duffield, Carl Vandagriff, Harry K. Smythe and Jane Weston, WOWO, Fort Wayne; Ford Billings, WHOT, South Bend; John R. Atkinson, WHBU, Anderson; John Carl Jeffrey and Ann Ginn, WKMO, Kokomo; Robert H. Swintz, WSBT, South Bend; Martin L. Leich and Ferrall Rippetoe, WBOW, Terre Haute; Lowell H. Stormont and Ralph B. Robert, Keeling & Company, Indianapolis, and Dan Gemmer, Indiana State Fair board.

Famous Artists Corp. To Expand Activities

Famous Artists Corp. which up to now has been packaging radio shows built around its own artists, will broaden its policy and make available moderately priced shows for sponsorship which it has recently acquired. Concern has also bolstered its staff, the newcomers including Bob Novak, writer, producer and director, late of Mutual; Jack Berch, now heard on ABC and Bob Carlyle, midwest crooner just out of the Army.

FAC is currently producing a number of high-priced shows including "Academy Award," CBS; "Hollywood Star Time," also on CBS and others. Exclusive management contract has been signed with Martha Roundtree, producer of "Leave it to the Girls," "Heart to Heart" and "Meet the Press." FAC plans to go ahead with its packages built around Charles Boyer and also around Irene Dunne.

WOV Aids Food, Bond Drives

Complete program line-up of WOVI, New York indie, has been mobilized for two concurrent public service campaigns, the Emergency Food Collection and the U. S. Savings Bond Drive. Alternate announcements on both drives are incorporated into every English and Italian program, and the outlet's "1280 Club" is carrying on its own Famine Relief Campaign.

Sales Managers' Committee Opens Confab In Washington

(Continued from Page 1)

time buyers in an effort to bring about further improvement in the rate card format and make a final report at NAB October convention.

Beverly Middleton, chairman of a special sub-committee to define spot broadcasting submitted this definition:

"Spot broadcasting is radio advertising of any type on stations individually selected, regardless of the number of stations in each market, with free choice of programs or announcements either live or transcribed."

Serving with Middleton on the sub-committee was John Blair. The definition was adopted. The sales managers executive committee, however, still believes that the use of the term "spot broadcasting" is confusing, inasmuch as it might refer to spot announcements, etc., and therefore directed its sub-committee to plan an industry-wide contest to obtain a more descriptive name. Plans for the contest will be worked out later.

Report On Joske Plan Read

Lee Hart submitted a progress report on the Joske study of retail radio advertising and the committee approved the work.

Dr. Kenneth Baker, NAB director of research, announced that the NAB research committee will revive the old Broadcast Advertising Record in some form in an effort to provide sales managers with information regarding the source of broadcast advertising revenue, classification of business firms using radio advertising and other pertinent data. Dr. Baker also reviewed for the committee a study recently made by the research committee delineating the five major types of audience measurement techniques now in use.

John M. Outler, chairman of a sub-committee on sales practices, recommended a far-reaching program that would be designed to improve the commercial content of radio programs, including the establishment of a "copy acceptance department" at each station whereby "all radio advertising copy would be measured by the yardstick set up by the Standards of Practice Committee of the NAB by the elemental rules of good taste or by such other recommendations which may come from the sales managers

executive committee as a result of changed sales conditions or evolutions." This sub-committee was instructed to prepare a concrete plan for submission to the industry at the October convention.

The committee reviewed work done by the sub-committee on the NAB-AAAA "standard contract form" and approved the report submitted by Walter Johnson, sub-committee chairman. The proposed form now goes to the board of directors of the American Association of Advertising Agencies and of the NAB for their approval.

Stanton P. Kettler, chairman of the sub-committee on an advertising agency recognition bureau, submitted a report showing that at the recent series of seventeen NAB district meetings an advisory ballot taken among the membership disclosed that of a total of 220 stations voting, 184 favor the establishment of an advertising agency recognition bureau for the radio industry, with 28 opposed and eight not answering.

Hugh M. P. Higgins reviewed work of the sales promotion division of the NAB department of broadcast advertising and exhibited sales aids now available to member stations.

J. Allen Brown reviewed the sales activities among small-market stations and outlined the projects now under way designed to be of assistance to management and sales management of stations in this category.

Attendance Listed

Attending were James V. McConnell, chairman of NBC Spot Sales, New York; John Blair, president of John Blair & Company, Chicago; Henry I. Christal, Edward Pety Company, New York; Odin S. Ramsland, KDAL, Duluth, Minn.; Walter Johnson, WTIC, Hartford, Conn.; Lincoln Dellar, KXOA, Sacramento, Calif.; Arthur Hull Hayes, WABC, New York; Cecil K. Beaver, WOAI, San Antonio, Tex.; John M. Outler, Jr., WSB, Atlanta, Ga.; Stanton P. Kettler, WMMM, Fairmont, W. Va.; Beverly Middleton, WSYR, Syracuse, N. Y.; Lewis H. Avery, president of Lewis H. Avery, Inc., New York.

Representing the NAB were C. E. Arney, Jr., J. Allen Brown, Hugh Higgins, Lee Hart and Frank E. Pellegrin.

ET Weather Jingles Bought By Borden Co.

The Borden Company has signed with Carr and Stark, Inc., to put transcribed weather jingles on four local New York stations on a daily basis, and several out-of-town stations.

The jingles are set for WHN, WMCA, WNEW and WINS, with the time of each scheduled to appear on their program logs. The jingles on out-of-town stations are restricted to one sponsor in each locality where they are introduced.

"Author Meets Critics" On MBS Starting June 12

"The Author Meets the Critics" becomes a network program on Wednesday, June 12, when it debuts over Mutual (not including WOR) as a weekly sustainer, from 10:30 to 11 p.m.

Program, which recently began a new series on WQXR after a long period on WHN sponsored by the Book-Of-The-Month Club will feature prominent guest-critics along with John K. McCaffrey, associate editor of the American Magazine, as regular moderator.

Radio Representatives Return From Dayton

Representatives of radio's networks and indies have returned to their home stations following a three-day press tour with high ranking Army officials, of research and developments projects at Wright Field, Ohio, June 3 to 5, during which time hitherto classified items and off-the-record background material were released. Representation included that of Julian Anthony, ABC, New York; Nelson Pringle, CBS, Los Angeles; Gene Rider, CBS, New York; John C. Swaze, NBC, Hollywood, and Mike Jablons, MBS, New York. Station coverage included J. B. Bradshaw, KFBI, Wichita; Rex Davis, KMOX, St. Louis; W. R. Day, KOA, Denver; Felix Adams, Jr., KOR, Albuquerque; James Peterson, KSL, Salt Lake City; Ted Nebors, KTRH, Houston; J. J. Dickman; WBAL, Baltimore; Lester Spencer and Robert Moody, WHIO, Dayton; J. P. Williams and Randy Daly, WING, Dayton; Ervin Lewis, WLS, Chicago; G. R. Rankin, WMAZ, Macon; Olivia Browne, WMC, Memphis; Ed Sharpe, WNEK, Macon; Jack Stone, WRVA, Richmond, Va.; Roy McMillan, WSB, Atlanta; L. J. Patricelli, WTIC, Hartford; Ed Hoerner, WWL, New Orleans; KIRO, Seattle, and KOMA Oklahoma City. Stephen Frey represented the New York office of the BBC.

With the use of mobile spot recording equipment and two General Electric Wire Recorders and power units, cuts were made of demonstrations such as the All-Weather Flight in a plane controlled entirely by push buttons; descriptions of the Helicopter and "Shooting Star" speed records; the automatic seat ejection from a plane in flight and descriptions of all new planes developed at the field for mass flight. Transcriptions were also made of the opening address by Lt. General Nathan F. Twining, Commanding General at Wright Field, and Major General Curtis E. LeMay, head of Army Air Forces Research and Development Agency, Washington.

Stork News

The Travis Johnsons (they head the "Song Spinners") are celebrating the arrival of a girl, Claudia Lynn, weight eight and one-half pounds. The mother, Margaret, and the baby are doing fine at Flower Hospital. The new arrival makes it number three for the Johnsons.

Will Produce Army Series

Los Angeles—C. P. MacGregor will produce "Proudly We Hail," a series of 13 15-minute dramatic subjects to aid the U. S. Army drive for 1,500,000 recruits. Clark Gable will be starred in the first subject, "First Choice."

Actor-GI Joins WWRL Sales

William Levy, former legitimate stage actor recently discharged from the Army following duty with the Army Airways Communication System, has joined the sales staff of WWRL, New York.

PROMOTION

"Colorado Speaks"

"Colorado Speaks" is the title of the current promotion piece being mailed to over 2,000 civic leaders, agencies and time buyers by KLZ, Denver. Dealing with KLZ's programs in the public interest, piece promotes one of the station's outstanding shows, "Colorado Speaks," heard every Saturday night over this station for the past five years. "Colorado Speaks" devotes a nighttime half-hour to presenting, in dramatic form, editorial opinions chosen from scores of Colorado and weekly newspapers which come to the desk of the news editor. Each week a different Colorado editor appears on the program to read his own editorial.

Newspaper Tieup

WWRL, Long Island City station, has launched a promotion drive to tie up all major weekly newspapers in its area to bolster its program listings and press coverage in Long Island communities as well as the metropolitan dailies. This week the station tied in with the "Tablet," leading Catholic weekly. During recent weeks, WWRL made similar tie-ups with the Flushing News, North Shore News, White-stone News, Key Gardens-Forest Hills Post, and others in the general area. Promotion exchanges are worked out in return for air plugs on the station in behalf of the publications.

"Sunday Hour" Good-will

A three-fold color promotion piece denoting a million dollars worth of time and talent which goes to make "The Ford Sunday Evening Hour" the "greatest good-will builder in your business," is being sent to all Ford dealers, plugging the Sunday hour-long broadcast. Designed and produced by Kenyon & Eckhardt, piece is pictured with the artists who go on the air to build friends for the program and to show the importance of The Ford Motor Company's overall activities in helping to build the dealers' business.

Send Birthday Greetings To

June 7	
Glen Gray	Reed Snyder
Alois Havrilla	Tom Slater
Mann Hollner	Hope Summers
Leonard Kapner	
June 8	
Red Bailey	Sylvia Carr
Jack W. Lavin	Greta Kvalden
June Meredith	Wayne Van Kyne
James F. Nutt	Craig McDonnell
June 9	
Cole Porter	Charles Webster
Ralph Rose	Paul W. White
Fred Waring	George Bryan
George T. Case	

COAST-TO-COAST

—NEW YORK—

NEW YORK—WNYC's Herb Stone drew the announcing chore for the Carnegie "Pops" concerts to add to his UN stint. . . . Alexander Richardson, WNYC organist is now composing and playing for the WINS Salvation Army Series produced by George Carlesco. . . . Robert Q. Lewis, WHN platter jockey, has been named "favorite disc jockey of 1946" by the Society for the Prevention of Disability. . . . WMCA broadcast the 3-game series of the Giants when they went to the Windy City to meet the Chicago Cubs, June 4 through the 6. Jack Brickhouse handled the description, along with Steve Ellis, who reported the color highlights and the line-up for the day.

—COLORADO—

DENVER—Clayton Brace, whose three years in the Army included touring the ETO with Special Service Shows, has recently returned to KLZ working in production. . . . Dudley Tichenor, back after two and a half years as public relations officer in the Air Corps, and KVOR manager before entering the service, is in charge of national advertising at KLZ. . . . Members of the Colorado Stock Growers and Feeders Association received a preview of their 79th annual convention last week when Hal Renollet, KOA Mile-High Farmer, interviewed B. F. Davis, secretary of the CSG&F Association. The CSG&F Convention will be held in Canon City on June 20 through 22.

—MASSACHUSETTS—

BOSTON—Fred Garrigus and Ray Girardin, assistant program director and production manager respectively, are recipients of the Silver Medal Award for Distinguished Service to the Treasury during 1945. . . . CHICOOPEE—Regional Broadcasting Company has moved a step closer to erection of its new station here, with the planning commission approving a request to change the zoning on its property site from residential to industrial. . . . LAWRENCE—Frederick P. Laffey, WLAW chief announcer on military leave, has been assigned to the AFRS in Los Angeles. . . . WORCESTER—Paul Dean, recently discharged from the AAF, has joined the WTAG announcing staff. . . . Rita Sadowski is the new addition to the outlet's commercial department.

—NORTH CAROLINA—

GREENSBORO—WBIG extended free use of its broadcast facilities to local newspapers during the recent railroad strike, when publishers of the two daily papers found it necessary to omit all advertising from its sheets. . . . CHARLOTTE—Charles Sherrill, discharged Army vet, has joined the sales staff of WAYS and will handle local accounts. . . . Lon Chaney has been named chief engineer of WAYS succeeding Paul Absher, resigned. Sam Grier, control operator, has been placed in charge of all control room technical operations and remotes.

—CANADA—

HAMILTON—As a special feature each Thursday night CKOC is airing

"Let's Go" co-operatively sponsored by Crown Dominion Oil Company, who in an analysis of police department observation, did most to promote safety and courtesy in city streets. . . . VANCOUVER—Two new series over CKWX are the "Fish and Game Club of the Air" sponsored by Kirk's Clothes Shops featuring Mike Crammond, fishing and hunting expert who writes for outdoor mags, and goes on the air Thursday, in a quarter-hour broadcast, and "Youth Forum," which is produced by a group of high school students in the CKWX Playhouse for thirty-minutes each week.

—FLORIDA—

MIAMI—WIOD recently broadcast two special programs in connection with the Southern Baptist Convention held here. . . . Frank "Sally" Mallants, WIOD boating and fishing commentator, has been re-elected a director of Angler's, Inc., a group which conducts the annual Metropolitan Miami Fishing Tournament. . . . ST. AUGUSTINE—WFOY has been named as headquarters for State Convention of Beta Sigma Phi Sorority with Mrs. Frankie Walker, WFOY's assistant manager, as convention chairman; Catherine Hayes, continuity writer, as registrar, and Celeste Poli, traffic manager, as welcome committee chairman.

EQUIPMENT

New Tangier Station

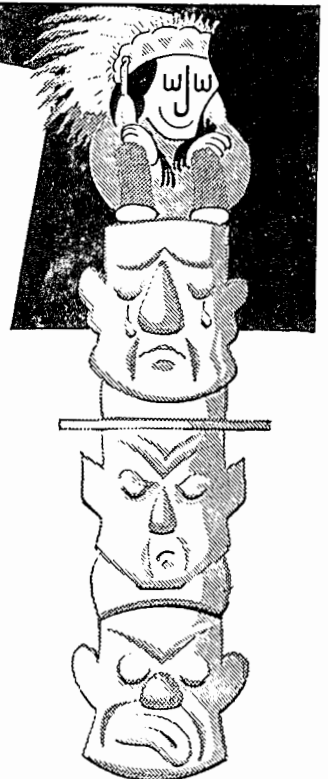
Installation of a modern high-power radio station at Tangier by the Mackay Radio and Telegraph Company to be used principally as a relay for New York to Moscow communications traffic, was announced by Warren Lee Pierson, president of the American Cable & Radio Corporation, parent concern of Mackay. Completed with the co-operation of the U. S. War and State Departments, the Tangier installation is equipped to utilize the latest radioteletype techniques. Costing nearly half a million dollars, the station will in addition to circumvent North Atlantic paths, be used for relay of scheduled transmission service for the press connecting with others in a round-the-world belt of stations lying generally within the equatorial zone through which radio wave propagation has been found to be most favorable.

New Emerson Quarters

A. Irving Witz, general partner of Emerson Radio of Pennsylvania, announced that his company was moved into its new headquarters at 223-25 North Broad Street, Philadelphia, Pa., on June 1. Emerson Radio of Pennsylvania recently acquired a ten-story building at this location.

TOP MAN ON THE TOTEM POLE . . .

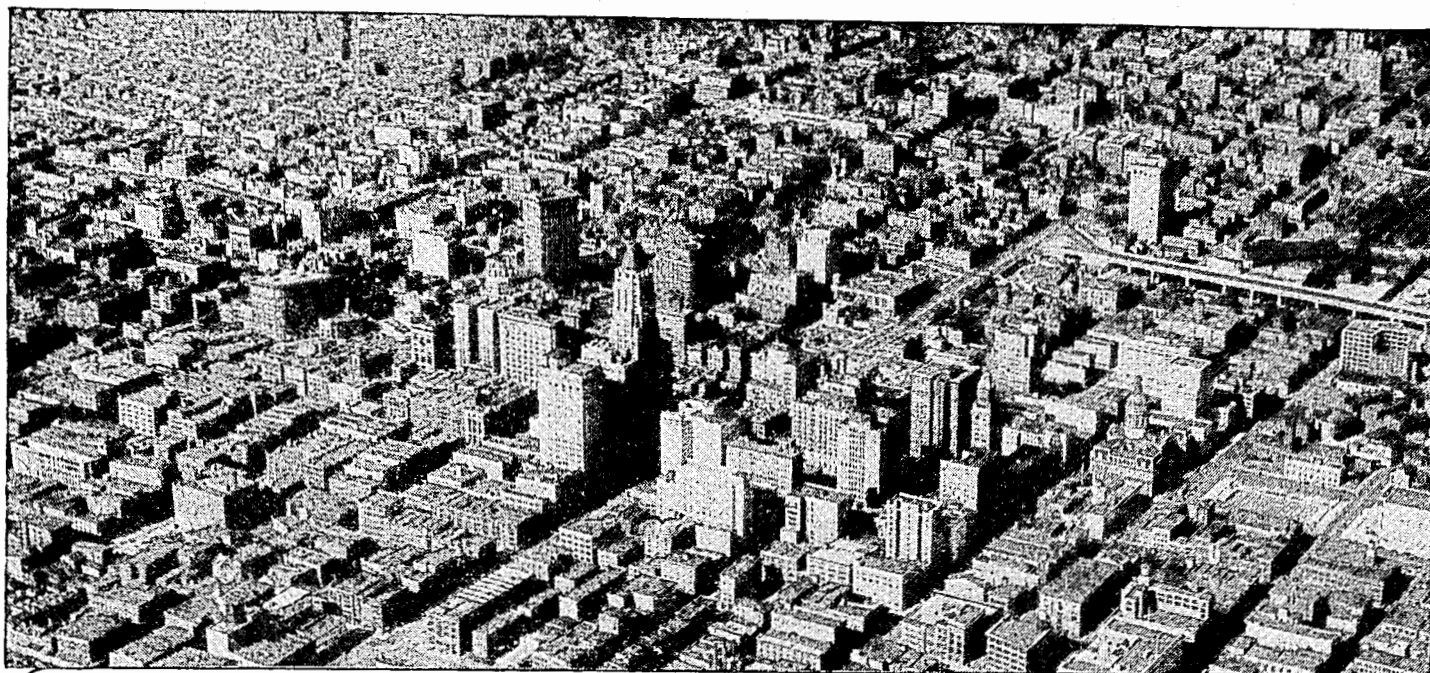
WJW, Cleveland's CHIEF Station is top man on the totem pole in the Northern Ohio billion dollar market. WJW consistently delivers more daytime dialers per dollar than any other regional station day after day Monday through Friday!



BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



FAIRCHILD AERIAL SURVEYS, INC., N. Y. C.

KILOCYCLES 55 60 70 80 90 110 130 150 170 POLICE

BACK OF 1300 ON YOUR DIAL... IS BALTIMORE

For WFBR—1300 on the Dial—is radio to Baltimore. WFBR is the only living, breathing radio station that attracts big studio audiences and crowds of visitors—a RADIO CITY in smaller replica.

WFBR goes far deeper than a spot on a dial by reaching the real Baltimore. And WFBR

reaches Baltimore by being part of it in assuming radio's community responsibility—in juvenile programs—in civic and church work—in everything that helps Baltimore.

And to advertisers, WFBR delivers the real Baltimore listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 35, NO. 50

NEW YORK, N. Y., MONDAY, JUNE 10, 1946

TEN CENTS

Survey Of Tele Industry

FCC Would 'Reserve' Every 5th FM Channel

Washington Bureau RADIO DAILY
Washington—The FCC late Friday adopted a precedent-breaking order proposing to withhold for one year the assignment of every fifth FM channel throughout the nation. The usual reservation of FM channels is used on the Commission's allocation plan of last year, assigning between 1,000 and 1,600 channels to metropolitan cities.

Under the proposed order, approximately
(Continued on Page 7)

Canadian "Radio City" Dropped As CBC Project

Montreal—Project to build a Canadian Radio City between Ontario and DeMontigny Streets here is definitely off, and the CBC has returned the property to the City of Montreal. Land was acquired by the city ten years ago, at a cost of a million dollars, and turned over to CBC under contract whereby the latter would erect a tall office building to house its studios and offices and also leave space available for other interests.

British Tele Audience Estimated At 300,000

London (By Cable)—A viewing audience of 300,000 was estimated by the BBC for Friday's re-opening of television transmissions following a war-induced shutdown since September 1, 1939. Estimate held that 15,000 receivers in Greater London picked up the program, compared to the pre-war figure of 23,000.

First program opened on the
(Continued on Page 2)

Milk & Honey

Kenyon & Eckhardt used a cute trick to get across a pitch on those "Miss Subway" posters. Lanie Harper, production gal on their Borden's "County Fair" (CBS) was chosen as the June Beauty, so the agency wrote copy referring to her as a girl who "... prefers rural life,—and county fairs to night-clubs."

N. Y. Video Hearing Awaits FCC Decision

Hearing on New York's television channels ended unexpectedly late Thursday before the FCC in Washington after witnesses for Debs Memorial Radio fund, Inc. (WEVD), described television as a "great social force."

The Debs statement followed by a day the testimony of Mrs. Dorothy Thackrey, owner of WLIB and the New York Post, who also is an applicant for one of the four television channels available to the metropolitan district.

Mrs. Thackrey told the FCC that she is "enthusiastic" regarding the

(Continued on Page 5)

Egolf Resigns From NAB To Open Own Offices

Willard D. Egolf, has resigned as special counsel of the National Association of Broadcasters to open his own law office in Washington. Egolf will practice law before the FCC,

(Continued on Page 2)

Production Of Sets And Transmitters Delayed By Strikes And Other Setbacks In Industry

CBS Official Predicts 'SRO' Business Boom

William C. Gittinger, vice-president in charge of sales for CBS on Friday predicted that the "Standing Room Only" sign would soon confront network advertisers, judging by the flow of new accounts signed by the web the past few weeks. Gittinger stated that currently the network had but five evening half-hours open for

(Continued on Page 6)

Tom Slater Wins Award From Sports B'casters

Tom Slater, director of sports and special events for Mutual, has been selected as "the person who has done most to bring credit and honor to the sports broadcasters profession during the past year," it was announced over

(Continued on Page 5)

Programming Execs. Addressed By Menser

Chicago—In order to insure successful operation, network and station programming must be integrated, C. L. Menser, vice-president in charge of programs for NBC told the open-

(Continued on Page 6)

By JIM OWENS
Staff Writer RADIO DAILY
The growth of television through its most vital channel,—the distribution of receiving sets,—will not be greatly advanced during the remainder of this year, nor is the outlook for the first half of 1947 particularly bright, according to a survey of manufacturers completed recently by RADIO DAILY.

The railroad and coal strikes,
(Continued on Page 6)

'Royalty-Fund' Control Causes AFM Dispute

St. Petersburg, Fla.—An attempt by the international executive board of the American Federation of Musicians to obtain control of the radio-record royalty fund which President James C. Petrillo says will total between two and three million dollars a year was blocked by a rebellious convention here Friday when delegates

(Continued on Page 7)

WENR-ABC Reveal Plans For Chicago FM Station

Chicago—Plans for an FM station here, to be established by WENR and the American network at an estimated maximum cost of \$100,000, were
(Continued on Page 2)

Seasonal Spot Biz Holds Up; Bob Hope ET On 138 Outlets

Although indications are that some spot business will slip off this summer in a proportionate manner to that of the networks, the seasonal accounts are expected to hold up. Accounts hit directly naturally fall into the food products category due to shortages entailed by overseas shipments. Areas losing spot business are those hit by strikes where buying power has been impaired and where distribution is off. Where distribution

holds together the spot time is in evidence.

Of the seasonals Gulf Spray (Gulf Oil Co.) through Young & Rubicam, Inc., is now using nearly 90 stations (15-minute show), having started with about half that number. Prickly heat powders, particularly a seasonal seller in the south, are using considerable number of spot announcements. Two of them are Johnson & Johnson

(Continued on Page 5)

"Will To Peace"

Statesmen and scientists alike need the support and understanding of an informed public with a universal will to peace, if the world is to be spared the horrors of war in the Atomic Age. Brig. Gen. David Sarnoff, president of RCA, told the graduating class of Bethany College. General Sarnoff received an honorary Doctor of Laws degree at the graduation ceremonies.

No Extra Charge

Washington — No other player ever having signed four separate contracts with a major league baseball club, WOL had Bobo Newsom on the air a few seconds after he signed with Clark Griffith of the Washington Senators. Bill Brundige, station sports editor had the mikes set up in Griffith's office. P. S. Newsom wound up with an appeal for an apartment,



Vol. 35, No. 50 Mon., June 10, 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 (June 7)

Table with columns: NEW YORK STOCK EXCHANGE, OVER THE COUNTER, and various stock listings with High, Low, Close, and Chg. values.

British Tele Audience Estimated At 300,000

(Continued from Page 1) grounds of Alexandra Palace, showing the performers arriving for the show. After opening ceremonies Walt Disney's "Mickey's Gala Premiere," last item to be telecast before the station was closed, was again shown.

Connect in Connecticut W D R C HARTFORD 4 CONNECTICUT W D R C - F M

Coming and Going

LEWIS J. VALENTINE, adviser to General MacArthur on policing Japan, arrived back in New York last Friday and was heard on the "Gang Busters" program Saturday over the American network.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will be in New York tomorrow and Wednesday for the meeting of the Mutual network board of directors.

MIKE JABLONS, of the Mutual press department, is back at his desk following a trip to Dayton, Ohio, where he was an observer at the Army Air Forces materiel exhibition.

WINIFRED O'KEEFE, vice-president of Lang-Worth Feature Programs, Inc., has left by plane for a vacation of one month in Hollywood, her first in several years.

HERB LONDON, of the Kenyon & Eckhardt radio publicity department, has returned from a business trip to Chicago.

RICHARD MAXWELL, of the Seth Parker program cast, today is in Chicopee Falls, Mass., to participate in an entertainment program to raise funds for radios and other entertainment for hospitalized vets.

BOB HOPE and his NBC program entourage arrive in San Francisco today. They'll make their last broadcast of the season tomorrow, after which they'll leave on their personal appearance tour.

GENE HAMILTON is back in town after flying to Portland, Me., to announce the "Prof. Quiz" program for the Amoco dealers.

GEORGIA GIBBS leaves today via Constellation for the West Coast, from where she will do the Tony Martin show next Saturday.

TONY PROVOST, program director at WEAJ, left Saturday for Miami, where he will sojourn until June 24.

DON L. KEARNEY, of The Katz Agency, national station representatives, has left for Boston to open an office at WCOP for sales of the John Trent "Sunrise Salute" and "Housewives Protective League."

GEORGE CARSON PUTNAM is back in town for his Sunday newscasts on Mutual following a three-day business trip to Washington, D. C.

JOE RABER, commercial manager of WMBD, Peoria, Ill., in town last week on station and network business.

Egolf Resigns From NAB To Open Own Offices

(Continued from Page 1) other federal agencies and the United States Courts.

In addition to his law offices Egolf will devote his time to private interests as president of Broadcast Management, Inc., which Friday filed application for a standard 250-watt daytime radio station in Bethesda-Chevy Chase section, Washington suburb.

While with NAB, Egolf served successively as assistant to the president, director of public relations and special counsel. He came to Washington in February, 1943, after eleven years as commercial manager and legal adviser to KVOO, Tulsa, Okla.

NARB Group Completes Organizational Plans

Washington Bureau RADIO DAILY Washington—The North American Regional Broadcasting engineering committee completed its organizational work over the week-end, including the unanimous adoption of rules of practice, procedure and measurement.

The rules adopted by the committee are subject to the approval of the respective governments. At the request of Cuba, seconded by Canada, the member of the committee from the United States was appointed permanent chairman of the committee.

WENR-ABC Reveal Plans For Chicago FM Station

(Continued from Page 1) set forth by ABC vice-president Keith Kiggins and Edwin R. Borroff in hearings conducted before an FCC examiner.

The station, transmitting from atop the Civic Opera Building, 20 N. Wacker Drive, would operate 18 hours a day and be of such design as to produce a power gain over a single half-wave diapole of at least 1.5.

In setting forth the necessity for the proposed station, Kiggins cited the economic, geographic and talent factors which make Chicago a primary field for continued improvements in broadcasting.

Out of 56... night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows. WTAG has no money-give-away shows. WTAG WORCESTER



Mt. McKinley

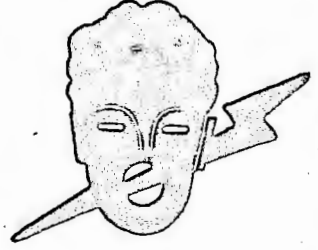
That's the mountain so many people talk about... and so few know too much about.

In checking around we found an unusual fact, however. And it is this: when gazing at Mt. McKinley you can see more mountain than can be seen viewing any other mountain in the world.

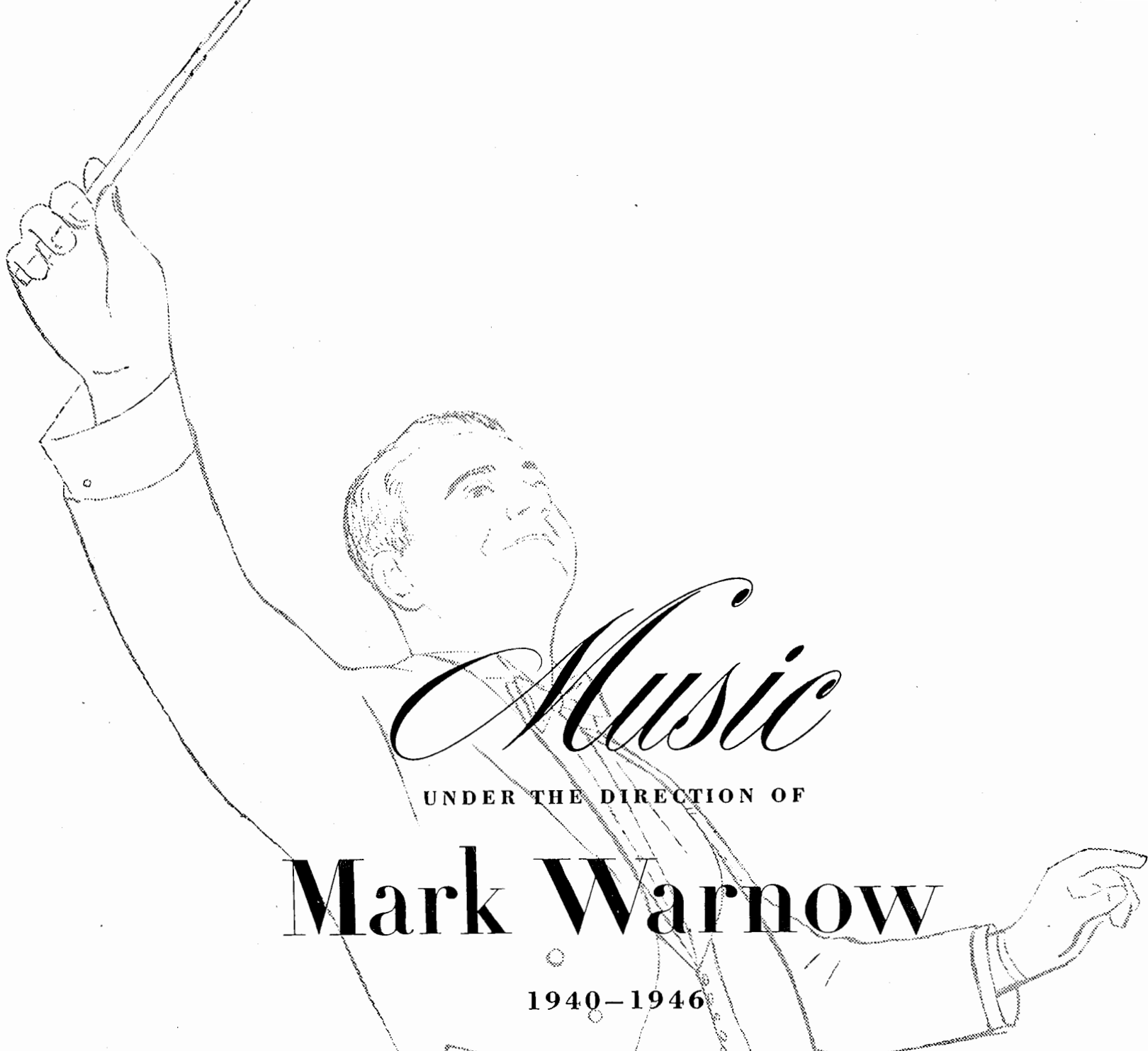
There's a parallel to that fact in our W-I-T-H presentation to tire buyers.

Down here in Baltimore, W-I-T-H delivers more listeners-per-dollar spent than any other station in town. You get more... and you reach more, at the lowest cost per sale... from the successful independent radio station that towers so high in this, the nation's largest city.

W-I-T-H belongs on every list that aspires to do a real sales job. Facts are available to prove it. We're glad to show them to you.



W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R



UNDER THE DIRECTION OF

Mark Warnow

1940-1946

NEW YORK PHILHARMONIC ORCHESTRA
Stadium Concert—featuring Paul Robeson in "Ballad for Americans"

JOHN CHARLES THOMAS—NBC
Westinghouse Program

VICTOR AND SONORA HIT PARADE RECORD ALBUMS

HELEN HAYES THEATRE OF THE AIR—CBS

BLUE VELVET SERIES

CBS and Paramount Shorts

NEW YORK PARAMOUNT—5 weeks

NORMAN CORWIN "PURSUIT OF HAPPINESS"

MARCH OF TIME (NBC) and WE THE PEOPLE (CBS)

CAPITOL THEATRE—4 weeks

and exclusively for Radio on

YOUR HIT PARADE

Sponsored by the American Tobacco Co.

Publicity—Lyn Duddy

Management Music Corporation of America

CHICAGO

By BILL IRVIN

HEARING on applications for Chicago FM stations were continued this week by FCC examiner. The hearings are being held in the Continental Hotel. Fourteen applicants have applied for the twelve channels remaining to be allocated. The five Chicago FM stations already in operation are WWZR, Zenith Radio Corporation; WBBM-FM, Columbia Broadcasting System; WGNB, WGN's sister station; WEHS, WHFC, Inc., and WDLM, of the Moody Bible Institute.

"The Farmer Takes a Stand," an audience participation program sponsored by the Superior Paint Company, Chicago, will be heard from 9:30 to 9:45 p.m., over WLS starting Saturday, June 22. Contract, for 52 weeks, was placed through Kuttner and Kuttner Advertising Agency. Program will be aired from the entrance to the Eighth Street Theater, with Jack Holden as emcee. Following an informal interview each farmer appearing on the program will be asked to "take a stand" on the "question of the week."

The Chicago Symphony Orchestra concerts, aired Wednesdays from 8 to 9 p.m. over WCFL from the Eighth Street Theater, have been renewed for 43 weeks by the Chicago Title and Trust Company, effective Sept. 4. The orchestra will give two more broadcasts in the current series.

G. Barr and Co., Chicago, for Balm-Barr (hand lotion), will begin sponsorship of "The Shadow" on Sunday, September 8, over 87 Mutual network stations (4:00 to 4:30 p.m., CDT). Contract is for 52 weeks and was placed through Arthur Meyerhoff and Company, Chicago.

Set "Rhapsody In Rhythm" As "Parky's" Replacement

"Rhapsody in Rhythm" will be the summer replacement for the "Meet Me At Parky's" Old Gold program, starting Sunday, June 16, 10:30-11 p.m., EDT, on NBC. Jan Savitt's orchestra, with Skitch Henderson, Golden Gate Quartet and Connie Haynes, will be the talent on the program. Agency is Lennen & Mitchell.

Renew WMAQ Spot Campaign

Chicago—Armour & Co., through Foote, Cone & Belding, has renewed a schedule of 165 one-minute announcements to be aired three times weekly over WMAQ, NBC outlet here, starting today (June 10). Contract is for 52 weeks.



LEN STERLING
LA 4-1200



California Commentary . . . !

● ● ● The recent FCC tele channel hearing here had many light moments, but one of the funniest occurred when Paul B. Mowrey, ABC's tele chief, took the stand. The previous witness, Mark Woods, ABC's president, had testified that Los Angeles is the greatest

Los Angeles

television talent center in the world. "Do you consider Los Angeles the greatest television talent center in the world?" was a question fired at Mowrey. "Yes, Mr. Woods," was the reply, but it did not come from the witness. It was made by Harry Plotkin, who was presiding, and Mowrey, Woods and others at the hearing joined in the laughter. Although CBS, of course, was not an applicant for a tele permit, Edward A. Buckalew, Columbia Pacific station relations manager, did not miss any of the sessions, and Harry W. Witt, assistant general manager of the web attended at least one of them. Bob Graham, singing star of the "Baby Snooks" show, was guest of honor at the annual Homecoming Day ceremonies at the John Marshall High School in Los Angeles. Present also were Jackie Coogan, Rosemary LaPlanche and Peggy Moran, all J. M. graduates.



● ● ● At the "Pickard Family" rehearsal t'other day, the script called for Dad Pickard to sniff a perfumed letter allegedly received by young Charlie from a feminine admirer. The script said: "Sniff twice." Dad sniffed three times, whereupon Daughter Ann cracked: "Listen to Daddy—padding his part again!" Jimmy Wallington, emcee-announcer, is the proud owner of three prize-winning horses. When he entered three of his horses (one yearling, a two-year-old fine harness and a five-gaited mare) they came off with three blue ribbons and one red ribbon. Radio Actor Elliott Lewis, heard regularly on "Suspense" and "The Amazing Mrs. Danbury," has turned author. With one of his stories already performed on "Suspense" three months ago, Elliott has another drama coming up.



● ● ● Leo Gorcey, Bob Burns' Brooklynite, lost the election for Studio City Sheriff to former football star Tom Harmon, and then had his defeat "rubbed in" when a local policeman ticketed him the same day for a minor traffic violation. Slim Gaillard, who wrote "Cement Mixer" and who recently appeared as a guest on Kay Kyser's "College Of Musical Knowledge," has just penned a new novelty tune in honor of Kay. He calls it "Kit-Cat Kyseroonie." "My Fickle Eye," written by Sidney Miller, supporting player on the "Maisie" ailer, has already been platted by Jerry Colonna, Betty Hutton, Jack Smith, Judy Canova and the Fontaine Sisters, even before the sheet music hits the store counters.



● ● ● Harry W. Flannery, CBS news analyst, embarks early in June for a month's observation trip to the Near East. Originally slated to visit Palestine, Flannery's itinerary has been expanded to include Iran and other international hotspots. Spade Cooley and his gang, featured on "Spade Cooley Time" over KFVD, have just recorded 16 sides for Columbia. Majority of the tunes will be used in a Spade Cooley album. Louise (Marjorie) Erickson, teen-age actress on "The Great Gildersleeve," will shift her scholastic chores from Occidental College to the University of Southern California, beginning with the fall semester. Talent seems to run in the Douglas family. Christine and Michele, 11-month-old daughters of Michael Douglas, singer on the Kay Kyser "College of Musical Knowledge," are already launched on a show business career. They're appearing in an untitled picture at 20th-Fox. Charles Vanda, CBS executive producer, is celebrating his 30th anniversary in radio. He started as a copy boy with the J. Walter Thompson organization.



SOUTHWEST

RAMSEY YELVINGTON, former head continuity dept. at KTA San Antonio, has returned to the station following his discharge from the Army. Yelvington has been named Farm and Ranch editor and will present "Creek Corner Journal" day for a quarter-hour Monday through Saturday.

The Texas dinner for Attorney General Tom Clark held last week was broadcast to Texas listeners through the facilities of the Texas State Network.

With one of the largest groups of candidates announced for governor, 14, Texas airwaves within the next several weeks will be filled with politics. Texas primaries are scheduled for July. Besides the gubernatorial race, there will also be city elections in various parts of the state.

Bill Bryan has received his discharge from the Navy and has returned to his post as announcer for "Headliner Time" aired daily from the studios of KPRC, Houston member stations of the Texas Quality Network. Program is sponsored by Grand Prize Beer.

With storms causing damage to equipment and forcing stations off the air for several hours, staff of KONG San Antonio were marooned several hours in their studio-transmitter building when a tree was blown down in front of their driveway.

WOR's "Juvenile Jury" Goes On Mutual June 15

"Juvenile Jury," WOR show which features five children discussing the problems of youngsters in the 6 to 12 age bracket, will go on the full Mutual network on June 15, it was announced last week by Phillips Carlin, vice-president in charge of programs.

Show, which will be heard Saturdays from 8:30 to 9 p.m., has been on WOR only since May 15 from 2 to 2:30 p.m., EDT. Dan Ehrenreich produces the "Jury" and Jack Barry is emcee.



"Honey, let's have some hot swing on WFDF Flint—the wife listens only to high-brow."

Seasonal Spot Steady; Bob Hope ETs On 138

(Continued from Page 1)

and Mennens. Ice tea and coffee spots are fairly well in evidence now with more coming up. Jelly consommés and fruit juices of every description are coming to the fore, with BBD&O buying considerable such time. Otherwise Coca-Cola with the Morton Downey show is one of the strongest spot accounts now extant, being on over 200 outlets.

McJunkin Advertising Co., Chicago, has set a musical series for Jos. Schlitz Brewing Co., in "Adventures in Gracious Living," this station list is incomplete as yet. Marshalk & Pratt are handling additional business for Emmond Blankets using the show "Lullaby Time." Rexall Stores through BBD&O has a new program in "Music from Hollywood" with Jeane McKeon and Buddy Cole Trio. Various transcription companies are active, including Fred W. Ziv who have some new shows on tap, including a new Gary Wood show.

Generally it appears that while the accounts are there, less stations are being used, due more or less to the general condition of lack of supplies for certain products. This is not strictly the rule however.

Walgreen Drug Stores, through Schwimmer & Scott, Chicago, have produced a one-hour all-star transcription headed by Bob Hope and scheduled so far for 138 Class A stations, to start June 18. ET will be heard to best advantage on the various outlets on the list at various times and will open in New York via WABC, key outlet for CBS on Tuesday, June 18, at 10-11 p.m., EDT. WBBM, Chicago, KMOX, St. Louis, are also on the list. Majority of CBS affiliates are listed, due to ability to clear the time satisfactorily.

Talent on the "Walgreen Birthday Party," transcribed program, in addition to Hope includes: Frank Morgan, Andrew Sisters, Ginny Simms, Dennis Day, Eddie (Rochester) Anderson, Vera Vague, Eddie Duchin, Ray Noble orchestra, and Harry Von Zell. Producer was Ted MacMurray, writers Charles Issacs and Manie Manerheim. Cecil Widdifield supervised the entire production for Schwimmer & Scott.

Canadian Dealers Elect

Toronto—Officers and directors of the Toronto Association of Radio and Appliance Dealers recently elected were: president, Mel Richmond; vice-president, J. A. Pardie; treasurer, J. D. Ford; directors: Chester Muckle, Harry Say, Herb Phillips, Jack Bailey, Gordon Leyden, S. Caplan, Sidney Burnett, George Gore, Claude Beasley, R. Dancy; immediate past president, Leigh L. Hartman.

NEED MONEY?

I DO!

MORT LAWRENCE

(THE ACTOR)

LE. 2-1100

★ THE WEEK IN RADIO ★

N. Y. Tele Hearings Start

AS THE television channel hearings for New York opened in Washington, ABC proxy Mark Woods revealed plans to spend 10 million in video development within next three years. . . . Six applicants are competing for the four channels. . . . James C. Petrillo was re-elected AFM president at the St. Petersburg (Fla.) convention. The music czar also declared he'd have the "last laugh" in the Lea Bill tussle.

Ascap announced it had no idea of what its policy would be when present contract with the industry expires in 1949; it offered to meet with NAB to negotiate in advance. . . . T. W. Bearup, member of the Australian Broadcasting Commission, sees a "common ground" between his country and the U. S. regarding radio development. . . . The NAB sales managers confab opened in Washington. . . . The FCC granted 18 more license renewals, and brings the total renewal list to 147 since issuance of the Blue Book.

Industry made its first concerted post-war bid for automotive advertising with complete coverage of the Golden Jubilee in Detroit. . . . Broadcast Measurement Bureau's national study shows 95 per cent urban families own radios. New York and Massachusetts top the list. . . . An FCC spokesman revealed the Commission may soon bring its program-policy test out in the open.

Networks and NAB concerned about the rising number of awards in the industry; latter has definitely decided against adoption of the Lee & Losch plan. . . . Television in Britain opened Friday with a special three-and-one-half-hour show. . . . Bing Crosby

turned down the Reynolds Pen deal. Reynolds is still interested in radio, however, and is auditioning several shows. . . . RCA and the War Assets Administration signed the first pact to dispose of surplus electronics material. . . . FCC received 15 new applications for standard stations.

Licensing of rights to use copyrighted music for other purposes than performing rights are controlled by Ascap and BMI has grown into a five million dollar business. . . . The FCC probe into Paramount's video interests starts June 20. . . . Plans for the Indiana State Fair in August include an all-Hoosier Radio Show. . . . Chicago stations were at the scene of that Chicago hotel fire with wire recorders shortly after the alarm was reported. Philco cancelled the Paul Whiteman show (ABC), effective June 30. . . . Tele cover of the Louis-Conn fight will be augmented by the DuMont Washington outlet and Philco's station in Philadelphia. Arrangements were made in co-operation with NBC.

Dr. Julian Huxley, British scientist, proposed a world-wide network as a key to "international understanding." . . . NLRB heard further testimony regarding labor classification of CBS tele employees. . . . Martin Stone's injunction in the "battle of the books" was denied by N. Y. State Supreme Court. . . . WIND-IBEW labor trouble ended in a contract. . . . Flood stricken area of upper New York State and Pennsylvania were aided with news and information reports. . . . The new CPA no-building edict includes radio stations. . . . Canadian House of Commons was given first annual review of CBC since A. Davidson Dunton became full-time chairman.

Tom Slater Wins Award From Sports B'casters

(Continued from Page 1)

the week-end. His selection was made by fellow-members of the Sports Broadcasters Association, at a luncheon last week. The award, a silver trophy, will be presented by RADIO DAILY at a special meeting today.

Slater was active in the sports broadcasting field, in addition to special work in co-operation with the Treasury Department, for which he recently received the Silver Medal, blood donor and other campaigns. He also received the 1946 National Headliners Club Award in connection with the Mutual broadcast of the Army radar experiments.

Fly Sets New Firm Name Of Fly, Fitts & Shuebruk

Effective immediately, the law practice of James Lawrence Fly, former chief of the FCC will be known under a firm name which will include the names of his partners. New name of the firm will be Fly, Fitts & Shuebruk.

Send Birthday Greetings To~

June 10

Mario Bragiotti	Elmore Vincent
Norman Brokenshire	Stan Carey
Gertrude Foster	Judy Garland

BALTIMORE'S *Listening Habit*

WABC

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager

PRICE & PETERS, Inc., Exclusive National Representative

N. Y. Video Hearing Awaits FCC Decision

(Continued from Page 1)

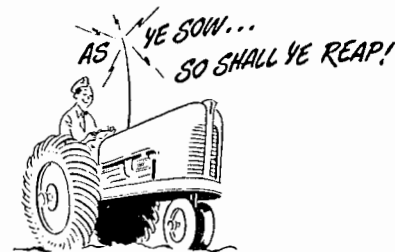
"limitless future" of video, and stated that her proposed video station, if and when it takes to the air, would telecast motion pictures 14 hours during the first period of its existence. Thus, films would comprise about half of the station's broadcast time.

Mrs. Thackrey also has applications pending in San Francisco and Los Angeles.

The "6 for 4" hearing was completed in the record-breaking time of three days. The six applicants for New York's coveted remaining channels include, besides Debs, and Mrs. Thackrey, Bamberger Broadcasting Service (WOR); Bremer Broadcasting Corporation of New Jersey (WAAT); American Broadcasting Company and News Syndicate Company, Inc.

In a statement of policy, Adolph Held, president and chairman of the board of Debs, said "television offers a great opportunity as a social force and provides greater opportunities in this regard than any other medium including radio broadcasting and motion pictures."

Summarizing, Held said the proposed station would be multi-lingual—thus reaching a host of people in the most diversely-tongued community in the western world, and winning their attention and interest through addressing them in their second or original tongue.



There'll be a bumper crop this fall. Dick Merrin, WHBC's Farm Editor, can attest to that. It's his job to cover Ohio's most populous rural regions.

WHBC's farm shows aren't just studio presentations. Dick goes into the fields to gather news. He reports farm price data and developments and brings in leading agricultural authorities for exclusive interviews.

With WHBC's boost in power to 5,000 watts, there'll be new fields to cover and conquer. Plant your advertising dollars in WHBC's farm programs . . . you'll reap the harvest.

5000 WATTS SOON

CANTON, OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

MUTUAL BROADCASTING SYSTEM

Represented by BURN-SMITH Co.

Programming Execs. Addressed By Menser

(Continued from Page 1)

ing session late last week of the network's Central Division program managers conference held here. Two-day confab was attended by more than 50 production and program executives from 34 NBC affiliated stations in 14 midwestern and southern states in the Central Division area.

Menser told the delegates that the conference was the second in a series of meetings between network production executives and representatives of affiliated stations. The meetings, he said, are being held to promote understanding of network program operations as an integral part of local station programming.

Arthur Jacobson, NBC Central Division production manager, welcomed the delegates at a breakfast meeting this morning. Other speakers at the Thursday morning session were T. C. McCray, NBC eastern program manager, and William Murphy, NBC Central Division continuity editor.

Dinner At The Blackstone

Following luncheon at the Kungsholm Restaurant, the delegates heard Don Marcotte, NBC Central Division supervisor; Edwin Cerny, NBC Central Division transcription department supervisor, and William Ray, manager of the NBC Central Division news and special events department.

Dinner was held at the Blackstone Hotel Thursday evening, and delegates invited to attend the rehearsal and performance of the "Design For Listening" program (NBC, Thursdays, 11:05 p.m., CDST).

A. W. Kaney, station relations manager of the NBC Central Division, opened the Friday morning breakfast meeting at the M. and M. Club in the Merchandise Mart, followed by Miss Judith Waller, Central Division director of public service.

Speakers for the morning business session were Robert Guilbert, continuity acceptance editor of the Central Division press and publicity department, and Thomas Horan, supervisor of Central Division sound technicians. The speakers discussed their departmental activities.

At the Friday luncheon meeting in the M. and M. Club, Reinald Werrenrath, Jr., assistant director of television at station WBKB (Chicago), discussed television, and the delegates were invited to tour the studios of the station.

Conferees were also invited to attend rehearsals and the premiere performance of the "Tales of the Foreign Service" dramatic program (NBC, Fridays, 10:30 p.m., CDST).

Takes WSB Publicity Post

Jean Hendrix, formerly of the radio section of the Treasury's War Finance Division in Washington, has been named publicity and promotion director of WSB, Atlanta, John Outler, general manager, announced Friday. Prior to joining the Treasury Miss Hendrix was with the advertising department of the Charlotte Observer.

Tele Manufacturers Survey Reveals Production Lagging

(Continued from Page 1)

following as they did several other major strikes in allied industries, are looked upon by economists as the *coup de grace* that will add a three-month lag to an already bogged-down national production schedule. Radio and television manufacturers are as seriously affected by equipment scarcities as any other segment of industry, a fact that has been admitted and emphasized at recent meetings of various industrial and manufacturing organizations. The only bright spot in

Radio Set Production

The May report of the Civilian Production Administration indicates that 1,000,000 domestic radio receivers were produced during April as compared to 750,000 sets in February. April shipments represent 91 per cent of the prewar rate of 1.1 million units a month. "Manufacturers are encountering considerable difficulty in obtaining a balanced supply of components, particularly cabinets, gang condensers and tubes," the CPA report states.

the picture for this year is the possibility of continuing the small trickle of tele receiver sets from production lines to retail shelves. Thus, predictions made with confidence at the beginning of 1946 now loom as an impossibility for the remaining six months.

Because of the general uncertainty of conditions only a few of the major television and radio set manufacturers were able to provide definite answers to questions regarding types of models now in the blueprint stage, prices, delivery dates, production outlook and the effect, if any, one the employment situation as a result of increased work in this phase of the industry. Particularly important, from an economic standpoint, is the employment angle, since it has been frequently stated by industry executives that employment figures in the industry will show a marked increase as a result of construction of new stations, equipment, etc.

A few of the major manufacturers offered enthusiastic and definite predictions regarding set production during the past winter, but point out that setbacks resulting from industrial uncertainties have now made impossible the fulfillment of earlier claims.

Will Produce Sets This Year

Among those manufacturers who definitely hope to have video sets on the market this year, but in limited quantities, are General Electric, DuMont, RCA, Philco, and Stewart-Warner. Most of the popular priced sets will include AM radio, a few FM; higher priced models will include phonographs as well as radio.

DuMont, which held its first showing of sets last month, is not producing a popular-priced model but is aiming at the "quality" market, with prices ranging from \$600 to \$2,400, all subject to OPA approval.

Highly significant is the recent statement issued by S. B. Levaux, sales manager of DuMont, who announced that more than \$2,000,000 in orders are on the books to date, and sales for this year alone are expected to exceed \$7,000,000. Levaux also said that continued interest on the part of dealers and their customers indicates "that manufacturers will experience difficulty in maintaining deliveries to satisfy demands."

Other Mfrs. Mark Time

Meanwhile, other manufacturers are forced to assume the position of watchful—and hopeful—waiting. They make it clear, however, that as soon as material is available, they'll enter production of television sets and equipment "on a large scale."

Resume Of Comments

The following is a resume of information made available by several major manufacturers.

General Electric: Direct view and projection type receivers (most will include AM broadcast; some FM and automatic phonographs). Price: about \$300. Delivery: fall or winter of 1946. Production output at present difficult to ascertain.

DuMont: High-quality direct view receiver in higher priced bracket: from \$600 to \$2,400, subject to OPA approval. Top-price set has 18-inch screen and includes FM, AM, short-wave and phonograph. Delivery: late summer of this year. Production: approximately 15,000 sets (expect sales to reach \$7,000,000 by the end of this year); employee increase as a result: 15 to 20 per cent.

RCA Plan Late '46 Delivery

RCA: Table models, consoles and large screen projection receivers will compose the line. Prices are not yet determined. First deliveries about late '46. Production outlook clouded by recent strikes, etc.

Philco: Completing first line of sets at present, but no announcement is made on model-types. First deliveries probably late this year. Prices and production outlook not yet determined but company officials highly enthusiastic.

Stewart-Warner Corp.: Table and console models (AM and FM). No prices available. Production in 1946 "limited"; outlook for next year equally undetermined.

Federal Telephone & Radio Corp.: No receiver set production planned this year; a "slight" possibility of some production during 1947.

Hallicrafters Co.: No production during this year; plans for next year still indefinite.

Bendix Radio: No information announced on television sets available thus far.

International Detrola Corp.: Television still in "experimental" stage, hence no production information available.

Andrea Radio Corp.: Plan to manufacture table, console models (projector type), including AM and automatic phonograph; prices not deter-

CBS Official Predicts 'SRO' Business Boom

(Continued from Page 1)

sponsorship and of these, three were in negotiation and are expected to be sold within a week or 10 days.

"The few contract cancellations which occurred in the early spring and affected all networks, stations and other advertising media," continued Gittinger, "now seem clearly to have been merely a temporary condition, at least for CBS."

"Although strikes and shortages have induced some advertisers to curtail campaigns in all media, many

lines of business are continuing to move ahead with expanded production and new sales records. The temporary pessimism now seems definitely replaced by the realization that a manufacturer's products must continue to compete on the basis of consumer acceptance and brand identification. Radio will continue to perform its unique role in the distribution of goods to the benefit of those advertisers who enjoy franchises on nationwide hookups," Gittinger concluded.

Gittinger pointed out that within the past month, three new half-hour and one quarter-hour shows were sold over CBS, all scheduled to start within two months. These are: American Home Foods, two half-hours and starting July 2, it will sponsor "Surprise Party," Tuesday and Thursdays at 3-3:30 p.m., EDT. House Finance Corp., has cancelled its series on another network and purchased an evening half-hour Thursdays, 10:30-11:00 p.m., starting June 27, with Phone Again Finnegan." Toni, Inc., has purchased the 15-minute period vacated by Wrigley, Inc., at 5:30 p.m. Sundays. Wrigley has switched to Sundays 7 p.m. and expanded to a half-hour program.



BILL GITTINGER

mined; delivery listed for late in 1946.

Howard Radio Co.: No information available as yet.

Sentinel Radio Corp.: Plan to produce one model during last quarter of 1946 at a price ranging from \$150 to \$200. No further information available at this time.

Sparks-Withington Co.: Not ready at this time to release information.

United States Television: Plan to make a 10-inch console, at approximately \$500; a projection type at about \$1,000, and a 7-inch table model at about \$200. Delivery: during July of this year. Set production is estimated at 8,500 sets this year. Employment increase: about 300.

Templetone Radio Mfg. Corp.: "High performance" type model, from \$175 to \$250. No deliveries this year.

Viewtone Corp.: Table model set. Price: about \$127. Delivery: some sets are expected this month.

FCC Grants 39 FM-CP's; Renew 26 AM Licenses

FCC Suggests 'Reservation' Of One FM Band In Every 5

Washington Bureau RADIO DAILY

Washington—The FCC on Friday granted final CP's to 39 applicants for new FM stations and approved the engineering plans of 14 other applicants who previously had received conditional grants.

Final CP's were granted to the following:

Pinellas Broadcasting Co., St. Petersburg, Fla.; Truth Publishing Co. Inc., Elkhart, Ind.; A. Frank Katzentine, Miami Beach, Fla.; WDOD Broadcasting Corp., Chattanooga, Tenn.; Northside Broadcasting Co., Louisville, Ky.; Spartanburg Advertising Co., Spartanburg, S. C.; The Pulitzer Publishing Co., St. Louis, Mo.; The Patroit Co., Harrisburg, Pa.; The Gable Broadcasting Co., Altoona, Pa.; The Monocacy Broadcasting Co., Frederick, Md.; The Brockway Co., Watertown, N. Y.; Onondaga Radio Broadcasting Corp., Syracuse, N. Y.; Mitchell G. Meyers, Ruben E. Aronhem and Milton H. Meyers, Fitchburg, Mass.; Elm City Broadcasting Corp., New Haven, Conn.; Rome Broadcasting Corp., Rome, Ga.; Central New York Broadcasting Corp., Syracuse, N. Y.; Thames Broadcasting Corp., New London, Conn.; Independent Merchants Broadcasting Co., Minneapolis, Minn.; Joplin Broadcasting Co., Joplin, Mo.; Easton Publishing Co., Easton, Pa.

Additional Grants

Additionally the FCC has granted final CP's to a total of 19 applicants for new FM stations. They include:

The Daily Report, Ontario, Calif.; Central Coastal Broadcasting Co., Richmond, Calif.; Leo Brothers Broadcasting Co., San Bernardino, Calif.; Robert K. and S. C. Hancock, co-partners d/b as Santa Maria Daily Times, Santa Maria, Calif.; Augusta Broadcasting Co., Augusta, Ga.; J. W. Woodruff et al, d/b as Columbus Broadcasting Co., Columbus, Ga.; Paul F. McRoy et al, d/b as Southern Illinois Broadcasting Partnership, Carbondale, Ill.; Champaign News Gazette, Inc., Champaign, Ill.; North Shore Broadcasting Co., Evanston; Quincy Newspapers, Inc., Quincy, Ill.

Also The Radio Station KFJH Co., Wichita, Kans.; The Hamden-Hampshire Corp., Holyoke, Mass.; North Shore Broadcasting Co., Salem, Mass.; James Broadcasting Co., Inc., Jamestown, N. Y.; The Messenger Publishing Co., Athens, Ohio; Pacific Radio Advertising Service, Portland, Ore.; Susquehanna Broadcasting Co., York, Pa.; Times Publishing Co., Wichita Falls, Tex.; Intermountain Broadcasting Co., Salt Lake City, Utah.

Engineering Plans Approved

Following is a list of applications for which approval of basic engineering plans were granted:

The Pulitzer Publishing Co., St. Louis, Mo.; The Patroit Co., Harrisburg, Pa.; The Gable Broadcasting Co., Altoona, Pa.; The Monocacy Broadcasting Co., Frederick, Md.; The Brockway Co., Watertown, N. Y.; Onondaga Radio Broadcasting Corp., Syracuse, N. Y.; Mitchell G. Meyers,

mately 300 FM channels would thus be "reserved" for a period of 12 months. The proposed order does not affect community FM channels under the Commission's new line-up announced recently.

Under the two-class plan several thousand additional allocations will be made in the class formerly known as community.

The FCC said oral arguments would be held on the proposed reservation plan on July 12 and "persons desiring to participate are required to file for appearances on or before July 9."

No FM channels will be reserved in an area where assigned a maximum of four channels, the FCC said. For cities or areas allocated more than four channels, the Commission proposed the following formula:

At least five but not more than nine channels—one channel reserved.

10-14 Channels listed—Two channels reserved.

15-19 Channels listed—three channels reserved.

20 or more channels—four channels reserved.

On the basis of this formula, four channels would be reserved in New York.

Statement By Commission

"The object of this policy," the FCC commented, "is to permit an equitable distribution of FM frequencies, pursuant to Section 307 (B) of the Communications Act. If a policy of reserving every fifth channel were adopted, each area could have a maximum of four stations assigned to it at this time.

"However, provision is made for the future consideration of an applicant for an FM station in an outlying city which has not applied at this time, if at least five channels are indicated for the area. The policy thus permits the establishment of FM serv-

Ruben E. Aronheim and Milton H. Meyers, Fitchburg, Mass.; Elm City Broadcasting Corp., New Haven, Conn.; Rome Broadcasting Corp., Rome, Ga.; Central New York Broadcasting Corp., Syracuse, N. Y.; Thames Broadcasting Corp., New London, Conn.; Independent Merchants Broadcasting Co., Minneapolis, Minn.; Joplin Broadcasting, Joplin, Mo.; Easton Publishing Co., Easton, Pa.

26 More AM Renewals

Over the objection of Commissioner Clifford Durr in nearly half the cases, the FCC on Friday granted 26 more license renewals to stations in all parts of the country.

Although reports continued that the Commission was readying itself for a "test case" the FCC has not a single renewal for hearing since the issuance of its Blue Book. Only one—WBAL, Baltimore—has been designated for hearing because of alleged programming malpractices but this was before the Blue Book.

The latest list of renewals is the fourth since the Commission put approximately 300 stations on a tem-

(Continued from Page 1)

porary basis and the second in which Commissioner Durr has called for hearings in many of the cases.

When the FCC granted the first list of renewals—a total of 94—last month, it warned that the step did not mean approval of program structure in each case, since the logs called for were from a period preceding the Blue Book.

The grants were made, the Commission commented at the time "with the expectation that all licensees will review their program structure in the light of the Act (Communications) and the Commission's report."

Durr, however, has maintained that licensees should be called to account before renewals are made, some for nearly three years.

Stations Listed

In the latest list, Durr called for hearings on the following renewals approved by the majority of the commission:

KWKW, Hutchinson, Kans.; KVAK, Atchison, Kans.; WOLF, Syracuse, N. Y.; KBST, Big Spring, Tex.; WBAB, Atlantic City, N. J.; KBON, Omaha,

Nebr.; KGBX, Springfield, Mo.; KGCU, Mandan, N. D.; KXYZ, Houston, Tex.; WHBY, Green Bay, Wis.

The list of latest renewals follows: The following stations were granted renewal of licenses for the period ending August 1, 1947:

WATW, Ashland, Wis.; WS' Salisbury, N. C.

Renewals of licenses for the following were granted for the period ending February 1, 1948:

KWBW, KVAK.

Renewals for the following stations were granted for the period ending August 1, 1948:

WOLF, KBST, WBAB, KBUR, Burlington, Iowa.

The following stations were granted renewals for the period ending November 1, 1948:

KGBX, KOL, Seattle; KG WJAS, Pittsburgh, Pa.

Renewals for the following were granted for the period ending February 1, 1949:

WJNO, West Palm Beach; KW Winona, Minn.; WHBY, KCMC, J arkana; KVEC, San Luis Obispo, C.

Renewals for the following stations were granted for the period ending May 1, 1949:

WCAX, Burlington, Vt.; KSFO, Francisco; KOY, Phoenix; WI Topeka; KGW, Portland, Ore.; KW Springfield, Mo.; WFIL and Auxili-

'Royalty-Fund' Control Causes AFM Dispute

(Continued from Page 1)

tossed the issue back into the laps of the executive committee for further consideration.

Action was compromised between those who favored international board control and a strong coalition which wanted the money distributed among locals on a pro-rata basis.

The international board plan called for appointment of a three-member committee to decide what should be done with the money. However, the international board would have been "fully empowered to approve, amend or reject recommendations of the committee" and would be "further authorized to establish salaries for members of committee and to formalize the financial secretary-treasurer of the AFM to make payments of expenditures for costs of the project approved."

Thus, according to opponents, the committee would have been merely a tool of international board which could pay the committee little or much as it pleased, making the committee dependent on winning pleasure of the international board.

Washington Bureau RADIO DAILY

Washington—AFM president, James C. Petrillo, was taken to task Friday by the NAB for resorting to "personalities and to terms of conflict."

NAB, the statement said, "has taken the position that neither legislative nor judicial determination can obviate or diminish the ultimate necessity of industry and labor to sit down together and reach fair agreements through proper discussion, adjustment and negotiation."

Nebr.; KGBX, Springfield, Mo.; KGCU, Mandan, N. D.; KXYZ, Houston, Tex.; WHBY, Green Bay, Wis.

The list of latest renewals follows: The following stations were granted renewal of licenses for the period ending August 1, 1947:

WATW, Ashland, Wis.; WS' Salisbury, N. C.

Renewals of licenses for the following were granted for the period ending February 1, 1948:

KWBW, KVAK.

Renewals for the following stations were granted for the period ending August 1, 1948:

WOLF, KBST, WBAB, KBUR, Burlington, Iowa.

The following stations were granted renewals for the period ending November 1, 1948:

KGBX, KOL, Seattle; KG WJAS, Pittsburgh, Pa.

Renewals for the following were granted for the period ending February 1, 1949:

WJNO, West Palm Beach; KW Winona, Minn.; WHBY, KCMC, J arkana; KVEC, San Luis Obispo, C.

Renewals for the following stations were granted for the period ending May 1, 1949:

WCAX, Burlington, Vt.; KSFO, Francisco; KOY, Phoenix; WI Topeka; KGW, Portland, Ore.; KW Springfield, Mo.; WFIL and Auxili-

PROMOTION

Brochure Cited

In the form of a four-page brochure edited by the Standard Rate Data Service, WTAG, Worcester, Mass., was awarded a citation for its vivid type ads that gave advertisers FACTS they wanted. Citation commends the outlet for supplying in brief and factual form, information and supplements their rate and data, for performing a real service to the agency planning a radio program by sending "rock-bottom" actual data, for using material that is definitely the kind of advertising that other stations should use, and for a layout that gives the facts at a quick glance without having to search through a lot of material. The presentation is one in a series on how to help agencies and their clients through factual service units in SRDR.

"Home Type" Show

WKMO, Kokomo, Ind., is sponsoring a "home type" display show at the local Army promoting customer interest and will in the community. Realizing that this cannot be primarily a "sales" show, the Indiana outlet has placed emphasis on the slogan "Keep faith in a Great Buying Future." Each merchant and dealer participating will occupy a display booth for their respective products, and free entertainment as well as local radio programs will be presented. The show will be conducted in June as a non-profit venture of WKMO.

Public Service

As an on and off the air promotion in the civic interest, WKY sponsored a city-wide concert to raise \$100 to send Oklahoma City's Classen Senior High School 73-boy-girl choral choir to Memphis, Tenn., to compete in the national finals. After winning the Oklahoma championship, the choir receiving invitation to compete in Memphis, Classen's choirmaster, Walter Francis, appealed to P. A. Grogan, WKY manager, for assistance. Under the station's supervision, the concert was developed. The needed money was raised in ticket sales.

He Who "Pays Off"

President of the Milwaukee County Pharmacists' Assn., Carl H. Lippert, came up with a novel promotion idea which he imprinted on his company's checks the legend "Listen to 'Know Your Druggist Better' Program, Each Friday, 5:15 p. m. WISN." Lippert noted out that in this way he reduces his suppliers constantly that it's a "pay off" in Milwaukee.

COAST-TO-COAST

CONNECTICUT

HARTFORD—WONS now features two Hartford newspaper columnists. Oakley Christoph, of the Hartford Courant, and Bill James, of the Sunday Herald, heard Wednesday and Friday nights. . . . Four Connecticut political figures took part in the Connecticut Forum of the air recently which was staged for the benefit of Kiwanis Club members last week and aired over WONS. Program was arranged by station manager, Ralph D. Kanna. . . . BRIDGEPORT—T. D. Eberhardt, was recently named assistant to L. E. Walkley, comptroller of the General Electric Company's appliance and merchandise department.

MASSACHUSETTS

WORCESTER—A presentation, especially arranged to acquaint the younger generation with classical music masterpieces and composers, is being aired by WTAG entitled "Make Friends With Music," featuring a contest between youths from 8 to 18. . . . BOSTON—The second Annual Conference for the first district of the Association of Women Directors of the National Association of Broadcasters will be held at the Hotel Wentworth-by-the-Sea in Portsmouth, N. H., on the week-end of June 15. At the dinner meeting, the "light touch" in the way of entertainment will be provided by Carl Moore, WEEI's emcee and singing-pianist.

OHIO

CANTON—A salute to Canton highlighted the June 1 broadcast of "Hawaii Calls," a series originating

from the studios of KGMB, Honolulu. The program told the story of Canton and paid tribute to Canton servicemen stationed in Hawaii. WHBC will make special recordings of servicemen interviewed for presentation to their families. . . . TOLEDO—Bill Kitay, former Gotham record jockey and some years ago staff member of Basch Radio Productions, New York, has recorded fifty-two weeks of five-minute series for Allen Miller Agency. His latest cut for the agency is "Newspaperman," relating true stories about the Fourth Estate. Series, now on five test stations, will open with twenty-five outlets in the fall.

PENNSYLVANIA

PHILADELPHIA—Four special airings were heard over a two-day period last week by KYW when the outlet moved into Pottstown to bring listeners complete coverage of the city's Victory Celebration and Welcome Home Salute to its servicemen. . . . Alun Williams, KYW announcing and production staffer for the past two years, has resigned. He has returned to New York where he will enter the free-lance announcing field. . . . Carl Wyman, recently returned from military service, where he held the rank of Lt. Colonel in the Marine Corps, has been appointed technical supervisor at KYW.

MINNESOTA

MINNEAPOLIS—Ray Tenpenny, staff announcer on WCCO, CBS station in the Twin Cities, for the past three and one-half years, leaves WCCO June 15 to join the NBC announcing staff in Chicago.

Religious Programs Discussed By Board

Plans for the religious broadcast schedule on CBS during the coming fall have been worked out by representatives of the network and the Board of Consultants of CBS' "Church of the Air," it was announced recently.

It was agreed that Church of the Air speakers should continue to discuss topics having nationwide appeal; that one of the prime objectives of the broadcasts is to appeal to the non-churchgoing public; that good sermons shall continue to be supplemented with good music and that advance selection of sermon topics was deemed inadvisable on the basis that subjects selected in advance might not be timely on scheduled broadcasts.

Roberts To Leave WCBW For Summer Stock Work

Cledge Roberts, a WCBW staff director, plans to take a summer hiatus from his duties at CBS' television studio starting June 15, to operate The Harbor Playhouse at Marion, Mass. The Playhouse is a summer stock and theater school.

Ed Stasheff, WCBW script writer and moderator, will head up the radio-television department at The Playhouse.

Gulf Oil Corp. Buys Tele News Show On CBS

Gulf Oil Corporation is expanding its use of air advertising with the announcement over the week-end of sponsorship of a 15-minute news program series on CBS video station WCBW.

Gulf sponsorship of the show, which has been on the air as a sustainer for some time, begins on a weekly basis, Thursday, June 20, and will probably run for a year. Program is aired from 8:15 to 8:30, and features spot news, news pictures, films, animated maps and charts. Gulf also sponsors "We, the People" on CBS, Sunday nights. Contract was handled through Young & Rubicam.

Rawak In Musicraft Sales Post

Peter Hilton, president of Musicraft Distributors, Inc., the distributor of Musicraft Records in the New York Metropolitan area, announces the appointment of Bill Rawak as sales manager of the firm.

AVAILABLE

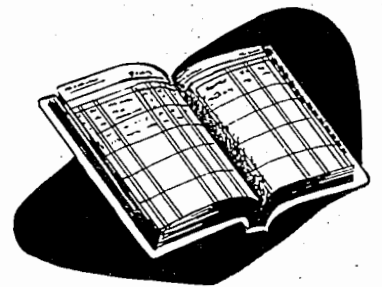
Young man wishes position with agency. 6 years experience, studio engineering and directing audio and video for New York networks. College graduate. Write RADIO DAILY, Box 190, 1501 Broadway, New York 18, N. Y.

AGENCIES

A STANDARD ORDER BLANK for transportation advertising is now ready for use, according to a joint announcement by the American Association of Advertising Agencies and the National Association of Transportation Advertising, Inc. The new form provides for transportation advertising a standard contract similar to those long in use for publications and spot radio. It is available for use not only by AAAA members but also by any advertising agency having recognition from one or more media associations.

WALTER S. HEEBNER has been appointed assistant director of popular artists and repertoire for RCA-Victor Records. In this capacity, he will work directly with Eli Oberstein, director of popular artists and repertoire. He will be located at RCA-Victor's Hollywood studios, where he will supervise West Coast recording activities and artists' relations. Heebner joined RCA-Victor in 1940, as assistant to J. L. Hallstrom, now general merchandise manager of the record department.

RAYMOND S. PERRY, president of Maxson Food Systems, Inc., of New York, has announced the appointment of Lennen & Mitchell, Inc., to handle the advertising for all Maxson food products. Maxson Food Systems currently markets cooked, frozen, French fried potatoes and shortly will introduce to the general consumer the Maxson cooked, frozen complete meals that have been served in large quantities on airplanes for many months.



THE Budget Bureau was established on June 10, 1921. Make your client's budget show more profit by using

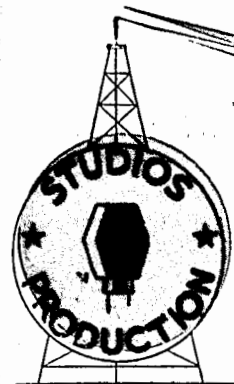
WIP WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C. IT'S MUTUAL

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERRY CO.

World's Foremost Tobacco Center KINSTON, N. C. Advertiser cash in by using WFTC. Eastern line's Most Progressive Station. The ideal for your campaign. Represented by BURN-SMITH as Weiland Owner. Bob Bingham Gen. Mgr.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 51

NEW YORK, N. Y., TUESDAY, JUNE 11, 1946

TEN CENTS

IATSE Loses CBS Tele

To Ask 'Divorcement' Of AM And FM Outlets

FCC Commissioner Clifford Durr is preparing to ask the Commission to approve a rule drastically curtailing the joint ownership of AM and FM stations, it was learned yesterday. Durr, it was learned, will call on the Commission to extend the multiple-ownership rule to cover AM and FM stations serving "substantially the same area" unless the coverage is considerably greater than that of the

(Continued on Page 7)

Over 500 Reports Sifted In Press Wireless Tests

Reports on the quality of the 58 shortwave test programs by Press Wireless, while in the preliminary stages, reveal that a large majority of the broadcasts were received with quality entirely suitable for re-broadcast, according to J. W. Chaplin, director of operations for PW.

Chaplin states that some 500 reports from 59 stations in various areas in the U. S. which received the demonstration programs, were contacted

(Continued on Page 2)

New Alabama Station Began Operating Monday

Montgomery, Ala. — The Dixie Broadcasting Company, a 1,000-watt station recently approved by the FCC, began operations here yesterday under the call letters WMGY. It is affiliated with Mutual Broadcasting System.

The manager is Leland Childs; the program director, Caldwell Stewart;

(Continued on Page 2)

On The Spot

Break of the expected strike of the Pittsburgh Pirates baseball club last week came in the middle of Jack Swift's (KDKA-NBC) description of the labor argument from the Pirates' dugout. Anticipating some action, NBC spotted its "News of the World" in Pittsburgh, and it came as Swift related news of the ball players taking the field for pre-game practice.

Paging Mr. Iowan

State of Iowa will celebrate its Centennial June 29-July 4, and is searching for the oldest living Iowan. Clyde Scott believes that the oldest living Iowan can be found in or around Los Angeles and is putting on a campaign over KECA to prove his point.

FCC Answers INS Re News Services

The FCC yesterday assured International News Service that it has "no intention" of restricting the use of wire news programs on radio stations. "On the contrary," the FCC said, "the Commission expressly indicated in the report (Blue Book) that a broadcast station's use of a wire service would be considered an element in determining whether it is operating in the public interest."

The Commission's statement was in

(Continued on Page 2)

Set ATS Awards Meeting For Wanamaker Studio

The awards meeting of the American Television Society, originally scheduled for the Hotel Barbizon Plaza, tomorrow night (Wednesday), will be held at the DuMont-John Wanamaker studios instead, it was announced yesterday by George T. Shupert. Time of the meeting is 8:45 p.m. Meeting-procedure and awards will be televised.

Round-The-World Recordings Basis Of Corwin CBS Series

Norman Corwin will make many recordings on his trip around the globe, which will be the basis of a special series of CBS programs when he returns, it was revealed yesterday by William S. Paley, chairman of the board of the network. Paley spoke at a luncheon in Corwin's honor at the Waldorf-Astoria Hotel. Corwin was awarded the Willkie Memorial One World-Round-The-World Flight and luncheon was tendered Corwin by

NLRB Rejection Of Stage Hands' Appeal Assures RDG As Bargaining Rep.; Separate Elections For Others

Files Complaint Against Texas Web

Washington—Charging the Texas Quality Network with "seriously restricting full discussion of public issues, Homer P. Rainey, former president of the University of Texas and candidate for governor of the state, on Saturday called on the FCC to make in "immediate investigation."

In a telegram sent to the Commission, Rainey said stations WFAA,

(Continued on Page 6)

Slater Gets RD Award; Elected SBA President

Tom Slater, director of sports and special events for Mutual, was elected president for 1946-47 of the Sports Broadcasters Association at the final seasonal meeting of the group yesterday.

(Continued on Page 2)

Emphasize Public Service, Mullen Tells Station Men

Frank E. Mullen, vice-president and general manager of NBC, speaking at the third annual three-day meeting of NBC owned-and-operated station promotion managers, which ended

(Continued on Page 2)

Washington—Rejecting last week's appeal by the IATSE, the National Labor Relations Board yesterday directed that television directors and assistant directors be combined into a separate collective bargaining election at the CBS tele studios. This decision was seen here as virtual assurance that the Radio Directors' Guild will be the bargaining representative for this group.

In addition, the board directed sep-

(Continued on Page 8)

Army Recruiting Spots Bought On 750 Outlets

U. S. Army recruiting announcements through N. W. Ayer & Sons Agency have been set on 750 stations bought to date with each outlet doing an average of 13 of the spots starting this week and continuing through the end of the month. All stations possible are being utilized with the exception of the American Broadcasting Co. affiliates which are already

(Continued on Page 6)

Chesterfield's New Series On KFWB In Hollywood

Los Angeles — Starting Monday, June 17, the advertising agency, Newell Emmett, the client, Liggett & Myers Tobacco Co., the product,

(Continued on Page 2)

Competition?

Detroit—When more than a million Detroiters witnessed the big parade of old and new horseless carriages and other modes of transportation during the Automotive Industry Golden Jubilee here June 1, WTR deviated from the customary float display by parading three mammoth elephants, gaily attired, along the route, as six clowns distributed 10,000 American flags.



Vol. 35, No. 51 Tues., June 11, 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

(Mon., June 10)

NEW YORK STOCK EXCHANGE				Net.
	High	Low	Close	Chg.
Am. Tel. & Tel.	199 3/4	199 3/8	199 3/4	+ 3/8
CBS A	38 3/8	38	38 3/8	+ 3/8
CBS B	37 3/4	37	37	- 1/4
Crosley Corp.	39 3/4	30 3/4	30 3/4	- 1/2
Farnsworth T. & R.	14 7/8	14 5/8	14 1/2	- 1/8
Gen. Electric	49 3/8	48 7/8	49 1/8	+ 3/8
Philco	35 3/8	34 1/2	34 1/2	- 3/8
RCA Common	15 7/8	15 5/8	15 5/8	- 1/8
Stewart-Warner	25 1/2	25	25 1/2	+ 3/8
Westinghouse	35 1/4	34 3/4	35 1/4	+ 1/8
Zenith Radio	36	35 1/2	36	+ 1/2

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Hazeltine Corp.	22 1/2	22	- 1/4
Nat. Union Radio	10 3/4	10 1/4	- 3/8

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab.	10 3/8	11 1/8	
Finch Telecomm.	12 1/2	13 1/2	
Stromberg-Carlson	22	23 3/4	
WCAO (Baltimore)	37	38	
WJR (Detroit)	36 1/2	38	

Over 500 Reports Sifted In Press Wireless Tests

(Continued from Page 1)
 to monitor the transmissions. Each of these stations was asked to report on the broadcasts beamed to their areas, but the reports to date indicate that the stations monitored all programs possible.
 The result is that the 500 reports, divided into 10 technical categories have to be tabulated and evaluated as well and with more coming in, it is estimated that it will take at least two weeks to arrive at definite conclusions. Any premature figures, however, would be misleading at this time, Chaplin stated.

OFF THE AIR

REFERENCE RECORDINGS

IN CHICAGO

L.S. TOOGOOD RECORDING CO.

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

FCC Answers INS Re News Services

(Continued from Page 1)
 reply to a petition by INS expressing fear that that use of the term "wire program" as proposed in the Blue Book would adversely affect the "business, service and reputation" of the wire service.

"It appears upon a reading of your petition" the FCC told INS, "that you may have misconstrued both the purpose and the language of the definition proposed in the report. It was neither the Commission's desire nor intention to cast aspersions upon wire news programs or to discourage their use. On the contrary, the Commission expressly indicated in the report that a broadcast station's use of a wire service would be considered an element in determining whether it is operating in the public interest. Thus it stated:

"The development of network, transcription, and wire news services is such that no sound public interest appears to be served by continuing to stress local live programs exclusively at the expense of these other categories."

"The only reason for the establishment of the proposed program categories was to provide a convenient method for statistical and analytical purposes."

Slater Gets RD Award; Elected SBA President

(Continued from Page 1)
 terday at the Hotel Great Northern. Slater was also presented with the RADIO DAILY award as "the person who has done most to bring credit and honor to the sports broadcasters profession during the past year."

Other officers of the association for the next year are: treasurer, Andy Long, Press Association; vice-president, Stan Lomax, WOR-Mutual; vice-president, Jimmy Dolan, CBS; secretary, Joe Hasel, ABC; and national secretary, Harry Wismer.

Luncheon meeting of the SBA was presided over by Bill Slater, the outgoing president.

New Alabama Station Began Operating Monday

(Continued from Page 1)
 the commercial manager, John DeMotte; the chief announcer, Ed Moore; and the traffic manager, Martha Hall. All were former members of the WSFA (National Broadcasting Company) staff.

The new company, whose president is Dr. S. D. Suggs, has studios on the third floor of a building at the corner of South Perry Street and Dexter Avenue.

Anthony Eden On WINS

An interview with Anthony Eden, former British foreign minister will be aired by Johnny Grant over his WINS stanza this morning, 8:30 a.m. Grant recorded Eden's remarks on wire when the latter landed at LaGuardia Field yesterday.

Emphasize Public Service, Mullen Tells Station Men

(Continued from Page 1)
 here Friday, urged the promotion men to bring to the attention of the public the full scope of the network's public service programming.

Niles Trammell, president of the network commended the visiting managers for their outstanding work, and outlined briefly the company's major promotion policies.

Dr. James Rowland Angell, NBC public service counselor, spoke on the network's public service programs.

The welcoming address was delivered by Charles P. Hammond, director of the advertising and promotion department, who also spoke in detail on "The New Managed-and-Owned Promotion Plan."

The television department was represented at the meeting by Noran E. Kersta, manager, who discussed television's immediate prospects; and Charlotte Stern, who explained television's role in the promotion picture.

Promotion managers of NBC owned-and-operated stations who attended the three-day meeting were: Charles Philips, WEAJ; James Seiler, WHC, Washington; Howard Barton, WTAM, Cleveland; Emmons Carlson, WMAQ, Chicago; Randolph Smith, KOA, Denver, and Robert McAndrews of the NBC Western Division. David Lasley, promotion manager of KPO, San Francisco was unable to attend.

Chesterfield's New Series On KFVB In Hollywood

(Continued from Page 1)
 Chesterfield Cigarettes, for the first time have purchased a local program and will be on the air six nights weekly, Monday through Saturday at 9:30 to 10:00 p.m., over Warner Bros. KFVB. The title of the program is "The Chesterfield ABC Round-Up" and will consist of popular recorded music with Maurice Hart as master-of-ceremonies. Hart has been Martin Block's understudy for the last few years on the "Make Believe Ballroom." The deal was closed by Berne B. Wilkins, KFVB commercial manager and is for a period of three years. Martin Block, Perry Como and Jo Stafford have transcribed a series of announcements plugging the new show and these are being run over KFVB starting immediately.



Milked

Being a city fellow, we've only heard there is a trick to milking a cow. And especially that peculiar movement of the hand at the last of the milking which gets the bag dry.

But that picture is in this ad for one reason: we just want to point out that there is no trick or mystery about buying radio time in the country's 6th largest city.

If you want to get the last sales drop out of this market at the lowest cost, put W-I-T-H on that radio list.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Facts are available . . . proof positive!

W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

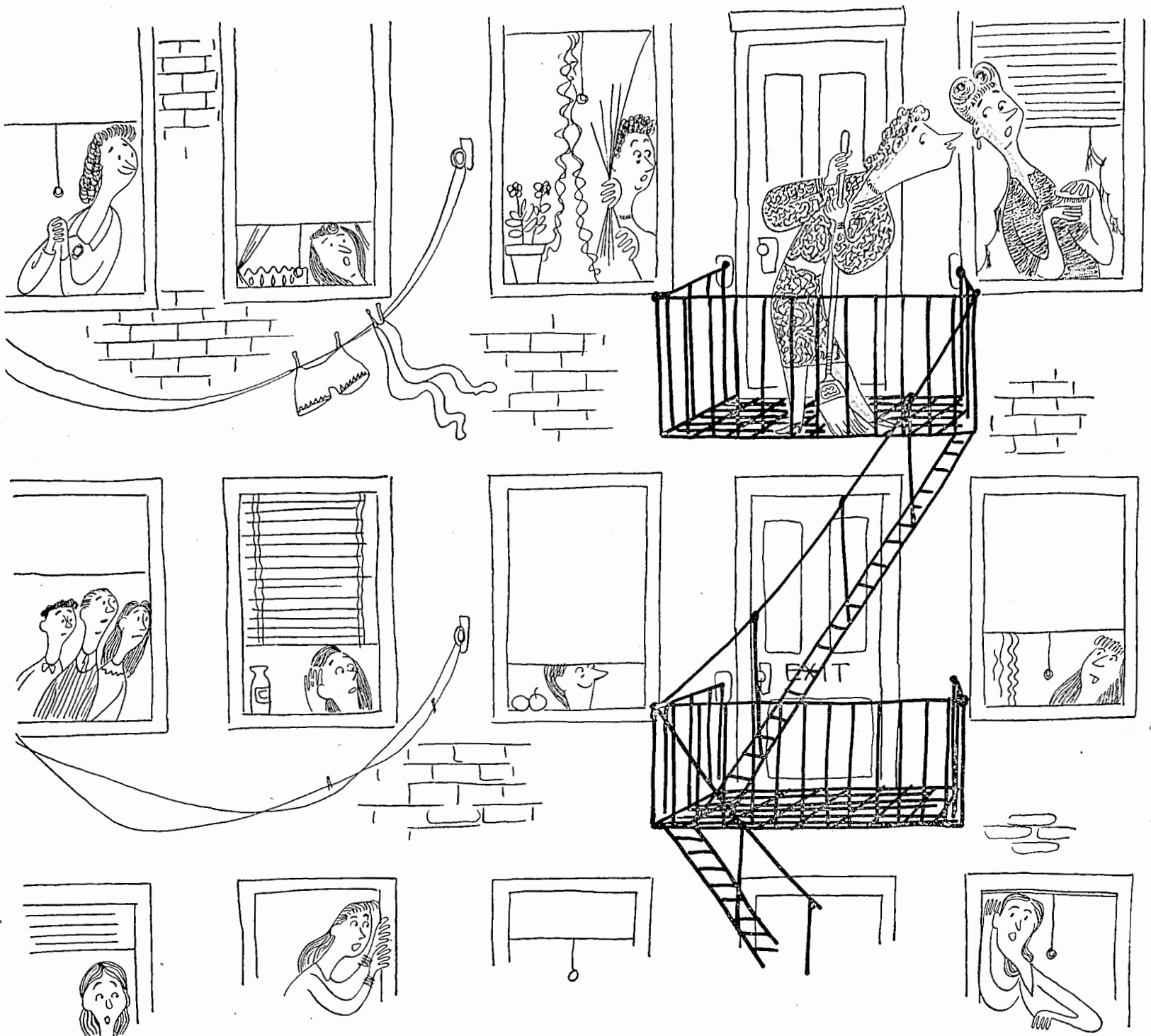
Dominant

VOICE OF SOUTHEASTERN CALIFORNIA

100 MILLION DOLLAR YEARLY MARKET

MUTUAL DON LEE **KKO** EL CENTRO CALIFORNIA

SEERAYMER



more listeners than you think

When we asked Philadelphians how many of them listen to news broadcasts, their answers amazed us. Out of every 100 listeners, 97 said they turn to radio for news.

Here is an important reason why the WPEN audience has grown so fast since the station was acquired by *The Evening Bulletin*—the largest evening newspaper in America. Listeners in the Philadelphia area know they can hear five minutes of local, national and foreign news every hour on the hour—direct from *The Bulletin* news-rooms.

And they stay tuned to 950 for the finest in music, sports and special events. WPEN builds its own shows—styles them to please the interests and preferences of listeners in the Philadelphia area. That's what makes it so easy to reach Philadelphians when you use WPEN.

950
WPEN
 PHILADELPHIA

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





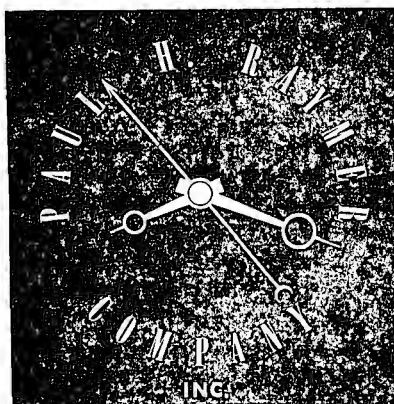
The Surgeon Is A Specialist

HE DOESN'T PRACTICE LAW ON THE SIDE

When you place yourself in the hands of a surgeon, you don't select a man who, among other accomplishments, knows a little about surgery. You find one whose entire education, experience and career have been exclusively associated with that branch of medicine.

We do not handle human lives—but we are specialists. All of our experience has equipped us for the job of selling radio time. We know that good radio station representation is a complex and demanding business that does not permit dabbling in other branches of the industry.

Like the surgeon — we carry no sidelines.



PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Files Complaint Against Texas Web

(Continued from Page 1)

Dallas; WBAP, Fort Worth; KPRC, Houston, and WOAI, San Antonio, combined to restrict full discussion in violation of the Federal Anti-Trust Laws and "contrary to the spirit and perhaps the letter of the Federal Communications Act."

Commission spokesmen indicated that some investigation would be made of the charges.

Rainey told the FCC that the four stations have entered agreement not to sell time to political candidates before June 11. From June 11 to July 13, he told the Commission, the network will sell each candidate only one broadcast and for the period July 13 to July 27 the net will pro-rate available time.

"The election," he said "will be on July 27 and this will permit the candidates limited use of four of the most powerful stations in Texas for only two weeks, thereby preventing thousands of rural voters from hearing the public discussion on the part of the various candidates. I have tried by direct appeal to the network to get them to take my speeches at their regular political rates but without success. This arbitrary limitation seriously restricts full discussion of public issues before the people of Texas."

NAB Names E. J. Heffron To Public Relations Post

Edward J. Heffron has been named executive assistant to the president and vice-president of the NAB in charge of public relations. He will assume his new duties June 17.

Heffron was formerly executive secretary of the National Council of Catholic Men, having been in charge of public relations for that organization for the past 14 years. He was responsible, in large part, for the NCCM's two network shows, "Catholic Hour," and "Hour of Faith," heard on NBC and ABC, respectively.

"March Of Time" Shot Set For CBS, June 25

"March of Time," off the air since last summer, has re-assembled its staff for a one-time shot, to be presented in co-operation with Thomas J. Lipton, Inc., Tuesday, June 25, at 9 p.m., EDT, over CBS network. Lipton's has offered its half-hour of time, as sponsors of "Inner Sanctum," as a contribution to the famine relief emergency.



Notes From An Aisle Seat. . . !

• • • Latest Communique From The Schick Front: Writer Bob Sloane leaves for the Coast this week to confer with Dashiell Hammett regarding another horror series which Biow would like for the fall, using a big name from the Metro lot. The present set-up will prob'ly remain on throughout the summer, according to whatever information we can glean. Biow is also auditioning a show around Ray Bolger with Ray Middleton and Margaret Whiting. . . . You can expect a big argument with network biggies if you start to discuss the possibility of the government owning and operating a network of FM stations. . . . Is Fannie Brice's attitude holding up the movie on the life story of Billy Rose? According to the reports, she had to give her consent—and, so far, she hasn't. . . . Winston Churchill may be heard in the U. S. next fall as radio commentator via transcriptions. . . . One of the MCA boys, asked what he thought of "The Hucksters," replied that it sure did a lousy job on Wm. Morris! . . . Charlie Luckman, new 37-year-old prez of Lever Bros., gets up at 5:30 every ayem. If that's what you gotta do to be a success, he can have it.

★ ★ ★

• • • Agency biggies burning at Freddie Wakeman, not only for his slanted references to Emerson Foote and others in "The Hucksters," but for the vicious swipe he took at the entire advertising field. The way most of the agency boys figure is this: If the books were merely circulated around the industry, it would be a terrific trade howl and they'd love it. But the burn-up is that they feel it doesn't belong in public domain—especially in the films, which can only result in irreparable damage to the whole trade. For a clincher they argue that there isn't an industry in America that could stand up under the glare of satire and so-called expose. We're inclined to go along with this line of thinking. Book can only serve to make the trade a laughing-stock among outsiders and the tag—"Hucksters"—is liable to be hanging around for a long while to come. 'Tain't funny, McGee.

★ ★ ★

• • • Radio Row raving about Orson Welles' premiere stanza for Pabst beer (an adaptation of "Around the World"), tagging it as an all-time all-timer. Also rating a bow was the clever way the Pabst commercials were blended in the script. . . . Eileen Farrell inked by Columbia records. . . . Geo. Carson Putnam has added a fifth 15-minute stanza to his Sunday schedule on Mutual. The ex-Marine is in there punching like a heavyweight. . . . Radio must've gone to Elsa Miranda's head. She's sporting an attractive hat in which a tiny, portable radio is inset. . . . Recommended reading: Don Dunphy's article in the current Pic magazine on the Louis-Conn fracas. Dapper Don predicts a kayo—but refuses to stick his neck out on either Louis or William the Conn-queror. . . . Louie Prima flying to the Coast. Just bought two more race horses. The mare the merrier. . . . Lanny & Ginger mulling over a H'wood offer to take over a coast-to-coast show from there. Meanwhile, they have a 2-yr. recording contract with NBC.

★ ★ ★

• • • Whatever happened to the proposed plan of the Radio Directors' Guild to take better care of the returning vets? It now comes to light that AFRA has only approximately 250 vets in all categories instead of the thousands the directors had expected. AFRA went to the expense of printing Veterans' Directories, but to the best of our knowledge, not more than one director in fifteen has used it. We still intend to applaud directors whom the vets tell us are outstanding in their desire to co-operate. Such as, for instance: Ted Corday, Arthur Hanna, Marion Lamphier, Kay McMahon and Martha Atwell. Another thing, some directors have two files—an actors' file and a veterans' file. In sum, a guy can be in radio for years and still find himself listed in the vets' file instead of as an actor. Why is this?

Army Recruiting Spots Bought On 750 Outlets

(Continued from Page 1)

carrying the Harry Wismer sport program sponsored by the Government.

Understood that the spots would have been used on a major network but for the fact that CBS for instance does not accept paid government announcements. By the same token some stations have informed the agency and the government that they will continue to use the recruiting announcements gratis and not accept payments.

ET's used in the new recruiting campaign are based on the Pvt. Willie Duckworth "chant," a public domain jive march tune. Pvt. Duckworth devised the idea of putting drill order to the chant and grew popular in the service. Disks now being used have lyrics by Arnold Horwitt, former Army sergeant and produced by Horwitt and Col. Dorsey Owings. As it stands it is a sort of singing commercial for the Army, and considered highly effective by the Army officials.

Film Recorder Used In Program Innovation

A unique method of using transcribed dialogue in a live dramatic show will be a feature of WNYC's "Salute to Brooklyn" today, 8-8:45 p.m., EDT, commemorating the 300th anniversary celebration of the Borough.

Brooklyn-born Danny Kaye narrates the show via film recording which he made on the West Coast. The film was flown to New York and will be dubbed onto a regular transcription disc with spirals between Kaye's speeches. The broadcast will sound as though Kaye was in the studio actually receiving his cues from Nat Rudich who will be producer and director.

In addition to the 25-minute dramatic segment, the program will feature Mayor William O'Dwyer, Borough President John J. Cashmore and the Police Department band.

Script is the first by Eddie Goldberger, former WNYC and OWI staffer, since his recent discharge from the Army.

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LEN STERLING
LA 4-1200

To Ask 'Divorcement' Of AM And FM Outlets

(Continued from Page 1)

FM stations involved. The "divorcement" would take effect three years after approval of the rule.

Durr, the Commission's most consistent plugger for FM, is known to be concerned over the following trends:

(1) Continued "coolness" of radio manufacturers toward substantial production of FM sets.

(2) Growing list of AM stations seeking expensive improvements and increased power.

Durr has opposed granting of approval to requests for improvements or additional power facilities costing more than \$10,000 if the coverage involved is less than an FM station could give. In each of several cases, he has called for hearings but has been overruled by the Commission majority. Some directional antennas involved, for instance, cost many thousands of dollars and in some cases, more than initial cost for an entire FM station, it was said.

Convinced that FM will not receive the push necessary from either standard broadcasters or radio manufacturers, Durr appears convinced that the Commission itself must do the job.

Durr was among the first to point out the small FM set production scheduled this year by radio manufacturers. This fact was later noted by the Senate Small Business Committee.

The Commission, a spokesman stated, admittedly cannot "direct" radio manufacturers to produce more FM stations.

Durr, it is known, favors the entrance of new AM broadcasters in communities where there are now no existing standard services.

One spokesman noted that, from an engineering standpoint, AM broadcasting "is already outmoded by FM." "In spite of this," he stated, "standard broadcasting is becoming deeper entrenched—and FM is suffering."

Stanley Promoted By CBS

Howard Stanley, assistant director of promotion for Columbia-owned stations has been appointed director of sales promotion, J. L. Volkenburg, general sales manager of CBS radio sales, announced last week. Stanley replaces John P. Cowden, who has since been named director of promotion for Columbia-owned stations.

FCC Awards Two CPs Following Joint Petition

Washington Bureau RADIO DAILY

Washington—The FCC has announced a decision and order granting a joint petition of the Wabash Valley Broadcasting Corp., Terre Haute, Ind., and West Central Broadcasting Co., Peoria, Ill., requesting leave to amend the application of the former to specify the frequency 1480 kc., instead of 1350 kc., as originally requested, with one kw. power, unlimited time. The amendment was accepted and application of Wabash Valley Broadcasting Corp., as amended, was granted for a new station to operate on 1480 kc., one kw., unlimited time, contingent on approval of the antenna system and transmitter site by the CAA.

Hearing Cancelled

The application of West Central Broadcasting Co., for a new station in Peoria, Ill., to operate on 1350 kc., one kw., unlimited time was also granted, and the hearing scheduled to be held on June 17 in this proceeding was cancelled.

T-H-S Station Men Meeting in San Antonio

San Antonio, Tex.—A meeting of all managers and program directors of Taylor-Howe-Snowden stations will be held here starting Tuesday, June 11 and ending Thursday, June 13. George W. Johnson, manager of KTSA and the station's staff will play host to those attending the three-day session. The first day will be devoted to the program managers while the last two days will be devoted to station manager problems.

Among those attending the meetings will be O. L. "Ted" Taylor and Alex Keese of the THS general office; Raymond Hollingsworth, KGN C, Amarillo; DeWitt "Judge" Landis, KFYO, Lubbock; Archie Taylor, KRGV, Weslaco; Jack Todd, KANS, Wichita, Kans.; Robert Enoch, Oklahoma City, Oklahoma, and J. C. Kelam, KTBC, Austin.

Missouri Spot Campaign Set By PRC Pictures

Buchanan & Co., agency for PRC Pictures, Inc., has skedded the biggest radio campaign yet undertaken by the film concern for the state-wide series of Missouri premieres of the musical "Down Missouri Way." Account exec Charles Amory leaves shortly for the "show me" state to set details of the campaign.

New Tele-Radio Firm Set

Television-Radio Enterprises, Inc., has been formed with Louis Stumer as president, Hugh Hole, vice-president, Selma Wickers, secretary, and Lawrence (Jack) Hurdle, executive producer. New firm will occupy offices at 104 E. 40th Street in New York, and will start with five new radio programs and three television stanzas. One of the specific policies of the company will be the development of new writers and talent.

ABC Sets Two Programs From WABD Studio Tonite

ABC has scheduled a television "double header" tonight over WABD, opening the program with the first of the new Chevrolet series and offering the film of the Automotive Golden Jubilee as a nightcap. The Chevrolet broadcast, titled "Fit For a King," will be aired from 8 to 8:30 p.m., EDT, and the Jubilee film is scheduled for 9 p.m. Both shows will be televised from Philadelphia and Washington, as well as the origination point, WABD. Programs will be aired from WPTZ, the Philco outlet in Philadelphia, via micro-wave relay, and will reach the Capital audience via coaxial cable. The Jubilee show, sponsored by U. S. Rubber Company, will also be aired over WRGB, Schenectady, tomorrow night.

Pepper's Talk On Mutual

Sen. Claude Pepper's talk in the Senate Chamber tomorrow (June 12) on the impending maritime strike, will be heard over Mutual. The strike, threatening a breakdown of U. S. shipping, is scheduled for June 15.

New Corwin Programs Based On World Trip

(Continued from Page 1)

the Willkie Memorial of Freedom House and CBS board member, and Norman Corwin. Others on the dais were Mrs. Wendell Willkie, Read Lewis, Hon. Nathaniel Goldstein and Eileen Farrell. About 250 guests were in attendance from all walks of life, including Nobel Prize winners.

Corwin will have with him on the world-wide itinerary Lee Bland who will act as technician on the recordings Corwin plans to make in various countries. These, it is planned, according to Corwin, will be possibly on a note indicating the start of the One-World movement, rather than the discord of which everyone is well aware at home. Corwin leaves this week.

Stork News

Mike Goodwin, journalist and publicist well known in radio and agency circles, is the father of a second girl born last Friday to Mrs. Goodwin.



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June 11

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Florence Folsam Bill Sutherland
Robert Parman Hazel Scott

COAST-TO-COAST

— MISSOURI —
KANSAS CITY—In commemoration of Glenn Miller Day, June 5, KCKN took the local "Hits of All Time" show and produced a special half-hour Glenn Miller Salute. Famous Miller jukebox favorites, were featured in tribute to the great orchestra leader. . . . KCKN announcers are now affiliated with AFRA, deal having been signed last month. . . . Betty Dean, special events staffer now recuperating from a major operation, is due back in about a month. . . . KCKN now furnishes last-minute news and bulletins to Hotel Phillips guests at lunchtime. News-sheet is mimeographed and timed to hit tables ahead of noon edition of local paper.

— NEW HAMPSHIRE —
MANCHESTER—WFEA recently celebrated the opening of its new three-story building housing reception room, three studios, control room, rehearsal studio, announcers' lounge, administrative offices and news department on the first floor. Housed on the second floor are program and production departments, accounting, traffic and sales depts. Third floor has an engineers workshop which will in addition house a home demonstration kitchen from which Adeline Casseboom will originate her daily WFEA program.

— TEXAS —
WESLACO—KRGV, this month purchased 20 albums of "Rendezvous with Destiny" and presented them, in the course of a special studio program to the superintendents of 20 Rio Grande Valley high schools in the outlet's primary coverage area. . . .
FORT WORTH—Interstate Theaters Circuit is sponsoring a new quarter-hour show over a five-station special network daily, entitled "Luncheon Serenade," featuring the KGKO string orchestra under the direction of Karl Lambert. . . .
AUSTIN—John Henry Faulk, former instructor of English at the University of Texas, has recently been signed to a seven-year contract by CBS to appear on the CBSunday afternoon "Workshop" program.

Grinalds Mgr. Of WMOB

Archie S. Grinalds of the ABC station relations department, has been named manager of WMOB, Mobile, Ala., according to Gilmore N. Nunn, president of the Nunn stations.

there's
NO QUESTION
 ..about SELLING
 KANSAS when
 you hire:
 Ben Ludy,
 GEN'L. MGR.
WIBW
 The Voice of Kansas
 TOPEKA

Appeal Of IATSE Is Rejected By NLRB In CBS Tele Issue

(Continued from Page 1)

arate elections for the "miscellaneous studio employees," including assistant casting directors, floor managers, film cutters, visualizers and animators (photo-librarians). Whether they would comprise a separate bargaining unit, however, would be decided by the board later on the basis of the balloting. If they vote to affiliate with the same union as other tele employees, it is likely they will be thrown together into a single unit. The NLRB declared:

"The directors and assistant directors are characterized by a degree of specialization in technic, skill and professional showmanship, not possessed by the miscellaneous studio employees and which justifies the establishment of a separate unit for this directional group. We therefore find that the directors and assistant directors in the company's television department in New York City constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section 9 (B) of the act."

Choice for this group is between IATSE and the Radio Directors' Guild. This decision actually represented a defeat for the IATSE, which argued in last week's hearing that the directors and assistant directors should be included with the miscellaneous studio employees in a single bargaining unit. CBS, RDG, IBEW and the CIO's United Office and Professional Workers opposed IATSE on this point.

Text Of NLRB Statement

"As to the miscellaneous studio employees," the board found, "we are of the opinion that this group, although working in close collaboration with the directors, does not possess the unique functions of skill, timing sense, creativeness or degree of specialization which defines the directorial group. We believe that these employees might properly either be included in the city-wide unit of white-collar workers . . . or be set apart as a separate unit for the purposes of collective bargaining. We make no present determination as to the appropriate unit for the miscellaneous group, but shall provide for an election among them to ascertain whether they desire to be represented by IATSE, which proposes to segregate them from the company's other white collar and clerical employees for collective bargaining purposes, or by the CIO or the IBEW, each of which organizations would combine them with the employees in the overall white-collar unit established in our May 24 decision. If the same labor organization is chosen in the forthcoming elections by the employees in both the overall unit and the miscellaneous studio employees voting group, we will consider a consolidation of the two groups into a single bargaining unit."

The board also attempted to clear up confusion regarding certain job classifications:

"The company asserts that the term

'animator' refers to an instrument rather than a job classification. The record indicates that the function of operating this instrument has been assumed, for the most part, by the photo-librarian. We shall, accordingly, refer to this job classification herein as animator (photo-librarian), and include it, as such, in the miscellaneous voting group. It is further contended by the company and the IBEW that the film cutter is covered by an existing technicians' contract between these two parties. This employee functions in a dual capacity since his work involves editing as well as cutting. In addition, he acts as cameraman in connection with field photographs. We believe that the film cutter should properly be included in the miscellaneous studio group, and we shall so provide.

Treats "Wardrobe Mistress"

"IATSE urges that the classification known as wardrobe mistress, previously overlooked, should be included with the miscellaneous studio employees. The record reveals that this employee assists the actors and actresses in costuming and make-up, attends all of the rehearsals and broadcasts and sees that the performers are on stage at the right time. We shall include this job classification

AGENCIES

DANCER - FITZGERALD-SAMPLE INC., New York advertising agency, is incorporating its radio department under the name Feature Productions, Inc. The current radio department of the organization and additional creative talent will be included in the new corporation, which will take in the present branches in Chicago and Hollywood. Feature Productions, Inc., will be headed by H. W. Dancer, president of Dancer Fitzgerald-Sample, Inc.

within the miscellaneous studio group. "The record discloses, and we find that the supervisor of operations is as contended by the company, the CIO and the IBEW, a supervisor within the board's customary definition of the term and we shall exclude her from the miscellaneous studio group.

"In summary, the voting group will be composed as follows: The miscellaneous studio employees in the company's television department in New York City, consisting of the assistant casting director, floor manager, visualizer, animator (photo-librarian) film cutter, and wardrobe mistress; but excluding the supervisor of operations.

"As indicated above, our determination of the appropriate unit for these employees will depend in part upon the outcome of the elections."

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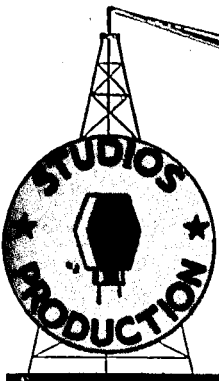
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RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 35, NO. 52

NEW YORK, N. Y., WEDNESDAY, JUNE 12, 1946

TEN CENTS

FCC To Probe Web Deals

CBC Will Show Deficit For '45-'46 Fiscal Year

Montreal—For the first time in its history CBC in its report for 1945-46 will show an operating deficit, Dr. Augustin Frigon, general manager, told the Dominion House of Commons radio committee at Ottawa yesterday. The net deficit would amount to approximately \$35,000, before providing for depreciation and obsolescence.

The general manager recalled that last year the corporation had a deficit
(Continued on Page 2)

New Tele Transmitter Developed By NBC

A new micro-wave television relay transmitter, which generates less radio power than that required to operate a pencil flashlight, has been developed for field pickups and is now being used successfully by NBC, it was announced yesterday by O. B. Hanson, vice-president and chief engineer. It will be used tonight at the N. Y. Yankee-Detroit Tigers baseball game and at the Louis-Conn championship fight on Wednesday, June 19.

Food Collection Campaign Sponsored Over WOKO

Albany, N. Y.—The tremendous power of radio was dramatically illustrated here recently when three special broadcasts presented over WOKO by a public spirited sponsor brought in more than \$8,000 for the Emergency Food Collection after the regular two-week campaign had raised less than \$1,000.

John G. Myers Co., local department store, in a test broadcast turned its
(Continued on Page 2)

Next Stop Bikini

Jack Alicoate is on his way to Bikini Atoll to cover "Operations Crossroads" especially in relation to radio and television for readers of RADIO DAILY.

Interest In Tele Sets Hypoed By Louis-Conn

Public interest in television, normally referred to by set manufacturers and broadcasters as "tremendous" since the end of the war, has sharply soared to its highest peak in the past 30 days because of the Louis-Conn fight next week at the Yankee Stadium.

Retailers and manufacturers point out that newspaper promotion of the
(Continued on Page 6)

Radio Aids In Celebrating Brooklyn's 300th Birthday

The 300th anniversary of the beginning of Brooklyn as an organized community will be celebrated today, and many of New York's stations are pitching in to make the event a gala one.

Jinx Falkenburg and Tex McCrary will air their "Hi Jinx" show from the city room of the Brooklyn Eagle where they will interview several staffers on "What makes Brooklyn
(Continued on Page 7)

Commission Sets Inquiry Regarding ABC's Station Purchases And Pending Stock Issue

Bendix Gets Rights For CBS Color Tele

CBS yesterday announced it had issued licenses to Bendix Radio Division, Bendix Aviation Corp., to manufacture color television receivers for home use as well as transmitter equipment based on CBS's ultra high frequency color television invention.

Bendix becomes the third major firm licensed under Columbia color television patent. The other two are
(Continued on Page 6)

DuMont Granted Permit For New Wash. Station

The FCC has granted a construction permit to the Allen B. DuMont Laboratories, Inc., for a 5 kw. television station in Washington, it was announced this week. Request will be made for use of the call letters WTTG,
(Continued on Page 3)

New United Drug Series Placed on Many Stations

New transcribed series produced by United Drug Company on the West Coast is reported slated for placing on radio stations in practically all of
(Continued on Page 3)

Washington Bureau RADIO DAILY
Washington—The FCC yesterday ordered a full hearing into ABC's proposed million-share stock sale to the public and the net's contemplated purchase of the King-Trendle Broadcasting Corp.

Noting that it was "not satisfied" that the net disclosed "full information" on the deals, the Commission said the probe would begin on July 9.

It is known that the FCC is concerned, among other things, with the
(Continued on Page 7)

Ebbets Field Fights Signed For Television

DuMont has entered the field of televising major sporting events with the announcement yesterday that negotiations had been concluded to broadcast seven outdoor boxing bouts at Ebbets Field, opening with tonight's lightweight tilt between Ike Williams, NBA champ, and Bobby Ruffin. Arrangements were handled by DuMont with Zenith Sporting En-
(Continued on Page 2)

Wilson Sporting Goods Co. To Sponsor All-Star Game

Chicago—Wilson Sporting Goods Co., through Newell, Thurber and Associates, Chicago, will sponsor the all-star football game between College All-Stars and Los Angeles Rams,
(Continued on Page 6)

Plan Electronics Exposition For N. Y. Week Of Oct. 14-19

Plans for an Electronics Industry Exposition in Grand Central Palace, New York, October 14 to 19, was announced yesterday at a luncheon at the Waldorf-Astoria Hotel.

The purpose of the exhibition, according to its managers, Harry C. Cisin and V. M. Eitingon of Electronic Exhibitors, is to show the trade and the American public wartime advances in electronics and peacetime potentialities. Brown Brothers and

Harriman were given as the organization's banking reference and Wikler-Gottlieb & Wikler named as their legal representatives. Edward L. Bernays will handle the publicity and promotion.

In announcing the exposition, Cisin explained that the plan had been virtually accepted by all major electronic manufacturers and that approximately 700 exhibitors will be
(Continued on Page 3)

Birthday Greetings

WEAF will extend "Happy Birthday" greetings to Brooklyn 16 times today on the occasion of the borough's tercentenary. Greetings are 15 station breaks recorded by Maggi McNellis, Bob Hendrickson, Don Lerch, Ray Barrett, Jinx Falkenburg, Tex McCrary, Bill Stern, Charles F. McCarthy, Joe Hainline and Kenneth Banghart.

Field Day

Mutual's "Married for Life," which will have Michael Bartlett as guest tomorrow morning (10:30 a.m.) at Playhouse No. 2, will hold open house to amateur and professional photographers. They will be allowed to shoot their stuff, before and during the program. Free flashlight bulbs will be doled out by W. Patrick Burkhardt and a prize given for the best news pictures



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FRANK BURKE : : : : : Editor

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FINANCIAL

(Tues., June 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	199 3/8	199 5/8	199 3/4	1/8
CBS A	38 3/8	38 1/8	38 1/4	+ 1/8
CBS B	37 3/4	37	37	- 1
Farnsworth T. & R.	14 1/8	14 1/8	14 1/8	3/8
Gen. Electric	49	47 7/8	47 7/8	- 1 1/4
Philco	34 1/2	34	34	- 1/2
RCA Common	15 5/8	15 3/8	15 3/8	- 1/4
RCA First Pfd.	92	90	92	+ 3 1/2
Stewart-Warner	25 1/4	25	25	- 1/2
Westinghouse	35	34	34 1/4	- 7/8
Zenith Radio	35 1/2	35 1/4	35 1/4	- 3/4

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	10 3/8	11 1/8
Finch Telocomm.	13	15
Stromberg-Carlson	22	24
WCAO (Baltimore)	36	38
WJR (Detroit)	36	38

Food Collection Campaign Sponsored Over WOKO

(Continued from Page 1)

regular "Musical Clock" emcee, Forrest Willis, loose with pleas for funds. Response jammed downtown Albany telephone system with four operators taking an estimated 1,000 pledges in an hour, and with phone company figuring another 3,000 calls unable to get through.

Appeals were continued for two more days, with the program originating from City Hall. Nine operators and as many trunk lines were set to handle pledges and audience response again flooded the switchboards.

Jules Harburg
INSURANCE
80 JOHN STREET
NEW YORK CITY

BOWLING GREEN 9-0284
PHONES: WHITENALL 3-6767

Coming and Going

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Broadcasting System, is in New York for the meeting of the Mutual network's board of directors, of which he is vice-chairman.

W. W. CHAPLIN, NBC's roving correspondent, has left for San Francisco en route to Kwajalein, where he will be NBC's representative in the broadcast pool covering the atomic bomb tests at Bikini.

ROBERT SAUDEK, director of ABC's public service dept., has returned from Pittsburgh, where he addressed the Radio Club of that city on the subject, "Are Listeners People?"

EARL W. WINGER, co-owner and general manager of WDD, Chattanooga, Tenn., a visitor yesterday at the headquarters of CBS.

ELLIOT A. WITTEN, special correspondent for Broadcasting Program Service, who will cover the atom bomb test at Bikini Atoll on July 1, leaves San Francisco today aboard the U. S. S. Appalachian, official press ship at the tests.

ROBERT HUDSON, Columbia network's director of education, has returned from Schenectady, where he addressed the Northeastern Radio Council.

STERLING FISHER, director of the NBC University of the Air and assistant public service counsellor for the network, flew to Chicago yesterday in order to deliver an address today before the American Assn. of Theological Seminaries.

JONAS WEILAND, owner of WFTC, Kinston, N. C., is back at the station following a few days in Washington, D. C., on business.

Bertha Brainard Dies At Home In Huntington

One of the best known women in radio and advertising circles, Bertha Brainard Peterson, died yesterday morning of a heart attack at her home in Huntington, L. I. She was associated with radio since the early days of WJZ then in Newark, since 1922 and in 1926, when NBC was formed she joined the network as eastern program director. She held this position until 1936 when she was made commercial program manager. Since then she held other executive positions with NBC, including that of manager of the web's program package sales division.

Earlier this year she retired from active duty and resigned from NBC. A few months ago she married Curt Peterson, an executive of Marschalk & Pratt, advertising agency.

She was born in South Orange, N. J. attended South Orange High School and Montclair Normal School. She entered the newspaper field and also traveled abroad before being attracted to radio in 1922. In World War I, she drove a Red Cross ambulance.

Winchell Replacements

Quentin Reynolds, Ben Grauer and Florence Pritchett take over as Walter Winchell's summer replacement for six weeks beginning Sunday, July 21, 9 p.m. on ABC. Reynolds will do commentary, Ben Grauer will give the news and Miss Pritchett will furnish chatter.

CBC Will Show Deficit For '45-'46 Fiscal Year

(Continued from Page 1)

after depreciation, but this was the first time it had been forced to draw on its reserve to meet its obligations. In explanation of this situation, Dr. Frigon said revenues from the sale of radio receiving licenses had fallen short of estimated budget requirements. The corporation had estimated it would receive \$3,900,000 from this source, while the latest reports indicated it will receive actually only \$3,787,000—a difference of \$113,000.

Commercial broadcasting revenue had also not materialized as expected. The CBC had budgeted for \$1,800,000 and now anticipated only \$1,692,000—a difference of \$108,000. Savings in expenditures had reduced "what otherwise might have been a very heavy deficit," said Dr. Frigon.

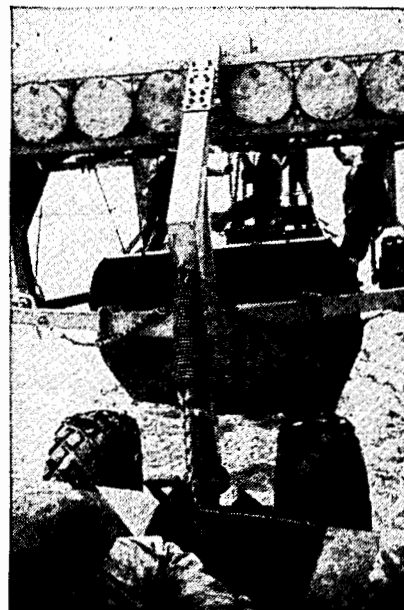
Ebbets Field Fights Signed For Television

(Continued from Page 1)

terprises, Inc., with which the late Jimmy Johnston, noted boxing promoter, was affiliated.

Tonight's opener will be on a sustaining basis, but it is expected that subsequent events will be sponsored over WABD.

Televising of events will continue through the summer months, on the following dates: July 10, July 17, August 17, August 21, August 28 and September 4.



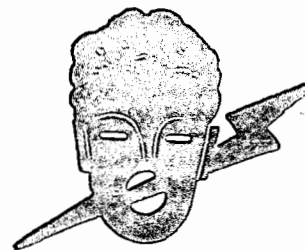
Geeheebee

That was one of the most versatile gadgets during the war. The Army engineers used it in construction work . . . such as earth clearing for airfields, camps and cantonments. The Navy put oil drums on top to float it ashore . . . then used it to lift boats and barges and as a movable drydock. It was nicknamed the Geeheebee.

Quite a gimmick. It's almost as sure fire as a certain radio station we know about.

Because it's a fair statement to say that W-I-T-H, down here in Baltimore, has done an earth-turning and drydocking job for many an advertiser who needed sales help.

It's a fact that W-I-T-H, the successful independent in this big 5-station town, delivers more listeners-per-dollar-spent than any other station in town. Check that station list again before you initial it. W-I-T-H belongs on it . . . just on facts alone.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

Electronic Exposition Planned For New York

(Continued from Page 1)
housed at Grand Central Palace. He added that Electronic Exhibitors was formed to promote expositions, and shows were under consideration for a later date in Chicago, Detroit and San Francisco.

An advisory committee has been formed in connection with the exposition. Among those listed are Dr. Lee De Forest, Robert A. Millikan, E. F. W. Alexanderson, Commodore H. A. Shade, Admiral Julius A. Furer and Dr. Samuel K. Allison.

The sponsors said that plan had been presented to various manufacturers and such organizations as the Television Broadcasters, Inc. It was pointed out that the exposition would not conflict with the TBA conference and trade show set for October 10 and 11 at the Waldorf-Astoria.

New United Drug Series Placed on Many Stations

(Continued from Page 1)
the major cities in all parts of the nation.

Titled "Music From Hollywood," the new 15-minute transcribed show has already been set for WCOP, Boston; WNEW, New York; KPO, San Francisco and KFI, Los Angeles. Five-a-week series will be launched on June 17.

DuMont Granted Permit For New Wash. Station

(Continued from Page 1)
in honor of its director of research and engineering, Dr. T. T. Goldsmith. In accordance with terms of the permit, construction will begin June 26 and must be completed within six months. Work on the station will begin shortly and will be completed well within the time required, according to Dr. Allen B. DuMont.

"Our new Washington station," said DuMont, "will have a new radiating system at the present site, 11th and E Streets, N. W., which will give an effective output exceeding 5 kw. Plans call for new and modern studios of two operating units together with mobile units. This equipment should enable us to serve the Washington area with a very satisfactory television service."

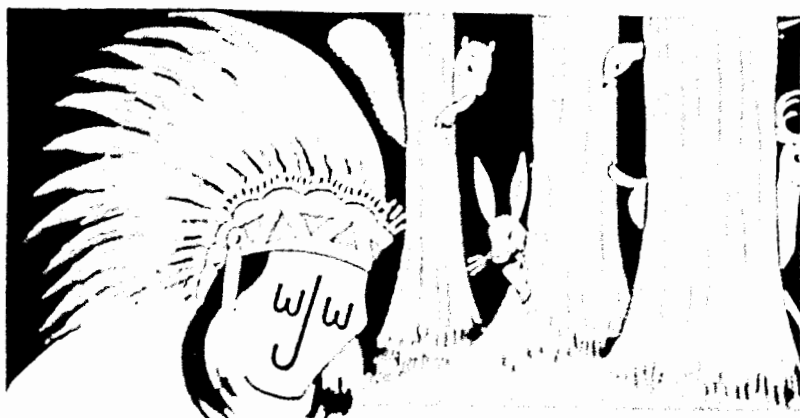
Paul Klepper

Paul Klepper, Brooklyn, N. Y., manager of the standard and foreign department of the Edward B. Marks Music Corporation, died on Tuesday. His age was 52.

Born in Rumania, Mr. Klepper entered the music business in Paris when a youth and worked there for the leading publishers. In this country he was with the Marks firm for over 20 years, where he established and built up the standard and foreign department to make it one of the best-known in the music industry.

He leaves a widow, Mrs. Estelle Klepper and a son, Harold.

Chief STATION—your guide in the happy hunting ground!



Let WJW, Cleveland's CHIEF Station, guide you in this happy hunting ground . . . where prospects abound!

WJW local programs are planned particularly to reach and sell—the Cleveland money market. WJW gives more dialers per dollar . . . reaches more potential buyers . . . than any other Northern Ohio station!

BASIC ABC Network CLEVELAND, O. **WJW** 550 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

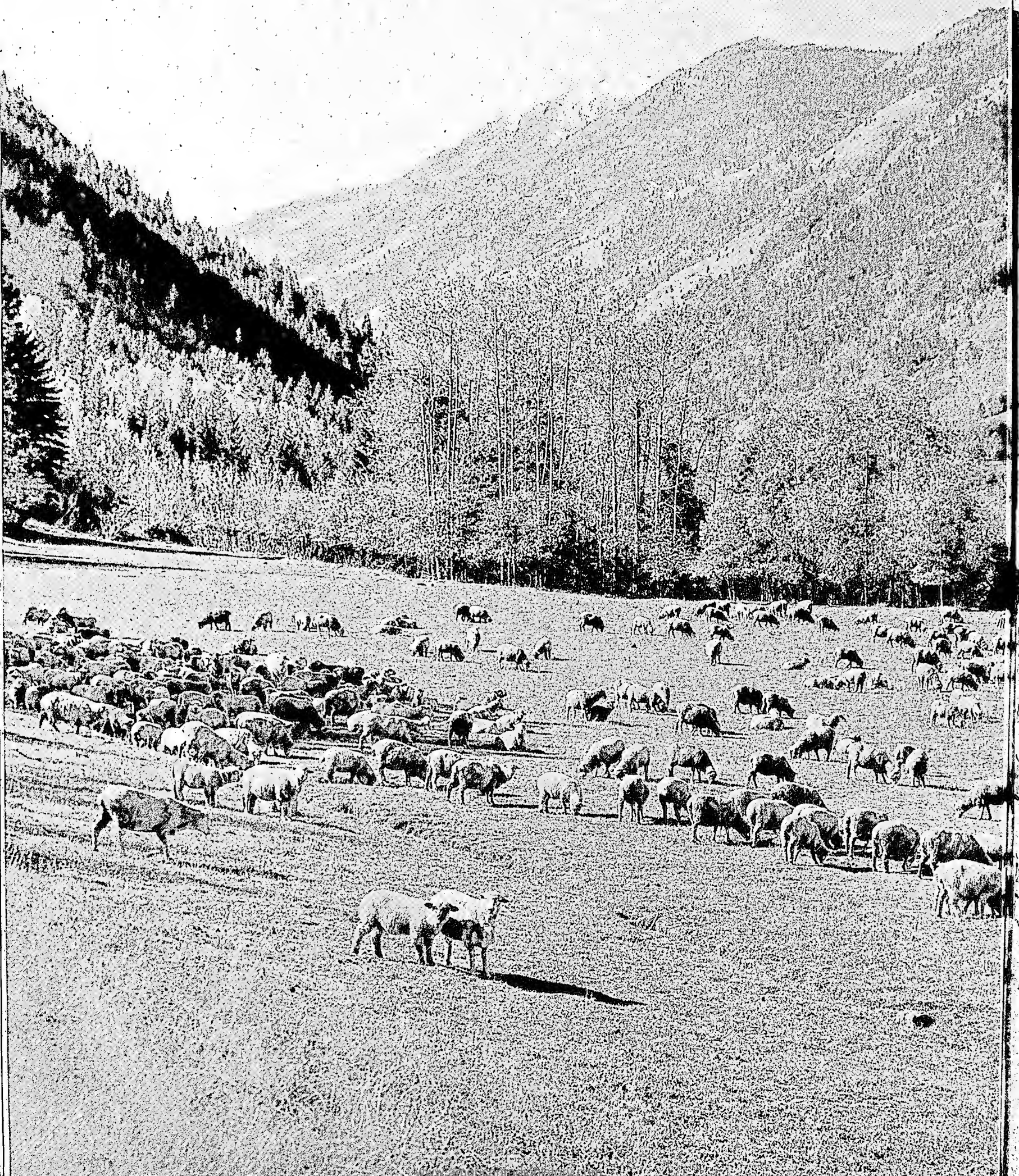
It's the Working Man's Station, Too!



The working man, the fellow who "brings home the bacon" in this billion dollar market, is an ardent listener to KTSA. Our alert, well-balanced programming takes the men into consideration—provides the type of news, entertainment, and special features they want to hear most. KTSA's staunch following is evidenced by the outstanding results it can produce for you.

550 K. C. **KTSA** 5000 WATTS DAY SAN ANTONIO, TEXAS





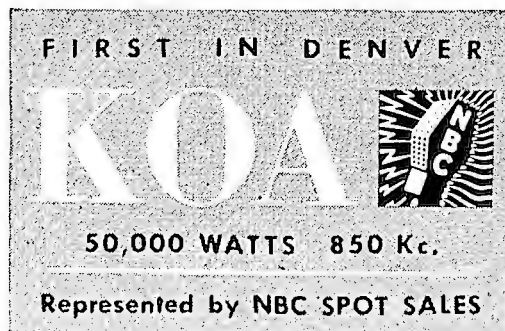
Mile High Farmer

A vast flock of sheep, a mile above sea level, is a familiar sight to KOA listeners in the great Mountain and Plains States region—one of the leading sheep raising areas in the world.

To the farmers and stockmen of this area, KOA presents Hal Renollet, the *Mile High Farmer*, each Monday through Saturday in a half-hour program of live music, on-the-spot broadcasts and authentic farm information. He brings to the KOA microphone a continual procession of experts in the various fields of agriculture with the kind of information farmers want and need. Hal Renollet speaks the farmers' language.

Recently, Hal built a new program, *The Livestock and Poultry School of the Air*. The Colorado Milling and Elevator Company heard the program once and immediately chose it to carry their messages to this great region.

The Livestock and Poultry School of the Air and the *Mile High Farmer* are service programs . . . two of many at KOA built with the same skill and craftsmanship that goes into the daily KOA-originated NBC Network programs. From Canada to Mexico, *service*, presented with programming skill, means intense listener loyalty. For KOA sponsors it means sales.



THE NATIONAL BROADCASTING COMPANY

Interest In Tele Sets Hypoed By Louis-Conn

(Continued from Page 1)

Louis-Conn tilt has whetted the public appetite as few other sporting events in history and "this fight will probably be seen by thousands of people who have never before seen television of any kind."

S. B. Levaur, receiver sets sales manager at DuMont, said yesterday that many requests had been made of dealers to rent sets, just for the fight, if it weren't possible to get them any other way.

Jack Haizin, general manager of Dynamic Electronics, retailers, said yesterday that customers are attempting "to move Heaven and earth to get television receivers for the fight."

One retailer attributed the sudden demand for sets to the "exorbitant" price fight officials are asking for seats at the Yankee Stadium.

Scarcity of sets, even for professional use, is indicated in the report that NBC has found itself without sufficient receivers to show the fight to press and industry representatives in its studio headquarters. RCA is said to have shipped "practically all" of its receivers (which NBC was using for recent important events such as United Nations meetings, etc.) to Washington for Capital executives to get their first real impression of television. Opinion is that John Royal, NBC video chief, is aware of the tremendous promotional value of the fight to television in general and wants to favorably imprint its advantages on Washington legislators.

WOR To Air Baruch Talk

Bernard Baruch's report to the United Nations Security Council on atomic energy will be carried by WOR Friday at 11 a.m., to conclusion, it was announced yesterday. Baruch is chairman of the United States Commission on atomic energy to the United Nations.

WOV Signs Gail Austrian

Gail Austrian, daughter of Ralph Austrian, president of RKO Television Corp., has been signed by WOV, New York to write a series of 10 scripts based on Better Business Bureau investigations. Miss Austrian left the staff of WOV on June 1 to devote her full time to script writing.



EDITOR'S NOTE: Ralph Wilk, western representative of RADIO DAILY, in New York on a business mission, was invited to do "Main Street" impressions of a Hollywoodian in Manhattan. Wilk's radio roundup of personalities follows:

● ● ● Hollywood's Radio Row seems to have been transferred to New York. Hollywoodians flocked to the two parties for Jimmy Durante, who is a transplanted New Yorker. At the CBS and N. W. Ayer shindig for Durante and Garry Moore, Harry Crocker was introduced to Herbert Crooker. Crocker is a columnist on the Los Angeles Examiner, while Crooker is one of the M-G-M Boswells. Also circulating at the party at the Waldorf-Astoria Sert Room was Charles Levin, of Columbia Square, Hollywood. Ernie Martin, head of the CBS network programming department, is from Hollywood, too, and was busy introducing the "Coast Defenders" to CBS nabobs. Upholding the Coast banner at the Ambassador, one block from the Waldorf-Astoria was Bob McAndrews, NBC's Western Division advertising and sales promotion manager. Keeping Bob company was Randy Smith, NBC's advertising and promotion manager in Denver. By the way, Bob and Randy are old friends from San Francisco. Bob, Randy and Emmons C. Carlson, NBC's Chicago advertising and promotion manager, found time to attend "Carousel."

★ ★ ★

● ● ● A Chicago-bound traveler from the Coast, who was given some NBC service, but did not realize it, was "Amos" (Freeman Gosden). He was a passenger on the "Chief" and rang for the porter. He wanted a pencil and stuck his hand out of his compartment to get it. The pencil was given to him by Bob McAndrews, but Amos did not see his face. Bernie Wilkins, commercial manager of KFVB, Hollywood, and a transplanted New Yorker, broke bread at Toots Shor's with William G. Rambeau and William M. Wilson, of the Rambeau organization. Rupert Hughes, who is a nightly visitor to Broadway theaters, saw "Dear Ruth" from a front-row seat. Howard Petrie, spieler on the Durante-Moore show, who came East with the "Schnoz" and Garry, had to rush back to the Coast to do his announcing chores on the "Blondie" program. Henry Taylor, writer on the Durante-Moore offering, is here from the Coast. Before going West to become a radio writer he was a member of the Three Radio Rogues. Eddie Bracken, an Astoria, Long Island boy, who made good in two cities—New York and Hollywood, is weighing some attractive offers and is certain to have his own show on the air again next season. Escorted by Jim Owens of the RADIO DAILY staff, we had a real busy day along Radio Row Monday. Dropped in on Earl Mullin, the ABC publicity manager, who still remembers the heavy raindrops the day he visited Palm Springs, Calif., the winter before last. Chat with Charles F. Pekor, Jr., an old New York Sun man, at CBS, and Michael Foster, the net's new trade paper contact. At Mutual we meet Jim O'Byron and Francis X. Zuzulo, his assistant, and listen in while Jim Owens interviews Edgar Kobak. We are lucky in finding Sid Eiges, NBC press department chief, between meetings. Jean Hersholt, "Dr. Christian," can now prescribe "Born Yesterday," as a good show, having seen it Saturday afternoon.

★ ★ ★

● ● ● Hal Bock, NBC's Western Division television chief, and his wife, Sybil, who was an organist for the Lum and Abner show for several seasons, are at the Waldorf-Astoria. Fred Weber, head man at WJBW, New Orleans, and Marvin Kirsch of RADIO DAILY, dining at one of Fred's old favorite eating places, the Astor Hunting Room. At Jimmy Durante's 30th anniversary party, Lou Clayton demonstrated that he can still do credit to his dancing shoes. Lou keeps in trim by playing golf daily on the Coast. "Everybody wants to get in the taxi," Jimmy must have thought as some visiting firemen poured into his taxi on 44th Street. Phil Cohan, producer of the Durante-Moore show, was kept busy meeting friends at the Sert Room party tossed for the comedians.

Bendix Gets Rights For CBS Color Tel

(Continued from Page 1)

Westinghouse Electric Corp. and the Federal Telecommunications Lab. Inc., affiliate of the International Telephone and Telegraph Corp.

Under the terms of CBS's standard form of licensing agreement, the arrangements between the network and the three firms are on a patent royalty basis and extend for a five-year period with an option for renewal.

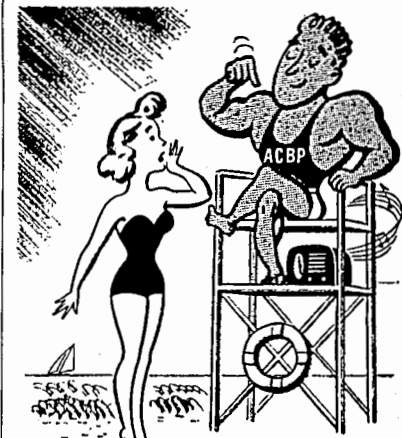
Color Transmitter Planned

In announcing the agreement for his firm, Charles Marcuse, vice-president in charge of engineering for the Bendix Aviation Corp., said immediate plans also call for the establishment of an experimental color television transmitter at the research and engineering laboratory of the major Bendix radio plant in Baltimore, Md.

Wilson Sporting Goods Co To Sponsor All-Star Game

(Continued from Page 1)

pro football team at Soldier Field in Chicago on August 23 over the full Mutual network of 315 stations. Harry Wismer will handle the play-by-play and Johnny Neblett the color wordage on the broadcast, starting at 8:30 p.m., CDST.



Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey, Dec. 1945. 16,489 phone calls.



WFPG
ATLANTIC CITY
ABC NETWORK



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

AGENCIES

**FCC Will Question ABC Web
Re Stock Sale, King-Trendle**

Miss **KGW** asks

(Continued from Page 1)

RALPH H. WHITMORE, radio director of The Tullis Company, Los Angeles, has left for New Orleans, La., and Pensacola, Fla., to negotiate the establishment of a service office for The Tullis Company in Louisiana, as well as the Southeast.

HARRY B. COHEN, formerly chairman of the plans board on American Home Products and other accounts with Dancer, Fitzgerald and Sample, has joined J. D. Tarcher & Co., Inc., as a vice-president.

JOE END & CO., national distributors of toys and novelties; Nite Glow Products Co., manufacturers of luminous religious and novelty figures; Giftmart, distributors of housewares, have engaged Seidel Advertising Agency, New York, to handle their accounts.

**Radio Aids In Celebrating
Brooklyn's 300th Birthday**

(Continued from Page 1)

tick?" 8:30 a.m., WEAJ. John Cooper of the outlet's "Around the Town" show will tour the Borough with its president, John Cashmore, and will air the results of the trip at 7:30 p.m. "You're On the Spot," with Ray Barrett will originate from a busy street corner in Brooklyn, 12:45 p.m., and Don Lerch, Maggi McNellis, Mary Margaret McBride and Charles F. McCarthy also will observe the day.

A roundtable discussion on the future of Brooklyn will be aired by WHN, 4:45 p.m., with Cashmore, E. B. Wilson, editor of the Eagle, and Harry G. Willnus, vice-president of the Brooklyn Chamber of Commerce, participating. "Gloom Dodgers," the station's four-hour variety show will be dedicated to the City of Churches; 9 a.m., disc jockey Robert Q. Lewis will interview Brooklynites who made the grade in popular music, 8:30 p.m., and Red Barber and Connie Desmond will stump for the Dodgers during the ball game broadcast, 9:25 p.m.

A broadcast from a theater lobby in Flatbush by The Society for the Prevention of Disparaging Remarks About Brooklyn will be carried by WNEW, 7:45 p.m. Borough President Cashmore will be host in his office to ten guests who will appear in a special show over WLIB, 1:10 p.m.

WHOM's "Caravan" variety show and all foreign language programs will carry special observances, and WBYN concludes a series of three special programs from Cashmore's office.

spending of nearly four million dollars for purchase of King-Trendle to the possible detriment of FM and television plans.

Scope of the Commission's probe is indicated by the "issues" listed by the FCC for the all-out hearing. On the stock sale, the FCC listed the following issues:

Five In Number

1. To obtain full information as to the effects of the proposed plan of recapitalization upon the finances, ownership, control, and existing operations and services of stations licensed to the American Broadcasting Company, Inc.

2. To determine the effects of the company's plan of recapitalization on its future plans for FM, television and other projected betterments of facilities.

3. To determine whether any profits are expected to be derived from the plan by the licensee or its stockholders.

4. To obtain full information with respect to the proposed acquisition of control over King-Trendle Broadcasting Corporation (WXYZ and WOOD), plans for the sale of WOOD, and what profits if any, would be received therefrom.

Affiliate Status Sought

5. To determine whether the sale of stock by the American Broadcasting Company, Inc., to stations affiliated therewith would tend to, or result in, an extension of such affiliation contracts beyond the period of two years, contrary to the intent of the Commission's network regulations.

"Issues" in the King-Trendle purchase are:

1. To obtain full information concerning the legal, technical, financial and other qualifications of American Broadcasting Company, Inc., to acquire control of King-Trendle Broadcasting Corporation (WXYZ and WOOD).

2. To obtain full information with reference to arrangements under which control of King-Trendle Broad-

casting Corporation (WXYZ and WOOD) would be acquired by American Broadcasting Company, Inc., or any other applicant for said facilities, including the method and source of payment therefor.

3. To obtain full information with respect to any changes in facilities, personnel, services, and programs, or otherwise, which might arise out of the proposed transfer of King-Trendle Broadcasting Corporation (WXYZ and WOOD).

4. To obtain full information with respect to any plans for FM and television operations and any other changes or betterments which may be proposed if control of King-Trendle Broadcasting Corporation is transferred.

ABC Announced Plans

In ABC's application to the FCC for the stock sale, the net said the expected \$14,000,000 return would be used as follows:

1. Prepayment of the company's 2 per cent notes due October 14, 1947.

2. Acquisition for \$3,650,000 of all outstanding capital stock of King-Trendle, owners of WOOD and WXYZ.

3. Remainder to be made available for tele and FM development and working capital.



QUESTION: How's Portland doing in construction, population and sales trends?
Answer: GREAT! In the last 5 years population has grown 26.5%. Portland ranks 11th in construction among the 20 leading cities of the nation. On the Pacific Coast the city is 3rd in sales of general merchandise, 6th in drugs and food, 7th in lumber and hardware... 5th in total sales for the 4 classifications.

**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

Studebaker Corp. Takes High Rating
"Views of the News", presented with local commentary by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p.m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4.

**WTAG
WORCESTER**

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

LEN STERLING
LA 4 1200

COAST-TO-COAST

SOUTH CAROLINA

COLUMBIA — Washington correspondent Bob Irwin and associates have been appointed as news agents for WIS in the Nation's Capital...

NEW YORK STATE

SYRACUSE — Robert G. Soule, vice-president and treasurer of WFBL, has been appointed by Governor Dewey to the N. Y. State Temporary Fair Commission...

NORTH CAROLINA

CHARLOTTE — With WAYS announcer George Flowers off for the beach on his annual vacation, Bing Bennett, of the outlet's commercial dept., has stepped into the word-spieler's chores...

MICHIGAN

PORT HURON — Purchase of WHLS for three hundred G's has been announced by Harmon L. Stevens, present owner of the outlet and Roy C. Kelley, president and Ray Veenstra, secretary-treasurer of Liberty Broadcasting System of Grand Rapids...

Brooklyn Is Rediscovered As WOR Does A Columbus

It being Brooklyn's 300th anniversary and WOR desiring to salute the village, the station grabbed off a stout little tugboat named the Thomas Moran, flagship of the fleet...

There it became the duty of the Hon. Hugo Rogers, Borough President of Manhattan, a passenger on the boat, an unsuspecting gentleman, to make a speech and present the Hon. John J. Cashmore with a token of Manhattan's esteem...

Weighing anchor again the photogs et al, rode up the East River to 50th Street, back to the Battery and up the Hudson a piece and then to the pier at 42nd Street. A stowaway was discovered early in one of the lifeboats (the lifeboat) and Jack Dempsey's daughters under the champ's coaching, dug him out of his hiding place...

for the Brooklyn Daily Eagle. Jo said he didn't know cameramen and news-reel guys would be around, that's why he wore the shirt and his call letters.

Meanwhile the residue of the boxed picnic luncheons and empty Coca-Cola bottles began to go overboard here and there. The Moran's crew members had the exclusive rights on tossing over the bottles...

Nevertheless, everybody was happy with the sea voyage and had their passports stamped and visas okayed by Charlie Oppenheim who borrowed the captain's hat. Harry Hershfield recalled Steve Brodie's leap off the Brooklyn Bridge...

Dramatize Vet Training

"Doctor, Lawyer, Indian - Chief?" the dramatic story of the nation's on-the-job training program for war veterans, as told in the experiences of one ex-GI, will feature "When He Comes Home," WMCA series, today, June 12.

Edward J. Neary, director of the New York State Division of Veterans Affairs, will be the guest authority on the program, which is directed by Joseph Gottlieb.

BALTIMORE'S Listening Habit WCBM MUTUAL BROADCASTING SYSTEM John Elmer, President George H. Roeder, General Manager

Don't say TROY

Say TROY, ALBANY AND SCHENECTADY

because you reach all three economically, effectively

with WTRY ALBANY, TROY, SCHENECTADY

NEW ENGLAND'S FINEST RADIO NEWS SERVICE WHDH BOSTON

Five-minute news programs — every hour on the half-hour — keep thousands of alert listeners tuned to WHDH.

A complete WHDH news writing and reporting staff has, in addition, the full facilities of the great Boston Herald and Traveler organization — providing the most comprehensive news coverage of any New England station.

WHDH

5000 Watts at 850 on the Dial

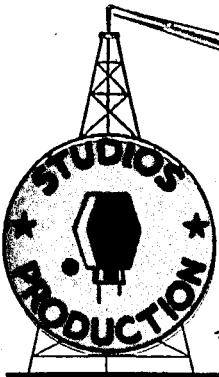
BOSTON

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Send Birthday Greetings To

June 12

Al Donahue Glenn Snyder Frank Burke Donald Weeks Roger Forster



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 53

NEW YORK, N. Y., THURSDAY, JUNE 13, 1946

TEN CENTS

Radio-Set Production Up

FTC Files Complaint On Drug Commercials

Sterling Drug, Inc., of New York, makers and distributors of Bayer Aspirin Tablets, and Phillip's Milk of Magnesia Cleansing Cream and Phillip's Milk of Magnesia Skin Cream, is charged in a Federal Trade Commission complaint with dissemination of "false advertisements" concerning such products.

FTC charges Sterling's nation-wide campaign in radio, newspapers and magazines, allegedly has represented that the druggists of America sponsor and present a radio program pro-

(Continued on Page 7)

AFM-802 Election Issue To N. Y. Supreme Court

Question of whether the election of officers of Local 802 of the American Federation of Musicians in New York, were held in accordance with the local's by-laws, has been brought to court by a group of 19 AFM members. Suit came to light in the New York Supreme Court when the case was assigned on the calendar to come up before Justice Bernard Botein. Named as defendants in the suit are James C. Petrillo, president of the

(Continued on Page 2)

Agricultural Outlook Subject to CBS Roundup

A roundup on the agricultural prospects for year 1946 will be featured on CBS' "Country Journal," Saturday, June 23, 8:30 to 9:00 a.m., EDT. Pickups will include Toronto, Washington, San Francisco, and St. Louis.

Unequaled Interest

Unprecedented interest is indicated in RADIO DAILY's forthcoming "Shows of Tomorrow" issue with 462 show ideas submitted at midnight last night in response to the questionnaires. In order to accommodate last minute submission of show entries RADIO DAILY has extended the time for the receipt of such entries until midnight Thursday, June 20.

For The Record

Detroit — George W. Trendle, president of radio station WXYZ, presented a wire recorder spool containing voices of automotive pioneers and word descriptions with sound effects covering main events of Detroit's "Automotive Golden Jubilee" celebration, to George Mason, president of the Automotive Manufacturers Association and Nash-Kelvinator. The spool will be placed in a sealed capsule to be re-broadcast fifty years hence during the 100th Anniversary of the Automotive Industry.

Freedom Of The Air Discussed By Dunton

Montreal—The problem of freedom of the air resolves itself into two main issues: whether radio time is to be available indiscriminately to those who wish to purchase it or the privilege of presenting views to the public without censorship shared by all without cost and without too great in-

(Continued on Page 6)

Scophony Anti-Trust Suit Now Under Consideration

Decision has been reserved by Federal Judge E. A. Conger of a motion by Scophony, Ltd., for dismissal of the Government's anti-trust suit against it on the ground that the company was a British corporation

(Continued on Page 2)

ATS Presents Tele Awards; Meeting Televised By WABD

The American Television Society presented awards in 13 categories for outstanding contributions in all phases of television for the 1945-46 year at a special meeting last night in the new DuMont-John Wanamaker Studios. For the first time in ATS history, events of the meeting and the presentation of awards were televised via WABD at 9 p.m., EDT.

In recognition of the year's outstanding contribution to the develop-

RMA Official Predicts Manufacturers Output During 1946 Will Surpass 1941 Dollar Volume Of Sales

Webs, Indies To Cover U. N. 'Atomic' Report

According to plans set as of yesterday, only two networks, CBS and Mutual, will broadcast the proceedings of the United Nations Atomic Energy Commission which meets at 11 o'clock tomorrow morning in the Security Council chamber at Hunter College. WABC-CBS will carry the

(Continued on Page 2)

Tony Koelker Promoted To ABC Program Sales Post

Chicago—Anthony J. Koelker has been appointed manager of ABC's Central Division program sales department, it was announced by E. R. Borroff, vice-president in charge of ABC's Central Division.

Koelker entered the field of radio

(Continued on Page 8)

Reynolds Pen Auditions For Fall Web Sponsorship

Reynolds Pen Company, Chicago, whose deal with Bing Crosby cooled recently, is reported to have auditioned four network shows and is expected to take time on ABC for

(Continued on Page 2)

Chicago — Radio set manufacturers are currently turning out models at the rate of 1,000,000 a month, and indications are that the 1946 dollar volume of sales will surpass 1941, the industry's biggest peacetime year, R. C. Cosgrove, vice-president and general manager of the Crosley Corp., predicted yesterday. Cosgrove said that the next six months of this year are promising, and that production will "nearly equal" the pre-war record of 13,000,000 sets.

The Crosley official spoke at an in-

(Continued on Page 7)

Standard Outlet Rush Still Hits Commission

Washington Bureau RADIO DAILY

Washington—More than a score applications for new standard stations in scattered sections of the country were listed by the FCC. They include: Rhode Island Broadcasting Co., Providence, R. I., to be operated on 1170 kc., 250 watts, daytime; Joseph M. Ripley, Leesburg, Fla., to be operated on 1230 kc., 250 watts, unlimited;

(Continued on Page 7)

Manhattan Soap Co. Buys Drama Show On ABC Tele

ABC's total of commercial television shows on the air next week will number three with the addition of a new program sold to Manhattan

(Continued on Page 2)

Anti-Climax

Back in 1941, the day following the attack on Pearl Harbor, Mori Tatera, a Tokyo announcer, told his Nipponese listeners of "the destruction of the American Navy." His words were recorded for posterity. The recording was repeated last night to the people of Japan. The program was picked up by ABC and aired to the U. S. on the web's "Headline Edition" at 7 p.m.



Vol. 35, No. 53 Thurs., June 13, 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., June 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, Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, OVER THE COUNTER.

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

"Rumpus Room" On WJZ Gets ABC Network Spot

John Olson's "Rumpus Room," heard at midnight on WJZ as an audience participation feature on Mondays, Wednesdays and Fridays, will be given national "live" airing starting Saturday, June 15 at 1:30 p.m., EDT, over ABC. Program which will be produced and directed by Olson will feature an orchestra, girl singer, quartette and other musical units.

Form Singing Commercial Firm

H. D. Gaines, formerly of the DuMont tele organization, and Fred Hall have formed a new firm titled "Jingle-Airs," and will specialize in the producing of singing commercials.



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

Coming and Going

EDWARD E. BISHOP, vice-president and general manager of WGH, Newport News, Va., and EDWARD E. EDGAR, commercial manager, are back at the station following a business trip to Gotham for conferences with the national representatives of the outlet.

GENE CARR, director of radio for Brush-Moore, Inc., Canton, Ohio; ROBERT FEHLMAN, station manager of WHBC, Canton; GERVIS BRADY, commercial manager; ROBERT HOWARD, sales representative, and JULIUS GLASS, promotion manager, are back in Canton following business conferences in Portsmouth, Ohio.

E. W. Ziebarth, educational director at WCCO, Minneapolis, is representing CBS at Creighton University's "Institute of Education" held this week in Omaha, Nebr.

GEORGE H. GIESE, of McCann-Erickson's foreign department, has returned to New York from a two-months trip to England, France, Switzerland, Holland, Belgium and Luxembourg.

A. W. "SEN" KANEY, station relations manager of the NBC central division, has left on a plane trip to Brazil, Argentina, Chile and Peru. The trip comes as a prize awarded in an idea contest by Chicago's Merchandise Mart. Kaney is accompanied by Mrs. Kaney.

LESLIE JOY, general manager of KYW, Philadelphia; JAMES P. BEGLEY, program manager, and HARVEY McCALL, sales manager, in New York this week to offer a presentation of KYW program availabilities to Spot Sales officials at NBC.

ERNEST SHOMO, sales manager of WBBM, Chicago, is in Gotham for confabs with executives of the Columbia network.

GEORGE D. COLEMAN, general manager of WCBI, Scranton, Pa., an affiliate of the Columbia network, is spending a few days in New York.

ALLEN STUART, night manager of WMCA, is vacationing in California. He'll be gone about a month.

Webs and Indies to Cover U. N. Atom Energy Report

(Continued from Page 1)

session live as will WOR. A recorded version will be aired by MBS at 8 p.m.

Among New York's indies, the "UN Big 4" will be on the scene as usual. WNYC, WQXR and WLIE will carry the actual proceedings. WMCA will feed live to KFWB, Hollywood, and record for local broadcast at 8:30 p.m.

Dr. Hugh C. Wolf, professor of physics and secretary of New York Association of Scientists will speak tonight on "American Atomic Policies and the UN" over WOV at 7 p.m.

Reynolds Pen Auditions For Fall Web Sponsorship

(Continued from Page 1)

fall and winter. It is rumored that they are considering the Philco time on ABC between 6 to 6:30 p.m., Sundays, which will be vacated by the sponsor on June 30 when "Stairway to the Stars" leaves the air.

United Jewish Appeal Sets Radio Speakers

Nelson Rockefeller, two ex-GI's and a member of the French underground will go on the air this week in a series of broadcasts dedicated to the Community Committee of New York, a non-sectarian group aiding the United Jewish Appeal.

Rockefeller, who is chairman of the committee, spoke yesterday in a special broadcast over WLIE, 1:45 p.m., and will talk today on Bessie Beatty's WOR stanza, 10:15 a.m. Former infantrymen Fred Schneider and Frank Adler of the 45th Division, told how they helped to liberate the Dachau horror camp on WNEW's "Reunion in New York" last night at 9. Gisele Gonse, a French girl who constantly cheated the Nazis of death will guest with Jinx Falkenburg and Tex McCrary on WEAF's "Hi Jinx" Friday at 8:30 a.m.

AFM-802 Election Issue To N. Y. Supreme Court

(Continued from Page 1)

AFM and Jacob Rosenberg, president of Local 802.

Nineteen plaintiffs allege that the election in December, 1942 and in December, 1944, were void because they were not held in accordance of union law. Local 802 had a requirement that the election be held under the supervision of the Honest Ballot Association and when the matter was originally brought up before the AFM national board, the charges were dismissed, on the ground that the organization did supervise the voting and counting of the ballots.

Local 802 members who are suing state that an employee of the Honest Ballot Association did the work himself and as a result the employee, George Abrams and the Honest Ballot Association of New York are named co-defendants in the action.

Manhattan Soap Co. Buys Drama Show On ABC Tele

(Continued from Page 1)

Soap Company, Inc., on Thursday, June 20. Program will be a half-hour dramatization of the play by Ryerson and Clements, "Write Me a Love Scene," and aired over WABD.

Show will be presented on behalf of the Manhattan product, "Sweetheart Soap," and will be under production of Harvey Marlowe. Arrangements were handled through Duane Jones Advertising Co.

Scophony Anti-Trust Suit Now Under Consideration

(Continued from Page 1)

and was not doing business in this country. It was the contention of Special Assistant Attorney General Joseph B. Marker that the British firm was represented in the U. S. by Scophony Corporation of America and its president, Arthur Levey, a former director of the British company.



Oops!

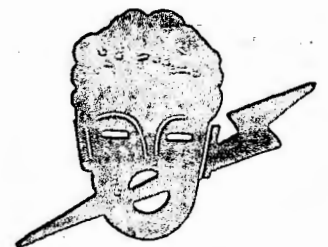
The jockey up on that horse (but not for long) seems unwilling to leave the saddle. It's another case of going . . . going . . . and eventually gone.

Somehow we think there's a lesson for business in that picture. Somebody is going to take a cropper in the fight for brands that is just ahead . . . but don't let it be you!

If radio is in your sales campaign, and you have distribution in Baltimore . . . we know we can help your client safely over the hurdles.

We offer you W-I-T-H, the successful independent radio station in this big 5-station town. W-I-T-H is the station that delivers more listeners-per-dollar-spent than any other!

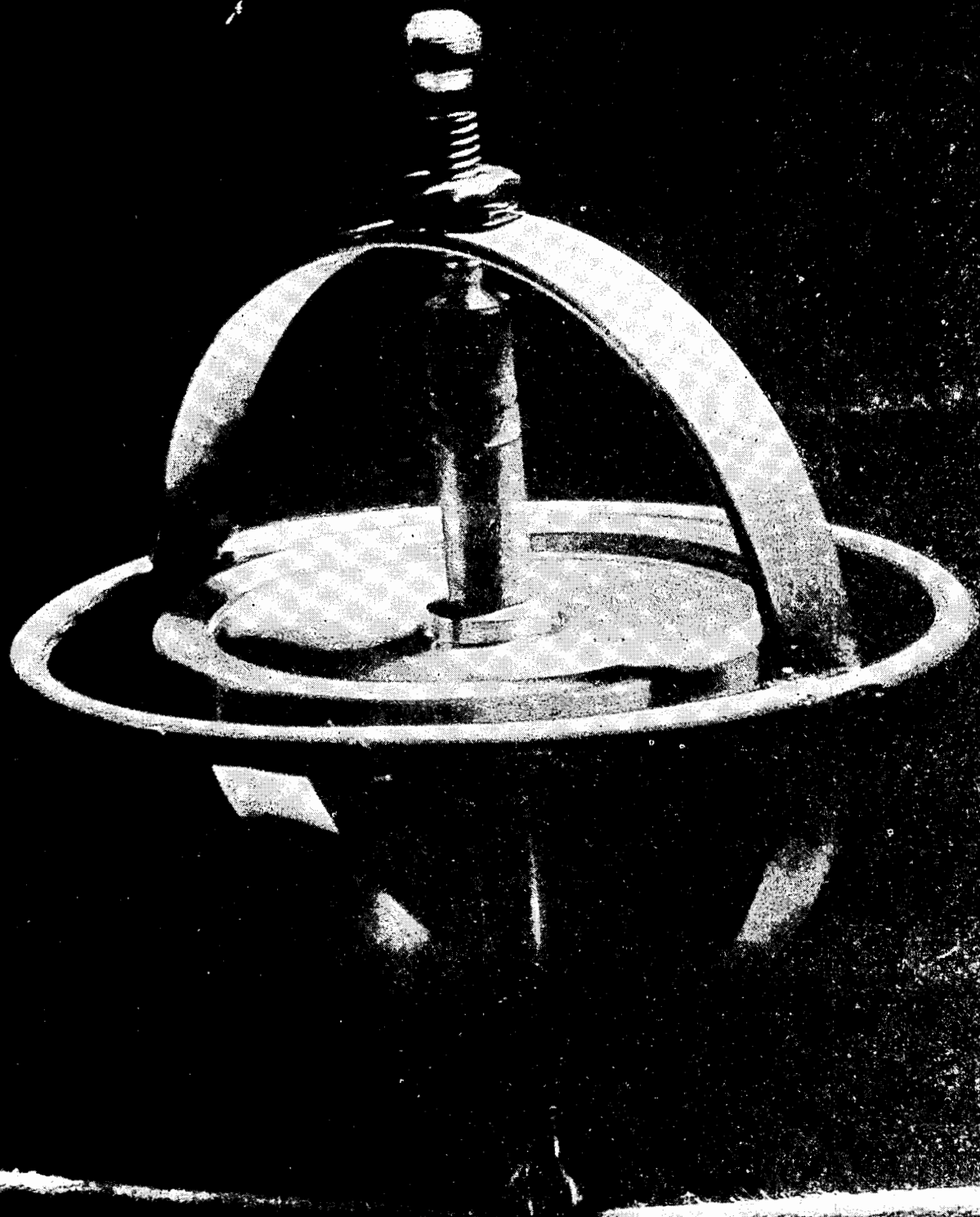
Yes . . . W-I-T-H is the choice of smart time buyers who protect a client's interest all the way.



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

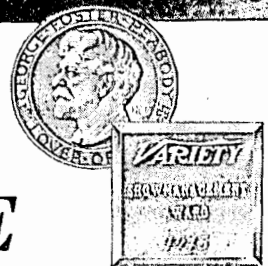
TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



PERFECT BALANCE

means a **CONSTANT AUDIENCE**



THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK



This is the 76th edition of PLAYBACK to appear in RADIO DAILY . . . which constitutes a life of almost a year and a half for this column. Devoted to the four phase activity of NBC Radio-Recording, PLAYBACK has made many friends during its busy span. But we still feel there are those readers, regular or sporadic, who can contribute some pretty solid suggestions on how to improve this service to radiomen. So, let us formally solicit their opinions.

* * * *

Do you read PLAYBACK regularly? Do you feel it is informative? Is it a sales weapon to use on prospective advertisers? If you are a regular reader, has it given you more of an insight into the inner workings of NBC Radio-Recording? Do you want it to continue?

* * * *

Answer these queries in any form you prefer . . . but if you're interested in PLAYBACK . . . ANSWER them. The only way we can determine what sort of a job PLAYBACK is doing is for its readers to tell us. Address us this way:

NBC Radio-Recording Division
Advertising and Promotion Dept.
30 Rockefeller Plaza
New York 20, N. Y.

* * * *

The annual meeting of NBC Radio-Recording is taking place in New York this week. In town for the occasion are the respective managers of Division offices in Hollywood, Chicago and Washington . . . Oscar Turner, Frank Chizzini and Bob Morrison. On the agenda are questions of budget, sales activity, promotion, programming and engineering for NBC THESAURUS, NBC Syndicated Programs and Custom-Built, Commercial recording.

* * * *

Next week the Convention of the American Library Association held in Buffalo will have an opportunity to see and hear the new NBC Documentary record album RENDEZVOUS WITH DESTINY. Designed for educational use this new production is being accepted with unrestrained praise by educators throughout the nation.

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



Michigan Ave. Memorandum . . . !

• • • A. W. Kaney, NBChicago station relations manager, and Mrs. K., left Chicago Monday on a 20-day airline tour of South America, second prize in an idea contest held by the Merchandise Mart, where the NBChicago studios and offices are situated. . . Murray Forbes, the Chi radiador, who writes about murder in his novel "Hollow Triumph," can't stand the sight of blood, it says here. "I guess," says Murray, "I'm just a timid guy." . . . Jack Benny tossed a 77th birthday party for his father last week at the Embassy Hotel. . . Eddie Hubbard, emcee of Chesterfield's nightly recorded program, ABC Club, over WIND, is slated for a buildup as the Martin Block of the Middle West. . . The Actors' Club of Chi farewell party'd Charles and Irene Lyon and Vincent Pelletier, all Hollywood bound, at a Mexican Night shindig last evening (Wednesday). . . Tuneful Tip: Catch the Fontaine Sisters' waxing of "My Fickle Eye" on Musicraft. These kids are headed for the top. . . Sprained and Broken Ankle Dept.: Art Harre, WJJD general manager (broken); WBBM's June Hanson, Bob Atcher, Marge Algar, Jim Hurlbut and John McCormick (sprained). . . Norman Ross, WMAQ emcee; Elwyn Owen, NBChicago staff organist, and Jack Ryan, NBCentral Division press department manager, are the moving spirits in the organization of a Civic Orchestra in suburban Evanston. The organization will give its first concert tomorrow night (Friday) in Cahn Auditorium on the Northwestern campus under the direction of Owen.

★ ★ ★

• • • WBBM folk singer Bob Atcher's new Columbia recording has just been released. "I Wanted to Wanted," Atcher's theme song, is backed by "I Must Have Been Wrong." . . When Jim Herbuveaux, brother of Jules, NBChicago program director, and his family were stranded in Phoenix, Ariz., during the recent railroad strike, Herbuveaux inserted the following ad in a Phoenix newspaper: "Help wanted: Family of seven has wonderful reservations on Southern Pacific to Chicago leaving Saturday. Here is dandy opening for an engineer and fireman with new or used locomotive." . . Boyce Smith, tenor of ABC's "Wake Up and Smile," made the mistake of crooning his infant son to sleep one night recently. The child liked it and thereafter would squall nightly until papa soothed it with a few dulcet tones. When one of Smith's broadcasts happened to conflict with criptime, bedlam would break loose in the Smith household, and Mrs. S. was getting desperate. Boyce solved the problem by recording two lullabies—the one by Brahms and the "Berceuse" from "Jocelyn"—so now the infant gets the "voice of Boyce" for as long as he likes—and with an orchestral background.

★ ★ ★

• • • Dr. Preston Bradley, the radio commentator and minister, visits Europe this summer. He will preach in England and Ireland. . . Commentator Alex Dreier is spending a one-week vacation in the Missouri Ozarks. . . Returning from semi-retirement vocalovely Lynn Chalmers has been signed as a WBBM staffer. . . Paul McCluer, NBC network sales manager in Chi, has been elected first vice-president of the Chicago Federation Advertising Clubs. . . Ward Quaal, WGN announcer, who rejoined the station a few months ago after service in the U. S. Naval Reserve, has received a citation from Rear Adm. W. L. Ainsworth, commandant of the Fifth Naval District, for "exceptionally meritorius conduct in the performance of outstanding service" at the Naval Supply Base, Norfolk, Va., where Quaal was stationed following a year and a half as a communications officer on an LST.

★ ★ ★

• • • A "Rendezvous With Destiny" album of outstanding speeches by the late Franklin D. Roosevelt, has been presented to Mayor Kelly of Chicago on behalf of Niles Trammell, NBC prexy. Presentation was made by Frank Chizzini, NBC Radio Recording.

LOS ANGELES

By RALPH WILK

AL ULRICH, NBC producer, and his wife planed to Chicago where they will celebrate their silver wedding anniversary with Ulrich's father, former president of the Chicago Philharmonic.

Buddy Twiss, who is Carlton Morse's assistant producer on the radio serial, "One Man's Family," will be technical supervisor for the film version, which is slated to go before the cameras in the fall under the aegis of Cinema Century Productions.

RKO actor Wally Brown guested June 7 on Perry Ward's "What's Doin' Ladies?" program on ABC.

Comedian Jack Carson plans to visit his home town Milwaukee in August to attend the premiere there of his latest motion picture, "Two Guys From Milwaukee," and also to be guest of honor during "Jack Carson Week," part of the Wisconsin metropolis' centennial celebration.

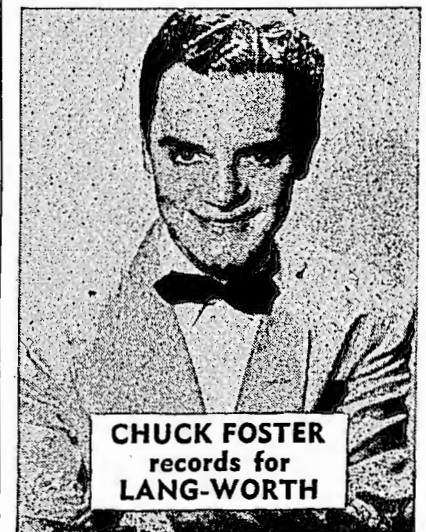
KGfJ is playing an important part in the employment of returning War Veterans, by giving them preference in interviews and filling positions. Phil Norman, the latest veteran addition to the KGfJ announcing staff, swells the number of male staff members well over the three-quarter mark.

Wedding Bells

Betsy Hobart Woodman, daughter of Mrs. James Rowland Angell and Dr. James Rowland Angell, National Broadcasting Company public service director, was married Tuesday to Charles William Hendel III at Dwight Chapel, Yale University, New Haven, Conn.

Seeks Denver Station

Denver—Gifford Phillips, owner of KGHF, Pueblo, Colo., has asked permission to build a 25-watt standard broadcasting station on 1450 kilocycles in Denver. This would give Denver six stations. Phillips also owns part of Rocky Mountain Life, a regional sports magazine recently started.



CHUCK FOSTER
records for
LANG-WORTH

Lewis Sells All Kinds Of Things Expertly

As Mutual's No. 1 co-op, Fulton Lewis, Jr., shows how adaptable a seller he is. In Pittsfield, Mass., for example, Lewis helps push roofing. In Port Huron, his program plumps for the Mich. Auto Club. In Sylacauga, Ala., his comments are paid for by The City Nat'l Bank. "Lewis name and Lewis program sure-fire for almost any product or service," one sponsor puts it.

N. Y. Druggists Pick Lewis As Favorite

In a recent survey made by the Reuben H. Donnelley Corp., 500 New York druggists were asked to select the commentators they considered most resultful drug-sales producers. Fulton Lewis, Jr., as heard on WOR, ranked among the first half-dozen chosen.

Winner Of Du Pont Award For Comment

In 1943, Fulton Lewis, Jr., won the Alfred I. Du Pont award as the year's best radio commentator. He also won a solemn salute from the committee, which chose him "in recognition and appreciation of his initiative in the aggressive, independent and meritorious gathering, interpretation and presentation of news."

Gained Recognition For Radio Newsmen

Few commentators have the personal up-and-go which typifies all of Lewis' activities. In 1939, for example, it was Fulton Lewis, Jr., who crashed the sacrosanct Capitol press galleries and paved the way for regular radio representation in Congress.

Sixteen Cities In His Pocket

On WOR, Fulton Lewis, Jr., not only wraps up the vital New York City market, but also pierces deep into WOR's other 15 Eastern cities, each with a population of more than 100,000. Powerful program, powerful station, powerfully good buy for some smart advertiser!

Adv.



a behind-the-scenes description of one of the most remarkable air salesmen
available for immediate sponsorship on WOR today.

seller

HE CALLS HIMSELF a "reporter", but that's one of the most modest claims made East of the Mississippi in a year. He's FULTON LEWIS, Jr.; crack WOR commentator on the national scene; weather-vane of the storms that sputter from Capitol Hill; fearless scooper; influencer of public opinion and public action. Every Monday through Friday at 7:00 P.M. on WOR, he is heard in a weekly total of 1,798,600 homes. (He's also the nation's #1 co-op; sells everything from insurance to hot rolls and beer on 193 Mutual stations.) On WOR in New York, however, Lewis hits top selling speed. Proof... Plough, Inc., sponsor of FULTON LEWIS, Jr. for three solid years on WOR, says: "Using Lewis as our only advertising in the area, we upped the sale of our product Mexsana 169% in two years!". FULTON LEWIS, Jr., slotted between WOR's Stan Lomax and The Answer Man, is one of the most unique, low-priced, audience-laden buys in New York now. Reach for your phone and call Pe-6-8600.

ATS Makes 13 Awards For Season Of 1945-46

(Continued from Page 1)

WCBW, was given a special award for his work in scenic design and staging. WNBT was honored for its camera work.

The ATS award for the outstanding contribution to technical advancement in the science of television went to RCA Laboratories and the RCA-Victor division of RCA for the image orthicon, super-sensitive camera which was introduced last fall.

Agency Award Made

For effective video commercials, an advertising agency and an advertiser—Ruthrauff & Ryan, New York and Lever Brothers Co.—shared honors. Best sports program award went to NBC for the Army-Navy game last December, and was shared by the web's station WNBT for its coverage of boxing matches (and the Army-Navy game) and by Philco's station WPTZ, Philadelphia, which aired games sponsored by the Atlantic Refining Company.

WBKB Gets Educational Citation

WBKB, Chicago, the Balaban & Katz station, shared an award for the year's best educational programs with WCBW, New York. Former was cited for utilizing tele in Chicago schools and the CBS station for its program "There Ought To Be a Law." Top honors for children's programming went to WRGB, GE station in Schenectady. WCBW was also cited as the station with the year's outstanding television news programs, and WNBT in recognition for outstanding production with "Abe Lincoln In Illinois" and "Angel Street" being especially cited. Edward Sobol, producer of "Abe Lincoln" and Ernest Colling, producer of "Angel Street," were jointly awarded plaques for program direction.

The Lincoln's Birthday telecast between New York and Washington provided awards for the four participating companys as the outstanding special events program. They are Allen B. DuMont Laboratories, NBC, CBS and A. T. & T.

Recognize Color Advances

In addition, RCA and CBS were honored with awards for "experimentally demonstrating color television." Ralph Rockafellow, editor of ATS News and the ATS Directory was cited for outstanding service to the Society.

The awards committee was made up of representatives of the three wire news services: Robert Brown, INS; Philip Newsom, UP, and Tom O'Neill, Press Assoc., Inc. Richard Manville headed the committee.

In addition to award presentations, new officers were inducted for the 1946-47 term. George T. Shupert remains as president; Ralph Rockafellow, vice-president; Dian Dincin, secretary; Archibald U. Braunfield, treasurer. Members of the board of directors are: Edward C. Cole, Charles Alicoate, Frederick A. Kugel, Don McClure, David H. Halpern, Alice Pentlance and Richard Manville.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **TIN PAN ALLEY-OOPS:** George Pincus, dynamic professional manager of Shapiro-Bernstein, has set enough top bands on it to guarantee "There's No One But You" becoming a hit . . . ditty was written by Austin C. Johnson and Redd Evans. . . ● Irving Mills arrives in Gotham June 15 for 3 months. . . ● 25 years ago Ace Ochs lived next door to and played with the Gilbert kids . . . Today Rose Gilbert is his secretary at CBS where he produces the "Patti Clayton" and "Gordon McRae" programs . . . How come recording execs overlook Patti's artistry . . . She's merely a 'Natural.' . . ● Ork Pilot Louis Prima's string of race horses have earned enough for him to have purchased a 30-acre farm down N'Awlins way where he'll build one of the world's largest breeding farms . . . (Are you reading, Bing?) . . . ● Bobby Gilbert arrives in Gotham next week after concluding six USOverseas trips. . . ● "Voice In The Night," starring Carl Brisson MBStarts a six-week stay in Chicago tonight . . . Emerson Buckley, conductor of the orchestra, remains in town but will resume when the show returns. . . ● Sam Wigler and Irving Tanz at Jewel Music are making Grady Watts' "Blue Champagne," a hit for the second time. . . ● Did you know that Dick Testut, new general manager at Associated Program Service, was the youngest executive of the C. E. D. (Committee for Economic Development). . . ● Radiolite Jackie Kelk is latest Broadway 'angel' . . . He owns a piece of Paula Stone's forthcoming production "Love That Girl." . . ● Barney Ross, former welter and lightweight boxing champ, will emcee a series of daily interviews with Joe Louis and Billy Conn starting Sunday via WHN . . . sponsored by Blackstone Agency for the Brass Rail.

★ ★ ★

● ● ● Sam Donahue and his orchestra will get three ABCcasts per week from the Roseland Ballroom in Gotham when he opens there next week. . . ● Lon Mooney's Miller Music staff set to make Vincent Youmans' "More Than You Know" a repeat hit . . . Lyrics by Billy Rose and Edward Eliscu. . . ● Producer Jack Cummings wants Ethel Smith for an important role in his forthcoming MGMMusical "Early To Wed" which stars Lucille Ball, Esther Williams and Van Johnson. . . ● 740 jitterbugs were turned away at Meadowbrook when Tex Benecke-Glenn Miller orchestra made its debut there . . . and is Don Haynes beaming! . . . ● Back in 1935 when Bob Weitman inaugurated the 'name band policy' at the Paramount Theater, the first band booked was Glen Gray's Orchestra which has since been re-booked many times . . . currently at the Paramount again, the 43rd Street Marquee spells his name Glen GREY . . . (and is Bob W's face RED?). . . ● Paul Whiteman will feature Cole Porter's "Night and Day" Monday via WJZ to honor the Dean of contact men, Mose Gumble. . . ● Stuart Music has a sure-fire ballad in "Starlit Reverie," written by Johnny Stuart and Johnny Klein . . . Not only will Danny O'Neill CBSing it Monday as the 'song of the week,' but Mark Warnow's Sonora platter will prove a disc-jockey favorite. . . ● Bill Taylor, who did a bang-up job with his Navy band while in service is dittoing as musical director at WMCA . . . His arrangements are big-time.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—DeLuxe has a new gimmick for the Ralph Slater album, "Time To Sleep". . . Purchasers will be given a guarantee 'if his records do not lull you to sleep after a week's trial money will be refunded.' . . ● Dorothy Shay, songstress who opens an engagement Monday at the Waldorf-Astoria Starlight Roof, has been signed to an exclusive Columbia contract. . . ● Ross Leonard's Stork platter of "You Call It Madness"—"Boulevard of Broken Dreams" simply wax-ceptional. . . ● Apollo Records execs expect the Ray Eberle disc of "A Wonderful Night," to hit the half-million mark . . . This Luckinbar ballad is headed for the Hit Parade. . . ● Savoy Records has signed Ralph Font's Rhumband to a year pact. . . ● Morton Downey will make an All-Hymn Album next month for Majestic .

★ ★ ★

Freedom Of The Air Discussed By Dunton

(Continued from Page 1)

roads on the time allotted to music and entertainment programs, according to A. Davidson Dunton, chairman of board of governors of the Canadian Broadcasting Corporation.

Speaking to a luncheon meeting of the Montreal branch of the Canadian Women's Press Club held aboard the Canada Steamship Lines' S. S. Quebec, he said that the CBC is responsible to Parliament and an important part of its responsibility is the problem of the freedom of the air.

If the CBC acceded to requests that have been made to sell network time to present one viewpoint, the proportion of time allotted to discussion programs, would be far exceeded, he pointed out and also spoke of danger of someone with enough money buying up all the available network time so that only one viewpoint would be heard.

Mr. Dunton outlined briefly the CBC policy on Freedom of the Air: "To present all viewpoints on any controversial issue; to offer this time to the exponents of different viewpoints, without charge; to give complete freedom of expression without any censorship on the part of the CBC to speakers who present these viewpoints; and the CBC is subject to democratic checks and controls through Parliament with regard to the way in which it handles these responsibilities."

FCC Denies FM License To State B'cast'g Corp.

Washington Bureau RADIO DAILY

Washington—Citing its "one-to-a-customers" policy, the FCC this week denied the petition of State Broadcasting Corp., a 100 per cent subsidiary of the Yankee Network, for grant of its application for a new FM station in Hartford, Conn.

The Commission pointed out that the Yankee Network is already the licensee of existing FM stations in Paxton, Mass., and Mt. Washington, N. H.

"This procedure," the FCC said, "was adopted to avoid monopolistic tendencies in FM broadcasting, and to foster wider diversity of ownership of FM stations. In view of the fact that there are two existing FM stations in Hartford, and that the petitioner's parent company is the licensee of two existing FM stations in other cities, the granting of the petitioner's application at this time would be inconsistent with the foregoing statement of policy."

Stork News

Daughter, Joan Ruth, was born yesterday to Mr. and Mrs. Walter Socolow, at Woman's Hospital. Baby which weighed six pounds and 11 ounces is the third child, two sons making up the rest of the family. Mr. Socolow is well known in radio, theatrical and music circles as an attorney and authority on copyright.

Standard Outlet Rush Still Hits Commission

(Continued from Page 1)

Northeast Oklahoma Broadcasting Co., Miami, Okla., to be operated on 900 kc., 250 watts, daytime; David W. Ratliff, Stamford, Tex., to be operated on 1400 kc., 250 watts, unlimited; Tri-County Radio Corp., Shelby, Mont., on 1230 kc., 250 watts, unlimited.

Also West Virginia Radio Corp., Pittsburgh, Pa., to be operated on 1080 kc., one kw., daytime; Ernest E. Forbes, Jr., trading as Magic City Broadcasting Co., Birmingham, Ala., to be operated on 730 kc., one kw., daytime; Ray Shute, Olin B. Silkes and James S. Beaty, Jr., trading as Union Broadcasting Co., Monroe, N. C., to be operated on 1010 kc., 250 watts, daytime.

Also Broadcast Management, Inc., Bethesda, Md., to be operated on 1120 cc., 250 watts, unlimited; Miller Associates, Inc., Youngstown, Ohio, to be operated on 1240 kc., 250 watts, unlimited; Central Michigan Radio Corp., Lansing, Mich., to be operated on 1320 kc., one kw., unlimited; Port City Broadcasting Co., Port Arthur, Tex., to be operated on 840 kc., one kw., daytime; Western Montana Associates, Missoula, Mont., to be operated on 630 kc., 5 kw., unlimited; James L. Frank, Colorado Springs, Colo., to be operated on 1450 kc., 250 watts, unlimited.

Also G. Staley Brewer, Southern Wyoming Broadcasting Co., Laramie, Wyo., to be operated on 1340 kc., 250 watts, unlimited; same applicant for Pawling, Wyo., to be operated on 1230 cc., 250 watts, unlimited; Elyria-Lorain Broadcasting Co., Elyria, Ohio, to be operated on 930 kc., one-five kw., unlimited; Four States Broadcasting Corp., Texarkana, Ark., to be operated on 1490 kc., 250 watts, unlimited; Effingham Broadcasting Co., Effingham, Ill., to be operated on 1090 cc., 250 watts, daytime; Pikes Peak Broadcasting Co., a co-partnership consisting of Joseph H. Rohrer and Edythe G. Sweeney, Colorado Springs, Colo., to be operated on 1240 kc., 250 watts, unlimited; Boulder City Broadcasting Co., Las Vegas, Nev., to be operated on 970 kc., one kw., unlimited time.

Mag. Honors Johnny Thompson

Johnny Thompson, he of the "Song salesman" program on WJZ-ABC, has been selected by Song Hits Magazine as "the singer with the brightest future in radio," and will be presented at publication's Award of the Month plaque during his guest appearance in Paul Whiteman's Forever Tops program Monday night at 9:30 p.m., also over WJZ-ABC.

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

TITLE	PUBLISHER
All Through The Day.....	Williamson
Comont Mixer.....	Mills
Coax Me A Little Bit.....	Bourne
Como Rain Como Shino.....	Crawford
Cynthia's In Love.....	ABC
Do You Love Me?.....	Brogman-Vocco-Conn
Don't Be a Baby, Baby.....	Triangolo
Full Moon and Empty Arms.....	Barton
The Gypsy.....	Loods
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Foist
I'll Be With You in Apple Blossom Time.....	Broadway
I'm a Big Girl Now.....	World
In Love In Vain.....	T. B. Harms
In the Moon Mist.....	Shapiro-Bornstein
It Couldn't Be True.....	Santly-Joy
I've Got The Sun In The Morning.....	Borlin
June Is Bustin' Out All Over.....	T. B. Harms
Laughing On The Outside.....	Broadcast Music
More Than You Know.....	Miller
Oh, What It Seemed To Be.....	Santly-Joy
One More Tomorrow.....	Remick
Prisoner of Love.....	Mayfair
Shoo Fly Pie and Apple Pan Dowdy.....	Capitol
Should I Tell You I Love You?.....	Chappell
Sioux City Sue.....	E. H. Morris
Strange Love.....	Famous
There's No One But You.....	Shapiro-Bornstein
They Say It's Wonderful.....	Borlin
We'll Gather Lilacs.....	Chappell
Without A Penny In Your Pocket.....	Global

FTC Files Complaint On Drug Commercials

(Continued from Page 1)

moting the sale of Bayer Aspirin and that the retail price of 15 cents for a dozen tablets has only recently been reduced. FTC says that the price came down a long time ago. Also, says the FTC, the druggists of America have never sponsored or presented the radio programs.

As to the cosmetic end of the charges, FTC sets forth that the claims of the milk of magnesia cream as to neutralizing acids, etc., in the skin and various other claims for the cream are misleading and untrue.

Sterling Drug has the usual 20 days in which to file an answer to the charges.

Supporting Famine Fund

On every program broadcast in New York over WOR on Thursday, Friday and Saturday, June 13, 14 and 15, around-the-clock spot announcements will be made urging listeners to contribute to the coin collection drive which is being sponsored on those dates by the Famine Emergency Committee.

Leaves McCann-Erickson

Carlo De Angelo, veteran radio producer, has resigned from the radio staff of McCann-Erickson, it was announced this week. He will devote his time to free lance radio and legitimate theater work.

De Angelo's resignation becomes effective July 1.

New Bonnie Baker Show To Be Heard On NBC

West Coast Bureau, RADIO DAILY

Los Angeles—Vocalist Bonnie Baker is being starred in a new quarter-hour audience musical show on NBC. Format has Miss Baker warbling with Ernie Newton backed by Chick Floyd's orchestra and includes a new gimmick for the introduction of an unpublished tune each week.

Bertha Brainard Funeral

Funeral services were held for Mrs. Bertha Brainard Peterson, at 3:00 p.m., Friday, June 14, at the Colonial Home, 132 S. Harrison Street, East Orange, N. J. Mrs. Peterson, who was an NBC executive until her retirement early this year, died Tuesday of a heart attack in her home at Huntington, L. I. Mrs. Peterson's body at present rests in the Colonial Home.

SUMMER RENTAL

50 Acres, 2000 ft. waterfront on GREAT SOUTH BAY
Sayville, L. I.

Gate Lodge with 8 rooms, completely furnished. Tennis Courts, Yacht and Boat harbor, beautiful trees, shrubbery, sunken rose garden.

Rental \$2,000, to October 1st

Call COLUMBUS 5-2000

Set Sales At Peak This Year—Cosgrove

(Continued from Page 1)

formal press conference at the 22nd annual convention of the Radio Manufacturers Association at the Stevens Hotel. He pointed out that while only 300,000 sets were made during the four months between V-J Day and the end of December, 1945, the rate of production has reached a million sets a month for the past 90 days, and the total output since V-J Day is now 4,600,000 sets. Over 7,000,000 more sets will be forthcoming from production lines during the remainder of the year, Cosgrove added.

KSWM To Join CBS

KSWM, Joplin, Mo., joins CBS on July 18 as an optional station, and as a new station will go on the air for the first time on that date. The station is owned and operated by Air Time, Inc., Austin A. Harrison, president. Roger Page, former manager of WCLO, Janesville, Wis., is program director and Captain Warren D. Lowry, who served in an Army capacity with KGNC, Amarillo, Tex., is commercial manager. Station will operate with 250 watts on 1230 kc.



close hauled

to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness that come only from long experience.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

LEN STERLING

LA 4-1200

COAST-TO-COAST

—MONTANA—

MISSOULA—A. J. Mosby, KGVO president, has left from San Francisco, with other news and radio men for the Bikini Atoll atom bomb test. He will act as news and special events director sending wire dispatches to the outlet during the test. . . . Vivian Magee has joined the KGVO continuity dept., Della Mae Burke is the new receptionist-secretary and Bud Blanchette, after five years of Army service and former KUTA announcer, is the new addition to the mike staff. . . . Don Jones, KANA manager, the new Mosby's, Inc., station at Anaconda, is currently on vacation prior to resuming chores with the new 250-watter.

—MASSACHUSETTS—

WORCESTER—WTAG will inaugurate "Wings Over Worcester," an aviation program for air-minded Worcesterites. Conducted by Walter M. Kearney, Evening Gazette Aviation Editor, the new series will answer aviation questions, feature discussions by local aviation authorities, interviews with professional airmen and aviation enthusiasts and describe flights over Worcester and Worcester County. . . . **LAWRENCE**—Irving E. Rogers, WLAW general manager and publisher of the Eagle-Tribune, was re-elected to the board of governors at the annual meeting of the New England Daily Newspaper Association held recently in Boston.

—OHIO—

CLEVELAND—WJW news editor, Bruce McDonald, has returned to the staff after over two years service in China and India with the Armed Forces Radio Service. . . . James Chapman, WTAM agricultural director, is a member of the eight-man committee named by Gov. Frank J. Lausche to fix a pattern for voluntary food conservation throughout the state. . . . **MANSFIELD**—Mansfield Broadcasting Company, has asked the FCC for authority to operate a 250-watt station here on a frequency of 1450 kc., unlimited hours. . . . **CANTON**—WCMW, owned by the Stark Broadcasting Corp., will take to the air early in July as the city's second station.

—CANADA—

MONTREAL—Hertel Larcoque, radio script writer who penned menacing extortion letters demanding five G's from Antonio Moquin, former operator of the Maroon Club, and then claimed it was all a joke, was sentenced here by Judge Armand Cloutier to three months in jail despite his lawyer's plea that a prison sentence would ruin his career. . . . **HAMILTON**—Julian Garson, on industrial leave for the past eight months from the Canadian Army, has been released and has returned to the CKOC staff as special events man.

Gershwin Tune On WCBW

CBS video station WCBW, in cooperation with the School of American Ballet, presents a dance adaptation of George Gershwin's tone poem, "An American in Paris" on Sunday, June 16, from 8:45 to 9:00 p.m., EDT.

WHO'S WHO IN RADIO
ROBERT DWIGHT SWEZEY

In New York's Hotel Roosevelt, on May 22, the members of the Radio Executives Club rose in acclamation to elect as their president a man who, in the short space of seven years has become not only one of the leaders of the industry, but also one of the most popular men in radio, Bob Swezey, vice-president and general manager of the Mutual Broadcasting System.

Perhaps the reason for Swezey's rapid rise can best be attributed to his philosophy that life is too short to be countenanced with boredom. This belief has kept him constantly on the go, seeking new interests, new activities and new problems.

Born in Summerville, Mass., Sept. 27, 1906, he attended Cambridge public schools, Harvard College, receiving his A.B. in 1928, and Harvard Law School, LL.B., 1931. He was editor of his high school paper, literary editor of the yearbook and a member of the dramatic society. He continued his dramatic work in college where he served also on the 150-pound crew.

During his summer vacations while in college he worked as a dockhand in Boston's Hall Market, as a teamster in the wheat fields of Manitoba, as a seaman on a sailing vessel, and as advance agent for a theatrical company. He worked also as a tutor in several sections of the country, and when he graduated from law school, he spent a year in Europe tutoring in nine subjects. Mountain-climbing was one of his main diversions, and today the walls of his office are adorned with striking photographs of peaks he has scaled.

On his return to the U. S. in 1932, he practiced law in Boston for two years, after which he was engaged in legal research for the Chemical Bank & Trust Co. In 1935 he entered Government service with the RFC, working later with the HOLC and PWA in Washington. During this time he took courses in radio writing and production at George Washington University and in radio law at Southeastern University. Several of his programs were aired sustaining over WMAL, and he also did a show for the Junior League.

His first job in radio was, however, not in production, but in the legal department of NBC, which he joined in 1939. He continued to further his education, taking courses in labor law at Columbia University and in radio writing at New York University. But his meteoric rise in radio soon put a stop to these extra-curricular activities. In 1942 he was named general counsel and secretary of the Blue Network when that organization was separated from NBC, and two years later he joined Mutual in his present position.

In 1938, he married the former Helen Hyde Brereton, and they now reside in New York City and Southold, L. I., with their three children, Robert D. Jr., Maria, and William Denny Brereton Swezey.

He is a member of the Bars of Massachusetts and New York as well as the Boston Bar Association, New York County Lawyers Association, American Bar Association, Bar Association of the City of New York, Federal Communications Bar Association, and the Harvard Club of New York City and The Lambs.



"Radio Barrister"

Tony Koelker Promoted
To ABC Program Sales Post

(Continued from Page 1)
in 1934 when he became a member of NBC's press department. When the Red Network and the Blue Network were separated in January, 1942, Koelker was appointed Blue Network publicity manager, Central Division.

He joined the U. S. Naval Reserve in October, 1943, and served in England, France and the Caribbean as Communications Officer and was released to inactive duty on May 23, 1946. He returned to the American Broadcasting Company on June 1.

New Colonna Unit To Tour;
Is Forerunner Of Program

Jerry Colonna and his new singing comedy unit announced this week that arrangements have been completed for his Eastern tour which is scheduled to open at Auburndale, Mass., on June 14 and will last for ten weeks.

Principal object behind the tour is to test whether Colonna can "stand on his own feet" as a comedian, and it is felt that general reaction of the public may establish that fact, according to Bruce Gear, manager of Colonna.

AGENCIES

BUCHANAN & CO., announce the appointment of Anthony C. D. Pierro as media director. He formerly was media and research director of Paris & Peart.

M. R. KOPMEYER CO., INC., Louisville, Ky., has been elected to membership in the American Association of Advertising Agencies.

HARDIE FRIEBERG has resigned as account executive with David O. Alber Associates to open his own publicity offices at 543 Madison Avenue. Prior to his association with Alber, Frieburg was the publicity director of the Arma Corporation, New York, N. Y.

RALPH L. POWER, advertising agency of Los Angeles, has resigned the account of the Universal Microphone Co., Inglewood, Calif. No replacement is contemplated in the immediate future, according to James L. Fouch, Universal president. Power agency-owner, joined Universal when it was formed in 1928 and served as advertising and promotion manager until recent years when his office handled the advertising account as an agency.

JACK KOSTE has just been appointed New York sales manager of Forjoe & Company, national radio station representatives. Formerly with William Esty & Co., and then with Spot Sales, Inc., Koste was recently discharged after serving with the Armed Forces overseas.

ABC Debuts New Program
As 'Court' Moves To Wed

Chicago—A new program, "Stump the Authors" debuts over ABC next Sunday, June 16 (4-4:30 p.m., EDT) with Sidney Mason, short story writer and theatrical veteran as editor and master of ceremonies.

Format of the new show, which replaces "Court of Missing Heirs," involves a panel of three authors who are given "creative assignments" by Mason pertaining to the type of story requested. Each author is given deadline of 30 seconds to formulate a complete original story. Audience will supply items as basis for the stories, and a cash prize of \$25 awarded for best item. "Court of Missing Heirs" moves to Wednesdays from 9-9:30 p.m., EDT.

Send Birthday
Greetings To

June 13

Bob Bailey	Jack Fulton
Don Dixon	Lyell Ludwig
Arthur L. Forrest	Ralph Edwards
Bill Lipton	Maurice Copeland



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 54

NEW YORK, N. Y., FRIDAY, JUNE 14, 1946

TEN CENTS

Petrillo Named In Action

Says Price Controls Hurt Radio Industry

Chicago—Asserting that prices would have been lower, volume production greater and quality better had it not been for price controls, R. C. Cosgrove, president of the Radio Manufacturers Association in convention this week at the Stevens Hotel, predicted that the radio industry may soon be released from such controls. The industry, he said, is not controllable. When arbitrary controls are put on it, he added, it falls all over itself. "It is my belief that we could have had more production had we not had OPA," said Cosgrove.

As a result of price control, Cosgrove said.

(Continued on Page 6)

'White Collar' Workers To Vote Today At CBS

Under direction of the National Labor Relations Board, 750 "white collar" workers at CBS today will vote to determine the bargaining agent among three unions contesting for the appointment. The unions are: United Office and Professional Workers of America (CIO); the IBEW and the IATSE, both the latter affiliated with the AFL.

NBC Newsmen To Cover UN Atomic Commission

Richard Harkness, NBC Washington correspondent, and John MacVane have been assigned by the web to UN Atomic Energy Commission coverage. MacVane and Harkness will present a five-minute discussion of the meeting in a special news program.

(Continued on Page 2)

'Dad' Day Preview

Cincinnati—Roy Battles, WLW farm program director, now in Rome reporting on the food conditions in Europe, will receive his Father's Day greetings one day early from his two youngsters, ages 5 and 7, at 12:45 p.m., EST, Saturday. Roy and his two children will have a chance to talk back and forth on a two-way Trans-Atlantic hookup between Rome and Cincinnati.

Flag Day Program

School children of the nation will be invited by Ted Malono, Westinghouse's American story-spinner, to join in pledging allegiance to the flag during his broadcast at 11:45 a.m., today, over WJZ and the ABC network. The program will originate in the Flag Room of the Star Spangled Banner Flag House in Baltimore as a part of National Flag Week observance.

Banks Show Increase In Radio Advertising

The banking industry is showing a sharp increase in the use of radio as an advertising medium, with nearly four times as many banks using radio last year as compared with ten years ago. Figures are a result of a survey made by the American Bankers Association and published in the May issue of "Banking."

The 1946 tabulation of 2200 ABA member banks showed that 546 banks planned to use radio in their advertising and publicity expenditures.

(Continued on Page 3)

Major Bowes, 71, Is Dead At Home In Rumson, N. J.

Maj. Edward Bowes, 71, radio broadcasting pioneer who originated the "amateur" program, died yesterday at his home in Rumson, N. J. As managing director of the Capitol Theater, New York, he built the "family" group into a feature of nation-wide fame.

Radio Gives All Out Support To Food Conservation Drive

Radio's support of the Washington Food Conservation Committee to alleviate famine conditions in foreign countries has resulted in a number of program innovations by stations from coast-to-coast, according to reports reaching RADIO DAILY. While drive officially ends this week-end, stations in many communities are continuing their time and talent donations for additional programs.

Among the stations which have set

U. S. District Attorney In Chicago Files Charges Against AFM Head Under Terms Of The Lea Legislation

Radar Technicians Sought For Overseas

Philadelphia—Philco Corporation has begun a drive to recruit some 400 experienced radar technicians for service at military bases overseas. Those accepted will be required to install, repair, maintain and operate airborne and ground radar, and instruct Army personnel.

Those eligible are (1) radio servicemen with military experience in

(Continued on Page 6)

FCC Concludes Hearings Of Chicago FM Channels

Chicago—The FCC concluded hearings here Wednesday on applications for the nine FM channels remaining to be allocated in the Chicago area under the Commission's new policy of reserving one channel for every five

(Continued on Page 5)

Ken Farnsworth Named Video Sales Mgr. Of ABC

Ken Farnsworth, who has been in sales and sales promotion at WJZ for the past four years, has been appointed to the newly created position of

(Continued on Page 3)

Chicago—James C. Petrillo, president of the American Federation of Musicians, yesterday was officially charged by U. S. District Attorney J. Albert Woll in Chicago with violation of the recently-passed Lea Act, known as the "anti-Petrillo" law, as a result of Petrillo's action in calling a strike of

(Continued on Page 3)

FCC Grants CP To 10; Includes 1 In Capital

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted CP's to 10 applicants for new standard stations in scattered sections of the nation. Included in the list is a grant for a new station in Washington, D. C., to the Metropolitan Broadcasting Corp. The new Capital station will operate on 570 kc., 500 watts, daytime. Other CP's were granted to the following:

Bakersfield Broadcasting Co., Bakersfield, Calif.

(Continued on Page 3)

Credits Wartime Advances Aiding Electronic Industry

Montreal—Revolutionary improvements in radio and television broadcasting, air and sea navigation aids, have been made possible by wartime

(Continued on Page 2)

Turner About

Richard Sanville, CBS director handling the Old Vic Company on the "Columbia Workshop," was caught sketching Ralph Richardson this week during a rehearsal. Richardson promptly seized the pencil and paper from Sanville and proceeded to create his impression of the sketcher. Turn-about was fair play, since Sanville now has a Richardson "original."

(Continued on Page 5)



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JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL

(Thurs., June 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	200 1/4	199 7/8	200	- 1/8
CBS A	37 3/8	36 5/8	37 1/4	- 1/4
CBS B	36 1/4	36	36	- 3/4
Farnsworth T. & R.	14 1/2	14 3/8	14 3/8	+ 1/8
Gen. Electric	49 1/4	48 7/8	49	+ 1/2
Philco	34 1/2	34 1/4	34 1/4	...
RCA Common	15 3/8	15 3/8	15 1/2	...
RCA First Pfd.	92 1/2	91 1/2	91 3/4	- 1/4
Stewart-Warner	25	24 1/2	24 1/2	- 1/4
Westinghouse	34 3/4	34 1/4	34 1/2	- 1/4
Zenith Radio	35 1/2	35 1/4	35 1/2	+ 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	21 1/4	20 3/4	20 3/4	- 1/4
Nat. Union Radio	10 3/8	9 7/8	9 7/8	- 1/4
OVER THE COUNTER				
DuMont Lab.		Bid 9 1/2	Asked 10 3/4	
Finch Telecomm.		12	13	
Stromberg-Carlson		21	23	
WCAO (Baltimore)		37	...	
WJR (Detroit)		36	38	

Credits Wartime Advances Aiding Electronic Industry

(Continued from Page 1)

gains in radar and microwave development, Northern Electric's Brig. F. F. Fulton of Montreal said at the national meeting of the Canadian Manufacturers in Toronto promoted by the CMA. He added that battle and beach announcing systems ensure vastly improved public address technique.

Brig. Fulton said wartime expansion in use of upper elements of the radio frequency spectrum—from a mere 40 to 30,000 megacycles a second—had opened vast new fields for radio research.

LEN STERLING
LA 4-1200

Coming and Going

NORMAN CORWIN, CBS writer-producer-director, leaves New York today on a four-month, 40,000 mile global air trip, his prize as winner of the first "One World Award," sponsored in memory of the late Wendell Willkie by the Common Council for American Unity and the Willkie Memorial of Freedom House. He'll be accompanied by **LEE BLAND**, CBS supervisor of network operations.

CHARLIE LYONS, NBC Chicago announcer, leaves for Hollywood on Monday where he will enter the free lance field.

DREW PEARSON, commentator on ABC, yesterday was in Atlantic City, where he addressed the Victory Convention of Kiwanis International.

KINGDON TYLER, of the Columbia network's construction and operations department, is in Chicago inspecting the installations of WBBM.

E. K. HARTENBOWER, general manager of KCMO, American network affiliate in Kansas City, is in Gotham on a short business trip.

JOHNNY DESMOND and his manager, Don Haynes, are in Nashville, Tenn., to participate in the Cotton Festival.

MITZI KORNETZ, radio director of the Greater Boston Community Fund, arrived in New York Wednesday to confer with National Community Councils and Councils on radio campaign plans for the autumn.

CARL CANNON, of the station relations department at NBC, is expected back today from a midwest tour of network affiliates.

FRANK BEREND, western division sales manager for NBC, is spending a few days in town for conferences with web officials, agencies and clients.

HAL BOCK, manager of NBC's western division television department, in New York from Hollywood for confabs with network video executives.

ROSALIND STICKER, assistant radio editor of the magazine This Month, has returned from 15 dreamy days on Nantucket Island.

C. FREDERICK RABELL is in town. He's the manager of WNCA, Asheville, N. C., an ABC outlet.

TIM HERBERT, radio and stage comedian is back in town from a midwest theater tour, but he'll leave any minute now to open Monday at the Starlight Opera in Birmingham, Ala.

GUY LOMBARDO and the members of his band are playing the RKO Theater in Boston. He's scheduled for a "Spotlight Bands" program next Monday on Mutual.

WALTER PRESTON, program manager of WBBM, Columbia's owned-and-operated station in Chicago, is spending this week in New York.

ABNER J. GRESHLER, artists' representative, leaves tomorrow for Chicago, where he will handle the entertainment for next week's convention of the National Assn. of Retail Grocers.

RUTH CRAWFORD, librarian for the American web, is in Boston to attend the annual convention of the Special Libraries Assn.

NBC Newsmen To Cover UN Atomic Commission

(Continued from Page 1)

gram at noon today as well as a three-minute spot on the Morgan Beatty news program at 1:45 p.m., EDT. In addition, each will devote his own 15-minute news analysis to the Commission's proceedings tonight. MacVane will be heard at 6 p.m., EDT, and Harkness at 11:15 p.m., EDT.

Lamont Johnson Now 'The Hawk'

Lamont Johnson has been cast to play "The Hawk" on the CBS program, "The Sparrow and the Hawk."

Form New Video Guild Among Agency Crowd

Announcement was made over the week-end of the organization of a new "informal" television group titled "The Video Guild" and created by a group of young people interested in studying and advancing interest in the medium.

Membership is open to all who have an interest in the field, in addition to persons presently engaged in the industry.

First meeting was held last week at the New Weston Hotel under chairmanship of Lillian F. Teitler of the Williams Advertising Agency.

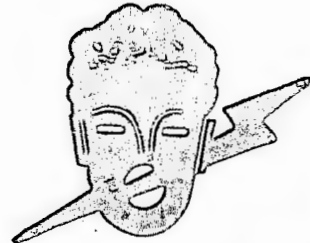


Too big

When this 340-ton locomotive en route to the Santa Fe Railroad arrived in Baltimore, trainmen discovered it was too big for the Baltimore tunnel it had to go through. So they loaded it on a railroad barge, floated it across the harbor where they put it back on the track! (As a matter of fact the picture is too big for this size ad.)

But our radio point is this: just being big isn't always the answer to everything. Other things must be considered.

Down here in Baltimore it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station. And don't forget this is a 5-station town! If you want low cost sales results . . . put W-I-T-H on that list and things will hum. They always have, smart time buyers say. Remember it's W-I-T-H, the independent.



W-I-T-H
and the FM Station W3XM
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEI

CKLW

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

in the DETROIT AREA

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

Banks Show Increase In Radio Advertising

(Continued from Page 1)

which the association considers as "great progress" since there are less than 3,000 banks in radio station cities. "However, with the coming of FM stations," the "Banking" survey explains, "the number of non-network locals which banks might use will increase enormously." It points out that projecting these figures of bank interest to the more than 15,000 banks in the United States, "we would have 4,000 banks interested in radio."

Preference of length of programs by bank executives is spot-announcements, with 449 stations showing interest in this type of radio use; 148 prefer 15-minute programs; 19 said half-hour and a few considered one hour shows most desirable. Program content is headed by news, is followed by sports, plays, weather reports, commentators and farm topics.

A total of 303 stations supplying information in the recent ABA survey listed 543 banks using their stations currently, an average of 1.8 banks per outlet.

As a result of these studies, the ABA advertising department is planning to offer a new radio service to help local banks use their stations effectively. One phase of the activity will be to gather and distribute data on bank radio advertising and another will be to prepare actual transcribed programs. First programs produced will probably be four-minute open-end broadcasts built around people and money problems. Initial series will provide 52 such programs, with music or entertainment provided by local stations.

Ken Farnsworth Named Video Sales Mgr. Of ABC

(Continued from Page 1)

television sales manager for ABC, it was announced yesterday by Paul Mowrey, network video chief. Appointment is effective June 15.

The designation of Farnsworth as head of video sales, according to ABC, is the "result of steadily increasing interest by advertisers in sponsoring television programs under the cooperative set-up, which is the present policy of the company."

Charges Filed Against Petrillo In U. S. District Court, Chicago

(Continued from Page 1)

three record librarians at WAAF on May 28 in an attempt to force the station to employ three additional librarians. At that time, Petrillo announced that he was taking the action deliberately as a means of making a test of the constitutionality of the Lea legislation.

"After careful study of the facts," said Woll, "it was decided that prosecution under the Lea Act should be instituted and question of constitutionality is for a court to determine."

Summons Requested

Woll announced that he requested a summons be issued for the appearance of the musicians' chief in U. S. District Court.

In his official charge against Petrillo, Woll asserted that the union head "by use of force, intimidation and duress . . . attempted to coerce, compel and constrain" the Drovers Journal Publishing Co., owners of WAAF, "to agree to hire three persons not needed by it to perform its services."

The charge also said that Petrillo ordered the three record librarians to cease work, and that the three, as well as other musicians, were ordered to accept no employment at the station, which has studios in the Palmer House.

Maximum penalty for violations of

the Lea Act is one year imprisonment and a \$1,000 fine.

Washington Bureau RADIO DAILY

Washington—The Government yesterday formally charged James C. Petrillo, AFM president, with "coercive practices" against WAAF, Chicago. Attorney General Tom C. Clark announced that charges against the union leader were filed yesterday in U. S. District Court in Chicago by U. S. Attorney J. Albert Woll.

The Government action was immediately hailed by Representative Lea, original sponsor of the bill, as a "needed first step to show Petrillo he isn't bigger than the Government."

The union leader virtually had taunted the Government into acting in the case. He said the Lea Bill is unconstitutional and frankly admitted that the WAAF strike was called to test the bill's constitutionality.

Although for obvious reasons the Department of Justice declined to discuss the bill's constitutionality officially, sources admitted the Government is just as anxious as Petrillo to get a court ruling. Even industry sources here were inclined to agree that Petrillo had picked a "good case," and there was considerable doubt expressed that the bill was constitutional.

FCC Announces Stand On WHB Application

Washington Bureau RADIO DAILY

Washington—The FCC on Friday announced its proposed decision looking toward the grant of the application of WHB Broadcasting Co., licensee of station WHB, Kansas City, Mo., for a change in operating facilities from 880 kilocycles, one kilowatt, daytime, to 710 kilocycles, five kilowatts, unlimited time.

At the same time the Commission proposed to deny without prejudice the application of the Minnesota Broadcasting Corporation for a change in operating facilities of station WTCN, Minneapolis, Minn., from 1280 kilocycles, one kilowatt night, five kilowatt, LS, unlimited time, to 710 kilocycles, ten kilowatts, unlimited time, directional antenna at night. The proposed denial to WTCN is, however, without prejudice to its right at any time prior to twenty days from date of final adoption of the proposed decision to file a verified petition to set aside the denial and reopen the record for the introduction of evidence showing, in the event of a grant of the WTCN application. (A) The populations which would lose primary night time service from WTCN operating on its present facilities; (B) that despite this loss, adequate broadcast service would be rendered to the Minneapolis-St. Paul area; (C) the populations which would lose primary daytime service for WHB operating under its grant

Soap Firm's Tele Show Starts Thurs. On WABD

Manhattan Soap Co. has bought a half-hour television show on ABC, it was announced recently by Paul Mowrey, network's video chief.

Format of the program, which will advertise "Sweetheart Soap" will be dramatic, and opens on WABD next Thursday, June 20.

Johnny Desmond On "Pops"

Johnny Desmond, ex-GI song favorite, and currently the male vocal star on the "Philip Morris Frolics" (NBC Tuesdays, 8-8:30 p.m., EDT), will appear as a guest artist at the Carnegie Hall "Pops" concert on June 22.

Sonny Burke In Musicraft Post

Sonny Burke has been appointed West Coast musical director of Musicraft Records. He will work with Bobby Weiss, who is dividing time between New York and Hollywood.

Paschall Hospitalized

Al Paschall, stage manager on the "Truth or Consequences" program, is hospitalized in Los Angeles. It marks his first absence from the show in more than four years.

herein; (D) that these losses in the primary night time service of WTCN and in the primary daytime service area of WHB would be compensated for by the populations which would gain new primary daytime service from WTCN.

FCC Grants CP To 10; Includes 1 In Capital

(Continued from Page 1)

ersfield, Calif., to operate on 1490 kc., 250 watts, unlimited; Carleton W. Morris, Douglas, Ariz., to operate on 1450 kc., 250 watts, unlimited; Carroll R. Hauser, Eureka, Calif., to operate on 1240 kc., 250 watts, unlimited; Elberton Broadcasting Co., Elberton, Ga., to operate on 1400 kc., 250 watts, unlimited; Fred Jones and Mary Eddy Jones, doing business as Fred Jones Broadcasting Co., Tulsa, Okla., to operate on 1050 kc., with one kw., daytime.

Also Northern Virginia Broadcasters, Arlington, Va., to operate on 780 kc., one kw., daytime; Greater Muskegon Broadcasters, Muskegon, Mich., to operate on 1090 kc., one kw., daytime; North Carolina Central Broadcasters, Inc., Dunn, N. C., to operate on 780 kc., one kw., daytime; Peoples Broadcasting Corp., Worthington, Ohio, to operate on 880 kc., five kw., daytime.

Signal Corps Using Hamilton

Gene Hamilton, commentator for ABC's "Concert Time," reports to the Army Signal Corps this week to narrate an Army film advising men and women who are about to be discharged of the procedure which they must follow and of their rights and benefits as veterans.

ROSS FEDERAL RESEARCH CORPORATION

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

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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

CONNIE MIDKIFF, formerly of Confidential Reports, Inc., has joined Jack Rourke Productions as assistant to Warren Justice, sales manager.

Louis Larkin has joined Jack Lawson slacker as copywriter and plant-er. Larkin was public relations officer for Lt. Gen. Eichelberger at the invasion of Japan.

Ona Munson, currently featured in Sol Lesser's production, "No Trespassing," launched her new radio program over KNX June 1, called "Distinguished Guests." The 15-minute national broadcast will consist of chatter about and interviews with important visitors in Hollywood and Los Angeles.

Comedian Parkyarkus has just received a medal from the Treasury Department for his excellent war work in selling bonds.

Maestro Jack Meakin's new tune, "Out California Way," got its first TC plug this week when Perry Como sang it on NBC's "Supper Club." Meakin and Foster Carling, who collaborated, recently sold the number to Republic Studios as the theme and title of a movie.

CBS News Reporter Bob Garred goes to Palm Springs, Calif., June 8 to receive a Certificate of Merit from station KCMJ, the CBS outlet there. In a recent poll of listeners Garred was voted the station's most popular newscaster by 90 per cent of the votes cast. Dick Joy, co-owner of KCMJ and well-known network newscaster and announcer will make the award.

Two Retiring From FCC; Other Personnel Changes

Washington Bureau RADIO DAILY

Washington — The FCC recently announced the retirement of two veteran officials and the change from acting to permanent status for three others.

The retiring employes are V. Ford Greaves, supervisor of the western area of the radio intelligence division of the engineering department stationed at San Francisco, and Dr. L. P. Wheeler, chief of the technical information division of the engineering department. Both received letters of commendation from the Commission.

James E. Barr was appointed chief of the standard division, Cyril M. Braum, chief of the FM division, and Curtis B. Plummer, chief of the television division of the broadcast branch of the engineering department. The three had previously served in an acting capacity.

Ave Maria Hour

WMCA — Sunday — 6:30

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



Broadway Bulletin Board. . . !

● ● ● Gen'l impression around is that radio is getting itself knocked into a cocked hat, which is a slightly lopsided picture. Cancellations on the air are naturally highly publicized—whereas should an account cancel a tremendous newspaper and magazine campaign, it would merely wind up as a stick in Editor & Publisher. . . . Jinx Falkenburg had to turn down a Winchell summer replacement offer because she's expecting her image just about the time she'd be in there pinch-hitting. . . . Geo. Carson Putnam will sub for Vandeventer next week on WOR putting him in competition with his old 11 p.m. spot on WEA. . . . Harry Sosnik preems his own show, "Vacation with Music," over the National Broadcasting Company August 2nd. . . . Hank Sylvern doing the music on the new Philo Vance series. . . . Happy Felton, "Guess Who?" quizmaster, summering for Gildersleeve as emcee of "Ask Me Another." . . . WNEW has withdrawn its application for an FM license, official explanation being that they didn't want to be bothered with running two stations. . . . Jo Lyons, BBD&O casting director, bedded at Harkness Pavilion with an injured leg. . . . OPA preparing to crack down on radio stanzas which give away nylons. . . . ABC interested in Ann Castle, lush Southern songbird, who's a protege of Gov. Jimmy Davis, of La.

★ ★ ★

● ● ● Inside on the Dick Todd-Hit Parade divorce is this, we hear. Todd heard that Crosby was offered 15 G's weekly for the same berth. Altho' he had never even met Geo. Washington Hill personally, he sat down and penned a note along these lines: "I see where you're offering Crosby \$15,000 a week for my job. If you have that much money to spend, how about giving me a few extra bucks so I can pay my income tax?" Hill, whose sense of humor doesn't extend to receiving letters from his talent, paged the account exec of the agency and showed him the letter. Two weeks later, for "reasons unannounced," Todd was suddenly given his walking papers—with twelve of a thirteen-week contract still to run.

★ ★ ★

● ● ● The Morning Mail: "Dear Sid Weiss," writes Irving Mansfield. "In your col'm about the Radio Directors' Guild vs. the returning vets, you mention ' . . . to the best of our knowledge, not more than one director in fifteen had used the AFRA Veterans' Directory.' The phrase, 'to best of our knowledge' is a rather loose one. To the best of MY knowledge, and that of directors with whom I have spoken, the Veterans' Directory is very important. I would venture to guess that if an accurate poll were taken, it would be found that the majority of directors use it. To select a few names of directors who do use it and to applaud them is a good thing. To say nothing about the directors you don't know is to create a false impression that no one else uses the Directory. As for the actor file and the veteran file, the directors with whom I have checked do not use double files. They cast actors as actors, with an affirmative, sympathetic consideration for those who also happen to be vets. I know of no group with as much integrity and honesty as the Radio Directors' Guild and I am proud to be a member of the organization. If there are one or two members who need a push, it is right for you to give it, but I do not think it is fair to create an untrue overall impression which would tend to make an uncomfortable feeling among directors and actors."

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● ● ● Add "Huckster" influence: A book publisher is on his way to the Coast right now trying to talk Ed Cashman into doing a similar type novel to be tagged "15 Per Cent of Nothing." One line sum-up of the book, offered by Al Rylander: Did nothing but give radio a hot-foot. And L. Davies Pigott postcards from Washington: "Is it true that all the advertising biggies who think they individually were vilified in the book are combining talents in an answer: 'Little Man, You've Ad An Aphrodiszy Day?'"

CHICAGO

By BILL IRVIN

PROCTER & GAMBLE CO., through Dancer, Fitzgerald and Sample, Inc., has contracted for a 52-week renewal of three daytime serials on the NBC network effective July 1, it has been announced by Paul McClure, manager of the NBC Central Division sales department. The programs are: "Joyce Jordan, M. D.," heard on 89 stations, Mondays through Fridays, 9:45 a.m., CDST; "Life Can Be Beautiful," which will replace "Woman of America," Mondays through Fridays, starting June 24, at 2:00 p.m., CDST, and "Ma Perkins," heard Mondays through Fridays at 2:15 p.m., CDST. The latter two programs will be heard on the full NBC network. "Ma Perkins" is a Chicago origination, the other two coming from New York. Products to be plugged are Drene, Dreff, Oxydol, Spic and Span and Ivory Flakes.

The tenth annual school broadcast conference will be held at the Hotel Continental, Chicago, on October 21, 22 and 23, it was announced late last week.

Mars, Inc., through Grant Advertising, Inc., will start a new "Curtain Time" drama series on the NBC network Saturday, July 6. Show will be aired Saturdays, 6:30 to 7:00 p.m., CDST, on approximately 30 NBC stations. Series will air light mystery and comedy romances starring Nannette Sargent and Harry Elders and originating in Chicago NBC studios. Contract is for 52 weeks.

"Ann Marsters' Celebrity Notebook," conducted by Ann Marsters, Chicago newspaper columnist, made its debut on WGN at 6 p.m., June 10, under sponsorship of Evans Fur Company. Miss Marsters interviews well-known personalities currently in the city's news.

Shell Oil Company, through J. Walter Thompson, has ordered renewal of the John Holtman news program over WMAQ from 5:45 to 6:00 p.m., CDT, Tuesdays, Thursdays and Saturdays. The 13-week renewal became effective June 11.

BALTIMORE'S *Listening Habit*

WJZ

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rorer, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

AGENCIES

FOOTE, CONE & BELDING yesterday announced the election of Harold Holt and Elliston Vinson as vice-presidents of the agency. Vinson is Hollywood manager and Holt is New York manager of the agency's motion picture advertising division. Holt was manager of the motion picture and drama departments of the New York American for eight years and subsequently became advertising manager of the newspaper. Before joining Foot, Cone & Belding he was associated with King Features Syndicate. A veteran of over twenty-five years in the motion picture business, Vinson was with Loew's, Inc., Paramount-Publix, RKO Theaters and the RKO Studio in Hollywood before joining F. C. & B.

THE NEERCO CORPORATION has appointed The Tullis Company of Los Angeles as its advertising agency. They have purchased a series of quarter-hours on KRKD, as well as spot announcements over KVOE in Santa Ana.

A. C. NIELSEN COMPANY, for its radio index service, has signed Eversharp, Inc. An additional contract has also been signed by Eversharp's agency, The Biow Company, which is already listed as a Nielsen client.

FCC Concludes Hearings Of Chicago FM Channels

(Continued from Page 1)
channels granted in each area. Chicago has five FM stations in operation out of a total allotment of 17 channels. Under the new FCC policy three of the remaining 12 will be lopped off for the present, leaving nine to be granted. There are twelve Chicago applicants for the nine channels.

A score or more witnesses were heard at the Chicago hearings starting June 3 which were conducted by Samuel Miller, chief of the FM section in the Commission's law department. The engineering phase of the hearings will begin in Washington on June 27. The Chicago hearings were to determine the fitness of applicants.

Highlighting the closing sessions of the Chicago hearings was the demand by Ernest Goodman, attorney for the United Auto Workers (CIO), one of the Chicago Applicants, that David Sarnoff, president of RCA, be subpoenaed to tell what NBC-RCA was doing about putting FM receivers on the market.

The demand grew out of testimony by NBC representatives about what the company had been doing to promote FM. Goodman asked what had been done about production of FM receivers, and when the information was not forthcoming the demand was made for the Sarnoff subpoena. The dispute was ironed out when NBC-RCA agreed to have a representative at the Washington hearing to give the information asked for by the UAW.

Radio Gives All Out Support To Food Conservation Drive

(Continued from Page 1)

need for support in the present emergency are being undertaken by the outlet to emphasize the need for more conservation. . . . Another D. C. outlet is WWDC which immediately upon the drive's inception carried spots and arranged for the U. S. Army Band Hour, a weekly feature, to devote its entire program to the conservation program. The outlet is sponsoring a series inviting listeners to maintain a two-day-a-week voluntary wheatless program asking that bread and cereals be served to children only on those two days.

KSAL Appeal To Advertisers
KSAL, Salina, Kans., went all-out for public service on June 7. When asked to publicize the campaign the station called upon advertisers for co-operation. When the figures were added up on that day the log showed that every sustaining and commercial show gave mention tallying forty-one commercials representing nine hours and twenty minutes in addition to sixty-three commercial announcements plugging the drive.

A special program calling attention to conditions in Europe and Asia was presented by KGVO last week by the Inter-Church Young Peoples' Council, of Missoula, Mont. Program featured the reading of letters received from hungry children abroad, addressed to their youthful correspondents in Missoula.

Special ET Cut
WCCO, Minneapolis, recently cut a master disc as a result of a jingle featuring the famous Dinning Sisters. With the co-operation of the Hotel Radisson orchestra, where the sisters were appearing, the disc was cut and immediately forwarded to Secretary of Agriculture, Clinton P. Anderson, for distribution to the nation's radio stations.

In a fund raising drive, WOKO received more than \$8,000 for the Albany Food Collection, through four airings of one-hour duration on the John G. Myers Company Musical Clock. Three airings originated in the City Hall where a special telephone set-up was arranged to receive pledges from listeners. Special ap-

A. C. Nielsen Plays Host To Chi. Advertising Men

Chicago—Sixty members of the Chicago Radio Management Club were guests of A. C. Nielsen at the Nielsen Building this week for a demonstration of the Nielsen instantaneous audimeter and other features of the scientific marketing research service.

In addressing the radio executives Nielsen explained the coincidental 'phone technique, giving very specific facts and figures, to illustrate "many errors inherent in this technique." He laid emphasis on the fact that the coincidental method is obviously incapable of meeting the future needs of the radio industry in respect to FM and television.

peals and feature programs were also aired by WABY.

Rod Cross Aids WPAT
How the people of the U. S. can eat less and yet derive better benefits from their diet, contributing the unconsumed food to the stricken countries, was the theme illustrated by a group of Red Cross volunteers over WPAT, New Jersey. More than fifty women participated in the show which was conducted in the form of a meeting based on reports of their investigations on the eating habits of those residing in the metropolitan areas revealing how they can be improved for better balanced diets in turn, saving tons of waste food weekly. . . . WAAT, Newark, contribution to drive was devotion of 15-spot announcements daily for a ten-day period in addition to a quarter-hour stint made available to the Newark Committee to air its appeal to the North Jersey and metropolitan listeners. . . . WTTM in Trenton has placed colorful signs in front of its building calling attention to the significance of the appeal bearing such legends as "Give Food," "Save Lives" and "Help Starving World War Victims."

KYA, WOWO On The Job
"Food For All" is the title of a transcribed series by the cast of "One Man's Family" and aired each Tuesday morning over KYW, Philadelphia. Series consists of nine shows presented under the auspices of the Emergency Food Conservation.

WOWO, Fort Wayne, on the first day of the drive received a total of \$650.06 as a result of special messages urging listeners to contribute eleven cents, the approximate cost of a can of food to help those abroad. In addition to receiving these contributions, short notes and letters were received from listeners expressing their desire to help feed the hungry.

Norman Young, program director of WAYS, Charlotte, N. C., was among the guests invited by the Charlotte Chamber of Commerce to attend a recent gathering of Carolina farm leaders to discuss the present famine emergency.

Cliff Evans Promoted To WLIB News Bureau Post

Clifford Evans, director of news and special events at WLIB, has been promoted to the newly-created position of managing editor of the New York Post-WLIB news bureau, it was announced Friday by Jackson Leichter, president of the station. Evans joined WLIB a year ago following 16 years of extensive newspaper work.

He will be in charge of operations of the new bureau which recently expanded with additional personnel and wire services. Station, effective May 20, began airing 10-minute newscasts every hour on the air with particular emphasis on New York City coverage.

SOUTHWEST

MORRIS ROBERTS, owner and operator of KVIC, Victoria, has announced that application has been submitted to the FCC for sale of the station to John G. Long of Bay Town, Tex., for a consideration of \$192,500. Long is a Bay Town theater circuit operator and is also partner in the Bay Town Broadcasting Co., which has FCC approval for a standard station there. It was understood that Long was also seeking to purchase KSAM, Huntsville, Tex., from J. C. Rothwell and W. J. Harpole.

Fred Perry, promotion manager of WOAI, San Antonio, will be principal speaker at the June meeting next week of the San Antonio Sales Managers' Club.

John Paul Goodwin and Dwight Brown at the organ are being heard each Sunday for a quarter-hour in "Heart Songs" from the studios of KGKO, Fort Worth, and to member stations of the Lone Star Chain. Program is sponsored by Interstate Theaters Circuit of Dallas, and makes their fourth regional network program. To the background of organ music, Goodwin reads poetry.

A visitor in San Antonio, looking over local radio stations was Charley Jordon, manager of WRR, Dallas.

Charles Balthrope, manager of KABC, and Charles "Bud" Lutz, head of the radio department of the Express Publishing Co., off to Washington to participate in hearings regarding their applications for a standard station on 1490 kilocycles to be held this week.

Raft, O'Brien And Garfield Will Sub For Bill Stern

Pat O'Brien, George Raft and John Garfield have been signed to narrate and star in a special series of weekly programs which will substitute for Bill Stern, sports commentator, on his NBC sports newsreel program heard each Friday night at 10:30 commencing on July 5 for three weeks, when Stern takes his summer vacation. The actors will star in special dramatizations from Bill Stern's book of sports stories now on the bookstands. Garfield is currently featured in the film, "The Postman Always Rings Twice."

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

Says Price Controls Hurt Radio Industry

(Continued from Page 1)

grove said that the public "had paid more, received poorer quality and obtained only a fraction of the sets that would have been produced without OPA."

Asked about FM production of sets and equipment, Cosgrove said he thought it had been less than one per cent of the industry total. He refused to make any prediction about possible future FM production, saying that he didn't know what it would be. He expressed the belief, however, that it would show improvement in proportion with increased production for the industry as a whole.

R. C. Sprague, chairman of the parts division of the Radio Manufacturers Association, called for "decontrol of prices" if set production is to keep pace with demand at the Wednesday session of the convention here. Sprague said that while the delay in production is "not entirely due to the fault of price control regulations," the industry must bring pressure to lessen control of prices.

One of the largest reconversion problems of the manufacturing industry, Sprague pointed out, is the acquisition of parts and material, the lack of which has been greatly advanced by recent strikes and labor problems.

Sees Relief In Cfling

The RMA official added that substantial relief of price control would be forthcoming within the next couple of months, and offered a recommendation that called for elimination of all price controls on mass production industries.

Steel and copper shortages present the chief problems at the moment, Sprague declared, adding that the shortage may persist until well into next year. The government has only 100,000 tons of copper available to the radio industry, he pointed out, a supply far short of current needs.

M. F. Balcolm, vice-president of Sylvania Electric Products, Inc., and chairman of the tube division, told the association that while there would still be some trouble ahead in tube production, he expected that by 1947 tube output would be sufficient to enable manufacturers to turn out 1,500,000 sets a month.

Ben Abrams, acting chairman of the industry production division, advised manufacturers to turn their productive capacities to the improvement and refinements of wartime advances in radio receivers and in FM and television equipment.

The association ended its three-day convention with the re-election of Cosgrove as president and Leslie Muter as treasurer.

Dunn Managing WSFA

Montgomery, Ala.—Former Mayor David E. Dunn is the new manager of WSFA, this city's pioneer broadcasting system, located in the Jefferson Davis Hotel. He succeeds John DeMotte, who has joined WMGY.

WINDY CITY WORDAGE

Loop Gleanings . . . !

• • • WBBM news analyst Harlan Eugene Read, on leave of absence until September 1, off to New York to arrange for fall publication of his new book, "Fighters for Freedom." . . . Jack Bevins, blister gunner and assistant flight engineer on one of the B-29's which took part in the Hiroshima atomic raid, is back in the role of Chuck Ramsey on the WGN-originated Mutual adventure series, "Captain Midnight." . . . Billy Idelson, a favorite with listeners during the 10 years he played Rush on the Chicago-originated "Vic and Sade" show, has been signed by Carlton E. Morse for the role of Pinky in "One Man's Family." Billy, a native of suburban Forest Park, was heard on numerous dramas from Chi studios after cutting his microphone molars at the age of 12.

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• • • Ted Straeter, pianist-maestro at the Empire Room of the Palmer House, has just received a batch of Brazilian sambas from Leon Henderson, the former OPA boss. Henderson considers Straeter top interpreter of Brazilian tunes. . . . Ted Grizzard's WBBM "Howdy Neighbors" broadcast from Hines Veterans Hospital recently was the first radio show to originate from that institution in its 28 years of operation. . . . Comic Harvey Stone reportedly booked into the Rio Cabana this summer at \$3,000 per. . . . Sam Cowling, the learned compiler of "Sam's Almanac" on the Breakfast Club, comes up with these gems from his almanac, which exists only in his agile brain and on scraps of paper: "No matter how hard you blow it, a saddle horn won't," and "You can't get into trouble chasing girls—you get into trouble when you catch them." . . . Mary Paxton, originator and emcee of the WGN-WBBM "Wishing Well" program, sponsored by a State Street department store, is leaving for New York to join hubby Durward Kirby, emcee of "Honeymoon in New York." She has bids from several N. Y. stores interested in sponsoring "Wishing Well."

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• • • When John J. Anthony, Mutual's marital relations counsellor, was here recently for a series of broadcasts, he and George Herro, the net's Midwest publicist, and several other Mutual execs were sitting around chewing the fat. Someone mentioned Herro's plight— indefinite postponement of his marriage because of the housing shortage—to "Mr. Anthony." Whereupon the Great Conciliator tossed up an answer to the problem that has had Herro perplexed and bewildered for more than a year. "Oh," said Mr. A., with a wave of his arm, "get married and then look for an apartment!"

★ ★ ★

• • • Paul Harvey, WENR-ABC commentator, recently recalled that while he was a member of a Tulsa, Okla., grammar school debating team, he read that Demosthenes practiced talking with pebbles in his mouth to correct a speech impediment and perfect his technique as a speaker. Young Harvey decided to try the same thing. Net result: Three stones swallowed, three weeks in the hospital.

Metropolitan Museum Plan To Install Tele Studio

A modern television studio will be among the new features of the Metropolitan Museum of Art when the current rehabilitation program is completed, it was announced last week by educational officials handling the program.

The studio will be located in the new building planned by the Museum, and will be used for strictly educational and experimental purposes. Detailed information as to how soon construction will be started was not available, Museum officials explained, since priorities will probably hold plans back somewhat.

The Metropolitan, celebrating its diamond jubilee, is seeking \$7,500,000

FCC Allows Western Union Ten Per Cent Rate Increase

Washington — The FCC recently announced that it will allow Western Union a flat over-all message rate increase of 10 per cent for one year and increases and revisions in certain classes of service.

The Commission also announced that at the same time it had ordered a comprehensive investigation into the Western Union Telegraph Co.

In donations from the public and business groups to finance the project. Plans are to divide the present huge building on Fifth Ave. into five smaller museums under one roof, and the City will share the cost of modernizing interior of the present building.

Radar Technicians Sought For Overseas

(Continued from Page 1)

repairing-maintaining radar equipment; (2) Navy radar technicians, Army radar mechanics, instructors; (3) experienced radar contract field engineers; (4) former Philco training and installation division men.

Salary is approximately \$350 a month while overseas plus living expenses. Men will live on military installations, wear Army officer's uniform, receive officers' quarters and mess.

Majority of the 400 will be sent to Japan and bases in the Southwest Pacific area. Headquarters will be in Tokyo where Philco is opening an office to supervise operations. Eligibles will not be allowed to bring their families with them as assignments will be rotated.

Those interested should apply to Robert F. Herr, vice-president, Philco Corporation, Philadelphia. The men accepted will undergo a 30-day training period before embarkation for foreign service.

Richmond Station Leases Theater For Future Use

Richmond — WRVA signed lease yesterday for 1,300 seat Lyric Theater in Richmond for largest theater studio in the South. WRVA will also operate theater bringing in legit drama and musicals from New York and other theatrical centers. Station takes over theater in fall, renaming house "WRVA Theater." Station leased theater with eye to use in television. Will use leased stage sets until practice for color television is established.

Bibletone Record Co. Sets August Releases

Bibletone Record Co., specializing in religious recordings exclusively, announce the August release of a new record-book combination entitled "Adventures in Bibleland." First of the series is a dramatization of the stories of "David and Goliath" and "Daniel in the Lion's Den." All-star cast will be used including Richard Kamp, Douglass Parkhurst, Patricia Hosley, J. Alden Edkins, Margaret Gaya, Betty Staples, and others.

Lake Placid Bound

CBS yesterday announced that Kate Smith's noonday show, as in past summers, will originate from her cottage in Lake Placid, N. Y., starting July 1. As usual, Ted Collins and his family summer on the Lake, too, to enable him to continue his participation in the program.

During the rest of the year, the noonday broadcasts are done from Kate's apartment in New York City. Kate's Friday night show folds for the summer after the June 28 broadcast, and returns to CBS October 4.

THE BOOK OF THE YEAR



CONTAINS AN UP-TO-DATE LIST OF ADVERTISING AGENCIES, THEIR PERSONNEL AND ACCOUNTS.

RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION TO RADIO DAILY — \$10.00 PER YEAR.

Religious Leaders Critical Of Programs

Chicago—"The quality of religious programs of all types presented over local stations by local church groups is poor when measured by standards of good radio broadcasting," it was revealed in a survey made by Rev. Everett Parker, director of the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian USA Churches, and Dr. Ross Snyder, of the University of Chicago.

Results of the survey, which urged training in radio techniques in theological seminaries, were read before the annual meeting of the American Association of Theological Seminaries held at McCormick Theological Seminary here.

Sterling Fisher, director of the NBC University of the Air, stated that "any theological seminary which fails to teach in its curriculum methods for using radio as a medium of religion is obsolete." He added, "the church has been more backward than any other social organization or social group in adopting modern methods of instruction and communication of ideas."

Majority Devotional

The report by Rev. Parker and Dr. Snyder stated that 64 per cent of broadcasting done by councils of churches is devotional in nature. "The predominance of devotional programs to the neglect of other types of effective broadcasting," it said, "is an indication that neither the ministers nor the station managers are thinking in radio terms with respect to religious broadcasting."

The survey was made of Protestant councils of churches and was confined to sustaining programming. The report said that, of the councils reporting, four out of eight state councils, all five county councils and 32 out of 34 city councils conduct one or more programs weekly, with the average number of programs per agency 3.4 per week.

About one-fifth of the councils reporting stated that one or more stations in their communities had refused to grant time for religious broadcasts, but no council reported that it was barred from the air entirely because of inability to obtain sustaining time.

New Don Lee Affiliate For Seattle-Tacoma

Hollywood—Don Lee Network announced affiliation of KVI, Seattle-Tacoma which replaces stations KMO, Tacoma, and KOL, Seattle. Mrs. Verne Irwin is president of Puget Sound Broadcasting, Inc., owner and operator of KVI. Reason for change is because station KVI covers a greater area of population with double pear-shaped pattern. Transmitter is located on Vashon Island, Puget Sound. Station operates on 5,000 watts at 750 kc. General sales manager is Earl T. Irwin, formerly with Free-Peters, Chicago office.

COAST-TO-COAST

—NEW YORK—

NEW YORK—Lillian LeBid, former CBS researcher and Whilom radio press agent, will inaugurate a new career on WNEW's "New Voices" program, debuting as a singer to the accompaniment of Merle Pitt's band, June 15. . . "Record Rarities," a program of unusual recordings, most of them unavailable in this country, which has been aired twice weekly over WQXR by Remy Farkas, is now being aired Tuesdays and Thursdays under the sponsorship of Liberty Music Shops. . . Andrea Lord, nitery songstress, recently guested on WEVD's "Around the Town with Johnny Kane." . . From the American Cancer Society, through its president, Dr. Frank E. Adair, and National Campaign Chairman Eric A. Johnston, Broadcast Music, Inc., has been presented a special plaque award in recognition of services contributed during the recent Cancer Fund drive.

—MINNESOTA—

MINNEAPOLIS—Ed Viehman, WCCO staff announcer, together with the news editor, Sig Mickelson, arranged to air the dedication of the new million dollar airport at Bemidji, which is hailed as an international gateway to the all-important air route over the North Pole. . . Bob Fransen, former lieutenant with the Armed Forces stationed in Frankfurt, Germany, has joined the news staff of WCCO. . . Ralph Bucklund, another vet having served in Rome, has joined the WCCO news staff. Bucklund formerly was associate editor for the Ortonville, Minn. Independent.

—WASHINGTON STATE—

YAKIMA—Jim Murphy, KIT-KMO operations director is in California. . . Jack Moore, local singer for Simon's Furniture, really rates with the gals judging from the Sinatra-like fan mail he has received. . . Neva Klassen and Virginia Anderson are the new traffic director and book-keeper, respectively, for KIT. . . Recent visitor to KIT was the oldtime race driver, Barney Oldfield, on a Northwest tour under the auspices of General Petroleum.

—WISCONSIN—

MILWAUKEE—Bob Sanders, having served over two and a half years with the Armed Forces Radio Service in the Pacific, has joined the WFOX announcing staff. Prior to entering the service he did announcing stunts for WINN, WHBL and WEMP. . . JANESVILLE—Ray Grandle of WCLO, has recently joined the announcing staff of WROK, Rockford, Ill.

—IOWA—

SIOUX CITY—Dietrich Dirks, KTRI station manager, has left the outlet for a month's swing around the Eastern Seaboard states. In addition to spending some time in New York, he will attend the national Kiwanis convention to be held in Atlantic City, N. J., in his capacity as president of the local chapter. . . Richard Lefleur and Eileen Wilson have joined KTRI in the engineering and stenographic departments, respectively.

—KANSAS—

WICHITA—KFH recently presented the first in a series of airings designed to aid veterans in establishing their own businesses. Subtitle, "Sponsor for Today," is tagged to the regular sustainer, "Eitel Jane's Jamboree," aired daily in the afternoon slot. The entire program is turned over to the ex-servicemen, he himself being the sponsor and the boss of a twelve-piece orchestra, a girl singer and all the dramatic talent he wants for the purpose of advertising his own business.

—NEW YORK STATE—

TROY—David Plum, publisher of the Troy Record and Record-Times, has announced that his newspapers have received the FCC nod to build and operate an FM station, but decision on whether to proceed on construction depends upon developments, including that of competition, he added. . . ALBANY—Veterans Broadcasting Company, Inc., has been issued a charter to carry on a broadcasting business in Rochester. . . SCHENECTADY—The original music and lyrics of Romola Metzner was featured recently on a special airing over FM station WBCA.

—OREGON—

PORTLAND—KGW and the Portland League of Women Voters have announced the contest winners among northwest colleges to send two students to the United Nations Conference. They are Lois McConkey, University of Oregon senior, and Troy M. Strong, Puget Sound College sophomore and veteran of 19 months in the Army Air Forces. The contest, sponsored by KGW and the League was conducted to select two students from among 62 delegates attending the recent Pacific Northwest Students' Congress at Reed College and send them to the UN assembly, where they will voice the polled opinion of more than 47,000 Northwest students on "The Student's Place in the Atomic Age."

—UTAH—

SALT LAKE CITY—Bob Rohlfing, KSL continuity writer, has been named president of the University of Utah's class of '41, for a five-year term of office. . . John Powell, ex-Marine, is back at his engineering post with KSL after three and a half years in the Philippines and China. . . KSL is now airing inter-mountain weather forecasts direct from the U. S. Weather Bureau at the Salt Lake City Airport thrice daily. . . KDYL has advanced its sign-on time to 5:30 ayem, giving it the longest broadcast schedule in the state, 19 hours out of 24.

—COLORADO—

DENVER—A milestone has been marked for the first time in the 54-year history of the Denver Post with an announcement by Lloyd E. Yoder, KOA general manager, and Palmer Hoyt, editor and publisher of the Post, that it is now advertising for the first time in the publication's history. First sponsored program is "Washington Views and Interviews," a transcribed program featuring Barnet Nover, Washington Post columnist, heard Sunday evenings running for a 30-week period.

BMB Plans Research On Experimental Basis

BMB's technical research committee has made plans for conducting an experimental research project in October, it was announced yesterday. Meetings were held at BMB headquarters in New York City several days ago.

The sub-committee on statistical bases, its work having been completed with respect to BMB's forthcoming uniform measurement of station and network audiences, was authorized to work with the Bureau staff in developing the nature of the project and methods to be employed. The members of the sub-committee, all of whom were re-elected, are Frederic B. Berner, G. Washington Refining Co., Frederick B. Manchee, BBD&O, and Kenneth Baker, NAB.

The sub-committee on tabulating procedures, its work likewise completed for the 1946 study, was authorized to develop means for evaluating the methods and samples used by BMB in its station audience measurement. Members of this committee, also re-appointed are: Harper Carrairie, CBS; Edward F. Evans, ABC; A. N. Halverstadt, Procter & Gamble, and W. J. Main, Ruthrauff & Ryan.

New WOV Dramatic Series

"It's a Racket," a new dramatic series exposing the many rackets victimizing the returned veteran and his family, bows in over WOV Monday, 6:15 p.m. Based on case histories from the files of the Better Business Bureau, scripts are by Gail Austrian, daughter of RKO tele prexy, Ralph Austrian, and directed by Arnold Hartley. Mildred Clinton and Louis Neistat are skedded for the leads, with Bill Gordon as narrator.

Join 'Just Plain Bill' Cast

Patsy Campbell and Alan Maceeter have been added to the cast of "Just Plain Bill" (NBC, Monday through Friday, 5:30 p.m., EDT), in the roles of Natalie Wheeler and George Wheeler.

Send Birthday Greetings To

June 14

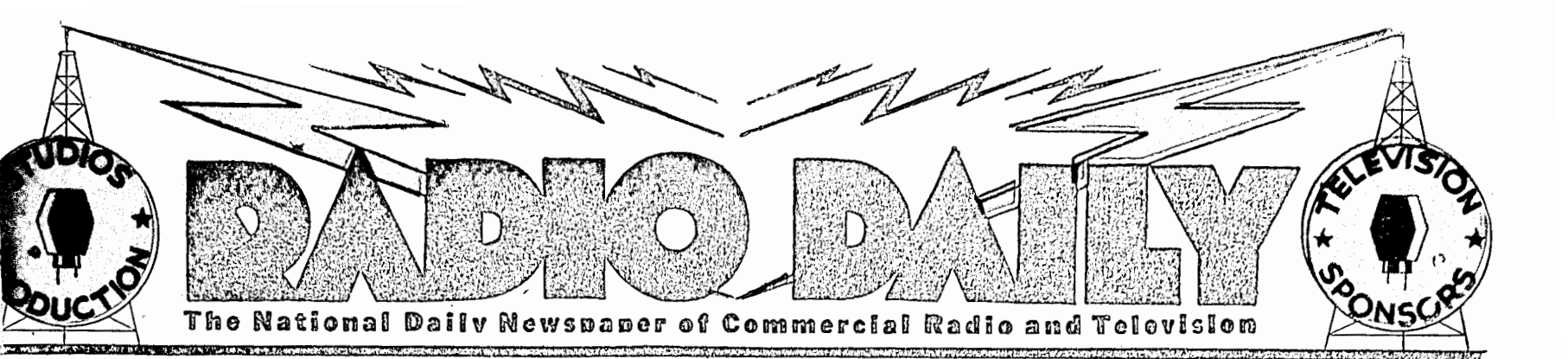
Major Edward Bowes Mort Lewis
John Scott Trotter Hilton Lamare
Elaine Stern Carrington Joe Forte
Robert A. Litzberg Jerry Stone
Ken Lyons Christopher Cross
Dorothea Ramsey
Nannette Sargent

June 15

Roger Bowman Jacques Renard
Stella Roth Max Stuart

June 16

Grace Albert Amy Sedell
Stuart Allen John Paul Weber
Tom Howard Ona Munson
Al Llewelyn H. L. McClinton



Ballyhoo Brigade Is Busy

Audio-Visual Meeting Pays Tribute to Radio

Washington Bureau, RADIO DAILY
 Washington—Delegates to the national audio-visual conference on Friday heard radio described as making the world an "open forum" and permanent world peace an "attainable objective."

With representatives of many of the United Nations sitting in as observers, the two-day conference was called to submit recommendations to the preparatory commission of UNESCO meeting in London next month.

Submitted for study by the conference was a report made by the special governmental committee;

(Continued on Page 6)

Fourteen CP's Granted New FM Stations By FCC

Washington Bureau, RADIO DAILY
 Washington—Final CP's were granted to 13 applicants for FM stations, FCC announced Friday. In addition, the Commission made conditional grants to two other applicants, Commodore Broadcasting, Inc. (SOY), Decatur, Ill., and Democratizing Co., Durant, Okla.

CP's were awarded the following: Nevada Broadcasting Co., Las Vegas

(Continued on Page 2)

CP Gives OK To Build NBC Tele; \$15,000 Limit

Construction valued at \$15,000 on CP's proposed television station in Washington, D. C., was approved yesterday by the CPA. The agency said project was approved because it "has no impact on the housing program."

"Vet" Producers

Five Philadelphia veterans have banded together as "Vet Productions" and are offering package shows for local sustaining and commercial sponsorship. Joe McCoy heads the group as director. First show is "Veterans Theater of the Air." Another is titled, "The City."

Louis vs. Conn Report Via NBC Tele, ABC

The long-awaited and much publicized meeting between Joe Louis and Billy Conn for the world's heavyweight championship in the Yankee Stadium Wednesday night will provide television with its biggest special event in history and the chance to prove beyond question its importance as an arm of communications, as indicated by the tremendous interest shown in the event within the past month. Exclusive television coverage will be handled by NBC and radio coverage by ABC, with the

(Continued on Page 6)

Sponsor Not Renewing Boston Symphony Orch

Chicago—Allis-Chalmers Company of Milwaukee have dropped sponsorship of the Boston Symphony Orchestra for next season and will not be associated with the program when it returns to the air over ABC in October.

In ABC circles here it was reported that two prospective sponsors are

(Continued on Page 2)

New Trend Of Promotion-Exploitation Evidenced Among Broadcasters; Many Tieups Noted

Petrillo Arraigned; Released on Bond

Chicago—James C. Petrillo, president of the American Federation of Musicians, surrendered in Federal Court here Friday to answer to charges of violating the Lea Law as it related to employment of musicians at WAAF.

Through an agreement with the court and U. S. District Attorney J. Albert Woll, Petrillo was allowed to withhold a plea on the charge. He

(Continued on Page 5)

Fall Electronics Shows As Buying Stimulus

Industry and public expositions in New York City next fall of new television and electronics developments made during and since the war years are expected to create and stimulate an unprecedented demand for sets,

(Continued on Page 5)

Problems Of CBC Program Disclosed To Gov't Group

Montreal—CBC is trying to broadcast what the listeners want, Ernest L. Bushnell, director general of programs told the Dominion House of

(Continued on Page 6)

Definite trend toward promotion and exploitation in the broadcasting industry as against the old general run of public relations and publicity material, is strongly in evidence throughout the country with the result that radio is getting closer to the listener and enhancing its human relations and

(Continued on Page 7)

Gives Publishers Views On FM Radio

Estes Park, Colo.—A "great deal of the impetus" and promotion being given FM "arises out of the general problem of allocation of broadcasting facilities, as distinguished from any real need for FM on the part of the public," James D. Shouse, vice-president of The Crosley Corp. in charge of broadcasting Saturday told the editors and publishers assembled here

(Continued on Page 4)

Alaska Outlet Gets Wire To Carry U. S. Web Shows

As a result of arrangements with Alaska Communications System officials for a wire from the United States, KFQD, Anchorage, Alaska, is

(Continued on Page 2)

★ ★ Bikini Bound ★ ★

By JACK ALICOATE

WE are on our way to Bikini. As an accredited observer of Operations Crossroads in general, and Joint Task Force, One Bikini Group, in particular, it shall be our solemn duty, for the next fortnight, to report with accuracy and fidelity, the goings on in the general vicinity of Kwajalein in the Marshall Islands. Particularly that part played by the so called Romantic Art of Television, Radio and the Cinema. At the risk of being obvious, we have made

(Continued on Page 2)

Floral "Oscar"

Mary Margaret McBride was guest of honor for the eighth consecutive year at the annual Rose festival in Newark last week, from which point she aired her Thursday WEA program. In addition, the "Mary Margaret McBride" Rose, which has won an award for the last five years, will receive the Furstenberg Award, a floral "oscar."

Requiescat In Pace

A Solemn Pontifical Mass will be offered this morning by His Eminence Francis Cardinal Spellman for the repose of the soul of Maj. Edward Bowes, at St. Patrick's Cathedral, after which funeral services will be held from the Coughlin Funeral Home, 1970 Broadway, with interment to be conducted in Sleepy Hollow Cemetery, Tarrytown, N. Y.



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

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FINANCIAL

(June 14)

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, Zealith 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).

Columnist To Guest

Igor Cassini, who is known as "Cholly Knickerbocker," newspaper society columnist, will guest on Shirley Wolf's "Celebrity Night" show over WJZ tomorrow night (Tuesday). Program is heard over the ABC key station Tuesday and Thursday at 12:05 a.m., EDT.

Alpha Signs Elsa Miranda

Alpha Records has signed Elsa Miranda, who is the singer of the "Chiquita Banana" waxings, for a series of commercial spot announcements. Alpha has formed a spot announcement department and already has five national advertisers under contract.

World's Foremost Tobacco Center. Kinston, N. C. Mr. Advertiser cash in by using WFCC, Eastern Carolina's Most Progressive Station. The ideal medium for your test campaign. Represented by BURN-SMITH. Bob Bingham Gen. Mgr.

Bikini Bound

(Continued from Page 1)

no definite commitments to our editorial department beyond the day and hour of the Big Bang.

If you followed the explosive operations of our Navy in the Pacific during the recent unpleasantness with Japan, you will know that Bikini Atoll, geographically, is somewhere about 4300 nautical miles SW by W from San Francisco. Here is the stage from which Operations Crossroads will do its stuff. Our grandstand seat will be the deck of the good ship Appalachian, stationed some 14 miles from home plate. Most of the press crew boarded the ship at San Francisco. We are hitch-hiking a flight to Hawaii and will join up there. From Honolulu to the picnic grounds is a romantic eight-day cruise thru the idyllic South Seas (read this somewhere).

THIS internationally awe-inspiring production, presenting as its star attraction the Atom, ably supported by the Proton, the Neutron and the Electron, as well as a cast of some 40,000 humans, afloat and ashore, is probably the ultimate in something or other scientific, in this or any other season. The more our scientifically trained mind studies its com-

plications, the more complete becomes our befuddlement. For instance, suppose they light the fuse on this giant firecracker at 11 A.M. Kwajalein City time. This would be 7 o'clock in New York the night before. How in hell can a reliable and trustworthy reporter get an eye witness story to his paper the day before it happens. At times we have lost our head and even our ambition, but certainly never lost 24 sober hours. It all seems silly but nevertheless we promise complete coverage of our whereabouts on the lost day. Who knows, you too may someday be flying the Pacific and have a lost day or two.

AS the inevitable ticking of our alarm clock brings us closer to Bikini, we are progressively becoming more and more intrigued with the idea. We hear that the U. S. S. Appalachian is sturdy, seaworthy and comfortable. Regulation uniform will consist of khaki shorts and leading-man shirts open at the neck, a la Frank Buck. Our hours will be regular and our food abundant. After all, those of us who devote most of our lives to science, must undergo hardship now and then. Keep tuned to this column. We know nothing whatsoever about Nuclear Physics, or Atomic Energy, so we will explain it to you.

Thirteen CP's Granted New FM Stations By FCC

(Continued from Page 1)

Vegas, Nev.; Beer and Koehl, Ashland, Ohio; The Cincinnati Times-Star Co., Cincinnati, Ohio; Lynchburg Broadcasting Corp., Lynchburg, Va.; Richard Field Lewis, Jr., Winchester, Va.; Hagerstown Broadcasting Co., Hagerstown, Md.; The Pixleys, Columbus, Ohio; WJHL, Inc., Johnson City, Tenn.; Harry M. Ayers, Anniston, Ala.; Roy L. Albertson, Buffalo, N. Y.; Jacksonville Broadcasting Corp., Jacksonville, Fla.; WCBS, Inc., Springfield, Ill.; Beckley Newspapers Corp., Beckley, W. Va.

Designated for consolidated hearing were the following applications for FM stations in Philadelphia, Pa. area: WDAS Broadcasting Station, Inc., Amalgamated Broadcasting System, Inc., Crescent Broadcasting Corp., Unity Broadcasting Corp. of Pa., Percy B. Crawford, Independence Broadcasting Co., and Patrick Joseph Stanton.

The FCC also designated for consolidated hearing the following applications for FM stations in the Toledo, Ohio, metropolitan area: The Toledo Blade Co., Community Broadcasting Co., Ohio-Michigan Broadcasting Corp.

Treasury Honors Allen Stock

Allen I. Stock, general manager of National Radio Features, has been awarded the Treasury Department's silver medallion for outstanding work during the bond drives. The award was made by Charles Williams, chairman of the bond drives, in Albany, N. Y.

Alaska Outlet Gets Wire To Carry U. S. Web Shows

(Continued from Page 1)

now able to carry network programs. According to Pan-American Broadcasting Co. representatives for the station, facilities can be cleared at any specified time.

KFQD presently is the only outlet in Alaska in a position to carry the programs of the major webs.

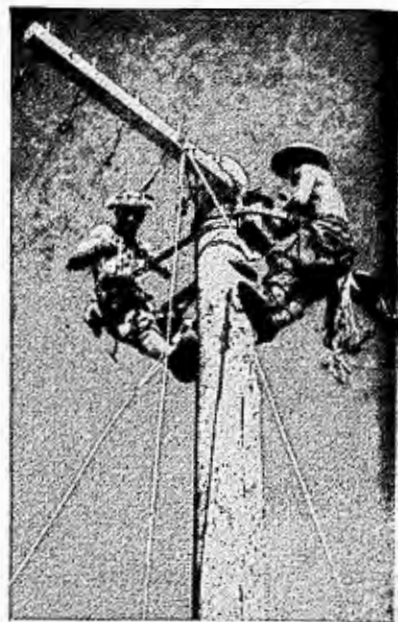
Sponsor Not Renewing Boston Symphony Orch

(Continued from Page 1)

being considered for next fall. In event the commercial deals fall through ABC will present the Boston Symphony Orchestra as a sustaining feature, it was said.



"It sure was nice of WFDF Flint to announce dat lady's party."



Trouble shooters

Keep the lines of communication open! That was a must in the war. And likewise today in industrial, peaceful America.

It's those trouble-shooting fellows who climb the poles to fix the wires that get your messages through in good weather or bad.

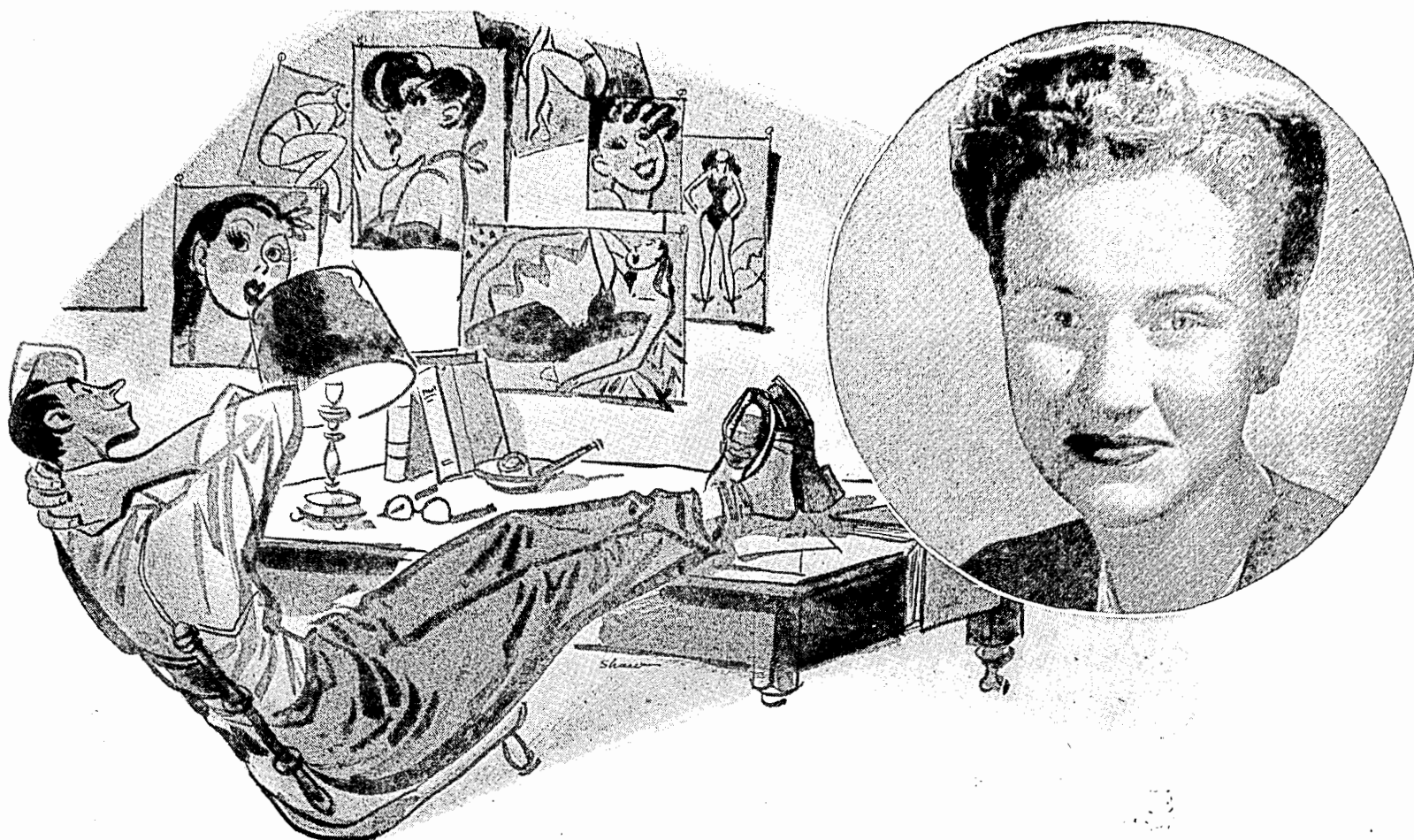
We do some trouble shooting of our own down here in Baltimore: radio. If you're having trouble reaching people in this 6th largest city, let W-I-T-H do a repair job for you.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town. It's W-I-T-H, the independent, that's your buy when you want sales to click.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE



DO WOMEN INTEREST YOU?

They should—in a city market which ranks* 7th in population, 5th in drug store sales, 7th in food sales and 6th in total retail sales! They should—because women had a heavy hand in the spending of the \$884,855,000* which passed over retail counters in Washington last year!

In particular, one woman who should interest you is Marian Sexton. She's director of women's programs at WOL, and conductor of the daily program, The Spice in Life—a thirty-minute ear-bending package into which she weaves commercials so pleasantly and skillfully that listeners are sold before they realize it! New to WOL (from a similar post at KMOX, St. Louis); Marian is already being acclaimed by Washingtonians as the most natural and captivating a personality ever to woo a capital microphone.

If you have a product or service to sell Washington women, let Marian Sexton sell it for you. You can enjoy a share in The Spice in Life by calling the nearest Katz office.

* Sales Management "Survey of Buying Power," May 1946

BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC.

CHICAGO

By BILL IRVIN

ARLINGTON PARK and Washington Park Jockey Clubs, local race tracks, are sponsoring Jimmy Evans, widely known sports authority and former All-American baseball and football star at Northwestern University, on a new five-a-week series titled "Sport of Kings Highlights" on WBBM, 11:05 to 11:15 p.m., CDST, on Monday, Wednesday, Thursday and Friday, and 11:15 to 11:25 p.m., CDST, on Tuesday. On his nightly 10-minute show Evans includes two stories of famous jockeys, history-making races and biographical sketches of the great in racing history. Business was placed through Phil Gordon Agency, Chicago.

Glenn H. Uhles, who was associated with the NBC guest relations department until he entered service in October, 1942, has been appointed night manager of the ABC central division Chicago offices.

Gives Publishers Views On FM Radio

(Continued from Page 1)

for the annual convention of the National Editorial Association.

Stating that the future of radio in America "is confused and beclouded through the sheer impact of technological progress," Shouse said there is no reason why "the mere fact of being able to do approximately the same thing, but in a different way, represents an impelling reason to induce a replacement of one form of broadcasting for another."

He scored certain "very influential forces in the industry . . . concerned primarily with an equalization of facilities," who see in FM "a means whereby all broadcasters can be put on a common denominator." American business will not react to such a desire, "no matter how strong it might be on the part of some broadcasters who hope, through FM, to cut all broadcasters down to their level," he added. If the claims made for FM are true, those "who are big in amplitude broadcasting will continue to be big in FM broadcasting."

He cited television, however, as something new, something that "does not represent a new way of doing the same thing that has been done before," and a medium which, if "given a fair opportunity to do so, may cause an appreciable slowing up of the FM movement."

Carl Simonson, WBBM trade editor, has resigned to join Theodore Sills and Company as an assistant account executive.



California Commentary . . . !

ABC's "Bride and Groom" show is becoming as concerned with being "up in the air" as well as "over the air" with Emcee John Nelson, who now holds a Cuban pilot's license, starting to renew his aviation tactics and Announcer Jack McElroy, who was an AAF instructor during the war, planning on opening up his own "flying" business in 3 months. Just announced

Los Angeles

also was the fact that Taylorcraft Aviation Corporation is building a new specially-designed 4-passenger plane for the "wedding show" in which to fly the "honeymooners" to and fro and the plane will also have a special "Bride and Groom" insignia designed by Walt Disney. . . . CBS Comedian Ed Wynn has just completed another of his famous inventions—this is a new type Wall Street ticker which automatically switches from tape to rope when the bottom falls out of the market. . . . Larry Marcus, scripter of the psychological series, "Dark Venture," admits he reads kiddie fairy tales to get some of his ideas for "horror" stories. . . . In Hollywood's Radio Row, petite and rep-topped Lurene Tuttle is known as the "rescue girl" as she had to pinch-hit so often on the spur of the moment—even with rehearsals—for others—most producers keep her home phone number in their vest pockets. . . . Among the dwindling few radio artists who have not forgotten the "Purple Heart Circuit" of wounded war vets are Alan Young and Perry Ward. Young goes on a tour of Canadian hospitals starting July 1, and Perry still keeps up his regular weekly visits to the wards of hospitals in Southern California. . . . Wendell Niles, after waiting more than 5 months to get his own swimming pool finally completed, caught a bad cold on the day it was finished and he hasn't been able to use it yet. . . . Comedian Jack Carson journeys home to Milwaukee in August for the premiere of his new movie, "Two Guys From Milwaukee" and be guest of honor for "Jack Carson Week," part of the city's centennial "hoopla."

★ ★ ★

Often called the American successor to Johann Strauss, NBC's Sigmund Romberg wrote his first song to win a \$25 bet and this summer he celebrates his 35th year in show business. . . . Sammy Kaye, the "swing and sway" maestro doesn't allow his band "boys" to travel by car, play ball or have mustaches. . . . After he celebrates his 60th anniversary of being a conductor in Italy in June, Arturo Toscanini will return to America to resume direction of the NBC Symphony Orchestra. . . . Romance is "budding" for two of the "Four Chicks and Chuck," popular vocal quintet as Blonde Diane Carol is "goo-gooing" Song Writer Bernie Wayne and Redhead Sue Allen is "handholding" with Pianist Mel Weschler.

★ ★ ★

Elected Honorary Mayor of Studio City on May 15, Ken Niles has received an average of 25 calls per day on "garbage disposal" problems. . . . The writers do double duty on the Abbott-Costello show for beside scripting it, Sidney Fields plays the role of "Prof. Melonhead" and Joe Kirk enacts the heckler in the audience. . . . Arthur "Dagwood" Lake claims he's inventing a new "Dagwood" sandwich to conform with food shortages—the new one will be without meat, butter and bread. . . . News analyst Harry Flannery goes to Near East this month to compile data for a new book on the Palestinian and Iran situations.

Gleason To Do Another Book

Ralph J. Gleason, former trade news editor at CBS and ABC, has signed his second contract with his publishers, Duell, Sloan & Pearce. It will be about American horse racing. His first, "The Jazz Story" is completed and will appear in the fall. Gleason's collaborator on both books is Edward Rice, Jr., formerly a member of Look Magazine's production staff.

Will Conduct BBC Orchestra

Montreal—Jean Beaudet, CBC supervisor of music and director of CBC's French network, is to appear as guest conductor of the BBC Symphony Orchestra, in London, June 13. He will direct the orchestra in an hour broadcast for the BBC series, "Music of the Masters," which features classical and modern music of leading composers of all nationalities.

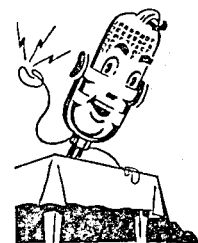
AGENCIES

ROBERT NEUBAUER, industrial designer, has been retained Paris & Peart, New York, for its client The Boston Woven Hose and Rubber Company, Boston, Mass. Neuberger will modernize package for B. W. & R. Co.

LENNEN & MITCHELL, INC., New York, announces the following appointments to its staff: Philip Cochrane, Jr., formerly with Bodin Radio Laboratories and the WOR Recording Studios, will serve as assistant merchandising and research director. J. W. Bentzel, formerly with Barton, Durstine and Osborn, has been appointed assistant merchandising research director. Stewart Boyd has been named account executive on the Maxson Food System account. Mr. Boyd was formerly connected with Young & Rubicam in merchandising executive capacity. Todd Franklin has been appointed director of advertising research. He was formerly research director of the H. W. Kastor Company. Frank McCord joins the agency as assistant director of advertising research. McCord was formerly with McCarr Erickson.

INTERNATIONAL TOBACCO CO. of South Africa, Ltd., makers of M. Peter Jackson and DuMaurier cigarettes, has appointed Cecil & Presbrink, Inc., as advertising consultants. Their brands are sold in South Africa.

"GOOD NEIGHBOR MIKE" ENLIVEN'S EVERY LUNCHEON



Every noon, to every Canton lunch club, WHBC sends up-to-the-minute news flashes by messenger. It's another WHBC public service that makes a hit in Canton, Ohio. Chairmen welcome the timeliness; say it's a high spot of their luncheon.

To us, it's part of the "Good Neighbor" policy that keeps Canton area listeners loyally tuned to WHBC, Canton . . . the city that's always busy.

500 WATT SOON

Represented by BURN-SMITH Co.

LEN STERLING
LEA 4-1700

Coming and Going

RALPH WILK, head of the West Coast Bureau, RADIO DAILY, is expected back in Hollywood today following a week of editorial conferences at the New York offices of the publication.

HAPPY FELTON, quizmaster on "Guess Who?" heard on WOR-Mutual, and JOE RIPLEY, announcer and producer of the show, have returned from Murray Bay, Canada, where they entertained members of the National Assn. of Chain Store Druggists.

WILLIAM DRIPS, agricultural director of NBC, went up to Ithaca last week to address the graduating class of Cornell University's School of Journalism.

MARGARET CUTHBERT, NBC's director of programs for women and children, spent the week-end in Portsmouth, N. H., where she attended the annual conference of the Women Directors, NAB, 1st District.

STUBBY KAYE, radio and stage comedian, is with a USO-Camp Show in Chillicothe, Ohio, entertaining at veterans' hospitals.

PERRY COMO has returned from Hollywood to resume his "Supper Club" broadcasts over NBC from New York. He'll be heard Mondays, Wednesdays and Fridays from Gotham starting June 24.

THE DINNING SISTERS arrive from Chicago today and will make a guest appearance on the Carnation Milk program tonight.

WALTON BUTTERFIELD, radio and television producer for H. B. Humphrey Co., New York and Boston ad agency, is spending this week in Pittsburgh, the occasion being the video celebration marking the 75th anniversary of Kaufmann Department Stores, Inc.

CESAR SEARCHINGER, NBC commentator, has left on a speaking tour during which he will deliver addresses at colleges in Texas, Oklahoma, Missouri and Nebraska.

SUSAN MILLER, stage and film actress, has returned from Chicago, where she had the leading role in "Windy City," which closed over the week-end.

RICHARD HARKNESS, Washington commentator for NBC, is making his network broadcasts today and tomorrow from New York. He's here to cover the meetings of the United Nations commission on atomic energy.

FRANK LOVEJOY, actor heard on "Mr. District Attorney" and other programs, has left for Hollywood, where he plans to remain about four weeks.

GEORGE ZACHARY, Kenyon & Eckhardt's producer for the new "Ford Festival of American Music," leaves today for Hollywood, where he will remain for the duration of the summer series, which starts on the American network June 30.

JOE E. ROSS, comedian, is in Miami for an engagement at the Bali Club.

Petrillo Arraigned: Released On Bond

(Continued from Page 1)
 posted a \$1,000 bond for the purpose. The musicians president was accompanied to court by Joseph A. Padway, AFL general counsel and David Katz, attorney for Local 10, Chicago Federation of Musicians. Padway asked U. S. District Judge Walter J. Labuy for the delay, explaining that he wanted to file several motions. The strategy was in line with Petrillo's announced intention of forcing a test of the constitutionality of the Lea Act. A law cannot be attacked after a guilty or innocent plea is entered because a defendant thereby admits the existence of the law.

Judge Labuy set July 15 as the deadline for filing motions, and granted an additional month in which to file legal basis for them. On Sept. 9, after the Government and Petrillo briefs have been filed, the court will set a date for arguments.

Fall Electronics Shows As Buying Stimulus

(Continued from Page 1)
 according to Ralph B. Austrian, general chairman of the second television Conference scheduled by the Television Broadcasters Association on October 10-11 at the Waldorf-Astoria. Two days later the National Electronic Radio and Television Show will open a four-day exposition at Grand Central Palace.

"The Conference and Exhibition of the Television Broadcasters Association will be an industry affair, designed to acquaint broadcasters and others with progress made in television during the war and to reveal for the first time the latest in video equipment—receivers, transmitters, camera units, tubes, lighting fixtures, etc.," Austrian declared.

"Long Felt Need"
 "Advance demands for display space indicate that the Jade and Basildon Rooms, as well as the Astor Gallery at the Waldorf will be filled with an array of eye-compelling exhibits," he added. "We anticipate that a record crowd of nearly 2,000 will register for this great industry function."

The TBA conference chairman said the showing planned by private interests at the Grand Central Palace beginning Oct. 14 (as announced in these columns), will be filling a "long felt need—that of showing new television receivers and other electronic products to the mass public under one roof."

"We're very pleased to learn that the National Electronics Radio & Television show will follow closely upon the heels of our industry showing," Austrian pointed out, "and we are certain that it will help to stimulate further the demand for television receivers which is increasing by leaps and bounds daily."

"Throw Your Voice Where It Will Do the Most Good!"

THE NEW STUDIOS OF RADIO STATION WXYZ

8415 EAST JEFFERSON, DETROIT 14, MICH.

Owned and Operated by the
KING TRENDLE BROADCASTING CORP.
 1700 Stroh Bldg., Detroit 26, Mich.
 Represented by the
PAUL H. RAYMER CO.

BALTIMORE'S *Listening Habit*

**W
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M**

MUTUAL BROADCASTING SYSTEM

John J. Timmer, President George H. Resdor, General Manager

WALTER A. PETERS, Inc., Exclusive National Representatives

Louis vs. Conn Report Via NBC Tele, ABC

(Continued from Page 1)

Gillette Safety Razor Co. sponsoring both.

Industry executives and leaders in all phases of business will be on hand in New York and New Jersey to witness the event via transmission provided by NBC, and aired by arrangement with DuMont and Philco in Washington and Philadelphia.

NBC has exclusive video rights to the Louis-Conn tilt but recently announced that WPTZ, the Philco Philadelphia station and the DuMont station in the Capital, W3XWT, would be permitted to carry the event to provide maximum coverage.

President Truman, several top legislators and FCC officials will witness the event in Washington.

The greatest audience in the history of the television medium will witness the event,—predictions range up to 100,000 viewers,—and industry executives feel that this single event will provide the impetus to push it "over the top" as a near-future necessity in the home. Recent checks among manufacturers and retailers indicate that the desired result will be achieved, insofar as demands for sets during the past 30 days have been "without precedent."

Wide Range Of Programs

The number of sets in the New York-New Jersey area is considered to be approximately 4 to 5,000, and indications are that most will be in proper working order Wednesday night. No accurate figures are available regarding the number of set owners in the Washington or Philadelphia area but with 35 to 50 persons expected to squeeze into living rooms, etc., the hundred-thousand (or more) figure is certainly possible, if not probable.

Plans for the broadcast that may do for television "what the Dempsey-Carpentier fight did for radio" have been completed by the WNBT staff, and call for the use of five cameras, including three new "image orthicons," the RCA-developed super-sensitive tube that requires little lighting. A special control room to handle the five-camera pickup is also being installed, and microwave relays as well as cable circuits to NBC's main control room will be used. Technical operations are under supervision of O. B. Hanson, vice-president and chief engineer.

NBC will play host to approximately 400 industry and press representatives in the web's huge studio 8-H in the RCA Building, using some 20 RCA sets that have been primed to top shape for the event.

The NBC program, which is sponsored by Gillette Safety Razor Co., will have Bob Stanton and Ben Grauer doing blow-by-blow and color, respectively. Stanton, a veteran sports announcer who also handles baseball on video for the network, has been doing the Gillette Friday night fights from Madison Square Garden. Grauer also is a seasoned video announcer, having done among other things, the

★ THE WEEK IN RADIO ★

Government Files Petrillo Action

By JIM OWENS

AFM Prexy James C. Petrillo's threat to put the Lea Bill to a test of "constitutionality" was accepted by the Government in action filed by U. S. District Attorney J. A. Woll. Legal action will probably end up in Supreme Court. . . . The NLRB turned down IATSE's plea to include CBS television directors with miscellaneous studio employees as a bargaining unit. . . . U. S. Army bought spots on 750 stations for its recruiting drive.

The Radio Manufacturers Convention opened in Chicago, with prediction by R. C. Cosgrove that dollar volume output this year would be highest in history. . . . The American Television Society presented 13 awards for 1945-46 in ceremonies televised over WABD. . . . The FCC continues to be rushed with applications for new AM outlets.

Stations and networks throughout the country combined in a concerted effort to push the Food Famine Drive over the top. Drive ended this weekend. . . . Bendix Radio Div. became the third major outfit licensed to produce color tele receivers for CBS. . . . Interest in video sets has increased sharply due to Louis-Conn fight Wednesday night. . . . For the first time in its history, Canadian Broadcasting Corp. revealed a deficit for fiscal year of 1945-46. Loss amounts to \$35,000 gross.

Commissioner Clifford J. Durr is preparing to ask a rule curtailing joint ownership of AM and FM stations. . . . FCC hearings on NY video channels ended Thursday. . . . Commission also assured INS that no restrictions would be made on use of wire news programs on stations. . . . Norman Corwin will make recordings on his round-the-world Willkie Memorial jaunt. . . . Control of royalty fund of radio recordings caused a row at the AFM convention in St. Petersburg.

FCC ordered complete hearings re-

United Nations sessions from Hunter College over WNBT. Before the start of the Louis-Conn battle itself, Grauer will be shown interviewing notables at the Yankee Stadium ringside, providing a well-rounded buildup to a major event.

The radio account of the fight over ABC and its 205 stations will be given by Don Dunphy and Bill Corum, two veteran fight broadcasters who have aired all Gillette fights from Madison Square Garden for some time. Producer of the radio version is Mike Jacobs' Twentieth Century Sporting Club through the Maxon Agency.

As preliminaries to the heavyweight classic, ABC has scheduled three other programs tomorrow and Wednesday. Harry Wismer, web's sports director, will interview celebrities at Toots Shor's restaurant Tuesday night at 10 p.m. On Wednesday at 12:30 p.m., the weighing-in ceremonies with Louis and Conn will also be broadcast, and pre-fight color will be aired at 9:30 p.m., Wednesday, a half-hour before the event begins.

garding ABC purchase of the King-Trendle Broadcasting Corp., and impending stock issue. . . . DuMont entered the field of televising major sports with the signing of fights at Ebbets Field, N. Y. . . . Plans for first post-war exhibition of electronics equipment were announced by Harry Cisin and V. M. Eittington. Event will take place in Grand Central Palace, October 14-19.

A RADIO DAILY survey of television manufacturers showed that scarcity of receivers would probably extend well into first quarter of next year. . . . Seasonal spot business continues to hold up, despite curtailment of certain major items of consumption. . . .

Problems Of CBC Program Disclosed To Gov't Group

(Continued from Page 1)

Commons radio committee Thursday. He described as "nonsense" stories accusing the CBC of giving the public only what the CBC thinks the public should hear.

"I should like to make it plain," he said, "that no one in the program division that I know regards himself as possessing a particular or special brand of omniscience."

"Not too thinly veiled suggestions have been made that the intellectuals of CBC program division are determined to see to it that the public gets only what they, not the public, but what they—the planners and producers think what the public should hear. Such stories have been and probably will continue to be circulated for no other purpose and for no better reason than to undermine confidence of the people in their publicly owned broadcasting corporation. Certainly such fallacious reports will not stand the light of honest, critical examination."

"Four-To-5,000"

He told of radio programs which ranged from old-time dance music and plays to symphony orchestras and "Shoo-Fly-Pie."

He listed relative talent costs of programs in United States and spoke of the lure of money south of the border. Alan Young had gone South and today "quite likely" was being paid 10 times the amount either the

Audio-Visual Meeting Pays Tribute to Radio

(Continued from Page 1)

many of the committee's recommendations are expected to be accepted by the conference.

"The peoples of the world misunderstood each other," the report states, "because from the erection of the Tower of Babel until the present time there were no media of communication able to transcend the geographical, ethnic and political boundaries which divide the world into antagonistic segments. Today such media of global communications exist—in radio and film. Because they exist permanent world peace has become an attainable objective."

"Broadcasting," the reports said, "has indeed made our world an open forum where direct intercourse is possible, by radio, on a scale impossible heretofore."

"The effective use of radio as a socio-political weapon is a challenge therefore to UNESCO, to make radio an instrument subservient to international purposes which will enlighten rather than dominate, the public mind of the world."

"The advances which have been made in the educational use of radio broadcasting by institutions and organizations both official and private in the United States, the British Empire and Russia, are significant. The work done in the United States alone by state, county and city boards of education, by universities and by some of our broadcasting networks leads to the belief that UNESCO may place upon them great responsibility for the further development of programs that are internationally useful. UNESCO should extend the use of experienced personnel and the radio techniques which they have devised for production and utilization."

CBC or a Canadian advertiser could afford.

Topflight United States radio shows paid more than \$20,000 to talent alone whereas the CBC had only that amount to provide programs for a whole week—more than 1,000 of them every seven days and 55,000 a year.

The corporation believed the freedom of speech implied responsibility "for this reason we insist that commentators or speakers shall be reliable and accurate in their presentation of facts."

NEED YOUR GOOD OFFICES

Or practically any offices!

Raymond E. Nelson, Inc., brandest newest advertising and production agency, needs room or rooms large enough to swing the office cat. Already have office suitable for kitten tossing—new born size, that is; might be able to arrange a swap for economy minded confrere.

Will share space with company in allied field.

H-A-A-L-P, puhleeze!!

Call: ACademy 2-0055

Write: 210 Riverside Drive, N. Y. C.

Radio Ballyhoo Flourishes; Radio Stations Seek Limelight

(Continued from Page 1)

public service at the same time. Exploitation along the lines established to great extent by the motion picture industry is gradually being taken up by radio and has proved a means of breaking into newspapers with pictures and feature stories instead of meaningless squibs about various programs and personalities, in fact anything to get the call-letters in. Toward this end press departments of networks and stations have become exploitation conscious and by

House Builder

Salt Lake City—KUTA in co-operation with the Desert News, evening newspaper, announces plans to build a "G.I. House" to aid in the alleviation of the housing problem among Salt Lake City veterans. Construction of the house will be chronicled day by day on the air and in the newspaper with emphasis on construction problems. When the home is completed it will be sold at cost to a lucky G.I. selected through a contest.

tion as did the heroic 19-hour run by KFWB which devoted an entire day to the March of Dimes drive; same station did well with its exploitation of bringing Bill Anson under its fold. WNEW's Cancer drive, an all-day programming brought fine results as did the WGN facsimile demonstration. KGW's contest for the best essays on peace bring with it an all-expense-paid trip to New York to see the UN confab in action.

Automotive Tieups

Automotive Jubilee was heavily backed up by radio with many special programs, both radio and television. Yankee Network in particular went all out in its tieups and broadcast stunts and coverage. WLW's special assignment of four staff members to survey the European food situation and report on conditions in the famine area, is another outstanding example. In fact nearly every station and network has contributed heavily to the coverage of UNRRA and the famine situation abroad.

WAPT's exposition for the public held in the Municipal Auditorium, of new radio and television sets, etc., was particularly good and welcomed by the public and press alike. Show was

Automotive Tieup

Boston—A new type of "Major Speaker" will be the highlight of the sixth annual convention banquet of the Massachusetts State Automobile Dealers Association at the Hotel Statler Tuesday evening.

It will be the voices of all the great motordom as they speak their messages to New England by means of a wire recording made by the Yankee Network special events crew at the automotive golden jubilee in Detroit last week.

free and CBS stars participated. Promotion of Prof. Quiz on his New England tour of personal appearances and broadcasts over ABC from that area has been an excellent tieup. WFIL has a tieup with Temple U. in a radio and television course while WCAU's campaign for purer water for the city brought it high commendation.

McDermott Seeks Talent

Tom McDermott, of the Benton & Bowles Agency, producer of "Glamour Manor" on ABC, is seeking a femme emcee and writers for the summer edition of the show which starts on July 1. Femme personality will work opposite Eddie Dunn and the show which will be heard five times weekly at noon will feature audience participation stunts.

John Baird

London—John Baird, regarded by many as the father of television, died here at the age of 58. Baird gave his first demonstration of television in London in 1925.

the same token, the public is becoming more and more radio conscious. Leading stations and the major webs as well as others have men assigned to the exploitation angle as added strength to the publicity department.

Take Shows To Garden

Typical examples are the recent appearances in large auditoriums of such names as Mary Margaret McBride who did a stunt at Madison Square Garden for WEAF and more recently the Don McNeill tieup arranged by himself with ABC network, Ringling Bros. and the sponsors, Swift & Co. and Philco Corp. Also Robert St. John the other day for WEAF-NBC appeared at Carnegie Hall. CBS' large scale promotion of its color television was another example of promotion rather than publicity.

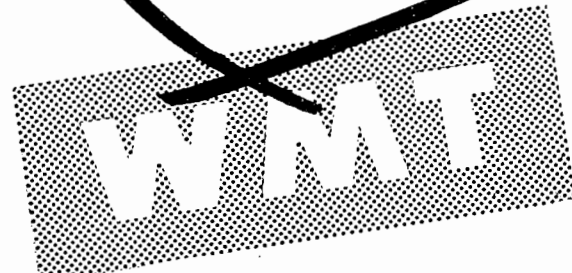
Trend also takes in the WOR tug-boat cruise to Brooklyn on its 300th anniversary and the recent broadcast over NEW YORK from a Douglas DC-4 by Tex McCrary and Jinx Falkenburg as part of their man-and-wife WEAF series. WNEW is readying special exploitation for its forthcoming move to new and larger quarters on Fifth Avenue.

KSTP's fishing contest came through in yeoman style for the sta-

Send Birthday
Greetings To~

June 17

Joan Bonny Joe Haigh
Igor Stravinsky Grace Gibson
Eloise Kummer



For real sales possibilities, keep your



eye on Eastern Iowa's BIG farm

Markets



BALANCED with its

Huge Industrial



areas PLUS the

largest population* coverage



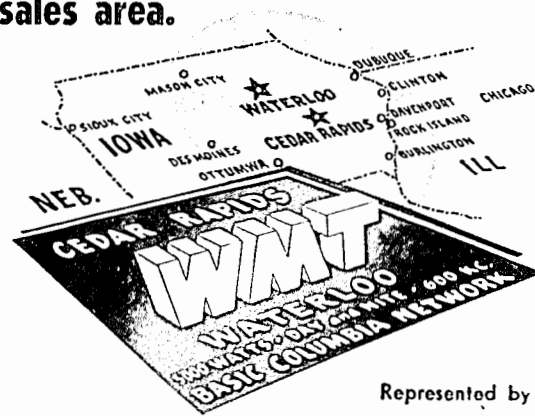
in the entire state. WMT is Eastern Iowa's

only CBS station covering



126,500 square miles of "highly rated",

profitable sales area.



*3,500,000 Consumers in this BALANCED market live in WMT's primary area, the largest coverage of ANY station within its 2.5 MV line.

Represented by
KATZ AGENCY

It's a dream

STARLIT REVERIE

"... Starlit Reverie is smart and different. It is one of my favorite tunes."
— MORTON DOWNEY

"... A very pretty ballad with plenty of atmosphere and charm."
— GEORGE PAXTON

"... A swell song. Easy singing, easy listening."
— PATTI CLAYTON

"... First song since 'Star-dust' with same romantic appeal and psychological effect."
— DICK STABILE

"... Starlit Reverie is wonderful. It will soon get to be a habit with the public."
— DESI ARNAZ

"... I get a thrill each time I sing 'Starlit Reverie.'"
— VERA BARTON

"... Here's a number that has a great chance to be a hit."
— WALTER GROSS

"... Selected as 'Song of the Week' on my programs beginning June 10."
— DANNY O'NEIL

"... One of the nation's fine ballads."
— GRAY GORDON

"... Really a beautiful song. I like it a lot."
— GORDON MacRAE

"... A lovely song that may become a standard."
— BUDDY MORROW

"... Starlit Reverie is a great tune."
— GEORGE TOWNE

"... Can't miss! Dancers love to dream through it."
— GEORGE BARRY

"... A delightful number. We play it to keep 'em in a mood."
— BILL McCUNE

Voice *Fery slow with deep warmth*

When shad-ows fall up - on my room, My lone - ly one and on - ly room,
A vis - ion of you dis - clos - es — A ris - ing STAR - LIT — REV - ER -
IE. The mag - ic of the stars be - gin; The mus - ic of the
spheres fall in; A sym - phon - ic cloud of ros - es — Com - pletes my
STAR - LIT — REV - ER - IE. You are in my arms, the
moon — ap - proves this night of love. Soon you will be gone and
then — I will be dream - ing of you. The shad - ows now ap - pear to be
More real than real re - al - i - ty; A vis - ion of you dis - pos - es — a fad - ing
STAR - LIT — REV - ER - IE.

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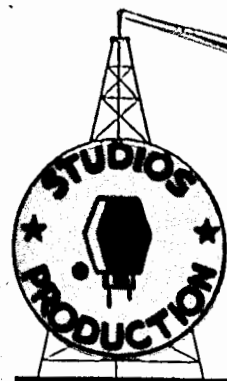
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JOHNNY STUART

Music by
JOHNNY KLEIN

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 56

NEW YORK, N. Y., TUESDAY, JUNE 18, 1946

TEN CENTS

Coast Awaits Atom Test

UN To Get Proposals For Educational Radio

An eight-point program for facilitating the use of educational radio and other audio-visual materials will be recommended to the United Nations Educational, Scientific and Cultural Organization, it was announced yesterday. The recommendations were drawn up in co-operation with representatives of 29 leading organizations, including NAB, during a two-day conference under the auspices of the American Council of Education and the Film Council of America. The meetings were held Friday and Sat-

(Continued on Page 6)

Conference On Copyright Goes Into Extra Sessions

Washington Bureau, RADIO DAILY
Washington—The Inter-American Copyright Conference, meeting here since June 1, has been forced into extra sessions because of a split between the United States and Latin-American delegates over so-called inalienability of authors' rights. Latin-American delegates have held out for giving authors virtually unlimited rights in the use of material in radio,

(Continued on Page 7)

Lever Bros. Promotes 5 New Top Executives

A sweeping reorganization of the top executive personnel of Lever Brothers Co. was completed over the week-end by Charles Luckman, newly-elected president, in which five new vice-presidents were appointed to head various departments.

At the same time it was announced
(Continued on Page 2)

New Polio Series

A new series of eight quarter-hour dramatic ET's titled, "You and Infantile Paralysis" have been completed by the National Foundation for Infantile Paralysis, Inc., and will be offered to the country's broadcasters. Series was produced by Howard J. London, foundation's radio director, and directed by George P. Voss of the organization's radio staff.

Hope-fuls

Dallas—Over 50 hopeful vocalists tried out in the search by Bob Hope to replace Frances Langford in the fall on his radio program in Dallas over WFAA. Hope appeared here on Sunday, June 16 at the Cotton Bowl. The comedian is staging auditions for a girl vocalist on his current personal appearance tour.

Radio Dealers Report Demand For Receivers

A survey of New York retailers of radio and television receivers made yesterday by RADIO DAILY revealed that no television sets are available and that portable model radios have moved briskly with the approach of the Louis-Conn fight.

In most instances the dealers reported inquiries to buy television receivers and in other cases efforts were made to rent them. Several offers to

(Continued on Page 7)

CBS White Collar Vote Still Awaits Clarification

The NLRB city-wide unit election among the clerical, office, professional and service employees at CBS last Friday proved inconclusive. Of the 796 eligible to vote, 647 cast ballots, none got the required majority of at least 336 votes. There were no void ballots.

Radio Guild, United Office and Pro-
(Continued on Page 8)

Operations Crossroads

By JACK ALICOATE

THE Big Bikini Bang-Up, so far without our advice and assistance, seems well under way. So are we. We have just crossed the great divide and this is being written from the barber chair of the Super-Chief. Admiral "Spike" Blandy, our impresario, is already on the job at Kwajalein to see that the opening performance will ring up

Frisco Newsrooms On Wartime Basis Ready For The Bikini Broadcasts; 169 Radio-Press Men Enroute

New England Women Broadcasters Meet

Portsmouth, N. H.—Eighty-seven women from each of the six New England States converged at Hotel Wentworth-By-The-Sea, to hold the second annual conference of AWD-NAB the past week-end.

Notables in attendance included Gov. Charles M. Dale of New Hampshire, Mayor Mary Dondero of Portsmouth, Daisy Basham, AWD member from New Zealand, Alma Kitchell, AWD national president, Dorothy

(Continued on Page 6)

Fifteen More Renewals Granted By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC has granted 15 more license renewals for periods ranging up to nearly three years. The grants bring the total to 188 out of

(Continued on Page 2)

"Muny" Summer Series Starts On CBS July 6

New summer series will start on CBS Saturday, July 6, at 7-7:30 p.m., EDT, the program being the St. Louis Municipal Opera Co. Shows which

(Continued on Page 2)

By Staff Correspondent
San Francisco—Newsrooms of the four networks in San Francisco have virtually returned to a wartime basis in anticipation of the flow of broadcasts and wordage from the South Pacific in connection with the Atom Bomb Tests scheduled at Bikini on July 1.

Local interest in the Atom
(Continued on Page 5)

N. Y. FM Hearings Postponed Until July

Hearings for the five remaining FM channels in New York, originally scheduled to open today, will be held sometime next month, probably around July 8, it was learned yesterday. Of the 20 channels set aside by the Commission for New York, 11 have so far been licensed, or CP's have been granted, etc., and a total of 9 remain available.

However, under the policy of re-
(Continued on Page 5)

Set Song-Writing Contest For CCNY's Centennial

Song-writing contest has been set up in conjunction with the City College Centennial Committee, as one of the events for students in the year-
(Continued on Page 5)

Special Aid

In effort to help the State Police and others locate a missing seven-year-old boy, WOR news department rushed two electrically amplified megaphones to the State Troopers at Buller, N. J. One can be heard a mile and the other several hundred yards. Boy wandered off from a picnic held last Saturday by a Sunday school in the south Jersey Community.



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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

(Mon., June 17)

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 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).

"Muny" Summer Series Starts On CBS July 6

(Continued from Page 1)

will originate through KMOX, St. Louis, will have soloists from the company and Seth Greiner, as conductor. The "Muny Opera" chorus will also be heard in the musical comedy repertoire.

Shaffer Forming Tele Firm

Lloyd Shaffer, conductor of the NBC "Supper Club" orchestra, is gathering a staff of 12 artists and will form a company which will produce animated cartoons for television use.

IN TOUCH WITH TOMORROW...IN TUNE WITH TODAY

KGW logo with text: REPRESENTED BY EDWARD PETRY & CO.

Operations Crossroads

(Continued from Page 1)

rel at ten thousand paces so accurate is their aim and timing.

WE HAVE been told with finality that the bomb to be dropped at Bikini Atoll will be an exact counterpart of the ones that polished off Hiroshima and Nagasaki. In fact, it is rather common knowledge that while more powerful bombs are possible, Uncle Sam has only the run-of-the-mill variety in the stock pile. We spent most of last night reading "One World or None." The chapter by Philip Morrison, who was in Japan as well as at Los Alamos, is alarmingly stimulating. Mr. Morrison with delightful nonchalance calmly suggests that if this exact bomb was dropped on almost any spot in Manhattan some 300,000 New Yorkers would immediately be on their way to the happy hunting grounds. If you are getting too much sleep or are fed up with "Inner Sanctum" we suggest you read "One World or None."

THE entire show at Bikini Atoll has been timed with chronometer precision.

Graduation day plans at Annapolis could be no more precise. Ten thousand sensitive and scientific instruments will measure everything that happens and perhaps some things that don't. In round figures, some 160 nautical newsmen will be shepherded by 22 (latest count) Army and Navy Public Relations Officers, to see, no doubt, that these jaunty journalists know their ships regulations, meal hours and hurricane manual.

TO WE scientists, the whole picture is becoming more and more provocative. For instance we have the personal assurance of the Admiral that nothing detrimental to our well being nor peace of mind can happen, which makes us, naturally, less apprehensive of the fact that two brightly polished and modernly equipped hospital ships, each loaded with penicillin, will be in our armada and in constant attendance. Further we have learned that in the tropics thick skins are an asset. We could be catty and say this is a break for commentators and news cameramen but we wont.

Lever Bros. Promotes 5 New Top Executives

(Continued from Page 1)

that the entire operation of the company has been divided into five departments. Each of the new officers has been with Lever Bros. for a number of years.

The vice-presidents and their divisions are: Robert F. Elder, in charge of consumer research; John R. Gilman, in charge of advertising; Arthur P. MacIntyre, in charge of finance; Walter W. McKee, in charge of sales, and Alexander B. Stewart, in charge of production.

Elder is a former member of the faculty of Massachusetts Institute of Technology and has been with the company since 1937; Gilman joined Lever Bros. in 1918 and in 1927 was made associate advertising manager; MacIntyre has been with Lever Bros. since 1920 and became treasurer in 1935; McKee, formerly with Colgate-Palmolive-Peet where he was associated with Luckman, joined the company in 1944, and Stewart has been with the company since 1924, and in 1933 was named assistant to the president.

Fifteen More Renewals Granted By Commission

(Continued from Page 1)

the approximately 300 stations put on a temporary basis after the issuing of the Commission's "Blue Book" on programming.

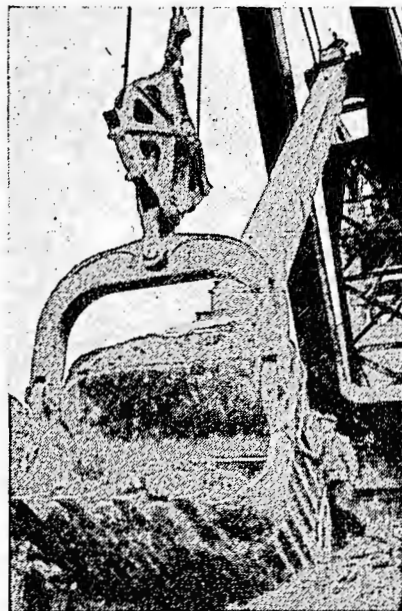
Granted renewal for the period ending August 1, 1948, were: KEYS, Corpus Christi, Tex.; KPAB, Laredo, Tex.

Granted renewal of licenses for the period ending November 1, 1948: WHBL, Sheboygan, Wis.; WKAT (auxiliary), Miami Beach, Fla.; WNAC (and auxiliary), Boston, Mass.; KGVO, Missoula, Mont.; KID, Idaho Falls, Idaho.

Granted renewal of licenses for the period ending May 1, 1949: WAYS, Charlotte, N. C.; WHJB, Pittsburgh; WWNV, Watertown, N. Y.; KGHL, Billings, Mont.

Granted renewal for the period ending February 1, 1949: KHAS, Hastings, Neb. (Commissioner Durr voting for hearing); KFVN, Las Vegas, N. Mex.; WFVA, Fredericksburg, Va.

Granted renewal for period ending August 1, 1947: WRJN, Racine Broadcasting Corp., Racine, Wis.



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

And remember . . . there are 5 stations in this 6th largest city.

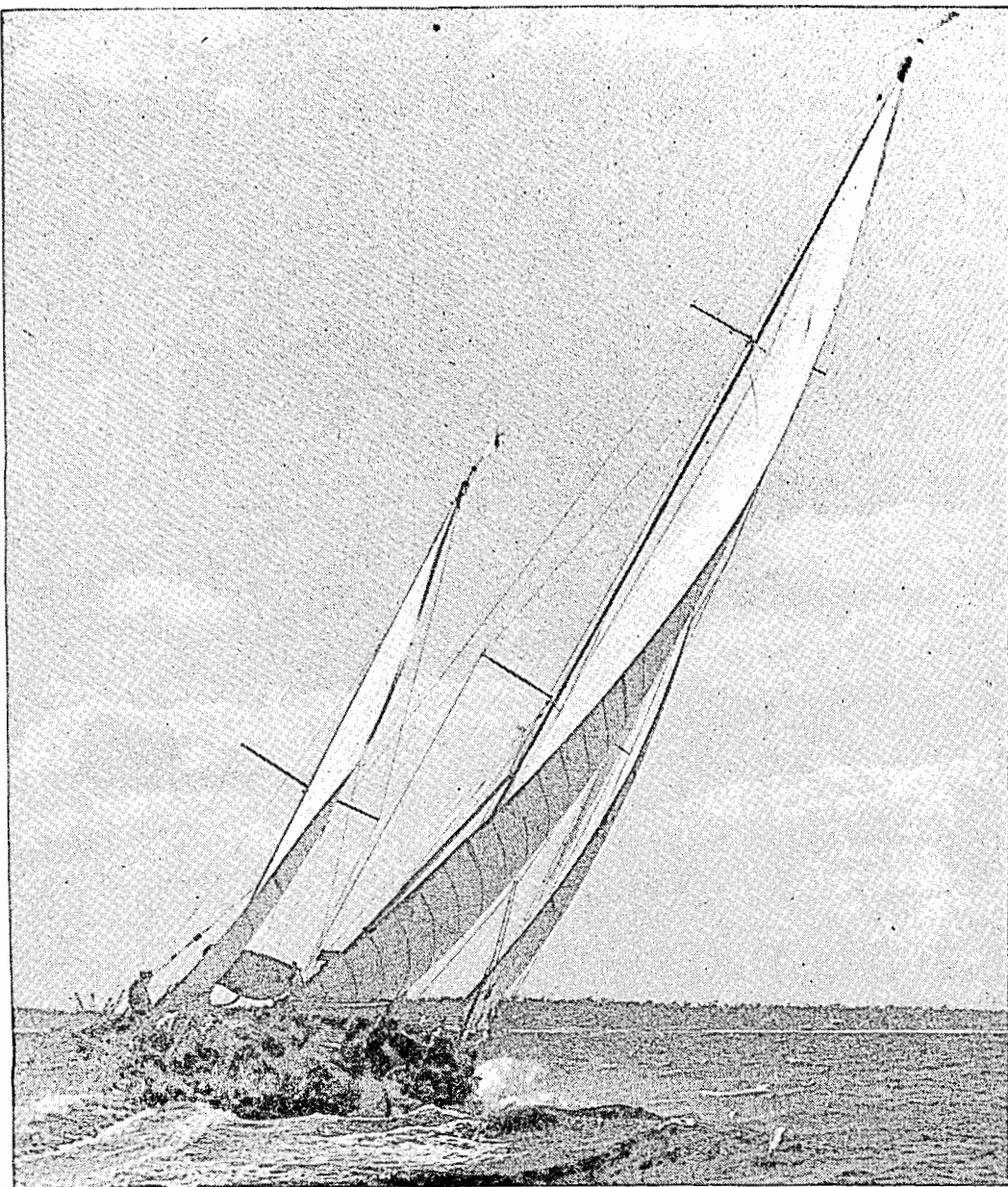
W-I-T-H belongs on any smart list.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Advertisement for W DAS featuring a clock face with 'NEWS ON THE HOUR EVERY HOUR' and text: 'That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON W DAS'



close hauled

to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness that come only from long experience.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

AGENCIES

THE CLARK-WANDLESS CO., has been appointed exclusive United States sales representatives for Radio Panamericana, Stations HOA, HOB, and HP5G of Panama City, Panama, and for Radio Para Ti, Station TILS, San Jose, Costa Rica.

JACK LUCAS has joined the Charles W. Hoyt Company, Inc., and will head up a newly formed packaged goods division. Lucas has returned to the Hoyt Company after a 13-year interval, during which time he headed up copy on a number of important accounts in the grocery field, and for the past three years served as copy chief of Morse International.

BLACO ADVERTISING AGENCY, 232 Superior Street, Toledo, Ohio, has been organized as a division of the Blade Printing and Paper Co., and will function as a national and local agency, handling all types of media, including radio. L. S. Crowl, president of Blade (not to be confused with the Blade Publishing Co., owners of The Toledo Blade, newspaper), is head of the agency.

AMCO PHOTO CO., New York City, has appointed Raymond E. Nelson, Inc., to handle its advertising effectively immediately. Radio will be used to stimulate sales of photo stamps and photo supplies. A test campaign is scheduled and got under way Monday, June 17, using WWVA, WMMN, WWDC, WJBK, and several other stations still to be selected.

Labor Leaders Study Radio Technique In N. Y.

Organized labor's increasing interest in radio is evidenced by a ten-day institute in broadcasting techniques which got under way over the week-end at the Hudson Shore Labor School, West Park, N. Y.

Attending the institute are 35 educational directors of various unions, both AF of L and CIO, as well as representatives from Puerto Rico, Chile and China. Agenda includes selection of material, preparation and production of scripts and promotion of programs in the community.

Radio consultant M. S. Novik presided at the opening session, speaking on union responsibility and local and community activity. Nathan M. Rudich, director of radio and television at the New School of Social Research, New York, is in charge of the institute.

LEN STERLING

LA 4-1200



Notes From An Aisle Seat. . . !

● ● ● It's the talk of Radio Row. One of the webs had just sold a show to a sponsor and they were holding a very chi chi party at the Waldorf to help celebrate. During the party, a record of the show was put on to entertain the sponsor, who evidently was hearing it for the first time, as right in the middle of it, he screamed: "Did I buy that show? Cancel the deal right away!". . . Height of something-or-other: Among the periodicals represented at the Atom Bomb test will be Charm magazine. . . . Herb Polesie is not only directing the Beatrice Kay airer—but is filling in as a comic, too, having replaced Peter Lind Hayes, who's too busy with his Roxy and Copa chores. What's more, Herb turned in a mighty slick performance. Ed Byron has signed Bob Shaw to a straight one-year contract as co-author of "Mr. D. A.". . . Because Monogram didn't portray the Shadow as per the radio script, Street & Smith cancelled their picture rights. One film, already in the cans, may not be released. . . . Frances Langford and her manager, Ken Dolan, have marked finis to their business relations.

★ ★ ★

● ● ● Our Hat's Off Dep't: Buddy Clark's singing-emceeing on the Carnation Contented Hour. . . . Andy Russell's Hit-Parading. . . . Nelson Case's narrating on "Lone Journey". . . . Actress Irene Winston's first dip into radio writing—"Female of the Species," which was aired last week over Molle Mystery Theater. . . . Barney Ross and Bob Brundy's nitely talks on WHN with color stuff on the Louis-Connfracas. . . . Michael Fitzmaurice's standout job as Father O'Neill on "The O'Neills". . . . Doris Day's day-lightful warbling with Les Brown at the Aquarium.

★ ★ ★

● ● ● Not so long ago, we wondered out loud why some producer didn't go in for a sports serial instead of all this horror stuff that's flooding the market. Today we learn that Charlie Michelson has acquired the rights to "Frank Merriwell," who has thrilled American youth for three generations. Gilbert and Ruth Braun have adapted the stories for the air and will direct. . . . Gloria Safier, youngest and no doubt purtiest gal agent in N. Y., made her air debut Saturday ayem as Bill Leonard's guest on "This is N. Y.," telling how it felt to be a woman in a "man's racket". . . . The Bernie Greens expect a little press agent in Dec. Now all they need is an apt. . . . Mildred Murray will be seen in the Equity Library prod., "The Physician In Spite Of Himself," this afternoon at the USO Workshop on 39th Street. . . . Send congrats to Walter Lurie. He just took over his new duties as executive producer at Mutual this week. . . . Marie Greene touted as the top vocalist of '46 by Art Ford, WNEW Milkman. . . . Phil Brito will get a 'tough guy' buildup (a la Dick Powell) for his Monogram four-year flicker deal. . . . Grace Matthews, Canadian air favorite, will play opposite Brian Aherne tonite on Colgate's "Theater of Romance."

★ ★ ★

● ● ● The Morning Mail: "Dear Sid," writes Arch Oboler. "Your print of Clarence Menser's comments regarding my LIGHTS OUT letter to you are at hand. Dear Clarence, whom I view with awe as the radio industry's best-loved character, must have read your quotes of my letter after a hard night with a commercial. As Clarence very well knows, when I spoke of 'killing off' LIGHTS OUT in my last broadcast, I was discussing LIGHTS OUT only in relation to myself; in that final broadcast I carefully had my career as LIGHTS OUT author amputated as part of the final script. As to my value to that commercial series, the records prove that the program neither before nor after has ever had such a happy Hooper. When I say that LIGHTS OUT is an unfortunate venture, at this time, for a network or a sponsor, I speak as one who feels that at this point in broadcast history, to cater to the extreme horror addict is not a choice in the best public interest. Incidentally, Sid, Metro has been discussing with me possibility of my putting "The Hucksters" on the screen, as director.

CHICAGO

By BILL IRVIN

RICHARD SLADE joins WBBM announcing staff after four years service in the Navy. He was formerly program director of WKWK, Wheeling, W. Va.

Capt. William C. Eddy, director of television station WBKB for Balaban and Katz in Chicago, has been recalled by the Navy for temporary duty as civilian consultant in connection with rebuilding the Naval electronics television program. Capt. Eddy is "on loan" to the Navy from Balaban and Katz for this temporary assignment. During the war Capt. Eddy organized and headed a school for Navy technicians, in connection with the Balaban and Katz television activities. At the war's end, Capt. Eddy was returned to civilian status with the permanent rank of captain (USN).

More than 10,000 persons are expected to witness the broadcast of WBBM's "Howdy Neighbors" program when that audience-participation show originates from Monticello, Ill., as part of a gigantic July 4th celebration. WBBM will broadcast the holiday program from 3:00 to 3:35 p.m., CDST. Ted Grizzard, regular emcee of "Howdy Neighbors" each Saturday from WBBM studios, will emcee the Monticello broadcast and other attractions on the holiday program.

Studio A, largest in the merchandise mart headquarters of the NBC Central Division, has been re-opened following completion of construction work started last February as part of NBC's \$100,000 modernization program for the Chicago studios. Studio, which has a seating capacity of 300 to 400, has been completely remodeled in line with latest developments in acoustical engineering.

Effective July 14, "Freedom of Opportunity," heard from 9:00 to 9:30 p.m. Sundays on the Mutual network, will be titled "Freedom of Opportunity Theater Presents." Mutual Benefit Health and Accident Association of Omaha is the sponsor, and Arthur Meyerhoff and Company, Chicago, is the agency.

Out of 56..

. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.

*WTAG has no money-give-away shows.

W T A G
W O R C E S T E R

Atomic Test Awaited In Frisco Newsrooms

(Continued from Page 1)

tests was hyped here last week with the departure of the 169 radio, television and newsmen on the Appalachian for Operations Crossroads. Prior to the Navy ship's departure key men of the networks held conferences with their associates here and worked out detailed plans for the handling of broadcasts as well as shortwave news to the four major press services.

Covering the events for NBC will be W. W. Chaplin, George Thomas Folster, and Ralph Howard Peterson. Chaplin is one of the official radio pool correspondents for the four networks. He is scheduled to broadcast reports from abroad the Spindle Eye at Kwajalein. Folster will broadcast from the Appalachian 15 miles from the explosion point, which is the nearest anyone will be permitted to advance into the danger zone. Peterson, who is at Bikini now, will be stationed on the Mt. McKinley. He is scheduled for a pool broadcast of a full dress rehearsal of the dropping of the bomb on Sunday, June 23, and also coverage of the main event a week later. Chaplin, at Kwajalein will report the take-off and return of the planes.

Adolph J. Schneider of NBC's news and special events department in New York will be in San Francisco to assist KPO news and special events manager John H. Thompson in handling the Bikini reports as they are received.

Downs Heads CBS Group

Representing CBS will be Bill Downs, Webley Edwards, and Don Mosley. Downs, who will be in charge for CBS, will be on the Appalachian. He will be assisted by Edwards, CBS Pacific correspondent. Mosley will be reporting from the McKinley at Kwajalein. CBS will also have a television cameraman on the scene. Their plans include broadcasting of the dropping of the first bomb above the water on July 1 (June 30 this side of the International date line) and also of the second bomb underwater, time for which has not been definitely set as yet. CBS is now giving preliminary Bikini reports on their News of the World, and World Today programs.

Vet Correspondents For ABC

Covering the events for ABC will be Clete Roberts, Larry Tighe, Frederick Opper, Lee Van Atta and Norman Cousins. Roberts left on the Appalachian but at Pearl Harbor will transfer to the USS Panamint, the scientists ship. From there he will give pool broadcasts for all the networks over a period of from eight to

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IN CHICAGO**

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Coming and Going

DONALD W. THORNBURGH, vice-president of CBS in charge of the western division, is in New York to attend a meeting of managers of Columbia-owned stations. He expects to be back on the West Coast July 1.

JOHN T. MURPHY, contact man for the station relations department at NBC, has left to visit web affiliates in Texas, Arkansas and Oklahoma. He plans to return around June 30.

JOSEPH NOVY, general engineer at WBBM, Columbia-owned station in Chicago, is spending a few days in New York.

HARRY CAMP, commercial manager of WGAR, Cleveland outlet of CBS, a visitor yesterday at the headquarters of the network.

HERB LANDIS, of the Kenyon & Eckhardt publicity department, off to Washington, D. C., in the interest of the "County Fair" program.

JAY JOSTYN—"Mr. District Attorney"—leaves tomorrow by plane for California.

twelve weeks. Tighe, former KGO-ABC newsman, will handle pool network broadcasts from the Appalachian. Opper, ABC Far Eastern correspondent, will work from the USS McKinley at Bikini. Van Atta, ABC and INS correspondent, will be at Kwajalein. Norman Cousins, editor of the Saturday Review of Literature, will join the ABC staff on the McKinley acting as commentator on political and economic factors involved in problems of atomic energy and information resulting from the tests. Frank LaTourette, Western division ABC news manager, will be in charge of the ABC shortwave listening posts and newsroom in San Francisco.

Six For Mutual

Mutual will have six men reporting. Don Bell, Tokyo correspondent, will tell of the preparations of the fleet assembled at Bikini Atoll and then speak from the Mt. McKinley to start off Mutual's "Operations Crossroads" show from 11-11:30 a.m., June 30 just after the 15-minute pool shot at the time of the actual dropping of the bomb. Robert Stewart of Manila will be on the Appalachian and Frank D. Morris of Colliers, and Jerome Beatty of American Magazine, will also report from the Appalachian. Ernest K. Lindley of Newsweek will describe preparations of crews, scientific observers and key officials and Wayne Thomas of The Chicago Tri-

vision station on the Paramount lot in Hollywood, has left on a three-week business trip to New York and Washington. While in the Nation's Capital, he will testify at the FCC hearings on the proposed commercial operation of the station.

GEORGE HERRO, publicity director for Mutual in Chicago, is in Gotham for conferences with executives of the network.

HARRY W. LINDER, president of KWLM, Willmar, Minn., arrived late last week for confabs with officials of ABC.

JOHN JOSEPH, national director of publicity, advertising and exploitation for Universal Pictures, is in New York to arrange the national campaign for "Canyon Passage."

WILLIAM RAMBO, sales promotion director of KYW, Philadelphia, is in Harrisburg to attend the 69th annual convention of the Philadelphia Pharmaceutical Assn.

bune, will report as roving observer. All major broadcasts will be pools. Bill Downs of CBS won the toss for the first 15 minutes directly after the dropping of the bomb. All reports will be fed through the San Francisco Mutual newsroom.

The television recording will be handled by Roy Phelps, NBC documentary film cameraman. When he sailed on the Appalachian he took with him more than a ton of equipment to be used in recording the Bikini event for pool network television broadcasts. He will film the atomic operations from a distance of 15 miles, using four automatic newsreel cameras and one which he will crank by hand. All are equipped with telescopic lens. The films will be flown back to the mainland and after being censored will be released for broadcast. Pictures of San Francisco Bay and the Golden Gate Bridge as the Appalachian sailed out to sea will introduce the "Operations Crossroads" television films.

While the tests are scheduled for July 1, South Pacific Time, officials point out that this will depend on weather conditions. If the weather is unfavorable, the tests will be postponed. However, network representatives state that whenever the tests do occur, all regular programs will be cancelled in order to give immediate coverage to the operations.

Public Service Feature

Ground breaking ceremonies of two public housing projects will be broadcast by WNYC on Wednesday when Gov. Thomas Dewey and Mayor O'Dwyer will be heard. First broadcast will be at 9:30 a.m., and the second at 2:25 p.m. One will originate at a housing project in Harlem.

Manie Sacks To Guest

Manie Sacks, vice-president in charge of popular artists and repertoire for the Columbia Recording Corporation, will be interviewed on "Martin Block's Record Shop" next Saturday, June 22.

N. Y. FM Hearings Postponed Until July

(Continued from Page 1)

serving every fifth channel for "future applicants," as recently announced by the Commission, only five licenses will be awarded and the remaining four held in reserve.

Upwards of 24 applications have been on file with the FCC at one time or another for the New York FM channels, but latest reports are that 19 remain for the July hearings as set by Commissioner E. K. Jett.

Counsel will meet today in Washington to determine order and procedure of the July hearings.

Set Song-Writing Contest For CCNY's Centennial

(Continued from Page 1)

long celebration of the 100th anniversary of the founding of the institution. Dean John Gray Peatman, chairman of the Committee yesterday stated that the observance of the New York college will start in October, 1947, with a Centennial Dinner at the Hotel Astor. Other events will be set up apart from the song-writing contest. The College Associate Alumni will undertake a \$1,500,000 drive for special facilities.

Prize of \$100 has been donated by Louis Bernstein, of Shapiro, Bernstein & Co., who will also publish the winning number. Deadline for the entries is February 10, 1947. Dr. Theodore Goodman, professor of English, will act as chairman of the Committee of Judges, whose decision will be announced at the 100th Charter Day Exercises of the College, May 7, 1947.

Contest is open to all matriculated students of the college.



ON JUNE 18, 1778, the British evacuated Philadelphia. You can capture it by using

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Gen. Mgr.

UN To Get Proposals For Educational Radio

(Continued from Page 1)

urday at the U. S. Chamber of Commerce Building, Washington, D. C.

In a joint statement, Dr. George F. Zook, Washington, president of the American Council on Education, and C. R. Reagan, Austin, Tex., president, of the Film Council of America, said "We feel that this conference has been most successful in representing the viewpoints of the many organizations and educational media. In the term 'audio-visual materials' we have included radio broadcasting and sound recordings, motion picture films, the graphic arts, posters, charts, exhibits, and museum activities."

Representing organizations with a membership of more than 10,000,000 persons, the 92 delegates passed resolutions embodying the following recommendations which will be submitted to the United Nations:

(1) That UNESCO organize and operate a comprehensive informational service on audio-visual materials.

(2) That UNESCO arrange for, facilitate, or produce audio-visual materials concerning UNESCO's activities for use by member nations.

(3) That UNESCO develop internationally accepted standards for the evaluation of audio-visual materials.

(4) That UNESCO speed the free flow of audio-visual materials among nations.

(5) That UNESCO facilitate distribution of audio-visual materials through established channels—governmental, educational, and commercial.

(6) That UNESCO assist in an increased and more effective use of audio-visual materials.

(7) That UNESCO develop research and encourage research projects by member nations in the fields of educational radio, motion pictures, and other audio-visual materials.

(8) That UNESCO facilitate the training and exchange of personnel engaged in the various fields related to the production, distribution, and use of audio-visual materials.

The conference passed a resolution recommending the establishment of a non-governmental national co-ordinating body to co-operate with and assist the national commission which will be established by the United States as its advisory body for UNESCO.

A resolution asking that Congress give immediate consideration to the question of membership by the United States in the United Nations Educational, Scientific, and Cultural Organization.

The audio-visual conference called by the American Council on Education and the Film Council of America was addressed by various experts in the fields of radio education, educational film production, and organizational activities in related audio-visual media.

NETWORK SONG FAVORITES

Top 30 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

TITLE	PUBLISHER
All The Cats Join In.....	Regent
All Through The Day.....	Williamson
Ashby De La Zooch.....	Manhattan
Cement Mixer.....	Mills
Chiquita Banana.....	Maxwell-Wirges
Coax Me A Little Bit.....	Bourne
Come Rain Come Shine.....	Crawford
Do You Love Me?.....	Bregman-Vocco-Conn
Full Moon And Empty Arms.....	Barton
The Gypsy.....	Leeds
I Don't Know Enough About You.....	Campbell-Porgie
I Don't Know Why.....	Feist
I'll Be With You In Apple Blossom Time.....	Broadway
I Fall In Love With You Ev'ry Day.....	Stept
I Got The Sun In The Morning.....	Berlin
In Love In Vain.....	T. B. Harms
In The Moon Mist.....	Shapiro-Bernstein
June Is Bustin' Out All Over.....	T. B. Harms
Laughing On The Outside.....	Broadcast Music
More Than You Know.....	Miller
Night And Day.....	Harms
Prisoner Of Love.....	Mayfair
Seems Like Ol Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Should I Tell You I Love You?.....	T. B. Harms
Sioux City Sue.....	E. H. Morris
Strange Love.....	Famous
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
Without You.....	Southern
You Are Too Beautiful.....	Harms

36 Veterans Are Enrolled In Web's Radio Institute

Thirty six of 81 students whose applications have been selected for enrollment in the fifth annual NBC-Northwestern University Summer Radio Institute opening June 25, in Chicago, are veterans of World War II, Judith Waller, public service director of NBC's central division, disclosed late last week.

The student body for this year's summer institute include persons from 28 states, four provinces of Canada and one student each from Ecuador and China. One quarter of the students will be women, as compared with 50 per cent of the enrollment last year. Half of the students are associated with radio stations and 10 are teachers of radio in colleges.

New ET Sponsors

Kasper-Gordon, Inc., Boston transcription firm, announce latest sponsors to sign for "The Theater of Famous Radio Players," series of 26 half-hour transcribed syndicated shows, are: National Bank of Commerce, Lincoln, Neb. (KFOR), and Steiger's Department Store, Holyoke, Mass. (WHYN).

"Club Time" Change

"Club Time," sponsored by the Club Aluminum Products Co., through the Trade Development Corp., effective June 24, will be heard on Mondays from 10:45 to 11 a.m., EDT, over the ABC. The program is currently heard on Saturdays from 10:15 to 10:30 a.m., EDT.

NBC and WGY Will Air Jet Plane Flight Friday

The flight of AAF P-80 jet planes from New York City to Albany next Friday, June 21, will be aired in a special broadcast by NBC and WGY, Schenectady, from 12:15-12:45 p.m., EDT.

Dramatizing America's accomplishments in air research, and presented on Air Research Demonstration Day, the program is titled "The Age of Air" and will cover the jet planes' route. The air armada scheduled to fly over Manhattan will be described, as will the start and finish of the jet plane flight over the route flown by Glenn Curtis in 1910. Flight will be followed from New York's City Hall and the top of the RCA Building here, from a B-29 bomber on the route to Albany and up to the finish line.

In addition, a two-way conversation between the B-29 over Poughkeepsie and the jet planes en route will be aired. The flight, expected to take about 16 minutes, will give dramatic emphasis to the strides America has made since the Curtis flight, which took the aviation pioneer almost three hours.

Wilmot's Name Mentioned

Montreal—It is reliably learned that Gerry Wilmot, whose voice is familiar in Canada to which he broadcasts from London overseas reports throughout the war, is being considered as general manager of a big Crown radio organization being planned for the West Indies.

New England Women Broadcasters Meet

(Continued from Page 1)

Lewis, NAB co-ordinator, Frances Farmer Wilder, CBS consultant on daytime programs, Margaret Cuthbert, NBC director of women's and children's programs, and Marie Houlihan of WEEL.

Speakers at the Saturday luncheon were Elizabeth May Craig, Washington correspondent for the Gannett Publications, who said that opportunities for service by women in radio were limited only by their capacities and desire to serve and illustrated her point by allusions to her own accomplishments in the newspaper field as reporter of international fame. Nicholas G. Tryfors, UNRRA director for Thessaly, Greece, gave first hand impressions of conditions there to strengthen the AWD-NAB in their all-out efforts to co-operate with the government's famine committee.

Compliments Women In Radio

Arthur T. Brush, advertising director of WFEA, highlighted the dinner meeting with a talk which complimented the women on the workmanlike way they handled their programs maintaining high degree of listener interest which guaranteed them a definite spot in a well-balanced broadcast schedule. He termed them radio's best salesmen.

Carl Moore (WEED), was master of ceremonies at the dinner meeting and Bill Bradley of WHEB conducted the after-dinner quiz awarding 50 prizes from nylons to soap chips and flower arrangements. Mrs. Howard Wood (WJAR-Providence), was celebrating her 35th wedding anniversary and 25th year of broadcasting.

Program Techniques Discussed

An interesting development at the business meeting Sunday morning was a discussion of program techniques. It revealed that the women handled many varieties of programs, some pointed to baby care, prevention of cruelty to animals, government study with personal interviews of legislators, aviation, and the study and appreciation of music. It also revealed that the women were purveyors of everything from funeral services to diaper service.

As officers are elected biennially the same officers hold for next year: Nell Daugherty (WSTR) chairman; Mildred Bailey (WCOH) national vice-president and first district membership chairman pro tem, and Marie Houlihan (WEEL) national publicity chairman and 1st district publicity chairman.

Perhaps the most generally applauded and briefest speech was made by Frances Farmer Wilder, CBS consultant on daytime programs, who credited the women broadcasters for having materially helped to establish women as persons in the commercial field and no longer looked upon as a militant minority group.

Nell Daugherty introduced eleven new members, bringing New England total up to 71. No announcement was made as to time or place of the next annual meeting.

Radio Dealers Report Demand For Receivers

(Continued from Page 1)

pay premium prices were made to dealers if new television receivers could be delivered before the fight.

Portable radio receivers were selling fast and the dealers reported all used models had been disposed of. Brisk radio service business was also reported with radio sets being conditioned for Wednesday night's fight.

Some of the dealers reported as follows:

Davega's—"A few television sets were available for rental, but they are all gone. There are some sample sets at the stores. Sales of radio sets have gone up tremendously because of the Louis-Conn fight.—Always does."

Vims—"Television sets are expected soon, but prices of some is yet unknown. They haven't advertised radios. This, it is felt, is the reason why sales of same have not increased."

One Set At Bloomingdale's

Bloomingdale's—"There is one sample tele set in stock. About three weeks ago, all their Andrea Television sets, priced at \$500, were sold. Probably, this was due to the fight. The sale of radios has been stepped up because of the fight."

Altman's—"DuMont Television sets will be delivered to applicants in August. Prices range from \$600-\$1,500-\$2,500. There aren't many radios in stock and the sale of these has been on the same level for about one month."

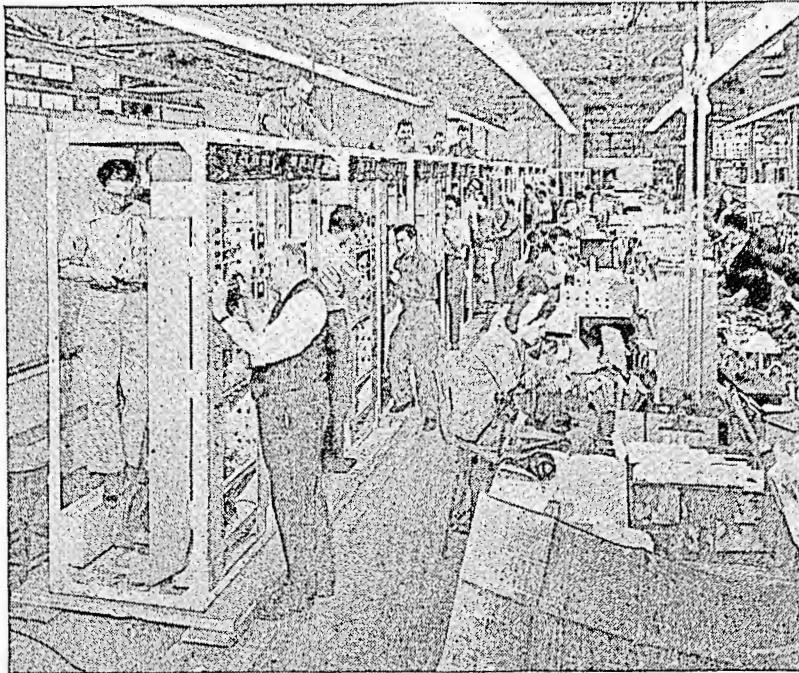
Gimbel's—"Television sets might arrive by the end of the summer. People are buying radios at this store, but it is not due to the Louis-Conn fight. Customers want and need new radios, and that is the reason for the amount of sales made at Gimbel's."

Macy's—"No television sets in stock. As yet, the Louis-Conn fight has not stepped up sale of radios, but it is expected that sales will go up just before the fight."

BBC Appoints Jacob

Having just returned from Egypt where he was military adviser to the British delegation, Major-General Edward Ian Jacob, C. B., C. B. E., has been appointed Controller of BBC's European Services.

PICTURE OF THE WEEK



FM transmitters are beginning to roll off the line at the Newark, N. J. plant of the Federal Telephone and Radio corporation. The first Federal transmitter was delivered to KOWH in Omaha and is already on the air.

Jack Poppele Appointed To US C Of C Committee

Jack Poppele, president of the Television Broadcasters Association, and vice-president of WOR, has been appointed to serve as a member of the Committee of the Domestic Distribution Department of the U. S. Chamber of Commerce by William Jackson, president.

The Distribution Committee represents the retail, wholesale, advertising and service industries and was established early in the Chamber's operations to serve their interests. It aims to develop a better understanding of the economic needs of distributors and it gives attention to promotion of sound principles and practices in marketing.

Will Baltin Is Alternate

Poppele, who is a pioneer radio broadcaster as well as one of the early television enthusiasts, has designated Will Baltin, secretary-treasurer of TBA, to serve as his alternate on the Chamber committee.

Bristol-Myers On WNBT

Purchase of time on WNBT by Bristol-Myers for a half-hour show on Sunday nights was announced last week by Reynold R. Kraft, sales manager of NBC television. Earlier negotiations were reported in these columns recently. Firm will sponsor a film program titled "Geographically Speaking" with a live commentary by Mrs. Carveth Wells, traveler and explorer. Contract is for 26 weeks and was handled through Young & Rubicam.

Jerry Colonna Booking Jam Over Springfield Date

Springfield, Mass.—Jerry Colonna, radio star on the Bob Hope program, has been named in a bill in Equity filed in Superior Court by the Valley Arena, Inc., of Holyoke. The bill, in which a show-cause order already has been issued by Judge Joseph E. Warner, seeks to restrain Colonna from making a personal appearance within 21 miles of Holyoke, within 21 days of his scheduled appearance there on June 23.

The Arena charges that following the Holyoke booking, it was learned Colonna was slated to appear at Riverside, Park, less than 10 miles away, on June 19, in violation of contract.

Huffington Heads WSSV

B. Walter Huffington has assumed management of WSSV, Mutual outlet in Petersburg, Va. He had been program director at WTMA.

Copyright Conference Gets Extra Sessions

(Continued from Page 1)

television and other media, while United States representatives have taken the position that the authors' "moral rights" may be alienated "under certain circumstances."

An article in the proposed draft dealing with this subject, and backed by the Latin-Americans, was passed in committee but voted down by the entire conference.

A conference announcement noted in cautious language that "the coordinating committee has been working actively in trying to reconcile the different approaches to the subject which have become apparent."

Author's Rights Cited

The Latin-American-backed proposal said author had the "exclusive right" to "use and authorize for use" any of his work or any part of it through virtually all media, including motion pictures and the stage, and to "publicize" his work through television, radio and a long list which even includes "any means now known or which may be invented." The rights also include the right to translate it, transmute it, arrange it or change it in any form.

A split also developed on the subject of copyright registration. A few delegations advocated the abolishment of all formalities, while others maintained that registration, if required by the country of origin, should be maintained as a pre-requisite to copyright protection in the other contracting countries.

Copyright Notice Unnecessary

The conference has approved that notice of copyright protection no longer need appear in a book or other work in order that an author may be protected.

The delegations from the other American republics were unanimous in their disapproval of the use of their works in juke boxes.

All the delegations are in "complete agreement" as to the right of an author to safeguard the translation of his work. Heretofore some countries have openly disregarded such author's rights.

The conference, which began on June 1, was scheduled to have ended early last week but because of differences probably will end by Thursday or Friday of this week.

NEED YOUR GOOD OFFICES

Or practically any offices!

Raymond E. Nelson, Inc., brandest newest advertising and production agency, needs room or rooms large enough to swing the office cat. Already have office suitable for kitten tossing—new born size, that is; might be able to arrange a swap for economy minded confrere.

Will share space with company in allied field.

H-A-A-L-P, puhleeze!!

Call: ACademy 2-0055

Write: 210 Riverside Drive, N. Y. C.

PROMOTION

BBC Year Book

The BBC Year Book for 1946 has just been published, featuring a complete record of the year's activities as well as forecasts for the future. The blue cloth-bound book is 5"x7½" and contains 152 pages in addition to 44 pages of photographs. Included are articles by the Archbishop of York, H. Bishop, BBC engineering chief; Maurice Gorham, television head; David Porter and Tom Douglas, who worked in prisoner-of-war camps; R. Silvey, research director and Francis Dillon.

Coney Island Pitch

A promotional tie-up with the Coney Island Chamber of Commerce has been completed by WLIB whereby 11"x14" posters calling attention to the outlet's "Week-end at Coney Island" show will be displayed by merchants and concessionaires throughout the famed amusement spot. In addition, those operators and merchants with receivers on the premises will keep their sets tuned in to the New York indie.

CBS White Collar Vote Still Awaits Clarification

(Continued from Page 1)
Professional Workers of America, CIO, totaled 327 votes, few short of a majority; 208 voted against any union; only nine voted for Motion Picture Home Office Employees Union, Local H-63, International Alliance of Theatrical Stage Employees, AFL, and 103 cast their ballots for the International Brotherhood of Electrical Workers, AFL.

There were a total of 23 votes challenged. At a meeting of the NLRB, which is expected to be held within the next four to six weeks, the fate of these 23 votes, and possibly the election, will be determined. If, however, there aren't enough votes among these 23 to give UOPWA the votes it needs for a majority, the NLRB is expected to rule that a run-off must be held at some future time.

Radio Guild, in a statement issued yesterday, expressed confidence that it would eventually be designated as bargaining agent. The Guild pointed out that, of the 23 challenged votes, nine, cast by members of the television unit, represent duplicate votes, leaving a total of but 14 challenged. Of these 14 votes, the Guild needs but four to give it a majority.

Send Birthday Greetings To~

June 18

Ray Baudac Clayton Collyer
Russ Hodges Alma Graef
Della Grattan Kay Kyser

COAST-TO-COAST

-PENNSYLVANIA-

PITTSBURGH—Willoughby Machine & Tool Company, Ohio, is sponsoring "The Sports Parade," a complete, last minute review of the day's athletic events featuring veteran sportscaster Johnny Boyer, over KDKA. . . . **PHILADELPHIA**—Harry Boyd Brown, who has set an outstanding record in Philco sales and merchandise since 1928, is retiring from the company to become president of the Good House Stores. . . . Through the expansion of its service, The National County News Syndicate, producers of "Your Farm Neighbor Program," has moved into its new air-conditioned offices providing larger space for the expansion of farm news and other radio activities.

-MASSACHUSETTS-

BOSTON—Mildred Bailey, AWD vice-president, Connie Forde and Caroline Harrison represented WCOP during the second annual conference of the AWD First District at Hotel Wentworth-by-the-Sea, Portsmouth, N. H., June 15, 16. . . . Fay Duncan, former J. Walter Thompsonite, has joined the Fletcher Wiley staff for the New England group shows, working with John Trent in WCOP offices. . . . "Rendezvous with Destiny," an album of records featuring highlights in the administration of F. D. R., was presented to the deputy commissioner of education of the six New England states at a recent gathering of the state co-ordinators for radio, members of the New England Council on Radio in Education at the Harvard Faculty Club in Cambridge. . . . Presentation was made by W. C. Swartley, general manager of WBZ-WBZA.

-FLORIDA-

MIAMI—The second anniversary of the Miami Civic Forum was marked on a recent airing over WIOD. This series of programs is heard on alternate Saturdays throughout the year for the purpose of bringing discussions by civic leaders and experts of problems facing the Miami area. . . . Frank "Salty" Mallants, WIOD fishing commentator and chairman of the Florida State Chamber of Commerce Conservation committee, was one of the principal speakers at the re-opening ceremonies of Marine Studios at Marineland, Fla.

-CONNECTICUT-

NEW HAVEN—More than 140 firms took part in the "Exposition for Better Living" which was sponsored recently by WNHC, marking the first time in the history of the city that a radio station has sponsored such an event. The outlet originated programs from the broadcasting booth from 2:00 until 10:00 p.m. daily with manager James T. Milne and the special events director, Carey Cronan, handling interviews with a traveling mike from the floor with exhibitors and spectators. Special music for the show was arranged by James Morgan and David Harris with Dick Jesson, Dave Timmons, Bill Hanrahan, Tom Romano, Arthur Ashley and Joe Barnes handling announcing chores. . . . **HARTFORD**—Station manager Walter Haase of WDRC, at a meeting of the Hartford Chamber of Commerce group

last week estimated that it will be at least five years before the city will see television programs.

-ARIZONA-

PHOENIX—Latest KOY program is a five-minute summary of news at the City Hall each evening. Bill Richards, executive secretary to the city manager, handles the airings, also interviews different officials on the recent happenings in their departments. . . . Ed Janney, Army Air Forces communications officer, who sent signals around the Philippines, Okinawa and Japan, has returned to KOY, covering the field of sports for the Arizona Network fans.

-OHIO-

TOLEDO—"Salute to Veterans" which has awarded 520 trans-oceanic phone calls to men stationed overseas in two years of broadcasting, recently celebrated its third anniversary by extending the courtesy to war brides. The quarter-hour stint consisting of news and advice to vets interspersed with music, awards one phone call per-day to listeners. Program is heard over twenty-four mid-west outlets via script and recordings. Six other stations pipe in the show live from the Allan Miller Agency studios. . . . **PORTSMOUTH**—Clair Haas, WHBC staff announcer has been upped to program director of WPAY by the Ohio Broadcasting Company.

-NEW JERSEY-

TRENTON—"Why Do You Worry?" new 13-week series under the direction of Dr. W. W. Bauer, director of the Bureau of Health Education of AMA, will take to the air June 20. Produced in co-operation with the New Jersey and Mercer County Medical Association, show will feature well known radio personalities which will treat everything from bringing up babies to people we dislike. . . . **NEWARK**—Raymond K. Squibb, recently separated from the Navy, has joined the sales staff of Marsh Agencies, Seattle, Wash. A graduate of Washington State College with an engineering degree in 1932, he became associated with Spokane Radio Company, manufacturing division, working his way up to resident engineer and manager of the Seattle office for the company.

-CALIFORNIA-

SAN FRANCISCO—A UN project, providing for four months of international program series, and culminating in a

SOUTHWEST

APPLICATION has been submitted to the FCC by J. C. Rothwell for sale of his 25 per cent interest in KVOP, Plainview, to W. J. Harpole, 75 per cent owner of the station. Harpole is president and general manager of the station which operates on 1400 kilocycles with a power of 250 watts.

Austin Lee Williams has joined the news room staff of WOAI, San Antonio. Williams comes here from WLW, Cincinnati. Marjorie Hart also joins the staff as women's news editor replacing Patria Linden.

The KGKO, Fort Worth, Radio Frolics Workshop, has begun its 1946 season with an enrollment of 200. Last year only 25 were in the workshop which is under the direction of Dorothy Bell. Dallas-Fort Worth students from 6-16 study radio dramatics. Weekday rehearsals and a radio clinic supplements the weekly half hour broadcast each Saturday.

Bill Lister, called "radio's tallest singing cowboy" is to start a new quarter-hour program to be heard Monday through Saturday over KABC, San Antonio. Lister will broadcast by remote control from the sponsor's store, the Luck Optical Co. Program is to be known as the 990 Ranch.

The Rev. Sam Morris of San Antonio, Baptist minister and prohibitionist, has been denied a plea made to the FCC to again renew the license of KRLD, Dallas. Morris states the station refused him air time for his abstinence messages but sold time to sponsors selling wine, whiskey and beer.

Cecil Beardon, WTAW, College Station, sports announcer has been named coach of the local American League junior baseball team. He devotes one broadcast each week for interviews and news concerning the team.

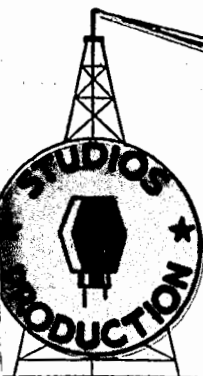
nation-wide UN Week was inaugurated recently over KPO. Project will endeavor to air information concerning the work of various branches of UN. . . . **OAKLAND**—KROW recently aired the inauguration ceremonies of the Oakland Police Department Air Patrol, the first of its kind in the country. . . . John K. Chapel of the KROW news bureau, has been appointed a permanent member on the Public Relations Board of the Community Chest.

ATTENTION TRANSCRIPTION SALESMEN!!

If you are interested in selling the two hottest transcribed shows in radio—answer this ad at once.

Have excellent proposition available for two or three men who can get out in the field and do a job on transcribed programs featuring—without question . . . the greatest NAMES in the country (and incidentally, only WE can make that statement.)

This deal will not wait . . . let us hear from you . . . and about you . . . AT ONCE! Write RADIO DAILY, Box 191, 1501 Broadway, New York 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 57

NEW YORK, N. Y., WEDNESDAY, JUNE 19, 1946

TEN CENTS

Radio-Tele Fight Setup

CAB To Drop Ratings; Hooper To Take Over

Proposals which date back to the middle of 1943 came to a head yesterday and the Co-operative Analysis of Broadcasting formally threw in the sponge and will suspend its radio program ratings, effective July 31, 1946. The CAB will now concentrate on research to develop the "ideal program audience measurements needed and wanted by all parties." The "ideal" was however qualified by C. E. Hooper who yesterday stated such a proposition was more or less rela-

(Continued on Page 7)

WHN Sets 17-Hr. Campaign For Famine Drive Saturday

A 17-hour campaign for the collection of funds for the Famine Emergency Committee's current drive to supplement allocations by UNRRA will be staged by WHN next Saturday, June 22 from 7:00 a.m. to 12:00 midnight.

Virtually every program on the station and the full roster of artists, including Art Brown, Robert Q. Lewis, Ward Wilson, Adrienne Ames, Carlton Fredericks, Bert Lee, Marty

(Continued on Page 2)

Author-Rights Agreement Set At Copyright Confab

The Inter-American Copyright Conference, meeting in Washington, D. C., yesterday reached an agreement on the controversial question of "inalienability" of author's rights. The agreement came after a split developed between United States and Latin-

(Continued on Page 5)

Accolade

Phi Beta, national professional fraternity of music and speech, has presented its annual award to NBC's "Telephone Hour" for the best musical program on the air during the current season. It was announced yesterday. The trophy was accepted for the program by Keith S. McHugh, vice-president of AT&T following the broadcast of last Monday.

Anniversary

High officials of baseball including A. B. "Happy" Chandler, commissioner; Ford Frick, president of the National League, and Branch Rickey, president of the Brooklyn Dodgers, will be heard on Mutual today from 1:15 p.m., EST, in commemoration of the 100th anniversary of the first official baseball game. Broadcast will originate at Hoboken, N. J., where the "New York Nine" and the "Knickerbockers" played at Elysian Field on June 19, 1846.

Capital Officialdom RCA Tele-Fight Guests

Washington Bureau, RADIO DAILY
Washington—With Brig. Gen. David Sarnoff, RCA president, the host, Washington officialdom, including cabinet members and Supreme Court Justices, will journey to the Hotel Statler tonight to view RCA-NBC's biggest television splurge—the Louis-Conn fight.

Predictions that the fight would put

(Continued on Page 8)

OPA Price Increases Given Manufacturers

Two price increases in the radio field were announced yesterday by OPA. Radio cabinet manufacturers were given an additional three per cent price increase on wood cabinets, effective today. In another action,

(Continued on Page 7)

Radio Carries Louis-Conn Fight Tonite Around The World; Record East Coast Tele Audience Predicted

Millions of radio fans throughout the nation and overseas will be tuned to the auditory account of the Louis-Conn fight at the Yankee Stadium tonight while an estimated 300,000 on the Eastern seaboard will get a visual blow-by-blow description through the medium of television.

As workmen put the final touches on the ring late yesterday, technicians of American Broadcasting Company were moving into Yankee Stadium to complete the set-up for radio coverage while television experts were on hand with truck loads of video equipment. The technical setup for radio coverage calls for the

servicing of 205 ABC stations, short-waving to foreign countries and transcribing the event for posterity. Television experts were working to complete tests with the three-city web which will link New York, Philadelphia and Washington stations for the fight.

In black-and-white television cir-

(Continued on Page 6)

10-Million-Set Market Seen In Video Survey

There will be a potential market for nearly 10 million home television receivers during the next five or six years, if facilities are made available in all urban areas, according to Frank Mansfield, director of sales research for Sylvania Electric Products, Inc., who revealed the results of a survey

(Continued on Page 5)

Two NAB Radio Clinics Slated For West Coast

Washington Bureau, RADIO DAILY
Washington—Two radio news clinics get underway on the West Coast this month, NAB has announced.

The Oregon news clinic will be

(Continued on Page 4)

State Dept. Shortwave Program Approved

Washington Bureau, RADIO DAILY
Washington—A full schedule of shortwave broadcasting to Europe, Asia and South America will be permitted, according to the State Department appropriations bill reported yesterday by the Senate Appropriations Committee. After a hot fight during the secret committee session, Senators Wherry of Nebraska and Brooks of Illinois were defeated in a close vote and the committee recom-

(Continued on Page 7)

Hawaii via Hollywood

By JACK ALICOATE

HOLLYWOOD. . . . As Operation Crossroads is strictly a scientific expedition and not a Travel Adventure we shall limit our observations of Hollywood and its current radio and pictures activities to a few words and a shrug of our shoulder. Long before the first studio was built, thirty years ago, we first saw Hollywood. As a

pioneer of both Radio and Pictures it has been our good fortune to watch its progress. In our modest opinion Hollywood, in the past 20 years, has advanced numerically, financially and gastronomically. Climatically it still holds its own. Ethically, sartorially and culturally it is progressively retrogressing;

(Continued on Page 2)

Court Recording

Edmonton—An innovation in Canadian courts took place in Alberta Supreme Court when the proceedings of a trial were recorded through four microphones set up in the courtroom during a damage action. It was believed the first time in Canada recording of court proceedings had been made. The recordings will be played at a conference of judges here.



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MARVIN KIRSCH : : Business Manager

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FINANCIAL (Tues., June 18)

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, OVER THE COUNTER.

Lee, Hughes To Testify At Tele Hearing Today

Washington Bureau, RADIO DAILY Washington—Thomas Lee, owner of the Don Lee Broadcasting System, and Producer Howard Hughes, will appear before the FCC beginning today as a windup to the Los Angeles television hearing. The appearance of two executives, however, will presage the Commission's scheduled "all-out" probe of Paramount Pictures, which is expected to begin Monday. Hughes and Lee will appear in line with the FCC's current policy to "get on the record" the television policy of top executives of applying companies.

LEN STERLING LA 4-1200

Hawaii via Hollywood (Continued from Page 1)

it is still, however, the cinema center of the world and our second largest radio village. And so back to Operations Crossroads for a quick run down of the teams representing our entertainment world, viz, the parts to be played by television, radio and motion pictures.

TELEVISION... We are inclined to agree with Admiral "Spike" Blandy and his solid staff that it would not only be too costly, but impractical as well to build an island every fifty miles from San Francisco to Bikini Atoll for television relay towers. Further, that there are not enough planes in existence to carry thru the Westinghouse Stratovision idea. Consequently direct television will be limited to ultra modern receiving sets on the flagship Mt. McKinley, our own SS Appalachian and two observer ships. Television cameras, mounted on Bikini Atoll towers at about 8,000 yards will shoot from every angle. For television back home complete coverage is planned. Motion pictures will be taken by a specially picked cameraman representing the video pool. They will be rushed to Anacostia, D. C., for process and censor and should reach the television audience in about three days.

RADIO... The shortest program ever broadcast. Before the beeper can beep the show will be over. The story before and after? That's quite something else again. That's why over 20 specially picked network and station commentators will do plenty of plain and fancy commentating both en route and returning from Bikini. They will commentate from their respective ships, from Honolulu, from Kwajalein, from Bikini, and one at least, our good friend, CBS "Bill" Downs, who won the pool, will commentate from the stratosphere. Because of the mikes it is not unlikely that the Marshall Islands will look like a huge field of corn stalks. Up near the sharp end of the good ship Appalachian, will be a modern floating radio studio. Censors, public relations, and all. Everything complete except a sales depart-

WHN Sets 17-Hr. Campaign For Famine Drive Saturday

(Continued from Page 1) Glickman, Don Arres, Tedd Lawrence, Red Barber, Connie Desmond and others, will make special appeals for cash pledges to aid the drive. In addition to presenting the station's principal performers, it is expected that listeners will hear special pleas from Newbold Morris, F. H. LaGuardia and Henry Wallace, officials of the Famine Emergency Committee and the United Nations Relief and Rehabilitation Administration. MGM stars visiting New York will also appear. Representatives of the AWVS as well as WHN's personnel will handle the pledges via a battery of specially-installed telephones. Artists on the various programs will offer valuable giveaways to listeners phoning in the highest pledges during specified periods.

ment and vice-presidents. So that all the world may hear, a live mike will be set up on the target battleship Pennsylvania, about a mashie shot from where the bomb is programmed in to do its stuff. So far no commentator has volunteered to stand by and say, "The bomb is falling, here it comes, listen carefully."

MOTION PICTURES... Probably the most dramatic picture assignment of all time. Cameras to the right. Cameras to the left. Cameras in the sky and cameras under water. All of the news reels are represented by specialists. Many have been on the scene long ere this for atmosphere shots. Army and Navy cinematographers, too, will be shooting in every direction. All footage is to be pooled and rushed to the Navy Photographic Center at Anacostia, D. C. Censorship of all photography will be strict. With reasonable luck the screens of America should have the story in less than three days. More film footage will be used in the first five seconds after the blast than is used in making four full-length motion picture features, and, believe it or not 60 modern miracle cameras, developed by Bell Telephone and Western Electric, will be shooting at the incredible rate of ten thousand pictures a second. It is a bit too early to be sure of the correct batting order of each team. Personalities later. The whole thing seems like a jolly idea and good clean fun, or does it?

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.



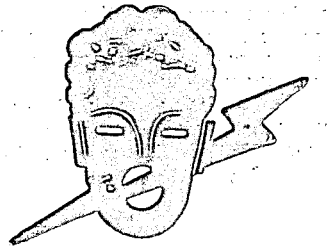
Driver's seat

In that picture you're looking over the engineer's shoulder from the cab of one of those new streamlined babies down near Harpers Ferry, W. Va.

You're in the driver's seat.

And the obvious thing we're about to say about Baltimore radio is this: you'll be in the driver's seat on sales if you put W-I-T-H on the list of stations you're making up.

W-I-T-H is the successful independent in this big 5-station town. And it delivers more listeners-per-dollar-spent than any other station in this, the country's 6th largest city. If you want the green light on sales... here's the way to do it: just make sure, mighty sure, that W-I-T-H is on your radio list. It belongs there... so put it there!



W-I-T-H and the FM Station W3XB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



"If you want to buy a good time . . .

Listen to ABC"

SHREWD users of radio know that good ABC time periods purchased *now* mean valuable franchises for the competitive years ahead. Among those who have already nailed down such periods are Bristol-Myers, Libby-McNeill and Libby, Carter Products, Curtis Publishing Company, Quaker Oats, Dr. Pepper, Ford, U. S. Steel, B. F. Goodrich and Gillette.

These advertisers have taken an up-to-date look at the radio field before making commitments. They know about the outstanding progress that ABC has made—and make their own decisions accordingly.

Take the matter of coverage, for example. In the four years this network has stood on its own feet, ABC has registered notable improvements

in 107 of the first 300 U. S. markets through—

1. Increased power.
2. Better frequency.
3. Switch to a better station.
4. A new station in an important market not previously covered.

Today, more of these major markets are covered *from within** by ABC stations than by any other network. And advertisers know these are the areas where the bulk of the nation's spendable income is found — where sales are made at the most profitable level.

Things have happened. As you recheck your radio plans, take a good look at today's ABC.

*Meaning a station actually located in the market.

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. **205 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 205 RADIO STATIONS SERVING AMERICA

LOS ANGELES

By RALPH WILK

DOUGLAS McKELLAR and Walter Arnold have returned to the announcing staff of KECA. McKellar, recently released from the Navy, returns to the job which he held prior to joining the service. Arnold joined the old Blue Network (now American Broadcasting Co.), announcing staff in 1942, having worked previously for KMPC.

Red Skelton was host to his entire radio company and their wives at a party at the California Country Club, following his last radio show of the season. The show will be off the air until fall.

Fort Pearson, announcer on "The Queen For a Day" radio show, will substitute for Glenn Hardy as the Alka-Selzer newscaster during the month of July, while Hardy is on vacation. Program is heard daily over the Mutual Broadcasting System.

George Fisher, whose contract has been renewed by Thrifty Drugstores, has interviewed more than 2,000 stars since conducting his Hollywood chatter program over KECA.

Walter Tetley, "Leroy" on "The Great Gildersleeve" program, is writing an article on radio's participation in World War II which he is peddling to a national magazine.

Celebrating his ninth anniversary with Don Lee Broadcasting System simultaneously with his 25th birthday recently was Elbert Walker, producer on Mutual's "Erskine Johnson in Hollywood" series.

Two NAB Radio Clinics Slated For West Coast

(Continued from Page 1)

held on June 25 at the Benson Hotel, Portland, Ore., and the Washington News clinic starts on June 2 in the Senate conference room in the State Capitol, Olympia, Wash. Members of the latter clinic will attend a reception in their honor given by Gov. Mon Wallgren.

General chairman of the Washington clinic is Tom Olsen, of KGY, Olympia. General chairman of the Oregon meeting is Marshall Pengra, of KRNR, Roseburg, Ore.

NAB will be represented by Arthur Stringer.



Broadway Score Card. . . !

● ● ● Heaviest Joe Louis bettor we know is Frank Sinatra, who's laying the family jewels on the champ. Ed Sullivan is another who picks Joe all the way. Toots Shor, on the other hand, is stringing along with Wm. the Conn-queror, reminding us that it was just ten years ago to the day that Schmeling flattened Louis. . . . Biggest laff on Harry Wismer's ABC broadcast of the Nat'l Open final in Cleveland came when the sportscaster asked Byron Nelson how he felt. "Give me one of your Gillette blades," retorted the deposed champ, "and I'll cut my throat." . . . Stettinius trying to buy a radio station in Washington to bulld himself up as a key political figure. . . . One of the big news weeklies ready to fold because of auto ad cancellations. . . . A British syndicate is now seeking to have the Duke of Windsor head a new international television firm. . . . When Laurence Olivier guestarred on U. S. Steel's "Mystery Hour," he was so unnerved by the announcer's introduction of him as "the star of Wurthington Heights" three different times that he fluffed his lines five times.



● ● ● Rob't C. Ruark in the World-Telly the other day devoted his entire col'm to Geo. (The real) McCoy, whose breezy brashness never failed to enliven the airwaves for this reporter, at any rate. It seems Geo. has fallen on sour times and rather than whine his way through or depend on friends' sympathy, he's taken out a hack license. It's too bad that radio hasn't yet found a place for this colorful, ex-GI, multi-talented lad. . . . NBC to give Harry Sosnik a comedy buildup in the Phil Harris-Kay Kyser manner. . . . Radio actor Jack Lloyd flying to the Coast July 19th. . . . His horde of pals will be glad to know that Nick Kenny has just signed a long-term contract with the Mirror at a fat tilt in salary. Incidentally, his tune, "Adventure," looks like his biggest click to date, with Cugat picking it as the song of the week.



● ● ● Geo. Carson Putnam takes over the Lyle Van noon spot on Mutual starting July 1st, his first coast-to-coast break since hitting radio. Van had replaced Putnam on latter's 11 p.m. WEAJ spot when Geo. went in the Marines. . . . 12-year-old Jacqueline Horner, the piano prodigy of "Swan Song," is the first gal signed up by Anna Sosenko since she took over Hildegarde's affairs. . . . Colgate bankrolling a Dennis Day show in the fall, in addition to his Jack Benny chores. . . . Margaret Whiting will co-headline with Paul Whiteman at the Capitol next month. . . . That new who-dun-it chiller, "Wake For A Lady," was author'd by H. W. "Tex" Roden, veepee of American Home Products, whose punch-packing typewriter has already accounted for three best-selling detective yarns. . . . As a result of Winchell's plug on her appearance on the Philco show, Gilda Gray is getting serious attention from the agencies. . . . Lon Clark entering the B'way producing ranks in the fall. . . . Frances Faye huddling with Jack Denove, BBD&O exec, on a new air idea. . . . A toy company will sponsor Hunt Stromberg, Jr., in a network chatter show.



● ● ● Tex McCrary and Jinx, plus the Fitzgeralds, gave their combined fans a double feature yesterday ayem by guesting on each other's stanzas. Between them, they cooked up a little revenge on Fred Allen, who harpooned them so unmercifully not so long ago in a satire on the breakfast sessions. Monday morning, they'll offer a little sketch called: "Breakfast With Fred Allen" and they don't intend to spare the horses, either. . . . Geo. Schreier, one of radio's classier press agents, bowing out of Scholastic Sports Institute. Any agency or web would be lucky to get this fireball. . . . Howcum Jack Hill isn't given directorial credit on NBC's "National Hour"? . . . Elaine Rost doing technicolor commercial movies

CHICAGO

By BILL DRYDEN

A SUMMER series of 13 15-minute transcribed narrative shows dealing with summer health problems are being recorded for the American Medical Association by the NBC Chicago Radio Recording Division under the supervision of Frank Chizzini, division manager. Entitled "Fair and Cooler," programs feature Miss Harriet Hester and Dr. W. W. Bauer, director of health education of the AMA, as narrators.

Eastern Airlines, through Campbell-Ewald Company, have contracted for a schedule of 52 live station breaks to be aired four a week for 13 weeks on WMAQ.

William Drips, agricultural director of the National Broadcasting Company, addressed the graduating class of the Cornell University School of Journalism at Ithaca, N. Y., on Tuesday (June 11).

WBBM program manager Walter Preston and sales manager Ernie Shomo are in New York to supervise the second half of the bi-annual program presentations of newly developed and available WBBM programs to New York Radio Sales representatives at CBS. Preston and Shomo will make the presentation of eight recorded shows.



Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

WFPG
ATLANTIC CITY
ABC NETWORK

1906 1946

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

10-Million-Set Market Seen In Video Survey

(Continued from Page 1)

at a press conference yesterday. The survey was conducted over a period of several months and was taken only in urban areas, and Mansfield based his reports on answers given by home radio listeners, 28 per cent of whom are now located within range of existing television transmitters.

"The public," he said, "was asked if it wanted television; what price it thought it would pay for a home receiver; and results it would expect from the set."

The survey showed that 26.6 per cent of urban families interviewed said they definitely planned to buy a tele receiver, Mansfield said, and 18.5 per cent were considering the purchase but had not definitely decided. In other words, 45.1 per cent, or an approximate figure of 9,603,000 families are considering the purchase of a set during the next five or six year period. Mansfield pointed out that lesser interest is shown in lower-income groups, where families have normal annual incomes of less than \$1,000.

Also significant in the findings unearthed by the Sylvania survey is the fact that, while color television "exists only in the laboratory state," according to Mansfield, "there appears to be three prospects who want color television to one stating he wants black-and-white only." He added that "desire for color decreases as income decreases and only one out of five of those who want it say they will pay over \$100 extra for it."

The Sylvania research official also revealed that 58.9 per cent of those interviewed said they would pay from \$100 to \$249, and 31.0 per cent would pay from \$250 to \$500. The average price, he said, was in the latter range.

About 80 per cent of the families interviewed indicated that a set designed for four people viewing a set at one time will fill their average needs, and also that "the public is evidently anticipating television images larger than 10 by 15 inches and does not realize how screen size affects the cost of a receiver."

Furthermore, there is little evidence that video will supplant movies

★ AGENCY NEWSCAST ★

JOHAN W. HAMILTON, JR., of Business Week, was named president of the newly organized Association of Veterans in Advertising at a meeting held in New York recently. Other officers elected were Horace E. Walsh, vice-president; Bayard Patterson, secretary, and Samuel Wasserman, treasurer. Appointed to the board of governors by the new president were the following committee chairmen; Tom DeHuff, membership; Al Blake, public relations; Walter Hendricks, finance; Powell Ensign, job promotion; David Ofner, housing; Don Button, vocational guidance; Charles Brett, research and John Blazier, activities. Offices of the AVA is temporarily located in the Midston House, 22 East 38th Street.

TWO new executives have joined the headquarters staff of the American Association of Advertising Agencies: FLETCHER S. UDALL, recently commander, U. S. Naval Reserve, and formerly in the agency business on the Pacific Coast, will be in charge of Council and Chapter and membership activities. R. TOBEY CLARK, formerly with Kenyon & Eckhardt, Inc., New York, will assist in media relations.

SANFORD GERARD, formerly with Benton & Bowles, has joined the staff of Lennen & Mitchell, Inc., as art director.

HAL RORKE and J. STEWART HUNTER have been named chairmen of the radio and press division, respectively, for the Chicago Famine Emergency Committee, it has been announced by Mrs. L. S. "Duffy" Schwartz, of the Advertising Council. A complete radio kit, including factual material and spot announcements, has been mailed to Chicago stations.

R. B. HOWARD & ASSOCIATES, INC., a new public relations firm, has been formed, with Raymond B. Howard as president and Robert E. Minshall as secretary-treasurer. Offices have been established in the Hartman Theater Building, 79 East State Street, Columbus, Ohio. All the related uses of advertising, publications, radio, movies and a convention and exhibit service will be employed.

JULIE SORENSON, formerly with the Ted Bates Agency, has joined Ford Bond Radio Productions as executive secretary. **SUE KENNEDY**, director of package products programs, has resigned to accept a foreign traveling assignment with a plastics company.

W. R. CHRISTIAN has resigned as sales manager of WSAI to join the Frederick W. Ziv organization as territorial representative in the Washington-Baltimore area. His resignation became effective June 15.

Author-Rights Pact At Copyright Confab

(Continued from Page 1)

American delegates over the question of "inalienability" of author's rights. Only one Latin-American delegation, unnamed by the conference, opposed the new article.

The article was substantially different from the article originally backed by the Latin-Americans, but voted down by the full convention.

The article approved by the convention reads as follows:

"The author of a protected work, in disposing of his copyrights by sale, grant or by any other means, retains the right to claim the paternity of the work and to oppose any modification or use of same which may be prejudicial to his reputation as an author, unless by his prior contemporaneous or subsequent consent he has granted or waived this right in accordance with the provisions of the law of the contracting state in which the contract was entered into."

The convention was called to effect an Inter-American agreement of copyright laws.

Dempsey Guesting

Jack Dempsey, popular idol of the sports world, will make a guest appearance on the WHOM Caravan, today at 2:45 p.m., in conjunction with the June Victory Bond Campaign.

WFIL Installs System Of Program Audit-Analysis

Philadelphia—WFIL has installed a complete recording, analysis and auditing system for programs "comparable with the accounting of financial matters for business operations," it was announced last week.

The purpose of the system, which is believed by station officials to be the first of its kind undertaken by any radio station, is to provide complete and current reports on programs by type, time, sources, content and intent.

in the public mind, said Mansfield, and they think of it in terms of "a new, active medium, particularly for sports, spot news and drama by real people." He pointed out that 33.0 per cent said their favorite tele program is sports; 20.0 per cent drama, and 19.0 per cent news. "This differs materially from current radio program popularity and obviously from motion pictures," Mansfield said.

The survey also indicated that the public is willing and eager, since only one in six persons said they would insist on a home demonstration of a set. Of those who said they would definitely plan or will buy, the survey indicated market potentials of 773,000 sets in homes with normal annual incomes of \$5,000 and over; 1,633,000 where normal incomes ranged from \$3,000 to \$5,000; 5,069,000 where normal incomes ranged from \$1,000 to \$3,000; and 2,128,000 where normal incomes were under \$1,000.

CLEVELAND'S

Chief STATION



THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

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

Record Sports Cover For Louis-Conn Fight

(Continued from Page 1)

cles the fight coverage by NBC's station WNBTV was heralded as a boon to the infant industry. Television receivers were at a premium in New York, Philadelphia and Washington with manufacturers, dealers, and private individuals staging television parties.

Greatest Sport Coverage

Radio coverage of the event will be the greatest of any in the history of sports. Muzak will pipe the blow-by-blow into approximately 1200 hotels, restaurants, clubs, etc., in greater New York, which will add over another 100,000 to the vast audience. Meanwhile unnumbered millions overseas in the British Empire, Central and South American, Mexico, Cuba, Bermuda and other sections within radio range will hear the fight, through facilities of the BBC, State Department and Armed Forces Network.

The 45 stations of the Canadian Broadcasting Corporation will also carry the event throughout the provinces, and latest reports indicate that interest there is almost equal to that of American listeners. The State Department will air the Louis-Conn tilt in French and Spanish, and several other languages via shortwave.

Tele Audience Large

Many thousands more,—the largest audience ever to witness a television program—will watch the progress of the fight as televised by WNBTV-NBC from the Stadium and picked up in Washington, Philadelphia and Schenectady. The DuMont Washington station, W3XWT, and Philco's outlet,

Fight Facts

Fifteen round heavyweight championship bout between champion Joe Louis and challenger Billy Conn will be broadcast exclusively over the full ABC Network with the main bout scheduled for 10 p.m., EWT. Pre-fight color, music, interviews scheduled for 9:30 p.m. EWT, over WJZ-ABC. Don Dunphy will give blow-by-blow description and Bill Corum will give color. Gillette Safety Razor Company, through Maxon, Inc., sponsoring broadcast.

Shortwave transmission to the armed forces overseas will be handled through facilities of State department and Armed Forces Radio Service in cooperation with ABC.

Television transmission will originate with WNBTV, NBC station in New York, and will be a three-city network linking Philco in Philadelphia and Du Mont in Washington. WNBTV will take the air at 8:30 p.m., with Bob Stanton, tele sports announcer, and Ben Grauer, commentator. Gillette Safety Razor Company will sponsor the televised version.

Coming and Going

ALAN FISHBURN, production chief at Schwimmer & Scott, Chicago advertising agency, and BYRON A. BONNHHEIM, radio director for Esquire and Coronet magazines, are in New York planning the "Esquire Fashion Parade," a 15-minute transcribed show for use by retailers to men.

BOB HOPE and the members of his program company appeared yesterday in San Antonio, Tex.

JOHN MASON BROWN, conductor of the CBS program, "Of Men and Books," has arrived in London and has begun a six-week tour abroad, where he will study the literary scene in England and on the Continent.

GENE RIDER, acting director of special events for CBS, will leave tomorrow for San Francisco, where he will set the stage for Columbia network programs on the atomic bomb tests. Departing at the same time, will be RUTH ASHTON, producer of "Feature Story" on the network.

RUSS JOHNS, production supervisor at CBS, is enjoying a roving vacation, in the course of which he will visit Chillicothe, Ohio, Washington, D. C., and Virginia Beach.

EWING HAWKINS is in town from WNBTV, Binghamton, N. Y. Paid a call Monday at the headquarters of the Columbia network for conferences with web officials.

WPTZ, Philadelphia, will carry the event via arrangements made with NBC over AT&T cable and microwave relay. WRGB, the General Electric station in Schenectady, will also air the spectacle.

Poppele Gives Estimate

Jack Poppele, president of the Television Broadcasters Association, offered the prediction yesterday that "some 270,000 to 300,000 persons would view the fight on sets in New York, and other cities." He said that there must be about 9500 sets in operation in the area of New York-Washington-Philadelphia, etc., and "probably about 7500 in the Greater New York section." Poppele explained that while set production has not been in strong evidence, a few sets have trickled into the market during the past year.

Many Private Showings

Meanwhile, television broadcasters and manufacturers, aware of the tremendous promotion value of the Louis-Conn fight to the medium at this time, have arranged private showings in studios or display rooms, and indications are that thousands will witness the event in New York City alone.

NBC will play host to over 400 guests in studios in the RCA Building, with a program going on the air at 8:30. The image orthicon, recently developed super-sensitive tube, was used in televising last Friday's fights from Madison Square Garden as a test for the Louis-Conn affair. Three image orthicon tubes will be used on tonight's show.

DuMont Announces Party

DuMont has also scheduled a private party for industry execs at its headquarters at 515 Madison Ave., and at the John Wanamaker store downtown. Several monitors in both places will present the fight to some 300 guests in studios A and C and other locations around the store.

CBS-WCBW will close its video studio on Vanderbilt Ave., to provide staff employees an opportunity to

WALTER BROWN, vice-president and general manager of WSPA, Spartanburg, S. C., is expected in town today for conferences at the headquarters of CBS, with which the station is affiliated.

ROBERT McANDREWS, promotion manager of NBC's western division, who was in Gotham for the web's promotion-managers meeting, has left on the return trip to the West Coast via Washington, D. C., and Chicago.

ALDERT VAN DER NOLEN, president of Alpha Records, is in Montreal on business. He's expected back tomorrow.

ROSS EDWARDS, announcer at WSPR, Springfield, Mass., has returned from a two-week vacation in Cincinnati, Ohio.

LEE BRODY, radio actress who was on the West Coast with the Danny Kaye show, has returned to New York.

FRANK ROTH, bandleader-pianist, has returned from a 10-day tour of Canada. He'll open an engagement Friday at Wopowog Lodge in East Hampton.

BOB ANTHONY, of the advertising and promotion department of WJR, is back in Detroit after having visited briefly in New York.

watch the proceedings on a number of receivers.

United States Television Mfg. Corp., which expects to make first set deliveries in the fall, will offer the fight on both direct-view and projection type receivers to invited press and industry representatives. Viewtone, which has already produced several lower-priced models, will also play host to a group at the Park-Central Hotel.

Meanwhile, Poppele and Will Bal-tin, TBA secretary, have arranged private parties at their homes with guest lists ranging from 50 to 150 persons. Poppele has set up three receivers outdoors on the rear lawn of his home and plans to provide beer and sandwiches, etc., to create the "fight atmosphere."

Telicon Corporation will make use of the fight broadcast to demonstrate "new departures" in receiver design to 150 guests and press representatives. Solomon Sagall, president, also announced on the eve of the Louis-Conn match that his company plans to produce receivers presenting pictures large enough to cover entire walls of bars, restaurants, theaters and other establishments. He explained that any such organization equipped with one of these receivers would attract "unprecedentedly" large trade on occasions of broadcasts of the calibre scheduled for tonight. Sagall also revealed that a special directional antenna, one element of the company's "intra-video" systems for hotels and apartment houses, which prevent "ghost" images and interference, was erected in time for the Louis-Conn fight.

Stanley Sponsors Vandeventer

The John T. Stanley Company, in the interest of Stanley Shave Cream, will sponsor Vandeventer's 11 p.m. newscasts on Tuesday, Thursday and Saturday beginning July 2. The 13-week contract was handled through Kelly Nason, Inc.

Annual NBC Review Released By Web

The Annual Review of the National Broadcasting Company, a comprehensive illustrated booklet, was released recently by the network. It covers all the network's departmental functions and gives an insight into NBC's planning for the year ahead.

Reprint of a statement of the Radio Corporation of America in September, 1926, announcing the formation of NBC is featured in the booklet. The statement in part declares "Any use of radio transmission which causes the public to feel that the quality of the program is not the highest, that the use of radio is not the broadest and best use in public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio."

Future Of Tele

Turning to a recent statement of Brig. Gen. David Sarnoff, president of RCA, the NBC review quotes Sarnoff as saying, "Television is the future of radio. It means more than entertainment for it will revolutionize communications. It can advance education, increase culture, and deliver a message to the human brain, through the eye as well as the ear."

The total personnel of NBC at the end of 1945 numbered 2,439, of whom 1,496 were men, and 943, women. The seven network offices and studios were staffed as follows: New York, 1500; Washington, 90; Cleveland, 79; Chicago, 302; Denver, 70; San Francisco, 159, and Hollywood, 239. These figures do not include the hundreds of musicians, actors and writers regularly associated with NBC programs, the report explains.

New West Coast Show

Los Angeles—"Front Page," a new quarter-hour program of news with Graeme Fletcher as newscaster, made its debut on the NBC western network on Monday. It will be heard from 9:45 to 10 a.m., PST, Mondays through Fridays under the sponsorship of White King Soap and Sierra Pine Soap. Program replaces Art Baker's 15-minute period.

S.R.O. Youngman

A clever invitation in connection with the televising of the Louis-Conn fight came from Henny Youngman, the radio comedian. Heralding the purchase of a tele receiver for his home, Youngman wrote "the first four rows in my living room are sold out. Bedroom seats are \$2.50—kitchen seats \$1.50—You know where you wind up for 75 cents." The assignment of seats was illustrated in a diagram of his home.

Continuing Youngman wrote: "Hope the fight lasts only 1 or 2 rounds, because if it goes the limit the finance company will clip the set before the fight is over."

State Dept. Shortwave Program Approved

(Continued from Page 1)

mended full restoration of the cut in the budget for the State Department's Information and Cultural program voted in April by the House.

Thus, the Senate will vote, perhaps next week, on the committee's recommendation that \$19,284,778 be provided for the program rather than the \$10,000,000 voted by the House.

The decision to restore the cut followed a flat statement by Assistant Secretary of State William B. Benton that the Department would have to abandon its entire broadcast program unless it received substantially more than budget voted by the House.

"The shortwave radio is one way and possibly the only way," the committee said in its report, "by which accurate information concerning the United States may be gotten to the peoples of the world. The success of the program of course is problematical, but it holds out a hope which should be availed of.

"The committee is concerned about the type of information to be disseminated and expresses the hope that the Department will use every possible means to screen the programs. It is also the feeling of the committee that a very searching check should be made of all personnel having anything to do with the program."

Benton Pleas A Factor

The decision by the committee followed testimony by Benton that because of the transmission and staff costs part-time operation would be nearly as expensive as full-time operation. He said also that in order to continue the broadcast program with the \$10,000,000 budget, it would be necessary to eliminate most of the other activities of the service—something it is not prepared to do.

"I shall concede frankly that so far we have but little exact data on the size of the foreign audiences that listen to the Voice of America," Benton said. "But we do know that millions do listen throughout the world. It is clear further that radio is our only sure means of crossing national frontiers in areas blocked by political censorship. It is also the best available means of reaching great areas which are deprived of information about America by lack of other communications facilities, by illiteracy or inability to subscribe to information from private agencies."

Send Birthday Greetings To—

June 19

Emil Coloman Alden Edkins
Martin Gabel Guy Lombardo
Charlotte Harriman Pat Buttram
Virginia Payne Mildred Murray

CAB To Drop Show Ratings; Encourages Move To Hooper

(Continued from Page 1)

tive, all according to the subscribers' needs.

In a letter received yesterday by C. E. Hooper, head of the research organization which bears his name, Bernard C. Duffy, chairman of the board of governors of CAB officially informed Hooper (and the CAB members as well) of the decision of the governors. He said that the decision came about due to the excessive costs of maintaining a program rating service and at same time opening up the fields of new research. At a recent meeting of the members, CAB was authorized to suspend temporarily in the event they were unable to arrange supplementary financing until November 1, to permit study of audience measurement problems.

Duffy's Letter

Duffy told the membership in his letter that the new arrangement would allow the CAB to make intensive "all-out efforts to correct deficiencies in radio program research and bring about an acceptable, standardized measurement for radio similar to that produced by the Audit Bureau of Circulation for newspapers and magazines." He further stated that during this period of intensive research, members would be given full reports on the progress being made. The 12-man committee on research is being enlarged by experts and representatives of such from radio.

Duffy also explained that 93 of CAB's members were not subscribers to any other radio research service. He revealed that both C. E. Hooper, Inc., and A. C. Nielsen Co., had offered their program rating services to these exclusive CAB members. He said CAB stood ready to assist these members in obtaining the service they wished but emphasized that members were free to subscribe to any existing service. CAB dues structure (now \$300 annually) will be revised.

Hooper Taking Over

While George Allen, general manager of CAB said yesterday that CAB was not officially "endorsing" any other service, both he and Lou Marcy of the CAB joined in a session to which the press was invited and given by Hooper.

Hooper has agreed to service any of the exclusive CAB subscribers and remit the difference to these subscribers in the event that his charge may not be the same amount, particularly where Hooper is higher. Certain institutions now carried by CAB, such as universities, will continue to be serviced by Hooper at the nominal rate of \$1 per year. Hooper will now do all the billing where a program rating is concerned for the CAB subscribers.

Consensus of CAB and Hooper is that duplication has been done away with and that the public is the real winner. In this respect, it is pointed out that said public will now be bothered by some 5,000,000 less phone

calls and millions of interruptions in the radio homes.

As to the trade which footed the bill, in many instances individual agencies, networks, etc., among the 68 who took both services and paid 80 per cent of the bill, will save considerable money in dropping CAB. Networks which did the "deficiency financing" will probably save about \$50,000 a year each. Last year the CAB wound up with a deficit of \$160,000 and this was made up by the major network members.

Other differentials in savings depend upon the services big customers have been taking. Procter & Gamble for instance, have been paying CAB \$665 a month and Hooper \$1,000 a month. In this case Hooper's rate applies, but P&G will save the \$665 per month. On the other hand Dancer-Fitzgerald-Sample has been taking services which cost the agency \$2,100 a month at CAB and \$1,000 with C. E. Hooper, for a total of \$3,100 monthly. D-F-S will now be able to save the \$2,100 per month for the same services.

While the CAB through Duffy is "encouraging" subscribers to take the Hooper service and Allen said there was no official endorsement of Hooper, Allen pointed out that CAB basic rate is \$300 while A. C. Nielsen is about \$20,000 per year. This was held to be too high a cost to tell subscribers to take. Duffy is writing to the CAB subscribers relative to the Hooper offer. Nielsen had also offered its services. Meanwhile CAB will definitely not undertake program ratings until May 31, 1947 at the earliest, if then.

At least some of the major webs have already terminated their contracts with CAB and under their setup, were not actually down under the head of subscribers. Whether the webs will continue support of the CAB in its research to the same monetary tune as in the past, is highly problematical according to web officials queried by RADIO DAILY. It all depends on what goes, seems to be the answer and procedure will be studied carefully according to them.

Pulitzer Prize Winner Guest On MBS Show Sat.

William Laurence, 1945 Pulitzer Prize winner for his articles on atomic energy, will be interviewed by Paul Killiam, MBS-WOR reporter next Saturday (June 22), in a transcribed broadcast made in Trinity, N. Mex. Broadcast will describe rehearsals being made in the area in connection with the Bikini atom bomb tests next month.

Kelly, Murray With Hildegarde Patsy Kelly and Jan Murray, currently appearing with Hildegarde at the Chicago Theater, Chicago, will appear as her guests on her "Penguin Room" program of June 26.

OPA Price Increases Given Manufacturers

(Continued from Page 1)

OPA said resellers of radio parts may increase their maximum prices the same percentage as their net invoiced costs are raised by individual price advances granted their manufacturers.

This latter action, effective June 24, replaces the resellers' former dollar and cent, pass-on in sales of radio parts. While the change will cause some increases in resellers' prices for radio parts, the amounts will be "insignificant" OPA said.

The agency explained that manufacturers of radio parts are being granted a number of individual price adjustments to enable them to realize their base period profits. Surveys of resellers to determine their ability to absorb portions of these increases result in administrative burdens far greater than their possible benefits. A dollar and cent pass-on of radio parts price increases is particularly difficult because so many different types and sizes of radio parts are made for various kinds of radios. Moreover, such a pass-on upsets the price structure for the products. The percentage increase permitted by today's act will avert these difficulties, OPA said.

The cabinet increase brings the total industry price increase to 21 per cent above October, 1941 levels, OPA said. Prices of radio sets are not affected by the action. A recent wage-price adjustment of ceiling prices on receiving sets was sufficient to reimburse the producers for the three per cent increase in wood cabinet costs now being authorized, OPA said. Manufacturers who have received individual firm adjustments under the reconversion orders may not automatically increase their existing ceiling prices as a result of yesterday's action, the agency stressed.

OPA also altered the pricing method set up for manufacturers introducing new models. Heretofore, ceilings for the new models were to be determined by reference to prices of comparable models sold in October, 1941 or March, 1942. Under yesterday's revision, ceiling prices of models now being produced are to be taken for comparison.

BALTIMORE'S Listening Habit
WABC
MUTUAL BROADCASTING SYSTEM
D. J. O'Connell, President George H. Rowley, General Manager
1100 B. ST. N.E., Wash., D.C. Exclusive National Spotting Contract

Capital Officialdom RCA Tele-Fight Guests

(Continued from Page 1)
television on the map appear borne out in the capital by the heaviest rush for tickets in history. Virtually the entire membership of both Senate and House have already accepted invitations to view the tele-fight, with a total of 700 guests expected to attend the ceremonies in Washington's Hotel Statler.

21 Tele Receivers
The entire mezzanine floor of the Statler has been reserved for the event, with 21 television receivers spotted around the huge area. The receivers—all pre-war—will include both projection and direct viewing. The projection-type receivers will have a 22 by 16 inch screen and the direct viewing will have a 11 by 8 inch screen.

Guests are invited as early as 7:30 p.m., for cocktails and a buffet supper, as well as to view the preliminary fights.

DuMont To Broadcast
Allen B. DuMont Lab. will take the broadcast off the New York-Washington coaxial cable and broadcast it to the Washington area. Under an arrangement with NBC, however, DuMont will dispense with ceremonies for the event. All Washington standard stations will have preliminary build-ups for the fight, although ABC will broadcast the fight itself exclusively.

Many 'Names' On List
The following guests have already notified NBC that they will attend the television ceremonies at the Statler, with many more acceptances expected:

CABINET—Secretary of Agriculture Clinton P. Anderson, Attorney General Tom Clark, Secretary of the Interior Julius A. Krug, Secretary of Labor Lewis Schwellembach, Secretary of Commerce Henry Wallace, Secretary of the Treasury John Snyder.

SENATE—More than 50 members, including Senators Stiles Bridges, Arthur Capper, James Eastland, Homer Ferguson, Walter F. George, Joseph Guffey, Carl Hatch, Robert LaFollette, Brian McMahon, Warren Magnuson, Elbert Thomas.

HOUSE OF REPRESENTATIVES—More than 350 members, including Speaker of the House Sam Rayburn, Reps. Sol Bloom, chairman of the House Foreign Affairs committee, and Joseph Martin, minority leader.

WHITE HOUSE—Fleet Admiral William D. Leahy, William D. Hassett, secretary to the President; Charles D. Ross, press secretary to the President; Brig. Gen. Harry H. Vaughn, aide to the President; Dr. John

COAST-TO-COAST

—GEORGIA—

ATLANTA—Charles Smithgall, WAGA manager has left the outlet for a two-week trip to Washington and New York, where he will discuss future plans with network officials and national representatives. . . . New WAGA half-hour show, aired nightly except Sundays, features popular recorded music with disc-jockey Don Mitchell. . . . John M. Outler, WSB general manager, has announced the appointment of Jim Romine as head of the farm dept., replacing Bill France, who left the outlet for farming chores.

—MISSOURI—

ST. LOUIS—Harry Renfro, KXOK director of public relations, has recently been appointed to the program committee for the Stephens College Radio Conference to be held in Columbus, Mo., in November. . . . "What Do You Think?" new airing designed to present a cross-section of public opinion on current controversial subjects, is being presented over KMOX each Thursday in the P. M. spot. . . . Dick Haynes, KMOX emcee-announcer of "Quiz of Two Cities," is blazing a trail westward to do free lance work and what have you in Los Angeles. . . . Robert Burns, sports

—NEW YORK—

NEW YORK—Dan Livingston, formerly with WBIG, has joined the sales staff of WNEW. . . . Alstone, composer of "Symphony," hit tune which danced in the number one spot for many consecutive weeks, appeared recently on "The French Hour" over WBNX. . . . Gordon Kinney, of the Advertising Council's Radio Division here, has been awarded the Distinguished Service Citation and Silver Medal by the U. S. Treasury, for special work with network radio advertisers and the Victory Loan.

—TENNESSEE—

KNOXVILLE—Formation of the WNOX Forum of the Air Advisory Committee was announced by R. B. Westergaard, general manager for the outlet. All civic clubs and business men's groups and several women's organizations have been invited to send representatives to serve on the committee, which assists in selecting topics and securing speakers for the Forum, now aired for a half-hour each Tuesday. . . . The WNOX "Set Your Dial" show, based on the idea that news and chatter about radio big-wigs and shows could be made as interesting as the Hollywood columnist programs, is now being aired Tuesdays, Thursdays and Saturdays. . . . **BRISTOL**—WOPI recently celebrated seventeen years of broadcast service to the community and surrounding area with the staff of 24 under the same management since the outlet's inception. Plans for FM are expected within a year with television in five years.

—OHIO—

COLUMBUS—Carl M. Everson, WHKC general manager has been elected district governor of Rotary International at the 37th convention in Atlantic City, N. J. . . . **TOLEDO**—Economically practical television and FM radio in the near future for farm and homes alike was predicted by L. S. McLeod, central district manager of the radio division of Westinghouse Electric Corp., at a recent meeting of the Toledo section of the American Institute of Electrical Engineers. . . . **MANSFIELD**—The Quality Furniture Company has signed a year's renewal of their contract for Robert Horn's local and world-wide newscast and the "Melody Hour," on WMAN. Renewal marks the beginning of Quality's fifth year as a news sponsor and their second six months on the "Melody Hour."

P. Walker Gets Approval Of Senate ICC For FCC

Paul A. Walker was approved for his third term as FCC Commissioner Friday by the Senate Interstate Commerce committee. Quick approval by the Senate is expected.

Walker, who is vice-chairman of the Commission, has been a member of the FCC since its inception in 1934, when he was appointed Commissioner by President Roosevelt. He is the oldest member of the FCC in point of service.

Support UJA Drive

Two special radio programs were staged yesterday in the interest of United Jewish Appeal in New York. On WEAJ, Maggi McNellis interviewed Billy Rose and two guests, and on WEVD, Chana Spector interviewed Major Abraham Fleischman, a chaplain in the U. S. Army.

Feagin School Re-Signs Dawson

Ronald Dawson, CBS staff director, will conduct the summer classes in radio direction and production at the Feagin School, Radio City.

Steelman, OWMR director; Eben Ayers, assistant press secretary.

WAR AGENCIES—OPA Administrator Paul Porter, CPA Administrator John D. Small.

SUPREME COURT—Justice Frank Murphy.

DEPARTMENTS—James Maloney, acting chief, U. S. Secret Service; Louis Nichols, assistant to the Director of the FBI.

ASSOCIATIONS—William Green, AFL president; Philip Murray, CIO president; Philip Pearl, director of publicity, AFL; Len De Caux, publicity chairman, CIO; Raymond P. Brandt, president of the Gridiron Club; "Jess" Willard, executive vice-president, NAB; Rex Goad, president, Radio Correspondents Association; Kedward Folliard, president, White House correspondents association; Mrs. Alice Hager, president, Women's National Press Club.

National Broadcasting Co.—Brig. Gen. David Sarnoff, president RCA; Frank E. Mullen, vice-president and general manager NBC.

CAPITOL—Leslie Biffle, secretary of the Senate; Lewis Deschler, parliamentarian, House of Representatives.

CULTURE—Dr. Joseph Q. Adams, director Folger Shakespeare Library; Dr. Harry C. Byrd, president, University of Maryland; Dr. Gilbert Grosvenor, president, National Geographical Society.

DIST. OF COLUMBIA—Commissioners Guy Mason and Brig. Gen. Gordon R. Young. **FCC**—Acting Chairman Charles R. Denny, Commissioners E. K. Jett, Ray C. Wakefield, Paul Walker.

MILITARY—Rear Admiral Harold B. Miller, director of Navy Public Relations; Lt. Gen. A. A. Vandergrift, commandant, Marine Corps; Maj. Gen. Joseph Battley, assistant to director of public relations, War Department.


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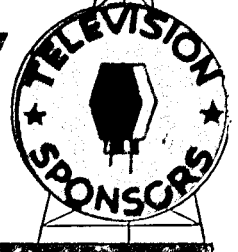
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MUTUAL · NBC

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 58

NEW YORK, N. Y., THURSDAY, JUNE 20, 1946

TEN CENTS

Crosley-Hearst Pact Nixed

New Tele Era Opened By Video Fight Show

Television history was made last night,—in the opinion of industry executives, advertising agency officials, major radio and prospective video sponsors, of the press representatives and notables from all walks of life who saw Joe Louis win over Billy Conn for the world's heavyweight championship at Yankee Stadium over NBC in New York, Washington and Philadelphia, a program enjoyed by viewers in seven states including and surrounding these three cities.

Upwards of a possible 300,000 per-

(Continued on Page 5)

Patrick Cuning, Bergen Join In Video Enterprise

West Coast Bureau, RADIO DAILY
Hollywood—A merger involving the television interests of Patrick Michael Cuning and Edgar Bergen has been set under which Cuning's studio, known as Stage No. 8, will serve as producing center. Two television stages will be constructed by Cuning on the second floor of his building, with work starting in two weeks. Bergen and Cuning will produce

(Continued on Page 2)

Court Denies Injunction To Restrain Colonna Date

Springfield, Mass.—An injunction to prevent Jerry Colonna from making a personal appearance at Riverside Park has been denied by Superior Court Judge Joseph F. Warner. The decision to deny a plea of the Valley Arena of Holyoke for the restraining order came following a conference of

(Continued on Page 6)

Cubs

WOR last Saturday debuted a unique six-week series for Bob Emery's "Rainbow House." A 15-year-old Girl Scout, Terry Gannon, will broadcast at 10:30 a.m. each Saturday as she receives her flying instructions for the operation of a "Piper Cub" plane at Bendix Airport. The climactic stanza will air the youngster's first solo flight, July 27, a week following her 16th birthday, minimum age for a license.

Maddy Asks Network; NBC Declines Program

Interlochen, Mich.—Dr. Joseph A. Maddy, founder and director of the National Music Camp, disclosed yesterday that because of network commitments NBC had informed him that it has no place on its summer schedule for the camp broadcasts which had been a network feature for 12 years. In 1942 the broadcast was banned by an edict of James C. Petrillo, president of AFM, and in suggesting revival of the series, Maddy said it might be done "now that the Lea Bill has broken Mr. Petrillo's control over the broadcasting industry."

Publisher Makes Available Literary Efforts For Video

Marking the maiden voyage into television by a book publisher, Doubleday & Co., Inc., has announced two types of services which it will

(Continued on Page 2)

FCC Hits 'Broadcast Time' Agreement Involved In WINS Sale; Shouse Will Help Write New Pact

Five CBS Programs Renewed By Sponsors

Renewal of five network programs on CBS, each for 52 weeks, was announced yesterday at the headquarters of the network in New York. Two are Procter & Gamble series, two are Colgate-Palmolive-Peet and the fifth is a Borden program.

The Procter & Gamble renewals are "The Jack Smith Show," broadcast weekdays, 7:15 to 7:30 p.m., effective July 1, and "FBI In Peace and War," broadcast Thursdays, 8:30 to 8:55 p.m.,

(Continued on Page 6)

Mystery Writers Awards Announced In New York

"Mrs. and Mrs. North," NBC's comedy-mystery series, heard Wednesdays at 8 p.m. (EDT), has been selected "best mystery on the air for 1945" in a dual award with

(Continued on Page 2)

Metropolitan Museum Sets Tele Exhibition Plans

Television will play "a great educational function" in the broadcasting of art exhibitions, Francis Henry Taylor, director of the Metropolitan

(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—With FCC Commissioners terming the amended agreement "nebulous" and "vague," James Shouse, president of the Crosley Corporation, late yesterday agreed to assist in writing of a new contract for the purchase of WINS from Hearst Radio, Inc.

Oral argument on the Commission's proposed denial of the sale closed abruptly following close questioning of the new "agreement" by virtually

(Continued on Page 8)

McDonald Gives Views On Tele In Article

Declaring that television will not progress until the industry has solved the "basic problem"—a "sound plan to finance its development," E. F. McDonald, Jr., president of the Zenith Radio Corporation and leading FM exponent, is the author of an article in tomorrow's Collier's Weekly.

Those who say that advertising will pay the cost are, in McDonald's

(Continued on Page 5)

Veale Named Gen'l Mgr. Of Lever Bros. Company

As his final major step in the reorganization of the top executive command of Lever Brothers Company, Charles Luckman, newly elected president, yesterday announced the

(Continued on Page 2)

High Up And Atom

By JACK ALICOATE

WE remember when it took a pretty good ship eight days out of Frisco to make Honolulu. Today, in one of Howard Hughes' Constellations, we are doing it in as many hours and with as much comfort and service as from a corner seat in Billingsley's Stork Club. From where we sit, some 12,000 feet straight up, an urban blue sky melts majestically into the endless placid carpet of the tropical Pacific. We are at peace with the world. The cares and turmoil of Times Square seem as something out of the distant past. Every man should have his own home and an old fash-

(Continued on Page 2)

Script Winner

"Dr. Christian" show on CBS last night announced the winner of its annual script contest, the winning script having been entered in the contest by the wife of a Brooklyn physician, and mother of two children. She will receive \$2000 and her story titled, "The Ghost Ridden Doctor," will be produced as the next program, which is scheduled for June 26.

'Breakfast' In Bed

Don McNeill, he of WJZ-ABC's "Breakfast Club" show, will satisfy a desire he has had for many years, by broadcasting in bed, when his 13th anniversary as toastmaster on the show is celebrated Friday, June 21, from 9-10 a.m., EDT. A van will call at Don's home and four husky movers will carry Don, bed, mattress, bed-covers and all to the studio.



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

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High Up And Atom

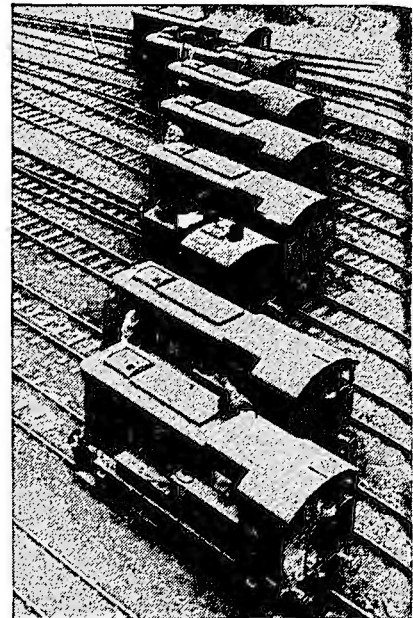
(Continued from Page 1)

ioned garden with two motor cars in every garage.

PARDON us—A fellow California scientist at our side has just told us of a somewhat disturbing, heretofore hidden secret, the synchrotron, just announced by the Nobel Prize winning physicist, Dr. Ernest Lawrence of the University of California. Three times more powerful than the Belatron, the present most authentic atom smasher, it promises to accelerate electrons to 300,000,000 volts. Bigger and better bombs will soon be busting out all over. Pardon us again—here is a clipping just sent back by the flight officer containing the somewhat confusing information that Anatol H. Schneiderov, John Hopkins seismologist, has just announced with faculty finality that after the bomb explodes in Bikini Atoll there will be no reports written of the history making event—for the simple reason that there will be not a single survivor left to report it. Further, that the climate of the whole world will be changed permanently. Perhaps this whole "Crossroads" thing is just a waste of time after all.

UNDER the trying circumstances we somehow or other don't blame our less scientifically gifted trade paper contemporaries for not wanting to undergo the study and hardship of this expedition. Imagine, for instance, the deep and studious Toots Shor asking our old journalistic pal, Variety's Abel Green, to explain the difference between electromagnetic propagation and gamma rays in relation to nuclear physics. Would be sort of silly, wouldn't it?

WE have just rounded Diamond Head, the legendary beacon of Hawaii. Below us is Honolulu, the brilliantly lighted and colorful crossroads of the Pacific. In a minute we shall be landing at Pearl Harbor amid a tornado of leis. Here we have a rendezvous with the USS Press Ship Appalachian, now proudly plowing through the Pacific with a mixed cargo of journalists, typewriters and suntan lotion. In the meantime back to our books. We hear the islands are a fertile field for our studies, particularly the research of geological stratum phylum, mollusca and arthropoda and more.



Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometimes too. The glamour call letters get the first glance. But smart time buyers usually want to know more about the working stations. The pushers that develop low-cost sales.

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



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REILLY

FINANCIAL

(Wed., June 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.

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., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Publisher Makes Available Literary Efforts For Video

(Continued from Page 1)

make available to video producers. Pointing out that considerable literary material will be useful in tele, Doubleday's executive editor, Lee Barker, is co-operating with producers to help them secure suitable book material. Clearance of rights is necessary in each case, it was stated.

The publishing house is also developing promotion tie-ups with tele stations, under the aegis of Dorothy Larrimore, Doubleday's publicity director. Authors and selected material from books will be made available for tie-ups.



L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Mystery Writers Awards Announced In New York

(Continued from Page 1)

"Ellery Queen," by the Mystery Writers of America, organization of leading mystery and detective fiction writers.

"The Norths" will receive awards of "Edgars" (copies of a special edition of the "Portable Poe"), named for Edgar Allan Poe, first detective story writer, on their program Wednesday, June 26, at 8 p.m., EDT, over NBC. "Ellery Queen" will guest on the "North" show and receive his award at the same time. Honors will be presented by Howard Haycraft, critic and historian of detective stories, who is chairman of the awards committee of the Mystery Writers of America.

Scrolls for excellence in mystery-program direction will be awarded also to John W. Loveton, who produces "Mr. and Mrs. North" for Woodbury Facial Soap, and to Bob Steel, who directs "Ellery Queen."

Lennen and Mitchell, advertising agency on the "North" show, and Ruthrauff and Ryan, who handle "Queen," will receive commendation in the presentations on the air.

Patrick Cuning, Bergen Join In Video Enterprise

(Continued from Page 1)

a program of television subjects, both theatrical and commercial, in association, and each also will produce on his own. Cuning's lineup calls for 10 productions during current year.

Marcia Drake, television writer, also joins the setup as story consultant for Bergen-Cuning Enterprise, which will be the official name of the new organization.

Veale Named Gen'l Mgr. Of Lever Bros. Company

(Continued from Page 1)

election of W. R. Veale as vice-president and general manager. In this newly-created post, Mr. Veale, who has been manager of Frankfort Distillers Corporation, will be responsible directly to Mr. Luckman for the company's entire operation.

Mr. Veale was also elected a member of the board of directors of Lever Brothers, which is one of the nation's largest manufacturers of soaps, shortening, and dentifrices.

Police Using FM

Montreal—Frequency modulation radio will be used for the first time by police departments in the Toronto area when installations already approved for the York Township and Scarboro are completed.

Studebaker Corp. Takes High Rating. Views of the News, presented with local commentary by Studebaker every Mon., Wed., and Fri., 6:15-6:30 p.m., has scored high Hoopers over WTAG for 70 weeks. The Oct. 1945-Feb. 1946 rating is 22.4. WTAG WORCESTER

Mark Twain said: "EVERYBODY TALKS ABOUT THE WEATHER
BUT NOBODY DOES ANYTHING ABOUT IT!"



Correction, PLEASE, Mr. Twain!

Carr & Stark, Inc. - - HAVE!!

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A complete library of "Sixty" 25-second jingles — forecasting everything from PERFECT days to a HURRICANE — usable 24 hours a day. They're open-end and EXCLUSIVE in each city — for your local sponsor. Audition disc available on request.

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RADIO-TELEVISION PRODUCTIONS

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NEW YORK 17, NEW YORK MURRAY Hill 2-2636

Midwest and Farwest: Arthur J. Weaver—Insurance Bldg., Omaha, Nebraska



The crack of the bat . . . the familiar cry of millions of sports fans . . . it's the season for America's favorite sport . . . BASEBALL. Whether it's a big-league game put on in full dress before thousands of fans in Yankee Stadium . . . or a bunch of bright-eyed kids on the back lot . . . it's still BASEBALL . . . King of American sports.

* * * *

There's hardly a kid in any town across the nation who hasn't felt the thrill of watching or playing the game. Which brings us to the idea behind a new NBC-Recorded program series being produced for the American Legion.

* * * *

American Legion Junior Baseball is one of the largest supervised juvenile athletic programs in the country. According to the Legion, over 800,000 boys are playing baseball under their guidance this year. On top of that, over 14,000 Legion posts are in back of this program of supervised play and promoting it in communities of every size.

* * * *

With an eye to public service, the Legion's objective is to promote sportsmanship, fair play, physical fitness and democracy through Junior Baseball. And it's significant that some 280 graduates of American Legion baseball are now playing or are under contract to major league baseball clubs.

* * * *

Junior Baseball has been translated into radio terms with some of the biggest names in the sports world. Such well known figures as Red Barber, Bill Stern, Bob Feller, Kirby Higbe, Hal Newhouser are on hand to give listeners a cross sectional picture of how big league baseball works, the importance of team work and observing the rules and regulations.

* * * *

Ten quarter-hour programs make up the NBC-Recorded series on American Legion Junior Baseball. They are available to stations everywhere at no charge on a public service basis.

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



Windy City Wordage. . . !

• • • Hildegard's \$17,500 plus a box office percentage for her week's engagement at the Chicago Theater starting tomorrow (Friday), will be a 35,000 per cent pay boost for the Milwaukee chanteuse, who began her warbling at \$50 per. Hildy's take will be the highest ever paid a female star for a stage engagement. Mary Pickford's \$12,000 is believed to be the previous high. . . .

Chicago

F. Sinatra's \$25,000 and percentage—totaling \$40,000—at the Chi Theater several weeks ago hit the all-time high received by any star for a week's work . . . and Frankie got to keep all but \$36,000 of it! . . . When Sinatra was in town last week for the Knights of Columbus rally in the Chicago Stadium, at the invitation of Bishop Bernard J. Sheil, he was introduced by the good bishop. The appearance of Frankie was the signal for a bobby-sox stampede which literally bowled over the bishop. Picking himself up, the church dignitary good-naturedly remarked to Sinatra: "I didn't realize that a man takes his life in his hands when he introduces you." . . . Curley Bradley, star of Mutual's "Tom Mix," tossed a party last week for the "Tom Mix" cast. Occasion was the arrival from St. Louis, via private car, of Curley's new horse, Tony.

☆ ☆ ☆

• • • Tom Horan, supervisor of the NBC Central Division sound department, was aided by the elements in his demonstration of sound techniques during the NBC production managers' meeting here recently. Just as Horan pulled the switch on his rain machine nature came through with a terrific thunderclap, and the heavens let loose buckets of the real stuff. The assembled production managers were greatly impressed. . . . Bob Hope and his troupe of entertainers, currently on a cross country barnstorming tour, will play the Coliseum here on Wednesday, June 26. Hope is making no secret of the fact that his one-night stands were prompted by the need for ready cash. Taxes have cut heavily into his huge radio income.

☆ ☆ ☆

• • • Don McNeill rounds out his 13th year as Breakfast Club emcee with a gala anniversary program tomorrow (Friday). . . . Radiactor Paul Barnes is sporting a large pink and gold mustache cup, a Father's Day gift from Mrs. B. P. S.: Barnes wears one of the smallest mustaches in these parts. . . . Robert Merrill, the Metopera and radio baritone, will be the featured soloist at the Grant Park concert opener June 26. . . . Singer Jack Kirby got rave notices on his air debut last week via WBBM's "Melody Lane" program. . . . Cedric Foster, Mutual commentator, airs his broadcast today from WGN studios.

☆ ☆ ☆

• • • When Lionel Hampton and his band go into a Loop night spot this week, they will have a nightly CBS wire. . . . Lulu Belle and Scotty (Mr. and Mrs. Scotty Wiseman), National Barn Dance stars, are profiled in the July issue of Radio Mirror. . . . Harold Stafford, WLS program director, has arranged to hold auditions among passengers aboard two Lake Michigan steamers during four lake cruises tomorrow. One person will be selected on each cruise and the four will be invited to WLS for further auditions. . . . Louisiana's songwriting Gov. Jimmie Davis reported here to be forming his own music publishing company with offices in New York and Hollywood. . . . When Mark Woods, ABC prexy, was in town the other day to close a deal for FM and television rights for the network atop the Civic Opera Building, he and Ed Borroff, ABChicago vice-prexy, had ironed out all details with James C. Thompson, opera building head, except for a \$5,000 price difference. They decided to flip a quarter and Borroff dug one out of his pocket. Woods called the toss and returned the coin to Borroff. The latter gave it to Thompson, remarking, "This cost Mr. Thompson \$5,000. I think he should have it as a memento."

LOS ANGELES

By RALPH WILK

LOU KOSLOFF has been signed to conduct the music on The Sack, CBS show.

"Shall We Dance?" a new waxed show will be heard every Monday night over KECA, featuring the music of two prominent artists of the symphonic swing school, Allen Roth and Norman Cloutier. The programs are arranged from KECA's library of transcriptions. Written by Dick Mulcahy and produced by Walter Gerin.

Bob Stanton, romantic baritone who soon bows as Jack Haley's featured vocalist on the Sealtest Village Store this week finished working in his latest Columbia film, "It's Great to Be Young," and has hied himself to the High Sierras for a well-earned vacation before assuming his new post on the NBC show.

John Cohan has joined Hillman Shane as radio director. Cohan was formerly associated with Smith, Butler and McCreery, and J. Walter Thompson Co.

The staff of KMPC will have its annual summer picnic at Lake Eric chanto on June 22. Chairman of the affair is Loyd Sigmon and committee members include Mel Cody, Lou Huston, Joe Towner, and Betty Ann Hudson.

Harry W. Flannery, CBS new analyst, who will go to the Near East next month, has received an assignment for a national magazine to write a series of articles on Palestine and Iran, two of the hottest diplomatic spots in the world today.

Lucy Ann and Michael Douglas warblers on Kay Kyser's "College of Musical Knowledge" program, this week cut a complete album of platter for Armed Forces Radio Service.

Visitor to the Don Lee studios here recently was Ed Robinson, formerly with the network production staff now a representative for the Central Talent Agency in San Francisco.

Don Ross has moved over to the Raymond R. Morgan office as public relations director for "Queen for Day."



See Whole New Video Era Opening As 7 States View Louis-Conn Show

(Continued from Page 1)

sons are believed to have witnessed the most important event,—and the greatest opportunity—that television has had to date to impress upon the public its tremendous benefit in the home and all-conclusive proof that the medium has today emerged as a compelling and major force in the present-day system of communications.

Clients, radio and television execs

Tele Takes Strides

Television took giant strides forward last night with the televising of the Louis-Conn fight through NBC facilities over a three-city network.

Through the use of the image orthicon camera, improved transmission equipment on the Empire State Building and better special events treatment, WNBC produced a good black and white picture comparable to present day motion pictures. In addition video brought the first visual account of a championship fight to an estimated crowd of 300,000 grouped around receivers in New York, Philadelphia, Washington and Schenectady.

The promotional value of last night's fight coverage to the television industry was great. It demonstrated that monochrome tele is ready—thoroughly acceptable for special events coverage—until perfected ultra high frequency color television comes along.

who were hosted by NBC last night in the huge studio in the RCA Building were unanimous in their firm, and sometimes jubilant, approval of the presentation that evoked words of praise far beyond anything yet heard regarding the almost limitless possibilities of video.

The NBC-WNBT transmission of the fight and various highly entertaining pre-fight incidents in the Stadium audience that created an atmosphere as closely akin to the real thing as could possibly be desired, was magnificently achieved by the use of the image-orthicon tube in three cameras. Viewers were able, thru the bout to catch every motion, every scowl or grimace, with as much ease as that provided by good-quality motion picture photography. Some executives were lavish with their praise of the entire operation, and opined that it surpassed "even

the best photography of motion pictures."

In a pre-flight program, Warren Hull and Bill Stern, NBC sports director, interviewed several luminaries from the sports world and other walks of life. These included Jim Farley, Ed Van Every and others.

Spread among the throng of industry executives at the affair were Harvey Firestone, Jr., DeWitt Wallace, of the Readers Digest; Arthur Loew, Jack Wheeler, Sarah Churchill Rundell, Mrs. Pierpont Morgan Hamilton, William Murray, of the William Morris Agency; Erwin Wasey, advertising executive; Rex Schepp, of WIRE, Indianapolis; Walter Craig, of Benton & Bowles; Dorothy Kilgallen and Dick Kollmar and several members of the British delegation to the United Nations conference.

Viewtone Holds Fight Show

Reception and definition of pictures was reported as "good" at the Viewtone showing which was held at the Park Central Hotel, where four types of direct-view sets were used, one utilizing a 12-inch tube and the others equipped with a seven-incher. Eighteen sets were distributed on three floors of the hotel. About 750 persons attended the show.

Inference that the television coverage of the Louis-Conn fight hurt the ticket sale was contained in an article by James P. Dawson in yesterday's New York Times. In part the article read:

"Undoubtedly television has hurt the ticket sale. Private parties are being arranged within the range of television's limited scope by some boxing followers who rebelled at the \$100 ringside charge and others who prefer the comfort of home to the inconvenience ordinarily associated with such a huge undertaking."

Widely Heard Abroad

Radio audiences in Latin America and France heard blow-by-blow descriptions of the Louis-Conn fight through arrangements made by the International Department of NBC.

From the ringside, E. B. (Buck) Canel broadcast his 90th fight commentary in Spanish. His blow-by-blow account this time was broadcast by affiliates of the NBC Pan-American Network.

In addition, blow-by-blow reports were made from television screens in NBC studios in Portuguese and French, which were rebroadcast in Brazil and France.

Arrangements for the commentary for France were made with Paul Gilson, the U. S. representative of Radiodiffusion, the official French broadcasting organization, who provided the "color."

In Brazil, the Portuguese blow-by-blow account was carried over the Emissoras Unidas chain of Sao Paulo. The commentary was done by Mario Cardoso and Carlos Cavalcanti.

San Francisco—As a special exploi-

tation stunt KGO prepared a Louis-Conn fight ticket copied after the regular Yankee Stadium pasteboards. They were sent out with the suggestion that listeners tune in KGO at 6 p.m., PST., as "Radio Ringside" guests at the fight.

Philadelphia—Using the possible site of its own potential television studios, WPEN last night played host to a group of local businessmen for a showing of the Louis-Conn fight. Party was held atop the PSFS Build-

WCOP Power Increase

Boston—In order that New England might have better coverage on last night's broadcast of the Louis-Conn fight, FCC granted WCOP permission to increase its night-time power from 500 to 5,000 watts. Request for power increase was originally due to become effective in July. When the commission was advised of the interest in the fight they granted immediate increase effective today. Station now operates 5,000 day and 5,000 night.

ing, Philadelphia's highest, which now houses WPEN-FM.

Washington—The NBC's television broadcast of the Louis-Conn fight brought unprecedented interest in the event, Government and trade sources here reported last night.

Allen B. DuMont Laboratories, which picked up the event in the Washington area, reported requests to buy or rent nearly 80,000 television receivers. The flood of requests came from individuals—many of them high-ranking government officials—and from scores of retailers.

One retailer—apparently the only one in Washington to get a television receiver—was mobbed after "inviting the public" to the telecast through large advertisements placed in Washington newspapers.

NBC was besieged with requests for tickets to the special showing at the Hotel Statler. It was estimated that more than 5,000 requests for tickets to the event had to be turned down. Although there are probably less than 100 privately owned tele-

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Write:
210 Riverside Drive, N. Y. C.

Theater-Size Tele Pix Thrill 3,000 At RCA

Princeton, N. J.—Using a special 60,000 volt kinescope receiving tube, the RCA Laboratories at Princeton projected pictures of the Louis-Conn fight on an outdoor screen 16 by 22 feet which was viewed by 3,000 persons, including laboratory workers, their families, friends and many townspeople.

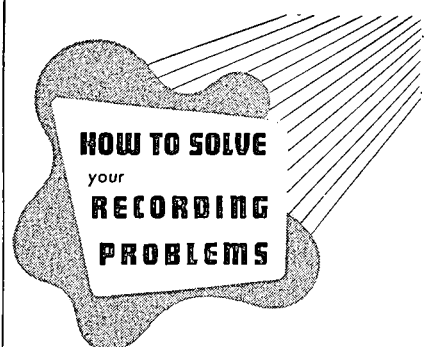
Spectators as far away as 600 feet from the screen reported perfect definition of pictures, which compared favorably, they said, with motion-picture theater newsreels.

Signals for the experimental showing were picked up direct from WNBC, New York, by a rhombic antenna and then fed into the projection receiver. Dr. D. W. Epstein, an authority on tube design, constructed the kinescope. The tube's unusual brilliance was made possible through the use of a microscopically thin layer of aluminum on the back of the luminescent layer which acted as a mirror to direct all available illumination on the theater-sized screen.

vision sets in the Washington area, most of the owners invited scores of guests and found they had to turn down hundreds of other pleas when the "word" got around.

The Touchdown Club, an organization of sports-minded men, came up with two television receivers and finally had to issue tickets on a limited basis because of the demand.

DuMont too, was mobbed with requests, although the company had agreed not to publicize its connection with the event in an agreement with NBC.



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LEN STERLING

LA 4-1200

COMING and GOING

EDGAR KOBAK, president of Mutual, returned yesterday morning from a business trip to Chicago, and left immediately for a jaunt to Hoboken, N. J., to attend a baseball centennial luncheon in company with Clarence Francis, board chairman of General Foods. First match ball game was played on grounds now occupied by a CF plant.

HELEN SIOUSSAT, director of talks for CBS, is in Chicago, where today she will address a meeting of the Federation of Women's Clubs.

MURRAY GRABHORN, manager of the American network's stations sales department, is spending three weeks on the West Coast visiting officials of the network's Western division.

BEN GRAUER, announcer on NBC, leaves today for Albany, where he will handle the "Age of Air" broadcast which the network has arranged in conjunction with the Army Air Forces.

RALPH E. DENNIS, manager of ABC's spot sales department, is in Chicago, this week, visiting with officials of WENR, Windy City affiliate of the web.

"BUD" LUTZ, merchandising and promotion manager at KTSA, San Antonio, is back at the station, following a trip to Oklahoma City, where he supervised the KTSA display at the recent advertisers' meeting.

HAROLD J. BOCK, television manager for the Western division of NBC, is in New York for conferences with video experts at the offices of the network. He plans to remain until the end of the month.

Metropolitan Museum Sets
Tele Exhibition Plans

(Continued from Page 1)

Museum of Art, told members and directors of the institution's building fund committee at meeting this week. The Diamond Jubilee Building Fund Committee of the museum, composed of several business leaders, under chairmanship of Charles E. Wilson, president of General Electric, met to discuss plans to the launching of \$7,500,000 drive.

Taylor explained that three years' experimentation have demonstrated "to our own satisfaction" that art exhibitions can be broadcast by television. He said that experimentation included broadcasts during 1941-42 over CBS' facilities, and added "we received a good deal of valuable criticism." The work was frankly experimental, he pointed out, "and we are in no way completely satisfied, but we are certain of what can be accomplished."

The museum official also explained that the prohibitive cost of video equipment would preclude the operation of such broadcasts by non-profit institutions such as the Metropolitan, necessitating the use of commercial channels and possibly commercial sponsorship for broadcasts of exhibitions.

Plans for the new museum construction provide for the use of portable tele equipment in the museum itself. In previous experiments, material to be broadcast had to be transferred to television studios. Taylor, added, however, that it would probably be five years before video broadcasts of art exhibitions would be in actual operation.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

● ● ● All during his Junior High School and Senior High School days, he could always be depended upon to give with a song . . . however, it wasn't until his third year at Law School in Boston back in 1933 that our songster came to the realization that he wasn't cut out to be a disciple of Blackstone but rather Crosby—Bing, that is . . . packing a few artists' copies in his valise, he headed straight for Broadway, gained an audition with Benny Goodman and was signed forthwith to be B. G.'s vocalist on the newly-signed NBCoast-to-coaster, "Let's Dance." . . . Later that year he went out on his own, signing for the featured vocal spot on the "Hit Parade," appeared in several Fox and RKO pictures and became a Columbia recording artist . . . came the war and he looked great in khaki . . . recently honorably discharged, he has just taken over the vocal and emcee honors for the "NBCarnation Contented Hour." His name—BUDDY CLARK.

★ ★ ★

● ● ● TIN PAN ALLEY-OOPS:—Lou Levy, head of Leeds Music Corp., has just acquired the Sprague-Coleman catalogue which includes well-known college, standard, organ and classical compositions. . . ● Songwriter Fred Rose of the Acuff-Rose Music Co., in town from Nashville for a quick look-see . . . Ad agency execs could learn pahlenty about rural and suburban merchandising (via radio, that is) from Fred. . . ● Empire Music will follow "Chiquita Banana" with a plug on the ditty "Why Did You Have to Break My Heart?" written by Sid Prosen and Dick (Navajo Trail) Charles. . .

● Archie Levington will be in charge of the newly-formed Peter Maurice Music Co., Ltd., which will open its doors next month . . . Initial tune is "Under the Willow Tree," written by Billy Reid who wrote the current smash "The Gypsy." . . ● Les freres Goodman are hopped up about the Jimmy Dupre-Jack Palmer novelty "Love Doesn't Grow On Trees," published by Harman Music. . . ● Tenor-riole John Duggan who scored last week at Loew's State in Gotham and who was discovered and coached by Rhea Silberta, will be given a national build-up by film execs with a long-term picture contract following.

★ ★ ★

● ● ● Maestro Larry Funk will enlarge his orchestra at the Plantation Room of the Hotel Dixie . . . Larry's ken, showmanship and personality will zoom him to the top again, a spot he left to don a uniform four years ago. . . ● Chavez and his famous Rhumband opens tonite at Fay Ross' Merry-go-Round at Atlantic Beach, L. I. . . ● Bob Douglas is plugging a honey of a beguine titled "If the Night Could Tell You," written by Marjorie Harper. . . ● Rae Zelda has joined Starlight Music and is getting loads of plugs for Nick Kenny's ballad "Adventure." . . ● Carmen Cavallero's opening Monday at the Astor Roof in Gotham looked like a music publisher's convention . . . the handsome pianist-maestro has forged to the front as a picker and maker of hits. . . ● After his first broadcast for Lever Bros., during which Dunninger introduced a new telepathy feature, the phones became so jammed with excited dialers that the telephone company registered a complaint. . . ● Don't be surprised if "Serenade To America," goes NBCommercial next month . . . Incidentally Jack Kilty's rendition of the new ballad "A Wonderful Night," made for wonderful listening. . .

● The "Bernie West Carnival" which replaced the 'Edmundson Show' last Saturday will take the "Life Of Riley" spot NBCommencing July 6, produced by Ken MacGregor, scripted by Dick Davis and Jack C. Wilson.

★ ★ ★

● ● ● ON AND OFF THE RECORD:—Oliver W. Nicoll, who during the war was Deputy Chief of Broadcasting for the ETO and director of programs for ABSIE, has been named Director of Program Development at Cosmo Records by Prexy Harry Bank. . . ● Denver Darling's DeLuxe Album "Twilight On The Trail" is sell-sational. . . ● Juke Boxes should clean up with the new Sonora disc "Pittsburgh Joe" backed with "It's Written All Over Your Face," featuring the Velvetones . . . new vocal phraseology makes for a delightfully different and distinct style.

AGENCIES

LARRY KURTZE, Chicago radio producer-director, has been appointed radio director of Kuttner & Kuttner Advertising Agency, Chicago, it was announced by the agency. Formerly a CBS producer, Kurtze was identified with such programs as "It Happened in Chicago," "Workshop for War," "Victory Matinee," and "Men O' War."

ROBERT E. WHITE, for many years an executive at Henri, Hurst & McDonald, Inc., advertising agency, was elected vice-president at the June meeting of the board of directors.

LaCADENA AZUL, Ecuador's only network, has appointed Pan-American Broadcasting Company as its exclusive representative in the United States. The network, with stations in Ibarra, Quito, Ambato, Cuenca, Guayaquil and Portoviejo, broadcasts over nine transmitters in the six areas of concentrated population.

LaROCHE & ELLIS announce the addition of Ellis Sard to their radio staff.

ROGERS DIESEL & AIRCRAFT CORP., has engaged Harry Bruno & Associates to handle its advertising account.

Five CBS Programs
Renewed By Sponsors

(Continued from Page 1)

effective July 4. The Jack Smith Show, handled by Dancer-Fitzgerald-Sample, Inc., is taking a hiatus from July 1 to August 16, returning August 19, and the FBI show, handled by The Biow Company, is taking a hiatus from July 4 to August 15, returning August 22.

Colgate-Palmolive-Peet is renewing "Theater of Romance," heard Tuesdays, 8:30 to 8:55 p.m., effective July 2, for its tooth powder and Halo Shampoo, and "Blondie," heard Sundays, 7:30 to 8 p.m., effective July 7, for Super Suds. Agency for "Blondie" is William Esty and Co., and for "Theater of Romance" is Sherman and Marquette, Inc.

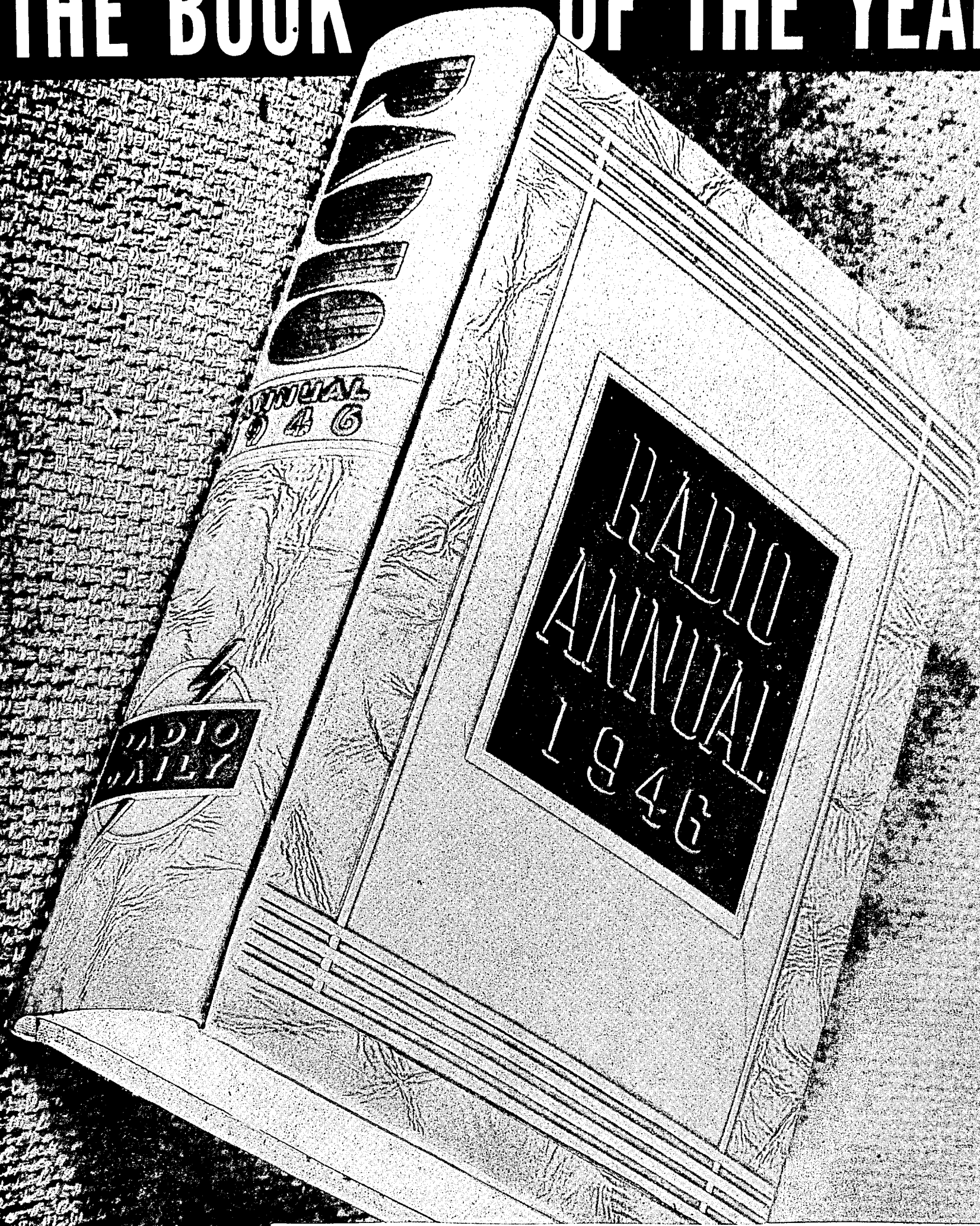
The Borden program is "Tommy Riggs and Betty Lou," heard Fridays at 7:30 to 8 p.m., which is renewed effective July 5. Agency is Young & Rubicam, Inc.

Court Denies Injunction
To Restrain Colonna Date

(Continued from Page 1)

counsel for both sides at which an agreement was reached. Claiming a prior contract with Colonna, the Valley Arena had sought to prevent his appearance within 21 miles of Holyoke within 21 days of June 24, when he was to have appeared in Holyoke. The case was based on legal grounds only, since Valley Arena has ended its season, and could not present Colonna as planned.

THE BOOK OF THE YEAR



**CONTAINS AN UP-TO-DATE LIST OF RADIO STATIONS,
THEIR PERSONNEL AND AFFILIATION.**

— • —
**RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY — \$10.00 PER YEAR.**

Crosley And Hearst Will Draw New Pact

(Continued from Page 1)

all of the Commissioners. Target of the Commission's barbs was the Hearst-Crosley "substitute" for the \$400,000 "broadcast time" which Crosley first agreed to give Hearst in addition to the purchase price of \$1,700,000.

This "broadcast time" was the principal reason why the Commission first turned down the deal, and the proposed substitute fared little better with the FCC.

Under the "substitute," Crosley agreed to allow Hearst a credit of \$400,000 against any list price of any AM, FM or television "broadcasting equipment" manufactured by Crosley "in the event that Crosley engages in the manufacture" of such equipment within the next 10 years. Shouse admitted, however, that Crosley does not now have any plans to manufacture such equipment.

Following close questioning by Commissioner Clifford Durr, who called the amended agreement "very nebulous," Shouse termed the document a "gentleman's agreement."

Commissioner Ray Wakefield called for a "clean agreement," so the Commission "can see what it is passing upon."

"I think you should prepare a new contract," Wakefield told Shouse; "there seem to be two agreements, one modifying each other. We should have a clean, clear agreement so we know what we are passing upon."

Durr quizzed Shouse on what Crosley would do if Hearst obtained an FM station in New York, asking if Shouse expected Hearst to continue to furnish news to WINS if the FM station were in competition. Shouse admitted that this "would complicate matters." He said he "understood" that Hearst would not press for a New York station, but admitted he had no precise knowledge.

Pressed by Durr to approximate the time when FM would become competitive with AM broadcasting in New York, Shouse predicted that in 10 years "FM will have become a highly important factor in New York."

Counsel for Crosley told the Commission it would take a "few days" to prepare the new contract.

Swear In Walker Today

Washington—Paul A. Walker will be sworn in today for his third term as FCC Commissioner. Walker, who was confirmed by the Senate last Saturday, will be sworn in by Justice Bennett Champ Clark, former Senator from Missouri.

"WANTED"

For immediate purchase: portable recording equipment; wire, tape or disc. Also needed: portable combination AC and DC playback machine. All equipment must be in excellent condition. Write RADIO DAILY, Box 192, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—COLORADO—

DENVER—Latest KFEL airing is an hour and a half presentation with emcee Ray Perkins featuring popular records interspersed with comments, piano illustrations and an occasional song by Ray himself. Inaugurated by a local advertising campaign, program is unique in character for this area. It contains a pianistic element not introduced anywhere else. . . . **GRAND JUNCTION**—A salute to the Civil Air Patrol was aired recently by KFXJ in connection with the third anniversary of the CAP's status as an auxiliary of the Army Air Forces.

—INDIANA—

FORT WAYNE—Clyde Hillmark, engineer of the Farnsworth Radio and Television Corp., has been elected president of the Fort Wayne Exchange Club for the coming year. . . . Ward Glenn, formerly with WKMO, has been added to the announcing staff of WOWO. . . . Martha Joyce, known to her radio audience as "Ann Heath" has taken over the "Graceful Living" show over WGL. . . . **INDIANAPOLIS**—Sydney Mason, radio and stage vet, has joined the WIBC staff as a producer, announcer, narrator and actor, replacing Easy Gwynn, who has signed up with a Washington outlet.

—IDAHO—

BOISE—Vern Moore has replaced Bill Phillips as chief announcer at KIDO. . . . Ted Alexander, representative of the Greek Relief Society here, is presenting his "Three Kings and a Queen" over KIDO in behalf of a clothing-for-Greece campaign. Program features an instrumental group, vocalists and translations of letters from Greece asking for clothing. . . . **KFXD** received congratulations for its co-operation in helping complete a "Know Your Own Strength Campaign." Promotion was an effort to prove that over 16,000 Main Street towns sell nearly 48 per cent of the nationally advertised merchandise and control 60 per cent of the nation's income.

—MICHIGAN—

DETROIT—In an effort to discover new voices and stimulate choral singing here, WJR is sponsoring a Summer Choral Clinic, with classes under the direction of Don Large and John McKenzie. Purpose of the school is to supplement the fine choral training provided in Detroit high schools with coaching in radio choral music and mike technique. . . . Gwen Cooper, formerly employed with name bands as vocalist, has replaced Judy Claire as ten warbler on WJR's night musical stanza "Bedlam Time." Airing also features the orch of Paul Lavoi, plus comic segments by Toby David and Dick Rollins, male singer.

—GEORGIA—

ATLANTA—Connie Dunahoo, formerly associated with the Mutual Life Insurance Company of Connecticut, here, has joined the accounting staff of WSB. . . . WSB's "Five Notes" who have been converted into a string ensemble to give greater variety to their shows recently began a new series entitled "Music of the United Nations"

of which a different nation will be saluted each Wednesday. . . . Jack Sorell and W. H. White, WSB engineers, are in New York attending RCA's television school.

—MONTANA—

MISSOULA—KGVO aired the commencement exercises at Montana State University featuring an address by Dr. George A. Selke, chancellor of the Greater University of Montana. . . . KGVO is preparing to resume its Farm Quiz program, which proved highly popular during the winter months. . . . Alcyon Carlson, journalism student at Montana State University and member of KGVO's local news stall, won the Dean A. L. Stone scholarship of \$100 for outstanding journalistic work at the University during the past year.

—IOWA—

DES MOINES—Over 3,500 cans of food and \$850.22 have been received at the emergency relief radio booth sponsored by KSO, KRNT and WHO as part of the Food for Peace campaign now under way here. . . . Biggest time at the collection booth to date occurred when Gene Emerald, KRNT entertainer, gave away 500 free tickets to Cole Brothers' Combined Circus to each person bringing canned food to the booth.

—TENNESSEE—

MEMPHIS—Harry Martin, amusement editor of the Commercial Appeal, is appearing on WMC each Saturday with the latest news from stage and screen as well as local developments in the realm of drama and music. . . . **NASHVILLE**—WLAC is airing a half-hour audience-participation show from the dining room of the Maxwell House, entitled "Dinner at the Maxwell House." Announcers Daryl Laub and Herman Grizzard quiz the dinner guests with their portable mike and reward prizes for correct answers. . . . Music is provided by Fred Murff, accordionist, and Ruth Douglas, vocalist.

Maggi McNellis Wedding Set For Monday In N. Y.

Maggi McNellis, NBC's "Column-miss of the Air," will be married to Clyde Newhouse on Monday, June 24 at 4:30 p.m., at the Hampshire House, New York, in the presence of their families and a few close friends. The couple will be married by Supreme Court Justice Louis A. Valente of New York.

Maggi and Clyde will leave for a week's wedding trip immediately after the ceremony. Herb Sheldon will direct the "Maggi's Private Wire," program alone (Monday to Friday, 12:15 p.m., EDT, WEAJ; 12:45 p.m., NBC) beginning Monday until Maggi's return the following Monday, July 1. He will interview two guests daily, a fashion or beauty authority and a celebrity.

Marriage of Eric Salline, of CBS shortwave production, to Ruth Oakey, captain of studio building receptionists, at Wyalusing, Pa., has been announced.

McDonald Gives Views On Tele In Article

(Continued from Page 1)

phraseology, "televisionaries." He charges that television, if it is to be popular, must produce dramas as costly as Hollywood movies, and that, as of today, the public pays five times as much for movies as the advertiser does for maintaining the entire radio industry.

"There is nothing wrong with television that money won't cure," McDonald concludes. "And the sooner we convince televisionaries that the advertisers haven't sufficient money to pay for the type of continuous programs that will be necessary to make the public buy television receivers by the millions, the sooner the industry will start applying its brains to a technical solution to obtain a box office."

Two New Stations Okayed For The Columbus Area

Columbus, Ohio—Two new radio stations, one an FM broadcaster, have been approved for the Columbus area by the Federal Communications Commission. Station WCOL was granted permission to operate a new FM station on 20,000 watts power and the 92.1 kc. wave band. L. A. Pixley, one of the owners of WCOL, said the new station would be in operation by fall and would occupy new studios at 193 E. Broad Street, which also will house WCOL. A new transmitter is being built at 555 W. Goodale Street. Radio engineers said they expect the new FM station to have a radius of at least 50 miles.

The People's Broadcasting Co., an affiliate of the Ohio Farm Bureau Federation, has been authorized to operate a standard 5,000-watt station on 880 kc. during daylight hours. The transmitter will be located in suburban Worthington.

Bright Leaves WPAT

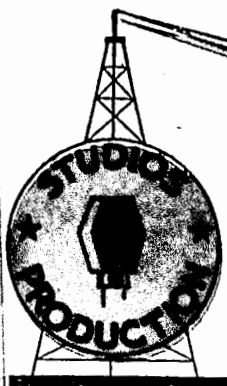
Bob Bright, featured disc jockey and emcee, culminated two years and three months at WPAT emceeing a dance given by the U. S. Army, 27 New Jersey newspapers and WPAT, May 29 before 10,000 people at the Paterson Armory. On June 15, Bright and WPAT parted company. Bob plans to concentrate his activities in New York.

Send Birthday
Greetings To~

June 20

Matthew D. Crowley Ginger Grey

Bob Howard Kenny Stevens



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 59

NEW YORK, N. Y., FRIDAY, JUNE 21, 1946

TEN CENTS

FCC Appraises Spectrum

Record Air Audience Reported For Fight

An estimated audience of 45,000,000 persons heard the broadcast of the Louis-Conn fight over the American Broadcasting Company's network Wednesday, according to a Hooper survey released yesterday. The rating was 67.2 and was exceeded only by three wartime broadcasts of President Roosevelt over all the networks.

In announcing the rating yesterday ABC claimed the highest Hooper ever given any broadcast over one network. It was also stated by Edward F. Evans, director of research for ABC, that the fight broadcast rated higher than any radio commercial program ever carried by a network.

"Battle Of Books" Opening In Supreme Court Monday

"Battle of the Books," between Martin Stone, producer of the "Author Meets the Critics" and the Marcus Loew Booking Agency, owners of WHN, opens Monday before a jury in New York State Supreme Court. Judge Bernard Botwin has been appointed to hear the case in special term, part six.

Originally set for trial on June 10, (Continued on Page 2)

Walker Takes Oath For New FCC Term

Washington Bureau, RADIO DAILY Washington—Commissioner Paul A. Walker yesterday took his oath of office for another seven-year term as a member of the FCC. The oath was administered by Associate Justice Bennett Champ Clark of the U. S. (Continued on Page 2)

Public Service

Refuting an authorized Navy Department announcement that a hurricane was approaching Washington the other day, WOL, in cooperation with the Weather Bureau broadcast a series of announcements. The radio station's announcements served to calm the public and brought praise from governmental agencies.

Louis-Conn Fite Films Not Available For Tele

Television audiences in Chicago and Hollywood will not see the motion pictures of the Louis-Conn fight if terms of RKO's exclusive contract for the filming rights are adhered to, RADIO DAILY learned yesterday.

It was reported yesterday that motion picture exhibitors throughout the country who purchased the Louis-Conn fight pictures are insistent that they not be made available to television stations. This deprives the Don (Continued on Page 5)

Commission OKs 2 CPs; Granik Asks AM Permit

Washington Bureau, RADIO DAILY Washington—Theodore Granik, moderator of the American Forum of the Air, has applied for a new standard station in Washington, the FCC announced yesterday. Granik, who already has been granted an FM station in the Capital, told the Commis- (Continued on Page 8)

Commission Sees Enormous Expansion During Next Few Years In All Forms Of Communications

Lee, Hughes Absence Delays Video Hearing

Washington Bureau, RADIO DAILY Washington—Windup of the Los Angeles television hearing was delayed yesterday when the top executives of two applying companies failed to make an appearance before the FCC. On the missing list were Producer Howard Hughes and Thomas Lee, owner of the Don Lee Broadcasting System. Counsel for Hughes finally admitted in the afternoon session that the executive was still in (Continued on Page 6)

Emerson Shows New Line Of Television Receivers

In keeping with its wartime promise of large-view, popular priced television, Emerson Radio and Phonograph Corp., at a press preview yesterday unveiled the first two post-war (Continued on Page 6)

New "Vic And Sade" Series On MBS Web For Fitch

Chicago—"Vic and Sade," popular daytime series formerly aired over NBC and CBS, returns to the air as a half-hour evening show, 7:30 to 8:00 (Continued on Page 5)

Washington Bureau, RADIO DAILY Washington—The FCC yesterday took the wraps off details of its master plan for policing the "enormously expanded" post-war radio spectrum.

Pointing out that forced wartime growth of radio communications has pushed the art ahead an "entire generation," (Continued on Page 5)

Spurt Of New Biz Reported By NBC

Spurt of new business in the sale of NBC co-operative programs and the placing of six syndicated shows by the network's Radio-Recording division was announced yesterday by the web's headquarters.

"Facts and Faces," newest NBC cop show, which went on the air April 1, has been purchased by two more business firms, bringing its total to 13. In Columbia, S. C., the Kingan Pack- (Continued on Page 3)

Adams Signs Long Pact As WCCO Commentator

Minneapolis—Cedric Adams, the Northwest's ace news commentator, yesterday signed a new contract with WCCO, CBS twin-city outlet, to ex- (Continued on Page 2)

Honolulu Interlude

By JACK ALICOATE

HONOLULU—This research stuff isn't so bad after all. For instance, today we find ourselves diligently researching in Honolulu environs. An elysian scientific interlude as it were. Pearl Harbor, bright and polished, has long since discarded the scars of the attack that started the war. Outside of

downtown Honolulu, which is a sort of exotic Poughkeepsie and needs a good wash and simonizing job, the islands are a hurrican of tropical splendor, busy, thriving and progressive. At Waikiki, the waves still dash majestically upon the world's most romantic beach. A riot (Continued on Page 2)

Tweedy Twister

Frank Morgan, NBC's "Fabulous Dr. Tweedy," has found competition, and then some, in Chicago. Chi listeners learned, after hearing Morgan's new show, that a Dr. Wilbur R. Tweedy teaches biological chemistry at Loyola U., and has done experiments on the effects of calciferol in the thyroparathyroidactomized-nephreactomized rat. —srl

Wanna Mule?

Recently Shirley Wolff, on her WJZ show objected to a mule being named Shirley. Yesterday the producers of the film "Down Missouri Way," sent Miss Wolff a mule, saying if she knew mules better she wouldn't feel so bad about them. Mule was on the Pat Barnes show but if anybody wants it, they should speak up quickly. Radio City no like it!



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

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FINANCIAL

(Thurs., June 20)

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, Hazeltine Corp., Nat. Union Radio, OVER THE COUNTER, Finch Telecomm., WCAO (Baltimore), WJR (Detroit).

Honolulu Interlude

(Continued from Page 1)

of orchids and hibiscus form the backdrop of every setting. The moon shines brighter and the Royal Hawaiian band plays Aloha while a lump comes into your throat. Not far apart we find a Catholic Church, a Buddhist Temple, and a Shinto Shrine. While on the waterfront we watched beetle browed zealots distributing Communist literature.

THE Chinese Navy is in port. Nattily dressed Chinese seamen swarm over town. We chatted with the senior officer, Commander Tsun Lin, while in the company of Duke Kahanamoka, the former famous swimmer who is now sheriff of Honolulu. Our morning was taken in researching the geographical conformation and volcanic strata of the Waialae Country Club where a passing score should do us no harm with the Royal Academy. Our golfing companions were Governor Stainback and INS Clark Lee, ace war man. Governor Stainback tells us his principal political problem, other than his putting, is the local controversial issue of

statehood. Politics here is a major commodity and the islands are overwhelmingly Republican. At night to Government House for dinner with Governor Stainback and his charming wife.

THIS motion picture industry is prosperous for in addition to large local play, there is an enormous constant floating Army and Navy population. Neighborhood houses are every bit as modern and much more colorful than theaters on the mainland. KGU and KGMC, two local radio stations give-out with-all-four major network programs. Their coverage seems complete. Three new stations are contemplated, the largest to be an ABC outlet. There is not a television set on the island and USO shows in quantity quartered at the Moana at Waikiki come and go with the rapidity of commercials on a man and wife program. Tonight, properly chaperoned, we shall research Honolulu night clubs. After all, a researcher's duty is to research and come what may we took this job with our eyes open.

Adams Signs Long Pact As WCCO Commentator

(Continued from Page 1)

pire in July, 1950, according to an announcement by A. E. Joscelyn, WCCO manager.

Adams, whose news periods hold the highest Hooperatings of any twin-city news broadcasts, including network presentations, will round out 13 years with WCCO, at expiration of the new contract. He airs twice daily, at noon and 10 p.m., as well as presenting a Saturday morning audience participation program, "Open House."

Paul Lavallo To Conduct Philharmonic Tomorrow

Paul Lavallo, radio conductor will appear as guest conductor of the N. Y. Philharmonic Orchestra at Lewisohn Stadium of City College next Saturday.

"Battle Of Books" Opening In Supreme Court Monday

(Continued from Page 1)

the case was postponed to Monday following denial of an injunction sought by Stone. Producer of the "Author" contended at that time that WHN's presentation of "Books On Trial," which opened on the station following transfer of the former program to WQXR, "constituted appropriation of the idea and format" of his show.

Niles Trammell Host To Latin Amer. Visitors

Niles Trammell, president of NBC will be host today, June 21, at a luncheon to be held in the company's executive dining room in honor of four Latin-American radio officials.

The four officials are: Manuel Maslloren and Emilio Ramirez, members of the board of Radio Splendid, NBC affiliate in Buenos Aires, Argentina; Goar Mestre, director of the CMQ Network, NBC affiliate in Cuba, and Clemente Serna Martinez, vice-president and general manager of Radio Programs de Mexico, which is also affiliated with NBC.



No fleas on Puddles

Puddles is a puppy. And whether he likes it or not, he's not going to have any fleas if Pee Wee, a monkey with motherly instincts, can help it.

Adopted soon after he was born, now even Puddles' real mother cannot approach him.

Pee Wee's got the right idea. Search . . . search . . . search and you'll find.

Research is an important factor in radio time buying. But down here in Baltimore we can save you a lot of time looking up the facts about this sixth largest market.

Outside sources have proved that W-I-T-H, the successful independent, produces more listeners-per-dollar-spent. And don't forget this is a five-station town.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Walker Takes Oath For New FCC Term

(Continued from Page 1)

Court of Appeals for the District of Columbia.

Walker was first appointed to the Commission in 1934 for a five-year term. He was re-appointed for a seven-year term in 1939.

His nomination for his new term, beginning July 1, was confirmed by the Senate on June 15.

Advertisement for KSJB Jamestown North Dakota, represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS

Advertisement for 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.

Spurt Of New Biz Reported By NBC

(Continued from Page 1)
ing. Co., will sponsor Mondays, Wednesdays and Fridays over WIS, Columbia, and the Harms Dairy of Savannah, Ga., Mondays, Wednesdays and Fridays on WSAV.

"World News Roundup" (Monday through Saturday, 8:00 a.m., EDT) has been bought for six-day-a-week sponsorship by Taussig, the local Ford dealer, on KPLC, Lake Charles, Ga.

The Thompson Wholesale Tire Co. of Knoxville, Tenn., has purchased sponsorship over WROL, Knoxville, of Robert McCormick's news program (Monday through Friday, 1:45 p.m., EDT) for Tuesdays and Thursdays. McCormick is replacing NBC's Morgan Beatty, whose heavy schedule covering the White House for NBC has necessitated his giving up the co-op.

H. V. Kaltborn's news program (Monday through Friday, 7:45 p.m., EDT) has been sold to the Reiner Jewelry Co. of New Orleans for sponsorship Mondays, Wednesdays and Fridays over WSMB, New Orleans.

The new ET sales were as follows: "Allen Prescott, The Wife Saver" to WHBF, Rock Island, Ill., and KTYW, Yakima, Wash., for 156 programs each; "Art Van Damme" to WCMW, Canton, Ohio (39 programs); "Betty and Bob" to WFMC, Fayetteville, N. C., for 260 programs; "The Haunting Hour" to KALL, Salt Lake City, Utah (26 programs); "Stand By For Adventure" to KSFT, Trinidad, Colo. (26 programs); "Time Out With Allen Prescott" to WCMW, Canton, Ohio (26 programs).

New Frank Luther Series

Frank Luther, whose Decca album of children's music and songs is a best seller, will launch a new series of children's programs on WNEW on next Sunday from 9:35 to 10 a.m. Program will be devoted to the enunciation of moral, social and ethical ideals characteristic of American democracy.

Industry Execs, Press Hail Telecast Of Louis-Conn Bout

Reaction to the first major commercial television broadcast that is looked upon by industry executives to spur unprecedented public demand for receiver sets came from all phases of business enterprise yesterday and was considered to be the formal stamp of approval and acknowledgement that "black-and-white television is here."

Statements from highly placed officials, as well as enthusiastic comment from the general press, gave credence to earlier opinions that the Louis-Conn fight would be a huge

Tele Buyers

Trade yesterday estimated that a possible 150,000 people were made television-set conscious through seeing the Lewis-Conn bout via video and reading the attendant publicity. Manufacturers figure that the backlog in tele sets will be built up to at least that additional number of receivers.

One manufacturer stated that he had received an order from a boxing writer who said on occasion he could now get a line on a fight and be able to dodge a considerable amount of inconvenience and be comfortable throughout the bout, especially between rounds, that is unless actually assigned to the ringside.

promotional success. Wide and specific approval was evoked by the calibre and quality of the NBC broadcast, which was classified by one newspaperman "... as fine a television display as was ever attempted in this country ..."

It was ironic, and perhaps significant, that the fight itself fell short of expectations motivated by much balleyhoo, but many who saw the video account felt it emphasized the advantages of witnessing a high-priced event comfortably, and "economically" on a home receiver.

Dr. Allen B. DuMont, one of the pioneers of the industry and president of Allen B. DuMont Laboratories, Inc., dispatched a congratulatory telegram to Niles Trammell, NBC prexy, immediately following the broadcast Wednesday night in which he said, in part: "... We provided receiving sets at the DuMont factories for more than a thousand of our people and they were unanimous in their praise of the quality of the image and the skill with which the job was done. Television tonight received a great impetus." Later DuMont said "the image on television receivers was clear to a point that would satisfy the severest critics of television,—if there are any left after last night."

Representatives of the New York press and national news services were almost unanimous in their appraisal of the fight on video, and excerpts from their reaction follow:

Edmund Leamy, the World-Telegram: "The mountain came to Mohammed in a plush seat last night

(Wednesday) in a large NBC studio in Radio City, when as fine a television display as was ever attempted in this country was flashed simultaneously on some 15 screens. ... The much vaunted image orthicon camera lived up to all its promises. Television has shed its swaddling clothes. NBC is to be congratulated."

Sid Shalit, Daily News: "The more optimistic of television's rooters predicted that its success in handling the Louis-Conn heavyweight championship fight at the Yankee Stadium last night would do for the new medium what the Dempsey-Carpentier bout in 1920 had done for the then fledgling radio. Based on what we saw last night, their optimism was justified. The camera work was excellent and the closeup telecast of the action in the ring was sharply defined."

James A. Burchard, World-Telegram: "If you prefer your heavyweight championships in a setting of solid comfort, television is your answer. ... You observe the decisive punches just as though your soft seat was a few feet removed from the gladiators. The pictures were excellent—sharp and on the beam ... its future seems assured."

Times Lukewarm

New York Times: "When the cameras were focused for a closeup, the fight action was clear but facial expression was lost in a white blur ... the showing was much like the first silent films—blurry, shadowy and lacking the warmth and dimension that comes with sound. The broadcast made history, nevertheless, just as the Dempsey-Carpentier broadcast at Boyle's Thirty Acres did in Jersey City 25 years ago."

Doug Kennedy, Herald Tribune: "Guests of NBC at Radio City last night numbered 625 and not one was more than 20 feet away from a television receiver. No one was cold, no one was uncomfortably perched on hard wooden seats, and none had to jump from his seat at every flurry of blows by the fighters. Except for a few minor setbacks in one or two of the 25 receivers, the consensus was that 'this is the way to see a fight.' The unexpected swiftness of the eighth-round ending had the camera focused perfectly on the participants."

Cann Enthusiastic

Howard Cann, Associated Press: "In many ways it was better than ringside. The television spectator saw more than a fan sitting in the eighth row at the Stadium can see. The camera gave a better view because it was on the level with the ring instead of below it."

United Press: "The images were in black-and-white, of course, and clear. The fight action appeared like that on a movie screen."

Paul Ellis, United Press: "The fight picked up by five cameras in the Stadium came in clearly and it seemed as though you were sitting in an elevated chair about three or four rows away. Those at the fight

Capital Enthusiastic Over Tele Fight Pix

Washington Bureau, RADIO DAILY

Washington—Top heavy approval of NBC's television broadcast of the Louis-Conn fight was expressed by most of Washington's officialdom attending ceremonies in the Hotel Statler. A record-breaking crowd of 800, including Supreme Court Justices, Cabinet members and most of the members of the Senate and House, attended the network's tele party.

Included in the group were a dozen amputees from Walter Reed Hospital.

Most of the crowd were able to sit down and watch the telecast in theater fashion. The reception here was pronounced close to perfect and the only general criticism expressed was concerning the commercials. There was some criticism expressed, too, concerning the long-shot views of the bout.

As far as the quality of reception, however, there seemed unanimity of agreement that the telecast was close to perfect.

Ripley Guesting On NBC

Robert L. Ripley, creator of "Believe-It-Or-Not," will be Bill Stern's guest this Friday evening, June 21, via his Sport Newsreel, NBC at 10:30 p.m.

may have been disappointed but not those via television."

Ben Gross, Daily News: "The clearest thing about television is that it has changed from short to long pants. The camera work was excellent, and the closeup telecast of the action in the ring was sharply defined, better than we have ever seen."

The NBC broadcast, picked up by DuMont, Philco and General Electric in Washington, Philadelphia and Schenectady, was handled by Bob Stanton and Ben Grauer at the microphone.

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LOS ANGELES

By RALPH WILK

HARRY JAMES Mutual's "Spotlight Bands" leader Friday nights, is at present considering an appearance in a Broadway show based on the life of the bandleader, and titled "Slightly Off Key," with production tentatively set for November.

"Rhapsody in Rhythm," starring Jan Savitt and his Top Hatters, has been signed as the summer replacement for "Meet Me at Parky's." The 30-minute program features Connie Haines, "Skitch" Henderson, and the Golden Gate Quartette.

Ginny Simms has recorded "What Is This Thing Called Love" and "I Get a Kick Out of You" for American Recording Artists. The tunes are from her new picture, "Night and Day." Lou Bring was music director and arranger on the recordings.

Bob Kelley has been appointed to the KMPC staff as sports editor. His sportcasting career began in 1935 when he announced 103 high school and college basketball games in Indiana. He has been associated with station WGAR, and has also mike described hockey league games, golf tournaments, national league baseball personality interviews, boxing events and other sports.

Paul Forrest has been appointed promotion manager for radio station KGFJ. Until recently he was merchandising manager on the coast for CBS.

Radar Engineers Leave For South Pacific Service

A special plane chartered by Philco to carry 21 radar field engineers for the Army Air Forces to the South Pacific left Philadelphia yesterday on the first lap of the overseas assignment, Robert F. Herr, vice-president in charge of the Philco service division, announced. The company is recruiting electronic engineers for both the Army and Navy and training them for overseas activity in Government service.

"Life Can Be Beautiful" Returns To NBC Monday

The dramatic serial, "Life Can Be Beautiful," will return to the NBC network Monday, June 24 (Mondays through Fridays, 3:00 p.m., EDT). Carl Bixby and Don Becker are the authors and Alice Reinheart, Ralph Locke, are starred. It was last heard on the network April 25, 1941. Program will replace "Woman of America."

Ave Maria Hour

WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD. PETERSON PRODUCTION



Broadway Bulletin Board. . . !

● ● ● Tex McCrary summed up the Big Fite thusly: Never have so many paid so much to see so little. Gen'l consensus around was that Don Dunphy and Bill Corum worked harder than Louis and Conn put together. Latter in his col'm called it a no Conn-test. Plenty of repercussions in the trade about those scarce television sets—with veepees having invited their pals, etc., and forgetting about the employees who've only been working all year to build up prestige and make the public tele-minded. Somebody at NBC tele has a sense of humor, at any rate. Right before the signoff after the fite, a lusty organ played Brahms' "Lullaby." . . . Philip Morris dumping its "Frolics" July 17th because Johnny Desmond didn't come thru with the Sinatra build-up. They're auditioning Ray Bolger, Minerva Pious and Ray Bloch as a replacement. . . . Ed Wynn goes off the Texaco stanza after this week. . . . Betty Jane Rhodes signed for the Don Ameche show. . . . Ironic that Major Bowes passed away just when amateur hours seemed to be on their way back. . . . Nick Keesely huddling with Phil Spitalny for a Mutual deal. Phil's "filly-harmonic" orchestra would be a great piece of property for that web and we hope Nick swings it. . . . Sinatra reported quitting the Columbia label to record exclusively for the new Metro firm.

★ ★ ★

● ● ● One Man's Point Of (Re)View: CBS has come up with a prize package in Isabel Leighton, whose "Woman's Club" is a daily afternoon highlight. The authoress-playwright-war correspondent reveals one of the most listenable of the femme voices on the air—and wait'll television gets a crack at her honey-haired loveliness. She's a dead ringer for Madeleine Carroll. . . . Walter Winchell's important news reporting is no longer to be applauded merely for its scoop gossip items. Rather, WW is an awakener-to-facts before us. A must hear, a must heed. . . . "Duffy's Tavern" rings the bell with a female Finnegan who out-Finnegans Charlie Cantor.

★ ★ ★

● ● ● A coffee firm may sponsor a new air show later in the summer based on "The Hucksters." . . . Peggy Mann says someone oughta do a book on successful 'no talent' people in radio and call it "The Lucksters." . . . "Meet the Press" shifts from Friday to Monday with a WOR outlet as well as Mutual starting in July. . . . New 500,000-watt station under construction in Mexico City, beamed at capturing U. S. listening audience. . . . NBC resuming daytime television for first time since the war. . . . Radio actor Mike Zimring off to the coast. . . . Joan Edwards mentioned on an air interview that she was looking for a house in H'wood when she makes her first Republic picture this summer. Within a week, she had her choice of three domiciles. . . . Photo Associates, a co-op organization of ex-GI combat photographers, have opened up show at 225 E. 54th St. . . . Neilson Report shows "Aldrich Family," "People Are Funny" and "This Is Your FBI" as one, two and three among the Friday nite stanzas. . . . Stan Kenton going in Meadowbrook Gardens in H'wood for 4 weeks July 9th. . . . Cab Calloway, Pearl Bailey and the Charioteers headlining the Zanzibar's summer show starting on the 26th. . . . Arthur Godfrey auditioning a new half-hour using aspiring talent.

★ ★ ★

● ● ● Our Hat's Off Dep't: Walgreen's 45th ann'y broadcast over 131 stations the other nite, with the talent bill alone being \$56,000. Bob Hope, the Andrews Sisters, Frank Morgan, Dennis Day, Ginny Simms and Rochester were only a few that made it sparkle. It's the 2nd year for the show, with the drug chain set on making it an annual event. This year's edition will be tough to top. . . . Johnny Olson's new "Rumpus Room" which preemed last week on ABC. . . . Ralph Font's slick rhumba crew at the Biltmore Cascades. . . . Johnny Grant's "Johnny-on-the-Spot" stanzas via WINS—plenty of zip and zing.

CHICAGO

By BILL IRVIN

JACK ODELL, WCFL special events and news man, will be production director of the station effective June 23. Odell recently rejoined the WCFL staff after service with the Army Air Forces.

Seven personnel changes, all involving promotions for war veterans who have returned to the NBC central division offices, have been announced by Leonard Anderson, personnel manager. William Reilly, Navy veteran, has transferred from the local sales traffic staff to the NBC Chicago Radio recording division as salesman. Edward A. Nickey replaces Reilly as assistant local sales traffic manager. Kenneth Nelson, also a Navy veteran, replaced Nickey as supervisor of the mail and messenger department. Robert Sabel, who returned after three years' Army service, was named assistant supervisor of the department. Following the retirement of Allen M. Elrod, James A. Wehrheim, infantry veteran, was named supervisor of building maintenance. Richard J. Maslankiski was appointed his assistant. Allen M. Elrod, 65, employe of the NBC central division for 13 years, including three years as supervisor of building maintenance, was retired on May 30, becoming the first NBC Chicago employe to receive pension benefits under the NBC-RCA retirement plan. Elrod was honored at a party in the M and M Club in the Merchandise Mart on June 18.

In addition to the lifetime pension, Elrod's group Life Insurance policy continues in effect, and he will also receive a lifetime membership group. All persons regularly employed by RCA and subsidiaries, who have completed three years service, are eligible for the retirement plan. Benefits begin at age 65.

Fred Kilian, ABC Central Division production director, has been appointed assistant to the manager of the production department, it has been announced by Gene Rouse, program director of ABC's Central Division.

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FCC Sees Large Expansion Near For All Forms Of Communications

(Continued from Page 1)

The Commission said "despite the vast new spectrum space available, the demand for radio channels still far exceeds the supply, making efficient policing of paramount importance."

The Commission predicted the following increases within the "next few years":

Standard broadcast stations—from 1,000 to 1,400.

FM stations—from 50 to 3,000.

Television stations—six to 200 or 300.

Radio equipped planes—3,000 to 50,000.

Aviation ground stations—700 to 2,500.

Two-way service for autos, cabs, etc., from one city to 200 cities.

Radio-equipped railroads—from one road to 150.

Fire department radio—from no cities to 5,000.

Citizen's walkie-talkie—from none to 200,000.

Amateur operators—from 60,000 to 100,000.

In addition, the FCC said: There will be thousands of channels for radar, for point-to-point communication, for diathermy and many other electro-medical and industrial healing machines, for ship-to-shore communication, etc.

"With many highly developed small radio transmitters already available" the FCC said, "criminals can be expected to increase their efforts to use this weapon to outwit the law."

New Department Setup

To cope with this, "mushrooming radio traffic," the Commission adopted a master plan merging radio intelligence division (RID) of wartime counter-espionage fame, with the field division.

This swing from use of war-learned policing techniques will become effective on July 1. The combined unit will be known as the field engineering and monitoring division.

The field engineering and monitoring division will be headed by George S. Turner. The field and research branch of the engineering department will be headed by assistant chief engineer George E. Sterling, formerly chief of RID. Chief of the engineering department is George P. Adair.

The new combined field engineering and monitoring division will be the foundation of the FCC's activities for all radio services. It will act as

the eyes, and ears of the FCC through the nation.

Major Functions Disclosed

It will have these major functions:

1. Monitoring the radio spectrum for the purpose of locating sources of interference to authorized radio services and identifying all forms of radio transmission.

2. Detecting and locating illegal radio stations and developing evidence for prosecution.

3. Inspecting all classes of radio stations licensed by the Commission.

4. Conducting radio operator examinations and issuing licenses to those found qualified.

5. Measuring frequency and making technical analyses of the emission of radio stations.

6. Rendering emergency direction finding service to aircraft upon request.

7. Making field strength surveys of radio stations, conducting special engineering projects in connection with frequency allocations and related problems, and conducting propagation recording projects. These functions will be performed in conjunction with the technical information division and the laboratory division of the field and research branch.

Purpose Of Monitoring

The purposes of monitoring are:

(1) To check the frequency and band width of licensed transmitters to see that they do not cause interference on adjacent frequencies in the same area or on the assigned frequency in other areas. (2) To assure adherence to international radio regulations and procedures. (3) To suppress unlicensed transmission, which is an illegal act and a potential if not an actual source of interference. (4) To identify, detect, locate and eliminate accidental interference caused by defects in power lines, electrical equipment and various electro-medical and industrial devices.

In the departmental service at Washington there will be four sections: inspection and operator examinations sections, technical operations section, monitoring section and administrative section.

In the field organization there will be two general groups, the enforcement offices, which are the field district offices, and sub-offices to which the larger investigative units will be attached; and secondly, the monitoring stations which consist of 10 primary stations and 13 secondary stations. The latter are less elaborately equipped than the former.

For the purposes of administration, the nation will be divided into nine regions with a regional manager in charge of each. Reporters were taken to the FCC's monitoring station at Laurel, Md., for a demonstration of the Commission's policing skill. Some of the monitoring and sleuthing jobs undertaken by the FCC:

From the earliest days of radio monitoring, one of the biggest head-

aches has been locating and eliminating various types of interference to legitimate radio transmissions.

Such interference can be caused by broadcasting stations or other radio transmitters which slip off their assigned frequency. It can be caused by diathermy machines, phonograph oscillators, neon signs, glue drying apparatus in plywood factories, drawbridges, vacuum tube bombardiers, test oscillators, faulty radio receivers, improperly tuned transmitters, automatic electric switches, x-ray machines, high voltage lines. Most of such interference is caused by negligence but sometimes it has been caused deliberately with criminal or mischievous intent, the FCC said.

It is most essential that such interference be located and eliminated quickly. Broadcast listeners have been "highly appreciative of this service," the FCC said.

The FCC employed the same equipment, the same network of monitoring stations and the same techniques in locating interference as it has used in locating clandestine radio stations.

With its new policing policy, the FCC hopes to cope with a few post-war "headaches." Here are a few of them:

The availability of surplus military stocks of radio equipment; the increased number of persons familiar with radio operation and the expanded use of radio in air navigation, in police work and in many other types of communication are creating special problems for FCC radio law enforcement officers.

Operation by unlicensed operators, by persons unfamiliar with the radio laws or by pranksters or criminals can create far more havoc than in the pre-war days of a relatively uncrowded radio spectrum. They can cause ships to go on the rocks, airplanes to crash, police departments to lose the trail of hoodlums.

Interference from diathermy and other electrical machines has greater potentialities for danger and confusion in the ether.

The addition of many huge airliners and the advent of many private flyers will add to the burden of locating and furnishing directions to lost planes.

Stocking of surplus walkie-talkies and other transmitting equipment in recent months has created a special problem. Under the Communications Act, no person may operate a radio transmitter without first obtaining a license from the FCC. Such unauthorized use is punishable by a \$10,000 fine or imprisonment or both. No licenses will be issued by the Commission for the walkie-talkie and other transmitters by the general public, except in the amateur service, until the Citizens' Radio Communication Service, designed to govern such use, is put into effect. Retailers are asked to attach tags to their equipment explaining the penalties involved in unauthorized operation.

Louis-Conn Fite Films Not Available For Tele

(Continued from Page 1)

Lee and Paramount television stations in Hollywood and the Balaban & Katz video outlet in Chicago from televising the pictures.

Large Screen Preview

New York television circles were speculating yesterday on the significance of the RCA large screen television viewed Wednesday night at the laboratories at Princeton, N. J. RCA presented a 16x22-foot picture to an audience of 3,000 persons with some viewers standing 600 feet away. This demonstration may be the opening gun of a battle between RCA and other interests for the development of theater television, it was reported.

British Opposition

In London yesterday the CEA, exhibitors organization, passed a resolution that if any film is televised exhibitors should have the right to cancel their contract for that picture.

New "Vic And Sade" Series On MBS Web For Fitch

(Continued from Page 1)

p.m., CDST, over WGN-Mutual, on Thursday, June 27 under sponsorship of the F. W. Fitch Company (for Fitch Shampoo). Contract, placed through W. W. Ramsey Co., Chicago, is for five years, with options. Return of "Vic and Sade" to the air as a half-hour Chicago-originated evening show is regarded here as reversal of the trend of network programs away from Chicago to New York and Hollywood.

Playing featured roles will be Bernadine Flynn, the original Sade; Clarence Hartzell as Sade's Uncle Fletcher, and Billy Idelson, who originated the role of Rush. Idelson, who had the part of Pinky in "One Man's Family," has been given a leave of absence from the cast of that program in order to come to Chicago for the new WGN-originated series.

Paul Rhymer will continue to script.

"Rosemary" On New Time

"Rosemary," daytime serial authored by Elaine Carrington, will shift to a new air time on CBS beginning Monday, June 24. Program will be heard at 11:45 a.m., EDT, and is sponsored by Procter & Gamble for Ivory Snow.

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LA 4-1200

Lee, Hughes Absence Delays Video Hearing

(Continued from Page 1)

Los Angeles "testing" a new plane for the Army.

Harry Plotkin, assistant general counsel for the FCC, warned that the Hughes tele case "could not be considered closed" until the producer is put "on the record" before the Commission.

"We want a definite commitment on when Mr. Hughes will be here," Plotkin said; "when the hearing was in Los Angeles, he was in New York and when the hearing is in Washington, Mr. Hughes is in Los Angeles."

Pressed by Plotkin, counsel for Hughes said he "hoped" the producer would appear on Monday. This would delay the FCC's probe into Paramount Pictures, scheduled for Monday following completion of the rest of the Los Angeles hearing on television.

Lee, according to his counsel, is still ill and cannot appear for "30 to 60 days." Plotkin agreed to allow Lee to file a deposition. In the case of Hughes, however, the FCC made it clear that it expected the personal appearance of the producer. Counsel for the other Los Angeles tele applicants made it equally clear that Hughes will be afforded a period of close and "hot" questioning on his television plans.

Boulton Is Newscaster On New Gulf Tele Show

Milo Boulton, host-interviewer on CBS' "We, the People," has been signed as newscaster for the weekly "CBS Television News" period to be sponsored Thursdays by the Gulf Oil Corporation over WCBW. He started June 20. Boulton, who is now in his fifth year as emcee on "We, the People," also sponsored by Gulf Oil, is a veteran video broadcaster, having appeared many times as star and master-of-ceremonies.

"CBS Television News," won the ATS award for 1945-46 as "the best news program of the year."

Waltz King's CBS Series Maestro In Singing Role

First of the new Wayne King series for Rexall over CBS from Chicago on Friday, June 28, at 9:30 p.m., EST, will have waltz king in a singing role as well as directing his orchestra. Featured with King on the program will be Larry Douglas, vocalist and Nancy Evans, songstress. Bob Cunningham will handle the commercials and Henry Hull, Jr., will produce for the N. W. Ayer & Son Agency. Dorothy Doran will handle publicity and promotion for the show.

Stork News

A seven pound son was born to Hy and Mrs. Reiter at the Brooklyn Jewish Hospital, June 17. Reiter is publicity director of Broadcast Music, Inc.

San Francisco Jottings

NED NIEFELD has been appointed news editor of KFRC. He was formerly with the State Department handling Philippine news, and previous to that with KMTC in Beverly Hills.

William M. Davis, president, First Federal Savings & Loan Ass'n which sponsors KPO's "Playhouse of Favorites," was pleased when a man from Sacramento planked down \$5,000 to open a new bank account "because," he said, "I always listen to your program on KPO." Davis beamed, and asked "Which particular play have you liked best? Was it 'David Copperfield?' . . . 'Hell, no,'" said the new customer. "I never listen to the dramas . . . it's the commercials that get me!"

The Pacific Telephone Telegraph Co., is now sponsoring KGO's 15-minute program "Number Please" seven nights a week. The program offers old, new and novelty recorded tunes and is designed to attract new employees and sell the company's new services. Mark Jordan is master of ceremonies.

Jack Fern of KFRC-Mutual is the proud cigar-passing pappy of a new baby boy, Steven Erich.

Interviewing two kings and two queens in one day has been added to the accomplishments of Austin Fenger, Universal Broadcasting Co., special events chief, who is out in the Bikini area doing a series of pre-atom bomb test broadcasts. Going to Laurel Island to do a first broadcast of a native church service there, he found that the island had two kings, and they were on hand with their queens, etc., to greet him. Fenger promptly got the two pairs of kings and queens before the microphone for an exclusive interview. Afterwards Fenger remarked "Wish my luck would run that way in poker."

KROW recently broadcast the inauguration ceremonies of the Oakland Police Department Air Patrol, the first of its kind in the country. Train

New Audience Tele Show Debuts Over WABD

"Cash and Carry," a new audience participation quiz program, opened on WABD last night with Dennis James, veteran radio announcer, as host-emcee of the "old-fashioned general store" and Irene Murphy as the clerk.

Contestants chosen from the studio audience by James, have an opportunity of winning cash prizes ranging from \$5 to \$15, or "carry" prizes of hard-to-get items such as nylon stockings and electric toasters. Program is produced by Charles Stark, president of Carr & Stark, Inc.

Coast Radio Institute

San Francisco—The KPO-Stanford University fourth annual Radio Institute opened officially Thursday, June 20, with an enrollment of 90 students. For the first time in the institute's existence most of the students are male—four boys to one girl.

travel has gotten too slow for Wm. Pabst, KFRC-Mutual manager, so he has purchased a SNJ advanced trainer to fly between here and Hollywood on his weekly trips. Bill is an ex-Navy pilot.

Ferde Grofe, American composer and conductor, will handle the baton for the first three weekly June broadcast of the Standard Hour on Sunday evenings.

After the recent Theater Guild on the Air broadcast from here, Director Homer Fickett called the local talent used in the show and said "I want to congratulate you on the best 'crowd noises' this show ever had. You get the real Italian flavor." The localites winked at each other. All that they had been saying over and over again was "Ashby de la Zouch and Shoo Fly Pie."

Anne Holden has returned to KGO after a month's illness and is again doing her daily "Home Forum" program.

Something new in local radio programs is being started by KGO manager Gayle V. Grubb under the title "Aunt Lolly's Story Telling Time." It's a weekly Saturday morning 15-minute broadcast especially for children from three to ten years of age. Alice Marino is being featured as Aunt Lolly, the story-teller.

John K. Chapel, KROW-Oakland news chief, has been made a member of the board of directors of the National Footprinters Ass'n, and also a permanent member on the public relations board of the Community Chest.

George E. Halleman, of NBC Chicago National Spot Sales, is in town congratulating Carl Nielsen, NBC San Francisco National Spot Sales representative, for the biggest National Spot month on record here.

KPO manager John W. Elwood is driving to New York, with Mrs. Elwood, to attend the NBC management meeting. Afterwards he will take his first vacation in five years.

"The Fitzgeralds" Set For Two Tele Programs

Ed and Pegen Fitzgerald, heard on WJZ as "The Fitzgeralds" as a morning show, will do two television shows over WPTZ, Philco outlet in Philadelphia. Their first tele show will be on tonight at 8-8:30 p.m., EDT, and the second a week from today at the same hour. Bobby Henry will direct the program.

Barr Gets Mag. Award

Fred Barr, program director of WWRL, Long Island City, and conductor of the station's "1600 Club," (Monday through Saturday, 3:05-5:30 p.m.) has been selected by Song Hits Magazine as the "nation's disc jockey who has done the most to spread racial tolerance through music." Joe Martin, editor of the magazine, will present Barr with an award on the program June 24.

Emerson Shows Line Of New Tele Sets

(Continued from Page 1)

models to be produced by the company; a table model with a seven-inch screen, and a chair-side console with a 10-inch screen. The table model is a straight tele set and accompanying sound receiver to retail at approximately \$150. The chair-side model, which combines both radio and television, will retail at approximately \$250.

An outstanding feature of the new Emerson models is screen visibility which so exposes image as to be clearly seen by viewers, either sitting or standing. This is said to be a distinct improvement over the direct and indirect view receivers produced up to this time. Company will begin producing the two new models some time in July and would be in full swing by September.

Declaring that nothing could stop the progress of television, Benjamin Abrams, president, said that in his opinion the evolution of the industry should be given every opportunity to stem from the use of black-and-white projection, instead of waiting for the development of color television which may require several years of further research, before it reaches the efficiency of black-and-white and that in the future color would contribute to television somewhat in the proportion that technicolor contributed to motion pictures. The black-and-white reception of today, he said, is clear as reproductions in newspapers and magazines and is therefore able to get across any broadcasting program to the satisfaction of any critical audience.

As to the place of television in the radio industry, Abrams said that with an industry production capacity of 20,000,000 radio receivers per year and with a normal demand of from 12 to 15 million, the full utilization of the industry's facilities could not help but overproduce within a few years.

ABC Adds Two Stations; Two Get Power Increase

Two new stations will affiliate with the ABC network, and in addition, two ABC affiliates have been granted power increases by the FCC, it was announced yesterday.

Effective June 19, KUGN, Eugene, Ore., was affiliated with the network as a Pacific Coast supplementary station, and on August 15, WJOY, Burlington, Vt., will join the web as a basic supplementary outlet. Owned by the Valley Broadcasting Company, KGUN, will operate full-time with 250 watts on 1400 kc. Ralph Hanson is manager of the station, which is now under construction. WJOY will operate full-time with 250 watts on 1230 kc., and is owned by the Vermont Broadcasting Corp.

WFIL, Philadelphia, has been granted a CP to increase power to 5,000 watts day and night from 1,000 watts daytime and remain on 1,000 watts at night.

The Seventh Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

will be published

Friday, July Twelfth



SHOWS OF TO-MORROW ISSUE WILL INCLUDE COMPLETE
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F. M.

Co-op Program

Hill Billy Program

News Programs

Hollywood Atmosphere

Feminine Angle

Foreign-language

Cultural Programs

Miscellaneous

COMING and GOING

HUGH FELTIS, president of Broadcast Measurement Bureau, will speak tomorrow at the meeting of the Advertising Federation of America, which will be held at Swampscott, Mass.

ROBERT B. HUDSON, Columbia network's education director, is now in Boston, where today he will address the New England Committee on Radio in Education.

HARRY WISMER, sports director at ABC, is leaving for Minneapolis, where tomorrow he will broadcast the running of several races at the National Collegiate Track and Field Meet.

"DINTY" DOYLE, director of special events for WABC-CBS, and **TOM KELLY**, night press editor for the network, left yesterday for Atlantic City. They will attend the Headliners convention.

CLIFFORD EVANS, managing editor, New York Post-WLIB News Bureau, has left for Mexico City on a vacation of one month. While there, he will record programs with Mexican governmental officials.

E. J. FREY, station manager and promotion director of WBRY, Waterbury, Conn., in town this week for conferences at the headquarters of CBS.

EDITH DICK, station manager of WWRL, and **DORIS MULVANEY**, of the continuity staff, off to Mastic, N. Y., to spend the week-end.

JASON S. GRAY, general manager of WCED, Columbia network outlet in Du Bois, Pa., and **LES RYDER**, commercial manager and promotion director of the station, are in Gotham on a short business trip.

ED MICHAELSON off for a week-end at Wright Field, Dayton, Ohio.

CECIL D. MASTIN, general manager of WHBF, Binghamton, N. Y., was a visitor yesterday at CBS, with which the station is affiliated.

STUBBY KAYE, radio and stage comedian, is in Pittsburgh for appearances at veterans' hospitals in that area.

Waring Begins New Series

First of the new Fred Waring musical series as a summer replacement for Fibber McGee and Molly on WEAF-NBC was heard Tuesday night at 9:30 pm.. The waring aggregation will substitute for the McGee and Molly show until Oct. 1 and will continue to do the Monday through Friday series on NBC at 11 a.m.

Wragge Subs For Green

Mitzi Green, whose current illness will prevent her from appearing in her role of Nancy Sparks on tonight's stanza of "Passport to Romance" over WOR-Mutual, will have her part taken by Betty Wragge, who, incidentally, is Mitzi's friend of many years.

COAST-TO-COAST

—NEW JERSEY—

PATERSON—The threat of the black market on community welfare, its affect on the municipal structure, and the municipality's responsibility in the eradication of this evil, will be the subject discussed by the mayors of three leading communities on WPAT's "Inter-City Mayors' Council" show next Tuesday. . . . **BRIDGETON**—Lt. Commander Joseph McCormick, recently released from the Navy, has joined the WSNJ staff. At present he is supervising the construction of the new FM setup for the outlet. . . . **TRENTON**—Former Congressman Elmer H. Wene, president of both WTM and WSNJ, recently attended an all-day conference with Paul Godley, engineering consultant, at Great Notch, N. J., to complete final plans for FM and television. Both stations are being enlarged to take care of the extra facilities.

—CONNECTICUT—

HARTFORD—Stunting on the "Shopper's Special" airing, WDRC is now using a "gimmick" featuring his bandleader playing two and three pianos at one time. By transcribing and then playing along with use of earphones, leader Otto Neubauer has the whole piano section going at one time. . . . Four former Hartford mayors spoke on WONS last Wednesday in connection with the proposed city charter change. Program entitled "Which Way Hartford?" saw the former chief executives, J. Watson Beach, William H. Mortensen, Thomas J. Spellacy and Walter E. Batterson, appear before the mike for the first time.

—WASHINGTON—

TACOMA—A new Army recruiting program recently bowed over KMO in the form of a quarter-hour show entitled "The Top Hatters," featuring a dance band composed of members of the Second Division stationed at Fort Lewis. Announced by Sgt. Larry Nuss and produced by Bob Koons of the KMO staff, program is aired each Saturday afternoon to further aid the Army recruiting service. In addition the outlet is furnishing other stations in Washington to help promote the service.

—MASSACHUSETTS—

BOSTON—First meeting of the New England Committee on Radio in Education will be held today, June 21, at the Men's City Club, it was announced by the Massachusetts Department of Education. Robert Hudson, CBS director of education will be the principal speaker, addressing the meeting on "What the New England Committee Can Do in the Field of Education." Education Commissioner Desmond will give the opening address. Maine and Rhode Island co-ordinators, Harland A. Ladd and Everett L. Austin, respectively, will lead morning and afternoon discussions. Committee was created and is sponsored by the Commissioners of Education in the six New England states.

—MISSOURI—

SPRINGFIELD—"Korn's-a-Krack-in," the Saturday night MBS origination of KWTO, will commence a series of ten out-of-Springfield ap-

pearances June 29, when the 55-minute network show will be aired from the Civic Auditorium at Eureka Springs, Ark. Following this airing, program will be heard July 6, from Warsaw, Mo., and on eight succeeding Saturdays from eight other communities in the Missouri, Arkansas, Kansas and the Oklahoma Ozarks. Program is emceed by Bill Ring.

—NEW YORK—

NEW YORK—Joe Cook, Jr., ex-pic in the Army's Special Service Division and son of the B'way comic, will guest on the WNYC "Veteran's Jamboree" program. Cook will be interviewed by Paul Tomaine and will do an unusual tap dance which will be projected over the air through special affects. . . . Robert Q. "Sam" Lewis, WHN's disc-jockey, in addition to filling his two regular daily spots, is pinch-hitting for Morey Amsterdam, emcee of the "Gloom Dodgers" show, occupying the nine-to-ten and eleven-to-noon periods of the four-hour morning program. There is a base rumor that Lewis will take up tatting in his spare time.

—NEBRASKA—

OMAHA—As a feature of its annual summer session, Creighton University recently sponsored a radio institute, a two-day meeting, dealing with the mutual problems of educators and programmers. Representatives from major networks appeared on the program, which covered such topics as radio's responsibility in the field of education, selecting of proper educational programs for listening and the educational plans and policies of the networks. . . . Dick Low, formerly manager of WOCD, Yale University, has joined FM station KOAD as producer. He was recently released from the Navy in which he served as a lieutenant (j.g.). . . . KOAD has completed arrangements for use of the Lang-Worth library.

—SOUTH CAROLINA—

COLUMBIA—WIS is currently working with local representatives of General Foods for promotion coup on Maxwell House Coffee Time segment. . . . WIS last week celebrated sixteen years of broadcasting and observes its fifteenth anniversary as an NBC affiliate in August. . . . Kingan and Company has taken over the "Facts and Faces," NBC co-op show on WIS. . . . South Carolina sports figures will serve as commentators when WIS sports chief Frank Harden vacations next week.

Truman Writes To Corwin On "One World" Trip

Washington Bureau, RADIO DAILY
Washington—President Harry S. Truman, in a personal letter to Norman Corwin, released by the White House, said that the CBS producer-director-writer was taking with him "best wishes not only of your colleagues in the arts and sciences, but of all Americans of good will." Corwin currently is in Paris on his round-the-world flight as the winner of the Wendell Willkie One World Award.

AGENCIES

THE LASKY COMPANY has entered the general advertising field, according to a joint announcement by Philip G. Lasky and Wallace F. Elliott, partners, and will operate offices in both San Francisco and Oakland. Oakland offices have been established in the Easton Building and until permanent quarters can be secured in San Francisco, all activities will be directed from there. San Francisco headquarters are expected to be opened within 30 days. Lasky is well known in the West as a radio station owner and executive, having been general manager of KDYL, Salt Lake City; KSFO, San Francisco, and KROW, Oakland. Though now interested in the ownership of other stations in the West, he plans to devote his time to the new agency. Elliott is equally well known in the San Francisco region for his 20 years as an agency executive with Tomaschke-Elliott, Inc., former Oakland agency, and as partner in the Rhoades & Davis Agency, San Francisco.

OWEN & CHAPPELL, INC., announce the appointment of Larry Stevens in charge of public relations and publicity, effective immediately.

ANN BLERSCH, formerly with Trans-World Airways, has joined the foreign department of McCann-Erickson, in their New York office.

CECIL & PRESBREY is preparing a campaign having for its purpose the publicizing of British Overseas Airways, an organization which, in addition to its trans-Atlantic service, operates lines from England to Africa and the Far East.

Commission OKs 2 CPs; Granik Asks AM Permit

(Continued from Page 1)
The Commission granted CP's for new AM stations to Midwestern Broadcasting Co., Petosky, Mich., to operate on 1340 kc., 250 watts, unlimited, and Mid-State Broadcasting Co., Peoria, Ill., to operate on 1020 kc., one kw., daytime.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery
Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.

Send Birthday Greetings To~

June 21

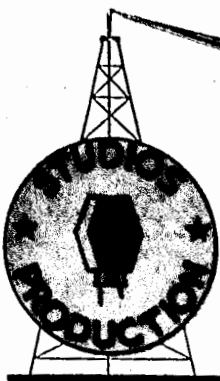
Ruth Allen Gene Austin
Jack Arthur Gail Laughton

June 22

Herbert Spencer Stephen Welhelm
Thomas B. Roach

June 23

Mary Livingstone Dick Malone
Claude Reese Maxine Keith



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 60

NEW YORK, N. Y., MONDAY, JUNE 24, 1946

TEN CENTS

Varied FCC Activities

13 Major Web Shows Aiding Vets Bureau

Thirteen top night time network shows have recorded special quarter-hour programs of their regular formats for a new "Here's To Veterans" transcribed series and 500 sets of pressings will be made available to broadcasters, Joseph L. Brechner, director, radio service, Veterans Administration, Washington, announced the past week-end.

Donating their services for the series with the sanction of AFM and AFRA the participating programs are Great Moments in Music, Highways

(Continued on Page 8)

Radio's Educational Role Stressed By CBS Speaker

Boston, Mass.—Robert B. Hudson, CBS Director of Education, urged New England's educators to "recognize radio as a highly efficient medium for the communication of ideas and accept it as a new tool of learning, just as you accept the printed word and are beginning to utilize pictures as integral parts of the instruction program."

Hudson spoke Friday as principal

(Continued on Page 5)

WGHF, FM Station, On Commercial Basis

WGHF, FM station owned and operated by Capt. W. G. H. Finch, had its formal opening as a commercial outlet Saturday, when it went on the air officially at 2 p. m. EDT., with quality music and concert programs. Finch, one of the original 13 FM broadcasters granted a construction

(Continued on Page 6)

Hope Recruit

Bill Johnston, promotion manager of KVOO, Tulsa, is temporarily on Bob Hope's payroll as a result of the excellent promotion campaign he staged for the comedian's appearance in Tulsa recently. Johnston will ballyhoo the comic's personal appearances in Memphis, Atlanta, Norfolk and Richmond, while on leave from KVOO.

NAB's FM Committee Will Meet In New York

Current FM problems will be discussed tomorrow at a meeting of NAB's FM Executive Committee at the Ambassador Hotel in New York. Chairman of the committee is Walter Damm, of WTMJ, Milwaukee. Other members of the committee are Wayne Coy, W3XO and WINX; Gordon Gray, WMIT, Winston-Salem; Paul W. Morency, WTIC-FM, Hartford; John Shepard, III, WMTW, Boston, and Frank Stanton, CBS. Representing NAB will be A. D. Willard, Jr., and

(Continued on Page 2)

Twamley Leaving WLIB; No Successor Announced

Edgar H. Twamley, general manager of WLIB, Brooklyn, New York Post station, has resigned effective July 15, it was learned Friday. Also leaving the executive staff of the station is Robert M. Scholley, vice president in charge of sales. It is believed that

(Continued on Page 5)

Table Group Clear Channel Applicants; Announce New CPS, Grant Temporary Licenses To 106 AM Stations

Atomic Bomb Series Begins This Week

First of the series of broadcasts from aboard the USS Appalachian en route to the South Pacific for the atomic bomb tests will be carried by CBS and ABC this week when radio and press correspondents will tell the story of "Operations Crossroads."

Five special broadcasts have been scheduled by CBS for this week titled, "Atomic Bomb Previews" and

(Continued on Page 7)

FCC Further Clarifies Rules Governing FM

Washington Bureau, RADIO DAILY Washington—The FCC on Friday further brushed up its FM rules to put FM on a firmer footing to compete with standard broadcasting.

Most of the new rules were announced

(Continued on Page 8)

Renew Kraft Music Hall For Another 52 Weeks

Chicago—The Kraft Music Hall program has been renewed for 52 weeks on the full NBC network by the Kraft Foods Co., (division of National Dairy

(Continued on Page 5)

Washington Bureau, RADIO DAILY Washington—Placing further limitations on use of clear channel facilities pending completion of the clear channel hearing; the granting of varied list of CP's covering AM, FM and television applications and the temporary renewal of 106 AM licenses highlighted the activities of the FCC on Friday.

In line with new policy, the

(Continued on Page 6)

Cantor's Pact Ended; B-M Seeks 'Duffy's'

West Coast Bureau, RADIO DAILY Hollywood—The radio contract between Eddie Cantor, Bristol-Myers and Young and Rubicam, Inc., was terminated June 21, by mutual consent of all parties concerned, according to Tom Lewis, vice-president in charge of radio for Y&R. Present

(Continued on Page 7)

Feltis Discusses The BMB At AFA New England Meet

Boston—Broadcast Measurement Bureau's forthcoming measurement of station and network audiences can be used in five different ways by advertisers and agencies, Hugh Feltis, BMB president, told members of the first

(Continued on Page 4)

Farewell To Hawaii

By JACK ALICOATE

HONOLULU HARBOR—The Fleet's in. Being, by this time, an old Trader Horn Hawaiian, we naturally are at the pier to greet the Atomic Armada headed by the S. S. Appalachian and our fellow scientists as the inevitable Royal Hawaiian Band under the inevitable Hawaiian blue sky

plays the inevitable "Aloha." Cars are waiting to speed the party to Iolani Palace where Governor Stainback turns over the keys to the islands. Welcoming speeches over, the two hundred assorted journalists, commentators, cameramen, television experts, foreign observ-

(Continued on Page 2)

Water Speedster

Chicago—Racing his 32-foot cruiser up Lake Michigan, Commander E. F. McDonald, Jr., president of Zenith Radio Corp., last week shattered the official and unofficial records for the run from Chicago to Mackinac. McDonald covered the 345 miles in 12 hours, 55 minutes. Passenger steamships require 22 hours to cover the same course.

Roving Assignment

Chicago—Capt. William C. Eddy, on leave as director of television for Balaban & Katz, (WBKB) for a temporary assignment with the Navy, is on a 15,000-mile, 15-day tour to promote interest in naval electronics and radar. Capt. Eddy is accompanied on his recruiting trip by Capt. Elliott Senn, in charge of electronics development for the Navy.



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

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FINANCIAL

(June 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 Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Showmanship Needed In Radio Presentations

Chicago—Contrary to general belief, the straight talk on the air requires more showmanship and more careful planning than any other type, Miss Helen Sioussat, CBS Director of Talks, said here Friday.

Miss Sioussat was addressing the Radio Institute of the General Federation of Women's Clubs at the local Stevens Hotel.

"If the speaker doesn't capture the interest of his audience the first 10 or 20 seconds he's on the air, added the CBS official, "his listeners have run out on him."

World's Foremost Tobacco Center KINSTON, N. C. Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign. Represented by BURN-SMITH Jonas Welland Bob Bingham

Farewell To Hawaii

(Continued from Page 1)

ers, Congressmen, and distinguished men of science dash in as many directions to golf, shop, fly, fish, or swim for Honolulu is theirs. At dusk swiftly to a rip snorting cocktail party at the Submariners Club. Up at dawn for another full day of diversified Hawaiian hospitality that knows no limit and then forthwith for a formal jig at the swanky Alawai Officers Club preceded by a three star special Luau. To you mainlanders, a Luau is sort of a Hawaiian Taffy pull with a high Hooper rating and is a gastronomical adventure featuring roast pig, pre-war pineapple, and the unavoidable poi that looks like cement and tastes like soap.

I GUESS this night life stuff and staying up till midnight is all right for those who don't take their scientific work seriously, but how can those who stay out late have a clear conscience with so much at stake? For instance, the goats to be used in the Bikini experiments will be clipped so that their hair length corresponds to that of humans to test the value of hair as a protection against radiation. Being an old Army man, we want to be fair, but it is not hard to understand the Navy doing things by half. Suppose we

really do have an atomic war? What good will this goat hair-cut experiment do for Barney Balaban, Hans Kaltenborn, or General Eisenhower.

THE engines are turning and in a few minutes we will be Bikini bound. The band plays "Aloha" as the last candid commentator tacks up the gang plank. We wave goodbye to Colonel Gillette, who built that splendid Army Photographic Center at Astoria, who is down to see us off. It is hard to leave Hawaii for this is a compelling country of romantic and hospitable people. We have picked up considerable about the islands too, including the first hand information that they have an authoritative native drink called Okolehao made from Ti roots that is also used for blasting the excavations for large office buildings.

ONE passing thought before we shove off. Would that those who scoff at international harmony could come here for a thought of provoking observation. It is the one spot in all the world where every race, every creed, every color, and every nationality live in peace, happiness, and contentment.

Ascap Elects Olman To Board Vice Robbins

J. J. (Jack) Robbins, has resigned as a board member of Ascap, resignation being accepted with a vote of thanks for his many years of service. Resignation resulted from Robbins' withdrawal from the Robbins-Miller-Feist organization when he sold his shares out to Metro-Goldwyn-Mayer, motion picture producers.

Abe Olman was elected to the board to complete Robbins' unexpired term.

Edwards Handling News

Douglas Edwards, CBS correspondent recently returned to the U. S. after 14 months of overseas reporting, is now heard regularly on CBS' "News Of The World." Allan Jackson, previously heard on this program, replaces Quincy Howe on the latter's nightly news show until early July when Jackson leaves for an overseas assignment. Howe is currently on vacation.

NAB's Film Committee Will Meet In New York

(Continued from Page 1) Robert Bartley from Washington office. NAB President Justin Miller will preside at a meeting of NAB's newly-organized Program Executive Committee in Chicago on July 1-2. Committee members include Edgar A. Bill, WMBD; Phillips Carlin, Mutual; Arthur B. Church, KMBC; Stanley Hubbard, KSTP; Merle S. Jones, WOL; I. R. Lounsberry, WGR; Clarence L. Menser, NBC; Herb Plambeck, WHO; H. W. Slavick, WMC; Glenn Sydnor, WLS; Davidson Taylor, CBS, and E. R. Vadeboncoeur, WSYR.

NAB's Association of Women Directors will present Herbert Hoover today with written assurances of backing in the nation's food conservation drive. The ceremonies will take place at the White House. The presentation will be made by Alma Kitchell of WJZ. Also present will be Dorothy Lewis, NAB Co-ordination of Listener Activity.



Upstream

That Chinook salmon finally jumped five feet to get over the counting board at Bonneville Dam.

That's a fightin' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

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

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big business.

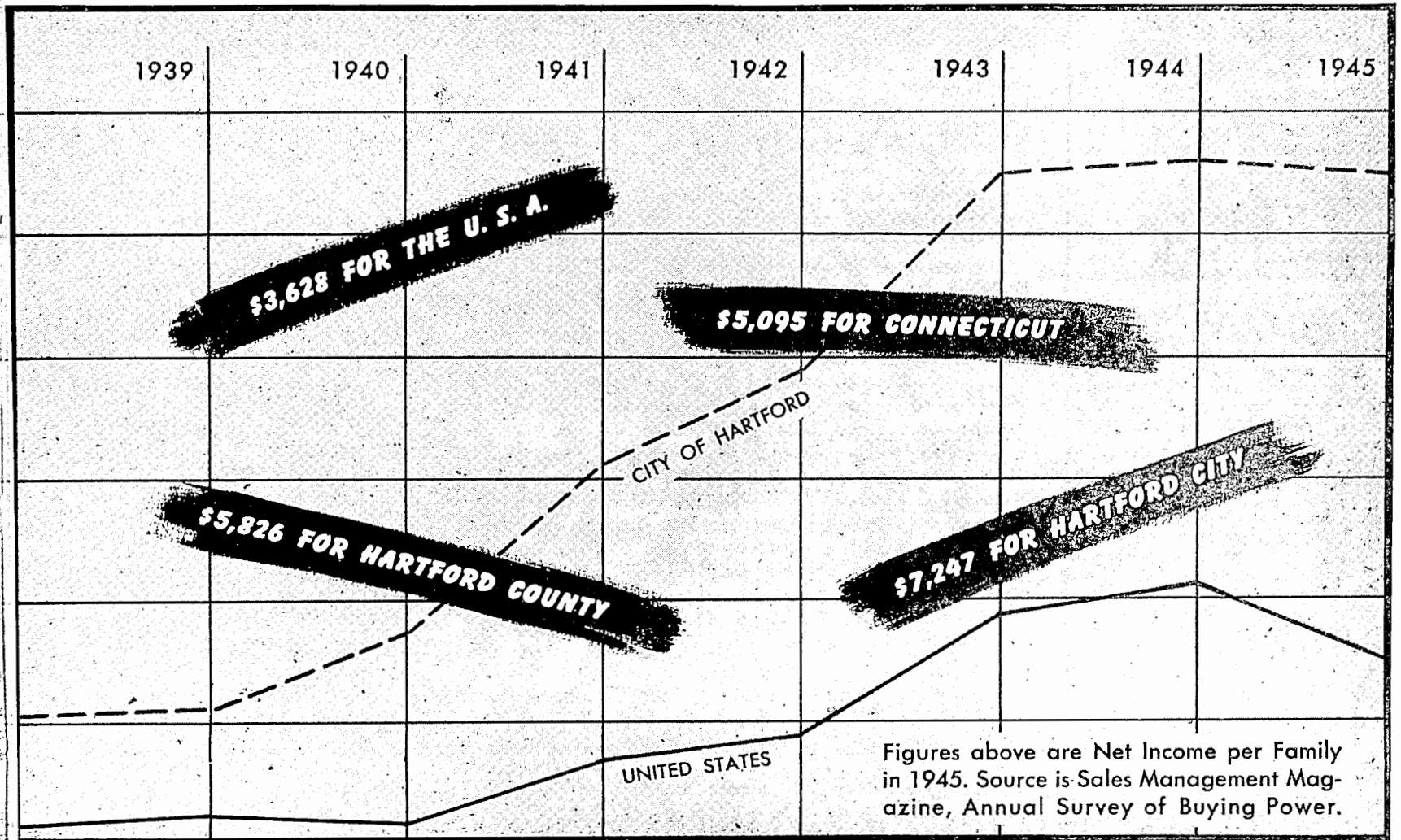


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

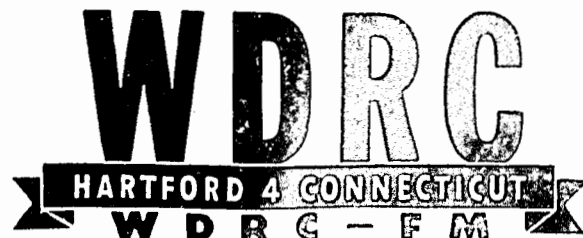
IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.

ARE FIGURES *Interesting?* - YOU BET!



Again
**CONNECTICUT
 LEADS ALL
 48 STATES**

Market-wise, three of last year's figures on Net Income per Family are worth your attention. 1) Connecticut again leads all 48 states, with \$5,095. 2) Hartford County is again Connecticut's Major Market, with \$5,826. 3) Hartford City again betters the average for the country almost 2-to-1, with \$7,247. Unquestionably, WDRC covers one of the country's richest markets. You can connect in Connecticut by using WDRC, Basic Columbia Station for this area.



BASIC
 CBS

AGENCIES

C. S. "LARRY" HANSON has resigned from the administrative staff of McCann-Erickson, Inc., to join the administrative sales staff of the American Newspaper Advertising Network, Inc., it was announced Friday. Hanson, a member of the agency's central new business department, will be assistant to Edward D. Madden, newly-appointed ANAN executive vice-president and general manager.

JAMES FLORA, advertising manager of Columbia Recording Corporation of Bridgeport, Conn., announces the appointment of William C. Neu as production manager. Neu served in the advertising-production department of the General Electric Company for six years. Just prior to coming to Columbia he was production supervisor of the electric sink and cabinet division of the General Electric Company, Scranton, Pa.

CARL L. BAKER, formerly of WIRE, Indianapolis, and recently discharged from the Army, has joined the sales staff of the Chicago office of the William G. Rambeau Company.

RADNAI, INC., has selected J. M. Korn & Company to handle the advertising of Radnai Greaseless Hand Cream.

Feltis Discusses The BMB At AFA New England Meet

(Continued from Page 1)
district convention of the Advertising Federation of America Saturday in nearby Swampscott. The first district group includes Maine, Vermont, New Hampshire, Connecticut and Rhode Island.

"BMB is not intended to give dogmatic and final answers," Feltis said, "but it does provide a uniform yardstick, heretofore lacking, by which to measure an important dimension of a station or network." Pointing out that the station or network which is best for one account may not be the best for another, Feltis said that BMB audience information may be used to evaluate stations in terms of total audiences within given areas or cost per thousand listeners. Another use, he added, is to pattern a radio campaign according to product distribution.

Feltis also discussed the promotion of programs more effectively, and the precaution that promotion reaches all areas in which the program is heard without being wasted on outside listening areas.



Memos Of A Midnighter. . . !

• • • Because BBC is government-owned and doesn't allow advertising, English mfrs. are transcribing programs for broadcast over Radio Luxembourg, which resumes sponsored broadcasts next month. Insiders believe that the competition may force the British Government to relax its historic control over BBC and accept advertising for the first time. . . . Toots Shor's \$100 ringside seat for the Big Fizzle paid off with millions of bucks worth of publicity. In addition to being interviewed coast-to-coast in the pro-flight broadcast, he was mentioned in thousands of newspaper stories and on many day-after radio stanzas. . . . Billy Conn will start a new career as a fight referee. . . . Expect to see large ads soon, heralding the fact that one major airline has reduced its rates to 9½ cents a mile, while another has increased its baggage allowance to 66 lbs. per person. . . . Billy Rose averaging 8,000 replies a week to his "advertorials" col'm in N. Y. papers. Two newspaper chains have already offered to syndicate it. . . . Morey Amsterdam such a click at the Playgoers that owner Irving Haber has made him a full-fledged partner. . . . A new \$5.95 ball-point pen, which will be on the market soon, has the present mfrs. plenty worried. . . . Paula Stone and her hubby, Mike Sloan, have nixed an offer to do a husband-and-wife breakfast session. . . . Marie Greene set for a television shot on Standard Brands show July 4. Her manager, Tony Janak, gets out of uniform this week and resumes as a recording engineer with Columbia records. . . . Dunninger, the Master Mentalist, says that women at 40 can be as pretty as they were at 25, only it takes longer.



• • • It's Leonard Lyons' story about the time Fred Allen had a series of conferences with the vice-president of an ad agency, who, in all that time, never once looked up at the comedian. "I became curious about why he was reluctant to look up," said Fred, "until I found out he used to be a quarterback at Yale."



• • • Everyone wants to get in on the you-know-what of television, so Paul French, indie video packager, has named his new firm, "Ground Floor Productions." . . . Songster Hal Horton's album of western tunes for Sonora has won him a screen contract with Republic. . . . Overheard at the Singapore: She's his June bride—and he's her goon bridegroom. . . . The Geo. A. Putnams (she's Ruth Carhart, the canary) celebrating their 6th wedding ann'y. . . . Jerry Colonna may leave the Bob Hope show for a solo air spot if his summer personal appearance tour is successful. . . . Latest Hooperating shows the "Mystery Theater" topping all Friday nite stanzas on all webs. Frank Telford is editor-director-producer of the series. . . . Bob Thiele, Signature Record's youthful prez, getting a Pic mag break as being a "successful young man of industry." . . . Tom Reddy thinks an unhappily married couple should be allowed to do a Mr. and Misery series. . . . The Bob Ross' are expecting Sir Stork any day now. . . . Buddy Lester topped Soph Tucker's opening wk. record at Baltimore's Chanticleer. Watch this boy. . . . Dave Stanley editing an anthology of sports humor which Lantern Press will publish. . . . Actor Humphrey Davis opines that necessity is the mother of installments. . . . Wm. Liebow, Miami hotel zillionaire, completing final arrangements for the permanent Pan-American Industrial Exposition in Miami. One of its features will be a Radio City, making it possible for big broadcasts to emanate from there.



• • • Thumbnose Sketches: Toots Shor's: Char-actor's Hang-out. . . . Carl Brisson's sleuthing on "A Voice In The Night"; Clues Make The Man. . . . Fred Allen's script: The Grin Pastures. . . . Sen. Claghorn: Southern Comfort. . . . Jackie Miles: The Latin Cavorter. . . . Theater of Romance: A WOODunit. . . . Stork Club: Home of the Winchellectuals.

LOS ANGELES

By RALPH WILK

FREDERICK BROS. AGENCY have packaged a situation comedy show entitled "Uncle Charlie," starring Joe E. Brown, which was auditioned at NBC last week. They have already had very favorable agency re-action to the script.

The Modernaires, with Paula Kelly, were signed for one week at the Commercial Hotel, Elko, Nev., beginning June 27, and a week at Rainbow Rendezvous, Salt Lake City to start July 4.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show, will break in his new vaudeville sketch at the Million Dollar Theater June 24. Script is by Mike Cramoy.

At a recent meeting of the Southern California Women's Press Club, Miriam Lane was elected first vice-president and program chairman of the organization for the coming year. Miss Lane has been heard on KMPC for the past two years conducting her "Home Chats" program, which is sponsored by the Broadway Department Store.

The Bob Crosby Show will bow off the air after the broadcast of July 17 for a summer hiatus of eight weeks.

Norma Jean Nilsson, the "Little Girl Next Door" of the "Jack Carson Show," is an avid reader of books. She has hundreds of them, including a collection of children's books given her by Lurene Tuttle when her own daughter outgrew them.

"Superman" On New Time On Yankee Web Schedule

With growing interest in the current American League pennant race, radio coverage of the Boston Red Sox has been increased on all Yankee Network stations with the announcement yesterday that Kenyon & Eckhardt, agency for the Kellogg Company, agreed to move "Superman" back 15 minutes on the schedule.

Program will be heard on the Yankee web from 5:30-5:45 p.m., EDT, and on Mutual in the regular 5:15-5:30 p.m. slot.



"Let's see—I was listening to WFDF Flint—then I heard some static—"

LEN STERLING
LA 4-1200

Coming and Going

W. L. JONES, vice-president of the RCA Service Co., Inc., is back at his headquarters in Camden, N. J., following conferences on the West Coast with Charles P. Skouras and other officials of the National Theaters Amusement Co.

MYLES JOHNS, executive director of WOSH, Oshkosh, Wisc., arrived in New York last week for conferences at ABC, with which the station is affiliated.

JOHN AVON, newly-appointed managing editor of the magazine This Month, is in Brewster, N. Y., visiting with Emile Schurmacher, radio and film writer.

ED DARLINGTON, announcer on the Columbia network, is touring Virginia. He is accompanied by MRS. DARLINGTON. At Natural Bridge, Va., he and other visitors heard a recording explaining the natural formation. The ET, made years ago, featured the voice of—Ed Darlington.

GENE FLANAGAN, announcer on WWRL, has left town on a vacation of one week at Sayville, N. Y.

E. K. HARTENBOWER, who visited early last week at the offices of the American network, got home to Kansas City just in time to hear the Louis-Conn bout over KCMO, of which he is general manager.

EUGENE ORMANDY, conductor and musical director of the Philadelphia Symphony Orchestra, has arrived in Rio de Janeiro, where he will conduct seven concerts of the Orquestra Symfonica Brasileira.

MURRAY GOLDBERG, engineer at WLIB, who left last week on a two-week vacation, has solved the transportation problem by spending the fortnight bicycling through New England.

PHIL BRITO, accompanied by his general manager, IRVING ROMM, left Friday for Hollywood, where he has been signed by Monogram to star in its forthcoming feature film, "The Sweetheart of Sigma Chi."

DOROTHY DORAN, N. W. Ayer & Son publicist has arrived in Chicago from Hollywood to handle the publicity and exploitation of the new Wayne King Rexall show on CBS.

Renew Kraft Music Hall For Another 52 Weeks

(Continued from Page 1)

Products Corp.) through J. Walter Thompson Co., it was announced Friday by Paul McCluer, sales manager of the NBC Central Division.

The new contract is effective July 25. Program is aired Thursday from 8-8:30 P.m. CSDT., from New York. The Kraft summer series, which began May 16, stars Edward Everett Horton, and pianist Eddy Duchin. Music is provided by the King Cole Trio and an orchestra under the direction of Russ Case.

Twamley Leaving WLIB; No Successor Announced

(Continued from Page 1)

Jackson Leighter, president of WLIB, will take full charge of the station and no replacement will be made in the managerial post.

Ruth Girard Directs Bond ETs

Ruth Girard has been signed as director for the new transcribed "Treasury Salute" program, it was announced last week by Brent O. Gunts, chief of the Treasury's Radio Section for the U. S. Savings Bonds Division. The new transcribed "Treasury Salute" series features Robert Waldrop, author and commentator, and Mark Warnow and his orchestra, in stories from the American Notebook.

The Treasury's Radio Section has just moved from Washington to New York, and is now located in the RKO Building.

TIME BUYER AVAILABLE

Bright young lady, thoroughly experienced with spot and network time buying. Also excellent and diversified space buying experience as well as fine talent background. Accustomed to huge volume and complete responsibility. Analytical, fast, gets things done. Write Box 193, Radio Daily, 1501 Broadway, New York 18, N. Y.

Radio's Educational Role Stressed By CBS Speaker

(Continued from Page 1)

speaker at the Men's City Club here before the first meeting of the newly organized New England Committee on Radio in Education. The meeting, under the auspices of the Massachusetts Department of Education, was attended by educators from the state's leading colleges, high schools and grammar schools.

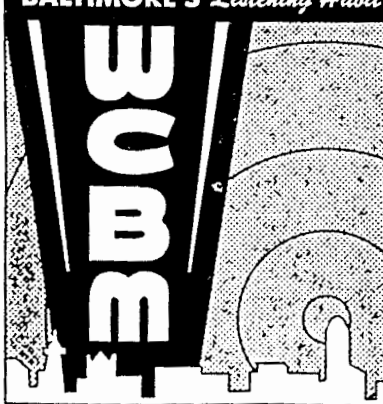
Offers Suggestions

The CBS official urged the educators to credit radio with widening the horizons and increasing the educational perspective of this generation's children.

"The school which ignores the enormous influences which radio, the movies, books, magazines and newspapers exert on children out of school is lagging so far behind its students," pointed out Hudson, "that its traditional subject materials and behavior patterns are presented out of context."

Hudson concluded his talk by offering a number of practical suggestions pertaining to organization, program production and school utilization on radio.

BALTIMORE'S *Listening Habit*



MUTUAL BROADCASTING SYSTEM

J. C. Elmer, President George H. Roeder, General Manager

SPILL & PETERS, Inc., Exclusive National Representatives



Fulton Lewis, jr.

sells more power
TO
IOWA



Writes the Iowa Electric Light and Power Company to Mr. H. R. Hurd of KFJB, Marshalltown, Iowa: "It is with a great deal of pleasure that we here at the Marshalltown branch . . . send you a testimonial on the Fulton Lewis, Jr., show, which we are sponsoring around the year . . . regular listening audience would appear to be large and stable. As a service organization with a tremendous day-in and day-out traffic through our offices, we are in an enviable position to constantly check on the total overall listening and general acceptability of the program."

Sponsors and stations alike are unanimous in acclaiming Fulton Lewis, Jr., the Number One Cooperative Program on the air because he SELLS—

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Clear-Channel Use Further Limited; 106 Temporary Renewals Approved

(Continued from Page 1)

Commission also announced that 14 applications for clear channel facilities have been placed in the "pending files" until after the conclusion of the hearing.

Limitations listed by the Commission include the following:

1. The Commission will withhold action on all applications involving use of 1-A frequencies, daytime or limited time, where the proposed station is more than 750 miles from the dominant 1-A station using a non-directional antenna on the frequency requested or is outside the 0.5 mv/m 50 per cent skywave contour of the dominant class 1-A station using a directional antenna on the frequency requested.

2. The Commission will consider on their individual merits applications involving use of 1-A channels, daytime or limited time, where the proposed station is 750 miles or less from the dominant 1-A station using a non-directional antenna on the frequency requested or is within the 0.5 mv/m 50 per cent skywave contour of the dominant class 1-A station using a directional antenna on the frequency requested. Applications in this category will not at this time be granted limited time, but will be considered and may be conditionally granted for daytime operation only.

Applications filed with the Commission which come within the first category will be placed in the Commission's pending file and held without further action until conclusion of the proceedings in the clear channel hearing. After the conclusion of the clear channel hearing, "suitable notice" will be afforded all interested persons and a period will be provided in which to file competing applications.

Applications in direct conflict with section 3.25 or 3.22 of the Commission's rules with respect to time of operation, power limitations or frequencies will be dismissed without prejudice, the FCC said.

Placed in Pending File

The following applications were placed in the pending files:

Oklahoma Agricultural and Mechanical College, Stillwater, Okla., 760 kc., 10 kw., day; WLBG, Inc., Columbia, S. C., 820 kc., 250 watts, day; Tom S. Whitehead, Brenham, Tex., 890 kc., 250 watts, day; Howdy Folks Broadcasters, Tulsa, Okla., 1100 kc., 5 kw., day; Southwest Iowa Broadcasting Co., Creston, Iowa, 750 kc., 1 kw., day; Arthur H. Groghan, Santa Monica, Calif., 750 kc., 1 kw., L-WSB; Donnelly C. Reeves, Hanford, Calif., 870 kc., 250 watts, day; Radio Broadcasting Associates, Houston, Tex., 1180 kc., 250 watts, day; Scenic City Broadcasting Co., Middleton, R. I., 1200 kc., 250 watts, L-WOAI; C. Mervin Dobyns, San Bernardino, Calif., 1180 kc., 1 kw., day; Southern California Broadcasting Co., Monterey Park, Calif., 830 kc., 5 kw., day; Bay Cities Radio Corp., Santa Monica, Calif., 890

kc., 1 kw., day; Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y., 1200 kc., 1 kw., L-WOAI; Times-Star Publishing Co., Alameda, Calif., 1210 kc., 1 kw., day.

Varied List Of CP's

CP actions covering standard, FM and television facilities in scattered sections of the country were announced.

Carter Publications was granted a CP for a new commercial tele station in Fort Worth, Tex. The new station will operate on Channel No. 5.

Standard actions included the granting of CP's to seven applicants, including the Traveler Publishing Co., Arkansas City, Kans., to operate on 1280 kc., 1 kw., daytime; C. L. Pursley and Louise Patterson, doing business as Pursley Broadcasting Service, Mobile, Ala., to operate on 840 kc., 1 kw., daytime; Central Florida Broadcasting Co., Orlando, Fla., to operate on 740 kc., 1 kw., daytime; The Electronics Corp. of Puerto Rico, Mayaguez, P.R., to operate on 1490 kc., 250 watts, unlimited; G. W. Covington, Jr., Gadsden, Ala., to operate on 570 kc., 1 kw., daytime; General Newspapers, Inc., Gadsden, Ala., to operate on 1400 kc., 250 watts, unlimited; E. L. Roberts, Gadsden, Ala., to operate on 1350 kc., 1 kw., unlimited.

The Journal Co. (Milwaukee Journal), Milwaukee, Wis., was granted a CP for a new experimental tele station.

FM Grants Announced

Final CP's for new FM stations were granted to four applicants. In addition, seven other applicants were given conditional grants.

Final CP's were granted Johnston Broadcasting Co., Birmingham, Ala.; Lee Broadcasting, Inc., Quincy, Ill.; WKY Radiophone Co., Oklahoma City, Okla.; Sunbury Broadcasting Corp., Sunbury, Pa.

The following were given conditional grants:
Missouri—St. Joseph, KFEQ, Inc. (KFEQ) B.

Florida—Miami, Paul Brake, B.
New York—Albany, Hudson Valley Broadcasting Co., Inc., B; Poughkeepsie, Poughkeepsie Newspapers, Inc. (WKIP), B; Utica, Rome Sentinel Company, B.

Oregon—Albany, Central Willamette Broadcasting Co. (KWIL), A.

Pennsylvania—Sharon, Sharon Herald Broadcasting Co. (WPIC), B.

106 License Renewals

License renewals have been granted to three more stations, the FCC announced Friday. The stations, all granted renewals for the period ending May 1, 1949, include KPQ, Wenatchee, Washington; KVI, Tacoma, Washington; and WSUN, St. Petersburg, Florida.

In addition, the FCC extended the licenses of 106 other stations on a "Temporary Basis Only" until September 1, 1946. They include:

KDYL and Auxiliary, Salt Lake City; KECA and Auxiliary, Los Angeles; KFAR,

Fairbanks, Alaska; KFDM, Beaumont, Texas; KFJZ and Auxiliary, Fort Worth; KFQD, Anchorage, Alaska; KPYR, Bismarck, North Dakota; KGBX, Springfield, Mo.; KGCU, Mandan, North Dakota; KGFY, Pierre, South Dakota; KGHF, Pueblo, Colorado; KGMB and Auxiliary, Honolulu; KGW, Portland, Oregon; KHSL, Chico, California; KLZ, Denver, Colorado; KLAC, Los Angeles; KMJ, Fresno; KOAC, Corvallis, Oregon; KOB, Albuquerque; KOH, Reno, Nevada; KOL, Seattle; KOY, Phoenix; KPQ, Wenatchee, Washington; KRLLD, Dallas; KROD, El Paso; KSAC, Manhattan, Kansas; KSD, St. Louis; KSFO, San Francisco; KSJB, Jamestown, North Dakota; KSRO, Santa Rosa, California; KTAH, Phoenix; KTSA, San Antonio; KUOW, Sioam Springs, Ark.; KUTA, Salt Lake City; KXYZ, and Auxiliary, Houston; KYA, San Francisco; KVI, Tacoma, Washington; KVOD, Denver; KVOS, Bellingham, Washington; KWTO, Springfield, Mo.; KXOK, St. Louis, Mo.; WADC, Village of Talmadge, Ohio; WAGA, Atlanta; WATR, Waterbury, Conn.; WBT, Charlotte, North Carolina; WDBO, and Auxiliary, Orlando; WGOA, and Auxiliary, Baltimore; WDGY, Minneapolis; WEAN, Providence; WEAU, Eau Claire, Wisconsin; WEEI, Boston, Mass.; WFBM and Auxiliary, Indianapolis; WFIL and Auxiliary, Philadelphia; WGAN and Auxiliary, Portland, Me.; WHKC, Columbus, Ohio; WHKY, Hickory, North Carolina; WLBW, Topeka; WICC, Bridgeport; WILL, Urbana; WIND and Auxiliary, Chicago; WINS, and Auxiliary, New York; WIOD, and Auxiliary, Miami; WIP and Auxiliary, Philadelphia; WIS, Columbia, South Carolina; WJAS, Pittsburgh, Pa.; WJLS, Beckley, West Virginia; WKAQ and Auxiliary, San Juan, Puerto Rico; WKBN, Youngstown, Ohio; WKRC, Cincinnati; WKZO, Kalamazoo; WLBZ, Bangor, Me.; WMAL, Washington; WMAM, Marietta, Wisconsin; WMBS, and Auxiliary, Uniontown, Pa.; WMC and Auxiliary, Memphis; WMCA and Auxiliary, New York City; WMUR, Manchester, New Hampshire; WNEF, Binghamton, N. Y.; WNAX, Yankton, South Dakota; WNEL, San Juan, Puerto Rico; WOOD and Auxiliary, Grand Rapids; WPRO and Auxiliary, Providence; WREC and Auxiliary, Memphis; WSGN, Birmingham, Alabama; WSJS, Winston-Salem; WSKB, McComb, Miss.; WSUN, St. Petersburg; WSYA, Harrisonburg, Virginia; WSYR and Auxiliary, Syracuse; WTAV, and Auxiliary, Worcester; WTAQ, Green Bay, Wisconsin; WTNJ and Auxiliary, Milwaukee; WUNC, Asheville, North Carolina.

Ten Applicants Ask AM

At the same time, 10 applications for new standard stations were announced by the Commission. They include:

Richard E. Adams, James H. Shoemaker and Albert Anderson, doing business as Suburban Broadcasting Co., Framingham, Mass., to be operated on 1190 kc., one kw., daytime; Triangle Broadcasting Associates, Hackensack, N. J., to be operated on 620 kc., 250 watts, unlimited; Lewis C. Irely, Helen S. Tierney and Albert S. Kemper, Jr., doing business as Mercer Broadcasting Co., Princeton, W. Va., to be operated on 1490 kc., 250 watts, unlimited.

Also Edney Ridge and Hadley Hayes, doing business as Carolina-Northwest Broadcasting Co., North Wilkesboro, N. C., to be operated on 1450 kc., 250 watts, unlimited; Eugene E. Stone, Florence, S. C., to be operated on 1230 kc., 250 watts, unlimited; Alfred Achilles Corcanges, Mineral Wells, Tex., to be operated on 1140 kc., 250 watts, daytime; Mojave Valley Broadcasting Co., a partnership of William T. Brown, Burton C. Boatright and Robert E. Reno, Barstow, Calif., to be operated on 1230 kc., 250 watts, unlimited.

Also Elias I. Godofsky, Hempstead, N. Y., to be operated on 1090 kc., 250 watts, daytime.

WGHF, FM Station, On Commercial Basis

(Continued from Page 1)

permit, was granted an experimental license in 1938 and in 1941 moved operations to the present site at 10 East 40th in Manhattan for the construction of WGHF. Station, now operating on a frequency of 99.7 m. c., will be on the air daily from 2 to 5 p. m. and 6 to 9 p. m. EDT. Area coverage is said to be approximately 8500 square miles, servicing an estimated 75,000 to 100,000 FM homes.

"Fine music, symphonies and emphasis on the classics will be the basic formula of WGHF's broadcast daily schedule," said Finch, "yet time will be divided between programs for special events, news and programs of interest to the public."

"As the listening audience grows, WGHF plans to extend its schedule to include as many interesting, cultural and public service programs as possible," he added, "and looks forward to servicing the public with uninterrupted fine musical programs running from one-hour to two-hour opera shows."

Finch An Ex-Army Officer

Finch, who served as a captain in the USNR, also announced that regular facsimile transmission of news, box-scores and other printed material, known as "Airpress" will continue and will consist of the latest in United Press news and pictures. He revealed also that a new facsimile service has recently been installed in the Radio City branch of the Bankers Trust Company with its main office in Wall Street. Verification of checks, etc., is transmitted via facsimile and greatly reduces time and duplication problems, he said.

Finch also revealed that his company, expects, by next Fall or winter at the latest, to install about 100 facsimile receivers in various hotels, restaurants and other locations around New York City.

Program director of WGHF is Herbert Stone, who has spent 10 years in programming with various metropolitan stations, including the municipal station, WNYC.

Congrats From Denny

In a wire to Finch on the formal opening of the station, acting FCC chairman Charles R. Denny said: "Please accept my best wishes upon the occasion of your inaugurating a commercial frequency modulation broadcast service in New York City. The FM service which you and the other FM licensees throughout the United States will provide, represents, from a technical standpoint, the finest aural broadcasting which is obtainable in the present state of the radio art. I am sure that this new high-fidelity and static-free broadcast service is destined to have the widest public acceptance. Also the experiments which you and other licensees are about to undertake in the broadcast transmission of facsimile will no doubt play an important part in the development of that new art. I wish you success in both of these undertakings."

Atomic Bomb Series Begins This Week

(Continued from Page 1)

they will be heard Monday through Friday, June 24-28. On each day Harry Marble will call in web correspondents assigned to cover the tests.

Monday, June 24—After Marble's preliminary remarks, the program switches to KNX-CBS, Los Angeles, where newsman Chet Huntley talks about the departure of the test ships from the West Coast. Reports will follow from Don Mozley aboard Admiral Blandy's flagship and from George Moorad aboard the rear echelon communications ship at Kwajalein.

"Plum" For Downs

Tuesday, June 25—Webley Edwards, aboard the Appalachian, radio correspondents' ship, 15 miles off Bikini Atoll, and Bill Downs, who has the "plum" assignment at the test, being assigned to the observation plane directly following the plane bearing the atomic missile.

Wednesday, June 26—Descriptive roundups of the props used for the test—planes, ships, equipment—by CBS newsmen assigned to the test.

Thursday, June 27—Comments by Federal legislators, members of the press and foreign observers who are to watch the test. Also reports on the evicted residents of Bikini, and what is being done for them.

Friday, June 28—Report on the weather prospects for June 30 (July 1 Bikini time), the day of the actual test; an interview with Philip W. Swain, engineer and writer, who has been assigned by CBS to cover the scientific aspects of the test; Vice-Admiral W. H. P. Blandy if available, will be invited to deliver a last minute message on this broadcast.

Several Pickups Scheduled

Yesterday on its "This Week Around the World" program, ABC picked up Larry Tighe aboard the USS Appalachian; Lee Van Atta from Kwajalein; Clete Roberts from the USS Panamint and Frederick Oppen from the flagship USS Mount McKinley.

During this week, ABC's late evening news program "News of Tomorrow" will have several pick-ups from the Pacific area in which the network correspondents will be heard. "Headline Edition" on Friday, June 28, will be devoted entirely to eye-witness accounts from various points in the area. On the eve of the actual dropping of the bomb, Admiral William H. P. Blandy, commander of Task Force One, Secretary of War

★ THE WEEK IN RADIO ★

NBC, ABC Air Louis-Conn Fito

By JIM OWENS

ABC's broadcast of the Louis-Conn flight garnered the highest Hooper of any event aired on one network, with a 67.2. The NBC telecast of the event was looked upon as the formal birth of the medium. . . . FCC predicted enormous expansion of all forms of communications in the next few years. . . . CAB announced it would drop its rating service, effective July 31.

Sylvania Electric Products completed a survey which indicates a market for 10 million television sets within the next five or six years. . . . CBS announced renewal of five web programs, and NBC reported a spurt of new business in co-op sales. . . . The State Department's international shortwave program was approved after a hot fight in committee hearings. Thus approximately nine million dollars is expected to be restored to the Department's appropriation.

E. F. McDonald, Jr., president of Zenith Radio Corporation, authored an article in Collier's in which he said television will not progress until the financing problem has been solved. . . . FCC nixed the sale of WINS to Crosley, under terms of contract studied by the Commission. . . . NBC declined to carry the annual festival at the Interlochen National Music Camp because of heavy web commitments.

Current trend in the industry is seen to be toward heavy promotion and exploitation of shows and performers, with several tie-ups used

profitably with clients, etc. . . . AFM's James Petrillo was arraigned in Chicago court but released on bond. . . . The New York FM hearings were unofficially postponed to July 8.

West Coast web and independent stations returned to wartime basis in preparation for anticipated flood of reports on atom bomb tests in Bikini. . . . New England women broadcasters met at the second annual conference of AWD-NAB in Portsmouth. . . . New York retailers were availed for days before the Louis-Conn fight for television receivers. . . . Lever Bros., one of radio's biggest advertisers, underwent sweeping executive changes with naming of five new vice-presidents.

Plans were completed for educational radio for use by the United Nations as proposed by 29 leading organizations, including NAB. Proposals were recommended by American Council of Education and the Film Council of America. . . . Crosley Corp's James Shouse told editors and publishers of the National Editorial Assoc., that much of publicity given FM comes from lack of AM facilities.

Motion pictures of the fight last week will not be available to tele broadcasters. RKO contract contained a clause prohibiting video use. Close of Los Angeles tele hearings was delayed by absence of Howard Hughes and Thomas Lee. . . . Scores of Government officials were RCA guests at the Statler Hotel video showing of the big fight Wednesday.

ABC Sales Service Post Given To Gladys York

Gladys York, formerly assistant sales service manager for ABC has been promoted to sales service manager, replacing Alfred Beckman who has resigned to accept a position as time buyer and business manager of the radio department of Buchanan & Company.

Robert Patterson, Secretary of the Navy James V. Forrestal, Chief of Staff Dwight D. Eisenhower, and Chief of Naval Operations Chester W. Nimitz will participate in a special program on Saturday, June 29 at 7:30 p.m., EDT, in which they will discuss the importance and deep significance of the almost fantastic event—a man-made catastrophe.

"Zero Hour" Program Set

Immediately preceding this program, the news program "Correspondents Around the World" broadcast at 7:15 p.m., EDT, will feature ABC correspondents in reports from Bikini, Kwajalein and the nearby ships, a little less than 24 hours before the dropping of the bomb.

Sunday, June 30, just a few hours before zero hour on A-Day, "This Week Around the World," broadcast at 12 noon, will be devoted entirely to news reports from all ABC correspondents in the area on the last-minute preparations.

Syracuse Student Wins WSYR's Essay Contest

Syracuse—Charles F. Wheaton, 26-year-old Syracuse University student living in university's trailer camp wins WSYR "New Horizon" essay contest on what can Great Britain and the United States do to be better neighbors. Announcement made at luncheon at Hotel Syracuse June 21 by Colonel Harry C. Wilder, president of Central New York Broadcasting Corporation.

Wheaton's essay chosen by impartial group of three Syracuse civic leaders. Escorted by E. R. Vadeboncoeur, vice-president of WSYR, Wheaton will leave at 8:17 a.m., July 4, from Municipal Airport, Syracuse, for prize week-end by air in London, England as guest of English Speaking Union.

'Club Time' Now Mondays

"Club Time" former Saturday morning show featuring favorite hymns of famous people, including such personalities as Edgar Guest, Walter Pidgeon, Don McNeill, Tom Breneman, J. Edgar Hoover, Ronald Colman, Lionel Barrymore and Fiorello LaGuardia, is now being presented in a new Monday ayem spot, following "Hymns of All Churches" and preceding "Breakfast in Hollywood". Program is sponsored by Club Aluminum Products Company, Chicago.

Cantor's Pact Ended; B-M Seeks 'Duffy's'

(Continued from Page 1)

plans call for Bristol-Myers to replace the Cantor program with Ed Gardner's "Duffy's Tavern," on NBC Wednesday night at 9:00 p.m., EST.

Young & Rubicam is currently dickering for a program to fill the spot on NBC, Friday nights at 8:30 p.m. EST, vacated by Gardner and his "Tavern" show, a program which rose quickly to country-wide fame culminating in its production also a feature motion picture.

Technician Weighed Down For Corwin World Tour

What amounts to an airborne recording studio is in the luggage of Lee Bland, of CBS, who is accompanying Norman Corwin on the latter's "One World" flight around the world.

The "heart" of the equipment is a wire recorder with which Corwin hopes to obtain much of the background for a series planned for next fall. In addition to a full kit of spare parts, there is a transformer to convert 22 volts AC to 110 volts AC; a converter to step up 12 volts DC to 110 volts AC, plus two storage batteries to provide the 12 volts. Before the pair left on June 15, Bland underwent a thorough briefing from CBS audio engineer Price Fish, to be prepared in case of breakdown on other emergencies.

Bland's schooling for the trip also included a brief course in photography from Walter Siegal so that he may make a photographic diary of the journey.

Heads Musicraft Record Dept.

Ray B. Cox, general manager of the Herbert H. Horn Co., Inc., of Los Angeles, Musicraft distributor for Southern California, has announced the appointment of Roy A. Kertson as manager of the record department. Kertson formerly was district representative for Home Appliance and, during the war, was a production and material expeditor for the government.

Send Birthday Greetings To—

June 24

S. Kirby Ayers	Frank Bastone
Harry M. Baldwin	Lois Ronel
Tom Wildman	

Out of 56..

. . . night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.*

*WTAG has no money-give-away shows.

W T A G

WORCESTER

13 Major Web Shows Aiding Vets Bureau

(Continued from Page 1)

in Melody, Hildegard, Hit Parade, Danny Kaye, Kay Kyser, Saturday Night Serenade, Frank Sinatra, Kate Smith, Stairway to the Stars, Supper Club, Waltz Time and Fred Waring.

Instead of the usual commercial announcements stars of the shows will deliver important messages to veterans and their families about medical care, education, farm, home and business loans, GI insurance and other information, Brechner explained.

Sponsors and agencies collaborating with the VA in the series were Liggett & Myers, American Tobacco, Brown & Williamson, Celanese, Cities Service, Philco, General Foods, Pet Milk, Charles H. Phillips, Colgate-Palmolive-Peet, P. Lorillard & Co. and Pabst. The agencies are Newell-Emmett, Foote, Cone and Belding, Herbert Moss, Young and Rubicam, Hutchins, Kay-Ted, Gardner, Hummert, Ted Bates, Lennen and Mitchell and Warwick and Legler.

Package Ready Soon

The package of 13 will be available in a few weeks, Brechner said, when the Radio Chiefs of the Veterans Administration Branch Offices in Boston, New York, Philadelphia, Richmond, Atlanta, Dallas, St. Louis, Columbus, Chicago, Minneapolis, Denver, San Francisco and Seattle begin contracts with stations on bookings.

Order cards will be furnished to stations by VA Branch radio chiefs which will be forwarded to the VA's Radio Service in Washington. Pressings will be available to service 500 stations and orders will be filled on a "first come, first served" basis.

The series format was prepared by Charles E. Dillon, assistant director of Radio Service for the VA, who also supervised overall arrangements. In New York, the programs were transcribed in co-operation with the program producers, under the direction of Don Weiss, Radio Chief for VA Branch Office No. 2, and Lou Marks of the VA's Washington staff. Dean McNealy, Radio Chief of VA Branch Office No. 12, San Francisco, handled the transcription of the Hollywood shows.

Many Artists Participate

A complete list of the talent heard on the 13 recordings follows: Martin Block, Ford Bond, Howard Chaney, Ted Collins, Kenny Delmar, Michael Douglas, Joan Edwards, Bob Hannon, Hildegard, Ish Kabibble, Danny

STATION AND PROGRAM MGRS.: U. S. — CANADA

Viva La France! The original recording of the French Liberation now available for radio. A thrilling and moving program can be created with this historic document. Features voices of Eisenhower, Bradley and De Gaulle. Unusual atmosphere of gunfire, victory bells, music, on-the-spot-interviews, etc. Don't miss this chance to put over a fine show celebrating Bastille Day, July 14th. Write for details, Album No. 51R.

DISC Company of America
117 W. 46th St., New York 19, N. Y.

COAST-TO-COAST

— NORTH CAROLINA —

CHARLOTTE—Grady Cole, WBT farm editor, aired an on the spot account of the fifth Annual Cotton Festival Parade from the reviewing stand in Gaston County last week describing the extravagant floats and color of the parade. . . . Sponsored by the City Savings Bank here, WAYS is presenting nightly a new telephone quiz entitled "Dollars For You," offering cash awards to persons phoned during each show if they can successfully answer questions asked. . . . Mitzi Stack, formerly of the E. J. Presser Advertising Agency, has joined the WAYS staff as continuity writer. . . . **GREENSBORO**—After three years in the Army, Robert Montgomery is back at the WBIG controls.

— MASSACHUSETTS —

WORCESTER—"Safety Club," a new series of airings has been inaugurated over WTAG in an effort to prevent accidents and enforce safety laws, especially among youngsters. Presented Thursday, Tom Russell, WTAG announcer and moderator visits schools and community centers interviewing patrol leaders, safety police members and various boys and girls of the community. . . . **LAWRENCE**—WLAN has inaugurated a summer series of half-hour musical programs which will on each occasion originate in the ballroom of the Canobie Lake Park at Salem. N. H. New series will feature many of the nation's leading orchestras and their leaders. . . . **FITCHBURG**—Dick Tucker, WEIM chief announcer has been upped to program director.

— UTAH —

SALT LAKE CITY—Walter K. McCreery, for over twenty years identified with radio in Southern California and member of the advertising firm of Smith, Bull and McCreery in Hollywood, has been elected to the board of directors of the Granite District Broadcasting Company, operators of KNAK. I. A. Smoot, postmaster, was elected to the board. . . . Ted Kimball of KSL marked the opening of Utah's 1946 fishing season with an airing from midstream. Arranged with the co-operation of the Utah Fish and Game Commission, Kimball caught three trout while standing waist deep

Kaye, Gene Kelly, Kay Kyser, Evelyn MacGregor, Butterfly McQueen, Harry Marble, Marvin Miller, Carmen Miranda, Jan Peerce, Bill Perry, Glenn Riggs, Salvatori, The Satisfiers, Elizabeth Scott, Hollace Shaw, Frank Sinatra, Kate Smith, Jo Stafford, Leonard Stokes, Warren Sweeney, The Swinging Gates, Joan Tennyson, Martha Tilton, Fred Waring and Robert Weede.

The orchestras are under the batons of Gus Haenschen, Carl Kress, Kay Kyser, Paul Laval, Sylvan Levin, Jack Smith, Harry Sosnick, Axel Stordahl, Dave Terry, Paul Whiteman, Fred Waring and Mark Warnow.

After broadcast by stations, the transcriptions will be made available to VA hospitals for use on PA systems for the entertainment of patients.

in a mountain stream describing events over a chest mike.

— PENNSYLVANIA —

PHILADELPHIA—A testimonial in the form of a resolution bearing the signatures of over 600 members of the Philly Branch of the National Maritime Union was rendered WCAU last week for its public service activities in connection with the recently threatened national Maritime strike. The resolution is the outgrowth of WCAU's action on the eve of the abortive walkout, when in conformance with normal station operating policy, time was made available at no cost to both the National Maritime Union and the American Marine Institute representing the ship owners and operators for a discussion of the issues involved.

— WISCONSIN —

EAU CLAIRE—Dave Taylor, currently handling the WEAU 4-H Club airings in co-operation with the county agents here and in Chippewa County, has taken over the ayem chores conducting the "Arrowhead Special Show" which is fed to the Arrowhead Network. . . . WEAU is again planning to cover the Northern Wisconsin Fair at Chippewa Falls August 6 to 11, with special events airings and a large display booth. . . . Art Hanstrom, recently released from the Army, is back on the job at WEAU conducting the all-request show, "Music for You," aired p.m. Saturdays. . . . Bill Charles, former KID, Idahoite, has joined the WEAU announcing staff.

— MAINE —

PORLAND—WPOR received a good will send off recently in a quarter-hour airing from the city's pioneer outlet, WCSH. Murray Carpenter, until recently an executive with the Compton Agency, N. Y., now vice-president and general manager of the new outlet, was introduced to Portland listeners by WCSH managing director, William H. Rines in a brief welcoming address expressing spirit of co-operation to be observed. Responding in kind, Carpenter introduced his station manager, Keith Fields, and Roger Perry, chief engineer. WCSH program director, Arthur Owens then presented WPOR's program manager, Larry Carle, whose remarks concluded the broadcast.

FCC Further Clarifies Rules Governing FM

(Continued on Page 8)

nounced by the Commission last month, but Friday's amendments clear up a few "loose ends."

The Commission adopted the proposed rules with the new amendments, since no requests for oral arguments were filed. The new amendments more clearly describe the Commission's policy of authorizing a maximum of power and antenna heights "wherever it is believed that the demand for facilities will permit." Another change concerns the definition in the engineering standards of antenna height above average terrain for class A and class B stations.

Text Of Amendments

The two new amendments follow:

"In area 2, class B stations will be licensed to operate with a service area equivalent to a minimum of 2 kw., effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw., effective radiated power and antenna height of 500 feet above average terrain. The use of greater power and antenna height will be encouraged in those portions of area 2 where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height and area will be determined on the merits of each application with particular attention being given to rural areas which would not otherwise receive service.

"(1) For class A stations the term 'antenna height above average terrain' means the height of the radiation center of the antenna above the terrain 10 miles from the antenna.

"(2) For class B stations the term 'antenna height above average terrain' means the height of the radiation center of the antenna above the terrain 2 to 10 miles from the antenna. (In general a different antenna height will be determined for each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain for class B station.")

DIFFERENT KIND OF RADIO TOWER

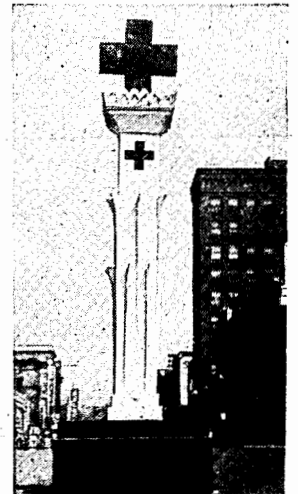
The Green Cross . . . emblem of a nation-wide safety campaign, erected in Canton's Public Square through efforts of WHBC.

The drive's success in Canton has been helped by another "Green Cross," a series sponsored by WHBC. Recently injured accident victims and safety officials take part. Most of Stark County listens . . . and remembers.

WHBC is a part of Canton's community life. That's how WHBC holds local listener loyalty. That's why WHBC is a safe place for your advertising dollars.

WHB Canton

CANTON, OHIO • 5000 WATTS SOON
BASIC STATION MUTUAL NETWORK
REPRESENTED BY BURN-SMITH CO., INC.





RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 61

NEW YORK, N. Y., TUESDAY, JUNE 25, 1946

TEN CENTS

Seeks Investigation Of FM

FCC Para.-Tele Probe Starts, Ends Same Day

Washington Bureau, RADIO DAILY
Washington—The investigation instituted by the FCC of Paramount's television interests was terminated unexpectedly last night following the testimony of Paul Raibourn, Paramount vice-president and head of Television Productions, Inc., who outlined that organization's policy and described its connection with Scophony.

It was reported following close of the hearing that the Department of
(Continued on Page 7)

Eddy Forecasts Tele Web Development This Year

Dallas, Tex.—Captain W. C. Eddy, the Navy's top wartime electronic expert, predicted that a nationwide-television hookup with Dallas as the southwestern hookup would be set in the not too distant future.

A television station probably will begin operating here within the next year, he stated. The Interstate Theaters Circuit, Inc., has an application
(Continued on Page 6)

CCNY's 1st Radio Series Starts July 2 On WNYC

First radio program series under the auspices of City College of New York, will start on the Municipal outlet, WNYC, Tuesday, July 2, and weekly thereafter at 8:30-9 p.m., EDT. Show will be called "Hollywood Roundtable" and will be a forum, starting with discussions of the aspects of motion pictures. CCNY's Evening Summer School of Business, un-
(Continued on Page 2)

Hen Heckler

There have been gags ad infinitum about "egg-laying" but it really happened on Borden's "County Fair" (CBS) last Saturday—and smack in the middle of the commercial! As announcer Tom Reddy was doing his piece one of the two live hens, Tura and Lura, came through with you-know-what—amid much bell ringing and gong-sounding!

Crossed Wires

A private telephone conversation was an unprogrammed feature of the Ford Sunday Evening Hour during its WJZ broadcast on Sunday. Through a mechanical failure a woman's voice was heard saying "Where is Myrtle?" at 8:24 p.m., and the conversation between two women continued for several minutes during the period that Benson Ford was making an address. In telephone company the incident was regarded as a phenomenon and was called "cross-talk." The telephone conversation was limited to WJZ and was not heard on the ABC web.

FCC Drops Hearings; Policy Is Temporary

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday adopted a temporary procedure which may dispense with hearings in many broadcast cases and "make a considerably more expeditious disposition" of applications. The step was
(Continued on Page 8)

Baker Resigns Position With Dept. Of Agriculture

John C. Baker, radio chief of the Department of Agriculture, has resigned to become editor-in-chief of the NCA News Syndicate of Philadelphia. He will be in charge of the firm's Washington office, originating a new,
(Continued on Page 2)

Meet The Navy

By JACK ALICOATE

MID-PACIFIC Aboard USS Appalachian—They certainly do things right in the Navy. Even before we had our dinner clothes unpacked, we were greeted by a special message from Admiral Blandy himself, pointing out the modest fact that we were a key participant in this history mak-

Idaho's Senator Asks Attorney General For Probe Of FM Set Production; Charges 'Withholding' Of Sets

French Radio Network Completes Co-op Plan

In a bid for improved business and cultural relations, Radiodiffusion Francaise, the French radio network, announced yesterday through Robert Lange, director of the North American service, new plans for collaboration with the four major American networks and 140 stations for a series of broadcasts.

Heralded as "a two way exchange to further cement the traditional
(Continued on Page 7)

"Battle Of Books" Begins In N. Y. State High Court

The case of Martin Stone, producer of "Author Meets the Critics," versus Marcus Loew Booking Agency, owners of WHN, began uneventfully yesterday before New York State Su-
(Continued on Page 2)

Jimmy Roosevelt Signs As KLAC Commentator

Los Angeles—Jimmy Roosevelt joins KLAC as a commentator, starting July 1. He will be heard 5 days a week, Monday through Friday from 6:30 to 6:45 p.m.

Washington Bureau, RADIO DAILY
Washington—Senator Glen H. Taylor, Democrat of Idaho, today called on the Department of Justice to make a "thorough" investigation of radio set manufacturers to determine possible violation of anti-trust laws in "withholding" FM receivers from the market.

In a letter to Attorney Gen-
(Continued on Page 7)

NBC Will Originate Special UN Program

A program in commemoration of the signing of the United Nations charter in San Francisco on June 26, 1945, will be broadcast from the San Francisco Opera House over the nation-wide NBC network Wednesday evening (June 26) at 7:30, PST.

The program observing the first UN anniversary will be headlined by addresses by Trygve Lie, Secretary General of UN, who will fly here
(Continued on Page 2)

Trucking System Adopts Two-Way Radio Phones

The first two-way radiophone system for a commercial trucking fleet has been completed by Raytheon Manufacturing Co. and the Willet Co.
(Continued on Page 2)

Gratitude

Earl Godwin, commentator on the American network, is among the five persons to be honored today by the Norwegian Government for services in raising funds for that fighting nation during the war years. Presentation will be made at 7:30 p.m. by Wilhelm Morgenstjerne, Ambassador from Norway, and Egil Sundt, director general of the Norwegian State Radio.



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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

(Mon., June 24)

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, 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., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Baker Resigns Position With Dept. Of Agriculture

(Continued from Page 1)

Low-cost syndicated daily farm radio program service for stations of 5 kw. or less.

Baker returned to the Agriculture Department about a year ago, after a tour of duty in the Marine Corps. Before entering Government service he was associated with Purdue University, Massachusetts State College, WLS, Chicago, and Radio Service.

Major Dannenbaum, Jr., Returns Philadelphia — Major Alexander (Bink) Dannenbaum, Jr., has returned from the service and is back at his desk as sales manager of WDAS, Philadelphia independent station.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Meet The Navy

(Continued from Page 1)

over the old side wheelers is a veritable floating electronics' laboratory as complete in scale and appointment as the RCA Princeton layout and as visually interesting as a visit back stage between shows at the Radio City Music Hall.

ABOARD, is probably the most awesome collection of newsmen and war correspondents ever gathered under one tent. They run all the way from internationally famous byliners to the home-spun, run of the mill variety. At midday the quarterdeck looks every bit the finale of the second act of Pinafore. In addition to the beachcombers, the colorful costumes run all the way from that type of shorts, reflecting the ballet tradition, to the stately and correct uniform of the officers of the cinema. There is an international flavor aboard, too, for we have fellow newsmen of England, China, Russia, and practically all United Nations. Today our classroom

work brought us up to the minute via eyewitness professors of the Los Alamos, Hiroshima, and Nagasaki shows.

WE knew it. They do the damdest things in the Navy. We just found out that the personal letter sent us by Admiral Blandy was sent to every one of the 140 newsmen aboard. Fine thing. I am wondering who ever heard of a big splendid ship like the Appalachian with no breakfast in bed, no room service, and no cocktail bars? Further, we are in convoy with the Panamint and Blue Ridge, both sister ships of ours, and all commanded by captains. We are last. Why? Simply because our captain is the youngest. In the Army we put a premium on youth, not on whiskers and old age. When we left San Francisco, the captain discovered six correspondents had missed the boat. Perhaps they are in a hurry and swimming over, if so it will do them no good to get there before we do.

"Battle Of Books" Begins In N. Y. State High Court

(Continued from Page 1)

preme Court Judge Bernard Botein. Plaintiff seeks to prevent WHN from airing "Books on Trial," a new book review show which Stone claims is an "appropriation of the idea and format" of his program.

Under direct examination Stone, who was on the stand during most of yesterday's session, outlined the history of "Author" from its inception to the recent switch from WHN to WQXR. It was contended that the idea of an author discussing his work with critics is a unique one and should therefore not be used by a competing agency.

During the brief cross-examination before adjournment at 4 p.m., attorney for defense sought to establish a similarity existing in all radio shows, and claimed that the new WHN show is entirely new and different from the plaintiff's program.

It is expected that the proceedings will liven up somewhat when the trial resumes this morning with Stone still on the stand under cross-examination. Herbert Pettey, executive director of WHN and co-defendant, is expected to be called to the witness stand sometime today.

Henry Cohen is representing Stone, while the Loew interests are represented by Milton Weir.

NBC Will Originate Special UN Program

(Continued from Page 1)

from New York; Gov. Earl Warren of California, and Mayor Roger Lapham of San Francisco. Rose Bampton, soprano star of the Metropolitan Opera, will sing "Ode to Free Nations" by Harlan McDonald. She will be accompanied by the Standard Symphony Orchestra under the direction of Gaetano Merola.

The program will also be broadcast world wide via shortwave.

Trucking System Adopts Two-Way Radio Phones

(Continued from Page 1)

of Chicago. Six Willet trucks are now equipped with the mobile equipment and more vehicles will be equipped as production permits.

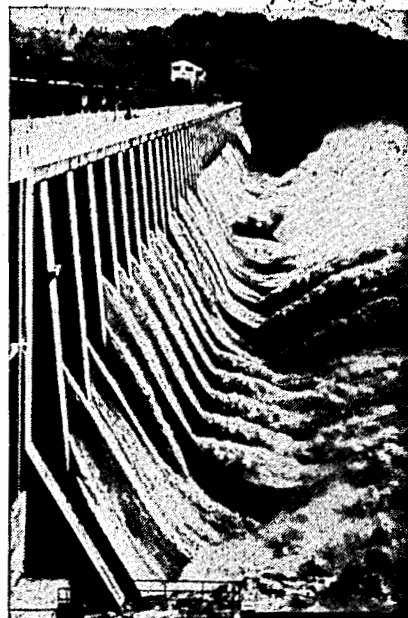
Operating in the 156-162 mc. band, the system enables the dispatcher to communicate with any truck at any time and at any place in the normal operating area of the company. A report on the Willett findings on all initial tests will be distributed to the entire trucking industry.

CCNY's 1st Radio Series Starts July 2 On WNYC

(Continued from Page 1)

der whose guidance the series will operate, will have Capt. Joseph Carleton Beal, as permanent panel member, representing the school. Helen Ousler, will be moderator.

Arthur Garfield Hayes of the ACLU will take part in the first discussion along with Alton Cook, motion picture editor of the World-Telegram, and Mary Voss, newspaper woman and radio producer. From the CCNY angle, the forum will adapt itself to the educational standpoint.



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 that 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 pool 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.

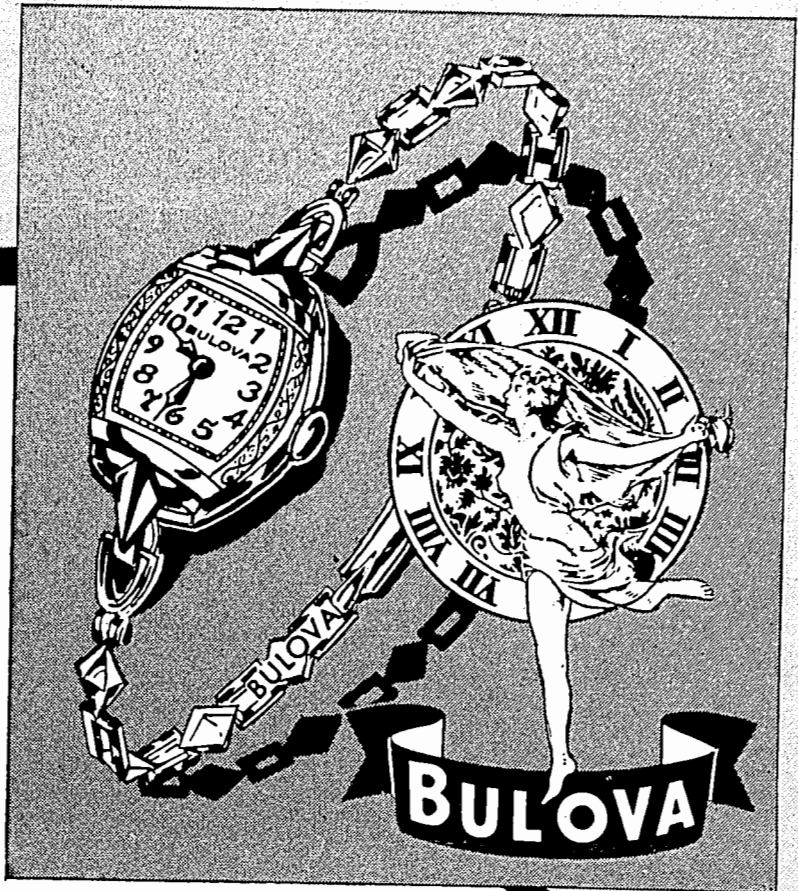
W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Dominant VOICE OF SOUTHEASTERN CALIFORNIA 100 MILLION DOLLAR YEARLY MARKET KXKO EL CENTRO CALIFORNIA SEE RAYMER

Bulova Proves

It!

Since September 1944, *without interruption*, the famous slogan "Bulova, Masterpiece of Fine Watchmaking" has reminded listeners in America's Fourth Largest Market* of its distinguished timepieces. Yes, *84 times each week* Bulova Time Signals are broadcast over New Jersey's First Station, *because Bulova knows—*



**WAAT delivers
more listeners per dollar
in America's 4TH Largest Market*
than any other station—
including all 50,000 watters!**

WAAT

970 KC
NEWARK,
N. J.

**Do you realize this market contains over 3½ 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"

THE OUTSIDE* AUDIENCE IS BIG

on the Pacific Coast, too!

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

IF YOU'RE HUNTING for more radio listeners on the Pacific Coast, don't overlook the 5½ million people of the *outside* audience. All four networks cover the *inside* or 7 major metropolitan county areas, but Don Lee is the only network that completely covers the outside area as well.

The reason is plain to see when you look at a map. Most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high—perpetual natural barriers to the long-range broadcasting of other networks. Don Lee, however, with 40 stations, broadcasts *from within* each of these mountain-surrounded markets.

The *outside* audience is not only big in numbers, it's big in buying power, too... spending 4 of the total 8 billion dollars in Pacific Coast retail sales each year.

Make sure you cover both big markets, *inside* and *outside*, when you buy radio time on the Pacific Coast. The only way you can do it is: Buy Don Lee. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

EXAMPLE NO. 2 : EUGENE, OREGON

An exclusive Don Lee outside market

TOTAL RETAIL SALES · \$36,244,000

Sales Management, 1945, Survey of Buying Power

The Nation's Greatest Regional Network



Mutual
DON LEE
BROADCASTING SYSTEM

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

COMING and GOING



Notes From An Aisle Seat . . . !

● ● ● Despite all those reported ad cancellations, advertising agencies now employ more people than ever before, with several firms reporting available openings. . . . Jackie Coogan show doing a fadeout, with Bromo Seltzer buying "Inner Sanctum." . . . Andre Baruch to resume as Hit Parade spieler. . . . "The Hucksters" being readied for a fall production on B'way by Freddie Wakeman. . . . After five or six fruitless nighttime auditions, Arthur Godfrey finally came up with a smash in his Talent Scout idea, created by Irving Mansfield, rated as one of radio's smartest showmen. . . . Radio and legit actress, Ellen Fenwick, out in H'wood being screen-tested by Universal. . . . The Tony Leaders also off to the coast for six weeks. . . . Film version of "The Razor's Edge" will run three hours, according to the H'wood grapevine. . . . Marshall Field negotiating to buy KJR in Portland. . . . Mid-town exhibitors cancelling contracts for Louis-Conn 'flight' films. . . . Publicist Dave Green flew to the coast to make arrangements for Louie Prima's fall air show. . . . Ed Kobak (WBYN's announcer), writes that now that Bob Hope has bought part of the Cleveland Indians, he supposes they'll be called the Erie(um) Indians. . . . Ralph Edwards may bring his "Truth or Consequences" airer to B'way next season as another "Hellzapoppin'". . . . Radio Row congratulating Phil Spitalny and Evelyn Kay on their recent merger. . . . Overheard: "Do you think that television is here to stay?" "Well, I think it'll stay—but it isn't here yet."



● ● ● One Man's Point Of (Re)View: Mutual can take a bow for Saturday nite programming. "Twenty Questions," "Juvenile Jury," "Leave It To The Girls" and "Jonathan Trimble, Esq." are sock listening. . . . Something not clicking with the Frank Morgan stanza and it's no fault of Morgan's. . . . Sinatra did an all right job on "Hour of Mystery," but those Swooniatrics ruined it for the dialers with their screams. Betty Garde turned in one of her usual Blue Ribbon performances opposite him. . . . "Sad Sack" show has good casting but needs some help in the script dep't.



● ● ● There are some highly interesting radio angles in the current celebration of the 20th Ann'y of Talking Pictures by Warner Bros., and a group of co-sponsors including RCA, AT&T, Western Electric and others. Among things not generally known is the fact that it was while the Warners were experimenting with their newly acquired West Coast radio station, KFVB, that they learned about new developments in vacuum tubes, amplifiers and electrical recording—the combination that made it possible for them to successfully launch the commercial career of talking pictures. Many of the new technical discoveries and improvements in the field of sound that followed the debut of the talking screen proved of benefit to radio broadcasting as well—but even more important to radio is the fact that talkies made "talking stars" out of the cinema celebrities, thereby converting them into radio as well as screen drawing cards. Had films remained silent and had most screen stars continued to possess visual glamor but disillusioning voices, popular radio shows like the Lux Theater, Hollywood Star Time, Screen Guild Players, etc., not to mention the dozens of programs that depend on guest stars, never would have been possible.



● ● ● Nor would the popularity of such radio headliners as Bob Hope, Bing Crosby, Dinah Shore, Fibber McGee & Molly, et al, have been as widespread had not these performers been able to double on the screen and thereby reap the advantage of motion picture publicity, exploitation and the very important matter of visual contact with the public. Any way you look at it, the radio industry owes a vote of thanks to the pioneering Warner Brothers—and a grateful salute to their Twentieth Anniversary of Talking Pictures.

AGENCIES

ROBERT W. PALMER announced his retirement Friday as editor of Printer's Ink, effective July 1. He will be succeeded by Eldridge Peterson, at present executive editor. Palmer joined the magazine in 1904, and his retirement comes after more than 40 years of service.

A. J. MILLARD has been named to the newly-created post of manager of the sales and advertising departments of Stanco Incorporated. Prior to his appointment to the new post, he was in charge of the advertising and sales promotion departments of Stanco and Daggett & Ramsdell. He now will supervise the sales and advertising operations of Flit, Mistol, Nujol, Extane, and other Stanco products. In addition, he will continue to supervise the advertising department of Daggett & Ramsdell beauty preparations.

BROOKE, SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, has added to its creative staff James B. Hill, veteran radio writer and producer, well known in Chicago, Minneapolis and Cincinnati. Hill was a key man in the radio activities of the Kroger Grocery and Baking Company before he joined BSF&D in their new Detroit quarters.

THE AMERICAN TRANSIT ASSOCIATION has appointed Owen & Chappell, Inc., New York, effective immediately, to handle all advertising. Plans will be announced shortly.

Eddy Forecasts Tele Web Development This Year

(Continued from Page 1)
with the FCC for a license and theater officials stated that equipment for the station was expected to start arriving July 1 in preparation for starting operations as soon as a license was granted.

Captain Eddy further told the group here of the Dallas A&M that the appearance on the market of the first \$100 television set will have a tremendous effect in spurring extension of television throughout the country.

WIBW
SALES DOLLARS
TRAVEL FAR . . .
Ben Ludy, GEN'L. MGR. . . when you use them on
WIBW
The Voice of Kansas
TOPEKA

PAUL B. MOWREY, national director of ABC television, is in Detroit to address the heads of 20 automobile companies on the subject, "The Future of Automobile Advertising in Television."

FRED BATE, manager of the International Department of NBC, left yesterday for Northwestern University, Evanston, Ill., where today he will deliver the first in a special series of lectures sponsored jointly by the network and the university's Summer Radio Institute of the School of Speech.

RALPH WEIL, general manager of WOY, is in Chicago on a short business trip. He's expected back in New York tomorrow.

G. W. "JOHNNY" JOHNSTONE, head of the radio public relations department for the National Assn. of Manufacturers, left Los Angeles yesterday en route to New York. He has stopovers scheduled at Kansas City and St. Louis.

JOHN MAYO, good-will marathoner for the Lang-Worth Library, who is now on the final lap of a coast-to-coast buildup, is being received in upstate New York as he heads, still in high, for the home offices in Gotham.

AL E SPOKES, manager of WJOY, Burlington affiliate of ABC, has arrived from Vermont for New York conferences with officials of the web.

EDDY BROWN, musical director at WLIB, is sojourning at his Summer home in Ridgefield, Conn.

LYMAN BRYSON, Columbia network's counselor on public affairs, is in Los Angeles, where today he will deliver an address at Occidental College on the occasion of Dr. Remsen Bird's retirement as president of the institution.

ALMA KITCHELL, WJZ commentator, returns today from Washington, D. C., where she conferred on Monday with Herbert Hoover on the international food situation.

IBEW-NABET Dispute Periled Fight Broadcast

A threatened breakdown or delay of the radio and television broadcasts of the Louis-Conn fight Wednesday night, arising in a jurisdictional dispute between IBEW and NABET was averted at the last minute by Mike Jacobs, Twentieth Century Sporting Club chief, it has been learned.

IBEW is understood to have approached fight and broadcast officials of NBC and ABC, with claim that Yankee Stadium was within its jurisdiction, and demanded permission and regular rates to operate the radio and television equipment set up for the event. The threat behind the demand is said to have involved the impairment of vital electrical installations.

However, a last minute conference arranged by Jacobs solved the dispute, with the reported result that 25 IBEW men were granted "standby" compensation of \$3 each, which of course included admission to the fight arena.

LEN STERLING
LA 4 127

FCC Para.-Tele Probe Starts, Ends Same Day

(Continued from Page 1)

Justice has requested a transcript of the Raibourn testimony.

Paramount's television applications, said Raibourn, have held to the FCC-imposed limit of five for any one company. Paramount, he said, owns only four companies which have applied for television licenses. These, in addition to Television Productions, Inc., are United Detroit Theaters Corp., New England Theaters, Inc., and Balaban & Katz. Paramount has, however, an interest in over a score of companies which have requested video permits.

Scophony A Factor

The Commission has made it plain that it is interested in these minority interests and in just how extensive these are. Paramount's plea that its interest in Scophony is "not an issue" in the probe, received little support from the investigators, who told counsel for the film company to "prepare" to answer questions regarding the Scophony angle. Because of its connection with Scophony, Paramount faces possible denial of existing applications to the FCC and the cancellation of existing licenses.

Following the hearing Raibourn declared that Paramount "soon" would submit to the Department of Justice a plan for severance of the film company's connection with Scophony. This decision, he said, was made prior to the Government's anti-trust suit. Paramount's investment in Scophony, said Raibourn, amounts to "about \$50,000" and is, he added, "not worth it."

Raibourn's initial testimony was largely a listing of directors and officers of various companies and a denial, in many cases, that Paramount "controlled" these organizations or had a considerable hand in their operation.

Paramount's connection with Allen B. DuMont Lab., Inc., came in for a deal of attention from the questioners. Paramount, said Raibourn, owns all of DuMont's B stock, and 43,200 shares of the 1,470,000 shares A stock. Five of DuMont's board of directors are chosen by A stockholders, and three by B stockholders.

Discusses DuMont Directorate

Raibourn admitted that up to last December there were four board members chosen by A and B stockholders. He also testified that there is one vacancy on the A side, leaving the Paramount side with equal representation.

Asked why the change was made in directorships last December, Raibourn said it was in line with Paramount's policy of keeping directorships "in proportion" to its beneficial interest in a company.

During the hearing it was revealed that the Commission probably will call off the forthcoming San Francisco television hearing. Unless last-minute applications are made, it was pointed out, grants probably will be made without a hearing.

Charges FM Is 'Withheld,' Asks Federal Investigation

(Continued from Page 1)

eral Tom C. Clark, Taylor asked the government to make a thorough investigation to determine:

1. Whether receiver manufacturers have conspired to withhold FM from consumers during 1946.

2. Whether any trade association, its officers or committees, have been active in influencing the failure to incorporate FM in 1946 receivers, and if so, whether any violations of the anti-trust laws are involved.

3. Whether the fact that many radio manufacturers own standard (AM) broadcasting stations which are threatened by FM developments, has influenced the delay in making FM available to the American public.

4. Whether any delay in introducing FM is due to the desire of manufacturers to sell 20 million outdated AM receivers in 1946 in order to resell these 20 million consumers with more receivers in a year or two.

Taylor is a member of the Senate Small Business Committee and chairman of a sub-committee which surveyed the FM field. A report of the sub-committee noted the small amount of FM receivers scheduled for 1946. The sub-committee, unable to immediately obtain figures from the FCC, included an article from RADIO DAILY which quoted an FCC official stating that FM was "sabotaged" by the action of manufacturers.

Sees "Paucity" Of Receivers

"FM's development," Senator Taylor told Clark, "gave rise to the great hope that tendencies toward monopoly in the radio industry would be limited by the growth of new stations.

"This hope appears to be doomed to frustration; the paucity of FM receivers in operation is severely limiting the opportunity for newcomers in the field. The failure to build FM sets, then, will not only result in an enormous imposition upon consumers; it will also result in freezing small business out of the broadcasting field."

"For until FM receivers have been placed on the market, it will not be profitable for newcomers to enter the field of FM broadcasting. During the intervening period, for reasons which have been set forth in a recent report of the Senate Small Business Committee, entitled 'Small Business Opportunities in FM Broadcasting,' entrenched interests in AM broadcasting will have a decided advantage in the FM field. They can now operate without added programming costs by merely duplicating their AM broadcasts over their FM outlets; they can offset their early FM losses against AM gains on income tax returns; and they can use their AM studio and transmitter property for their FM stations."

Senator Taylor noted that "numerous expedients" have been recommended by the Small Business Committee. He added, however, that "it is

clear that only the full production of receivers, unhampered by restraints on competition will make possible the infusion of the broadcasting field."

Taylor told Clark that "it is hard to believe" that FM would be suppressed on a fully competitive market.

"The facts," he said, "give rise to a newly-held belief that there has been concerted action to withhold from the public a new invention which will vastly improve the quality of radio broadcasting and reception, and which will also make possible a wider diversity in the ownership and control of radio. The problem merits full and prompt attention.

"American consumers are entitled to the latest and best; they are not getting it when 90 per cent of the radios on the market are models."

FCC's poll of set manufacturers revealed that in spite of record breaking radio production predicted in 1946, FM receivers would represent less than 10 per cent of the total.

In releasing the results of the poll, the FCC "suggested" to the manufacturers that they "revise" their production plans to include more FM.

In reply, spokesmen for RMA stated that manufacturers were making radios for the public "not for the FCC."

Senator Taylor noted that "in 1932 Major Edwin F. Armstrong patented a new and vastly improved system of radio broadcasting, FM or frequency modulation. Its superiority over older methods is universally conceded.

"Yet, in 1946, 14 years later, American radio receiver manufacturers incorporated this major improvement in fewer than 10 per cent of the new receiver output, according to their own reports to the Federal Communications Commission."

Sonja Henie ET Series Set For West Coast Firm

Sonja Henie has just completed a series of thirteen 15-minute transcriptions, which will be sponsored by women's apparel stores throughout the country over almost 300 radio stations. Program will be released in July and is being sponsored by Adolph Schuman, head of the Lilli Ann Company of San Francisco.

The transcriptions, which feature beauty, style and household suggestions, will also plug the 1947 version of Miss Henie's Hollywood Ice Revue. Programs were produced by Jack Rourke Productions, with Rourke handling the emcee chores.

Compensation that Miss Henie would have received for the air show will go to the Bulova School of Watchmaking to provide watchmaking benches for GI graduates of the school which is devoted exclusively to partially disabled war veterans.

Deal was set by the firm of Mulcahy and Ginsberg.

French Radio Network Completes Co-op Plan

(Continued from Page 1)

friendship of the two republics," the French radio network plans to carry on its domestic broadcasts an increasing number of American programs. In the United States, exchange network programs from France will increase in number and in addition 145 American radio stations will participate with both live and transcribed shows.

Mr. Lange, who leaves tomorrow from Boston on the Ile de France to complete the plans for U. S. radio collaboration, recently returned from a 10,000-mile trip to visit radio executives throughout the United States and Canada. Lange was honored at a cocktail party yesterday at the French Embassy's cultural attache at 934 Fifth Avenue. Among radio executives attending were:

William S. Hedges and C. L. Menser, vice-presidents of NBC; Joseph H. Ream, vice-president of CBS; Robert D. Swezey, vice-president and general manager of Mutual; Charles C. Barry, national program director of ABC; Leonard Reinsch, President Truman's radio adviser; John S. Hayes, general manager of WQXR; Wilfred Roberts and Werner Michel, of the Office of Intellectual and Cultural Affairs; Michel Dumont, chief of the French Press and Information Service; Richard de Rochemont, president of France Forever; Benoit Levy, of the UNO. William Reid, head of the U. S. office of the British Broadcasting Corporation, and Paul Gilson, New York representative of Radiodiffusion Francaise.



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COAST-TO-COAST

—CONNECTICUT—

NEW HAVEN — WNHC aired the Alumni Parade at Yale's 245th commencement Monday, June 24, carrying the show from the University Ball Park. The special events director, Carey Cronan, aired the colorful parade while Chuck Crosby, WNHC sportscaster, aired the first Yale-Harvard commencement game since 1942. . . . HARTFORD—A nightly weather round-up broadcast from the U. S. Weather Bureau at Brainard Field is now being presented Mondays through Saturdays over WTIC. . . . "Time for Romance," summer replacement for "Variety Matinee" with vocalists Mary Osborne and Larry Mayo, is being heard over WTIC Monday through Friday in the p.m. spot.

—TEXAS—

SAN ANTONIO—Curtis Short, KTSA main clerk has left the outlet to join the Studer Photo Co., as record salesman at their new local store. His post has been taken over by John Coy. . . . Nancy Webb has replaced June Whittenberg on the KTSA continuity staff. . . . EL PASO—John Conrad, having recently completed three years service in the Navy, has resigned from the KROD program and special events staff to accept a position as staff announcer with NBC in Chicago.

—NEBRASKA—

OMAHA—The FCC has assigned call letters KOAD to the FM station of the Omaha World-Herald. Commission approval decides the winner in a four-week contest conducted by the World-Herald to name the new station, KOAD entry was submitted by J. E. Rutherford, of Beatrice, Neb. . . . NORTH PLATTE—New local show on KODY, presents local Veterans Administration officials giving the pertinent dope to vets on everything from insurance to methods of getting financial aid for the treatment of malaria.

—WISCONSIN—

MILWAUKEE—"Victory Speaks in the Brotherhood of Man" was the title of the program recently given by the students of Messmer High School on the WISN weekly youth discussion feature, "New Generation." Participants included Audrey Zarnow, LeRoy Jose, Thomas Gensler, Dick Haberle, Gerald Van Hyle, Joseph Restle and Dick Fenske. Sister Mary Electa, of the Messmer faculty, directed the group.

Send Birthday Greetings To~

June 25

Martin Gosch Cliff Soubier Smiley Whitley

FCC Drops Hearings; Policy Is Temporary

(Continued from Page 1)

taken," the Commission said, "because of the increasing number of broadcast applications which are being added to an already over-crowded docket."

In the case of any applications which are designated in the future for hearing, or of any applications which have already been designated for hearing but no hearing has yet been held, the parties may request the Commission to waive a hearing and to grant or deny the applications upon the basis of the information contained in the applications and other papers on file with the Commission pertaining to the applicants or applications. Any party desiring to waive a hearing in accordance with this procedure should execute and file with the Commission a waiver on the form attached and serve copies on all other parties, or a joint waiver may be signed by all the parties.

Upon the receipt of waivers from all parties to a proceeding, the Commission will decide whether the case is an appropriate one for determination without a hearing. If it is determined by the Commission that notwithstanding the waiver, a hearing is necessary, the case will be continued on the hearing docket. If the Commission concludes that the case can appropriately be decided without a hearing, the case will be removed from the hearing docket.

The Commission reserves the right to call upon any party to furnish any additional information which the Commission deems necessary to the making of a decision. Such information shall be served upon opposing parties.

In all cases where the Commission issues a final decision pursuant to this procedure without holding a hearing, a brief memorandum opinion will be issued by the Commission stating its reasons for its grant or denial of the individual applications. This decision shall have the same effect as a final decision under the Commission's rules and regulations. Petitions for re-hearing may be filed with respect to such decision.

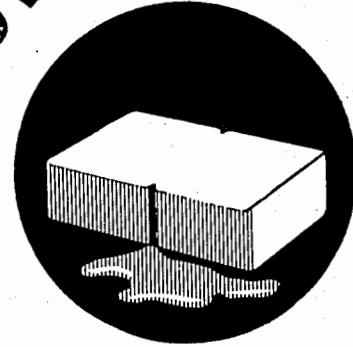
Alan Young Show Moving To Ed Gardner NBC Spot

Alan Young program will take over the same time being vacated in the fall by Ed Gardner in "Duffy's Tavern," when Gardner moves into the Eddie Cantor time on NBC. Meanwhile the time now filled by "Information Please" 9:30-10 p.m., EDT, will be filled for Socony Vacuum Oil Co. by Benny Goodman and orchestra from New York, until Sept. 2. At that time the show will move to Hollywood and will be augmented by Victor Borge.

'Airborne Fashions' On WEAF

WEAF at 12:30 Friday afternoon will broadcast a recording of the Airborne Fashion Show which will be held aboard a transport plane cruising above New York. Ben Grauer will be narrator.

"LOVE THAT SOAP"*



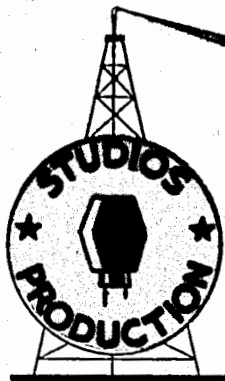
No matter if you're selling soap, shaving cream, or soft drinks, you'll "love that coverage" WIP gives you in Philadelphia. Our clients are "right on the beam." They seldom miss "the last bus to Hoboken." "Check!" "Right?"



5,000 WATTS • 610 K.C. It's Mutual

Represented Nationally by GEO. P. HOLLINGBERY CO.

* Credit Frederic Wakeman's "The Hucksters"



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 62

NEW YORK, N. Y., WEDNESDAY, JUNE 26, 1946

TEN CENTS

Sign New Copyright Pact

New Net Commercials And Renewals Signed

Network commercial business took an upturn in New York yesterday with both NBC and ABC reporting new shows and renewals.

Sales of the 10 p.m., EDT, Sunday night half-hour to Procter & Gamble Co., for a variety musical show starring Don Ameche, and the Thursday night 10:30 p.m., EDT, period to Pabst Sales Co., for the Eddie Cantor program were announced by George H.

(Continued on Page 11)

"Spotlight Bands" Hiatus For 8-Weeks From July 12

"Spotlight Bands," sponsored by Coca-Cola, will leave its Mutual 9:30-10:00 p.m., EDT segment for eight weeks effective July 12. This will be Monday, Wednesday and Friday nights, and ends a 15-week cycle on the network which featured Guy Lombardo, Xavier Cugat and Harry James orchestras.

Program is scheduled to resume on MBS Monday, September 9, with the format and schedule unchanged. This hiatus will not affect other Coca-Cola programs on MBS.

Predicts 100,000 Tele Sets For England During 1946

Forecasting that England will have in operation 100,000 black-and-white television receivers this year and that 25,000 sets are now regularly operated in British homes, C. O. Stanley, chairman of the British Radio Industry Council Television Committee and manager of Pye Radio, Ltd., ad-

(Continued on Page 8)

Tele Covers Races

NBC took its image orthonon television cameras to Freeport, L. I., last night to cover the midget auto racing at the Municipal Stadium. In addition to the cameras, Burke Crotty, tele producer, used the new 9,300-megacycle micro-wave video transmitter. The races will be televised each Tuesday night over WNBT, New York video station of National Broadcasting Company.

Aiding Army

CBS will donate the time, and N. W. Ayer & Son, Inc., the agency handling the account, is donating its 15 per cent fee, for the new Army recruiting series, "Sound Off, Mark Warnow," which debuts Thursday, July 4, 8:30 to 8:55 p.m. Program fills in for 7 weeks during summer vacation of "The FBI In Peace and War." Mark Warnow's 36-piece "Hit Parade" will be featured; Evelyn Knight, of the Lanny Ross program, is the first guest soloist. Cost of talent is being paid by the War Department.

Final Plans Complete For Atom Bomb Cover

Final plans for network coverage of the actual atom bomb tests off Bikini Atoll on Sunday, June 30 (July 1 Bikini time) were announced yesterday.

Bill Downs of CBS and W. W. Chaplin of NBC will describe the take-off of the bombing plane and the

(Continued on Page 11)

American Transit Assn. To Sponsor MBS Program

American Transit Assn. has signed a one-year contract with Mutual for a new coast-to-coast program which will debut Friday, July 19, at 10-10:30 p.m., EDT. Show will be titled, "Spotlight on America," and will dramatize news highlights of the week with

(Continued on Page 2)

Pacific Adventure

By JACK ALICOATE

THE closer we get to Bikini, the more poignant this whole adventure becomes. Hotter, because we are nearing the equator and one can fry an egg on the quarter deck and sharp, because as Atom Day draws near, dramatic events spring from nowhere. For instance, we turned in about eleven, Monday

21 American Republics Are Represented In Convention On Authors' Rights; Radio, Television Included

NAB's FM Committee Resumes Meet Today

NAB's FM Executive Committee opened its meeting in New York yesterday at the Ambassador Hotel, reaching no conclusions on subjects up for discussion and adjourning the confab until this morning. It is expected, however, that definite policy moves will be announced at the conclusion of today's session. Matters up for discussion include the FCC's proposed order reserving for a year every fifth FM channel under the

(Continued on Page 2)

FCC Lists 33 Renewals; Had Been Temporaries

Washington Bureau, RADIO DAILY Washington—The FCC yesterday announced that 33 standard stations which it had previously listed as having been continued on a temporary basis actually were granted license

(Continued on Page 10)

New Television Antenna May Solve Video Problem

Demonstrations of a new antenna system designed to provide satisfactory television reception for hotels, apartment houses and other multiple

(Continued on Page 8)

Washington Bureau, RADIO DAILY Washington—Signing of the inter-American copyright convention giving authors "all inclusive" rights, by representatives of 21 American Republics, was announced yesterday. The far-reaching agreement includes the right of an author to "diffuse" his work by means of television and radio broadcasting.

Signing of the agreement came after more than three weeks of meetings, highlighted on several occasions by a split between U. S. and Latin-American delegates.

The pact, which is subject to rati-

(Continued on Page 8)

AFL Reverses Stand In Counting CBS Vote

American Federation of Labor regional office has reversed its position of the impounding of the ballots of the 13 directors and 13 assistant directors of CBS members of the Radio Directors' Guild in the recent NLRB television election. AFL has directed that these ballots be opened and

(Continued on Page 8)

World Radio Conference Now Being Planned

Washington Bureau, RADIO DAILY Washington—Reluctance of Russia to participate in a five-power Telecommunication conference has forced abandonment of the meeting in favor

(Continued on Page 8)

By Special Request

Chester Bowles' scheduled appearance to defend his book "Tomorrow Without Fear" on "Author Meets the Critics" tonight (MBS, 10:30-11 p.m., EDT) was cancelled because of a request from his boss, President Truman. The Chief Executive asked Bowles not to comment on OPA, etc., until present Congressional wrangling of the extension move is settled.

(Continued on Page 2)



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 MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tues., June 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	197	196 ³ / ₄	197	...
CBS A	37	36 ¹ / ₂	36 ¹ / ₂	— 1/4
Farnsworth T. & R.	13 ³ / ₈	13 ³ / ₈	13 ³ / ₈	— 1/4
Gen. Electric	47 ¹ / ₂	47	47	— 3/4
Philco	33	32 ¹ / ₂	32 ¹ / ₂	— 1/2
RCA Common	15	14 ³ / ₄	14 ³ / ₄	— 1/4
Stewart-Warner	24 ¹ / ₈	24	24	— 1/4
Westinghouse	33 ³ / ₄	33	33	— 5/8
Zenith Radio	33 ⁷ / ₈	33 ³ / ₄	33 ⁷ / ₈	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 ³ / ₄	21 ³ / ₄	21 ³ / ₄	— 1/4
Nat. Union Radio	9 ¹ / ₈	9	9	— 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9 ³ / ₈	10 ¹ / ₈
Finch Telecomm.	12	13
Stromberg-Carlson	19	21
WCAO (Baltimore)	38	
WJR (Detroit)	35	37

American Transit Assn. To Sponsor MBS Program

(Continued from Page 1)

emphasis on the human side of the news. Spot news will be used as flashes are received from the MBS newsroom.

Narrator will be George Carson Putnam and Herb Rice of the Mutual staff will be the director-producer with the assistance of Larry Stevens. Harry Salter will conduct the orchestra. Writers are Palmer Thompson and Paul Milton. Agency is Owen & Chappell, Inc., with Larry Stevens, account executive.

Jules Harburg
INSURANCE
 80 JOHN STREET
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Pacific Adventure

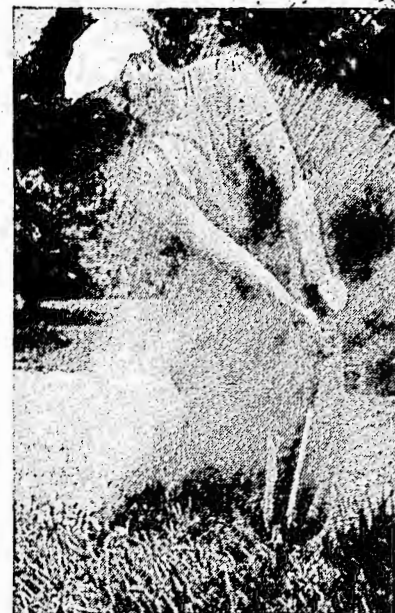
(Continued from Page 1)

answer the most profound questions. By this time it should be perfectly obvious to our readers that an atom is an infinitely small unit made up of protons, neutrons, and electrons having something to do with something or other. In fact, atom bombs are no mystery at all. The Smyth report, giving all the inside dope, can be purchased by anyone at small cost. To we Kentucky military men, the secret is exactly like mixing a mint julep. It is not the ingredients, but the way you mix 'em that counts.

THE Appalachian is the hot ship of the fleet, for here under one roof, excuse me, deck, are the noted writers as well as the class of radio, television, and photography. A last minute check up shows the number of target ships to be 77 while 169 craft of all kinds constitute the supporting armada. As if by magic, Seabee units have produced for us ashore, recreation facilities including a beer garden, an ice cream den, swimming beach, and minia-

ture athletic fields. While no women may view the big bang, our operative informs us that there are about thirty beautiful Red Cross Girls at Kwajalein to pass the doughnuts.

THE "Apple" is the key transmission ship with more words filed each day than from a National Democratic Convention. The officer in charge of press and radio communication is the competent and understanding Commander Don Thompson, loaned back to the Navy by NBC for this operation. So that the show world may keep up with the important part played by the romantic arts of pictures, radio and television in this, the greatest of all productions, we are now combing this part of the Pacific by wireless and by tomorrow should have a final picture of the respective teams, their locations, and assignments. This has been a jolly day. Tonight we are again going to the cinema and have been promised ice cream for day after tomorrow.



Trouble!

Anybody can stray off the fairway, get into the rough, and trouble.

But it's the gent who can make those recovery shots who wins the tournaments.

Radio time buying is not too far away from golf.

Once in a while you get off the line... but it's the smart time buyer who has the savvy and the shots to get out of a bad buy.

Take Baltimore. It's the country's 6th largest city. But did you know that an independent station delivers more listeners-per-dollar-spent than any of the 4 other stations in town?

If you're out there in the rough without W-I-T-H on your list... well, better correct it quickly!



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

NAB's FM Committee Resumes Confab Today

(Continued from Page 1)

tentative allocation plan for various areas. Oral argument on this is scheduled for July 12. Clarification of this order will be sought.

Also the FCC's proposed order opening the 920-940 mc. band for studio to transmission points is being taken up. This order would involve equipment problems. Understood that the AFM music situation is not up for special discussion.

Committee is headed by Walter Damm, chairman of WTMJ, Milwaukee. Other members are: Wayne Coy, W3XO and WINX; Gordon Gray, WMIT; Paul W. Morency, WTIC-FM; John Shepard, III, of WMTW, and Frank Stanton, of CBS.

Joins Cook Associates

Philadelphia—Alan Barrie, veteran radio producer and director, has joined the Elmer P. Cook Associates as radio director; it was announced yesterday.

Out of 56...
 ... night-time, half-hour periods per week among the four Worcester area stations, Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.
 *WTAG has no money-give-away shows.

W T A G
 WORCESTER

African Commercial Outlet Uses Seven Transmitters

Radio Mozambique, only commercial station in Africa, already broadcasting simultaneously on five directional antennas at the Union of South Africa, has just added two more transmitters.

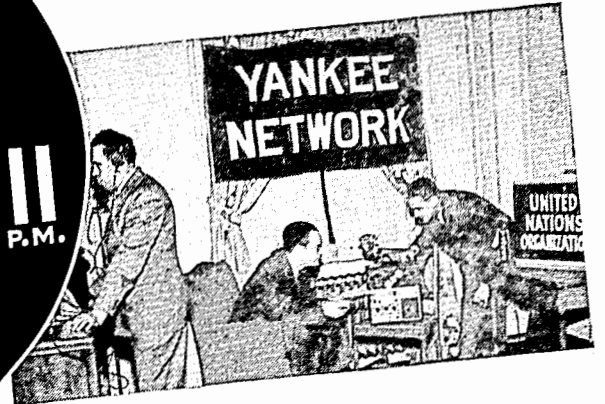
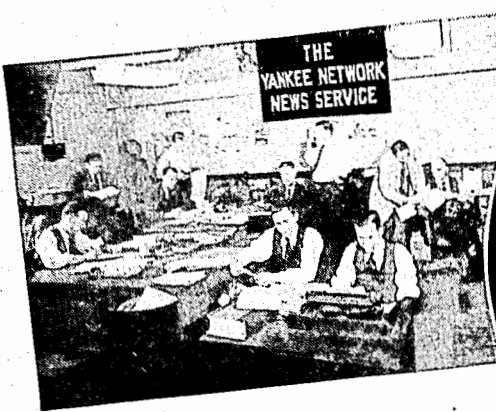
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THE YANKEE NETWORK NEWS SERVICE

12 YEARS OF NEWS LEADERSHIP!



*New England's FIRST Independent
Radio News Gathering Organization*



On June 15, The Yankee Network News Service changed its format.

On that date, each edition — 8:00 A. M., 1:00 P. M., 6:00 P. M., 11:00 P. M. — went on the air, on the dot, with the latest, up to air-time headline news.

Since 1934 The Yankee Network News Service has operated the largest independent radio news service in New England. Over the years it has constantly enlarged its facilities for giving the most complete local, national and international news coverage. The present arrangement is therefore a change in style of news presentation only.

This new routine, we believe, will be more than ever in the public interest and will enhance Yankee leadership and acceptance as New England's most complete radio news service.

*For complete story and availabilities
of the news in New England —
Ask Your Petry Man*



*"NEWS while it
is NEWS"*

The
Yankee Network
News Service
On the Air

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

CHICAGO

By BILL IRVIN

THE Club Aluminum Products Company, through the Trade Development Corporation, both of Chicago, has renewed its sponsorship of "Club Time" over 31 stations of the American Broadcasting Company, it was announced by Gil Berry, sales manager of the ABC Central Division. "Club Time," which was heard Saturdays at 9:15 to 9:30 a.m., CDST, is now aired Mondays, 9-9:45 to 10 a.m. Program features 11-voice Club Choral Singers, with George Beverly Shea, bass-baritone, as soloist, in 15 minutes of non-denominational hymns under direction of Don Hustad. Henry Selinger is producer of the program.

Grace Lehman, local sales traffic manager of the NBC Central Division national spot sales department, has resigned her position and has been replaced by George Creech. The retiring traffic manager was guest at a luncheon given by departmental employees. Creech returned to the Central Division staff in January after five years as an officer in the Field Artillery, including two years in the South Pacific. William F. Reilly, who returned to NBC in April after three years service in the Navy, will be assistant to the local sales traffic manager.



Broadway Bulletin Board. . . !

• • • Dinah Shore nixed an offer to share billing on Sinatra's stanza, despite the fact that Frankie was willing to take a sizable cut in order to get her. Meanwhile, it's more than a possibility now that Ford may drop the Bob Crosby period to grab Dinah. . . . Camay will do a Lux Theater-Screen Guild type of show from the Coast in the fall, getting their property from independent producers. . . . Jimmy Fidler's Sunday nite spot on ABC shifts to 9:30 on July 7, with the new lineup offering Winchell, Parsons and Fidler right down the line. . . . Ralph Edwards' "Truth or Consequences" will buck Phil Baker's "Take It Or Leave It" in the fall. . . . Arthur Godfrey's Talent Scout set to preem Tues. nite at 9:00 over CBS, with opening stanza sustaining. Five sponsors are in the running for it, with Chrysler having the so-called inside track. Show's audition last week drew the heaviest audience response we've heard in many a season. . . . Serutan closing a deal for Gabe Heatter's Friday nite Mutual stanza. . . . Give-away radio shows now handing out an estimated \$20,000 each week on 38 programs. . . . Chas. R. Rogers signed Paul Whitehead to play himself in the film, "The Fabulous Dorseys." . . . Will Glickman writing a comedy show for Mutual. . . . Did Vic Hunter seal Bing Crosby to a Gen'l Motors pact up in Canada the other day?



• • • The Morning Mail: "Dear Sid," writes Jack Ryan, manager of NBC's Chicago Press Dep't. "Much as I object to continuing a family argument in your Main Street col'm, there are a couple of elements connected with this argument between Arch Oboler and C. L. Menser which move me to observe that there are a number of us around here who are still convinced that Arch's education in the field of script writing was completed the day he finished reading a copy of Bram Stoker's 'Dracula' and a couple of old Wyllis Cooper scripts."



• • • Newest black market is in bottled beer. By midsummer, say industry officials, draft beer will disappear, with total production going into bottles. . . . Henry Taylor takes over the scripting chores on the Schick show next week. Taylor also wrote the Bolger show which Philip Morris is taking over to replace the "Frolics." . . . Recommended: The consistently high scripting level of "Boston Blackie." . . . Charlie Harrell, ABC producer, has finished a three-act legiter, "Arrival At Six." . . . Paul French, indie video packager, claims he has a new fountain pen which writes with water—under ink. . . . Fritz Blocki, out in H'wood, writes that he has sold an original called "Harbor Patrol" to Pine-Thomas, who release through Paramount. . . . Alton Alexander readying two musical shows with Blue Barron and Art Mooney. . . . Elaine Williams, a new addition to "Backstage Wife," being screen-tested. . . . "School For Brides," the ribald B'way play of a few years ago, will be made into a flicker. . . . It's Ben Grauer's line: Announcer prevention is worth a pound of cue. . . . Carter's Products bought Phil Lord's show, "Policewoman," for 9:45 Sunday nite spot on ABC. . . . Bernie Schubert leaves for the Coast today to wrap up the Jeanette MacDonald show. . . . Mickey Alpert, bandleader turned agent, readying Lillian Roth for an air comeback. . . . Buddy Lester knows a college so small that it hasn't given Pres. Truman a degree yet.



• • • Names 'n News: Two great newspaper gals who've made good in radio huddling over lunch at Shor's—Dorothy Kilgallen, B'way columnist and half of the air team of Dorothy & Dick, and Isabel Leighton, who author'd the best-seller, "Where Away" plus reporting the war for Collier's and the Satevepost. Latter's daily CBS stanza is rapidly becoming 'must' listening. She started some six weeks ago with a 55-station hook-up and has jumped to 73 already.



"For blue ribbon performance depend on KGW. The first station to go on the air in Portland—in 1922—KGW is Portland's first station in listener coverage, according to latest Hooper surveys. KGW's market is rich and productive. . . . Oregon is the nation's leading lumber producing state. . . . the Northwest has the greatest power potentialities and the lowest industrial power rates in the country. . . . Portland is the rail, sea, highway and air transportation center of the Northwest."

ONE OF THE GREAT STATIONS OF THE NATION KGW PORTLAND, OREGON REBROADCASTED NATIONALLY BY ED. J. PETRY & CO., INC.



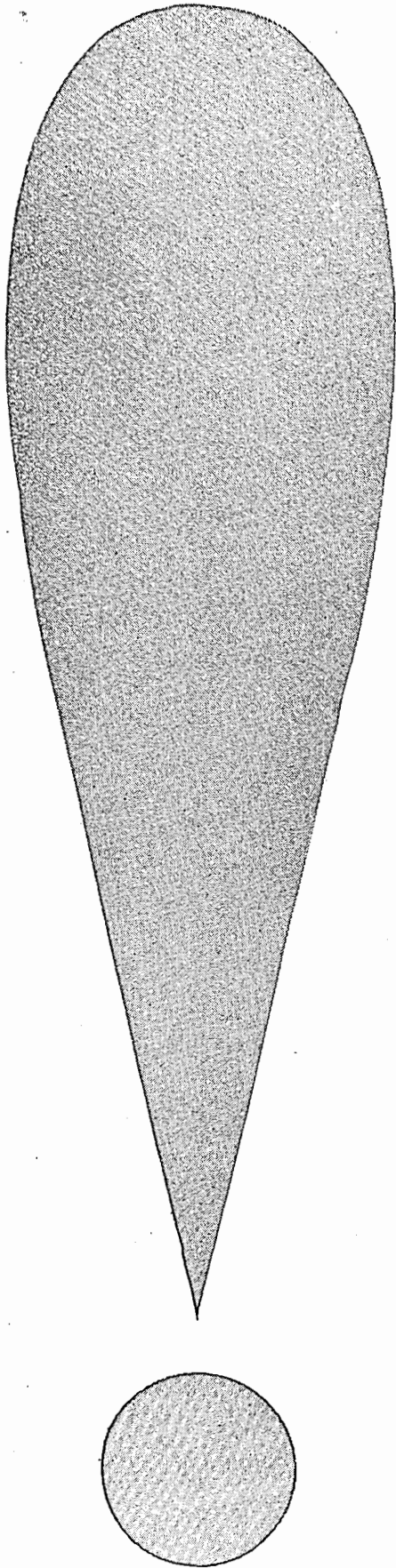
Can't teach you to swim this afternoon, lady. WFGP you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFGP during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

WFGP ATLANTIC CITY ABC NETWORK



GILLETTE GIVES **ABC**
THE SHARPEST HOOPER
EVER HONED

67.2

ABC'S broadcast of the Louis-Conn fight, sponsored by the Gillette Safety Razor Company, drew the highest Hooperating of any program on any single network in radio history!

According to the figures, 71.6% of the nation's radio sets were in use at the time of the fight—and ABC's share of the listening audience was 93.8%!

That means, figured very conservatively, 45,000,000 people listened to the broadcast over their ABC stations.

Proof again that it's *programs* that draw the crowds . . . *programs* that build audiences . . . *programs* that make a listener out of a radio owner. Proof again that on ABC, with a good program, your available audience is perched on listening stools in millions of radio homes, and if you whistle the right tune they'll come a-running.

They're there; you can reach them; you can count them. You can *sell* them.

ABC

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

And



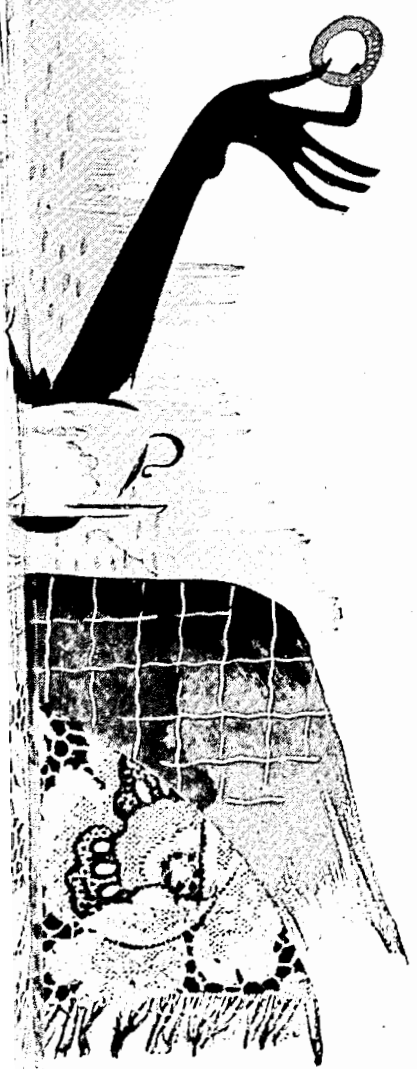
RICHARD ERDOES

Mildred said to Gloria...


That's the way Mildred Funnell and her associate Gloria Brown affect the many listeners of WTAM's *Woman's Club of the Air*. Each listener feels she is overhearing an intimate conversation. And she can't wait to relay to her friends the stimulating information she's absorbed.

Mildred, with WTAM since 1930, recently took over this popular morning program (8:00-8:30, M-F) with the firm belief that the *Woman's Club of the Air* should be just that—a club. For this reason, in addition to regular program features of interest to women, she and Gloria discuss and exchange ideas sent in by listeners. The result: listeners feel they have a part in the program.

To sponsors, this means exceptional responsiveness to sales messages. Mildred Funnell's sponsors belong to a club, too—a club composed of some of the most successful national and local advertisers. The secret password of this exclusive club is WTAM. You can become a member by calling NBC Spot Sales today.



FIRST IN CLEVELAND

WTAM 

50,000 WATTS

Represented by NBC SPOT SALES



THE NATIONAL BROADCASTING COMPANY

Copyright Agreement Signed By 21 Nations

(Continued from Page 1)

ification by the signatory nations, replaces the Buenos Aires Convention of 1910, also the revision signed at Havana in 1928, and all earlier inter-American copyright conventions, but does not affect rights acquired under these agreements. Signing of the pact came after three weeks of sessions.

The convention protects not only written works and music, but also motion pictures and photographs. The author's right to oppose the modification of original works is agreed to, unless he agrees to changes or waives his rights "in accordance with the laws of the country in which the contract is made."

When a title has acquired "such a distinctive character as to become identified with that work alone," the title cannot be used for another work without the consent of the author. This prohibition, however, does not apply to the use of such a title on "other works that are so different in kind and character as to preclude the possibility of confusion."

Each nation agrees to seize "at the instance of the Government or upon petition by the owner of the copyright" any infringement of a copyright.

WKMO Receives Award

Kokomo, Ind.—John Carl Jeffrey, manager of station WKMO, CBS affiliate; Mayor Charles V. Orr, of Kokomo, and L. O. Williams, president of the Kokomo Chamber of Commerce, are now back in Kokomo after having participated in a broadcast at the CBS studios in New York at which a Magazine Digest public service plaque was presented to the city of Kokomo and WKMO for public service.

The broadcast was piped to WKMO from New York and aired over the CBS affiliate's facilities here. Murray Simmons, Digest publisher, presented the plaque.

CBC Political Series

Montreal—By courtesy of the CBC a Wednesday evening political broadcast from Parliament Hill in Ottawa has been arranged for a 15-weeks cycle starting today, June 26.

There has been no formal announcement of the arrangements, but political agents of the party leaders have been advised by CBC Chairman Davidson Dunton that the broadcasts, with the Government Party leading off, will be made between 8:30 and 8:45 p.m. They will be preceded and concluded by musical shows.

New Television Antenna May Solve Video Problem

(Continued from Page 1)

units are now being held at the Hotel Pennsylvania by Belmont Radio Corp., a subsidiary of Raytheon Manufacturing Co.

One resonant, directional antenna is used for each channel on the air. Signals picked up by these antennas are fed into wide-band, tuned amplifiers and carried from these to the receivers by coaxial cable.

According to Vernon R. Carr, Belmont engineer, the system is still in the engineering development stage, but production will be begun on completion of the current tests. The system completely eliminates ghost images, Carr said, and can accommodate as many as 50 receivers at once.

In addition, he said, antennas can be built to handle FM and AM signals as well as all present tele channels, including those used for color.

Made of rigid tubing, the antennas are a maximum of nine feet in length and can be stacked one atop another.

Several other manufacturers are working along similar lines, notably RCA, DuMont and Telicon.

World Radio Conference Now Being Planned

(Continued from Page 1)

of a "world" gathering, it was learned yesterday.

Original plan was to have a conference of the U. S., Russia, Great Britain, France and China as preliminary to an international conference to be held later.

The State Department and other interested government agencies and departments, including the FCC worked overtime to lure Russia into the important preliminary conference to work out international allocation of radio frequencies.

After weeks of diplomatic maneuverings and pleas to the Soviet the other powers gave up the idea of a five-nation conference. In its place will be the "world" conference, with no preliminary sessions now scheduled. Even the tag of "international" conference won't be used because of the absence of Russia and perhaps some other nations.

Under present plans, the "world" conference will be held some time next spring.

Walkie-Talkie Setup In New CBS Program

G. Washington Coffee division of American Home Products has purchased a new three-way conversation program which will utilize two walkie-talkie outfits which will be carried in autos through the streets of Los Angeles, or Hollywood. Interviews picked up will be relayed to the studios where another interview will be going on and all heard by the listening audience.

Program entitled "Surprise Party", will start on CBS, Tuesday July 2, at 3:30 p. m. EDT., and will also be heard at the same time Thursdays.

Predicts 100,000 Tele Sets For England During 1946

(Continued from Page 1)

addressed an NBC luncheon Tuesday.

Mr. Stanley, who was the guest of President Niles Trammell of NBC at the luncheon, further said that all English television utilizes 405-line definition, a standard which he said "is entirely satisfactory and undoubtedly will be continued."

Among those attending the luncheon were Brig. General David Sarnoff, president of RCA; Frank E. Mullen, vice-president and general manager of NBC; John F. Royal, NBC vice-president in charge of television; O. B. Hanson, vice-president and chief engineer; William F. Brooks, director of news and special events; Sydney H. Eiges, manager of the press department and Samuel Kaufman, feature editor of NBC press.

Protests Bilbo's Broadcast

Washington—Protesting that Senator Theodore Bilbo of Mississippi made use of the radio in Jackson, Miss., to "incite white Mississippians to violence against Negro citizens to prevent them from voting in the Democratic primary on July 2," Sidney Hillman, chairman of the CIO Political Action Committee, wired Charles R. Denny, Jr., of the FCC, yesterday. Hillman also addressed messages of protest to President Truman and U. S. Attorney General Tom Clark.

AFL Reverses Stand In Counting CBS Vote

(Continued from Page 1)

counted. The Guild supported this move with a resolution at a meeting held late Monday night. This action virtually assures the CBS "white collar" election being won by the CIO which decision is already claimed by that organization.

Radio Directors Guild ball will take place at the Waldorf-Astoria, N. Y., on November 25, of this year.

Drive On Stations

Following close on the heels of the NLRB election at CBS, the Radio Guild of the United Office and Professional Workers of America, CIO, has begun a drive to organize all non-union workers in New York stations. A similar campaign in other sections of the country will soon get under way, it was learned.


Union officials met yesterday with Herman M. Stein, secretary-treasurer of WMCA, to officially notify management that UOPWA claimed a majority of the outlet's white collar workers. The meeting was a congenial one, and it is expected that a contract will be negotiated without undue difficulty. Representing the union were Norma Aaronson, director of organization for the New York area, and Aaron Schneider, executive director of the organization.

A MARKET FACT
At Fairs, In Theaters

618,715 PEOPLE *paid*
to see

WLS TALENT
in 1945

WLS Gets RESULTS



890 Kilocycles
50,000 Watts
American Affiliate

CHICAGO 7

THE PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

LEN STERLING
LA 4-1200

Coming and Going

E. R. BORROFF, vice-president of the American network in charge of the central division, is spending a few days in New York.

REX L. PRIES, commercial manager and sales director of KTSA, San Antonio, has arrived from Texas for confabs with the national representatives of the station.

RICHARD STARK is leaving this week on his annual vacation.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, will spend today in New York on station business.

C. R. JACOBS, acting director of construction and building operations for CBS, leaves today on a short trip to Boston.

BILL POWELL, head of the William C. Powell Agency, has left for Indianapolis to set up new offices for the booking of radio, stage and screen talent.

M. B. WOLENS, commercial manager and sales director of WCFL, Chicago, left New York for the home offices last night after having conferred at the headquarters of the station's national representatives.

RICHARD WYCKOFF, statistician for the Broadcast Measurement Bureau, has left on a short business trip to Chicago.

HERB KRUEGER, commercial manager of WTAD, Columbia network affiliate in Worcester, Mass., a visitor yesterday at the offices of the web.

JACK O. GROSS, president of KFMB, San Diego outlet of the American network, is here from California on a short business trip.

BOB WILLIAMS, comedian, is spending a vacation of six weeks at his Malibu Beach home.

ED WHITLOCK is in town. He's the manager of WRNL, Richmond, Va., an affiliate of ABC.

CBS Station Officials Attend New York Confab

Meeting of managers of CBS-owned stations held yesterday at the Ambassador Hotel, New York, will be continued today, with various problems up for discussion.

Those in attendance are: D. W. Thornburgh, vice-president in charge of the CBS Western Division and general manager of KNX; Carl Burkland, manager of WTOP, Washington; Arthur Hull Hayes, manager of WABC, New York; Frank Falkner, assistant manager, WBBM, Chicago; Wendell Campbell, general manager, KMOX, St. Louis; A. E. Joscelyn, general manager, WCCO, Minneapolis; Harold Fellows, manager of New England operations for CBS and general manager of WEEL, and Earl Gammons, director of the CBS Washington office.

NBC Sports Cover Planned

Plans for coverage of two major sporting events in July by NBC were announced yesterday by Bill Stern, NBC's director of sports. The Hollywood Gold Cup at Hollywood Park, Inglewood, Calif., will be broadcast on Saturday, July 27 at 8:30 p.m., EDT, and beginning Thursday, July 25, Bill Stern will cover the Tam O'Shanter Golf Tournament in Chicago. Golf tournament broadcasts will be carried on Thursday, Friday and Saturday.

Martin Stone Testifies At 'Battle Of The Books'

The "Battle of the Books" passed through its second day of trial yesterday before New York State Supreme Court Judge Bernard Botein, with both sides presenting several witnesses.

Plaintiff Martin Stone, producer of "Author Meets the Critics" was on the stand under cross-examination when sessions resumed yesterday morning. He was followed by David Murphy, former announcer of "Author"; John McCaffery, moderator of the show, and John Hayes, manager of WQXR. McCaffery said there was a similarity between "Author" and "Books on Trial," which replaced it on WHN, and Hayes testified that the idea of Stones' show was unique.

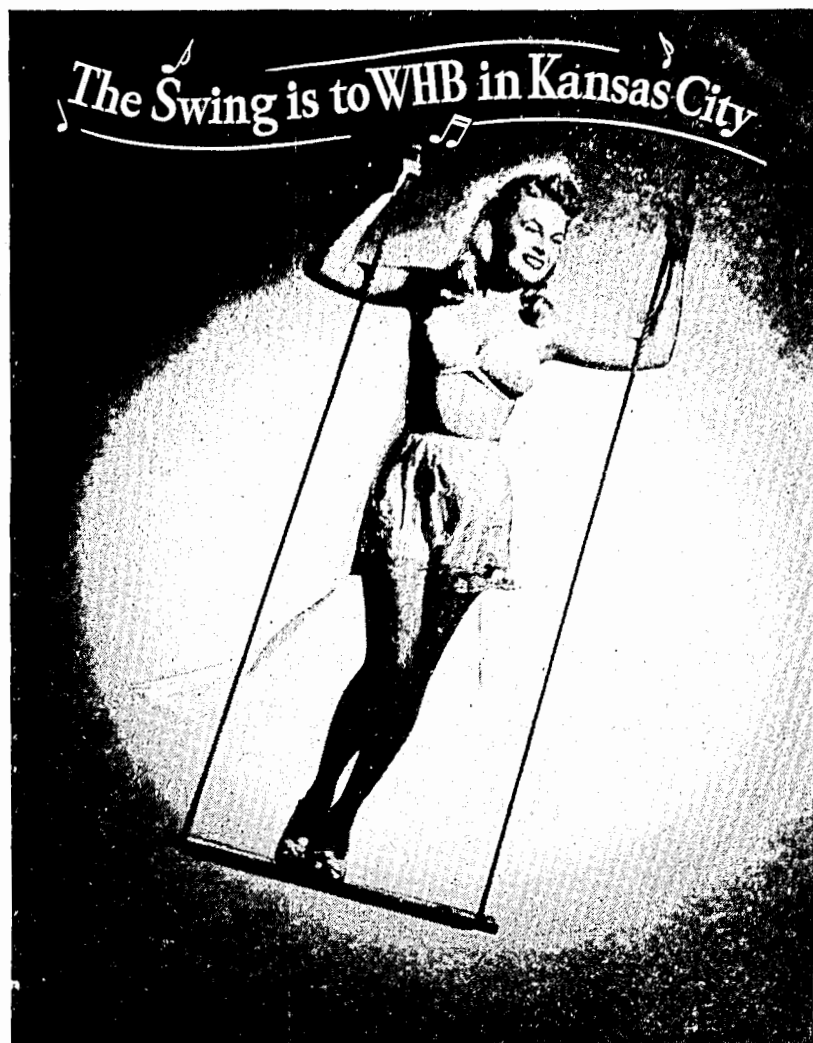
After attorney for Stone had rested his case, defense counsel asked for dismissal. In denying the motion, the Judge inferred that the major point of law in dispute was the alleged attempt on the part of WHN to confuse the listening public.

Herbert Pettey, executive director of WHN and co-defendant, testified that when Stone's contract with the Loew outlet was terminated, he had asked his program department to create a book discussion show as different from "Author" as humanly possible. He told also of the development of the new show and the steps taken to prevent confusion. Sterling North, presiding judge on "Trial," and Saul Carson, of Variety, also testified to the effect that there was distinction between the two programs.

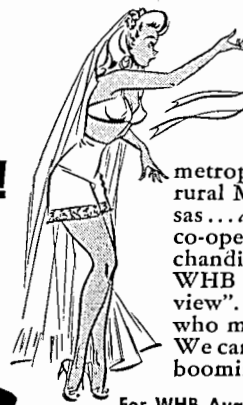
Trial will be resumed this morning.

Will Manage WMOB

Archie S. Grinalds in the New York station relations department of ABC, has been appointed manager of WMOB, Mobile, Ala. He formerly served as general manager of WSAI, Cincinnati, and assistant sales manager of the New York office of WLW, Cincinnati. Previously he had been with WAGA, Atlanta, Ga.; WBT, Charlotte, N. C., and WMAZ, Macon, Ga.



in the season for bouquets!



Smart advertisers who are wedded to WHB's 880 kilocycles tell us they like our station because of its dominance in daytime audience rating... because of our coverage of the Greater Kansas City metropolitan area plus the western part of rural Missouri and the eastern third of Kansas... and because we give whole-hearted co-operation to WHB advertisers in merchandising and exploitation. It's true that WHB is the station with "agency point of view"... where every advertiser is a client who must get his money's worth in results. We can sell your product or service in this booming market, and we invite your inquiry.

For WHB Availabilities, phone DON DAVIS at any ADAM YOUNG office:

- New York City, 18.....11 West 42nd St.....LOnacre 3-1926
- Chicago, 2.....55 East Washington St.....ANDover 5448
- San Francisco, 4.....627 Mills Building.....SUtter 1393
- Los Angeles, 13.....448 South Hill St.....MIchigan 0921
- Kansas City, 6.....Scarritt Building.....HArrison 1161

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Emporia • Salina • Great Bend • Wichita



1906 *Henri* 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

KANSAS CITY HOOPER INDEX APRIL 1946	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 8 A. M.—12 Noon	24.7	12.5	25.8	12.2	19.8	4.3
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P. M.	27.4	25.5	19.8	15.3	9.4	1.0
SUNDAY AFTERNOON 12 Noon—6 P. M.	19.3	23.0	27.5	13.9	13.5	1.6
SATURDAY DAYTIME 8 A. M.—6 P. M.	34.8	14.6	25.9	16.5	7.0	0.0

AGENCIES

THE Second Annual Exhibition of water colors, oils, prints and drawings by members of the Benton & Bowles art staff is now being held at the agency's offices, 444 Madison Avenue. Twenty artists are represented with 50 examples of their work done outside of their agency duties. Several returned veterans are among the contributors, one of which is a water color made in Ie Shima in the Pacific.

KUDNER AGENCY has been engaged to place the advertising of Gloria Vanderbilt Corp., new perfumery organization.

HERBERT CHASON COMPANY, New York agency, has moved to new and larger quarters at 24 East 23rd Street.

U. S. Health Official Hits Radio Drug Adv'g

Radio was criticized yesterday for permitting "widespread use of extravagant claims and promises held out or implied in drug advertising" by Dr. Thomas Parran, surgeon general of the U. S. Public Health Service, in a talk before the 40th Anniversary tribute to the Food and Drug Law at the Association of the Bar in New York and aired over WQXR at 2:30 p.m.

"In our efforts to protect the public in the manufacture and sale of food and drugs," he said, "we cannot help feeling a deep concern over some of the advertising techniques promoting the sale of products to the general population. In this field standards self-imposed by the industries are urgently needed."

Parran charged that numerous announcements heard daily which highlight the value of a certain product do not provide, in many cases, factual information to "limit the hopes that may be aroused by these appeals." "This type of announcement," he said "obviously is not in accord with the therapeutic needs of the population." He added that they are a sample of a trend "that in my opinion is reaching disturbing proportions."

"Radio Important Medium"

"In the American pattern any product which is to be sold widely must be advertised," Dr. Parran said. "Radio is an important medium. Often, however, the enthusiasm of the sponsor gets out of bounds."

The Health official explained that radio is capable of setting improved standards for drug advertising, and pointed to the move made several years ago by the newspaper industry to "clean up" advertising in their columns.

Parran lauded radio for its contribution to public service and the advancement of health knowledge to the American public, and urged drug manufacturers to "appropriately work out this matter with the leaders of radio and advertising."

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 June 14-20, 1946

TITLE	PUBLISHER
All Through The Day.....	Williamson
Along With Me.....	Witmark
Ashby De La Zooch.....	Manhattan
Cement Mixer.....	Mills
Coax Me A Little Bit.....	Bourne
Come Rain Come Shine.....	Crawford
Do You Love Me?.....	Bregman-Vocco-Conn
Doin' What Comes Natur'ly.....	Berlin
Full Moon and Empty Arms.....	Barton
The Gypsy.....	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
In Love In Vain.....	T. B. Harms
Laughing On The Outside.....	Broadcast Music
Love On A Greyhound Bus.....	Robbins
More Than You Know.....	Miller
One More Tomorrow.....	Remick
Prisoner Of Love.....	Mayfair
Seems Like Old Times.....	Feist
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Should I Tell You I Love You?.....	T. B. Harms
Sioux City Sue.....	E. H. Morris
Surrender.....	Sanly Joy
There's No One But You.....	Shapiro-Bernstein
They Say It's Wonderful.....	Berlin
We'll Gather Lilacs.....	Chappell
Where Did You Learn To Love?.....	E. H. Morris
Who Do You Love I Hope?.....	Berlin

FCC Lists 33 Renewals; Had Been Temporaries

(Continued from Page 1)
renewals on a regular basis. The list follows:

KFDM, Beaumont, Tex.; KFJR, Bismarck, N. D.; KGBX, Springfield, Mo.; KGCU, Mandan, N. D.; KGMB and auxiliary, Honolulu; KGW, Portland, Ore.; KLZ, Denver; KOL, Seattle; KOY, Phoenix; KPQ, Wenatchee, Wash.; KSFO, San Francisco; KXYZ and auxiliary, Houston; KVI, Tacoma; KWTO, Springfield, Mo.; WCAX, Burlington, Vt.; WEEI, Boston; WRBM and Auxiliary, Indianapolis; WFIL and auxiliary, Philadelphia; WHKY, Hickory, N. C.; WIBW, Topeka; WINS and auxiliary, New York; WJAS, Pittsburgh; WJLS, Beckley, W. Va.; WKZO, Kalamazoo; WLBZ, Bangor, Me.; WMAL, Washington, D. C.; WMAM, Marionette, Wis.; WNAX, Yankton, S. D.; WSUN, St. Petersburg; WSYR and auxiliary, Syracuse; WTAQ, Green Bay, Wis.; WWNC, Asheville, N. C.; KYA, San Francisco.

Mementos

Participants on Ray Barrett's "You're On The Spot" program over WEAJ (Mondays, Tuesdays, Wednesdays and Fridays 12:45-12:55 p.m.) now are receiving permanent mementoes of their broadcasting debuts. On the program, Barrett interviews passersby on different questions each day from various busy intersections in the metropolitan area. A photograph is taken of every visitor to the microphone, and large prints are then mailed out with the compliments of WEAJ.

Robert N. King Heads Market Research Council

Robert N. King, director of research for BBD&O, Inc., has been elected president of the Market Research Council, it was announced over the weekend. Widely known in the marketing and research field, King is a member of the research committee of the American Association of Advertising Agencies, a life member of the American Marketing Association and has been business manager of the Journal of Marketing since its inception 12 years ago.

Other officers elected at the annual meeting at the Yale Club Friday are: vice president, Cornelius DuBois, director of research, Life Magazine; secretary-treasurer, Dr. Lyndon O. Brown, vice-president in charge of marketing and research, Bristol-Myers Company. Edward Battey, Jr., retiring president, becomes a member of the executive committee.

Bessie Mack To CBS; On New Godfrey Show

Bessie Mack has joined CBS and assigned to Arthur Godfrey's new program which starts on the network Tuesday, July 2, at 9-9:30 p.m., EDT. Program is titled, "Arthur Godfrey's Talent Scouts" and will be produced by Irving Mansfield. Among other duties Miss Mack will audition talent for the show.

Miss Mack for a number of years was with the late Maj. Edward Bowes, both at the Capitol Theater and while he was doing his "Major Bowes Amateurs" on the air program.

PROMOTION

Tele Sports Page Scoop

Best sport page exploitation of the television pictures of the Louis-Conn fight was done by the Philadelphia Inquirer who assigned a photographer to the studios of WPTZ, Philco television station, on the night of the fight. Frank Johnson, head of the Inquirer's photographic department who had previously experimented with pictures taken directly off the television screen, was ready with a camera at WPTZ when Louis knocked out Conn. He snapped the televised image of the knockout, rushed to develop it, and scooped rival Philadelphia newspapers with the first actual picture of the knockout. One hour later, according to the Inquirer, similar pictures were coming over the wire-photo machines to the newspapers.

CBS Booklet

Statement made recently before FCC by Frank Stanton, CBS president, on some of the important changes that face broadcasting in near future has been printed up in booklet form and distributed among industrial and business leaders, public officials, educational groups and the network's stations. It represents Columbia's position on the question of frequency allocations in connection with FM broadcasting, and is entitled "FM—the Key to Future Radio Allocations."

Co-op Tieup With Press

Announcement was made that Warner Bros. KFVB, Hollywood and the Daily Valley Times, published for the San Fernando Valley in North Hollywood, have concluded a co-operative tie-up, to go into effect Saturday, July 6. Deal worked out by Gil Simon, KFVB promotion head, and Al Rich, Times radio editor, gives the publication a half-hour Saturday evening program to feature Valley celebrities feature events. Radio station gets newspaper space.

Will Address IRE Group

Baltimore—At a meeting of the Baltimore section of the Institute of Radio Engineers to be held at the Engineers Club Tuesday at 8:00 p.m., John F. Morrison of Bell Telephone Laboratories will deliver a talk covering the following subject: "Consideration involved in designing antennas having high order of field gains in the horizontal plane."

Send Birthday Greetings To~

June 26

June Marshall Fred Weber
Arthur Pryor, Jr. William Wirges
Robert J. Ross Irving Diamond
John M. Sayre Al Lowe

Final Plans Complete For Atom Bomb Cover

(Continued from Page 1)

observation plane as they get away for Bikini from Kwajalein on Sunday at 3 p.m., EWT. Downs will be aboard the observation plane as pool representative of the major networks.

At 6 p.m., EWT, the networks will take to the air again with a special atomic bomb broadcast. This broadcast will be during the bombing plane's fourth run over the target with the missile expected to be dropped on the fourth or fifth run if bombing conditions are good. In

Dramatization

"Exploring the Unknown," Mutual's science drama series, will devote the broadcast of Sunday from 9 to 9:30 p.m., to a dramatization of "The Atomic Bomb." Clifton Fadiman will narrate the program which will be produced by Sherman Dryer. Last minute reports from MBS observers at Bikini Atoll will be included in the broadcast.

event the bomb is not dropped on the fifth run it will not be dropped at all on that day.

The third scheduled pool broadcast is expected to take place at 8 p.m., EWT, when Bill Downs returns to conduct interviews with the pilot and bombardier of the bombing aircraft. Downs will return to the air at 11:15-11:30 p.m., EST, if the bomb is dropped—for an exclusive CBS account.

Will Relay Detonation

Plans to relay the detonation of the bomb through the medium of a live mike on the target battleship, the USS Pennsylvania, have been worked out. Another microphone will be placed on the USS Rhind, which is on the outer fringe of the 77-ship target formation.

New York television stations are planning atom bomb coverage through the use of films, commentators, maps and photographs. It is reported that films of the actual atomic bomb explosion will be made available to tele stations day and date with the newsreel theaters. These films will be flown to Washington from the South Pacific, processed and then released for showing.

ADVERTISING AND PROMOTION MANAGER AVAILABLE

15 years in adv. and promotion including radio, television, and radio manufacturing. Desires change.

Write Box No. 194, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

—COLORADO—

DENVER—Bill Day has taken over as head of the news and special events dept. of KOA, replacing Stanley K. Brown, who has left the outlet to become station manager of KGAK, N. M. . . . George E. McWilliams, formerly associated with the International News Service for nine years, the last two as a war correspondent in the Pacific, is the new addition to the KOA news staff. . . . With the return of Victor R. Blanks from the Army, Bill Ballance leaves announcing chores and joins the KOA news and special events staff.

—MISSOURI—

ST. LOUIS—Complete ownership of KWK by members of the family of Thomas Patrick Convey, founder, has been dissolved through sale of a substantial interest in the corporation by two St. Louisans, Arnold G. Stifel, former partner in the firm of Stifel, Nicolaus and Company, Inc., and Anthony A. Buford, general attorney for Anheuser-Busch, Inc. Purpose of the move was to provide additional capital to further developments of FM, television and facsimile reproduction. . . . Gil Newsome's "Bandstand Revue" over KWK, in an effort to provide a better schedule, will as of July 1 be aired from 9:30 to 10:30 ayem Monday through Saturday. . . . Fred Foster, recently released from the Navy, has rejoined the KWK announcing staff.

—MASSACHUSETTS—

PITTSFIELD—Robert Youse, formerly with stations in Virginia and Washington, recently released from service, has been appointed night announcer at WBRK. . . . LAWRENCE —WALW has been awarded a citation by the United Service Organizations for distinguished war service. . . . WORCESTER—Many of the nation's most outstanding personalities in the world of sports will be featured over WAAB in a series of special airings presented in co-operation with the Holy Cross athletic clinic to be held here this week.

—NEW JERSEY—

TRENTON—Marie Maxwell, popular WTTM story teller occupying the evening listening spot with "Story Time" began her third year over the New Jersey outlet. . . . Former Congressman Elmer H. Wene, president of WTTM and WSNI, is a candidate for State Senate from Cumberland County. At present Wene is the executive advisor to Secretary of Agriculture, Clinton P. Anderson, having served in the U. S. House of Representatives from the second district of N. J. for three years and was defeated for the U. S. Senate two years ago by Alexander Smith of Princeton. . . . NEWARK—Robert B. MacDougal, WAAT director of educational activities, will speak at the KYW Radio Workshop July 2, when Philadelphia schools co-operate with KYW in the sessions.

—NEW YORK—

NEW YORK—WQXR is airing 20 spot announcements using the theme "Love That Coffee." Format consists of announcer splicing about Martinson's coffee, at which time lovers of the Martinson brand chime in with

"Love That Coffee." Yes indeedy. . . Agency is Paul Leston Company, Inc. . . . Eldin Burton's "Quintet for Piano and Strings" will be performed by the WQXR string quartet in its concert of Thursday, June 27, airing over the station. Program is a monthly series by the quartet featuring the works of contemporary composers.

—TEXAS—

SAN ANTONIO—Norine, of "Fashion Notes," program on KMAC recently interviewed Phyllis Myles, pretty and talented chirper of Frankie Master's band, and in private life Mrs. Masters. During the interview, Norine questioned her as to her ambition, now that she was married to the leader. Her answer was to stay married to the leader. . . . EL PASO—A weekly panel discussion is being aired over KROD by students and instructors from the Texas College of Mines.

—CALIFORNIA—

LOS ANGELES—Central Chevrolet is now sponsoring a 55-minute record show on KMPC each Saturday ayem entitled "Keith Hetherington." Fifty-two weeks airing was handled by the Allied Advertising Agency here. . . . SAN FRANCISCO—Austin Fenger, KSFO news and special events chief, returned recently after completing a series of broadcasts on the preparations for the atom bomb test. Broadcasts cover numerous phases of preparation for the test, including local color with the native groups living in that area, giving a complete picture of the many activities now under way prior to the actual test.

—MINNESOTA—

MINNEAPOLIS—WTCN vice-president and general manager, C. T. Hagman, has announced the appointment of George Heleniak as St. Paul representative, bringing to his new capacity a wide knowledge of experience in newspaper, periodical, public relations and radio administration chores. Now on terminal leave after nearly four years of Navy service, his background includes sports writing, management of State High School Basketball tournaments, operation of his own retail store and direction of his own public relations counseling office.

—MARYLAND—

BALTIMORE—WITH recently presented a half-hour demonstration in an endeavor to make Baltimoreans conscious of the effects of atomic energy. Entitled "The War That Must Not Come," it was an appeal to the people to write to their Congressmen, asking that the UN take the matter of control of the bomb as their No. 1 duty. Through the entreaties of several civic committees throughout the city, the outlet gave repeat airings explaining in detail the horrors of what can be expected if the bombs are ever let loose on a nation.

—ILLINOIS—

ROCKFORD—Norman Paul, after serving in the Army for two and a half years, has returned to WROK as emcee and announcer. . . . John Dixon, commercial manager has been named to the board of directors of the Rockford Rotary Club, with Bill Traum, promotion manager, named as third vice-president.

New Net Commercials And Renewals Signed

(Continued from Page 1)

Frey, Eastern sales manager of NBC. Procter & Gamble will take over the Sunday night time for Ameche from the General Electric Co., whose "Hour of Charm" program goes off the air after the September 1st broadcast. Ameche's program, through Kastor, Farrell, Chesley and Clifford, will advertise Drene.

The Eddie Cantor program has been signed through Warwick & Legler, Inc., for 52 weeks starting September 26. Cantor has been sponsored by Bristol-Myers Co. for the last five years.

Alan Young's program will start, through Young & Rubicam, Sept. 20 for Bristol-Myers' Ipana, Minit-Rub and Ingram Shaving Cream.

ABC Web Renewals

Procter & Gamble have signed 52-week renewals on their two audience participation shows heard five times weekly over ABC. The programs are "Breakfast in Hollywood" and "Glamour Manor."

The first 15-minute period from 11 to 11:15 a.m., EDT, of Tom Breneman's "Breakfast in Hollywood" was renewed for 52 weeks by Procter & Gamble in behalf of Ivory Flakes through Compton Advertising Company effective July 1. Kellogg Company sponsors the second 15 minutes of the show.

Glamour Manor's renewal is also for 52 weeks effective July 1. Procter & Gamble placed the renewal through Compton Advertising in behalf of Crisco and through Benton and Bowles on behalf of Ivory Snow. Program is heard from 12 to 12:30 p.m., EDT, over the network of the American Broadcasting Company.

"Break The Bank" Time Change

It was also announced at ABC that "Break the Bank," as a summer replacement for the "Alan Young Show," will be heard Fridays from 9 to 9:30 p.m., EDT, beginning July 5. Show is sponsored by Bristol-Myers. Agency is Doherty, Clifford and Shenfield, Inc.

BALTIMORE'S Listening Habit

WJZ

MUTUAL BROADCASTING SYSTEM

Elmer President George H. Roderer, General Manager
WALL & PETERS, Inc., Exclusive National Representative

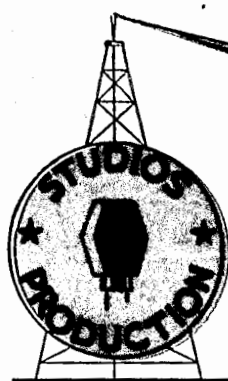
An award shared with our advertisers

**FIRST AWARD
BILLBOARD RADIO
PROMOTION EXHIBIT
SINGLE CAMPAIGN
NON-NETWORK**



In this book WHN, competing with 140 stations under the expert eyes of nearly 200 agency-advertiser judges, told how a top-powered station supports its top-drawer advertisers with top-powered audience promotion. If you missed the Billboard exhibit, ask a WHN representative for a personal perusal of this prize-winning entry.

WHN NEW YORK 50,000 WATTS • 1050 KC.
Represented by RAMBEAU



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 63

NEW YORK, N. Y., THURSDAY, JUNE 27, 1946

TEN CENTS

Contest FCC-FM Order

Gov't Sponsoring Electronic Seminar

Washington Bureau, RADIO DAILY

Washington — Secretary of Commerce Henry Wallace will open a series of lectures beginning today on wartime developments in electronics. Inaugurated by the Commerce Department, the lectures will be conducted jointly by Commerce, Navy and War Departments, the FCC and the National Advisory Committee for Aeronautics. The first lecture will be held today at 3 p.m., in the Commerce Auditorium.

The lectures are to be presented by
(Continued on Page 6)

ATS Offers Tele Course At N. Y. Public Library

Members of the American Television Society have been invited to take a special course in program production to be given at the New York Public Library starting in July, it was announced yesterday. Arrangements for the course were made by Frederick A. Kugel and Bud Gamble.

Six lectures will be offered in the series at the library.

John Donohue Appointed Ass't To Thrower, ABC

John Donohue, Eastern sales manager of ABC, has been appointed assistant to the vice-president in charge of sales, with headquarters in Detroit, it was announced yesterday. Fred Thrower, vice-president in charge of sales, said that the move gave recognition by the network of the "re-

(Continued on Page 2)

ET Fanfare

A half-hour radio program prepared in nine major languages will be broadcast in countries to be visited by Norman Corwin during his globe-circling "One World Award" flight. The program designed to explain the significance of the award and Corwin's mission, will be heard in French, Swedish, Polish, Russian, German, Greek, Italian, Arabic and Chinese on arrival in the countries where the tongues are spoken.

Tele Transmitter Output Seen By Fall

With the nation's production machinery undergoing a slow but encouraging return to normal following a year of economic uncertainties and material shortages, electronic manufacturers predicted this week that enough television transmitters will be available to broadcast customers by the end of this year to provide for their immediate demands, at least;

(Continued on Page 7)

Don McNeill Show On ABC Gets Another Sponsor

Sale of the first 15-minute segment of Don McNeill's Breakfast Club on ABC to the Kay Daumit, Inc., of Chicago, yesterday marks the first time since the show was originated 13 years ago that all four 15-minute pe-

(Continued on Page 6)

NAB Group At Odds With Commission And Will Argue Allocation Move At Hearing Sked For July 12

WHN Awarded Verdict In "Battle Of Books"

New York State Supreme Court Judge Bernard Botein yesterday dismissed the complaint of Martin Stone, producer of "Author Meets the Critics," against the Marcus Loew Book- ing Agency, owners of WHN, and rendered judgment in favor of the defendant.

Stone, who had asked for an injunction to prevent WHN from airing "Books on Trial," on the ground that it constituted "appropriation of the

(Continued on Page 7)

Jack Kirkwood Returning As CBS Summer Program

Plans for the return of the "Jack Kirkwood Show" to the CBS web on July 1 as a half-hour comedy program was announced yesterday. Kirkwood's show will occupy the

(Continued on Page 2)

ANA President Defines Advertising's New Role

Spokane—Admonishing his hearers that "we must cultivate the science of human relationships," Paul B. West, president of the Association of

(Continued on Page 7)

Following a two-day session of the NAB's FM Executive Committee at the Hotel Ambassador, New York, the committee late yesterday afternoon adopted a resolution calling upon the NAB to instruct its counsel to take part in the oral argument set by the FCC on July 12. At this time the proposed order of the Commission allocating and reserving every fifth channel on FM for one year, for various areas, will be contested by the NAB.

The Committee, which went on
(Continued on Page 7)

Norway Gov't Cites Amer. Broadcasters

Twenty-one men and women of American radio were honored Tuesday night by the Norwegian Government and the Norwegian State Broadcasting System, at a dinner held on the yacht "Stella Polaris," in New York. Warm tribute to the American radio industry and its efforts during the war, was paid by Ambassador

(Continued on Page 8)

RMA Declines Comment On Taylor's FM Charges

Washington Bureau, RADIO DAILY
Washington—RMA officials yesterday declined to comment directly on charges made by Senator Glen H. Taylor, Idaho Democrat, that radio
(Continued on Page 7)

Radio Is Ready At Bikini

By JACK ALICOATE

MID-PACIFIC—Six days out of Honolulu with as an alert and rugged a crew as ever sailed the China Main, and a supercargo of journalists, commentators, cameramen, and cinematographers, whose value on the hoof has probably never been exceeded in any adventure, at any time, anywhere. We

are just off the Marshall Islands and the sultry atmosphere is charged with expectancy. Drama is riding the waves. Those who represent our far flung show business are fully rehearsed and ready for this, the greatest of all international spectacles. From where we sit

(Continued on Page 2)

Saves 999%

When the ferry slip at St. George, S. I., went up in a nine-alarm blaze Tuesday, Dave Driscoll, WOR news director, with an assistant, chartered a tugboat for the scene of the fire. Slow motion tug cost \$50 and took an hour to make the trip. Ferries again running on the way back, Driscoll took one for 5 cents and made it back to Manhattan in 20 minutes.

Weather Or Not

Major Demar Crowson, staff weather expert for Air Task Force One, will be interviewed direct from Kwajalein Friday on ABC's "Headline Edition." Major Crowson is the man who will make the decision whether or not the weather is suitable for the Bikini Atom Bomb Test.—"Operation Crossroads" which is scheduled for Monday, July 1.



Radio Is Ready At Bikini

(Continued from Page 1)

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JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
TARVIN 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., June 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	196 ³ / ₄	196	196 ³ / ₈	- ⁵ / ₈
CBS A	36 ¹ / ₂	36 ¹ / ₈	36 ¹ / ₂	...
CBS B	36 ¹ / ₂	36 ¹ / ₂	36 ¹ / ₂	...
Farnsworth T. & R.	13 ¹ / ₂	13 ³ / ₈	13 ³ / ₈	- ¹ / ₄
Gen. Electric	47 ³ / ₄	46 ⁷ / ₈	47 ¹ / ₂	+ ¹ / ₂
Philco	32 ¹ / ₂	32 ¹ / ₄	32 ¹ / ₂	...
RCA Common	14 ³ / ₄	14 ¹ / ₂	14 ¹ / ₂	- ¹ / ₄
RCA First Pfd.	92	92	92	...
Stewart-Warner	23 ⁵ / ₈	23 ³ / ₈	23 ³ / ₈	- ³ / ₈
Westinghouse	33 ¹ / ₂	32 ⁵ / ₈	33	...
Zenith Radio	33 ⁷ / ₈	33 ³ / ₈	33 ³ / ₈	- ¹ / ₂

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 ³ / ₄	21 ³ / ₄	21 ³ / ₄	...
Nat. Union Radio	9 ¹ / ₈	8 ⁷ / ₈	9 ¹ / ₈	+ ¹ / ₈

OVER THE COUNTER

DuMont Lab.	Bid 9 ³ / ₈	Asked 10 ¹ / ₈
Finch Telecomm.	Bid 11 ¹ / ₂	Asked 13
Stromberg-Carlson	Bid 19	Asked 21
WCAO (Baltimore)	Bid 37	Asked 37
WJR (Detroit)	Bid 34	Asked 37

John Donohue Appointed Ass't To Thrower, ABC

(Continued from Page 1)
 emergence" with civilian production, of many new web prospects among heavy industries located in the Detroit, Cleveland and Pittsburgh area. George T. C. Fry, presently director of business development of ABC, has been named Eastern sales manager, succeeding Donohue. Changes are effective July 1. Ridgeway Hughes, a member of the business development division, will assume direction of this department's activities, with the title of acting director of presentation.

OFF THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
L. S. TOOGOOD RECORDING CO.
 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 9276

on the top deck of the USS Appalachian, plowing through exotic tropical seas, the professional situation looks about as follows:

RADIO—From this booth we have a suspicion that this coming big go has the potential of the highest Hooper of all time. With the usual radio resourcefulness, not-work men on the job have been up and at it for some time. The first broadcast after the blast is a pool affair. Then comes the dog fight. Here is the battling order:

NBC—George Thomas Folstor from Tokyo is on our ship. The veteran, Bill Chaplin is at Kwajalein with Ralph Howard Peterson and Donald Dietz as roving hallbacks.

ABC—Clete Roberts is with the scientists on the USS Panamint. Larry Tighe will do the first eyewitness roundup from this ship. Fred Oppen from the Oront and Norman Cousins round out the team.

CBS—Bill Downs, at our side, won the star assignment of broadcasting from the B-29. The colorful Web Edwards, out of Japan, will work from here and Don Mosley, on the McKinley and George Moorad out of China, complete the line up.

MBS—The youthful and energetic Bob Stewart is with us and Don Bell is on the flagship with Frank Morris and Ernest Lindsey. Also, on the Mutual team, Don Thompson from MBS and points west is our competent production manager. With frayed nerves scattered with abandon about the ship, believe me you, Thompson's role is all important.

TELEVISION — This is television's first real opportunity to prove its worth under trying circumstances and it is now just that, with telecasting going on continually from ship to ship in our convoy. Cameras specially constructed for vibration, temperature, and altitude by the RCA-Victor Division are on all major ships in towers at Bikini and on B-29's flying overhead. Several receivers are on each ship, and under favorable conditions, a throw of thirty-five miles is possible. The veteran cinematographer, Roy Phelps, is our companion and represents the television pool of NBC, ABC, CBS, DuMont, B & K, and Philco. Phelps is a top man, having been with Frank Buck in Malaya, and the Denis-Roosevelt expedition, as well

Jack Kirkwood Returning As CBS Summer Program

(Continued from Page 1)
 final 30 minutes of the full-hour being vacated for the summer by the "Lux Radio Theater" which returns August 26. Program which will originate in Hollywood will be heard from 9:30 to 10:00 p.m., EDT.

Ewing Joins Church Prod. As Eastern Sales Manager

William S. Ewing, has been appointed Eastern sales manager for Arthur B. Church Productions. Ewing succeeds Arthur Poppenberg, who recently resigned.

as a successful producer. His work is pooled with Army and Navy cameramen, and metropolitan television audience should be seeing what the cameras saw in about three days after the blast.

MOTION PICTURES—If our newsreels don't come up with an epoch-making pictorial history of this dynamic event, it will not be because of the lack of specialized manpower or "Crossroads" co-operation. More than three hundred cameras will be used and over three million feet of film exposed. Banks of cameras including slow motion at the incredible speed of ten thousand shots a second, will be trained on Bikini and calibrated in time and precision to record the major explosion. Navy drones flying through the clouds of radio activity immediately after the explosion will carry cameras shooting in all directions. Paramount's Ed Benock, co-ordinator of the group, is on the photographic flagship, the flattop, USS Saldor. Tom Priestley, Universal ace, is with us here on the Appalachian. Sanford Greenwald of Paramount is with his old B-29 gang at Kwajalein and will do his shooting from the sky. Bob Donohue, Sr., of the Pathe News; Victor Jurgens, of the March of Time; Far East expert Irby Koverman, of Movietone News, and Arthur Saskell, of News of The Day, are moving in all directions, faster than the tides. All industry footage is pooled with that of the Army and Navy men and rushed immediately to the Navy Photographic Center at Anacostia, D. C., for processing and security editing. With reasonable luck, it should reach big town screens within three days.

Never has the world been so universally interested in one bang. Never has there been so long a rehearsal for so short a production. It promises to be a great show.



Auction sale

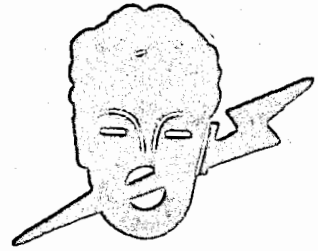
"Going once . . . going twice." You've heard the man with the hammer intone those words that mean a sale to the highest bidder.

We're using that old-form auction sale for one reason: it's our way of saying that in Baltimore radio . . . W-I-T-H, the successful independent, apparently gets the high bid from listeners.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

If you have something to sell . . . and plan on radio down here . . . the successful way is with the successful independent.

The letters are W-I-T-H!



W-I-T-H
 and the FM Station W3XMB
IN BALTIMORE
 TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REID

WIP
 WIP-FM
 PHILADELPHIA
 5,000 WATTS • 610 K.C.
 IT'S MUTUAL
 REPRESENTED NATIONALLY BY
 GEO. P. HOLLINGBERY CO.

THE Daylight Saving Bill was passed on June 27, 1917. Daytime or nighttime you'll save in Philadelphia with

PRRDA ADA WPEN

Cryptogram? No. Merely shorthand to show how WPEN is strengthening its position in the Philadelphia market.

Both the PRRDA—Philadelphia Retail Record Dealers Association—and the ADA—Appliance Dealers Association of Philadelphia—recently chose WPEN as their official station. With more than 350 influential members in the city, these groups have a stake in quality programs. Selling radio sets, record players, records and appliances they selected a station that puts emphasis on the finest in music. Both organizations boost WPEN in their advertising and other promotion.

This cooperation is another example of WPEN service in Philadelphia. Listeners know that this station, since it has been owned and operated by The Evening Bulletin, the largest evening newspaper in America, is interested in giving them the kind of

programs they prefer. That's why so many new listeners are tuning in 950 every day—and why advertisers are finding WPEN an economical way to get their message to Philadelphians.

950
WPEN
PHILADELPHIA

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

The Evening Bulletin Station

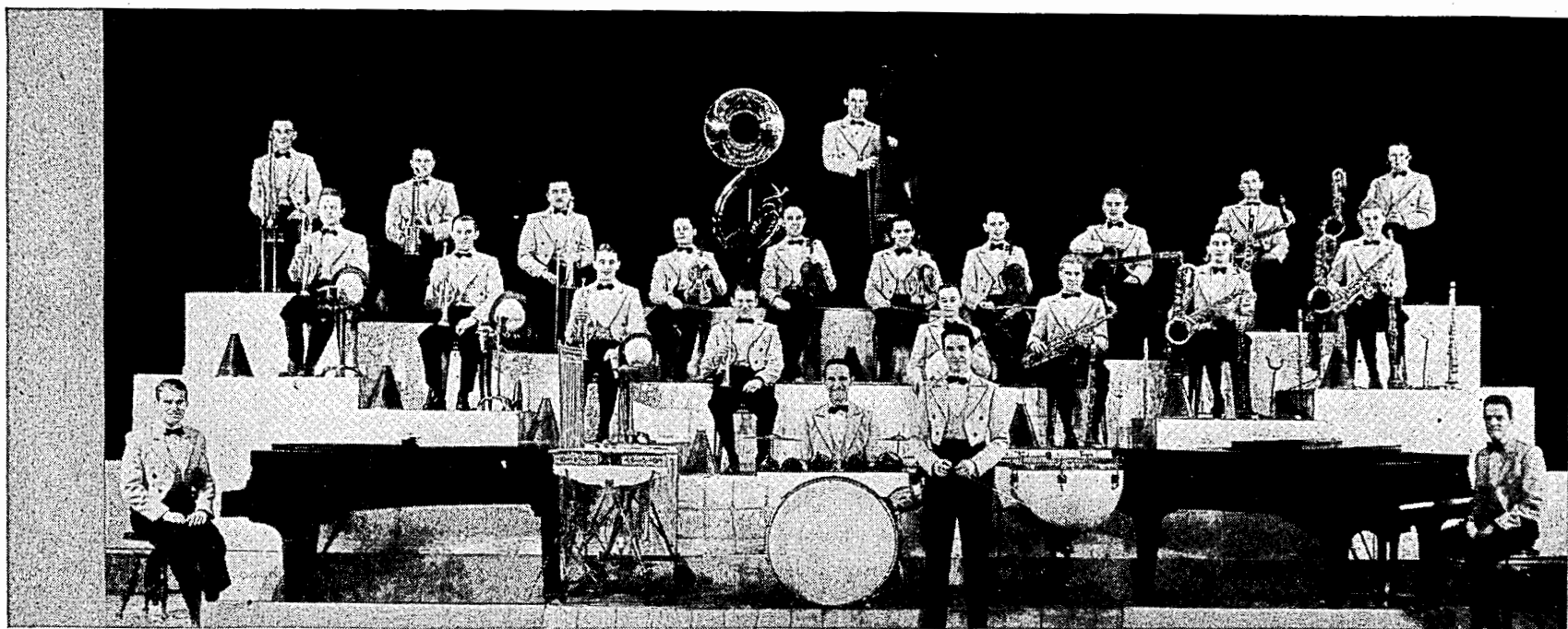
they said it couldn't

1933 They said no advertiser would ever sponsor so large a group as the Fred Waring organization—orchestra, glee club, and assorted vocalists. Fred realized the value of a flexible, versatile unit, capable of presenting many types of entertainment. He stuck to his ideas and in 1933 went on the air for the same sponsor that introduced Paul Whiteman.

1936 They said he couldn't hold his popular

orchestra audience if he emphasized choral numbers and failed to stylize his orchestra. Starting in January of this year for the Ford Motor Company on NBC, Fred crystallized his offerings into a pattern that was to achieve overwhelming popularity: every number a vocal—more chorals—and a little bit of everything in every program.

1939 They said he couldn't sustain interest in the evening—five evenings a week. For five



Things don't just happen—someone makes them happen.

NBC—its sponsors—and its stars have a habit of making things happen in the radio world.

Fred Waring is one of those NBC stars. For 27 years he has been making things happen in the music and radio world. In 1921 he made his radio debut over WWJ in Detroit when broadcasting was not yet a year old. In 1929 he made the first "all talking" musical picture, "Syncopation."

Early in his career Fred was offered a 52-week vaudeville tour. They told him life would be secure and safe because he would never have to change his act. Fred turned it down. He preferred to exist from engagement to engagement. He changed his show constantly. He knew that change meant growth and that security seldom inspired hard work. For years he rehearsed his boys from 9 AM until show time. He taught them how to read music, how to sing. He encouraged them to

AMERICA'S NO. 1 NETWORK

happen

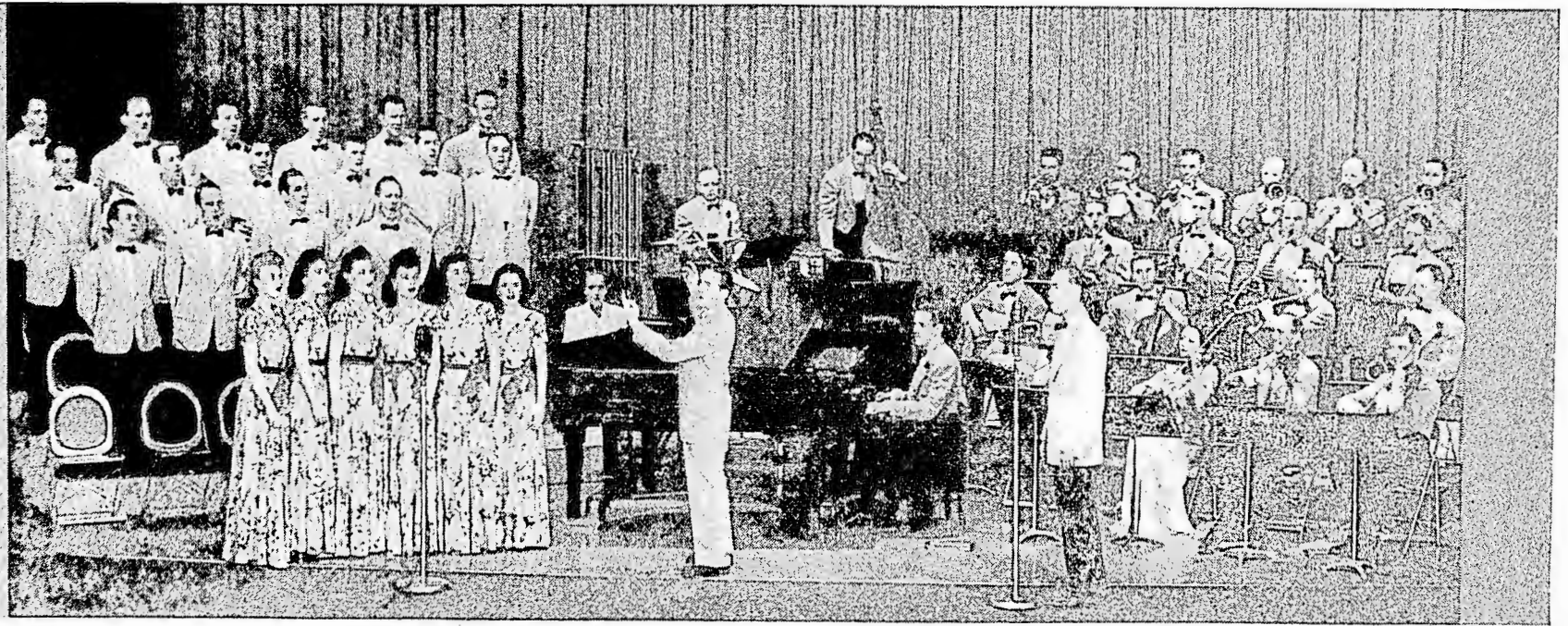
(The Story of Fred Waring) POSTSCRIPT TO A SERIES

years Fred and his Gang were on NBC for Chesterfield Cigarettes, five evenings a week. Every one of those five years he was voted the best quarter-hour program on the air.

1945 They said NBC couldn't make a success of an evening-caliber program five times a week in the daytime. NBC and Fred Waring went ahead, presenting the Waring show five mornings a week. After six months it was voted

the best daytime program on the air by the nation's radio editors and columnists. A month later it was sponsored two days a week by the American Meat Institute.

1946 This season the Fred Waring Show becomes the only five-time-a-week daytime show also to be heard in a choice evening spot. The Johnson's Wax Company presents it as the summer replacement for their top-rated Fibber McGee and Molly.



compose, to think up gags, to arrange music—and the Pennsylvanians emerged a tightly knit “gang” that was capable of putting on a variety show ranging from the delicacy of his famous rendition of “The Rosary,” to the latest comedy hit.

Recognition of Waring's accomplishments on the air was immediate and enduring. It came from millions of listeners, long-time sponsors, and the NBC affiliated stations—which for years have voluntarily gone all out

in giving the Waring show the utmost in local station support and promotion.

Success stories like Fred Waring's *do* happen on NBC, in spite of the skeptics and doubters. They have no secret formula. They require only initiative, ideas and talent—plus the superlative facilities of the great NBC Network, the vast NBC listening audience, and the friendly association of other great programs heard on NBC.



... the National Broadcasting Company



Coos Bay, Oregon (population 56,000) has been selling carpet sweepers with the NBC Recorded Show DESTINY TRAILS. The whole story is told in a letter from Len Epling, Commercial Manager of KOOS.

* * * *

"On the third episode of DESTINY TRAILS which was broadcast Saturday night, West's Firestone Store, the sponsors of this program, used the first commercial break to advertise carpet sweepers, which they had been unable to sell heretofore . . . two dozen were sold by 3:00 P. M. Monday following this program."

* * * *

Destiny Trails, based on the classic tales of James Fenimore Cooper, dramatizes the famed Leatherstocking Tales of this master author. The authenticity of Cooper's writing is retained, but the action is vividly colored by NBC production and some of the best actors in radio.

* * * *

It's a program from the heart of the New World . . . stories of the struggles, exciting experiences and great spirit of adventure that paralleled the lives of the early pioneers of America. With Jackson Beck as narrator, DESTINY TRAILS features such outstanding actors as Stacy Harris, Frank Lovejoy, Lesley Woods, Jean Gillespie and Kay Loring.

* * * *

The normal schedule of this quarter-hour NBC Recorded show is 3-a-week. With 156 programs available this offers local advertisers as much as 52 weeks of thrilling radio material.

* * * *

To get back to Mr. Epling, he continues, ". . . we are happy beyond explanation with DESTINY TRAILS and hope that you can show us many more shows of the same calibre."

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



Michigan Ave. Memorandum . . . !

● ● ● Arch Oboler, in town over the week-end shooting scenes for his latest MGM picture, "The Arnelo Affair," on which he is writer-producer, confirmed reports that he may get a crack at directing the film version of "The Hucksters," if and when MGM puts it on celluloid.

Chicago Oboler would like to make a couple of good pictures before going back to his first love—radio. Commenting on the quirks of fate, Arch pointed out that it wasn't until he had dropped his radio work (for the time being, at least) and turned to movies that he began winning radio awards—the Peabody and National Conference of Christians and Jews. . . . Oboler revealed that he had been asked by Wilson Wyatt, Federal Housing Administrator, to do two special broadcasts stressing the emotional side of the veterans' housing dilemma and that he will probably sandwich them in with his movie work in the near future. When the request was first made Arch was inclined to view it as another public service chore to be taken care of when he could get around to it. But after his experience in trying to alleviate his own housing "problem" by building an addition to his Hollywood home, Oboler is eager to do the broadcasts. The addition, several months and several thousand dollars after the start of construction, is still far from completed—is, in fact, stalemated. Hence Oboler's eagerness to do the broadcasts stressing the emotional side of the housing problem.

★ ★ ★

● ● ● Edgar Kobak, Mutual prexy in town last week on a visit to the net's Mid-West office, walked in one morning to find the switchboard operator deeply engrossed in a very thick volume. Glancing over the young lady's shoulder to see what branch of broadcasting she was getting the lowdown on, Kobak found that the fascinating book was titled "Abnormal Psychology." The network's head man could not restrain a chuckle and the crack, as he walked away, "Reading up on us, eh?" . . . Henry Hull, Jr., producer of the WBBM-CBS Wayne King summer series, is the son of the stage and screen actor of "Tobacco Road" fame. . . . Dorothy Doran, N. W. Ayer publicist, arranging press luncheon get-together for Wauhillau La Hay, agency's head radio flack, and local scribes during La Hay's Chi stopover tomorrow and Saturday. Dorothy is summing in the Windy City to handle the press agency on the Wayne King opus.

★ ★ ★

● ● ● The radio-scripting Hursleys—Doris and Frank—currently penning WGN-Mutual's "Those Websters," and WBBM-CBS producer-director Ted Robertson are accorded nice recognition in "The Best One-Act Plays of 1945," edited by Margaret Mayorga and published this week. First play in the book is "Atomic Bombs," the show written by the Hursleys and Robertson and produced by Robertson last August on the CBS Service to the Front series. As the result of a last-minute scripting job, almost as dramatic as the story of the bomb itself, the Hursley-Robertson program is credited with being the first to tell the story dramatically of the dropping of the first atomic bomb. Another script was in rehearsal when the bomb was dropped. After a hurried conference Robertson and the Hursleys decided that show would be inadequate in view of the news. Whereupon the script was tossed out of the window and the trio embarked on one of the most dramatic races against time in the history of radio scripting. They were furiously rewriting until the very moment the show went on the air. The broadcast was acclaimed as one of the best in the "Service to the Front" series. Its inclusion in the book of "best one-act plays" is a fitting climax to the Hursley-Robertson saga.

★ ★ ★

● ● ● A deep rosy blush adorned the face of Don Ross, publicist for "Queen for a Day," when he boarded a plane as escort to "Queen" Emma K. Lemley, winner of a trip to San Francisco. Ninety-two-year-old Miss Lemley and in-his-early-thirties Ross had been booked as Mr. and Mrs.

Gov't Sponsoring Electronic Seminar

(Continued from Page 1)

outstanding scientists in the field, from government, industry and universities. The series is a part of the Department's new in-service training program for its own scientific personnel and those of other Federal agencies doing scientific work. Speakers at the first lecture, in addition to Secretary Wallace, will include Commissioner Caspar W. Ooms, whose patent office originated this series for the benefit of its own personnel; Admiral Harold G. Bowen, chief of office of research and inventions of the Navy Department, and Major General Henry S. Aurand, director of the Army's research and development division. Following these introductory speeches, L. V. Berkner, of Carnegie Institute, will present a lecture on military and naval electronics War equipment.

There will be an exhibit of American and captured German electronic instruments, with emphasis on Radar, in connection with the opening lecture. The exhibit will be shown in the interior lobby of the Commerce Auditorium.

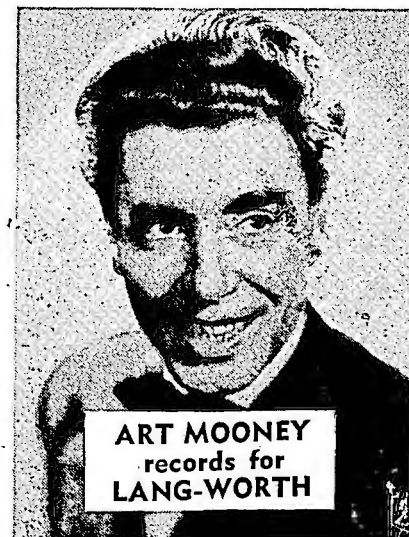
Don McNeill Show On ABC Gets Another Sponsor

(Continued from Page 1)

riods have been sponsored. The new sponsor will advertise "Lustre Creme Shampoo" and the contract placed through Hill, Blackett & Company, Chicago, is for 52 weeks beginning September 2. Swift & Company sponsor the 9:15 to 9:45 a.m., period with Philco using the 9:45 to 10 a.m., segment.

Returns To Air Drama

After four years of Army service, John Raby returns to the lead role of Harry Davis in the NBC soaper "When a Girl Marries" July 1. Raby, who created the part when the drama first went on the air in 1939, left the cast to enter service in 1942. He was discharged last month.



ART MOONEY
records for
LANG-WORTH

Tele Transmitter Output Seen By Fall

(Continued from Page 1)

meanwhile two major manufacturers revealed plans to produce transmitters by early or late fall of 1946, with output steadily increasing in ratio as warranted.

Production and sales executives of the major manufacturers in the East, where video stations are already on the air, regard transmitter output with almost the same importance as receiver sets, since channels have been re-assigned in several cases and most equipment is in need of adjustment or actual replacement.

RCA November Delivery

RCA-Victor Division of RCA indicated this week that components and other essential equipment is arriving in "reasonably good" quantity to permit scheduling of production for the remainder of this year, with first television transmitters expected to come off the lines by November.

It was explained that initial transmitting equipment output will be limited to a certain figure per month, but by the end of 1946 a considerable number of transmitters will have been produced. In addition, RCA video receivers are also expected to make their appearance on retail shelves by early fall, as reported in these columns recently.

DuMont Gives Prices

Allen B. DuMont Laboratories made known that its first tele transmitters, of which there will be two types, will be on the market early in October. One type, a 5 kw. video-2½ kw. audio transmitter, operating in the lower part of the spectrum (channels 1 through 6) will sell for \$59,400; the other type, a 3.4 kw. video-2½ audio (channels 7 through 13) will sell for \$64,350. This equipment is expected to be in production in November. Prices, it was explained, are roughly 15 per cent higher than pre-war estimates.

DuMont also pointed out that there is a considerable backlog of "book orders" but several broadcasters are holding back definite placement orders pending granting of FCC licenses. It was indicated also that this attitude on the part of broadcasters is a "healthy one" insofar as material will continue to be moderately scarce until the middle of 1947. DuMont pointed out that present orders, however, will keep its production department busy through most of next year.

GE Behind Sked

General Electric expects to market some television transmission equipment by December of this year, or January at the latest and probably in the form of mobile units, complete with cameras, etc. This equip-

NAB Will Fight FCC Proposal To Hold Every 5th FM Band

(Continued from Page 1)

record as disagreeing with the FCC proposals, believes that the future of FM is best served by setting aside a portion of the spectrum for future FM use rather than from now existing channels.

The resolution reads as follows:

"NAB counsel be authorized and directed to file a brief and appear at oral argument in FCC Document No. 6768.

"The Committee recommends that he reiterate the position of NAB that provision should be made for sufficient channels to accommodate all qualified applicants, and that he oppose the withholding of any channels from those already allocated, and that he urge the Commission to indicate at this time a specified portion of the spectrum for future allocation to FM broadcasting for the further development of this service.

"The Committee disagrees with the Commission that the objectives of Section 307 (b) can best be served by a reservation of presently allocated channels and is of the opinion that these objectives can be better served by the allocation of additional channels for FM use and the Committee is strongly of the opinion that reservation of channels at this time will obstruct the speedy development of FM broadcasting and therefore recommends that the Commission at this

time designate such additional channels either as a result of a Commission hearing or by its own action.

"Such action by the Commission would assure equitable distribution of service to the listening public as to territory covered and would provide facilities for both present and future applicants and would contribute to the sound development of FM broadcasting."

Executive committee of which Walter Damm of WTMJ is chairman, was augmented with the presence of A. J. Willard, Jr., executive vice-president of the NAB and Robert T. Bartley, as director of the NAB FM department. Others on the committee present were: John Shepard, III; Frank Stanton, CBS; Wayne Coy, WINX; Gordon Gray, WMIT, and Paul W. Morency, WTIC-FM.

Matthews Letter

Letter to Walter Damm, sent by Norman Matthews, chairman, radio stations committee of the UAW-CIO, urging a campaign for FM receiver production, apparently was not received by Damm. Matthews asked that an anti-trust investigation of receiver manufacturers be started by the Department of Justice. The matter was not brought up at the committee meeting and the members disclaimed knowledge of the letter when queried by RADIO DAILY.

RMA Declines Comment On Taylor's FM Charges

(Continued from Page 1)

set manufacturers were withholding FM receivers from the market. Spokesmen for the industry group referred reporters to an answer made by RMA President R. C. Cosgrove in answer to similar charges made by the United Auto Workers-CIO. Cosgrove termed the union charges "silly and stupid" and said radio manufacturers were just as anxious to produce FM receivers as anybody else. Cosgrove blamed the delay in FM set production on shortage of supplies and the slowness of FM stations getting on the air.

Meanwhile, Department of Justice indicated that the government would investigate Senator Taylor's charges. Senator Taylor asked Attorney General Tom C. Clark to investigate the set manufacturers to determine possible violation of the anti-trust laws.

ment is expected to sell at an estimated \$50,000.

GE's 5 kw.-visual-2½ kw. audio transmitter for channels 1 to 6 will sell for approximately \$66,000 while its channels 7-13 transmitter will cost around \$69,000. Shipment on the first unit will probably be made in January of '47 and the latter next April. Company is also in production of film and slide projectors, tele studio equipment, accessories, etc., for shipment early next winter.

ANA President Defines Advertising's New Role

(Continued from Page 1)

National Advertisers, yesterday addressed the Pacific Advertising Association in convention here at the Hotel Davenport.

"I believe that advertising—as the articulate voice of American business—can provide the leadership in the realm of human affairs which is so badly needed today," the association president declared.

West proposed that the Four A's and ANA adopt the War Advertising Council pattern and name a task force to devise a campaign guide giving business fundamental information—and suggesting basic approaches on how to get its story across to the general public.

"American enterprise can only win and maintain social leadership and good will by demonstrating its good citizenship and statesmanship," West said. "We have at our disposal the tools and the skill to demonstrate our genuine concern and interest in building a harmonious, prosperous and truly free America of tomorrow. These methods and talents have proved their worth in building widespread good will and confidence in our branded products. As we put them to work to build sounder human relationships, we will earn that same confidence and good will for our institutions and for our American way of doing business."

WHN Awarded Verdict In "Battle Of Books"

(Continued from Page 1)

idea and format" of "Author," said he will appeal the decision to the Appellate Division.

In handing down his decision, Judge Botein said that both programs were meritorious and that there should be more like them on the air. He added that radio can perform a great service for American culture by presenting book discussion shows of that nature.

Those who testified during the third day of the trial were Herbert Pettey, executive director of WHN and co-defendant; Joe Ranson, publicity director of the outlet; Lou Carino, assistant program director, and Wilbert Newgold, who produced a book-discussion show titled "Court of Literary Justice" over WOR in 1934.

Dinah Shore To Guest

Dinah Shore will be interviewed by Marton Block on his Saturday, June 29 broadcast of "Martin Block's Record Shop." Two of her current hits, "The Gypsy" and "Laughing on the Outside," will be featured on the program.



close hauled

to the wind requires a steady hand at the wheel. Like the skipper of the yawl, radio time salesmen must be experienced. Weed and Company's staff of seventeen "old hands" daily covers the nation's important radio centers with the skill and effectiveness that come only from long experience.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

LEN STERLING

LA 4-120

COMING and GOING

A. B. CHAMBERLAIN, chief engineer for CBS, and J. W. WRIGHT, radio engineer, leave today for Syracuse, where they will make a survey of General Electric's post-war equipment.

WILLIAM O. TILNIUS, field manager for WFAF, left yesterday for a vacation in Williamsburg, Va. He'll be back in town July 8.

LEE SAVIN, national sales manager for Musicraft, left yesterday for Pittsburgh, where he will set up a distributing organization.

ELI OBERSTEIN, director of popular artists and repertoire for RCA-Victor Records, and WALTER S. HEEBNER, recently-appointed assistant director, have arrived in Hollywood by plane from New York. Heebner will be located permanently in the film capital; Oberstein will return East next week.

WILLIAM B. LEWIS, vice-president of Kenyon & Eckhardt in charge of radio, off with a group of Ford executives for Hollywood, where they'll attend the Ford Festival of American Music. Later, Lewis, with PHILIP WYLIE, will vacation at Bimini.

RALPH C. HATCHER, station relations representative for the central division of CBS, was a visitor recently at WTAR, Norfolk, Va., where he renewed acquaintance with former associates at the station.

Norwegian Gov't Honors American Broadcasters

(Continued from Page 1)

Wilhelm Morgenstjerne, whose message was read by the Embassy First Secretary.

The King Haakon Liberation Medal was awarded to the following by Norwegian Consul General Rolf Christensen: Margaret Cuthbert, NBC; M. S. Novik, formerly WNYC; Earl Gammons, CBS-WTOP; Mary Margaret McBride and Stella Karn, WFAF-NBC; Tom Slater, Mutual; Tom Kelleher, formerly WOR; I. W. Rosenhaus, WAAT; Frank Johnsen, WBNX; Henri Milo, WINS; Walter S. Lemmon, WRUL; Richard Eaton, and news commentators, Lowell Thomas, Earl Godwin, Raymond Swing and Eric Severeid.

Second group of awards was presented by the Norwegian State Broadcasting System to: Seymour Seigel, WNYC; Joseph Ream, CBS; Stanley Richardson, NBC; Robert Swezey, Mutual, and Walter S. Lemmon, WRUL, and World-Wide Broadcasting Co. These gold emblems were presented by Director Eric Sundt, of the Norwegian radio. Recipients were praised for their help in sending programs to Norway when it was the only contact with the outside world and meant a helping hand until the war was won.

Send Birthday Greetings To~

June 27

Seymour Heffer Milton Mable Si Mann

COAST-TO-COAST

SOUTH CAROLINA

SPARTANBURG—Francis M. Fitzgerald, recently released from the USNR, has been appointed manager of WORD. Prior to entering the Navy, he served as sales promotion manager of WSOC and program director of WCSC. . . . Under the new management set-up, the operation of WORD will be under the supervision of Charles Crutchfield, secretary-treasurer of the Southeastern Broadcasting Company and general manager of WBT, Charlotte.

OHIO

CLEVELAND—WJW program director Ed Palen has been appointed to the Mayor's Emergency Food Collection Committee which will head the drive here in co-operation with UNRRA. . . . DAYTON—The Gallaher Drug Company which operates 44 drug stores in Ohio, West Virginia and Kentucky, has appointed Hugo Wagenseil and Associates, also of Dayton, to handle radio, special promotion and public relations. The radio schedule, which includes 69 shows per week, will be expanded. The appointment is effective July 1.

ARIZONA

PHOENIX—KOY and the Arizona Farmer here have announced that plans are under way for the Sixth Annual Fourth of July Victory Celebration to be held at the State Fair Grounds. Vaudeville and circus acts are being imported from the West Coast by the Joe Bren Theatrical Agency as well as local stage and radio talent. . . . KOY, with its fast talking ad-lib announcers, had a hard time describing the Army Air Forces latest bit of machinery, the jet P-80, as 25 of the craft swooshed over Phoenix on their last leg of a nationwide flight.

NEW YORK STATE

SYRACUSE—R. Dunne has been appointed director of sales, National Department of Carrier Corporation according to announcement by Arthur P. Shanklin, vice-president. He succeeds O. M. Ragsdale, who retired April 30 after 18 years with the company. . . . WHITE PLAINS—With an increase of 24.5 per cent in revenues for May over the same month last year, WFAS sales are maintaining lead established over 1945. The five-month average now is 33.3 per cent ahead of the same period last year. The outlook for the summer is exceptionally bright, with current demand for spots in particular running close to capacity.

FLORIDA

MIAMI—WIOD entertained 19 visiting Rotary District Governor Nominees representing nine Latin-American countries at a special broadcast at which Blanca Astrella, WIOD Spanish commentator, emceed a musical show featuring music by Latin-American composers and played by the "Singing Keyboards" of Earl Barr Hanson at the piano and Clark Fiers at the organ. . . . WEST PALM BEACH—Latest addition to the WJNO program chart is "Echoes in Song," written and produced by Hal Barkas and sponsored by the Mather Furniture Company, thrice weekly.

CANADA

VANCOUVER—When Vancouver celebrates its Diamond Jubilee during the first two weeks in July, CKWX, 1,000 watt which goes to 5,000 next September, has planned to hold "open house" as part of the celebration. . . . HAMILTON—On July 1, Dominion Day, the City of Hamilton will begin a week of celebration, marking its Centennial with a host of entertainment. Highlighting the show will be the "coast-to-coast" airing of "The Northern Electric Hour," originating directly from the New Armories here and will feature Mart Kenney and his Western Gentlemen, with vocalists Norma Locke, Roy Roberts and the Northernaires Quartette.

OREGON

PORTLAND—Eight Oregon members of the American Association of Advertising Agencies held an interesting and productive "conference in miniature" last week, when they met in open panel discussion with representatives of each advertising medium in the state to determine how they could improve and correlate their services to the various media. "Q" Cox, KGW general manager and one of the Oregon Ad Club's board of directors, acted as chairman of the radio panel, composed of local station managers. . . . It's Mr. and Mrs. now for Fred Aiken, control room technician, and Jenne Shepard, violinist, both of KOIN.

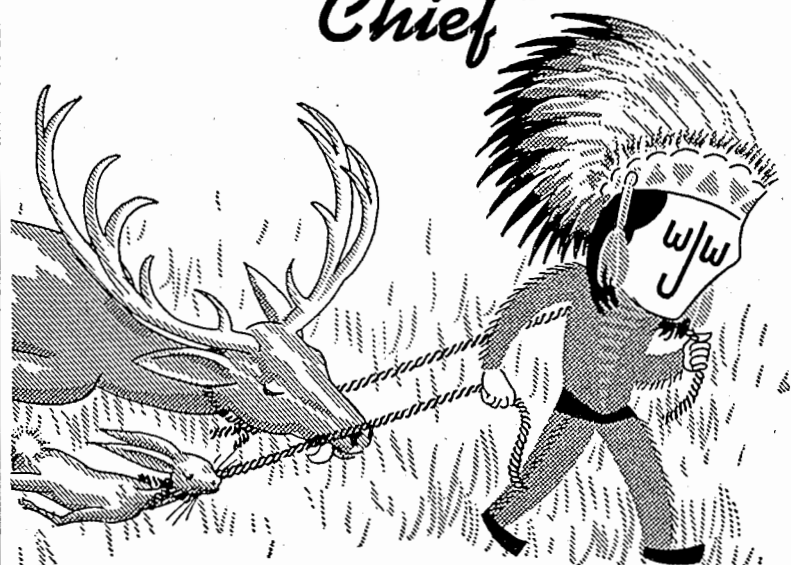
AGENCIES

RUTHRAUFF & RYAN, INC., announces the appointment of Merritt W. Barnum and Wilson Tuttle as co-directors of the radio department. Barnum joined the agency in 1937 as supervisor of night time programs. In 1942 he took a leave of absence to serve as a deputy for the OWI. On his return to the agency, he was elected vice-president and put in charge of all programs. Tuttle came to R&R in 1938 as a radio producer, and for the last three years has been in charge of talent. Previously, he was head of the New York office of the talent agency, A. & S. Lyons, and a radio producer for NBC, where he started in 1933.

SCOTT McLEAN, formerly with Union Carbide & Carbon Co., advertising media department, has joined the New York office of Grant Advertising, Inc., as space buyer of foreign media.

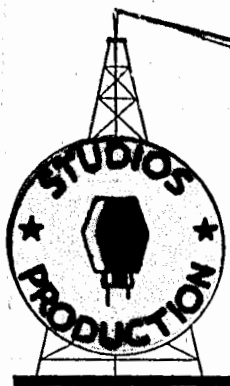
JAMES R. FOX, for four years manager of McCann-Erickson's San Juan, Puerto Rico office, has been appointed manager of its office in Havana, Cuba. Wallace H. Goldsmith, manager of that office since 1944, has been re-assigned to McCann-Erickson's foreign department in New York. The transfer of Goldsmith was made at his own request.

ALL GAME THE SAME TO CLEVELAND'S Chief STATION



Big or small, WJW consistently brings in the game that counts in the Cleveland billion dollar market. Local programming that hits home gets more day-time dialers per dollar than any other regional station.

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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 35, NO. 64

NEW YORK, N. Y., FRIDAY, JUNE 28, 1946

TEN CENTS

New 'Telecity' Project

Atom-Bomb Broadcast To Set Listener Mark

A new listening record probably will be set over the week-end when the nation's networks and independent stations broadcast four special programs on the atom bomb test off Bikini Atoll. Highlights of the historic event will be covered via four-network pool, and the webs, in turn, will feed the indies.

A roundtable discussion of "Operation Crossroads" by several of the men responsible for it will be heard

(Continued on Page 7)

Ontario's Premier Voices Views On Free Speech

Montreal—Lashing out at refusal of the CBC to permit him to explain Ontario's stand at the Dominion Provincial conference, Premier George Drew told a progressive conservative picnic here that "the time has come when the people of Canada should be greatly concerned with free speech."

Premier Drew reminded his audience that the first medium restricted by totalitarian regimes in Europe was the radio. "When they became suc-

(Continued on Page 8)

Canadian Controller Reports On Radio Set Revenue

Ottawa — Transport department controller of radio T. W. C. Brown yesterday disclosed that 1,754,351 receiving licenses were issued for the year ending March 31, 1946, resulting in gross revenue of \$4,260,379.

Appearing before the Commons Radio Committee, Mr. Brown said he deducted total commission of that

(Continued on Page 2)

Alma Mater

Dr. Frank Stanton, CBS president, returns to his Alma Mater, Ohio Wesleyan University, at Delaware, Ohio, on Monday, July 1, to get an honorary degree of Doctor of Laws. A classmate (1930), Dr. T. Chadbourne Dunham, now German professor at Ohio Wesleyan, will make the presentation. Dr. H. J. Burgstahler, university president, will preside at the commencement.

Honored

Hugh M. Beville, Jr., NBC's director of research, has been awarded the Croix de Guerre with Gold Star by General Charles de Gaulle, it was announced yesterday by the War Department. This citation is for exceptional war service rendered in the course of operations for the liberation of France. Beville served throughout the European campaign on the staff of Gen. Courtney H. Hodges, commanding general of the First U. S. Army, as chief of the counter-intelligence division of the Army's G-2 section.

Results Of Survey On 'Spots' Revealed

Seeking to utilize a research angle "that radio forgot," Edward Petry & Co., station representatives, made known yesterday the results of a study which concerned itself purely with audience reaction to the commercial announcement as differentia-

(Continued on Page 3)

UN Establishes Radio In Temporary Quarters

Temporary broadcasting facilities have been erected in the ballroom of the Henry Hudson Hotel where the United Nations Security Council and Atomic Energy Commission will meet for six weeks, beginning Monday.

The Hunter College gymnasium, where sessions have been held since

(Continued on Page 2)

N. Y. C. Syndicate Announces Plans For Tele And Movie Production Center Which Will Cost \$60,000,000

NBC Show Renewed; Golf Gets Sponsor

Chicago—Kraft Foods Company, through Needham, Louis & Brorby, Inc., yesterday renewed the Great Gildersleeve program on the full NBC network starting September 11 for 52 weeks.

The program will be heard on Wednesdays from 7:30 to 8:00 p.m., CDST, with a repeat broadcast from 10:30 to 11:00 p.m., CDST, for the Mountain and Pacific Coast areas, and will originate in Hollywood. The show

(Continued on Page 7)

Hooper To Expand Service In Pacific Coast Areas

Spokane—C. E. Hooper, Inc., proposes to add four interviewing units in San Francisco-Oakland, Calif. areas, which will immediately increase the monthly rating sample 22

(Continued on Page 3)

Display Exec. Predicts Wide Use Of Store Tele

Intra-store television sales displays will prove so successful that department stores will sell television time to manufacturers of consumer goods

(Continued on Page 6)

Construction of a \$60,000,000 television and motion picture production center to be known as Telecity, is being announced today by Lawrence B. Elliman of New York, who states that it will be available for networks, radio and telecasting stations, national advertisers, agencies and independent producers. Beyond that fact that it will be located in the New York metropolitan area, Elliman told RADIO DAILY that he was not at liberty at the moment to reveal the exact location.

Elliman also said that expert busi-

(Continued on Page 3)

Ready Market Now For Tele Receivers

New York radio retailers have been swamped with inquiries for the purchase of television sets since the televising of Louis-Conn fight and tele receivers are reported at a premium.

Gimbel's store, active in the radio and television retailing field, reported interest in television increased greatly since the fight. The Gimbel spokes-

(Continued on Page 7)

New 13-Wk. Labor Series Scheduled By CBS-NAM

A new series of programs designed to better acquaint the public with the nation's business, large and small, and the people who manage it, will

(Continued on Page 2)

'A' Day And Night Hour

By JACK ALICOATE

KWAJALEIN—If you have ever been back stage on a big opening night, you know the feeling, tension in the wings, and anticipation in the audience. Star, cast, writer, director, and producer supercharged with nervous energy. The call boy announces overture. The show is about to be-

gin. That's Bikini in tremendous perspective. The set is a tropical atoll. A cast of 42,000 have been rehearsing for months and are at chronometer sharpness. Two hundred able critics occupy front row. The audience, so big as to stagger the imagination, a distin-

(Continued on Page 2)

In Memorium

A special Memorial Service dedicated to the memory of Franklin Delano Roosevelt will be broadcast from the House of Representatives before a joint session of Congress on next Monday at 1 p.m. over NBC, ABC and Mutual. Robert Merrill, baritone star of the program "Music America Loves Best" will open and close with the favorite hymns of the late President.



Vol. 35, No. 64 Fri. June 28, 1946 Price 10 Cts.

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

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'A' Day And Night Hour

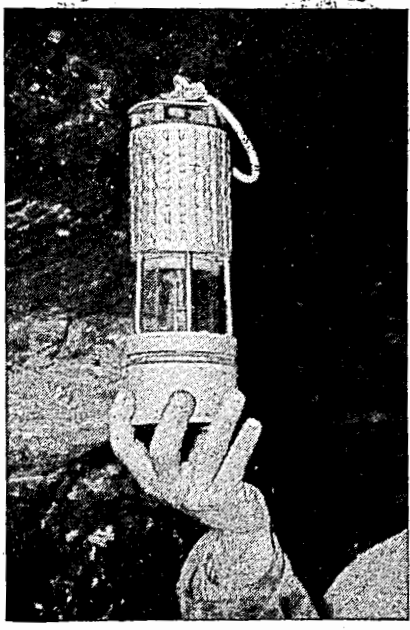
(Continued from Page 1)

guished director in Admiral Spike Blandy, and the star of it all—an almost unknown. Bombardier Irony is in the saddle, for the public at large will never know just how close he came to a direct hit because no one will be close enough to see.

THE controlling factor now is the weather. Sunrise on July 1, which is "A Day," is 5:37 a.m., with detonation time penciled in for 9:30 a.m. The bomb itself will contain the same authoritative explosive, equivalent of 20,000 tons of TNT. Our point of vista is approximately 15 miles from the flash and the Army is issuing each man a specially treated pair of goggles and high-powered binoculars. Turn your radio at mike hour, and you will hear the actual explosion. Never mind the station, for the actual blast, the build up and follow up, the first report of Admiral Blandy, and the first talk by the pilot and bombardier will be pool broadcasts and shared by all.

WE shall be on our way before another moon. For while life in the Navy is far from uninviting, we feel that a month is too long to wait between scenes. In our opinion, this drop, at least dramatically, will be the important one. Our hitch before the mast has been a happy one. We have chipped paint, spliced rope, manured our own bunk, and made a hole in one with a mop. We feel that once knowing the scent of green water, leaving the companionship, wit, brilliance, and co-operation of the officers of this ultra modern floating electronics miracle, will cause our life, at least temporarily, to be as dull as a Sunday morning commercial.

AND now, a well-earned nod of appreciative understanding to our own gang of motion pictures, radio, and television. Without them this adventure would be primarily something for the books. With them in the cast it becomes the greatest show of all time.



Safety lamp

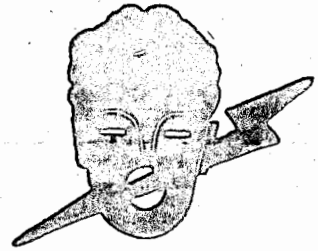
The West Virginia miners use that lamp to test for gas. It's a safety lamp. It's only one of the various checks made after loosened coal has been loaded for the surface . . . and before another cycle of operations is started.

Those boys are playing with power that is dynamite. And they don't want to take chances.

Do we have to say more . . . when talking about radio in Baltimore?

There's a radio safety check in this 6th largest city. It's this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any of the 4 other stations in town.

W-I-T-H belongs on the top of any radio list that aspires to sell goods by radio in Baltimore. Facts are available.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

FINANCIAL

(Thurs., June 27)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	197 1/2	196 1/2	197 1/2	+ 1 1/8
CBS A	37	36 1/2	37	+ 1/2
CBS B	36 3/4	36 1/4	36 1/4	- 1/4
Farnsworth T. & R.	14 3/8	13 5/8	14 3/8	+ 1
Gen. Electric	48	47 3/8	47 3/4	- 1/4
Philco	34 1/4	33	34 1/4	+ 1 3/4
RCA Common	15 1/2	14 5/8	15 1/2	+ 1
RCA First Pfd.	92 3/4	92 3/4	92 3/4	+ 3/4
Stewart-Warner	24 3/4	23 3/8	24 1/2	+ 1 1/8
Westinghouse	33 3/8	33 1/4	33 1/4	+ 1/4
Zenith Radio	34	33 3/8	34	+ 5/8
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	9 1/4	10		
Finch Telecomm.	11 1/2	13		
Stromberg-Carlson	18 1/2	20		
WCAO (Baltimore)	39			
WJR (Detroit)	34	36 1/2		

Child, Tennis Experts On WCBW Show Tomorrow

The training and development of children and the correct techniques of tennis will be highlighted when Dr. Arnold Gesell and Sarah Palfrey Cooke, authorities in their respective fields, appear as guests on the "Saturday Evening Spotlight" over CBS' video station WCBW tomorrow from 8:15 to 8:45 p.m., EDT.

Founder and director of the Yale Clinic of Child Development since 1911, Dr. Gesell and his associates have written several books on the subject of child care. Mrs. Cooke, who is currently U. S. National Women's tennis champion, will demonstrate technique before the cameras.

Leo Hurwitz, WCBW news director, will handle the show.

New 13-Wk. Labor Series Scheduled By CBS-NAM

(Continued from Page 1)

debut on July 6, presented by CBS in collaboration with the National Association of Manufacturers, it was announced yesterday.

Titled "Cross Section—NAM," the program will be aired every Saturday for 13 weeks from 3:45-4 p.m., EDT. Dwight Cooke, CBS' roving reporter, will visit managements of businesses in a different industrial center each week, discussing the activity of industry regarding problems, employees and customers. The series will be a follow-up to "Cross Section—CIO," "Cross Section—AFL," heard earlier this year.

NAM's participation in the series is to help select cities and the industries with the most interesting stories to tell, arrange contacts with management and secure their co-operation and assistance in the broadcasting of the programs.

The same day NAM's "It's Your Business" series, which was presented over ABC last winter, will resume broadcast. Conceived and produced by NAM, the program will originate at WJZ and will be heard Saturdays for 13 weeks at 7 p.m., EDT.

UN Establishes Radio In Temporary Quarters

(Continued from Page 1)

March 25, will be returned to the city. The elaborate sound and recording equipment set up there is now being dismantled for removal to the Sperry plant at Lake Success.

Facilities in the hotel, which met with the approval of the broadcasters' standing committee on UN, will not be as elaborate as those at Hunter. There will be seven partitioned spaces allocated as follows: one each to OIC, CBS, MBS, and WNYC; one shared by ABC and NBC; one by WMCA and WLIB, and one by WINS and WQXR.

Can. Controller Reports On Radio Set Revenue

(Continued from Page 1)

from gross receipts must be \$295,775 and the cost of administration of \$231,818, leaving a balance of cash to turn over to CBC of \$3,732,784.

Mr. Brown appeared after the Committee voted to hear representation from the Canadian Association of Broadcasters and the Toronto station CFRB before hearing a statement of future policies from the CBC.

Within Your Reach

Philadelphia's

WDAS

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

LEN STERLING

LA 4-1200

Results Of Survey On 'Spots' Revealed

(Continued from Page 1)

ted from audience reaction to programs as a whole. Results were explained in detail before a group of approximately 150 station representatives, time salesmen and executives from network spot sales departments.

Henry Ringgold of the Petry organization informed the group that the motive was aimed at the commercial announcement on its own as detached from the program and toward this end undertook the spot announcement study. In order to avoid a competitive reaction, either among stations or its own clients, Petry selected the city of St. Louis where it has no stations. Study was conducted by Alfred Politz and Dr. Matthew Chappell, Petry research consultants.

Thus the five St. Louis network and independent stations: KMOX, KXOK, KWK, WEW and KSD ran a serious of spot announcements of various kinds, from jingles to straight talk. This was a special series over a period of months starting around the first of the year. Eight agencies and sponsors, co-operated in the study, the sponsors being: Mennen Baby Powder; Colgate-Palmolive-Peet for its new Colgate hand cream; Adams Clove Gum; Beechnut Gum; Good-year Soles; Luden's and Chicklets.

All supplied new commercials so that the sponsor or commercial-identification could be closely studied as to audience reaction. High school teachers were selected for the night time job and portable disk equipment was used and brought into the radio homes. In order to avoid inflated figures, interviews tested the audience at home with the portable equipment, prior to the actual broadcast campaigns. Where people believed they had heard the commercial before and sought to identify the sponsor, allowances were made for such errors in belief of the sample audience. Campaigns were run a month before the actual survey started. Added precautionary measures were taken to further insure accuracy as far as possible.

Results, the Petry study reveals, gave the average of the seven sponsors approximately 50 per cent. Some were slightly over and some slightly under, at the rate of a 50 per cent

Coming and Going

JOHN H. NORTON, JR., vice-president of the American network in charge of the stations department, is in Chicago on business. He's expected back in town Monday.

A. J. "JESS" WILLARD, executive vice-president of the NAB, and ROBERT T. BARTLEY, head of the association's FM department, are back in Washington after having been here for the two-day meeting of the NAB's FM Executive Committee.

ERNEST MARTIN, the Columbia network's director of network operations, left yesterday for Hollywood.

ADOLPH SCHNEIDER, of NBC's news and special events department in New York, has arrived in San Francisco aboard the Constellation. He'll remain there with John Thompson, of KPO, until the atom bomb-tests at Bikini are completed.

HAROLD H. MEYER, manager of WSTC, Stamford, Conn. paid a call this week at the New York offices of the American network, with which the station is affiliated.

L. SPENCER MITCHELL, sales promotion manager of WDAE, Tampa, Fla., is spending a few days in Gotham for conferences at the headquarters of CBS.

ROBERT F. FEAGIN is in town. He's the manager of WPDQ, American network affiliate in Jacksonville, Fla.

FRANK ROEHRENBECK, general manager of WHN, will leave Monday on a vacation of two weeks. The same day will see the departure, holiday-bound, of WILLIAM LANG, commentator, and PHIL GOULDING, announcer, who will hie themselves together to Greenwood Lake, N. J.

PAUL H. IWEDY, chief engineer of the engineering research and development department at CBS, is in Red Bank, N. J., attending the national engineering conference at the Watson Laboratories.

PETE SCHLOSS, of the stations department at ABC, left last night for a quick visit with some of the web's affiliates in the South. He'll be back Monday.

New Rate Card For WJZ Becomes Effective July 1

Adjustment of its rate card effective July 1, has been announced to the trade by WJZ, key outlet in New York for ABC network. According to John McNeill, manager of the station, there are four principal changes. These are:

Discounts on programs are no longer computed on a basis of consecutive weeks, but are now based on the number of program periods used within 12-months.

The discount and rebate structure has been combined into one discount. Rates for station breaks and one minute announcement, and their frequency requirements, have been changed.

All participation programs which were not on a flat rate basis have been so changed. New rates and policies apply to new advertisers effective July 1, 1946. Present rates apply to current advertisers until July 1, 1947.

rate of sponsor identification, for the listener who knew his commercial as against those who listened inattentively to it. In this connection Petry men pointed out they did not wish to publish the figures for fear that one form of advertising may seem to be pitted against the other, or create any discord due to the difference in power of some of the St. Louis outlets.

It was also pointed out that the study was made in behalf of spot broadcasting and all interested in spot sales were welcome to use the results of the study freely. Results of the study, it was stated, pointed up the immediate and most obvious fact that spot radio builds with greater speed and comparatively inexpensively. It was also learned that the pre-8 a.m. audience is more important than hitherto believed; some belief that certain broadcast schedules would gain if varied as to time and type of message; also that certain products and certain times of broadcast go hand in hand and in general rotating the copy helps in a great many instances.

Hooper To Expand Service In Pacific Coast Areas

(Continued from Page 1)

per cent, it was revealed here yesterday by Ruth Arnold at the Pacific Advertising Association Convention. The monthly sample per hour, at present 1,080 calls, will be increased under this new, improved setup, to 1320, and gives a half-hour evening show a base of 660 calls, she explained.

"Further, we propose to spread the schedules evenly both in Los Angeles and San Francisco-Oakland, over four weeks of each month instead of over the present two, so that four broadcasts of a program will be covered by us, whereas now we only interview during two such broadcasts," Miss Arnold added. She pointed out that this new proposal raises the sample for the Pacific Coast program Hooper report to approximately 93,630 calls per month, at an average cost to subscribers of four cents per call.

C. Burt Oliver, general manager of

Plans For 'Telecity' In N. Y. Announced

(Continued from Page 1)

ness and technical management had been secured. Also that adequate financing had been assured. The corporate structure, officers and directors he said, would be made public shortly.

On plans designed by John and Drew Ebersson, architects, Telecity will be built on approximately 1,000 acres. Provision has been made for construction of 24 large motion picture studios, 150 feet by 250 and 15 feet, plus every type of maintenance building, services and facilities required in motion picture and tele production. Laboratory for processing films will also be installed, Elliman states.

Elliman further said that a staff of producers, directors and writers will be on hand in the preparation of motion picture and television material and this staff will be available for those who wish to use them until their own staffs acquire the necessary technique. Facilities, those bulked under one roof, are expected to exceed anything that a single company could afford to match.

Result Of Research

Elliman said that three years of research and preparation have gone into the proposed project in anticipation of the enormous needs of the television and motion picture industry. Telecity setup will permit companies to rent just what they need and when. In conclusion Elliman pointed out that in the metropolitan area of New York, 80 per cent of the television interests and manufacturers are located.

Elliman is a member of the firm of Pease & Elliman, old established New York real estate company.

the Hollywood office of Foote, Cone & Belding, explained the uses of the Broadcast Measurement Bureau, and how its services can be of assistance to advertisers.

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

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

CBS—MBS

CKLW

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

in the DETROIT AREA

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

KNOCKOUT ... Here's how Louis-Conn

"a revolution as sweeping as sound pictures..."

"From the standpoint of viewing sports, last night marked a *revolution as sweeping as sound pictures* ... television won all eight rounds."

—PHILADELPHIA DAILY NEWS

"every detail could be followed..."

"The action was clear and *every detail of the fight could be followed* ...

"During the preliminaries, most of the guests ... seemed somewhat awed by the occasion. There was a feeling of "What hath God wrought" in the room. But when the main bout went on, all seemed to forget they were watching a screen."

—PHILADELPHIA RECORD

"television history was made."

"Television history was made last night.

"... the presentation ... evoked words of praise far beyond anything yet heard regarding the almost limitless possibilities of video.

"The NBC—WNBT transmission of the fight was magnificently achieved by the use of the RCA image-orthicon tube in three cameras. Viewers were able to catch every motion, every scowl or grimace, with as much ease as that provided by good quality motion picture photography."

—RADIO DAILY, NEW YORK

"wonderful stuff, this television."

"... Television ... looked good for a thousand-year run. Many of Washington's highest dignitaries—some who couldn't get away for the actual Yankee Stadium scrap, and some who preferred to see the

battle the easy way—turned out. Louis' victory was almost overshadowed by the new medium.

"Wonderful stuff, this television."

—WASHINGTON POST

"... a hundred dollar seat."

"... When the camera focused ... on the actual battle you were there in a *hundred dollar seat*."

—THE BILLBOARD

"... a better seat than the front row."

"With RCA's new image-orthicon camera, installed only recently and used almost for the first time for the heavyweight championship fight, television brings you a picture almost as sharp, although much smaller, than a newsreel. But, unlike a newsreel, you can sit three feet away if you like.

"Television gives you a *better seat than the front row*. It was as if you were sitting in an armchair at ring level ..."

—N. Y. HERALD TRIBUNE

"action like that on a movie screen."

"The images were in black-and-white, of course, and clear. *The fight action appeared like that on a movie screen*."

—N. Y. UP RADIO CORRESPONDENT

"the fight ... came in clearly ..."

"*The fight picked up by five cameras in the stadium came in clearly* and it seemed as though you were sitting in an elevated chair about three or four rows away. Those at the fight may have been disappointed but not those via television."

—UNITED PRESS

NBC's exclusive telecast of the title fight hit the press:

television's routers . . . optimism justified."

" . . . television's routers predicted that its success in handling the Louis-Conn fight would do for the new medium what the Dempsey-Carpentier bout in 1920 had done for radio. Based on what we saw last night, *their optimism was justified*. The camera work was excellent and the close-up telecast of the action in the ring was sharply defined, better than we have ever seen...The ringside pictures were tops."

—N. Y. NEWS

video has hit the bigtime"

"It took Joe Louis eight rounds to stop Billy Conn but television required considerably less time to establish its own lethal wallop. . . . Video has finally hit the bigtime."

—VARIETY

doubters kayoed by fight telecast"

"Billy Conn wasn't the only fellow knocked out at Yankee Stadium last Wednesday night. There was a clean left to the jaw scored against many of those who doubted that television is ready for the public . . .

"B-W video had been given its greatest impetus since the visual art sprang from the laboratory a score of years ago. The reception was practically perfect. Every blow, every move about the ring was followed."

—BROADCASTING

"everyone there was sold"

"I saw the Louis-Conn exercises last night from all the best angles, in distinguished company and utmost comfort, as a guest of NBC-WRC and RCA at their demonstration of network television at the Statler Hotel. . . . In fact, any of you who have been withholding decision on television as an entertainment investment, pending word of this demonstration, may get in line at your nearest dealers, behind me or one of the 600-odd assorted Congressmen, Cabinet members and other top Government officials. *Everyone there was sold.*"

—WASHINGTON DAILY NEWS

" . . . a booster for television"

"Speaking of the fight, we saw it televised . . . and must admit *it made us a booster for television* . . . we attended Louis-Nova several years ago, ringside seat, and saw Louis-Conn a lot better . . ."

—SCHENECTADY UNION-STAR

NBC's Louis-Conn telecast was seen through facilities of

WNBT	(NBC) New York
WPTZ	(Philco) Philadelphia
WRGB	(General Electric) Schenectady
W3XWT	(DuMont) Washington

NBC television

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

LOS ANGELES

By RALPH WILK

Tina Norman, disc jockey at KHJ and KFVB on the "Eastside show," has just returned from Acapulco, Mex., after a two-week vacation.

Tina Cooper has been appointed as new log editor for the Don Lee network by Mark Finley, director of public relations. Miss Cooper replaces Peggy Davis, who left last week for Wichita, Kans.

Floyd Christy, co-writer with Jimmy Scribner of the "Johnson Family," is boasting of twins, assorted, born June 18. The boy and girl have been named Jack and Jill.

Starting July 4, three stations in Indiana will be added to the NBC skein carrying the Sealtest Village Store starring Jack Haley. They are WIRE, Indianapolis; WGBF, Evansville, and WBOW, Terre Haute.

David Street has turned down all offers for summer radio shows because, not only is he set for a couple of air shows this fall, but he has commitments for several recordings and is also under contract to 20th Century-Fox and must be available.

Gordon Polk, eldest member of the harmonizing Town Criers on the Bob Crosby Air show, was married June 21 in Balboa to Warner Bros. starlet, Doris Fulton.

Display Exec. Predicts Wide Use Of Store Tele

(Continued from Page 1)

on a co-operative basis, W. L. Stensgaard, of W. L. Stensgaard & Associates, Inc., Chicago, predicted this week in an interview with the N. Y. Herald Tribune.

Stensgaard, who is attending the Display Market Week sponsored by the National Association of Display Industries at the New Yorker, forecast the development by manufacturers of traveling shows, props and films specifically designed for in-store video. He said also that retailers would be assisted by films and devices offered by railroads, airlines, steamship lines and other institutions seeking to take advantage of retail store customer traffic.

The Chicago display executive added that store television, while not yet properly accepted by retail management, will prove to be a "highly competitive selling device" which will perfect itself quickly after 25 to 50 "good" stores have used it. He further asserted that it would be able to pay its own way, by proving that it is able to increase average sales per square foot of total store space.

Ave Maria Hour WMCA — Sunday — 6:30

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



Broadway Table Talk. . . !

● ● ● Metro will film the life story of Major Bowes. . . . A television station has made an offer to Billy Conn to become sports director. . . . Gloom Dodgers going off WHN Monday. . . . Mitzi Green's illness will close "Billion Dollar Baby" tomorrow nite. . . . Jimmy Roosevelt becomes a radio commentator on a Los Angeles station next week. . . . Sammy Kaye feuding with Victor regarding choice of songs to record. . . . Rob't Merrill will tour the Sinatra tolerance circuit in the fall. . . . Hildegard, doing six shows a day, racked up \$75,000 at the box-office in her week at the Chicago Theater. Sinatra's take at the same spot last year was \$90,000—with hiked-up prices. . . . Paula Stone scripting the life of her family which will be filmed by Metro. . . . Hunt Stromberg, Jr., will produce musicals for DuMont television. . . . Josh White leaving Cafe Society Downtown this week after a four-year run. . . . Geo. Carson Putnam, in addition to his 12:00 noon coast-to-coaster via Mutual, takes over the Gabe Heatter 8:45-9:00 p.m. Sunday spot and will be heard as narrator over "Spotlight on America" over Mutual in a few weeks.



● ● ● "County Fair," which recently hit the top of the Hooperated Saturday daytime stanzas, has its first ann'y coming up July 10. The series is slated to stay on for another year, with a walloping story of success for the sponsor, the agency and Bill Gernannt, the gent who dreamed up the show. Gernannt, an old carnival man, knew that people like the midway and County Fair atmosphere. He sold the idea to Bill Lewis, of Kenyon & Eckhardt, who turned around and sold it to Borden. The show had a hard time getting started, but finally unwound and hit the high-spots. Such stunts as Allen LaFever lifting the calf, the paper bag punching gimmick, Man in Armor, Tura & Lura, the egg laying hens and many others helped to push the stanza to new heights. Here's a birthday candle for "County Fair," Bill Gernannt, Bill Lewis, Art Moore and emcee Wm. Elliott—for making County Fair County Terrific.



● ● ● The Cleveland Indians will provide Bob Hope with plenty of gag-material. Only thing Bob can't gag about is Feller—who's no joke, son. . . . Geo. Ansbro ends his bachelorhood tomorrow when he weds an ex-NBC receptionist. . . . Collette Lyons being primed for an air show. . . . Ellen Fenwick, now being screen-tested by Universal on the coast, has the lead in a "This Is America" short currently being shown at the Palace Theater. . . . Walter Framer writing "Glamour Manor" starting next week. . . . Lanny & Ginger Grey looking for a combination bookkeeper-secretary. Call them at Atwater 9-4021. . . . Jacqueline Waite chosen as the voice of "Winnie the Wave," by the U. S. Navy to do a series of 26 recruiting transcriptions with various name bands. . . . WINS' Johnny Grant, who thinks up weird stunts for his "Johnny-on-the-Spot" airer, took his wire recorder over to Palisades Park yesterday to get a couple being married on the merry-go-round. That's what they say married life is—so it might just as well start that way, we guess. . . . Alun Williams, formerly chief announcer at WMCA and who has been with KYW in Philadelphia since he got out of the Army a year and a half ago, back in New York again free-lancing.



● ● ● Our Hat's Off Dep't: Lester Vail's masterful handling of the March of Time one-shot Tues. nite—a stirring stanza called "Hunger," dedicated to Europe's starving millions. It served more than ever to remind most of us what we're missing with the series off the air. . . . Kel Murray's music at the newly-opened Aquaretta. . . . NBC's "McGarry & His Mouse," conceived and put together by Walter Lurie, which preemed Wed. nite.

CHICAGO

By BILL IRVIN

"DEMOCRACY, U. S. A.," WBBM show dedicated to national understanding, with dramatizations of the life stories of outstanding Negroes who have contributed to America's progress, will be aired weekly starting Saturday, July 6, 2:30 to 2:45 p.m., CDST. Program previously had been heard on alternate Saturdays.

Applications of 81 students, of which 36 are World War II veterans, have been selected for enrollment in the fifth annual NBC-Northwestern University Summer Radio Institute which opened a 6-week course in advanced radio training on Tuesday, June 25. The opening lecture was given by Fred Bate, manager of the NBC International Division, then followed by a reception for students and faculty members on the campus at Evanston, Ill. Registrants are from 28 states, four provinces of Canada and one student each from Ecuador and China. One-quarter of the students will be women, as compared with a 50 per cent enrollment last year. Half of the students are associated with radio stations and 10 are teachers of radio in colleges. Ten advanced, professional type courses bearing full university credit, and a special series of six evening lectures by outstanding individuals in radio, will be offered by the Institute this year.

Because of a new narrative and musical sign on, with a different greeting each morning, WBBM is now going on the air two minutes earlier. Broadcasting begins at 4:56-30 weekdays and at 6:56-30 on Sundays.

Gets New CBS Spot

"The Whistler," CBS-owned series currently heard commercially over KNX and other Coast stations, will be put on separately by CBS as network sustainer starting Wednesday, July 3, 8 to 8:30 p.m., and will be heard Wednesdays thereafter. Program is an adventure and mystery show. It fills in the summer hiatus of the Campbell Soups' Jack Carson show.

Out of 56.
... night-time, half-hour periods per week among the four Worcester area stations. Hooper Survey (January-February, 1946) gives WTAG the highest rating in 51. Three of the remaining five were money-give-away shows.
*WTAG has no money-give-away shows.

W T A G
WORCESTER

NBC Show Renewed; Golf Gets Sponsor

(Continued from Page 1)

formerly was heard on Sundays at 5:30 p.m., CDST, and went off the air on June 9 for the summer season.

Harold Peary stars in the title role. No changes in format have been announced. J. D. Galbraith handled negotiations for NBC.

The George S. May Company, through Jim Duffy Company, has contracted to sponsor a broadcast of the All-American Golf Tournament on Sunday, July 28 from 5:30 to 6:00 p.m., CDST, over full NBC web.

The same client will sponsor a half-hour broadcast of the tournament over WMAQ (Chicago) from 7:00 to 7:30 p.m.

The \$50,000 tourney, richest in golf-dom, will be held at the Tam O'Shanter Country Club near Chicago. NBC Sports Announcer Bill Stern will handle the NBC broadcasts. In addition to the sponsored period, NBC will air the tourney, Thursday and Friday, July 25 and 26 at 5:30 p.m., CDST, and Saturday, July 27 at 3:45 and 5:30 p.m., CDST.

Robt. Hudson Lecturing

Atlanta, Ga.—Station WGST has completed arrangements to have Robert Hudson, CBS director of education, appear here July 10 and speak at Emory University under the station's auspices.

Following day, July 11, Hudson will be in Williamsburg, Va., to speak at the Virginia Teachers' Conference convened at William and Mary College. This appearance was arranged at request of CBS' station in Richmond, WRVA.

Oberfelder Gets New Post

Ted Oberfelder has been named assistant director of advertising and promotion for the ABC, according to Ivor Kenway, director of advertising and promotion for the network. Oberfelder previously had been ABC audience promotion manager.

"Maisie" Returning In Fall

"Masie," broadcast over CBS Fridays at 10:30, takes a 6 weeks hiatus following the June 28 broadcast. The program returns August 16, with Eversharp continuing to sponsor. The agency is Biow Co.

VETERANS' DELIVERY SERVICE

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FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

Top Audience For Bomb Test; Washington Depends On Radio

(Continued from Page 1)

on most web ad indie outlets tomorrow from 7:30 to 8 p.m. Among the participants will be Secretary of War Patterson, Secretary of the Navy Forrestal, General Eisenhower, Admiral Nimitz, General Spaatz and Admiral Blandy.

Three pooled broadcasts are scheduled for Sunday, when the bomb is to be dropped. These are: description of the take-off of the bombing plane and observation plane; description of

Atom Eve Preview

Washington—An "Atomic Eve Preview" of what is being done on Operations Crossroads and the possible effects of the tests on Bikini Island will be given Saturday at 7 p.m., over WWDC. The broadcast, arranged through the co-operation of the Navy department, will be fed to other independent stations from WWDC. Navy officers will participate in the broadcasts.

the bomb run and dropping of the bomb, and interviews with the pilot and bombardier of the bombing plane.

Special coverage will be given by the CBS tele outlet in New York, WCBW. Bill Downs' broadcast from the observation plane off Bikini will be carried on the audio channel, and animated with films, maps, diagrams and other visual material from the studio. Lt. Comdr. Paul Hidding, of Joint Task Force One, will air a "briefing" before the test, and Elmer Wexler will illustrate the bombing from Downs' report. Pre-test films also will be shown. Roger Bowman will narrate the program which is directed by Bob Bendick.

ABC will open with Raymond Swing, famed atom bomb authority, on Sunday night at 6 p.m., speaking from Washington. The pool network broadcast on the dropping of the atom bomb will start at 6:04 p.m., Sunday. Swing will talk for four minutes, switching immediately to the Bikini Area and will stand by to give authoritative comments following the drop.

Washington Bureau, RADIO DAILY

Washington—Radio will give the first flash of the atom-bomb test on Sunday, both to the public and to the top Army and Navy officials in Washington most vitally interested in experiment off Bikini Atoll. Present plans also call for full radio coverage to the White House, with President Truman expected to listen to the first reports as they come in.

Spokesmen for the joint Army-Navy operations setup here said "unquestionably" the first reports of the atom test will come by radio.

Reports sent directly to Army-Navy will, of course, be restricted, but radio, along with radio teletype, will form the basis on which top commanders here will review the momentous event.

The Army and Navy jointly have

set up an elaborate communications system here, all centered around instantaneous reports via radio and teletype. Officials will be able to report on the success or failure of the test almost immediately and will be in a position to direct certain "post-bomb" phases, particularly if any untoward events occur.

Official radio coverage of the test will, of course, be more complete than the broadcast to the public.

Government officials frankly predict more listeners to the broadcast of the test than any prior program in radio history.

Army and Navy officials were busy yesterday in ironing out last-minute details of the broadcast, including the radio roundup scheduled for tomorrow.

The Commission, later yesterday, refused Press Wireless, Inc., permission to re-transmit atom bomb programs from Los Angeles to Hicksville, N. Y., for delivery to broadcast stations within the United States.

The Commission ruled that Press Wireless "failed to make a showing" that public interest would be served by grant of the application.

Press Wireless had requested modification of special temporary authority to permit its point-to-point radio telegraph station near Los Angeles to re-transmit the program material from Bikini.

Newlyweds Day

June newlyweds—and couples engaged this month—will have WABC's "Missus Goes A' Shopping" all to themselves tomorrow at 8:30 to 8:45 a.m. They will make up the entire studio audience at CBS Studio 22, and instead of recording the show, it will be done "live."

'Lost Weekend' Author Returns

An old CBS-er, Charley Jackson, who quit to become the nationally-known author of "The Lost Weekend," returns to his old haunts Sunday, July 7, at 12 noon to join Dorothy Parker, noted writer and poet, in a discussion of Sinclair Lewis' "Main Street." Lyman Bryson, CBS counsellor on public affairs, is informal chairman.

STATION MANAGER NO SALARY

I've spent a dozen years in this radio business; I know every facet of it intimately, except engineering. I've helped scores of stations get better ratings and more business through better operations. I'm tired of New York and tired of working for big corporations. I want a lifetime job now running someone else's station. I'll take my pay out of increased earnings or stock participation or both.

Box 195 — RADIO DAILY
1501 Broadway N. Y. C.

Ready Market Now For Tele Receivers

(Continued from Page 1)

man added "we do not have a television receiver in stock."

One sample tele receiver was reported in stock at Bloomingdale's with many inquiries daily regarding the availability of sets for purchase. "There was much interest in television before the fight and now even more," a sales representative reported.

At Macy's no television receivers were in stock for sale. They reported increasing number of inquiries since the fight and hope to stock some Viewtone receivers soon.

Students To Hear Pierson

Walter Pierson, manager of the sound effects department at CBS, on Monday will address the members of the Mu Sigma Epsilon Fraternity at the network's Studio 1. The following Monday, at Studio 28, he'll deliver a talk to the students of New York University's Radio Workshop.

'Outdoor Life Time' On 5 Outlets

"Outdoor Life Time," transcribed program of Richman Productions, which was released for broadcasting the beginning of this month, is now being sponsored for airing over WTIC, Hartford; CJCH, Halifax, N. S.; KOMA, Oklahoma City; WBIR, Knoxville, and KVOA, Tucson.

ROSS FEDERAL RESEARCH CORPORATION

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Executive Offices

18 E. 48th Street

New York 17, N. Y.

AGENCIES

SANFORD S. CLARK, formerly a vice-president of L. E. McGivena & Co., Inc., has joined Grant Advertising Inc., New York office, as special merchandising executive.

CLANCY TOPP, discharged from the Army with the rank of captain, has joined the public relations department of Geyer, Cornell & Newell. Before the war he was a news-photo editor of Associated Press, editorial department of Acme Newspictures, and news and feature writer for United Press.

JAMES B. LUCY, recently retired as major from the Army Air Forces, has joined the staff of Roberta Duffton, executive placement agency. He will devote his time exclusively to the counselling and placement of junior executives in the fields of advertising and selling.

LESSID ADVERTISING has been formed in New York by Lester Krugman, formerly of the Namm Store in Brooklyn, and Sidney W. Rosen, recently with Interstate Department Stores.

Ontario's Premier Voices Views On Free Speech

(Continued from Page 1)

Successful in that, they throttled the freedom of the press," he added, declaring that there was no freedom of radio in Canada today.

Two days after the Dominion-Provincial Conference adjourned he asked the CBC for time to tell the people of Canada the position which Ontario took. "The reason I applied for time was that over the same radio hookup, broadcasts by paid broadcasters of the CBC had conveyed the impression that Ontario had blocked agreement at that conference," he added. With restrictions clamped down on the radio, gatherings such as one here became increasingly important "because we are able to talk to the people where free speech is really free speech."

Joins Producing Company

Mary Kenny, script writer, has joined Ford Bond Radio Productions, Inc., as head of the script desk.

WINTER LISTENING AUDIENCE AVAILABLE

With These Pre-Sold Positive Story Magnets Produced by **DAVID SELZNICK** for PICTURES NOW AVAILABLE As a Group or Individually For Radio-Television Write Radio Dept. FILM CLASSICS 132 West 43rd St., N. Y.

A STAR IS BORN
★ ★ ★
MADE FOR EACH OTHER
★ ★ ★
YOUNG IN HEART
★ ★ ★
LITTLE LORD FAUNTLEROY
★ ★ ★
NOTHING SACRED
★ ★ ★
LADY FORTUNE
★ ★ ★
DANCING PIRATE

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

● ● ● Four years after he was born in Baltimore, he showed such marked musical tendencies his parents enrolled him as a student of both the violin and the piano . . . at the age of eight he was asked his preference . . . he chose the piano and three years later was hailed as a child prodigy by critics following his concert debut with the Detroit Symphony Orchestra as soloist in the Saint-Saens G minor Piano Concerto . . . at the age of 15 he graduated from the Peabody Conservatory of Music and needing money, took a job with Meyer Davis' Orchestra . . . After headlining at RKO vaude theaters, clubs and concert halls for two years, he decided to further his studies and won a scholarship at Curtis Institute, where he studied with Moritz Rosenthal and Arthur Rodzinski . . . At the age of 26 he became Leopold Stokowski's assistant preparing major scores for the Philadelphia Orchestra . . . Later he founded and for six years conducted the Philadelphia Opera Company . . . Radio began to beckon and the youthful maestro was assigned the task, by Mutual Broadcasting execs, of composing, scoring and conducting music of all types . . . When, in 1945 Alfred Wallenstein resigned his post as musical director he was given the job. In the meantime the Celanese CBSponsors chose him to guest-conduct "Carmen" and recalled him for eleven subsequent programs. On Jan. 1, 1946 he was named regular conductor of the program. Victor signed him for its Red Seal Classics to conduct for its top-flight artists . . . His name—SYLVAN LEVIN.

★ ★ ★

● ● ● **TIN PAN ALLEY-OOPS**:—Al Gallico of Leeds Music will charter a plane from Eastern Airlines July 3 to fly 21 music execs to the opening of Vaughn Monroe's new nite club, The Meadows, at Wayland, Mass. . . ● Sopranotable Marie Rogndahl, heard on "Serenade To America," NBCconcerts and other top musical shows, has signed an NCAContract. . . ● Gene Lawler has joined Peter Maurice & Co. . . assisting Archie Levington put over a new British importation titled "Under The Willow Tree." . . ● Howard Merrill, scripter of the "Beatrice Kay Show," will write a special "V-J Day" show to be coast-to-coasted in MBSSeptember. . . ● That nightly SRO sign at the Granada Hotel in Brooklyn is due to Maestro Dick Ballou's danceable rhythms. . . ● A snappy salute to Frances Scott's gang (Mildred Clinton, Charlie Basch, Irving Weill, Bill Chester and Charlotte Dembo) who still put on weekly shows for hospitalized vets—for whom the war isn't OVER. . . ● The common sense that Paul Garrett (vee-pee of General Motors) put into a book titled "A Case In Public Relations," is MUST reading. . . ● Larry Funk's Band, currently featured at the Dixie Hotel in Gotham, has been signed for the entire summer with plenty of air time via Mutual. . . ● The two writers of "Oh What It Seemed To Be," Bennie Benjamin and George Weiss have given Santly another smash ditty titled, "Surrender."

★ ★ ★

● ● ● **Recommended**:—The smooth, close harmonies of the Clark Sisters, heard each Wednesnite at 10 on the "Endorsed By Dorsey" MBSwing session. . . ● Vera Massey's song deliveries. . . ● Contactman for E. B. Marks Sammy Smith, who has helped more young artists and songwriters than anyone we know. . . ● Milton Katim's NBConducting on "Serenade To America. . . ● Lew Seiler's clowning at the Plantation Room of the Dixie Hotel. . . ● L. Wolfe Gilbert to be Hollywood representative for the Songwriters' Protective Association. . . ● Warde Donovan's thrilling trilling of Luckinbar Music's "A Wonderful Night."

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● ● ● **ON AND OFF THE RECORD**:—Murray Winant's series of kiddie platters, "It's Fun To Eat," featuring the voices of Renee Terry, Irving Kaufman, Eugene Lowenthal and Jack Mercer to music composed by Winston Sharples not only entertaining but psychologically educational. . . ● Disk jockeys should grab Jack Teagarden's latest platter of "Basin Street Blues," just released by Teagarden Presents label. . . ● Musicraft has a hit in the Riley Shepard disc, "Atomic Power" backed with "Guilty Heart."

COAST-TO-COAST

—PENNSYLVANIA—

PHILADELPHIA—Alan Gans, KYW announcer turns thespian for the summer months as he takes a leave of absence to "tread the boards" with the All Equity Stock Company. In making the rounds he will tour Virginia, New Jersey and New York with the Hilltop Players. . . In line with its profusely demonstrated community service policy, WPEN recently aired several events of the first post-war International Red Cross Convention. . . Don Killeit, WFIL sports advisor, has been named head basketball coach at the University of Penn. on part time or seasonal basis, and will continue his work at the outlet. . . **NEW CASTLE**—S. W. Townsend, recently returned from active service with the Navy as president of WKST, has received a citation from the Secretary of the Navy in recognition of outstanding duty.

—CONNECTICUT—

BRIDGEPORT—Margaret "Peggy" Keating, WICCharmer, became the first employee to win the 135 dollar model scholarship award offered by the Barbizon Fashion Modeling School of New York. "Peggy" was one of the three lucky girls chosen from Connecticut to take this 10-week training course. In addition to her dark hair and radiant smile, qualifying her for a successful modeling career, she is the possessor of a pleasing singing voice. . . **HARTFORD**—Roy Hanson, "Shopper's Special" emcee on WDRC, was guest speaker at the weekly Hartford Junior Chamber of Commerce meeting held June 24.

—DISTRICT OF COLUMBIA—

WASHINGTON—All in a day's work, says pint-sized Billie King who one morning arranged one show, timed another, appeared as guest singing star on another and then relieved the switchboard operator before settling back in her regular position in the WWDC library. . . Merle S. Jones, WOL vice-president has announced the signing of Z. V. Gwynn, known in radio row as "Easy" Gwynn, who will take over the morning chores at WOL on a Monday through Saturday basis.

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