

War Dept. Buying Time

Radio To Participate In President's Parley

Washington Bureau, RADIO DAILY
 Washington—That radio is expected to play an important role in the forthcoming national food conservation drive is indicated by the fact that President Truman has invited John Miller, NAB president, to attend a meeting at the White House today, to discuss plans to enlist public support of the campaign.

Expected to attend the parley are: President Herbert Hoover, Sheldon

(Continued on Page 5)

FCC Gives Receiver Report 5,000 Sets Shipped In Jan.

FCC reported yesterday that approximately 500,000 radio receiving sets were "shipped" in January, representing a sharp increase over December.

Although the agency noted that the figure did not represent radios produced during January, it said the number was about 45 per cent of the normal base period rate of 1,100,000 sets a month. Total shipments for

(Continued on Page 5)

U.S. Stations Featuring Domestic And Local News

Local stations throughout the country are returning the emphasis of their coverage to the domestic scene, with the current gradual decline in importance of international events, as indicated by various recent reports from networks and stations. With the national spotlight currently beamed on coverage of domestic happenings,

(Continued on Page 2)

Labor Of Love

Charlotte, N. C.—WBT played a vital role in the solving of the Perry Taylor kidnapping case this week by co-operating wholeheartedly with the child's family and the Police. Yesterday the station had the satisfaction of announcing that the kidnapper, with the child, was cornered nearby and that both could be taken alive within a few hours.



FCC Grants 15 More FM Outlets; Total Conditionals Now 345

Washington Bureau, RADIO DAILY

Washington—The FCC, by a board composed of Acting Chairman Charles Denny and Commissioners E. K. Jett and Paul A. Walker, yesterday granted 15 additional FM stations and designated one application for hearing. This brings total conditional grants to 345.

Although the first list of outright FM grants has been expected for some time, the Commission gave no indication when the announcement

of these organizations would come.

Following are the latest conditional grants: Florida: Jacksonville, City of Jacksonville, WJAX, metropolitan. Jacksonville, Jacksonville Broadcasting Co., WPDQ, metropolitan.

Indiana: Frank E. Hurt and Son, KFXD, metropolitan. Terre Haute, Wabash Valley Broadcasting Corp., metropolitan.

Kansas: Wichita, Louis Levand, Max Levand and John Levand, as

(Continued on Page 7)

Army's Spot Anns. Prove Stimulant To Recruiting

Purchase of radio time by the War Department has stimulated Army recruiting and brought segments of new spot business to 650 stations throughout the nation, N. W. Ayer & Son disclosed yesterday. The Army drive to obtain new recruits and re-enlistments was inaugurated last fall during the

(Continued on Page 7)

Tele Hearing For N. Y. Delayed Indefinitely

New York City will have to wait until other cities receive television service before hearings are held to fill its remaining channels, Acting FCC Chairman Charles Denny said yesterday.

While declining to state how far down the list New York is, Denny pointed out that the city already has three television stations.

"It is obvious," he said, "that cities

(Continued on Page 2)

Fidler Sued For \$1,000,000 By "Scarlet St." Producers

West Coast Bureau, RADIO DAILY
 Hollywood—Charging that Jimmy Fidler's statements regarding the motion picture "Scarlet Street," which were broadcast over the American network Feb. 28, were libelous, Diana Productions and Walter Wanger yesterday filed a million-dollar suit against the commentator. The Fidler

(Continued on Page 2)

Approval

Washington—The District commissioners yesterday approved a 350-foot tele transmitter for NBC on the grounds of the Wardman Park Hotel. Earlier, the commissioners had approved a 300-foot tower for Bamberger Broadcasting Service, Inc. Both companies have applications pending before the FCC for construction of tele stations in the Nation's Capital.



Vol. 34, No. 41 Fri., March 1, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Feb. 28)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlton, WCAO (Baltimore), WJR (Detroit).

Tele Hearing For N. Y. Delayed Indefinitely

(Continued from Page 1) where there are no television facilities should be given first consideration." He admitted, however, that there was considerable demand for additional tele stations in the largest city in the world.

New York now has 13 applications for its four remaining channels—admittedly one of FCC's toughest decisions.

When the decision on applications for Washington's channels is handed down next week, the Capital will become the first city in the country to have its maximum number of tele stations.

The Peak of Perfection in PROGRAM PRODUCTION. PEAK RADIO PRODUCTIONS, LTD. Coronation Building Montreal LAWRENCE THOR, President

Coming and Going

LEWIS J. VALENTINE, former Police Commissioner of New York, more recently radio commentator and now assistant to General Douglas MacArthur in reorganizing the police of Japan, will leave for Nippon this afternoon. He'll be heard in a 15-minute talk over ABC before taking off from LaGuardia Field.

JAMES V. MCCONNELL, manager of NBC's national spot sales department, is in Philadelphia today on a short business trip.

HERB LEDER, director of the Jack Berch Prudential show for Benton & Bowles, leaves today for Bermuda, where he will vacation for three weeks.

FULTON LEWIS, JR., Mutual network commentator now on a coast-to-coast tour, broadcast last night from Los Angeles.

ALLEN I. STOCK, general manager of National Radio Features, has left for an extended tour of the South. He'll wind up at Miami Beach, where he'll vacation for several weeks.

JAY BURTON, of the Gag Writers Protective League, leaves tomorrow for Washington, D. C., in connection with plans for "National Laugh Week," starting April 1.

GEORGE M. BAILLIE, production manager of Broadcast Measurement Bureau, is in Chicago to supervise the mailing of BMB's 500,000 ballots to measure station audiences.

NANCY HOLME, director of education and public affairs for the Columbia Pacific Network, is back in Los Angeles after having addressed the members of the Hermosa Beach Women's Club.

U. S. Stations Featuring Domestic And Local News

(Continued from Page 1) station news and special events men are playing up local news, and are applying the know-how and experience gained during the war.

A. A. Schechter, director of news and special events for the Mutual Broadcasting System, returned this week from a tour of MBS outlets throughout the U. S., visiting such key cities as Chicago, Detroit, Philadelphia, St. Louis, Cleveland and the West Coast, and conferred with station men in connection with setting up schedules providing for up-to-the-minute coverage of domestic news events.

Schechter points out that local stations are conscious of this return of importance to domestic incidents, citing as an example, the recent mine disasters which received extensive coverage on local and network stations. "Where they might overlook this type of coverage during the war," Schechter said, "local stations are now playing up news of this type, in accordance with their facilities."

Further bearing out this contention is the recent heavy listening in connection with the threatened transit strike in New York City, and the equally important crisis in Philadelphia a few weeks ago, where local stations completely re-aligned schedules to provide maximum coverage of developments.

FCC To Be Represented At North Atlantic Meeting

In view of its regulatory responsibilities in the field of international communications, the FCC will be represented in the United States delegation to the North Atlantic Route Service Conference in Dublin Monday. it was announced yesterday. William N. Krebs, chief of FCC's safety and special services branch, will attend the conference as a delegate. In addition, E. L. White, chief of the aviation section, will also attend as an observer. The principal subjects to be discussed are communication and navigation radio aides, search and rescue, traffic control.

Fidler Sued For \$1,000,000 By "Scarlet St." Producers

(Continued from Page 1) editorial criticized Wanger for endeavoring to have "Scarlet Street" shown in Atlanta theaters after it had been banned by the censors of that city.

The suit, said Martin Gang, attorney for the plaintiffs, raises the question of whether a radio commentator employed by a commercial firm can claim protection of the freedom-of-press law. "It is a question," he said, "of whether a radio commentator can claim protection of laws governing freedom of press while indulging in criticism of one product in order to sell another."

Gang has filed a letter of complaint against Fidler with the FCC.

Army-Navy Game On WNYC

The Army-Navy annual basketball game at West Point, will be aired over WNYC tomorrow from 2:25 to 4:30, with Mel Allen, veteran sports announcer, and Major Bill Hood, Army public relations officer, handling the play-by-play and color descriptions.

Between halves of the contest, which is expected to attract some five thousand enthusiasts to the famous Army Field House, WNYC will broadcast interviews with General Maxwell Taylor, West Point Commandant, and Admiral George Ingersoll, Command-er of the Atlantic Fleet.



Fault finder

When scientists want to check the interior structure of metals they use an X-ray camera.

You'd think they'd be as big as atom smashers. But they're not. They're tiny, as you can see.

To do a big job right on a big thing . . . size is not always the answer. The war proved otherwise.

And to get big audiences at a low cost in radio, you need not necessarily call on the big and glamorous call letters.

W-I-T-H, the successful independent in Baltimore, is one proof of that.

In this five-station town it's the little fellow . . . W-I-T-H . . . that delivers the greatest number of listeners for the lowest-cost-per-dollar-spent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R.

KSJB Jamestown North Dakota. Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL. CBS—MBS

More *for your money* on Mutual

HAVE you compared network rates lately?

Mutual has adapted and adopted as its credo: More value for each radio dollar than has been made available in network radio before. Mutual is helping advertisers to keep their costs of distribution in line.

For example... Mutual today delivers 40 more stations than a year ago, reaches hundreds of thousands more radio homes at no increase in overall cost. Mutual is the largest network in station count—with one-third more stations than the next network. And Mutual rates are lowest. For any

standard time-unit bought on a full network basis for a full year, Network A costs at least 24% more than Mutual; Network B costs at least 47% more than Mutual; Network C costs at least 64% more.

In planning your advertising budget, keep these factors in mind—

STATIONS... Mutual has top-flight outlets reaching forty-seven of the leading 50 markets—and more exclusive station-cities than all other networks combined.

PROGRAMS... Mutual-developed programs are working for four of the top ten radio advertisers; 5 times as many air-tested features are currently available.

ECONOMY... A half-hour evening over a network of 260 Mutual stations costs only \$6,700 per week for time (52 week basis).

Have you compared network rates and values lately? Apparently more and more advertisers have—because Mutual's sales increased 33% in November, 49% in December and 66% in January compared to the same months the year before.

It will pay you to investigate and compare.

Mutual *Broadcasting System*

LOS ANGELES

By RALPH WILK

WRITTEN here under the heading of "Definition of National Accounts," Homer Griffith, station representative, has sent the following letter to the stations he represents:

"This problem of decision on local and national rates, is one that has caused, and is causing, a great deal of confusion. In the past, when business was hard to get, it was only normal that station managers should take business from anyone without arguing too much about rates. However, this established a bad precedent. Take the matter of Safeway Stores, for instance. There is a large campaign now in preparation for Safeway Stores manufactured and distributed products. The managers of the stores have been asked by the Manufacturing Division, to get availabilities and rates for the product advertising, on a local basis, because the store enjoyed local rates. This makes it bad for all concerned, for if Safeway or Edwards Coffee enjoyed local rates, then Folgers, Ben Hur, no one else wants to pay national rates.

"The same thing is true of wine and beer accounts. If Garrett Wines enjoy a local rate, then Gallo, Fruit Industries and all the rest of the wine and beer accounts, will want local rates.

"We have found that if management will delineate clearly and decisively a local and national rate policy, stand pat on the policy, and refer all national requests to their representative, that very few accounts are ever lost, and the difference in rates more than makes up for any small, chiseling losses that might occur.

"Basically, the rule is this: Any account originating outside of your primary area, becomes national, not local. In other words, Sears-Roebuck, Safeway Stores, Montgomery-Ward, Western Auto, or any other chain store affiliate, is a national account. More specifically, any product manufactured outside of your primary area, that is distributed in your district through one or more stores, but also enjoys distribution in other areas, is also a national account.

Cites Bottling Companies
Even in the case of bottling companies, where there is co-operative advertising budget set-ups by the syrup manufacturer to help the local bottler,—this can be defined as national business, and national rates obtained, if you stick to your guns. Otherwise, if anyone who writes or calls on you gets local rates, you have little need for a national representative. We would soon be whipped completely, and you would be peddling your station at whatever you could get for it."

O'Rourke To Freelance

John H. O'Rourke, writer-producer of the "Ask Ella Mason" show on WHN for the past two years, has resigned and is establishing his own office in New York, it was announced yesterday. O'Rourke will concentrate his activities to free lance writing and producing.

Takes Writing Post

Dave Newell, former editor of "Field and Stream," has taken over the writing chores on ABC's "Fishing and Hunting Club of the Air," replacing Charles Cromer. Program is directed by Victor Seydel.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



Memos Of A Midnigher. . . !

● ● ● Marshall Field reported negotiating for WIBG in Philly. Also talk of his buying a paper down there. . . Tommy Dorsey set with Standard Brands for a summer spot. No decision yet whether he'll fill in for Bergen or Fred Allen. . . Evelyn Knight goes with the Lanny Ross show. . . Has Danny Kaye asked for his release from his Pabst contract? . . . Television sets due to sell for a hundred bucks with a 5 by 7 inch screen will hit the market in 90 days, current strike conditions permitting. Henry Morgan will pinch-hit for Happy Felton on "Guess Who" March 9th, while the latter is in Philly with "Flamingo Road." . . McCann-Erickson reported getting La Boheme Wines, part of the Roma wine account. . . "Fu Manchu," which comes back to the air with a clean bill of health, is being packaged by Colwell-Green and should be a ready buy for a rating-conscious sponsor. Show had a terrific rating when it left the air some years ago—in fact, the highest of any mystery show at the time. . . The Amvets will ask Gov. Dewey to spend 50 G's on an advertising campaign to help find jobs for returning servicemen. . . Betsy Venuta leaves for the gold coast March 15th. She'll do a guest shot on the D. Kaye show while out there. . . Aside to Bill Frederick: Congrats on landing Kay Roberts to head up your radio dep't. You've got a great gal there—a live wire operator.

★ ★ ★

● ● ● Bandsman Eddy Rogers was the victim of a freakish law suit when a songwriter tagged him with a summons on his closing nite at the Roosevelt Hotel in Washington. Seems Eddy had refused to plug the guy's tune or let him sing with the band, so the lad turned around and tossed a \$3,000 civil suit at him charging him with "damages to health, wealth and the pursuit of happiness. Causing a nervous breakdown and mental anguish and denying the public the benefits of his original, clean and wholesome entertainment!" Hope this doesn't give other neglected songwriters any ideas.

★ ★ ★

● ● ● FCC reported recently that the average weekly pay of staff musicians in 1945 was \$137.58. . . Sid Ascher opening publicity offices in Chicago, Washington and L. A., staffing the branches with vets. . . Bill Stern moves his mike backstage at the Strand on March 8th to interview Warner star, Jack Carson. . . Irene Dunne will have the lead in the film version of "Day Before Spring." . . Gil Braun out of the Army and writing-directing "The Avenger," a Charlie Michelson package. . . Paul Gardner sold a Perry Como article to "The Woman" for its May edition. . . Two news shows being peddled by Bill Bivens, Fred Waring's announcer—one a quizzer and the other offering communities help in solving their juvenile delinquency problems. . . Walter Lurie leaves for the coast Sat. with "Craig's Wife" package neatly tied up. World Broadcasting is giving the two-time Pulitzer Prize winner an A-production setup. . . Tom Tully, radio actor before the films grabbed him, in from Hollywood for a two-week stay. . . Warren Gerz gets out of the Navy next month to rejoin Y & R's press staff. . . WLIB now knows how it feels to have a scoop on its hands and be unable to release it. They had Mike Quill scheduled for an 11 ayem interview Tuesday, but he cancelled out saying the transit strike was being settled. Station, however, couldn't announce the news until the official okay at 2 p.m.

★ ★ ★

● ● ● Our Hat's Off Dep't: Milton Berle's sensational opening nite at the Carnival. . . Larry Douglas' Signature platter of "Full Moon & Empty Arms." . . Buntly Pendelton's singing and piano playing—anywhere, anytime. . . Joy Hodges' subbing for the ailing Durward Kirby (what's dat?) as emcee of "Honeymoon in N. Y." . . Frank Kingdon's Sunday ayem stint via WOR.

CHICAGO

By NAT GREEN

A NEW live program beamed award teen-agers will be launched on WMAQ, March 16, by Wieboldt Stores, Inc., which sponsors the "Your Neighbor" program, Monday through Saturdays. The new show tentatively named "High Time," will take the Saturday spot of "Your Neighbor," which goes to five a week. It will feature baritone Russ Ledner with an eight-piece swing band under Freddie Aune, NBC staff saxophonist, and a top-notch studio musician from one of Chicago's high schools, will be selected each week to play with the orchestra, Bert Whaley will direct. Agency is Needham, Lord and Brophy.

WBBM in co-operation with the Radio Council of the Chicago Board of Education will hold a cocktail party at the Continental Hotel, March 4, for editors, assistants and sponsors of the Chicago High School Papers to give them a chance to meet and interview a number of radio stars. It will be different from the usual party in that "Cokes" will be served. There will also be entertainment and dancing. Don Kelley, WBBM publicity director, and George Jennings, assistant director of the Radio Council, will handle the party, which is expected to draw quite a crowd.

June Baker will interview Miss Chase Monday, March 4, over WOR on Miss Chase's new book "I Love Miss Lilli Bean."

New Quaker Oats Contest On ABC's "Terry" Series

The Quaker Oats Company, sponsor of "Terry and the Pirates," over ABC, Monday through Friday, 5 to 5:15 p.m. (EST), announced recently a new jingle contest for its radio audience with a two-way inter-communication set as the principal prize for the winner along with 500 other prizes.

Contest ends March 16, and entry blanks are available at grocery stores throughout the country.

BALTIMORE'S Listening Hall

WOL

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rorer, General Manager
FREE & PETERS, Inc., Exclusive National Representative

Radar Development Outlined In New Book

Tracing the development of radar from its early days to war-time uses and post-war application, Orrin E. Dunlap, Jr., RCA public relations executive, has written an interesting book titled, "Radar—What Radar Is and How It Works." The book was released by Harper & Brothers on Wednesday.

The book discloses that radar was introduced in 1940, reached a production peak of more than \$3,000,000,000 worth of equipment before the end of the war in 1945. Dunlap traces the early history of radar—the art of detecting and ranging—from the reflected wave experiments of Hertz and Marconi, right through to the radio "echo" of push-button warfare. He then outlines the peacetime applications of radar.

Effect of radar in the aerial defenses of Britain; secrecy of the war-time development of this electronic miracle and the future of radar in weather forecasting, guiding ships and planes, are among the chapters of the new book.



ORRIN E. DUNLAP

OPA Gives Receiver Report 500,000 Sets Shipped In Jan.

(Continued from Page 1)

In the fourth quarter of 1945, OPA said, receivers were estimated at 250,000 units.

"Production," OPA said, "continues to be hampered by an insufficient quantity of cabinets, condensers and speakers."

Parker WBT Sales Head

Charlotte—Charles H. Crutchfield, general manager of WBT, Charlotte, has named William M. Parker as sales manager of WBT, effective March 10. Parker replaces Royal Penny, who is resigning March 17 to accept an important radio connection. Parker was director of sales promotion, publicity and public relations at WBT before entering the service early in 1944.

Moore Paint Signs Thompson

Benjamin Moore Paint Co. again has signed Johnny Thompson to fill the male singing role on the company's program, which opens tomorrow over WJZ and the American network. Contract is for 13 weeks. Vicki Vola also is featured.

★ AGENCY NEWSCAST ★

J. BURTON STEVENS has resigned from Doherty, Clifford & Shenfield, Inc., to rejoin Roy S. Durstine at Roy S. Durstine, Inc., as an art director. The art-director staff at Roy S. Durstine, Inc., has recently been increased by the addition of A. J. Fries, formerly with the General Electric Company and The M. H. Hackett Co.; and John A. Hagstrom, formerly with Batten, Barton, Durstine & Osborn, Inc., and Lord & Thomas. Harvey A. Spooner, who has been with the agency since its inception, continues as head art director.

CARL GULDAGER, former columnist of the Chicago Daily News, has joined Marshall Field & Company's advertising bureau as institutional co-ordinator, Margaret Egan, advertising manager, has announced. Guldager resigned as conductor of the Daily News' Town Crier column to join the Field organization.

CHARLES W. ROBBINS, for 20 years a member of the service staff of McCann-Erickson, Inc., New York, has joined the advertising-sales promotion department of the Standard Oil Company of New Jersey, R. M. Gray, advertising and sales promotion manager of the company, has announced. Robbins for the past 10 years had been an account executive on Standard Oil advertising.

LT. JAMES S. MacVICKAR, USNR, who for the past three years has been on active duty with the Navy, has returned to Ruthrauff & Ryan, Inc. He will resume his duties with the agency as assistant account executive.

RICHARD E. JAMES has joined Erwin, Wasey & Company, Inc., as an account executive. James recently returned from two years service in New Guinea and the Philippines with the American Red Cross and prior to that had been associated with the Peck Agency and other advertising firms for fifteen years. He will act as an assistant to Mr. George Wasey.

ROBERT J. ENDERS has resigned as account executive of Kal, Ehrlich & Merrick Advertising, Inc., Washington, D. C., to form his own organization under his own name with offices in the Atlantic Building.

GUY CAPPER has resigned as an account executive in the ABC spot sales department of the American Broadcasting Company, Inc., and will join the sales staff of Radio Station WHN.

CROWN ADVERTISING, INC., is now located at 55 W. 42nd Street, New York City. Oscar Kronenberg, president, was formerly associated with WBYN. Sam Mintz, former advertising manager of Community Opticians, is secretary.

WALTER T. PFEIFFER, with Bozell & Jacobs Agency for seven years prior to his three years in the Navy, has returned to Omaha to become a partner in the Pfeiffer Advertising Agency, recently started by his brother, Cliff.

J. J. MINICH, former manager of the outdoor department of Peck Advertising Agency, Inc., will become field service director of the outdoor department of McCann-Erickson, Inc., on March 6, Joseph M. Jones, manager of the McCann-Erickson outdoor department, revealed over the weekend. Before 1942, Minich was with the outdoor department of McCann-Erickson for several years.

WILLIAM A. FAY, vice-president in charge of broadcasting, Stromberg-Carlson Company, Rochester, N. Y., has been appointed a director of the Rochester Convention and Publicity Bureau.

ROBERT RUSSELL, former radio director and producer recently released from the Army as a captain, has been appointed radio director to Lester Harrison, Inc.

DuPont Radio Awards Aired By ABC Mar. 9

Ceremonies in connection with the annual presentation of the Alfred I. DuPont radio station and radio commentator awards will be broadcast from the St. Regis Hotel in New York by WJZ-ABC, Saturday, March 9, from 10:30 to 11 p.m. (EST), it was announced yesterday. The awards, providing cash prizes of \$1,000, are regarded by many as the radio equivalents of the Pulitzer Prizes awards in journalism. This year, as in the past, there will be two station awards—one to a small station and one to a large station.

Appearing on the program will be Mrs. DuPont; Dr. Francis P. Gaines, chairman of the awards committee; Mark Woods, president of the American Broadcasting Company; William H. Goodman, secretary of the Awards Committee, and the winners, whose identity will not be revealed until the awards are made.

Radio To Participate In President's Parley

(Continued from Page 1)

Clark, Sinclair Oil Corp.; Clarence Francis, General Foods; George Gallup, Young & Rubicam; Henry Luce, Time and Life; James Young, J. Walter Thompson; Dr. William I. Myers, Cornell University; Chester C. Davis, St. Louis Federal Reserve Bank; Eugene Meyer, Washington Post; Anna Lord Strauss, League of Women Voters; Emily G. Dickenson, Federation of Women's Clubs, and Eric Johnston, U. S. Chamber of Commerce.

Lux Radio Theater Leads In Survey By Pulse, Inc.

"Lux Radio Theater" is the most popular evening program in Philadelphia and New York, according to surveys of the two cities just released by Pulse, Inc. "Kate Smith Speaks," was listed as the most popular daytime show in New York, with the "Breakfast Club" taking the honors in Philly.

Average quarter-hour sets-in-use figures in both cities were slightly higher than for last year. January-February 1946, figure for Philly was 22.4, as compared with 21.7 last year. New York's February average was 25.8, in comparison with 25.7 for February 1945.

Runners Up Listed

In the daytime week-end show category, the "Electric Hour" leads in New York, with the "Children's Hour" first in Philadelphia.

Runners-up among evening shows in Gotham are: Bob Hope, Charlie McCarthy, Fibber McGee, Aldrich Family, Jack Benny, Fred Allen, Red Skelton, Walter Winchell and Mr. D.A.

Finishing behind the Lux series in Philly are: Bob Hope, Mr. D.A., Aldrich Family, Dr. Christian, Charlie McCarthy, Fibber McGee, Eddie Cantor, Joan Davis, Jack Benny, Screen Guild, Fred Allen, Your Hit Parade and Burns and Allen.

Costello 10 Years With NBC

Jack Costello, NBC announcer, today will mark his 10th year with the network.

Open letter to writers, advertising agencies, program directors, sponsors:

"On Sunday night, February 17th, the Baby Snooks program used the Aladdin's Magic Lamp format. I wish to give notice that this magic lamp idea has been registered and was recorded at the American Broadcasting Company, Hollywood, in 1943 and 1944 as a half hour program for T. C. sponsorship. My original idea will be protected as far as the law allows against any imitations on any future programs.

R. E. Messer
Raymond R. Morgan Co.
6362 Hollywood Blvd.
Hollywood 28, Calif."

Mind Your Own Business

SOUTHWEST

APPLICATION was submitted by Sunshine Broadcasting Co., owners and operators of KTSA, San Antonio, to the FCC, for increase in power from its present 5,000 watts daytime and 1,000 watts nighttime to fulltime 5,000 watts on 550 kilocycles.

Dorrance D. Roderick, owner of KROD, El Paso, has applied to the FCC for voluntary assignment of license to the Roderick Broadcasting Corp., a new \$150,000 corporation in which he holds 99 13/15 per cent interest. Other stockholders include Val Lawrence and Kelton B. Clark each holding 1/5 of 1 per cent to comply with Texas law that a corporation be composed of at least three persons.

William W. Robertson, with a record of achievement with the National Broadcasting Co., Cleveland, has been named manager and engineer for an FM station to be installed by the Time Publishing Co. at Wichita Falls. Work is expected to be started immediately on preliminary work for the construction of the station.

The first southwide broadcast of "The Methodist Hour" which originates from the studios of WSB, Atlanta, Ga., and heard over 36 stations in 15 southern and western cities will be aired over WFAA, Dallas each Sunday at 7:30 a.m. for a half hour.

Fidel Cuellar has joined the staff of KCOR, San Antonio as Spanish newscaster. Cuellar comes from Mexico City where he was also engaged in this type of work.

Norvell Slater has been signed to a series of three weekly airings per week on KGKO, Fort Worth sponsored by the Main Optical Co. Slater features a quarter hour of piano novelties, chatter and song aimed to start the day right for KGKO listeners.

All the greats of the golfing world, Byron Nelson, Jimmy Demaret, Sammie Byrd, Craig Wood, Denny Shoot, Frank Shanahan, Freddie Corcoran and many others were interviewed in a series of public service broadcasts heard last week over WOAI, San Antonio. Golfers were here attending the Texas Open, and were interviewed by Bud Thorpe of the WOAI staff.

Cosmetics Firm Sponsors Sunday Half Hour On ABC

Helene Curtis Industries, a division of the National Minerals Company, of Chicago, has signed a 52-week contract with ABC for a new Sunday half-hour program. The program, whose time was bought through the Adolphe Wenland and Associates Advertising Agency, of Los Angeles, will be aired from 11 to 11:30 p.m., EST, each Sunday starting March 3 over the full ABC Pacific Coast network.

Although as yet not titled, the program will be a musical show featuring an orchestra and a new male singing star and will originate from San Francisco. According to the advertising agency this will be the first radio venture for the Curtis company, manufacturers of beauty preparations.

Canadian 'Beaver' Awards Made At Toronto Dinner

Montreal—Men, women and stations who did outstanding work in broadcasting during 1945, were honored last week with the presentation of 17 "Beaver Awards," Canadian Radio's "Oscars," by the Canadian Broadcasting Trade Magazine. Among those receiving the award from Richard Lewis, the paper's publisher, were Sam Ross, news chief at CKWX, Vancouver, for establishment and maintenance of the station's local and National news department; Frank (Bud) Lynch, director of special events, CKLW, Windsor, Ont., for his work overseas with the AEF program after being seriously wounded; station CHAB, Moose Jaw, Carson Buchanan, manager, for program promotion; the Alouette Quartet, Montreal, for their interpretation of French-Canadian songs, and station CKCW, Moncton, A. Lynds, manager, for community service.

Presented At Dinner

The awards—consisting of framed citations—were made at dinner of the Radio Executives' Club of Toronto, with the ceremony broadcast on the program "Canadian Cavalcade."

Toronto: Claire Wallace, women's commentator, for radio work in the public service; John Adaskin, producer, for musical productions; John Fisher, commentator, for portrayal of the Canadian scene; Grace Webster, actress, as a "traditional trouper"; Elwood Glover, CBC announcer, for his quiet sincerity as announcer on Victory Loan programs; Howard Cable, conductor and arranger, for all round ability; Shuster and Wayne, comedy writers; Dorothy Deane, singer, for songs and personality; Mercer McLeod, actor, for a distinguished program.

Calgary: Earle Connor, chief engineer, CFAC, for his willingness to co-operate with other station engineers during the years of equipment shortage.

Montreal: Walter M. Lowney Co., Ltd., for the encouragement of safety.

General: CBC Overseas News Department for distinguished service through the war.

Yankee To Inaugurate New Congressional Series

Boston—WNAC and the Yankee network will inaugurate a new series of public interest broadcasts entitled "New England in Congress," on Saturday, from 7:45 to 8:00 p.m.

The program will feature New England Senators and Representatives in discussions of current topics including pending legislation before them, and how they think certain bills will affect their New England constituents.

On the series premiere Representative John E. Fogarty of Rhode Island will be interviewed by Francis W. Tully of Washington reporter representative of the Yankee Network in the Nation's capital. On succeeding Saturday evening, the Nation's lawmakers from different States will be heard on "New England in Congress."

DeWitt Mower Appointed MBS Mid-West Sales Mgr.

The appointment of DeWitt Mower as mid-west sales manager for the Mutual Broadcasting System was announced yesterday by Ade Hult, MBS vice-president in charge of mid-west.

Mower's appointment, reported to be another step in line with the strengthening and expansion of the Mutual network's Chicago activities. In his new position, Mower will be in charge of the Chicago sales department, supervising all sales activities.

In 1938 Mower was manager of Trans-American Broadcasting Company's Chicago office, where he remained until transferred to the New York office. In 1942, he left Trans-American to spend a year as a civilian employee in the Civil Engineer Corps of the U. S. Navy. Mower returned to radio in 1943 as a salesman in the Chicago office of WOR, Mutual's New York outlet. Mower joined Mutual's Chicago office last year, where he has been an account executive up until his recent appointment to the sales manager's post.

Wisner To B'cast Cover Of Florida Training Camps

Harry Wisner, ABC's director of sports, leaves tomorrow for Florida, to cover and report activities of the major league baseball clubs for his nightly broadcast sponsored by Bethlehem Steel Co. over WJZ at 6:30. He will visit training camps of the Brooklyn Dodgers at St. Petersburg; the New York Giants at Miami, and the New York Yankees at Panama.

On Saturday, March 16, Wisner begins a new series, sponsored co-operatively on the ABC network, which will feature interviews of leading sports figures. Time of the program will be announced at latter date.

NBC Keglers Roll Today

A five-man team, captained by Lathrop Mack of NBC's spot sales department, will represent the network in the Metropolitan New York Bowling Championship, which opens in White Plains today. Others on the team are Robert Burholt, tabulator supervisor; Leslie Vaughn, assistant director of general service; George Frey, sales service manager, and Joseph Baricak of the network's guest relations department.

Short Takes

Henry Hudson Hotel, which was cited two years in succession for its efforts in behalf of servicemen, is now pitching in for the Army recruiting program and is the scene of a special series of airings via WNEW, every Friday morning under Army auspices.

Bill Williams, WNEW's disc jockey for "Magic of Music," saw spots appear before his hands. A leading physician diagnosed this phenomena as "dermatosis allergy." It seems Bill is allergic to the acetate in records and is now being fitted for a special pair of rubber gloves to carry on with the show.

PROMOTION

Letter-Writing Contest

Mildred O'Neill, WBYN woman commentator, has inaugurated a letter-writing contest on her program "Column Of The Air," heard on the Brooklyn station Monday, Wednesday and Friday at 12 Noon.

Contest fodder is a letter on "Whose Roses Have Meant To Me," with equal prizes to be given to the three most sincere and original letters. Prizes will be two tickets to the Grand Central Palace, March 18 through 24, plus one dozen roses to be delivered to the winners at their homes. Contest closes at midnight Saturday, March 9. Announcement of winners will be made on Column of the Air, Friday, March 15.

Judges will be Helen King, well known contest judge, and Helen Hudson Weber, of Roses, Incorporated.

WOV News Bulletin

On March 6, WOV, New York, will celebrate the first anniversary of its daily news bulletin. Bulletin is single page issue of news direct from United Press wires, complete daily at 11:55 a.m., mimeographed and sent to restaurants in the vicinity of the station.

Scott Brochure

An advertising mat book, consisting of ads and newspaper adaptations of newly created national magazine copy on the new Scott radio-phonograph has been prepared for Scott dealer use by Leo Burnett Co. Included are photographs and other dramatizations of the new model.

KVPO To Mutual Today

Effective today KVPO, Plainview, Texas, will become affiliate with the Mutual Broadcasting System, W. J. Harpole, principal owner of KVPO, has announced. The outlet now operates on 1400 kilocycle 250 watts, full time, and is licensed to W. J. Harpole and J. C. Rothwell with William T. Kemp serving business and commercial manager.

Send Birthday Greetings To

March 1

Kitty F. Harrold Charles Lyon
Charles Martin Herb Plumbeck
Teddy Powell Dinah Shore
Ted Shupp George Frome Brown
Edward T. Davies Jimmy Stevenson
Ralph J. Gleason Lawson Paynter

March 2

Jessie Fordyce

March 3

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

War Dept. Buys Time To Aid Recruitment

(Continued from Page 1)

Season of network football broadcasts and will continue throughout June with network affiliates and independents, already getting 13 evening spot announcements which were placed through the agency.

While agency officials were reluctant to disclose the War Department radio budget, in excess of \$100,000 has been spent to date and more will be spent between now and June 30. Some of this money went to the purchase of network spots preceding or following football games last fall and to a 15-minute Bill Stern show on NBC. The rest went to buying spots on individual stations throughout the nation from coast-to-coast.

Budget May Be Upped

Success of the Army recruiting drive using radio and the press has resulted in the War Department considering the appropriation of an additional budget for periodic recruiting plugs throughout this year. It was pointed out that the Army fixes the rates when instituting drives for enlistments as well as seeking new recruits. Present budget of \$3,000,000 which covers all media will be in effect until the last of June.

Clarence L. Jordan, executive vice-president of N. W. Ayer & Son, Inc., revealed yesterday that every station in the United States, Hawaii and Alaska were invited to take some of the spot business. The only ones excluded were network affiliates who carried three or more of the recruiting commercials during the network football season. Co-operation from the broadcasters was excellent, according to Mr. Jordan. Many of them declined to take government money for the Army recruiting commercials, he added.

Sidelights Revealed

Interesting sidelights of the early days of the recruitment drive were also gained by RADIO DAILY yesterday. Both NBC and CBS declined to accept government business while ABC and Mutual carried the Army recruitment spots. In many cases, broadcasters who were reluctant to take government funds for commercial announcements during the period of the war, are now accepting the business on a commercial basis.

Army Pleased With Results

Check of the Army recruiting division of the Second Service Command yesterday revealed that the recruiting officers give radio a great deal for the interest in the present drive. To date the Army has had 58,414 enlistments and re-enlistments since V-J Day.

WANTED

Writer for 5 a week juvenile show. Aviation knowledge desired. Give previous credits. Reply
Box No 136, RADIO DAILY
1501 Broadway New York 18, N. Y.

COAST-TO-COAST

—FLORIDA—

MIAMI—WIOD broadcast the ceremonies at the Burdine Memorial Stadium Feb. 26, when Great Britain's wartime Prime Minister, Winston Churchill, received the honorary degree of Doctor of Laws from the University of Miami. Frank J. Mallants, WIOD boating and fishing commentator, editor of the Miami Daily News, has been named chairman for 1946, of the conversion division of the Florida Chamber of Commerce, he was recently advised by Harold Coles, executive vice-president. . . . JACKSONVILLE—WPDQ has received a construction permit from the FCC to change frequency to 600 kc., from 1270 kc., and to operate with 5,000 watts power day and night. . . . Speed Veal, after serving four and a half years in the Navy has returned to WJHP as program director.

—TENNESSEE—

KNOXVILLE—Supreme Foods, has inaugurated a new series of programs on WNOX to be aired Thursdays at 6:30 p.m. and featuring Bert Vincent, author of column "Strolling" in Knoxville News-Sentinel, telling stories from his column, dramatized by University of Tennessee Playhouse students. . . . Lonnie Glosson impresario of the harmonica, has moved to WNOX to be starred in several hillbilly programs. . . . MEMPHIS—William Bailey Campbell, until recently lieutenant (j.g.) USNR, has joined the commercial staff of WHBQ. . . . E. A. Alburty, manager of WHBQ, has been named a director of the Memphis International Center.

—MASSACHUSETTS—

BOSTON—Charles E. Eshbach, recently released from the Army where he served as communications chief of the 67th Fighter Wing of the 8th Air Force, has returned as director of the New England Radio News Service and as part of his duties will direct the New England Farm Hour, heard each weekday morning over WBZ and WBZA. . . . SPRINGFIELD—Although television is still in the "luxury class," and not practical except in large communities, it will be introduced in Western Mass. probably within a year, Robert Donahue, manager of WMAS disclosed recently. . . . Former Maj. W. C. Swartley of the Army, has resumed his peacetime duties as general manager of WBZA and WBZ, Boston, and their FM affiliates, with Charles Young, wartime general manager promoted to general manager of KEX, Portland, Ore.

—NEW YORK STATE—

BUFFALO—Five radio personalities took part in a forum on radio advertising last week to give war veterans an idea of what radio offers in a career. Arranged as one in a series of forums by the Buffalo League of Advertising Women, participants included, Sally Work, director of women's programs of WBEN; Ed Wegman, assistant program director of WBEN; William Mayhew of the Armand S. Weill Agency and William Doerr, WEBR commercial manager. . . . J. Woodrow Magnuson assistant to the station director of

WBEN, will become instructor in radio dramatics at the Buffalo evening session as of March 7. . . . JAMESTOWN—WJTN has inaugurated a new series of quarter hour programs entitled "Report to You," featuring Mayor Samuel A. Stroth of Jamestown and New York Assemblyman E. Herman Magnuson on alternate weeks, in discussion of local and state government.

—OHIO—

CINCINNATI—WKRC has inaugurated a new series of public service feature programs, a Sunday presentation in which Mayor James G. Stewart will answer letters from listeners on civic questions. Assisting the mayor on the program is Dick Nesbitt, WKRC sports editor and goodwill ambassador. . . . Tom Wade, veteran of the Cincinnati airwaves, has been added to the WCKY announcing staff. . . . COLUMBUS—WCOL has announced a \$150,000 expansion program including erection of a new three-story studio and office building and a new 400-foot regular and FM tower. . . . FOSTORIA—W. D. Kuhn has been re-elected for his twenty-seventh annual term as head of the Fostoria Federation of Musicians, which covers all of Seneca and Hancock counties and part of Wood County in northwestern Ohio. Luelle Groves and C. Leland Cribbs, both of Fostoria, were elected vice-president and secretary-treasurer, respectively.

—ILLINOIS—

ROCK ISLAND—Reorganization and expansion of the news staff of WHBF, is carrying out war-interrupted plans for complete local and regional news coverage. A five-man staff includes Francis J. Kennedy, who moves from continuity director to news editor; Ward Keith, former AP reporter; Al Marwick, who edited the 33rd division overseas daily "The Guinea Pig"; Ray Hampton and G. S. Gosby. . . . Mary Jane Smith has been named WHBF continuity director; Marv Rosene, who served for four years as a captain in the Army Signal Corps, has resumed his former position as national sales representative for WHBF. . . . CHICAGO—After three and a half years with the Army Signal Corps, Harold J. Swanson returned to the engineering department at WJJD.

—INDIANA—

FORT WAYNE—Captain Boucheron, acting manager for WGL has announced the promotion of Paul Havens, formerly chief announcer to program director. Havens has had several years experience in radio announcing, producing and programming being formerly associated with stations in the South before joining the Farnsworth outlet. . . . TERRE HAUTE—Supplementing its news coverage, WBOW has added Bruce R. McCormick to the staff as local news reporter. Prior to joining WBOW, McCormick was engaged in news reporting on the Hollywood, Calif. Citizen-News, on the Terre Haute Tribune and the Terre Haute Star, and in advertising work in Boston, Mass.

Additional FM Grants Listed By Commission

(Continued from Page 1)

Wichita Beacon Broadcasting Co., metropolitan.

New Hampshire: Manchester, The Radio Voice of New Hampshire, Inc., WMUR, metropolitan.

Pennsylvania: Lewistown, Lewistown Broadcasting Co., WMRE, metropolitan.

Texas: Abilene, The Reporter Broadcasting Co., KRBC, metropolitan; Dallas, KRLD Radio Corp., KRLD, metropolitan, possibly rural; Dallas, A. H. Belo Corp., WFAA, metropolitan; Fort Worth, Carter Publications, Inc., WBAP, metropolitan, possibly rural; Houston, Lee Segall Broadcasting Co., metropolitan; Tyler, East Texas Broadcasting Co., KGKB, metropolitan; Vernon, Northwestern Broadcasting Co., KVWC, metropolitan.

Wisconsin: Milwaukee, Midwest Broadcasting Co., metropolitan.

Designated for hearing is the application of Chesapeake Broadcasting Co., for an FM station in Washington, D. C.

Award Rogers, Corwin Prizes On Met Broadcast

Prizes of \$1,000 and \$500 respectively, will be awarded tomorrow (March 2), during the 2 p.m. broadcast of "La Boheme" over ABC, to Bernard Rogers, composer, and Norman Corwin, librettist, for their opera, "The Warrior." The selection was made in the competition conducted by the Metropolitan Opera and Columbia University, under the Alice M. Ditson Fund for a new work by an American composer and American librettist.

Presentation will be made by Edward Johnson, general manager of the Met, and chairman of the jury, at the third intermission. The winning composition is based on the Biblical tale of Samson and Delilah.

'Pipe Dreams' Readied

Casting has been completed for "Pipe Dreams," ET series sponsored by Big Ben Pipes and start is scheduled for the middle of March. The sponsor, contrary to original announcement, is not connected with Royal Briar Co.

FOR SPECIALIZED DELIVERY

C. A. I.

HOLLYWOOD

MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

SMOOTH IS THE WORD FOR IT!

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING
★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets. "Produced by Ziv" means the best in transcribed entertainment!

FREDERIC W.
ZIV
C O M P A N Y

1529 Madison Road, Cincinnati, O.
New York • Chicago • Hollywood

★ HENRY SYLVERN leads the smoothest strings you ever heard.

★ MARGARET WHITING
The "It Might As Well Be Spring" girl, new network and recording star.

★ BARRY WOOD
your smooth singing host

★ THE MELODY MAIDS
Three gorgeous voices blended in smooth harmony.

★ The Smooth Strings
tops in accompaniment
—under the direction of Henry Sylvern.





The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 42

NEW YORK, N. Y., MONDAY, MARCH 4, 1946

TEN CENTS

Plan Coverage For UNO

Capital Reports Ending Of Webs' 'Exclusivity'

Washington Bureau, *RADIO DAILY*
 Washington—Network's controversial "exclusivity" rule has been tossed out the window, it was learned Friday. The decision, which affects broadcasts of high government officials, followed lengthy discussions between officials of the State Department, the networks and the NAB.

Although it was a long-time practice of the networks, the exclusivity rule came to a head toward the end of last year over the Moscow and London speeches of Secretary of State James Byrnes.

Assistant Secretary of State William

(Continued on Page 8)

CBS Survey Of Set Owners Shows Color Tele In Favor

Frank Stanton, president of CBS revealed the findings of a "scientific study which last week tested the reactions of present television set owners, chosen at random from the New York area after witnessing a color television broadcast," it was announced over the week-end, with the study indicating a "clear mandate" for color video, according to Stanton.

The disclosure came in an informal talk by the CBS president before a

(Continued on Page 7)

Loew's Buys GE Plant In Bloomfield, N. J.

Bloomfield, N. J.—An aircraft parts plant at Bloomfield, formerly operated by the General Electric Company, has been sold to Loew's Inc., for \$805,500 cash. Loew's will use the

(Continued on Page 2)

Honored

A. B. Chamberlain, chief engineer of CBS, last week was awarded the Legion of Merit by Navy Secretary James Forrestal. The award was made to Chamberlain for having broken a design and production deadlock when airborne radar equipment was urgently needed by the U. S. Fleet to combat Japanese air action in the Pacific theater of operations.

Jeep Backfire

Barry L. Faris, editor in chief of *INS*, was asked to accept a jeep in behalf of Frank Robertson, the first correspondent to file from Tokyo, at the Overseas Press Club dinner in New York Thursday night. In accepting Mr. Faris said that when he cabled Robertson of his prize the letter cabled back: "My God, do I have to take it?" After another exchange of messages, he said Robertson instructed *INS* to sell the jeep and bank the money for him.

BMB Directors Meet; Hit \$1,000,000 Goal

Subscriptions to the 1946 survey of radio station and network audiences by the Broadcast Measurement Bureau have exceeded one million dollars, it was announced following the annual meeting of the board of directors last Friday at the Waldorf Astoria Hotel in New York.

Total BMB membership is now at 638 stations throughout the country, with actual subscription figures total-

(Continued on Page 6)

Noble Appeals Verdict As Flamm Wins Damages

Counsel for Edward S. Noble took steps Friday to appeal the verdict handed down by a jury in New York Supreme Court Friday, when Donald Flamm was awarded \$350,000 in the

(Continued on Page 2)

Engineering Survey At Hunter College Completes Radio Arrangements Of United Nations Meet

CBS Rearranges Sked Of Sunday Programs

Switching of two programs from Saturday to Sunday and grouping of religious type programs and discussion-type broadcasts are included in revisions of CBS' Sunday morning and early afternoon schedule, effective March 17, Davidson Taylor, vice-president in charge of programs, and Edward R. Murrow, vice-president in charge of public affairs, announced Friday.

Changes include moving of the CBS

(Continued on Page 8)

Radio To Salute Army On Army Day April 6

Preliminary plans are being made for radio participation in Army Day observance, which falls on Saturday, April 6, it was announced at the Second Service Command Friday;

(Continued on Page 4)

Howard K. Smith Named CBS European News Chief

Howard K. Smith, CBS correspondent in Germany, has been named chief of the network's European news staff with headquarters in London,

(Continued on Page 6)

Plans for what probably be the greatest radio coverage ever given any event—the forthcoming meeting of the UNO Security Council in New York—were formulated Friday at an engineering survey at Hunter College. The meeting of the eleven-nation council begins Mar. 21 at the Hunter gymnasium.

Friday's gathering was conducted by the UNO Department of Information radio section, headed by Hugh Williams, and was attended by engi-

(Continued on Page 6)

Nation's Tele Stations Quit Air To Reconvert

All television stations throughout the United States, with the exception of General Electric's WRGB, Schenectady, went off the air at midnight Friday for short periods to reconvert transmitters in accordance with new frequency allocations set down by the Federal Communications Commission last fall. The GE station, shifting to Channel No. 4, remains in

(Continued on Page 2)

Vets Bureau Radio Dept. Adds Six New Members

Washington Bureau, *RADIO DAILY*
 Washington—In keeping with a new policy of increased radio activity, the Veterans Administration public relations office has added six new staffers

(Continued on Page 6)

★ THE WEEK IN RADIO ★

House Passes Lea Bill

By JIM OWENS

THE House of Representatives passed the Lea Bill last week, by a large majority vote. Capital spokesman, however, fear the measure might be "buried" in the Senate Interstate Commerce Committee files. . . . Four top executives of the recently suspended Associated network resigned, indicating complete collapse of the organization's refinancing plans. . . . New York's millions again depended heavily on radio for news of the threatened transit strike.

Coverage of the events leading up to the settlement was provided for local stations by feeds from WNYC, which had lines at City Hall and Police Headquarters. A similar condition prevailed in Pittsburgh, where local stations pooled facilities to provide coverage of a power-strike threat.

In one of his first official statements as acting-chairman of FCC, Charley

(Continued on Page 7)

No KIDD-ing

A romantic pirate atmosphere will permeate Dave Elman's auction gallery on Mutual next Wednesday when listeners will hear a report from Nathan Lindbaum, ex-GI, who on last week's program was presented a map which claimed to identify a lost treasure on Oak Island, Nova Scotia. Nat is now up there digging—all expenses paid.



Vol. 34, No. 42 Mon., March 4, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

Nation's Tele Stations Quit Air To Reconvert

(Continued from Page 1)

the same frequency and will continue operations.

With the shut-down of NBC's station WNBT last night at 9:30, New York will be without video programs until transmitter changes have been completed. NBC expects to be back on the air about April 5, at which time it will use the new Channel No. 4 (66-72 megacycles), over a temporary transmitter located in the Empire State Building. A permanent, "post-war" transmitter will be installed later on.

WCBW, the CBS video station, will shift to new Channel No. 2, on (54-60 megacycles), and will resume operations, according to the announcement, about March 25. DuMont's station WABD went off the air last fall to make the necessary changes and to construct new studios in the John Wanamaker Department Store in New York, and will probably return to the airwaves by March 15 on Channel No. 5 (76-82 megacycles).

Chicago Station Changing

WBKB, the Balaban & Katz station in Chicago, expects to resume operations by March 18 on Channel No. 4 (66-72 megacycles), and Philco's WPTZ, Philadelphia, which has been off the air for some time, will operate on Channel No. 3, on the 60-66 mc. band, when it resumes, March 8. The Don Lee experimental station W6XAO, Hollywood, will resume on Channel No. 2 (54-60 mc.), after re-converting its facilities. Also in Hollywood, station W6XYZ, owned and operated by Television Productions, Inc., will return on Channel No. 5, on the 76-82 band.

NBC's new Channel No. 4 is on the same frequency as the former Channel No. 3, consequently no alterations will be required in video sets in use to tune to the WNBT telecasts. Receiver adjustments will be necessary, however, for tuning in to WCBW and WABD. Both companies have informed set owners that special services are available to make these adjustments.

Wedding Bells

Thomas D. Rishworth, manager of program sales at NBC, was married Saturday to former WAC major Harriett Jane Gould, at the Marble Collegiate Church in New York City.

Noble Appeals Verdict As Flamm Wins Damages

(Continued from Page 1)

fraud and duress action based on the sale of WMCA, New York City independent.

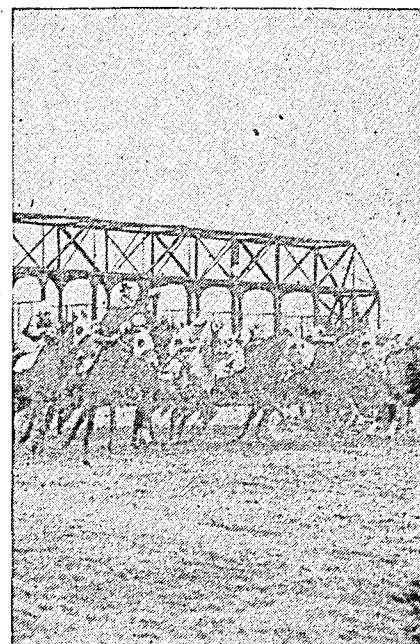
The jury in the court of Judge Dennis O'Leary Cohalan returned the verdict after an hour's deliberation on Friday. Flamm had asked for \$2,900,000 damages.

Following the verdict Franklin S. Wood, counsel for Noble, moved that the court set aside the verdict. This motion was denied by the court. Wood then made a motion to appeal the case. Judge Cohalan granted this motion setting aside the judgment for 30 days and granting the defendant's counsel 60 days in which to file an appeal.

Another civil action in which Noble is seeking \$1,000,000 damages from Flamm on charges of libel, is pending in Supreme Court. This matter is up for April hearing on the court calendar.

CBS Appoints Severeid Washington News Chief

Appointment of Eric Severeid as chief Washington correspondent and director of CBS' Washington News Bureau was announced Friday by Edward R. Murrow, vice-president and public affairs director for the network. Severeid, replaces Robert S. Wood, who is leaving CBS. The appointment returns Severeid to the position of Columbia's news bureau chief in Washington, which he held for a year until his wartime assignment to Chungking in July, 1943.



Even start

Those ponies usually get out of the stall... even up.

It's the challenge... and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., and where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenged... and in the stretch.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(March 1)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

Loew's Buys GE Plant In Bloomfield, N. J.

(Continued from Page 1)

property for recording, manufacturing and distributing phonograph records and electrical transcriptions. Original cost of the property was \$990,133.

The building, which combines factory, office and service quarters under a single roof, provides 86,888 square feet of factory space and 10,560 square feet of office area.

Buys KFWB Time

West Coast Bureau, RADIO DAILY

Los Angeles—Park and Tilford, N. Y. has begun across-the-board participation on "Three Men On A Mike"—the afternoon comedy-variety show over Warner Bros. station KFWB, Hollywood. Product plugged is Tintex, through the Charles M. Storm Agency, N. Y.

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

DYNAMIC COPYWRITER

JINGLES A SPECIALTY! SUCCESSFULLY EMPLOYED! SEEKS PROGRESSIVE AGENCY AFFILIATION.

Box 137—RADIO DAILY 1501 Broadway New York 18, N. Y.

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.

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP!

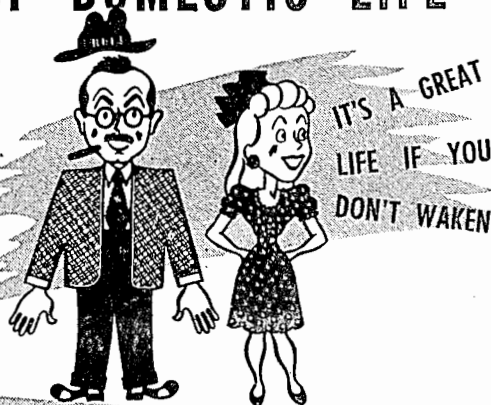


"EASY ACES"

AMERICA'S FAVORITE HUSBAND AND WIFE!

RADIO'S HILARIOUS COMEDY OF DOMESTIC LIFE

Year after year voted among radio's top comedy teams, EASY ACES is one of radio's great comedy shows. Says Fred Allen, "Goodie Ace is America's greatest wit". Says Frank Fay, "Jane Ace is the best comedienne in the land". Everybody knows them. Everybody loves them. Now for the first time available to local and regional sponsors in a series of transcribed quarter hours.



WRITE FOR AVAILABILITIES

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING ROAD • CINCINNATI, O.
NEW YORK HOLLYWOOD

SAN FRANCISCO

SAN FRANCISCO — General Joe Stilwell and Major General Frank Merrill (of Merrill's Marauders), were special guests on Budda's Amateur Hour Saturday night, March 2, when the show moved from the KFRC-Mutual studio to the Armory Auditorium before a crowd of 5,000. 'Twas a benefit performance for the State Militia.

KGO-ABC threw the biggest cocktail party of the season (so far), in honor of Paul Whiteman, Martha Tilton, and "That Man" Duranty, at the St. Francis Hotel following their Sunday afternoon broadcast. Just "everyone" was theah! And happy, too.

Phil Stearns, veteran newscaster, is back on the staff of KQW, after three years with the 79th Infantry Division in Europe.

Will H. Voeller has been appointed manager of Universal Recorders' Southern division, according to an announcement from the KSFO-Universal office. Voeller is a veteran of 14 years in radio and has just returned from service with the AFRS.

Three employees bowed out of the KGO studios this week. Margo Atwood leaves for Paris to join ABC correspondent Ray Hooley as his assistant. She's been KGO senior news-writer for nearly two years. Chief Announcer Berton Bennett is leaving for his newly acquired ranch near Sebastopol, California, after ten years as an announcer for NBC and ABC. Producer-writer Dave Drummond, who transferred here two years ago from ABC's Hollywood offices, has also resigned. KGO employees tossed an informal farewell party for the trio at the Bellevue Hotel last week.

Radio To Salute Army On Army Day April 6

(Continued from Page 1)

special Army speakers, veterans of overseas combat, will be made available to stations and networks through Col. Dorsey Owines, Army Recruiting headquarters at 39 Whitehall St., New York. In addition, many web programs will carry special tributes to the Army's role in World War II.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN
1441 Broadway

WI-7-4056
19th Fl.

World's Foremost Tobacco Center
KINSTON, N. C.
Mr. Advertiser, establish your W.P.C. Eastern, Southern, Middle Progressive Station. The ideal outlet for your next campaign.
Represented by
BURNS SMITH
John Welland, Bob Bingham
Owner Gen. Mgr.



California Commentary . . . !

• • • Eddie Pola, the Doherty, Clifford and Shenfield agency producer on the Alan Young show, has joined the ranks of Southland property owners and has purchased a home in Van Nuys. Mrs. Pola and their two daughters, Patsy, 10 and Virginia, 8, are coming from New York to join Mr. Pola. Ned Hullinger, of the ABC Coast publicity office, and Tom Slater, head

Los Angeles

of the Mutual's special events department, were members of the Class of 1934 at Northwestern. The housing shortage has caught up with Freeman (Amos) Gosden of "Amos 'n Andy." Unable to heat his Beverly Hills home because carpenters have knocked out three walls while building an addition, Gosden and his family have moved to their Palm Springs house in the California desert until alterations are completed. Several tunes featured on the "Andrews Sisters N-K Musical Showroom" were recently waxed by Curt Massey, the show's baritone, for Standard Transcriptions. Massey did 10 tunes for the platter company, including two in which he sang and played the violin. He also did a new tune for Columbia Records titled "I'm So At Home With You."



• • • Tom Wright, who was a member of the Young and Rubicam publicity department in New York and Hollywood before joining the Armed Forces Radio Service as a master sergeant, has re-joined Y & R's Hollywood office. The Four Chicks, heard on the Alan Young show, were doing a little harmonizing while eating their dinner at the "It" cafe. In strolled eight handsome American Air Lines pilots, who offered to pay for the girls' dinners if they would sing a number. The girls complied and won free food. Joe Johnson, who was a concert master for the Rex Maupin orchestra before joining the Navy and who was a fellow seaman with Bill Thompson, has been named to lead the ABC staff orchestra on the new Thompson show. When zany comedienne Lillian Leigh recently assured doubtful Jack Kirkwood that his sponsor had a warm place for him, Jack said—"Oh, sure, Lil, but he's told me about it, and I won't go!"



• • • Peggy Webber, feminine star of "The Dr. Paul" show, has been signed for her first picture part, that of the key cockney maid in Universal's "Three Kids And A Queen." Her predecessors, Angela Lansbury and Joan Loring, both stepped from radio into cockney parts and thence to fat contracts. Lt. (j.g.) Harry Kerr, has been awarded the Bronze Star Medal for his efficiency in handling a Navy public relations bureau in Pearl Harbor. He is on terminal leave and plans to rejoin J. Walter Thompson's Hollywood office as a radio script writer. Ruth Perrott has been signed to do the key comedy part of the Swedish maid in ABC's new weekly half-hour variety show, "Mrs. Uppington." KGFJ dedicated its Musical Digest program Feb. 27 to the American Red Cross annual drive. Gavin Gordon, radio and screen actor, was the guest speaker.



• • • Tom Hargis, KNX program director, has replaced Sandy O'Crotty with Elizabeth Taylor as "Barbara Tate" for Columbia Pacific daily program for Golden State. Adhering to the CBS policy of giving office employees with talent an opportunity to advance, Miss Taylor was auditioned and taken from her job as secretary to one of the executives. John Laurenz, who sings over Columbia Pacific, has been engaged by RKO to play a singing cowboy named "Chito" in a new big-budgeted Zane Grey series. He has just completed the role of the Italian officer in "Walk In The Sun." Mahlon Merrick wrote a special musical score for "Transcontinental," an original radio play by Joel Malone, which will star Vera Hruba Ralston on C. P. MacGregor's "Skippy Hollywood Theater."

CHICAGO

By NAT GREEN

ROBERT HANSEN, president of Criterion Radio Features, Inc., package transcription company, has signed a long-term contract with Smith, Benson and McClure, Inc., to sell the agency's "Distinguished Guest Hour," on a nation-wide basis. Program is currently heard on WGN and sponsored by Carson Pirie Scott and Co. Criterion also has added two executives to its setup, E. Jerry Walker, former editorial director of WLS and now an independent producer, becomes radio consultant, and Herb Lewis joins the firm as business manager and secretary-treasurer of the organization.

ABC is planning to originate Don McNeill's "Breakfast Club" in the Civic Theater, to provide more audience seating space than the studio affords. The "Ladies Be Seated" show also will originate in the Civic for two weeks starting Thursday, while it is playing an engagement at the Chicago Theater.

Allen Massey, who has gone to California for his health, was last of the Masseys on "Reveille Roundup." He has been replaced by Kenny Carbonelle. Only remaining member of the original group is Larry Wellington, who heads the Home Towners. Kleveland Kirby, announcer on the show, leaves March 29 for a three-week vacation and will be replaced by George Stone.

John Strohm, managing editor of Prairie Farmer and conductor of "World Neighbors" program on WLS, is leaving on March 1, on a writing and radio free lancing trip through a dozen European countries, including Russia. He plans to concentrate on the food and farming angles. Strohm, who is president of the American Agricultural Editors Association, will write a series of stories for various farm papers and magazines, a series for the North American Newspaper Alliance and also some radio work.

'Off-the-Air'
**TYPEWRITTEN
TRANSCRIPTS**

RADIO COPY

**12-hour Delivery in N. Y.
Round-the-Clock Service
ALSO**

Electrical Transcriptions converted to
typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779

U.S. in Record of 7 Hours, 27 Min.

In Record 7 Hrs. 27 Mins

Before the plane takes off from La Guardia Field, there will be a brief ceremony at which...

transcontinental commercial flight record of 7 hours 27 minutes 48 seconds was set at 1,000 M. P. H. Plane Record

45 Passengers Set Mark for Largest Carried on Single Flight as Time From West Coast to East Coast

Commercial Hop Makes 6 Records

WOR'S SMASHING ON-THE-AIR RECORDS, TOO

As a nation gaps and distance shrinks, WOR, too, is rolling up records on the air that leave sponsors gasping pleasantly.

Take WOR's Bessie Beatty, for instance. Two weeks ago, a few brief announcements made by this grand lady put samples of a sponsor's product in the hands of 12,215 people who wrote in to ask for it. In less than five weeks, "The Answer Man" blithely tempted 15,572 listeners to ask him questions; which, by the way, were answered individually with pointed plugs for this WOR program's sponsors. While "Dorothy & Dick" casually mentioned during each week in January that they'd like to have their listeners try a sponsor's product. The sample was only pin-size, but listeners liked the offer — to the tune of 5,919 who wrote in.

Things like these, Gentlemen, are merely indicative of what happens at all hours at our place, for the smart advertisers who buy WOR's low-for-cash shows with the high-for-less pulling power.

WOR MUTUAL

— that power-full station, at 1440 Broadway, in New York

U.S. RECORD 7 HRS. 13 MINS. BY JET PLANE

2 More Air Records Smashed

There were... However, an inverted cone on which a... The laboratory is now... On research to determine... sponsored by the... Committee for...

Also Set Commercial Record... In making the flight from New York to Hurn, England, in 12 hours and 9 minutes flying time, the Pan American Constellation also set a... record, it was... by Pan American... at La Guardia Field...

Fighter Lands

600 Miles an Hour

BMB Directors Meet; Hit \$1,000,000 Goal

(Continued from Page 1)

ing \$1,096,180, according to a report issued to the board by Roger Clipp of WFIL, Philadelphia, and treasurer of the Bureau. Approximately 43 per cent of the membership has paid in full for the 1946 study, it was added.

The governing body of BMB was unanimously re-elected and experimental research into audience measurement techniques was authorized, for application to future station and network measurements which the Bureau will undertake. The board of directors also authorized subscribers to permit the publication of their BMB audience data in periodicals, providing it is confined to the current period covered by the reports.

Looking beyond the 1946 study, which began on Friday with the mailing of half a million ballots, the board endorsed the making of similar studies at regular intervals and authorized the Bureau to undertake experimental research to improve basic techniques used in establishing a uniform measurement.

Increases Size Of Board

The size of the board of directors was increased from 18 to 21 members. Justin Miller, president of NAB, was elected to the board, along with present members Frederic R. Gamble and Paul West, presidents of the AAAA and ANA, respectively. The presidents of the three organizations will automatically become members of the BMB board. The governing body of BMB, consisting of J. Harold Ryan, chairman; Roger Clipp, secretary-treasurer; Paul West, first vice-chairman and Frederic R. Gamble, second vice-chairman, was re-elected, with West becoming second vice-chairman at his own request. Hugh Feltis, president of BMB, will continue in that capacity, since his term does not expire until 1947.

Full Board Attends

Those who attended the meeting included, for NAB: J. Harold Ryan, chairman of the board; Roger Clipp, secretary-treasurer; Robert T. Mason, WMRN and Frank Stanton, president of CBS; for AAAA: Frederick R. Gamble, second vice-chairman; Melvin Brorby, Needham, Louis & Brophy; Leonard T. Bush, Compton Advertising, Inc.; Carlos Franco, Young and Rubicam; Linnea Nelson, J. Walter Thompson Company, and D. E. Robinson, La Roche & Ellis, chairman of the research committee; for ANA: Paul West, first vice-chairman; Joseph M. Allen, vice-president, Bristol-Myers, and chairman of the by-laws & procedures committee; Robert F. Elder of Lever Bros.; J. A.

WANTED

Writer for 5 a week juvenile show. Aviation knowledge desired. Give previous credits. Reply
Box No 136, RADIO DAILY
1501 Broadway New York 18, N. Y.

Record Radio Coverage Set For United Nations Meeting

(Continued from Page 1)

neers representing nine major domestic and international broadcasting groups.

Ten glass-enclosed radio booths, each seven by eight feet, will be constructed in the meeting hall directly opposite the chairman's desk. Each booth will be connected to a central mixing control point by two lines, one of which will be for emergency use, and all pickups from the floor will pass through this control point. Broadcasters will have to supply only the lines to the booths and remote amplifiers. All other equipment will be furnished by UNO. It was agreed at the meeting to ban all banners and mike identification.

Campus Studios Planned

Williams' section plans to provide also studios on the campus, near the gymnasium, for radio interviews. Original plans called for the construction of two such studios, but it is hoped that as many as 10 may be built.

Tentative allocation of the booths assigns one each to the major webs, one to the New York indies, one each to OIC, BBC, CBC and WNYC, with the tenth booth to be placed at the disposal of visiting foreign broadcasters.

Most intensive coverage will be provided by the State Department's

Howard K. Smith Named CBS European News Chief

(Continued from Page 1)

it was announced over the weekend by Edward R. Murrow, vice-president and director of public affairs, and former CBS European news chief. In 1941, Smith joined the CBS staff as Berlin correspondent. Following a busy episode in which he excoriated Germany, he wrote the best-seller "Last Train From Berlin," in 1942. He was in Berlin as the representative of all American networks to witness the final surrender of the Germans in May 1945.

Miller, Standard Oil Co. of New Jersey, and Donovan B. Stetler of Standard Brands, Inc.; for BMB: Hugh Feltis, president; John K. Churchill, research director, and Philip Frank, executive secretary. William Hedges, vice-president of the National Broadcasting Company, attended as a guest.

Send Birthday Greetings To

March 4

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

OIC which, in addition to color broadcasts, descriptions and interviews with delegates, plans to shortwave the entire proceedings to Europe with running commentaries in English and French. Werner Michel will be in charge of the "Voice of America's" coverage.

News and special events staffs of the domestic webs and indies are now formulating their plans for the meeting, and it is expected that top commentators and reporters will be assigned to it.

UNO's long-range radio plans are being held up pending appointment of an assistant secretary-general in charge of information. Included among these, it was reported, is the establishment of an international shortwave setup to be known as "The Voice of UNO."

Present at Friday's meeting were engineers representing NBC, CBS, ABC, MBS, WYNC, OIC, BBC, CBC, and WMCA, which represented the New York indies.

Sarnoff To Speak

David Sarnoff, president of RCA and board chairman of NBC, will speak on "Science and Peace," before 500 representatives of Protestant churches at Columbus, Ohio, March 5. Under auspices of the Federal Council of the Churches of Christ in America, the speech will be aired over NBC, 6:30-7 p.m., EST. Sarnoff will be introduced by Bishop G. Bromley Oxnam, president of the council.

BALTIMORE'S GREAT FOOD SALESMAN



BASIC
NBC
NETWORK

HE SELLS THRU THE AIR with THE GREATEST of EASE

EDWARD PETRY & CO., National Representatives

Vets Bur. Radio Dept Adds 6 New Members

(Continued from Page 1)

to its radio service, it was announced Friday, by Joseph L. Brechner, chief of the section.

Charles E. Dillon, a former Navy officer, has joined Brechner as chief of program procurement, responsible for program content and building.

New executive officer on the radio staff is Ed Fisher, speech secretary for several Government agencies prior to serving with the Army's Foreign Liaison Office.

Handling the woman's angle is Elizabeth Henney, former science writer for the Washington Post, and one-time editor and columnist for the Honolulu Star Bulletin.

Scripter Hernando Silva served with the Army medics in charge of radio in the educational reconditioning service at Walter Reed Hospital. He was previously associated with the radio division of the OIAA.

Howard H. Wolfe, program manager with AFN in southern France, during the war, also has joined VA as a script writer. He was formerly with WMMJ, WFJN and WIBC.

Louis M. Marks, former public relations officer with the Ninth Air Force in the ETO, has been placed in charge of local station service. He was formerly with WEST, Easton,

SRO in STUDIO I



AFFABLE

Jimmy Dooley packs 'em in daily for WHBC's popular "1480 Club." Canton students jam WHBC for a full hour of fun with high-school news, interviews, and jive music.

Here's another example of WHBC's friendly power in Canton . . . another reason why most of Stark County's valuable market keeps 1480 on the dial.*

* A recent Conlan Survey . . . sent you on request.

CANTON • OHIO

1000 WATTS FULL TIME
whbc

BASIC STATION MUTUAL NETWORK

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

Represented by BURN-SMITH Co.

AGENCIES

JOSEPH A. MORAN, assistant director of radio at Young & Rubicam, Inc., will preside today at the Radio Television Clinic of the Advertising and Selling Course conducted by the Advertising Club of New York. The subject will be "Commercial Radio and Television Writing."

RICHARD D. BUCKLEY, after nine years as account executive with John Bir & Co., national station representative, has been elected vice-president of the organization in charge of sales in the New York office.

O. HEALY, market analyst, has joined the John Freiburg Advertising Agency to head a department in national research. Healy during the war, headed the department of public relations and reports for the Todd Shipbuilding Corp.

MAROLD MARKOWITZ, formerly with the Kudner Agency, Inc., has joined the art department of the Emil Angul Co., Inc.

CBS Survey Of Set Owners Shows Color Tele In Favor

(Continued from Page 1)

A group of members of the Senate Interstate Commerce Committee and the House of Representatives' Interstate and Foreign Affairs Committee have made a special trip to New York from Washington for a color-television demonstration.

As a result of the survey, conducted by the CBS television audience research institute, which included separate small groups totaling 90 set owners, the following figures were disclosed in a composite reply to the question of "how much more would you be willing to pay for color tele:": Thirty-four per cent more than black-and-white for a color receiver with an 8x10 inch picture; and 28 per cent more than black-and-white for a color receiver with a 16x22 inch picture.

Only 12 per cent agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white television is good enough for me."

Seven and eight-tenths per cent," the report continued—"fewer than 12—said, 'I would be completely satisfied with the quality of black-and-white television if I could get a larger picture.' Only one out of four said, 'I would rather have a 16x22 inch picture in black-and-white than an 8x10 picture in color.'

Only one out of seven (14.4 per

Connect in Connecticut

WDRG

HARTFORD 4 CONNECTICUT
WDRG - FM

★ THE WEEK IN RADIO ★

House Passes Lea Bill

(Continued from Page 1)

Denny asserted that the public can be adequately served by the present television band, although the industry's future lies "upstairs". . . The four major networks aired special programs Friday for the opening of the Red Cross Drive. . . President Truman was heard on all webs. . . CBS announced 52-week renewals for four network shows. . . FCC granted CP's to Western Union and the Denver and Rio Grande Western Railroad.

A RADIO DAILY survey of network programming indicates a national return to lighter entertainment, and a slight recession in news commentator interest. . . An investigation by a Princeton University professor revealed that a national radar-video network would cost \$425,000,000, and possibly federal aid. . . Radio rights for the Louis-Conn fight in June are reported to have been bought by Gillette Safety Razor Company for \$125,000. . . RCA earned a net of \$11,317,068 for 1945, according to a report by David Sarnoff, president.

The War Department has bought time on 650 stations throughout the

cent) said, 'It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television.' And only one person out of the entire group expressed himself as disappointed with color television.

"Each participant was given an opportunity to check words (from a list of 22) which might be applied to either color television or black-and-white television. The word most frequently applied to color television was 'beautiful'; it was picked by more than 80 per cent of the group. The word most frequently checked for black-and-white television was 'acceptable'; it was picked by 70 per cent of the group; 27 per cent picked the word 'magnificent' for color television. Not even one applied it to black-and-white television."

BALTIMORE'S *Leading Radio Station*

WCBM

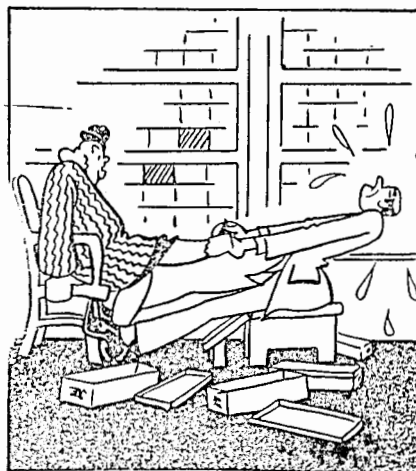
MUTUAL BROADCASTING SYSTEM

John Elmer, President; George O. Clinton, General Manager; J. J. Kelly, Vice President; J. J. Kelly, Jr., Secretary

country for its Army Recruiting Program, according to N. W. Ayer & Son, New York agency. Spot announcements will be used in the drive. . . FCC granted 15 more FM outlets, with the total of conditional grants now at 345. . . Radio is expected to play an important role in the national food conservation drive. President Truman has invited NAB chief Justin Miller to attend a White House meeting to discuss the campaign.

A new television camera, weighing 35 pounds, with lightweight control equipment, has been developed by Philco. Camera is designed for quick operation on remote pickups, and claims improved picture quality. . . NBC station meetings, to include five key network cities, will get under way this month and extend through April. . . Radio plans for coverage of Winston Churchill's New York visit this month were outlined at a meeting of Morris Novik and network newsmen. Novik, former WNYC director, was asked by Mayor William O'Dwyer to co-ordinate broadcast coverage. . . General Electric entered the recording field with the announcement that its GE Supply Corporation will be the exclusive distributor of Signature Records through its 15,000 national dealers.

The NARBC confab ended last week, with Cuba winning major concessions. The tiny Latin-American country was granted nine channels, including five it will share with the United States. . . FCC denied application for a standard station in Durham, N. C., because of conflict with NARBA. . . Bernard C. Duffy was named president of BBD&O. . . Plans were announced for a summer-radio course at the University of Chicago for ministers, sponsored by the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian Churches of the U. S.



"Those shoes you advertised over WFDF Flint are such a perfect fit—I do hope you can get them off so I can take them with me."

PROMOTION

Plug Saturday Shows

NBC distributed to the trade 5,000 copies of an entertaining new booklet plugging the web's Saturday morning linen-up. The yellow and white brochure is printed in black on heavy stock, and illustrated with cartoons by Paul Savitt. Shows mentioned are Ed McConnell, Teentimers and Home Is What You Make It.

WAPI Brochure

The "Youth and Melody" show on WAPI, Birmingham, receives effective treatment in an engaging 8 1/2 by 11-inch, two-color brochure sent out recently. Included are photos of the youthful chorus as well as of the program's director, orchestra, emcee and scripter and announcer.

Stations Will Broadcast Spellman Reception At Met

New York's welcome-home reception for the newly elevated Francis Cardinal Spellman at the Metropolitan Opera House tomorrow night, will be broadcast by WOR and WJZ.

WOR will air the proceedings for a full hour, starting at 9:30 through 10:30 p.m., EST, with WJZ continuing from 10:30 to 11 o'clock.

WAAT, Newark, also will broadcast the ceremonies from 10-10:30 p.m.

to
control
Durham*
you
must
schedule
WDNC



*NORTH CAROLINA'S
THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

CBS Rearranges Sked Of Sunday Programs

(Continued from Page 1)

"Country Journal" and "People's Platform" from Saturday to Sunday, and the addition of a new 15-minute program of hymns, "Choir Practice."

In the re-arranging, "Church of the Air," currently heard at 10:00 a.m. to 1:00 p.m., will be presented in consecutive half hours, at 10:00 a.m., and 10:30. After five minutes of news, two other religious-type programs follow: "Wings Over Jordan," 11:05 a.m., and "Salt Lake Tabernacle," at 11:30 a.m.

The next four programs, from 12:00 noon to 1:45 p.m., are discussion-type programs: "Invitation to Learning," is to be heard at noon, moving up from 11:30 a.m. "Trans-Atlantic Call," CBS-BBC exchange series, continues at 12:30 p.m. "People's Platform," currently broadcast Saturdays at 6:15 p.m., will be heard Sundays at 1:00 p.m. "Problems of the Peace," featuring Lyman Bryson, has been re-titled "Time For Reason," and continues in the 1:30-1:45 p.m. period.

"Country Journal," moving from Saturdays at 9:30 a.m. to Sundays at 8:30 a.m., features Charles Worcester from Washington, as Farm Editor, with reports and pick-ups from other sections of the country.

To further strengthen its service to farm listeners, CBS plans to include

COAST-TO-COAST

— NORTH CAROLINA —

CHARLOTTE—WAYS took recognition of Nat'l Brotherhood Week by arranging several local broadcasts in co-operation with the Conference of Christians and Jews. Talks were made during the week by members of Protestant and Jewish faiths. A dramatic script by J. B. Clark of the staff was presented, and the week was climaxed by a speech by Bernard M. Baruch, financier statesman, who spoke in Charlotte during ceremonies honoring Josephus Daniels, Jr., former Secretary of the Navy and Ambassador to Mexico, who received the annual Brotherhood Award for furthering relations among races. . . . GREENSBORO—Al Rice, formerly at WESX in Salem, Mass., has joined the announcing staff of WBIG.

— CONNECTICUT —

HARTFORD—Lt. Gov. Wilbert Snow, professor at Wesleyan University, Middletown, Conn., started a new series of Sunday evening "fireside chats" direct

agricultural and rural items in the 9:00-9:15 a.m. news period.

The new "Choir Practice" program is heard 9:45-10:00 a.m. This will be an informal program of hymn singing by a double mixed quartet, with the choir leader and singers chatting about the hymns being aired.

from his study on the campus over WHTD. His program entitled "Impressions in the News" each week will feature a different prominent guest. Lorraine Miller, secretary to Ralph D. Kanna, WHTD station manager, is engaged to marry Marvin Peck, an ex-G.I. . . . SPRINGFIELD—Kathryn Ann Fehr, associated with WBZA, is engaged to marry Vernor M. Schneck, discharged Army Lieutenant and editorial staff member and columnist on the Springfield Republican. . . . HOLYOKE—Steve Leemans, formerly connected with radio stations in Lawrence, Mass., and Providence, R. I., has joined the announcing staff of WHYX.

— CANADA —

HAMILTON—One of the highest ratings in Canadian radio is held by the Mother Parker's "Musical Mysteries" program, originating at CHML. Program features the dual piano team of Bud Hall and Roy Milne and a special musical contest. . . . Major Fred Tilston, winner of the Victoria Cross, the highest British Empire Military Award, returning as general sales manager of the Bayer Aspirin Co., Windsor, was the guest of CKOC while in Hamilton recently. Interview with Tilston, who lost both legs in action, was broadcast the evening of his appearance as guest of the Traveling Men's Auxiliary of Hamilton who played host to Hamilton's druggists.

Capital Reports End Of Webs' 'Exclusivi

(Continued from Page 1)

Benton blasted the exclusivity and singled out NBC and CBS criticism. Although the networks were hesitant to make a statement officially burying exclusivity, a State Department spokesman said the situation had been "settled."

First government official to make a broadcast under the setup was Secretary Byrnes. Byrnes' New York speech last Thursday was offered to the networks on an open sharing basis. NBC carried the speech although the other nets turned it down for one reason or another.

Broadcasters had made it clear State Department officials that they still retained the right to decide whether a speech should be broadcast. Although the State Department and at least one network admitted the rule had been tossed out of the window, one radio official said the "final" meeting of net officials discussing the exclusivity rule would be held this week.

Dorothy Claire At Loew's

Dorothy Claire, WJZ songstress, heard every Sunday at 2:00 p.m., will make her Broadway stage debut Thursday, when she starts an engagement at Loew's State Theater.

NOW THE BIGGEST SHOW IN TOWN! on WPAY:1400 on your dial

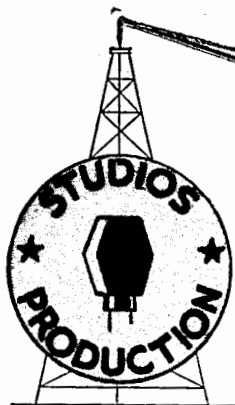
March 1st radio station WPAY became a full-time affiliate of the Columbia Broadcasting System. On March 1st "The Biggest Show In Town" moved to Portsmouth.

Since 1935 WPAY has consistently served civic-minded, superbly entertaining programs to Portsmouth radio families. Now with CBS programs,

radio's finest, coupled with WPAY's own great stars, WPAY is more than ever "Your Good Neighbor in Portsmouth" to 60,600 (daytime) and 20,500 (nighttime) radio homes within our coverage area.



your good neighbor in Portsmouth, Ohio



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 43

NEW YORK, N. Y., TUESDAY, MARCH 5, 1946

TEN CENTS

Applications At New High

Lea Measure Delayed By Marcantonio Move

Further legislative action on the Lea bill outlawing "coercive" actions against broadcasters by the AFM, now rests with the House Rules Committee as the result of objections to the naming of House conferees by Vito Marcantonio, New York American Laborite. The bill, as passed by the House, bore little resemblance to the Vandenberg bill passed by the Senate a year ago beyond its number. What was done in this case was to take the bill passed by the Senate and referred to the House Interstate Com-

(Continued on Page 8)

Jack Dempsey To Radio, To Air Adam Hat Bouts

In a move to attract some of the heavy listenership away from the Gillette fight broadcasts currently originating in New York—particularly the bouts aired by WHN from the St. Nicholas Arena on Monday nights—Adam Hats has signed Jack Dempsey as public relations expert and director of sports, it was announced yesterday.

Dempsey, rumored some months ago, is expected to appear on radio.

(Continued on Page 6)

MBS-Republic Pix Show From West Coast Studio

Arrangements were completed yesterday by Republic Studios and MBS for the broadcast of a weekly 30-minute program of radio music, to emanate directly from Republic's new \$800,000 music auditorium in North Hollywood.

(Continued on Page 2)

Marathon

San Antonio—Red River Dave, singing cowboy star of WOAI San Antonio has set what is believed to be a world's record in song composing. He has written the words and music to 50 cowboy songs last Saturday in 12 hours. Starting at 8 a.m. following his usual broadcast and stopping at 8 p.m. the same night. He was chained to the WOAI studio piano.

REC Hails UTWAC

A luncheon honoring the United Theatrical War Activities Committee will be staged by the Radio Executives Club at the Hotel Roosevelt on Thursday, April 11, Murray B. Grabhorn, president of REC reported yesterday. James Sauter, chairman of the UTWAC, will give a report on the organization's services. The committee in charge includes Marvin Kirsch, Arthur Kemp, Warren Jennings and Bill Von Zehle.

NBC Station Meeting Gets Under Way Here

Thirty-nine representatives of network affiliated and managed - on-owned stations of NBC, gathered in New York at the Waldorf Astoria Hotel yesterday for the first of a series of NBC regional meetings.

Niles Trammell, president of NBC, was the principal speaker yesterday at the opening of the three-day session. He outlined the purpose of the meeting.

(Continued on Page 6)

Two Radio Chains Seek Curb On Daylight Time

Chicago—In response to three letters protesting extension of Chicago's daylight saving time for an extra month next fall, a public hearing will be held Wednesday by the city council judiciary committee. The protests on extension were received from several radio chains.

(Continued on Page 2)

Craig Takes NAB To Task; Cites Recent NARBA Role

Washington—U. S. concessions to Cuba during the North American Regional Broadcasting Conference which ended last week, "will bring about a marked deterioration in the radio service available to important segments of the American listening public," according to Edwin W. Craig of WSM, Nashville. Craig is chairman of the Clear Channel Broadcasters. NAB was subject to a biting

FCC Reports Rising Tide Of Requests For Construction Permits Covering AM, FM And Power Increases

Legislative Pickup Successful In Canada

Regina—Radio has invaded the Saskatchewan legislature this year and is making members mike-conscious.

Frequent shuffling of notes and glancing at the clock are the most noticeable results of the placing of microphones in the red-carpeted chamber to carry for the first time in Canadian legislative history, debate.

(Continued on Page 8)

Frank Buck To Speak At REC Meet Thursday

Frank Buck, famous wild-game hunter, will be guest speaker at the next regular luncheon-meeting of the Radio Executives Club, Thursday, March 7, in the Hendrick Hudson Room of the Hotel Roosevelt.

Buck, who has made several movie appearances, will discuss his experiences in the wild.

(Continued on Page 2)

Cardinal Spellman Salute Over WOR From "Met"

WOR will broadcast New York's welcome home reception for newly elevated Francis Cardinal Spellman at the Metropolitan Opera House, Wednesday.

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—A rising tide of applications filed at the offices of the FCC has set a new mark, with all sections of the nation represented in requests for construction permits covering all types of stations, as well as power increases for existing outlets.

The latest group listed by the FCC included 13 applications for CP for new standard stations, five for new FM stations.

(Continued on Page 7)

Complete Coast Plans For Summer Institute

West Coast Bureau, RADIO DAILY

San Francisco—Plans have been completed for the fourth annual Summer Radio Institute, conducted jointly by KPO-NBC and Stanford University's Department of Speech and Drama, it was announced yesterday by John W. Elwood, general manager of KPO.

Instruction and practical work in radio and television will be featured.

(Continued on Page 4)

FCC O.K.'s WIND Transfer; Chi. News Gets 42% Shares

Transfer of control of WIND, Chicago, from Johnson-Kennedy Radio Corporation to the Chicago Daily News, was approved yesterday by the FCC.

Under the arrangement O.K.'d by the FCC, the News will own 42 per cent of the station.

(Continued on Page 2)

Returning

Joe Kelly—very much alive—will rejoin the Quiz Kids as quizmaster over ABC on Sunday, March 10, after a five weeks vacation in Florida. Two weeks ago a rumor spread that Kelly has passed away suddenly. Walter Winchell broadcast an urgent appeal for Kelly to call the WJZ news room. Kelly reported from Florida that he was alive and enjoying his vacation.

(Continued on Page 5)



Vol. 34, No. 43 Tues., March 5, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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., Mar. 4)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Video Art Directors To Address ATS Meeting

Television art directors of all three New York video stations will address the panel on scenic design at a meeting of the American Television Society today at the Hotel Sheraton in New York City.

Speakers will be Bob Bright of Du Mont station WABD; Jim McNaughton of CBS' WCBW; and Bob Wade of NBC's station WNBT.

McNaughton will serve as general chairman of the meeting, which will feature demonstrations and photographs of set planning and designing techniques.



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

Coming and Going

BRIG. GEN. DAVID SARNOFF, president of Radio Corporation of America, is in Columbus, Ohio, where today he will deliver an address on "Science and Peace" at the convention of the Federal Council of the Churches of Christ in America, to be broadcast over NBC from 6:30-7 p.m., EST. He is accompanied by ORRIN E. DUNLAP, JR., RCA director of advertising and publicity.

JOSEPH M. SEIFERTH, audience promotion manager at WJZ, has returned from the Marine Corps Base at Parris Island, where he produced two shows before 22,000 rookies getting their boot training.

JIM O'BRYON is back from The Netherlands, where he spent 10 days as guest of American Airlines.

MILTON L. GREENEBAUM, president of WSAM, is back in Saginaw, Mich., following a few days spent in New York on business.

WAUHILLAU LA HAY, publicity director of N. W. Ayer & Son, Inc., is in St. Louis to meet Jimmy Durante, Garry Moore, Roy Bargy and Howard Petrie, of the Rexall program, who are making a personal appearance before a Rexall convention.

WILLIAM J. KUTSCH, vice-president in charge of sales for the North Central Broadcasting System and the Mississippi Valley Network, is spending this week in Washington on business for both webs.

B. A. McDONALD, sales manager of Westinghouse Radio Stations, Inc., and HENRY A. McCALL, sales manager of KYW, Philadelphia, are spending this week in Chicago, where they will meet with midwestern account executives.

HERMAN E. FAST, general manager of WKRC, Cincinnati, visited in Gotham Friday at the headquarters of the station's national representatives.

MORGAN BEATTY, commentator on NBC, has returned to his Washington headquarters after attending the New York meeting of the Overseas Press Club, where he introduced Secretary of State Byrnes.

JONES EVANS, commercial manager of WBAX, Wilkes-Barre, Pa., is back at the station following a trip to New York for conferences with his national representatives.

W. W. CHAPLIN, roving reporter for NBC, has returned to New York after a trip to New Mexico and the West Coast, where he made a broadcast on the subject of atomic energy.

Cardinal Spellman Salute Over WOR From "Met"

(Continued from Page 1)

today from 9:30-10:30 p.m. (EST). Speakers will include Cardinal Spellman, Governor Dewey, Postmaster-General Hannegan and Mrs. James F. McDonnell. Program replaces for this date the "American Forum of the Air," which will be heard via transcription, March 6, 11:35 p.m.

Two Radio Chains Seek Curb On Daylight Time

(Continued from Page 1)

American Broadcasting Company, National Broadcasting Company and the Radio Management Club, all asserting that the added month would cause program confusion.

Frank Buck To Speak At REC Meet Thursday

(Continued from Page 1)

tion pictures of his hunting trips through the jungles of Africa, India, and other territories, will exhibit sound films of his recent work.

Thornton Leaves Mutual To Join Yankee Network

Johnny Thornton, Mutual's overseas news editor, has resigned to join the Yankee Network in Boston, Mass., it was learned over the weekend. Thornton will be associated with the Yankee web in an "executive" capacity, probably with headquarters at WNAC.

Thornton joined Mutual in June, 1943, and has an extensive newspaper background, including a period on the staff of the Hartford (Conn.) Times.

FCC O.K.'s WIND Transfer; Chi. News Gets 42% Shares

(Continued from Page 1)

cent or 499 shares of the stock, valued at \$818,958. Other major stockholders include 465 shares, valued at \$763,065, owned by Phil K. Wrigley; and 233 shares valued at \$82,399, owned by H. Leslie Atlass.

Atlass is brother of Ralph L. Atlass, president of Johnson-Kennedy. In addition, the News will pay to the transfer or a total of 3 per cent per year of the sale price until Dec., 1946.

MBS-Republic Pix Show From West Coast Studio

(Continued from Page 1)

Hollywood, each Monday evening from 8:30 to 9:00 p.m. The program will be broadcast directly to 253 Mutual stations in the midwest, east and south, while the remaining 39 Mutual Pacific Coast stations will broadcast transcriptions of the program each Tuesday evening.

The Mutual Broadcasting Orchestra ensemble will be used on the program, with Harry Zimmerman conducting.



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

Send for WHO'S WHO on WEVD WEVD - 117 West 46th Street, New York, N. Y.



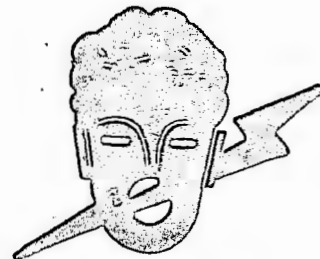
They can lay down on the job

That's a picture of a mold loft in a shipyard. Steel plates are first patterned on paper. Then wood is shaped for the steel mold.

Yes... those fellows sometimes have to lay down on the job. We're simply using the illustration to prove that in radio you can't lay down on the job in programming.

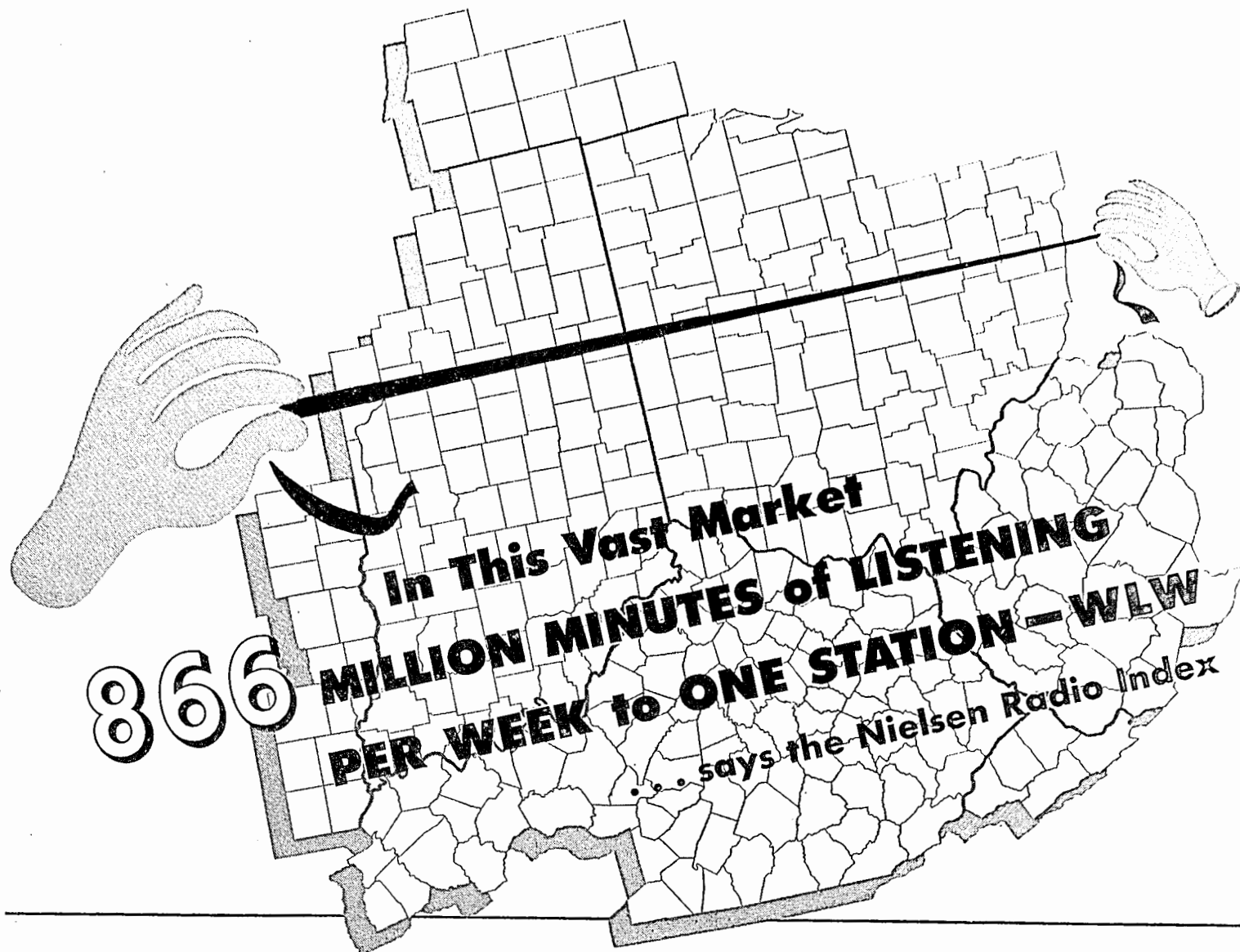
Take a common idea like a "Birthday Club." Give it a twist of a special song instead of the old "Happy Birthday To You." Keep their birthday memory alive year after year... get the listeners to participate... give it a good name... and it's a hit.

That's what Schmidt's Bakery does with its "Old Home Birthday Club." And with W-I-T-H delivery—more listeners-per-dollar-spent than any other station in town—the client is happy. Their agency, W. E. Long Company, is mighty pleased too.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



Your Sales strategy may be vitally affected by these facts:

- In the 4-state area that is WLW-land, there are 2,708,038 radio homes.
- According to NRI for August-September, 1945, the average home listens to the radio 1,347 minutes per week.
- The average amount of listening to WLW *alone* is 321 minutes per week—23.8% of *all* listening to *all* stations.
- Projected to total radio homes in the area—it

amounts to more than 866 million "home-minutes" of listening to WLW in an average week.

Bear in mind, these are not figures for a single city . . . not even for a single county or state, but for an empire of 325 counties in seven states . . . where 12,296,337 people live.

If you have something to sell this great *mass market*, you can reach it through WLW effectively, economically.

ALL FIGURES ON RADIO LISTENING GIVEN IN THIS ADVERTISEMENT ARE FROM THE NIELSEN RADIO INDEX FOR AUGUST AND SEPTEMBER 1945.

HERE ARE MORE FACTS
 84.9% of all radio homes in WLW-land were tuned to WLW at least once for a full 6-minute period or longer during four measured weeks.



CHICAGO

By NAT GREEN



LOS ANGELES

By RALPH WILK

BACK from the wars and returning to their former positions as staff announcers at KFI were Dave Starling and Tom Frandsen, starting Monday, March 4th. Starling entered the Army in May of 1942 and served in the European Theater. Frandsen entered the Navy in January of 1942. Jane Wyman and Ronald Reagan will play the engaging amateur sleuths, "Tuppence and Tommy" in the "This Is My Best" dramatization of Agatha Christie's "The Man Dressed in Newspapers," over CBS on Tuesday, March 12.

Dix (Randolph) Davis, co-star with Louise Erickson in the weekly NBC "Date With Judy" program, is awaiting word from his draft board regarding possible induction. Dix is nearing the end of a six-month deferment.

"Concert Encore," which might well be described as the light and shadow of fine music, has been added to the evening calendar of KGFF.

Carol Irwin, ABC director of talent and new program development, is a visitor here from New York during which she will be with her husband, who is on the west coast completing business arrangements with a local movie studio.

Browns Football Games To Be Aired By WGAR

Cleveland—John F. Patt, vice-president and general manager of WGAR, Cleveland, has announced that the station has obtained exclusive rights for broadcast of all Cleveland Browns games in the new All-American Football Conference which begins operations next fall. Team will play 14 games, seven home and seven on the road, and WGAR will broadcast the entire schedule, which includes games with New York, Chicago, Brooklyn, Buffalo, Los Angeles, San Francisco and Miami.

Listen Tonight

and Every Tuesday Nite

UPTON CLOSE

10:15 P.M., E.S.T. Mutual Broadcasting System



Management WILLIAM PECK AGENCY 9172 Sunset Blvd., Hollywood 46, Calif.

Manhattan Memoranda. . . !

• • • Dave Rose's work with Curt Massey replaces the Andrews Sisters on the Nash-Kelvinator spot April 3rd. . . There was a wild rumor afloat over the week-end that Ted Husing might announce the Giant baseball games over WMCA at 30 G's for the season, providing he could get CBS' okay. . . Kenny Baker landed the summer replacement for Durante-Moore. . . "We, the People" out for more human spots and human interest in the future. All stuffy spots are out. . . Fanny Brice would return to N. Y. for a year or so if she could find the right stage vehicle. . . Roger White waiting for Ann Sheridan's final okay on that "Lady Dick" deal. . . Funny to note, that is, for astrologists, that Frank Kingdon and Upton Close, the political commentators who have completely opposite viewpoints, were born on the same day, Feb. 27th. . . Signature Records out to bag both Hazel Scott and the Rochester Symphony. . . Paula Stone and Jimmy Wallington being mentioned for a nat'l chatter show—she from N. Y., and he from Calif. . . Both NBC and CBS are interested in Earl Wilson's new man-and-wife format with his B. W., which bowed in last Sat. via WLIB. The new Earl Wilson is said to be slightly sensational. . . Dave Terry's work goes with the Tony Martin show filling in for Danny Kaye for the summer.



• • • Cyril Armbrister giving up "Real Stories" to take over other Mutual assignments. Show goes to Air Features next week. . . When Ted Husing goes net next month, it makes package number 6 for Nick Keesely, CBS' live wire mgr. of program sales—a neat record on anybody's books. . . Sound writing job of Louis Pelletier and Jacques Finke, which pushed "FBI In Peace & War" up to a sensational 15.8, is probably the major reason why P & G's interest in switching to "Dr. Kildare," faded. . . Capt. Mike Zimring, who merited a commendation from Brig Gen. T. F. Bresnahan for his handling of AFN, in Rheims, France, is on terminal leave and seeking a producer's berth, or even acting roles. Before the war, the Captain was one of the West Coast's outstanding emoters, especially dialect stuff. . . Maxine Keith in Atlantic City talking about Women in Education before a world-wide convention of YWCA. . . It's Geo. (The Real) McCoy's observation that mighty jokes from little Claghorns grow. . . Recommended: Martha Rountree's twin brainchildren: "Meet The Press" and "Leave It To The Girls."



• • • NBC offered Tex McCrary and his wife, Jinx Falkenberg, 45 minutes for a man-and-wife airing. . . Gil Ralston and Gale Smith, P & G biggies, in town at the Sherry-Netherlands to iron out details on the Lanny Ross show. . . Jack Melvin taking over the publicity chores with the coast office of Foote, Cone & Belding. . . Charlie Cromer, original writer of WJZ's "Fishing & Hunting Club," has agency interest in his new show, "Outdoor Life Time." Produced by Bill Richman, it features Ray Brown, Ray Bergman, Kit Miller and others, with Cromer directing. . . Arthur Godfrey back in N. Y. after five weeks on the road with "Three To Make Ready," which opens on B'way March 7th. . . Howard Dietz, Metro publicity chief, just back from London, will be interviewed by Shirley Wolff on the latter's "Celebrity Nite" via WJZ on the 7th. . . Coca-Cola wants Lombardo, Cugat and James for their new ainer, and not T. Dorsey as reported. . . Ed Begley will talk on Radio and Tolerance at the CCNY forum Friday nite. . . Tom Hudson doing a series of "Man On The Street" transcriptions for the Navy. . . Chili Williams, the polka dot girl, ditches her bathing suit for a dramatic assignment on WOR. She'll co-star with Jim Ameche on a show sponsored by the polka dot king, Bill Schiller. . . Kitty Kallen, the karoleer, doing a "Super Club" stint on the 18th. . . Tom Reddy due to voice some of the Paramount newsreels. The guy belongs in pictures himself. . . Ruth Hussey, of "State of the Union," being tempted by radio.

THE U. S. Treasury department has awarded June Baker a citation for her work in interviewing War Loan drive officials on her WGN interview program.

Renewal of two top NBC programs, "Dr. I. Q." and "News of the World," each for 52 weeks, is announced by Paul McCluer, NBC central division sales manager.

Danny Kaye was a week-end visitor in Chicago on his way to the west coast to make a picture.

Gladys Blair, WLS women's commentator and feature editor of "Prairie Farmer," will attend the social and educational convention of the Indiana Farm Bureau today (5) in Indianapolis.

A new quarter-hour news program, emphasizing local news coverage, made its debut on WMAQ Sunday (3). It is handled by a staff announcer and written by NBC news editors.

Henry Sukman, WGN pianist who recently made his concert debut at Orchestra Hall, has been engaged to play Chopin's "Polonaise" in the musical of that name which opened last night at the Studebaker.

A series of four Thursday noon-hour book lectures will be given this month by Ralph Howard Peterson, NBC news commentator, at the Chicago Public Library.

Complete Coast Plans For Summer Institute

(Continued from Page 1) the eight-week institute will be divided between the studios of KPO and Stanford classrooms. Courses will deal principally with radio writing, production, engineering, announcing, selling and advertising.

Faculty members from KPO include Elwood, Alfred W. Crapsey, sales manager; Floyd Farr, chief announcer; John Grover, announcer; Don Hall, engineer; Dwight Newton, commentator.

Instructors from the University include Harlen M. Adams, Hubert Heffner, co-director; Inez Richardson, co-director; James J. Walters.

George Bannerman Dealy

Southwest newspaper and radio circles mourn the passing in Dallas, last Tuesday, of George Bannerman Dealy, 86, dean of American journalism and publisher of the Dallas Morning News. Dealy was also interested in radio and was instrumental in the success of WFAA in its early days, and later was a joint owner in KGKO, Fort Worth.

For a campaign in your city Sensational new production "VETERANS OF VICTORY" Write or wire direct to NATIONAL RADIO FEATURES 100 State Street, Albany 7, N. Y. Allen I. Stock, General Manager — Coast-to-Coast —

Ayres Takes NAB To Task; Cites Recent NARBA Role

(Continued from Page 1)

the new agreement objection-interference may be experienced by U. S. clear channel broadcasters within 100 miles of their transmitters.

"Surrender To Cuba" "It's ironic," he said, "that the abrupt surrender to Cuba upon these channels hits hardest that portion of the American radio audience which now enjoys least, the pleasures and services of radio. I mean the distant and small-town listeners who depend primarily upon clear channel stations for radio service at night. The question naturally arises: why and on what principle were these concessions made by our State Department?"

Cuba Well Supplied

One seems able to give a convincing or even a plausible answer. Cuba already had more stations than the United States by a wide margin, in terms of people, area or any other legitimate criterion. Havana alone, with a population of 569,000 has at least 26 acknowledged stations (no one seems to know exactly how many), spaced 30 kc. apart. Cuba's facilities, properly engineered, were sufficient to give the entire island a range of primary service and a choice of signals far superior to anything enjoyed by most of the United States, particularly in rural areas. In addition, Cuba had persistently and flagrantly violated the radio treaty in effect for five years, and which expired this coming March 28. Cuba had the first claim for equities to be urged on its behalf. Everyone admits that.

"Chaos" Threatened

"But, we are told, there would be chaos in the ether after March 28, if we did not meet Cuba's precise demands for frequencies and power. Do the principles of fairness and justice count for nothing in the distribution of radio facilities internationally? Why was our State Department? No one wants chaos, but no one wants to be sandbagged either. Our State Department shrugged helplessly at the suggestion that, in view of the arrogant and defiant attitude of the Cuban delegation, the matter should be dealt with on a political

or diplomatic plane to protect the American listener.

Relates Happenings

"But to appease Cuba, this same State Department summoned the delegate from the Little Bahamas to a midnight meeting, and someone found means of persuading him to surrender to Cuba the only frequency the Bahamas had, in exchange for a much inferior one. I don't know exactly what happened, but the Bahamas delegate left the conference complaining bitterly of what our country had done to his.

Throughout the conference the United States delegation provided for meetings with industry representatives to obtain their views and advice. This was proper and commendable. Unfortunately, however, the NAB participated at those meetings not merely to observe, but also to express views and take action 'in behalf of the industry.' On several occasions, but particularly at the crucial last meeting when the final proposals were discussed, the NAB representative supported the concessions to Cuba. This was after the State Department representative said he had been instructed to poll the industry. This was for the transparent purpose of making it appear that a great majority of the industry approved the concessions, and he so reported to his superiors.

Criticizes NAB's Role

"I shall pass over the very real differences of opinion as to the authority actually given the NAB representative by the board. I do not question anyone's good faith. The fact remains that the NAB is in an untenable position. It has taken sides on highly controversial issues over which its members differ. It may be too late to rectify the mistake involved in the agreement which resulted in part at least, from the actions of its representatives. It is not too late for the NAB publicity to retract its approval of the concessions.

"Another North American Regional Broadcasting Conference will start in September 1947. I hope that then both Government and industry will be properly instructed and prepared to prevent repetition of the lamentable developments of last week. We shall need courage and vision sufficient to enable our Government representatives to stand on principle to undo the mistakes, and to prevent these mistakes from being used as precedents for further raids on the American listening public."

Ayres On "Record Shop"

Mitchell Ayres, orchestra leader and recording director of Columbia Recording Corporation, will guest on "Martin Block's Record Shop" Saturday, March 9, to discuss music and musicians featured on the Block program.



We don't mean to infer that all the ladies in the Panhandle wear Silver Fox, but believe me, there's lots of money out here to jingle in the pockets. Wheat, oil, cattle, cotton, potatoes, onions, and industry have raised this market to a \$900 per capita income . . . a total effective buying income of 397 million dollars. The station which has influence with this wealth is KGNC!

THE FAMILY STATION IN THE GREAT PANHANDLE

KGNC
AMARILLO
TEXAS

1440 KC

5000 WATTS DAY

1000 WATTS NIGHT



AFFILIATED WITH TAYLOR HOWE SNOWDEN Radio Sales

Only REGIONAL
BETWEEN
DALLAS, SHREVEPORT
and HOUSTON!

PRO LONGVIEW
Jes R. Curtis, Pres.

1000 WATTS day and night!

SOUTHWEST

THE FCC has given the go ahead for six FM stations to be operated in the Southwest. Stations WFAA and KRLD, Dallas; WBAP, Fort Worth; KRBC, Abilene; KGKB, Tyler; KVWC, Vernon and the Lee Segall Broadcasting Co., Houston, received their licenses for FM stations last Thursday.

Rex Preis, assistant general manager of KTSA, San Antonio, has returned to his post following a trip to Washington on behalf of the station's request for an increase in power.

Ken McClure, news editor of WAOI, San Antonio, and dean of Texas newscasters, was recently married to Jimmie Lee Covington, according to an announcement just made. The couple were married in Austin, Texas.

The Express Publishing Co., of San Antonio, has purchased the "Noon News" over KRGV, Weslaco, and will air the latest news for a quarter-hour daily.

Jack Benny, star of the films and radio, has been booked for a series of one-night appearances throughout the Southwest. He will appear in Houston, on Aug. 12; San Antonio, Aug. 14, and in Dallas on Aug. 15. Included in the group to visit here will be a name band yet to be selected.

James Melton will introduce the latest composition of Oscar J. Fox, San Antonio composer, on the Texaco Star Theater. Lyrics of the songs are by Grantland Rice, noted sports writer. Song is titled "Riding High".

Floren Baballero and the Gay Caballeros, will be presented in a series of programs over KCOR, San Antonio, each Saturday. Caballero, a radio performer over local stations before entering the Army in 1942, received his discharge three weeks ago. New voices on KWBU, Corpus Christi, includes announcer Harold Gay and newscaster Charles Davenport.

New Quebec Station

Montreal—Third largest city in Quebec Province, Verdun will very shortly have a 1,000-watt voice of its own through which to broadcast community events, large and small. License to operate the station has been granted by the department in Ottawa to Jack Tietolman. "Voice of Verdun," will go on the air as soon as possible, as station CKVL at 990 on the dial, daytime operation.

Send Birthday
Greetings To

March 5

Sam Hearn Chick Johnson
Ben Selvin Capt. Tod Swalm
Sam Serota

NBC Regional Station Meet Hears Trammell At Opening

(Continued from Page 1)

gathering and problems to be discussed, and then turned the meeting over to Clair R. McCollough, chairman of the NBC Stations' Planning and Advisory Committee. Easton C. Wolley, director of the stations' department, introduced Mr. Trammell at the opening session.

During the afternoon session Roy C. Witmer, vice-president, discussed network sales and Charles P. Hammond, as director of the Advertising and Promotion Department, outlined the coming year's plans of his department.

At the conclusion of the New York meeting, network executives will move to Atlanta, Ga., for a three-day meeting, March 13-14-15; Fort Worth, March 19-20-21; Chicago, March 25-26-27, and Los Angeles, April 1-2-3.

Out-of-town station executives attending the meeting include Paul Alger, WTTM, Trenton, N. J.; Elwood Anderson, WEST, Easton, Pa.; Jack S. Atwood, WRDO, Augusta, Me.; Harry Bannister, WWJ, Detroit; Walter A. Bowry, Jr., WMBG, Richmond; Truman Brizee, WHAM, Rochester; Harold C. Burke, WBAL, Baltimore; A. O. Coggershall, WGY, Schenectady; J. B. Conley, Westinghouse Radio Stations, Inc.; Chas. E. Denny, WERC, Erie, Pa.; Victor C. Diehm, WAZL, Hazelton.

And E. E. Eshelman, Jr., Mason-Dixon

Rad. Group; William Fay and Kenneth J. Gardner, WHAM, Rochester; Raymond A. Gaul, WRAW, Reading; Mallon A. Glascock, WRC, Washington, D. C.; Edw. E. Guernsey, WLBZ, Bangor, Me.; J. Rob't Gulick, Mason-Dixon Rad. Group; Kolin Hager, WGY, Schenectady; Wilbur M. Havens, WMBG, Richmond; John T. Hopkins, III, WJAX, Jacksonville; Walter Johnson, WTIC, Hartford; Geo. E. Joy, WRAK, Williamsport; Geo. F. Kelley, WCSH, Portland, Me.; John Koepf, Fort Industry Co.

Also A. G. MacDonald, WGY, Schenectady; J. Wright Mackey, WRAK, Williamsport; R. H. Manson, WHAM, Rochester; J. E. Mathiot and Clair R. McCollough, Mason-Dixon Rad. Group; T. W. Metzger, WMRP, Lewiston, Me.; Harold E. Miller, WORK, York, Pa.; Walter O. Miller, WGAL, Lancaster; Paul W. Morancy, WTIC, Hartford; C. G. Moss, WKBO, Harrisburg; B. B. Musselman, WSN, Allentown; Gerard P. O'Connor, WERC, Erie, Pa.; Leonard J. Patricelli, WTIC, Hartford; W. V. Person, WRAK, Williamsport; W. J. Purcell, WGY, Schenectady; Wm. H. Rines, WCSH, Portland, Me.

As well as B. J. Rowan, WGY, Schenectady; B. W. Sennett, WERC, Erie, Pa.; W. C. Swartley, WBZA, Boston; Robert L. Stoddard, KOH, Reno; Thom V. Taft and Dale Taylor, WENY, Elmira; Robert Thompson, WBN, Buffalo; Roy Thompson, WFBG, Altoona; Harold Thoms, WISE, Asheville; J. C. Tully, WJAC, Johnstown; E. R. Vadeboncoeur, WSYR, Syracuse; J. Gorman Walsh, WDEL, Wilmington; F. A. Wellman and Elmer H. Wene, WTTM, Trenton; Wilfred M. Wood, WMBG, Richmond, and Jacob A. Young, WERC, Erie, Pa.

Jack Dempsey To Radio, To Air Adam Hat Bouts

(Continued from Page 1)

ago to be associated with a "large sports organization," has also been elected president of the Boxing Promoters of America, Inc., it was added, a group which has been working closely with the Adam Hats people for some time, and makes the selection of the "Fight of the Week," which is aired on Mutual each Monday night. The promoters' group is also rumored to be heavily supported financially by Adam, and is considered to be attempting to "break" Mike Jacobs' hold on fights in New York. Jacobs is president of the 20th Century Sporting Club, the most powerful organization in New York boxing circles.

One of the strong points of the promotion now in progress on the "Fight of the Week," is that New York City is not the only town to house top-notch fight events, and the promoters are reported to be financially capable of giving Mike Jacobs, current New York boxing czar, a serious tussle for control of the sport in this area.

The ex-heavyweight champion was a guest on Bill Brandt's "Inside of Sports" last night, on the network, and will "probably" take part in several of the Adam Hat fight programs.

Dempsey's salary is said to be "very high, and might reach the six-figure mark when television is ready." It is conceded, at least by several radio sportsmen, that he will bring "a great deal of influence to the sport."

Mutual carries the Adam Hats fights 10:15 p.m., EST, following the General Motors commentary by Henry J. Taylor, but it is understood that the lat-

Test Tele As Vehicle For RCA Sales Program

One of the first demonstrations of television as a vehicle for presenting a sales and merchandising program to company officials was held last week by the RCA tube department, utilizing NBC's video facilities to present to top management executives of RCA Victor its plans for production, merchandising and advertising.

The program was regarded by company officials as a successful test of television techniques for such commercial applications as the visual transmission of executive messages, statistical exhibits, and product demonstrations to groups of executives, salesmen, or engineers gathered together at meetings.

Speakers, charts, and selected product exhibits were picked up by the television cameras in NBC's video studio on the third floor of the RCA Building in New York and transmitted to the tube department's demonstration room on the ninth floor. Advertising and promotion plans were presented by sales managers of each of the departments' product lines, including new developments in RCA's electron tubes which will reach production status this year.

Enthusiastic about results were O'Neill Ryan, vice-president of J. Walter Thompson; L. W. Teegarden, vice-president in charge of the RCA tube department, who proposed the test of video for the presentation.

ter 15-minutes will shortly be made available to Adam in order to buck the Gillette broadcast, which is also aired at 10:00.



JOHN SCHOBERT has returned Army Service to the Media Department of Hixson-O'Donnell, New York. members of the staff are Anton Jo and Kenneth Rhodes, formerly U Army, and Helen Mulcahy, formerly the Waves.

After 43 months in the Army, KEF SCHAFER has rejoined Roger White as casting director and to buyer.

ALLEN JEFFREY, for five years attached with the United States Army, North Africa, Italy and Austria, returned late in February to his announcer's work with KMBC of Kansas City.

KENNETH L. YOURD, recently charged after serving two years in the Navy, has rejoined the legal department of CBS in New York. His duties will include the handling of legal matters pertaining to the FCC.

CBC Will Shortwave Series To Brazilian Network

Montreal—The national radio network of Brazil will carry a series of Canadian programs beginning early this month, according to an announcement made over CBF Friday, by J. Beaudet, musical director of the CBC and head of the French network. The programs, which will be musical in nature, will present Canadian performers, will be relayed to the South American country by CBC shortwave and then rebroadcast by the Brazilian station.

Forms V.I.P. Service

Formation of a "V.I.P. Service" in New York, was announced last week by Bill Murphy, ex-Lieut., USNR, former CBS writer. The service has been established primarily for companies and industries interested in getting hotel reservations, theater tickets, travel accommodations, Associated with Murphy in the venture is Charlotte Morgan, formerly the General Motors public relations staff.

"CHOW EXTRA SPECIAL"
—Damon Runyon

**"FOOD AS GOOD AS FAMED
BEACHCOMBER IN HOLLYWOOD"**
—Lee Mortimer

SINGAPORE

Exotic Chinese and Island Foods
FOR DINNER AND AFTER THEATRE

**BROADWAY • ATOP WINTER
AT 50TH GARDEN BLDG.**

FCC Reports Volume Of Applications Continues, As New Peak Is Reached

(Continued from Page 1)

stations and seven applicants requesting power increases.

Applications included: Twin Broadcasting Company, Augusta, to be operated on 1340 kc., 250 watts, unlimited; Tri-Suburban Broadcasting Corporation, Silver Spring, Maryland, to be operated on 1340 kc., one kilowatt, daytime; Southern Kentucky Airwaves Corporation, Covington, Ky., to be operated on 1340 kc., 250 watts, unlimited; The Broadcasting Company, Altus, Okla., to be operated on 1230 kc., 250 watts, unlimited; Lee Broadcasting Corporation, Sanford, N. C., to be operated on 1050 kc., one kilowatt, daytime; Kentucky Lake Broadcasting System, Inc., Paris, Tenn., to be operated on 1340 kc., 250 watts, unlimited.

Nashville Firm Files

Volunteer State Broadcasting Co., Nashville, Tenn., to be operated on 1300 kc., five kilowatts, unlimited; Sun Country Broadcasting Co., Phoenix, Ariz., to be operated on 1340 kc., 250 watts, unlimited; Edward J. Casen and Jessica L. Longston, doing business as Livingston Broadcasters, Livingston, Mont., to be operated on 1340 kc., 250 watts, unlimited; The Knoxville Times Co., Inc., Huntsville, Tenn., to be operated on 1490 kc., 250 watts, unlimited; Dickinson Radio Association, Dickinson, N. D., to be operated on 1230 kc., 250 watts, unlimited; Robert L. Weeks, Red Bluff, Ga., to be operated on 1400 kc., 250 watts, unlimited; California-Nevada Broadcasting Co., a partnership composed of Hubert Q. Joucken and Fred McKay, Vallejo, Calif., to be operated on 850 kc., 250 watts, unlimited.

Applications included Hazlewood, Inc., Orlando, Fla., Metropolitan; Southern Broadcasting Co., Grants Pass, Ore., Metropolitan; Courier Times, New Castle, Ind., community; The Broadcasting Corp., Gary, Ind., community; Community Broadcasting Co., Toledo, Ohio, Metropolitan.

Versluis Applies

Power increases were requested by Edward A. Versluis (WLAV), Grand Rapids, Mich., from 250 watts to one kilowatt, also change frequency from 1440 to 930 kc.; United Broadcasting Co. (WHK), from five to 50 kilowatts, also change of frequency from 1420 to 1040 kc.; United Broadcasting Co. (WK), Akron, Ohio, from one to five kilowatts, also change of frequency from 640 to 1420 kc.; Alliance Broadcasting Co. (WBBB), daytime, also change of frequency from 920 to 1040 kc.; Harold L. Sudbury (KLCN), Asheville, Ark., from one kilowatt to five kilowatts night and one kilowatt, day; also change of frequency from 570 to 550 kc.; Florence Broadcasting Co. (WOLS), Florence, S. C., from one kilowatt to one kilowatt, also change of frequency from 1230 to 930 kc.; WJ, Inc., (KMMJ), Grand Island,

Neb., from one to 10 kilowatts power.

Also listed were additional applications for eight standard stations and five FM stations, along with a request for a power increase. Standard applications were: A. J. Fletcher, Greensboro, N. C., to be operated on 850 kc., one kilowatt, daytime; W. Walter Tison, Tampa, Fla., to be operated on 1490 kc., 250 watts, unlimited; George Dyson, Jr., trading as the Alton Broadcasting Co., Alton, Ill., to be operated on 1300 kc., one kilowatt, daytime; Rouge Valley Broadcasting Co., Ashland, Ore., to be operated on 1400 kc., 250 watts, unlimited; Mosby's Inc., Anaconda, Mont., to be operated on 1230 kc., 250 watts, unlimited.

Also The Tri-State Broadcasting Co., Cumberland, Md., to be operated on 1340 kc., 250 watts, unlimited; James R. Doss, Jr., Decatur, Ala., to be operated on 1240 kc., 250 watts, unlimited; Gila Broadcasting Co., Silver City, N. M., to be operated on 1280 kc., one kilowatt, unlimited.

FM Requests

FM filings include Penn Thomas Watson, Wilson, N. C.; Rural Northwest Georgia Broadcasting Co., Cedar-town, Ga.; Mitchell G. G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Fitchburg, Mass.; Community Dairyland's Broadcasting Service, Inc., Wisconsin Rapids, Wis.; Marshfield, Mass., Community.

Twelve applications for CP's for new standard stations and one FM application were announced at a late hour by the FCC.

AM applications include; Carroll-Grayson Broadcasting Corp., Galax, Va., to be operated on 1400 kc., 250 watts, unlimited; Mary C. Hamilton, William B. Davies, Fielding H. Atchley and Robert E. McCallum, Jr., doing business as Hub City Broadcasting Company, Jackson, Tenn., to be operated on 1490 kc., 250 watts, unlimited; Charles Wilbur Lamar, Jr., Houma, La., to be operated on 1490 kc., 250 watts, unlimited; Far-West Broadcasting Company, a partnership composed of John C. Griffith, James H. Lawson, Jr., James G. Ullmer, James G. Ullmer, Jr., M. Ward Bailey and T. S. Christopher, Fort Worth, Texas, to be operated on 1540 kc., 250 watts, unlimited.

Independence, Mo. Included

Also Northern States Broadcasting Company, Fargo, N. D., to be operated on 790 kc., five kilowatts, unlimited; R. E. Northcutt, W. L. Gillmor, and W. C. Turner, a partnership doing business as General Broadcasting Co., Independence, Mo., to be operated on 1490 kc., 250 watts, unlimited; Radio and Television Broadcasting Co., Pocatello, Idaho, to be operated on 1240 kc., 250 watts, unlimited; P. B. Huff, doing business as the Hazard Broadcasting System, Hazard, Ky., to be operated on 1340 kc., 250 watts, unlimited; James R. Doss, Jr., Bessemer, Ala., to be operated on 1450 kc., 250 watts, unlimited;

also Frederick Lemieux, III, Claude S. Maenza and Edna Capo Lemieux, doing business as Gulf State Broadcasting Company, Crowley, La., to be operated on 1450 kc., 250 watts, unlimited; Plains Empire Broadcasting Company, Amarillo, Texas, to be operated on 1320 kc., 500 watts night and one kilowatt daytime, unlimited.

Application for CP for an FM station (metropolitan) was made by Berks Broadcasting Company, Reading, Pa.

In addition, power increases were requested by United Broadcasting Company (WHKC), Columbus, Ohio, from one kilowatt to five kilowatts, and Bristol Broadcasting Co. (WNBH), New Bedford, Mass., from 250 watts to five kilowatts.

Additional Applications

Applications for CP's for new AM stations include: The Central Connecticut Broadcasting Company, New Britain, Conn., to be operated on 910 kc., five kilowatts, unlimited; H. M. Suthard, and P. M. Mullins, doing business as Mayfield Broadcasting Company, Mayfield, Ky., to be operated on 1320 kc., one kilowatt, daytime; Union City Broadcasting Company, Union City, Tenn., to be operated on 1240 kc., 250 watts, unlimited; Dickinson Publishing Company, Dickinson, North Dakota, to be operated on 1230 kc., 250 watts, unlimited; LaCrosse Broadcasting Company, La Crosse, Wis., to be operated on 580 kc., one kilowatt, unlimited; Peoples Broadcasting Corp., near Worthington, Ohio, to be operated on 880 kc., five kilowatts, daytime; Pinnacle Broadcasting Company, Middlesboro, Ky., to be operated on 1490 kc., 250 watts, unlimited; Coastal Broadcasting Company, Charleston, South Carolina, to be operated on 1450 kc., 250 watts, unlimited; General News Papers, Inc., Gadsden, Ala., to be operated on 1400 kc., 250 watts, unlimited; Tifton Broadcasting Company, Tifton, Ga., to be operated on 1340 kc., 250 watts, unlimited; Victor John Morgan and William M. Goza, Jr., doing business as The Springtime City Broadcasting Company, Clearwater, Fla., to be operated on 1230 kc., 250 watts, unlimited; Civic Broadcasting Corporation, Anderson, Ind., to be operated on 1470 kc., one kilowatt, daytime, and Glen H. Smith and Herbert H. Lee, doing business as Lee-Smith Broadcasting Company, Faribault, Minn., to be operated on 920 kc., 100 watts night and 250 watts daytime, unlimited.

WQXR Asks More Power

Power increases were sought by KFJI Broadcasters, Klamath Falls, Oregon, from 100 watts to one kilowatt; Interstate Broadcasting Company (WQXR), New York City, from 10 kilowatts to 50 kilowatts; Keystone Broadcasting Corporation (WKBO), Harrisburg, Penna., from 250 watts to one kilowatt night, and five kilowatts daytime.

AGENCIES

THE beginning of the third year of "The Listening Post," 15-minute program which promotes The Saturday Evening Post four days a week, was celebrated Friday at the Biltmore Hotel by officials, members of the cast, and executives of Batten, Barton, Durstine and Osborn, the agency handling the show. In addition to the cast, the guests included Mark Woods, ABC president; Walter D. Fuller, president of The Curtis Publishing Company, and Ben Duffy, newly-elected president of B. B. D. and O.

WILLIAM H. TIRRELL has joined the radio department of Erwin, Wasey & Company, after three and one-half years service in the United States Navy. He was released from active duty with the rank of lieutenant.

KEN C. EDWARDS has joined the John Freiburg Advertising Agency as a junior sales executive. The past six years he worked for the Wm. T. Thompson Co. of Los Angeles in the marketing of Fine Chemicals and Drugs. He will work on the Gallo account as a liaison man between jobber and retailer.

LESTER B. STONE, public relations counsel, has opened offices at 630 Fifth Ave., New York.

KMBC Announces Plans For Documentary Book

Kansas City—KMBC has sent out the third and last "challenge sheet" for use in compilation of the documentary book, "First Quarter Century of American Broadcasting," which is being prepared by the outlet in connection with its 25th anniversary.

Listed are radio "firsts" to be corrected or amended by the nation's broadcasters, covering the general topics of engineering, public service, general programming accomplishments, special events and stunts, news, sports, and the commercial side of radio.

Previous listings were released to the industry in June and November of last year. Completion of the book is expected within a few months.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
KXO
MUTUAL DON LEE EL CENTRO CALIFORNIA
SEE RAYMERE

Legislative Pickup Successful In Canada

(Continued from Page 1)

speeches from the floor of a legislature.

So far, all main speakers in the throne speech debate have had about an hour of broadcast time.

They strive not to be cut off in the middle of a thought and show a tendency to divide attention between the House and the microphone, leaning mike-wards to emphasize a point.

Interruptions posed a problem for the Regina station (CKCK). Radio men handle the broadcasts under arrangements made by the CCF government through a radio committee of the House, but an announcer, crowded in a corner with his equipment to the left of the speaker's chair, is ready to flick a switch and make explanations for unseen listeners within a 200-mile radius of Regina who can hear broadcasts.

Hon. W. J. Patterson, liberal opposition leader, was interrupted twice while making his main throne speech debate address. But without even sitting down as is customary on a point of order, he quickly reminded his questioner he was "on the air," that his time was precious and that he didn't have time to get involved in a cross-floor argument or answer questions. Then he went right on speaking.

Microphones stand ready in front of Premier Douglas and the opposition leader to catch any cross-fire between the two.

Bulova Buys More Time On NBC Tele Station

Bulova Watch Company has extended its sponsorship on WNBT, NBC's tele outlet, to include Saturday nights. The firm will sponsor three time signals on Saturdays when the web televises athletic events, and two for any other type of program. Signals will include both film animation and will run for 26 weeks. The agency is Biow Co.

Botany Worsted Mills will sponsor weather reports on WNBT on Friday nights for 26 weeks. The reports will be cartoons on sound film. Agency is Alfred J. Silberstein-Bert Goldsmith, Inc.

CAB Memo To Members

In a memorandum to 2,500 clients and client associates, CAB last week placed in the mails a comparison of its services with that of the Hooper organization. The CAB statement asks numerous questions and compares the advantages of its service over Hooper in most of the answers.

Script Writer Available

7 yrs. Top Network Credits. Prefer New York.

Box No. 138, RADIO DAILY
1501 Broadway, New York 18

COAST-TO-COAST

— CANADA —

MONTREAL—Sparked by enthusiasm that had not flagged during six years of war, one hundred radio "hams" met for the first time since 1940 to discuss plans for the speedy reactivation of the hobby that was shelved September 1939. . . . **TORONTO**—Provincial representatives from nine departments of education across Canada are scheduled to meet with the CBC educational department and groups interested in school broadcasting when the third annual meeting of the National Advisory Council on school broadcasting meets March 14 to 16. Dr. R. C. Wallace, principal and vice-chancellor of Queens University, and chairman of the council, will preside at the sessions. . . . **HAMILTON**—Each day Monday through Saturday, CKOC is airing a five-minute program entitled "Opportunity for Jobs." Program is designed to inform Hamiltonians what type of employees are definitely needed and gives all the latest information about unemployment news.

— PENNSYLVANIA —

PHILADELPHIA—Franny Murray, WIBG sportscaster was presented with the John B. Kelly Gold Medal, in recognition of his services to sports competition at the Inquirer A. A. Track Meet, last week, and Zella Drake Harper, WIBG woman's commentator has been informed that she will be presented with the American Legion Auxiliary Award for her important contributions to the education, entertainment and inspiration of the community during 1945, some time in April, when Mrs. A. W. Miller, national vice-president of the Auxiliary, comes to Philadelphia. . . . Chuck Thompson, recently released from the Army, has returned to the WIBG announcing staff.

— MASSACHUSETTS —

SPRINGFIELD—If the projected strike of Long-Line operators goes through as scheduled on March 7, radio stations in the Springfield area face a sharp curtailment in teletype news. Labor leaders have predicted that the telephone strike will result in a breakdown of all services, forcing radio newscasts to operate on a local basis. Labor leaders also stated that newspapers, too, will be hit by the strike. . . . Expansive plans for 1946 for WBZA and WBZ in Boston have been outlined by General Manager Charles S. Young, who listed television and increased FM broadcasting as possible in the twelve-month period of unparalleled opportunity. Young stated that only FCC approval holds up development of a Boston television station and that an increase in FM broadcasting in Springfield is expected with the outlet now on a dual FM band to reach the one thousand FM set owners in the immediate vicinity. . . . **LAWRENCE**—William Burkinshaw, deputy director of the War Finance Committee of the U. S. Treasury, recently awarded Jack Stevens, WLAW commentator, a citation for meritorious effort in behalf of the war and Victory Loan campaigns in the New England area.

— ARIZONA —

PHOENIX—KOY has inaugurated a new 15-minute program entitled "Sheriff's Reports," which is in its entirety composed of true stories of crime prevention, the apprehension of criminals, and the exciting work of the Maricopa County Sheriff's office. . . . "Story Book Hour," a series of dramatic programs based on fairy tales which are familiar and correlated through the schools in the Phoenix area, is the new revived program being presented each Thursday afternoon in cooperation with the Phoenix Junior League. . . . James W. Ross, former member of the KOY engineering staff, has returned to the commercial department after serving three and a half years in the Army Air Force. . . . G. Clauson, former AAF Intelligence Officer, has been placed on the sales staff. . . . Dick Canaday, AAF Public Relations Officer, has taken over the duties of promotion and publicity director of KOY.

— OREGON —

PORTLAND—KGW joined Oregon's Governor Snell, Mayor Earl Riley of Portland and other civic officials in welcoming 341 new Americans to the twenty-fifth Annual Public Reception for Naturalized Citizens held last week at the Portland Civic Auditorium. Program was directed by Malcolm Tennett and Homer Welch, KGW program director, who also presented "The House I Live In," accompanied by the eighty-voice Synchronic Choir, directed by KGW's choral director, Robert Zimmerman. . . . "Q" Cox, KGW station manager; Homer Welch, program director, and Frank Coffin, chief announcer, were included in the U. S. Treasury's testimonial banquet for outstanding bond salesmen held in Portland last week. The three members were presented with silver medal awards for meritorious service to the War Finance Division of the U. S. Treasury.

Ex-Servicemen Join ABC Staff

Three returning veterans have joined the staff of ABC the past week. Ridgway C. Hughes, recently discharged from the Navy where he served as a lieutenant in the military government department, has been assigned to the business development department of the network while Gordon Lloyd and Luellen Stearns have joined the ABC spot sales.

JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

WIBW

Ben Ludy, GEN'L. MGR.

The Voice of Kansas
TOPEKA

Lea Measure Delayed By Marcantonio Move

(Continued from Page 1)

merce Committee, offer the completely different bill by Interstate Commerce Chairman Clarence F. Lea, amendment, and then submit the House version, passed last month the Senate as an amendment to the Senate bill.

It would not have been out of order to refer the matter back to the Senate Interstate Commerce Committee in view of the radical change in the bill—but this was not done. Instead the bill was sent to conference and Senate conferees appointed. They include Senators Johnson of Colorado, Tunnell of Delaware, McFarland of Arizona, all Democrats, and Representatives White of Maine and Aust of Vermont.

Speaker Sam Rayburn was blocked from appointing the House conferees by Marcantonio's objection. Marcantonio has signified his intention to continue objecting, so a new rule will be necessary. Rayburn's appointees were to include Representatives Bulwinkle and Crosser, Democrats, and Wolverton and Holmes, Republicans.

Philco Will Manufacture Auto Radio-Telephone

Plans to produce a complete set of mobile radio-telephone equipment to provide dial telephone service automobiles, trucks, buses and cabs as well as police and fire equipment has been announced by Ballantyne, president of Philco Corporation. The equipment will incorporate Philco's advanced FM system and FM 1000 seven-element vacuum tube.

Gets Treasury Post

Washington—Jacob Mogelev, has been identified with national war bond promotion since its inception, has been appointed Chief of Special Promotion Section of United States Savings Bond Division of the Treasury Department.

More than 200 servicemen have found jobs to their liking, thanks to a Veterans' Job Clearing program conceived by WTAG. Service like this helps make WTAG, Central New England Number One Station.

WTAG
WORCESTER

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 44

NEW YORK, N. Y., WEDNESDAY, MARCH 6, 1946

TEN CENTS

Spot Biz Boom Forecast

Commission Defends FM 88-108 mc. Band

Washington Bureau, RADIO DAILY
Washington—Blasting Zenith Radio Corporation's stand on low-band FM, the FCC yesterday released its reasons for pushing FM up to 88-108 megacycles.

"Despite earlier warnings and predictions," the Commission said, "the salient fact is that the band assigned to FM broadcasting by the Commission will furnish excellent service."
The Commission commented on the
(Continued on Page 7)

New Discussion Program Debuts On ABC March 11

"Question For America," a new program presenting a weekly analysis of vital issues confronting the nation, will debut over the ABC network next Monday, March 11, from 10:30 to 11 p.m., EST.
The half-hour discussion program will pool each week the opinions of at least five ABC correspondents at home and abroad, in a radio symposium revolving around "the issue"
(Continued on Page 2)

Tele Leaders Address Wash. Advertising Club

Washington Bureau, RADIO DAILY
Washington—Instead of following radio "lock, stock and barrel," television will use entertainment and commercial techniques never thought possible, Ralph B. Austrian, president of RKO Television Corp., told the Advertising Club of Washington yesterday.
Austrian joined with Frank J. Bing-
(Continued on Page 5)

Fervid Welcome
New York's official welcome to Francis Cardinal Spellman held at the Metropolitan Opera House last night was broadcast from 9:30-10:30 p.m. over WJZ, WEA, WOR, WNYC, WHN and WMCA. The Prolate's talk was preceded by welcoming addresses of Governor Dewey, Mayor O'Dwyer, Postmaster-General Hannegan and Msgr. R. E. Keegan.

New Association
Boston—The Boston Radio News Editors Association was organized yesterday at a get together of station and wire service newsmen. Purpose of the group is to advance the interests of radio news in Boston. Ron Cochran, head of WCOP's news department, was elected president for a year's term.

Dorsey Joining WOR In Popular Music Post

Believing that popular music will have growing importance in post-war programming, Theodore C. Streibert, president of WOR, yesterday signed Tommy Dorsey as director of popular music. The contract runs for one year during which time Dorsey will appear as an artist as well as departmental head at WOR, the New York outlet of Mutual.
Dorsey, winner of RADIO DAILY's 1945 All-American Radio Program
(Continued on Page 7)

CBC Radio Engineer Held As Espionage Suspect

Montreal—One of the four persons charged in Ottawa with espionage, Edward Wilfred Mazerall, 20, is a former student of Dalhousie University who went to Ottawa to join the engineering staff of CBO, Ottawa station of CBC. During the war he was loaned by CBC to the National
(Continued on Page 7)

U. S. Radio Role In Japan Described By Gen. Ken Dyke

Radio is playing a "vitally important" role in the rehabilitation of Japan and its people, according to Brig. Gen. Ken R. Dyke, chief of the civil information and education section at General MacArthur's headquarters in Tokyo, and former NBC director of advertising and sales promotion.
Dyke recently arrived in the U. S. on leave after two years in the Pacific. During his stay here he plans

Survey Reveals Present Sales Slump Will Be Followed By Upswing As Year Progresses

Although spot sales have been increasing steadily for the past five years, the expected post-war boom has not occurred in the six months since V-J Day, and is not expected until next fall, by which time consumer goods should be back on the market in volume, a RADIO DAILY survey disclosed yesterday.

This new rush of business is expected to have far-reaching results, since practically all the limited spot time available on the major networks has been sold, and the saturation point will soon be reached on most independent stations, where schedules are much more flexible. It is felt that the most important result

Sarnoff Tells Clergy Role Of Electronics

Columbus — Speaking before the Federal Council of Churches of Christ in America, in convention here, Brig. Gen. David Sarnoff, president of the RCA, yesterday told the clergymen that "man is out of stride with the march of science," and must rise spiritually and intellectually if he is
(Continued on Page 5)

Feiner Named Acting Dir. Of CBS Video Programs

Ben Feiner, Jr., has been appointed acting director of programs for CBS television, it was announced yesterday by Worthington Miner, manager
(Continued on Page 2)

of this situation will be a powerful trend toward the sponsorship of programs of new advertisers and by those who will resume or expand their activities with the return of peacetime production.
The major webs now discourage spot sales and try to increase the sale of programs through lower rates and other inducements. Among the indies, the increase in the demand for spots
(Continued on Page 6)

FCC Rebuffs Mesters, Denies WOV Transfer

Accusing the transferees of an "extreme lack of candor," the FCC yesterday turned a firm "thumbs down" on transfer of control of WOV, New York City, to Murray and Meyer Mester, owners of an edible oil company. In denying the transfer of WOV from Arde Bulova and Harry D. Henshel to the Mester brothers,
(Continued on Page 5)

"Held Over"
Tom Slater's "Radar to the Moon," broadcast on Mutual last month, has been part of the rockets and moon exhibition at the Hayden Planetarium in New York during February, and has been so successful that Professor Gordon Atwater, director, has requested a 30-day "renewal." Slater recently addressed a group of students at the exhibit.



Vol. 34, No. 44 Wed., March 6, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tues., Mar. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	189 $\frac{7}{8}$	189 $\frac{1}{2}$	189 $\frac{7}{8}$	+ $\frac{7}{8}$
CBS A	44 $\frac{5}{8}$	43 $\frac{3}{4}$	44	+ $\frac{3}{4}$
CBS B	43 $\frac{5}{8}$	42 $\frac{3}{8}$	43 $\frac{1}{2}$	+ 1 $\frac{1}{2}$
Crosley Corp.	38	38	38	...
Farnsworth T. & R.	16	15 $\frac{1}{2}$	15 $\frac{1}{2}$	- $\frac{1}{8}$
Gen. Electric	47 $\frac{1}{4}$	46 $\frac{1}{8}$	46 $\frac{5}{8}$	+ $\frac{1}{8}$
Philco	38 $\frac{1}{2}$	37 $\frac{3}{4}$	38 $\frac{1}{4}$	+ $\frac{1}{4}$
RCA Common	16 $\frac{1}{8}$	16	16	...
RCA First Pfd.	93	92 $\frac{3}{4}$	93	...
Stewart-Warner	21 $\frac{5}{8}$	20 $\frac{7}{8}$	21 $\frac{1}{4}$	+ $\frac{1}{2}$
Westinghouse	35	34 $\frac{1}{2}$	34 $\frac{7}{8}$	+ $\frac{1}{8}$
Zenith Radio	36 $\frac{1}{8}$	36	36 $\frac{1}{8}$	+ $\frac{1}{8}$

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	13 $\frac{3}{4}$	14 $\frac{3}{4}$
Stromberg-Carlson	24	26
WCAO (Baltimore)	34	...
WJR (Detroit)	36	...

Lewis In Active Charge Of Y&R Radio Department

Gordon Cates, vice-president of Young & Rubicam, Inc., is leaving the radio department of the agency to supervise part of the account of General Foods, handled by Y&R. Cates will share these duties with Harry Harding, who has been named vice-president in assuming the new role. Ed Barnes, vice-president on the General Foods account, takes over Good-year and other accounts.

Cates, who was formerly in the contact department, but assumed charge of radio operations until Col. Tom Lewis returned. Return now of Lewis to active charge of radio leaves Cates free to handle General Foods.

Feiner Named Acting Dir. Of CBS Video Programs

(Continued from Page 1)

of the network's television department.

Feiner will devote most of his time to development of new programs, and at the moment is engaged in arranging a schedule for the re-opening of the video broadcasting activities in April. He will also direct occasional special programs and presentations.

New Discussion Program Debuts On ABC March 11

(Continued from Page 1)

of the week." The weekly question will be phrased to invite an affirmative or negative response from listeners, the results to be announced on the following broadcast. In addition to the correspondents, a prominent authority in the field concerning the question will summarize the issue and offer his opinion.

RCA Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America, held Monday in New York, Brig. General David Sarnoff, president, announced that a dividend of 87 $\frac{1}{2}$ cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from January 1, 1946, to March 31, 1946. The dividend is payable April 1, 1946, to holders of record at the close of business March 11, 1946.

Helen Kaufman Joins ABC

Helen J. Kaufman has joined the American Broadcasting Company, Inc., as assistant to Ben Gedalecia, associate research director of ABC.

From March 1944, through September 1945, Miss Kaufman was in charge of audience research for the OWI and from June 1942 until March 1944, worked for the Office of Radio Research of Columbia University. Since September 1945, she has been an instructor at Brooklyn College.

Nelson Eddy Returning

Nelson Eddy resumes his baritone role on CBS' "Electric Hour," Sunday, March 10, after a month's illness. Eddy will be heard from Hollywood at 4:30-5:00 p.m., EST.

FCC Grants Permission For RCA Service To UNRRA

Washington Bureau, RADIO DAILY

Washington—The FCC announced yesterday that RCA has filed with the Commission an application under Section 214 of the Communications Act, seeking authority to lease wire channels from the American Telephone and Telegraph Company between New York City and the offices of the United Nations Relief and Rehabilitation Administration Conference at Atlantic City, N. J., for the period from March 15, but not to extend beyond June 15, 1946, for the purpose of furnishing message telegraph service between Atlantic City and foreign countries during the conference of UNRRA. At the same time, RCA filed application for special tariff permission to establish rates to and from Atlantic City, proposing to give a discount of 50 per cent on all official full-rate and code messages of UNRRA.

Kaye Offers \$1,000 Prize In "Bandleader" Contest

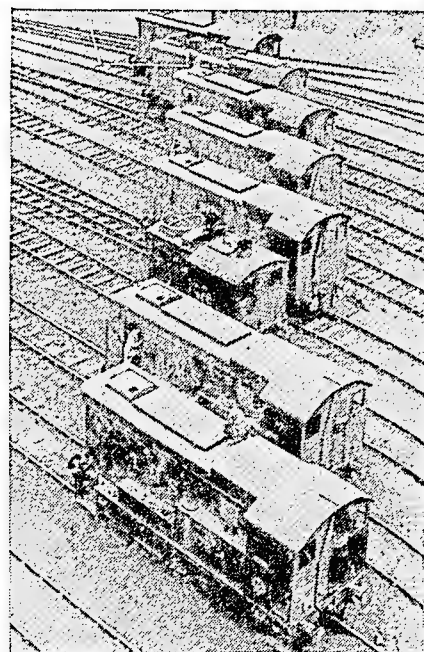
"Would-be" bandleaders and musically-minded amateurs will get opportunities for big rewards for their efforts in the national contest now being conducted by the Sammy Kaye program, "So You Want To Lead A Band," heard Wednesdays from 9:30 to 9:55 p.m. over ABC.

From the roster of winning bandleaders, selected by audience applause each week, a special board of judges will pick four sectional winners from different parts of the country. The special board of judges is made up of Paul Whiteman, Tommy Dorsey and Kate Smith, and they will pick a winner from the East, West, South and West Coast.

In June the four sectional winners will be given a trip to Hollywood to participate in the finals to be held in the film capital and the national winner will be presented with a grand prize of \$1,000.

Materials Firm On CKNW

New Westminster, B. C.—Gypsum, Lime and Alabastine, Ltd. have placed a contract with CKNW, New Westminster, for their Spring campaign. Contract calls for 52 announcements, to run Monday through Saturday. Business was placed through McConnell, Eastman Advertising Agency.



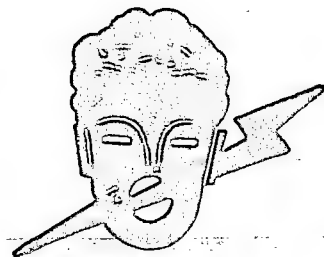
Pushers

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-REE

Jules Hamburg
INSURANCE
80 JOHN STREET
NEW-YORK-CITY
BOWLING GREEN 9-0284
PHONES: WHITEHALL 3-6767

Within Your Reach
Philadelphia's
WDAS
covering the largest cross-section of the buying public in the Philadelphia area... at lowest cost.



Now it's **Wmca** First on New York's Dial *24 HOURS A DAY!*

WMCA now stays awake nights with a city that never sleeps . . . stays awake to make the nighttime hours more enjoyable for hundreds of thousands of night workers, night owls, public servants . . . and folks who just can't sleep.

"ALL THROUGH THE NIGHT" is on the air from 1:00 a.m. to 7:00 a.m. . . . six hours of music on records and the latest news.

The new session carries dance music by the best bands in the early hours and all through the night the music the world loves best.

Hourly news bulletins . . . sports resumes . . . frequent weather reports . . . as well as rebroadcasts of outstanding WMCA daytime features all add up to reasons why New Yorkers tune in to WMCA for the best all-night show in town.

Wmca

570 ON THE DIAL

Represented by Weed & Company

CHICAGO

By NAT GREEN

Alex Dreier, NBC news commentator, is featured as narrator of bizarre and unusual stories in a new series of transcribed fifteen-minute dramatic programs entitled "This Fabulous World," now being introduced to the radio industry and allied trades. Audition records were cut by the NBC Recording division under supervision of Frank Chizzini, division manager.

Harry C. Kopf, NBC Central division vice-president and general manager, is hospitalized after a minor operation.

WBBM has received a letter of commendation from Evanston, Ill., safety chairman for the station's two-a-day warning program directed to elementary and junior high school children. Program, broadcast at the time children are preparing to go to or from school, has been very effective in preventing accidents, according to the safety chairmen.

Guy Colby, director of the WLS National Barn Dance square dancers, has received word that his son, Lee Wayne Colby, was drowned recently when he was washed overboard while on duty with the Navy in the South Pacific.

Jim Hurlbut, WBBM special events director, off for Columbus, Ohio, to handle arrangements for President Truman's speech there today.



Notes From An Aisle Seat . . . !

● ● ● Insiders tell us that the reaction to the audition Monday nite of a new Milton Berle CBS show was slightly sensash . . . the format will be an audience-participation quiz with the comic, the arbitrator of the "Peoples' Complaint and Beef Dep't." . . . Cy Howard will produce. . . Trumpeter Billy Butterfield, formerly with Bob Crosby and Artie Shaw Bands and currently an ABC staffer, will form his own orchestra shortly. . . We like the warmth in the voice of announcer George Hayes, heard on ABC's "Hour of Faith." . . . Ben Lipset is readying the return to the nets of Jack & Loretta Clemens. . . The 'exciting chapters' of the soap operas he's been appearing in lately don't compare with what happened to Stephen Chase Sunday . . . on the way out of his E. 51st St. home he smelled smoke and called the fire engines. . . Then he went into a delicatessen on Second Ave. for a sandwich . . . AND walked smack-dab into a hold-up. . . The Stroud Twins (Claud and Clarence), formerly heard on Edgar Bergen, Hildegard and Rudy Vallee programs, will be CBS' starred in a new package now being prepared as a summer replacement . . . Irving Mansfield will produce the series. . . Femcee Frances Scott brought her show to the Brooklyn Naval Receiving Station . . . her billing on the bulletin board read 'Francis Drake'. . . after the show the sailors named her (Great) Scott.



● ● ● New package firm, Carr & Stark, Inc., radio and television producers has a new wrinkle which shows they've plenty of confidence in their product . . . firm is buying a half hour on WABC for the audition-showing of "Youthville, U. S. A." . . . first time anything like this has been done . . . theme deals with the juvenile delinquency problem and stars Bette Garde . . . insiders claim the show is big-time. . . Riley (Cowboy Philosopher) Shepard's King recording of "Silver Dew On the Blue Grass" backed up with a swing version of Abe Lincoln's favorite, "Blue Tail Fly," will be a collector's item. . . Marie Rogndahl will CBS soprano "Tales of Hoffman," March 20, when she guests on "Great Moments in Music." . . A snappy salute to Capt. Eddie Rickenbacker who donates his entire salary from Longines, for his "World's Most Honored Flights" series, to the Army Air Forces Aid Society, which takes care of widows, orphans and disabled AAF personnel. . . Director Jack Rubin returns from a short vacation in Hollywood Saturday to resume his chores on "Break The Bank". . . he'll also direct the new "Try 'N Find Me" series which starts Monday via ABC. . . Scriptor Walt Framer is preparing a revised version of "Radio Swaps," for the air this summer . . . the across-the-board-series will have Framer pitch questions to members of his audience and the 'screwiest' answers will be "swapped" for silver dollars.



● ● ● Random House is holding up publication of Eliot Paul's novel, "Murder in Duffy's Tavern," until Ed Gardner's picture of the same name is released in the Fall. . . To introduce its newly-signed tenor, Mario Lanza (Jean Tenneyson's protege), to the mysteries of record-breaking, RCA-Victor assigned the singer the task of recording a "Happy Birthday To You" greeting to David Sarnoff, head of RCA. . . Mercedes McCambridge will be seen in George Abbott's forthcoming stage production, "Twilight Bar," which will open next week in Baltimore. . . Frank Novak has been named musical director for Melrose Records . . . first four releases will feature one of the first crooners, Nick Lucas. . . Earl Wrightson and Patrice Munsel of the "Prudential Hour" are possibilities for the lead roles in the new "Mayerling" film. . . "Strands of Death" which will be featured next Tuesday on "Inner Sanctum," was penned by Hank Warner, RADIO DAILY ex-staffer.

Miss "Kay" KGW

says



Magnified industrial promotion;
Expansion of foreign commerce;
Increased farm production;
Trade distribution expansion;
Transportation hub of Columbia Empire;

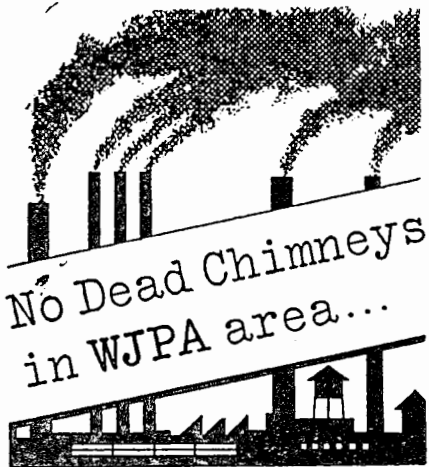
make PORTLAND and KGW the NORTHWEST'S No. 1 radio outlet.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Hershey McGilvers, Los Angeles, San Francisco, New York.

JOHN LAUX
 Managing Director

- WSTV - Steubenville, O.
- WFG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



Sarnoff Tells Clergy Role Of Electronics

(Continued from Page 1)

become not the slave, but the master of science.

At one point in his address Gen. Sarnoff said that civilization is now at the crossroads because "technological advances have outstripped our spiritual progress." He admonished the clergymen to make use of the scientific progress of radio, radar, television and FM in the promotion of a lasting peace.

Now through television and frequency modulation, popularly known as FM broadcasting, the church finds new servants at its command," he added, and declared: "Television comes not with the threat to replace the rural church and city cathedrals. Instead, it presents new opportunities for those who will adapt it to their purposes and the needs of the modern world."

Defines Television

Gen. Sarnoff described television as a tree of science with many branches," and cited the fact that out of its techniques scientists have produced the famed electron microscope and radar, the war-time miracle.

Pointing out that the war-time science that split the atom—the science that created radar and a host of other inventions—has created an uneasy peace, Gen. Sarnoff described the world as uneasy not because of scientists, but because all nations wonder what man will do if he is given a new opportunity which may lighten his burden? Is it not conceivable that in unlocking the secrets of the atom, science offers man a natural power to meet his basic needs with less drudgery and without conflict?

Science Challenged

"May not the new mechanical slaves at his disposal give man the means and the time to obtain and to enjoy more of the spiritual and cultural pleasures of life? Through atomic fission, may it not be found possible to facilitate the creation of raw materials so that all people will enjoy an abundance of natural wealth, and thus remove one of the age-old irritations that leads to war?

"Man stands facing a great threat and a thrilling opportunity. The possibilities of science enable him to look bravely at the stars and to seek a new destiny. He needs most the faith and the spiritual guidance that would aid him to apply his new knowledge to peaceful pursuits. For the hope of peace that is lasting and a world that is free lies within the soul and heart and mind of man."

Commission Rebuffs Mesters In Denying Transfer Of WOV

(Continued from Page 1)

originally ordered under the multiple ownership rule, the FCC issued a stinging opinion.

Noting that Mester brothers showed "only the vaguest acquaintance with the present operations of WOV," the FCC also said the transferees "revealed an extreme lack of candor in testifying under oath as to their numerous difficulties with various Governmental bodies."

Although first testifying they had never been a party to proceedings involving Government agencies, the brothers admitted under cross-questioning, according to the FCC, that "either individually or as partners," they have been "involved in at least five seizures and condemnation proceedings instituted by the U. S. Food and Drug Administration."

"The transferees," FCC said, "have come to this Commission seeking to assume the responsibilities and enjoy the privileges of a broadcast license, but they have shown no understanding whatsoever, of the provisions of the Communications Act, and the rules and regulations of the Commission applicable to their operations. They showed only the vaguest acquaintance with the present operations of Station WOV and were equally vague as to their plans for its future operation in the event they should be approved as licensees. They expect to run the station as a secondary business investment relying primarily on others than themselves to carry out their license obligations. They propose to increase the station's profits by selling more time, even though the station's schedule already shows that 75 per cent of the broadcast time on week days and 83 per cent on Saturdays is devoted entirely to commercial programs and most of the sustaining programs are heavily interspersed with commercial spot announcements.

"The transferees, in carrying on their edible oil business, have violated and disregarded the regulatory laws of the States and the Federal Government.

"Isolated and inadvertent violations of such laws are not, of course, in themselves, sufficient grounds for finding that an applicant is disquali-

fied as a broadcast licensee. However, the violations of the applicant in the instant case have been numerous and extended over their entire business career. Many of these violations were clearly not matters of inadvertence. A broadcast license carries with it grave public obligations, and a sense of public responsibility is therefore an essential qualification for any licensee. The sense of public responsibility which an applicant has shown in his private business dealings must therefore be given considerable weight in determining the degree of public responsibility which he, as a broadcaster, would bring to bear in his broadcast operations."

Sale price for the transfer of control was to be \$300,000. The transferees, Bulova and Henshel, also own a controlling interest in Greater New York Broadcasting Corporation, the licensee of WNEW.

Replace Andrews Sisters;

Geyer, Cornell and Newell announced on Friday that David Rose and his orchestra with Curt Massey, will replace the Andrews Sisters show for Nash-Kelvinator Corp., on Wednesday, April 3.

Tele Leaders Address Washington Adv. Club

(Continued from Page 1)

ley, chief engineer in charge of television for Philco, in a rapid-fire series of answers to the video question plaguing advertisers.

The forum was arranged by the Washington club following requests from members for a real "Q and A" period with the experts. The club in January, was the co-sponsor of the Television Institute, but advertisers had no chance to throw questions at the speakers. In answer to a question from an owner of one of Washington's largest department stores, Austrian said an immediate solution to short periods a day when tele would be on the air was "co-operative advertising." He admitted that a tidy demonstration problem for retailers will be the scattered broadcast periods during the day. He said a solution would be for dealers and manufacturers to co-operate in having a film demonstration of tele.

Bingley predicted wide-spread use of "centralized antenna systems" for use on apartment buildings in answer to a question whether antennas would be "bulky." He said that although some antennas for experimental tele were cumbersome, this was not true for standard video now in use or contemplated for the immediate future.

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

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Miracoustic RECORDINGS

OFF-THE-AIR RECORDINGS RECORDING STUDIO

Day and Night Service
Circle 7-2965

CARL FISCHER, INC.
119 West 57th Street
New York 19, N. Y.

Spot Biz Boom Throughout Country Forecast In Coast-To-Coast Survey

(Continued from Page 1)

is expected to bring about cleaner station operation, including the elimination of questionable sponsors and commercials, as well as the building of programs.

The forthcoming shift of emphasis to programming, however, will not have an adverse effect on spots. Dramatized and singing commercials "are here to stay," in the opinion of sales executives, and "will soon become an integral part of the American scene."

Jingles Get Approval

The execs were unanimous in their approval of jingles, citing particularly their strong impact on younger listeners. "The great masses cannot be reached by direct approach," one web spokesman said, "thus making necessary commercials that are also entertaining." This is borne out by the fact that many of the top network shows are now setting their plugs to music, outstanding examples being the Bob Hope and Danny Kaye stanzas.

Effectiveness Demonstrated

Effectiveness of spot radio is demonstrated by the advertisers who entered the field for the first time during the war and are continuing their participation. Foremost among these are the motion picture producers who began their radio activities because of the wartime newsprint shortage. Most of the major companies have increased their radio time, despite easing of paper rationing and are expected to continue.

Latest large-scale entry into the field is Metropolitan Life Insurance Co., which last month began sponsorship of one-minute institutional, public service transcriptions featuring well known personalities such as Edwin C. Hill, General Omar Bradley and others. Content of the ET's is in three major categories, designed to hit the average morning, afternoon and evening listener.

Publications Buy Time

Another group of comparatively new spot buyers are in the publications field, including the Saturday Evening Post, Holiday, Liberty and the Reader's Digest.

Wines and watches also have shown a marked increase in radio time. Following the lead taken by Chateau Martin several years ago are Para-

dise, Gallo, Mission Bell and others. Leading the post-war wave of new timepiece advertisers are Parker, Rensie, Colomby, Helbros, and Tourneau.

Biggest Time Buyers

Greatest increase in spots has been shown by soaps, personal products and proprietaries. Following their initial success with the Super Suds jingle about four years ago, Colgate-Palmolive-Peet & Co. have extended the treatment to their tooth preparations and other products and recently began an intensive nationwide campaign on behalf of a new deodorant. In the same field, Lever Brothers' time purchases also have shown marked increases.

Off the air since Pearl Harbor, jingles singing the praises of G. Washington coffee have returned, setting the pace for newcomers to the instant coffee field, with Borden's leading the group. Hair preparations also are recent buyers of spot radio.

Because of this steady increase, broadcasters believe that spots have just about reached their optimum, with programs due to become again the major incentive of time-buying.

Chicago Optimistic

Chicago—Webs and local stations are optimistic over the outlook for spot business in the Chicago Area during 1946. While few new accounts are being signed at present indications are that last year's level will be maintained and probably bettered. Some business has been lost because of industrial conditions but on most stations there is very little available time and a heavy increase in summer business is anticipated.

Report Good Prospects

The sales department of CBS-WBBM reports very good prospects for the year. With the straightening out of conditions in the steel industry a surge of auto and home appliance advertising is expected and many clothing firms which have been absent from the air are expected to return as soon as price ceilings are adjusted. The wheat and flour situation has affected business to some extent, but with brown flour established and the probability of repackaging and new brand names flour firms soon will be back on the air, it is predicted. It was pointed out that Pillsbury already is plugging the new brown flour. Recent new business reported by WBBM includes Evans Fur Co., first time on WBBM, Metropolitan Life, back after a long absence; Red Dot Potato Chips, Cincinnati Wallpaper Co., and Chamberlain Hand Lotion.

Oliver Morton, NBC-WMAQ sales manager, sees an excellent year ahead. "We have lost some business, but we expect to get other accounts to take its place," he said. "When things settle down we expect a large

volume of home appliance and auto advertising, of which we have none at present."

At WGN none of the sales staff was available for comment. However, the station is carrying a sizable quota of spot business.

Roy McLaughlin of ABC-WENR said little new business is being signed at present principally because there is little time available and rather than taking anything that comes along they are aiming at 52-week deals. Business, says McLaughlin, will at least maintain its present level and may show an increase. Retail merchants are showing more interest, he said, and he anticipated considerable department store advertising.

Sees Good Year Ahead

"Business probably will be better this year than last," said Charles Freeman of WLS. "We are signing very little new business. Most of our time is occupied by long-time customers. In the next six months we will be hard pressed for time. We see a tremendous summer potential."

Fred Harms of WJJD reports business very good, although sales at the moment are quiet, and he looks for a big year. Recent WJJD accounts include Colgate, G. Washington Coffee, and Paradise Wine.

WAIT, essentially a spot station, has practically all the spot business it can handle. Operating from 7 a.m. to 6:30 p.m., it has arranged its time in thirty-minute blocks, all largely devoted to music and with six minutes of music between spots. Station reports outlook for year is exceptionally good.

While WCFL is ahead of last year in spot business, Mel Woolens, sales manager, said it is difficult to predict what is ahead in view of developments of the last 30 days. The station expects to retain its present business and Woolens is hopeful there will be an upward turn during the year.

Coast Orders Up

West Coast Bureau, RADIO DAILY

Los Angeles—Southern California will yield more national spot business in 1946 than ever in its history, according to representatives of webs and local stations. They point to the fact that Los Angeles is the new home of United Rexall and Company, and is expected to spend two million dollars annually for radio time, also that food products, wine and citrus sums, also Soil-Off, Kerr Glass Co., Bu-Tay Products Co. and Castle Co., all of them buying national spot time.

Don Lee Mutual is doing 25 per cent more national spot business than for same period in 1945, while NBC Western division, has three-quarter hours per week open and has had to reject a large amount of business.

It is also getting some interesting

AGENCIES

UNITED STATES ADVERTISING CORP., founded in 1921, has changed its name to Ewell & Thurber Associates, and continues with offices in Toledo and Chicago, with James C. Ewell, Chicago, as president, and Hal H. Thurber, Toledo, as executive vice-president. Ward M. Canaday, founder, who withdrew from operative participation in the advertising business five years ago to become active board chairman of Willys-Overland Motors, Inc., Toledo, states that Canaday, Ewell & Thurber, Inc., will continue its financial backing of the newly-named firm of Ewell & Thurber Associates.

MALCOLM L. MCGUCKIN, JR., recently in the Marine Air Corps, has joined Byer and Bowman Advertising Agency, Columbus, Ohio.

HUBERT J. PENN, JR., United States representative for the Amstel Brewery, Amsterdam, Holland, announces the appointment of the Charles W. Hoyt Company to handle the advertising of Amstel Beer, about to be imported into this country.

ALLAN DINGWALL has been appointed to the Radio Production Department of Ted Bates, Inc. He has just been released from the Navy with the rank of Lieutenant.

JEANNETTE FERREIRA, formerly assistant to the president of Civic Concert Service, has joined the W. Colston Leigh Bureau.

nibbles for Saturday time, a spokesman declared.

ABC Western division is running ahead of last year and Columbia Pacific reports business as good as in 1945.

KNX is running 50 per cent ahead of 1945, while KFI reports that the small slack caused by cancellations due to the San Francisco canning and machinist strike has been more than made up by enlarged purchases of time by current advertisers.

KFWB has no time available, while KMPC's business is as good as last year.

KGMJ, reports several new accounts, including new and used car dealers and night clubs.

FOR SALE ALL BRAND NEW

Farnsworth—10"—12" Record Player & Changer

15" Jensen Speaker in Base Reflex Cabinet

12" Jensen Speaker—Open Cabinet Type

Stromberg Carlson 30 Watt Amplifier

2 Turner Dynamic Microphones with Cables and Plugs.

Write Box 140, Radio Daily, 1501 Broadway, New York 18, N. Y.

Send Birthday
Greetings To

March 6

Rosario Bourdon

Bob Dunn

M. E. Tompkins

Jack Stern

Gordon Windham

Dorsey Joining WOR Popular Music Post

(Continued from Page 1)
 will be featured in a new half-hour program on WOR-Mutual, to be titled, "Sammy Dorsey's Playhouse," and will counsel with WOR executives in popular music programming.

In signing Dorsey, Streibert said that "popular music is in for expansion." He pointed out that the popular field suffered from little or no development during the war-time period and today young people are eager for this type of programming.

Contract Not Exclusive

Under terms of his contract, Dorsey will use his own band for radio programs and will augment when programs are originating from key Mutual stations. He will be available for commercial sponsorship on WOR and also will be free to negotiate other commercial radio deals with other stations and networks. It was pointed out that he will probably be the summer replacement for Fred Allen on the NBC network.

New Shows Coming

During a press conference Streibert said WOR had reached the decision stage in their program revamping plans and would announce some new shows within the next few weeks. One of the new shows will be a romantic musical half-hour co-starring Mzi Green of "Billion Dollar Baby," and Lawrence Brooks of "Song of Norway." This show titled "Passport to Romance," will go on the air about March 15th, Norman Livingstone, director of programs revealed.

Livingstone Gives Views

Livingstone indicated that WOR was proceeding on the theory that it was time to "give the programs back to the listeners in the homes." He said that audience participation shows, and other programs in which artists, especially comedians, are dependent on audiences for laughs, are on the decline. New programs such as the Dorsey show and "Passport to Romance," will be produced strictly for home radio consumption, he added.

WOR has a budget of \$100,000 which they will utilize for experimentation with new shows. It was indicated that a lot of this money has been earmarked for musical show development.

FM 88-108 mc. Wavelength Defended By Commission

(Continued from Page 1)

"notable dispatch" with which industry has proceeded to design and produce transmitting and receiving equipment which "will render excellent service to the American people in the band assigned."

Striking firmly at Zenith's contention that the upper band would not give top service, the FCC said:

"There is nothing whatever in the present proceedings which casts any doubt upon the ability of the FM stations in the 88-108 megacycles band to render a superior interference-free and static-free service over ranges of 60 miles and perhaps in excess thereof."

A statement from the FCC backing up its decision to cold-shoulder Zenith's request that FM be set back to the lower band has been awaited since a hot hearing on the subject was completed last January 19. During the hearing Zenith spokesmen accused "selfish commercial interests" of plugging the upper band.

Following the announced decision, Maj. Edwin H. Armstrong denounced the FCC's conclusion.

The three major factors which the Commission considered in its previous decision to place FM in the 88-108 megacycle band were (1) Sporadic E interference; (2) F2 layer interference; and (3) extent of coverage.

Following through on its reasons, the FCC said yesterday:

"The Commission concludes that whether or not Sporadic E in the lower band will be as intense as was predicted in earlier reports there will still be a substantial problem of Sporadic E interference in the lower band and no similar problem in the upper band. The Commission further concludes that F2 interference may be a serious problem in the lower band and will not affect service in the upper band.

Hits Two-Band Use

"With respect to extent of coverage, the Commission is unable to find that the lower band shows any substantial advantage over the upper band within the expected service areas of FM broadcast stations. With respect to service to rural areas, the Commission concludes that in the present state of the art and considering the present economics of broadcasting, service to farmers situated at a great distance from cities must continue to come, for the greater part, from standard broadcast stations."

The FCC also took a sideswipe at Zenith's use of two bands on its FM receivers, saying:

"The Zenith position, in essence, proposes that FM broadcasting shall proceed simultaneously in two bands, one from 44 to 50 megacycles and other from 88 to 108 megacycles. The objections to this dual-band allocations appear decisive. It was the general consensus of those who testified at the hearing that adding a second band decreases the over-all

efficiency of set performance. It is necessary to sacrifice some sensitivity and stability if two FM bands are incorporated in one receiver, and other complications arise, such as antenna dimensions.

"Furthermore, if two FM bands are approved, one or the other, but not both will be licensed in many areas. However, all sets would have two bands, thereby imposing a 'dead' band on millions of set owners. The added cost to a purchaser of such a two-band set would be from \$1.50 to \$6.00 or more and on an annual basis for all users, this added cost would run into millions of dollars.

"Moreover, a two-band FM system will have an unpredictable effect upon the listening habits of the public in that it would require that the listener switch to elect one band or the other. Unless this operation were done by automatic means, habits of listening on one band to the exclusion of the other might well develop, which would complicate further the problems of assigning frequencies to FM stations.

"Another factor which should merit consideration—but which is by no means conclusive—is that a few manufacturers have proceeded with plans to build two-band sets. This would give them a competitive advantage over other manufacturers who have proceeded with a view of producing one-band sets in accordance with the Commission's June, 1945 allocation. The delay in producing two-band sets would range from four weeks to five months. There are no advantages to a two-band receiver which would warrant the Commission in requiring this delay.

"Perhaps the most significant feature of the January 18-19 hearings was the unanimity with which all parties agreed that FM broadcasting in the region presently assigned from 88 to 108 megacycles will provide an excellent interference-free and static-free service over substantial areas. Further, the evidence was conclusive that receivers in the medium-price range will shortly be available for the reception of signals in this band and that transmitting equipment for the band will also shortly be available."

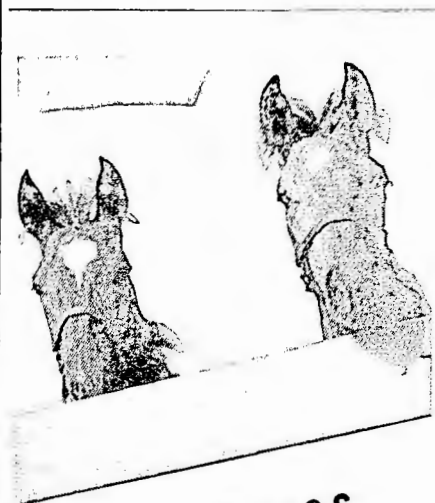
CBC Radio Engineer In Espionage Plot

(Continued from Page 1)

Research Council to help along the research work on radar and its development. He was employed at the Council's radio branch field station on the outskirts of Ottawa at the time he was detained for questioning in connection with the espionage investigation. He appeared in Magistrate's Court Monday, did not plead, and was remanded until March 11.

Commission's Report

The Royal Commission's report says of Mazerall: "He is an electrical engineer in the National Research Council working in the field of radar, who also had taken an oath of secrecy. He was one of the group headed by Lunan, and he furnished to the latter on one occasion, for transmission by the latter, two reports of the National Research Council on certain developments, actual and projected, in the field of radar, at a time when the disclosure of these documents was still unauthorized. The fact that these reports were shortly presented to the Empire Conference is an extenuating circumstance in Mazerall's favor."



new business
 is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

DYNAMIC COPYWRITER
 JINGLES A SPECIALTY!
 SUCCESSFULLY EMPLOYED!
 SEEKS PROGRESSIVE AGENCY AFFILIATION.
 Box 137—RADIO DAILY
 501 Broadway New York 18, N. Y.

CBS WJNO
 "Where Dun and Bradstreet meet Hooper and Crossley!"

 THE VOICE OF THE PALM BEACHES

WEED AND COMPANY
 RADIO STATION REPRESENTATIVES
 NEW YORK • BOSTON • CHICAGO
 DETROIT • SAN FRANCISCO • HOLLYWOOD

Gen. Dyke Describes U. S. Radio In Japan

(Continued from Page 1)

the re-education program, with the third taken over by AFRS.

Seven news shows daily are now beamed to the Japanese people, Dyke said, in addition to farm programs, women's shows, political forums, with all sides represented, and man-on-the-street broadcasts. The last named are particularly effective, he said, because they bring home to the average Japanese the fact that he now has the right to speak his mind freely on any subject.

Radio is especially important, he said, because the average Japanese understands only 1,500 of the 15,000 characters in the language. Knowledge of about 4,000 would be necessary to absorb the Allied education program visually.

Large-scale production of receivers has begun, although none has come off the lines yet. About "three or four million" are expected by next year.

Priority On Sets for Schools

Schools will get priority on new sets produced, Dyke said, to insure maximum coverage for the recently instituted program of in-school broadcasts which are replacing textbook instruction. Subjects to be taught by radio include history, geography, morals and current events, for children in the sixth grade and above. Textbooks in these subjects were banned at the beginning of the year because of militaristic coloring which made mere censorship impossible.

Dyke is holder of the Distinguished Service Medal, two Victory Medals and four campaign ribbons with five combat stars. Due back in Tokyo April 15, he expects to leave for Washington next week to confer with Maj. Gen. S. Aiken, chief signal officer in Japan. Afterwards, "I want to find some place where I can just sit in the sun and forget about Japan."

School Salute To Spellman Broadcast Over WHOM

WHOM yesterday aired a description of a reception for Francis Cardinal Spellman on his arrival from Rome. Jack O'Reilly, outlet's special events director, did the broadcast via remote recording equipment set up at Cardinal Hayes High School.

KTMC To Join ABC

Effective April 1, KTMC of McAlester, Oklahoma, becomes affiliated with the ABC network as a bonus station available at no cost to advertisers who purchase KOMA, Tulsa.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN
1441 Broadway

WI-7-4056
19th Fl.

COAST-TO-COAST

—TEXAS—

AUSTIN—E. S. Fentress and Charles E. March, have applied to the FCC for permission to sell 50 per cent of the common stock of KNOV and WACO in Waco, to C. C. Woodson, and Wendell Mayes for \$200,000. Other interest in the station is controlled by S. W. Richardson and Charles F. Roeser, who have an application with the FCC to sell their interest to the Texas State Network for \$34,000. The two also have a minority interest in the TSN and backed Elliott Roosevelt in the formation of that regional web when it was founded. . . . SAN ANTONIO—Betty Peters, new to radio, has been named women's radio editor of KTSA replacing Bonnie Merritt who will leave soon for the West Coast. . . . Harold Brown, radio singer, has been named head of the KTSA music dept., replacing Hollyn Gee.

—OKLAHOMA—

OKLAHOMA CITY—Kenyon Brown, general manager of KOMA, has been appointed general chairman of the Tenth District Board of Directors meeting of the AFA to be held in the Sooner Capital May 5 and 6. Keynote of the meeting will be the Southwestern Advertising Fair, an exhibit of outstanding contributions to the field of advertising by media folk throughout the Southwest. . . . Wally Dunn and Leon Betz, recently released from service, have joined the KOCY sales staff. . . . Carleton Beck, after three years of Army service has joined the KOCY announcing staff. . . . James Walker, formerly director of music in public schools in Tucson, Arizona, has joined the KOCY staff as medical director.

—CONNECTICUT—

STAMFORD—Bill Hightower, recently discharged from the Navy after having served in the Pacific, has joined WSRR as program director. . . . Fred Murphy, who served with WSRR for two years, has accepted a position with a New Haven agency. . . . HARTFORD—WDRS is now broadcasting two local and Connecticut news broadcasts from the Hartford Courant, each weekday night, at 6:05 and 11:05. . . . Stanley Peer, who has been with the Coast Guard for more than two years, has rejoined the control room staff of WDRS. . . . Ralph D. Kanna, WHTD station manager, has been named a member of the committee arranging for the 25th

annual state convention of the Disabled American Veterans. Appointment was made by Gerard F. Murphy, state DAV chairman.

—CANADA—

OTTAWA—A license has been granted for a third station to Frank Ryan, former director of publicity for the Hudson's Bay Company, by the Dept. of Transportation. Ryan's station will at first be used for daytime broadcasting on 1,000 watts, although a special rider in the lease makes provision for night operation after FM comes to the district. . . . The RCA Victor Company Limited, formed a Quarter Century Club, as 39 employees with twenty-five years or more with the firm, became charter members at an inaugural dinner in the Mount Royal Club. F. R. Deakins, president of the company, announced that each member will receive a gold pin and certificate of membership along with an extra week's annual holiday with pay.

—MASSACHUSETTS—

PITTSFIELD—Leon Podolsky, has filed a petition with the FCC for permission to purchase WBRK and for a conditional grant of a construction permit for a new metropolitan FM broadcast station issued to Monroe B. England. . . . BOSTON—Evelyn Howe, director of WEEI's Follies program, broadcast daily at 4:30 p.m. will attend the Association of Women Directors of the National Association of Broadcasters, which will be held at the Hotel Roosevelt, New York, between March 15 and 17. . . . Warren Stevens, WEEI control engineer, has been named supervisor of engineers by Walter Stiles, chief engineer for the outlet.

—PENNSYLVANIA—

PHILADELPHIA—WPEN and WPEN-FM recently announced that Milton F. Allison, formerly of WLW, Cincinnati, has been named sales manager of the Philadelphia Evening Bulletin station. Allison returned to radio after serving nearly two years as a lieutenant in the Navy, during which time he handled radio programs and other public information for the Navy Supply Corps. . . . Richman Bros. Company, Cleveland, has added three newscasts per week to its schedule of the Alwyn Bach newscasts over KYW. Bach has been sponsored since 1945 on Tuesday and Thursday evenings and now the Saturday evening newscast has been added for the duration of the fifty-two week contract. . . . Margaret Maguire has been added to the KYW staff re-

Networks Plans Coverage Of UNO Schedules

In accordance with expected plans of UNO to make extensive use of radio when permanent headquarters are located—probably in the immediate vicinity of New York City—networks are considering special schedules to tie in with the organization's educational program.

As announced last week, NBC has arranged a long-term project of international broadcasting and educational activities designed to promote UNO unity and understanding, and Dr. James Rowland Angell, public service counselor of the network. Phases of the project will be launched in co-operation with the State Department.

William R. Murrow, vice-president and director of public affairs for CBS now in London, is reported to be making preliminary steps for network programs highlighting international activities. While nothing tangible has been arranged by ABC, network executives point out that equal coverage will be provided UNO activities by web programs, in addition to several discussion programs regarding UNO problems now on the air.

Tom Slater, manager of the Mutual special events department, has been appointed to supervise the network's activities in connection with UNO programs, and although planning at the moment is still preliminary, he is expected to meet soon with the UNO representative here in New York. Slater announced that Mutual will be very strongly represented in any educational series or schedule designed by UNO, and will cooperate as much as possible with the radio section of the organization in providing air time. In addition, Mutual will probably highlight UNO free time to time on its network show "American Forum of the Air," which national and international events are discussed.

placing Mary Gallen in the general service dept., and Dorothy Bertulis, formerly of the Catholic Standard and Times, joined the music dept.

"Mind Your Own Business"

A new kind of audience participation Show

Starring that 'Comedy Commando'

DANNY WEBB

with SASCHA LONDON and His Orchestra

Write—wire—phone for Audition Recording

HU CHAIN ASSOCIATES

1674 Broadway, New York 19, N. Y.

CO. 5-5288

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Rosser, General Manager
FARE & PETERS, Inc., Exclusive National Representative

Programming Report Due

Washington's Spot Biz Strong, Survey Shows

Reports from Washington, D. C., in the country-wide spot-sales survey by RADIO DAILY reveals a strongly-sustained popularity of this form of advertising in the Nation's Capital, with a types of businesses and services, local and national, buying time. The Washington report shows the following list of advertisers using spot announcements on the stations. Unless otherwise noted, the list presents new accounts opened since

(Continued on Page 7)

NBC Makes Strong Appeal For Agency Tele Interest

NBC issued a brochure this week outlining production procedure and establishing charges for the use of its television facilities in a direct invitation to advertising agencies and agents to actively participate in commercial video broadcasting.

Entitled "NBC Television—Guide to Commercial Production Procedure," the brochure sketches the network's video plans for the future, defines program and production procedure in

(Continued on Page 5)

Penny Gets Raymer Post, Leads New Atlanta Office

Royal Penny, for eight years sales manager of WBT, Charlotte, and prior to then associated in that capacity with WPTF, Raleigh, has been appointed manager of the new Atlanta office of Paul Raymer and company, it was announced yesterday. Appointment of Penny is in line with the

(Continued on Page 7)

Educational Tele

Television's educational value was cited this week when the N. Y. Fire Department requested permission to use CBS newsreels of a recent two-alarm, \$100,000 fire that occurred on lower Broadway. Hailed as the "best films of actual firefighting" they will be used in training of rookies. Alan Cleban and Dennis McBride, of the WCBW staff, were the newsreel men.

Back In Civvies

Tokyo Mose, GI take-off on Tokyo Rose, Jap siren of propaganda, has been discharged from the Army in the person of Sgt. Walter Kaner, former WLIB and WWRL staffer, who was heard over the 50-kw. WVTR in Radio Tokyo. As Mose, Kaner introduced the nonsense ditty "Moshi Moshi Ano-ne," which Stars and Stripes called "The Occupation Anthem." He also did a daily, one-hour disc show over 20 AFRS outlets.

Ex-GI's Favor Stars Who Went Overseas

An indication that returning servicemen, who have swelled radio's audience considerably during the past year, are sticking by those entertainers who toured the war fronts is seen in figures just released by CAB, showing a marked proportional increase of men listeners to four top evening shows whose stars went overseas.

Although their overall ratings re-

(Continued on Page 2)

Westinghouse Is Granted License To Mfr. CBS Tele

First licenses to embody CBS ultra-high frequency color inventions in television receivers and studio apparatus have been granted to the Westinghouse Electric Corporation, it was announced yesterday. Arrangements are on a patent royalty basis,

(Continued on Page 7)

FCC Com. Wills Dies Suddenly; Leaders Mourn His Passing

William H. Wills, FCC commissioner and former Governor of Vermont, died early yesterday in Brockton, Mass. He was 63.

Wills died in his hotel room. He had been conducting broadcast hearings for the FCC in the Massachusetts city.

The Commission was informed of Mr. Wills' death by Acting Chairman Charles R. Denny and adjourned af-

FCC Ready To Issue Recommendations As Guide To Stations In Determining Adherence To Commission Rules

Test Radio Program As Aid To Blind Vets

One of the first uses of radio in the rehabilitation of war veterans was made yesterday by the New York Institute for the Education of the Blind, under direction of Dr. Merle E. Frampton, when four blind sailors and marines tested the "dramatic 'trueness' of a radio program during rehearsal and production of Mutual's

(Continued on Page 5)

Ohio Cities Take Steps To Eliminate Time Change

Columbus—The customary change to daylight saving time in most Ohio cities, which during the war took place each spring between April and May 1, is not expected to take place this year, with the war-time need to

(Continued on Page 6)

Special Radio System For A. T. & Santa Fe

Chicago—Fred C. Gurley, president of the Atchison, Topeka & Santa Fe Railway, announced this week, that radio service for passengers on Santa Fe trains will be put in operation this

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Issuance by the FCC this week—possibly today—of a voluminous study of broadcast programming and Commission license policies is due as the result of a determination in Commission meeting Monday, that the study be given public release. The project was undertaken last year, and although completed for several months, has not been made public up to now.

It was reliably learned here that although the findings of the report

(Continued on Page 5)

CBC Web Planning For New FM Stations

Montreal—CBC expects to be able to make recommendations within the next few weeks regarding the granting of licenses for low power frequency modulation transmitters to private stations applying, A. D. Dunton, CBC chairman, said today.

Outlining CBC's views of frequency modulation broadcasting, Mr. Dunton said that as part of a move to intro-

(Continued on Page 6)

Dutch Rely On Radio As Chief Source Of News

The Dutch people were greatly dependent upon radio during the war—because it was the principal means of news of the outside world, but with

(Continued on Page 7)

Rail-Radio

The FCC yesterday granted the application of the Missouri Pacific Railroad Company for construction permit and license for 32 new mobile units to operate as train stations in the railroad radio service. Operation will be on the frequency 160.41 megacycles, with 100 watts input to final radio stage, employing special emission for FM (telephony).



Vol. 34, No. 45 Thurs., March 7, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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., Mar. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	189 3/4	189 1/2	189 3/4	— 1/8
CBS A	43 3/8	42 1/2	43 3/8	— 3/8
Farnsworth T. & R.	15 1/2	15 1/8	15 1/4	— 1/4
Gen. Electric	46 7/8	46 1/4	46 3/8	— 1/4
Philco	38 1/2	37 3/8	37 3/8	— 7/8
RCA Common	16	15 3/4	15 3/4	— 1/4
RCA First Pfd.	93	93	93	—
Stewart-Warner	21 1/4	21 1/8	21 1/8	— 1/8
Westinghouse	34 7/8	34 1/4	34 7/8	—
Zenith Radio	36	36	36	— 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/2	22 1/2	22 1/2	+ 1/2
Nat. Union Radio	11 3/8	11 1/8	11 1/8	— 3/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	14	15
Stromberg-Carlson	24 1/2	26 1/2
WCAO (Baltimore)	34	—
WJR (Detroit)	35	—

CBS Discussion Series Schedules Two Senators

Senators Scott W. Lucas, Democrat of Illinois and Bourke B. Hickenlooper, Republican of Iowa, will be the guests of Moderator Larry Lescieur on the premiere broadcast of the new discussion series, "Open Hearing," Tuesday, March 12. (WABC-CBS, 10:30-11:00 p.m., EST). The two legislators will discuss the pros and cons of America's OPA operations.

"Open Hearing," designed to present Federal legislators and government spokesmen who make and execute national policy, is in line with the CBS practice of presenting as many varied viewpoints as possible on developments of outstanding interest and importance.



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

Coming and Going

RICHARD ROSE, art director in the television department of N. W. Ayer & Son, Inc., leaves today for London and Paris, where he will spend six weeks studying English and French tele.

JOHN H. NORTON, vice-president of the American network, has returned from a short business trip to Buffalo.

ELMER HANSON, general manager of KILO, Grand Forks, N. D., paid a call yesterday at the station relations department of CBS, with which KILO is affiliated.

JACK M. DRAUGHON, president and station manager of WSIX, Nashville, is back in Tennessee after having visited briefly in New York for conferences with network officials and station representatives.

DAVID B. WHALEN, former public relations representative for Gene Autry, is spending this week in New York.

BARBARA GRAY, mother and personal adviser of Dolores Gray, radio singer, featured on the Broadway hit, "Are You With It," has returned from Hollywood and will be interviewed tomorrow on the Adrienne Ames program over WHN.

NORMA JEAN NILSSON, eight-year-old actress featured on the Jack Carson Show, leaves New York today for Washington, D. C. She'll return in time for her program of next Wednesday.

FRANK M. RUSSELL, vice-president of NBC in charge of the Washington, D. C. office, in town this week for the network's station meetings.

CARL S. BROWN, of Sherman & Marquette, advertising agency, is back at his New York headquarters following a tour to the West Coast.

ALEX DREIER, Chicago commentator for NBC, arrived in Gotham early this week for conferences at the offices of the network.

C. J. LANPHIER, general manager of WEMP, Milwaukee affiliate of ABC, was a visitor this week at the headquarters of the web.

ROBERT SAUDEK, director of public service for the American Broadcasting Co., has left town to attend the annual radio conference at the University of Oklahoma. He'll return Monday.

W. ENNIS BRAY, manager of WMRC, Greenville, S. C., was in town early this week on station business and for talks with officials of the American network.

ODEN RANSLAND, sales manager of KDAL, Duluth outlet of the Columbia web, has arrived from Minnesota on station and network business.

PHIL FARRELL, manager of the Mack Triplets, has returned from Baltimore, where recently the Triplets opened an engagement at the Chanticleer.

Ex-GI's Favor Stars Who Went Overseas

(Continued from Page 1)

remained virtually unchanged, Frank Sinatra, Bing Crosby, Bob Hope and Jack Benny each gained from one to two men listeners per listening home during January of this year as compared with the similar period in 1945. On the overall scene, according to CAB, there were 40.8 per cent more men listeners aged 17 through 35 this January, than there were a year ago. Listening by men of all ages was 12.2 per cent greater, although the number of men listeners over 35 remained almost the same. The number of women and children listening to the radio showed little change, but the total listening audience was appreciably higher.

Sunday night programs get the most listeners per listening home, with a high of 3.4 recorded for the 6:45-7 p.m. period. Leading the nighttime programs was Jack Benny, with a rating of 3.1. Runners-up were the Baby Snooks Show, Beulah and Marlin Hurt, each with 3.0 listeners per listening home.

For the third straight month, "Breakfast in Hollywood," led the CAB's list of daytime week-day shows, followed by "Pepper Young's Family," and the "Breakfast Club."

Most popular daytime week-end show was "One Man's Family," which has held that position since mid-January. "Shaeffer Parade" was second and the "Gene Autry Show" third.

Hausman CBS Personnel Head
 Howard L. Hausman, senior attorney in the legal department of CBS has been named director of the company's newly created personnel relations department. The appointment is effective Monday, March 11.

Special Radio System For A. T. & Santa Fe

(Continued from Page 1)

year as fast as equipment and labor are available. First installation will be put in service March 10, on the Santa Fe dining car 1450. Later it is planned to install speakers in the ceiling of dining, club, lounge and chair cars. The integrated system to be used in car 1450, was designed by Farnsworth Television and Radio Corp., Fort Wayne, Ind.; the wire reproducers were designed by Brush Developing Co., Cleveland, and the musical programs will be recorded by Muzak.

A push-button selector, loud speaker and volume control will be installed in each roomette, bedroom, compartment and drawing room of sleeping cars.

GI's Brides To Talk To Families Over ABC

Seven British wives of American GI's, and their husbands, will speak with their families in England for the first time since their arrival in the United States, Sunday, March 17, over ABC from 3:30 to 4 p.m., EST. Taylor Grant, heard nightly on "Headline Edition," will emcee the program from New York and ABC correspondent Arthur Feldman from London, introducing each couple in New York and each family in London.

AVAILABLE
 Comedy Writing Team. Top Network Credits. New York or Hollywood. Box No. 139, **RADIO DAILY** 1501 Broadway, New York 18



Lottery

Don't look at his shoes. Don't wonder where he's from.

He's a ticket seller in a "get-rich-quick" lottery in Switzerland, one of the most frugal nations in the world. Everybody, it seems, likes to take a chance. And that's okay with us.

But there are a lot of people who like to play it safe with a sure thing.

That's what we offer you in Baltimore radio. It's a sure thing that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. That's a fact you can bet on ... and win.



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

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REE

It's Great to be Home Again!



The Texas Rangers have returned to civilian life and are ridin' down the trail into New York for personal appearances and transcription-making! Before entering the armed forces, *The Texas Rangers* were named America's finest western musical unit. You've heard them on coast-to-coast network radio with their own show—and with other famous stars such as Gene Autry and Johnny Mack Brown. Their transcriptions have been broadcast by scores of stations in three countries. See if the critics are not right when they say, "They're better than ever!" Tune them in for yourself Monday night (March 11, 12:05 PM EST) on the CBS origination, "Nighttime on the Trail". Then give Jimmy McConnell a ring at New York's Hotel Lincoln for availabilities as a sure-fire network program idea — tested and successful!

Eastern Offices Opened in New York!

There is no question as to the excellence of *The Texas Rangers* living library of transcribed western tunes. While in New York, they will be making fresh additions to this library. Now, more than ever, you'll find that *The Texas Rangers* are the answer to that program problem on stations large and small. In order to improve its service to the eastern seaboard, Arthur B. Church announces the opening of an office at



Anxious to be Johnny-on-the-spot is Arthur Poppenberg, newly appointed eastern sales manager. His background qualifies him to be of valuable assistance in getting the most out of *The Texas Rangers* library in any part of the country. Give him a ring (Lexington 2-4991), and you'll find him "popping in" with full details and prices on *The Texas Rangers* living library — and other Arthur B. Church tested features.

475 Fifth Avenue, New York 17, New York.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel, Kansas City 6, Mo.



We of Radio-Recording are rapidly becoming multi-lingual folk . . . patrons of the foreign tongues. What with our correspondence with *The-saurus* subscriber stations in Canada, Mexico, Panama, Cuba, Guatemala, Colombia, Brazil, New Zealand, South Africa and Switzerland, we occasionally get our accent marks in the wrong spot, or forget to put a question mark upside down, but we're trying hard to develop a working knowledge of the problems of foreign programming.

On top of everything else Herminio Traviesas, our Spanish-speaking gentleman from Cuba, (he's responsible for contacts with clients below the border) has brought an assignment in the house that answers a long unanswered question: how the genial Latin Americans have earned their reputation as smiling people with gleaming white teeth.

It all involves a set of spot announcements for Listerine Toothpaste . . . in Spanish. The National Export Advertising Service arranged for this unique series of spots, which are being produced and recorded by NBC. The theme of the announcements is humor . . . Spanish style. "Trav" tells us that it is such subtle humor that you would have to be able to read the unabridged version of Don Quixote in order to understand it.

Top names in the South American radio field are being used to further enhance the appeal of the announcements. It's also interesting to note that the spots tie in directly with a newspaper campaign in the countries below the border. Distribution of the Spanish spots for Listerine Toothpaste takes in Cuba, Puerto Rico, Ecuador, Central America and Peru.

Following a world-wide trend toward better International relations, NBC Radio-Recording has also enlarged its borders of service and is now able to offer foreign radio stations and advertisers a service to meet their programming needs also.



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 . . . !

● ● ● WGNB, local FM station under the direction of singer Marion Claire, is starting a search for new talent and in April it will introduce "Opportunity Time," a 15-minute spot to be set aside once a week for

Chicago

ambitious young singers, instrumentalists, monologists and thespians. Each performer will be presented as a one-man show, and it is hoped to develop talents and personalities particularly suited to the FM medium. WGNB is on the air only seven hours a day, but it is carefully programmed. Main features are recorded and transcribed classical music, but a number of studio originalities have been inaugurated on the station during the past year, among them "Northwestern Radio Guild," a weekly dramatization of great literature, presented by students of Northwestern U. . . Ulmer Turner, whose "Glöbetrotter" news program was on the air several years for Herald-American, returned to the air Monday (4) in a new series, "Three Star Final," sponsored by the Sun.



● ● ● After a fruitless search for a place to live, Dan Ryan, WGN announcer, decided on a last attempt. He inserted the following classified ad in one of the dailies: "Wanted—a house to haunt, any size. Will even consider an apartment." Ryan not only got an apartment but also received two offers to haunt houses. . . John Drake, Warren Middleton and Bill Nelson, members of the WLS promotion department, have purchased "Artistry," suburban mag published in Oak Park, and will publish it in their spare time, with Drake as editor, Middleton, managing editor, and Nelson, associate editor. They are adding the theater, radio and television to the subjects covered. . . Wayne Dickinson, WGN sound effects man, will be married May 25 to Betty Heshian.



● ● ● The boys who went away to war are returning to the studios in increasing numbers. Over at WGN Paul Rusdorf, engineer, has returned to the station after two years in the Army Signal Corps. Joseph Turner, also an engineer, is back after a period of government service at Johns Hopkins University. Myron Wallace, who originated the role of the psychologist-detective on WGN's "Crime Files of Flamond," returned to the role Tuesday (5) after two years in the Navy, and Edward Gerkin is back in the sales department, having completed three and a half years in the Coast Guard. Clinton Youle, a major in Army Air Force public relations, will return to NBC as news editor April 1. At WLS, Augie Klein has rejoined the Rangers as accordionist after a short vacation following his discharge from the Army.



● ● ● A new radio program distribution system, donated to Vaughan General Hospital by the DAR, is now being constructed and a dedicatory program is planned for March 15. The system will provide small pillow speakers for all of the 2,100 beds, and patients can select any one of four programs. Mr. and Mrs. Frank Hursley, who write "Those Websters," had never seen the audience show until it made its WGN debut Sunday, and Hursley was sort of flabbergasted at the bobby-sox audience. "I had no idea," he told the Main Streeter, "that show had such an appeal to eight and nine-year-olds, and I was amazed at the riotous reaction of the kids in the studio." Unfamiliar with such audiences, Hursley was none too happy about it. He also thought that any studio audience would get more enjoyment from a show presented behind glass. He believes that with an open stage many of the effects and reactions which an audience gets over the air are lost.

LOS ANGELES

By RALPH WILK

UNUSUAL feature of new office building Bud Abbott and Lou Costello, the Thursday night NBC air-show stars, are creating in Hollywood is a television test studio. They'll use it to polish their video routines when the "lookie" era comes into its own.

Ethel Wilk, of Hollywood, formerly a member of the production staff of KSTP, Minneapolis, has written a quiz show, with a Hollywood background.

Vocalist Dinah Shore will not hostess Columbia's "Electric Hour" on Sunday due to the continued illness of the program's regular host, Nelson Eddy. Eddy has returned.

Walter Tetley has been signed by Harman-Ising to do a voice on a commercial cartoon being produced by Stokely Foods.

According to an announcement by Pat Campbell, Don Lee program director, Fulton Lewis, Jr., will originate his broadcasts from KHJ March 10 and 11 while making a Pacific coast tour.

Edgar Bergen, who began his career as a magician and ventriloquist on the Chautauqua circuit in 1922, will appear in person to introduce his friend, Harlan Tarbell, the internationally famous mentalist and master of magic, when he performs in the Philharmonia Auditorium March 5th.

Cravens On Hobby Lobby

Kathryn Cravens, foreign war correspondent and radio news commentator, recently returned from a tour of war-torn Europe from where she broadcast eye-witness reports via WOL-MBS, will be a guest on Dav Elman's "Hobby Lobby" program to night, via CBS. Miss Cravens, possessor of one of the finest fan collections in the country, obtained several historical fans during her overseas trip among which is one which she found in Eva Braun's room at the Reich Chancellery.



Red Cross Committee Selected For Capital

Washington Bureau, RADIO DAILY

Washington—Florence Warner, director of women's activities at WOL, who is acting as chairman of the radio section of the Red Cross drive yesterday named the radio committee for the Washington drive. Members are Ruth Irane, WMAL; Millie King, WDC; Stanley Bell, WRC; Hazel Markel, WTOP, and Richard McAmara, WINX.



FLORENCE WARNER

Appointment of Mrs. Warner to head the Washington drive is a tribute to the organizational qualifications of the former Des Moines, Ia., newspaper woman and radio personality. Mrs. Warner came to Washington less than a year ago, after having served as mid-west women's director for CBS with headquarters at WBBM, Chicago, and having worked for the Cowles stations in Des Moines and at WHOM in New York.

Verrenrath Sales Director Of Balaban & Katz Station

Chicago—Ronald Werrenrath has been appointed sales director of the Balaban & Katz television station WTKB, it was announced this week. Other appointments include: Dave Randall as director of operations, James Lahey as director of the station's technical department, and Warner Jones as program director.

First Anniversary

The only daily publication issued by a New York station, WOV's Daily News Bulletin, celebrate its first anniversary Wednesday. A single page mimeograph of the latest news, the bulletin is completed daily at 11:55 a.m., and in the hands of special messengers by noon. It is then distributed to most of the restaurants in the neighborhood of WOV, with diners reading it by 12:15.

"CHOW EXTRA SPECIAL"
—Damon Runyon

**"FOOD AS GOOD AS FAMED
BEACHCOMBER IN HOLLYWOOD"**
—Lec Merrillmer

SINGAPORE

Exotic Chinese and Island Foods
FOR DINNER AND AFTER THEATRE

BROADWAY • ATOP WINTER
AT 50TH GARDEN BLDG.

NBC Makes Strong Appeal For Agency Tele Interest

(Continued from Page 1)

effect at NBC and details charges for commercial telecasting.

Discussing production procedure, the publication lists three plans of operation: (1) for advertisers and agencies who create and produce original program material for "live" television broadcast on NBC; (2) for advertisers and agencies who will create original television program material for NBC adaptation and production; (3) for agencies and clients for whom NBC will create, prepare and produce television programs for broadcast on the network's facilities. Also outlined are: material, scripts, stage sets, scenery, casts, announcers and musicians pertaining to the actual program.

Discussing production, the brochure outlines the relationship between the producer and the television director, his responsibilities, etc. Also defined are the particular and various duties of the director in regard to "live" broadcasts over NBC.

Turning to charges, the brochure breaks down costs into three parts: (1) transmitter charge, (2) program facilities charge, and (3) program production charges. A flat rate of \$100 is assigned as the basic transmitter charge for 11 minutes to one hour, day or night; \$75 for 10 minutes. Use of studio 3-H will cost \$750 for an hour segment, \$500 for a half-hour, \$300 for a quarter-hour, and \$250 for ten minutes. The film studio charges are \$250 for an hour; \$200 for a half-hour; \$150 for a quarter-hour, and \$125 for ten minutes. Facilities charges for field pickups are available upon request. Basis for charges for program production are also explained.

Discussing the network's program policies and practices, the brochure says: "NBC will adopt and strictly enforce as part of its television programming policies the same high principles of ethics, decency and good taste which it has employed in sound broadcasting. All television programs broadcast over NBC must conform to its program policies and practices in order to insure that such programs will always entertain or inform, but never offend the viewer regardless of his age, sex, race or religion."

"World Day Of Prayer" To Be Aired Fri. By CBS

A special broadcast in observance of the World Day of Prayer, will be presented over the CBS network tomorrow, March 8, from 5:30 to 5:45 p.m., EST. The World Day of Prayer is observed each year on the first Friday of Lent, religious season which began this week, and is sponsored in the United States by the United Council of Church Women, an organization which represents a membership of ten million Protestant women.

Speaker on the CBS program will be Katherine Lenroot, executive secretary, children's division of the U. S. Department of Labor. She will be heard from WTOP, Washington.

Test Radio Program As Aid To Blind Vets

(Continued from Page 1)

"You Make the News" over the web.

The four veterans consulted with Anton M. Leader, director of the show, and writer Judson Philips during the rehearsal period before the actual broadcast (10-10:30 p.m.), advising as to the trueness of the auditory perceptual qualities of dramatic sequences present for the air audience. The test took place in the new Mutual studios located on the street floor of its building—at 1440 Broadway.

Dr. Frampton, who is principal of the Institute, and a former naval commander concerned with the rehabilitation of the blind, explained that this type of "on-the-job" training has been most successful and has resulted in accelerating the blinded servicemen's readjustment to civilian life. The radio-program test is considered to be an ideal aid in speeding up "the social and emotional orientation process."

Dr. Frampton is of the opinion that inasmuch as radio is designed for auditory perception, the blind, by the very nature of their disability and the necessity for their keen development of this quality, should make excellent judges for the "trueness" of dramatic impact of radio projection. He further made the suggestion that the radio industry follow this line of reasoning.

FCC To Issue Report On Radio Programming

(Continued from Page 1)

will be released as put before the Commission. The commendations originally accompanying the report will either be drastically pared down or omitted entirely. Among the recommendations to be omitted was a proposal that in cases where the service to the public of a station was of doubtful value, renewal for a one-year period only be given, rather than for the full three-year period.

FCC Extends Sign-Off Period To WNYC, N. Y.

The FCC has extended WNYC's 10 p.m. sign-off time until April 1, pending consideration of the municipal station's request to stay on the air until that time for the duration of the national emergency. The outlet usually goes off the air at 8 p.m. during this time of the year.

A move toward independent programming on WNYC-FM was seen in the announcement that that outlet's broadcast day now extends from noon to 11 p.m., the last hour of which is devoted to the "City Hour," a new music, news and variety show heard on the station.

LIKE THE NAME OF

Shakespeare

ON A PLAY...

that's **WIRE**

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE SALES SUCCESS DEPENDS ON THE PRESTIGE OF THE STATION YOU USE

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY Representatives
AFFILIATED WITH THE INDIANAPOLIS STAR

SOUTHWEST

HAROLD BROWNS, well known tenor, formerly heard over WFAA, Dallas and now on the staff of KTSA, San Antonio is now being heard as Rolf Danilo on the air.

The Express Publishing Co., of San Antonio, have applied to the FCC for a new standard broadcast station to operate on 1450 kilocycles with a power of 250 watts full-time.

The Texas Agricultural and Mechanical College at College Station has been granted a construction permit for a new metropolitan FM station here. College operates WTAW here.

In co-operation with the Citizen's Traffic Commission and the city of Dallas, station WFAA-KGKO, Dallas-Fort Worth will inaugurate a weekly traffic safety program to extend throughout the year. Programs will be a half hour in length and will feature the adventures of "Homer K. Saphead."

Dave Rogers and his orchestra will be featured in a new statewide program to be heard over a special state network originating in the studios of KABC, San Antonio. Programs will be sponsored by the Liberty Mills of San Antonio for that company's Hearts Delight Flour.

A special broadcast celebrating the observation of the 43 Founders Day of Texas State College for Women, was aired last Saturday over WFAA, Dallas. Participation on the program included Dr. L. H. Hubbard, president of the college; Joan Farrell, student body president and E. V. White, dean. Music was by the TSCW Modern Choir under the direction of William E. Jones. Clark Weaver was narrator.

Lillard Hill will be heard in a new series of morning 15-minute newscasts each Monday, Wednesday and Friday, over KGKO, Fort Worth, under sponsorship of the Frank Kent Motor Co.

The Eighth Service Command sponsored the State finals of the Golden Gloves Tournament in a special two and a half hour broadcast over stations of the Lone Star Chain. Airings were a part of the recruiting program of the Eighth Service Command and originated in Fort Worth, through KGKO.

CBC Web Planning For New FM Stations

(Continued from Page 1)

duce FM broadcasting in Canada, the CBC is about to begin operation of 250-watt FM transmitters in Toronto and Montreal.

Mr. Dunton said that the corporation holds in principle that a present radio station operator obtaining an FM license should broadcast the same programs over the regular and FM transmitters, in other words, he said the granting of an FM license to a present operator would not give him another station, but a second form of transmission of his broadcast.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

SEVERAL years ago when Frankie Carle first started to knock on the door of opportunity, Bill Luckenbauer gave the youthful pianist a break . . . He published the lad's composition "Sunrise Serenade," and boosted the number into the top money brackets . . . the song proved a stepping stone to the success Carle earned and RATES . . . Luckenbauer has just opened his own firm, Luckinbar Music Pub. Inc., and a grateful Frankie will introduce Bill's initial plug ballad, "A Wonderful Night," Saturday via ABCoast-to-coast . . . the maestro will also record the tune which we think is a strong contender for Hit Parade honors.

★ ★ ★

RADIOLOGY:—It's an RECredit to the industry . . . we mean the fact Radio Executives Club will honor the members of the United Theatrical War Activities Committee at its final meet in April for the latter's great efforts during the war . . . ● CBS color television patents will be licensed to manufacturers for fees ranging from 25 cents to a dollar . . . ● Harvey Hudson, disc jockey at WRVA, is organizing the Southern States Record Spinners, to embrace radio Disciples down Dixie way . . . ● Joan Edwards' Medico insists she gain ten pounds . . . ● Captain Richard Stark, USMC, after a year and a half of special service in Japan and China, honorably discharged this week . . . He announced "General Electric," "Abie's Irish Rose" and "Squibb" shows among others . . . ● When Gypsy Markoff flew to Indianapolis to meet her husband's (Capt. David L. Harter) family, local papers gave her so much attention, the manager of the local Keith Theater, booked her with a juicy contract . . . couldn't happen to a nicer trouper . . . ● Monica Boyar, who can thrush in 14 languages, will return to Gotham and beaucoup guesttrillings next month . . . ● "Topsy-Turvy Quiz," a television show femceed by Frances Scott was auditioned for radio . . . should be a good bet too . . . ● Jerry Jerome, staff NBConductor plans to pass out cigars for the third time in May . . . ● J. Gerson Shaff, Radio Row's popular Tax Consultant (don't look now but it's almost March 15), leaves for the coast on the 18th to open a branch there . . . ● C. E. Hooper guested on Adelaide Hawley's WEAFeatured program last week . . . it was GRATINGS not RATINGS he spoke on . . . yep, a recipe on how to make pot roast . . . ● Owen Jordon, announcer on the "Bob Hawk Show," is "Terry" of "Terry and the Pirates" and originator of several trick voices on the fantasy series "Land of the Lost," that's what we call VOICATILITY . . . ● Walter Gross is subbing for pianist Cy ("Piano Playhouse") Walter, while he recovers from a broken wrist, result of a fall on the ice during the recent heavy weather.

★ ★ ★

TIN PAN ALLEY-OOPS:—Soon as Jack Robbins heard the two-line jingle "Pickle in the Middle" featured by Artie Auerbach on "Jack Benny's Show," he acquired the rights and assigned John Tackaberry and Carl Sigman to write a complete ditty . . . ● Sidney Mills, out of the Army, has returned to the Professional staff at Mills Music . . . ● Jack Kapp heard Joe E. Lewis' musical lament "But They Don't Want To Put it on a Platter," dealing with his inability to get songs recorded . . . P. S.: the ditty will be recorded by Decca . . . ● General Artists Corp., currently handling the bands of ex-servicemen Desi Arnaz, Bobby Byrne, Jimmy Forrest, Tex Beneke (Glenn Miller Orchestra), Johnny Pineapple and Lynn Lucas, has already signed Ziggy Elman, Claude Thornhill and Bill Loring (latter three still in uniform) . . . ● Sunset Music has a nice rhythmic ballad in "Won't You Share Your Love With Me?" by Danny Di Minno, Joe Schuster and Art Berman . . . ● Gus Ponaras, of Gus 'n Andy's, sails for Greece next week to personally supervise the distribution of clothing he's helped accumulate (all donated by show folk).

SAN FRANCISCO

A NEW publication named "The Clock," made its appearance March 3. Starting with a 100,000 throw-away circulation it is aimed at an independent booster for radio, screen and amusement programs. Advertising contracts have been made with the major radio studios, theaters, etc. Royce Russell is the editor.

Faculty members for this year's KPO-Stanford University Radio Institute have just been announced. They include: John W. Elwood, general manager KPO-NBC; Harlen M. Adams, assistant professor, Department of Speech and Drama, Stanford; Alfred W. Crapsey, sales manager KPO; Hubert Heffner, co-director Radio Institute and executive head Department of Speech and Drama, Stanford; Floyd Farr, chief announcer KPO; Inez G. Richardson, co-director Radio Institute, curator, Ray Lyman Wilbur, Collection on Social Problems and research assistant, Hoover Library; Dwight Newton, newspaper reference librarian and radio news commentator, KPO; James J. Walters, instructor radio production and control operation, Department of Speech and Drama, Stanford.

The Institute starts June 20th and offers eight weeks of intensive instruction in radio writing, production, engineering, announcing, selling and advertising. Classes will be held in the studios of KPO and Stanford classrooms.

Ohio Cities Take Steps To Eliminate Time Change

(Continued from Page 1)

conserve power no longer prevailing. However, this will require passage of ordinances to that effect in several cities, largest of which is Cleveland, it was pointed out.

Gov. Frank J. Lausche of Ohio, recently urged a one-time standard throughout the State, for even when daylight saving time was in effect in most cities, there were numerous communities which did not change their clocks, resulting in confusion throughout the State. State offices and agencies were required to remain on official Eastern Standard Time during the summer, regardless of the local time situation.

At Toledo, the council last fall enacted an ordinance repealing daylight saving time. Columbus clocks will also remain on standard time, as legislation providing for the daylight saving time automatically expired last September. In Mansfield, Mayor Roy W. Vaught has asked council to remain on standard time this summer, "unless uniform State or national policy of daylight saving time is created." Other cities are expected to follow suit.

Gov. Lausche pointed out that daylight saving time was a handicap to the farmers, whose cattle and chickens did not change their habits but got up the same time, regardless of where the clock's hands were placed.

William H. Wills Dead; Was Member Of FCC

(Continued from Page 1)

anding with which he applied himself to its work, and the graciousness with which he treated all who came in contact with him have earned for him the regard and affection of his fellow commissioners, members of the Commission staff and the communications industry.

"Be it resolved, that a copy of this expression of the Commission's deep sorrow on his death be entered in the permanent minutes of the Commission, and that a copy be mailed to his family."

Porter Pays Tribute

Paul A. Porter, OPA administrator and former chairman of the FCC issued the following statement:

"All of us who have known Governor Wills for the past eight months, as a member of the FCC, are deeply distressed at his sudden death. During the time he had been a member of the Commission he speedily grasped the difficult and intricate problems with which the Commission had to deal. His understanding of the problems sprang from a broad philosophy that looked to the future. He was able to make in this short time a substantial contribution to communications development and his counsel and service will be missed by the Commission. We have all lost a close friend whose tolerance and energy meant much to us at the Commission."

Was Vermont Governor

Wills, a Republican, served two terms as Governor of Vermont, from 1941 to 1943 and from 1943 to 1945. A native of Chicago, he was brought to Vermont while still a small boy. Commissioner Wills was educated at the public schools of Vermont and had honorary LL.D. degrees from Norwich University, the University of Vermont and Middlebury College. Commissioner Wills began his political career when he was elected to the 1929-31 terms as a member of the Vermont State House of Representatives. He was a State Senator from 1931 to 1935 and President pro tem of the Senate from 1935 to 1937. He was elected Lieutenant Governor of Vermont in 1937 and Governor in 1941.

Two Commission Vacancies

Wills' death leaves two vacancies in the Commission, including the one caused by switch of Porter to the OPA.

Senator Wallace White of Maine, Senate minority leader, expressed his sorrow on the death of Mr. Wills.

Music Score On "Family"

The score of "St. Louis Woman," by Harold Arlen and Johnny Mercer, which will open soon on Broadway, will be played on the air for the first time on next Sunday's "Family Hour," starring Patrice Munsel with the Goodman's Orchestra and chorus. "Family Hour" is heard weekly over CBS from 5 to 5:30 p.m., EST.

★ AGENCY NEWSCAST ★

WILLIAM H. LEARY, JR., recently released from the Army after serving two years as a statistical analyst assigned to General MacArthur's headquarters, has joined the research department of The Ralph H. Jones Company as market research analyst. Prior to entering the service, Leary was engaged in analytical research work with Montgomery Ward & Company, spent three years in Washington, D. C., as secretary to U. S. Senator William H. King of Utah, and was assistant to Leon Henderson, executive secretary of the Temporary National Economic Committee.

GORDON S. MILLER has been named an account executive in the Detroit office of Ruthrauff & Ryan, Inc., and will assist in handling the Electric Auto-Lite Co. account. Auto-Lite sponsors the Dick Haymes show over a national network.

MILTON M. SILVER, after three years in the Signal Corps has rejoined the Arthur Rosenberg Company, Inc., where he is doing research work. . . **SAM HAVEN**, recently of the Biow Co. is now research director of this agency.

Dutch Rely On Radio As Chief Source Of News

(Continued from Page 1)

peace and reconversion now in full swing, radio is of even "greater significance than ever." This was one of the chief impressions Jim O'Bryon, publicity director for the Mutual Broadcasting System, brought back to the U. S., this week, following a 10-day trip to Holland in which he and several American business men viewed the situation in the tiny European country that experienced the ravages of six years of war. O'Bryon visited three of Holland's principal cities—The Hague, Amsterdam and Rotterdam—during which time he met and talked with Dutch radio men and learned that "the people are depending chiefly upon radio, since newspapers are small in size, and very inadequate for their purpose. Thus the populace is drawn to radio," he said.

"The Germans confiscated all receivers during the occupation," O'Bryon explained, "but many thousands were kept hidden in homes, etc., and the Dutch listened to Radio Paris (before and after the occupation), and the BBC.

"There is no chain radio in Holland," he continued, "probably because the area to cover is comparatively small, and the five broadcasting companies, KRO, NCRV, BARA, AVRO, and VPRO, are under Government control." Several of these are used by religious or political factions, or both, he added. The Government uses only about 10 per cent of the air time, and there is no commercial radio at all. Dutch radio men are concerned with the lack of talent

"RESEARCH" is the broad topic chosen for the next in the series of monthly shop talks being conducted by Advertising Women of New York, Inc., and to be held today, March 7. Cara Haskell Vorce will direct the discussion toward the particular phase of research in which the group evidences most interest—field research, market analysis, readership studies or sources of information.

ARTHUR L. BECKER, president of Bibletone Records, announces the addition of a radio script service department at Bibletone. These scripts, built around the Bibletone recordings of hymns, are being offered to local stations as a complete package of fifteen- and thirty-minute programs. Thirty-nine programs have already been prepared.

HENRY J. KAUFMAN & ASSOCIATES, Washington, D. C., have been engaged to prepare the advertising of the Potomac Electric Power Company, serving the District of Columbia and nearby Maryland counties. Plans call for use of radio, newspapers and direct mail. Henry J. Kaufman is the account executive.

Westinghouse Is Granted License To Mfr. CBS Tele

(Continued from Page 1)

extend for five years and provide for renewal.

Royalties to CBS under the agreement range from 25 cents to one dollar on receiving sets, and one per cent of the net selling price of transmitter apparatus. Transmitter "apparatus" is defined by CBS as including color and black-and-white cameras, film scanners and other equipment mentioned. The scale of royalties provides that sets retailing under \$100 will yield 25 cents; from \$100 to \$180, 50 cents; from \$180 to \$250, 75 cents; from \$250 up, a royalty of \$1.00, in accordance with prices set by the U. S. Department of Commerce.

Penny Gets Raymer Post, Heads New Atlanta Office

(Continued from Page 1)

company's policy of engaging only thoroughly experienced men and women who are well acquainted in the area they are assigned to serve, Paul Raymer, president of the organization, declared.

and programming know-how, O'Bryon pointed out, and as a result present a "rather primitive" form of broadcasting.

In regard to radio manufacturing, the Hollanders are aware of the need for new receivers, and the Phillips factory in Eindhoven, (considered the RCA of Europe), is getting into production now, O'Bryon said.

Washington's Spot Biz Strong, Survey Shows

(Continued from Page 1)

January 1 of this year by the station. **WOL (Mutual)**: Barbarossa Beer—Red Top Brewing Co., Warren's Chewing Gum, Bowman Gum, Inc., Christian Science Church, Conoco Continental Oil Co., Dentyne Gum—Chicale Co., Doan's Pills—Foster Milburn Co., Dubarry Success Course, Ex-Lax, Inc., Virginia Dare Wine—Garrett & Co., Hair Groom—Am. Home Products Co.

Also Curtis Pub. Co., Hudson Pulp & Paper Co., Lifebuoy—Lever Bros. Co., MGM-Loew's Inc., Metropolitan Life Ins. Co., Musterole, Mounds & Charcoal Gum—Peter Paul, Inc., Curtiss, Stanback Co., Tintex, United Fruit Co., Veto Deodorant—Colgate-Palmolive-Pect, G. Washington Coffee.

WINX (Independent): Parthenon Cafe, G. Washington Coffee, American Chicle, Ice Capades, Capital Transit, Arcadia Ballroom, Ewell's Barber Shop, Bleckman's Department Store, Mt. Vernon Cycle, Leathercraft, Gunther Beer, Seventeen Magazine, Strayer College, Norbud Hosiery, Maxwell Cafeteria, Western Union, Coronet.

Also Ding How Restaurant, Hairgroom, Tintex, Golden Star Valet, Garrett Wines, Starbright Cleaners, Jack & Jill, Softee, New Republic, Milani's Mix, Rit, La Boheme Wine, Austin Cleaning Products, Blue Mirror.

Fehlman Named Manager Of WHBC In Canton, O.

Canton—Robert C. Fehlman, who has been associated with WHBC since 1941, as commercial manager, became manager of the station March 1, Eugene Carr, director of Radio for Brush-Moore newspapers, Inc., announced Friday. William I. Hershey, who has been serving as temporary manager of WHBC for the past year, will resume his duties in connection with the newspaper organization. Mr. Fehlman will retain personal management of National spot and Network sales, while local contracts will be handled by Gervis Brady, who has been on the sales staff since his return from the Navy, November 1.

KGO Employees Give Party

San Francisco—KGO employees gave an informal farewell party last week for newswriter Margo Atwood, chief announcer Berton Bennett, and producer-writer Dave Drummond at the Bellevue Hotel.

Miss Atwood left the station to go to Paris as assistant to Ray Hooley, ABC correspondent there. Her position as senior newswriter has been taken over by Victor Reed, former OWI news editor.

Drummond, who transferred from ABC's Hollywood offices in 1944, has resigned. His future plans are as yet unknown.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MASSACHUSETTS —

BOSTON—The finals of the Eastern Massachusetts Interscholastic Basketball Tournament will be aired over WNAC, Saturday, March 9, from 10 to 11 p.m. with special events director, Lester Smith, handling play-by-play description direct from the Boston Garden . . . For the thirteenth consecutive year, the Boston Herald-Traveler Spelling Bee City of Boston finals will be broadcast over WNAC March 9, from Faneuil Hall with the suburban high school finals in preparation for airing March 23 . . . Ralph Warren, since 1941 control room technician at WCOP, has recently been named studio supervisor by Roland C. Hale, chief engineer.

— PENNSYLVANIA —

PITTSBURGH—Prizes of three college scholarships are the expectations of student scientists from public, private and parochial schools who are battling for a gold science key award over KDKA each Sunday at 4:30 p.m. Originated by the Buhl Planetarium four years ago as part of the School Science Fair which is sponsored by the Planetarium and the Press Science Clubs in cooperation with the Associated Science Groups of Western Pennsylvania, the six key-winning students will battle for the grand championship prizes, which will be awarded on the seventh and final program, March 24.

— NEW HAMPSHIRE —

CONCORD—Construction of Governor Charles M. Dale's new radio station, WKXL is now under way on the second and third floors of the Exchange Block adjacent to the Eagle Hotel. Announcement was made by Bert Georges, general manager of the new local broadcasting outlet who also revealed that studios will be a modern design, embodying new polycylindrical diffuser sound control walls and ceilings which will be the first installation of this type sound control in this section of the country.

— ILLINOIS —

CHICAGO—The annual Shrine Circus, for the benefit of the crippled children's hospital in Oak Park, has made special preparations this year for a "For Women Only" day, named after the "For Women Only" program with June Merrill on WJJD. Miss Merrill will preside over the entire "Shrine" events on March 6, extending invitations to listeners to attend the largest indoor traveling circus in the world. . . . Harry Berg, who served as a captain in the Army Signal Corps for over four years, has rejoined the engineering staff of WJJD. . . . Ulmer Turner, midwestern news commentator is expected to begin his familiar news commentaries "Three Star Final," today.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN
1441 Broadway

WI-7-4056
19th Fl.

— NEW YORK —

NEW YORK—In an attempt to alleviate the current housing shortage that is facing returning servicemen, WINS has inaugurated a new public service feature with the sole purpose of finding homes for our service men and women. The new program, which will be handled by Paul Sherman, will bring to the mike each week a homeless vet, at which time a direct request will be made for the radio audience to share their homes with the particular servicemen appearing on the program at that time. . . . "Health Headlines," a series of 13 weekly recorded programs based on the health subject vitally important to the people of New York State, was premiered over WINS Feb. 25, with a dramatization on cancer and how the dreaded disease can be curbed and cured. Next Monday's airing will be built around diphtheria and the control of it.

— MISSOURI —

ST. LOUIS—Co-sponsors of the Mile O' Dimes campaign have announced that the final results of the 1946 campaign is twelve and a half miles of dimes or \$111,208. It was announced that this total topped all other cities by \$10,000 and that the amount was \$16,358 more than was raised during the 1945 campaign. Organization of the drive, the sixth consecutive Mile O' Dimes sponsored by KMOX and the Globe-Democrat, was handled by Jerry Hoekstra, assistant to the general manager of KMOX. Over 3,200 clubs, organizations, churches, schools and business firms visited the Mile O' Dimes stand located in the center of downtown St. Louis. . . . John W. Tennea, assistant station manager, and Russell C. Kaiser, program director of KWK, will attend the annual radio conference at the University of Oklahoma on March 7 through March 10. Tennea will serve on the "Clinic of Management Problems" panel, and Kaiser will serve on the "Station's Responsibility to its Community" panel.

— MARYLAND —

BALTIMORE—During an assembly meeting at City College where 2,000 students attended, Ian Ross MacFarlane, WITH news analyst, was presented with the honorary membership of the Bancraft Literary Association, the oldest literary organization south of the Mason-Dixon line. . . . Tom Tinsley, president of WITH and director of WLEE, Richmond, has announced that Ray Baker, now program director of WITH is being sent to Richmond to assist Irvin Abeloff, manager of WLEE. Wallace Ashley, now musical director of WITH has been promoted to program director of the station, with Al Stevens, veteran announcer, being assigned as Ashley's chief assistant and head announcer, with overall charge of the announcing staff.

— COLORADO —

DENVER—Hugh B. Terry, station manager of KLZ, has recently been named to the state chairmanship of Colorado for the American Cancer Society Campaign. . . . **GRAND JUNCTION**—Roger Kelly, of the

Navy and formerly of KDKA, has been appointed sales manager of KFXJ. . . . Bob Scott, recently discharged from the Army has assumed announcing duties at KFXJ, as one of the recent additions to the staff. . . . Robert Moore, released from the Army with the rank of captain, has been added to the KFXJ music department, in the capacity of organist.

— OHIO —

DAYTON—WHIO this year is covering all the Montgomery County, Southeastern district, regional and state championship high school basketball games and will present trophies to the 10 boys chosen "all county" by the basketball coaches. . . . **COLUMBUS**—Robert D. Thomas, recently released from the Army, where he served with the Army Counter Intelligence Corps, his last assignment being with the Office of Chief of Transportation, Baltimore, Md., has returned to the sales staff of WBNS. . . . **CINCINNATI**—G. Max Kimbrel, who has over three and a half years credit in the Navy, has returned to WKRC, along with Eldon G. Bisbee, also of the Navy. . . . J. Graydon Rank, after two years with the Navy Seabees, has been appointed head of publicity and promotion for WKRC.

— CONNECTICUT —

NEW HAVEN—Carey Cronan, newspaperman, commentator and former Army correspondent in the ETO, has returned to WNHC with "The New Haven Digest," a program aired nightly featuring local news and personalities in the greater New Haven area. Cronan, prior to entering the Army in 1943, served on the staff of the Sunday Herald for five years covering the New Haven area and later became news editor of WELI. Upon returning, he joined the staff of WNHC early in January as director of special events and of public relations. . . . **HARTFORD**—Jack Lacy, WHTD program director has inaugurated another new show aside from his "Musical Kitchen," he is now master of ceremonies of "Jack's Man in the Street" program, presented daily at 12:45.

— CALIFORNIA —

SAN FRANCISCO—The first permit for construction of an FM station in San Francisco was granted to KSFO by the FCC in Washington. The application was filed in 1940. The call letters for the new station will probably be KSFO-FM, and studios will be in the Mark Hopkins Hotel with frequency channel not yet assigned by the FCC. Ray V. Hamilton, executive vice-president of Associated Broadcasters, Inc., stated that the entire metropolitan bay area comprising two and one half million people, will be served by the new static-free high fidelity station KSFO-FM. . . . **OAKLAND**—KROW is presenting a weekly series of "Red Cross Hour" broadcasts, arranged by Bob Wassenberg, program director for the outlet with the cooperation of Mrs. Eleanor Clifford, acting public relations director of the local Red Cross chapter.

— CANADA —

MONTREAL—A license to operate the new 1,000 watt Verdun station which will be devoted to serving the community and to recording social and communal activities, has been granted to the Department of Transport to Jack Tietoman, owner of the General Broadcasting Company. The new station, which is expected to operate July 1, will use the call letters CKVL on 990 kilocycles and will serve Verdun, Villa La Salle, the South Shore and the Lakeshore districts. . . . **EDMONTON**—At an annual meeting held recently, Merrel Dahlgren, CJCA technician, was elected chairman for the 1946 welfare Committee, members of which are to contribute annually to the Red Cross Community Chest.

— TEXAS —

SAN ANTONIO—Application has been submitted to the FCC by Ross and Co., a partnership consisting of Edmund Key, III, Emerson H. Lee, Morton Taylor and Clark Ross, Jr., for a license to operate a station at Marshall, with a power of 250 watts on 1450 kilocycles full time. . . . "The Missus Goes to Market" is the title of a new series of broadcasts being aired over KABC, originating from one store each week in the Handy Andy Food Stores chain. Housewives doing their shopping are interviewed by George Case, KABC program director, who awards groceries for correct answers.

ABC Realigns Shows For New Sat. Schedule

American Broadcasting Co. has shifted its Saturday Night time schedules to produce two solid hours of crime-fighting adventures.

"Dick Tracy" will be heard Saturdays on ABC from 8 to 8:30 p.m. (EST), sponsored by the Sweets Company of America. "Dick Tracy" formerly was heard on Saturdays from 7:30 to 8 p.m., (EST).

Into the spot to be vacated by the "Tracy" program on Saturdays will be moved "The Green Hornet." The latter had been heard on a sustaining basis on Tuesdays, from 7:30 to 8 p.m. (EST).

"Famous Jury Trials" will now be heard on Saturdays at 8:30 p.m. (EST), on a sustaining basis. Program had formerly been broadcast over ABC on Fridays from 9 to 9:30 p.m. (EST).

Send Birthday
Greetings To

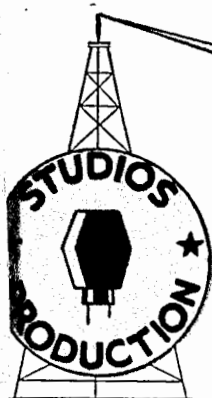
March 7

Sidney Flamm

Ted Jewett

George Schackley

Del Dengate



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 46

NEW YORK, N. Y., FRIDAY, MARCH 8, 1946

TEN CENTS

FCC Criticizes Programs

WMCA As UNO 'Feed' To Draw Indie Protest

New York's indies will be wearing their fighting togs this morning when they meet with Hugh Williams, radio chief of the UNO's Department of Information, to protest the assignment of WMCA as the feeding station for coverage of the forthcoming Security Council meeting at Hunter College. Today's meeting will be held at 11 a. m. at UNO headquarters, 610 Fifth Avenue.

As reported in Monday's RADIO DAILY, WMCA was asked by Williams (Continued on Page 4)

AAAA Plans Two-Day Meet At Waldorf, April 10-11

How advertising and advertising agencies must co-operate to meet the challenge of distribution will be discussed by industry executives next month during the first national gathering of the American Association of Advertising Agencies in two years. The two-day meeting, scheduled for April 10 and 11, will be held at the Hotel Waldorf-Astoria in New York. During the two days of the AAAA's 15th annual meeting, four closed busi-

(Continued on Page 8)

Baseball ET Series Featured On WFIL

Philadelphia—Extending its sports reporting, WFIL is now bringing listeners transcribed interviews with coaches, managers, and players on the local home-town big league clubs in Florida for spring training. A staff of special WFIL sports commentators are interviewing the members of Phila-

(Continued on Page 2)

Page Mike Jacobs

Washington—Radio's "Battle of the Century" may yet take place between former Secretary of the Interior Harold L. Ickes and his sparring mate, Ed Pauley, it was indicated yesterday. Mutual's "American Forum of the Air" has approached both "contestants." From Ickes came the assurance that "I will if Pauley will." Pauley declared he "might."

Lighter Side

Additional recognition of the stimulant to morale furnished by entertainers—radio and otherwise—is seen in the decision of the Navy Department to take a group of stars on the voyage to the Bikinis, where the atomic bomb tests will be conducted in May. Commander Cappy Powell, USN, now is contacting the entertainers.

Mutual's Gain 55% For Jan. And Feb.

Mutual's sales figures continue to show a sharp increase in network business, with current gains up to 55 per cent for the first two months of this year over last year, and a probable overall advance of 20 per cent for the 12-month period of 1946 over 1945, it was revealed yesterday by Edgar Kobak, president of the network. Mutual's gain last year was 11 per cent over 1944.

Returning this week from a nationwide trip of Mutual affiliates and share-holding stations, Kobak ex-

(Continued on Page 8)

Pres. Truman To Be Heard In Army Day Speech In Chi

President Harry S. Truman will deliver his Army Day speech on April 6 from Soldiers Field, Chicago, over the major networks. Time of the broadcast will be announced at a later date.

Capital Tele Bands Awarded To NBC, Bamberger, "Star"

NBC, Bamberger and the Evening Star Broadcasting Co. yesterday were granted the coveted Washington, D. C., television channels in a statement issued in the Nation's Capital by the FCC. At the same time, the Commission said it could not make a choice between Philco and DuMont, adding that a final decision would not be made until after the conclusion of the oral arguments.

In its first decision on a city-wide

Commission Takes Broadcasters To Task For Public Service Programming In 139-Page Survey Report

Washington Bureau, RADIO DAILY

Washington—Noting the trend towards elimination of sustaining programs and the growth in "commercial restraints" on radio by some advertisers, the FCC yesterday told American broadcasters to brush up their own excesses and give the public better service. The commission's stand was

(Continued on Page 5)

Boy Scouts Council In Tribute To Radio

Radio's participation in the 1946 fund-raising campaign of the Greater New York Council of the Boy Scouts of America, "was greater than ever," it was announced yesterday by the Council, and played "an important role in insuring the success of the drive."

Preliminary checking showed 65 scheduled programs and nine sponsored shows devoted to the campaign;

(Continued on Page 7)

Report General Motors To Drop NBC Symphony

The General Motors NBC "Symphony of the Air" will probably be dropped by GM when contract renewal comes up early in May, it was learned. Program is heard Sundays

(Continued on Page 4)

WMCA Labor Series To Feature Gov't Experts

The importance of radio as a medium of discussion of national problems, and as a means of bringing labor and industrial issues out

(Continued on Page 8)

NBC's European Staff Re-Aligned In London

The British are setting about the task of reviving the television industry to a major enterprise, and initial broadcasts will be forthcoming from Alexandra Palace very shortly, William F. Brooks, NBC's director of news and special events stated this week upon his return to the U. S., following a ten-day trip to Holland and England.

While in London the NBC news

(Continued on Page 4)

Schmit And Wilson Named VP's In RCA Victor Div.

Election of D. F. Schmit as vice-president in charge of the engineering department of the RCA Victor Division of RCA, and Fred D. Wilson

(Continued on Page 2)

"Ham" Network

Toronto—Colonel Gibson, minister of air, is organizing an Air Force Amateur Radio System comprising radio "hams" who will form a Trans-Canada radio network with loaned equipment and be a practical radio auxiliary of the permanent RCAF. It will consist of groups of amateurs affiliated with RCAF auxiliary squadrons and in contact with squadron personnel.



Vol. 34, No. 46 Fri., March 8, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WI 5030. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thurs., Mar. 7)

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, Stewart-Warner, Westinghouse.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: WCAO (Baltimore), WJR (Detroit).

Marilyn Cantor To m.c. New WHN Kiddie Show

Marilyn Cantor, daughter of Eddie Cantor, will be mistress of ceremonies of the new "For Children Only" program over WHN, starting Sunday, March 10, from 10:30 to 11:00 a.m. Miss Cantor, serving in the capacity of genial pied piper for kiddies, will annotate a weekly program of outstanding recordings for the younger generation between the ages of two to twelve, to which adults will be warned not to listen, inasmuch as the program will be designed solely for the ears of record-loving moppets. Highlight of the program will be the regular kiddies "hit parade" of songs which will feature the best juvenile records as based on the children's poll. Written material for the program will be provided by Hal Davis, one of the city's more knowledgeable students of records.

TOMORROW NIGHT

1

Coming and Going

WILLIAM BROOKS, director of news and special events for NBC, has returned from Holland, where he spent 10 days as a guest of American Airlines.

JOHN SUTPHEN, commercial manager of WTRY, American network affiliate in Troy, N. Y., leaves today for his upstate headquarters following a short business trip to New York.

BEN GRAUER, NBC announcer, is visiting with his parents in Florida. He plans to go to Mexico City and to return to New York a week from Sunday.

J. DAVID CATHCART, advertising manager of the Home Instrument Department of RCA-Victor, was in Philadelphia yesterday to address a luncheon meeting of the Newspaper Representatives Assn.

JOSEPH M. SEIFERTH, audience promotion manager at WJZ, was in New Orleans, his home town, for the Mardi Gras on Tuesday. He also conferred at WDSU, American network affiliate.

JOE KELLY, quizmaster on the "Quiz Kids" program, will return to the show Sunday. He has been vacationing in St. Petersburg, Fla., during the past five weeks.

THOMAS MORGAN, special events director of WOV, is back from Rome, where he covered the Papal Consistory elevating 32 churchmen to the rank of Cardinal.

TOM SLATER, manager of special events and sports for Mutual, has returned from Columbus, Ohio, where he covered the broadcast of President Truman.

ROBERT I. CARVER, sales manager of WJZ, who spent the past few days in Philadelphia on station business, is expected back at his desk today.

BENAY VENUTA leaves today for California, via Constellation. She will guest on several air shows, including Danny Kaye's on March 29, and will return to New York in about a month.

JOHNNY GRANT, disc jockey and special events announcer on WINS, has left for Washington and Hollywood on a combined business-and-vacation trip.

JOHN CLEARY, producer; and FRED HOLDER, writer, are back in New York after having junketed through the South with Sammy Kaye's "So You Want to Lead a Band" program heard over ABC.

Baseball ET Series Featured On WFIL

(Continued from Page 1) delphia's National League Club, the Phillies, working out at Miami Beach, and the Philadelphia Athletics, American League nine, who are getting prepared at West Palm Beach.

The transcriptions of these inter-views are rushed from the South for rebroadcast on Tom Moorehead's WFIL sports show at 6:30 p.m.

New Music Show On WOV

In line with WOV's new programming policy of presenting almost six hours' of music from 6 p.m. to 12 midnight, a new program, "Night Winds," is now aired nightly at 11:30 p.m. Program is made up of Hawaiian tunes, and rounds out the station's musical cycle. The music shows are interrupted by "little or no talk," with even time signals rendered via musical transcription.

Hade Returns To WJZ

John Hade, WJZ program manager, has returned to his duties after a month's leave of absence due to illness. During Hade's absence, Henry Cox, ABC program supervisor, was acting program manager.

Schmit And Wilson Named VP's In RCA Victor Div.

(Continued from Page 1) as vice-president in charge of the personnel department was announced yesterday by Brig. Gen. David Sar-noff, president of RCA.

Schmit joined RCA in 1930, and has been manager of research and engineering in tube manufacture at Harrison, N. J.; he was named manager of the new products division in 1939, and was later appointed assistant chief engineer. Wilson has been director of personnel for the Victor division since May 1945, and joined RCA in 1936.

Buys Coast Half Hour

The Fisher Flouring Mills Company of Seattle, Washington, has bought a half-hour weekly program on the Pacific Coast network of ABC. The new program which starts Tuesday, April 2, will be heard from 9 to 9:30 p.m., PST., and will be called "Bob Wills And His Texas Cowboys."

This marks the first night-time radio show for the Fisher Flouring Mills. Pacific National Advertising Agency handles the account. The contract signed with ABC covers a 52-week period.



Death Valley Scotty's Palace

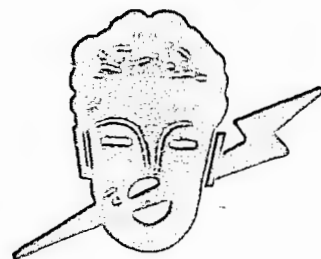
It doesn't look like much in that little picture. Yet it is a fabulous mansion hidden deep in a Funeral Range Gulch.

We've picked on this story because of the mystery behind it. Nobody knew where the gold came from . . . but there it was. Scotty always had it.

To a great many people there's considerable wonderment why a little radio station like W-I-T-H can come up with so much gold in audiences. But there it is! We've always had it.

This successful independent delivers more listeners - per - dollar - spent than any other station in this big five-station town.

And don't forget Baltimore is the sixth largest city in the country.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

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

"Tony Martin
is TERRIFIC!"
... HEDDA HOPPER

"New Career
for Tony Martin!"
... LOUELLA O. PARSONS

⇒ "He's terrific. Tony Martin at the Chez Paree. He exhausted his songs the opening night had 15 numbers, and sang 22 during the first two performances." HEDDA HOPPER
Hollywood

⇒ "It's a whole new career for Tony Martin for he never looked or sang better." LOUELLA PARSONS

⇒ "Now looking better than ever, and singing like a bird." EDITH GWYNN
Hollywood Reporter

⇒ "Hottest singing bet just now is Tony Martin, and don't be surprised if he pops up on the Hit Parade one of these Saturday nights." JACK HELLMAN
Hollywood Variety

⇒ "Tony Martin is surprising everyone with the adult quality of his voice. He has a Gable-like stance as he faces his audience. The four years in the armed forces has given him added poise, and his voice is so great it is astounding to the professional musician and the general public as well. The audience received him with greater acclaim than ever." NATE GROSS
Chicago Herald American

⇒ "At his opening at the Chez Paree the other night, Tony Martin received one of the greatest receptions in local cafe history. With that voice and appearance, we predict he'll be the singing rage of 1946." IRV KUPCINET
Chicago Sunday Times

⇒ "Oh that Tony Martin voice! 'Tis something. He had his own radio show before he left for the service four and a half years ago. Why not again?" ADELE HOSKINS
Chicago Daily News

⇒ "The voice with the physique has won Chicago Tony's singing is endearing and effective. He lets his voice do the job it is so well qualified to do." WILL DAVIDSON
Chicago Sunday Tribune

⇒ "In his first nitory date after four years in the Army, Tony Martin does a sock show that keeps the Chez Paree elevator operators hopping. Martin has lost none of his know-how during his absence. Suave and debonnaire as ever the guy really sells them and will draw anywhere." BILL HUNT
Weekly Variety

⇒ "Tony Martin is back, back in civvies and in even better voice than he was before he migrated to the army. Black-haired, genial and of manly bearing, Tony ingratiates himself with both those who reach for a lipstick and those who grope for the check. From Tony's gifted throat proceeds melody as fine as if from the strings of a great artist's violin. The uproarious acclaim made a punching bag of the acoustics." GENE MORGAN
Chicago Daily News

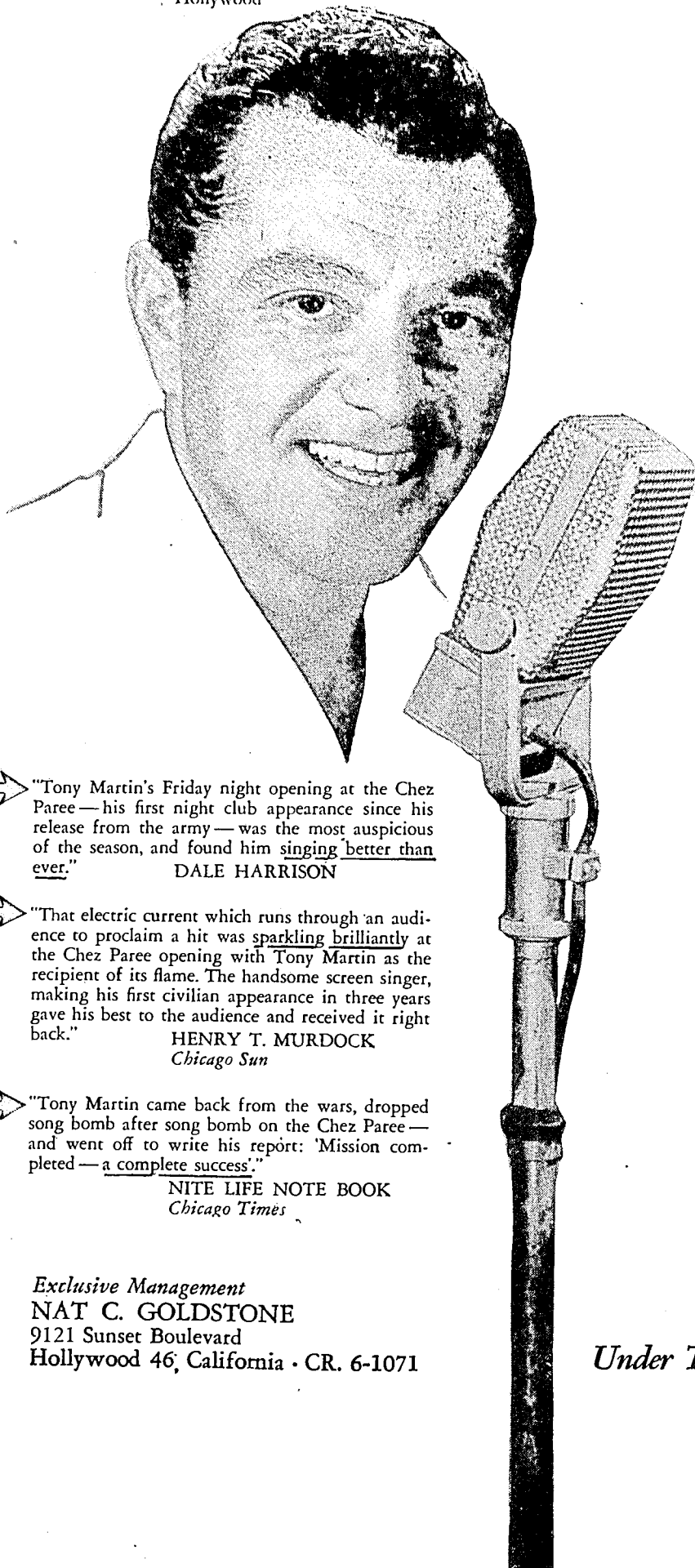
⇒ "Tony Martin's Friday night opening at the Chez Paree—his first night club appearance since his release from the army—was the most auspicious of the season, and found him singing better than ever." DALE HARRISON

⇒ "That electric current which runs through an audience to proclaim a hit was sparkling brilliantly at the Chez Paree opening with Tony Martin as the recipient of its flame. The handsome screen singer, making his first civilian appearance in three years gave his best to the audience and received it right back." HENRY T. MURDOCK
Chicago Sun

⇒ "Tony Martin came back from the wars, dropped song bomb after song bomb on the Chez Paree—and went off to write his report: 'Mission completed—a complete success.'" NITE LIFE NOTE BOOK
Chicago Times

Exclusive Management
NAT C. GOLDSTONE
9121 Sunset Boulevard
Hollywood 46, California • CR. 6-1071

Under Term Contract to Metro-Goldwyn-Mayer



NBC's European Staff Re-Aligned In London

(Continued from Page 1)
chief conferred with Merrill Mueller and Henry C. Cassidy to organize a new line-up of network personnel abroad. Plans were discussed concerning plans for this year, particularly coverage of the Paris peace conference, UNO meetings, and various other scheduled news events. Brooks also talked with NBC officials and heads of the Netherlands broadcasting societies.

Of the Dutch people, Brooks was impressed by their attitude to resuscitation of radio, declaring, "They are on their toes," and are more news conscious than ever. In this regard he referred to a special incident that occurred at the Amsterdam air terminal prior to his return of the U. S. Several groups of people were gathered, he related, talking busily in various languages, when a loudspeaker suddenly cut in with a BBC news broadcast. "Everyone stopped talking at once," he said, indicating the deep-seated habit of news listening developed during the war.

The NBC European staff re-aligned at the London meetings includes the following: Henry C. Cassidy, general European director; London—Merrill Mueller, United Kingdom director; Ed Haaker, reporter; Paris—Paul Archinard, office manager; Germany—Roy Porter, reporter; Basle—Max Jordan, Eastern European director; Moscow—Robert Magidoff, Soviet Union director; Stockholm—Sven Norberg, reporter.

Report General Motors To Drop NBC Symphony

(Continued from Page 1)
from 5 to 6 p.m. on 146 NBC stations, and has been on the air continually for three years.

The present contract runs to July 13, but it is expected that NBC will be notified of the cancellation about May 8, which is the scheduled notification date. Reason for dropping the show is believed largely due to the current strike situation "which has not helped GM in any way."

The Kudner agency, which handles the General Motors account, stated that "nothing has been discussed yet."

FRANKIE CARLE

2

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



Memos Of A Midnigher...!

● ● ● Fred Robbins, WOV disc jockey, would have a bigger stack of fan letters if he'd pick up the mail, delivered by mistake to his namesake, an exec at the Stan Zucker Agency. . . . Years ago, while playing lead roles with a southern stock company, Milo Boulton encouraged one of his admirers to go on the stage . . . so Joseph Cotten followed his Idol's advice. Arthur Gary is doing a bang-up job on WEAF's "7:30 News." . . . This temporary assignment should be made permanent. . . . Has Professor Quiz started a new trend in radio? . . . His idea of having the studio audience spell out the name of his sponsor's product in rah-rah fashion is being aped by another program. . . . The Glenn Miller-Tex Beneke Orchestra reserves one day a week to entertain hospitalized Servicemen . . . nice goin' fellers. . . . The plastics exposition at Gotham's Grand Central Palace the week of April 22 will unveil several startling innovations in radio and television equipment. . . . Lyn Murray will direct a Spring Course in Radio Choral Technique at the Juilliard School of Music. . . . "Inner Sanctum" has been renewed for another 13 weeks starting next week. . . . Credit Ted Collins with a quip that's a pip . . . his definition of CENSORSHIP: Stop, Look and Less-Sin.

☆ ☆ ☆

● ● ● A national cheese manufacturer may soon sponsor a radio series starring Ray Milland. . . . Several agencies seem interested in the WOR "Musical Grab Bag" show currently sponsored by Song-hits Magazine and featuring Enoch Light's Orchestra and Bob Shepard's scintillating (g)emceeing. . . . Cab Calloway has an appropriate title for the autobiography of Toots Shor, if and when the popular restaurateur decides to write it . . . "Toujours, L'Amour, Toots Shor." . . . Zac Freedman planed in from the coast this week where he named Margaret Gardner in charge of the Cowl, Daly & Freedman office. . . . Two of the Modernaires Quartet, Hal Dickinson and Ralph Brewster, started their careers as members of a trio at a High School in Buffalo. . . . Shirley Wolff's WJZippy "Celebrity Night" is entertainment plus for late stayer-uppers. . . . Charlie (Finnegan) Cantor of the Duffy's Tavern" show reveals that as a youth he once appeared in a Shakespearian drama and laid an egg. From Hamlet to Omelette, would you say??? . . . Ed Hurley will praise-agent the newly-built Lafayette Television and Motion Picture Studios located in Brooklyn. . . . Look for Cardinal Spellman to appear as guest this summer on several "NBCatholic Hour" programs.

☆ ☆ ☆

● ● ● Looking Into My Crystal Set: I see Eileen Barton, a kid in a plaid skirt, prancing around the WMCA studios during her broadcasts with Alan Courtney. . . . A young CBS singer named Fredda Gibson, who bears a striking resemblance to the gal we now know as Georgia Gibbs. . . . Irene Beasley, 15 years ago, popularizing "Old Dutch Cleanser's" musical commercial which she wrote—and they think singing commercials are new. . . . Gene Hamilton, putting himself and "Lower Basin St." into "society" with his upper-class announcing of lowdown jive. We'd give a lot to hear a revival of that original setup—Henry Levine, Dinah Shore and Gene Hamilton, with Willis Kelly scripting. . . . Geo. A. Putnam emoting in Shakespearian dramas produced by Patia Power, mother of Tyrone. He severed connections with the Bard's "Portia" to take up with radio's "Portia" (Faces Life) and other searialights whose exploits he now announces. . . . I also see the Eton Boys, the Do Re Mi trio, Tony Wons, Irma Glen, the beloved organist who was sponsored by a listener, Pat Kennedy and Jack Fulton, of the original Ben Bernie outfit, Jeannie Lang, of the baby voice, Anthony Frome, the Poet Prince, Nick Lucas, of non-hillbilly guitar-playing fame and Gale Page, who left the mike for the camera.

WMCA As UNO 'Feed' To Draw Indie Protest

(Continued from Page 1)
to represent the indies at the engineering survey held at Hunter, March 1. This was agreed to by the other outlets with the exception of WNEW, which sent its own representative, who got lost en route. At the conclusion of the survey, WMCA was assigned one of the 10 broadcasting booths with the provision that it feed the other stations.

Subsequent protests, led by John Hayes of WQXR and Ted Cott, of WNEW, resulted in the calling of this morning's meeting, at which Williams probably will suggest WNYC as the feeding station. The municipal outlet has been assigned its own booth, which will have facilities for two simultaneous broadcasts.

Although a feed by WNYC usually has been the solution to similar problems in the past, it will be disputed in this case. WMCA, for one, will insist on independent facilities because of commitments to other stations, presumably affiliates of the suspended ABS web. Involved in these commitments are commentaries, direct from the Council sessions, by J. Raymond Walsh, Frank Kingdon, and an un-named "international figure."

WQXR has indicated that it would accept a WNYC feed if all other stations did the same, and WNEW will suggest that the feeding station be drawn by lot. The SNAFU may be resolved, probably after much hair-splitting, by the acceptance of WNYC, with WMCA's "commitments" going out over the second line from the city station's booth.

This would bring up the problem of what to do with the booth given up by WMCA, and the merry-go-round would start all over again.

WSRR Is Now WSTC

Call letters of WSRR, Stamford, Conn., an ABC affiliate, have been changed to WSTC, effective immediately, it was announced yesterday.

'Off-the-Air'
TYPEWRITTEN
TRANSCRIPTS

RADIO COPY

12-hour Delivery in N. Y.
Round-the-Clock Service
ALSO

Electrical Transcriptions converted to
typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779

Washington Tele Channels Awarded To NBC, Bamberger, 'Evening Star'

(Continued from Page 1)

FCC stressed heavily the importance which it put on television networks. The importance of Washington as an originator center of programs for a television network was stressed at the hearing. Since Washington is the nation's Capital, there are many important events occurring there which are of great interest to audiences throughout the United States. The Commission is of the opinion that the effective operation of a nation-wide television network will be greatly aided by network ownership of a television station in Washington.

It should be noted that this finding is limited to television, only, where such developmental and experimental work remains to be done.

NBC has proposed a nation-wide television network and has had extensive experience in the operation of a nation-wide AM network. Philco opposes to conduct an experimental day service between Philadelphia and Washington, but has not plans for a nation-wide network.

DuMont has no plans for a nation-wide network but expects to convert its New York station into a network, with television stations in Washington, Pittsburgh, Cleveland and Cincinnati, if these applications are granted.

The NBC applications for a television station in Washington would, under these standards, be preferred over that of Philco and DuMont. So far

ated stations as in the case of NBC. Moreover, as has already been pointed out, the site proposed in the DuMont application is considered inferior to that proposed by NBC.

The Commission, in its published conclusions, held that:

"(1) The Commission consistently has held that where the number of

DuMont vs. Philco

The DuMont organization which is reported to have invested approximately \$150,000 already in an experimental station at the Harrington Hotel in Washington has pioneered in the television station field and seeks the fourth Washington channel. Likewise Philco Corporation which has invested in an experimental transmitter at Arlington and has been experimenting with booster or relay stations in Maryland also is making a strong bid for the fourth channel.

applicants exceeds the facilities available, in choosing among the applicants preference will be given, other factors being substantially equal, to local interests. In the Commission's opinion, maximum opportunity for local expression and development of community activity is afforded by licensing local persons who are qualified rather than persons from other cities. In this case, the Evening Star Broadcasting Company is the only local interest. The Capital Broadcasting Company is the licensee of a local station, but all of its stockholders reside in Baltimore, and aside from their interests in WWDC, have their business interests outside of Washington.

"As to the Evening Star Broadcasting Company, it has selected a transmitter site which will render service to the entire Metropolitan area of Washington and has made extensive plans for downtown studios. It is well equipped financially to undertake the construction and operation of a television station. Although it has had no experience in the operation of television station, it has had extensive experience in the operation of an AM station in Washington. The Commission concludes that the Evening Star Broadcasting Company is qualified to operate a television station. The Commission also concludes that since the Evening Star Broadcasting Company is composed of local people, public interest, convenience, and necessity would be served by the issuance of a construction permit.

Seeks "Maximum Participation"

"(2) The remaining five applicants fall into two groups. In the first group is Bamberger Broadcasting Service and Capital Broadcasting Company—which are not the licensees of any commercial television stations—and in the second group are National Broadcasting Company, Allen B. DuMont Laboratories, Inc., and Philco Prod-

ucts, each of which is the licensee of one commercial television station. The Commission is of the opinion that where there is a choice between two applicants, one of whom has a television station and another which does not, public interest is better served by granting a license to the newcomer, other factors being substantially equal, rather than to the person already having a television station. Under this policy, it is possible for the maximum number of qualified people to participate in television and not have it restricted to a few large interests.

"(3) Considering the application of Bamberger Broadcasting Service, it appears that it has selected a transmitter site which will render service to the entire Metropolitan area of Washington. It is well equipped financially to undertake the construction and operation of a television station. Although it is not, and has not been, the licensee of a television station, its personnel have acquired experience in television operations through presentation of television programs over WABD and WRGB. The Commission concludes that the Bamberger Broadcasting Service is qualified to operate a television station. The Commission also concludes that since the Bamberger Broadcasting Service has no other television station, public interest, convenience or necessity would be served by the issuance of a construction permit to it.

Bamberger Officials Jubilant

In New York yesterday, officials of the Bamberger Broadcasting Company, including Theodore C. Streibert, president of WOR, and Jack Poppele, vice-president and chief engineer, expressed gratification over the FCC's decision to grant Bamberger one of

AGENCIES

WILLIAM L. YOUNG, for the past 15 years a sales executive of Lever Brothers Company, has joined the executive staff of William Esty and Company, Incorporated. Young was located in the Cambridge executive offices of Lever Brothers for several years, and his most recent position was division manager in charge of all sales and marketing in Pennsylvania, Ohio and Virginia, with headquarters in Pittsburgh.

SAPOLIN CO., INC., New York, manufacturers of paints, varnishes and enamels, have appointed the R. T. O'Connell Company as their advertising agents.

the four Washington tele channels. "The action of the commission means that we have the go-ahead signal for the immediate development of a television station in Washington," Streibert said last night, and added, "we already have purchased a site on Cathedral Heights and have a zoning permit for the erection of a 300-foot tower. Just as soon as transmitter and other station equipment can be obtained we will proceed with the erection of the station."

NBC's Russell Enthusiastic

"The National Broadcasting Company is accepting its responsibility to start regular television service in the Nation's Capital at the earliest possible date, now that the FCC has approved the NBC application," said Frank M. Russell, the network's vice-president in charge of its Washington office.

"Now that the FCC has approved our application for a television station in Washington," said Russell, "the National Broadcasting Company will put into operation its long established plans. . . .

"NBC accepts its responsibility to start service at the earliest conceivable.

Detroit Hearings

FCC hearings on six applicants for five channels in Detroit are scheduled before the commission, March 25 to 30th in Washington.

Philco is concerned, the ownership of a television station in Washington is not associated with the operation of a network, except possibly to connect its Washington and Philadelphia stations. So far as DuMont is concerned, while it does have plans for a network, it is only of a very limited extent and is to be composed of apparently only five DuMont stations and not of many independently affili-

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

FCC Criticizes Programs

Deplores "Dearth" Of Sustainers On Webs

(Continued from Page 1)

made in a bulky, 139-page study on the public service responsibility of radio, in which the FCC used generally cautious language, but sometimes lashed the industry for its blunders.

The wordy document, which took nearly a year to complete, jumps from downright praise of radio's progress to sharp criticisms of its mistakes.

Stepping away from a role as tough policeman, the FCC flatly stated that the "primary responsibility for the American system of broadcasting rests with the licensee of broadcast stations, including the networks.

"It is to the stations and networks," the report said, "rather than to Federal regulation that listeners must primarily turn for improved standards of program service.

"The Commission, as the licensing agency established by Congress, has a responsibility to consider overall program service in its public interest determinations, but affirmative improvement of program service must be the result primarily of other forces.

The Commission said it would devise some of its procedures to meet the problems, but said it "proposes to continue substantially unchanged its present basic licensing procedures."

Reveal 'Sustaining' Views

It threw up the danger signal on several "program service factors relevant to the public interest," including sustaining programs, local live programs, programs devoted to the discussion of public issues and "advertising excesses."

On the question of sustaining programs, the FCC report said:

"But while the networks and stations alike have traditionally recognized the importance of the sustaining program as an integral part of the American system of broadcasting, there is evidence that such programs are disappearing from the program service of some stations, especially during the best listening hours.

"No accurate statistical series has yet been established to determine the proportion of time devoted to sustaining programs, or the trends from year to year. In the most recent annual reports of stations and networks to the Commission, however, station licensees have analyzed their program structure for the month of January 1945. Since no definition of 'sus-

taining' has heretofore been promulgated, these figures must be approached with caution.

Cites Examples

Some stations, for example, classify a 15-minute "participating" program as sustaining, even though it is interrupted by three, four, or five spot announcements. Some "bonus" stations which carry network programs without direct remuneration from the network classify all their network commercial programs as "sustaining." The returns to the Commission are in some cases carelessly prepared; some stations, for example, report more than 5 hours of programs daily between 6 and 11 p.m. Some of the returns are wholly unusable. Nevertheless, the returns of 703 stations for the month of January, 1945, appeared sufficiently complete to warrant tabulation.

Comments On Station Logs

"These 703 stations were on the air an average of 16 hours and 5 minutes daily. Of this time, they reported 8 hours and 40 minutes, or 53.9 per cent as commercial, and the remaining 7 hours and 25 minutes, or 46.1 per cent as sustaining.

"These overall figures suggest that the sustaining program remains a major part of broadcasting today. On closer analysis, however, certain questions arise.

"First, it should be noted that in general, the larger stations carried a considerably smaller percentage of sustaining programs than the smaller stations."

The FCC noted that on Sunday, April 23, 1944, the following stations carried no sustaining programs whatever between the hours of 6 and 11 p.m.

WHO, WSYR, WSPD, WAVE, WIRE, WTMJ, WDEL, WMT, WCED, KOIL, KMBC, WCKY, WXZY, WING, WMAL, WEMP.

Similarly on Monday, April 24, 1944, the following stations carried no sustaining programs whatever between the hours of 6 and 11 p.m.:

WAGE, WAKR, WXYZ, WING, WENR-WLS, WISH, WSAI, WNBH, WEMP, WTOL, WABC, WJR, WFBL, WTOP, WTAG, WBBM, WADC, WMT, WHSA, WSPD, WBAL, WAVE, WIRE, WTMJ, WOW, WMAQ.

'Dearth' Of Web Sustainers

"More striking even than the dearth on some stations and during some hours of sustaining programs generally," the report said, "is the dearth of network sustaining programs."

The FCC lashed away at the "failure of American broadcasters to provide nation-wide distribution for even outstanding network sustaining programs."

The report bluntly stated that it is the "very essence of network service" that the sustaining program should reach a nation-wide audience, "any factor intervening to prevent this militates against the principle of network operations."

As an example, the FCC mentioned CBS' program, "Invitation To Learn-

ing." It pointed out that on April 2, 1944, 39 CBS stations carried the program while 97 rejected it.

The FCC report documented other programs, listing each one with the claim that network sustaining programs, highly plugged by the nets as public service programs, were not, in fact, getting nation-wide distribution.

Charge 'Advertising Excesses'

The FCC saved some of its most explosive ammunition for alleged "advertising excesses."

After easing into its criticism by admitting that "advertising is an indispensable part of our system of broadcasting," the report said:

"However, the fact that advertisers have a legitimate interest and place in the American system of broadcasting does not mean that broadcasting should be run solely in the interests of the advertisers rather than that of the listeners."

"The problem of program service," FCC said, "is intimately related to economic factors. A prosperous broadcasting industry is obviously in a position to render a better program service to the public than an industry which must pinch and scrape to make ends meet. Since the revenues of American broadcasting come primarily from advertisers, the terms and conditions of program service must not be such as to block the flow of advertising revenues into broadcasting. Finally, the public benefits when the economic foundations of broadcasting are sufficiently firm to insure a flow of new capital into the industry, especially at present when the development of FM and television is imminent.

Economic Aspects Reviewed

"A review of the economic aspects of broadcasting during recent years indicates that there are no economic considerations to prevent the rendering of a considerably broader program service than the public is currently afforded."

While admitting that question of "discussion of public issues" on the air was a complex problem, the FCC said it would carefully note the "quantity" of time given to such broadcasts.

"The problem of any particular public discussion," the report said, "is a problem for the individual broadcaster. But the public interest clearly requires that an adequate amount of time be made available for the discussion of public issues."

The report also singled out radio's "unimpressive" use of local live programs.

Touches On 'Local Interest'

"While parallels between broadcast stations and newspapers must be approached with caution, their common elements with respect to local interest may be significant. The local newspaper achieves world-wide news coverage through the great press associations, taps the country's foremost writers and cartoonists through the feature syndicates, and from the pic-

Asks Civic Group To Check Shows As 'Reviewers'

ture services procures photographs from everywhere in abundant quantity. But the local newspaper editor faced with such abundant income material, does not therefore discourage his local reporters and photographers nor does he seek to reproduce local the "New York Times" or "Daily News." He appreciates the keen interest in local material and makes most of that material—especially the front page. The hours from 6 11 p.m. are the showing "front page" of the broadcast station. The statistics of local programming during the hours, or generally, are not impressive.

"No reliable statistics are currently available concerning the time devoted to local live programs, partly because there has heretofore been no accepted definition of 'local live' partly because "wire" programs news syndicated to many stations have been included in the local classification, and partly because programs of phonograph records have been classified as 'local live' by some stations, if a live announcer intersperse advertising comments among the records."

Discussing forces outside the industry which have a "role to play in improved program service," the FCC said:

Urge Critical Appraisal

"There is need, for example, professional radio critics, who play in this field the role which literary and dramatic critics have long assumed in the older forms of artistic expression.

"It is, indeed, a curious instance of the time lag in our adjustment to changed circumstances that while plays and concerts performed before comparatively small audiences in 'legitimate' theater or concert are regularly reviewed in the press, radio's best productions performed before an audience of millions receive only occasional and limited attention."

(Continued on Page 7)

Send Birthday Greetings To

March 8
Victor Arden Tex Fletcher
Will Hudson Franklyn McCormac
Claire Trevor Winnie Schenck
March 9
Sydney Moseley Joe Franklin
March 10
Beatrice Berke Carol DeRose
Peter De Rose Marion Hutt
Robert Taplinger Lloyd O. Coulter

ON WJZ-ABC (11:30 p.m.)

3

Commission Outlines 4-Point Policy For Improvement Of Programming

(Continued from Page 6)

tical consideration. Publicity for radio programs is useful, but limited to the function it performs. Responsible criticism can do much more than mere promotion; it can raise the standards of public appreciation and stimulate the free and unfettered development of radio as a new medium of artistic expression. The independent radio critic, assuming the same role long occupied by the dramatic critic and the literary critic, can bring to bear an objective judgment on questions of good taste and of artistic merit which lie outside the purview of this Commission.

Commend Radio Listener Councils

Radio listener councils can also do much to improve the quality of program service. Such councils, notably in Cleveland, Ohio, and Madison, Wis., have already shown the possibilities of independent listener organization. First, they can provide a much needed channel thru which listeners can convey to broadcasters the wishes of the vast but not generally articulate radio audience. Second, listener councils can engage in much needed research concerning public tastes and attitudes. Third, listener councils can check on the failure of network affiliates to carry outstanding network sustaining programs, and on the local programs substituted for outstanding network sustaining programs. Fourth, they can serve to publicize and to promote outstanding programs.

Stress Educators Role

Colleges and universities, some of them already active in the field, have a like distinctive role to play. Together with the public schools, they have it in their power to raise a new generation of listeners with higher standards and expectations of what radio can offer.

In radio workshops, knowledge may be acquired of the techniques of radio production. There are already many examples of students graduating from such work who have found their way into the industry, carrying with them standards and conceptions of radio's role, as well as talents, by which radio service cannot fail to be enriched.

Even more important, however, is the role of colleges and universities in the field of radio research. There is room for a vast expansion of studies of the commercial, artistic and social aspects of radio. The cultural aspects of radio's influence provide

in themselves a vast and fascinating field of research."

Procedure Changes Recommended

Among the procedural changes which the Commission said it expected to make were the following:

1. Uniform definitions and program logs, defining, because of different interpretations by individual stations, such terms as "sustaining program, network program, wire program, local live program, sustaining public service announcement, spot announcement.
2. Segments of the broadcast day.
3. Annual report and statistics.
4. Revision of application forms.

Commenting on the revision of application forms, the report said:

"Since the establishment of the Federal Radio Commission, applicants for new stations have been required to set forth their program plans, and applications have been granted in part on the basis of representations concerning program plans. Applications for renewal of license, assignment of license, transfer of control of licensee corporation, and modification of license have similarly included, in various forms, representations concerning program service rendered or to be rendered. The program service questions now asked on the Commission's application forms are not uniform, and not closely integrated with current Commission policy respecting program service. It is proposed, accordingly, to revise the program service questions on all Commission forms to bring them into line with the policies set forth in this report.

"Specifically, applicants for new stations will be required to fill out, as part of form 301 or form 319, a showing of their proposed program structure, utilizing the uniform schedule set forth above (P137). Applicants for renewal of license, consent to transfer of assignment, and modification of license will be required to fill out the same uniform schedule, both for a sample week under their previous licenses, and as an indication of their proposed operation if

the application in question is granted.

Need Of Flexibility Noted

"The Commission, of course, recognizes that there is need for flexibility in broadcast operation. An application to the Commission should not be a straitjacket preventing a licensee from rendering an even better service than originally proposed. To provide the necessary flexibility, the information supplied in the uniform schedule will be treated as a responsible estimate rather than a binding pledge. However, attention should be called to the fact that the need for trustworthiness is at least as important with respect to representations concerning program service as with respect to statements concerning financial matters.

"Stations will also be asked whether they propose to render a well-balanced service, or to specialize in programs of a particular type or addressed to a particular audience. If their proposal is for a specialized rather than a balanced program service, a showing will be requested concerning the relative need for such service in the community as compared with the need for an additional station affording a balanced program service."

Aid To Vet Home-Hunters Offered On WINS Program

One of the first radio aids to war veterans in securing homes and apartments is provided as a public service in the current WINS series which airs interviews with service men and women three times weekly, Monday, Wednesday and Friday from 7:30 to 7:45 p.m.

Program has been on the air a week and averages 25 calls per day in response to appeals by returned veterans for living quarters for themselves and their families. Offers made to the vets, through WINS, are referred to veterans bureaus for disposal.

Boy Scouts Council In Tribute To Radio

(Continued from Page 1)

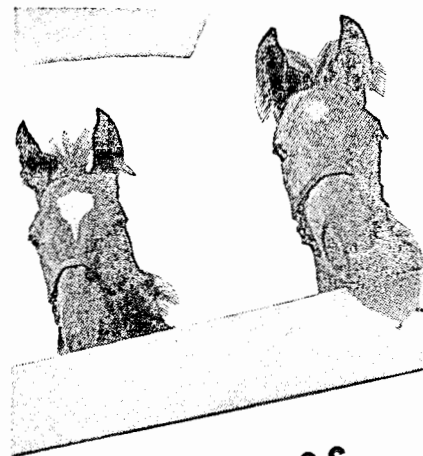
twelve outlets in the area used the Council's transcriptions, and 17 aired live spots.

Personalities who devoted portions of their shows to the Scouts included Rod Hendrickson, WEAJ; Don Dunphy and Dorothy Day, WINS; Fred Robbins and Peggy Lloyd, WOV; Isabella Beach, WMCA.

Stations participating included WABC, WOR, WJZ, WEAJ, WQXR, WINS, WBNX, WMCA, WLIB, WOV and WEVD.

Change Harvel Format

Format of the Harvel Watch Company's Sunday afternoon program over ABC, changes on March 17, when a new program titled "The Cliff Edwards Show," debuts, to be heard from 1:00 to 1:15 p.m., EST. The new show will be a musical featuring Cliff "Ukulele Ike" Edwards. The last "John B. Kennedy" program for Harvel, will be heard over ABC on Sunday, March 10, from 1:00 to 1:15 p.m., EST.



new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

BALTIMORE'S *Listening Habit*

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager

FRANK A. PETERS, INC., Exclusive National Representatives

FOR SPECIALIZED DELIVERY

Call **HOLLYWOOD**

MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO • HOLLYWOOD

WILL INTRODUCE

4

Mutual's Gain 55% For Jan. And Feb.

(Continued from Page 1)
pressed marked enthusiasm regarding the "terrific business" being done by the network, and hailed the "lively spirit" of the web sales staff. On the other hand, he envisions strong competition looming for advertising money and asserted "advertisers are looking more closely at their dollars today," and as a result, will demand a better job from radio "or else we'll lose them to other media."

"One of the big things happening at Mutual at the moment, is the power increase of stations in three major U. S. markets," he said, incidents which may indicate a strong and effective bid by MBS for top advertisers. The three stations: WOL in Washington, D. C.; KQV, Pittsburgh, and WLOL, St. Paul-Minneapolis, have been okayed by FCC for power increases from 1,000 to 5,000 watts, effective in about 60 days. As a result, the MBS affiliates will deliver stronger signals over the main population centers. The three cities are included in the top 10 U. S. markets.

Kobak revealed that General Motors has extended sponsorship of the Henry J. Taylor show, "Your Land And Mine," for the remainder of the year. Program is currently heard over Mutual-WOR on Monday and Friday from 10 to 10:15, but will probably be switched to the 7:30-7:45 p.m. slot next month. Change will clear the way for the Adam Hats "Fight Of The Week" show, now heard at 10:15 Mondays, but reported to prefer the 10 o'clock spot to vie with Gillette's weekly ainer over WHN.

The Mutual president said that he had spoken with several women's groups during his trip and indicated that the network would watch closely their reactions and preferences during the coming months. "Now that women are back on the job"—referring to their return from war work—"we find they listen to children's programs, music, drama, etc., and we welcome their opinions and criticism."

AAAA Plans Two-Day Meet At Waldorf, April 10-11

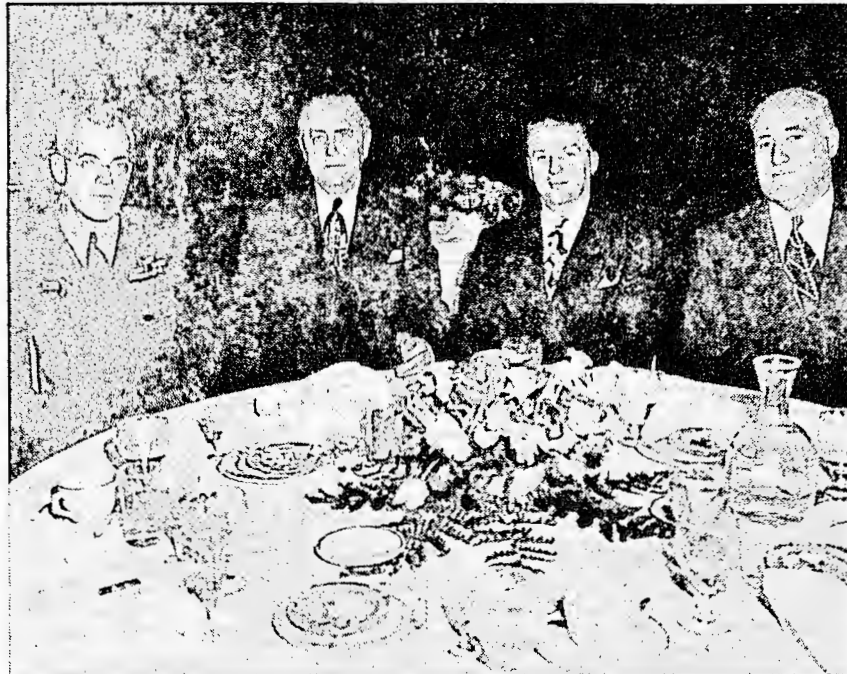
(Continued from Page 1)
ness sessions and a dinner meeting will explore the distribution theme, and what agencies can do about it, from four major aspects—personnel, fact-finding, improvement of advertising content, and understanding. The dinner meeting will be held at the Waldorf Astoria on the evening of April 10th, and speakers' names will be announced at a later date.

"A WONDERFUL NIGHT"

5

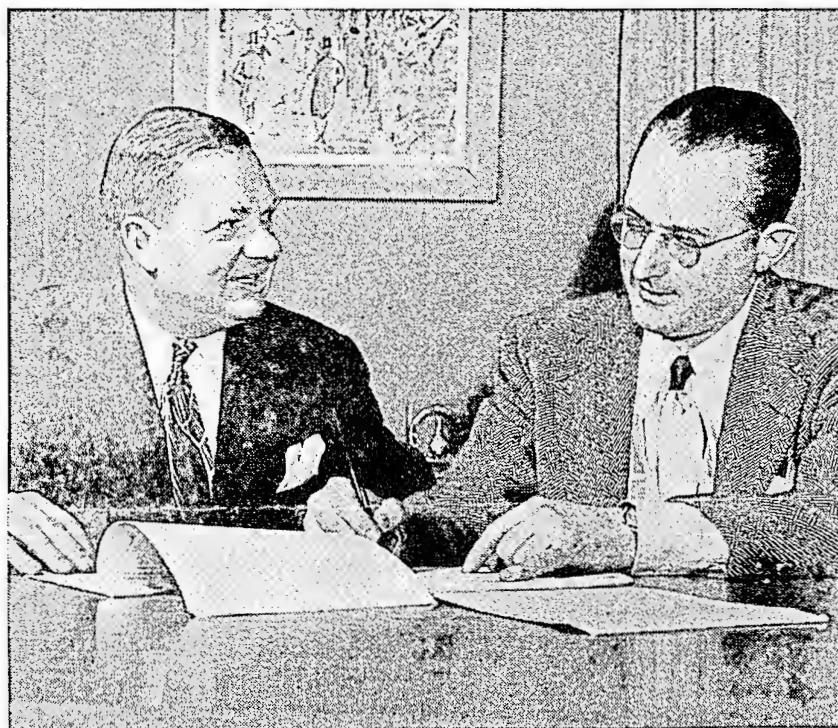
PICTURES OF THE WEEK

Welcome Home, General!



Brig. Gen. Ken R. Dyke, former NBC executive at present attached to the staff of General Douglas MacArthur in Tokyo; Niles Trammell, president of NBC; Clair R. McCollough, chairman of the network's Stations' Planning and Advisory committee and Frank E. Mullen, vice-president and general manager, lunched at the Waldorf Astoria Hotel this week. It was a welcome home luncheon for General Dyke.

Tommy Dorsey Signs With WOR



Theodore C. Streibert, president of WOR, registered a smile of satisfaction, as he watched Tommy Dorsey sign the contract that makes him director of popular music for WOR, Mutual's New York outlet. Dorsey will be featured in his own program soon and will supervise the station's popular music programming.

EQUIPMENT

G. E. Credit Appointments

The General Electric Credit Corporation has reopened sales distribution offices and appointed managers in the following areas: R. A. Cox, recently released from the Navy, will head the Indiana organization; J. M. Wilson, the Army Air Force, will head the Pittsburgh office; W. J. McKinley, the Navy, in the Kansas City office; P. F. Manthey, formerly associated with financial organizations, in the Minneapolis office; W. Olesen, who has been with GECC for 10 years in the Albany office; M. E. Davis, who has been handling special assignments in Cleveland, in the Cincinnati office and E. S. Rockett, formerly with the Armed Forces, in the New Orleans office.

WMCA Labor Series To Feature Gov't Experts

(Continued from Page 1)
into the open, received further impetus with the disclosure this week that nationally known Government industrial relations experts will participate as guest arbitrators of WMCA's series "Labor Arbitration" beginning Thursday, March 21. The current series of labor-management disputes is sponsored by Cap-Tin Development Corporation of New York and is heard Thursdays from 9:03 to 10:00 p.m.

Among those scheduled to appear under the new program format are Frederick C. Croxton, national known industrial expert; Edgar Warren, director of the United States Conciliation Service; John R. Steeman, former director of the USCA and other personalities prominent in the field. Croxton, guest arbitrator of the March 21 broadcast with John Zellers, vice-president of Remington Rand, Inc., will be remembered local for his decisions as arbitrator in the July 1945 dispute between the Transport Workers Union and the New York Omnibus Corporation.

Cited by OSU

The series, conducted by Samuel Zack, labor-management consultant has already won four awards from Ohio State University's Institute for Education by Radio, brings actual industrial disputes for arbitration on the air before a selected panel, decisions of which are binding. Cases involving approximately 750,000 workers have thus far been brought to amicable settlement and, in many instances, have averted strikes which would have seriously affected production of civilian and war materials.

"The purpose of the series," stated when it was originally sponsored by Cap-Tin, "is to demonstrate that unity can be achieved in labor relations through arbitration and the radio series will contain institutional messages based on the labor-management unity theme instead of the usual commercials."

FCC Will Examine Logs

Miller Calls FCC Rebuff Threat To Free Radio'

Washington Bureau, *RADIO DAILY*
 Washington—Justin Miller, president of the NAB, on Friday lambasted the FCC's controversial report on programming as revealing a "lack of faith in the American system of free radio."

Stating that the report "reflects a philosophy of Government which raises grave questions of constitutionality," Miller said it indicated a "desire to impose artificial and arbitrary

(Continued on Page 6)

Even Indies Will Share 3 Booths At UNO Meet

The controversy among the New York indies regarding coverage of the UNO Security Council meeting at Hunter College March 21, was resolved Friday, with the stations agreeing to share three broadcast booths on a schedule basis.

Meeting with George Barnes, chief of the press and radio division, and Hugh Williams, radio chief, of the UNO's Department of Information,

(Continued on Page 7)

Total FM License Grants Now Reaches 352 Stations

The FCC on Friday, granted seven additional FM stations, bringing the total conditional grants to 352.

Following are the grants made: California — Eureka, Redwood Broadcasting Co., Inc., KIEM (Metropolitan); San Francisco, American Broadcasting Co., Inc., KGO (Metropolitan).

Florida—Jacksonville, The Metro-

(Continued on Page 2)

Award

Captain W. G. Finch, USNR, president of Finch Telecommunications, Inc., last week was awarded the Legion of Merit by President Harry S. Truman "for exceptionally meritorious conduct in the performance of outstanding service for the Government of the United States as Head of the Countermeasures Design Section, Electronic Division, Bureau of Ships."

Anniversary Program

A program in commemoration of the 144th anniversary of the founding of the U. S. Military Academy at West Point will be heard in a special broadcast over NBC on Saturday, March 16, at 6 p.m., EST. Secretary of War Robert P. Patterson and Maj. Gen. Taylor, superintendent of the Academy, will be heard.

DuPont Awards Cite Thomas, WNAX, KDKA

The Alfred I. DuPont radio station and radio commentator awards were presented Saturday night in ceremonies at the St. Regis Hotel, New York, "in recognition of distinguished and meritorious performance of public service . . ." Lowell Thomas was awarded top honors in the commentator group, while WNAX, Yankton, South Dakota-Sioux City, Iowa, an

(Continued on Page 2)

FCC Explains Stand On Washington Tele

Washington Bureau, *RADIO DAILY*
 Washington—Acting FCC Chairman Charles Denny on Friday, denied emphatically, that the Commission had split over the Washington television allocations.

Admitting there were "all sorts of rumors" concerning the allocations, Denny said the Commission vote on the decision proposing to give the

(Continued on Page 4)

Radio's Public Service Role School-Conference Theme

Norman, Okla.—The responsibility of radio to the community was emphasized throughout the first day of the Annual Radio Conference meeting at the University of Oklahoma.

"Radio has a responsibility to all its communities," Robert Hudson, associate director of education for the CBS, told the session Thursday afternoon.

"These communities are the business, educational, civic, religious,

Asks 300 Stations For Program Lists To Undergo Commission Scrutiny; Temporary Licenses Affected

Armstrong Takes Issue With FCC's FM Findings

Declaring that FCC engineers erred in recommending the assignment of FM to the 100 mc. band, Major Edwin H. Armstrong, inventor of FM, revealed Friday, that these errors will be laid bare at the round table discussion on March 23rd, of the Broadcasting Engineering conference at Columbus, Ohio.

In a prepared statement Major Armstrong

(Continued on Page 7)

NBC Plans Early Service For New York-Wash. Tele

NBC will begin regular television operation and service in Washington "at the earliest possible date" now that FCC has approved application, it was announced over the week-end by Frank M. Russell, network's vice-

(Continued on Page 7)

Claims Production Record Of Radio Receiving Sets

Claiming a production record of 30 per cent of the present output in radio receivers, Benjamin Abrams, president of the Emerson Radio and Phonograph Company, Friday, re-

(Continued on Page 5)

Washington Bureau, *RADIO DAILY*
 Washington—The FCC on Friday followed through on its blast against radio programming by announcing it has requested approximately 300 stations to submit their program logs for close Commission scrutiny.

The "requests" were sent to radio broadcast stations now operating on temporary licenses. The stations were asked to submit their program logs, with a percentage analysis, for a composite week in 1945.

This "composite week" includes Monday, January 15; Tuesday, March

(Continued on Page 6)

ABC's Jan-Feb Figures Show 24 Per Cent Gain

Reflecting the continued surge of network sales for the early part of this year is the report from ABC which lists total gross billings of \$7,685,483 for January and February as compared to \$6,201,000 for same period last year, 24 per cent gain.

New business and renewals remain steadily strong, with the former to-

(Continued on Page 4)

Carnation To Revive "Lone Journey" On NBC

"Lone Journey" will be brought back to the airways on NBC as Carnation's second show, originating in New York, about April 1, it was

(Continued on Page 6)

TOO Perfect!

In making the "Myrt & Marge" recording at World Broadcasting last week, it was necessary to depict three chorus girls dancing OUT of step. Three Rockettes engaged by Director John Gunn for this purpose, just couldn't tap in correctly. They had to practice for an hour before they could achieve a departure from their usual flawlessly synchronized routine.



Vol. 34, No. 47 Mon., March 11, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Mar. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Total FM License Grants Now Reaches 352 Stations

(Continued from Page 1)

lis Co., also WJHP (Metropolitan). Minnesota—Winona, M. H. White and H. R. Wiecking, doing business as Winona Radio Service, KWNO (Metropolitan, possibly rural). Missouri—Kansas City, KCMO Broadcasting Co., KCMO (Metropolitan). Pennsylvania—New Castle, WKST, Inc., WKST (Metropolitan). Washington, Observer Publishing Co., (Metropolitan).

Record Attendance Expected By AWD

Record attendance is expected at the third annual conference of the NAB's Association of Women Directors which opens next Friday at the Hotel Roosevelt and continues throughout Sunday.

Details of the conference program were released the past weekend by Alma Kitchell, president of the association, and Dorothy Lewis, NAB co-ordinator. The theme of this year's meeting is "Women in the Communicative Arts: Their Part in Developing an Informal Public Opinion."

Awards To Be Made

Indicating that the women broadcasters have gone beyond their own field to recognize the accomplishments of women in other fields the AWD will make four awards at their luncheon on Saturday. Those to be honored are Mrs. Anne O'Hare McCormick, New York Times correspondent, as representative of the newspaper field; Mrs. Bruce Gould, The Ladies Home Journal, as representative of the magazine field; Miss Helen Hayes, as representative of the theater and to Miss Madeleine Carroll as representing the motion picture industry.

Agenda Announced

Following is an outline of the plans made for the 3-day Conference,

Friday—March 15

Theme—The Effectiveness of Radio as an Advertising Medium. 10:00 a.m.—Opening Conference—Address of Welcome by President Alma Kitchell, WJZ—American Broadcasting Company; Address by Frank Pellegrin, Director of Broadcast Advertising of the NAB; Address by Linnea Nelson, Time Buyer, J. Walter Thompson Company. 12:30 p.m.—Lunch—Jade Room, Waldorf-Astoria Hotel, as guests of the New York Dress Institute. 3:00 p.m.—Tour of Good Housekeeping Institute, as guests of Katherine Fisher, Director. 5:00 p.m.—Diamond-Bridal Cocktail Party, Park Lane Hotel, as guests of N. W. Ayer & Son, Inc. 7:30 p.m.—Dinner at Star Light Roof of Waldorf-Astoria, as guest of the Needlecraft Bureau and the Pan-American Coffee Bureau.

Saturday—March 16

Theme—"Women's Responsibility in the Communicative Arts: Their Part in Developing an Informal Public Opinion." 9:00 a.m.—Breakfast and Fashion Show at Commodore Hotel, as guests of the Millinery Fashion Bureau. 10:30 a.m.—Morning Conference—Hotel Roosevelt; Introduction of Service Organization Representatives; Address by Miss Fanny Hurst. Panel Discussion—How Does Radio Sell Ideas? Moderator—Dr. Lyman Bryson, Consultant on Education, Columbia Broadcasting System. Participants: Lisa Sergio, ABC; Mary Margaret McBride, WEAF-NBC; Dean Mildred Thompson, Vassar College, MBS; Marjorie Husted, "Betty Crocker" of General Mills; Elsa Maxwell, MBS and Frances Farmer Wilder, consultant on daytime programs, CBS. 12:30 p.m.—Luncheon—Ballroom, Hotel Roosevelt.

Theme—"Women's Responsibility in the Communicative Arts."

Keynote Remarks—Dorothy Lewis, NAB Co-ordinator of Listener Activity. Greetings from Judge Justin Miller, president of NAB; Madame Rose Bampton, Metropolitan Opera Company; Lt. Gen. James H. Doolittle. Address by Frances H. Russell, Department of State. Awards to outstanding women. 3:30 p.m.—International Broadcast over CBS. Invited participants: Miss Ellen Wilkinson, Minister of Education, London, England; Mrs. Bertha Lutz, Scientist, Rio de

DuPont Awards Cite Thomas, WNAX, KDKA

(Continued from Page 1)

ABC affiliate and KDKA, NBC outlet of Pittsburgh, Pa., won station awards.

Aired over ABC from 10:30 to 11 p.m., EST, the awards for stations were accepted by Maj. General Luther Hill, vice-president of the Cowles Broadcasting Company, owners of WNAX, and A. W. Robertson, chairman of the board of Westinghouse Electric, for KDKA.

Likened To Pulitzer Prizes

The awards, which are offered every year by Mrs. Alfred I. DuPont in memory of the distinguished financier and philanthropist, were established in 1941, and are considered to be the radio equivalents of the Pulitzer Prize in journalism.

Appearing on the ABC program besides the winners, were: Mrs. DuPont; Dr. Francis P. Gaines, chairman of the awards committee; Mark Woods, ABC president, and William H. Goodman, secretary of the awards committee.

Janciro, Brazil: Mrs. Dorothy Lewis, Chairman.

5:00 p.m.—President's Tea.

5:00 p.m.—Cocktail Party and Exhibit at Ritz-Carlton Hotel, as guests of J. Walter Thompson Company.

7:30 p.m.—Dinner—Rainbow Room, as guests of the Grocery Manufacturers of America, Inc.

Sunday—March 17

On Sunday, March 17, the Directors have scheduled a series of conferences wherein they will discuss problems arising from their own work as broadcasters.

9:00 a.m.—Breakfast at Hotel Roosevelt.

10:30 a.m.—Workshop Discussions and Annual Business Meeting; Committee Reports and Discussion of Techniques, new trends, and old problems.

12:00—Board Meeting.

The following have already signified their intention of attending the Conference: Alma Kitchell, WJZ, President, AWD; Mildred Bailey, WCOP, Vice-President, AWD; Elizabeth Hart, WMAQ, Vice-President, AWD; Dorothy Lewis, NAB, Vice-President, AWD; Jane Dalton, WSPA, Spartanburg, Secretary; Norma Richards, WSPD, Treasurer; Nell Daugherty, WSRR, 1st District; Ruth Crane, WMAL, 4th District; Marjorie Cooney, WSM, 6th District; Peggy Cave, KSD, 10th District; and Darragh Aldrich, WCCO, 11th District.



Just BIG . . . isn't enough

We had a honey of a headline for that picture. But it was too tough, and probably a little prejudiced.

But just being big . . . isn't enough. What's the use of being hippopotamus-big if people persist in ignoring you as if you were a gnat? Without a bite?

In radio our little independent is strictly in the tiny class . . . BUT it's got a bite that reaches more people-per-dollar-spent than any of the other five radio stations in this sixth largest city in the U.S.A.

There are facts to prove this. Want to see them? Before you make up that budget?



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...



"... and the favorable propagation characteristics of WFDF Flint should occasion no surprise."

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. Bob Bingham Gen. Mgr.

A NEW HIGH IN TRANSCRIBED ENTERTAINMENT!

The hit show of the year!

*Sincerely—
Kenny Baker*

AMERICA'S FAVORITE TENOR!



Songs you like to hear—the way you like to hear them. Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field... still available in several markets.

write for
availabilities

with

- ★ DONNA DAE
 - ★ JIMMY WALLINGTON
 - ★ BUDDY COLE
- and his music

FROM THE HOUSE OF HITS
FREDERIC W. **ZIV** COMPANY
2436 READING ROAD • CINCINNATI, O.
NEW YORK HOLLYWOOD

Radio Public Service School Confab Theme

(Continued from Page 1)

job to do," Williams said. "We have actually been frozen for nearly three years. Frozen as to physical equipment, programming, and to a pattern of effortless profit-making. We face a time of the most rapid change in all of the rapid-changing times of this new industry. In addition, we face those physical changes during a time of discount and disturbance throughout the nation."

Dr. Tyler Heard

Dr. I. Keith Tyler, Columbus, president of the Association for Education By Radio, struck an even more serious note in his welcome address. "Either we learn to get along without international neighbors," Tyler said, "or we all die. The most gigantic program of mass education mankind has ever seen is required. The radio is the key medium for this mass job."

Dr. Royden Dangerfield, administrative assistant to the president of the University of Oklahoma, told the conference that the university believed in the educational value of radio from all standpoints. The university has operated WNAD for over twenty years and is expanding its radio activities with FM station KOKU.

Great Era Ahead

At the Thursday dinner session, Willard D. Ego, special counsel for the National Association of Broadcasters, speaking before an audience of conference delegates, faculty and students, said that radio was on the threshold of its greatest future. Ego outlined the latest developments in television, FM, facsimile and AM, then added that radio is in such rapid transition that even as "I speak a press release may be made that will make some of my remarks completely out of date."

Educational Outlook Bright

Hudson told the dinner group that the education outlook for radio is bright so long as there are ideas to communicate, and so long as there are bright educators and bright broadcasters to communicate them.

Judith Waller, public service director for the NBC, Central division, Chicago, said that radio is in need of trained personnel. "It needs educated, trained persons for specific places, and it needs intelligent listeners."



California Commentary . . . !

• • • Walter Addison Watson has resigned as sales promotion manager of the Hoffman Radio Corp., Los Angeles, to devote his attention to Hollywood Radio Transcriptions, Inc. He organized the firm two years ago when he was a publicity officer in the AAF. The firm proposes to engage in transcribed programs, both custom-made and of a syndicate nature.

Meredith Willson, who, in addition to his radio chores, has done a great deal of picture work, is planning a series of reminiscent articles on Hollywood film music, called "Music By The Foot." Marlin Hurt, creator of "Beulah" and star of the "Beulah" show, is having a series of sinus operations which, though not ordinarily serious, are dangerous to a radio star, whose career depends on vocal gymnastics. True to the tradition of show business, Maestro Vic Shoen, of the Andrews Sisters "N-K Musical Showroom," carried on with his musical duties last week, despite the fact that just before the broadcast he was notified that his mother had passed away in New York.

★ ★ ★

• • • Cass Daley was recently lauded as an outstanding example of a person succeeding despite handicaps by Dale Carnegie, author of "How To Win Friends And Influence People," in his widely-syndicated newspaper column. If Harry Flannery, CBS news analyst gets the movie role of a news commentator for which he was tested, he'll be seen as well as heard. As an analyst in "Sister Kenny," an RKO-Radio picture, Flannery was a "voice" only. Hal "Great Gildersleeve" Peary has been signed by Capitol Records to make a second series of children's stories. The NBC comedian will platter the series this month. Eugenie Baird and Al Sack were recent guests on Ira Cook's KFAC "Dance Time Program." Charles Campbell, who was formerly an NBC staff announcer in New York and who also appeared on Broadway, has been signed for "Danger Street," a Pine-Thomas production. . . Frank Graham's voice will be that of all the characters in "Honesty Is The Best Policy," a 16 mm. animated cartoon to be made in color by Oscar Productions for release by Planet Pictures. Prof. J. Waldo Purrington will be the star of the picture. Bob Graham, featured singer on the "Baby Snooks" show, has recorded "They Say It's Wonderful" and "You Haven't Changed At All." Del Castillo, musical director for "Stars Over Hollywood," last week, did the scoring of his 100th script for CBS.

Powers And Barnes Bow On New WJZ Schedule

John Robert Powers and Patt Barnes debut on two new programs over WJZ this afternoon, Mar. 11, as the station realigns its daytime program schedule.

Powers will head the "Powers Charm School," which will be heard Monday through Friday, from 12:35 to 1:00 p.m., EST. Program will be offered on a participating basis, and will feature Powers in interviews with women from all walks of life who are former successful models. The Alma Kitchell show, currently heard in this spot, will be aired from 1:15 to 1:30 p.m.

Barnes' program will be aired over WJZ from 2:15 to 2:30 p.m., EST, and will present "name" guests from time to time.

ABC's Jan-Feb Figures Show 24 Per Cent Gain

(Continued from Page 1)

taling \$494,143—an increase of 118.5 per cent over \$226,200 last year.

New ABC accounts include: Prince Matchabelli Perfumery on the "Stradivaria Orchestra"; William S. Scull Co. on "A Present From Hollywood" (begins April 7; Southern Cotton Oil Company's "Try 'n Find Me" (starting today). Four accounts on the ABC Pacific Coast web include: Sterling Drug, Inc.'s "Zeke Manners Show"; National Minerals Co. "Enchantment"; Lewis Dog Foods for the "Lone Ranger"; "Gillespie's Garden Guide" to the Germaine Seed Company. New business in January for ABC includes "Counterspy" to Schutter Candy and "Steel Workers Speak" to CIO Steel Workers of America.

FCC Explains Stand On Washington Tele

(Continued from Page 1)

grants to NBC, Bamberger and the Washington Evening Star was unanimous.

In addition to the three proposed grants, the FCC slapped down the application of the Capital Broadcasting Co., and admitted it could not choose between Allen B. DuMont Laboratories and Philco.

Delay in announcing the decision was attributed by Denny to the hearing schedules of the individual members of the Commission.

In its final decision, the Commission's reasoning went along these lines:

Other things being substantially equal, preference will be given to applicants having local connections. Only the Washington Evening Star falls in this group, the FCC said. The FCC put the remaining five applicants into two "groups". One, which included Capital and Bamberger, were those applicants who were not licensees of any commercial tele stations and other included NBC, DuMont and Philco, all of whom hold licenses.

On this choice, the FCC said it considers public interest will be better served if the nod is given to the newcomer in the field, this meant Capital and Bamberger. The FCC threw Capital out because of its financial structure and gave the prize to Bamberger.

This left three in the field: NBC, DuMont and Philco. Here the Commission made its choice on coverage and network plans. The FCC chose NBC, pointed out that DuMont proposed a smaller coverage, then admitted it couldn't make up its mind between DuMont and Philco for Washington's fourth channel.

In a nutshell the FCC's formula for preference in allocating television stations, all things else being substantially equal, appeared to be, in order: 1. Local connections; 2. No other commercial tele licenses; 3. Coverage and network plans.

Majestic Records Inc.

James J. Walker
President

. . . offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin,

Director of Recording

Harry Smith,

Chief Engineer

CHOW EXTRA SPECIAL!
—Damon Runyon—
"FOOD AS GOOD AS FAMED
BEACHCOMBER IN HOLLYWOOD"
—Lee Mortimer—
SINGAPORE
Exotic Chinese and Island Foods
FOR DINNER AND AFTER THEATRE
BROADWAY • ATOP WINTER
AT 50TH GARDEN BLDG.

★ THE WEEK IN RADIO ★

FCC Censures Broadcasters

By JIM OWENS

On a long report on programming citing specific instances of "advertising excesses," the FCC took American broadcasters to task for poor public service radio. The Commission warned that program schedules would be closely scrutinized when considering license renewals. . . . Concessions to Cuba during the recent NARBA infab evoked sharp criticism from Edwin S. Craig, chairman of the Clear Channel Broadcasters and president of WSM, Nashville. . . . The success of the 1946 Greater New York Boy Scout Drive was largely accredited to radio as "the best job ever done".

Initial plans for radio coverage of the forthcoming meeting of the UNO Security Council in New York were set at an engineering survey. . . . Coverage of the event is expected to exceed any job radio has done thus far. . . . The nation's television stations, with exception of WRGB, Shenectady, went off the air to convert to new channels. . . . Reports from Washington indicated quick termination of NAB's network "exclusivity" rule. . . . ABC's Edward Noble plans to appeal the Flamm verdict. . . . BMB reached its million dollar goal in station subscriptions. List now includes 638 U. S. stations. . . . General Motors is reported dropping the NBC Symphony after three years.

The expected post-war boom in spot radio has not yet occurred, but sales are on a steady increase. Radio executives look for a business rush next fall. . . . Jimmy Dorsey was signed as director of popular music for WOR. . . . RCA chief David Sarnoff outlined the role

of electronics to the Columbus Council of Churches. . . . FCC denied transfer of WOV-New York to Murray and Meyer Mester. Commission charged the applicants have "only the vaguest acquaintance" with the station's operations. . . . The Federal group also vigorously defended its FM stand on the 88-108 mc. band against charges by Zenith Radio Corp.

Washington television channels were granted to NBC, Bamberger Broadcasting Service (WOR), and the Evening Star Co. Decision on the fourth and only remaining channel will be made after further hearings with both DuMont and Philco. . . . Mutual's sales for the first two months of '46 show an increase of 55 per cent. . . . Assignment of WMCA as independent feed for UNO radio coverage aroused protest from two other New York stations. . . . NBC re-aligned its European news staff under Henry C. Cassidy as director. . . . Plans were announced for the fourth annual Summer Radio Institute conducted by Stanford University and KPO-NBC.

Brig. General Ken R. Dyke came back to N. Y. and described U. S. radio's role in Japan. He is on MacArthur's headquarters staff. . . . The radio industry and FCC mourned the sudden passing of FCC Commissioner William H. Wills. . . . Microphones invaded the Saskatchewan legislature for the first time in Canadian history. Sessions are aired for a full hour.

In their current listening preferences, ex-GI's are favoring stars who entertained them overseas, CAB reports. . . . The Canadian broadcasters expect to recommend granting of FM stations very shortly. . . . Radio's use in rehabilitation of disabled vets was tested by Mutual during rehearsal of one of its shows. Idea was to ascertain radio's "dramatic truthness." . . . CBS will move two Saturday programs to the Sunday schedule March 17. Web also plans grouping of religious and discussion-type shows on the Sabbath.

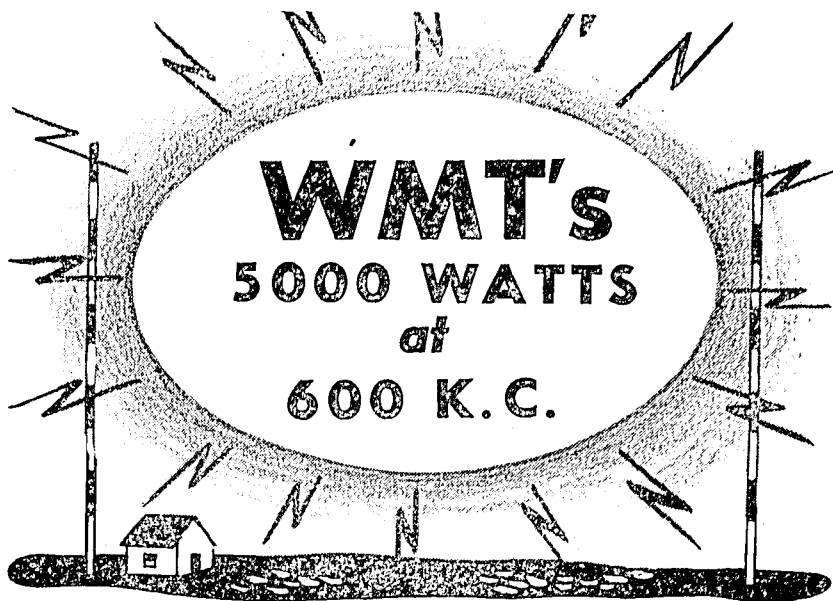
Claims Production Record Of Radio Receiving Sets

(Continued from Page 1)

revealed that the company's present schedule is from 20,000 to 30,000 sets weekly. He added that the company production is about 25 per cent under 1941 levels and about 50 per cent of capacity. The line of sets comprise five basic models in table and portables.

Get RCA Posts

George L. Artamonoff and Paul F. Schucker have been appointed Deputy Managing Directors of the RCA International Division, it was announced Friday by Brig. Gen. David Sarnoff, president of Radio Corporation of America. They will serve under Edwin Norman Clark, managing director of the division.



can do a better sales job
to more people in
Eastern Iowa

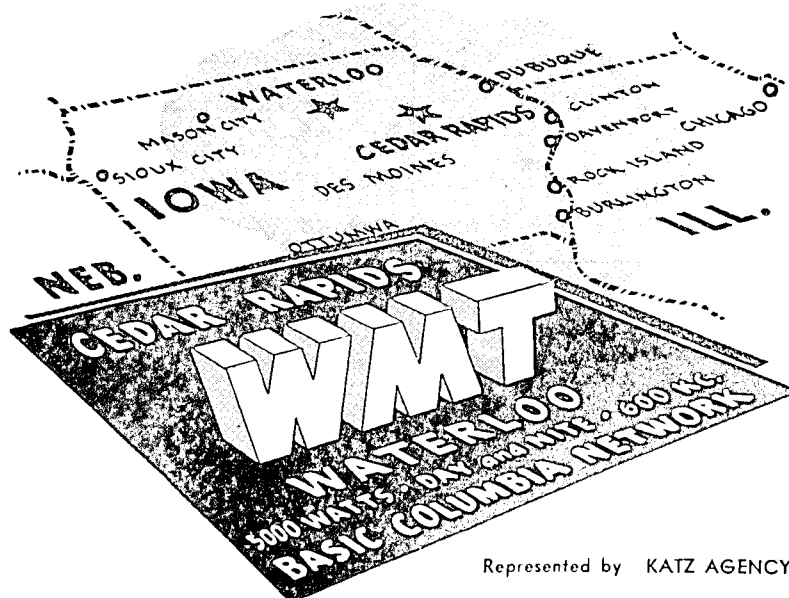
at LESS COST!

than any other station in Iowa

HERE ARE THE FACTS:

- WMT reaches (at 2.5 MV).....1,131,782 people
- Station B reaches.....1,018,035 people
- Station C reaches..... 430,628 people

"Get thar fustest with the mostest" is good strategy in a sales campaign, too! To hit hard in important Eastern Iowa, your job is done quickly, effectively and inexpensively on WMT. You're missing a terrific sales opportunity if WMT is missing on your schedule. Write for availabilities at once.



Represented by KATZ AGENCY



HE DELIVERS
the GROCERIES
Because HE SELLS
THRU THE AIR WITH
THE GREATEST OF EASE

EDWARD PETRY & CO., National Representatives

FCC Implements Programming Policy By Asking For Logs Of 300 Stations

Miller Calls FCC Rebuttal 'Threat To Free Radio'

(Continued from Page 1)

13; Wednesday, April 25, Thursday, June 7; Friday, August 10, Saturday, October 13, and Sunday, December 9.

The Commission said the new procedure outlined in its 139-page report on radio programming will "enable the Commission to dispose of the backlog of pending renewal applications and to remain current thereafter."

The FCC noted that some of the 300 stations were put on temporary licenses because of engineering, accounting and legal problems, but "most of them are on a temporary because it has not been possible with the press of other work for the Commission's limited staff to process renewal applications."

Defines FCC Requirements

Recognizing that there is no uniformity of agreement among broadcasters concerning certain definitions of information required on program logs, the FCC sent a copy of its programming study, which includes the Commission's suggested procedure changes and its definitions. A few of the Commission's definitions follow:

A commercial program is any program, the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement, at intervals of less than 15 minutes.

A network program shall be classified as "commercial" if it is commercially sponsored on the network, even if the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station. It will be noted that any program which is interrupted by a commercial announcement is classified as a commercial program, even though the purchaser of the interrupting announcement has not also purchased the time preceding or following. The result is to classify so-called "participating programs" as commercial. Without such a rule, a 15-minute program may contain 5 or more minutes of advertising and still be classified as "sustaining." Under the proposed definition, a program may be classified as "sustaining" although preceded and followed by spot announcements. But if a spot announcement interrupts a program, the program must be classified as "commercial."

A sustaining program is any program which is neither paid for by a sponsor nor interrupted by a spot announcement.

A network program is any program furnished to the station by a network or another station. Transcribed delayed broadcasts of network programs are classified as "network," not "recorded." Programs are classified as network whether furnished by a nation-wide, regional, or special network or by another station.

A recorded program is any program which uses phonograph records, electrical transcriptions, or other means of mechanical reproduction whole or in part—except where the recording is wholly incidental to the program and is limited to background sounds, sound effects, identifying themes, musical "bridges," etc. A program part transcribed or recorded and part live is classified as "recorded" unless the recordings are wholly in-

cidental, as above. A transcribed delayed broadcast of a network program, however, is not classified as "recorded" but as "network."

A wire program (W) is any program the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer. Programs distributed by the wire news services are "wire" programs. A news program which is part wire and in part of local non-syndicated origin is classified as "wire" if more than half of the program is usually devoted to the reading verbatim of the syndicated wire text, but is classified as "live" if more than half is usually devoted to local news or comment.

A local live program is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control. Programs furnished to a station by a network or another station, however, are not classified as "live" but as "network." A program which uses recordings in whole or in part, as above, should likewise not be classified as "live."

Civic Appeals Approved

A sustaining-public service announcement is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—E. G., War Bonds, Red Cross, Public Health, Civic Announcements, etc., Promotional, "courtesy" participating announcements, etc., should not be classified as "sustaining public service announcements," but as "spot announcements." War Bond, Red Cross, Civic and similar announcements for which the station receives remuneration should not be classified as "sustaining public service announcements," but as "spot announcements."

A spot announcement is any announcement which is neither a sustaining public service announcement (as above defined) nor a station identification announcement (call letters and location). An announcement should be classified as a "spot announcement," whether or not the station receives remuneration, unless it is devoted to a non-profit cause.

Sponsored time signals, sponsored weather announcements, program matter are spot announcements. Unsponsored time signals, weather announcements, etc., are program matter and not classified as announcements. Station identification announcements should not be classified as either sustaining public service or spot announcements, if limited to call letters, location and identification of the licensee and network.

Emphasis On Sustainers

Termining the sustaining program the "balance-wheel" in a station or network's program structure, the FCC castigated radio broadcasters for their neglect of this "public interest" function.

The Commission's charges are contained in its 139-page report on programming which was released on Thursday.

"The sustaining program," the report said, "is the balance-wheel by means of which the unbalance of a station's or networks' program structure which might otherwise result from commercial decisions concerning program structure can be redressed."

Noting the imprint of advertisers on programming, the FCC warned that the concept of a well-rounded program cannot be maintained if the decision is left "wholly or preponderantly in the hands of advertisers in search of a market."

"Experience has shown," the report said, "that in general, advertisers prefer to sponsor programs of news and entertainment. There are exceptions; but they do not alter the fact that if decision today were left

solely or predominantly to advertisers, news and entertainment would occupy substantially all of the time.

"The concept of a well-rounded structure can obviously not be maintained if the decision is left wholly or preponderantly in the hands of advertisers in search of a market, each concerned with his particular half-hour, rather than in the hands of stations and network responsible under the statute for overall program balance in the public interest."

Soap Operas Criticized

As an example, FCC singled out the soap operas for its ire, stating that this controversial form of entertainment contributes mightily to program "unbalance."

The report pointed out that in January, 1940, the four networks provided listeners with fifty-nine and one-half daytime hours of sponsored programs weekly. Of these, 55 hours were devoted to soap operas, with only four and one-half sponsored daytime hours devoted to any other type of program.

"Advertisers, in short," the FCC commented, "were permitted to destroy overall program balance by concentration one type of program."

The report presented figures showing the "ratings" of the numerous soap operas, as well as their "available" audience.

"It will be noted," the FCC said, "that the most popular soap opera on the air during the period in question, recruited 12.5 per cent of the available audience. The average NBC soap opera recruited 8.4 per cent and the average CBS soap opera recruited 6.7 per cent."

Reasons For Popularity

"In contrast, approximately 76.8 per cent of the available audience answering the telephone during the soap opera hours reported that they had their radio turned off all together."

The FCC listed two "reasons" for the popularity of the soap operas among advertisers: (1) cost. The soaps are among the cheapest of all network shows to produce, the FCC said. The weekly production costs of the ordinary soap were reported to be less, for 15-minute periods than some advertisers spend on one-minute transcribed spot announcements. (2) Advertisers are not interested merely or primarily in the size of the audience which they achieve. They are interested also, the FCC said, "and perhaps primarily, in two other indices of program effectiveness. One is the 'sponsor identification index' and the 'product use index.'"

Sees Soaps Injuring Structure

"Whether or not," the report stated, "the reasons cited for the popularity of soap operas among advertisers are the decisive ones, it is clear that the result on many stations has been marked unbalance of program structure during the daytime broadcasting hours."

(Continued from Page 1)
controls over what the people of the country shall hear."

Striking out at the FCC for asserting powers "far beyond those given it by Congress," Miller criticized the Commission for taking a few examples of bad programming and "dictating the entire broadcasting industry."

"Highlighting a few examples of inadequate programming," Miller said, "the report then proceeds to indict the entire radio broadcasting industry. Relying upon its own administrative practices, it now asserts powers far beyond those given to by Congress and inconsistent with the Constitutional limitations under which Congress acted."

"The radio broadcasters in the country fully recognize their responsibility to the American people. In a bare half century of existence the industry has accomplished incomparably more than has any other industrial or professional group in a similar period of time, in developing standards of performance. An honest objective comparison of radio programs today with those of 10 years ago, will demonstrate this fact beyond question."

"The radio broadcasters recognize that they, like human beings and institutions, are far from perfect. Both as individual licensees and through national associations, they will continue in the future, as they have in the past to improve both their programs and other phases of broadcasting."

"On the other hand, the broadcasters are fully aware that they are champions of the people in resisting encroachments of Government upon the freedom of speech. Encroachments which, in their inception, may seem innocuous to many people—which, perhaps, may seem justified in the light of isolated instances of bad taste or poor judgment—nevertheless strike at the very heart of a system of broadcasting and constitute bold steps toward Government domination which may eventually deprive us of fundamental rights."

Carnation To Revive "Lone Journey" On NBC

(Continued from Page 1)

learned yesterday. Program will be a 15-minute, five-times-a-week, daytime drama serial on the full network scheduled from 10 to 10:15.

"Lone Journey" was on the air in 1937. Procter and Gamble some time ago written by Sandra Michael, a former Peabody Award winner. She will write the new series, and direction will be handled by John Gibbs. Program idea will be built around persons from real life.

Carnation's current New York show is the "Contented Hour," heard on NBC Mondays from 10 to 10:30 p. EST.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN
1441 Broadway

WI-7-4056
19th Fl.

Armstrong Outlines Objections To FM Findings Of The FCC

(Continued from Page 1)

Armstrong said, "It is now in order to challenge the responsible members of the Commission's engineering staff to appear at this Conference and substantiate the technical findings of this report, which will have a profound effect on radio history for years to come."

The formal statement of Major Armstrong commenting on the FCC Commission's report of March 5, containing reasons for the decision of January 23rd, which denied Zenith to obtain the low frequency bands follows:

"The Commission's report virtually admits that its Engineering Department has made one of the colossal mistakes of radio history. The statement, 'There is nothing whatever in the present proceeding which casts any doubt upon the ability of the FM stations in the 88 to 108 megacycle band to render a superior interference-free and static-free service over ranges of sixty miles, and perhaps in excess thereof,' makes this quite clear.

FM Coverage Not New

"Of course, the FM 100 megacycle band will go sixty miles. That was shown eight years ago when I was developing FM on the only band available to me then, namely, the 117 megacycle band. But the question here involved is which is the best band. FM has demonstrated and is demonstrating every day, that it will go over a hundred miles on the old band and cover two to three times the area of the new one. Why move

it to where it will go sixty miles?

"The reason the Commission gave when it first moved FM was the superior rural service of the higher band, based on the theoretical calculations of a Commission engineer, K. A. Norton. Those calculations were disproved by Zenith's and the Commission's own measurements, but the Engineering Department of the Commission has evidently chosen to ignore them to maintain a previously taken, but now untenable position.

Sees Many "Mistakes"

"In addition to the refusal to face the plain implications of the tests, the report is full of mistakes of technical facts which would be amusing were their effects not so serious to the public. These errors will be laid bare at the round-table discussion on March 23rd, at the Broadcast Engineering Conference at Columbus, Ohio, which is sponsored by Ohio State University and the University of Illinois. It is now in order to challenge the responsible members of the Commission's engineering staff to appear at this Conference and substantiate the technical findings of this report, which will have a profound effect on radio history for years to come.

"Controversies concerning the laws of nature are never closed until the facts come out. The only way the facts in this situation can be suppressed is by shutting down the present 40 megacycle stations before the comparative performance of the two bands can be observed in actual practice by engineers and the public alike.

NBC Plans Early Service For New York-Wash. Tele

(Continued from Page 1)

resident in charge of Capital office. In his announcement, Russell outlined the difficulties encountered by NBC during the war which halted construction of a station at the Wardman Park Hotel, following a 1940 approval. He revealed that a long-term lease had just been signed with NBC and the hotel.

"With the new cable facilities now available NBC will begin television service of regular programs from Washington to New York," he said. "We look forward to the time when these programs, together with programs now available from New York City, can be telecast to the people in Washington." The NBC executive explained the present manufacturing "uncertainties" made impossible the recast of when actual operation will begin, or when receivers would be available on the Washington market.

Carleton D. Smith, manager of NBC, will supervise operations for NBC's tele in Washington, Russell announced, adding that "specialized personnel is in the process of being trained . . . and additional personnel with television experience will be obtained."

Seven Indies Will Share 3 Booths At UNO Meet

(Continued on Page 7)

the indies agreed to the allocation of the three booths as follows: one to be shared by WNYC and WQXR; the second by WNEW and WHN, and the third by WMCA, WINS and WLIB. A feed from WNYC, which will air the entire proceedings, will be available to all other indies. In the event that one of the booths is not in use during a particular time, it will be available to the other outlets.

Following the meeting with the indies, Barnes and Williams met with representatives of the major networks and international broadcasters. At the suggestion of the major domestic webs, the central booth, No. 6, was assigned to the OIC, which will short-wave the complete sessions. The remaining booths were chosen by lot as follows: MBS, No. 7; CBS, No. 8; ABC, No. 4; NBC, No. 5; BBC, No. 3; CBC, No. 2. Booths 1, 9 and 10 are assigned to the indies.

WPTZ Back On Air

Philadelphia—The Philco television station, WPTZ, returned to the airwaves Friday night on new Channel 3 (60-66 mc.).

There's a Place for YOU on the



P. LORRILARD
McKESSON & ROBBINS, INC.

America's No. 1 Cooperative Program

There must be a reason why Fulton Lewis, Jr., leads the cooperative field, with more than 180 sponsors on local stations from coast to coast. Why not place your clients on this proved program that insures results? Contact us at once for the few availabilities now open. Wire, phone or write. . . .



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N.Y.

PROMOTION

WHN Book Program

Scribner's bookstore on 5th Ave. in New York, has provided a special window display by WHN for posters featuring participants of the new program of "The Author Meets the Critics" series, heard Mondays at 8:00 p.m. Cards and Posters feature John K. M. McCaffrey, fiction editor of the "American Magazine," and moderator of the program, and Gladys Schmitt, author of "David The King," which will be discussed on Monday's show. In addition, WHN has been provided with a window in the Emily Shop on 5th Ave., for exploitation of Adrienne Ames, who is featured on "The Gloom Dodgers," and her own daily gossip program.

Photographers Aid

Norris Harkness, executive secretary of the National Photographic Dealers Association, has sent a letter to 449 member dealers in and around New York, plugging WNEW's "Photography Is Fun" stanza. The letter describes the program and urges dealer co-operation in promoting the show at the consumer level.

"County Fair" Exploitation

Borden's "County Fair," CBS Saturday opus, made a big impression on Tampa during its two broadcasts from that city's Florida State Fair, receiving considerable front-page space. Local Borden dairy took space in two papers, plastered the town with posters, and had milk drivers doing a pitch on their routes. Special local tie-ins were aired by WDAE.

Diaz Heads ABC Traffic

Ray Diaz has been named manager of the traffic department of the American Broadcasting Company, Inc., according to John H. Norton, Jr., vice-president in charge of stations for ABC. Diaz came with ABC as supervisor of announcers when the network formerly separated from the National Broadcasting Company in 1942.

BALTIMORE'S Listening Habits

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Reader, General Manager

W. J. PETERS, Inc., exclusive National Representatives

COAST-TO-COAST

—NEW YORK—

NEW YORK—"Bible Breakfast," a year round program devoted to the perpetuation of Brotherhood Week, bowed March 3, over WNEW originating from the William Sloane House, New York City's YMCA for transients. The new program, a non-sectarian talk on religion, features addresses by Ministers, Priests, Rabbis, Chaplains and laymen from all over the country. . . . WINS has inaugurated a new program entitled "Building for Peace," to be aired each Friday featuring true to life dramatizations of great American men and women and vital three-minute talks by outstanding personalities in American life.

—INDIANA—

FORT WAYNE—The new transcribed "Calling All Girls" show bowed March 9 over Farnsworth WGL. With the addition of this show to the Saturday morning schedule, the station now has two hours and fifteen minutes of solid entertainment strictly made up for the teen age listeners. Another new program which began on March 10, is the transcribed "Boston Blackie" program to be heard each Sunday afternoon. . . . **HAMMOND**—The second meeting of the Association of Indiana Broadcasters will be held at the Columbia Club March 15, it was announced recently by WJOB's O. E. Richardson, secretary of the Association. It was also announced that new officers for the ensuing year will be elected.

—CONNECTICUT—

NEW HAVEN—The New Haven Junior League will sponsor a special series of broadcasts over WNHC every Saturday morning starting March 23. This is a recent innovation in Junior League activities in the Elm City and is expected to arouse much interest in the activities of the organization. . . . The New Haven Council of Churches is presenting a daily series of Lenten devotions over WNHC from 12:00 noon to 12:15, Monday through Friday. The broadcasts which began at High Noon on Ash Wednesday, will continue throughout the Lenten season from historic Trinity Church on the New Haven Green. Pastors of various denominations will deliver the series.

—CALIFORNIA—

OAKLAND—Monday, March 11, and airing Monday through Friday in the a.m. spot KLX will carry Oakland's first morning show "A Morning At Lamerios," a la the giggles, personalities and breakfast motif so popular on the airplanes these days. Program will be sponsored by and originate from Lamerios, the showplace of Northern California, with Norvell Gillespie emceeing the show. . . . KROW is presenting a series of dramatized modern fairy tales with the title "The Children's Playhouse," to be heard each Saturday morning under the direction of Ursula Faucit, local dramatic instructor.

—NEW YORK STATE—

WESTCHESTER—To provide added space, the Westchester Daily Newspapers Radio Forum, aired over WFAS each Sunday afternoon, now

originates in one of the private salons at Westchester Country Club, Harrison. This feature, which is presented as a public interest feature under the joint auspices of Westchester daily newspapers and WFAS, includes in its panels prominent county residents in discussions of contemporary questions. . . . **BUFFALO**—Jack Quinlan, recently discharged after more than five years in the Army, is now featured baritone soloist on "Your Host Is Buffalo" presented at 2:00 p.m. Saturdays.

—DISTRICT OF COLUMBIA—

WASHINGTON—Beginning Friday, March 15, the WMAL "Music Box" will become an audience participation show in which Traiton Robertson, master of ceremonies, and Ida Clark, accompanist and participant in the show will attempt to outguess selected persons in the studio audience on song titles. The forty-five p.m. show promises great audience appeal and for the initial and future airings, tickets are to be available at the WMAL reception desk or upon a letter of request. . . . WINK Broadcasting Co., owned by the Washington Post has applied to the FCC for a construction permit for a new FM station.

—PENNSYLVANIA—

PHILADELPHIA—Earl G. Harrison, Dean of the Law School of the University of Pennsylvania, presented WFIL with the annual award of the National Conference of Christians and Jews for their outstanding contribution in the promotion of better inter-faith and inter-cultural relations. The award was made to the outlet for its Sunday morning "Within Our Gates" series, broadcast in co-operation with the Philadelphia Fellowship Commission. . . . **WASHINGTON**—Stan Progar, former sports editor of the Washington Observer and sports desk man at the Pittsburgh Sun-Telegraph, has been added to the staff of WJPA. . . . Frank Krulce, recently released from service at Lieutenant, has returned to WJPA as staff engineer.



KFNH, Shenandoah, Iowa, is welcome back all the GI's who left there years ago to join Uncle Sam. First to leave and to return was Chief Announcer, MEL EYBERG. Mr. Eyeberg recently rejoined KFNH's staff after spending 26 months overseas with a Medium Bombardier Squadron that served on Guadalcanal, the Solomons, and on New Guinea. ZEPHENNEL, star entertainer at KFNH, is back after serving 21 months overseas with the Amphibious Engineers. I. STERENBORG, head of KFNH's Continuity Department, has returned after serving with an Army Radio Intelligence Company for three years; two of them spent in Hawaii and Guam. JOHNNY DIXON, announcer over KFNH, is returning after a three years duty with a Medical Hospital Ship Platoon and with the Armed Forces Radio Service. Another of the KFNH boys who recently returned from service is ERWIN C. FELLER, Engineer. He spent three years with the Navy as radio technician.

JOHN F. RAYEL, former staff announcer for ABSIE in London, staff announcer for BCC-North American newsreels, and staff announcer for "Voice of the Army" program from London, has joined the KFNH staff of announcers.

CLARENCE G. ALEXANDER and **STOCKTON HELFFRICH**, both former employees of the National Broadcasting Company who served in the Armed Forces, have returned to the network as members of the NBC Television Department, it was announced by Norman E. Kersta, manager of the department.

DON WITTY, who has been overseas for three years and was assigned as assistant to Howard Nussbaum in the Radio Division under General Patton, has been appointed a director at ABC in New York. Howard Nussbaum, Eastern program manager, announced.

always a busy city!

CANTON, OHIO

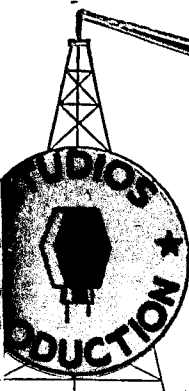
WHBC

1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 48

NEW YORK, N. Y., TUESDAY, MARCH 12, 1946

TEN CENTS

Capital FM Hearings On

Heavy Filing At FCC For AM-FM Stations

Heavy filing for CP's for new standard stations and many more seeking FM facilities were received at the FCC in Washington during the past weekend. Twenty-two AM applicants for AM permits and seven FM were recorded.

Those seeking CP's for new standard stations were:

Standard applications included: Mitchell C. Tackley, trading as North Country Broadcasting Co., Malone, N. Y., to be operated on 1490 kc, 250 watts, unlimited; the Yankee Net-

(Continued on Page 5)

WTON, New ABC Outlet Opens At Staunton, Va.

Staunton, Va.—WTON, New Staunton station, took to the air Saturday as ABC's newest affiliate, and according to Charles E. Seebeck, sales manager, commenced operations with 10 accounts.

Owner and general manager of WTON is Charles P. Blackley, for 10 years associated with the management of WVA, Harrisonburg, Va., program department is under the di-

(Continued on Page 7)

St. Louis Newsmen Airs Death of Cardinal Glennon

St. Louis—St. Louisans were kept informed of the circumstances of the death of John Cardinal Glennon, Archbishop of the St. Louis archdiocese, through a series of special broadcasts direct from London and Dublin, Eire, by KSD's special news events Director Frank Eschen.

(Continued on Page 7)

Paging Jules Verne

San Francisco—The Columbia Broadcasting Company will attempt the first broadcast in history from a submerged submarine engaged in a battle problem. The event will be described by Bert Buzzini, KQW newsman, when he takes his mike to the ocean bottom in the sub on Friday afternoon, March 15th, from 1:45 to 2 p.m. PST as a "CBS Feature Story."

Pledges Radio Support To President's Appeal

Washington Bureau, RADIO DAILY Washington—Full radio industry support to President Truman's food program was assured Friday in a statement by NAB President Justin Miller.

Miller, who represented the radio industry at the White House conference, issued the following statement addressed to all radio executives:

"The President of the United States has requested the radio industry to

(Continued on Page 8)

Chicago FM Leaders Have Different Views

Chicago—Conflicting views of the decision of the FCC to keep FM on the 88-108 megacycle band exclusively have been expressed by E. F. McDonald Jr., president of Zenith Radio Corporation, and Dr. Daniel E. Noble,

(Continued on Page 6)

Sessions Begin As Scheduled Despite Withdrawal Of Four Applications; 11 Firms Seek 11 Channels

Will Judge Live Shows In New York This Year

National network shows competing in Ohio State University's Institute for Education by Radio, May 3-6, will be judged "live" for the first time by a special panel in New York, while regional and local programs will be judged via transcription by another group in Columbus.

Dr. I. Keith Tyler, general chairman of the institute and radio head at Ohio State, said the new move is necessary

(Continued on Page 5)

Reelect Young Chairman Of Advertising Council

James W. Young has been reelected chairman of The Advertising Council, it was announced yesterday following the annual meeting of the board of directors.

Also reelected were: vice-chairmen:

(Continued on Page 7)

House Expected To Send Lea's Bill To Conference

Washington Bureau, RADIO DAILY Washington—With a rule permitting one full hour of debate granted last week by the House Rules Committee,

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—Although withdrawal of Marcus Lowe Booking Agency narrowed the field to 11 applicants for Washington's 11 available FM channels, the FCC yesterday decided to hold hearings on schedule. The sessions, which will set the pattern for future FM proceedings, got away to a slow start yesterday after the Commission's decision to continue. First to begin its presentation yesterday

(Continued on Page 8)

McCann-Erickson Buys 26-Story Building

McCann-Erickson, Inc., has purchased the 26-story office building at 292 Madison Avenue, New York, which occupies the southwest corner of 41st Street and Madison Avenue, it was announced yesterday by H. K. McCann, president. Purchase price of the location, which will house the agency's New York office staff, in approximately 20 floors, was not made known.

The building will also serve as

(Continued on Page 2)

NBC To Resume Daily Tele With Thrice-Weekly Show

NBC will return to daytime television on regularly-scheduled basis with a three-times weekly program when WNBT resumes normal operations

(Continued on Page 6)

Oboler Lampoons Sponsors At Oklahoma Conference

Oklahoma City—A banquet meeting for the purpose of honoring two outstanding figures in broadcasting turned into a heated controversy Saturday night as Arch Oboler, radio and motion picture playwright, charged that the air is filled with humbug.

The charge came during the opening moments of Oboler's speech on radio writing before the Annual Radio Conference banquet at the Biltmore Hotel in Oklahoma City. It came a

few moments before Oboler was to receive an award from the University of Oklahoma chapter of Alpha Epsilon Rho, national radio fraternity, for outstanding writing in 1945.

As a stunned audience of writers, radio executives, agency representatives and educators listened, Oboler declared, "radio, in spite of the fine speed of its business and the honorable intentions of those who seek to

(Continued on Page 5)

Hit Hard

Ed Wolf, producer and owner of the packaged "Break the Bank" on Mutual, was hit hard, practically floored, Saturday night. Show sponsored by Vicks had two American Airline hostesses hitting the bank for \$2,920 and right after that a soldier grabbed off \$1,000. This by far exceeds any former bank bustlin' during the program's existence on the network.

Veterans

Boston—Ben Hadfield, dean of WNAC announcers, and Spuddy Stone, chief engineer, will celebrate their 21st and 22nd anniversaries in radio, respectively, tomorrow via a special program over the Yankee Network outlet at 5 p.m. The oldtimers will be interviewed by Lester Smith and Louise Morgan. "Rivals" from WEEI also will participate.



Vol. 34, No. 48 Tues., Mar. 12, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone W1aconsin 7-6336, 7-6337, 7-6338, Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Monday, Mar. 11)

Table with columns for stock exchange (Am. Tel. & Tel., CBS A, CBS B, etc.), New York Stock Exchange, New York Curb Exchange, and Over the Counter.

Coast Station Makes Tieup With Newspaper For News

Los Angeles — KLAC formerly KMTR which introduced, its new 19 hours of programming March 11th has made a news tie-up with Los Angeles Daily News for local and state coverage. This service will be augmented by a "mobile reporter" traveling in a sound truck with full recording equipment. KLAC will also air all home games of Hollywood and Los Angeles Pacific Coast league and baseball clubs with Fred Haney as sportscaster. Paul Pendervis has been signed as station musical director. In addition Al Jarvis "make believe ballroom," "Jess York-Rufus Jones show" have been signed. Fred Henry who was with CBS has been made news supervisor.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

PAUL MOWREY, manager of the television division in the program department of the American network, has returned to New York following an extended visit to the West Coast on network business.

MORRIS NOVIK, accompanied by MRS. NOVIK, is spending 10 days in Miami Beach, his first vacation in four years. They will return in time for the March 15 reception to Winston Churchill.

JOHN K. CHURCHILL, director of research for the Broadcast Measurement Bureau, is in Chicago to supervise the tabulating of BMB's study of station audiences.

JIM LeGATE, general manager of WIOD, Miami, Fla., spent the week-end in New York.

FRANK O'CONNELL, Chicago account executive for ABC co-operative programs, has left on a two-week business trip, during which he will visit affiliates in Omaha, Lincoln, Des Moines and Shenandoah.

CARL OSWALD, traveling representative for the Mutual network and the Coca-Cola "Spotlight Bands" program, spent the week-end in Laconia, N. H., where he covered the Eastern Ski Championships.

MARY MARGARET McBRIDE, commentator on WEAJ, has returned from Upper Montclair, N. J., where on Sunday she delivered an address at the Union Congregational Church.

DON McNEILL, toastmaster of ABC's "Breakfast Club," has returned to his m.c. duties after having spent a two-week vacation in Florida.

FRANK C. CARMEN, manager of KUTA, American network outlet in Salt Lake City, paid a call Friday at the headquarters of the web.

WILBUR M. HAVENS, president and general manager of WMBC, affiliate of NBC in Richmond; WALTER A. BOWRY, assistant general manager, and WILFRED H. WOOD, chief engineer of the station, are back in Virginia following a business trip to New York.

McCann Erickson Buys 26-Story Building

(Continued from Page 1) headquarters for all domestic and foreign offices of McCann-Erickson, which started over 40 years ago in a one-room office in downtown New York. McCann explained that it will take "some time" to dispose of obligations to present tenants, "but when that is done the new building is expected to provide space for the agency's current requirements and also to take care of any future expansion." Built by the John-Manville Corporation and later purchased by the Ruppert interests, the building is situated on a corner plot approximately 100 feet square. Stores occupy the street level. Contract was handled by Cross & Brown for the sellers, and Childs and Humphries, Inc. for purchaser.

Gets RCA Post

Col. W. W. Watts, former Signal Corps procurement director, has been named general sales manager of the Engineering Products Department of RCA-Victor, it was announced by Meade Brunet, vice-president in charge of engineering activities. Watts, whose headquarters will be at Camden, N. J., was awarded the Legion of Merit for his contributions to the procurement and distribution of signal equipment during the war.

House Expected To Send Lea's Bill To Conference

(Continued from Page 1) the House today probably will decide to send to conference the Lea bill directed against the AFM president, James C. Petrillo. Senate conferees have already been named, by-passing the necessity for consideration of the bill by the Senate Interstate Commerce Committee of the Senate Labor Committee. A hot floor fight in the Senate may be looked for on the conference report unless the conference drastically alters the bill as passed by the House. Conferee-Naming Prevented Speaker Sam Rayburn attempted nearly two weeks ago to name House conferees, but was prevented from doing so by the objection of Rep. Vito Marcantonio, New York American Laborite, who led the opposition to the bill a week earlier on the House floor.

NBC To Air GM Dispute

In a special broadcast on the network tomorrow from 9-9:30 p.m., NBC will present both sides of the present strike dispute at General Motors. Walter Reuther, of UAW, will speak for the strikers, while Alfred G. Haake, G. M. consultant, will present the company's side of the issue. Reuther will speak first.



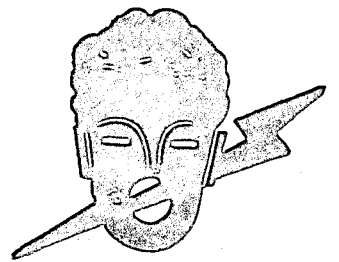
Unborn kangaroo

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION



*Free Speech
Mike*



**GUARDIAN OF
AMERICAN FREEDOM**

BENJAMIN FRANKLIN SAID...
"Whoever would overthrow the
liberty of a nation must begin by
subduing the freeness of speech."

—as true today as it was then.

THE GOODWILL STATION, INC., DETROIT

WJR

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

LOS ANGELES

By RALPH WILK

R. E. JEFFERS of the Raymond Jeffers Organization, Chicago, is in Hollywood, looking over the possibilities of transferring activities from Chicago to Hollywood.

Betty Rhodes, star singer of the "Meet Me At Parky's" radio show, is in Palm Springs for a six-day holiday between radio shows.

Announcer-narrator Art Gilmore, of "Dr. Christian," "Red Ryder," "Stars Over Hollywood," and others, has been signed for a role in the Columbia picture "One Life Too Many," as a result of his screen debut in "Rendezvous 24," Sol Wurtzel's recently completed 20th Century-Fox production.

Robert O. Reynolds, vice-president and general manager of KMPC, left this week on a three weeks business trip to the East. He will visit Chicago, Detroit, Cleveland, Washington, D. C., and New York while out of town.

Ray Schultz has resigned from the NBC Press Department to join the staff of the "Smilin' Ed McConnell Show" heard over NBC. Resignation is effective March 9.

ATS Meet On March 14 To Feature Video Films

Movies made of and for television activities are the subject of the next regular meeting of the American Television Society to be held at the Hotel Barbizon Plaza, Thursday, March 14 at 8 p.m., it was announced yesterday by Herbert E. Taylor, Jr., chairman of the ATS program committee.

The program will include: CBS movies made in conjunction with the first inter-city broadcast between Washington and New York, a broadcast in which NBC, CBS and DuMont participated. Robert Bendick, director of mobile operations for CBS television, will handle the commentary; the first intra-store television demonstration by RCA and Gimbel Brothers, Philadelphia; the story of the Constellation's first flight to New York from California, including shots of movie stars and executives; a collection of the various video commercials presented on film by the NBC staff of WNBT.

Dempsey On All Adam Shows

Jack Dempsey, former heavyweight title holder, will appear on all Adam Hat "Fight of the Week" broadcasts, currently aired Monday nights over the Mutual Broadcasting System.

Don't be misled!

We have no outside representative.
For a campaign with
"VETERANS OF VICTORY"
Write or wire direct to
NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
Coast-to-Coast



Manhattan Memoranda . . . !

● ● ● Guy Lombardo and Chelsea Cigarettes part company with the April 2nd broadcast . . . the following Friday Guy will become a regular on Coca-Cola's Friday nite MBSerenade with Harry James' and Xavier Cugat's Orchestras heard for this sponsor via the same net, Mondays and Wednesdays respectively . . . contracts also call for at least 30 personal appearances at various bottling plants throughout the country. . . . On March 8 Judy Canova got a parking ticket on Sunset Blvd. . . . that very same day she received a Sheriff's Badge from the town of Rock Island, Ill. . . . however the parking fine was still FIVE BUCKS. . . . Tom Breneman's "Breakfast in Hollywood," for the third successive month led the Hooperatings for popular week-daytime shows . . . "One Man's Family" in second place since mid-January. . . . With the Broadway play, "A Would-Be Gentleman" set to fold Saturday, comedienne Ann Thomas will devote more time to her first love, RADIO. . . . The "Vox Pop" CBS show will be replaced April 29 by a new show, "Forever Ernest," starring Jackie Coogan as a drug store soda jerker and a cast that includes Lurene Tuttle (his girlfriend) and Arthur Q. Bryan . . . show will originate in Hollywood. . . . Is CBS angling for the vocalisthenics of Jean Sablon?

★ ★ ★

● ● ● A bore, after repeating for the tenth time how he 'had the audience in the aisles', was squelched by Joe E. Lewis. . . said J. E. L., 'in the aisles—heading for the nearest exit.' . . . Frank Loesser flew into Gotham last week to tell the Missus and the baby he's buying a home for them in Beverly Hills. . . . In Toots Shor's yesterday, James J. Walker, prexy of Majestic Records confided to some of us that he is cahrazy about Californai weather—but only in the summer months. . . . Ray Porter's Esquires (quartette) will be heard on five more guestings on the "NBCarnation Contented Hour" . . . Congressional Immunity is a wonderful thing . . . at the luncheon last week tossed for Bill Herson by NBC, Bill repeated some of the gags and quips (uncensored) that Legislators had aired on Herson's "WRCoffee With Congress" sessions. . . . After 43 months in the Air Transport Command of the AAF, during which time he presented 'Stage Door Canteen' shows in fifteen different States, Kermit Shafer, honorably discharged takes a job as casting director-talent buyer for Roger White Productions . . . strangely enough Roger, for several years, produced the original "CBStage Door Canteen" programs. . . . Vera Vague will be starred in the Matt Taylor story "The Love Life of Miss Stoneygate" April 30 on the "This Is My Best" CBS show.

★ ★ ★

● ● ● Ray Milland planed in from the coast yesterday for rehearsal of the Theatre Guild of the Air's presentation Sunday of Maxwell Anderson's "The Masque of Kings." . . . Jo Stafford, Perry Como and Herb Shriner will appear at N.Y.U.'s annual spring dance March 29. . . . Just returned from seven months of USOverseas trouping, Marie "Mom" Kenney, mother of radiolite Craig McDonnell, has written a timely radio program on rehabilitation of returned Vets . . . idea is a natural and some smart sponsor should grab it. . . . Al Jarvis, conductor of the "Make Believe Ballroom" for several years on KFWB, yesterday started a seven-year stint for KMTR . . . his partner, Peter Potter also makes this move and both will handle special programs in addition to their Disc shows . . . KFWB may bring a successor from the East to handle the 'Ballroom', format of which remains the same. . . . Did you know that songstress Anita Ellis is a licensed pilot? . . . The Joseph Curtlins (he's "Mr. North") are infanticipating for the third time. . . . Add coincidences: the sailor who walked off with a television set, gold wrist-watch, vacuum cleaner and a hundred pound steamer bucket on Sammy Kaye's radio show last Wednesday, sat in the very same seat occupied by the previous week's winner. . . .

CHICAGO

By NAT GREEN

JULES HERBUVEAUX, NBC program manager, has called in Jim Ameche from New York to star in trial recording of the new "Grand Marquee" dramatic series planned as a possible summer replacement show. Ameche will be supported by local dramatic talent. Program is being produced by Arthur Jacobson, NBC central division production manager. Ameche starred in numerous Chicago programs before moving to New York several years ago.

The "Ladies Be Seated" program was broadcast over WBKB Friday night and proved to be one of the best shows the tele station has presented. "The show is a natural for television," said Captain William Eddy, director of the station, "and I wish we could have it here permanently."

To celebrate the moving of "The Websters" from CBS to Mutual, the WGN press department threw a cocktail party Sunday evening at the Ambassador East. Guests were enthusiastic in praise of the hosts.

Rolf Warner, WBBM sales service manager, has resigned, effective March 15. No replacement has been announced.

Tom Bashaw, who before the war was a producer at NBC, has joined the WLS production staff.

Nikki Kaye, writer, producer and emcee of the "Nikki Kay Present" program over WCFL, has been given a ten-day "furlough" by the sponsors, the New Art Co., to visit her husband, Hal Tate, recently discharged seabee correspondent who is now doing publicity work in Hollywood. Miss Kaye will fly to Hollywood immediately after her broadcast Monday.

Edmund Kahn, WGN, production director, is new director on "Countdown" show. Jack Callahan replaced Jack Brickhouse, as announcer on the show.

Listen Tonight

and

Every Tuesday Nite

to

UPTON CLOS

10:15 P.M., E.S.T.

Mutual Broadcasting System



Management

WILLIAM PECK AGENCY

9172 Sunset Blvd., Hollywood 46, Cal.

Heavy Filing At FCC For AM-FM Stations

(Continued from Page 1)

work, Portland, Maine, to be operated on 1490 kc, 250 watts, unlimited; Crawford County Broadcasting Corp., Meadville, Pa., to be operated on 1490 kc, 250 watts, unlimited; Richard E. Adams, James H. Shoemaker and Albert A. Anderson, doing business as Coastal Broadcasting Co., Charleston, S. C., to be operated on 1450 kc, 250 watts, unlimited; Civic Broadcasting Corp., Anderson, Indiana, to be operated on 1470 kc, 1 kw, daytime; Yellowstone Amusement Co., Livingston, Mont., to be operated on 1340 kc, 250 watts, unlimited; Mountain State Broadcasting Co., Clarksburg, W. Va., to be operated on 1340 kc, 250 watts, unlimited; Howdy Folks Broadcasters, Tulsa, Okla., to be operated on 1240 kc, 250 watts, unlimited; Walla Walla Broadcasting Co., Walla Walla, Wash., to be operated on 1490 kc, 250 watts, unlimited; Maui Publishing Co., Wailuku, T. H. to be operated on 650 kc, 1 kw, unlimited; Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenhorn and William P. Wilson, a partnership doing business as Williamsport Radio Broadcasting Associates, Williamsport, Pa., to be operated on 1340 kc, 250 watts, unlimited.

Additional Standard Stations

Southwest Broadcasting Co., a partnership, composed of William C. Montgomery, Charles E. Jones, James A. Clements, John W. Newman and Richard J. Higgins, Eastland, Texas, to be operated on 1250 kc, 250 watts, unlimited; Tennessee Valley Broadcasting Co., Chattanooga, Tenn., to be operated on 1450 kc; Plains Empire Broadcasting Co., Amarillo, Texas, to be operated on 1320 kc, 500 watts night and one kilowatt day, unlimited; Hugh G. Shurtliff, Charles A. Shurtliff, Della Shurtliff and Cleo Agnes Center, Santa Maria, Calif., to be operated on 1450 kc; Walter L. Edwards, Porterville, Calif., to be operated on 1590 kc, one kw, unlimited; Gonzales Broadcasting Co., Gonzales, Texas, to be operated on 1450 kc, 250 watts, unlimited; James W. Gilford, Phoenix, Ariz., to be operated on frequency to be determined, 250 watts, unlimited.

FM Filings Listed

FM filings include the Everett Broadcasting Co., Everett, Wash., metropolitan; The Argus-Press Co., Owosso, Mich., community; The New Britain Broadcasting Co., New Britain, Conn., metropolitan; Central Valley Broadcasting Co., Sacramento, Calif., metropolitan; Twin City Broadcasting Corp., Longview, Wash., community; WHBY, Inc., Green Bay, Wis., metropolitan; WLEU Broadcasting Corp., Erie, Pa., metropolitan.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN

WI-7-4056

1441 Broadway

19th Fl.

Oboler Lampoons Sponsors At Oklahoma Conference

(Continued from Page 1)

use it in the public service is burying itself under a heap of humbug."

"I don't say this for easy sensationalism. I say it with a sense of regret. "Humbug fills our free American air. From early morning until the last spot announcement preceding the good night rendition of the Star, Spangled Banner, an amazing assortment of evasions, halftruths and untruths activate the kilocycles. Radio actresses whose only acquaintance with hose washing is an occasional rinsing of that last pair of nylons in a hotel bedroom stand before microphones and read authentic testimonials about soap flakes from happy housewives whose identity and words exist only in the mind of a harassed little copywriter in a back office of Barton, Ruthrauff, Compton and Sample."

Egolf Defends Advertising

As Oboler concluded his remarks Willard Egolf, special counsel for the National Association of Broadcasters, rose from his place at the speakers table and asked permission of Chairman Judith Waller, NBC public service director, central division, to make a few remarks. Egolf said: "Advertising began in 1911 to tell the truth in advertising. As long as anything is left in the American system of free enterprise, that also is left in the American free system of broadcasting."

Then Betty Hermes, pretty university coed, awarded the trophy to Oboler in recognition of his outstanding achievement in the field of radio writing.

Walker Commends Oboler

The next speaker was Paul Walker, member of the FCC since 1934, and a University of Oklahoma graduate. Walker said, "Mr. Oboler in a few minutes you have said more than the FCC said in a one hundred thirty-nine page report just released."

Then Walker returned to his original banquet subject of new horizons in communications, outlining new FM, television and color television possibilities. He concluded with a reference to FCC report just out, saying that in renewal licenses of broadcast stations the Commission proposes to give particular consideration to four program service factors relevant to the public interest. "There are, the carrying of sustaining programs for a well balanced program structure, the carrying of local live programs, the carrying of programs devoted to the discussion of public issues and the elimination of advertising excess."

Walker was presented a bronze plaque in commemoration of his outstanding contributions to the field of communications and his work as a public service, awarded by Oklahoma members Association for Education by Radio.

Newspapers & Radio Theme
Newspapers and radio stations can cooperate to mutual advantage, a panel of experts told the Annual

Radio Conference, Friday evening, at the group's dinner session in the Biltmore Hotel.

Jack Ryan, manager NBC central division press, said: "newspapers are passing up a good business bet in not covering radio more actively than they do. In papers where radio coverage is good more women read radio news and program information than almost any top news story. If presented attractively, radio news tops the readership of comics by both men and women."

Mel Barker, promotion manager of the Chicago Times presented the newspaper side. Barker buys time on several Chicago stations, uses many radio promotions. He told radio men that both newspaper and radio station profited immensely when listening audience was turned to a particular newspaper and when readers were turned to a particular radio station.

KSD Engineer Heard

Bill Coe, chief engineer for St. Louis Post Dispatch-owned KSD said that radio facsimile simply represented a new means for distributing newspapers. Coe recited the successful prewar experience of KSD and the Post Dispatch in transmitting the world's first daily facsimile newspaper.

Sixteen station managers participated in a Friday morning panel discussion led by Kenyon Brown, KOMA, on management problems. The group expressed unanimous disapproval of daylight savings program practices unless entire nation went under accelerated time at one time.

KMBC's famous radio firsts research was reviewed by E. P. J. Shurick, promotion director, at the luncheon session. Jean Clos, production director WHAS, called Shurick radio's finest historian.

Phillip Frank, executive secretary of BMB, told Friday afternoon's opening conference that radio is the answer to a researcher's prayer, yet it fails to answer most important question of all: what is audience size and where located. Upon this basis BMB was organized, Frank said.

Promotion problems occupied station managers remainder afternoon while educators discussed operation of school stations.

Will Judge Live Shows In New York This Year

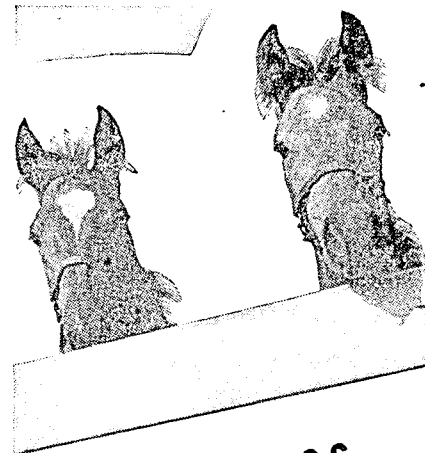
(Continued from Page 1)

because of the greatly increased number of educational and public service programs participating in the exhibition.

There will be 33 members judging the live shows in New York, with James F. Macandrew, coordinator of programs for WNYE, the Board of Education outlet, acting as coordinator for the group. A radio expert, an educational authority and a leader in the field being depicted in the program have been sought for each panel of judges for the 14 different types of programs.

Judges may create new classifications if types of programs warrant, Tyler said.

Some 1,500 educational and radio leaders are expected to attend the four-day institute at which the award winners will be announced. More than 30 work-study meetings, section groups, and round-table discussions are planned. Among those slated to participate are Edgar Kobak, of MBS, Paul White, of CBS and Clifford J. Durr, of the FCC.



new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

a Helluva Hoopzy

... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to KXO

MUTUAL DON LEE **KXO** EL CENTRO CALIF

SEE RAYMER

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

AGENCIES

WILLIAM H. GERSTENBERGER and **ROBERT J. HOOPER, Jr.**, have joined the New York staff of Gardner Advertising Company, the former as associate account manager on the New York Stock Exchange account and the latter as production service manager on the same account. Gerstenberger has been with Loucks and Norling, commercial film producers. Hooper, until recently, Lt. (jg) USMS, was formerly with Frederick U. Dodge Company, Inc., Newark, N. J., agency.

BREVITY COATS, New York, will launch a national advertising campaign shortly, and have placed their advertising account with Hicks Advertising Agency.

RILEY JACKSON has returned to the Wade Advertising Agency after serving two years in the Army. The agency also announces the transfer of **FORREST OWEN**, of the Quiz Kids production department, to the Los Angeles office of the firm. Owen will assume duties on the production staffs of the Lum and Abner and Queen For a Day programs, sponsored by the Miles Laboratories.

MARVELLA PEARLS, INC., and **WEINREICH BROS. CO.**, New York City, have appointed **McCann-Erickson, Inc.**, New York, advertising agents, for consumer advertising of Marvella Pearls. Appointment is also announced of **Irwin Vladimir & Co., Inc.**, to handle the export and trade advertising of Marvella Pearls.

WKMO Mgr. To Address Kokomo Advertisers Club

Kokomo, Ind.—**John Carl Jeffrey**, general manager of WKMO, Kokomo, which recently won the \$100,000 first prize offered by the Columbia Broadcasting System for the best station and program promotion among CBS affiliates, will be guest speaker of the Advertisers Club luncheon meeting here tomorrow at the Hotel Gibson. Jeffrey will discuss "Blue Print for Promotion" and explain the promotion methods by which his station won top honors in the contest which aroused wide national interest among advertisers and stations.

Charles Butler, president of the club will preside at the meeting, and **Fred A. Palmer**, president of the Fred A. Palmer Co., will introduce speakers.

Robert E. Sherwood

Robert E. Sherwood, 81, "Uncle Bob" to millions of radio listeners when he was heard on NBC in the late 20's, died Saturday at his home in Brooklyn. Mr. Sherwood, an old-time circus clown and acrobat brought many stories of his experiences over the big top to the children of his radio audience. He was born in Saint Clairsville, Ohio and at one time the No. 1 clown of the old Barnum and Bailey "Greatest Show on Earth."

WHO'S WHO IN RADIO

CHARLES HARVEY CRUTCHFIELD

Take a sound business acumen, a natural flare for showmanship and a strong promotional "feel," combine them with youth, good looks and a vigorous personality, and you have the recipe for success as personified by **Charles H. Crutchfield**, 33-year-old general manager of WBT, Charlotte, N. C.

Despite his youth, he is the youngest g.m. of a 50-kw. station in the country—"Crutch" is a radio veteran. Born in Hope, Ark., he migrated to Spartanburg, S. C. at the age of eight, and it was in this Southern town, while a student at Wofford College, that he first tackled radio as a career.



His first job in radio was at WSPA, as an office boy. From there he went to WBIG, Greensboro, then to WIS, Columbia; WCSC, Charleston; WFBC, Greenville, continually going up and continually adding to his knowledge of Carolina radio habits. In 1933, with a full and varied background, he became program director at WBT.

During his tenure in the programming spot, his youthful "vet" knack for building shows with the Midas touch drew widespread attention. Outstanding are the "Briarhoppers" and "Grady Cole Time," two of the most popular and lucrative programs in the area.

The hundreds of thousands of dollars that sponsors of Southern Conference football broadcasts pour into radio's coffers yearly spring from Crutchfield's activities in Richmond, back in 1935, when he represented radio at a meeting of Conference officials. Until that time the Conference had banned commercial broadcasting of football games between member colleges, but "Crutch's" persuasive arguments reversed the decision.

Joseph M. Bryan, president of Southeastern Broadcasting Co., and vice-president of Jefferson Standard Life Insurance Co. (WBT's parent organization) saw in Crutchfield the happy blending of businessman and showman and appointed him general manager in September. Under "Crutch's" guidance, WBT has obtained a conditional FM grant and has taken steps which indicate that it will become a pioneer in television down South.

Crutchfield is married to the former **Jacqueline Williams**, of Savannah, and they have two children, **Richard Dale**, 11, and **Leslie Alice**, nine. He is a member of the Charlotte Country Club, the Benedicts, Kiwanis, Variety Club and Kappa Sigma. He also serves on the board of directors of the North Carolina Symphony Society, as division chairman of the Charlotte Community Fund, and is a member of the board of directors of the Mecklenburg chapter of the American Red Cross. He finds relaxation through fishing, hunting and golfing, and his proficiency with rod and gun are attested to by the many trophies in his possession.

Chicago FM Leaders Have Different Views

(Continued from Page 1)

manager of Motorola's communications division.

McDonald maintains that tests conducted by Zenith at the request of the FCC showed definitely that the 100 mc. band to which FM is assigned can not render good rural service, but that the 50 mc. band can. "It is universally conceded," says McDonald, "that the farmer and rural residents will not get television. Now this decision means they won't get FM either." He charged that the FCC had ignored the advice of seven scientists, including **E. H. Armstrong**, inventor of FM, and acted on the theories of its own employe, **K. A. Norton**, who suggested the shift to 100 mc.

Dr. Noble contends that voice messages on frequencies above 100 are superior to those on the lower frequencies. He said that in tests conducted in the hill country around Bedford, Ind., on 37, 73 and 161 mc. three mobile units talked back and forth with Bedford on all these frequencies at distances up to 35 miles, and that voice messages on 160 mc. were superior because of the small amount of noise which accompanied them.

Decision Expected Soon On Benton Int'l Program

Washington Bureau, RADIO DAILY

Washington—A decision is expected to be made here this morning on the adoption or rejection of the International Information Service of Assistant Secretary of State **William Benton**, it was revealed here Friday, following the close of the lengthy hearings before the House Appropriations Committee. The hearings sought to justify the allocation of about \$25,000,000 for the information service. Pruning of this figure by both Republicans and Democrats is expected in Capital circles.

'Trib.' Buys Participation On Herson's WEA F Show

Participation on WEA F's "Bill Herson" program—which is heard Mondays through Saturdays from 7:05-7:30 a.m., EST—has been purchased by the New York Herald-Tribune. Starting March 26, and for 52 weeks thereafter, the Tribune will participate in sponsoring the program on Mondays, Tuesdays, Wednesdays and Saturdays.

Donohue & Coe is the agency in charge.

SOUTHWEST

"**MRS. RAGSDALE LUNCHEON'S AT THE PLAZA**" is the title of a new series of quarter-hour programs heard each Wednesday over KMAC, San Antonio. **Jack Mitchell** is program master of ceremonies. Various diners at the Plaza Coffee Shop are interviewed by Mitchell and are given special prizes. Listeners participate by sending in a statement 25 words or less on why they like the product for special prizes. Product is Mrs. Ragsdale's Slenderaid.

The Plains Broadcasting Co., owners and operators of KFYO, Lubbock, have applied to the FCC for a change in frequency and increase in power. Station asks to be shifted from 1340 kilocycles to 790 kilocycles and increase power from 250 watts to 5,000 watts.

A report on the work the Red Cross is doing to raise morale in the occupied zones was the subject of **Basil O'Connor**, Red Cross chief who was heard on KGKO, Fort Worth, speaking at a luncheon at the Adolphus Hotel, Dallas.

Various cities where **Tom Breneman** is scheduled to appear, Dallas, San Antonio and Houston, are preparing to elect a good neighbor to appear on the special coast-to-coast Breneman broadcast which will originate in the above named cities, during his Texas tour.

Buster Bryan has returned to his position as announcer for the "Headliners" heard daily over the Texas Quality Network from KPRC, Houston. Bryan served in the Navy.

A special broadcast highlighting the observance of Texas' centennial of statehood was aired by Radio House of the University of Texas in Austin over stations of the Texas Quality Network. The program featured a drama titled "The Texas Destiny." **Warren Beaman** of Austin, was narrator.

NBC To Resume Daily Tele With Thrice-Weekly Show

(Continued from Page 1)

next month, it was announced yesterday by **John R. Royal**, vice-president in charge of the network's television activities. The program, titled "Radio City Matinee," will be seen and heard every Monday, Wednesday and Friday afternoon from 1 to 2 p.m., EST.

According to the announcement, WNBT was the first television station in the country to successfully present daily afternoon telecasts with the schedule originated from July, 1941 through February, 1942.

"Radio City Matinee" is designed as a program with accent on the home, and will serve additionally, **Royal** pointed out, by helping dealers promote the sale of receivers. Life in the home will be stressed, with authorities on fashions, home furnishings, house and garden, food, vacations, etc. Entertainment will also be featured, with singers, dancers, ensembles and other personalities.

PROMOTION

Palmer Anniversary

The Fred A. Palmer Company, under the personal management of Fred A. Palmer, will soon complete its first year of operation providing a consulting service in radio station management. The organization is currently serving a number of stations throughout the country.

In discussing the set-up of his organization, Palmer said, "Our business is necessarily a highly confidential one. We gather intimate facts regarding station operations from the stations we serve. We study the station's programming, finance, promotion, national and local sales and general management, and our staff of thoroughly experienced specialists in each of those fields, is able to make recommendations backed by actual station operation experience."

WHN Poster Tieup

Posters calling attention to Household Finance Corp. sponsorship of WHN's "Newsreel Theater of the Air," are being distributed to the firm's numerous offices in the New York area by the outlet's client service department. Silk-screened in blue and black, the 18- by 23-inch piece utilizes the comic strip idea to get its message across.

Accounting At WOW Shows Station Profit

Omaha—Attorneys for WOW reported in District Court here that the station's net income between January 14, 1943, and August 31, 1945 was \$45,168.73.

The net income for that 31-month period must be returned by Radio Station WOW, Inc., the corporation headed by John J. Gillin, Jr., which leases the station, to the Woodmen of the World Life Insurance Society, under a Nebraska Supreme Court order.

WOW, Inc., leased the station from the society January 14, 1943, on an average rental of \$74,000 annually for 25 years. Dr. Homer H. Johnson, Lincoln, a society member, sued charging that the rental was not sufficient. The State Supreme Court upheld that contention and cancelled the lease.

WOW, Inc., now is leasing the station for \$140,000 annually for 25 years. The Supreme Court ordered accounting shows total receipts in the 31-month period of \$2,616,350.33 and expenses of \$1,871,181.60.

In filing the accounting, station attorneys contended that Nebraska courts have no power to determine how radio stations income should be distributed. They say that only the Federal Communications Commission has such power. The radio station would receive at least part of the net income for that period, they contend. Attorney Don Stewart of Lincoln, who represents Dr. Johnson, said he would file an objection to the accounting. He alleges that "substan-

NETWORK SONG FAVORITES

Top 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
Aren't You Glad You're You	Burke & Van Heusen
As Long As I Live	Witmark
Atlanta, G. A.	Stevens
Come to Baby, Do	Leeds
Day By Day	Barton
Doctor, Lawyer, Indian Chief	Melrose
Don't You Remember Me	E. H. Morris
Everybody Knew But Me	Berlin
Gimme a Little Kiss	ABC
Give Me the Simple Life	Triangle
Here Comes Heaven Again	Robbins
I Can't Begin to Tell You	Bregman, Vocco & Conn
If I Had a Dozen Hearts	Paramount
I'm Always Chasing Rainbows	Miller
I'm Glad I Waited for You	Shapiro-Bernstein
It Might As Well Be Spring	Williamson
Let It Snow	E. H. Morris
Moment I Met You	Embassy
My Shawl	E. B. Marks
Oh, What It Seemed to Be	Samtly-Joy
One-zy Two-zy	Martin
Personality	Burke & Van Heusen
Seems Like Old Times	Feist
Some Sunday Morning	Harms
Surprise Party	Jefferson
Symphony	Chappell
Wait And See	Feist
Welcome to My Dream	Burke & Van Heusen
We'll Be Together Again	Loft-Marmor
Who's Sorry Now	Mills
You Won't Be Satisfied	Mutual
You've Got Me Crying Again	World

St. Louis Newsman Airs Death of Cardinal Glennon

(Continued from Page 1)

had gone to Europe to cover the travels of the St. Louis prelate and the ceremonies in Rome at which he was elevated to the rank of prince of the Catholic Church. Following the ceremonies Eschen had planned a series of broadcasts from Europe on other matters of news interest, but when Cardinal Glennon was taken ill at Dublin, on his way back to St. Louis, Eschen rejoined the Cardinal's party.

Friday night, March 8, just four hours before the death of Cardinal Glennon, Eschen broadcast a report from London after talking to members of the Cardinal's party by telephone. He said there had been no change in Cardinal Glennon's condition, which was still "very serious." At 1:51 a.m., CST, March 9 the St. Louis prelate died. KSD went on the air an hour and a half earlier than usual that morning to bring the news to St. Louis with a series of programs devoted to the career of the St. Louis prelate. At Eight fifteen that morning Eschen, who had flown to the Irish capital, reported direct from the city of Dublin.

tial amounts have been deducted for expenses which are not actually expenses or are excessive." Funds spent to defend the law suit, for example, are included, he said. The actual profit during the period, he contended, was approximately \$950,000.

WTON, New ABC Outlet Opens At Staunton, Va.

(Continued from Page 1)

rection of Fulton King, formerly of WWVA, Wheeling, W. Va. James Derrick, formerly with stations in Zanesville and Columbus, Ohio and Robert Sterrett, formerly with WLBj, Bowling Green, Ky., comprise the announcing staff.

The engineer department is headed by Rex Houser, former chief engineer of WFIG, Sumter, S. C., and as operators he has engaged Richard Tomlie, formerly with WQXR, New York and Joseph Hendricks, previously with WFNC, Fayetteville, N. C.

Modern studios and offices have been constructed in the Morrison Building in downtown Staunton, with antenna location a mile and a half from the city. Station is a subscriber to World Broadcasting System and Associated Press News.

Will Represent Wilder Station

Col. Harry Wilder, president of WSYR, Syracuse, has completed arrangements with Morris Novik, former director of WNYC, whereby the latter will serve as public service consultant to the up-State outlet. Known to be pending for some time, the deal was consummated last week when Novik went to Syracuse to confer with Wilder and E. R. Vadeboncoeur, vice-president and general manager. Novik also handles the radio affairs of former Mayor F. H. LaGuardia and the ILGWU.

EQUIPMENT

Returns To Philco

Following four years Army service with the Signal Corps, Raymond B. George has returned to Philco as sales manager of the accessory division, it was announced by Thomas A. Kennally, vice-president in charge of sales of Philco Corporation. George served as manager of tube sales and, later, as manager of all accessory sales for the New York branch of Philco Distributors, Inc., from 1946 until he entered the Army shortly after Pearl Harbor. Starting as a 2nd Lieut. in the Signal Corps, he rose to the rank of Major and was Signal Supply Officer of the Atlantic ASF Depot prior to separation from the service.

Lear Appointments

Lear, Incorporated, through Elmer R. Crane, vice-president in charge of radio division, announced the appointment of Harry E. Rice to the post of assistant engineer, Radio division. Mr. Rice assumes complete charge of production for Home Radio, Aircraft Radio, and Television, and will make his headquarters at the Grand Rapids office. George D. Rice, who had been acting assistant chief engineer recently, retains his position as service manager, Home Radio division, under the direct supervision of Mr. Crane.

Reelect Young Chairman Of Advertising Council

(Continued from Page 1)

Kerwin H. Fulton, president, Outdoor Advertising Inc.; William Reydel, partner, Newell-Emmett Company; and Paul B. West, president, ANA. Secretary-treasurer: Frederic R. Gamble, president, AAAA. Theodore S. Repplier continues as president of the Council.

Recently selected as advertising's "man-of-the-year," Young was one of the founders of the War Advertising Council and has served as a director since its inception. He is a veteran of more than 40 years in the field, having spent most of that time as an executive of the J. Walter Thompson Company. He is currently director of the Laboratory of Anthropology, Santa Fe, N. M., and last week was appointed by President Truman as a member of the newly formed Famine Emergency Committee which is developing a program of aid for the starving population in war areas of Europe and Asia.

Send Birthday Greetings To

March 12
Harold C. Burke J. Charles Davis II
George J. Podeyn Loretta Poynton

FCC's FM Hearings Begin In Washington

(Continued from Page 1)
was Mid-Coastal Broadcasting Co. Mid-Coastal is mostly owned by Joel S. Kaufmann, treasurer of the Kay Associates, a jewelry chain, and J. V. Cosman, chief owner of WPAT, Paterson, N. J.

In addition to Marcus Loew Booking Agency, three others of the original 15 applicants have withdrawn, including Eleanor Patterson, publisher of the Washington Times-Herald; Crosley Corporation and FM Developmental Foundation.

Because the proceeding is the first FM hearing and since decisions will set precedents for future action, the Commission decided to go ahead with its original plans.

Applicants still in the field include: Commercial Radio Equipment Co., Cowles Broadcasting Company, Capital Broadcasting Company; Evening Star Broadcasting Company, WINX Broadcasting Company, Mid-Coastal Broadcasting Company, Metropolitan Broadcasting Corporation; Potomac Broadcasting Co-Operative, Theodore Granik, Chesapeake Broadcasting Company and NBC.

Y&R Plans Legal Action In Corliss Archer Matter

Bruce Dells, business manager for Young & Rubicam, Inc., in an announcement Friday, confirmed that the agency intends to take legal action if necessary, to protect its interest in the Corliss Archer program series which went off the air over CBS, August 23, 1945, switching over to Hobby Lobby on the same network. Notice was given to the effect in letters to James Saphier, Sam Jaffee Agency, Hugherc Corporation, F. Hugh Herbert, Ward Wheelock and the Campbell Soup Company, in the purported sale of this property to the Campbell Soup Company. Young & Rubicam, Inc., claims to have exclusive action on the show.

Decca Dividend

Directors of Decca Records, Inc., Tuesday declared a quarterly dividend of 30 cents per share on the capital stock of the company, payable March 30 to stockholders of record March 16.

COAST-TO-COAST

— FLORIDA —

MIAMI—Over a thousand people assembled in the Capitol Theater recently to witness a simulated "Breakfast in Hollywood" program that was staged and aired by WGBS. A capacity house for the Capitol, from which over a thousand were turned away, newspaper advertisements warned that the house was a complete sellout and that WGBS listeners tune in the program and not try to attend. . . . WQAM originated the exclusive network coverage of the ceremonies, held in the Orange Bowl, in which the University of Miami conferred upon former Prime Minister Winston Churchill honorary degree of Doctor of Arts.

— NEW JERSEY —

NEWARK—"Are we Demobilizing Our Army, Navy And Air Forces Too Quickly?" will be discussed by four North Jersey high schools on the Kresge-Newark Junior Town Meeting to be broadcast over WAAT Wednesday, March 13. Dr. Ferd L. Hipp, director of democratic discussions for the New Jersey Education, will be moderator on the program, twenty-second in the series. . . . **ATLANTIC CITY**—Bob Walters, formerly of WFIL and KYW in Philadelphia, and program director at WWNY in Watertown, New York, is the latest addition to the WFPG staff. . . . **PATERSON**—After two years of service, Capt. Joel Blake returned to WPAT as announcer.

— NORTH CAROLINA —

ASHEVILLE—Cecil B. Hoskins, chief engineer at WWNC for the past 16 years, has been named assistant to Don S. Elias, executive director of the station. . . . William F. Melida, production manager and announcer at WWNC, has been appointed program director, succeeding Lee Chadwick, recently resigned. . . . Read Wilson, has returned to WWNC after having served for the past three years in the Army Air Corps. . . . Other additions to WWNC's announcing staff include Charlie Davis, formerly of WFBC, Greenville, S. C., as sports and news announcer; Harold Dale, Air Corps captain, formerly of WAYS, Charlotte, N. C., and Art Persky, of the Marine Corps.

— ILLINOIS —

ROCK ISLAND—"I Want A Home," new WHBF series, offers free service to anyone looking for a place to live. Home-seekers are invited to write letters to WHBF, telling of their needs after which five letters are selected and the writers are interviewed on the air, in an attempt to contact renter or landlord. . . . Pat Maynard, recently released from the Army, has joined the WHBF staff as a musician. . . . Leo Sivin, after serving in the Army since March, 1941, having served in the Philippines, and in Japan, where he helped operate the studios of Radio Tokyo, has resumed his former duties as engineer at WHBF. . . . **ROCKFORD**—WROK is broadcasting the regional and sectional basketball tournament games being played at local high schools. If East Rockford goes to the State

finals, WROK will air the tourney games from Champaign, with Morey Owens, program director handling the play-by-play.

— CANADA —

MONTREAL—The Canadian Broadcasting Corporation has announced that provincial representatives from nine departments of education across Canada are scheduled to meet at the third annual meeting of the national advisory council on school broadcasting, March 14 to 16. Dr. R. C. Wallace, principal and vice-chancellor of Queen's University, Kingston, Ontario, will preside. . . . The Imperial Tobacco Company, Ltd., has extended its present campaign, featuring the "Art Van Damme Quintette," for a further broadcast. . . . **EDMONTON**—Ed Bryant, released from the Army after six years of service, has returned to CJCA as an announcer.

— NEW YORK —

JAMESTOWN—WJTN has started a weekly series of half-hour programs in the public interest titled "Let's Talk It Over" featuring a discussion panel of prominent citizens taking opposite sides on pertinent local questions. A special series of income tax programs is also being presented, handled by the local tax consultant, Samuel Lasser. . . . **BUFFALO**—The University of Buffalo Roundtable will begin its fifth season over WBEN March 17, with the opening topic to be discussed in informal fashion by three professors and a moderator "What are the UNO's Chances for Success."

— MINNESOTA —

MINNEAPOLIS—Albert J. Harding, recently released from the Navy, has joined the staff of KSTP, Twin Cities, as an account executive, it was announced by Miller C. Robertson, general sales manager. . . . Newscaster, Del Franklin, having shed his uniform, is now back on the job at KSTP with the daily a.m. "Morning Newspaper of the Air," for Griffin Shoe Polish. . . . Blending of KSTPites is affected in the marriage of Bud Mickelson to Dorothy Lee of the sales promotion dept. . . . Main Street, Minnesota, daily song and chatter fest pointed toward rural audiences, is on the go again, with broadcasts this month from St. Cloud and Waseca in Minn., Valley City and Fargo in the Dakotas, and Menomonie, Mich.

— MASSACHUSETTS —

BOSTON—Connie Forde, top radio personality, recently released from service is conducting the "People You Should Know" program now being aired over WCOP. . . . **SPRINGFIELD**—Charles S. Young, wartime general manager of WBZ, Boston and WBZA and their affiliates in both cities, has been promoted to general manager of KEX in Portland, Ore., newest station in the group owned by Westinghouse Radio Stations, Inc. W. C. Swartley, who has been with the U. S. Army for the past four and a half years will resume as general manager of the Boston and Springfield stations. . . . **WORCESTER**—Carter S. Knight, after serving in the Navy for two years, has returned as local salesman at WTAG.

Pledges Radio Support To President's Appeal

(Continued from Page 1)
conduct another urgent public interest campaign.

"Our mission this time is to help prevent the death of millions of human beings around the world who already lean with hunger, face certain starvation unless we of America share with them from our bountiful larder. We must make our people aware of their responsibility, in meeting this crisis.

"The initiative you have already shown, in getting this vital campaign under way, is a tribute to the industry. In explaining why a good job has been begun, I hope, through the resourcefulness of your staffs, you will do an equally outstanding job of explaining ways in which food can be conserved.

"As a member of the famine emergency committee, representing radio I have pledged to the President the full support of the industry. I know that American radio will have no reason to apologize for its efforts when this fight against famine has been won.

"We know that free radio is most effective. Here is another opportunity for us to prove it to the American people."

The FCC may answer NAB's blast at the Commission's report criticizing radio programming, it was indicated yesterday.

Acting FCC Chairman Charles Denny, however, declined to comment on NAB President Justin Miller's charge that the Commission was seeking to impose "artificial and arbitrary controls" on the industry.

Denny indicated the Commission "as a whole" may answer the NAB charges but admitted the possibility was slim.

From a less cautious FCC spokesman, however, came the comment that the NAB charges were "ridiculous."

"On the whole," this spokesman said, "the FCC report was mild. The broadcasters should realize this and take steps to clean up their own house. The report plainly stated that any real improvement must come from within the industry itself.

"The Commission only intends to keep a legal eye on whether the industry follows through."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 49

NEW YORK, N. Y., WEDNESDAY, MARCH 13, 1946

TEN CENTS

Recording Biz Booming

Plan For Int'l Station Told By Cohen, UNO

The United Nations Organization will set up its own international broadcasting station, it was revealed yesterday by Benjamin Cohen, of Chile, assistant secretary general for public information, at a press conference at 610 Fifth Avenue.

Cohen, who met the newsmen only a few hours after his arrival in this country from London, emphasized that the UNO station would not compete with broadcasters or press services now in the international field. Instead, he said, it would serve as a telecommunications channel to trans-

(Continued on Page 10)

New Company Will Film Radio Programs For Tele

Formation of a new company that will act as a liaison between radio, television and the motion picture industries was revealed yesterday by Hal Horne, chairman of the board of Story Productions, Inc. At the same time, Horne intimated that the new company, entitled, Ted Lloyd, Inc. will produce films of suitable radio program productions; also that it will

(Continued on Page 2)

YMCA Offers ET Series To 350 Radio Stations

A new series of 15-minute transcriptions for use by the 350 local YMCA's in radio cities throughout the country has been prepared by the National Council of the YMCA under the supervision of Henriette K. Harrison, radio director.

Gene Kelly is starred in a special
(Continued on Page 10)

WHN Signs Holman

Nat Holman, basketball coach at CCNY, has been signed to do a commentary at the Madison Square Garden Basketball Invitation Tournament over WHN, it was announced yesterday. He will be heard during the regular play-by-play direct from the Garden, between halves and during intermissions of the games described by Marty Glickman and Bert Lee.

Corwin In Bronze

Currently on view at the New York Gallery of the Association of American Artists is a head of CBS' writer and producer, Norman Corwin, by sculptor Robert Russin, an admirer and friend of the author. Russin completed the work at Corwin's home, where he felt he was able to capture the "mood and atmosphere" of the writer-producer at work.

FCC Program Report Guides FM Testimony

Washington Bureau, RADIO DAILY
Washington—With FCC's stern report on programming figuratively hovering over the proceedings, the nation's first consolidated FM hearing completed its second day yesterday. Although there are 11 applicants for Washington's 11 FM channels, the FCC made it clear that this did not mean that everyone would get a channel handed him on a silver platter.

Presentation by Commercial Radio
(Continued on Page 10)

RKO Movie Executive Discusses Tele Films

Although dependent upon advertisers' readiness to pay, the market for large-scale production of television films should be "ready before too long," according to N. Peter Rathvon, president of RKO.

Rathvon said RKO has been producing tele films "on an experimental
(Continued on Page 11)

TBA Announces Preparation For Fall Television Meeting

The first post-war television conference to be conducted by the Television Broadcasters Association will be held at the Waldorf-Astoria, Oct. 10-11, with Ralph B. Austrian, president of RKO Television, as general chairman, it was announced yesterday by J. R. Poppele, TBA president.

Highlight of the meet will be an exhibit of latest video equipment, to be housed in the Jade Room, Basildon Room and Astor Gallery at the hotel.

Return To Capacity Production Heralds New Era Of Prosperity In All Branches Of Industry

The recording industry will break all production records during 1946 and will skyrocket to new revenues next year, according to a survey just completed by RADIO DAILY.

Resuming full production for the first time since the lush pre-war days, record manufacturers have the brightest sales prospects in history and scores of new manufacturers, distributors and juke box creators have been attracted to the field.

The president of one major recording company estimates that unit manufacture of the industry as a whole, based on known capacity, "ought to approximate 225 million this year."

Compared to the output of approximately 100 million records in 1941, the pre-war peak, this figure clearly reflects the amazing trend toward mass production and the equally strong demand on the part of the American public for one phase of entertainment "that will shortly rival even

(Continued on Page 9)

Conference Treats Television Outlook

Norman, Okla.—Television was the paramount topic of the closing session of the annual Radio Conference of the University of Oklahoma with a spokesman for the British Broadcasting company revealing BBC's video plans for 1946.

BBC will resume telecasts on a basis of afternoon and evening broadcasts,
(Continued on Page 10)

White House Analyst Unit Elects Rex Goad President

Washington Bureau, RADIO DAILY
Washington—Rex Goad, of Trans-Radio Press, yesterday was elected president of the White House Radio Correspondents Assn., succeeding

(Continued on Page 2)

Lea Anti-Petrillo Bill Goes To Conference

Washington Bureau, RADIO DAILY
Washington—The House yesterday sent to conference the Lea bill, after having such a move blocked last week by the objection of Rep. Vito Marcantonio of New York. The bill, designed to curb the AFM czar, James C. Petrillo, was passed by the House last month.

An unusual procedure has been followed whereby the bill goes to conference without previous passage by the Senate or by a Senate commit-

(Continued on Page 8)

Plucky

Shenandoah, Iowa—Leanna Driftmier, KMA's popular homemaker, celebrates her 20th anniversary with the outlet this month, despite the fact that she has been confined to a wheel chair since 1930 when she was injured in an auto accident. The tragedy stopped her work only four months, since which she has written books and maintains her program six days a week.



Vol. 34, No. 49 Wed., Mar. 13, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tuesday, Mar. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193 1/4	192 1/8	193 1/4	+ 1 1/8
CBS A	43 7/8	43 1/4	43 7/8	+ 7/8
Farnsworth T. & R.	15 1/4	15	15 1/4
Gen. Electric	47 3/8	46 5/8	47 3/8	- 2/8
Philco	38 7/8	38 1/2	38 5/8	+ 1/8
RCA Common	15 3/4	15 1/2	15 3/4	+ 1/4
Stewart-Warner	21 3/8	21 1/8	21 3/8	+ 1/4
Westinghouse	34 1/4	33 1/2	33 1/2	- 1/8

NEW YORK CURB EXCHANGE

Nat. Union Radio	11 1/8	11 1/8
------------------	--------	--------	-------

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	34
WJR (Detroit)	36

Two Stations Join MBS

Mutual announced yesterday the addition of two stations to its list of affiliates: WFKY, Frankfort, Ky., 250 watts on 1440 kc, full time affiliate, effective April 1. Owned and operated by the Frankfort Broadcasting Co.; WNVA, Norton, Va., bonus station with WHLN, Harlan, Ky., 250 watts on 1450 kc; joins about March 15, owned and operated by Blanfax Radio Company.

Addition brings total Mutual affiliates to 293 stations.

ABC-GM Show Cancelled

The program scheduled for tonight on the American network, which was to have presented each side of the present strike at General Motors, has been cancelled at the request of General Motors and the United Automobile Workers. Walter Reuther was to have spoken for UAW, with Dr. Alfred P. Haake presenting the corporation's argument.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN
1441 Broadway

WI-7-4056
19th Fl.

Coming and Going

COL. EDWARD A. DAVIES, vice-president and sales manager of WIP, Philadelphia, has returned from a three-week vacation in Florida. CHARLES KAPLAN, of the sales department, is expected back today, also from a sojourn in sunny climes.

MORTON DOWNEY, who has been vacationing in Hollywood, is back in town and will make a guest appearance tonight on the Kay Kyser program over NBC.

MANNIE GREENFIELD, press agent for Sammy Kaye with the "So You Want to Lead a Band" feature, has returned from a southern tour and now is making arrangements for a Hollywood hop on April 15.

DAVID I. SIEGEL and MRS. SIEGEL, co-editors of the magazine This Month, are back in New York following five days in Chicago, where they discussed several radio programs.

JOSEPH DuMOND, general manager of KXEL, Waterloo, Ia., is expected in New York today for conferences with officials of the American network.

J. B. FUQUA, vice-president of WGAC, Augusta, Ga., was a visitor this week at the headquarters of the American network, with which the station is affiliated.

PHIL FRANK, executive secretary of Broadcast Measurement Bureau, is back at the New York offices after attending the radio conference at the University of Oklahoma. RICHARD WYCKOFF, statistician of BMB, leaves today on a business trip to Chicago.

CARL DOZER, sales manager for WCAE in Pittsburgh, in Gotham this week to meet and consult with national advertisers and agencies.

CHARLES A. SMITHGALL, JR., general manager of WAGA, American network affiliate in Atlanta, Ga., arrived in New York late last week on station business.

U. D. O. ROSS, regional manager of the Westrex Corp. for Latin-America, left Miami yesterday for an inspection trip of his territory.

CHESTER I. THOMAS, general manager of KXOK, St. Louis outlet of ABC, arrived in New York Monday on a short business trip.

New Company Will Film Radio Programs For Tele

(Continued from Page 1)

work closely with advertising agencies representing motion picture companies in the film—company sponsored programs, on national spot campaigns, as well as immediately begin to develop a closer association between the fields of motion pictures and television.

Officers of the new organization which has large offices in the Fiske Building, are: Hal Horne, president; Ted Lloyd, vice-president and general manager; Armand S. Deutsch, who is president of Story Productions, chairman of the board, and Nathan W. Levin, investment counsellor of the Rosenwald Family Association, secretary and treasurer. Latter name may be construed as additional money of the Rosenwald family going over to show business.

Horne until recently director of advertising, publicity, exploitation and radio for 20th Century-Fox stated that Lloyd, highly successful as head of the film company's radio department in the handling of spot campaigns and other radio advertising, would represent radio and television in negotiations for the transferring of radio programs into film properties.

TBA Announces Plans For Fall Tele Meeting

(Continued from Page 1)

this event to coincide with the widespread distribution of receivers to dealers in the nation's leading cities where television stations are operating."

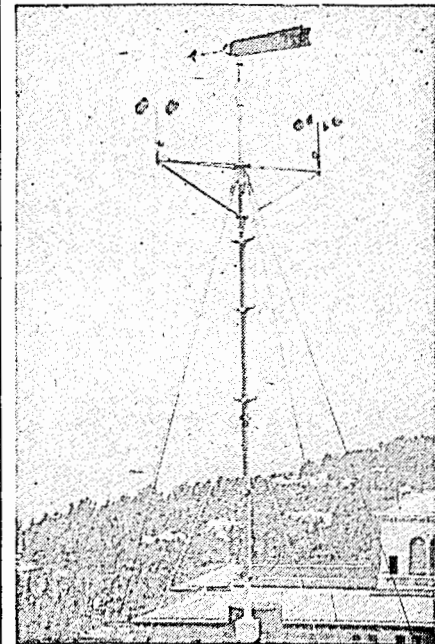
Austrian said the organization would have preferred to hold the meet in the late spring or early summer, but hotel space shortages at those times would have prevented a large equipment display.

Announcement of committee heads and further details on the conference program will be made shortly, he added.

White House Analyst Unit Elects Rex Goad President

(Continued from Page 1)

Richard Harkness of NBC. Vice-President is Eric Sevareid, of CBS, with Col. Albert Warner of WOL-Mutual elected secretary and Ray Henle of ABC treasurer. Peter Tully of Yankee Network was named member of the board at large, representing independents, with Harkness also a member of the board.



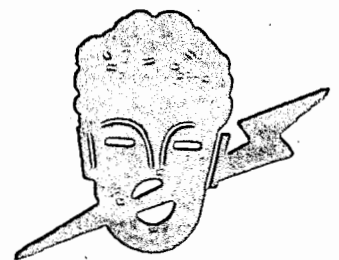
Hurricane warning

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 Carriibbean.

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

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.

new business

is what radio stations must get to *stay* in busi-

ness. Always alert to time-selling opportunities, Weed and Company daily

covers the nation's principal radio markets for the benefit of its clients. You

can rely on Weed to develop new business.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD



CHICAGO

By NAT GREEN

FIVE staff members of WGN were admitted to membership in the Chicago Radio Correspondents Association last week. They are Robert Hibbard, special features department, and Spencer Allen, Eugene Filip, Robert Maddock and Howard Earl, news division. WGN charter members of the association are Bruce Dennis, special features director; Charles Wiley, special features, and Robert F. Hurleigh, news division director, who hold the post of vice-president in the organization.

Jack Peterson, WBBM producer, is back on the job after having undergone an appendectomy.

Milt Carleton, WLS farm and garden expert, is the father of a daughter. She has been named Nancy Lynn.

A new "man on the street" program emanating from in front of the Chicago Theater and heard over WIND, is being sponsored by Westfield Homes Inc., on a 52-time contract which started March 4. Show features a contest closing June 1, in which winner will receive a \$1,500 Westfield home site.

Walter Schwimmer, of the Schwimmer & Scott Agency, off to Mexico for a vacation.

A new half-hour of popular recorded music on WMAQ Sunday, sponsored by Kay Daumit, Inc., for Lustre Cream. Dave Garraway will emcee. Contract is for 13 weeks.

Alta Berg, well-known Janesville, Wis., writer and singer has joined the WJD promotion and publicity staff. She will continue to sing with several name bands in Chicago.

Hal Block, radio writer and producer is vacationing in Miami.

Leo Burnett Company, Inc., announces that Lyle Van, announcer on "Kaltenborn Edits the News" on NBC, sponsored by Pure Oil Co., will air the commercial continuity on the program from driveways of clients service stations during one week each month starting March 18.

Beatrice Kay, currently appearing at the Frolics Cafe, guested on WIND's "Celebrity Spotlight" program Wednesday (6) and gave her familiar portrayal of the Gay 90's Girl.



Notes From An Aisle Seat . . . !

● ● ● The FCC report, 135 pages long, released late last week and criticizing Radio Programming, resulted in a rush for copies on the part of stations, agencies time buyers et al . . . so much so that copies of the document are at a premium. . . . Alva Johnston's Television series (three articles in the Saturday Evening Post) is a MUST . . . we quote in part from the March 16 issue which says:—quote—there are prophets who predict that television will become a sort of master brain of the nation—the 140,000,000 minor brains being administered from a central studio. The theory is that television will have a monopoly of the power of suggestion, and that the people will have all their ideas piped to them over a national hook-up. Television is expected to entertain the people silly and then sell goods to them like mad . . . unquote . . . Baritone Johnny Thompson will join the "Harry Savoy Show," MBStarting Saturday . . . he'll continue to warble, however, on ABC. . . . "Wings Over Jordan" Choir, heard for several years via CBS, will make its Town Hall debut in Gotham April 19 . . . group is under the direction of Glynn T. Settle. . . . The Bob Shepards (he announces the "Musical Grab Bag" MBSeries), received a little SHEpard at the Doctor's Hospital yesterday morning.



● ● ● Current issue of Esquire features a story on, and we quote: "the most applauded of the GI comedians." unquote: the lad is Jack Paar, who, before entering the service and establishing himself the South Pacific's most popular entertainer, was an announcer at WBEN, Buffalo, and WGAR, Cleveland . . . just arrived in Gotham, the comedian has been signed by the Stan Zucker Agency. . . . Bruce Hayes, baritone star with the Vincent Lopez Orchestra, has purchased (with his brother) the town's (Florence, N. J.) only picture theater. . . . Rumors having Martha Tilton leaving the "Hall of Fame," ABCoast-to-Coaster, not true. . . . Lew Howard will give a special preview performance of his new production "Dream Street" Monday at NBC for network and agency execs . . . featured will be Tom Hoyer, currently starring in "Dear Ruth," Leon Janney, Nancy Sheridan and Fern Bennett. . . . Baffling Detective Mag will award a monthly prize, starting in May, for the best radio crime program of the month. . . . Lynne Stevens, the Baltimoreole, starts Friday on Woody Herman's ABCommercial. . . . Frankie Carle's new vocalist will be one of the following . . . Bernie Beam, an ex-serviceman named Carter and Jimmy Burrell, the latter currently singing in "Yokel Boy."



● ● ● WLIB will have a direct line to the UNO meeting hall for on-the-spot newscasts. . . . The NCACinematructions for radio guestings now include Carole Landis, George Sanders, Gale Sondergaard, Tom Conway, Jean Parker, Mary Boland, Linda Darnell, Ed. Ev. Horton and John Loder. . . . he sure has a sensayuma . . . we mean John M. Young, scripiter of the soaperas, "Right to Happiness" and "The Second Mrs. Burton" . . . Young is writing a play in which 'a soap opera queen murders the author.' . . . Contrary to reports, the Anchor-Hocking Glass people aren't dropping "Hobby Lobby." . . . the Dave Elman show still has another ten weeks to run on its 3rd 13-week renewal. . . . Herb Shriner, NBCcomic may be signed by Mike Todd to appear in "Oh Susanna" which will star Al Jolson. . . . Radiolite Staats Cotsworth will spend his first vacation in years in Yucatan . . . he returns April first to work in the new series "Lone Journey," for NBCarnation Milk. . . . Jack Benny's last two shows of the season, May 19 and 26, will originate in Gotham, completing his 14th year on the airwaves.

LOS ANGELES

By RALPH WILK

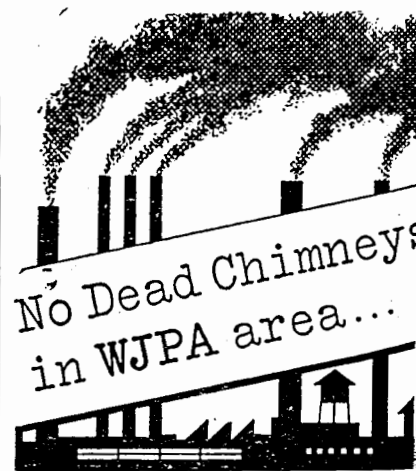
JOAN DAVIS, star of her on Columbia network comedy show will soon be co-starred with Eddi Cantor in a musical murder mystery produced by RKO Radio studios.

Carlos Ramirez, Latin-America singer, and Skinnay Ennis, band leader, were guest-stars on Fran Sinatra's radio show over CBS, this week.

C. P. MacGregor and his production manager, Paul Quan will arrive next Thursday on the Super Chief after a tour in the East to New York, Washington, Boston, Philadelphia and Chicago. MacGregor has been in conference with his eastern representative, Ed Kirby, on plans for MacGregor offices to be opened in eastern key cities.

Ted Steele presented the following guests this week on his program "The Ted Steele Show," heard over KMPC; Ed Janis of the Hollywood BMI office, Opie Cates, orchestra leader, and Bernard Dudley of the Armed Forces Radio Service.

Ginny Simms has just been gifted with a music-box, whose special arrangement of Brahms' "Lullaby" heralds the blessed event scheduled for Ginny and Husband Hyatt DeHaven this summer. The music-box was present from a devoted Simms fan.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Hershey McGillera, Los Angeles, San Francisco, New York.

JOHN LAUX
Managing Director

WSTV - Steubenville, O.
WFPG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



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

Another
smash in



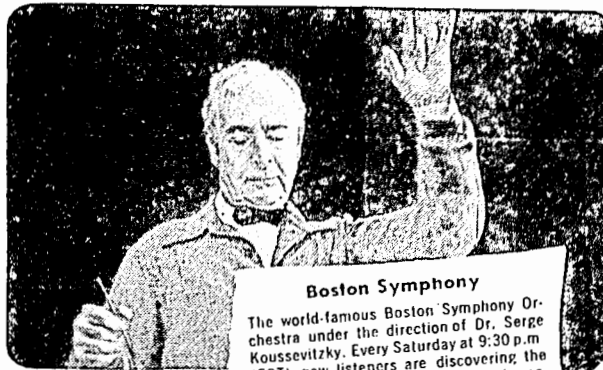
...to build a bigger audience
for ABC advertisers

For truly great music...



Listen to ABC

AMERICAN BROADCASTING COMPANY



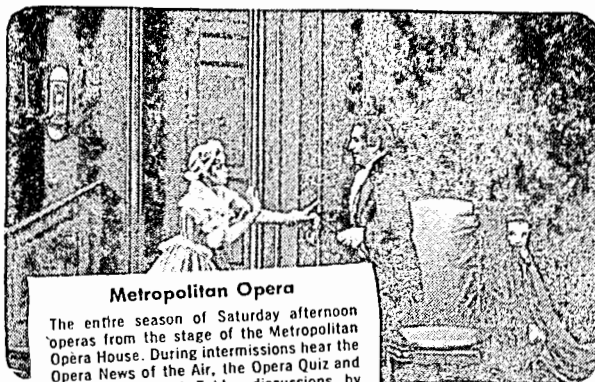
Boston Symphony

The world-famous Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky. Every Saturday at 9:30 p.m. (EST) new listeners are discovering the joy of hearing the works of the great masters. (Allis-Chalmers)



Sunday Evening Hour

Renowned guests from concert and opera... with the Ford Symphony Orchestra and Chorus interpreting the music of great composers. A heart-warming program, on ABC every Sunday at 8 p. m. (EST). (Ford)



Metropolitan Opera

The entire season of Saturday afternoon operas from the stage of the Metropolitan Opera House. During intermissions hear the Opera News of the Air, the Opera Quiz and the Opera Round Table—discussions by noted musical authorities. Tune in at 2 p.m. (EST) every Saturday. (The Texas Co.)



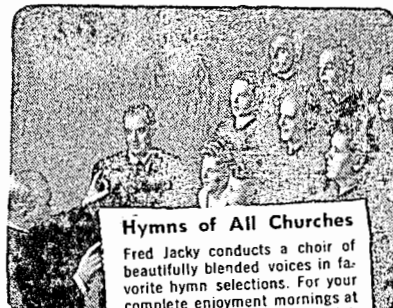
Piano Playhouse

Out-of-this-world arrangements of classical and popular music played on three grand pianos by Cy Walter's Piano Playboys. A popular Sunday feature with Milton Cross as commentator.



Southernaires

Folk songs... spirituals... music of the old South... sung by five harmonious male voices. Listen to the Southernaires next Sunday morning at 10:30 (EST)—and you'll want to hear them every week.



Hymns of All Churches

Fred Jacky conducts a choir of beautifully blended voices in favorite hymn selections. For your complete enjoyment mornings at 10:30 (EST) Monday through Friday. (General Mills)

FOR the kind of music you like to listen to quietly in a darkened room...hear the symphonies, the operas, the vocal and instrumental programs on your American Broadcasting Company station. On this page are shown a few of the outstanding programs you can enjoy when you listen to ABC.

There's plenty of popular, danceable music, too—played for you by such great name bands as Paul Whiteman's, Guy Lombardo's, Woody Herman's, Sammy Kaye's. The ABC weekly program is studded with sparkling musical shows—Sunday Evening Party, Pages of Melody,

Senior Swing, The Jack Berch Show, and many more.

Maybe it's because so many people enjoy hearing good music they are setting their dials to American network stations today. A Twenty-Two Million families ready coast to coast listen to ABC from learning that the easiest way to enjoy good music of every kind is to set and stay on ABC!

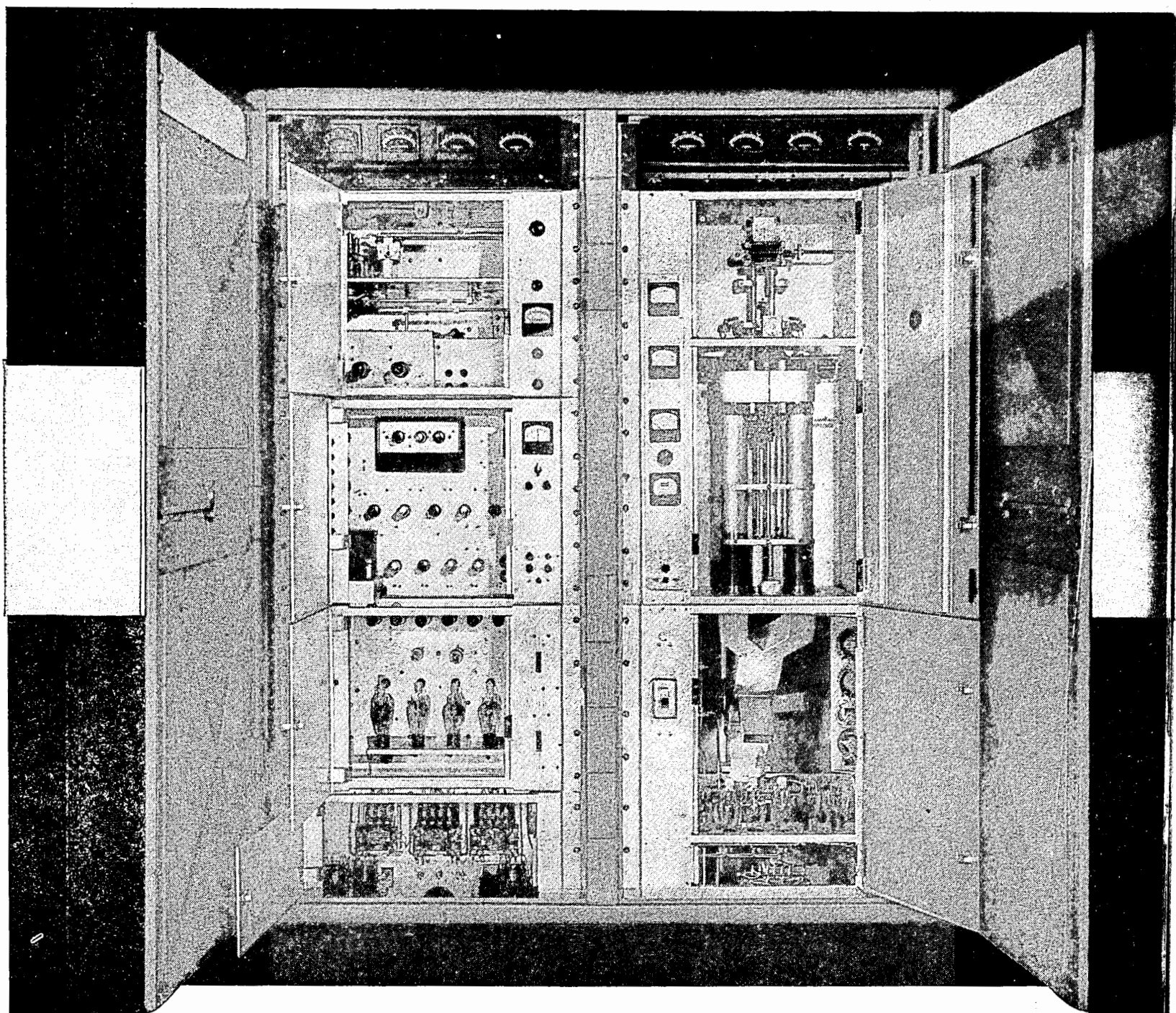
American Broadc

A NETWORK OF 198 RADIO STATIONS

Why more leading companies are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more. Yet ABC's 198 stations reach Twenty-Two million families, located in practically every major market in the U. S. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

Time Buyers - note well!



6 DESIGN FEATURES THAT MEAN BIG NEWS IN FM

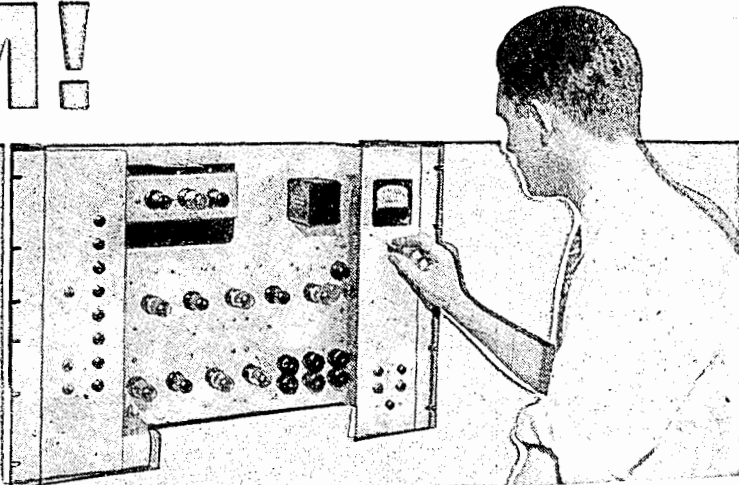
- ① The circuits that stabilize modulation are completely isolated from the direct carrier path, allowing no variation in the quality of program transmission.
- ② Improved method of direct frequency modulation and stability of the mean carrier frequency is accomplished by an all electronic system. No mechanical regulators to wear out of adjustment.
- ③ Mean carrier frequency is maintained within close limits of assigned channel, with an immediate and *automatic* control circuit employing a crystal oscillator.
- ④ Federal's "FREQUEMATIC" Modulator circuit has a greater dynamic range of modulation. No distortion over the entire range of modulation.
- ⑤ Utilizing a discriminator circuit, frequency of the master oscillator is stabilized to exactly that of a standard crystal through a method of frequency division. The unit has a spare crystal readily accessible for instant use.
- ⑥ Frequency division is accomplished through multi-vibrator circuits with stable and rugged mechanical as well as electrical characteristics.



Federal

HERE'S THE BIG NEWS IN FM!

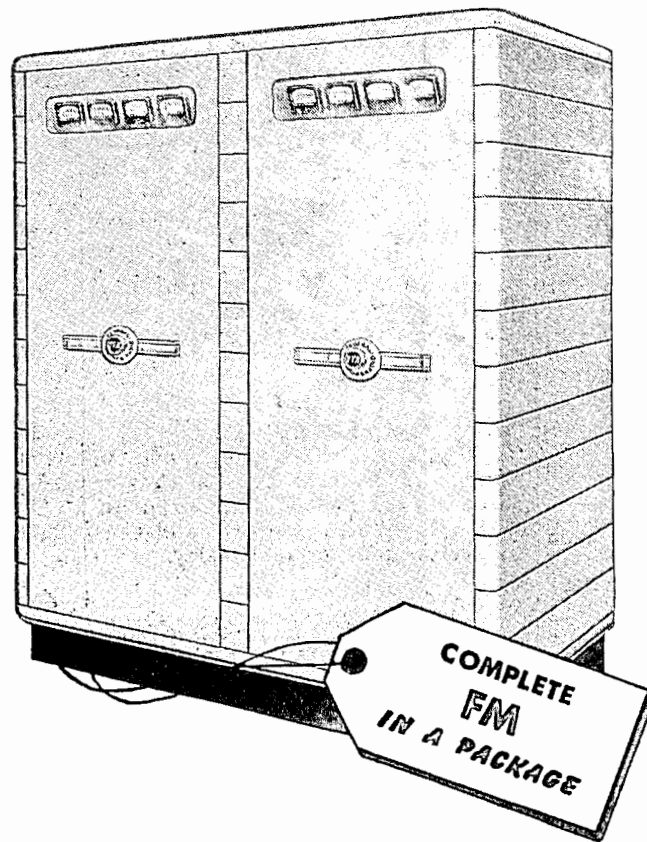
...it's FEDERAL's new
"FREQUEMATIC"*
MODULATOR



1-3-10 and 50 KILOWATT FM RADIO EQUIPMENT

The "FREQUEMATIC" Modulator takes its place as part of the complete "package" of FM broadcasting equipment offered by Federal. From one source, you get every piece of broadcasting gear to set up operation now ... from studio equipment to transmitting tower ... all precision-engineered, all matched, all of highest quality. No more piecemeal assembly of components, and uncertainties of divided responsibility. Federal assumes full responsibility for delivery and installation of a complete FM Broadcasting System. For complete details, write: Federal Telephone and Radio Corporation, Newark 1, New Jersey..

*Trade Mark.



Telephone and Radio Corporation

Newark 1, New Jersey

Export Distributors:
International Standard Electric Corporation



AGENCIES

WILLIAM G. WERNER, of Procter & Gamble, has been named chairman of the government relations committee of the Association of National Advertisers. The members of the committee are: Herbert D. Bissell, The Electric Auto-Lite Co.; Charles E. Carey, Goebel Brewing Co.; Harold L. Curtis, Shell Oil Co.; Richard K. Hines, Vick Chemical Co.; Allyn B. McIntire, Pepperell Manufacturing Co.; George S. McMillan, Bristol-Myers Co.; W. E. O'Brien, McGraw Electric Co., and F. J. Solon, Owens-Illinois Glass Co.

JOHN FREESE, director of commercial motion picture production for Foote, Cone & Belding, has also been appointed director of television for the New York office, according to an announcement made by Hubbell Robinson, Jr., the agency's director of radio and television.

McCANN-ERICKSON office in Cuba has moved to new and larger quarters at Obrapia 360, Havana.

GERALD CARSON, vice-president of Benton & Bowles, Inc., was elected president of the Copy Research Council, cooperative group of agency copy and research executives, at a membership meeting held at the Harvard Club last week. Edward Battey, Jr., of Compton Advertising, Inc., was elected secretary and treasurer. S. H. Giellerupp, of Marschalk & Pratt, and Victor O. Schwab, of Schwab & Beatty, were elected members of the executive committee and will serve, together with Carson and Battey, for a period of one year.

WALTER WEIR, president of Brown & Weir, Inc. announced the retirement last week of Stanley A. Brown as chairman of the board of directors of the agency. Brown will take an extended rest and announce his plans at a later date. In retiring, Brown has sold his interest in the agency to Weir, who will continue the business at the present address, 250 West 57th Street, New York.

GUILBERT A. GIBBONS has been elected vice-president in charge of radio production of the Jos. W. Hicks Organization, Chicago public relations firm. Gibbons has been associated with NBC, CBS and Carl Wester & Co.

Lea Anti-Petrillo Bill Goes To Conference

(Continued from Page 1)

tee. Early last year the Vandenberg bill outlawing interference by any union with non-commercial educational broadcasts was passed by the Senate. When Chairman Clarence F. Lea of the House Committee on Interstate and Foreign Commerce wrote his bill providing fines and imprisonment for various forms of "coercion" applied against broadcasters, he simply offered it on the House floor as a substitute for the Vandenberg bill. It was so passed, bearing a number corresponding to the number originally given the Vandenberg bill.

The result was to make it impossible to send the bill to conference between House and Senate conferees without running the risk of having the bill whittled away in the Senate. The possibility that the Senate will refuse to accept a conference report containing more than the original Vandenberg bill remains.

Unanimous consent was required for the naming of House conferees, and the Marcantonio objection forced reference of the matter to the House Rules Committee. A rule was granted last week, and the matter brought to the floor yesterday. Marcantonio forced a roll-call vote this time, after having failed in his efforts to obtain a roll-call vote on passage of the bill last month. The vote to refer the bill to conference was passed 309-39.

Senate conferees include Senators Edwin C. Johnson of Colorado, James Tunnell of Delaware and Francis Myers of Pennsylvania, all Democrats, and Warren R. Austin of Vermont, and Wallace H. White, Jr., of Maine, Republicans.

Heading the House conferees is Rep. Clarence F. Lea of California, author of the bill, Maj. Albert Bulwinkle of North Carolina and Rep. Owen Harris of Arkansas, Democrats, and Representatives Carroll Reece of Tennessee and Clarence J. Brown of Ohio, Republicans.

Gets Crosley Post

Tye M. Lett, Jr., has been appointed director of exports by the Crosley Corporation, it was announced by S. D. Mahan, vice-president and general sales manager of Crosley.

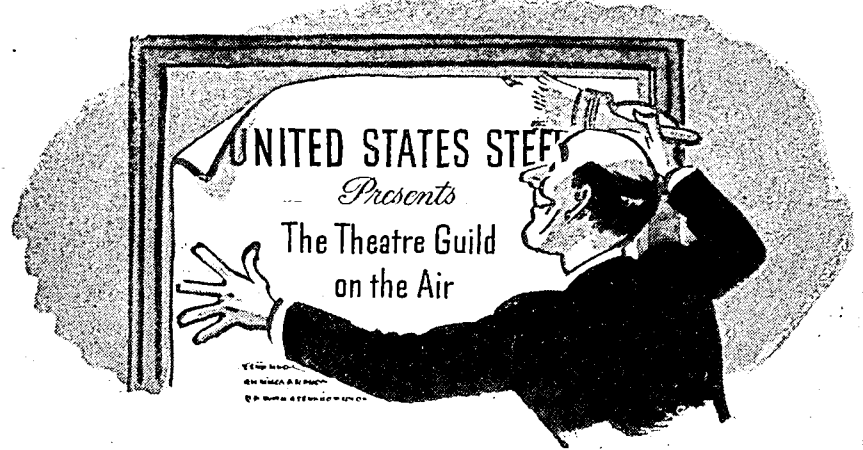
"SHOW EXTRA SPECIAL"
—Damen Lunyan—
"FOOD AS GOOD AS FAMED"
"BEACHCOMBER IN HOLLYWOOD"
—Lee Morling—
SINGAPORE
Exotic Chinese and Island Foods
FOR DINNER AND AFTER THEATRE
BROADWAY • ATOP WINTER
AT 50TH GARDEN BLDG.

BALTIMORE'S Listening Habit

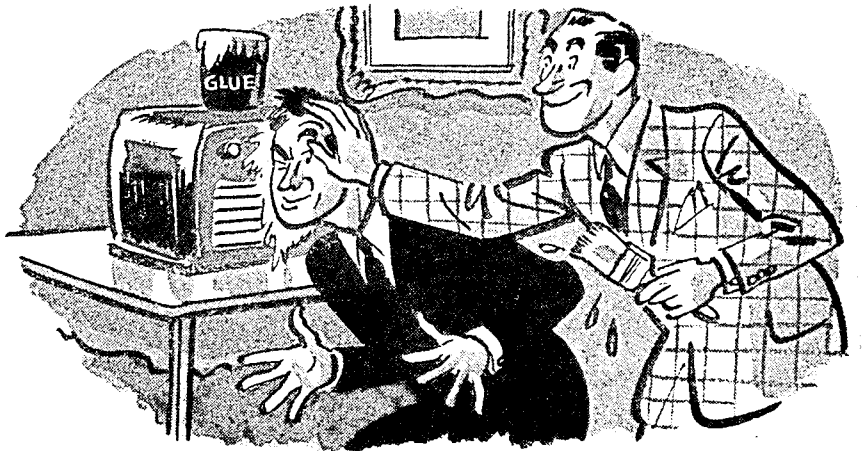
WBCW

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

2 ways TO KEEP FOLKS' EARS GLUED TO THEIR RADIOS SUNDAY NIGHTS, 10-11 E.S.T.



1. Get some glue, go into houses, literally glue folks' ears to their radios, and turn on the juice. No matter what sort of program comes along, they're stuck with it. But this method has disadvantages. It takes too long to build an audience! And then too, the audience is rarely a happy one.



2. Put on all-star dramatic hour like *The Theatre Guild on the Air*, and millions of folks will glue their ears to it all by themselves! Even radio critics — who, like as not, will toss awards your way, as they have to *The Theatre Guild on the Air*. (Recognition already has come from this publication, *Radio Daily*.) Enthusiasm over *The Theatre Guild on the Air* is understandable. For on the series are such stars as Alfred Lunt, Lynn Fontanne, Katharine Hepburn, Walter Huston, Burgess Meredith, Joan Fontaine. And such plays as *Elizabeth the Queen*, *Wings Over Europe*, *Little Women*, *Ah, Wilderness!* *Pride and Prejudice*. Admittedly it's not easy to set up a consistently high-calibre program like *The Theatre Guild on the Air*. But millions of folks are attracted to it and stick to it — week after week!

The Theatre Guild on the Air
sponsored by
UNITED STATES STEEL

Recording Biz Booming

'Big Four' Studios In N. Y., Chicago, Los Angeles

(Continued from Page 1)

the finest radio has to offer for home enjoyment." The industry last year produced some 150 million units, and this in itself is considered to be significant in view of the many wartime obstacles that plagued production in one way or another.

'Big Four' Named

Rated as the "Big Four" of this industry — RCA-Victor, Columbia, Decca and Capitol dominate the popular and classical recording field. They are the ranking manufacturers and merchandisers among the 100-odd record companies now producing records. Success of the "Big Four" is credited to production, distributing and sales organizations. Recently they completed sales representation in all key center cities and went into full production with recording studios in New York, Chicago and Los Angeles.

Many new manufacturers have entered the field since V-J Day. Among them is the Signature label backed by the national sales organization of General Electric. Another is Mercury Recording Company in Chicago, and still another healthy newcomer is Majestic, headed by Ex-Mayor Jimmy Walker of New York City.

Factors in Step-up

The return of servicemen to their machines and workbenches throughout the country, and the slow but steady flow of essential materials, such as clay and shellac, to manufacturers supply rooms has geared the industry for a period of "unprecedented sales" that executives feel certain will take hold within the next 18 months and continue for four or five years. "After that we'll experience a general settling, but the production and, consequently—the sales figures—will remain satisfactorily high."

Another change resulting from record sales provides a curious twist to another phase of the industry—that of phonograph production itself, as explained recently by Jack Kapp, president of Decca Records, Inc. "There was a time not so long ago when the making of records was regarded merely as an adjunct—a very necessary adjunct, to be sure—of the phonograph industry," he said. "Today the situation is reversed, at least to this extent: instead of buying records in order to play phonographs, most people now buy phonographs in order to play records."

Kapp also claims that, while the

popularity of "purely musical" records has increased, the public has been encouraged to expect a great variety of diversified recorded presentation, including stores, dramas, etc. Among these may be included: Broadway shows and Hollywood movies; with their original casts; historic speeches; children's records that educate as they entertain, etc.

"Music, however, remains the basic medium of recorded entertainment," the Decca executive asserted. "The younger generation is learning about style changes in music; the presentation of their favorite bands and singers through album sets, prepared by experts, containing descriptive booklets giving the background and history of the records and the artists." One of the most important functions of a "progressive" record company, according to Kapp, is the ability to ascertain and conform to style change in popular trends. But the No. 1 problem of the industry in 1946," he said, "will be not to increase but to meet the demand for its products."

110 Labels Being Used

The survey indicates that records are now being manufactured under 110 labels. There are approximately 300 record distributing firms throughout the United States and 75 distributors who handle juke boxes.

Exploitation of the recording industry is linked closely with radio broadcasting. The manufacturers find it profitable to furnish the nation's disc jockeys with recordings who in turn through constant plugging, increase both the popularity of tunes and labels. Then too, the recording industry buys air time on stations and networks to popularize their works. Bigger buyer of radio time is RCA-Victor who uses both the NBC network and stations to popularize their products.

Sweet Music Returning

The trend in popular music recording seems to be toward sweet bands and romantic numbers. While there is still demand for blatant brass and swing bands sales indicate that sweet bands featuring violins and romantic voices are cutting in on the swing field. Hillbilly music—American folk music—in the recording company brochures, continues to grow in popularity. These records find ready sale in the middle west, south, and far west and are gaining along the eastern seaboard.

Decca, which pioneered in the field of producing albums, now is getting competition from other leading manufacturers who find the album business profitable. Many albums feature music comedy tunes, symphonies, operas, and other standards. Some albums are based on popular radio music shows and prominent personalities.

'Vinylite' Revolutionary

Probably the most important advancement in the recording field this year is RCA-Victor's introduction of a new transparent, unbreakable record, using a product called "vinylite".

The new vinylite recordings have been produced in a series of three albums, and while priced higher than the conventional black composition records have found ready sale. As the year progresses, Victor is expected to produce these vinylite recordings in larger quantities. Claims of better tonal quality and added record-playing life are also made for vinylite.

Transcription Field Big

In the home recording field two schools of thought are making bids for the business. One group believes in using records and the other seeks to introduce the new wire recorder which was a product of the Signal Corps during the war. The wire recorder has been incorporated in the cabinet of at least one major manufacturer of radio-recording instruments.

Coupled with the popular and classical recording field is the growing business called "ET's" or the transcription field. In this field originate most of the recordings used in radio for commercial and sustaining shows. This business also is enjoying unprecedented prosperity with several new companies of record since the end of the war.

Columbia to Double Output

"The Columbia Recording Company will more than double its production figures of 1942—the last peak year—granting we have the material," predicted its president, Edward Wallerstein. "We are currently manufacturing about two-and-one-half times the number of records produced since V-J Day, and we expect to reach planned capacity output during the early Fall," he added.

The record industry is "cashing in" on the current tremendous demand for both classics and swing music, he said, to the point where "we can't judge which of the two is more popular." "There's no question that 1946 will be the greatest year we've had," he said, adding that it will be even better later on.

These predictions and conclusions are accurately borne out by retailers in New York, who claim that "every-

Growing 'ET' Field Strong Stimulant To Sales Climb

record allotment is sold out within a few days—and we have many advance orders as well."

Three major department stores which do a "substantial" volume each year in record sales, point out that current demands "greatly exceed stock supplies and will probably increase when production has returned to normal." In the last six months record sales have increased about 10 per cent, they added.

According to one retailer, A. Brown, who manages the Center Music Store, Inc., in the RCA Building, Radio City, present stock "remains far below satisfactory level." He said that orders for new records are placed with manufacturers "about every three months, but we're allotted only about one-third of our quota."

Public's Preferences Listed

The buying public wants swing, ballads and classical music, with a few "name" performers and bands enjoying top demand, according to Brown. Many returned servicemen want classical records, "probably because their tastes have been influenced while in the armed forces." In his store, Brown claims that classical records move faster, "but this is due to location." Retailers in general, do not consider the present high demand a "business boom," however, but declare that "that situation will occur within the next year or so."

And also on the receiving end of this expected tremendous sales increase is the American Federation of Musicians, which, by reason of its contract with recording companies, receives payment of an amount from one-quarter cent to five cents per record, depending on the retail price of the disk.

I am an experienced station man with first class license, write good copy and am a good announcer. Steady, reliable worker looking for a permanent job in S.E. California, S. Nevada, Arizona, or New Mexico. If I meet your needs write to

Box No. 141, RADIO DAILY
Hollywood 28 California

In Central New England
WTAG is first in creative ability, first in listener interest and first in big time programming—therefore first in sales influence.

WTAG
WORCESTER

'Off-the-Air'
TYPEWRITTEN
TRANSCRIPTS

RADIO COPY

12-hour Delivery in N. Y.
Round-the-Clock Service
ALSO

Electrical Transcriptions converted to
typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779

THE

DUPONT  **AWARD**

KDKA gratefully acknowledges this significant honor.. and, in the name of the entire staff and all Westinghouse Radio Stations' personnel, sincerely thanks the Award Committee and the Alfred I. duPont Radio Awards Foundation.

To receive this outstanding recognition for the year 1945, the 25th Anniversary of KDKA and of broadcasting, is doubly significant. It indicates a continuance of Westinghouse zeal and leadership, dating from the birth of broadcasting.

With our acceptance of the Award comes our promise to the Foundation and to our listeners: To persevere in planning and broadcasting "in the public interest, convenience and necessity".. and to do this above all other considerations. Thus KDKA, as well as the other stations in the Westinghouse group, will continue..

"outstanding and meritorious public service.. encouraging, fostering, promoting, and developing American ideals of Freedom.. loyal and devoted service to the nation and.. the community we serve!"

Great as was the privilege of receiving the duPont Award, we are certain that the Committee will agree that the greater privilege was so to serve the listening public throughout one of the nation's most critical years, as to merit this significant, outstanding citation.

WESTINGHOUSE RADIO STATIONS INC

KDKA
Pittsburgh

KYW
Philadelphia

WOWO
Fort Wayne

WBZ
Boston

WBZA
Springfield

KEX
Portland



The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 50

NEW YORK, N. Y., THURSDAY, MARCH 14, 1946

TEN CENTS

Scores FCC Operations

ABC-WLAP Protests FCC Grant In Kentucky

Washington Bureau, RADIO DAILY
Washington—Hot on the heels of Rep. Robert Wigglesworth's blast against the FCC, the Commission yesterday released a petition from ABC's station, WLAP, Lexington, Ky., requesting the grant to the Kentucky Broadcasting Co. be set aside. The Commission's decision to release the report followed Wigglesworth's criticism of the grant by less than two hours.

Calling the grant "invalid," ABC in
(Continued on Page 7)

License Fees For FM Reduced By Armstrong

Strong indication of the growing demand for FM radio is the announcement this week by Major Edwin H. Armstrong of the revision of transmitter license fees, which followed the reduction some time ago of receiver licenses. Armstrong is the inventor of FM.

The original arrangements on transmitter royalties were made "informal"
(Continued on Page 6)

Stations Continue Aid To N. Y. Red Cross Drive

Following a successful "kick-off" to the Red Cross 1946 Drive on March 1, New York stations are continuing to give "whole-hearted support" to the campaign, local Red Cross headquarters announced yesterday. Live spots are being used "generously," and radio personalities continue to guest as Red Cross speakers.

Some of the highlights of the month—
(Continued on Page 5)

FM Exploitation

Chicago—To meet the growing interest in FM broadcasting, station WGN, is inviting the public to attend a special live concert Monday. Col. Robert R. McCormick, publisher of the Tribune, will speak, and following the broadcast a color motion picture explaining principal features of FM will be shown.

Expect Record Crowd At N. Y. AWO Meet

Almost 800 persons, a new record, are expected to attend the third annual conference of the Association of Women Directors of the NAB, which will be held at the Hotel Roosevelt tomorrow through Sunday. Theme of the conference is "Women in the Communicative Arts: Their Part in Developing an Informal Public Opinion."

One of the highlights of the meet will be an international broadcast over CBS at 3:30 p.m. Saturday, with Miss Ellen Wilkinson, Minister of Education, London, and Mrs. Bertha Lutz, scientist, of Rio de Janeiro, participating.
(Continued on Page 3)

Tele Hearings To Favor Areas Lacking Stations

Washington Bureau, RADIO DAILY
Washington—The FCC "within a few days" will announce hearing dates on television applications in various sections of the country, it was learned yesterday. Anxious to get television
(Continued on Page 2)

Growth Of FM To Halve AM, Say NBC Execs. Before FCC

Washington Bureau, RADIO DAILY
Washington—NBC officials yesterday predicted to the FCC that in three to five years there will be 2500 FM stations operating in the United States and the number of standard outlets will be sliced nearly in half "by FM's static-free competition."

The picture of FM inroads into standard supremacy was painted during FCC hearings on applications for Washington's 11 FM channels—the

Rep. Wigglesworth Takes Commission To Task In Address On House Floor: Cites Programming Report

Predicts Tele Boom During Coming Year

Chicago—Joseph Gerl, president of Sonora Radio and Television Corp., speaking Tuesday before a luncheon of the Chicago Junior Chamber of Commerce, predicted that television throughout the United States will be a commercial reality within a year. "Moreover," said Gerl, "within the next five years television will revolutionize home entertainment. It will have a tremendous effect on con-"
(Continued on Page 3)

CBS Symphony To Start New Series On April 21

The CBS Symphony inaugurates a summer series of Sunday afternoon broadcasts replacing the New York Philharmonic-Symphony, beginning April 21, at 3 o'clock, EST. The Philharmonic will resume broadcasts in
(Continued on Page 2)

NBC Stations Meeting Opens In Atlanta Today

NBC's 1946 Stations Meetings went into their second phase yesterday when NBC's traveling executives greeted the network's southern station
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC was scored yesterday on the floor of the House for failing to take action against those stations named in last week's report on radio programming who failed to live up to the program commitments they had made when seeking their licenses. The speaker was Rep. Richard B. Wigglesworth, Massachusetts Republican and a member of the powerful House Appropriations
(Continued on Page 7)

AFRA Will Oppose Proposed Lea Bill

Concerted opposition to the proposed Lea bill, aimed at alleged practices of James C. Petrillo and AFM, developed within AFRA the past week with executives and membership petitioning Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce and Foreign Commerce committee, to "arrest the course of this unjust legislation."

Lawrence Tibbett, president, Emily Holt, national executive secretary and
(Continued on Page 5)

N. Y. Salute To Churchill Will Get Full Radio Cover

New York City's reception for Winston Churchill at City Hall tomorrow at 12:30 p.m. will be aired by WJZ-ABC, WEAJ, WMCA, WQXR, WLIB,
(Continued on Page 3)

Co-Ordinating

In a move designed to further WNYC's unofficial role as coordinator for New York's Independents, Seymour Siegel, acting manager of the municipal station, has inaugurated a weekly series of public service kits, first of which has been mailed to the indies. Prepared by Walter Stegman, kits have anns. in five categories, federal, state, city, organization and general.

"Teen Age Board"

Norfolk—A "Teen Age Board" composed of outstanding girls from the senior classes of eight local high schools have inaugurated Saturday morning broadcasts over station WTAR. The program, dealing with the problems facing teenagers, is sponsored by Rice's Fashion Center, and after the show the girls model clothes for other girls their age.



Vol. 34, No. 50 Thurs., Mar. 14, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Wednesday, Mar. 13)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel & Tel., CBS A, Crosby Corp., 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 Du Mont Lab., Stromberg-Carlson.

WNYC Not For Sale

Mayor William O'Dwyer has stated that he is not contemplating selling WNYC, the municipal outlet, but refused to discuss plans for the station's future. Rumors regarding possible sale of the outlet have been in the air since O'Dwyer took office Jan. 1. Prior to that date, it is reported, private interests had offered as high as two million dollars for the station.

No Dividend Action

At its meeting on March 12th, the board of directors of Western Electric Company took no action on a dividend for the first quarter of 1946 because the company is presently operating at a loss as the result of substantially increased costs, with prices under OPA ceilings at about the October 1941 level.

Coming and Going

WILLIAM RAY, Chicago director of news and special events for NBC, is in Gotham on a short business trip.

ROBERT SAUDEK, director of public service for the American network, is back at his office after having attended the radio conference at the University of Oklahoma.

CAMPBELL ARNOUX, president of WTAR, Norfolk, Va., and JOHN NEW, sales manager of the station, are in Atlanta, Ga., to attend the NBC regional.

JUNE PARKER, director of women's news at WGN, Chicago, has arrived in Gotham.

FRANK HAAS, in charge of radio for the Whitehall Pharmacal Company, is back on the job following four weeks of absence resulting from illness.

NORMA GAY, femme commentator and fashion expert on WIP, Philadelphia, and who also heads the Gimbel Shopping Service, spent the early part of this week in New York.

JACK POPPELE, chief engineer of WOR and president of Television Broadcasters Assn., is vacationing in Miami, Fla., where he is catching up on his reading. He expects to return on March 25 to his headquarters in New York, N. Y.

KATHERINE FOX, director of special broadcast services at WLW, Cincinnati, has arrived in New York to attend the conference of the Association of Women Directors.

DAN RUSSELL, American network director, left yesterday for St. Louis in connection with the broadcast there of "America's Town Meeting."

BUDDY LESTER has arrived by plane in Chicago, where tomorrow he will open a six-week engagement at the Rio Cabana.

CHARLIE BARNET arrived this week from the West Coast. He'll open next Wednesday at the 400 Club.

Tele Hearings To Favor Areas Lacking Stations

(Continued from Page 1)

moving towards the public, the Commission will schedule hearings on nearly 80 applications. First hearings, it was understood, will go to cities with no existing commercial or experimental video stations. This policy, it has been indicated, will put New York far down on the hearing list. For the first time, the industry will go into the hearings with some idea of what the Commission demands from television applicants, since the pattern was set during the recent Washington proceedings.

NBC Stations Meeting Opens In Atlanta Today

(Continued from Page 1)

representatives in Atlanta, Ga., March 13-14-15. In the group are Niles Trammell, president; C. L. Menser, vice-president in charge of programs; Charles P. Hammond, director of the advertising and promotion department; Easton C. Woolley, director, stations department; Sheldon B. Hickox, Jr., manager, stations relations department; Noran E. Kersta manager, television department; Robert E. Shelby, director of technical developments, and John Murphy, stations' contact, stations department. Next stop will be in Fort Worth, Tex.

CBS Symphony To Start New Series On April 21

(Continued from Page 1)

the fall at the opening of its regular sponsored subscription concerts.

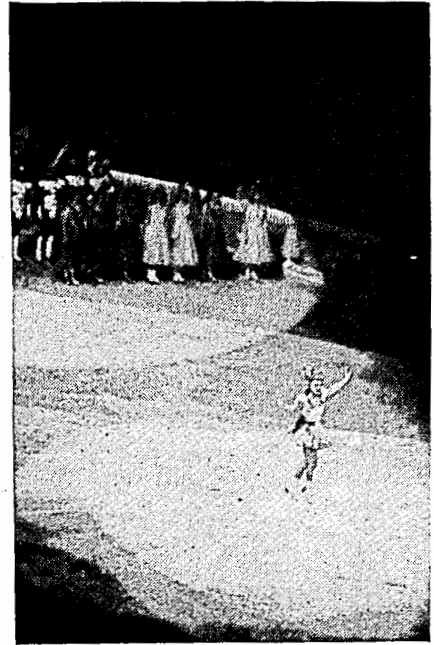
The Philharmonic Symphony has been brought to CBS listeners for the past 16 years, while the CBS Symphony has been aired during the summer months. In the course of the forthcoming series, Bernard Herrman, CBS Symphonic conductor, will share the spotlight with other top-ranking conductors and soloists. Emphasis will be placed on the presentation of contemporary works.

"Lone Journey" For NBC

"Lone Journey" serial returns to NBC April 1, across-the-board, 10 a.m., EST, sponsored by the Carnation Co. for 52 weeks through Erwin-Wasey Co. Written by Sandra and Peter Michael, program is produced by John Gibbs and directed by Martin Magner. Staats Cotsworth and Charlotte Holland play the leads. The serial replaces the Robert St. John program which moves to 9:45 a.m. on a co-op basis under the title "Facts and Faces."

Hoffman To Speak

Jumping the gun in the forthcoming New Jersey gubernatorial elections, Col. Harold G. Hoffman, former governor and one of the candidates, will speak over WOR tonight, 6-6:15, in a paid political broadcast.



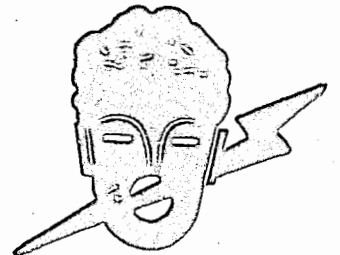
Spotlight

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

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind at budget time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE



That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON WDAS

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY. KGW PORTLAND OREGON. REPRESENTED BY EDWARD PETRY & CO.

Expect Record Crowd For AWD N. Y. Meet

(Continued from Page 1)

icipating. Mrs. Dorothy Lewis, of the NAB, will be chairman.

Awards to four outstanding women in allied fields will feature a luncheon Saturday afternoon. The winners are Anne O'Hare McCormick, of the New York Times; Mrs. Bruce Gould, of the Ladies Home Journal; Helen Hayes and Madeleine Carroll. Mrs. Lewis will deliver the keynote address and there will be greetings from NAB President Miller, Lt. Gen. James H. Doolittle and Rose Bampton. Frances I. Russell, of the State Department, also will speak.

Others who will speak at the meeting and participate in the various panel discussions include Alma Kitchell, AWD president; Frank Pellegrin, NAB; Linnea Nelson, J. Walter Thompson; Fanny Hurst; Lyman Bryson, CBS; Lisa Sergio, ABC; Mary Margaret McBride, WEAF; Dean Mildred Thompson, Vassar College; Marjorie Husted, General Mills; Elsa Maxwell, MBS; Frances Wilder, CBS.

N. Y. Salute To Churchill Will Get Full Radio Code

(Continued from Page 1)

NYC, WINS, WBYN, WWRL, BBC and the OIC. WHOM and WNEW will air recorded versions at 5:30 p.m. and 1 p.m. respectively. WEAF and WJZ will set up their own lines in the council chamber and the others will make a feed from WNYC.

Churchill's speech at a dinner at the Waldorf-Astoria tomorrow evening will be aired from 10:30 to 11 p.m. by WOR-MBS, WHN, WINS, WBYN, WBNX, WEVD, WWRL, WNYC-FM (beginning at 10:15). WEAF will broadcast it at 12:05 a.m., and WQXR later Saturday morning. The event will be covered also by OIC and BBC.

Stork News

Mr. and Mrs. Elias Godofsky are the parents of a second daughter Marilyn Susan, born yesterday at Beth-El Hospital, Brooklyn. Formerly general manager of WLIB, Godofsky is an applicant for an FM license.

★ AGENCY NEWSCAST ★

FOOTE, CONE & BELDING has acquired a new motion picture account, Hunt Stromberg Productions. The first Stromberg films to be advertised by F. C. & B. will be "Strange Woman" and "Dishonored Lady," both starring Hedy Lamarr. Hunt Stromberg Productions are released through United Artists.

ROBERT D. CUNNINGHAM, JR., formerly vice-president of the Hamilton Advertising Agency, Inc., has joined Critchfield & Co., Chicago, as vice-president.

BRUCE SWIGERT, formerly with the Infantry, has joined the foreign department of McCann-Erickson. After a period of training in the New York office, he will be transferred to their branch in Bogota, Colombia. Mr. Swigert was previously with N. W. Ayer in Philadelphia.

ERWIN-WASEY & CO., INC., Chicago, announces that William H. Tirrell has joined the radio department after three and a half years in the Navy.

JAMES A. McPHAIL has been named a vice-president of Ewell & Thurber Associates, Toledo and Chicago advertising agency, formerly the United States Advertising Co. Before joining the agency's Toledo staff last August, he was with D'Arcy Advertising Co., St. Louis.

EDWARD LOVETON, who held the position of account executive with KMPC, Los Angeles, and KOY, Phoenix—and later served as a time buyer with Benton & Bowles, Inc., New York, has joined the John Freiburg Agency, Los Angeles, as a time buyer.

ROYAL DUTCH AIRLINES (K.L.M.), announces the appointment of the Charles W. Hoyt Company, Inc., as its advertising agency. Campaigns being prepared will feature this Airline's extensive Miami-West Indies routes as well as its coming deluxe Constellation service between New York and Amsterdam.

REG. EVANS, vice-president of General Screen Advertising, will be the guest speaker, today at the Media Men's Association meeting, in the Sheraton at 6 p.m. His topic will be "Movies as an Advertising Medium."

ROBERT A. McKERICHER, recently discharged from the Tank Corps with the rank of lieutenant colonel, has joined Reincke, Meyer & Finn, Inc., Chicago, as space buyer.

RECORD CAMPAIGN is being launched this week by Park & Tilford for All-fabric Tintex Tints and Dyes through Charles M. Storm Co., advertising agency, New York. Radio, newspapers, newspaper supplements, home economics magazines, trade publications and point-of-sale material will be employed.

WILLIAM G. WERNER, of Procter & Gamble, has been named chairman of the newly-formed government relations committee of the Association of National Advertisers. Other members include Herbert D. Bissell, Electric Auto-Lite Co.; Charles E. Carey, Goebel Brewing Co.; Harold L. Curtis, Shell Oil; Richard K. Hines, Vick Chemical; Allyn B. McIntire, Pepperell Manufacturing Co.; George S. McMillan, Bristol-Myers; W. E. O'Brien, McGraw Electric Co., and F. J. Solon, Owens-Illinois Glass Co.

CONTINENTAL OIL COMPANY is launching an extensive advertising drive in all major mediums to promote Conoco Nth motor oil and N-tane gasoline. A program of 12-second commercial chain breaks over approximately 70 radio stations in key cities also will be employed. Ten day and ten night-time announcements will be broadcast on the average of five days a week throughout the duration of the campaign.

G. DOUGLAS MORRIS, assistant advertising manager of Campbell Soup for the past two and a half years has joined Pedlar & Ryan. Earlier, Morris was with Lever Brothers, where he was in charge of Lifebuoy and Lipton's Tea.

Predicts Tele Boom During Coming Year

(Continued from Page 1)

sumer industries which depend upon eye appeal for their sales, and it will provide a livelihood for about two million five hundred thousand people engaged in manufacturing, distributing, selling and servicing television sets, and broadcasting tele shows.

Plan Study Conferences On Educational Radio

The Federation of Protestant Welfare agencies will conduct a series of ten study conferences on educational radio at Finch College, New York, on March 18th. Series are sponsored by the organization's "Listening Post" and several speakers from radio will appear on the programs. Members of the committee include: Gloria Chandler, Radio Consultant, Association of Junior Leagues of America; Margaret Cuthbert, Director of Programs for Women and Children, NBC; Elsie Dick, Director of Women's Activities, Mutual; Robert B. Hudson, Associate Director of Education, CBS; Grace Johnsen, Director of Women's Activities, ABC; Eleanor N. Sanger, Program Director, WQXR; Mrs. Nathan Straus, Director of Educational Programs, WMCA.

LIKE THE LETTERS

ABC

IN BROADCASTING...

that's **WIRE**

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE SIGNAL QUALITY IS ESSENTIAL

BASIC NBC • 5000 WATTS JOHN E. PEARSON COMPANY Representatives AFFILIATED WITH THE INDIANAPOLIS STAR

5000 WATTS 1330 KC. **WEVD**

ENGLISH • JEWISH • ITALIAN National Advertisers consider WEVD "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD 117 West 46th Street, New York, N. Y.



LOS ANGELES

By RALPH WILK

HAL WOLFF has joined the CBS KNX editing department. He replaces Gail Roberts, who has resigned as associate editor to enter the freelance acting ranks.

Nikki Kaye, Chicago radio writer, is in town for a 10-day visit. Her husband, Hal Tate, also a radio writer, and recently discharged from the Seabees after serving as overseas correspondent, is currently here on business. The couple will be at the Hollywood Plaza Hotel.

Dennis Day returns to the Jack Benny program Sunday, March 17, over NBC, after two years' service in the Navy during which he took part in two major engagements. The rest of the Benny gang, Mary, Phil Rochester and Don—will help welcome the popular young singer home.

John G. Kelly, Don Lee announced at station affiliate KLO in Ogden, Utah, was a visitor at the Hollywood studios last week.

Newcomer to the cast of the Tuesday "Amos 'n' Andy" ailer is Elvira Allman, veteran radio actress, who debuted this week on the show in the role of an elocution teacher.

Walter Tetley, who has played "Leroy" on "The Great Gildersleeve" show for the past five years, has not been given second billing after Harold Peary.

Clark Hayden has been set as musical director at KGFJ. He was previously affiliated with KYUM of Yuma as program director. Hayden originated the Clinic for Announcers over KVOA in Tucson, and has been associated with the NBC and ABC networks.

Dick Parker, just out of the U.S. Navy, has joined Smith, Bull and McCreery as writer and producer for the agency.

Current plans to air the Abbott and Costello NBC Thursday airshow from Radio City, New York, now call for the cast to make the trip east in May. They may close the season there.



Windy City Wordage . . . !

● ● ● Chicago's Variety Club, hitherto largely composed of film distributors, is broadening its membership to include every branch of show business, and is taking in 60 top radio and advertising executives . . . when

Chick Johnson visited his partner Ole Olsen last Friday on Ole's last day as "Breakfast Club" emcee, the audience was expecting some zany gag, and they were not disappointed. As Chick came to the mike he raised his silk topper and out flew a pigeon, which circled around and finally came to rest on an air vent in the studio. . . . As a result of Olsen's job of emceeing on the "Breakfast Club" he is being considered for an air show of his own. . . . WBBM received a citation for its 42 programs devoted to American Brotherhood Week. J. Oren Weaver, the station's educational director, coordinated the 42 programs of the week in a total of 14 hours air time.



● ● ● Florence Bourke Ellis, book reviewer on WJJD, lectures to audiences in excess of 15,000 people per week at prominent clubs and social gatherings in Chicago and nearby towns. . . . Myron Wallace, recently out of the Navy, is back in the leading role of Flamond in "Crime Files of Flamond" on WGN. . . . Donald Blake, who started the Woodlawn Boys' Club of Chicago, was saluted this week by Morton Downey as a "Big Little American" on the "Songs of Morton Downey" program on WGN. Starting with an empty lot and 15 neighborhood boys who had no place to play, Blake, an attorney, provided balls, gloves and other equipment for the youngsters, launching what later became the boys' club, nearly 800 of whose members served in uniform during the war. Authorities say that through Blake's activities juvenile delinquency in Woodlawn dropped 60 per cent in eight years. . . . Larry Kurtze, WBBM staff producer, left the station March 8 to become a free lance.



● ● ● Only one of the old Tom, Dick and Harry trio is left in the combo which recently returned to the air on WJJD. Gordon Vandover (Harry) is the member of the original group, and the other two are Fred Meisner as Dick and Jimmy Hatton as Tom. . . . Myrtle Stahl, producer of "The Reviewing Stand" and educational director of WGN, is back from an eastern trip on which she arranged an exchange of broadcasts between her "Reviewing Stand" show, the "University of Pennsylvania Forum" of WIP, Philadelphia, and "Connecticut Forum," WHTD, Hartford, Conn. She recorded some of the eastern programs for rebroadcast over WGN and Mutual, and in return several "Reviewing Stand" programs will be recorded for rebroadcast by the eastern forums.



● ● ● Ted Grizzard, announcer and emcee who has been signed as a staff artist by WBBM, is a vet of 14 years in radio. He started on WLAC in Nashville in 1932, and later was on KOMA, Oklahoma City; KTAT, Fort Worth, Texas, and KLRA, Little Rock, Ark. Since April 1944 he has been featured on the participation and man-on-the-street programs of WHAS, Louisville. . . . Radio played Cupid to Lt. Bruce Simpson, "ham" operator of W9KXN in the Azores, and Alice Mae Wilhelm of Chicago. A couple of weeks ago, Mrs. Emily Schuette, Chicago amateur radio operator with the call W9EXM, picked up a message from Lt. Simpson, who was getting a leave to return to America and asked Mrs. Schuette to request Miss Wilhelm to set an early date for their wedding. Next day Mrs. Schuette got Miss Wilhelm to the radio and she talked to her fiance and arranged all details of the wedding for March 9. It took place Saturday after Lt. Simpson's arrival by plane, and Mrs. Schuette was a guest.

The ever-growing appetite for mystery among American listeners is something that knows no bounds. From one end of Broadway to the other, New York's first-run movie houses are bannered the latest in creeps from Hollywood. New novels based on mystery themes are bringing millions of Americans to the bookstores. And the soaring ratings for mystery shows on the air is something to make potential advertisers sit up and take notice.

Yes, mystery is in the air and on the air from coast to coast. The demand far exceeds the supply of good mystery program material. And that's why you should know more about the new NBC Syndicated show. . . . *The Haunting Hour*, providing you're not one of the many radiomen who have already heard this thrilling series.

With original scripts by the same top radio authors who write Mr. and Mrs. North, Counterspy, Inner Sanctum, The Shadow and other coast-to-coast mystery programs, *The Haunting Hour* embodies all types of mystery. Add to this "big name" talent of radio, stage and screen, unsurpassed NBC production and the skillful blend of sound effects and musical background . . . and you have some of the reasons why *The Haunting Hour* has been called "Mystery at its best" by radiomen who know the requirements for good listening and good entertainment.

Each half-hour episode of this NBC Syndicated program is an individual story. The schedule is arranged for one-a-week broadcast over a period of 52 weeks. Commercial periods are so skillfully worked into the program format that *The Haunting Hour* truly becomes the sponsor's own program in his own community.

The Haunting Hour is at the top of the list of good program "buys." Rates range from \$50 per program in such cities as San Francisco and Detroit . . . to as little as \$7 per program in towns like Plattsburg, N. Y. and Hastings, Nebraska.

Ask your nearest NBC Radio-Recording representative for further information, rates and audition records of this No. 1 mystery show.



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

AFRA Will Oppose Proposed Lea Bill

(Continued from Page 1)

George Heller, national associate secretary, are the AFRA leaders in the drive against the bill. Others who have sent protests to Washington include Dinah Shore, Frank Sinatra, Eddie Cantor and Edward Arnold.

In the letter to Senator Wheeler the AFRA executives declare:

"It is our considered and studied judgment that the House of Representatives in passing this bill has allowed emotional antagonism to supercede the responsibilities of deliberative legislative action. The report of the Lea Committee evidences beyond peradventure of a doubt that this bill is aimed at certain specific acts and certain specific union leadership and it has completely, and in dereliction of the duties and responsibilities of Congress, failed to evaluate the impact of this bill on thousands of American citizens in the lawful pursuit of their livelihood. We therefore look to the Senate to correct this failure of representative government. We charge that the Lea bill is not legislation for the welfare of the people of the United States of America but rather constitutes an indictment by Congressional action of union leadership in a single industry in this great country. It has been passed in ignorance of, or flagrant disregard of, the rights of tens of thousands of working people who look to Congress for leadership and not condemnation. We ask that this bill be considered in the Senate by your committee, or any other appropriate committee so that open hearings may be held, and our case, and that of other opponents presented. We protest railroading this bill into conference where our case and our rights may be further disregarded and ignored. We shall vigorously pursue an opposition to the enactment of the bill itself as law."

It is pointed out in a memorandum accompanying the letter that if unrestricted use of transcriptions is made mandatory by statute, AFRA will be placed in the position of being forced to demand an initial fee sufficiently in excess of its present rates to compensate the artist for repeated use of their talents and performance. This, AFRA charges, is unfair to the employer who contemplates a campaign utilizing the recording only once in each locality.

Westergaard Buck At WNOX

R. B. Westergaard, vice-president of Scripps-Howard Radio Inc., has returned to his duties as general manager of WNOX, Knoxville, Tenn., after having been released from the Army.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L. S. TOOGOOD RECORDING CO.
121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

Growth Of FM To Halve AM, Say NBC Execs. Before FCC

(Continued from Page 1)

much" for WRC NBC's capital outlet) if "NBC doesn't get an FM station here."

Raymond F. Guy, NBC's radio facilities engineer, predicted the 2500 FM stations in three to five years. He added that in five years the total AM and FM figure would be about 3,000, indicating there would only be about 300 standard stations on the air by that time.

T. A. M. Craven, vice-president of the Cowles Broadcasting Co., (WOL), joined in predicting the growth of FM.

"FM broadcasting," Craven said, "will become self sustaining in five years—and AM will be on the wane from that time on in Washington." Terming FM a "better way of broadcasting," Craven, who is a former FCC member, said that WOL's AM programs would be duplicated over FM, if the grant is made. "We believe," he said, "that the best way to develop FM is not to deprive listeners of AM programs."

The majority of the 11 applicants for Washington's 11 FM channels that have testified thus far have indicated that they have built much of their cases around the FCC's programming report. Witnesses sprinkled their testimony with such terms as "balanced programs," no "advertising excesses" and promised full use of live talent and inclusion of public service programs.

As "program objectives," Cowles witnesses listed the following: commercial, 55.1 per cent; sustaining, 44.9 per cent; entertainment, 59 per cent; educational, 10.2 per cent; religious, 30.8; civic, 2.5; government, 3.0; news, 21.6; local live talent, 22.0; public discussion, 3.0.

Use of racing reports on the air became an issue after opposing counsel jumped on the Capital Broadcasting Co. (WWDC) for using such reports. Ben Strouse, vice-president and general manager of Capital, told the

Wayne King Gets Spot

Los Angeles—The summer replacement show for the Durante-Moore CBS show, heard Fridays at 6:30 p.m., PST, will be Wayne King and His Orchestra from Chicago. Wayne has been set for 13 weeks starting latter part of June, or early part of July.

New Chi Quiz Show

Chicago—A new weekly quiz show, "Gordon's Dress Up Quiz," bowed in on WIND Wednesday (13), with Harold Isbell as quizmaster. It will be an audience show, broadcast direct from the stage of the Stratford Theater. Participants will be given wearing apparel and cash prizes for answering five questions. Show is sponsored by Gordon's Clothing Store, on a 52-week contract, placed through Craig E. Dennison Agency. Producer will be Howard A. Miller, WIND program director.

Commission that the company planned on duplicating its WWDC programs over an FM station. Opposing counsel brought out that this would include broadcasting of racing results, which were alleged to assist bookmakers and "numbers" writers. Strouse revealed that Capital pays one of its announcers who conducts a combination music and racing result program daily \$16,000 a year for his activities.

Cowles, during its testimony, made much of the fact that it discontinued broadcasting race results as "not in the public interest."

A poll of counsel indicated that the hearing will be brought to a close by tomorrow, in spite of earlier prediction that it might last two weeks.

Witnesses agreed there are about 350,000 FM receivers now in existence, although most of them are not equipped to receive on the new, high frequency.

Guy, of NBC, said there probably were less than 100 FM receivers so equipped in Washington at the present time.

Still to be heard are the Evening Star Broadcasting Co., Potomac Broadcasting Corp., Theodore Granik, Metropolitan Broadcasting Corp. and Chesapeake Broadcasting Co.

Stations Continue Aid To N. Y. Red Cross

(Continued from Page 1)

long drive will be a talk by Francis Cardinal Spellman at the Red Cross report luncheon at the Commodore, March 19. The speech will be carried by NBC, 1:30-1:45 p.m., EST.

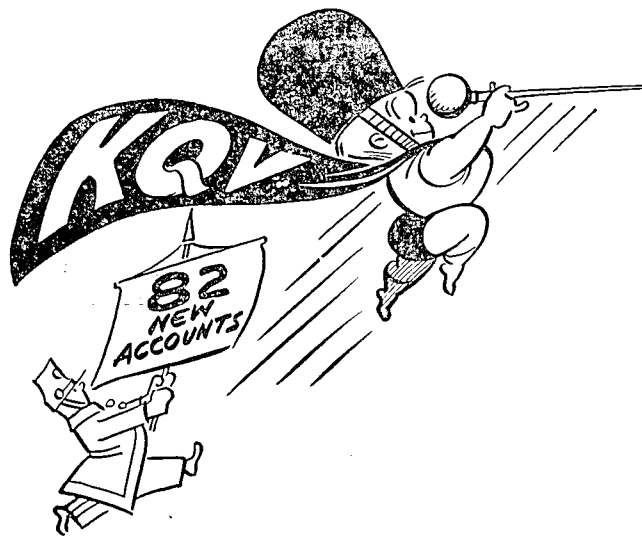
A number of special shows are lined up including "At Your Service" a new series over WNYC, beginning March 15; "War Heroes," over WOR, March 20; tie-in program on WMCA's "When He Comes Home," March 20; an all-star show on WEA, March 26, and "Roll Call" on WOR, March 29.

Stork News

Memphis, Tenn.—Clark R. Brown, radio director of Lake-Spiro-Shurman, Inc., advertising agency of this city, recently became the father of a boy, Chris, named after Chris Hetherington, manager of the St. Louis office of John Blair & Co.

To Use Free Lance Scripts

Dee Engelbach, the producer of "Rogue's Gallery," heard Thursday from 8:30 to 9 p.m., EST, over the Mutual network and WOR, announced this week that free lance scripts would be accepted for production on the program, in an effort to seek new and improved radio writers.



PITTSBURGH PARADE!

Last year, 82 brand new accounts decided that KQV was the buy for them in the Steel City. KQV gives them the listening audience, the real station cooperation, that builds results. Try that on your budget.

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

SAN FRANCISCO

GRANT HOLCOMB, KQW Director of Public Information Programs, kept a 12-hour vigil at the maternity hospital. Finally he had to leave to keep a noon speaking engagement before the S. F. Executives' Club. Just as he was going out the door a young nurse's aide shouted down the corridor, "Wait a minute, your wife's just coming out of the delivery room!" "What is it?" yelled Holcomb. "A baby," replied the aide, and disappeared. It wasn't until an hour later that Holcomb learned from Carroll Hansen, KQW newschief, that he was the father of an 8½ pound baby girl.

Ken Ackerman is the new announcer on KQW's "Yellow Cab Story Teller" featuring Ray Lewis as the story teller. The former announcer, Ray Engle, has taken an executive post with the C. P. MacGregor Transcription Co.

Pede Worth is the emcee of KQW's new "Lucky Shoppers" program, given five days a week from various Lucky Supermarkets. It's an audience participation show where shoppers win everything from groceries to vacuum cleaners.

License Fees For FM Reduced By Armstrong

(Continued from Page 1)

ly" by the inventor and the few pioneers in the manufacture of FM transmitters with the understanding that when the business volume increased, license fees would be reduced. In accordance with this agreement, transmitter fees are now cut in half and a simplified form of license has been instituted.

Royalties on FM transmitters are based on operating power, with a range of \$150 for 250 watts to 2,500 for 50 kilowatts. In the receiving set field, royalties have been reduced by approximately 20 per cent from pre-war rates, according to Armstrong, resulting in an "effective current royalty rate of approximately one per cent of the manufacturers gross selling price, or one-half of one per cent of the price paid by the ultimate purchaser of the receiver. For instance, a set retailing for \$100 would pay the inventor 50 cents.

Armstrong asserts that the policy of granting licenses to all applicants will be continued, and free licenses will be provided stations operating, or operated by religious or education institutions. Veterans of World War II, who plan to operate an FM station, or who have a controlling interest in such a station, may obtain FM licenses and defer payment of royalties until financially able to do so.

New Assignment

Charles Warburton, staff director at ABC, who has been doing "True Story," alternating with Martin Andrews, will assume the duties of Mitchell Grayson, who has been doing the "Dick Tracy Show," and recently left ABC to free-lance, and do a play.

WORDS AND MUSIC

By HERMAN PINCUS

TONY MARTIN'S thrashing at Ciro's has won him the plaudits of the Hollywood critics, recalling to mind the shameful treatment Tony was subjected to while in uniform, by swivel-chair patriots . . . incensed at the uncalled-for mud-slinging, Walter Winchell came to Martin's defense and squelched his tormentors with the truth AND some well-chosen paragraphs. . . we'll just add another TRUTH about Tony . . . he was stationed at Boca Raton Army Air Field during the summer of 1944, working in the Special Service Office, when a call came in for volunteers to go overseas . . . three men immediately volunteered, Staff Sgt. Vince Haydock, Sgt. Harry S. Miller and Staff Sgt. Tony Martin . . . when Major Lindstrum tried to dissuade the latter by pointing out the dangers and discomforts entailed, Martin respectfully DEMANDED that he be included in the overseas mission . . . his zeal and enthusiasm won the Major's respect and assent and three months later the volunteers arrived at Karachi, India . . . this is the first time this incident has ever been published and we're happy to salute a gallant soldier and a fine artist.

☆ ☆ ☆

RADIOLOGY:—His experience gleaned as a writer, producer and director of comedy shows pays off . . . we mean Herb Polesie, whose ad-libbing on the MBSaturday nite show "Twenty Questions" is rib-tickling. . . ● Two film offers are taking Fritz Blocki, scripter of "Chick Carter," "Captain Midnight," "Court of Missing Heirs" and "The Callahans" to the coast. . . ● Sportscaster Steve Ellis describes the forthcoming world's championship boxing bout as the Joe Louis-Billy Conntest. . . ● Radiolite Frank Lovejoy will be seen in a featured role in Kermit Bloomgarten's forthcoming Broadway production, "Woman Bites Dog." . . ● "CBSsecond Mrs. Burton" starts its second 13-week stint April 1 . . . (no foolin') . . . ● But a few weeks out of uniform, Warren Bryan has already appeared on "Stella Dallas," "Valiant Lady" and "Columbia Workshop"—each time portraying a returned serviceman. . . ● Marion Colby, Club Carnival songstress, is a natural for television. . . ● Ex-Serviceman Bruce Langley, whose baritoning recently on the Ginny CBSimms show was a click, has been signed to thrill in Republic's forthcoming musical, "Earl Carroll's Sketch-book." . . ● Stan Zucker Agency has taken over the managerial reins of the "Wings Over Jordan" Choir, featured for the past eight years via CBS. . . ● Jeanne (Jimmy's sister) Cagney will have the femme lead opposite Ian Martin in "A Lion Is in the Streets" of the 'Grand Central Station' CBSeries, Saturday. . . ● Jimmy Bixler succeeds Ray Diaz as Gotham ABChief of announcers when Ray takes over the job of Traffic Manager for that net.

☆ ☆ ☆

TIN PAN ALLEY-OOPS—Eastern theaters are bidding for Stan Kenton's Band but a busy schedule will keep that outfit on the coast for another six months. . . ● Patty Sheen, former child star with Nick Kenny's Radio Gang, is a click at Topsy's Chicken Roost on Broadway. . . ● Baritone Dick Brown, currently featured at the Roxy Theater in Gotham, guestrilled on Dave Elman's "Auction Block" Wednesnite. . . ● Nat Moss, mine host at the "400 Club," has booked most of the top-notch bands into his bistros and has a wealth of material for the tome he is writing about baton-wavers. . . ● Lionel Hampton's opening last week at the Aquarium Cafe on Broadway filled the place early . . . so late-comer jitterbugs danced on the side-walk to the music emanating through the open doors. . . ● Happy Goday has been made a vee-pee at Leeds Music and Al Gallico is upped to Professional Manager. . . ● Yvonne Caruso (former wife of Enrico Caruso) has written two songs "My Home Town" and "O'er Meadow Lands," published by Edward Schuberth & Co. . . the latter was recently CBSung by Nelson Eddy. . . ● Heard Dave Street introduce a new ballad titled "And When I Looked At You," last week . . . you'll be hearing it pahlenty we predict. . . ● King Cole Trio will be featured in Bob Hope's next Paramount flicker, "Where There's Life."

SOUTHWEST

GEORGE CASE, program head of KABC, last week rounded out 18 years in radio with an extra heavy day at the station. Case will write and produce "Tapestry in Red and White" for the Red Cross this week on KABC.

Jim Golding and Ben H. Guill have joined as the "Voice of Broger" at Broger, Texas, and applied to the FCC for a standard broadcast station to operate there on 1230 kilocycles with a power of 250 watts, full time.

A special crew from WFAA, Dallas, went to Ardmore, scene of a recent tornado to broadcast news back to Dallas. After battling the storm, and putting up antennas for short wave broadcasts, programs never got through due to static.

"Morning Devotions" is the title of a new series of quarter-hour programs broadcast each day, Monday through Friday over WOAI, San Antonio. A local minister is heard as guest speaker each morning in an inspirational message in addition to a program of hymns as sung by William Triggs with Dorothy Kaliff.

High School Contestants Appear On 'Town Meeting'

St. Louis—Four finalists in the national "Junior Town Meeting" speech contest sponsored by Town Hall in cooperation with "Our Times," national high school weekly, will be heard on "America's Town Meeting" broadcast tonight (March 14) from Kiel Auditorium here over the American network.

The quartet of orators will join ABC's Hollywood commentator, Jimmie Fidler, and a leading film reviewer for the Legion of Decency, Mrs. James F. Lorum, motion picture chairman of the International Federation of Catholic Alumnae, in a discussion of "Do Our Movies Tend to Raise or Lower Our Moral Standards?"

ATS Meeting Tonight To Feature Video Films

A series of motion pictures made strictly by and for television will be shown tonight at the regular monthly meeting of the American Television Society at the Barbizon-Plaza Hotel in New York.

Under the chairmanship of Herbert E. Taylor, Jr., manager of transmitter sales for the Allen B. DuMont Laboratories, and head of the ATS program committee, movies made by CBS, NBC and DuMont will include the first Washington-New York telecast a short time ago, the first intra-store demonstration of video as a selling medium, and special events aired on television.

Jerry Sill Authors Book

"The Radio Station: It's Management, It's Function, It's Future," is the title of the new book by Jerry Sill, of the Business Development Department of ABC.

Operations Of FCC Hit By Wigglesworth

(Continued from Page 1)

committee, who called generally for improvement of the Communications Act and improved administration.

Turning then to the report of programming, Wigglesworth mentioned that:

"This report has been construed by some as indicating an intent by the FCC to assume an unlawful control over what the people shall and shall not hear over the air.

"While time for detailed study has not been available, this report makes clear that the FCC in the past has renewed the licenses of those who had obtained their original licenses on the basis of false representations; and has renewed the licenses of those whom the Commission now cites as having operated not in the public interest but for private profit.

Cites Commercial Programming

"The report also offers striking testimony of the extent to which radio time on Sundays has been used for commercial purposes.

"Twenty-five CBS stations have devoted from 90 to 95 per cent of their time and 28 NBC stations from 80 to 90 per cent of their time to money-making programs on a Sunday.

"I repeat, that there is an imperative need for improvement in standards of administration by the Commission and for remedial legislation. Both are essential to impartial and efficient regulation and to equality of opportunity and freedom of speech over the radio, one of the greatest single factors in the nation today in terms of the preservation or destruction of our American way of life."

Reviews Select Committee Work

Reviewing the work of the House Select Committee as it related to the investigation of the sale of WMCA by Donald Flamm to Edward Noble and the subsequent court verdict which granted Flamm \$350,000 damages, Wigglesworth declared:

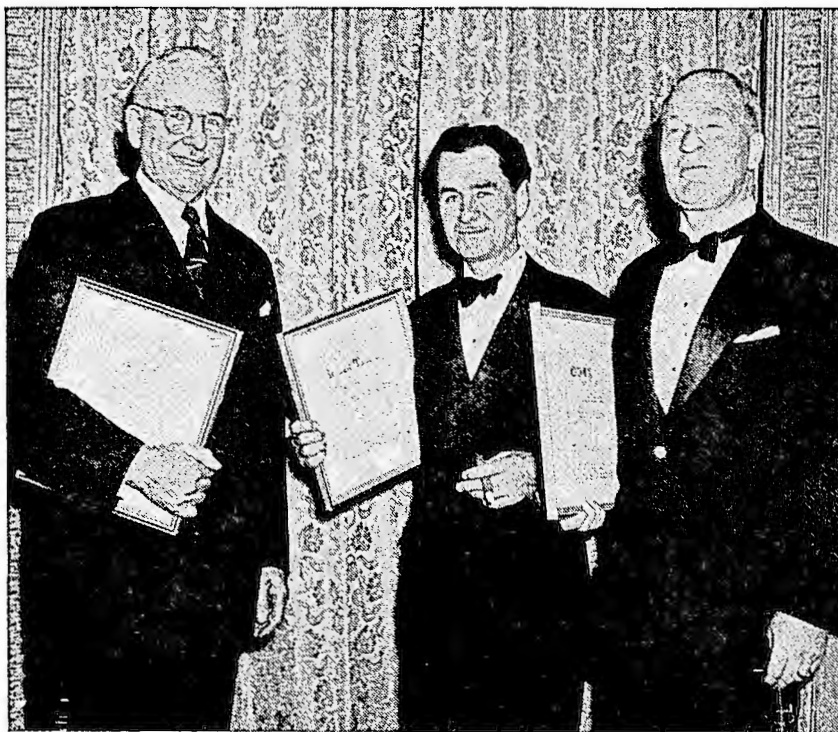
"Certainly, Mr. Chairman, the verdict of the New York jury leaves the Federal Communications Commission and others concerned in a sorry light.

"There can be little doubt, Mr. Chairman, that the labors of the House Select Committee produced some good. Despite the difficulties encountered, much was accomplished and enough was developed to indicate clearly an imperative need for improvement in the standards of administration by the Commission and for remedial legislation.

"The investigation unquestionably contributed to the retirement to private life of the FCC's former chairman, James Lawrence Fly.

"Mr. Fly was succeeded by Mr. Paul

PICTURE OF THE WEEK



Winners of the Alfred I. duPont Radio Foundation Awards receiving their citations plus a \$1,000 prize at a recent ceremony. Left to right they are: A. W. Robertson, chairman of the Board of Westinghouse, representing KDKA, NBC affiliate in Pittsburgh, Pa., winner of the large stations' award; Lowell Thomas, NBC reporter, winner of the commentator award, and General Luther Hill, executive vice-president of the Cowles Broadcasting Co. representing WNAX, Yankton, South Dakota, winner of the small stations' award.

Larus Buys ABC Time To Introduce New Show

Larus & Brother Company, Inc. have signed with the American Broadcasting Company for the Tuesday night 9 to 9:15 EST quarter-hour to introduce a new program beginning April 2. Edgeworth Tobacco is the product of the program, details of which will be announced later.

The last program of "Guy Lombardo and His Royal Canadians" sponsored by Larus on Tuesday nights from 9 to 9:30 p.m. will be aired March 26.

A. Porter, previously a high official of the Democratic National Committee, as well as the prior holder of other federal offices of importance. Mr. Porter's incumbency was of short duration. It is worthy of note, however, that one of his last, if not his last, official acts was to cause the granting to a political friend, or to the father of a political friend, without any hearing before the Commission, of a radio station license in the State of Kentucky for the use of a frequency said to have been sought by an existing radio station licensee over a period of some seven years.

"The party so favored by Mr. Porter before he left the Commission to become administrator of the Office of Price Administration was Mr. Edward F. Pritchard, the father of Edward F. Pritchard, Jr., general counsel for the Democratic National committee, by appointment of Mr. Hannegan, and

CBS' Family Hour Sunday Will Salute St. Patrick

In honor of St. Patrick's Day (March 17) favorite Irish tunes will highlight next Sunday's "Family Hour," Starring Patrice Munsel with Al Goodman's orchestra and chorus. Program is heard Sundays on CBS from 5 to 5:30 p.m., EST.

Miss Munsel and Earl Wrightson and Jack Smith will be heard in such favorites as "When Irish Eyes Are Smiling," "Bendemeer's Stream," and "McNamara's Band."

high in the councils of the administration.

"The present acting chairman of the FCC is Mr. Charles R. Denny, who throughout the long days of the Select Committee's hearings, fought the Commission's battle as its chief counsel, and sought to conceal its shortcomings.

"The FCC has requested vastly more funds for the fiscal year 1947 than were appropriated for it in war years, when it professed to be engaged in indispensable war work.

"Its claim for increased peacetime and postwar funds is predicated largely upon anticipated work incident to new discoveries and improvements in the radio art, although there is no clear showing as to how much the regulatory work incident to such discoveries and improvements has actually increased or will increase in the next fiscal year."

ABC-WLAP Protests FCC Grant In Kentucky

(Continued from Page 1)

its petition noted that WLAP twice had been refused the frequency granted to the Pritchard company without hearing. The petition said that the grant had been made by the Commission acting as a "board," with only Chairman Porter and Commissioners Durr and Walker voting.

"On February 20, 1946," the petition said, "when the board acted, Commissioner Jett also was present in the offices of the Commission, and therefore a quorum of Commissioners of the FCC was present and available for Commission action. There is no statutory warrant for a 'board' consisting of more than one and less than four members of the Commission."

The petition pointed out that WLAP had been twice refused a change of frequency to 1300 kc because of interference with WJDX, Jackson, Miss., and WASH-WOOD, Grand Rapids, Mich. This frequency was finally granted to the Kentucky Broadcasting Co. by Porter and the other two Commissioners.

"Petitioner is not aware of any change which has taken place in the Commission's plan of allocation since it twice denied the frequency to petitioner which would now permit the use of that frequency at Lexington, Ky., under a request identical to the petitioner's former application.

"Petitioner further points out that interference limitations from WOOD (formerly WASH-WOOD) which together with interference from WJDX was determinative in the second hearing of the application, is even greater today than when the application was denied in 1940, WOOD having increased its power since the hearing from 500 watts to five kilowatts."

George Putnam Returns

George A. Putnam returns today from his first vacation in two years, spent in Sarasota, Fla., to resume his daily announcing stint on "Portia Faces Life" and "Lorenzo Jones," both NBC, and his spot commercials on "Big Town" (CBS) and "Molle Mystery Theater" (NBC). Putnam also will resume narrating for Paramount News Reels. He spent four weeks down south with his wife, songstress Ruth Carhart.

SUPER-HOOPER

Ex-radio scripter, proven promotion man, and YANK feature writer wants to join Radio Publicity staff of agency or Program Promotion dept. of network. End result of association: Super-Hoopers. Write

Box No. 142, RADIO DAILY
1501 Broadway New York 18, N. Y.

NOW THERE ARE 2 REMARKABLE

MIRACOUSTIC RECORDING STUDIOS AT

CARL FISCHER, INC.
119 W. 57th St., N.Y.C.
Circle 7-2965

★ ★ ★ COAST - T O - COAST ★ ★ ★

— ALABAMA —

BIRMINGHAM— Executives from radio stations throughout Alabama met in Birmingham recently to discuss formation of an association of Alabama outlets and to formulate plans for future expansion of radio facilities in the state. The group also discussed plans for allocation of time for the gubernatorial campaign with representatives of each of the candidates. . . . Restricted equipment, never before exhibited to the general public, will be displayed by the Army Air Force at WAPI's "1946 Radio Show" March 31, at Birmingham's Municipal Auditorium. All this material will be furnished by Maxwell Field, and Col. William E. Covington, Commanding Officer, has designated Maj. Kenneth K. Evans to have full charge of set-up and displays.

— FLORIDA —

MIAMI—Bill Cochran, WIOD sports editor, recorded an exclusive ten minute interview with the winners, Ben Hogan and Jim Demaret, and Sam Byrd one of the runners up, of the International Four-Ball Golf Tournament, March 10, seconds after Hogan sank a 22-foot putt on the 36th hole green for the winning score. Cochran covered the four days of play with five-minute airings on March 7 and 8, a 15-minute summary on March 9 and the exclusive transcribed broadcast on March 10. . . . "To the Women" with Pat Selby, a new WIOD presentation, has been inaugurated, devoted to all the interests of women: fashions, food, child care and club events.

— SOUTH CAROLINA —

SPARTANBURG — Ed McGrath, formerly WSPA sports announcer before entering the Army, where he served as an Infantry captain, has returned to the outlet in the capacity of program director. . . . Boyd Stanton, recently released from the Army Air Forces is back in the control room at WSPA. . . . **COLUMBIA**—Frank Harden, formerly program director at WBIG, Greensboro, N. C., and assistant manager at WGTM, N. C., has joined the WIS announcing staff. . . . J. Dudley Saumenig, WIS sales manager recently addressed the Chester Rotarians on the subject of Television. . . . Nora Sparkman, secretary to J. Dudley Saumenig, has been absent from her desk for several days with a minor illness.

— OHIO —

CINCINNATI—The local and regional news staff of WCKY, has instituted a series of news conferences which bring together its news writing staff, its news-casting staff and the management. Conferences are held periodically to discuss

the news broadcasting problems from the angles of writing, delivering and policy. . . . **AKRON**—WHKK has recently applied to the FCC for permission to change its frequency from 640 to 1420, increasing its power from one to five kilowatts, change its hours to unlimited operation, change its transmitter location and to install a new transmitter and directional antenna. Application is contingent on a grant to WHK, Cleveland, which has also applied for kilocycle and power change.

— NORTH CAROLINA —

CHARLOTTE—It has been stated by the station that WAYS was first in the Charlotte area to broadcast the first police report concerning the rescue of kidnapped Terry Taylor, four-year-old Charlotte youngster. WAYS released news that the announcement of the child's rescue was made by chief of detectives Frank Littlejohn and within a few minutes following the official word, WAYS interviewed Mrs. and Mr. Taylor direct from police headquarters. . . . **GREENSBORO**—In a recent broadcast, over WBIG, W. G. Hastings, vice-president of the Winkler Hotels, Inc., awarded service pins to 24 employees of the O. Henry Hotel. In making the award to bellhops, cooks, painters, waiters, ice-men, silvermen, and carpenters, Hastings emphasized the unity and harmony characterizing their long period of work together.

— MASSACHUSETTS —

LAWRENCE—Ruth Winston, secretary to James T. Mahoney, WLAW program director, will debut as a WLAW artist March 17, when she will be featured as a soloist on "Sure 'Tis a Great Day," a salute to Ireland and Irishmen on St. Patrick's Day. Also on the program will be the Cathedral Choir, New England radio favorites, who broadcast over WLAW Wednesday from Lowell, Mass. Rev. John L. O'Tool, OMI, radio Cathedral Hour producer and director; Rev. Harold Fraser, OMI, conductor, and Arthur Flynn, commentator, will have leading roles in the production of song, music and story. . . . **SPRINGFIELD**—Ben C. Sweet, former program director at WMAS, has opened a studio for private and class instruction in radio techniques.

— NEW YORK —

NEW YORK—WQXR has recently purchased a short-wave transmitter of the type used in B-29 planes during the war. Now considered surplus Army equipment, the news transmitter will be converted into a mobile unit for use in on-the-spot broadcasts. The station plans to apply to the FCC for a relay broadcast frequency to increase further its coverage of outstanding public events. . . . WINS last week inaugurated a new program having the sole purpose of finding homes for our servicemen and women. Aired Mondays, Wednesdays and Fridays, the new show features an interview with a homeless veteran during which a direct request is made to the listening audience to share their homes with the particular serviceman appearing on the program at that time.

— CANADA —

HAMILTON—The CKOC news department has been augmented by the addition of Bill Leckie, ex-R.C.A.F., who with Dave Robbins, CKOC news chief, is editing for listeners their national news via Canadian Press, and is covering the local scene. . . . Orrin Botsford, arriving from CKRC, Winnipeg, has assumed the position of sales manager at CKOC. . . . Enlisting as a private in the spring of 1941 and returning to CKOC as a major, with three and a half years overseas experience with the 8th Army Intelligence, is the history of Dave Robbins, head of CKOC's news department.

— NEW YORK —

NEW YORK—Police Commissioner Arthur Wallander will speak and the Glee Club of the Police Department will sing in a WNYC program devoted to the Catholic Charities Fund drive, Tuesday, March 19. . . . "Ask Ella Mason" the home economics quiz program heard over WHN Mondays through Fridays, will be presented before the Federation of Woman's Clubs at the Hotel Astor on Thursday, March 28, on the occasion of the Federation's ninth annual Spring Festival and the forty-third anniversary of the founding of the Federation. Members of the Federation will be invited to compete for prizes on questions sent in by the listening audience, with Miss Mason acting as umpire in the contest.

— MISSOURI —

KANSAS CITY—"What Veterans Think," their ideas, opinions and their gripes, is the subject of a new quarter hour, weekly discussion show now being aired over KCKN. Wayne Stitt, a returned GI announcer conducts the program by taking wire recorder into universities and colleges in and around Kansas City, records the GI students' opinions on current events and problems concerning the returned veterans, and then on Thursdays presents the first hand statements over the air. . . . **ST. LOUIS**—Ralph Huning, after spending three and a half years in the Navy, is now a member of the KWK continuity department.

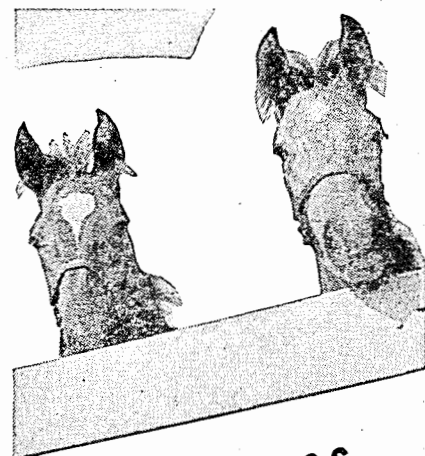
— PENNSYLVANIA —

PHILADELPHIA—The Keystone Automobile Club of Philadelphia, now in its eighth year on KYW, again has renewed its sponsorship of the "Keystone Musical Milestones," a weekly quarter-hour variety program, for another 13 weeks over the Philadelphia Westinghouse outlet. Contract was placed with Hal Lamb of the

KYW sales staff by Gray and Rogers Agency of Philadelphia. . . . **PITTSBURGH**—E. E. MacCosba, recently discharged after serving over four years with the Army, has re-joined the WCAE engineering staff. . . . Bill Thieman and Phil Davis, both upon receiving their discharge from Uncle Sam, have returned to the WCAE continuity department.

— CALIFORNIA —

SAN FRANCISCO—Byron Nelson, KGO spot sales manager, will address the Stockton Advertising Club on radio advertising at the Hotel Wolf in Stockton on March 26. . . . William V. Shaftner, formerly affiliated with the Federal Bureau of Investigation from 1941 until 1945, has joined the staff of KGO as assistant in sales promotion to Robert F. Laws, promotion and publicity manager. . . . **OAKLAND**—Jack Crawford, previously associated with KQW, San Francisco, has been added to the staff of KROW in the capacity of newscaster and special events announcer. . . . Carson Magill, recently discharged after serving four years with the Navy, has joined the sales staff of KROW.



new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

Send Birthday Greetings To

March 14

Hayle H. Covanor Harvey Hays
G. Bennett Larson Ed Pancoast
Les Brown Madeleine Pierce
Mark Brenneman

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK BOSTON CHICAGO
DETROIT SAN FRANCISCO HOLLYWOOD

Interested in unusual 5 and 15 minute transcribed radio shows. Forward descriptive literature.

Box No. 143, RADIO DAILY
1501 Broadway, New York 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 51

NEW YORK, FRIDAY, MARCH 15, 1946

TEN CENTS

NAB Issues Radio Study

Commission Releases Educational FM Rules

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday issued its proposed rules and regulations concerning non-commercial educational FM broadcasting. The Commission last June allocated 20 channels for this type of broadcasting.

Salient sections of the new rules follow:

Operation and service—the operation of, and the service furnished by, non-commercial educational FM broadcast stations shall be governed by the following:

(A) A non-commercial educational FM broadcasting station will be licensed only to a non-profit educational organization.
(Continued on Page 6)

Four CP's For Standards Announced By Commission

Washington Bureau, RADIO DAILY
Washington—Four CP's for new standard stations were granted yesterday by the FCC. They include Douglas L. Craddock, Leakesville, N. C., to operate on 1490 kc, 100 watts, unlimited; Fox Broadcasting Co., Alexandria, La., to operate on 1400 kc, 250 watts, unlimited; Andalusia
(Continued on Page 7)

Additional Radio Coverage For Churchill Talk Tonite

Because of mounting international tension, tonight's speech by Winston Churchill at the Waldorf-Astoria has assumed added importance, resulting in additional air coverage. The lineup follows:

WOR-MBS, WEA-F-NBC, WJZ-ABC, WMCA, WHN, WQXR, WHOM,
(Continued on Page 2)

'Jazz Underground'

Danish jazz records made during the German occupation and in the face of Nazi opposition will be aired for the first time in America Monday on "The Jazz Underground in Denmark," a special program over WOV, 7 p.m. Program will feature Baron Timme Rosenkranz, young Danish nobleman, who just returned from Denmark with the unique record collection.

Looks Like Hyde

Washington—Rosel Hyde, general counsel of the FCC, will be named a member of the Commission to succeed the late William H. Wills, according to authoritative sources here in the Nation's Capital. The same sources have Harry Plotkin, of the FCC legal staff, succeeding Hyde as general counsel. Hyde, if named, would be the second general counsel recently to join the FCC, the other being Charles R. Denny, currently acting chairman of the Commission.

New Du Mont Studios Set To Open April 15

Du Mont's television studios in the John Wanamaker Department Store in New York will be officially opened on the evening of April 15, it was announced yesterday by Leonard F. Cramer, executive vice-president of Allen B. Du Mont Laboratories, Inc. Actual return to the air was effected yesterday by WABD on the new channel 5 (76-83 mc), inaugurating the first regular video service in the
(Continued on Page 5)

WJR-WGAR Join Forces With Color Tele Exponents

Petitioning the FCC for permission to withdraw their applications for low frequency television and from participation in hearings for low frequency allocations in the Detroit and
(Continued on Page 7)

AWD Opens Sessions Today; NAB Head Principal Speaker

Further blasts at the FCC's programming report are expected by many quarters to be included in tomorrow's speech by NAB President Justin Miller at the third annual meeting of the Association of Women Directors. Miller will speak at a 12:30 luncheon at the Hotel Roosevelt based on the theme "Women's Responsibility in the Communicative Arts." Dorothy Lewis, NAB coordinator of listener activity, will deliver the key-

Poll Of Public Opinion By NORC Used To Offset The Recent FCC Report On Programming

Name Schechter, Page MBS Vice-Presidents

A. A. Schechter, director of news and special events for Mutual since June of last year, has been appointed vice-president in charge of news, special events and publicity at a board of directors meeting in New York yesterday, it was announced by Edgar Kobak, president. Esterly C. Page, who was engineering director, was elected vice-president in charge of engineering.

A native of Providence, R. I.,
(Continued on Page 7)

Three Frequency Bands Allotted Radio Amateurs

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced the assignment for amateur use of three additional frequency bands, one of which, the 3700 to 4000
(Continued on Page 6)

Educational Conference In Boston This Week-end

Boston—New England's first regional conference on radio in education, called by the Commissioners of Education for the six states, will be held
(Continued on Page 7)

NAB yesterday aimed another broadside at the FCC's programming report with the release of a nationwide survey which showed that 82 per cent of the people in the United States believe that radio is doing either an "excellent" or a "good" job in the community. The poll was conducted by the
(Continued on Page 3)

FCC's FM Hearings Will Wind Up Today

Washington Bureau, RADIO DAILY
Washington—Hearing on 11 applications for Washington's 11 FM channels headed for a windup today, with the possibility that a scheduled night session would not be needed. The pace-making hearing, which is expected to set the pattern for future FM consolidated proceedings, drew to a close with not a single applicant attempting to buck the stringent program-
(Continued on Page 5)

Radio Directors Guild To Aid Ohio State Institute

The Radio Directors Guild has accepted an invitation to assume responsibility for the section meeting on radio production at Ohio State Uni-
(Continued on Page 2)

Hard On The Eyes

Erskine Johnson, movie columnist and radio reporter, whose "Erskine Johnson In Hollywood" is aired Monday through Friday (4-4:15 p.m.) over the Mutual network, receives reams of fan mail, much of it unusual. This week, however, one letter stumped him completely. It was a single page message, and it was printed entirely in Braille!



Vol. 34, No. 51 Fri., Mar. 15, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thursday, Mar. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	189 ³ / ₈	188 ³ / ₄	188 ³ / ₄
CBS A	43 ³ / ₈	43	43 ³ / ₈	+ ³ / ₈
CBS B	42 ³ / ₈	42 ³ / ₈	42 ³ / ₈	- 1
Crosley Corp.	38	38	38	+ ¹ / ₂
Farnsworth T. & R.	15	14 ³ / ₄	17 ¹ / ₂	+ ¹ / ₈
Gen. Electric	46 ³ / ₄	45 ³ / ₄	45 ³ / ₄	+ ⁵ / ₈
Philco	38 ¹ / ₂	38	38	- ¹ / ₂
RCA Common	15 ⁷ / ₈	15 ¹ / ₈	15 ¹ / ₈
RCA First Pfd.	93	93	93	+2 ³ / ₄
Stewart-Warner	21 ¹ / ₄	21	21
Westinghouse	34	33 ¹ / ₄	33 ³ / ₈	+ ³ / ₈
Zenith Radio	35	34 ⁷ / ₈	35

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	12	13 ¹ / ₂
Stromberg-Carlson	23 ¹ / ₂	25 ¹ / ₂

Additional Radio Coverage For Churchill Talk Tonite

(Continued from Page 1)

WBX and WWRL will pick up at 10:30 p.m. when the former prime minister speaks. Beginning at 10:15 to broadcast the introductions will be WINS, WBYN, WEVD, WNYC-FM and WPEN, Philadelphia.

Coming and Going

BEN GRAUER, NBC announcer who has been vacationing in Florida and Mexico, is expected back Sunday and will resume his chores on "Information Please" the next day.

BERNARD JENNINGS, recently named assistant to the manager of the McCann-Erickson office in the Argentine, has left for Buenos Aires to take up his new duties.

BUDDY BASCH has returned from Binghamton, Scranton and Reading, which cities he visited on advance business in the interest of the Glenn Miller Orchestra.

JOSEPHINE DEE, in charge of women's personal at WIP, Philadelphia, a visitor in Gotham this week.

AUSTIN WILDER, concert and promotion manager who now is handling the Chicago Opera Co., has left for Hollywood, with a stopover scheduled for the Windy City for opera confabs.

G. W. "JOHNNY" JOHNSTONE, radio director of the National Assn. of Manufacturers, is in Washington, D. C., for contacts with the radio fraternity there.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee network, and WILLET H. BROWN, vice-president and assistant general manager of the web, in New York this week for the meeting of the Mutual directorate.

EDDIE DUNHAM, producer-director of "The Voice of Firestone," will travel to Boston and Hartford for the next two Sundays to take charge of the Carmen Cavallaro Shaeffer program.

KEVIN SWEENEY, assistant to Fletcher Wiley in the operation of the Housewives Protective League and "Sunrise Salute" programs, leaves by plane Sunday for St. Louis, where he will confer with officials of the league and executives of KMOX.

WES GEERER, manager of sales development in the spot sales department of the American network, has returned from a business trip to the Nation's Capital, where he conferred with officials of WMAL, ABC affiliate.

JOHN MAYO, ambassador extraordinary for the Lang-Worth Library, is being greeted through the Mississippi Valley in the course of an extensive business trip.

Radio Directors Guild To Aid Ohio State Institute

(Continued from Page 1)

versity's Institute for Education by Radio, which will be held at Columbus, May 4.

Anton M. Leader, RDG vice-president, has appointed a committee to study the needs of the seminar and to choose a director who will attend the sessions. Freelancer Earle McGill is chairman of the group, which includes Theodora Yates, Benton & Bowles; Al Ward, CBS; Garnet Garrison, NBC; Sherman McGregor, MBS, and Charles Warburton, ABC.

Westinghouse Entertains

Westinghouse stations played host of 200 advertising agency executives and time buyers at a luncheon yesterday in the Basildon and Jade rooms of the Waldorf-Astoria Hotel in New York City. The luncheon included a floor show.

CBC Board Meeting

Montreal—Davidson Dunton chairman of the board of governors of the Canadian Broadcasting Corporation announced yesterday the next meeting of the board will be held in Ottawa, March 20, 21 and 22.

Finch FM-FAX Station Testing

WGHF, the new FM-FAX broadcasting station located atop 10 East 40th Street in New York City, owned and operated by Capt. W. G. H. Finch, USNR, is now undergoing station equipment tests under the direction of Herbert C. Florance, chief engineer of the station. WGHF, operates on a frequency of 99.7 mc.

Dunphy To Address Firemen

Don Dunphy, sports commentator, will be the featured speaker at the Holy Name Society's Communion Breakfast to be held Sunday morning at the Hotel Commodore by the New York City Firemen.

New Cliff Edwards Show Debuts Sunday On ABC

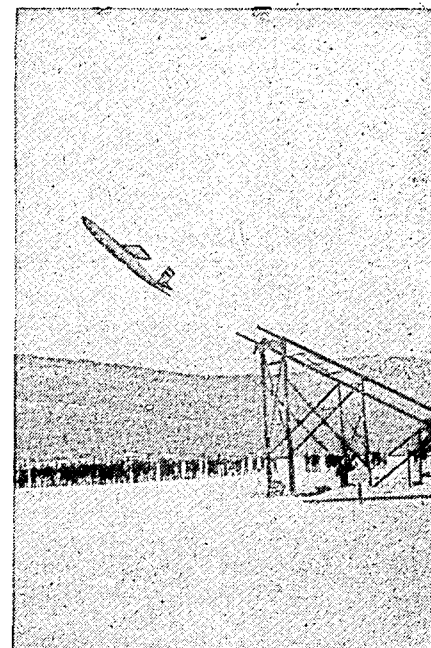
Cliff Edwards begins a news series over the ABC network next Sunday, March 17, from 1 to 1:15 p.m., EST, sponsored by the Harvel Watch Company. A. W. Lewin Company is the agency.

Program will replace the John B. Kennedy show heard at the same time, and also sponsored by Harvel.

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.



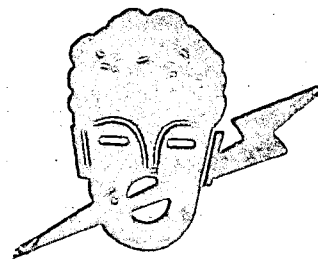
Rocket—old style

You may remember that news story back in 1936. An all-metal propellerless rocket took off from a catapult at Greenwood Lake in Jersey and travelled 2,000 feet. Incidentally, it bounced on the ice and then took off again.

That's a far cry from the kind of rockets the boys are talking about just ten years later.

And that's our point. No matter what you invent . . . build . . . or sell, you've got to stay on the ball or competition will outstrip you in no time.

If you use radio in Baltimore . . . we know one sure way to keep ahead of your competition. Put W-I-T-H, the successful independent, on your list. 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

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS
600 ON THE DIAL

CBS—MBS

NAB Study Seeks To Refute FCC's Programming Rebuke

(Continued from Page 1)

National Opinion Research Center, a non-profit organization, at the request of NAB.

The study was jointly released by NAB and the NORC. Originally scheduled for release in book form this summer, the poll apparently was smoked out by the fire which FCC set under the broadcasting industry.

Commenting on the study, NORC said:

"In an effort to uncover all possible complaints against radio, interviewers asked a cross section of radio owners. . . 'Do you ever feel like criticizing when you listen to the radio?' one out of three persons has no complaint. Significantly, criticisms of commercials are limited to 29 per cent of the population. The remainder of the complaints are concerned with poor talent, disagreement with speakers, bad taste, daytime serials and jazz."

Since the poll was taken before release of the FCC study, no mention is made of the Commission's report. The NORC poll, however, touches on many items mentioned in the FCC report, including whether so-called "advertising excesses" are in the public interest.

Advertising Fairs Well

Asked to make a flat choice between advertising or no advertising, 62 per cent of the persons polled preferred advertising. NORC asked: "If your radio programs could be produced without advertising would you prefer it that way?"

Prefer advertising 62 per cent.
Prefer no advertising 35 per cent;
undecided three per cent.

Another advertising question asked was this: "which one of these four statements comes closest to what you yourself think about advertising on the radio?"

A. "I'm in favor of advertising on the radio, because it tells me about the things I want to buy . . . 23 per cent.

B. "I don't particularly mind advertising on the radio. It doesn't interfere too much with my enjoyment of the programs. . . . 41 per cent.

C. "I don't like advertising on the radio but I'll put up with it. . . . 26 per cent.

D. "I think all advertising should be

taken off the radio. . . . seven per cent.

Undecided . . . three per cent.

"A majority of every population group studied," NORC said, "would prefer radio programs with rather than without advertising. The largest minority against radio advertising—44 per cent—was registered in New England and Middle Atlantic States. Substantial minorities answering 'no radio advertising' also come from radio owners in the more privileged educational, economic and occupational states."

81 Per Cent Like Programs

Other questions asked by NORC revealed that among radio owners; 81 per cent say they are able to get the kind of radio programs they like when they want to listen to them; 84 per cent would rather do without the movies than without the radio if they had to give up one or the other; 81 per cent think radio stations are usually fair in giving a hearing to both sides of an argument; 71 per cent think radio did the best job of all mass media in "serving the public during the war"; 13 per cent said they would pay \$5 a year to get radio programs without any advertising in them.

Explaining its methods and organization, NORC said: "The National Opinion Research Center is an opinion finding organization. As such, it simply reports the results of national surveys by its personally trained staff of over 200 interviewers throughout the United States. NORC is an academic institution working under grants from the Field Foundation and the University of Denver."

NORC said the survey included 2,246 confidential interviews.

Tibbett Named Chairman Of AFRA's Annual Ball

Lawrence Tibbett, retiring after five years as national president of AFRA, has been named honorary chairman of the annual ball sponsored by the New York local of the union. The ball, which is being revived after a war-time hiatus of four years, will be held May 17 in the Grand Ballroom of the Waldorf-Astoria.

Ed Herlihy is general chairman for the affair, and committee members include Fred Allen, Eddie Cantor, Helen Hayes, Danny Kaye, Bert Lytell, Helen Menken, Jan Peerce, Frank Sinatra, Kate Smith, Margaret Speaks, Dinah Shore and Gladys Swarthout.

Eight More Stations Aid BSA

Warren Jennings, radio chairman of last month's fund drive of the Greater New York Council of Boy Scouts, early this week added the following to the stations listed as participating in the campaign: WNYC, WWRL, WAAT, WABF, WBYN, WHN, WHOM, WNEW.



Originators of many great programs, headlined by "The Lone Ranger" and "The Green Hornet", WXYZ is one of the few stations that regularly originates and produces programs for national networks outside of New York, Chicago and Hollywood. Over 300 radio stations throughout half the world regularly air productions originating from the studios of WXYZ.

(Key Station of the Michigan Radio Network)

Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

KING-TRENDE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

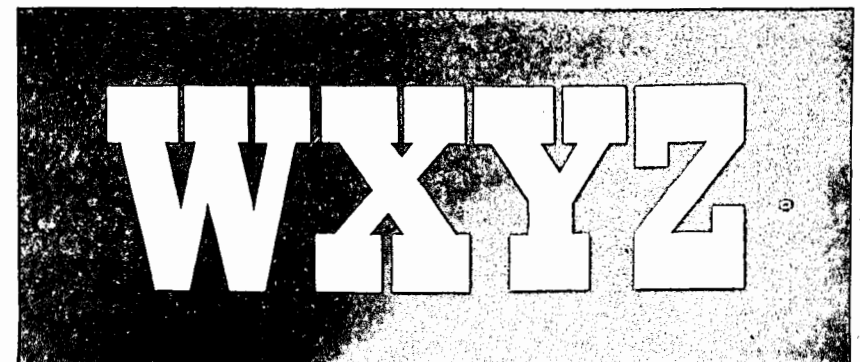
HERB POLESIE

radio

program

consultant

37 Riverside Drive, N.Y.C. TRa 7-9351



LOS ANGELES

By RALPH WILK

BETTY PHILLIPS, Hollywood columnist and interviewer, will be sponsored by Miller Motor Co. over KLAC twice a week, Monday and Wednesday afternoons, starting Monday (18th). Miss Phillips has had a Sunday spot at the same station for the past nine years.

Warners have set Knox Manning to narrate a series of four patriotic short subjects due to his excellent work on "Hitler Lives?", which won an Academy Award. First will be "Inside America."

George Fisher, Hollywood Spotlight columnist, has turned over his collection of Jap invasion currency, sent to him by GIs in the South Pacific to the Rosenwald Library Association.

Larry Marks and Bill Manhoff, head writers of the "Duffy's Tavern" radio show, were discussing the success of a radio writer they knew. . . . he's so well off, he has two swimming pools . . . one filed with water, and the other Sidney Greenstreet.

Cass Daley, whose switch to sweet melodies on the "Fitch Bandwagon," won the approval of dialers, is now being besieged by platter companies. During the past ten days the NBC comedienne-singer received contract offers from Decca, Music Craft, Four Star and Mercury.

Meredith Willson, Burns & Allen maestro, will find himself with two summer programs, if present negotiations work out.

Producer Cal Kuhl, who handled the directorial reins when the CBS "Maisy" program debuted on the air, resumes his original post April 1, replacing Bill Rousseau. Sam Taylor, also of the original setup, will take over the scripting chores from Artie Phillips.

Feltis Attends NAB Meets; BMB Adds Seven Stations

Hugh Feltis, president of the Broadcast Measurement Bureau, will address four district meetings of the National Association of Broadcasters between March 18 and April 1, the deadline for BMB subscriptions, it was announced yesterday. His tour will include Minneapolis, Grand Rapids, Chicago and Cincinnati.

BMB subscribers now total 647 stations throughout the United States, with the recent addition of KFSD, San Diego; WRUF, Gainesville, Fla.; WWL, New Orleans; WDAF, Kansas City; WOKO, Albany, N. Y.; WCHV, Charlottesville, Va., and KHQ, Spokane, Wash.

Ave Maria Hour
WMCA — Sunday — 6:30
 For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Memos Of A Midniter. . . !

• • • The Texaco deal which looked plenty hot for awhile seems to have gone the way of all 'flash' so you may figure on Bing Crosby continuing with his present sponsor. . . . Is Dan Golenpaul looking around for a new sponsor for "Information Please?" . . . we're only asking . . . Buddy Lester, who NBClowned several times on the Hildegard show, will be starred in a half-hour summer-replacement . . . news of the actual signing may be announced next week. . . . "Kate CBSmith Show" has swept ahead of its opposish "Duffy's Tavern," in the latest Hooperatings . . . Toots Shor has offered to bet a hundred bucks that he could lead Sammy Kaye's Band on the "So You Want to Lead a Band" ABContest better than any other restaurateur . . . (if Toots ever does lead the band, nobody will get a view of the musicians) . . . Radio Ed, Herschell Hart of the Detroit Times will spend his vacash in Gotham next month. . . . 20th Century-Fox is interested in a musical comedy, "Atom & Eve," written by Lloyd Shaffer, Chesterfield NBCiggie conductor and scripiter David Harmon. . . . Dinah Shore has changed her plans . . . won't come east as planned. . . . When Buddy Rich's band opens Tuesday at Hollywood's Palladium, his backer, fellow named Frank Sinatra, will warble with the band that evening.



• • • Clarence L. Menser left on a tour of NBCControlled or operated stations, and will arrive on the coast for conferences March 29. . . . Sam Stiefel, manager of Mickey Rooney, has purchased a share in the Wesson Bros. from Abner Greshler with new corporation formed, Wesson, Inc. . . . The Wessons leave for the coast April 8 after completing 47 weeks on NBChesterfield Club. . . . With the air rights to the comic strip "Moon Mullins" exclusively granted him by the Chicago Tribune Syndicate, Herb Polesie has built a half-hour series . . . sounds like a natural with Tom Howard as "Uncle Willie," George Shelton, "Moon," "Lulu McConnell," "Aunt Mamie" and Harry MacNaughton, "Lord Plushbottom." . . . The harmonicapers of Stan Fisher, ex-Army pilot (39 missions ETO) has caught the fancy of Charlie Gannon at Benton & Bowles . . . some guestings on B. & B. shows? . . . natch . . . Doug Storer has a new Ripley half-hour show on the world's most baffling mysteries titled "Mysteries—Believe It Or Not." . . . Carl (Lorenzo Jones) Swenson is the narrator in a forthcoming helicopter film. . . . Bob MBStanley's new Sonora Album, "Bouquet of Flowers" is scentillating. . . . Listeners recognized "Tennessee Jed's" yodel so execs admitted that the lead in the ABCross the board serial is the hill-billy singing star, Elton Britt.



• • • After his performance on the Philip Morris NBCiggie program, Johnny Desmond didn't feel well but thought the illness might pass . . . however the songster's temperature rose to 103 . . . fifteen minutes before the show was to go on for the repeat performance, it was evident that Johnny couldn't even stand, let alone sing . . . by the sheerest coincidence, John Conte, former singer on the Maxwell House program, and a friend of vocalist Whiting, was in the studio audience . . . without any rehearsal whatever, he stepped into the picture and sang the songs Johnny had programmed. . . . Tom Lewis, veepee in charge of radio at Young & Rubicam, will leave the coast Monday for a three-week business trip in NYawk. . . . Francine Falkon, "Hour of NBCharm" contralto soloist, at a recent recital before a group of distinguished musical personalities, paid a warm tribute to her vocal coach, composer Rhea Silberta. . . . Since his click in "Born Yesterday," Paul Douglas is being groomed for a radio show of his own.

CHICAGO

By NAT GREEN

A JEROME KERN memorial show is planned to be broadcast on WGN's "Chicago Theater of the Air" March 30.

The NBC central division's suggestion contest for employes has developed some valuable suggestions. Top honors in the second group of awards went to Alan Scarlett of the engineering department, who won a \$25 savings bond and a certificate of merit for recommending additional safety devices preventing deep grooving and damaging of records cut by the recording division. The contest features awards as high as \$500.

That new lovely on the WGN receptionist staff is Jane Vachreau, former Wave.

WJJD is using large space (252 lines) in the dailies to advertise the "New All-Day Show On the New WJJD," featuring seven special hours and news every hour.

Jerry Colonna will be in Chicago next week to autograph copies of his book "Who Threw That Cocomat?"

William Drips, NBC agricultural director, will address the southwest regional meeting of the Agricultural College Editors' Association at San Antonio, Texas, Wednesday.

Herb Futran, writer and producer of the "Woman in White" program, was chairman of a panel discussion of members and sponsors of Stage for Action yesterday on the topic "The Artist As a Citizen." Norman Felton, NBC producer, acted as interlocutor, and producers Ted Robertson and Sherman Marks, agency exec David Stotter, and A. C. Spectorsky, editor of the Chicago Sun's Book Week, were participants.

Gruen Buys Time Signals

The Gruen Watch Company has signed for a series of 104 time signals, two a week for 52 weeks, over CBS television station WCBW, effective April 3. Transmission schedule of the signals, which will be on film and run 20-seconds each, will be announced later.

Contract was signed by McCann-Erickson for Gruen, and George L. Moskovics, commercial manager for CBS.

"CHOW EXTRA SPECIAL"
 —Damon Runyon
"FOOD AS GOOD AS FAMED BEACHCOMBER IN HOLLYWOOD"
 —Lee Mortimer
SINGAPORE
 Exotic Chinese and Island Foods FOR DINNER AND AFTER THEATRE
BROADWAY • ATOP WINTER AT 50TH GARDEN BLDG.

SAN FRANCISCO

TONY MASTERS is selected as new announcer on the Sunday night Herb Caen show over KPO. Tony is just back from two and a half years as staff sergeant in the Army where he served as director of entertainment at Fort Ord. He wrote and produced most of the Army shows there, and received a citation after directing 500 performances.

William V. Shaftner is the latest addition to the KGO staff where he is acting as assistant in sales promotion to "Bob" Laws, Promotion and Publicity Manager. For the past year he was an account executive at Gerth Pacific Advertising Agency, San Francisco, and during the war spent four years with the FBI.

William A. Francis has been appointed manager of the San Francisco division of Universal Records. Since his release from the AAF he has been with NBC in San Francisco.

The Craig Oil Company of Oakland has assumed sponsorship of KGO's audience participation show "What Would You Do For Two Cents?" aired Sundays from 2:00 to 2:30 p.m. The show features comedian-magician Jimmie Muir and his assistant Wally King. Don Sears Advertising Agency of Berkeley is handling the account of the Craig Oil Company.

FCC's FM Hearings Will Wind Up Today

(Continued from Page 1) ming formula laid down by the FCC in its recent report.

Although the FCC report was aimed primarily at standard broadcasting, the Commission examiner left little doubt in the minds of FM applicants that a similar yardstick would be used for FM.

One applicant, Metropolitan Broadcasting Corporation, made up of 21 Washington business and professional men, stressed that it would follow a policy of "limited commercialization." Edward M. Brecher, general manager and station director of the corporation and formerly with the FCC, outlined a self-imposed and rigid "public service" program for the proposed station.

Among the prospectives outlined were: No commercial announcement more than 59 seconds in length; no singing commercials; all religious programs on sustaining basis; no two commercial announcements in a row; no program ever to be interrupted by a commercial announcement—except that occasional mentions of the sponsor's name and product or address at "natural pauses" in the program are not to be considered interruptions.

Stressing that the station would have no "Jim Crow" programming, Metropolitan said its service will be designed to "meet the needs of all listeners in the service area—including a population of approximately 250,000 Negroes."

New Du Mont Studios Set to Open April 15

(Continued from Page 1) new frequencies in the New York metropolitan area.

In making the announcement, Cramer declared that the completion of the studios "is the first major step in providing truly commercial television to the nation via the proposed Du Mont network. The studios have been designed to permit any size production from simple interviews to Aida with its legendary elephants," he said.

The entire Wanamaker auditorium and adjoining areas are described in the Du Mont statement to have been transformed into a "television city." The larger studio is flanked by two supplementary studios, equipped with five additional cameras. "Studio A is completely encircled by a balcony for audiences during broadcasts," the announcement stated. "Television monitors are placed strategically so that guests may watch the actual broadcast picture as well as the 'behind-the-scene' activity."

The main Du Mont studio control room has plate glass front and rear and lighting facilities have been improved with a grid suspended from the 50 foot ceiling. "Individual banks of lights may be dropped to within a few feet of the floor, and may be turned and controlled from a working balcony." In addition, the entire installation is air conditioned.

For the opening Du Mont will present a program originating in its

AGENCIES

ALFRED WHITTAKER has joined Benton & Bowles, Inc. as asst. to Charles Pooler, vice-president and director of research, Whittaker, an ex-lieutenant in the Navy was formerly with the War Production Board and the A. C. Nielsen Company.

IVEY & ELLINGTON, INC., Chicago, has been appointed to handle the advertising of the Red Star Yeast & Products Co., Milwaukee, effective April 1.

EX-LIEUTENANT (J.G.) HERB KADISON, following three and a half years in the Navy, joins David E. Green Associates, publicity and promotion, New York, this week. He had been associated with Broadway publicity firms previous to his enlistment with the Navy.

NORMAN D. WATERS & ASSOCIATES has been appointed to handle the advertising of Belfaire Cosmetics, Inc., New York. F. William Burnside is account executive. Current plans call for testing Belfaire Shampoo and Rinse by means of newspapers, radio and car cards in the Atlanta Market.

Washington station W3XWT, over the AT&T coaxial cable, a specially written script by George Lowther, and a commercial variety-quiz show sponsored by Mueller's Macaroni.

Dennis Day is back . . . and

guess who's got him !!

Commission Releases Educational FM Rules

(Continued from Page 1)

tional organization and upon a showing that the station will be used for the advancement of an educational program.

(B) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the public.

(C) Each station shall furnish a non-profit and non-commercial broadcast service. No commercial program shall be transmitted nor shall commercial announcements of any character be made.

A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements, and all commercial advertising in the continuity are eliminated.

Hours of operation—(A) Each non-commercial educational FM broadcast station shall be licensed for unlimited time operation;

(B) Each application shall show the minimum hours of operation proposed; and each licensee shall promptly notify the Commission whenever it does not operate as many hours per week as set forth in its application;

(C) The hours of actual operation during a license period shall be taken into consideration in considering the renewal of non-commercial educational FM broadcast licenses wherever it appears that the channels available for such stations are insufficient to meet the demand.

Experimental operation—the period between 12:00 midnight, and 6 a.m., local standard time, may be used for experimental purposes in testing and maintaining apparatus by the licensee of any non-commercial educational FM broadcast station on its assigned frequency and not in excess of its authorized power, without specific authorization from the Commission.

Facsimile broadcasting and multiplex transmission—transmission of simplex facsimile on FM channels may be permitted upon application to the Commission. The Commission may grant experimental authority to a non-commercial educational FM broadcast station for the multiplex transmission on facsimile or other signals and aural broadcast programs, provided that the transmission of facsimile or other signals does not reduce the quality of the aural program, and that a filter or other additional equipment is not required for receivers not equipped to receive facsimile or other signals.

Personalize your UNO coverage distinctive on the spot reporting by seasoned New York reporter and radio news writer. Able to ferret out behind the scene stories and human interest angles. 10 years experience covering national and international news. Also foreign correspondence. Wide contacts. Excellent references, full or part time. Box No. 146. RADIO DAILY, 1501 Broadway, N. Y. C.

WOMEN IN RADIO

WITH the third annual meeting of the NAB's Association of Women Directors getting under way at the Hotel Roosevelt today, the local spotlight is focused sharply on the distaff side. In recognition, herewith a trio of ladies, all radio veterans, who have done much to elevate the industry to its present peak.

One of the outstanding women in radio today is Dorothy Lewis, dynamic co-ordinator of listener activity for the NAB. Since 1927, she has been working to bring radio more in tune with the needs of the American people, and to bring the power of the industry and the power of the listener's interest together for the common good of all.

Born in Albany, N. Y., of New England lineage that goes back to Elder Brewster, of the Pilgrims, Mrs. Lewis was educated at New York State Normal College, Northfield and the University of Vermont. She has lived most of her married life in White Plains, N. Y., where she has "held every job but the minister's."



DOROTHY LEWIS

When the license of WFAS, her local station, was in jeopardy, she took over for the manager, organized citizens' publicity committees, and lined up 19 county organizations behind the drive which eventually restored the outlet to its place in the community. Returning to New York radio, she created women's and children's shows, sold them when possible and produced them herself when not. In four years, she traveled over 125,000 miles of the United States, promoting public interest and activity in radio. She organized 30 radio councils in as many large areas, and has been one of the guiding spirits of AWD since its inception.



PROBABLY one of the busiest women in New York these past few weeks has been Alma Kitchell, WJZ commentator and charming president of the AWD, for hers has been the difficult task of preparing the extensive program for the meeting. She has accomplished this however, without interrupting her other duties as broadcaster, homemaker, lecturer, singer and writer.

After graduation from the Cincinnati Conservatory of Music, Mrs. Kitchell deserted her home town of Superior, Wisc., to find a future in music in New York. Seventeen years ago, after several nation-wide tours and many well-received recitals in New York, she began her radio career by walking into the WJZ studios and asking if she could sing. After rendering a few selections, she subsequently came away with a signed contract in her hand.

The mother of two sons, Mrs. Kitchell says of marriage, "I feel that if a woman is married and is doing interesting work, she enriches her family life by her career. I don't mean the woman who works just to be able to buy a few more pairs of stockings, but a woman who is doing a really constructive job. I know it works, because I've done it..."



ONE of the nation's foremost advocates of cultural and educational radio is Judith Waller, educational director of NBC-Chicago, who next month begins her 25th year as a radio executive. Well-dressed, keen-eyed and ever smiling, Miss Waller is an inexhaustible fountain of energy and completely devoted to her job and career.

She was catapulted into the infant radio business in 1922, when her friend, Walter Strong, then business manager of the Chicago Daily News, asked her to take charge of a new station the paper had purchased. The station was WGU, which later became WMAQ. When the outlet joined NBC in 1931, Miss Waller became education director of the web's central division. In that post, she has been responsible for many "firsts," including the "U" of Chicago Round Table and the NBC-Northwestern Summer Institute.

In great demand as a lecturer at schools, universities and service organizations, Miss Waller is frequently called upon for counsel and advice on all phases of public service broadcasting.

AWD Convenes Today Justin Miller Speaks

(Continued from Page 1)

among the latter are a tour of Good Housekeeping Institute at o'clock this afternoon, followed by cocktail party at the Park Lane Hotel given by N. W. Ayer & Son. Tomorrow there will be a breakfast in fashion show at the Commodore 9 a.m., the president's tea, and a cocktail party and exhibit at the Ritz Carlton, given by J. Walter Thompson.

Opening conference of the concluding will be held at 10 this morning. The agenda includes an address of welcome by Alma Kitchell, AWD president, and addresses by Frank Pellegrin, director of broadcast advertising of the NAB, and Linnea Nelson, time buyer of J. Walter Thompson.

Three Frequency Bands Allotted Radio Amateurs

(Continued from Page 1)

kilocycle band, is the first band below 25 megacycles to be available to amateurs since they were reactivated last year.

The 3700 to 4000 kilocycle band available for amateur stations within the continental United States April 1, 1946, 3 a.m., EST. The other two bands, 235 to 240 megacycles, 27.185 to 27.455 megacycles, are available immediately for amateur stations in both continental United States and its territories and possessions. Emissions that may be employed in these bands and the restrictions and limitations imposed on their use are set forth in order No. 130-D adopted by the Commission today.

As the Commission in its post reallocation of frequencies has made any final decision with respect to frequencies below 25 megacycles, the assignment of the band 3700 to 4000 kilocycles is subject to the Commission's decision in that proceeding. The frequency band 27.185 to 27.455 megacycles has been definitely allocated to the amateurs for such use as they can make of the band in view of the fact that it is also allocated and is in use by scientific, industrial and medical apparatus.

Send Birthday Greetings To

- March 15
 - James Allan
 - Everett Mitchell
 - Patrick O'Malley
- March 16
 - Julia Kn...
 - Lucille Hunt...
 - Charles Pea...
- March 17
 - Tommy Donnelly
 - Henny Youngman
 - Jimmy Grier
 - Syd Leipzig
 - Mercedes McCambridge
 - Frank McDonn...
 - Lisa Sor...
 - Roger White

Time Schechter, Page CBS Vice-Presidents

(Continued from Page 1)
Schechter joined the Mutual Broadcasting System in the Spring of 1945, following a three year tour of duty with the Army Air Forces, during which time he served as a lieutenant colonel at General MacArthur's headquarters as chief of radio in charge of news and broadcasting services for the Pacific correspondents. For his work in this regard the new Mutual vice-president was awarded the Legion of Merit. Prior to his Army service Schechter was head of news and special events at NBC.

Page, a pioneer in radio engineering, has been with the network for a similar length of time, and also served as a lieutenant colonel in the Army Air Forces, and was the officer in charge of invasion radio planning for the North African, Sicilian and Italian and Southern France campaigns. In O'Bryon will continue under Schechter as director of publicity; Ed Slater remains director of special events and sports, and Milton Smith news director.

Other officers and directors of the company were re-elected. Members of the network's board re-elected are E. M. Antrim, WGN, Chicago; Robert H. Brown, Don Lee, Hollywood; Chesser Campbell, WGN, Chicago; H. K. Carpenter, WHK, Cleveland; Benedict Gimbel, Jr., WIP, Philadelphia; J. E. Campeau, CKLW, Detroit; Edgar Kobak, MBS, New York; Alfred McCosker, chairman, WJZ, New York; John Shepard, III, WJLB, Worcester, Boston; T. C. Harbert, WOR, New York; Linus Schacter, Yankee Network, Boston; and Allen Weiss, Don Lee.

Sinatra On "Record Shop"

Martin Block's Record Shop will feature a new album of hits of "days gone by" next Saturday when the entire program will be devoted to songs by Frank Sinatra. Program will include hits from stage and screen by America's top songwriters such as George Gershwin and Cole Porter. Arrangements are by Alex Stordahl and his orchestra. Program is handled by Denton & Bowles, Inc.

Three More Join WOV

Aron Hanger and Dino Nardi joined the sales staff at WOV, New York. Hanger, who was with Special Forces, was released after two years at the rank of Staff Sergeant. Nardi, who entered service in 1942, was with the office of Strategic Services. Joe Porter has also been added to the sales staff at WOV. He formerly worked with WOR, and the New York Daily News.

GIRL FRIDAY

Life bug bites attractive, experienced production assistant, writer-secretary, 26. Attributes: sparkling, selling copy, scripts, publicity. 3 years as Girl Friday in radio production. Please prescribe. Write Box No. 144, RADIO DAILY, 101 Broadway, New York 18, N. Y.

Four CP's For Standards Announced By Commission

(Continued from Page 1)
Broadcasting Co., Andalusia, Ala., to operate on 1110 kc, 500 watts, daytime. In addition, the Commission CP's to the following: The independent school district of the city of El Paso, Texas, for a new non-commercial educational broadcast station; Sacramento City unified school district, Sacramento, Calif., for a new non-commercial FM station; Kansas State College of Agriculture, Manhattan, Kansas, for a new experimental television broadcast station.

Capt. Butcher Seeks Station

Captain Harry C. Butcher, USN, former aide to General Dwight Eisenhower, has applied for a construction permit for a new standard station in Santa Barbara, Calif., the FCC announced yesterday.

Butcher, who was formerly CBS vice-president in Washington, said the station would operate on 1340 kc, 250 watts, unlimited.

Other standard applications announced by the FCC include: Paris Broadcasting Co., Paris, Tenn., to be operated on 1340 kc, 250 watts, unlimited; Carleton W. Morris, Douglas Ariz., to be operated on 1480 kc, one kw, unlimited; Rahall Broadcasting Co., Norristown, Pa., to be operated on 1110 kc, 500 watts, daytime; Patriot Broadcasting Co., Albany, N. Y., to be operated on 1540 kc, 10 kw, unlimited; Northern Virginia Broadcasters, Arlington, Va., to be operated on 860 kc, one kw, daytime; The Americus Broadcasting Co., Americus, Ga., to be operated on 1230 kc, 250 watts, unlimited.

New FM Filings

FM filings announced include: The Journal Co., Wausau, Wis.; Brattleboro Publishing Co., Brattleboro, Vt.; Portsmouth Star Publishing Corp., Portsmouth, Va.; Burlington Graham Broadcasting Co., Burlington, N. C.; Democrat Printing Co., Durant, Okla.; WJMC, Inc., Rice Lake, Wis.

Other standard applications, include: the Northern Kentucky Radio Corporation, Covington, Ky., to be operated on 1050 kc, 250 watts, unlimited; Frederick Lemieux III, Claude S. Maenza and Edna Cape Lemieux, doing business as Gulf State Broadcasting Co., Crowley, La., to be operated on 1450 kc, 250 watts, unlimited; Glen H. Smith and Herbert H. Lee, doing business as Lee-Smith Broadcasting Co., Faribault, Minn., to be operated on 920 kc, 250 watts, unlimited.

Brockton Company Files

Also Enterprise Publishing Co., Brockton, Mass., to be operated on 1110 kc, 250 watts, unlimited; Appalachian Broadcasting Corp., Bristol, Va., to be operated on 1400 kc, 250 watts, unlimited; The Corbin Times Tribune, Corbin, Ky., to be operated on 1400 kc, 250 watts, unlimited; Clearwater Radio Broadcasters, Clearwater, Fla., to be operated on 1340 kc, 250 watts, unlimited; A. W. Langill, B. J. Colbert and I. E. Rasmus, doing business as the Eau Claire-Chippewa Broadcasting Co., Eau Claire, Wis., to be operated on 1340 kc, 250 watts, unlimited; Evanston Broadcasting Co., Evanston,

Educational Conference In Boston This Week-end

(Continued from Page 1)
Saturday at the Hotel Kenmore here. Highlight of the day-long event will be the coast-to-coast broadcast of "Our Foreign Policy" which will originate from the meeting, NBC, 7 p.m., EST. Topic will be "The Citizen's Role in Foreign Policy" and will feature Francis Russell, of the State Department; Rep. Joseph F. Ryter, of Connecticut, and Rep. Edith Nourse Rogers, of Massachusetts. Sterling Fisher, director of NBC's University of the Air, will preside.

A second broadcast from the conference will be the regular "New England Junior Town Meeting," over WBZ and WBZA at 2:30 p.m. The topic "Is Radio Contributing to the Intellectual Growth and Development of Youth?" will be discussed by high school students with Prof. Herbert A. Clark, of Harvard, as moderator.

During the afternoon, there will be panel discussions on in-school listening, led by Bill Gallaher, educational director of KYW; out-of-school listening, led by Gordon Hawkins, of the Westinghouse stations, and adult educational programs, led by Dr. Franklin Dunham, radio chief of the U. S. Office of Education.

Dr. Fisher and Robert Hudson, of CBS, will serve as general consultants to the conference, in which WEEL, WBZ and NBC are cooperating.

CBS Staff Plays Host To 35 AAF Pub. Rel. Men

Thirty-five Army Air Forces public relations officers, all newly-graduated from the AAF public relations school at Orlando, Florida, were given a chance to observe how a major network operates early this week when they visited CBS headquarters in New York.

Quincy Howe spoke to the Army officers on the problems of a news analyst, and Bill Slocum, CBS' director of special events, outlined the procedure of setting up a remote broadcast. Winding up their tour of CBS studios, the officers witnessed the production of "World Today," news roundup heard at 6:45 p.m., EST.

Plan UNO Coverage

Foreign broadcasting and radiophoto facilities, as well as teleprinters, will be set up by Press Wireless at press headquarters of the UNO Security Council sessions at Hunter College. Special lines will link the press room with PW central headquarters in Times Square.

Ill., to be operated on 1340 kc, one kw, daytime.

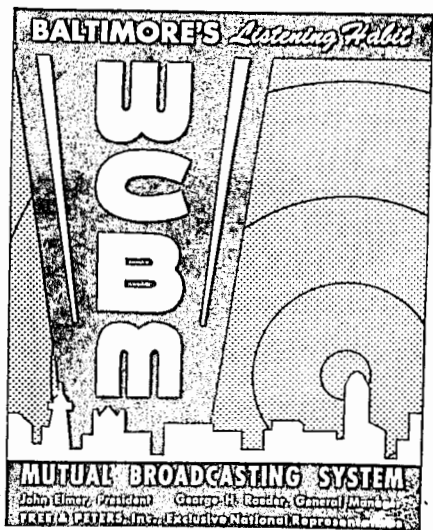
Other FM applications include: William F. Huffman, Wisconsin Rapids, Wis.; Seattle Broadcasting Co., Seattle, Wash., Metropolitan; Parker Brothers, Inc., Ahooskie, N. C., community; Capitol Broadcasting Co., Raleigh, N. C., rural; R. G. Le Tourneau, Toccoa, Ga., rural; Voice of Augusta, Augusta, Ga., metropolitan; WMPS, Inc., Memphis, Tenn., rural; Joseph M. Viana, Woonsocket, R. I., community.

WJR-WGAR Join Color Tele Exponents

(Continued from Page 1)
Cleveland areas, stations WJR, Detroit and WGAR, Cleveland, this week announced their intention of joining with other advocates of ultra high frequency television.

G. A. Richards, president of WJR, The Goodwill Station, Inc., and the WGAR Broadcasting Company, stated that his companies had been studying seriously the question of ultimate tele allocation and that engineers, managers and other officers of both outlets had reached a unanimous opinion that the best tele service could only come from transmission in the higher frequencies where high definition and eventually full color would be possible. Continuing Richards declared "we have been convinced by the high definition color demonstrations of CBS that the ultra high frequency region is the best for television operation and if this is possible now, surely the commercial manufacturers can produce transmitting and receiving equipment in quantity at an early date. There is no reason for indefinite delay in such service becoming available on a nationwide basis. We do not want to participate in a system for only one or two years or even less, which will be rendered obsolete at the end of that time, when by working a little harder and perhaps waiting a little longer we can offer the public something that they can count on for all time." Richards recalled that WJR conducted early experiments in television operation many years ago.

R. Morris Pierce, vice-president in charge of engineering for the two companies, suggested that it was possible that since WGAR had a lot of construction planned for 1946 it would not seek an "experimental" license for u.h.f. tele this year but might wait until the FCC announced that high definition tele licenses were being issued on a commercial basis. It is the plan of WJR to proceed as soon as equipment can be obtained, to apply for an experimental grant from the FCC for operation in the 480-496 kilocycles region.



AWD Registration Roster

The advance registration list for the Association of Women Directors of NAB meeting which opens today at the Hotel Roosevelt in New York City includes the following names:

Edith Todesca, KNX, Los Angeles, Calif.; Martha Gaston, KFOX, Los Angeles, Calif.; Mrs. Evadna Hammersley, Denver, Colo.; Jane Connors, WHTT, Hartford, Conn.; Una King, WHTT, Hartford, Conn.; Nell Daugherty, WSSR, Stamford, Conn.; Kay McEwen, WSSR, Stamford, Conn.; Fay Clark, WBRV, Waterbury, Conn.; Mary Frances Hill, WILM, Wilmington, Dela.

From Washington: Ruth Crane, WMAL; Elinor Lee, WTOP; Hazel Kenyon Markel, WTOP; Nancy Osgood, WRC; Florence Warner, WOL; Betti Allen, WINX; Malvina Stevenson, WMAL; Mrs. Frankie C. Walker, WFOY, St. Augustine, Fla.; Mary Linda Crimm, WMBD, Peoria, Ill.; Mildred Verheyen, WTAD, Quincy, Ill.; Adalaide Ayers, WDW, Tuscola, Ill.; Ann Ginn, WKMO, Kokomo, Ind.; Jane Day, WIBC, Indianapolis, Ind.; Lu Murphy, WHAS, Louisville, Kentucky; Frankie Sams, WGRC, Louisville, Ky.; Dorothy S. Wadman, WGAN, Portland, Me.; Bettie McCall, WCAO, Baltimore, Md.;

From Boston: Mildred Bailey, WCOP; Caroline Harrison, WCOP; Marie Houlahan, WEEL; Evelyn Howe, WEEL; Gertrude Richmond, WCOP; Helen Hope, WHYN, Holyoke, Mass.; Ethel B. Henin, WMAS, Springfield, Mass.; Mildred Grace, WELL, Battle Creek, Mich.; Darragh Aldrich, WCCO, Minneapolis, Minn.; Dorothy Spicer, KSTP, Minneapolis, Minn.; Marjorie Mitchell, KWNO, Winona, Minn.; Sandra Lee, WHB, Kansas City, Mo.; Peggy Cave, KSD, St. Louis, Mo.; Belle West, KOIL, Omaha, Nebr.; Julie Blake, WMUR, Manchester, N. H.; Leo Spencer, WHEB; Portsmouth, N. H.; Nan Lupo, WAAT, Newark, N. J.; Janice Grady, WAAT, Newark, N. J.;

From New York City: Margaret Arlen, WABC; Iphigene Bettman, WQXR; Doris Corwith, WYAF; Nancy Craig, WJZ; Margaret Cuthbert, WYAF; Mary Margaret McBride, WYAF; Dorothy Day, WINS; Alma Dettinger, WQXR; Ann Erickson, WYAF; Eleanor Inman, WABC; Grace M. Johnson, WJZ; Alice Pentlarge, WQXR; Alma Kitchell, WJZ; Jane Tiffany Wagner, WYAF; Frances Farmer Wilder, ABC; Dorothy Kemble, WOR; Ruth M. Crawford, WJZ; Elsie Dick, WOR; Sara Burbank, WNEF, Binghamton, N. Y.; Lillian Kirk, WGB-WKBW, Buffalo, N. Y.; Dorothy Shank, WEBR, Buffalo, N. Y.; Janet Lovelace, WEBR, Margaret Wilkinson, WBEN, Buffalo, N. Y.; Gertrude Grover, WHCU, Ithaca, N. Y.; Inez Quinn, WHAM, Rochester, N. Y.; Mary Elizabeth Gaynor, WTRY, Troy, N. Y.; Gladys Moore, WIBX, Utica, N. Y.; Gale Gray, WALL, Middletown, N. Y.; Mrs. John D. Winter, WBBB, Burlington, N. C.; Margaret T. Walker, WSOC, Charlotte, N. C.; Harriet Pressly, WPTF, Raleigh, N. C.; Marvel Carter Campbell, WAIR, Winston Salem, N. C.; Katherine Fox, WLW, Cincinnati, Ohio; Mildred Funnell, WTAM, Cleveland, Ohio; Esther Mullin, WGAR, Cleveland, Ohio; K. Keltner, WOOL, Columbus, Ohio; Farn Sharp, WBNS, Columbus, Ohio; Madge L. Cooper, WMRN, Marion, Ohio; Mrs. Norma Richards, WSPD, Toledo, Ohio; Ginny Wood, WSPD, Toledo, Ohio.

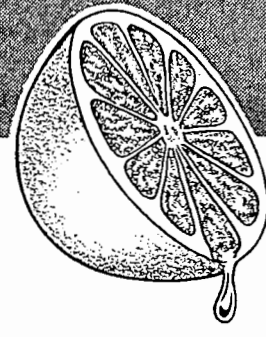
Also Mrs. Howard Wood, WJAR, Providence, R. I.; Louise Lang, WIS, Columbia, S. C.; Jane Dalton, WSPA, Spartanburg, S. C.;

Mrs. Charles A. Myers, WRR, Dallas, Tex.; Violet Short, KABC, San Antonio, Tex.; Polly Daffron, WRNL, Richmond, Va.; Stella Kahn, WYAF, New York City; Ada Redd Browning, Raleigh, N. C.; Jean Colbert, ABC, New York City; Mrs. Bert Fisher, KJR, Seattle, Wash.; Janet Ross, KDKA, Pittsburgh, Pa.; Betty Craig, WHAI, Greenfield, Mass.; Marguerite Gilstrap, Dept. of Agriculture, Wash., D. C.; Helen Doddenridge, Dept. of Agriculture, Wash., D. C.;

Also Charlotte Adams, WQXR, New York City; Thelma Agosti, KGW, Portland, Ore.; Mr. Agosti (escort for Thelma Agosti); Darragh Aldrich, WCCO, Minneapolis, Minn.; Mildred Bailey, WCOP, Boston, Mass.; D. Banks, WHAT, Philadelphia, Pa.; Mary Bidle, WFIL, Philadelphia, Pa.; Julie Blake, WMUR, Manchester, N. H.; Gladys Borne, WISR, Butler, Pa.; Martha Brooks, WGY, Schenectady, N. Y.; Sara Burbank, WNEF, Binghamton, N. Y.; Marvel Carter Campbell, WAIR, Winston-Salem, N. C.; Peggy Cave, KSD, St. Louis, Mo.; Fay Clark, WBRV, Waterbury, Conn.; Madge Cooper, WMRN, Marion, Ohio; Victoria Corey, KDKA, Pittsburgh, Pa.; Doris Corwith, NBC, New York City; Ruth Crane, MAL, Washington, D. C.; Polly Daffron, WRNL, Richmond, Va.; Jane Dalton, WSPA, Spartanburg, S. C.; Nell Daugherty, WSRR, Stamford, Conn.; Jane Day, WIBC, Indianapolis, Ind.; Dorothy Day, WINS, New York City; Alma Dettinger, WQXR, New York City; Elsie Dick, WOR, New York City; Ann Erickson, NBC, New York City; Katherine Fox, WLW, Cincinnati, Ohio; Frank Fraser (escort for Charlotte Adams); Mildred Funnell, WTAM, Cleveland, Ohio; Mary Elizabeth Gaynor, WTRY, Troy, New York; Ann Ginn, WKMO, Kokomo, Ind.; Mildred Grace, WELL, Battle Creek, Mich.; Mary Linda Grimm, WMBD, Peoria, Ill.; Gertrude Grover, WHCU, Ithaca, New York; Caroline Harrison, WCOP, Boston, Mass.; Elizabeth Hart, WMAQ, Chicago, Ill.; Ethel Henin, WMAS, Springfield, Mass.; Mary Frances Hill, WILM, Wilmington, Delaware; Helen Hope, WHYN, Holyoke, Mass.; Marie H. Houlahan, WEEL, Boston, Mass.; Evelyn Howe, WEEL, Boston, Mass.; Eleanor Pat Hurley, WQXR, New York, N. Y.; Elinor Inman, CBS, New York City; Annice Ives, WFIL, Philadelphia, Pa.; Kay Keltner, WOOL, Columbus, Ohio; Dorothy A. Kemble, WOR, New York City; Alma Kitchell, WJZ, New York City; Louise Lang, WIS, Columbia, S. C.; G. Bennett Larson, WPEN, Philadelphia, Pa.; Elinor Lee, WTOP, Washington, D. C.; Betty Lennox, WGY, Schenectady, N. Y.; Dorothy Lewis, National Assoc. of Broadcasters, New York City;

Also Janet Lovelace, WEBR, Buffalo, New York; Nan Lupo, WAAT, Newark, N. J.; Kay McEwen, WSRR, Stamford, Conn.; Ione McNay, WSYR, Syracuse, N. Y.; Marjorie Mitchell, KWNO, Winona, Minn.; Gladys Moore, WIBX, Utica, N. Y.; Lu Murphy, WHAS, Louisville, Ky.; Olivia P. Musselman, WSAW, Allentown, Pa.; Nancy Osgood, WRC, Washington, D. C.; Harriet Pressly, WPTF, Raleigh, N. C.; Inez Quinn, WHAM, Rochester, N. Y.; Norma Richards, WSPD, Toledo, Ohio; Gertrude Richmond, WCOP, Boston, Mass.; Frankie Sams, WGRC, Louisville, Ky.; Dorothy Shank, WEBR, Buffalo, N. Y.; Dorothy R. Spicer, KSTP, Minneapolis, Minn.; Estelle M. Sternberger, WLIB, New York City; Edith S. Todesca, KNX, Los Angeles, Calif.; Mildred Verheyen, WTAD, Quincy, Ill.; Jane Tiffany Wagner, NBC, New York City; Frankie C. Walker, WFOY, St. Augustine, Fla.; Margaret T. Walker, WSOC, Charlotte, N. C.; Florence Warner, WOL, Washington; Frances Farmer Wilder, CBS, New York City; Margaret Wilkinson (Sally Work) WBEN, Buffalo, N. Y.; Kaye Witmer, WKBO, Harrisburg, Pa.; Fern Sharp, WBNS, Columbus, O.; Adelaide Ayers, WDW, Tuscola, Ill.; Sandra Lee, WHB, Kansas City, Mo.; Nancy Craig, WJZ, New York City; Mrs. Charles Myers, WBR, Dallas, Tex.; Florence Sondo, WJAS, Pittsburgh, Pa.; Doris Jonanson, WCAP, Asbury Park, N. J.; Eleanor Wilker, WFMD, Frederick, Md.; Roenna Fahrney, WFMD, Frederick, Md.; Betti Allen, WINX, Washington, D. C.; Jean Colbert, JZ, New York City; Evadna Hammersley, KOA, Denver, Colo.; Ruth Crawford, WJZ, New York City; M. C. Feldman, WCAP, Asbury Park, N. J.; Mrs. Bert F. Fisher, KJK, Seattle, Wash.; Gail Gray, WALL, Middletown, N. Y.; Edythe J. Meserand, WOR, New York City; Josephine Rice, KNAS, Wichita, Kansas; Janet Ross, KDKA, Pittsburgh, Pa.; Malvina Stevenson, WMAL, Washington.

It's a Juicy Market in Magic Valley

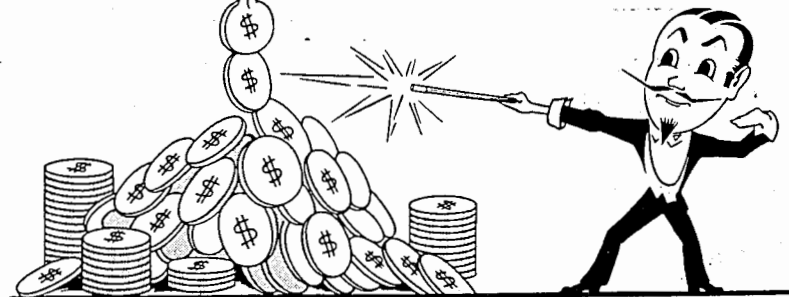


When we say "juicy," we can say this literally, because over \$40,600,000 worth of citrus fruits were shipped from the Valley last year. But there's more than citrus fruits in this "juicy" market. Cattle, vegetables, and oil have swelled the effective buying power to over \$650.00 per person . . . totalling 165 million dollars annually. Magic Valley knows no seasons — no slack periods — crops are grown the year 'round. It's a market that is expanding . . . steady . . . permanent. To effectively reach this market, look to KRGV, the strategically located station that dominates Magic Valley from one end to the other.

affiliated with

NATIONAL BROADCASTING
Lone Star Chain

1290 kc — 1000 Watts



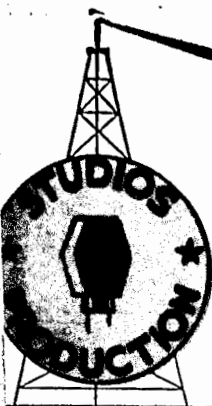
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

1290 ON THE DIAL
KRGV
TRANSMITTER
IN ISLAGO
AND STUDIOS AT
TEXAS
THE MAGIC EMPIRE
OF THE RIO GRANDE

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

FOR SPECIALIZED
DELIVERY
Call
HOLLYWOOD
MESSENGER & EXPRESS
6278 Hollywood Boulevard
GLADSTONE 5591

Night Phone: **GLADSTONE 2244**



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 52

NEW YORK, N. Y., MONDAY, MARCH 18, 1946

TEN CENTS

Peabody Winners Named

Industry, Government Heard At AWD Meet

The third annual meeting of the NAB's Association of Women Directors adjourned yesterday after two-and-a-half hectic days of conferences, panel discussions, meetings and social events. Highlight of the conclave was Saturday's luncheon at the Hotel Roosevelt, which was attended by approximately 750 persons.

An impressive array of speakers addressed the luncheon, headed by NAB President Justin Miller, James H. Doolittle, Francis H. Russell, of the State Department and Mrs. Dorothy

(Continued on Page 7)

La Roche & Ellis Appoints Brecker To Radio Dept.

Richard Brecker has been appointed radio production supervisor for La Roche & Ellis, succeeding Gene Bressen, who recently resigned. Brecker, who was with Young & Rubicam before and after service in the U. S. Marine Corps, will handle "Ladies Be Seated" on ABC and the Adam Hats "Fight of the Week" on Mutual for the agency. Bressen, who previously handled the ABC program, is vacationing in Florida.

FCC Member Expected To Head Commission

Washington — With Republican Ross Hyde of Idaho, present FCC general counsel, considered a sure bet to take over the Commission seat left vacant early this month by the death of Commissioner William R. Wills,

(Continued on Page 7)

Second Printing?

Washington—Demand for copies of the FCC report on radio programming has far exceeded the expectations of the Commission and there may be another mimeographed printing. Requests for copies have come from stations, agencies, radio councils, women's clubs, schools and colleges. In New York City copies of the report were in particularly heavy demand.

Unionized

At appropriate ceremonies Saturday in the office of former Mayor F. H. LaGuardia in Radio City, Lawrence Tibbett, president of AFRA, officially presented The Little Flower with his union membership card. With National Board members of AFRA, photographers et al on the job, LaGuardia, the commentator, paid his dues.

FCC Sets Hearings On 341 Applications

Washington—The FCC on Friday scheduled hearings on 341 applications for standard, FM and television facilities, thus for the first time setting a date for every broadcast matter already designed to be heard. The hearing—scheduled for the second quarter of 1946, as for the first quarter, provides for five sets of sessions running simultaneously—three in Washington and two in the field. The new calendar

(Continued on Page 7)

Ex-Servicemen Launch Coast Producing Firm

Los Angeles—Five men and a girl, recently discharged from the armed services have set themselves up here in Hollywood as a new radio production team. This is the first cooperative venture of its kind among returnees. The two spark plugs behind the new organization, H & S Produ-

(Continued on Page 6)

NAB Requests Reconsideration Of FCC-AVCO Case Ruling

Washington — Charging the FCC with exceeding its authority in the AVCO case (whereby the Aviation Corporation of America sought to purchase WINS, New York), the NAB on Friday asked an opportunity to plead its case before the Commission. Accusing the Commission of attempting to "institute a system of publicly auctioning licenses and permits" of broadcasters desiring to sell or transfer control of radio stations, the

Denny 'Town Meeting' Cited 2nd Time; Bergen And Oboler Get Awards, CBS Given Reporting Nod

Brand Names Series Launched This Week

An innovation in brand name institutional selling will be conducted by Brand Names Research Foundation and the NBC over a period of 13 weeks starting this week.

Titled "The Name Speaks," the new transcribed series which will feature the personality of Quentin Reynolds, will be heard over 121 stations in 43 states, District of Columbia and Hawaii. The station list includes the

(Continued on Page 7)

NBC Announces Staff For UNO Radio Coverage

NBC's top commentators, including H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Robert St. John, John MacVane, Joe Hainline, W. W. Chaplin and Richard Harkness, have

(Continued on Page 2)

Five Applicants Of Record For Detroit Tele Channels

Washington—Only five applicants remain for the five downstairs tele channels to be allocated in the city

(Continued on Page 7)

For the first time members of the George Foster Peabody Radio Awards Board gave recognition to a previous winner when George V. Denny and the "Town Meeting of the Air" heard on ABC, were again recognized as the outstanding educational program of 1945. The Peabody awards, made public following a conference of the board at the Hotel Commodore in New York City last week, honors artists, stations and programs.

Edgar Bergen and Charlie Mc-

(Continued on Page 8)

All-Forum FM Station Suggested By Granik

Washington—Backed by the testimony of such biggies as Leon Henderson and Admiral Emory S. Land, Theodore Granik on Friday presented to the FCC his radio "dream"—an FM station built around the public forum theme. For two solid hours the chairman and director of the pioneer "American Forum of the Air" told the Commission of his plans to give new

(Continued on Page 6)

P & G Signs Lanny Ross 5 Times Weekly On CBS

Lanny Ross, following more than two years in the Armed Forces, where he attained the rank of major, returns to radio on the Columbia net-

(Continued on Page 2)

Howdy Folks

Application for a new daytime station in Tulsa, Oklahoma, has been filed with the FCC by the Howdy Folks Broadcasters, who seek operation on 1100 kilocycles with five kilowatts power. The name of the operating corporation was based on the famed greeting of the late humorist Will Rogers, who came from Claremore, Oklahoma, just a few miles from Tulsa.



Vol. 34, No. 52 Mon., Mar. 18, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (March 15)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

P & G Signs Lanny Ross 5 Times Weekly On CBS

(Continued from Page 1) work Monday, April 1, when he makes his debut as star in "The Lanny Ross Show" to be broadcast five times weekly, Monday through Friday (WABC-CBS, 7:00-7:15 p.m., EST). Lanny's signing partner on the new musical program is Evelyn Knight, star of radio and several New York night clubs. Complementary artists will be the Chittison Trio and the orchestra of Will Lorin ex-soldier. Nelson Case, currently doing an outstanding job on the Columbia "Mommie and the Men" program will do the announcing. Procter & Gable sponsors the program for Ivory Soap.

KMTR Now KLAC Los Angeles—Call letters of KMTR in this city have been changed to KLAC.

Connect in Connecticut WDRC HARTFORD 4 CONNECTICUT W D R C - F M

Raibourn Vice-President Of Para. Pictures Corp

Paul Raibourn, president of Television Productions, Inc., last week was elected vice-president of Paramount Pictures in charge of budget and planning. Raibourn, aside from being active in Paramount's television planning, has been one of the leaders of the Television Broadcasters Association. Speaking on the economic prospects of television, Raibourn has appeared before TBA, Washington Advertising Club and other groups during the past year.



PAUL RAIBOURN

NBC Announces Staff For UNO Radio Coverage

(Continued from Page 1) been assigned to covering the UNO Security Council meetings which begin at Hunter College March 25. News spots and special features will be originated in the web's broadcasting booth and studio in the meeting hall. Complete coverage is planned also by the web's International Division with shortwave accounts of the proceedings to Europe, North Africa and Latin America, in Spanish, Portuguese, English, German, Italian, French, Swedish and Danish.

Colonna Party Staged Without Guest Of Honor

Chicago—Jerry Colonna was host "in absentia" Thursday evening to some 50 reps of press and radio at a party at the Blackstone Hotel. Jack Burnette of the Foote, Cone & Belding agency had arranged the party for 5:30 but half an hour before it was to start he was informed that soupy weather had grounded Colonna's plane at Kansas City and he would have to proceed to Chicago by train, arriving Friday morning. Party proceeded as per sked with only some photos of Colonna on the walls to remind guests of the comedian.

Red Cross Spots On WOV

In an effort to further the success of the National Red Cross Drive, WOV, New York, is allocating considerable more time to spot anns.

NAB Requests Review Of FCC-AVCO Ruling

(Continued from Page 1) fer satisfactory to him were not effected. Administrative authority to act upon such a basic question of policy must find more substantial support than a tenuous inference in order to be sustainable.

The NAB brief was the second blast leveled at the FCC last week, indicating that the battle lines between the two were being drawn.

Kobak Address Scheduled

Edgar Kobak, president of the Mutual Broadcasting System, will be principal speaker at the annual Schoolman's Dinner to be held March 29 at the Hotel Philadelphian. Kobak will be introduced by Benedict Gimbel, Jr., president and general manager of the Gimbel Broadcasting Service and a director at MBS.



... the \$64 question from WFDF Flint? Let me see ...

World's Foremost Tobacco Center Kinston, N. C. Mrs. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign. Represented by DONALD WELLS and BOB BINGHAM Gen. Mgr.

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.



Wanna buy a horse?

Some of the shrewdest buying in the world, it is said, is done at horse sales. You've heard, no doubt, about the "teeth test." But in putting this ad together we learned about a new one. The "wind test." The vet sticks his nose up to the horse's nose and listens to the horse breathe. It takes a lot to fool some of the horse auctioneers. And sometimes some radio stations must wish that radio time buyers would put tougher tests to all stations on their radio lists. Down here in Baltimore we love it when they do. Every time they come up with the fact that W-I-T-H, the successful independent, 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

★ THE WEEK IN RADIO ★

Industry Criticizes FCC Report

By JIM OWENS

FCC'S blast at broadcasters evoked sharp and equally damaging reports from all sides, including a House group. NAB's Justin Miller questioned "constitutionality" of the move, countering with a nationwide poll which completely clashes with Commission findings. . . . The Association of Women Directors opened a three-day meeting at the Roosevelt in N. Y. . . . Added importance to the function of network publicity is indicated in the elevation of A. A. Schechter to vice-president at Mutual.

The recording industry will hit an all-time high in production and revenue in the next 12-18 months, a RADIO DAILY survey revealed. . . . TBA announced plans for its first post-war television conference. Meetings will be held in October at the Waldorf-Astoria in N. Y. . . . The Winston Churchill reception was given complete radio coverage Friday, in view of the expected world crisis. . . . FCC released rules and regulations for educational FM licenses. . . . Meanwhile the Washington FM hearings were concluded. The programming formula considered "particularly" stringent, and is believed coincident to the Commission's standard radio report.

AFRA opposed the Lea bill, with a petition to Sen. Wheeler to block its present course. Earlier, the bill went to conference in the House. . . . NBC officials told FCC that FM "will halve" FM broadcasting within the next three to five years. . . . A prediction of an early tele boom "within a year" was made by Joseph Gerl, prexy of Honora Radio and Television Corp. . . . Rep. Richard B. Wigglesworth, member of the House Appropriations committee . . . hit FCC's failure to take action against stations named in its programming report. . . . A few hours later ABC-WLAP (Lexington, Ky.) protested Commission's grant to the Kentucky Broadcasting Co.

The new Du Mont television studios at Wanamaker's Dept. Store will open April 15. . . . UNO will establish its own international broadcasting sta-

tion. . . . Heavy filing for AM and FM construction permits continues with FCC. . . . Full radio support of President Truman's food program was pledged by Justin Miller, NAB prexy. . . . National network shows competing for the Ohio State University awards will be judged live in New York for the first time in May. . . . McCann-Erickson bought a 26-story office building in New York.

The Annual radio conference at the University of Oklahoma produced lively results. Public service radio was a chief issue, along with television's outlook, and Arch Oboler lampooned sponsors. . . . ABC's figures for January-February show a 24 per cent gain over last year. . . . The DuPont awards went to Lowell Thomas, WNAX and KDKA. . . . Major Edwin Armstrong, inventor of FM, charged FCC with a serious engineering "mistake" in its FM findings. He later announced reduction of fees for licenses. WJR, Detroit, and WGAR, Cleveland, petitioned FCC for withdrawal of low frequency tele applications to join forces with exponents of color television.

WMCA Program Extended

WMCA's "The Most for your Money," sustaining series dramatizing the work of the OPA, has been extended for another 13 weeks. Program is heard Sundays at 7:45 p.m., EST.

sell
Durham*
county's
100,000

people
with

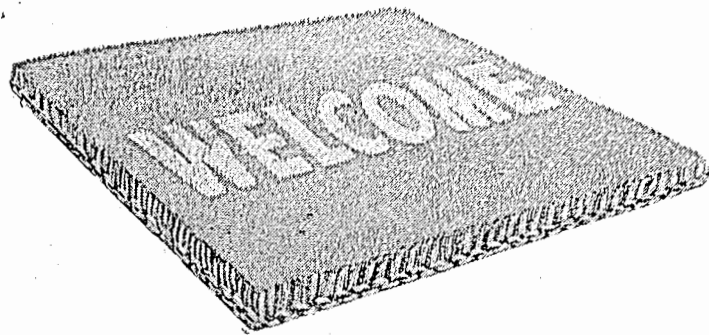
WDNC



*NORTH CAROLINA

Represented by Howard H. Wilson Co.

WMTland is EASTERN IOWA



Where the welcome mat awaits your product

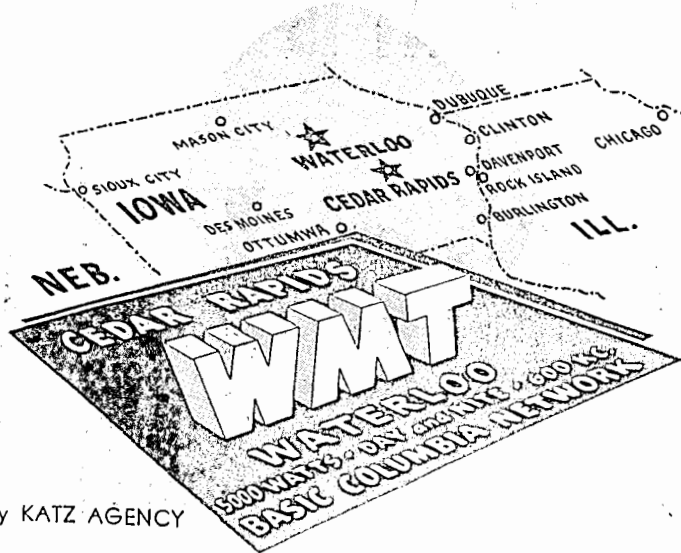
*1,200,000 dependable buyers with an average Iowa per capita wealth of \$4,322** live in WMTland . . .

You can hit them hard and you can hit them ALL — quickly, effectively and inexpensively on WMT.

You're not "in" in Eastern Iowa if WMT is missing from your schedule.

Write for availabilities at once.

- * Within its 2.5 MV line.
- ** Determined by National Industrial Conference Board.



Represented by KATZ AGENCY

An All-Time Favorite

HIGH ON A WINDY HILL

Published by BROADCAST MUSIC, Inc.

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC. 580 Fifth Ave., New York 19, N.Y.

NOW
for the first time

BIG NAMES KNOWN PERSONALITIES

STARTIME

Personalities from the news in absorbing 15-minute dramatizations — stars of Hollywood and Broadway, fascinating big names from the fields of art and literature . . . with the exclusive, new "CUE-in"* technique that localizes the show.

SPORTS STAR SPECIAL

Colorful, all-time stars of the sports world in all-star dramatizations. Another 15-minute program that is localized and personalized through the new, program technique — "Cue-In"*.

WHAT IS

* **CUE-IN?**
patent pending

Stars Shine Brighter than Candles

It is obvious that stars shine brighter than candles to the listener quicker, than the candle-like glow of talent. But "star" programs, big name, big talent, have been almost non-existent, for decades, and certainly beyond the price range of most buyers.

That is, UNTIL NOW.

TODAY, after years of experimentation, the contribution of programming with big names, big talent, up the biggest package in the program technique — "CUE-IN."

ON LOCALIZED PROGRAMS

for LOCAL STATION BROADCAST

the greatest show package of transcribed programs ever offered radio

IS READY!

UTILIZING THE EXCLUSIVE, NEW

CUE-IN*

patent pending

TECHNIQUE

SPECIAL ASSIGNMENT

Exciting, gripping dramatizations, presented by Oliver Gramling, editor, author and authority on news. A big-time 15-minute program series based on the unusual and startling stories of the nation's outstanding reporters.

THE CLIFF EDWARDS SHOW

A three-way audience-builder—the incomparable singing of the new Cliff Edwards, "The Man of Many Voices" . . . captivating new arrangements . . . and sensational renditions by a swingtime instrumental quartet in an extensive new library, complete with program continuity.

"CUE-IN" is the open-end transcription grown up . . . big enough to solve the oldest and toughest problem of advertiser and station operator alike — localizing and personalizing a transcribed "name" show on the individual station.

"MARTIME and SPORTS STAR SPECIAL are "Cue-In" shows. Through utilizing this exclusive new technique, the local personality becomes an integral part of every program. Every program is brought home to

the listener by a familiar local voice who handles the transcribed introduction and interview of the star, both at the opening and close of each program.

It's simple . . . It's effective . . . It's sales productive.

The "Cue-In" programs and the other big-name shows are exclusive to one station in any market.

If you haven't already heard these top productions, obtain complete information TODAY.

Write
Wire or
Phone

PRESS ASSOCIATION, INC.

Radio Subsidiary of The Associated Press

50 ROCKEFELLER PLAZA

— NEW YORK 20, N. Y. —

PHONE Circle 7-7363

All-Forum FM Station Suggested By Granik

(Continued from Page 1)
stature to public interest programming.

Later in the day, the FCC wound up its first consolidated FM hearing after only five days of testimony from 11 applicants for Washington's 11 channels.

Stating that only an "enlightened democracy is a true democracy," Granik outlined plans which would, in effect, give Washington and the nation the first commercial radio station using the public forum idea as a basis for virtually its entire programming.

Taking the stand to praise Granik's "American Forum of the Air" as "scrupulously fair" and an example of "democracy at work" were Admiral Land, former chairman of the United States Maritime Commission and Henderson, ex-OPA chief.

Admiral Land plugged Granik's forum theme as "indoctrinating the people of the United States with what is generally known as public opinion. The results are educational, constructive and political."

No "Advertising Excesses"
Granik made it plain that on his "dream" station, the alleged "advertising excesses" mentioned in the FCC programming report would be at a bare minimum. He said he was flatly opposed to sponsorship of forum programs and that even advertising on other types of programs would be closely scrutinized, both as "to the type of product and to the advertiser."

"I want to have the least irritating type of advertising," he said.

Admitting that on some stations, public forum programs have been "shoved around," Granik said this type of service should not only be "fair" in its presentation but should be heard on "listenable time."

Granik, who serves as moderator on the "American Forum of the Air" at no expense, said he has made "in excess of \$100,000 a year" for the past five years from his law practice but that would devote all of his time to the new FM station and "live with it until it gets into full swing." He outlined plans for the station, which would include having several moderators from varied fields.

Included in the plans for the new stations is a "Washington Forum" each day in the week, with a different topic for each day in the week.



California Commentary

● ● ● Captain James McNamara, who was public relations officer for General Patton's crack 90th Infantry Division and who is now in charge of Radio News Reel, for KLAC, formerly KMTR, has been given the Legion of Merit medal by the War Department. Lt. (s.g.)

Los Angeles

Fred Henry, who was public relations officer for General Mountbatten in the China-India-Burma Theater of War, has joined KLAC as news supervisor. Plans are afoot to give Ann Sothern, star of "Maisie," a chance to display her vocal talents, which made her a musical comedy star before turning to films and radio, as soon as a musical episode can be worked into the script. Radio contract of Richard (Mr. Peavey) LeGrand, of "The Great Gildersleeve," has been renewed for the remainder of the season. Originally planned as a "walk on" part, LeGrand's characterization of the humorous druggist is one of the top laugh-provokers of the show. Penny (Blondie) Singleton, title star of the "Blondie" program, who is an expert pistol marksman, is building a pistol range at her North Hollywood home, where she can blaze away at practice targets. Penny has won several medals in pistol matches.



● ● ● Elliott Lewis, who returned from the wars to become a regular member of "Suspense cast, was called into a military formation recently—but briefly—to receive the Legion of Merit medal on "Command Performance" for outstanding work while a member of Armed Forces Radio Service. When George Jessel guested the "Amos 'n' Andy" show, he pulled a gag that so surprised the boys they almost lost their places in the script. The sequence called for Jessel to remark that his cigars cost him \$2 each and that his movie boss, Darryl Zanuck, has his picture on the bands. Accenting his lines, Jessel handed "Amos 'n' Andy" a pair of stogies, and, sure enough, there was Zanuck's picture!



● ● ● Joel Malone, script editor for C. P. MacGregor's "Skippy Hollywood Theater," who recently completed an original radio drama, "Transcontinental" which will star Vera Hruba Ralston, has returned from a week's vacation in San Francisco. In addition to his assignments at the C. P. MacGregor studios, he is also working on a screenplay at Universal. Mr. and Mrs. Donald S. Smith of New York (she's the former June Noble, daughter of Edward J. Noble, chairman of the ABC board of directors), were guests of Don Searle during the broadcast of the Academy awards March 7. The Smiths, who were married in December, are here on a belated honeymoon. Louise Arthur, one of radio's busiest free-lance actresses, is starred in "The People's Choice," latest Planet 16-mm. Kodachrome comedy.



● ● ● Evert J. Peterson, director of promotion for the McClatchy stations, and newspapers, has been conferring with local ABC officials regarding plans for a radio summer school. Then there was the Hollywood movie queen who has been married so many times she carries a marriage license made out to herself and to Whom It May Concern—a very good idea, think Manhoff and Marks, co-writers of "Duffy's Tavern." Edith Todesca, production manager for KNX and Columbia Pacific, is celebrating her eighteenth year in radio. Inaugurating her career in Boston, she came to the coast 15 years ago and has made an enviable record as one of the outstanding women in the industry. She has gone East for the convention of the Association of Women Directors of the NAB. Paul West, script-writer for the CBS "Billie Burke Show," was a recent surprise visitor to the Saturday morning program. West, who has been wiring in his scripts from his home in Medford, Oregon, made an impromptu trip to Hollywood for the purpose of witnessing the program.

Ex-Servicemen Launch Coast Producing Firm

(Continued from Page 1)
tions, are Karl Hoffenberg and Norman Sickel both pre-war veterans in commercial radio.

Hoffenberg, a Detroiter, got his start at WWJ and WJR. Moving to Chicago he became a staff producer at WGN-Mutual. In the Army he was program director of the American Forces Network, the European operation of AFNS. He was then put in charge of AFN's largest station, a 100,000 watt in Munich, Germany.

Sickel, a Manhattanite, came out of the Navy where he directed all sailor shows in the ETO. While with NBC, he wrote and produced "Music for Moderns." For a while at KYW as a writer-producer and before entering the Navy he was continuity chief of WNEW.

The GI Jane is Lois Johnson, a native of the West Coast, who transferred to the American forces from England's WAAF's. The United Nations answer to Axis Sally, she was the first American woman's voice on the air in the European theater. Her show "Wac on Wax" was one of the most popular of AFN's recorded programs.

Also on the team is Dick Crawford, former West Coast announcer, AFN's triple threat announcer-writer-producer on its famed "Saddlebags" show emanating from London. Syl Binkin, former staff producer at KMOX-St. Louis. He handled the "AEF Special" biggest and most popular variety show on the AFN. Allan Ward, another Detroit boy, was with the Maurice Evans Pacific theater unit. Ward's name is familiar to all "Lone Ranger" and "Green Hornet" fans.

Hoover Heard On ABC

Former President Herbert Hoover, who left for Europe yesterday to survey food conditions there as honorary chairman of President Truman's Famine Emergency Committee, spoke in an exclusive interview on "World Famine" over the ABC network Saturday. Program was heard at 7:15 p.m., EST.

BALTIMORE'S Listening Habit

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

HERB POLESIE

radio
program
consultant

37 Riverside Drive, N.Y.C. TRa 7-9351

Industry, Government Heard At AWD Meet

(Continued from Page 1)

The luncheon was preceded by a session on "How Does Radio Sell Ideas?" with an address by Fannie Furst and a panel discussion by Lisa Vergio, Mary Margaret McBride, Dean Mildred Thompson, Marjorie Husted, Elsa Maxwell and Frances Farmer Wilder, with Dr. Lyman Bryson as moderator.

Warning that in the not too distant future "radio will find itself in a more competitive position than ever before," Frank Pellegrin, director of broadcast advertising of the NAB, held the opening session of the AWD meet on Friday that women broadcasters can play an important role in helping their stations maintain high business levels. While some new business will come from new advertisers, he said, most will originate with advertisers now using other media, particularly local retailers. This field is especially suited to advertising on women's programs, and women broadcasters "can get early if not immediate results for retailers," he added.

Pellegrin told the assembled 180 women that they can best introduce retailers to radio. By enabling the new advertisers to "get their feet wet" in radio, women broadcasters can open the way for heavy new sales, he added.

Linnea Nelson Heard

The NAB official described in detail the radio survey made recently by Boske Bros. department store in San Antonio which, he said, enabled the store to capitalize on its strength and develop its weakness via a "beamed program technique." While he praised the results of the survey, he said women "can introduce more retailers to radio than any number of such surveys."

Linnea Nelson, time buyer for the Walter Thompson Co., stressed the importance of the community job that can be done by women broadcasters. She urged her audience to assume active roles in community affairs and to emphasize the "responsibilities that always go along with freedom."

Regarding the increasing importance of women in national and international affairs, she said, "All you women broadcasters are in a marvelous position to keep these women abreast of the times and keep them posted on world-wide affairs in relation to their everyday lives."

Miss Nelson also brought out the importance of women's programs to broadcasting, saying that because of their loyal audiences and intimacy of nature, women's shows can well be used as a springboard for new advertisers.

FCC Sets Hearings On 341 Applications

(Continued from Page 1)

dar also includes a complete schedule of hearings (135) for the month of March, consisting of cases previously listed for that month (in the hearing calendar for the first quarter of 1946) with enough new cases to fill the gaps in the original schedule.

An effort has been made, FCC said, not to schedule new broadcast hearings for the period from April 1 to April 15, this period being reserved for the taking of adjourned engineering testimony in cases when non-technical evidence has already been presented, but the records not yet closed. The only exceptions to this principle are two groups of hearings which originally were scheduled for March and which were unavoidably postponed. The last two weeks in April have been similarly set aside for the clear channel proceedings being heard by the Commission, consequently all other cases scheduled during that period will be heard by members of the staff. It will likewise be necessary, in order to maintain a quorum of the Commission in Washington, for staff members to preside at some of the field hearings set for May, June and July.

Community Hearings Planned

In scheduling hearings in broadcast matters the Commission has arranged to hold most of the television, FM, and 250-watt AM applications in the community affected. Hearings involving substantial engineering questions have been scheduled for Washington because, FCC said, it is felt that, both from the standpoint of the Commission's engineering department and the private engineering consultants, such questions can best be heard in Washington.

The Commission has arranged the hearing schedule upon the premise that no hearing on a single broadcast application—including direct testimony and cross examination—shall consume more than one full hearing day. Experience with the calendar for the first quarter of 1946, arranged on a similar basis, has demonstrated that one day is more than adequate, especially in cases when pre-trial conferences are held. Accordingly, for consolidated proceedings involving two applications the Commission has allotted two days, where there are three applications three days are set aside, etc.

FCC Member Expected To Head Commission

(Continued from Page 1)

speculation is centering now upon the possibility that the seat vacated by former Chairman Paul A. Porter will be filled soon from the ranks of the Commission officials. Although it is reported that Porter would like to see the seat left open for himself, the press of work is so great at the Commission that a seventh member will probably have to be appointed. There is a good chance he will be from New England.

Burke Clemens, Montana State Utilities Commissioner, has had strong backing from Senate Interstate Commerce Chairman Burton K. Wheeler but the appointment of Hyde will probably rule Clemens out because Montana is so close to Idaho. Senate Foreign Affairs Chairman Tom Connally and Rep. Lyndon Johnson of Texas also have a candidate, but again the geographical makeup of the Commission is considered unfavorable for the appointment of a Texan.

The most probable New Englander for the spot is Nathan David, who is being supported by Sen. David I. Walsh of Massachusetts. David, a former assistant general counsel of the FCC, has a service record, having entered the Navy as an enlisted man and won a commission, and had an excellent record while with the FCC. He is reported to have strong Congressional backing.

KMTR Now KLAC

Los Angeles — Effective today, KMTR's call letters will be changed to KLAC. On that date the station will also institute 19 hours of new programming, Don Feddersen, who is managing KYA, San Francisco is also supervising local outlet.

*Send Birthday
Greetings To*

March 18

Syd Rubin	Edward Everett Horton
Helen Hall	William B. Maillefert
Richard Marvin	Jack Mitchell
George Olsen	Judith Rutherford

Brand Names Series Launched This Week

(Continued from Page 1)

NBC owned and operated stations: WEAJ, New York; WRC, Washington; WTAM, Cleveland; WMAQ, Chicago; KAO, Denver and KPO, San Francisco.

The network has assured the foundation that by the time reservations close, March 25, at least 135 network stations will carry the full program series to a total listening public of 28,838,203 families. Plans are being worked out for the same series to be presented on Canadian stations.

Categories Listed

Series is designed to dramatize the part brand names play in American economic growth and their services to the consumer. Each of the 12 episodes deal with a different industry. Among them are canning, soap, shoes, paper, clocks and watches, housing and petroleum.

Five Applicants Of Record For Detroit Tele Channels

(Continued from Page 1)

of Detroit, with WJR having been granted dismissal of its application last week.

Hearings will get under way one week from today in Detroit, with Attorney William Bauer of the FCC legal division presiding. The five applicants to participate include, Jam Handy, United Detroit Theaters Corporation, the Evening News Association (licensee of WWJ), the International Detrola Corporation, and the King-Trendle Broadcasting Corp. (licensee of WXYZ).

TELEVISION

3 years' working experience with N. Y. station in production, directing and administration. Single, young veteran. Anywhere in U. S. Write

Box No. 145, RADIO DAILY
1501 Broadway New York 18, N. Y.

**HOW TO DO
THE IMPOSSIBLE
IN ONE EASY
LISTEN!
HEAR A PROGRAM THAT
ISN'T ON THE AIR
YET!**

**THURSDAY NIGHT
MAR. 21, 11:30 p.m.
STATION
WABC
CARR & STARK, INC.
366 Madison Avenue
New York 17, N. Y.**

BALTIMORE'S GREAT FOOD SALESMAN



**HE SELLS THRU
THE AIR with THE
GREATEST of EASE**

EDWARD PETRY & CO., National Representatives

Peabody Awards Announced; 'Town Meeting' Again Honored

(Continued from Page 1)

Carthy, heard on NBC, are cited for bringing to the air mimicry, wit and a power of characterization which is refreshing. Bergen will receive the Peabody laugh award.

The year's drama award is voted Arch Oboler, MBS, "in recognition of his pioneer and continuous efforts, imaginative and intelligent, not only to adapt drama to the requirements of radio, but to create a dramatic form especially for broadcasting."

CBS Gets News Award

CBS receives the Peabody award for outstanding reporting of the news. The board especially commended Paul White as administrative head of Columbia's news department.

KRNT, Des Moines, ABC affiliate, received a special citation for its exclusive coverage of the atom bomb tests in New Mexico.

Two awards were made in the field of music. One went to the NBC Symphony of the Air which "has made fine music a living force in millions of American homes." The other went to Dr. Howard Hanson, the Eastman School of Music, and WHAM, Rochester, in recognition of their contribu-

tions through broadcasting to music education.

In recognition of outstanding public service, an award is given KFVB of Hollywood for its program, "Toward a Better World" based on the station's coverage of the United Nation's conference in San Francisco. Citations in this category were voted Arnold Hartley, program director of WOV, New York, independent station for his program, "Mr. Colombo Discovers America" and other scripts and to WHAS, Louisville, Ky., a CBS affiliate, for its series, "Wake Up Kentucky."

The award for outstanding public service by a local station went to KOMA, CBS outlet, at Oklahoma City for its "Save a Life" series—a campaign to reduce accidents on Oklahoma highways.

"We March With Faith," a series of programs for public school pupils produced by KOWH, ABS affiliate at Omaha, was given the award as the outstanding children's program of 1945.

Formal presentation of the awards will be made at a dinner in New York City on April 24th.

Ohio WCTU Seeks Ban On Liquor Advertising

Columbus, O.—The Ohio WCTU in its final convention session adopted a program recommending closer censorship of motion pictures to eliminate the "promotion of drinking and the depiction of low moral standards."

The resolution, presented by President Mary B. Ervin, also suggested that the WCTU call upon Congress and the Federal Communications Commission to ban advertising of alcoholic beverages over the radio and that state and federal legislation be adopted to ban all such advertising.

A prediction that the "American way of life will fail" unless there is a spiritual reconversion, was made by Rev. E. M. Hertzler, Marion, in an address before the organization.

New Public Service Show Starts On ABC March 31

ABC will launch a new public service series titled "Warriors of Peace" to be aired Sundays from 2 to 2:30 p.m., EST, beginning March 31. Program is written by Ira Marion, and will dramatize the contributions of the U. S. Army in peace and its "effects on American life today and tomorrow."

Robert Saudek, network's director of public service, feels that the program will provide important impetus to constructive thought regarding the need for a peacetime army of high quality. Emphasis will be on the role of the Army "waging peace through science, industry health, education.

On program will be stars of stage and screen and top Army officers.

Oklahoma City

SAYS

KTOK

That "O.K." on KTOK is really significant, because listening surveys prove that we have a high percentage audience—at all times—in this highly concentrated market. Super programming, of course, is the drawing card. Tuning in KTOK is an increasingly contagious habit. Let us show you the facts on KTOK! Audience, results, and LOW COST!

AFFILIATED WITH
AMERICAN BROADCASTING

ktok

Oklahoma City

250 1400
WATTS KC

KEY STATION
OKLAHOMA NETWORK

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN *Radio Sales*

always a busy city!

CANTON, OHIO

whbc

1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH CO.

Miller Flays FCC Report

Atom Bomb Coverage Plans Given To Radio

Radio coverage of the actual atomic bomb explosion off Bikini Atoll in May will be limited to a pool broadcast to the four major webs, from a plane flying near the scene of the test, it was announced in a formal statement by the Joint Army-Navy public information section of Operation Crossroads.

Press and radio correspondents accredited to the test "will be permitted

(Continued on Page 7)

Truman Talk Rates Higher Than Churchill Address

Ratings of the speeches by Winston Churchill at Westminster College, Fulton, Mo., on March 5, and President Harry S. Truman's address before the Federal Council of the Churches of Christ in America, which were released yesterday by CAB. The rating for Churchill's address was 13.5 while the following day President Truman rated 16.4. Both programs were daytime broadcasts carried by the four major networks.

Award Goldsmith Verdict in "Aldrich Family" Matter

A unanimous award was handed down yesterday by arbitration board disallowing a claim of Samuel A. Taylor against Clifford Goldsmith for 5 per cent of all income derived from the latter's "Aldrich Family" series. Arbitrators were playwright Owen Davis, composer Kurt Weill and attorney John E. Wood.

The proceedings were held in ac-

(Continued on Page 2)

UNO Planning

An international telegraph communications center to service the forthcoming Security Council meeting will be set up at UNO headquarters at Hunter College by American Cable & Radio Corporation System, it was announced yesterday by Warren Lee Pierson, president. Press facilities will be set up in the college gymnasium, while on the main floor of the building a commercial office will be equipped to handle diplomatic, commercial and traffic for the delegates.

Nielsen To Defend Radio Survey Systems

Added fuel to the currently raging research controversy is expected to be supplied by Arthur C. Nielsen, president and founder of the A. C. Nielsen Co., when he addresses Thursday's meeting of the Radio Executives Club at the Hotel Roosevelt,

(Continued on Page 3)

Sullivan Signed By ABC For Weekly News Program

Ed Sullivan, Daily News columnist, has been signed for a weekly 15-minute news period starting Tuesday, April 2, at 9:00 p.m., over a full American network of 180 stations. Show will be called "The Ed Sullivan Program," and will be bankrolled by Edgeworth Pipe Tobacco. Deal was set by Warwick & Legler.

War-Made Parts In Miniature Seen Aiding Post-War Sets

Columbus, Ohio—Lifting of Army-Navy security restrictions have made available many new and interesting tools destined to improve the science and art of broadcasting, A. B. Chamberlain, chief engineer of CBS, told the Sixth Annual Broadcast Engineering Conference which opened yesterday at Ohio State University. Chamberlain stressed particularly the advancements in VHF FM broadcasting in the new 88-108 mc band, VHF

NAB President, At 11th District Meeting, Sees It As 'Serious Development'; Says "Stand Up And Fight"

Application-Volume Maintained At FCC

Washington Bureau, *RADIO DAILY*
 Washington—Nearly two score applications for CPs covering AM, FM and television fields in all parts of the nation were announced yesterday by the FCC.

Application for CP for a new commercial television station in Baltimore, Md., was made by the A. S. Abell Co. The station would operate on channel No. 2 (54-60 megacycles). Standard applications include:

- Antilles Broadcasting System, Rio

(Continued on Page 7)

Kenneth Baker Named NAB Research Director

Washington Bureau, *RADIO DAILY*
 Washington—Kenneth H. Baker, member of the faculty of Ohio State University, has been appointed NAB Director of Research, it was announced.

(Continued on Page 2)

Harrison Returns To Post As UP Radio Sales Mgr.

Alfred F. Harrison, radio sales manager of the UP for more than a decade, has returned to his post in

(Continued on Page 6)

Minneapolis—Declaring the FCC programming report to be the most serious and far-reaching development to radio industry since organization of that commission, Judge Justin Miller yesterday opened 11th District NAB meet with the statement, "I hope there are those

(Continued on Page 3)

Cross Leaving BBC; Takes UNO Radio Post

Christopher Cross, Public Relations Manager of the British Broadcasting Corporation in North America, relinquishes his post effective immediately to join the Information Department of the United Nations Organization where he will be in charge of liaison with American broadcasters and radio press.



CHRISTOPHER CROSS
 American director announced yesterday. "We regret sincerely that we must

(Continued on Page 2)

Union Now

Ben Grauer and Leslie Mitchell, former BBC announcer, became old friends as a result of their two-year association on "Atlantic Spotlight," but had never met until this week. Mitchell landed in the U. S. on a business trip Sunday and registered at a mid-town hotel, but Grauer phoned and asked him to share his place during his visit here.

Girl Scouts, Too

Not to be outdone by the radio interests which are aiding the Boy Scouts campaign, Johnny Desmond, ex-GI now featured Saturday mornings on NBC, has penned a tune in honor of the Girl Scouts: "We're the Girl Scouts of America," accepted by the organization as its official song. All profits from publication of the tune will go to the GSA.



Vol. 34, No. 53 Tues., Mar. 19, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y. by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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., March 18)

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

Kenneth Baker Named NAB Research Director

(Continued from Page 1) nounced yesterday by Justin Miller. Baker, who will join NAB April 1, has had considerable experience in radio research including listening habits, market surveys and panel studies.

OFF-THE-AIR REFERENCE RECORDINGS IN CHICAGO

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

Coming and Going

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, and "PETE" SCHLOSS, of the web's station relations staff, are back in New York following a business trip to Hartford. HELEN HALL, conductor of the "Women's Page" on WCBM, Baltimore, left yesterday for her Maryland headquarters after having spent the week-end in New York. WALTER CRAIG, vice-president of Benton & Bowles in charge of radio, has returned from a six-week vacation trip to Guaymas, in Mexico, and Hollywood. CECIL BROWN, Mutual newscaster, is in Exeter, N. H., where he will lecture on "The Problems of Peace." S. E. CREW, manager of WCBT, Roanoke Rapids, N. C., and A. L. DREW, commercial manager of the station, are in New York for conferences with network officials.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., left New York late last week for Washington, D. C. While in Gotham he addressed the N. Y. U. radio class conducted by John Carol, network sales manager of CBS. CHARLES GODWIN, assistant director of station relations for Mutual, leaves today on a two-week trip to network affiliates in the Middle West. BUDDY BASCH, of the Banner & Grief office, has returned from Boston, where he did advance work for the Tex Beneke orchestra. CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., affiliate of CBS, in town late last week on station and network business. WARREN P. WILLIAMSON, JR., president and general manager of WKBN, Youngstown, Ohio, was in conference late last week at the offices of CBS, with which the station is affiliated.

Cross Leaving BBC; Takes UNO Radio Post

(Continued from Page 1) lose Mr. Cross," said Mr. Brewer, "for he has served well the BBC and the cause of Anglo-American radio collaboration. We are gratified, however, that in his new position at UNO he will be able to apply his talents to the cause of world radio collaboration in the interests of lasting peace." Although Cross' chief duties will make him responsible for UNO's relations with American broadcasters and the radio press, he will also supervise the booking of UNO personalities and programs on U. S. networks and stations. Cross, who has headed BBC's public relations department for almost two years, has had a varied background which includes industrial, institutional and radio public relations. Before joining the BBC he was assistant publicity director at the Mutual network. Cross has written for radio, films, newspaper syndicates and magazines, and is author of several books the latest being "Soldiers of God," published by E. P. Dutton.

Award Goldsmith Verdict In "Aldrich Family" Matter

(Continued from Page 1) cordance with the Dramatist Guild contract under which the dispute arose. Taylor's claim stemmed from a collaboration agreement with Goldsmith on "What A Life," a play written by Goldsmith in 1938, which included 25 per cent interest to Taylor on motion picture, radio and other rights. The decision was made on the basis that no material from the play was included in the radio series. Goldsmith was represented by Louis Nizer, of Phillips, Nizer, Benjamin & Krim.

Curtis In Spot Campaign

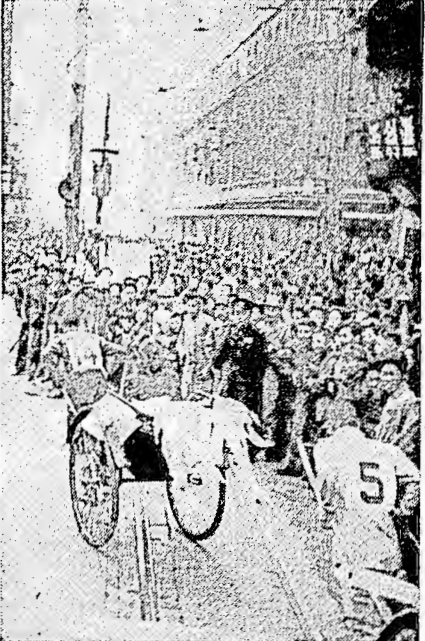
Philadelphia—Curtis Publishing Co. through Lewis & Gilman, has increased its spot campaign on behalf of "Holiday," new slick paper magazine, and is author of several books, the magazine include heavy spot coverage for five days beginning March 20, the date of issue, on web and indie outlets in approximately 25 major cities throughout the country.

Mary Elizabeth Fautt

Mrs. Mary Elizabeth Henderson Fautt, 35, since 1928 a member of the NBC Controllers Department, died Sunday morning as the result of a fire in her home in Maspeth, Queens. She is survived by her husband, Frederick Fautt, her mother and three brothers.

Rankin On ABC Wed.

Washington—Rep. John E. Rankin (D. Miss.), will make a 15-minute broadcast over the ABC network tomorrow (March 20), at 9:00 p.m., EST, outlining the operation of the House Committee on Un-American Activities, of which he is chairman.



China derby

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

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

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

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

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

Facts are available.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEI

HOW TO DO THE IMPOSSIBLE IN ONE EASY LISTEN! HEAR A PROGRAM THAT ISN'T ON THE AIR... YET!

"YOUTHVILLE, U.S.A." starring Betty Garde THURSDAY NIGHT MAR. 21, 11:30 p.m.

STATION WABC CARR & STARK, INC. Radio-Television Productions 366 Madison Ave. New York 17, N. Y.

FCC Program Report Flayed By NAB Head

(Continued from Page 1)

Individuals within the broadcast industry who are going to stand up and fight it."

Judge Miller said the FCC is gradually moving in on the program area, and that it is the responsibility of broadcasters to protect for the people the right of free speech, since this is the vital issue involved."

Labelling the process of issuing temporary licenses in renewal procedures a "process of government by intimidation," Judge Miller said that if the FCC is allowed to continue its feeling that it can dictate programming the next step will be for it to decide who will be on controversial programs, who will write educational programs, etc. In analyzing the FCC programming blast, Judge Miller pointed out that it cited a Supreme Court decision which doesn't even mention programming.

"It's our duty," he continued, "to challenge the Commission to find out what Congress really meant" in creating the FCC's powers, and then, if necessary, to secure appropriate legislation.

Comments On Petrillo Meeting

In his opening address, Judge Miller also cited progress on the NAB labor relations, particularly in regard to Petrillo. He was optimistic regarding possibilities of an April 15th exploratory meeting with Petrillo and the board of directors of the Musicians' Union, and said that until all avenues of negotiation have been exhausted, in trying to lay the basis for friendly, non-coercive future relationships, the NAB would not endorse nor back such measures as the Lee bill.

At the afternoon session, Hugh Feltis, president of BMB, reported 150 stations now subscribers.

Robert Elrick, manager of the market analysis department of Pepsodent Company, and Linnea Nelson, Walter Thompson, time buyer, presented advertiser and agency support of BMB.

There were 72 registrations for the meetings in the Radisson Hotel here.

To Address H. S. Editors

Kate Smith will address 3,000 high school editors on the subject of intolerance at the 22nd annual convention of Columbia University Scholastic Press Association on Thursday in New York. The CBS star will point out to editors how to aid the cause of tolerance and combat bigotry through the medium of the nation's newspapers.

For a campaign in your city Sensational new production "VETERANS OF VICTORY"

Write or wire direct to

NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager

Coast-to-Coast

War-Made Parts In Miniature Seen Aiding Post-War Sets

(Continued from Page 1)

of Broadcasters and the Institute of Radio Engineers.

Dr. W. L. Everitt, head of the Illinois University electrical engineering department, presided.

In his address—"World War II Contributions to Broadcasting"—Chamberlain said the many new and improved standard components with a definite trend toward miniature and sub-miniature parts as required by aircraft, are now available for use in standard, international and relay broadcasting. He listed as a wartime contribution to FM broadcasting in the new 88-108 mc band improved antenna systems and measurement of their performance largely as a result of advanced development work done at Ohio State University, California Institute of Technology and in Army and Navy commercial laboratories. In the same category he named new electron tube designs, improved wave guides, new VHF and UHF test and measurement equipment and UHF and microwave propagation studies.

CBS, Chamberlain said, is conducting a detailed survey of the New

York area in the 480 to 920 mc band to determine the behavior of waves in these frequencies as applied to television broadcasting in such an area.

Television, especially new experimental UHF high definition color system, has received considerable direct benefit and technical impetus from World War II electronic development, Chamberlain said. Among the important contributions in the field, he said, are the image orthicon camera pickup tube which functions substantially independently of the illumination of the subject being televised. Sight and sound transmission on a single transmitter carries improved UHF antennas and a new kinescope for home projection type television receivers.

Charles Singer, assistant chief engineer at WOR, New York, spoke on broadcast maintenance problems and announced preparation of an illustrated manual on preventive maintenance for contribution to members of the broadcast industry.

"Design of broadcast studios with irregular boundary surfaces" was the topic of the final discussion of the day by J. E. Volkmann of the RCA Manufacturing Co., Camden, N. J., and Keron C. Morrical, of the RCA-Victor Co., Indianapolis.

Hercule Poirot On CBS Five Weekly For P. & G.

Agatha Christie's master detective, Hercule Poirot, brings his deductive talent to the CBS network on Monday, April 1 in a new five-a-week mystery thriller, (CBS—not WABC, 7:00-7:15, Monday through Friday), sponsored by Procter & Gamble for Ivory Soap. The program format calls for a complete story each week. The action will begin on Friday and conclude on the following Thursday.

Harold Huber, radio, stage and screen actor, has been selected to play the part of Poirot. The new series will be directed by Carl Eastman. Alfred Bester will write the script.

ABC Affiliates Now 202

With the addition on April 15 of KROP, Brawley, California and KOWS of Trinidad, Colorado to the American Broadcasting Company's network, the total number of ABC affiliates is raised to 202.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

Nielsen To Defend Radio Survey Systems

(Continued from Page 1)

12 Noon, in an answer to Marion Harper, Jr.

Harper, vice-president in charge of research at McCann-Erickson, in an address before the REC on Feb. 7, sharply criticized radio research organizations and said that the industry now suffers "acute indigestion" as a result of too many ratings.

Nielsen's firm, one of the world's largest marketing research organizations, conducts the Nielsen Radio Index which employs the Audimeter, a graphic recording instrument installed in radio receivers in selected homes.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEE RAY MEER

WE ARE VERY, VERY SORRY ...

that due to insufficient space we were unable to accommodate all of the agency and network executives who wished to attend the audition last night at N.B.C. of our new package

"DREAM STREET"

HOWEVER, any manifestation of interest may be pursued by writing, wiring or phoning

LU HOWARD RADIO PRODUCTIONS

1674 BROADWAY, NEW YORK

CI. 6-4268

It happened on NBC

In the Beginning . . .



JANUARY 10, 1926

The blackface team of Sam 'n' Henry made its debut over a Chicago station. Sam 'n' Henry were created and portrayed by Charles J. Correll and Freeman F. Gosden and were the immediate ancestors of Amos 'n' Andy.

JANUARY 10, 1928

Amos 'n' Andy were born for radio listeners over Station WMAQ in Chicago. They made their debut on the NBC Network under the sponsorship of the Pepsodent Company on August 19, 1929.

MARCH, 1930

The New York Telephone Company conducted a scholarly survey which proved that rows of telephone operators all over the country were practically idle from 7 to 7:15 PM—Amos 'n' Andy Time. Heretofore this had been a busy telephone period with families planning their evening's activities over the phone.

● "Firsts" fall over each other when the accomplishments of Amos 'n' Andy are compiled. Theirs was the first five-nights-a-week dramatic show on the air. They were the first coast-to-coast radio sensation and the first radio artists almost to disrupt the habits of a nation when their broadcast time was shifted. They were the first radio stars to create imaginary characters so real to listeners that they have taken permanent places as living

figures in American folklore. Lightnin', Brother Crawford, Kingfish and Madame Queen are genuine Americana.

The saga of Amos 'n' Andy has no parallel in broadcasting annals. In 1926 radio programming consisted for the most part of instrumental music, solos, songs, news and talks of various natures. Radio drama was in its embryonic stage, still to be developed. With radio only five years old, Amos 'n' Andy pioneered in presenting

The Story of Amos 'n' Andy) NO. 10 OF A SERIES



Years Later...

OCTOBER 8, 1943

Amos 'n' Andy inaugurated their new half-hour series on NBC for Lever Brothers in behalf of Rinso. Instead of broadcasting fifteen minutes five times weekly, they compressed all their laughter into one big half-hour show.

FEBRUARY, 1946

Amos 'n' Andy, now broadcast over 148 stations of the NBC Network, and reaching an estimated weekly audience of 20,000,000, are well up among Hooper's top fifteen programs.

dramatizations of natural, believable characters. They were immediately successful. They brought for the first time to American radio the appeal of life-size human beings. They were welcomed in millions of homes as regular evening visitors. They transformed radio receivers from musical news-boxes to instruments as personal as books filled with well-loved characters.

Today, after eighteen years of broadcasting, Amos 'n'

Andy shine brightly for Lever Brothers and Rinso on NBC as each Tuesday evening the nation resounds with the laughter of new friends and faithful millions.

That the story of Amos 'n' Andy happened on NBC is more than incidental. It is the happy result of two master showmen displaying their wares on the network that offers them the finest facilities, the largest audience and the friendly association of other great NBC shows.

National Broadcasting Company
America's No. 1 Network



A Service of Radio
Corporation of America

LOS ANGELES

By RALPH WILK

MATTY MALNECK, song writer and orchestra leader, will be the guest of NBC's "Tin Pan Alley of the Air" April 6.

Bob Garred, CBS news reporter, returns to his old spot on the network after four years as an Air Combat Intelligence officer with the Navy. During the war, Garred was stationed aboard an aircraft carrier and saw service in many Pacific battles.

Maestro Eddie Paul celebrated his sixth anniversary on NBC's Sealtest Village Store with last week's broadcast. Paul joined the "store" when Rudy Vallee was original proprietor. Paul and his boys are the last of the original starters—but still going strong. Jack Haley and Eve Arden, current "store owners," commemorated the occasion with an appropriate shindig after the broadcast.

Cass Daley and her valuable collection of antique furniture will be featured by Jerry Fairbanks in his latest "Unusual Occupations" short soon to be released by Paramount. Short will show the star's collection in her Toluca Lake home, and Cass busy in her workshop restoring ancient clocks, music boxes, chairs, etc., with an out of this world ending as a climax.

Harrison Returns To Post As UP Radio Sales Mgr.

(Continued from Page 1)

New York following a year's special assignment in Washington.

While in the capital Harrison acted as a consultant to broadcasters visiting there on matters relating to the establishment and maintenance of radio news programs, as an adviser on technical affairs and as a representative of his company for liaison between station owners and officials and government departments.

WANTED

A secretary correspondent with experience in radio field, preferably station relations. One who can compose good selling letters, but is not averse to taking dictation. Man or woman. Salary \$45 per week. Write:

Box No. 147, RADIO DAILY
1501 Broadway New York 18, N. Y.



Manhattan Memoranda. . . !

● ● ● Churchill has been offered a mint to remain in this country and head a new radio network. He turned down over 30 G's during the past five days for guest appearances alone. . . . Helen Hayes nixed an offer to do a femme commentator period a la Mary Margaret McBride. . . . Radio Row gossip has Jack Brickhouse, Chi sportscaster, doing the Giants games this season via WMCA along with—and get this, now—Tullulah Bankhead for the women's point of view. . . . Biow will decide this week whether or not he'll retain "Holiday." . . . Hear that Danny Kaye is having salary squabbles with his sponsor. Wants more dough when his new contract comes up in July. . . . Tommy Dorsey goes in the Fred Allen slot for the summer. . . . Pappy Boyington being offered to the nets by MCA. . . . Six top name bandleaders are forming a syndicate to support a new \$300,000 ballroom in Queens. . . . Here's a switch: Hildegard will imitate Mitzi Green in her new act. . . . Irving Berlin turned down that Irving Berlin Music Box idea. He'll be too busy for the next eight months. . . . New slogan around NBC in reference to the latest news: What's Vandercooking, kid? . . . Roger White looking for an orchestra conductor for the Jane Froman show. He has Frank Ventree ticketed to handle the music chores for his "Lady Dick" series.

★ ★ ★

● ● ● Recently, Emily Holt of AFRA found herself in a group of old Texas friends. Discussion veered to radio, and somehow to the Lea bill now pending in conference in the Senate and House in Washington. One prominent Texan (obviously anonymous) stated vehemently during the argument: "The Lea bill should pass. It doesn't go far enough to curb that Petrillo who made us listen to 'Jeannie With The Light Brown Hair' until it ran out of our ears!" So runs public memory. Sic semper gloria transit—ASCAP and BMI.

★ ★ ★

● ● ● NBC Philharmonic will probably shift to Sat. p.m. after Gen'l Motors drops it. . . . We didn't hear it ourselves, but insiders claim that the Stroud Twins audition for CBS Sunday nite was a lulu and a cinch to get serious agency attention. . . . Aside to Jimmy Fidler: Don't you think that the radio public is just as large as the movie public? Of course, we're referring to your open letter to Helen Hayes asking her not to limit her great talents to the theater. . . . Bob Crosby headed for the highest rated automobile show on the air. . . . Jerry Arlen out of the army and going to Chi as musical director for "Bloomer Girl." . . . Joe Ripley's wife presented him with a baby daughter ten minutes before he took to the air Sat. nite in "Guess Who." Incidentally, get Joe to show you his private collection of satirical drawings of sponsors, agencies, etc. It'll floor you. . . . Talk around that Bob Monroe will be WMCA's new program director in a few weeks. . . . Recommended: Ade Kahn's publicity build-up of Buddy Lester, who should get his own air commercial any minute now. Also a major league press job is Al Durante's classy work on Kenny (Sen. Claghorn) Delmar, landing him in Life, Look, Pic, Esquire and Red Book currently. . . . World Broadcasting has signed Vaughn Monroe for their library service. . . . Drop a line to ailing Dick Mooney at St. Francis Health resort, Den-ville, N. J.

★ ★ ★

● ● ● Gagbag: Nat Moss says that H'wood is a mad zoo where they ape you today, lionize you tomorrow and do everything to get your goat. . . . Erskine Johnson describes H'wood as a place where people spend money they haven't earned yet, to buy things they don't need to impress people they don't like. . . . Steve Ellis has the final gag on "Lost Weekend." He says it's fabulush, while Herb Shriner wonders if the background music for the film isn't "Distill We Meet Again."

AGENCIES

MAJ. RICHARD G. PRATT, with the armed services from June, 1941, until February, 1946, has returned to the copy staff of the Charles W. Hoyt Company. Major Pratt first became associated with Hoyt in 1937 and at the time he entered the Army was a writer of both radio and publication advertising. . . . **MAJ. LESTER G. BRUGGEMANN** of the U. S. Marine Corps, recently back in this country from service in China, has been appointed an assistant to Frank A. Whipple, Hoyt vice-president in charge of the Hartford office.

WILLIAM HARDING has been appointed program director of the radio department of the Ted Bates Advertising Agency, Incorporated. He took up his duties, yesterday, March 18. He formerly was associated with the J. Walter Thompson Company.

FREDERICK SHERMAN, recently discharged with the rank of captain from the Army after three years' service with the Army Air Forces in Africa and Italy, has joined the copy-writing staff of the Ralph H. Jones Company, Cincinnati. Prior to his Army career, he was account executive for the Grey Advertising Agency, New York.

Meet Mr. Reddy Cash!
FROM EAST TEXAS

"Reddy Cash" awaits your message via KFRO. Thanks to oil, agriculture, live stock, lumber and fruit growing. KFRO influences buying habits of 500,000 people.

American - Mutual
KFRO
LONGVIEW, TEX.
Texas Richest Market

Listen Tonight

and

Every Tuesday Nite

to

UPTON CLOSE

10:15 P.M., E.S.T.

Mutual Broadcasting System



Management

WILLIAM PECK AGENCY

9172 Sunset Blvd., Hollywood 46, Cali

there's
NO QUESTION
..about SELLING
KANSAS when
you hire:
Ben Ludy,
GEN'L. MGR.
WIBW
The Voice of Kansas
TOPEKA

Application-Volume Maintained At FCC

(Continued from Page 1)

Piedras, P. R., to be operated on 790 kc., five kw., unlimited; Joseph F. Biddle Publishing Co., Huntington, Pa., to be operated on 1400 kc., 250 watts, unlimited; Louis F. Myers and Gertrude Jo Myers, doing business as Howdy Folks Broadcasters, Tulsa, Okla., to be operated on 1100 kc., five kw., daytime; The Huntsville Times Co., Huntsville, Ala., to be operated in 1490 kc., 250 watts, unlimited; E. L. Roberts, Gadsden, Ala., to be operated on 1350 kc., one kw., unlimited; Voice of Dixie, Inc., Birmingham, Ala., to be operated on 690 kc., 10 w., unlimited.

Also Hot Springs Broadcasting Co., Hot Springs, Ark., to be operated on 690 kc., 50 kw., unlimited; Frank E. Fowler, Craig Siegfried, Cedric Siegfried and Charles Siegfried, a partnership, doing business as the Blue Valley Co., Independence, Mo., to be operated on 1510 kc., one kw., daytime; The Oneida Broadcasting Co., Rhinelander, Wis., to be operated on 240 kc., 250 watts, unlimited; James Wallentine, trading as the Utah Broadcasting Co., Vernal, Utah, to be operated on 1340 kc., 250 watts, unlimited; Walla-Walla Broadcasting Co., Walla Walla, Wash., to be operated on 1490 kc., 250 watts, unlimited.

And Idaho Falls Broadcasting Co., Idaho Falls, Idaho, to be operated on 230 kc., 250 watts, unlimited; Cream City Broadcasting Co., Milwaukee, Wis., to be operated on 1290 kc., 250 watts, unlimited; J. Herbert Hollister, Boulder, Colo., to be operated on 1490 kc., 250 watts, unlimited; J. Herbert Hollister, Ft. Collins, Colo., to be operated on 1450 kc., 250 watts, unlimited; Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho, to be operated on 1230 kc., 250 watts, unlimited; Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho, to be operated on 1400 kc., 250 watts, unlimited.

FM applications include the Chronicle Publishing Co., San Francisco, Calif., metropolitan; Saviers Electrical

COAST-TO-COAST

— OREGON —

PORTLAND — Douglas Billmeyer, formerly a member of the KEX continuity staff, was recently appointed sales promotion manager. . . Lawson McCall, discharged from the Navy where he served as a correspondent covering the task force strikes in the South Pacific from aboard the light cruiser St. Louis, has joined the news staff of KEX as night editor. . . Alice May Kingman, of Eugene, one of the 40 finalists in the fifth annual Westinghouse Science Talent Search, was a recent guest of KEX while in Portland en route to Washington to attend the five day Science Talent Institute. . . Ed Watson, rejoined KEX after serving as recruiting specialist in the Maritime Service since 1942.

— PENNSYLVANIA —

PHILADELPHIA—Newest addition to the WPEN classical schedule is the Sunday evening "Opera Hour," an hour-long presentation featuring a comprehensive abridgement of a complete opera. Selections follow original sequence, accompanied by an explanatory script by Maryjean Swart. . . New additions to WPEN's program department are, John McClay, continuity chief, formerly of WBAB, Atlantic City; Charles Schafhauser, writer, previously affiliated with WIP, Philadelphia, and Jack Holt, commercial continuity clerk. . . DUBOIS—Virginia Wade, program manager of WCAE, has been elected first president of the newly organized Business and Professional Women's Club, which is part of the Federation.

— NEW YORK —

NEW YORK—Leonard Carlton, who has been on leave of absence for the past six months, has resumed his duties at WLIB as program director. Carlton, who took leave to act as New York representative for the Paris Post before joining WLIB, was radio editor for the New York Post and Chief of

Products Corp., Reno, Nev., community; Elmwood Park Broadcasting Corp., Elmwood Park, Ill., community; W. S. M. B. Inc., New Orleans, La., rural; Harwell V. Shepard, Denton, Tex., metropolitan; Express Publishing Co., San Antonio, Tex., metropolitan; The Fort Industry Co., Lima, Ohio, community; Altoona Broadcasting Co., Altoona, Pa., metropolitan; Tri Suburban Broadcasting Corp., Silver Springs, Md., community; Connecticut Radio Foundation, New Haven, Conn., metropolitan.

the Evaluations Division, OWI overseas branch. . . "Prejudice on Trial" the forum program presented by WHOM in co-operation with the Commission on Community Inter-Relations of the American Jewish Congress, considered the topic "Movies as a Force Against Intolerance" during the Sunday, March 17, broadcast.

— CANADA —

MONCTON—CKCW is presenting each Sunday a feature known as "Jobs for Joe" broadcast on behalf of the returning veterans in Moncton, N. B. and directed to business men in the hope of placing vets in employment. Conducted by A. T. Parkes, former Senior Personnel Counselor for the RCAF and Berk Breen, ex-Army man, both of the staff of CKCW, qualifications of the men are given out over the air followed by an analysis of the information to point out how these men can fit into various types of employment. . . ONTARIO—New airing over CFRB is "Ontario Holiday" relating to the tourist industry and sponsored by John Labatt, Ltd.

— UTAH —

SALT LAKE CITY — Beginning March 23, KDYL will pay tribute to the different choral groups of the city in a new program arranged in co-operation with the Desert News. The groups will be presented in concert form from the KDYL Playhouse each Saturday p.m. and time will be devoted on each program to a brief history of the group singing that evening. . . Captain Parley Baer, former KSL announcer-actor, has received his release from the Army and is back with the outlet assigned to regional programming. . . Professional Pharmacy of Salt Lake City is sponsoring a new quarter-hour program over KDYL entitled "An Old Song" featuring quartet numbers reminiscent of the turn of the century.

Atom Bomb Coverage Plans Given To Radio

(Continued from Page 1)

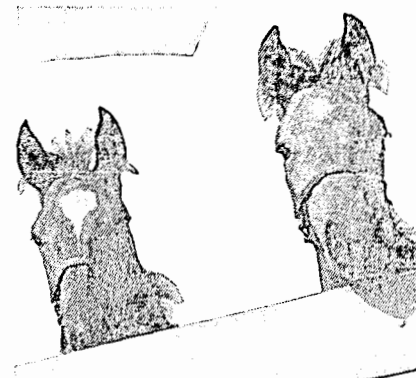
to write freely and without censorship of all that they see," the statement read. "Otherwise the responsibilities and privileges will be approximately the same as that accorded war correspondents during the war."

About 200 newsmen in all will cover the event, but with the exception of the few in the plane, they will be stationed on ships between 10 and 20 miles away from the explosion, too far away for effective observation.

The press headquarters ship, USS Appalachian, is scheduled to leave the West Coast late next month. A few reporters will be aboard the flagship of Vice Adm. Blandy, and there will be subsidiary press and radio headquarters on Kwajalein Island.

Washington Bureau, RADIO DAILY

WASHINGTON—Lt. Richard Linkroum, USNR, producer-director of WTOP-CBS in Washington, has been placed on military leave to serve as a radio program officer on the "operation crossroads" staff, it has been announced by Carl Burkland, general manager of WTOP.



new business
is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

An All-Time Favorite

MALAGUENA

by ERNESTO LECUONA

Published by EDWARD B. MARKS MUSIC CORP.

Performance Rights Licensed Through **BMI**

BROADCAST MUSIC INC.
580 Fifth Ave., New York 19, N.Y.

Send Birthday Greetings To

March 19

Frank Chapman Wayne Cody
G. A. Richards John Shepard, III
Sally Warren Eleanor Kilgallen
Dolores Eve Lloyd

Business Was Waived For The Duration but BARTON IS BACK!

—after 3 years as a Navy Public Relations Officer—

Again Offering

Exclusive "PERSONALIZED Publicity Service"

Jane Barton Publicity

Advertising Public Relations
7 West 44 Street MURray Hill
New York 2-9461

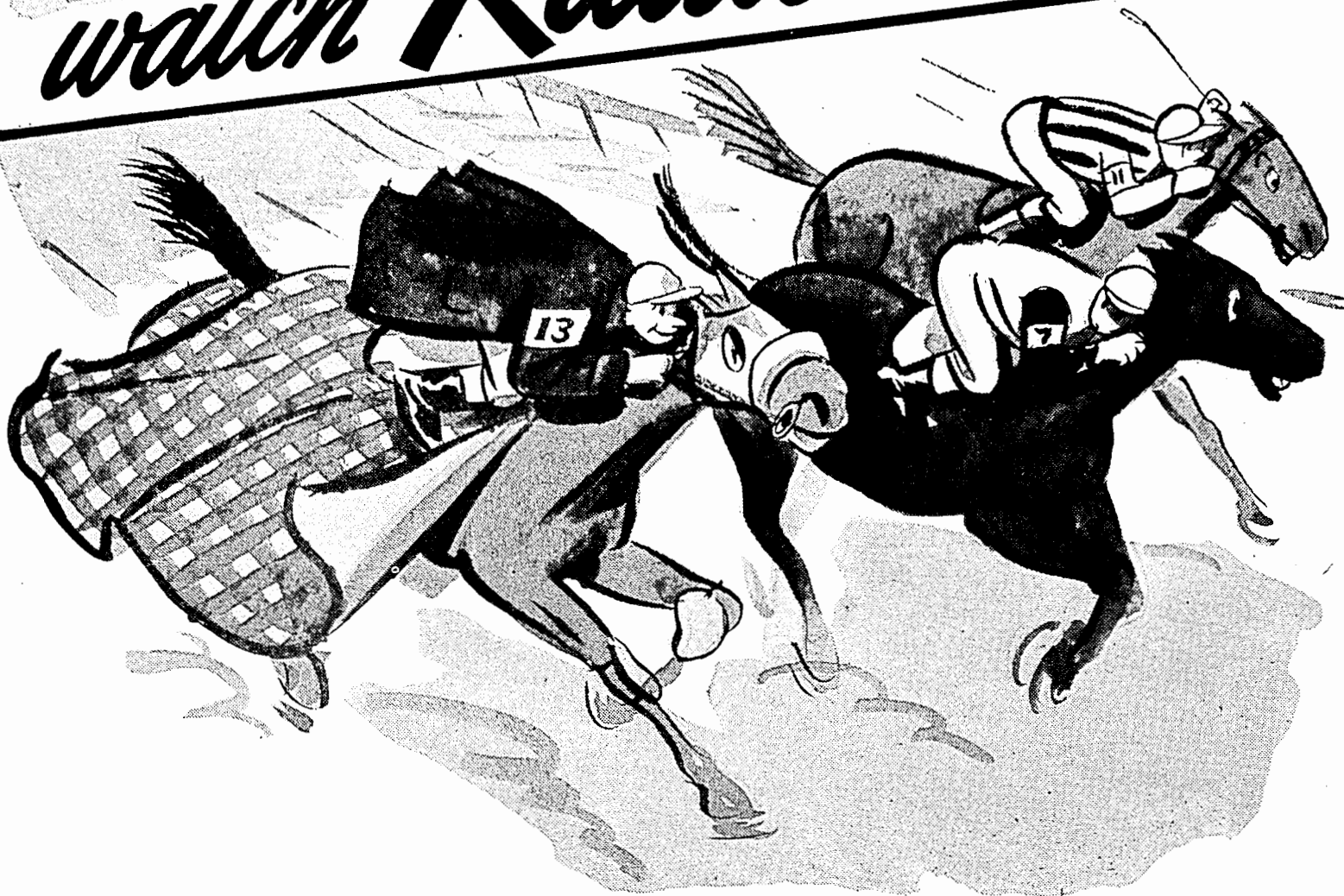
WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

now that the "Wraps" are coming off...

watch Radio Mirror



WARTIME PAPER SHORTAGES kept many magazines "running under wraps"—unable to show their real strength because print orders were government-limited.

But even "under wraps," clocking showed up the real thoroughbreds. For example, take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies *within the first seven days on sale!* There never was any-

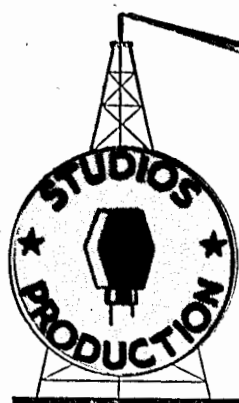
thing like enough copies printed to meet the demand.

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this well-played favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation. Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the April issue.

So, if you're looking for one of the fastest movers in many a season, get yourself an "earful" of facts about Radio Mirror...and you'll be well on your way to cashing a winner!



watch Radio Mirror



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 54

NEW YORK, N. Y., WEDNESDAY, MARCH 20, 1946

TEN CENTS

Set-Production Outlook

Fifth Network Talk Revived In New York

William Henderson, formerly vice-president and station relations director of the defunct Associated Broadcasting System, in New York yesterday announced organizational plans for a new "fifth network" while Atlas Corporation officials, meeting on the west coast, were reported discussing revival of the ABS network.

Henderson declined to reveal his financial backers but stated that option had been taken on trunk lines and that his associates were looking for leader-

(Continued on Page 9)

Yolen Leaves Film Co. For WNEW Publicity Post

Will Yolen, special events director and promotion manager for Warner Bros., has been named publicity director of WNEW, effective next month when the station moves to new quarters at 565 Fifth Avenue. He fills the vacancy created in January when Jo Ranson resigned to take over the publicity chores at WHN.

Before joining the movie firm, Yolen was publicity director of the amusement area of the New York

(Continued on Page 2)

B'klyn Pre-Season Games To Be Aired Over WHN

Nineteen pre-season Brooklyn Dodgers baseball games to be played in both the South and Ebbets Field, Brooklyn, will be broadcast in their entirety over WHN starting Tuesday, March 26, when the team meets the Yankees at Bradenton, Fla. As in the past four seasons over WHN, the

(Continued on Page 2)

Wedding Gift

Scaling the heights of happiness should be easy for Forest Dickson, 24, and Irving Moore, 26, who will receive a B-17 Flying Fortress as a wedding present when they are married between appearances on Sterling Drug's "Bride & Groom" program heard over ABC, today, March 20 at 2:30 p.m., EST. Moore is a former B-17 pilot who saw action in the ETO.

Sign of Spring

Beverly Kelley, radio and publicity director of the Ringling Brothers-Barnum & Bailey circus, will arrive in New York this week from Sarasota, Fla., to begin the ballyhoo for the 1946 circus season. Big show opens at Madison Square Garden on April 4th. for a lengthy engagement.

Moscovics Asks Co-Op In Pushing Color Tele

Pittsburgh—Color television can be brought to the public within a year, "if the industry as a whole will get behind high-frequency color," George L. Moscovics, commercial manager of CBS television station WCBW, New York, declared here yesterday at a luncheon meeting of the Advertising Club.

Outlining to advertisers the advantages to be gained in using present day television, and the experience they will gain for the day when it becomes a "powerful and economic medium," Moscovics said "what television offers

(Continued on Page 3)

Brig. Gen. Sarnoff Honored; Awarded Medal For Merit

Brig. Gen. David Sarnoff, president of RCA, has been presented with the Medal for Merit by Maj. Gen. H. C. Ingles, Chief Signal Officer of the Army, who represented President Truman at ceremonies in Radio City. The citation, read by Col. Jay D. B.

(Continued on Page 10)

Preliminary Returns In Survey By FCC Indicate AM Receivers Taking Precedence Over FM

FCC Program Report Hit By NAB 11th Dist.

Minneapolis — Expressing spirited objection to the recent programming report of the FCC, the 11th District of the NAB, in convention here yesterday, adopted a resolution calling upon the NAB, nationally, "to take every action necessary to bring about a retraction of its (the FCC's) policy, or a judicial or Congressional definition of the powers" of the Commission.

The adoption of the resolution followed

(Continued on Page 3)

Tele Plans For Bomb Test Set By Six Broadcasters

Television plans for coverage of the atomic bomb test in the Bikini Islands in May were announced yesterday by six major television companies. The television broadcasters

(Continued on Page 10)

"Court Of Missing Heirs" Returns To Air On ABC

"The Court of Missing Heirs" returns to the airwaves via ABC Sunday, March 31, on a weekly basis from 5 to 5:30 p.m., EST.

Program had a long record of lo-

(Continued on Page 2)

Early returns now tabulated from the FCC's poll of radio manufacturers indicate record-breaking production figures for 1946, with FM generally left out in the cold in favor of standard broadcast receivers, RADIO DAILY learned yesterday.

The Commission is known to be concerned over a trend which thus far amounts to a virtual "freeze out" of FM receivers. With many of radio's giants still to be heard from, the

(Continued on Page 3)

New MBS Feature From Washington

Ed Kirby's first radio package, "Washington Finishing School," a half-hour variety show dealing with the lighter side of official life in the nation's capital will debut on the Mutual network through WOL, Washington on Saturday at 10:30 a.m.

The show will feature Howard Acton, National Press Club personality, as emcee, and will originate in the Duet Club through the facilities of

(Continued on Page 9)

Commission Sets Hearings On Midwest FM Web

Chicago—G. William Lang, chief engineer for WGN and WGNB, was notified Monday that hearings on construction permits for two of the

(Continued on Page 2)

Pix Radio Spots, 'War Baby,' Will Continue, May Increase

One of the outstanding "war babies" in spot radio—the motion picture industry—will continue participation in the medium, even after newsprint restrictions are lifted, a RADIO DAILY survey of stations and agencies revealed yesterday.

In addition, it was the consensus of opinion that movies' participations, which have gone up tremendously in the past few years, will show an in-

crease for 1946 as compared with last year.

Agency execs were unanimous in praising the job radio has done for the major producers. An outstanding example offered was Paramount's "Tomorrow Is Forever." Because of great initial success, the original two-week spot campaign was extended to five weeks, and the film broke all house

(Continued on Page 9)

Which Winnie?

Springfield—An interested listener of WSPR was confused no little this week when an inquiry was made concerning the time of the Churchill broadcast. "Is Churchill on today?" he asked, and was told: "No, he's off today." This continued until the inquirer was informed that Churchill, Winston Churchill, that is,—was an engineer, not a prime minister!

OUT TOMORROW

TELEVISION DAILY . . . SECTION OF RADIO DAILY

Special Interests— Special

NBC's pledge, made 20 years ago, for broadcasting in the service of all listeners . . . means broadcasting not only programs which entertain the great majority of America's listening millions . . . but programs which serve practical needs and varied tastes of specialized listening groups.

As THE BILLBOARD's recent poll shows, the range of NBC's program balance is wide—wide enough for America's leading radio editors.

- . . . to single out its Special Service programs
as making NBC **“TOP NETWORK IN PUBLIC SERVICE”**
 - . . . to honor its advertisers' programs—
a total of 7 out of 10 choices for commercials
marked by good taste and effectiveness—as **“TOP COMMERCIALS”**
 - . . . to select programs on NBC—totaling
14 out of 21 program categories—as **“RADIO'S BEST”**
-

Further, through the detailed classification in its poll, results of THE BILLBOARD's survey emphasize that for Special Service . . . best commercials . . . top programs—NBC's broadcasting is in a class alone—a class that keeps it . . .

AMERICA'S NO. 1 NETWORK



A Service of Radio
Corporation of America

. . . the

Service

300 Radio Editors again have paid signal honor to NBC's advertisers, their programs and the network itself in Billboard's annual Radio Poll

FIRST PLACES

14 out of 21 on NBC

NATIONAL BROADCASTING COMPANY
Top network in public service

FRED ALLEN (Standard Brands)
The program they hate to miss

FIBBER MCGEE & MOLLY (Johnson's Wax)
Program with best commercials

KENNY DELMAR (Standard Brands)
Radio's newest star

BOB HOPE (Pepsodent)
Favorite comedian

INFORMATION PLEASE (Socony-Vacuum)
Best quiz show

BING CROSBY (Kraft Cheese)
Favorite male singer (popular)

DINAH SHORE (General Foods)
Favorite feminine singer (popular)

BILL STERN (Colgate-Palmolive-Peet)
Favorite sports announcer

H. V. KALTENBORN (Pure Oil)
Most interesting news commentator

DON WILSON (American Tobacco)
Favorite studio announcer

JOHN CHARLES THOMAS (Westinghouse)
Favorite male singer (classical)

CHESTERFIELD SUPPER CLUB (Liggett & Myers)
Best 15-minute program

THE ARMY HOUR
Top 1945 War Program

PROGRAMS WITH "TOP COMMERCIALS"

7 out of 10 on NBC

JOHNSON'S WAX (*Fibber McGee & Molly*)

PEPSODENT (*Bob Hope*)

AMERICAN TOBACCO (*Jack Benny*)

SOCONY-VACUUM (*Information Please*)

GENERAL FOODS (*Burns & Allen*)

STANDARD BRANDS (*Fred Allen*)

BELL TELEPHONE (*Telephone Hour*)

National Broadcasting Company

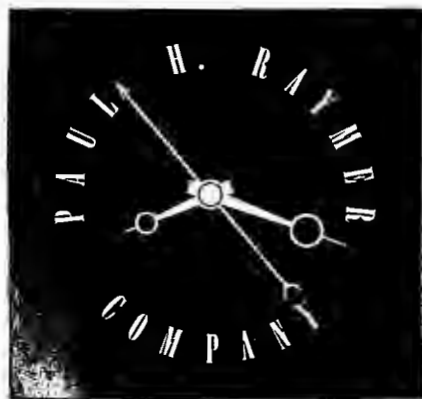


It's the personal contact that carries the impact

Whether it be a deal for an ice cream soda or a "big time" radio sale—personal contact counts.

Telephone, teletypewriter and other modern inventions are essential selling tools. Research and program analysis are indispensable. But when the final effort is made and the deal is closed, it's the personal man-to-man contact that gets the business.

The first requisite of the men in this organization is that they have the character and the ability to sell with personal contact.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO





CHICAGO

By NAT GREEN

JIM CRUSINBERRY, WBBM news producer, is visiting the training camps of the Chicago Cubs and White Sox.

Betty Ruth Smith has been added to the cast of "Masquerade" on WMAQ.

Majestic Radio and Television Corporation is planning to erect a new plant at Elgin, Ill.

Plans are afoot for the erection of a transparent, all-glass television studio in the Coliseum, and the B. & K. tele station, WBKB, is understood to have exclusive rights to the new studio.

Celebrating its 22 years on the air, the WLS National Barn Dance is passing out a souvenir folder with a picture of Grace Wilson on the cover. Grace appeared on the first program on April 19, 1924, and is still heard on the program every Saturday night.

George Morris, Jr., former naval pilot, replaces Mrs. Betty Lou Taylor this week as statistical director of the NBC sales promotion department.

Carol Stone of the stage show "Dark of the Moon" guested on the Quiz Kids program Sunday.

Atlas Brewing Co., through the Olian Advertising Co., has signed a 52-week contract to sponsor "The Shadow," WGN mystery program.



Notes From An Aisle Seat. . . !

● ● ● Something revolutionary in television transmission is promised in the RCA-Navy Dep't demonstration tomorrow at Naval Air Station in Anacostia, D. C., to observe first public tryout of "Airborne Television." . . . Fanny Brice's non-appearance on the air last Sunday wasn't due to her tricky ticker as most of us had believed. Baby Snooks had a bad case of laryngitis and could hardly sound like a six-year-old. . . . Tom Lewis, Y & R radio head, due in tomorrow with his movie star bride, Loretta Young. . . . Eddie Cantor comes up tonite with another singing discovery—14-year-old Patsy Bolton, of Pittsburgh. If she clicks, she'll be handed a contract. . . . RCA-Victor adding Robert Merrill to its Sunday p.m. lineup for ten weeks. After that period, they'll scrap the entire format and build a new show around Merrill. . . . NBC auditioning a new quizzer this ayem tagged "Show Biz Quiz," with Daily News drama columnist, Bob Sylvester, taking over the emcee chores. Radie Harris, columnist-commentator, will be on the permanent panel, with Walter Abel and Gertrude Lawrence guest contestants. . . . The Thackreys, owners of the N. Y. Post, tossing a reception to Harold Ickes Friday nite at the Waldorf to introduce him to all the Post columnists. They should've hired Madison Sq. Garden.



● ● ● Lou Walters, who has been trying to snare Sarah Churchill for his soon due Los Angeles Latin Quarter, also dickering for her former groom, Vic Oliver, for his N. Y. nitery. . . . Paul and Grace Hartman will probably go legit this fall in a straight comedy by Russel Crouse. . . . Frank Luther's former wife, Zora Layman, a H'wood bride of Vincent Russell O'Neill. . . . Len Smith, ass't telegraph ed of the Daily News, just awarded a Croix de Guerre from the French government for his part in the Elba invasion. . . . Tim Marks in his 10th year with Earle Ferris—probably a record. . . . Recommended: Jessyca Russell's article on Toots Shor, Lindy's and Sardi's, tagged "Temples of Ham and Egg," in the April Magazine Digest. . . . Ray Green resuming production on "Hollywood Open House" in two weeks. . . . Also in the recommended list is the neat way the commercials are integrated for Lipton's on CBS' chiller-diller, "Inner Sanctum." . . . Cyril Armbrister's "Land of the Lost," children's fantasy on Mutual, drawing better than 1,400 letters a week.

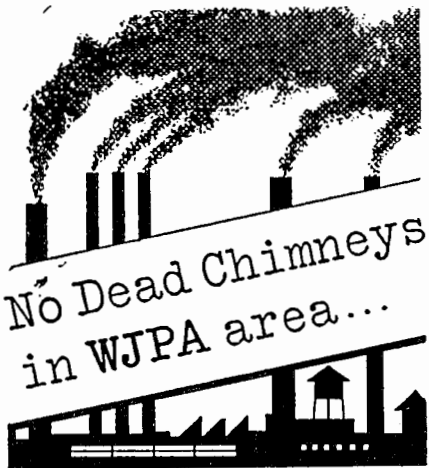


● ● ● Van Johnson confided to Kate Smith that his secret ambition is to lead a band. . . . Ted Corday has taken over the direction of "Valiant Lady." . . . Phil Brito signed to a four-year starring contract with Monogram. . . . Hartley Samuels readying another mystery show, "O'Hanna, Pvt. Detective," scripted by Al Simmons and directed by Stuart Buchanan. . . . Jimmy Edmondson, C. L. Menser's new comedy find on NBC, will break Life mag this week. . . . Marge Morrow returns from her Mexican vacation next week. . . . Bill Stix and Jap Gude, who recently acquired the radio rights to all of James Thurber's works, have set up the first of the batch, a 13-week (or longer) series based on his newest tome, "Thurber's Diary." . . . Jerry Mann and his pretty bride, Betty, up for a new quizzer called "Inter-collegiate Quiz." Jerry just finished his new book on his USO experiences which he's calling, "Not Tonight, Darling." . . . Dick Willis' "Here's Looking At You" being considered by CBS on a co-op basis. . . . Sudden thaw: Somebody oughta plant "The Answer Man" on all those quiz shows. . . . News commentator Paul Sullivan (remember his famous tag line—Good-night and thirty) out of the Navy. . . . Victoria Hotel spending a quarter of a million to make their Candlelight Bar one of Broadway's swankiest. . . . Lou Levy, manager of the Andrews Sisters, emerges as an actor in Monogram's "High School Scandals." His success as an actor, no doubt, will be tagged: "Levy to Heaven."

Miss Kay KGW



"Harvest a load of profits by letting KGW tell your message. It's in the heart of one of the nation's most productive, progressive economic centers. More than 85% of Oregon's 64,000 farms are owner-operated. . . . 60% of Portland's families own their homes. . . ."



No Dead Chimneys in WJPA area. . .

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Horvath McGillivray, Los Angeles, San Francisco, New York.

JOHN LAUX
Managing Director

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Fifth Network Talk Revived In New York

(Continued from Page 1)

ship to assume the roles of president and general manager of the proposed web. He stated that some definite action concerning the new web would be taken within two weeks.

Atlas Executives Meeting

In Los Angeles, Floyd Odum of Atlas Corporation, Harry Bruno, public relations director, and Paul Hollister, former CBS executive, and other associates are meeting to discuss the possible refinancing and reorganization of the Associated Broadcasting System. Atlas, by virtue of their \$150,000 loan to ABS some months ago, is No. 1 creditor of the web. The note for the loan comes due today and it is probable that Atlas will take steps to seize any assets of the defunct network. Main asset is reported to be existing A. T. & T. trunk lines which were formerly used by Associated.

With Henderson seeking a new network setup and Atlas actively interested in the ABS structure it is believed that another network will be formulated within the next few weeks.

Joseloff Leaving Biow Co. To Head Store Syndicate

Stanley Joseloff has resigned as radio director of The Biow Co., to head up Storecast Corporation of America, a new syndicate which will operate a national network of wired music and commercial announcements in grocery supermarkets. However, he will continue association with the agency as radio consultant to Milton Biow.

Storecast, which has set up offices at 100 Fifth Avenue, plans to test the system in 15 First National Supermarket stores in Hartford in June. Advertisers will be limited to 25 national firms.

Will Discuss Inflation

Thomas L. Parkinson, former dean of the Columbia Law School and now president of the Equitable Life Insurance Company, will discuss the dangers of inflation during the March 22nd broadcast of "This Is Your FBI" on the network of the American Broadcasting Company.

Pix Radio Spots, 'War Baby,' Will Continue, May Increase

(Continued from Page 1)

records at New York's Rivoli Theater. Buchanan & Co. is the agency.

Although most producers buy time on a per-picture basis, M-G-M, through Donahue & Coe, has 52-week contracts with many stations in key centers. In New York, RKO has a year round contract on WJZ, and the agency, Foote, Cone & Belding, is hopeful of establishing similar contracts in other large cities.

Always a heavy time buyer, Warner Bros. through Blaine Thompson, is one of the pioneers in the production-type spot, which is now finding increased

popularity. Teasers of the "What did Mildred Pierce do?" variety and other gimmicks are expected to outstrip straight announcements in the near future.

One of the first major producers to enter radio, 20th Century-Fox, discontinued participation about six months ago because of a general retrenchment program. However the firm recently returned to the fold with time purchases in Philadelphia, Bridgeport and other cities, with New York participation expected shortly. Kayton-Spiro Co. is the agency.

Danny Kaye Gives Reason For Continuing His Show

West Coast Bureau, RADIO DAILY

Hollywood—Danny Kaye in a reply to various statements in the trade papers to the effect that Pabst Blue Ribbon Sales Company, sponsors of his weekly CBS radio show, were thinking of replacing his program with another type of radio show, yesterday stated that as early as last January he requested a release from his radio contract with the Pabst Company and was unequivocally turned down, hence he will continue on the air in fulfillment of his contract.

Kaye gave as his reasons the fact his radio program and the necessary commitments he must have to hold his writing and acting staff were in direct conflict with his commitments here in Hollywood, in New York City and other cities of the nation where he makes personal appearances.

Truman Names Scripps To Highway Confab Post

Washington Bureau, RADIO DAILY

Washington—President Truman last week named William J. Scripps of WWJ, Detroit, and the Detroit Times, to head the Public Information Committee of the Highway Safety Conference. The President's committee will meet in Washington, May 8-10. Scripps' appointment was one of eight committee selections announced by the Chief Executive.

Reservations Heavy

Reservations for the annual spring dinner dance of the Advertising Women of New York, Inc., are approaching the 1,000 mark, Eugenie Stamler, in charge of ticket sales, announced yesterday. Annual dinner dance will be held in the grand ballroom of the Waldorf Astoria Hotel on April 5.

New MBS Feature From Washington

(Continued from Page 1)

WOL. Bob Novak of Mutual's talent and program department, goes to Washington today to work out the production details.

Show will have a "Gridiron Club" flavor with Representative Clare Booth Luce probably the first guest. Saturday's broadcast will be in the nature of a show window for Kirby's first package and may become a permanent feature on Mutual.

Herbert Denny

West Coast Bureau, RADIO DAILY

Los Angeles—Herbert Denny, representative for Standard Radio in the south for the past ten years, died in San Antonio of a heart attack yesterday. Denny, ill the past two years, was 51 years old. He is survived by his wife, Alline, and a son, 1st Lieut. Herbert B. Denny, Army Air Corps, Mather Field, Sacramento. Although he spent most of his life in the oil business Denny was widely known in radio from El Paso to Jacksonville.

Stark To Script "Jed" Show

Sheldon Stark is replacing Howard Carraway as scripter of ABC's "Tennessee Jed," with Carraway planning to devote himself to half-hour show work. Stark, at one time, wrote ABC's "Lone Ranger" scripts.

1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

Especially for YOU

TOMORROW

MARCH 21, 11:30 p.m.

WABC 880 on Your Dial

HEAR THE FIRST AUDITION EVER BROADCAST ON A MAJOR NETWORK STATION...

"YOUTHVILLE, U. S. A."
starring Betty Garde

A new program that's timely, exciting—
A new program that's ready to serve you by serving your public!

CARR & STARK, INC.
Radio-Television Productions
366 Madison Avenue
New York 17, N. Y.
Murray Hill 2-2636

ENJOY YOUR OWN EAR CHECK

ORDER AN AIR CHECK

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.

LOS ANGELES

By RALPH WILK

COMBINING stage with radio, Les Mitchel, producer of KHJ-Don Lee's "Theater of Famous Radio Players," is currently working on a new play for the legitimate theater, in addition to his direction of the Thursday dramatic radio series.

Robert E. George, one-time a Lockheed supervisor, is now chief cost accountant with the Hoffman Radio Corp.

George Fisher, interviewer of Hollywood personalities over KECA Monday through Friday afternoons, is organizing a golf tournament for radio and film stars, to be held Sunday, April 28, at a golf course yet to be selected.

"Raleigh Room" On NBC Will Be "Penguin Room"

The "Raleigh Room" program, starring Hildegard over the NBC network (Wednesdays, 8:30 p.m., EST), will be called the "Penguin Room" effective Wednesday, April 3. Brown & Williamson Tobacco Corp., the sponsor of the program, will advertise Kool cigarettes, for which a penguin is the trade-mark. The company formerly sponsored Raleigh Cigarettes on the program.

Brig. Gen. Sarnoff Honored; Awarded Medal For Merit

(Continued from Page 1)

Lattin, signal officer of the Second Service Command, follows:

"David Sarnoff, for exceptionally meritorious conduct in the performance of outstanding services to the United States as president, Radio Corporation of America, from October, 1942 to March, 1944. Mr. Sarnoff placed the full resources of his company at the disposal of the Army whenever needed regardless of the additional burden imposed upon his organization. He encouraged key personnel to enter the service, and at his direction RCA engineers and technicians rendered special assistance on numerous complex communications problems. He fostered electronic advances which were adapted to military needs with highly beneficial results. The wholehearted spirit of cooperation which Mr. Sarnoff inculcated in his subordinates was of inestimable value to the war effort."

Sarnoff was previously awarded the Legion of Merit, on Oct. 11, 1944, for "exceptional meritorious conduct in the performance of outstanding service" when he was with the Army overseas.

WHYN's Fifth Anniversary

Holyoke, Mass.—WHYN celebrates its fifth anniversary next Saturday, March 23, with a special one-hour broadcast featuring an address by Governor Maurice J. Tobin.

Tele Plans For Bomb Test Set By Six Broadcasters

(Continued from Page 1)

have received permission from Joint Task Force One to send a motion picture cameraman to "Operation Crossroads" to film the entire proceedings on a pool basis for television viewers in New York, Chicago and Philadelphia.

The six companies are: ABC; CBS (WCBW); NBC (WNBT); Balaban and Katz, Chicago (WBKB); Allen B. DuMont Laboratories (WABD), and Philco (WPTZ), Philadelphia. Announcement of the plans was made by Paul Mowrey, television manager of ABC; William C. Eddy, director of video of WBKB; Lawrence W. Lowman, CBS vice-president in charge of television; Leonard F. Cramer, vice-president of DuMont; John F. Royal, NBC vice-president in charge of television, and Ernest Loveman, vice-president of Philco.

All film taken by the video cameraman will be forwarded through official channels to the U. S. Navy Photo Science Laboratories in Anacostia, D. C., for developing and security screening. Approved film will be turned over to the television pool for screening and selection of individual footage by participants.

John Overall Appointed MBS Division Sales Mgr.

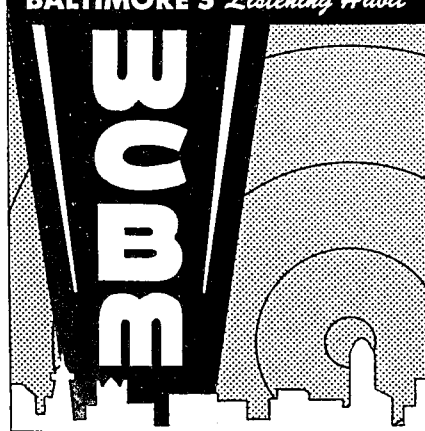
John R. Overall has been appointed a division sales manager in the New York office of the Mutual Broadcasting System, it was announced yesterday by Jess Barnes, vice-president in charge of sales.

Overall, a lieutenant commander in the U. S. Navy before he returned to Mutual, will share duties with George Benson and Duncan Buckham, who remains as Eastern sales manager.

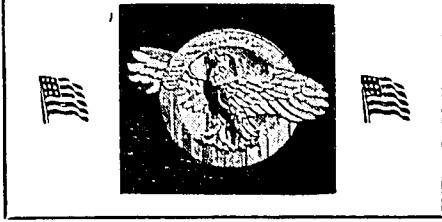
Braunfeld On CPA Committee

The Board of Directors of N. Y. State Society of CPA's this week approved a report of a five-man committee, of which Archibald U. Braunfeld, accountant widely known in the radio field, is a member, accepting a health and accident insurance policy for the entire society.

BALTIMORE'S Listening Habit



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



Staff Sgt. Gordon B. Greb, editor of the Fort Dix Post, who also handled production for Radio Station WDIX, was discharged from the Separation Center this week. Sgt. Greb had the "Observing the News" show on KROW in Oakland, Calif, when called to active duty three years ago. He joined the Enlisted Reserve Corps in 1942 at the University of California, entered the service in his senior year, and filled 16 different Army assignments, including duty with the Armored Forces and Infantry.

Clarence B. Goshorn, president of Benton & Bowles, Inc., has announced the return of three employes to the agency following military service. They are: JACK BARRY, formerly a Marine who served in the Pacific theater and ARTHUR KEENAN, who served in the same area with the Army. Both have returned to the traffic department. JERRY BROOKS has returned to the copy department after serving with the Army and the OWI.

Benton & Bowles also announces return to the agency of the following: John Kiely rejoins the art department after serving in the South Pacific with Army's chemical warfare branch; Bill Satzok is in the publicity department following service with the Army in Germany; former marine Edith Berke is back with the stenographic group.

GEORGE OLENSLAGER has returned to the American Broadcasting Company as manager of the audience information division, after two years service with the Armed Forces. During the latter part of his service he was program director of the AFN station at Biarritz, France, and radio instructor at Biarritz University.

JERRY GROSS, who just got back to civvies after four years in the Armed Forces, has opened his own publicity offices in New York.

Gil Paltridge Leaves KFI; Seeks San Fernando Outlet

West Coast Bureau, RADIO DAILY
Los Angeles—Gil Paltridge, promotion manager of KFI, has resigned and left Monday for Washington, D.C., in interest of application that has been filed with FCC for a permit to operate a 1,000 watt station to cover San Fernando Valley. He has been made president of San Fernando Broadcasting Co., and it is planned to maintain office and studio in town of San Fernando. Call letters KSFV or alternate KVAL has been requested.

CONTINUITY WRITER WANTED

Full-time ABC affiliate. Girl preferred with reasonable experience in copy writing and general operation of traffic department. Central Atlantic State. Write Box 148, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

THIS RICH NEW FIELD NEEDS WRITERS—

NOW

Television needs—and will pay large sums to—writers who know specifically how to write for television.

This book tells you how to break into television, how to select and develop ideas, how to build programs. Every problem in television is made clear. Get this book now and cash in on the writing opportunity of the century.

Illus. with photographs.

HOW TO WRITE for TELEVISION by DOUG ALLAN

At all bookstores—\$2.75—or

E. P. Dutton & Co., 300 Fourth Avenue
New York 10, N. Y.

WOMEN IN RADIO

AFTER a hectic and eventful week-end of meetings and discussions, combined with luncheons and general gaiety, the members of the Association of Women Directors retired to their home stations, a little weary, perhaps, but full of information for their respective bosses. The thing that makes these yearly get-to-gethers so valuable is the fact that women from all over the country can compare notes on their individual ways of handling shows. They can really get to know their neighbors, who hitherto were just a myth, accompanied by a picture or two, a press release or a telephone conversation. All in all, the conference was a great success from every standpoint, and a good time was had by the some 200 enthusiasts attending. Alma Kitchell, president of the Association of Women Directors declared that she was very pleased with the results of the meeting, saying that the women carried away with them new, fresh material and ideas for their programs, angles that had not as yet been presented to the audiences they represented. They gained a wealth of knowledge concerning the business end of radio from the speeches of Frank Pellegrin, director of Broadcasting Advertising, NAB, and Linnea Nelson, time buyer, J. Walter Thompson Co. Most important of all, Mrs. Kitchell believes, is the fact that they learned how they might improve their services to radio and the community, the real importance of their places in the broadcasting field.

★ ★ ★

A group of reminiscing New Yorkers at the meeting recalled how Dorothy Lewis once "saved" her local station, WCOH, Yonkers. When the station's license was in jeopardy, Mrs. Lewis took over for the manager, organized citizens' publicity committees and lined up 19 county organizations behind the drive which eventually restored the outlet to its place in the community. A few years later the station moved to White Plains and became WFAS. . . . An unusual honor was bestowed on Mrs. Howard Wood, WJAR, Providence, R. I. Mrs. Wood has been in radio for 25 years and has spent all 25 of them with the same station. Which just goes to show you that women are not members of the so-called "restless sex." Fannie Hurst, in her speech on Saturday pointed out that she would like nothing better than to be a woman commentator, but that it made her hair stand on end to think of the great responsibility that went along with being a woman commentator.

★ ★ ★

A note of appreciation to Marie Houlahan, publicity chief at WEEL, Boston, Mass., for her very helpful efforts in behalf of the "Press" and for displaying her good will and charm in such abundance. . . . Margaret Arlen, WABC, New York, made a statement that may not come as much of a surprise to the women . . . it seems that when a number of gals were questioned, a very few of them admitted to being good cooks, in fact, they somewhat shamefacedly said that they didn't have the time . . . Miss Arlen seemed to think that the day of the recipe show is fast on the wane . . . the homemaker trend on its way out . . . women are at last being consulted on matters other than culinary ones . . . one step in the right direction.

—D. G.

Business Was Waived For The Duration

but BARTON IS BACK!

—after 3 years as a Navy Public Relations Officer—

Again Offering

Exclusive "PERSONALIZED Publicity Service"

Jane Barton Publicity

Advertising
7 West 44 Street
New York

Public Relations
Murray Hill
2-9461



2 ways TO KEEP FOLKS' EARS GLUED TO THEIR RADIOS SUNDAY NIGHTS, 10-11 E.S.T.



1. Get some glue, go into houses, literally glue folks' ears to their radios, and turn on the juice. No matter what sort of program comes along,

they're stuck with it. But this method has disadvantages. It takes too long to build an audience! And then too, the audience is rarely a happy one.



2. Put on all-star dramatic hour like *The Theatre Guild on the Air*, and millions of folks will glue their ears to it all by themselves! Even radio critics — who, like as not, will toss awards your way, as they have to *The Theatre Guild on the Air*. (Recognition already has come from this publication, Radio Daily.)

Enthusiasm over *The Theatre Guild on the Air* is understandable. For on the series are such

stars as Alfred Lunt, Lynn Fontanne, Katharine Hepburn, Walter Huston, Burgess Meredith, Joan Fontaine. And such plays as *Elizabeth the Queen*, *Wings Over Europe*, *Little Women*, *Ah, Wilderness!* *Pride and Prejudice*.

Admittedly it's not easy to set up a consistently high-calibre program like *The Theatre Guild on the Air*. But millions of folks are attracted to it and stick to it — week after week!

The Theatre Guild on the Air
sponsored by
UNITED STATES STEEL

★ ★ ★ COAST - T O - COAST ★ ★ ★

— TEXAS —

HOUSTON—KXYZ announces there is no longer any affiliation between KXYZ, Houston, KRIS, Corpus Christi, and KVAL, Brownsville, it having decided that each could best serve their advertisers by devoting the entire time and attention to the management of their own respective stations. . . . Reese Reinecker, KXYZ secretary and treasurer, has assumed the responsibilities of station manager. . . . SAN ANTONIO—Tommy Reynolds, former KABC program director and more recently war correspondent and radio man with Uncle Sam, has recently received his discharge. . . . Harold Brown, has been named head of the KTSA music department replacing Hollyn Gee.

— MISSOURI —

KANSAS CITY — KCMO, owned and operated by the KCMO Broadcasting Company, has been granted an increase in power by the FCC to 50,000 watts day and 10,000 watts nightly on 810 kilocycles. This grant places the outlet as the first 50,000 watt station operating in this section of the country and ten times more powerful than any station in the Kansas City area. . . . Sid Tremble, who served over four years in the Navy, and formerly with KSAL, Salina, Kans., has recently been appointed program director at KCMO. . . . E. K. Hartenbower, of KCMO has returned from his jaunt to Oklahoma where he attended the annual radio conference at the University of Oklahoma.

— SOUTH DAKOTA —

SIOUX FALLS — Verl Thomson, KSOO program director, has been recently appointed general county chairman for Minnehaha County for the 1946 Red Cross Drive. Thomson has been identified during the past year with several community and state campaigns having recently concluded a major part in the Eighth Victory Loan Drive, which put Sioux Falls over its quota the earliest of any of the previous war loan drives. . . . YANKTON—Chris Mack, farm service director for WNAX, has been named a member of the Committee of Agriculture of the Greater South Dakota Association. Mack returned to WNAX December 1, after having served two and a half years in the Seabees.

— NORTH CAROLINA —

CHARLOTTE—Mrs. Charles W. Tillett, National Chairman of the Democratic Committee, is guiding a series of weekly UNO round table discussions over WBT, featuring the ideas and attitudes of college girls toward world peace. During the weekly panel discussions, students

of Queens College and members of the American Association of College Women, have discussed thoroughly the pros and cons of UNO progress and ever since the peace conference in San Francisco, Martha Miller, WBT Women's Commentator, has included a weekly UNO discussion on her program. . . . Another program directed toward the UNO, is a panel of twelve rural high school students, representing the UNO Study Club of the Paw Creek High School, to be heard over WBT March 25, from 10:30 to 11:00 p.m.

— MASSACHUSETTS —

BOSTON—Sponsored by the Coca-Cola Bottling Company of Boston, fifteen minute summaries of the New England High School and New England Catholic School Basketball tournaments were aired over WHDH March 15 and 16, the next of which will be presented on the 23 and 24 with sports announcer George Marr and Ken Ashe handling description direct from the Boston Garden and Boston Arena. . . . WORCESTER—"When Johnny Comes Marching Home" aired weekly over WTAG, has aided over 250 veterans in securing jobs and has located homes for over 100 others since the first program.

— CALIFORNIA —

OAKLAND—KROW is now presenting a series of Sunday Vespers direct from the Post Chapel at Camp John T. Knight, and featuring the voices of the Camp Knight

Choir. The half hour program is announced and narrated by Chaplain Carl Ledbetter. . . . John K. Chapel, KROW news chief, has recently been elected president of the Oakland Businessmen's Contact Club. . . . Dr. Eugene Laisen, maker of Progressive Eye-Comfort Glasses, has purchased a year's schedule of programs on KROW entitled "Melodies that Endure" featuring modern symphonic arrangements of memory music.

— LOUISIANA —

NEW ORLEANS — Edward L. O'Dwyer has resumed his position as a member of the WWL sales department after four years of service with the Army Air Corps. . . . George Shannon, discharged Army lieutenant expects to return to his pre-war duties as control technician at WWL according to J. D. Bloom, chief engineer.

Attention!! Broadcasters!!

ON APRIL 1ST

FRANK SINGISER

SHREWD SELECTION!

CLEAR INTERPRETATION!

POSITIVE LEADERSHIP!



SOUND REPORTING!

ACCURATE INFORMATION!

CONCISE DELIVERY!

"The News Headliner"

WILL BE

AVAILABLE FOR A NEW SPONSOR

Call Dan Tuthill

NATIONAL CONCERT and ARTISTS CORPORATION

711 Fifth Avenue, New York 22, N. Y. • PLaza 3-0820

Send Birthday Greetings To~

March 20

Ozzie Nelson	Lawson Zerbe
Lenore Hershey	Judith Evelyn
Lowell Smith	

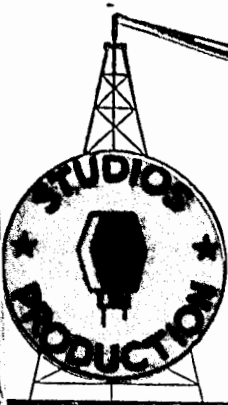
'Off-the-Air' TYPEWRITTEN TRANSCRIPTS



12-hour Delivery in N. Y. Round-the-Clock Service ALSO

Electrical Transcriptions converted to typewritten scripts 162-25 Depot Road Flushing, N. Y. FL. 9-7779

I DARE YOU TO MAKE AN OFFER Announcer-Writer-Musician. Program ideas a specialty. Veteran, married. Publicity and contact experience. Transcription on request. Write: RADIO DAILY, Box 149, 1501 Broadway, New York 18, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 55

NEW YORK, N. Y., THURSDAY, MARCH 21, 1946

TEN CENTS

Washington F.M. Grants

Records-Index Rule Adopted By The FCC

Washington Bureau, RADIO DAILY
Washington — The FCC yesterday amended Part 42 (preservation of records) of its rules and regulations by adopting a new section requiring the maintenance by communication companies of an index of records, in order to make available information as to the filing location of data. The new Section 42.5 will become effective six months subsequent to date of this action.

The new section reads as follows: "Sec. 42.5, Index of Records—(A) There shall be available in the principal office of each company, a comprehensive and continuously current
Continued on Page 14)

Medal For Merit Award To Paley, CBS Chairman

Secretary of War Robert P. Patterson yesterday presented the Medal for Merit to William S. Paley, CBS board chairman, who, as a civilian, was head of radio operations of the Army Psychological Warfare Branch in Europe. The presentation took place in Mr. Patterson's office in the Pentagon, Washington, D. C.

Paley, who was commissioned a colonel in March, 1945, also holds the
Continued on Page 14)

Television Production Teamwork Urged At OSU Symposium

Columbus, Ohio — The need for teamwork in practical television production was stressed yesterday in a discussion of up-to-the-minute techniques and problems of television
Continued on Page 2)

Sportscaster

Boston—Jimmy Foxx, former Red Sox first baseman, yesterday was signed by Harold E. Fellows, general manager of WEEI as a sports commentator. Foxx leaves today for the Florida training camps of the Red Sox and Braves and starting Monday he will broadcast daily from 6:15 to 6:30 p.m. In his prime, he was one of the country's greatest players.

Inspection

Six radio newsmen left New York yesterday aboard an Army C-47 transport on a junket to Roswell, N. M., where they will inspect the preparations being made there for the atom bomb test off Bikini Atoll in May. The group included W. W. Chaplin, NBC; Paul Killiam, MBS; John McTigue, Ted Malone and George Milne, ABC, and Irving Straus, WMCA. They are expected back tomorrow.

NAB To Carry Fight To Other Meetings

NAB will carry its crusade against the FCC's implications in its recent programming report to all the remaining district meetings of the broadcasters' organization during March and April, it was learned yesterday.

Broadcasters attending the 8th District NAB meeting at Grand Rapids, Mich., today will be invited to subscribe to a resolution similar to the one adopted in Minneapolis on Tuesday. Similar resolutions will be
Continued on Page 13)

New Veterans Series Bows In Over WNEW

"Operation Homecoming," a new veterans series comprised of seven programs weekly will be inaugurated over WNEW Monday night. Programs will be heard Monday through Friday
Continued on Page 14)

WAPI Radio Show Promotion To Aid Set Manufacturers

Birmingham—Progressive radio station promotion is being demonstrated by WAPI through the sponsorship of a free radio trade show in the Birmingham Municipal Auditorium on Sunday, March 31.

Manufacturers of nationally known radio receivers through their local distributors have been invited to participate in the "1946 Radio Show." Among those accepting are General Electric, Bendix, Crosley, Stewart-

FCC Grants 8 Applications In Capital; Takes 3 Others Under Advisement; Theodore Granik Successful

NBC Sells Film Rights On Network Programs

The motion picture rights to two NBC network programs, "Honeymoon in New York," and "One Man's Family" have been sold, it was announced yesterday. "Honeymoon" has been purchased by Story Productions, Inc., and "Family" to Cinema Century Productions, Hollywood.

Under the terms of the deal regarding "Honeymoon," which was negotiated through Ted Lloyd, Inc., NBC
Continued on Page 14)

Phila. Award On Air; WFIL Does First Pickup

Philadelphia—For the first time since it was established in 1941 by the late Edward Bok, the Philadelphia Award ceremonies were permitted to be broadcast, and was originated over
Continued on Page 2)

Odlum Denies Atlas Plan To Revive ABS Network

West Coast Bureau, RADIO DAILY
Hollywood—Questioned here yesterday regarding the report that Atlas Corporation is planning to re-
Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted eight applications for new FM stations in Washington, with three other applications "passed for further study."

The grants were made to Theodore Granik, director of the American Forum of the Air; NBC, Cowles Broadcast-
Continued on Page 13)

UNO Headquarters Swamped By Requests

Swamped with radio and press applications for credentials for the opening of the committee session at Hunter College on Monday, officials of the organization yesterday endeavored to weed out less important applicants. Aside from the networks and the New York stations many representatives of independent stations outside of the Manhattan area are seeking coverage of the event.

As a gesture to the press who will
Continued on Page 2)

Roanoke Gets 3rd Station; Beeuwkes To Head Web

Roanoke—Issuance of a construction permit to the Blue Ridge Broadcasting Corporation gives Roanoke, Va., its third standard station. New
Continued on Page 14)

"Three In A Row"

Arch Oboler has been presented with three separate radio awards in three weeks, as "a tribute to his outstanding radio series during 1945." They are: the George Foster Peabody Award; the National Conference of Christians and Jews Award; and the first annual award for radio work which has been established by the National Radio Fraternities.



Vol. 34, No. 55 Thurs., Mar. 21, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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., March 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

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Odlum Denies Atlas Plan To Revive ABS Network

(Continued from Page 1)

vive the defunct ABS network, Floyd Odlum, president of Atlas, denied that his organization plans to take over the web. Atlas is a creditor of American to the sum of \$150,000, which amount it loaned ABS last Fall.

Harry Bruno, an old friend of Odlum, is visiting at the Atlas ranch near Indo, but his visit, it was emphasized, has no connection with the reported revival of ABS.

Simpson Returns To NBC

John B. Simpson, who left NBC in August, 1943, to join the armed forces, has returned to the network in his former position of staff announcer.



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

Tele Production Teamwork Urged At OSU Symposium

(Continued from Page 1)

station operation and maintenance by a panel of authorities at the third session of the Broadcast Engineering Conference at Ohio State University.

R. L. Smith, of General Electric, described the physical layout of WRGB and told the conference that a minimum of 16 persons was required for even a small television production. A more ambitious show, Smith said, will require the addition of two to six more workers. With such a larger number of people present on the studio floor, the overall problem becomes one of co-ordinating their services, Smith said. This can best be accomplished, he added, through a conference between the program co-ordinator and the technical operation co-ordinator in which they draw up a worksheet outlining all details, such as cameras to be used and special effects for the show. Smith said he found the worksheet to be the best method of eliminating error in the finished product.

W. C. Eddy, of Balaban and Katz, Chicago, told the conference that video effects and important phases in commercial television production are best created in a separate studio. He discussed use of film inserts, miniatures, title commercials and abstract interludes or video bridges between programs or parts of programs.

E. C. Wilbur, television field supervisor for NBC, told the conference that the special difficulties in television field operation are not problems of operating but simply of setting up equipment. Before a field program can be televised, Wilbur said, many hours must be spent in making surveys, locating power outlets, placing cameras and control equipment and laying cables.

Scott Helt, of the Allen B. DuMont Laboratories, described devices employed to accomplish transition in frame frequencies between motion picture film with a frequency of 24 frames per second and television, which has a frequency of 30.

Other members of the television panel were Harry Milholland, of Du Mont, who discussed recording monitors, and T. J. Buzalski, station engineer of WNBZ. R. E. Shelby, development engineer of NBC, was chairman of the symposium.

Swing Writes Book On Atom

Raymond Swing, ABC commentator, who has been devoting his Friday night broadcasts to the significance of the atom bomb, has written a book on the subject titled "In the Name of Sanity," published by Harper & Brothers, New York. Book critics have offered favorable comment on the thesis.

AVAILABLE

Farm Service Director or Assistant. Four years experience. Seven years broadcasting. Born and raised farmer. Available immediately. Write or wire—

RADIO DAILY, Box 150 1501 BROADWAY, NEW YORK 18, N. Y.

Free Radio Trade Show Being Offered By WAPI

(Continued from Page 1)

demonstrations of AM and FM broadcasts and the new methods of wire and tape recording as well as disc recording. Sound movies will be shown explaining FM and television and in the air, simultaneous broadcasts will be made from an Army bomber flying over Birmingham and from a remote point in Atlanta.

Free tickets to the radio show are available at radio distributors and dealers.

Phila. Award On Air; WFIL Does First Pickup

(Continued from Page 1)

WFIL last night. Judge Curtis Bok made the Award to former Associate Justice of the U. S. Supreme Court Owen J. Roberts. The grant, which includes \$10,000, is given to the Philadelphia judged the past year as having unselfishly done the most for his fellow men. Winners in the past include Leopold Stokowski and Marian Anderson.

UNO Headquarters Swamped By Requests

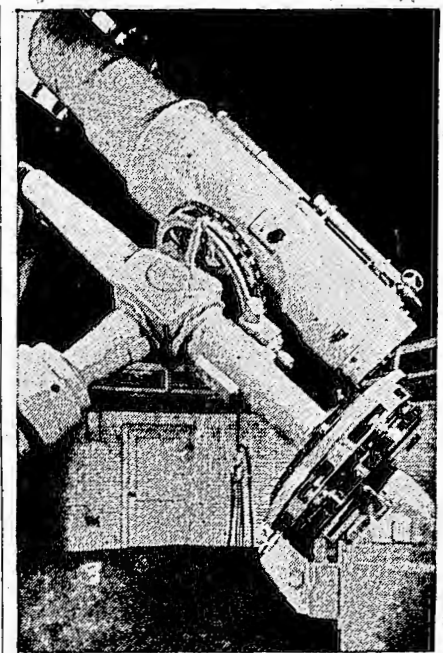
(Continued from Page 1)

be unable to attend the actual session of the UNO committee in the college gymnasium, NBC is installing television receivers in the press room located in the swimming pool area. These receivers, operating on a direct line from the main meeting hall, will give the pictorial story of the proceedings.

Call Stockholders Meeting

Rochester — Stromberg-Carlson Company, makers of Radio and Television equipment, has called a special meeting of stockholders for March 28 to vote on a proposal to increase common stock from 320,000 to 500,000 shares and create a new issue of 80,000 shares of \$50 par convertible preferred. Proceeds will be used for capital expenditures including an \$865,000 Rochester Radio City to be used for Radio and Television broadcasting.

Advertisement for WTAG Worcester featuring a radio tower and text: "Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.



Phobos & Deimos got out of line

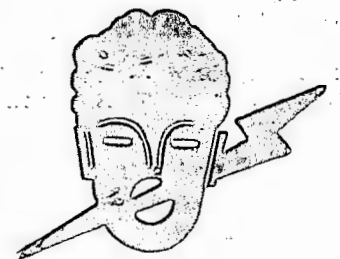
Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars ... the other farther away.

If even the law of gravity can be shaken up some ... then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

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

Q. E. D.



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

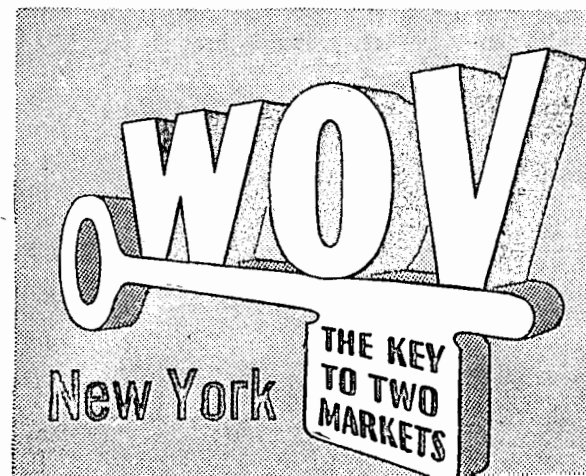
TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

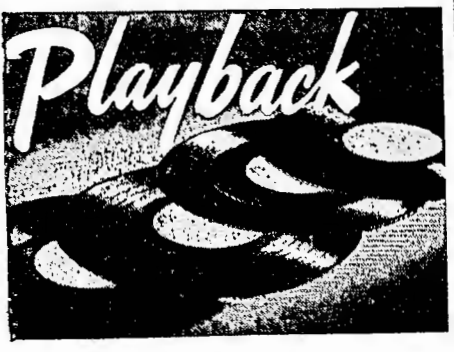


THEY MAKE A GREAT PAIR.....

THE two great metropolitan New York markets that listen to WOY, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOY 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., *WOY delivers one of the largest metropolitan audiences 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.





LOS ANGELES

By RALPH WILK

JACK MEAKIN, maestro on NBC's "The Great Gildersleeve," had his new tune, "Out California Way" recorded by The Sons of the Pioneers for Victor this week. Foster Carling wrote the lyrics.

Warren Lewis, former writer, returns to the NBC Production Staff as a writer. Lewis was attached to Gen. Arnold's Air Force staff while serving in the U. S. Army Air Corps. William Karn joined the NBC Production Staff as a producer.

Gordon Ehri joins KECA sales department, and Mary Gregoirey replaces Jane Boynton in ABC's guest relations department. Miss Boynton resigned to return to her home in Mt. Vernon, Wash., to be with her parents, who are ill.

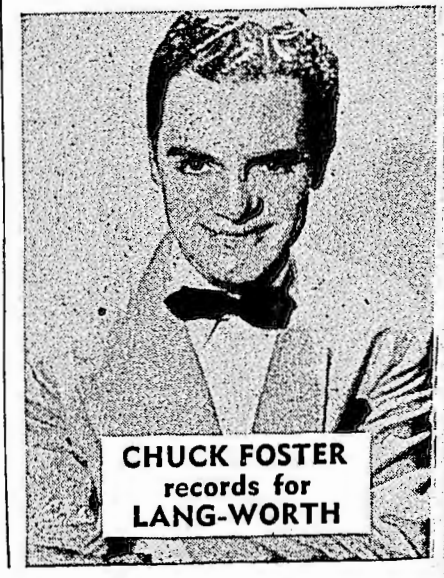
Harry W. Flannery's recent broadcast on free enterprise has been printed at the request of high school classes. One of the first to utilize the radio script is the Lincoln High School, of Portland, Ore., which is engaged in a term on "American Business, it's Theory and Practice."

Meredith Willson's music, already heard via radio, symphony orchestras and live films, may next background the cartoon flickers.

Robert J. McAndrews, promotion and sales manager of NBC's Western Division, has prepared a new NBC service to be sent to affiliate stations. He is compiling a monthly round-up of promotion activities throughout the country and sending them on to other stations for them to adopt.

To Guest On WMCA Show

Guest tomorrow morning on the Isabella Beach show on WMCA (9-9:30) will be Edwina Barbosa-Carniera, daughter of Ben Hecht, stage and screen writer. Mrs. Barbosa-Carniera, wife of a Brazilian official, is in New York on business, and will discuss plans for a South American edition of "Mademoiselle" to be titled "Senorita."



CHUCK FOSTER records for LANG-WORTH

Windy City Wordage !!!

● ● ● The second annual press party held recently by WBBM and the Radio Council of the Chicago Board of Education for more than 200 junior editors of high school newspapers was the sandwich-and-coke event of the week. The embryo journalists had a field day meeting and quizzing BBM staff musicians, actors, vocalists, technicians and execs. A hot band provided music for bobby-sox jiving, and there was a 40-minute floor show—and refreshments.

Chicago

... Art Kassel, Jr., son of the ork leader, made an excellent impression in his debut as a radio actor in WGN's "Chicago Story." ... Ted Grizzard, newly-signed WBBM program-host, made his debut on two programs Monday on the new "Hi, Neighbor" show at 2:15, and at 5 p.m. on Bob Atcher's "American Story in Song." He also will become the new quiz-master on "Young America Answers" on March 30.



● ● ● Joe Kelly, emcee of the "Quiz Kids" and "National Barn Dance," and Mrs. Kelly celebrated their 23rd wedding anniversary on St. Patrick's Day. ... An interesting experiment is being tried out on WBKB. Each Tuesday night dancing lessons will be given by television. The 13-week series is being sponsored by the Frank Morgan Dance Studio. ... Back from four years duty as an overseas glider pilot, Robert Croft has been made sales service manager of WBBM, succeeding Rolf Warner, who has resigned and is moving to Seattle, Wash. ... Tom Dawson, sales manager of WCCO, Minneapolis, and Dave Moore, KMOX (St. Louis), publicity director, business visitors to Chicago's Radio Row. ... On his recent trip to the Southwest, Jack Ryan, publicity director of NBC, made note of the perpetual drought that prevails in Oklahoma, and next time he'll go prepared to withstand it.



● ● ● Abe Burrows, author of "Holiday & Co.", radio serial, has some revolutionary ideas about song titles, as witness his number "You Put a Piece of Carbon Paper Under Your Heart and Gave Me Just a Copy for Your Love," and he's optimist enough to think he may create a new trend in Tin Pan Alley. The Alley doesn't share his optimism. ... Walter Preston, WBBM program director, has been named to the awards committee of the Chicago Federation of Advertising Clubs. ... The WGN press department admits it's a sort of a "ketch as ketch can" proposition to get listeners to a Chicago program from as far away as Alaska, but Mrs. Kathleen H. Schifferle of Ketchikan, Alaska, reports she listens to "Mr. and Mrs." every week.



● ● ● Jack Burnett of Foote, Cone & Belding, who handled the Colonnaless Colonna press party last Friday, is getting used to hosts failing to appear, or turning up late. He's had several such parties lately. On Hedda Hopper's recent appearance here she was supposed to have been met at the airport and escorted to a party, but when Burnett phoned the airline he was informed that Miss Hopper was not on the incoming plane, so he remained at the hotel. Another call after the plane had arrived elicited the information that Hedda had not been on the plane. Burnett put in a call to Hollywood and was hanging onto the phone when someone slapped him on the back. It was Hedda, who wanted to know why in tarnation no one had met her. ... A new discussion series, "A Time For Decision," will bow on WBBM April 1, with Everett Holles, news editor, as moderator. Program, which will be an audience show, is sponsored by the Junior Chamber of Commerce and will concern itself with problems significant to the Middle West.

It Might As Well Be Spring ... goes a lyric of current fame. And it is ... as of 12:33 A.M. today ... according to the World Almanac. People all over the nation are getting out their seed catalogs, planning extensive vacation trips and generally looking forward to a glorious outdoor season.

What happens to radio listening habits when the warm days start to become a part of American life? In some cases program ratings take a dip, but in others they remain constant. In any event, listeners want and demand shows of a lighter, more entertaining character throughout the spring and summer months.

Now is a good time to be thinking about replacement shows for the warm seasons. And now is a good time to look further into the extra advantages of using NBC Syndicated shows. The surprising lineup of top drawer program material offered by NBC Radio-Recording will immediately answer many local programming problems.

Variety? From a quarter-hour dramatic sports show to a rollicking teen-ager musical program. Dramatic productions based on the finest classics to a slam-bang mystery show of five-minute length.

Quality? Each NBC Syndicated show is a high-budget program. Expensive talent, production and NBC facilities are incorporated. Each program is produced like a network show ... recorded by the exclusive Orthacoustic process for life-like reproduction.

Cost? A fraction of the production cost. NBC Syndicated shows sell for as little as \$1.20 per five-minute episode in many communities ... as low as \$7.00 per episode for a top quality half-hour production.

Extras? A complete audience promotion service furnished with each program. Plus the assurance of consistently good program material backed by America's No. 1 Source of Recorded Programs.

Your nearest NBC Radio-Recording representative will be glad to discuss your program replacement problem and make attractive suggestions.

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

TELEVISION DAILY

Trade Mark Reg. U. S. Pat. Off.

SECTION OF THE RADIO DAILY • MARCH 21, 1946

Tele Hearings Underway

Color Tele Outlook Viewed By CBS Pres.

Declaring that the public will "wait it out," if necessary, for ultra high frequency television, Frank Stanton, president of the Columbia Broadcasting System, in a statement Wednesday, expressed satisfaction over the CBS color tele demonstrations and the results of a poll of owners and non-set owners.

"There is no longer any question," Mr. Stanton said, "that the great majority of potential television set purchasers want only color television, do not want black and white, and will await color rather than accept the prewar low-frequency black and white standards. In terms of arithmetic, 7 out of 10 people who do not have sets and plan to buy them are willing to wait from one year to 'indefinitely' for color television even after black and white sets are on the market. The exact wording of the question was: 'What is the longest time



FRANK STANTON

(Continued on Page 7)

Chicago Tele Station Resumes Regular Schedule

Chicago — After a two-week lay-over period, during which the station moved to its newly assigned frequency (channel 4), WBKB, the Balaban & Katz outlet, returned to the air on a regular schedule Monday night, March 18.

In addition to the channel switch, WBKB engineers installed a new

(Continued on Page 7)

Merchandising

First real merchandising tieup with television is expected to get under way on April 15th when the DuMont-Wanamaker store studios begin operations in New York. Wanamaker's application of television to their merchandising plans is being watched with interest by the nation's retailers.

Canadian Tele

Toronto—Famous Players Canadian will install theatrical television in circuit houses across the Dominion as soon as the Canadian Government designates wave bands, it was disclosed yesterday by John J. Fitzgibbons, president of the Paramount subsidiary, in his annual report to the shareholders.

British To Resume Television In May

After six years of war, during which time the whole of British industry was necessarily devoted to military production, television will resume in England on a regular basis early in May, serving approximately 100,000 set owners in the London area daily. The industry "is starting off cold," precisely in the same manner it began video broadcasting in 1934, and viewing sets in existence will be in their pre-war condition, but wartime developments are certain to reveal strong improvements in all its phases. English manufacturers have notified set owners that they will be provided with "re-servicing" of viewers damaged by abuse of war incidents; in addition, new television sets are presently in production, and "should be on sale in the near future."

These predictions and observations were made by Leslie Mitchell, chief commentator for the British Movie-tone News in England (20th Century-Fox) who arrived in the United States this week on a business trip in which he will inspect American com-

(Continued on Page 6)

Mexican Television Prospects Include Video Theater Chain

By BILL IRVIN Staff Correspondent, Radio Daily

Mexico, D. F.—Television probably will become a reality for a large segment of the Mexican public this year through the enterprise of one man. He is Don Emilio Azcarraga, president of Radio Programas De Mexico, national radio sales organization, and a pioneer in the Mexican broadcasting industry. Azcarraga, who also owns controlling interest in stations XEW and XEQ,

Sixty-Five Applicants For Stations To Be Heard by FCC—Color Exponents Gaining Supporters

Washington Bureau, RADIO DAILY

Washington—Despite rumblings of widespread withdrawals in favor of "upstairs" television, the FCC last week pushed present video operations a step closer to the nation's homes by setting hearings on 65 tele applications.

Aware that a growing list of applicants for downstairs tele is being panicked into withdrawals by the lure of color video, the FCC, in effect has told the industry to "put up or shut up."

On record as stating the public will get its "money's worth" from black and white video, the Commission hopes by its action to discover just how many applicants will stick to their guns

Films For Television Featured At ATS Meet

The important role of films in television programming was further elaborated last week at a meeting of the American Television Society at the Hotel Barbizon-Plaza, at which newsreels, special events films, shorts and commercial announcements, prepared especially for and by the medium, were viewed by 200 members and guests.

CBS, NBC, DuMont and RKO Television Corp., offered films that have been used on recent video programs in a 90-minute demonstration designed to sharpen interest in this phase of television that proponents believe will make up a great deal of the entertainment in the medium.

As a good example of recording special events for television, and

(Continued on Page 6)

when hearings are actually set. Already nearly score of Tele applicants have jumped off the black and white band wagon, with many more expected to join the parade in favor of color video.

Generally speaking, the Commission has remained aloof from the battle over color Tele. By issuing rules and regulations for downstairs video and setting for hearing a large number of applications, the FCC has ok'd black and white video—for the time being. How long the "time be-

(Continued on Page 7)

ABC Drama-Television To Stress Radio Shows

ABC entered the field of dramatic television this week with a series of half-hour programs that will present top talent from the legitimate theater, both in acting and writing. First program of the four-week series, which is produced by Tony Farrar and Ben Kaufman, was aired last night under the title "The Devil On Stilts" from

(Continued on Page 7)

Reservations

Early reservations for display space at the television conference to be sponsored by the Television Broadcasters Association on October 10th and 11th have been received by Ralph Austrian, president of RKO Television Corporation. Conference and display will be at New York's Waldorf-Astoria.

(Continued on Page 6)

British To Resume Television In May

(Continued from Page 5)

mercial radio and television. Mitchell had been the most widely-known television commentator in England before the war, and before that had achieved heavy experience in radio and the theater. He entered British radio in 1929 after theater work, and appeared in the Colin Clive role in "Journey's End" on the airwaves. He will be remembered here as the English announcer on "Atlantic Spotlight" which was produced by the BBC for two years and carried by NBC with Ben Grauer as the American emcee. Although they became "old acquaintances" on this program, the two had never met until this week when the Briton arrived in New York.

Will Make Survey

"I'm particularly anxious to see how television operates in America," he said, "and it is one of my hopes that commercial radio and television will soon come to England." The BBC's charter does not permit commercial radio or television under its present setup, Mitchell explained, but it's his opinion that the Government cannot long continue without it. "There has been a lot of conversation about it, and an 'active background' bringing pressure," he said, "and it's possible that commercial television may come within two years." The British Government, he declared, "must ultimately regard commercial television necessary to keep things going."

The wave toward commercialization in both fields is further indicated, according to the British radio executive, by the fact that several advertisers and agencies have signed up artists and technicians, etc., on an optional basis, against the day when programs are sponsored.

Mitchell feels that television in England cannot long be maintained on the same fee basis as radio, in which set owners pay a certain amount at the time of purchase. Video will be far too expensive for this type of subsistence, he feels.

Television coverage in England is limited by the lack of networks at the present, but Mitchell states that on occasion, programs have been satisfactorily received over a 60 or 70 mile area. Although the latest figures of sets in the London area, which extends a "good distance," that to approximately 100,000, he pointed out that "ten or twenty people might be using one set,—and the audience is steadily increasing."

Mitchell, after working for the British Movietone News all during the war, seems to cherish a preference for television, "because it has that personal feeling you don't get in radio."

Rosen Leaves JWT Agency

Norman Rosen, television director of J. Walter Thompson Co., for the past year, has resigned to devote his time to free lance in the field of video writing and production.

Mexican Television Prospects Include Video Theater Chain

(Continued from Page 5)

the movies as an entertainment medium. His views carry added weight because they are the opinions not only of a television broadcaster but those of a film exhibitor and movie producer as well. As owner of three of Mexico City's largest movie theaters he is one of the country's leading exhibitors, and as the principal stockholder in the Mexican syndicate which owns 51 per cent of the stock (RKO 49 per cent) in the new \$5,000,000 movie studios in Mexico City, he is top man in movie production.



EMILIO AZCARRAGA

Not Competitive

Television will not compete with movies but will supplement them, as Azcarraga sees it, because in his opinion television's primary purpose is educational, instead of offering feature length films for home consumption, television will confine its schedules to short newsreels of current events and educational subjects, including travelogues, plus especially produced variety and musical programs. Azcarraga believes major sports events, such as prize fights and football games, will be piped into movie theaters where they will become added attractions to the regular bill and where they may be viewed by movie-goers by payment of an extra fifty or seventy-five cents added to the price of admission.

Plans Movable

The problem of bringing television to the public and winning acceptance for it from the masses is one for which Azcarraga seems to have the making, at least, of a solution, as a step toward breaking the vicious circle of "no sponsors, no programs, no programs no set owners, no set owners no sponsors." Azcarraga has definite plans for the construction around Mexico City of hundreds of "television theaters." He calls them "plastic tents," since their coverings will be of plastic canvas and easily removable. The theaters also will have removable wooden seats numbering 250 to 300. In the back of the theaters will be standing room for those who do not wish to sit down. Seat occupants will be charged five, ten or fifteen cents. The theaters also will have food and refreshment stands.

The television theaters will operate somewhat along the lines of a newsreel theater except that they will offer a more varied program and one capable of running from morning till night without repetition. Much of the bill will consist, as Azcarraga sees it, of short current events pictures not only from the United States

but from all Latin and South American countries.

These, he believes, can be obtained by Mexican telecasters in exchange for film on Mexican events. Where such film is not available for exchange it could be obtained by roving photographers sent to other countries by Mexican telecasters. Fifteen or twenty such reels, running fifteen minutes on the average, interspersed with studio originated programs, would go to make up a full day's schedule for the television theaters. Azcarraga already has contracted with Walt Disney for all his film in Mexico.

Azcarraga expects to start construction this year on the first of his theaters and is all ready to begin telecasting on an experimental basis. He indicated that he is also set to begin full-time black-and-white television schedules in the near future but that he prefers to wait until the FCC makes up its mind about what is going to be done about television in the United States.

Tele For Apartments

As an outgrowth of the television theater idea, Azcarraga foresees the development of television "rooms" in apartment buildings and possibly small community television centers which would make television available to persons of modest circumstances and who could not afford the price of a set themselves. Installation of sets in especially designed rooms or "small theaters" in apartment buildings would permit tenants, for the payment of a nominal fee, to hold television viewing parties, inviting in friends and neighbors who might not otherwise have access to sets. The small fee charged would pay the cost and upkeep of the sets, the same way that tenants pay for the use of washing machines in apartment building laundries.

Mexican Situation Differs

Pointing out that "we must make up our minds on television and stick to it once we begin regular telecasting," Azcarraga asserted that Mexican telecasters could not afford to make subsequent changes that would render sets obsolete once they had been sold to the public.

"In the United States the average radio or television set owner could absorb the cost of junking an old set and buying a new one," said Azcarraga, "but such is not the case in Mexico. Our people are poorer and those that do manage to buy sets will certainly not do so with any idea of throwing it away and buying a new one a couple of years later because the telecasters have decided to make some changes which will render present sets obsolete."

Addresses Ad Women

Worthington Miner, manager of the CBS television department, will be the principal speaker at a luncheon of the Advertising Women of New York today at the Belmont Plaza.

Films For Television Featured At ATS Meet

(Continued from Page 5)

projecting them on the nation's airwaves the same day as well as simultaneous transmission. CBS and NBC films of the recent Lincoln Memorial ceremonies in Washington were presented, along with motion pictures of preparations made for the actual broadcast. Excellent for sheer realism and photographic excellence were the CBS films of a recent fire in New York City, in which the viewer experienced a major fire. These pictures were hailed as "the best films of actual fire fighting yet made" by the N. Y. Fire Department, and will be used in training rookie firemen.

Television's debut as a selling medium for large department stores was offered in films of the Gimbel Bros.-RCA-VICTOR two-week video demonstration last fall in Philadelphia. Shots were made of customers viewing fashion programs in various locations throughout the store, and of programs in progress in the studios.

In exhibiting a few of the video commercials used by NBC-WNBT, Ren Kraft of the television sales department, suggested that advertisers can make their own films and distribute them strategically in districts in which their products have a market. This will eliminate the recurring expense of live programming, and in addition, he said, the best possible sales argument by nature of sight and sound. Then, too, Kraft says, video advertising may be tied in with sales campaigns using other media, thus providing the product with complete coverage while attracting attention to the television program at the same time. Probably the most important single phase of the video-film technique, Kraft adds, is the continued availability of the commercial program, since it can be used at any time in any place.

Austrian Gives Views

According to Ralph Austrian, president of RKO Television Corp., "films will be transcriptions of television." He supplemented his remarks with quotes from the recent FCC report on radio programming which pointed out the value, "though ignored" of transcriptions for quality broadcasting. Austrian indicated that much of television's "quality entertainment" will be furnished on film, and offered an interesting 10-minute "parlor-quiz" film as an example of what might be the forerunner of quiz programs in the medium.

The program was conducted under the supervision of Herbert Taylor, of DuMont's transmitter sales division, and Don McClure, television director of N. W. Ayer & Son.

George Schupert, president of ATS, announced appointment of members to the nominating committee for officers of the Society, whose names follow: (from the board of directors) Dan D. Halpin, John Flory and Edward C. Cole; (delegates from the membership) Charles Alicoate, Frederick H. Kugel, A. W. Bernsohn, and Jack Levine.

Color Tele Outlook Viewed By CBS Pres.

(Continued from Page 5)

you will wait for color after black and white sets are on the market?"

"Of equal interest is the revelation that non-set owners are willing to pay even more for color than are present set owners. To the question of how much more they would be willing to pay for color sets, the non-set owners gave a median reply of 48 per cent more for a color receiver with an 8 by 10 inch picture than for an equivalent black and white set. Set owners had given a median reply of 34 per cent more. The non-set owners' median reply for a color receiver with a 16 by 22 inch picture was 40 per cent more than for black and white as against a median of 28 per cent more for set owners.

"The findings tend to confirm the serious doubts as to the public appeal and economic practicability of black and white television which initially prompted the Columbia Broadcasting System to embark on its color project. They certainly indicate that the majority of the public, given a chance to compare the two, will regard black and white television as already obsolete."

Set Plans For 1945-46 ATS Television Awards

Radio and television executives of America's principal news associations will serve on the jury of awards of the American Television Society awards committee for 1945-46, it was announced yesterday by Richard Manville, chairman. Serving with him will be Tom O'Neil, news manager of Press Association, Inc.; Philip Newson, radio and television editor of United Press Association; and Robert Brown, radio and television editor of International News Service.

Fourteen tentative types of awards have been selected by the Society, Manville said. They are listed as follows: (1) for the development of television commercially, (2) for technical excellence in television production, (3) for technical advancement in the science of television, (4) for the most consistent effort in developing effective television commercials, (5) for the best sports programming, (6) for the best educational program, (7) for the outstanding contribution to children's programming, (8) for the outstanding news program, (9) for the outstanding production, (10) for the best performer (male), (11) for the outstanding special events program, (12) for the best performer (female), (13) for the best director, (14) a special award, the nature of which will be announced later.

The awards will cover television broadcasting over the period of June 1, 1945 through April 1, 1946.

K. & E. Names Tele Co-Heads

Arthur Moore and Frank Palmer have been appointed as co-heads of the Kenyon & Eckhardt, Inc., television department.

The Month in Television

By JIM OWENS

The nation's television stations went off the air March 1 to reconvert to the new channels. Not included was the GE station, WRGB, Schenectady, which remained in the same frequency, and continued regular operation. . . . Philco's WPTZ went back on the air within two weeks after the shutdown, and DuMont's new studios in the John Wanamaker department store in New York is set to open April 15. . . . Several broadcasters began withdrawal of applications with FCC for low frequency tele, preferring to line up with proponents of color video. WJR, Detroit, and WGAR, Cleveland, were the latest on the bandwagon.

FCC announced that it would favor applications for licenses in cities without existing commercial or experimental television stations. Eighty requests are on the agenda, and the FCC move indicates New York will have a long wait for hearings. . . . Washington channels were granted to NBC, Bamberger and the Evening Star Broadcasting Co. The remaining channel will go to DuMont or Philco, and decision has been held off for further discussion.

The first Television Broadcasters Association conference since the end of the war will take place next October 10-11, at the Waldorf-Astoria. . . . Expected highlight of the meeting will be a display of the latest equipment and demonstrations of "television in action." . . . Video was a heavy subject at the annual Radio Conference at the University of Oklahoma. John Rennie, BBC exec, revealed that the British will resume television on a four-hour daily basis in the medium-low frequencies. Tax on British sets, when they become available, will be twice that of standard radio. . . . The CBS survey of set owners, who were invited to witness its color demonstrations, indicate a "clear mandate" for color video. . . . However, Charles Denny, FCC acting-chairman, in his first pronouncement on the issue, argued that the public "will get its money's worth" from the present low band.

The first network television demonstration, conducted jointly by NBC, CBS and DuMont on Lincoln's birthday, received enthusiastic approval from official Washington. . . . A television-radar network, spanning the United States to provide regular service, would cost 425 million, according to a survey made by a Princeton University professor. . . . Tele rights for the Louis-Conn fight were still up in the air, with a three-way bid reported under way by CBS, NBC and DuMont.

Philco introduced a new portable 35-pound video camera, designed for remote pickups. The company claims improved picture quality in addition to quick operation and easy handling. A survey of manufacturing groups revealed that monochrome television will dominate production schedules

for some time, although color will be the "ultimate preference." . . . CBS bought several buildings in mid-town New York, and trade opinions are that its television department will find room for expansion in the extra space. . . . Chicago will have two color-tele stations, with CBS and Zenith Radio Corp. making plans. . . . Five major companies announced that first sets would be on the market this year, probably in the Summer or early Fall. . . . The atomic bomb tests in the South Pacific will have ample television coverage, with one cameraman representing all broadcasters on a pooled basis. . . . RCA is taking steps to open the way for use of high-frequency tele with an experimental transmitter scheduled to begin operations very shortly, according to E. W. Engstrom, vice-president of research.

NBC will use "outside" picture producers for television, rather than make its own films. Meanwhile the web announced that its video would be available for "previews" of Broadway plays. . . . First "stratovision" tests held by Westinghouse were judged successful. FCC will now consider the reports for itself. . . . Jack Poppele, TBA prexy, told business men that television would be "no threat" to other advertising media. . . . Philco board chairman, Larry Gubb, predicted sets in every American home in the "not far distant future." . . . The Army's "television bomb" is expected to provide application for home sets.

ABC Drama-Television To Stress Radio Shows

(Continued from Page 5)

the GE station, WRGB, Schenectady.

Launching the new series on the ABC tele-theater, Paul Mowrey, network's television chief, stated that "we will continue to stress, however, the adaptation of radio shows for video because this is what the public seems to want right now." He pointed to the "informality" of radio programs, namely the audience participation show "Ladies Be Seated," as a good example of the mood preferred by the average television audience, adding that "we've had very good luck with this type of thing so far." Mowrey also stressed the economic importance in production costs alone, which he said were, in some cases, lower than the actual radio figures.

As for drama in television, the ABC executive does not believe in "long" drama, preferring the half-hour one-act play and considers top talent a necessity. (Beverly Roberts, stage and screen star, made her video debut on the opening show last night.) The main reason for shorter drama, he said, "is economic, since the drama category is the most expensive studio programming category known to television today. And when the medium expands," he added, "it will go even

Tele Hearing Sked Getting Underway

(Continued from Page 5)

ing" is, the Commission hasn't ventured a guess.

Color Approval Noted

Glowing statements on color Tele made by the members of the House and Senate committees who viewed CBS's demonstration in New York added impetus to the withdrawal surge away from the black and white medium.

The FCC by setting hearing dates on 65 applications took care of all applications which had been designated for hearing. Approximately 65 applications remain to be designated.

Included in the list of hearings set are applicants for Tele stations in most of the principal cities in the country.

Although first hearings set are on cities in which there are no commercial or experimental Tele stations, the Commission recognized that some cities now having these facilities should be given an added lift. Hearing on New York, for instance, has been set for June 3, when a dozen applicants will scramble for New York's four remaining channels.

Hearing Dates Set

With Washington already given three Tele stations and another grant expected at any time other large cities will soon get their full grants. Applicants for Detroit will be heard this month; Los Angeles on May 20, Cleveland on May 13 and San Francisco on July 15.

Immediate problem will be Tele receivers. First returns coming in on FCC's questionnaire to radio manufacturers indicate only a handful of Tele receivers scheduled to be produced in 1946, despite earlier glowing predictions.

Chicago Tele Station Resumes Regular Schedule

(Continued from Page 5)

video antenna which increases the station's coverage and power output, according to an announcement by William C. Eddy, director. Channel 4 places WBKB in the 66-72 megacycle band.

The station resumes a regular program schedule of three telecast nights per week, Tuesday, Thursday and Fridays; a special matinee hour daily, Monday through Friday, at 4 p.m. and an additional matinee every Wednesday at 3 p.m. The evening programs will begin, as in the past, at 7:15 p.m. with a fifteen-minute test pattern.

higher." Full time dramatic presentations, in the sense of a three-act play, will be a specialty in video programming, Mowrey explained, implying that it may be compared to the symphony programs of today's radio which are high cultural and institutional value to the advertiser, but are vastly expensive and reach a limited audience.

What makes a Television

A TELEVISION FACILITY is *made* when the working units required to produce a television show are manned by specialists who *know* the techniques of television broadcasting.

For example, NBC's four-set, 21-character visual adaptation of DuPont's Cavalcade of America production, CHILDREN OF OLD MAN RIVER, recently presented from the "vest pocket" stage of NBC's live-talent studio 3H, prompted Billboard's reviewer to rave:

"Once again the first network in video proved why it's first . . . The production was top drawer. The camera handling was tight and the lighting was nothing short of a miracle . . ."

What *makes* a television facility is not equipment alone, but a combination of fine equipment and its employment by men with imagination, skill and experience. Such a combination is one reason why NBC offers the finest broadcasting facilities in television.



What makes WNBT the best media buy in Television today?

At WNBT the finest television studio, field and transmitting equipment in the business, is operated by specialists who are also experts in showmanship, stagecraft and television technique. NBC producers, writers, techni-

cians and engineers are backed by the longest, continuous practical experience in television.

Whatever your requirements—whether you produce your own shows with NBC experts . . . whether your idea

FACILITY?



NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

... developed and produced by NBC... or whether you
... sponsor programs built and broadcast by NBC—WNBT
... offers short-cuts and economies made possible by its
... planning and long production experience.

TELEVISION SECTION

Commercial Tele Guide

AMERICAN BROADCASTING CO. 50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 7-5700

ANDERSON, DAVIS & PLATTE, INC. 50 Rockefeller Plaza, New York 20, N. Y. Phone, Columbus 5-4868

ANN BARBINEL 51 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351

BATTEN, BARTON, DURSTINE & OSBORN, INC. 383 Madison Ave., New York 17, N. Y. Phone, F. A. Long

BENTON AND BOWLES, INC. 444 Madison Ave., New York 22, N. Y. Phone, Wickersham 2-0400

CARR & STARK, INC. 366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636

PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS (Stage 8 of Hollywood and San Francisco) 6530 Sunset Boulevard, Hollywood, Calif. Phone, HILside 5915

WILLIAM ESTY & CO., INC. 100 E. 42nd St., New York 17, N. Y. Phone, CAledonia 5-1900

AD FRIED ADVERTISING AGENCY 201 Easton Bldg., Oakland 12, Calif. Phone, HIGate 6580

GRANT, FLORY & WILLIAMS 441 Lexington Ave., New York 17, N. Y. Phone, VAnDerbilt 6-5770

CHARLES W. HOYT CO., INC. 551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0850

INTERNATIONAL RADIO & TELEVISION FEATURES 152 E. 53rd St., New York 22, N. Y. Phone, PLaza 5-5781

KENYON & ECKHARDT, INC. 247 Park Ave., New York 17, N. Y. Phone, PLaza 3-0700

ABBOTT KIMBALL CO., INC. 250 Park Ave., New York, N. Y. Phone, PLaza 3-9600

AL PAUL LEFTON CO., INC. 521 Fifth Ave., New York 17, N. Y. Phone, VAnDerbilt 6-4340

J. WALTER THOMPSON CO. 120 Lexington Ave., New York 17, N. Y. Phone, MOhawk 4-7700

MARSHALK & PRATT CO. 535 Fifth Ave., New York 17, N. Y. Phone, VAnDerbilt 6-2022

MAXON, INC. 570 Lexington Ave., New York, N. Y. Phone, ELdorado 5-2930

PECK ADVERTISING AGENCY, INC. 400 Madison Ave., New York, N. Y. Phone, PLaza 3-0900

REISS ADVERTISING 221 W. 57th St., New York 19, N. Y. Phone, COlumbus 5-7733

TELEVISION WORKSHOP 11 W. 42nd St., New York, N. Y. Phone, LOngeore 5-1683

J. WALTER THOMPSON CO. 120 Lexington Ave., New York 17, N. Y. Phone, MOhawk 4-7700

NORMAN D. WATERS & ASSOCIATES, INC. 1140 Broadway, New York 1, N. Y. Phone, CAledonia 5-7430

GLORIANNE LEHR Great Neck, Long Island Great Neck 4600

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

WBKB BALABAN & KATZ CORP. Chicago Theater Building, Chicago 1, Ill. Phone, RAndolph 5300

WCBW CBS-TELEVISION 15 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 6-6340

WNBT NBC-TELEVISION RCA Bldg., Radio City, New York 20, N. Y. Phone, CIrcle 7-8300

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

WBKB BALABAN & KATZ CORP. Chicago Theater Building, Chicago 1, Ill. Phone, RAndolph 5300

WCBW CBS-TELEVISION 15 Vanderbilt Ave., New York, N. Y. Phone, MUrray Hill 6-6340

WNBT NBC-TELEVISION RCA Bldg., Radio City, New York 20, N. Y. Phone, CIrcle 7-8300

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

YOUNG & RUBICAM, INC. 285 Madison Ave., New York 17, N. Y. Phone, ASHland 4-8400

BUCHANAN & CO., INC. 1501 Broadway, New York, N. Y. Phone, MEdallion 3-3380

CHARLES M. STORM CO., INC. 50 E. 42nd St., New York, N. Y. Phone, MUrray Hill 6-2820

RUTHRAUFF & RYAN, INC. 405 Lexington Ave., New York, N. Y. Phone, MUrray Hill 6-6400

Press Gives Praise To New Color Tele

Widespread interest in color television has been in evidence lately, due to the Columbia Broadcasting System's recent demonstration of new ultra-high frequency television in full color.

Many publications, such as Fortune Magazine, Time Magazine, Tide Magazine, have analyzed and commented upon the color television developed by CBS.

A cross-section of press comment on the practicability of the new CBS television follows:

Wall Street Journal: "The CBS demonstration left little doubt that color television has reached the perfection of black and white. A telecast of a football game contrasted the two methods. In black and white, the game was like a newsreel. When the same scenes were shown in color, the golden helmets and red jerseys of one team and the white helmets and blue shirts of the other made it as easy to distinguish the teams as if the game were being viewed from the stands."

Ben Gross, New York Daily News Radio Editor: "The demonstrations prove that three great obstacles, once regarded by many as insuperable, have been overcome. First, CBS is able to generate sufficient power in frequencies above 300 megacycles video band, which most authorities said could not be done. Second, it has eliminated the bothersome reflections known as 'ghosts' which have hitherto marred television pictures."

Time Magazine: "It was clearly—and colorfully—the most notable television demonstration of the year. The broadcast was over ultra-high frequency, radar wave lengths. The reception, as vivid as a Van Gogh painting, made black-and-white television look antiquated."

Saul Pett, International News Service: "What CBS showed us today is good. The clarity and definition of the color is better than any we've seen previously. There were no flickers. There were no 'ghost' or second images, those little reflected gremlins we've seen creep into other forms of television. For technicians there was this amazing fact. The transmitter used operates on a frequency of 490 megacycles with a power equivalent to 20 kilowatts. This represents strength four times more powerful than the most powerful station now operating in New York."

Transradio Press: "Full color ultra-high frequency television is here. That revolutionary fact has been adequately demonstrated by CBS engineers. Although the video broadcasts were demonstrations, they were normal in every respect. Colors were true to their source. Flicker, fades and other objectionable characteristics were noticeably absent. Potential commercial application was sharply highlighted by the presence of color."

Associated Press: "Here are the major improvements achieved since Columbia's pre-war demonstration of the same system in 1940 and 1941. Besides the shift upward from sixty to 490 megacycles, the new system provides increased brilliancy. Better detail is achieved by raising the number of lines from 375 to 525 per inch, by using a transmission band ten megacycles wide instead of 4.5 megacycles and by incorporating numerous techniques learned in war research."

Lubcke To Speak

Harry R. Lubcke, director of television for the Don Lee Broadcasting System, will speak at a dinner meeting of the Radio Technicians Association of Long Beach at 2116 Sixth Avenue, beginning at 7:30 p.m., Wednesday, March 27. Topic: "Position of Long Beach in Southern California Television." Regattas and other sports events at Long Beach are of particular interest for live television remote pick-ups.

The Television Producer

By **BOB EMERY**
(WOR Video Producer and Pres.
Television Producers Assoc.)

Much has been written about the relative responsibilities and duties of the TELE. . . . Producer and director. More has been written about the "theoretical" place in the sun which the holder of these jobs will have when Television comes into its own.

I propose, not to theorize, (being one of the few in this, as yet, purely experimental medium, who has not written a book) but rather to tell you



BOB EMERY
take a good look at the word . . . "PRODUCTION."

what I have learned from the "Blood, sweat and tears" that have gone into the production of the few shows that I have been privileged to produce. And right here is as good a place as any to stop and

Defines 'Production'

Production has been a much mis-used word in Radio, where anyone who sits in a control room and can read a clock and follow manuscript is called a producer. Motion pictures and the stage have more clearly defined the word producer by establishing names like . . . Zanuck . . . Selznick . . . Wanger in pictures and Pemberton . . . Abbott . . . Golden in the theater. These are all men who produce, in the complete sense of the word, and it is this over all production job that will some day come to the Television world, and it is this kind of a challenge that WOR gave to me, in a modest way, when they assigned to me the production chores of "The Brownstone Theater" and "The Sealed Book" shows which were fairly good examples of small budget dramatic television fare.

Enumerates Problems

Let us look at the problems which confronted us,—bearing in mind that these were experimental, sustaining shows, presented in the days when technical and artistic assistance were not highly specialized as they will be in a few years. Before I go further, I would like to say a word of commendation of a few who helped in this series. These people were not only good men in their own line but they have the one essential characteristic, in addition to "Know How," and that is a firm belief in the future of the work they are in. I refer, as far as WABD. . . . DuMont, here in New York, is concerned, to Robert Bright, art director, and Ed Bezares, cameraman. To these two, our shows were more than just a half hour fill in the WABD schedule. They were opportunities for these far sighted men to experiment and to continually improve their techniques. The same thing was true with Charles McGarra-

han of WRGB, and both organizations were the acme of co-operation.

The first problem of the producer is a budget, and in my case my budget was assigned by a Television Planning Board which comprised the following WOR heads of departments: Programs, Press, Special Events, Finance, Continuity, Engineering, and when the figure was set and okayed, the next problem was a policy decision on the type of programs to do.

Audience Participation Shows

It stood to reason, that with no mobile remote equipment available either at WABD or WRGB that sports such as boxing, hockey, basketball, wrestling, baseball, etc., was out of the question. We also decided that audience participation shows, presented on a sustaining basis, could not compete with well established audience shows such as John Reed King put on weekly for CBS and ABC. Therefore our decision was straight drama, using two of the WOR radio shows as vehicles or frames and so we decided upon "The Brownstone Theater" and "The Sealed Book." In the "Brownstone Theater" we presented standard public domain plays and single set dramas from the French and Baker catalogues and in the "Sealed Book" we presented mystery and terror stories. . . . This was our first problem, Literary Material. The next problem was the adaptation of this to Television. Right here I would like to say that the ideal Television script, to my mind, is the one which keeps written camera and light cues to a minimum, for no two studios are alike, and in many instances what the author would like to see worked out in the way of trick camera shots, can not be done with the present limitations, and it is most important that the writer know his studio, his technical crew and his lighting facilities in order to write a workable Television script. In this matter the adaptations of the "Brownstone Theater" plays and "The Sealed Book" plays were done by yours truly, based upon knowledge of studio limitations, with an advance understanding of the cast to be used.

Casting Problem

Now, with the adaptation made we turn to the complex task of Casting. The WOR Television series started the establishment of a permanent stock company, based upon the premise that weekly appearances of well known actors in varied roles, builds for looker interest, in exactly the same way that local stock companies in small communities presented a different play each week with the favorites in the company assaying a different role each week. In this matter we searched the roster of radio actors for people who had stage experience.

This is done for many reasons, the most important of which, is, facility of "Business." "Business" is the action

'Telequizcalls' Show Sponsored On WBKB

Chicago.—The return to the air of Balaban & Katz television station WBKB last week, brings one of its foremost commercial programs, Commonwealth Edison's "Telequizcalls," back into Chicago's entertainment spotlight with a slightly altered format. Telecast every Friday at 8:00 p. m., the show is Chicago's first video phone-quiz program. It stars Bill Anson as emcee, assisted by pretty Meg Haun. According to Ardienn Rodner, "Telequizcalls" producer, every contestant will win a prize from now on. Tele set owners called by Anson will be given a chance at electrical appliance prizes in three different groups. Three correct answers win the most expensive prize. On the other hand, one answer—and Rodner says no one can possibly miss the first query—will bring a less costly gift. Questions of all sorts, visual in nature, are posed to viewers. Beulah Zachary, of the WBKB staff, is program director. "Telequizcalls" fan mail hit an all-time high just before WBKN left the air to switch to channel No. 4.

Dick Powell Studies Tele As Crime Drama Medium

Dick Powell is eyeing television as a "natural" medium for crime dramas such as his "Rogue's Gallery" broadcasts, released Thursday evenings over MBS.

"Much of the punch of stage and screen detective yarns evolves from the visual angle," Powell explains. "The sleuth's or the criminal's actions can be observed, leaving the audience the fun of drawing its own conclusions."

"At present, radio is restricted to an entirely auditory story development, and each turn of the plot must be thoroughly worked over in the dialogue so that the listener can get it in television," he added:

"The toughie who looks like Caspar Milquetoast and the hero whose bay window always crowds the mike are just going to be out of luck," grins Powell.


that the director gives the actor. It is the non-speaking portions of a play which hold the camera as well as the spoken word. In Television this is going to be as important, if not more valuable, than the spoken word. The average radio actor with no stage experience, fails miserably to create "Business." For example if the director wishes to hold a scene with a letter in the hand of an actor and had instructed him to do about a minute business before reading the letter, the radio actor would have to be minutely coached in the creation of this business, while the Stage or Movie trained actor would make up his own business along the lines of business with spectacles, cigarette, and many other methods of delay which came to him from his store of theater experience.




OUT SOON



IMPORTANT



THE 1946
YEAR BOOK
OF
TELEVISION



—Presented this year as a
supplement to
RADIO ANNUAL
—radio industry's
indispensable
reference book.

Your check for \$10.00 will bring you a copy of the 1946 Radio Annual and a one year subscription to RADIO DAILY.

NAB To Carry Fight To Other Meetings

(Continued from Page 1)

offered to the 9th District meeting in Chicago, March 25 and 26; the 7th District meeting in Cincinnati on March 28 and 29, and at the 4th District meeting to be held at Virginia Beach, April 11 and 12.

Excerpt from Resolution

The resolution adopted in Minneapolis read in part:

"Resolved: that we call upon each and every individual licensee fully to inform himself concerning the legal, social, political and economic implications of the FCC report and the adoption of every possible measure for the protection of the rights of the American people in free and untrammelled radio."

Camp Fire Girls Show on MBS

Climaxing the Camp Fire Girls' 34th Birthday Week, WOR-Mutual will air a special all-star show Saturday, 5:30 p.m., from New York and Hollywood. Eddie Cantor will emcee and Patrice Munsel, Jean Hersholt, Burl Ives and Earl Wrightson also will be heard.



new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

FCC Grants 8 FM Stations, Deferring Decision On Three

(Continued from Page 1)

ing Co. (WOL); Metropolitan Broadcasting Corporation, Commercial Radio Equipment Company, Potomac Broadcasting Cooperative, The Evening Star Broadcasting Company (WMAL), WINX Broadcasting Company.

Two of the applicants, The Evening Star and NBC (Washington Outlet, WRC), a short time ago were granted television stations in Washington.

The decision on the first city-wide FM hearing in the country came a scant few days after completion of the consolidated proceeding last Friday.

Will Study Others

The Commission "passed for further study" the applications of Mid-Coastal Broadcasting Company, Capital Broadcasting Company (WWDC), and Chesapeake Broadcasting Company.

The Commission noted that Acting Chairman Charles Denny and Commissioner E. K. Jett voted to grant the application of Capital Broadcasting Company. Capital also had been turned down by the FCC on its tele application. Commissioner Cliff Durr "felt that not more than six stations in the Washington area should be granted at this time, but the Commission having taken a different view, he concurred in the issuance of the order."

It is known that many organizations, including unions, have requested that a few of Washington's 11 FM channels be held open.

The Commission did not release reasons for its decision but it was

obvious during the week-long hearing that top consideration would be given to the programming plans of the applicants.

The quick decision by the Commission, it was said here, will give FM one of its biggest pushes forward. Although early withdrawals left 11 applications for the Capital's channels, the FCC decided to hold the hearing because of the importance to FM development.

Each of the eight applicants granted by the Commission stressed their programming plans and made it plain that they had built much of their case around the FCC programming report.

Public Service Stressed

Heaviest backing to the "public service" theme was given by Theodore Granik, director of the American Forum of the Air. Testifying in favor of the forum as "Scrupulously Fair" and an "example of Democracy at Work" were Admiral Emory S. Land, and Ex-OPA Chief Leon Henderson.

Granik outlined plans for what he termed his "dream" station, including a total of seven per cent weekly devoted to continuation of his forum ideas. He emphasized, however, that the programming would not be "talk, talk, talk," but would be "balanced" along the lines suggested in the FCC report.

Metropolitan Broadcasting Company is composed of 21 Washington business and professional men, while Potomac is formed by nearly a dozen Washington cooperative enterprises.

TONIGHT'S THE NIGHT
THURSDAY

MARCH 21, 11:30 p.m.

WABC 880 on Your Dial

HEAR THE FIRST AUDITION EVER BROADCAST ON A MAJOR NETWORK STATION...

"YOUTHVILLE, U. S. A."

starring Betty Garde

A new program that's timely, exciting—

A new program that's ready to serve you by serving your public!

CARR & STARK, INC.
Radio-Television Productions
366 Madison Avenue
New York 17, N. Y.
MUrray Hill 2-2636

ENJOY YOUR OWN EAR CHECK

ORDER AN AIR CHECK

your advertising dollars are PROFITABLY spent on...

WEED

WILMINGTON, DEL.

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC

Basic Network

Represented by

RAYMER

Records-Index Rule Adopted By The FCC

(Continued from Page 1)

printed index of (1) all ledgers, journals, and other books of account, vouchers, work orders, contracts covering the purchase and/or construction of communication plant (and other plants operated or held, incidental or auxiliary thereto), time reports, payrolls, summaries, and other original records which are the source of entries in the books of account; (2) administrative and financial records, such as minute books, stock books, reports, titles, contracts and agreements, documents which have been involved in claims against the company, scheduled of charges, financial papers, etc., (3) engineering records such as maps, reports of surveys, investigations, plans for major projects, records with respect to research and development, and (4) any and all records not specified above which are required to be preserved under the commission's rules and regulations.

"(B) The index shall describe each distinct type of record, indicating the form number and title, if any, and the item or sub-item under which the period of retention is prescribed in Sec. 42.91 of these rules. Items not described in Sec. 42.91 of these rules shall be described in the index with sufficient particularity as readily to indicate the nature and purpose of such records. The index shall indicate also the physical location of the record by street address and room number, if any, and the period covered by each type of record at each such location. The index shall likewise show the title (or other designation) of the company employee having immediate physical control of the particular record, and the supervisor or other person to whom such employee is responsible. Serial numbers of vouchers and other records which are identified numerically and the period covered by each sub-division thereof, shall be so shown in the index as to identify each series of such records at each place of filing or storage. A similar index also shall be available at each office (or other depository) where records are kept or stored.

"(C) All records originated by predecessor companies shall be similarly indexed, and contain such further cross-references or other identification as may be necessary to locate any particular record."

Send Birthday Greetings To

March 21

Garnett Marks J. V. McConnell
Edna Stillwell Meredith Page
Clifford Evans

Medal For Merit Award To Paley, CBS Chairman

(Continued from Page 1)

Legion of Merit and the French Croix de Guerre with palms.

The citation, signed by President Truman, follows:

"Colonel William S. Paley, for exceptionally meritorious conduct in the performance of outstanding services, while a civilian on duty with the Army of the United States, as chief of radio operations, Psychological Warfare Branch, Allied Force Headquarters, and later chief of the Radio Section, Psychological Warfare Division, Supreme Headquarters, Allied Expeditionary Force, from August, 1943, to February, 1945.

"Colonel Paley was primarily responsible for the efficient functioning of the United Nations radio in the Mediterranean Theater of Operations. He effectively planned and executed psychological warfare operations on the European continent and unified strategic efforts of the British and American broadcasting systems. By his outstanding executive ability and vast background of practical experience, he has materially contributed to the success of the Psychological Warfare Operations of the United Nations."

Roanoke Gets 3rd Station; Beeuwkes To Head Web

(Continued from Page 1)

station is 90% financed by local shareholders led by Mayor Henebry. The only outside stock is held by Lambert Beeuwkes, an executive with MBS in New York. Beeuwkes, formerly sales promotion manager of WXYZ, the Michigan State Network, and KYW, is slated to come to Roanoke as general manager of the new 250-watt station which is authorized to operate on 1490 kc.

Audition Winner

Maureen Ryan, WQXR switchboard operator who won the latest John Golden auditions, makes her radio debut Monday on MBS' "True Confessions," 3 p.m., EST.

New Veterans Series Bows In Over WNEW

(Continued from Page 1)

in the 9 to 9:30 p.m. slot. The lineup follows:

Monday, 9-9:15, "Be Your Own Boss"; 9:15-9:30, "Veterans' Bookshelf." Tuesday, 9-9:15, "Records from Home"; 9:15-9:30, "Reunion in New York." Wednesday, "The Veteran Faces the Future." Thursday, "The Hospital Circuit." Friday, "We Guard the Peace."

"Bookshelf," a dramatization of leading works dealing with veterans' affairs, will be enacted exclusively by returned servicemen. "The Veteran Faces the Future" is a GI "trouble hour" with a Board of Counselors made up of Veterans Administration execs offering advice to problems posed by vets in the studio audience. "The Hospital Circuit" features singer Vera Barton in a music-quiz show designed for vets convalescing in hospitals in the area. "We Guard the Peace," presented in cooperation with the Army recruiting office, highlights Cpl. Buddy Moreno, S/Sgt. Johnny Messner and his band, and guest stars. Program originates at the Henry Hudson Hotel.

William Shea, Max Berton and Jeff Selden handle the writing chores, with Jack Grogan, Milton B. Kaye and Kerby Cushing directing. The series is under the supervision of Ted Cott and Bill Berns.

NBC Sells Film Rights On Network Programs

(Continued from Page 1)

and Story Productions will work jointly in promotion and publicity of the program and the advance buildup of the picture. Program is aired from 9 to 9:30 a.m. Monday through Friday, coast-to-coast, and has attained the highest rating of any previous NBC show at that time. Clarence L. Menser, network vice-president in charge of programs, stated that the sale is the first by NBC to a motion picture company of any show which it owns. Durward Kirby is emcee of the show and Joy Hodges is the "Singing Bridesmaid." Armand Deutsch, president of Story Productions, announced that a new affiliated company is in formation for production of the show, as well as others based on radio programs.

Agreements to film "One Man's Family" were signed in Hollywood by Sidney N. Strotz, Western division manager for NBC; Carlton E. Morse, writer and producer of the air show, and Abe Silk, president of Cinema Century Productions. The film series will be directed by Alfred Green, and production on the first picture of the series is scheduled to begin within seven months. Second film will start within one year after the first is completed.

LIKE THE

Visa Stamp

ON YOUR PASSPORT...

that's WIRE

IT TAKES YOU PLACES IN THE INDIANAPOLIS BUYING AREA

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY Representatives
AFFILIATED WITH THE INDIANAPOLIS STAR

An All-Time Favorite

FRENESI

Published by
PEER INTERNATIONAL CORP.

* * *

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

PROMOTION

WHN Folder Plugs Product

An attractive folder released by the WHN Client Service Department informs drug, food, and confectionery wholesalers in the New York City area of Warrens Mint Cocktail Chewing Gum advertising on that station.

The mailing piece follows the theme that just as Warrens blend mint flavors in their product, so they blend audiences of three different types of WHN shows to reach a maximum number of listeners. Warrens participate in sponsorship of the "Gloom Dodgers," "Sports Final," and Robert Q. Lewis' record program.

The 8½x11 folder is printed in the same red and green as the Warrens chewing gum wrapper.

Civic Welcome

Letters signed by Jack Williams, KOY program director welcoming new residents to Phoenix and the Valley of the Sun are being sent to arrivals who are flooding into the area daily. Jack tells them who the announcers are that they will hear the Arizona outlet and also lists a few of the programs heard during the day and evening. Fan mail is not usually counted upon when such promotion is used, but this is considered one instance where the new Arizonians are writing Jack and thanking him for his welcome.

W. E. Annual Statement

Total sales of Western Electric Company during 1945 amounted to \$860,713,000, compared with \$926,851,000 in 1944. Earnings of \$15,126,000 amounted to slightly less than 1.8 per cent of sales as compared with \$13,858,000 or 1.5 per cent in the receding year, after paying dividends of \$12,000,000, or \$2.00 per share, and amortizing Teletype Corporation patents and good will in the amount of \$1,009,000.

Takes VA Radio Post

William M. Carpenter, former WGKV and WRAL writer, has been named radio chief at the Veterans Administration branch office at Richmond, Va. He will service stations in Maryland, Virginia, West Virginia and North Carolina. During the war Carpenter served as a Captain with the 78th Division in the ETO.

COAST-TO-COAST

—INDIANA—

FORT WAYNE—Glenn R. Thayer, engineer at WOWO for the past nine years, has been appointed technical supervisor for the outlet, according to an announcement by Paul Mills, acting station manager. In this capacity, Thayer will be in charge of the transmitting equipment at the Fort Wayne station as well as WOWO-FM. . . . Frank Gallager, has been named sales representative of the renewal sales department of the RCA tube division, with headquarters in Cleveland, covering Michigan, northern Ohio and northwestern Pennsylvania. . . . William W. Boyne has been named sales representative for Zenith household radios for territories covering the distributing points of Fort Wayne, Detroit, Grand Rapids and Indianapolis.

—OHIO—

CLEVELAND—The appointment of Walter Kay as director of continuity was announced recently by WJW program director, Ed Palen. Kay has been associated with the outlet since 1944, prior to which he was with WMRN, Marion, Ohio, as an announcer, promotion and publicity manager. . . . Former continuity director, Dorothy Shimp, now edits WJW's noontime "Women's Page," under the name of Jane Shirley. . . . TOLEDO—Fort Industry Co., owners of WSPD, has asked the FCC for authority to build a \$200,000 commercial television station in Toledo. Announcement was made by E. Y. Flanagan, commercial manager for the outlet.

—ALABAMA—

BIRMINGHAM—Henry P. Johnston, executive vice-president of The Birmingham News-Age-Herald, and managing director of WSGN in Birmingham, The News-Age-Herald station, has donated five thousand dollars for the purchasing of additional volumes for the Uniontown, Alabama High School library, and in addition has pledged one thousand dollars as an endowment for his parents, Mr. and Mrs. Charles J. Johnston, of Uniontown. In appreciation of this gift, the Perry County Board of Education has announced plans to construct an addition which will house the Henry P. Johnston Library.

—KENTUCKY—

LOUISVILLE—WHAS recently broadcast from the State Legislature's chambers the public hearing of a bill affecting the en-

tire state of Kentucky. For two hours and fifteen minutes with interest running high throughout the state, the proponents and opponents of Senate Bill 48 were able to get their arguments to the citizens by means of the WHAS broadcast. To cover the entire verbal battle, five portable mikes were placed in the house. Paul Huddleston, WHAS special events director, was in charge of the program with Jean Clos handling production and Phil Sutterfield serving as announcer.

—IOWA—

DES MOINES — Duane Peterson, pre-war auditor for the Iowa Broadcasting Company for seven years, has returned to KRNT following four years of duty with the Navy. . . . Inez Andrews, has joined KRNT as secretary to sales service manager, Arden Swisher. . . . Jon Hackett, KRNT sports director, will broadcast the play by play description for the finals of the Iowa State Boy's basketball tournament during March 21, 22 and 23, with the state championship for airing on the 23. . . . Reason for the cigar smoke being on the wave length of KRNT, is a new son, Robert Steven for director of music, Wayne Ackley, and of course Mrs. Ackley. . . . Art Peavey, Wartime Commander in the Navy, has returned to his pre-war engineering duties at KRNT.

AGENCIES

CLIFF ENGLE, newly appointed western representative for C. P. MacGregor, Hollywood transcription studios, will begin a tour of the northwest after having concluded a series of conferences with MacGregor and department heads in Hollywood. Engle was formerly with MacGregor in 1933-'4, 10 years with NBC and recently with the Armed Forces Radio Service.

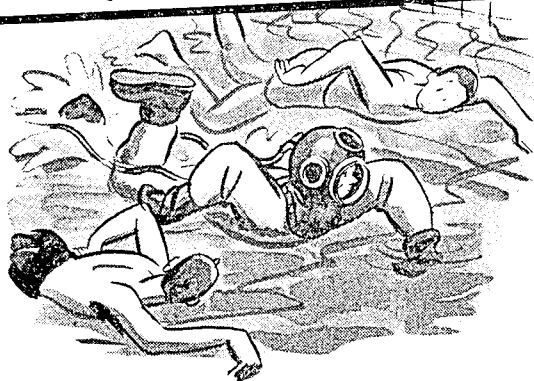
MORT BASSETT has rejoined the staff of Morse International, Inc., as a radio time buyer after more than three years with the Armed Air Forces.

J. Y. LEVEQUE, until recently account executive, N. W. Ayer & Son, Inc., New York City, has opened a new advertising and public relations firm under the name of J. Y. Leveque & Company with offices at 548 South Spring Street, Los Angeles.

W. GIBSON CAREY, JR., president of Yale & Towne Mfg. Co. was the guest-speaker at the celebrity-luncheon of the Advertising Club of New York, Wednesday, March 20, 12:30 p.m. The subject of his talk to a large assemblage was "American Industry Looks Ahead."

now that the "Wraps" are coming off...

watch Radio Mirror



WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the April issue!

watch Radio Mirror



Business Was WAIVED FOR THE DURATION

but BARTON IS BACK!

—after 3 years as a Navy Public Relations Officer—

Again Offering

Exclusive "PERSONALIZED Publicity Service"

Jane Barton Publicity



Advertising
7 West 44 Street
New York

Public Relations
MURray Hill
2-9461

More for your money ...with Mutual shows

Here, alphabetically listed in catalogue style, are an even score of Mutual programs. They range from children's fantasy... through drama and comedy... to news documentary. But they have one common denominator: a proved, or strongly-indicated, ability to produce profitably-sized audiences—at prices which, combined with Mutual's low rates, put a gilt edge on your radio investment.

ADVENTURES OF NICK CARTER One of radio's most solidly established mystery programs, it has a long impressive audience record. February Hooperating sustaining, in a new period, is 9.1. Double-check this one for a quick audience- and sales-building job.

THE BETTER HALF Male versus female in uproarious contests to determine the *headier* of the species. Tiny Ruffner emcees this fast-paced quiz in which men and women compete to give quickest answers to questions. Zany stunts and attractive prizes keep audience interest high.

CAPTAIN MIDNIGHT The sponsor speaks: "*Captain Midnight is our outstanding Ovaltine salesman!*" Now in its *tenth* radio year, and sponsored successfully for almost six years on behalf of Ovaltine, MIDNIGHT is available for the summer. Advertisers with summer peaks will want to investigate, immediately.

THE CARRINGTON PLAYHOUSE Elaine Carrington, described by Jack Gould of the New York Times as "a member of royalty in the field of the daytime serial," lends her unique talent to provide good radio, for a mass audience, to a new evening dramatic series through which we hope to discover new radio talent. It's an exciting venture offering rare opportunity for writers, and the far-sighted advertiser.

CECIL BROWN One of the most distinguished correspondents to come out of the war, Cecil Brown ranks high as a listening favorite. His 1945 rating average according to Hooper, was 6.2; went as high as 7.8. Brown's widely-known name and long reputation as a crack reporter have made him a success advertising-wise as well.

CHICAGO THEATER OF THE AIR The finest of operas and operettas polished into delightful entertainment for everyone. Prima donna Marion Claire joined by guest stars like James Melton, Allan Jones, Igor Gorin, etc. create an hour of superlative music. Ticket demand is tremendous. Originates in auditorium whose 5,000 seats are filled each week. Rating record reveals

mass appeal which makes program ideal for institutional or product campaign.

DON'T BE A SUCKER After only three months on the air, this low-cost, once-a-week quarter-hour show has achieved a Hooper of 5.5 and has developed a huge mail response. Through active cooperation with the National Better Business Bureau, program presents dramatic exposes of rackets fleecing Americans.

HARRY SAVOY A "name" comedian comes to the fore. Hit on the Kate Smith program for a full year, Savoy convulses studio audiences and radio listeners alike with his hilarious brand of comedy. The show offers advertisers an opportunity to "get in at the beginning" with one of 1946's major radio "finds."

THE HUMAN ADVENTURE Recipient of radio's coveted Peabody Award, this program has built a reputation for superb presentations of scientific subjects. Brilliantly produced in cooperation with the University of Chicago and staff-members of the famed Encyclopaedia Britannica.

I WAS A CONVICT In line with increasing popular interest in psychology, this unusual program dramatizes, not crime, but the *motivation* behind the criminal. Anonymous ex-convict or parolee relates his history from childhood, highlighting forces which impelled criminal act or career. Analyst Edwin J. Lukas dissects case for listeners. A *different* program with wide popular appeal.

LAND OF THE LOST 38,000 children and adults *demand* that this program stay on the air! "Miracle" was the New York Times' word for Isabel Manning Hewson's famous creation. A daytime half-hour show, broadcast once a week, it's a radio classic in the juvenile field with great commercial possibilities.

LEAVE IT TO THE GIRLS Accent on *unique program format*. This "forum"—a round-table of romance—presents a panel of four lovely and prominent ladies,

and Moderator Paula Stone in a fast, furious and witty debate with a well-known male. It's an exciting program idea, thoroughly established, ready to go "commercial." Latest Hooper rating: 4.5.

MARRIED FOR LIFE It's a daytime half-hour show, now broadcast once a week, which features interviews with an engaged couple, their families and friends, all of whom—and the radio audience—hear a dramatization of the romance. Towards the end of the program the microphone is taken to the ceremonies preceding the wedding of the couple who appeared on the previous broadcast. This is the next great daytime success.

PASSPORT TO ROMANCE March fifteenth saw the opening broadcast of this dramatic-musical program starring Mitzi Green, and Larry Brooks of "Song of Norway." It's a radio adaptation of the motion picture musical-comedy technique, and has all the earmarks of a great commercial program.

THE SHADOW Since the middle of October, 1945... this has been the *highest Hooper-rated regular daytime program in radio*. And that's been true for more than half a decade. It's available coast-to-coast for a summer sponsor!

SNOW VILLAGE Americana at its best. William Ford Manley's heart-warming stories of a New Hampshire town and its inhabitants have been air favorites for sixteen years. Performed by skilled actors and produced by expert craftsmen, SNOW VILLAGE occupies a warm spot in radio's roster of fine dramas.

SO YOU THINK YOU KNOW MUSIC "At this late date, it's a pleasant surprise to find a music quiz that's interesting and a little different," wrote Variety. Featuring Ted Cott as m.c. and four celebrated jazz or classical musicians as "experts", the program is "lively and fresh... fast-paced with remarks that are impromptu as well as funny."

TWENTY QUESTIONS A favorite parlor game is smoothly adapted to become favorite radio entertainment. This program's quick success is revealed by large mail figures. An average of 1300 letters come in daily. It starts with a February Hooperating of 3.8. Quality of the mail strongly indicates its ability to sell any product... animal, vegetable or mineral!

WHAT'S THE NAME OF THAT SONG? The always absorbing game of "do you remember...?" with contestants trying to identify musical numbers played. Holds radio listeners through musical appeal and natural tendency to compete with studio contestants. Latest rating, a whopping 7.0—at 8 pm Wednesday.

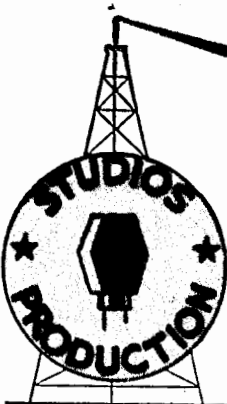
YOU MAKE THE NEWS Outstanding documentary program, produced in cooperation with Newsweek Magazine. Timely, dramatic, authentic and objective, it weaves background and spot news into a pattern which highlights significance of each issue. Applauded by Variety because "there is a gratifying absence of the type of cub-reporter hysteria characteristic of some documentaries."

★ ★ ★

With an active program department, a list like the above can never be complete. More new shows are on the way. Check us, for the right program in the right Mutual spot.

Mutual Broadcasting System

W H E R E S H O W M A N S H I P M E A N S B U S I N E S S



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 56

NEW YORK, N. Y., FRIDAY, MARCH 22, 1946

TEN CENTS

Airborne Tele Revealed

See Stratovision Aid To Web-Tele Advance

Columbus—Time required for the "build-up" of cross country television network service can be reduced appreciably by acceptance of Stratovision, the proposed plan of broadcasting television program from high flying airplanes. This is the opinion of C. E. Nobles of the Westinghouse Electric Corp., Baltimore, Md., who addressed the fourth session of the Broadcast Engineering Conference at Ohio State University yesterday.

Nobles advanced the Stratovision plan as the most practical solution for the technical and economic prob-

(Continued on Page 7)

NBC To Cover UNO Meet On Closed-Circuit Tele

NBC Television will cover the historic opening session of the UNO Security Council conference Monday, March 25, in a closed-circuit telecast feeding the program to television receivers installed in the overflow assembly room at Hunter College and in the NBC studios at Radio City. Session will open at 2:30 p.m., EST.

Using the new RCA image orthicon camera tube, the network will tele-

(Continued on Page 6)

St. Louis Newspaper Hits NAB For Its FCC Stand

St. Louis—The Post Dispatch, owners of KSD, in an editorial this week under the caption of "The Misuse of Radio," takes NAB to task for its attitude concerning the recent FCC report on programming. The editorial,

(Continued on Page 4)

Dedication

Ceremonies dedicating the Hyde Park home of Franklin D. Roosevelt as a national historic site will be broadcast by ABC from 2:30-3 p.m. Friday, April 12, first anniversary of the death of the late President. Program will include an address by President Truman, presentation of the estate by Mrs. Franklin D. Roosevelt and its acceptance by Secretary of the Interior Julius I. Krug.

"Breakfast" Leading CAB Daytime Shows

"Breakfast in Hollywood" has completed three and a half months as the most popular daytime weekday radio program and "One Man's Family" has finished two months as the leading daytime, weekend program, the CAB announced yesterday in its March 19 report of nationwide interviewing.

Results based on two weeks of in-

(Continued on Page 6)

Commercial Tele Show Now Given Daily Spot

In what is considered to be the first continuous daytime commercial participation show, Bob Emery, television producer at WOR, is completing a six-day per week, one-hour a day series titled "The Parade" for airing over WABD, it was learned this week.

Starting date of the series is not

(Continued on Page 2)

Hyde Appointed To The FCC; Plotkin Favored For Counsel

Washington Bureau, RADIO DAILY

Washington — President Truman yesterday named Rosel H. Hyde to fill the Republican vacancy on the FCC. Hyde, who has been with the Commission for 18 years and has served as general counsel less than a year, will take the place of William H. Wills, who died early this month.

No opposition to Hyde's appointment is expected, since he has the backing of liberal and conservative

RCA-Navy Demonstrates Complete New Systems Of Tele News Coverage From Land, Sea And Air

KOIN Sale Okayed; FCC Grants 5 CPs

Washington Bureau, RADIO DAILY

Washington—Sale of KOIN, Portland, Ore., to Marshall Field Enterprises for \$943,967 was approved yesterday by the FCC. Previous owners were C. W. Myers, Josephine Hunt and Gertrude E. Myers.

Five additional grants of CP's for new standard stations were announced yesterday by the FCC. They include Aphlett Print Co., San Mateo, Calif.,

(Continued on Page 5)

Color-Tele To Cost Less, Miner Tells Adv. Women

Color television "can actually cost less, and do a better job" than black-and-white, Worthington Miner, manager of CBS tele, said yesterday in an address before a meeting of the Ad-

(Continued on Page 4)

WCOP Gets Power Boost; New Transmitter Planned

The FCC yesterday approved the application of WCOP, Boston, for a construction permit to increase its power to 5000 watts. Construction is

(Continued on Page 2)

Anacostia, D. C.—Revolutionary television news coverage over long and short distances, from land, sea and air, is foreseen as one of many possibilities opened by two systems of airborne tele revealed for the first time yesterday in a joint Navy-RCA demonstration at the Naval Air Station here.

Classified by the Navy as "Block" and "Ring," the systems were developed during the war, and the

(Continued on Page 5)

Philco Withdraws Plea For Washington Video

Stating he was "deeply shocked," by the FCC's decision in the Washington television grants, John Ballantyne, president of Philco Products, yesterday requested that the company's application be withdrawn. The Commission had tentatively granted three applications for Washington's four tele channels, while admitting it could not choose between Philco and Allen B. DuMont Laboratories. Noting

(Continued on Page 6)

Nielsen Outlines System Of Research At REC Meet

Facts about radio audience research were presented yesterday by Arthur C. Nielsen in an attempt to clear up some of the issues created by the

(Continued on Page 2)

Battle of the Beards

On his program this week, Robert St. John, NBC commentator, reported the fact that the War Wives Association of East Glendale, Calif., had adopted a resolution to force Uncle Sam to shave off his beard. Humorously irate, St. John felt this "a slur on tradition . . . intolerant," and is lining up Monty Woolley, Rex Stout and John Vandercook to block the move!

Cauliflower Comedy

The two clout comics, Max Baer and Maxie Rosenbloom, former boxers, who are making their debuts as comedians, will be the guests of Hildegard on her "Raleigh Room" program to be aired next Wednesday night, March 27. Both boys were in motion pictures following their ring careers, and now are doing a night club stint.



Vol. 34, No. 56 Fri., Mar. 22, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wiaconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thurs., March 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	190 ³ / ₄	190	190 ³ / ₈	+ ¹ / ₄
CBS A	43 ³ / ₈	43 ³ / ₈	43 ³ / ₈
CBS B	42 ³ / ₄	42 ³ / ₄	42 ³ / ₄	+ ¹ / ₄
Farnsworth T. & R.	15 ³ / ₄	15 ¹ / ₄	15 ³ / ₄	+ ³ / ₈
Gen. Electric	46 ¹ / ₂	46 ¹ / ₈	46 ³ / ₈	+ ¹ / ₄
Philco	38	37	38	+ ¹ / ₂
RCA Common	16	15 ⁵ / ₈	15 ³ / ₄	- ¹ / ₄
RCA First Pfd.	95	95	95	+ ¹ / ₈
Stewart-Warner	21 ⁵ / ₈	21 ¹ / ₂	21 ¹ / ₂	+ ¹ / ₂
Westinghouse	34 ⁵ / ₈	33 ⁷ / ₈	34 ¹ / ₂	+ ¹ / ₈
Zenith Radio	36	35 ³ / ₄	35 ³ / ₄	- ¹ / ₄

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	12 ¹ / ₂	13 ³ / ₄
Stromberg-Carlson	23 ¹ / ₂	25
WCAD (Baltimore)	34 ¹ / ₂
WJR (Detroit)	36

Commercial Tele Show Now Given Daily Spot

(Continued from Page 1)
known, but it is expected to debut shortly after the DuMont studios in the Wanamaker Department store open next month. Anderson Davis & Platte is the agency handling the show.

Wilder Scheduled To Talk Before N. E. Women's Press

Boston, Mass. — Frances Farmer Wilder, CBS consultant on daytime programs, will address the New England Women's Press Association here Wed., March 27 at the invitation of Mrs. Edward R. Collier, president of Boston University.

OFF-THE-AIR RECORDINGS
CARL FISCHER
Miracoustic
STUDIO
119 W. 57th St., New York 19, N. Y.
DAY AND NIGHT SERVICE Circle 7-2965

Coming and Going

MARK WOODS, president of the American network, left last night, accompanied by his family, for a short vacation in Florida.

JAMES WAHL, Honolulu correspondent of NBC, has arrived from Hawaii for a visit in New York.

KARL KRUEGER, music director of the Detroit Symphony Orchestra, has left by plane for Europe, where he will conduct soldier groups and civic symphonies in Germany, Italy, Austria and Finland.

BOB HOPE, FRANCES LANGFORD, SKINNAY ENNIS, WENDELL NILES and other members of Hope's NBC troupe have arrived by plane in Cleveland. They participated Wednesday in a mass initiation of 4,000 American Legion members.

ERNEST de la OSSA, personnel director of NBC, has returned from a short business trip to Washington, D. C.

EVELYN HICKS, assistant manager of WSGN, Birmingham, Ala., is in Miami, Fla., where she plans to spend an extended leave of absence.

MARGARET WILSON, of the editorial staff at WNHC, New Haven, Conn., and CARY CRONIN, the station's director of special events, were in New York yesterday to obtain their credentials for the UNO meeting at Hunter College. They were accompanied by JAMES T. MILNE, general manager of the outlet.

ELSIE DICK, manager of women's programs for the Mutual network, leaves tomorrow for Philadelphia, where she will participate in National Schoolman's Week.

L. J. DUNCAN, president of ABC's Cedartown, Ga., affiliate, WGAA, visited in New York yesterday with officials of the network.

H. ALLEN CAMPBELL, general manager of WXYZ, Detroit affiliate of the American network, paid a call yesterday at the headquarters of the web.

Nielsen Outlines System Of Research At REC Meet

(Continued from Page 1)

recent rating service controversy which has aroused considerable interest among radio and advertising executives.

Nielsen, president of the A. C. Nielsen Co., research organization, offered an impressive amount of detailed information regarding his own rating service to a gathering of 300 members and guests of the Radio Executives Club luncheon at the Hotel Roosevelt.

In an outline of the Nielsen Radio Index, which employs a mechanical recorder called the "audimeter," he explained that radio listening habits can be recorded 24 hours a day, and produce information which is "indisputably accurate." This system, Nielsen asserted, prevents any errors which may result from services using the coincidental telephone technique. In addition, the NRI is not limited as to coverage, "and present service reaches 60 per cent of the nation."

"The telephone technique can never get a truly representative figure of the entire country," he said, "because it is physically and financially impossible to do so." In addition, most of the homes in the nation which have radio receivers do not have telephones, he pointed out.

The research executive also an-

WCOP Gets Power Boost: New Transmitter Planned

(Continued from Page 1)

under way at the new transmitter site in Lexington, Mass., and the station will be operating with 5000 watts power very shortly.

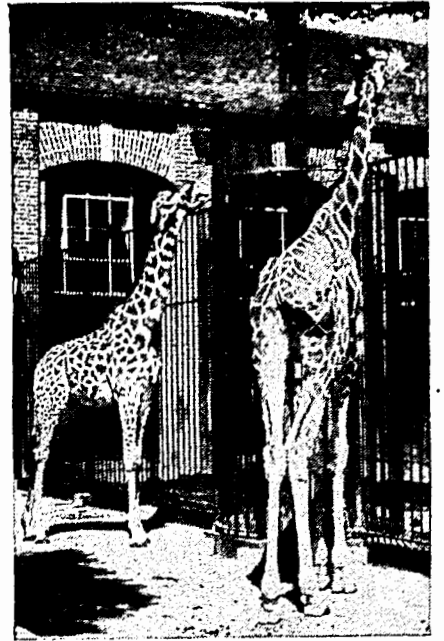
Purchased in October, 1944, by the Cowles Brothers, WCOP became the basic Boston outlet of the ABC on June 15, 1945, and shortly thereafter it was announced that the station had leased space in the New England Mutual Building for new studios and offices.

Marlin Hurt Dies Suddenly Of Heart Attack On Coast

West Coast Bureau, RADIO DAILY

Hollywood—Marlin Hurt, 40, star of the "Beulah" show, died yesterday following a heart attack at his Cheviot Hills home. He was born in DuQuoin, Ill., and started his radio career in a small way back in 1930 in Chicago.

nounced the introduction of a new improvement called the "instantaneous audimeter" which operates electrically and transmits information by leased wire to a "pilot plant" where the results are tabulated. This new device, he said can be adapted for FM and television, when they require its use.



The long and short of it

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

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

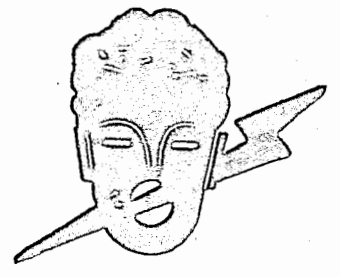
Baltimore is the sixth largest U. S. city.

It contains five radio stations ... four networks.

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

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

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



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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

WCOP

will step up power to
5000 WATTS

FCC has just approved WCOP's construction permit!

Construction is getting under way immediately on a new 5000-watt transmitter at Lexington, Massachusetts.

This means your message on network or local programs over WCOP will be carried with perfect clearness into every corner of the great Metropolitan Boston area.

New and spacious studios and offices in Boston ... new listener-lures ... alert promotion ... new and wide-awake merchandising activities ... new programs — and now, new power — these are the milestones of WCOP's swift journey to New England radio leadership.

Ride WCOP's new signal into the third richest market in the United States. The few choice availabilities are going fast.

Write, phone or wire WCOP Boston, or any Katz office for details.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston



CHICAGO

By NAT GREEN

TELE station WBKB has its new antenna installed and returned to the air this week after a two-week shutdown.

Continental Oil Co., through Geyer, Cornell & Newell, Inc., has placed a renewal order with WBBM for 312 live and transcribed station breaks to be used eight a week for 39 weeks starting April 1.

Testimony is still being taken in a suit against Talent Scouts and Broadcast Productions, Inc., now out of business. Several girls testified that fake "talent scouts" defrauded them out of various sums.

Muriel Bremner, radio actress, is substituting for June Baker, conductor of a six-a-week morning interview on WGN, while Miss Baker is spending two weeks in New York visiting sponsors and accumulating new ideas for the show.

Westinghouse Electric Manufacturing Co., through Fuller, Smith, Ross, Inc., has signed a 13-week contract renewal for participation in "Sunrise Salute" and "Housewives' Protective League" on WBBM.

The city council on judiciary has recommended that Chicago end daylight saving time the last Sunday in September, one month earlier than last year. Richard Devine, attorney representing ABC, NBC and CBS, opposed the move, saying the difference in time would "disrupt home life." It also was opposed by the railroads, bus lines and air lines.

St. Louis Newspaper Hits NAB For Its FCC Stand

(Continued from Page 1)

quoted here in part, reads as follows:

"The National Association of Broadcasters is attacking the new Federal Communications Commission report on the public service responsibility of broadcasters. In this attack, the NAB seems to regard the air waves as a private commodity, which they are not, and clothes its attitude in the usual guise of solemn patriotism.

"Probably the FCC report is too harsh an indictment of radio. Recent polls show that most Americans think radio is doing a good job. Nevertheless, the FCC makes serious charges of excessive commercialism, supports them with facts and proposes in a mild way to do something about them. That does not justify the cries of Justin Miller, NAB president, about Government domination of radio, or his pointless asides on what our forefathers fought for."

Ave Marla Hour
WMCA — Sunday — 6:30
 For 10 years the number one
 Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



Fridaydreaming. . . . !

● ● ● Altho' Stan Joseloff remains with Blow as consultant, his former duties will be shared between John Hymes on the business end, and Paul Monroe, as production supervisor. Latter just out of the Navy was formerly radio head of Buchanan. . . . Van Johnson just plunked down \$35,000 cash on the line to buy his dad a home in Newport, R. I. . . . Wildest rumor of the week: That Texaco offered to buy a ball club for Der Bingle if he'll sign up with them. . . . Peter Donald spurning lush offers to become a disc jockey. . . . BBC would like Ted Collins and Kate Smith to go to London for a series of special Easter broadcasts. . . . Scene at Toots Shor's: Maxie Baer trying for half an hour to give Toots a hot-foot and then accusing him of having a cork leg when nothing happened. . . . "Mr. D. A." will get added circulation via a comic strip. . . . No decision yet on "Holiday," with Biow reserving final word until April 20th. . . . Jean Arthur says she's thru with pictures—but it seems we've heard that tune before. . . . Coast gag writers should realize that people throughout the rest of the country do not appreciate cracks about strictly local characters—Mad-Man Muntz, for instance. He may be a fabulous character out there, but when he was mentioned on the Danny Kaye and Benny shows, recently, few got the gag.



● ● ● Our Hat's Off Dep't: Jerry Gray's conducting-arranging on the Philip Morris ainer. . . . Happy Felton's emceeing of the "Guess Who?" quizzer. . . . Mills Bros. new sustainer on NBC. . . . Lillias MacLellan, the wee songstress just back from overseas and custom-built for television. . . . Monica Lewis' Signature platter of "In Love In Vain." . . . Nat Brandwynne's rhythms at the Roosevelt . . . Carl Brown's radio know-how in supervising Sherman & Marquette items.



● ● ● If Herb Moss, one of radio's top directors, doesn't draw the kind of show he wants during his 13-week hiatus from the Hildegard ainer, he'll return to his first love, the legit stage, and direct some summer stock. . . . Sid Moss, of Wm. Morris, and actress Hilda Parks will tie the knot today. Don't wish 'em luck—just get them an apt. . . . Roger Brown, of the Earle Ferris office, readying a new audience participation show, "Hello, Neighbor." . . . Richard Conte (he did that great job in "Walk in the Sun") guesting on Alan Courtney's Record Carnival tomorrow. . . . Kenny Delmar gets a leading role in the Cole Porter-Orson Welles musical, "Around the World." He'll play a Scotland Yard inspector, son. . . . Frank Lovejoy off for out-of-towners previews of "Woman Bites Dog," which hits the B'way boards in about 4 wks. . . . Tip to radio talent-seekers: Catch Buntly Pendleton, one of the best of the newer 'torch' singers, when she opens at the Copa next month. . . . The Dick Brown mentioned in the B'way col'ns as having been seen with Jean Darling, of "Carousel," is not the singer, whose wife, Nancy Norman, is expecting a little crooner. . . . Bill Stern's new Metro contract said to net him top dough re mi for any sports announcer.



● ● ● Gagbag: Jay Breen, the U. P. radio writer, pointed out at the Singapore the other nite that the price of eggs has jumped 14 cents a dozen—and that's not a yolk, son. . . . Overheard: I'm no athiest—I believe in Orson Welles. . . . Buddy Lester telling of the B'way heel who started on a shoe-string and worked his way up to a slap. . . . Steve Ellis points out that Dick Rodgers should get a special award for "Day Before Spring"—an Oscar Hammerstein. . . . Bill Robinson says that Danny Kaye is a very lucky fella. Has a wife who cooks, washes and writes.

AGENCIES

ROGER WHITE's attractive folder on his new shows, "Lady Dick," "Eddie and the Duke," and "Storyland Theater" attracting considerable agency attention. Another White production with Jane Froman is in preparation.

DICK MOONEY, account executive with Steve Hannagan Associates on Coca-Cola's radio programs, has resigned because of poor health. Coca-Cola radio is being handled by Don Walsh. Mooney is recuperating at St. Francis Health Resort, Denville, N. J.

WILLIAM M. SHIPLEY, formerly vice-president of Thomas W. Berger, Inc., Cincinnati, has resigned to join the staff of J. M. Korn & Company, Philadelphia Advertising Agency, as director of marketing and merchandising.

Color-Tele To Cost Less, Miner Tells Adv. Women

(Continued from Page 1)

vertising Women of New York at the Belmont-Plaza.

From the advertising standpoint, Miner said, television "is automatically in competition with the enormous evocative potential of radio." Stating that the pictorialism and reality of video must "live up to the expectancy created by words," he said that the tele image "must be better than pretty good before it has a fighting chance of competing with the enormous subtlety of verbal implication."

It is to this end that color is particularly effective, he said, because it will attract sponsors who otherwise might not use the medium.

Miner listed as other advantages of the high-frequency system: more channels, wider channels and better definition, reduction in transmitter costs, elimination of man-made interference and "ghosts."

A TERRIFIC SPORTS SHOW
 FOR THE FIRST TIME
TRANSCRIBED
"BASEBALL PREDICTIONS"
 with
ROGERS HORNSBY
 and **WAYNE OSBORNE**
 Once-a-Week, 15 Minutes
 Syndicated by
UNITED BROADCASTING CO.
 64 East Lake Street Chicago 1, Ill.
 FRANKLIN 6001
 Sample Transcriptions Available

News Coverage Via Airborne Tele Seen In Navy-RCA Demonstration

(Continued from Page 1)

Short-range Block was used by both the Army and Navy, with the Navy handling procurement, design and production problems in cooperation with RCA. The longer range Ring system, capable of transmitting high-quality video images up to 200 miles, was developed in the latter stages of the conflict by the Navy and NBC engineers.

About 250 newsmen and officials at yesterday's demonstration saw the two systems in action for two hours via a bank of tele receivers arrayed in the gymnasium building at the base. A high-flying Marauder plane carrying Ring transmitting units cruised over Baltimore and Annapolis, picking up scenes and action on the way and transmitting the images directly to the receivers. Later the viewers saw mock air battles taking place many miles away, beyond the horizon, via the Marauder's television eyes.

In another phase of the demonstration, two smaller planes, with light-weight Block installations, picked up scenes along the Potomac and over the Capital. The audience saw views flash by first one and then the other and saw a transmission from the No. 1 plane picking up No. 2 as the latter headed back toward the air station. As a finale, the No. 2 plane flew over the route followed by the visitors to the base and zoomed in low over the gymnasium. It then pulled up into a traffic pattern, figuratively taking the audience with it, came in and landed. Capt. Robert Morse, commanding officer of the base, welcomed the visitors and introduced Rear Adm. H. B. Miller, Navy director of public information, and RCA President David Sarnoff.

"Airborne television," Sarnoff said, represents monumental progress in widening television's scope of service. Development of this new form of light transmission has opened many possibilities for future usefulness to the public, commerce and industry. Navy and RCA scientists and engineers who achieved this historic advance in television are to be highly

commended for their contribution to scientific progress."

Another contribution of the new system to the widening scope of tele

Spectator

An unscheduled thrill was afforded the visitors at yesterday's demonstration of airborne tele at Anacostia Naval Air Station, when one of the tele-equipped planes spotted a brush fire along the Potomac and circled the area several times, transmitting views of the conflagration and thus demonstrating graphically the virtually unlimited special events possibilities of the new system.

Rosel Hyde, who was appointed to the FCC by President Truman yesterday, lost no time in assuming his new duties and keeping abreast of new developments. In the company of Acting Chairman Charles R. Denny and Commissioner Clifford Durr, he was one of the most interested spectators at yesterday's Navy-RCA tele showing.

news coverage, Sarnoff said, will be through the "development of the 'Walkie-lookie'—a light-weight, easily portable television camera—with which a reporter might cover news events of the man in the street as readily as he does now with a Speed Graphic." Compactness of the Block system is stressed.

Miller also discussed the future possibilities of the new systems, saying Navy sponsorship of tele development during the war has "resulted in very material contributions applicable to and affecting the use of television in civilian life."

Pictures obtained in the Block equipment, are viewed by the con-

trol operator on the screen of a special kinescope in a monitoring receiver. This kinescope, with a face seven inches in diameter, is somewhat similar to that used in home receivers, one important difference being that in Block the phosphor used on the screen produces a green image—a color to which the human eye has maximum response.

The Block unit produces 40 frames a second in sequential scanning, with 350 lines on the receiving screen. Its transmitter has a peak power output of 60 watts at 264 to 372 mc., and special transmitting antennas have been designed for each of its ten workable channels. The receiver unit has two broadband antennas.

Ring uses interlaced scanning such as that in commercial tele, but greater resolution is achieved, it was said, by reducing the field frequency from 60 to 40, and the frames from 30 to 20 a second, enabling production of 567 lines on the screen. The Ring transmitter produces a peak output of 1.4 kw. at 90 to 102 mc. and a specially designated antenna gives uniform radiation in all directions from the plane.

O. B. Hanson, NBC vice-president and chief engineer, described the Ring development as "a major pioneering achievement which greatly enhances television's flexibility," and announced that NBC plans to employ similar airborne equipment for tele pickups of news and special events and for relaying programs.

Work on the Ring system, Hanson said, was conducted under the direction of Robert E. Shelby, NBC development engineer; G. M. Nixon, assistant development engineer, and Harold P. See, senior television supervisor, with members of the web's engineering staff participating.

Credit for developing the Block

KOIN Sale Okayed; FCC Grants 5 CPs

(Continued from Page 1)

to operate on 1550 kc., 250 watts, unlimited; Warren Davis, Yaeger and Ford, Inc., Bloomington, Ind., to operate on 1010 kc., one kw., daytime; Mississippi Broadcasting Co., Jackson, Miss., to operate on 1400 kc., 100 watts, unlimited; Pacific Frontier Broadcasting Co., Honolulu, T. H., to operate on 690 kc., 10 kw., unlimited; Kankakee Daily Journal Co., Kankakee, Ill., to operate on 1320 kc., one kw., daytime.

New CBS Sunday Sustainer

"Carolina Calling," a new musical variety program originating at WBT, Charlotte, N. C., will premiere on CBS on Sunday, March 23rd from 9:30 to 10 a.m., EST. Program will include hillbilly tunes, traditional spirituals and folksongs of the Carolinas. Grady Cole will emcee the program.

system went to Dr. V. K. Zworykin, for originating the idea; R. D. Kell, of RCA labs and W. J. Poch, RCA Victor, for advance developments; Merrill Trainer, David Cole, Anthony Wright and Kenneth Chittick, RCA Victor engineers, for product and design; and Otto H. Schade, Dr. R. B. Janes and C. E. Haller, of the RCA tube division, for electron tube development.

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.

CKLW

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

in the DETROIT AREA

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

FOR SPECIALIZED
DELIVERY

C. 11

**HOLLYWOOD
MESSENGER & EXPRESS**

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

"Breakfast" Leading CAB Daytime Shows

(Continued from Page 1) interviewing in CAB's 81 cities showed that "Breakfast in Hollywood" was nearly two full percentage points ahead of the second place weekday program while "One Man's Family" was one full point ahead of the second place show in the weekend group.

ABC's "Breakfast in Hollywood" has been first for the last seven reports, while "One Man's Family" has been the daytime, weekend leader since mid-October except during interviewing periods covered by the December and December-January reports.

CAB announced that the average popularity rating for 111 sponsored network daytime programs was 4.5, a decrease of 0.1 from two weeks ago and also from a year ago. The volume of daytime listening remained above that for the corresponding period last year, but a decrease since the last report two weeks ago. Continuing, the CAB stated that the average percentage of sets-in-use during the morning was 14.6, down 0.6 from two weeks ago but up 0.3 from a year ago. Afternoon listening had an average sets-in-use of 5.4, down 0.4 from two weeks ago but up 0.6 from a year ago.

World-Fawcett ET Deal Offers Film Stars, Bands

World Broadcasting Co. has just developed one of the biggest open-end transcription deals on their books, called "Motion Picture Magazine Of The Air," tying up with Fawcett Publications. Two Hollywood stars, a name band and emcee will be included in the format.

Track Meet On ABC

Highlighting the annual running of the Banker's Mile, one of the most important mile races of the indoor season, station WJZ and the American Broadcasting Company will air portions of the Chicago Daily News Track Meet March 30, direct from the Chicago Stadium.

Send Birthday Greetings To

- March 22
 - Clarence Clark Parks Johnson
 - Chico Marx Earl Palmer
 - William H. Pitkin Emily Holt
 - Bertha Hunter Joan Bradford
- March 23
 - Laise Barclay Al Bernard
 - Arnold Johnson Jay Johnson
 - Hy Cooper Frank Heffer
- March 24
 - Arthur Boran Maurice Coleman
 - Rudolph Field K. A. Harron
 - Henry Sylvern

COAST-TO-COAST

—NEW YORK—

NEW YORK—Pennant possibilities of the Yankees, Giants and Dodger major league baseball teams, were discussed on March 21, over WLIB by Hal Kosut of the outlets news room. . . . **LONG ISLAND**—Commander Bill Reinhardt, director of athletics of the Kings Point N. Y. U. S. Merchant Marine Academy, was guest on Jocko Maxwell's sports program over WWRN, Thursday, March 21.

—PENNSYLVANIA—

PHILADELPHIA—All remaining games, home games that is, of the Philadelphia Falcons Ice Hockey Team will be televised by WPTZ, tele station of the Philco Radio and Television Corporation, in cooperation with WFIL. WFIL's sportscaster, Tom Moorehead will do the commentary for WPTZ, and at the same time continue the play by play description for Philadelphia listeners. . . . P. Blair Lee, president of the Western Saving Fund Society discussed the possibilities of banking as a vocation on the "Career Forum" program aired over WCAU on March 21. . . . **DUBOIS**—Lieutenant Leroy Schenck has returned from the service to WCED, as head of the production department and chief announcer. . . . Lt. Ed Anderson, WCED engineer, has returned to his duties at the outlet.

—UTAH—

SALT LAKE CITY—Allan Jensen, KSL announcer and producer, has been selected by the Salt Lake City Junior Chamber of Commerce as one of twelve men cited for outstanding citizenship in the past year. . . . Maury Jones, KSL transmitter technician, with over 450 flight hours to his credit, has received his flight instructors license. . . . Byron McFarlane, who supervised the recruiting program at Denver for the Geneva Stell plant at Provo, Utah, during the war, has joined the KDYL sales staff under the direction of E. J. Drucker, retail sales director. . . . Charles R. Baker, formerly with KOA, Denver and previously with WERC, Erie, Pa., has joined the KDYL announcing staff.

—OKLAHOMA—

TULSA—Jim Douglas, former Lieutenant Commander in the Navy, has rejoined the staff of KVOO as assistant radio farm editor. Prior to entering the Navy, Jim was associated with the Shorthorn World as associate editor. . . . Doc Hull, another returnee from the ranks of Uncle Sam, has assumed former announcing chores at KVOO. . . . **OKLAHOMA CITY**—Paul H. Hunt, formerly district manager of the American Airlines in Oklahoma City, and Olin E. Bragg, former personnel manager of the Douglas Aircraft, have recently been added to the sales staff of KTOK.

—GEORGIA—

COLUMBUS—During the disagreement between the management and the printers' union, The Ledger and The Inquirer, both Columbus newspapers, were unable to print other than token editions. WDAK offered the papers its facilities for the uninterrupted promulgation of their local

news, the only request being that the news be non-controversial. The offer was accepted and for the entire period of the strike, WDAK augmented four daily newscasts with local news as reported and edited by the two newspapers. Concluding the disagreement, both The Ledger and The Inquirer editorially expressed their appreciation of the outlet's cooperation and the president of the local union expressed personally, his thanks for the outlet's outstanding services.

DISTRICT OF COLUMBIA—

WASHINGTON—Wednesday, March 20, a dinner was held honoring the WMAL personnel who served in the Armed Forces during World War II. With the return of nearly all employees both The Evening Star Broadcasting Company and The Star Club are back to pre-war strength. . . . Something new has been added to WWDC's weather reports lately. Rain or shine, complete reports are given in rhymed, rhythmical verse written by Norman Reed. . . . The new "Music for You" program now airing over WWDC offers a variety of musical favorites, popular, semi-classical and classical. . . . Billie King has been named educational advisor for WWDC, replacing Gerry Frazier who has left the outlet to join her husband in Brooklyn, N. Y.

—MASSACHUSETTS—

WORCESTER—"Gospel Caroler" Bob Rissling, WTAG baritone and chief announcer, is now featured in a new series of Sunday morning broadcasts with Ernest Meltcalf accompanying at the organ. . . . Roy Hendrickson, who played piano while serving in the Army, is now featured with and directing WTAG's twelve piece orch. in the new musical show "Little Theater Matinee" which is airing Mondays through Thursday in the p.m. spot. . . . **HOLYOKE**—WHYN will mark its fifth anniversary March 23, with special broadcasts which will include salutes by state and area officials.

—CALIFORNIA—

LOS ANGELES—Answering the question "Where Can A GI Go To Be Heard?" Don McNamara, KFI program director, has announced the launching of a series of programs entitled "G.I. Theater," produced by Charles Chaplin of Hillman-Shane-Breyer. The new presentation features GI talent performing in scripts written by Milton Geiger, Randy MacDougall, True Bordman and Irving Reis. KFI will mail notices to all radio producers in Hollywood inviting them to listen and giving the names of all performers to be heard and the roles they will portray.

—CONNECTICUT—

NEW HAVEN—The Religion and Labor Council will inaugurate a five-week program over WNHC Tuesday March 26. . . . Attorney Walter Brennan of New Haven opened the statewide drive of the Connecticut Society for Crippled Children and Adults over WNHC, Thursday, March 21, speaking on the work accomplished by the organization for the handicapped. The drive will run for one month, March 21 to April 21.

Philco Withdraws Plea For Washington Video

(Continued from Page 1)

that Philco was "one of the pioneers in the television industry," Ballantyne, in a letter to Acting FCC Chairman Charles R. Denny, said "we have ample grounds to contest the decision of the Commission in its entirety."

Wishes No "Controversy"

"However," he wrote, "we have no desire to engage in controversy with any of the other groups who are anxious to obtain television stations in Washington, for to do so would inevitably cause substantial delay, and we feel the most important consideration of all is to get television under way in Washington at the earliest possible date."

The FCC tentatively had awarded channels to NBC, The Evening Star Broadcasting Co., and Bamberger Broadcasting Service.

NBC To Cover UNO Meet On Closed-Circuit Tele

(Continued from Page 1)

vide the entire proceedings of the opening day for these specially-installed RCA Victor receivers in the overflow UNO chamber. When WNBT returns to the air in its new channel early in May, the UNO sessions will be telecast for viewers in the New York area.

Important dignitaries of national and international rank will be invited to the NBC studios to witness the historic conference directly by television. Other accredited UNO guests will watch the proceedings outside the conference room at Hunter College. Sessions will be brought to Radio City by means of an ultra high-frequency radio relay link, a recent RCA development, which is being used on an experimental basis and is considered less subject to interference than previous video equipment of a similar nature. Following the opening session, NBC will continue to bring the UNO meetings to television receivers.

BALTIMORE'S *Listening Habit*

WJZ-TV

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roeder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

See Stratovision Aid To Web-Tele Advance

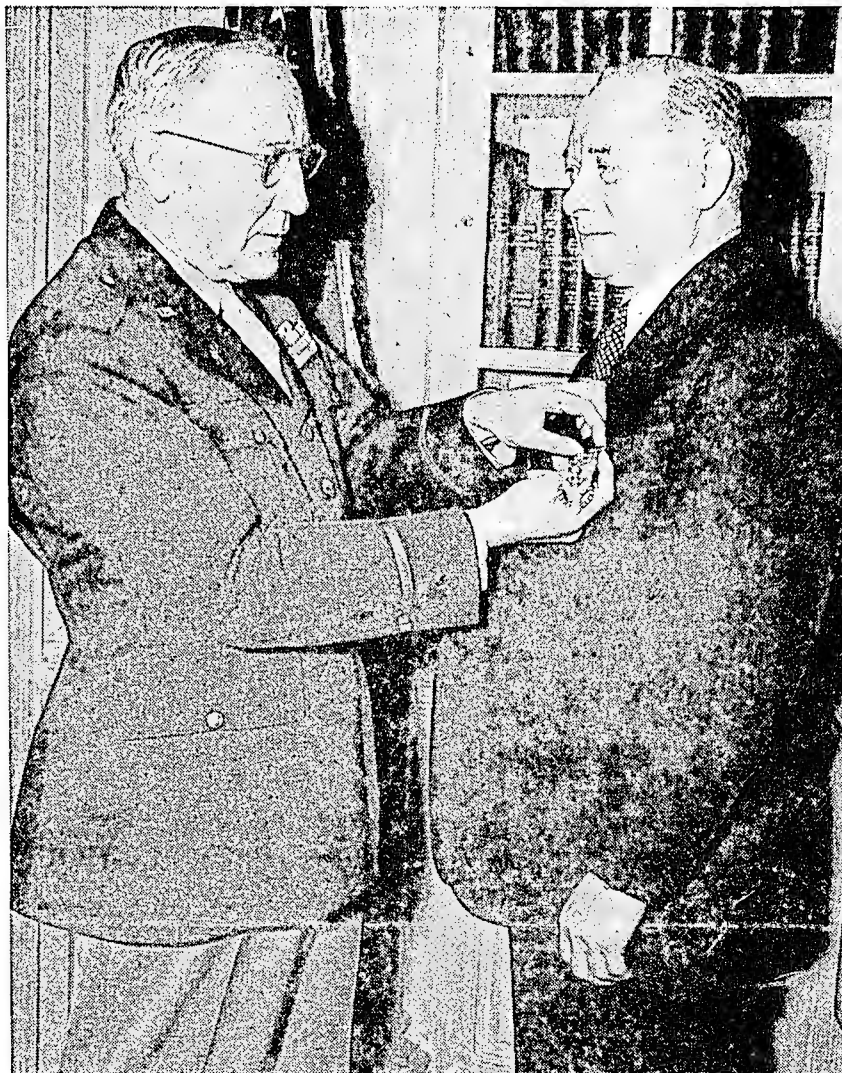
(Continued from Page 1)

Plans now delaying distribution of television programs in nation-wide systems similar to present standard radio networks. Stratovision as now proposed would make it possible to set up a coast-to-coast television net with only eight relay points, Nobles said. He visualized four planes in use at each point, one broadcasting at an altitude of 30,000 feet or higher, another in the air as a "standby" and two on the ground to be used as alternates. A total of 14 television broadcasting planes in the air at any one time, Nobles said, could deliver programs to 78 per cent of nation's population. Only three planes in the air simultaneously would be needed to relay programs from New York City to Chicago via the Pittsburgh area.

In regard to costs, he said that the major differences between Stratovision and other proposed television distribution systems made it extremely difficult to arrive at legitimate comparisons. He pointed out that four or more transmitters would be carried in one plane so that different programs could be sent out and that expenses would be reduced at many points for Stratovision because of smaller power requirements and greater coverage. He said also, that expenses would be large for any other currently proposed means of setting up nationwide television networks. Use of a radio ground relay system would require installation of 100 relay points to accomplish cross country program distribution.

A coast-to-coast coaxial cable system would cost \$3 per foot or "roughly \$100,000,000 for the entire system." Either of these two plans, Nobles said, would require that a television signal be handled too many times on its route across the country. He sees the necessity for coast-to-coast television networks as a means of spreading out high program costs and because Hollywood and New York will, he believes, be the natural sources for the large quantities of talent to be required for commercial programs. W. K. Ebel, vice-president in charge of engineering at the Glenn L. Martin Aircraft Co., discussed the aviation problems in connection with stratovision. He said the U. S. Weather Bureau studies indicated that only in case of a hurricane would continuous television transmission under the proposed plan be endangered. If serious storm conditions should occur, he said, it would be a simple problem for a broadcasting plane to land safely outside the storm area

PICTURE OF THE WEEK



Brig. Gen. David Sarnoff, president of RCA, this week received the Medal of Merit from President Truman for "exceptionally meritorious conduct in the performance of outstanding services to the United States as President, Radio Corporation of America, from October, 1942 to March 1944." The presentation was made by Maj. General H. C. Ingles (left), chief Signal Officer, U. S. Army.

UNO Series On WMCA

"The UNO This Week," a new 52-week series presented in cooperation with the American Association for the United Nations, debuts over WMCA Monday, 10:45 p.m. Featuring a weekly news roundup of the UNO and interviews with officials from various countries involved in specific issues, the program will be conducted by Clark M. Eichelberger, director of the AAUN.

after being relieved by a plane which could be called from any nearby point.

Ebel said that statistics derived from commercial airline records indicated that the chances of interruption of a stratovision program in any 24-hour period would be one in 30,000,000, or a program break could be expected once every 82,000 years. "With modern aircraft and navigation developments," he added, "I am sure that completely reliable television broadcasts could be delivered from airplanes."

Truman Names Hyde To Fill FCC Vacancy

(Continued from Page 1)

when the latter was named a Commissioner.

Speculation on Hyde's successor as general chairman immediately centered on Harry M. Plotkin, assistant general counsel, with Benedict P. Cottone and Vernon L. Wilkinson, also assistant general counsels, high in the running.

Plotkin has been with the Commission for more than six years, serving as chief of the litigation and administration section and for the past two and one half years as assistant general counsel.

Cottone, who is senior assistant general counsel, also served as chief of the Litigation Section and is now in charge of the Common Carrier Division.

Wilkinson took Hyde's place in charge of the Broadcast Division when the new Commissioner was upped to general counsel.

Native of Idaho

Hyde was born in 1900 on a farm near Downey, Idaho, the site of an original homestead claim staked out by his father. He attended high school in Salt Lake City, Utah, and later studied at the Utah Agricultural College. Hyde came to the old Federal Radio Commission in 1928, the year he was admitted to the District of Columbia Bar. By 1932, he was an Examiner in the law department, and in 1934, when the FCC was organized he was transferred to the new Commission as an attorney-examiner.

Whether President Truman will immediately fill the remaining vacancy on the Commission still remains in doubt. Considerable pressure has been exerted to bring the FCC up to full strength, because of the Commission's heavy load of business. Unless Porter comes back to the Commission, which seems doubtful, there is growing support for Nathan David, former Assistant General Counsel of the Commission.

Guest On "Radio Theater"

Danny Kaye and Virginia Mayo, co-starring in their original screen roles, will guest on the CBS "Radio Theater," March 25, in the hilarious production "Wonder Man." William Keighley produces, Louis Silvers conducts the orchestra and John Milton Kennedy announces.

KSJB Jamestown North Dakota
 Represented by
 North Central Broadcasting System, Inc.
 C. P. ISSUED—NOW CONSTRUCTING
5000 WATTS
 600 ON THE DIAL
CBS—MBS

An All-Time Favorite
I HEAR A RHAPSODY
 Published by
 BROADCAST MUSIC, Inc.
 * * *
 Performance Rights
 Licensed Through
BMI
 BROADCAST MUSIC, INC.
 580 4th Ave., New York 19, N.Y.

Variety headline reads:

"PIX BIZ SEES NEED FOR YOUTH" WHAT ABOUT RADIO?

Girl, 21, with radio experience and television training seeks to batter down closed doors of production centers. Write Box No. 151, RADIO DAILY 1501 Broadway New York 18, N. Y.



KILOCYCLES 55 60 70 80 90 110 130 150 170 POLICE

**THE GOOD WILL THAT
"A SPOT ON A DIAL"
CAN NEVER BUY**

● WFBR has Baltimore's good will. It's the good will of a living, breathing radio station—the *only Baltimore station*—that attracts large studio audiences and crowds of daily visitors—the *only Baltimore station* that gives all the glamor of Radio City in smaller replica.

For WFBR is Baltimore minded—in its

support of Baltimore's civic progress—child welfare—sports—charities—churches and all the things that make a radio station a vital part of a community.

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

UNO Coverage Plans Set

State Dept. To Beam All Proceedings To World

Washington Bureau, RADIO DAILY
Washington—The International Broadcasting division of the State Department has established an exclusive short wave network for the coverage of the United Nations Organization Security Council, which meets today at Hunter College. The plan for overseas coverage which will involve ap-
(Continued on Page 7)

Tele Grants Not Final, FCC Assures Philco

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday declined to take action on Philco's written request to withdraw from the television field in Washington. In a letter to John Ballantyne, president of Philco Products, the Commission termed "misleading" the executive's statement that he was
(Continued on Page 7)

DuMont Preparing Plans For N. Y.-Wash. Television

With Philco voluntarily withdrawing its application for a television channel in Washington last week, official FCC approval is all DuMont requires to fill the remaining vacancy. DuMont officials over the weekend lauded Philco's attitude in the with-
(Continued on Page 2)

FOUR MORE OFF BANDWAGON

Washington—Four more applicants jumped off the black-and-white television bandwagon last Friday, bringing the total to 19, with more expected to follow suit shortly. With much of the industry still split over the nearness of "upstairs" television, actual reasons for many of the withdrawals still remain in doubt. Friday's cancellations include Hearst Radio, Inc., for a station in Milwaukee, Wis.; Unity Corporation, Erie, Pa.; WKY Radio Phone Company, Oklahoma City, Okla., and the KLZ Broadcasting Company of Denver, Colo.

May Sacrifice Radio Career For UNRRA

F. H. LaGuardia, ex-mayor of New York City, will give up his commercial radio programs on WJZ and the American Broadcasting Company network on Sundays if he accepts the post of general director of UNRRA, RADIO DAILY learned Friday. LaGuardia is sponsored on WJZ from 12:00 to 12:20 p.m., Sundays by June Dairies and on the full ABC network Sunday nights from 9:30 to 9:45 p.m., by Liberty magazine.
Speaking in behalf of June Dairies,
(Continued on Page 7)

New Musical ET Series Features BMI Hit Tunes

First consignment of the new musical transcriptions based on "BMI Pin-Up Sheet of Hit Tunes" will be ready for shipment to approximately 850 BMI licensed stations around April 1, Loren Watson of Spot Sales, Inc., who is sponsoring the new ET's announced Friday.
The recording, carrying four tunes
(Continued on Page 2)

Webs And Navy Dept. Complete Atom Plans

Detailed plans for radio coverage of the forthcoming atom bomb tests off Bikini Atoll in May were announced Friday as a result of discussions between the major webs and Cmdr. R. D. Thompson, radio officer for Task Force One.
It was agreed that the following originations from the general area of the bombing shall be pool broadcasts: actual explosion of the bomb, including buildup and follow-up periods; first report on results of the explosion;
(Continued on Page 4)

W. W.-Rankin Row Ended, Woods Tells Congressmen

Mark Woods, president of ABC, has turned down the requests of four Congressmen for time to reply to the speech delivered over ABC facilities last week by Rep. John Rankin of Mississippi. Representatives Adolph Sabath, Hugh Delacy, Emanuel Celler and Ellis E. Patterson are among those who sought time to reply to
(Continued on Page 7)

Record Web Time Sales Reported By Commission

Washington Bureau, RADIO DAILY
Washington—Four major networks reported a record-breaking total of \$128,533,216 from the sale of radio time in 1945, the FCC said Friday. Based on preliminary reports to the Commission, the total represents 1.7 per cent over the 1944 total of \$126,330,491—the previous all-time high.
Of the total, the FCC said, approxi-

mately \$19,398,273 was paid in commissions to agencies, net time sales which amounted to the remainder, or \$109,134,943, were divided between payments to affiliated stations in the amount of \$57,398,609 and a balance retained by the nets in the amount of \$51,736,334.
The Commission noted that while total sales reached a new high, pay-
(Continued on Page 4)

Networks, Indies Assign Staffs To Hunter College

The first United Nations sessions on American soil get under way at New York's Hunter College at 2:30 this afternoon, and through the medium of radio, the people of America and the world will have ringside seats at the historic meeting.
The major international and
(Continued on Page 6)

Color Tele Not Ready; Royal Tells Audience

Cleveland—Charging that color television was far from ready for public acceptance at this time, John F. Royal, NBC vice-president in charge of television, addressed the Greater Cleveland Federation of Women's clubs here Friday.
"There are some who—crying in the wilderness—are suggesting that
(Continued on Page 4)

FM Engineers Discuss Problems At Columbus

Columbus—Practical FM station operation encompasses a wide range of problems unknown to standard radio broadcasting, a five-man panel of FM authorities told the broadcast engineering conference at Ohio State University Friday.
Members of the panel drew on four
(Continued on Page 8)

Art Note

Harry F. O'Brien, art director for the Columbia network, has been awarded the Art Directors Club medal for his editorial promotion booklet submitted in the club's National Exhibition of Advertising and Editorial Art. Irving Miller, of the CBS art division, will receive an Award of Distinctive Merit. Presentation will be made April 1 at the Waldorf.

Pearson Cited

Drew Pearson, ABC commentator, on Friday was awarded a medal for meritorious service to GI's by the Army-Navy Union in a brief ceremony at the Carlton Hotel in Washington. Pearson was honored for his broadcasts and writings to ease the lot of the serviceman, and especially his aid in the drive to bring GI's home soon following the end of the war.



Vol. 34, No. 57 Mon., Mar. 25, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(March 22)

NEW YORK STOCK MARKET

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.

OVER THE COUNTER

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

THIS WEEK

MONDAY, MARCH 25 — UNO Security Council in New York—Hunter College Gym.

NAB 9th District (Ill., Wisc. in part) Palmer House, Chicago, Ill. (two days)

TUESDAY, MARCH 26—Radio News Clinic, Texas Stations, Hotel Rice, Houston, Texas.

WEDNESDAY, MARCH 27 — Radio News Clinic, Texas Stations, Fort Worth, Texas. McCosker-Hershfield Cardiac Home Luncheon, Waldorf-Astoria Hotel (Starlight Roof) 12:30.

THURSDAY, MARCH 28—NAB 7th District (Ky., Ohio), Hotel Gibson, Cincinnati, Ohio.

American Marketing Association, Hotel Commodore, New York 12:15.

DuMont Preparing Plans For N. Y.-Wash. Television

(Continued from Page 1)

drawal, particularly its desire "to get television under way in Washington at the earliest possible date," as stated by John Ballantyne, its president.

With the expected removal of the last obstacle in its proposed New York-Washington video service, DuMont has improved its transmitting facilities in the Capital, and regular programs will be telecast to and from the new Wanamaker here when WABD goes back on the air April 15.

Leonard F. Cramer, vice-president and director of the television broadcasting division of Allen B. DuMont Laboratories, Inc., issued the following statement Friday:

"We wish to commend the executives of Philco Products, Inc., on their decision to withdraw the Philco application for a commercial television license in Washington, D. C., and to concentrate on the development of a technically satisfactory relay system which will hasten the expansion of networks and will bring the finest black-and-white pictures on the present standards to the people of the nation. Philco had stated at the Washington hearings that it had no network intentions. Rather than enter into a controversy which would cause a delay in establishing a television service in Washington, Philco of its own volition stepped aside to make this important network originating center immediately available to DuMont.

Sees Grant Aiding Web Tele

"The granting of this commercial license to DuMont will be of great value in the proposed DuMont nationwide television network enabling DuMont to originate programs of national interest effectively from the nation's capital.

"DuMont will take great pride in cooperating and extending the use of its New York Television Station WABD and its Washington Station W3XWT to Philco to speed the development of the Philco relay system.

"In anticipation of final approval of its Washington commercial application DuMont has improved its existing transmitting facilities in Washington. The opening of DuMont's John Wanamaker Studios at WABD New York on April 15 will immediately provide an important source of good programs for Washington."

"T or C" In Seventh Year

Hollywood—Ralph Edwards "Truth or Consequences" program entered its seventh year with Saturday's broadcast. An impressive list of guests from the radio and film world assisted Edwards in marking the occasion.

On Charity Show

Helen Hayes, supported by Edward Begley and others, portrays the lead role in a dramatization of the life of St. Frances Xavier Cabrini, the first American citizen to be canonized, over WABC, today, at 10:30 p.m., EST.

New Musical ET Series Features BMI Hit Tunes

(Continued from Page 1)

on each side of a 16-inch disc are being made by the World Broadcasting System. Under the present sales plan of Spot Sales, Inc., broadcasters receiving the records will be asked to play the first disc and if satisfactory remit \$15 and subscribe to the monthly service. Otherwise they have the privilege of returning the record.

Plans call for monthly recording of the BMI Pin-Up Sheet tunes on the 18th of each month for shipping on the 25th. Watson has signed Enoch Light as musical director and will use an 18-piece orchestra for popular recordings and a 28-piece orchestra for concert recordings.

In a letter to broadcasters Watson explained:

"My discussion with broadcasters in handling the sales for a recorded program service made me realize the great value of the BMI Pin-Up Sheet of hit tunes. This led to the realization that recordings of the hit tunes on the Pin-Up Sheet would be the answer to a great need by a large number of stations.

"Therefore, we have decided to make available, to all broadcasters, excellent renditions, transcribed by outstanding talent, on the best recordings, of the musical numbers listed on the BMI Pin-Up Sheet beginning with the April issue. This will be the BMI Pin-Up Platter produced and issued by Spot Sales, Inc.

"The BMI Pin-Up Sheet, as you know, lists their Hit Tunes in advance of their reaching popularity. The BMI Pin-Up Platter will be unique in that broadcasters will have available BMI tunes in advance of their popularity, and, therefore, will be most useful to the station for the greatest length of time."

Lavalle For Lewisohn Stadium

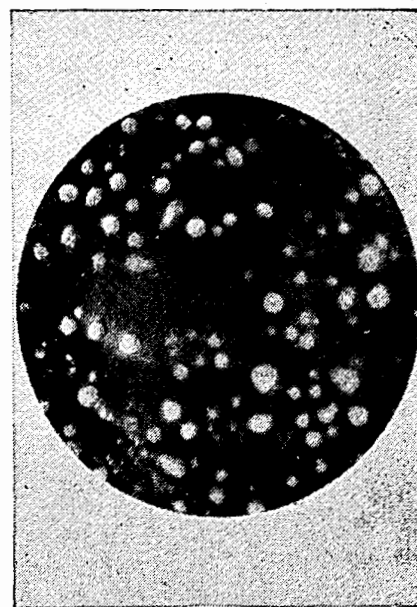
Paul Lavalle, conductor of the "Highways in Melody" and "Stradivari" orchestras, has been signed to conduct the New York Philharmonic at the Lewisohn Stadium in the course of the forthcoming season.

Majestic Records Inc.

James J. Walker President

... offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin, Director of Recording Harry Smith, Chief Engineer



A fog particle

That's supposed to be one of the first photographs ever taken of a fog particle. That drop up there was about four ten-thousandths of an inch across. To us it looked like a big thick blob.

It's another proof that some things aren't always what they seem to be.

Just because a radio station's call letters sound glamorous . . . the affiliation sounds effective . . . it isn't always what you think it is.

Take Baltimore: In this five-station town it's the independent, W-I-T-H, that delivers the most listeners-per-dollar-spent.

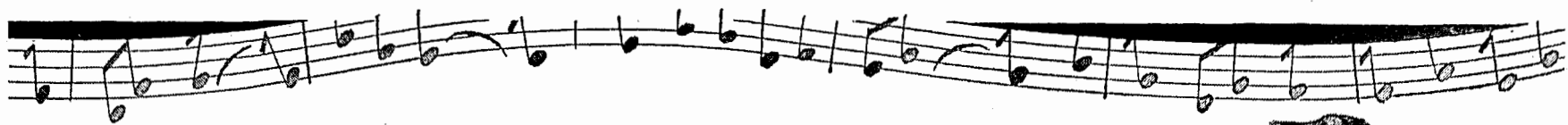
Nothing foggy about the facts that back up that statement. You can pick up the facts in your hand.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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 Owner Bob Bingham Gen. Mgr.



The new transcribed ♪

BARRY WOOD SHOW

WITH

- ★ MARGARET WHITING
- ★ THE MELODY MAIDS
- ★ HENRY SYLVERN & ORCHESTRA

Fifteen minutes of the smoothest entertainment ever available for local and regional sponsors. Currently produced in New York on a five-per-week basis. Released March 1st in eighty-two markets. Write for availabilities.



- ★ BARRY WOOD—your singing host.
- ★ MARGARET WHITING—the "It Might As Well Be Spring" star.

FREDERIC W.
ZIV

COMPANY
1529 MADISON ROAD • CINCINNATI, OHIO
NEW YORK • CHICAGO
HOLLYWOOD



★ HENRY SYLVERN leads the smoothest strings you ever heard.



★ THE MELODY MAIDS three gorgeous voices blended in smooth harmony.

OTHER CURRENT ZIV SHOWS: • SINCERELY KENNY BAKER • BOSTON BLACKIE • MANHUNT
• PLEASURE PARADE • SONGS OF GOOD CHEER • THE KORN KOBBLERS • CALLING ALL
GIRLS • EASY ACES • OLD CORRAL • WASHINGTON VIEWS AND INTERVIEWS

Color Tele Not Ready; Royal Tells Audience

(Continued from Page 1)
 Television should wait for color,"



JOHN F. ROYAL

Royal said, "I feel that to be an absurd statement. Our country was not made great by waiting. Progress never waits."

Royal told the women that television bids fair to become the greatest single industry since the invention of

printing. Television will build a consciousness of equality and a community of interest, he added, and will tap vast reservoirs of information.

Declaring that the visual impression will be more vivid and detailed than the aural, Royal said that all programs must be carefully supervised and be clean and wholesome. He forecast that the television theater will revolutionize the appreciation for drama.

Networks' Time Sales Set Mark, Says FCC

(Continued from Page 1)

Time sales by the nets to affiliated stations decreased 2.6 per cent from the 1944 total of \$58,900,856. The balance retained by the nets was an increase of 6.6 per cent over the total of \$48,537,428 reported for the year 1944.

The net time sales for previous years by these networks follows: 1944—\$126,330,491; 1943—\$100,051,718; 1942 — \$84,383,571; 1941 — \$79,621,534; 1940—\$71,919,428.

The FCC pointed out that the Blue Network was separated from the Red Network in 1942.

In its roundup, the Commission also noted that at the end of 1945, the four major networks had a total of 762 affiliated stations, compared with 730 as of December 31, 1944. This number includes stations affiliated with one or more networks.

During the year, Mutual affiliated 23 additional stations, bringing its total to 267; Columbia added 8 affiliates, making a total of 151; American deleted 2 affiliates, making a total of 192; and National picked up three, making a total of 152. The number of stations shown as affiliated with each net includes stations that are on two or more networks.



California Commentary . . . !

• • • Members of the radio colony are still praising the address delivered at a recent Los Angeles Ad Club meeting by Charles Luckman, vice-president of Lever Brothers. Leonard Sues, young music director and ace trumpeter, was a special guest on Hoagy Carmichael's "Something New," March 18. Only 23

Los Angeles

years old, Sues has a colorful background, having started his musical career at the age of four. At six, he was known as the world's youngest professional bandleader and by the time he was 12 he had played virtually every theater and night club in the Southland. Opie Cates, maestro on the "Judy Canova Show," "Meet Me At Parky's" and "His Honor The Barber," is busy, to say the least. He has taken his musical aggregation and clarinet into the Hollywood Palladium as the weekly "Monday night" band. Then, on Friday and Saturday nights, he plays the Rodger Young Ballroom in Los Angeles. Ben S. McGlashan, owner of KGFJ, has returned from a trip to Washington, D. C., where he attended the Swing Commanders meeting of Civil Air Patrol. While there he attended a dinner, at which President Truman and members of Congress were present.



• • • A new show designed for a summer replacement spot has been auditioned, with Wendell Niles in the starring role. The name of the quiz show is "What Can You Lose?" and it was produced by Al Capstaff. Perc Westmore, makeup artist, and Martin Lewis, of Paramount, were among the principals, with Ivan Dittmar's 13-piece orchestra furnishing the music. Trips to different parts of the world and movie contracts will be among the prizes offered. Thelma Kirchner, manager of KGFJ, who had planned to go East by way of Denver, had to re-route her trip through the South, because of a terrific snowstorm. No one was more surprised than Parkyakarkus over the deluge of letters he received commending him for his rendition of Lincoln's Gettysburg Address on his show, "Meet Me At Parky's" on the Emancipator's birthday. Mail is still trickling in from the hinterlands even at this late date.



• • • Julian Harmon and Ralph Rose, now writing for Columbia Pictures Corporation, but who worked on several radio shows, have waxed "Mr. Cinderella," an audience participation show. Beryl Wallace, of the "Earl Carroll Vanities," is starred as the femcee. Rose produced the show, with Terry O'Sullivan as announcer and Del Castillo organist. Lou Levy, who pilots the Andrews Sisters, has been signed to play the role of an agent in "High School Scandals," a Monogram "Teen-Agers" musical featuring Freddie Stewart and June Preisser. Levy was formerly a vaudeville actor and recalls playing the New York Palace several years ago on the same bill with Bob Hope. Homer Griffith, station representative, tossed a "housewarming" party at his office on Selma Avenue, Tuesday.



• • • Jack Benny, who parlayed Anaheim, Asuza and Cucamonga into fame, was the principal speaker at a baseball banquet given at Asuza March 19 by the Asuza Civilian Club. Charley Grimm, Frankie Frisch and Luke Sewell were among the big league luminaries present. KFOX, Long Beach, department of public affairs, recently made it possible for several thousand bedridden patients of the Long Beach Naval Hospital to hear Hollywood stars performing on the hospital grounds outside their rooms when the station broadcast ceremonies at the dedication of a new nine hole golf course presented to the hospital by the Southern California Professional Golfers Association. Bob Hope, Bing Crosby, Jerry Colonna, Frances Langford and Tony Romano put on a grand show, with Hope and Crosby augmenting it with a golf match on the new course.

Webs And Navy Dept. Complete Atom Plans

(Continued from Page 1)

first broadcast after the bombing by the Joint Task Force Commander, and his immediate deputies; first broadcast after the bombing by the pilot and/or bombardier of the bombing plane; broadcasts (or copy in case no transmission is available) from any planes or ships were limitation of representation makes necessary a pool arrangement.

It is planned that a transmitter on the main target vessel and one other will be on the air at the time of the explosion, in the hope of broadcasting the actual bombing sound.

Arrangements are being made to provide a broadcast from aboard the main press ship, which will be provided with two high quality voice transmitters. There is also to be a mike lead to a suitable vantage point in the neighborhood of the flying bridge. All programs transmitted from the press ship will be sent dually, and a rear echelon communication ship, located at Kwajalein occasionally will be available as a re-broadcast station, thus providing triple transmission on some programs.

For CBS' coverage of the event, Paul White, news director, has assigned Bill Downs, Webley Edwards, George Moorad and Don Mozley.

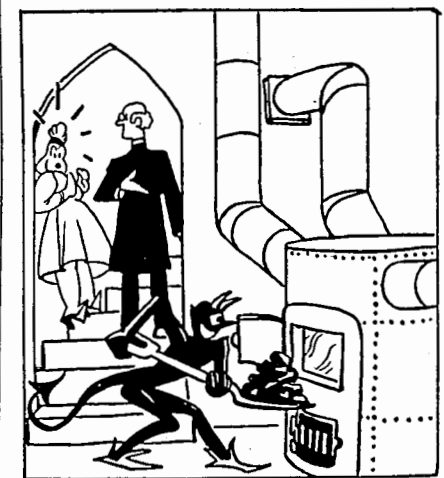
Raymond Swing, Clete Roberts, Frederick B. Opper and Larry Tighe will cover for ABC. Swing is author of "In The Name of Sanity," a new book dealing with the atom bomb and its significance.

NBC will be represented by Robert McCormick, of Washington, W. W. Chaplin; Ralph Howard Peterson, of Chicago, and George Thomas Folster.

Covering for MBS will be Quentin Reynolds, Don Bell, Robert Stewart, Frank D. Morris, Ernest K. Lindley, correspondent for Newsweek, and Jerome Beatty, correspondent for American Magazine.

Health Series For WBKB

Chicago—A series of television programs on health has been arranged between WBKB, here, and the Bureau of Health Education of the American Medical Assn.



"He heard one of my sermons over WFDF Flint."

LEN STERLING
 LA 4-1200



... Back Again on KSO!

Gene
SHUMATE

Iowa's TOP Sports Announcer

**To Give You New Sports Listeners
in Central Iowa**

Good News for Iowa sports fans . . . and *You!* Gene Shumate's back on KSO after 2½ years in the Marines. Gene's return gives you Iowa's *most popular sports announcer* to attract *new listeners* for your sales messages.

Shumate's following is large and loyal. Folks in Iowa know him. He's *their* type of announcer . . . handles football, basketball, baseball and track with equal ease. He gives sports fans the facts with plenty of color and dash. Gene has been KSO's top sports announcer since 1936. We're *glad* to have you back, Gene. *Welcome home!*

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

Kingsley H. Murphy, Owner

George J. Higgins, General Manager

Represented by Headley-Reed Co.



Networks And Independents Ready For UNO Sessions Starting Today

(Continued from Page 1)
domestic networks and independent stations will operate from ten broadcasting booths situated directly opposite and overlooking the huge Council table in the Hunter gymnasium, which has been beautifully converted in rich, soft colors, with direct and indirect lighting.

Speeches from the Council floor will be fed to the radio booths via a central mixing control room located at the left hand corner opposite the booths. In a small studio in the basement, the entire proceedings will be recorded for posterity. Radio and all other electrical equipment was installed by B. Eichwald & Co.

There are 12 booths in all in "radio row," the two center ones, larger than the others, being reserved for television and the newsreels. Of the remaining ten, each 7 by 8 feet, one each has been assigned to ABC, CBS, MBS, NBC, OIC, BBC, CBC, with the remaining three to be shared among New York indies. Many-out-of-town indies will cover, with most of them taking feeds from WNYC.

All stations and webs participating have assigned their top commentators and reporters to the meeting. Broadcasting schedules will depend, necessarily, on the news value of each session. It is probable, however, that most stations will air the opening session and speeches.

Webs Announce Staffs

Broadcasting for NBC from the meeting will be H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Robert St. John, John MacVane, Joe Hainline, W. W. Chaplin and Richard Harkness. The web's International Division plans to shortwave reports of the event to Latin America, Europe and North Africa in eight languages, Spanish, Portuguese, English, German, Italian, French, Swedish and Danish.

MBS newsmen who will cover the UNO at various intervals include Quentin Reynolds, Cedric Foster, Paul Schubert, Fred Van Deventer, Tom Slater, Albert Warner, Gabriel Heatter, Frazier Hunt, Fulton Lewis, Jr., Henry J. Taylor and Ken Powell. The web's lines will be open at all times during the sessions and important proceedings will be aired immediately.

The CBS battery of reporters and

commentators includes William L. Shirer, Quincy Howe, Robert Trout, Bill Downs, Ned Calmer, John Daly, Allan Jackson, Eric Sevareid, Bill Henry, Larry Lesueur, Willard Shad-

Coming Out Party

NBC has dispatched invitations to the special television broadcast of the opening UNO session at Hunter College today. The network will pick up the proceedings direct from the conference room and will transmit the pictures to receivers installed in Studio 8G in the RCA Building. The program will be handled for NBC at the Hunter College end by Ben Grauer.

ell, Joseph C. Harsch, Tris Coffin, Charles Collingwood and Richard C. Hottelet.

LaGuardia Attending

ABC commentators, F. H. LaGuardia, Raymond Swing, John B. Kennedy, Walter Winchell, Orson Welles, Walter Kiernan, Drew Pearson, Baukhage, Earl Godwin, Martin Agronsky, and Lisa Sergio will participate in coverage of the important meetings. Correspondents George Hicks, Taylor Grant, Gordon Fraser, Don Hollenbeck and Julian Anthony, working in newspaper fashion, also will cover the sessions.

N. Y. Stations To Cover

Most extensive coverage will be supplied by WNYC and WNYC-FM which will carry the entire proceedings, as was done a few years ago with the City Council meetings. Seymour Siegel and Herb Stone are in charge of coverage for the municipal outlet.

WMCA has planned three daily sessions from the College, at 11:15 a.m., 4:45 p.m., and 8:30 p.m., in addition to spot newscasts. Commentators

Frank Kingdon and J. Raymond Walsh will cover. Johannes Steel, George Hamilton Combs, Sidney Walton and Don Lyon will cover for WHN and will feed news reports to WNEW. The latter outlet plans to bring groups of veterans to the sessions and interview them on their reactions.

WQXR has skedded daily summaries at 6 p.m., in addition to spot news, with the summaries going on at 7 p.m., as of April 1. WINS' coverage will be in charge of Commentator Henry Milo. Daily periods at 11:45 a.m., 2:45 and 5 p.m., have been scheduled by WLIB, with Bill Watson, Hal Kosut and Estelle M. Sternberger reporting. In additions the outlet will record highlights for airing by its West Coast affiliates KLAC and KYA.

New York's foreign language field also will be completely covered. Thomas Morgan will cover for WOV, with reports to be translated and broadcast in Italian. WHOM's Charles Baltin plans to air live and recorded interviews in Polish, Russian, Jewish, Italian, Greek and German.

Out-Of-Town Stations

Out-of-town outlets covering live or via a feed include WLW, WRC, KSD, WNHC, WTNJ-FM, WHP, WIP, WTIC, WWDC and KFWB. Representatives of many other stations are expected to arrive in town this morning.

Credit for the complex job of arrangements for broadcasting goes to the UNO Department of Information

AGENCIES

CHARLES C. GREEN, managing director of the Advertising Club of New York, has released the names of the nominating committee to select officers and directors to be voted upon at the annual meeting, May 14, 1946. The list includes the following members of the club: Col. Gilbert T. Hodges, chairman executive committee, New York Sun; R. B. Alexander, eastern advertising manager, Woman's Home Companion; Alfred L. Freden, Esquire Magazine; Harry C. Hoeft, executive vice-president, Pearson Engineering Corp.; George P. Hall, vice-president, James Jamison & Co.; Dudley Butler and Zenas W. Carter.

A. LOUIS KING ADVERTISING AGENCY has prepared for H. H. Masie Toiletries, Inc., a series of spot announcements on WLIB, Brooklyn, to run three a week for a year.

ELIZABETH PIKE has joined Benton & Bowles, Inc. in the copy department, to work on the Procter & Gamble account. She was formerly with Kenyon & Eckhardt.

radio section, headed by Hugh Williams, and Christopher Cross, who joined UNO last week upon his resignation from BBC.

FAMOUS INDUSTRIAL AREA HAS MOST FARMS IN OHIO

Canton is renowned as the City of Diversified Industries, but the facts show that this area is also Ohio's most heavily populated rural region.

WHBC directs three programs daily to farmers in this area... provides them with the information they want — prices, news, developments of the Ohio State Experimental Stations, and weekly interviews with farm analysts. Let WHBC, with our "Good Neighbor Policy," carry your message to the city that's always busy and Ohio's richest farm area.

FIRST in Ohio in rural population.

FIRST in Ohio in number of farms.

WRITE FOR THE CONLAN SURVEY



Represented by BURN-SMITH Co.



BALTIMORE'S GREAT FOOD SALESMAN

HE DELIVERS the GROCERIES Because HE SELLS THRU THE AIR WITH THE GREATEST OF EASE

EDWARD PETRY & CO., National Representatives

"SPORT STORIES THAT HAVE NEVER BEEN TOLD"

Audience Appeal for The Entire Family

130 5-Min. Episodes by BERT WILSON

One of America's Foremost Sportscasters

Syndicated by UNITED BROADCASTING CO.

64 East Lake Street Chicago 1, Ill. FRAnklin 6001

Sample Transcriptions Available

Send Birthday Greetings To

March 25

Bessie Mack Jean Rogers Raymond Gram Swing Jerry Sears Arturo Toscanini Frankie Carle

Tele Grants Not Final, FCC Assures Philco

(Continued from Page 1)

"deeply shocked" by the FCC's decision in the important television hearing. The FCC denied Ballantyne's written assertion that Philco's contesting the decision would delay the establishment of television in the Capital. Ballantyne's letter to the Commission requesting withdrawal of Philco's application was signed on March 20, and the FCC reply came only two days later. Signed by Acting Chairman Charles R. Denny, the FCC's letter stated:

"There are four television channels assigned to the Washington area. The Commission had before it six applications. The decision which we issued on March 7 was not a final decision, but a proposed decision, which is subject to exceptions and oral argument and review by the Commission thereafter. This proposed decision looked toward a grant of the applications of the Washington Star, the Bamberger Broadcasting Service and the National Broadcasting Company. It looked toward a denial of the application of WWDC.

"With respect to the applications of Philco and DuMont the Commission's proposed decision took the position that the fourth channel would be assigned to either one or the other and it specifically stated that the Commission would not issue a final decision choosing between these two companies until after an oral argument was had before the entire membership of the Commission.

"Thus Philco is not only in a position where it may present oral argument that it should be granted a permit in preference to DuMont but also, by filing exceptions, Philco may urge that its application should be preferred to any of the three which the Commission proposed to grant."

Bixler Named Supervisor

James W. Bixler has been appointed supervisor of announcers and of the night program office of ABC, it was announced last week.

World To Hear UNO Meet Via State Dept. Shortwave

(Continued from Page 1)

proximately forty members of the International Broadcasting division consists of two types of programming.

First will be the actual coverage of the Security Council meetings in their entirety. An exclusive network has been set up for this purpose with a running translation and description in French and English broadcast by "Voice of America" announcers: David Penn (English), and Fernand Auberjonois (French).

The announcers will keep their coverage within the scope of straight reporting.

In addition, some eighteen different language programs with established shortwave audiences throughout the world have been designated to cover UNO. Recapitulations of the day's Security Council happenings, background and descriptive material, statements by delegates and other speakers, plus special events will be carried. The length of the portions of these programs devoted to UNO within the framework of the normal broadcast schedule will be determined by the significance of the day's events at Hunter.

Although the international broadcasting division has been programming in 25 languages approximately 64 broadcast hours a day to Europe, Latin America and the Far East, this complete coverage developed for the Security Council meetings exceeds any one plan previously attempted.

This type of complete coverage emanating from the UNO broadcasting center at Hunter College, in scope, is an unprecedented event in American radio, the State Department said. The set-up will not compete with existing radio stations or news services but the IBD personnel is prepared to cooperate and supply all domestic stations with background material and special events. IBD expects to reach the widest radio audience in the world.

Ogilvie In Charge

The project is under the direction of John W. Ogilvie, chief of the International Broadcasting division, and Wilfred Roberts, associate chief. Actual operations will be under Werner Michel, chief of programming; Dorothy Van Doren, news; Hal Janis, special events, and J. Arthur Lazell, as UNO coordinator for IBD.

Stations, frequencies and coverage for the exclusive network provided by the International Broadcasting division of the State Department to be used for the Security Council broadcasts effective today:

WNRI, 13050 kilocycles—22/97 meters available 5:45 a.m. to 6 p.m., 9750 kilocycles—3077 meters—available 6:15 p.m.—conclusion (45 degree antenna; greatest strength, Berlin; good reception, Germany, low countries, France, Italy, Balkans, North Africa).

WOOC, 15200 kilocycles—19.74 meters—available 5:45 a.m.—4:45 p.m. 9650 kilocycles—3.09 meters—avail-

able 5 a.m. to 7 p.m., 6120 kilocycles—49.03 meters available 7:15 p.m.—conclusion (52 degree antenna; greatest strength Paris; good reception, France, London, Germany, North Italy, Balkans, etc.).

WNRX 14560 kilocycles—20.60 meters—available 5:45 a.m. to 3:45 p.m. 45 degree antenna; see WRI above 7250 kilocycles—41.38 meters available 4 p.m. to conclusion (55 degree antenna; greatest strength South Europe, good reception, Italy, Greece, Central Europe, etc.).

Language programs and time for news and special events on a daily basis presented by the International Broadcasting division of the State Department to be used for complete UNO coverage effective today:

1. Austrian, 7:15-7:30 a.m.;
2. Bulgarian, 11-11:10 a.m.;
3. Czech, 3:00-3:30 p.m.;
4. French, 6:00-6:15 p.m.;
5. German, 7:15-7:30 a.m.;
6. Greek, 2:10-2:30 p.m.;
7. Hungarian, 3:30-3:45 p.m.;
8. Italian, 1:00-1:15 p.m.;
9. Polish, 6:15-6:30 a.m.;
10. Rumanian, 2:30-2:45 p.m.;
11. Spanish, 3:30-4:00 p.m.;
12. Yugoslavian, 11:20-11:30 a.m.;
13. Portuguese, South America;
14. Spanish, South America;
15. Cantonese and Mandarin;
16. Japanese;
17. Chinese, and
18. Tagalog (Philippines).

May Sacrifice Radio Career For UNRRA

(Continued from Page 1)

N. W. Bandler, president, said his company would regret losing Mr. LaGuardia as a radio personality but would abide by LaGuardia's decision. He added that LaGuardia in accepting the UNRRA post would make a far greater sacrifice than they would as his sponsors.

If LaGuardia accepts the UNRRA post he will receive a salary of \$15,000 a year. His present radio earnings, according to reports, are in excess of \$50,000 a year.

W. W. Rankin Row Ended, Woods Tells Congressmen

(Continued from Page 1)

Rankin, with Sabath unwilling to accept Woods' decision.

Woods wrote Sabath Thursday that because the Rankin speech was intended as an "answer" to Walter Winchell, "we feel that at the present time there has been adequate discussion of the House Committee on Un-American Activities over the American Broadcasting Company network, through Mr. Winchell's criticism of the operation of the committee and through Mr. Rankin's defense both of the committee and himself.

THIS RICH NEW FIELD NEEDS WRITERS— NOW

Television needs—and will pay large sums to—writers who know specifically how to write for television.

This book tells you how to break into television, how to select and develop ideas, how to build programs. Every problem in television is made clear. Get this book now and cash in on the writing opportunity of the century.

Illus. with photographs.

HOW TO WRITE for TELEVISION by DOUG ALLAN

At all bookstores—\$2.75—or

**E. P. Dutton & Co., 300 Fourth Avenue
New York 10, N. Y.**

An All-Time Favorite

PERFIDIA

Published by
PEER INTERNATIONAL CORP.

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

★ THE WEEK IN RADIO ★

Airborne Tele System Revealed

By JIM OWENS

THE Navy and RCA demonstrated for the first time two new systems of airborne television, capable of news and special events coverage on land, sea and air. Experts see great industrial advance resulting from the systems, which were developed during the war and used by the Army and Navy. . . . President Truman appointed Rosel H. Hyde to fill the FCC vacancy of the late William H. Wills. Hyde was formerly general counsel of the Commission. . . . Talk of a fifth network was revived with announcement by William Henderson (former ABS vice-president), that "organizational plans" are under way. Meanwhile, Floyd Odum denied Atlas Corp. was planning to resuscitate the defunct Associated web.

Justin Miller, NAB prexy, flayed the FCC programming report as the "most serious and far-reaching development since organization of the Commission." He urged broadcasters to fight the issue. . . . Dismayed at the FCC Washington tele grants, Philco's John Ballantyne withdrew his application. . . . Sale of KOIN, Portland, Ore., to Marshall Field Enterprises was okayed. Price was \$943,967. . . . Eight applications for new FM stations in the Capital were granted, with three others under consideration. . . . NBC sold film rights to two network programs. . . . CBS' William S. Paley and RCA's David Sarnoff were awarded Medals of Merit by the Army.

Standard radio receivers are being given production preference over FM by set manufacturers, according to early returns of an FCC survey. . . . The Peabody Awards were officially announced, citing CBS, Edgar Bergen, Arch Oboler and "Town Meeting." . . . The Brand Names Research Foundation opened a nationwide selling drive via NBC. . . . NAB requested FCC reconsideration of the AVCO case, whereby latter sought to buy WINS, N. Y.

A RADIO DAILY survey of motion picture radio advertising indicates continuance of spot announcements, even with the lifting of newsprint restrictions. . . . George Moscovics, CBS' commercial tele manager, urged industry corporation in pushing color video. . . . Mutual set a new half-hour variety show out of Washington, dealing with the lighter side of Capital officialdom. . . . C. E. Nobles of Westinghouse Electric Corp. predicts stratovision will aid the advance of network television.

"Breakfast In Hollywood" and "One Man's Family" lead in CAB's report.

. . . NAB will carry its crusade against the FCC program report to all its district meetings. . . . UNO was swamped with requests for credentials by radio and press representatives. . . . WAPI, Birmingham, Ala., has set a radio trade show to start March 31. Manufacturers will be given opportunity to display their models. . . . Christopher Cross, former public relations chief of BBC here, resigned to take the UNO information post. . . . A. C. Nielsen outlined his "radio index" system at the Radio Executives Club luncheon.

Radio coverage of the atom bomb tests in the Bikini Islands will be limited to a pool broadcast by the four major webs. . . . Many new tools and devices have been developed for the Army and Navy during the war that will aid "the science and art of broadcasting." . . . Particular application for the improvements is seen for "post-war" sets. . . . Heavy volume of applications for CP's for AM, FM and television continued to deluge FCC.

FM Engineers Discuss Problems At Columbus

(Continued from Page 1)
to six years' experience in setting up and operating FM stations in their discussion before the fifth session of the conference.

The panel was composed of Paul Dillon, chief engineer of WMIT, Winston-Salem, N. C.; Joseph A. Waldschmitt, Bamberger Broadcasting Service, N. Y.; Philip Laeser, WTMJ, Milwaukee; Carl Wesser, WENA, Detroit and Delmar Ports of Jansky & Bailey, Washington.

Wedding Bells

Cliff Arquette, star of ABC's "Glamour Manor," and Mrs. Darlene Sammons were married last week at the Little Brown Church in the Valley, North Hollywood, Calif. The Rev. John Wells performed the nuptial ceremony.

BALTIMORE'S Listening Habit

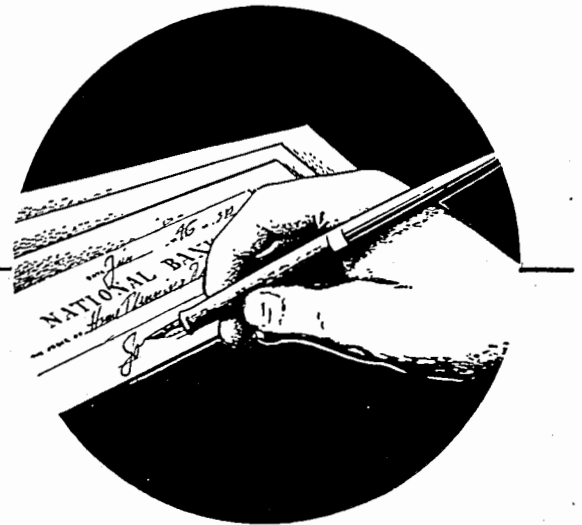
MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Roeder, General Manager
FRY & PETERS, Inc., Exclusive National Representatives



Fulton Lewis, jr.

sells banking service

IN DENVER,



clothing in Cedar Rapids, and hundreds of other products for more than 180 sponsors, all of whom acclaim Fulton Lewis, jr. as the Number One Cooperative program on the air. The diversity of products sold by the national and local sponsors of Fulton Lewis, jr. prove that his audience listens and buys.

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.

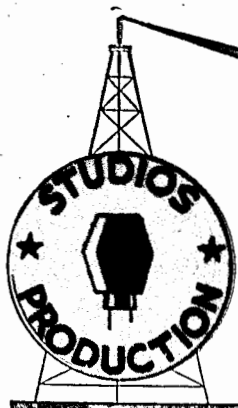


COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N.Y.

RADIO BROADCASTING DISCS
Miracoustic Day Circle 7-2965
Night REgent 4-2190
RECORDING STUDIO, CARL FISCHER, INC.
119 West 57th Street, New York 19, N. Y.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 58

NEW YORK, N. Y., TUESDAY, MARCH 26, 1946

TEN CENTS

UNO Coverage Underway

Boston FM Up Apr. 2; Other FCC Activities

Washington Bureau, RADIO DAILY

Washington—The Boston FM hearing will get under way on April 2, with a total of 11 applicants trying for the city's 10 channels. The hearing, which will be held in Boston, will be before Commissioner Cliff Durr. Applicants include CBS, Fidelity Broadcasting Corporation, Matheson Radio Company, the Northern Corporation, The Yankee Network, Unity Broadcasting Corporation of

(Continued on Page 8)

Swift Buys Added Time On ABC "Breakfast Club"

Chicago—Swift & Co. has signed a new contract with ABC calling for sponsorship of another 15 minutes on the web's popular "Breakfast Club" show for five years effective June 1. Under the new agreement Swift will bankroll the 9:15-9:30 a.m., EST segment in addition to its current 9:30-9:45 period. The contract, which involves a cost to the meat firm approaching eight figures, was handled by the Chicago offices of J. Walter Thompson and McCann-Erickson.

Department Of Interior Seeks Local Radio Spots

In an effort to achieve more direct and complete understanding of its public announcements, the Department of the Interior is asking radio stations to air local spot announcements "as the speediest and simplest way to reach a maximum audience." According to Willett Kempton,

(Continued on Page 4)

Blow by Blow

A blow-by-blow broadcast of the building of a low-cost house for a veteran is being given the listeners in Houston, Texas, by KTHH in that city. Judge Roy Hofheinz, owner of the station, has purchased land and contracted for the building of the houses within a 30-day period at a cost of under \$7,000, and reports to the people of Houston on his progress each morning and evening.

Philadelphia Store Buys Tele Programs

First department store to sign in Philadelphia for a series of television programs is Gimbels which recently staged an intra-store tele demonstration in collaboration with RCA. The Gimbel company has purchased two 15-minute spots on WPTZ, Philco video outlet in Philadelphia. On Wednesday nights they will offer a merchandising program and on Friday nights a special show of children's appeal.

Supreme Court To Rule On Watson-Dodd Case

Washington Bureau, RADIO DAILY

Washington—United States Supreme Court said yesterday it will rule on the constitutionality of Congressional action in cutting three employees, two of them formerly connected with the FCC, from the Government payroll;

(Continued on Page 2)

World Security Council's First Session Draws Record Radio Attendance; Networks Rotate Engineers

Radio's biggest "special event" coverage got under way yesterday with the opening session of the UNO Security Council at Hunter college in the Borough of the Bronx, New York. First news of the momentous meeting was flashed to the world via AM, shortwave, FM and radio wire services at 2:30 p.m., and from then on a continual flow of voice, telegraph and cable transmission carried the story.

An estimated 1,000 radio personnel have been accredited to the sessions, but this enormous figure includes virtually the entire engineering and news staffs of the major webs, who will be used on a rotation basis in many cases. About 150 radio personnel will be in attendance at any given time.

Many newspapermen and others unable to squeeze into the crowded Council Chamber observed the brief proceedings on a group of television receivers set up in an adjoining conference room by RCA. The meeting

(Continued on Page 8)

Reich Listens To N. Y., Army Survey Reveals

A survey throughout the U. S. zone in Germany, involving 964 homes, revealed that half the families have radios and listen to them an average of two hours a day, the War Department has announced. The department said that of the families questioned, 63 per cent heard the American pro-

(Continued on Page 8)

"Supper Club" Program To Be Aired From Plane

A new wrinkle in radio broadcasting technique will be introduced April 5 when a complete commercial program will be aired from a plane 20,000 feet above New York's sky-

(Continued on Page 4)

State Dept. Proposal May Reach House

Washington Bureau, RADIO DAILY
Washington—Strong possibility that the Bloom bill, authorizing Assistant Secretary of State William Benton's International Information Service, will be granted a rule this week to come to the House floor early next month was seen here. After lengthy hearings two weeks ago consideration of the rule was delayed by the house rules committee both because of opposition to the bill itself and because

(Continued on Page 10)

NBC Televises UNO Opening; ABC, CBS Film Proceedings

The historic opening session of the United Nations Security Council in New York City's Hunter College, yesterday was broadcast live on NBC television and filmed by ABC and CBS for airing on special programs. NBC aired the event on a live closed-circuit broadcast originating in the UNO chamber and received in the network's studios in the RCA building from 2:30 to 3:30 before 100 members of the press and industry offi-

cial. ABC television crews filmed the entire proceedings for video broadcast tonight from WPTZ, the Philco station, Philadelphia, while CBS films will be shown at a later date.

Using 18 separate viewers, NBC aired addresses and pictures of Secretary of State James F. Byrnes, Gov. Thomas E. Dewey, Mayor William O'Dwyer and Dr. Quo Tai-chi, chairman of the Council. Ben Grauer

(Continued on Page 8)

Out In The Street!

Mutual's "Queen For A Day," now on tour, will originate from the corner of State and Madison Streets in Chicago April 2, to accommodate the 60,000 people who have requested tickets for the show. City officials estimate 200,000 persons in all will witness the broadcast, on which Mayor Kelly will crown the "queen" and distribute prizes.

Annual Spring Dance

With "Springtime at the Waldorf" as a theme, members of the Advertising Women of New York, Inc., will hold their annual spring dinner dance in the grand ballroom of the Waldorf-Astoria Hotel on April 5. Helen Blankenhorn is dinner chairman and the ticket sale is being conducted by Eugenie Stampler. Incidentally, said sale is reported as going very well.



Vol. 34, No. 58 Tues., Mar. 26, 1946 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone WI 5-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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., March 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	191 1/4	190 1/2	190 1/2	+ 1/4
CBS A	43 3/4	43 1/2	43 1/2	- 1/4
CBS B	42 1/2	42 1/2	42 1/2	- 1/4
Farnsworth T. & R.	16	15 1/2	15 5/8	+ 1/8
Gen. Electric	47 7/8	47	47 7/8	+ 1/8
Philco	38 1/2	38	38 1/2	+ 1/4
RCA Common	16 1/2	15 7/8	16 3/8	+ 3/4
RCA First Pfd.	95	95	95	0
Stewart-Warner	22 1/8	21 1/8	22 1/8	+ 5/8
Westinghouse	35 1/4	34 1/2	35 1/4	+ 5/8
Zenith Radio	36 3/4	36 1/2	36 3/4	+ 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	12 1/2	12 1/2
DuMont Lab.	12 3/4	14
Stromberg-Carlson	23 1/2	25
WCAO (Baltimore)	34 1/2	36
WJR (Detroit)	36	36

"Hall Of Fame" To N. Y.

The Philco "Radio Hall of Fame" series (ABC, Sundays, 6:00-6:30 p.m., EST) will return from Hollywood to New York City, where the program will continue to be broadcast from the stage of the Ritz Theater, starting with the March 31 show. The Hutchins Advertising Agency executives handles the Philco program

Gillette To Sponsor Derby

Gillette Safety Razor Co. will sponsor the broadcast of the 72nd running of the Kentucky Derby over CBS, May 4, 6-630 p.m., EST. Program will be carried by the Dominion network of CBC and the two CBS stations in Hawaii. Maxon, Inc. is the agency.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY

PORTLAND OREGON
 REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

EDWARD R. MURROW, vice-president of CBS in charge of public affairs, is back at his network headquarters following a month in London.

EDGAR KOBAK, president of the Mutual network, has left on a two-week vacation, "destination unknown."

FRED A. PALMER, president of the Palmer Company, advertising and radio consultants of Cincinnati, has returned to the home offices after spending a few days in New York.

ROGER W. CLIPP, president of WFIL, and **JACK STECK**, program director of the ABC affiliate in Philadelphia, were in New York late last week.

MERLE JONES, general manager of WOL, Washington, D. C., visited late last week at the headquarters of the Mutual network.

A. N. ARMSTRONG, JR., manager of WCOP, Boston outlet of ABC, was in town Friday on station and network business.

HERSCHELL HART, radio editor of the Detroit News, is planning to spend a vacation of one month, starting around April 6, in Florida.

CRAIG EARL, "Prof. Quiz," accompanied by **FRANK SMALL** and **ED FITZGERALD** has left on a tour of eastern cities. They now are in Atlantic City, from which point their Thursday program will emanate.

RITA HURWICK, publicity director at WOY, is back from a short business trip to Chicago.

L. J. DUNCAN, president of WGAA, American network outlet in Cedartown, Ga., was a visitor last week at the offices of the web.

FORD BOND has returned from a vacation of two weeks in Havana.

CAPT. DON L. KEARNEY, former radio officer at SHAEF in the European theater of warfare, is spending his terminal leave in Gotham. He entered the Army as a private in 1941.



Gooney bird

We've had a dickens of a time with this one. The picture fascinated us. It was just tagged "Gooney bird—Midway" . . . nothing else.

So we looked it up under "gooney." The dictionary simply said, "Same as gony, 1." Under "gony" we began to wonder how it would ever make a W-I-T-H ad.

Here's the definition (and don't blame us because we liked the picture): "A stupid blundering person, a goose."

Now we don't think the word "gooney" should be applied to every time buyer who doesn't know that the independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this five-station town.

But you'll play it safe if W-I-T-H is on that Baltimore list!

Supreme Court To Rule On Watson-Dodd Case

(Continued from Page 1)

the decision would clear up the long-disputed cases of Robert Morss Lovett, executive assistant to the Governor of the Virgin Islands; Goodwin B. Watson and William E. Dodd, Jr., the latter two connected with the Foreign Broadcast Intelligence Section of the FCC. Congress in 1943 enacted special legislation cutting off their salaries.

The Department of Justice asked the high tribunal to pass on the case because Congress was reluctant to pay the salaries until there was a clear determination of the constitutionality of the action.

A United States court of claims decision said the men were entitled to a total of \$2,158.

Opening Of Cardiac Home To Get Luncheon Salute

On Wednesday, March 27, the Women of the McCosker Hershfield Cardiac Home will hold a luncheon and fashion show in the Starlight Roof of the Waldorf Astoria, to celebrate the opening of the first home in Hillburn, N. Y., and to inaugurate formation of the first auxiliaries. Harry Hershfield will introduce Bessie Beatty. Ann Barbinel will act as chairman.

Amend Renews Uncle Don

The Fred W. Amend Company, for Chuckles, has renewed Uncle Don for an additional 26 weeks effective Tuesday, April 16. Henri, Hurst and McDonald, Inc., is the agency.

Headley-Reed Group Meets

Headley-Reed Company opened a branch managers' meeting in New York, yesterday, which will extend through Tuesday and Wednesday, March 25, 26 and 27. In addition to this, the group will be the guests of the Columbia Broadcasting System to witness a demonstration of color television on Wednesday morning. The following managers now are in New York: Dwight S. Reed, vice-president—Chicago; Eli W. Sweatman—Atlanta; Harold Lindley—Los Angeles, and Harold Barrett—Detroit.

CAPITAL WANTED

I have a well known, dignified, lucrative and EXCLUSIVE radio mail order business. Financial results through selling this product on radio have been proven continuously for the past fifteen years. I now want capital to enlarge my market by going on nation wide network coast to coast. Will offer exceptionally liberal proposition to investor with your money back first. Write—

RADIO DAILY, Box 153
 1501 Broadway, New York 18, N. Y.

FOR RESULTS IN THE Philadelphia MARKET

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

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

Gleam Shampoo Proves

It!



90% sales increase in just ten weeks! That's the sales record set by Gleam Shampoo in America's Fourth Largest Market! The medium? WAAT of course! The program? "Requestfully Yours"—the participating program of dramatic results, conducted by Paul Brenner who plays records and sets them! *Since April 1943 the makers of Gleam Shampoo have used New Jersey's *First Station* — because they know:

WAAT delivers
more listeners per dollar
in America's 4TH Largest Market
than any other station—
including all 50,000 watters!

*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.

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

CHICAGO

By NAT GREEN

KATHRYN JAMES, former Wave to NBC as secretary to Leonard Anderson, personnel manager.

Rose Patano, secretary to Buck Gunn, WGN program director, is engaged to marry John Shabaz, recently discharged from the Army.

The series of quarter-hour "Incredible But True" programs currently heard twice a week over WMAQ has been renewed for 26 weeks by Gassman's Store. Program features Ken Nordine as narrator.

"Song Title Time," new live musical show, bowed on WGN March 16. Lee Bennett and Judy Randall, vocalists, and Jack Fontaine, piano, are featured. Ed Cooper is the announcer. Each week a jury of song experts will select the best original title sent in by listeners, a song will be written to fit title, and winner gets \$50 and 1,000 copies of the song, plus royalties.

Roy Rogers, cowboy star, and his horse, Trigger, will appear at the Chicago Stadium next October.

Rosemary Wayne, whose nitery review, "Tonight In Chicago," is heard on WJJD, is kept busy recruiting guests from local night spots. She has six guests a week.

Department Of Interior Seeks Local Radio Spots

(Continued from Page 1)

radio director of the Department, Alaskan officials are worried over the "rose-colored" publicity stories about the territory which might result in a summer land rush undertaken by inexperienced persons not adequately prepared.

"With Spring coming on," the official announcement states, "it was apparent that the true facts about opportunities in Alaska should be brought before the public." A recent survey indicated that several hundred thousand people were planning to go there in the near future, and it was felt that many of these would not be prepared to survive "a life of rugged self-reliance."

Six live spots and an explanatory fact sheet were sent to all stations for broadcast during the last two weeks of March. More than 250 stations have already advised Kempton that the message has been scheduled, and he believes that those who bothered to reply "are only a percentage of the stations which are using the Alaskan packet." Idea of the radio spots is that there are opportunities in Alaska, "for men with patience, capital, etc."

SHOWMAN BURSTING WITH IDEAS

Copywriter, commercials-programs; 12 yrs. professional experience. Overall B+Cast. background for radio and/or television station or agency. Will Travel. Write: Box No. 152, RADIO DAILY 1501 Broadway New York City



Megacycle Milestone!

● ● ● An army of commentators, analysts, language broadcasters and radio technicians converged on the Bronx yesterday for the opening session of the UNO Security Council in the Hunter College gymnasium . . . it was a radio field day beset with a few minor coverage

UNO-Ville problems UNO solved before the session got underway . . . absence of radio press photographers and the inability of broadcasters to carry their call letters on the mikes brought annoyance to some . . . Others sought preferential treatment only to find that the UNO radio code applied the same to everybody with no exceptions allowed.



● ● ● H. V. Kaltenborn, dean of the American radio commentators, smilingly elbowed his way through the crowded press basement and acknowledged the greeting of friends. . . . Ian Ross MacFarlane, WITH's ace news analyst from Baltimore, caught chatting with Chris Cross, UNO radio executive. . . . Jo Ranson of WHN hustled into the UNO building carrying a paper bag . . . questioned by a secret service man Jo smilingly displayed two sandwiches for his radio engineers. . . . Eleventh hour arrivals of out-of-town stations had their problems getting radio credentials cleared but managed to make the opening session.



● ● ● Syd Desfor, NBC's ace photog, peeved because he couldn't give radio full picture coverage managed to get a flash or two before he exited for the RCA building. . . . Nathan Straus, Jr., president of WMCA, caught greeting Ted Streibert of WOR in the UNO Security Council hall. . . . John McVane, veteran of many international conferences, making pencil notes from a point of vantage for his NBC commentary. . . . Len Carlton and Clifford Evans of WLIB on hand for thorough coverage. . . . A page passes through the noisy press room calling out the name of Harry Maizlish . . . Maizlish, genial general manager of KFVB, couldn't be found. . . . Chic Adrienne Ames of WHN standing in line as she waits for press credentials. Tired but tolerant Hugh Williams of the UNO radio staff shepherding the press and radio folks . . . ditto for Christopher Cross.



● ● ● In the press room of UNO headquarters and at the studios of NBC in the RCA building the television coverage of the momentous event got under way promptly at 2:30 p.m. . . . it was a striking visual demonstration with the image orthicon camera covering all angles of the meeting hall and its famed personalities. . . . Consensus of opinion among the press at Hunter College and in the RCA building was that television had really arrived. . . . A glass enclosed control chamber at one side of the council room is the focal point of radio. . . . Here all wires leading from the microphones to the public address system and the radio broadcasting booths pass. . . . In the master control room a UNO official is constantly on duty with authority to cut the proceedings off the air if he deems it advisable at any time. . . . Only one set of wires seems not to be subject to UNO control. . . . This set is manned by technicians under the direction of Maj. Robert Vincent, who will make a complete transcription of the proceedings for our government and UNO archives. . . . Radio recording for posterity!



SOUTHWEST

WENDELL MAYES, J. S. McBeath and C. C. Woodson have formed the Odessa Broadcasting Company and have applied to the FCC for a standard broadcasting station for Odessa to operate on 1360 kilocycles, daytime, with 5,000 watts power.

The Lone Star Broadcasting Company, of Houston, operators of KTHH awaiting okay from FCC to operate a FM station. Principals in the organization are Roy Hofheinz and W. H. Hopper.

Forth Worth was the scene of a three-day meeting recently which brought about ideas of programming, station relationship and other problems among the NBC chain.

Richard Bills, in addition to his announcing chores on KGKO, leads his own hillbilly band on the Fort Worth outlet and WFFA, Dallas.

"Melody for Two" is the new thrice weekly musical now airing over WOAI, San Antonio. Series features the songs of contralto Libby Hale, former NBC and CBStar and baritone George Gilbert, recently of ABC, Hollywood.

Tommy Snowden, formerly of the Kelly Field Radio Branch, received his release from the San Antonio Technical Service Command and is now announcing on WEED, Rocky Mount, North Carolina.

"Supper Club" Program To Be Aired From Plane

(Continued from Page 1)

scrapers. The cast of NBC's "Chesterfield Supper Club" will take off from LaGuardia Field in a TWA Constellation and broadcast its show on that date (7 to 7:30 j.m., EST), and duplicate the performance for the 11 p.m. repeat program.

Perry Como, Jo Stafford, emcee Martin Block, the Satisfiers and orchestra Leader Lloyd Shaffer will be featured. With them will be the 25-piece "Supper Club" orchestra, producer Eldridge Packham and studio engineers.

Following the broadcast, Como will leave for Hollywood for a motion picture assignment, where he will be heard on the program on Tuesdays and Thursdays.

FOR SALE
23
Package Shows To Fit Every Budget
JACK ROURKE PRODUCTIONS

6362 Hollywood Boulevard
Hollywood 28, California
GRanite 1950

TRUTH OR CONSEQUENCES

on its

6th

Anniversary

thanks its faithful cast

THE AMERICAN PUBLIC

and special thanks to my radio friends

who were my guests at a

CELEBRITY MASQUERADE BROADCAST

On our NBC anniversary show for DUZ

Saturday night at 8:30 P.M.

Dinah Shore
John Charles Thomas
Rudy Vallee
Ken Carpenter
Truman Bradley

Jack Benny
Phil Harris
Don Wilson
Jimmy Wallington
Charles "Finnegan" Cantor
George Montgomery

Eddie Cantor
Bill Bendix
Eddie "Rochester" Anderson
Harlow Wilcox
Basil Rathbone

Happy Consequences

Ralph Edwards

ARE YOU GETTING THE FOLKS OUTSIDE^{*} TO BUY

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 call survey proves it.**

HALF OF YOUR BEST CUSTOMERS ARE "OUTSIDE" on the Pacific Coast. They spend 4 of the total 8 billions in Pacific Coast retail sales each year... and you can reach them by radio only if you use the Don Lee Network.

All networks on the Pacific Coast thoroughly cover the "inside," or the seven major metropolitan county areas. But only Don Lee has enough stations (39) to deliver the outside* audience also, which

accounts for half the money spent. The other three networks have only 28 stations combined. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

If you want to sell the *whole* Pacific Coast, don't overlook the 5 1/2 million people in the "outside" half. Use Don Lee, the only network big enough to deliver your sales message to *all* the listeners on the big and prosperous Pacific Coast!

The Nation's Greatest Regional Network



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

Mutual
DON LEE
BROADCASTING SYSTEM

Radio Serving UNO With Full Coverage

(Continued from Page 1)

was televised by NBC, employing the new image orthicon pickup tube, and piped via closed circuit to the conference room and to the NBC studios. The UNO press section plans to have additional tele receivers installed in

Worldwide Service

Delegates of the eleven nations represented on the UNO Security Council and observers and press representatives from more than forty other countries, who attended Council sessions at Hunter College, will be in direct communication with their home lands through radiotelegraph facilities installed at the College by RCA Communications, Inc., Thompson H. Mitchell, executive vice-president, announced yesterday. Two printers will be in constant operation on the auditorium floor of the Gymnasium Building and two others in rooms set aside for the press. The facilities, Mr. Mitchell said, are similar to those installed last year at the UNO Conference in San Francisco, from where more than a million words were transmitted throughout the world over RCA circuits.

the press lounge located in the basement of the gymnasium building.

The opening meeting began at exactly 2:30 p.m. and was unexpectedly adjourned at about 3:20 after addresses by Dr. Quo Tai-chi, of China, presiding officer, Secretary of State Byrnes, Governor Dewey, Mayor O'Dwyer, and Secretary-General Trygve Lie.

Webs On The Air

Both CBS and MBS were on the air from 2:15 to 3:30 carrying the speeches, commentaries and color descriptions. Cecil Brown, William Hillman and Tom Slater were behind the mike for MBS, with Charles Colingwood, Richard Hottelet and Bill Henry covering for CBS. ABC carried Byrnes' speech and reports by John B. Kennedy, Gordon Fraser and Martin Agronsky, while NBC aired commentaries by John MacVane, Robert St. John, Richard Harkness and H. V. Kaltenborn. WNYC and most of the other indies covering aired the entire proceedings.

Many From Out-Of-Town

Representing out-of-town outlets are Jack Kruger, WTNJ; Tom Eaton and Andre Schenker, WTIC; Harry Maizlish, KFVB; G. W. Kingsbury, WLW; Dick Redmond, WHP; Margaret Wilson, WNHC; Richard Harkness, WRC; Everett R. Holles, WBBM;

Boston's FM Hearing April 2; Other Activity At Commission

(Continued from Page 1)

Massachusetts, Templeton Radio Mfg. Corporation, Massachusetts Broadcasting Company, Harvey Radio Laboratories, Raytheon Mfg. Company and Bieberback Broadcasting Corporation.

The Commission office also has approved the basic engineering plans submitted by 15 applicants for FM stations.

The Commission action brings the applicants out of the "conditional grant" class for the first time and gives a "shot in the arm" to equipment manufacturers.

The next step is outright grants of construction permits. The action leaves 337 conditional FM grants to be acted upon and 285 FM applications on which no action has as yet been taken.

The 15 approvals are:

ALABAMA—Johnston Broadcasting Co., Birmingham, metropolitan.

FLORIDA—Florida Broadcasting Co., Jacksonville, metropolitan. Isle of Dreams Broadcasting Co., Miami, Fla., metropolitan.

GEORGIA—Southeastern Broadcasting Co., Macon, metropolitan. Frank R. Pidcock, Jr., N. R., Moultrie, Ga., metropolitan. Alabama Broadcasting Corp., Columbus, Ga., metropolitan. Middle Georgia Broadcasting Co., Macon, metropolitan.

IOWA—Burlington Broadcasting Co., Burlington, Iowa, metropolitan. Central Broadcasting Co., Des Moines, rural; Telegraph Herald, Dubuque, rural.

MINNESOTA—KSTP, Inc., St. Paul, rural.

MISSOURI—Missouri Broadcasting Corp., St. Louis, Mo., metropolitan. Thomas Patrick, Inc., St. Louis, rural. St. Louis University, St. Louis, metropolitan.

NEBRASKA—World Publishing Co., Omaha, Nebr., rural.

Indianapolis Broadcasting, Inc. (WIRE), Indianapolis, Ind., has applied for a CP to increase its power from 5 to 50 kilowatts, the FCC announced.

Also requesting a power increase was Sioux Falls Broadcast Association (KSOO), Sioux Falls, S. D., KSOO asked for an increase from 5 to 10 kw.

Application for CP's for new standard stations listed by the FCC in-

Ian MacFarlane, WITH, and John F. Eschen, KSD.

Accredited for CBC are John W. Fisher, Peter Aylen, Walter Schmalka, Marcel Onemet, Gordon Skilling and John Payne.

clude: the Americus Broadcasting Co., Americus, Ga., to be operated on 1230 kc., 250 watts, limited; V. L. Rossi and John D. Rossi, doing business as Bee Broadcasting Co., Beeville, Tex., to be operated on 1490 kc., 250 watts, unlimited; Paul F. Braden, Middletown, Ohio, to be operated on 910 kc., 1 kw., daytime; the General Broadcasting Corporation, Altoona, Pa., to be operated on 1430 kc., 1 kw., unlimited.

FM applications include Palm Beach Broadcasting Corporation, Palm Beach, Fla., metropolitan; William Wyse, Stanley Marsh and Bess Wyse, doing business as the Nation's Center Broadcasting Co., Hutchinson, Kansas, metropolitan; Allentown Broadcasting Co., Allentown, Pa., metropolitan; Southeastern Ohio Broadcasters, Zanesville, Ohio, metropolitan; Lancaster Broadcasting Co., Lancaster, S. C., rural.

Ten FM Stations Okayed

Commission also announced it has granted 10 additional FM stations, bringing the total to 362 conditional grants to date. At the same time 7 applications were designated for hearings, making a total of 129 applications now in hearing status.

Following are the grants made: Mobile, Ala., Giddons and Roster, a partnership, metropolitan; Waterbury, Conn., Harold Thomas, WATR, metropolitan; Battle Creek, Mich., Federated Publications Inc.; WELL, Metropolitan Coram, N. Y.; Suffolk Broadcasting Corp., community; Rochester, N. Y., Monroe Broadcasting Co., Inc., metropolitan; Fargo, N. D., KVOX, Broadcasting Co., KVOX, metropolitan (possibly rural); Wilkes-Barre, Pa., Scranton-Wilkes-Barre, Pittston Broadcasting Co. Inc., metropolitan; Chattanooga, Tenn., Joda Patterson, et al., WAPO, metropolitan; Chattanooga, Tenn., Mark K. Wilson, metropolitan; Logan, WVIR, Clarence H. Frey and Robert O. Greever, WLOG, metropolitan.

An FCC hearing will begin on April 29, upon a petition filed by the Western Union Telegraph Company seeking a general increase in its domestic interstate rates.

In its petition, filed with the Commission on Monday, Western Union alleges that as a direct result of wage awards recently made by the National War Labor Board to its employees,

NBC Televises UNO; ABC, CBS Shoot Film

(Continued from Page 1)

handled the commentary on the pick-up.

Using the super-sensitive RCA image orthicon camera tube, at close-up and wide angle range, the installation at the Hunter site carried the signal from a special booth overlooking the chamber to 12 receivers in a special viewing room for the press adjoining the Council chamber. A radio-relay transmitter sent the pictures from UNO headquarters to Radio City to the six other receivers in studio 8-G of NBC headquarters.

Use of the image orthicon tube made unnecessary the brilliant special lighting required where conventional television cameras are used.

The ABC films will be broadcast from WPTZ tonight from 8:45 to 9:15 p.m., EST, and from New York, over the DuMont station, WABD, on Friday during the same period. The films will also be televised from the GE station, WRGB, Schenectady at a later date. CBS' coverage of the opening UNO session will be aired when WSBW goes back on the air.

Reich Listens To N. Y., Army Survey Reveals

(Continued from Page 1)

grams originated by the State Department from New York.

Most popular tuning hours, the Army found, are between 7 p.m. and 11 p.m. with "most" of the German families tuning in over week-ends.

The War Department report was the fifth of a projected series of weekly reports on American military government in Germany cabled to the War Department in Washington from Berlin.

its revenues during the year 1946 under existing rates and schedules will be inadequate to meet its costs of doing business. Western Union estimates its total operating revenue during the year 1946 under existing rates to be \$183,292,000 as against estimated total operating revenue required by it of \$202,543,000. Western Union therefore claims that for the year 1946 it will have a deficiency of \$19,251,000.

LEN STERLING

LA 4-1200

For a campaign in your city
Sensational new production
"VETERANS OF VICTORY"
Write or wire direct to

NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
— Coast-to-Coast —

Send Birthday
Greetings To

March 26

George Carhart Phillip Rapp
Howard L. Schreiber Val Clare
Frank Merrifield Fulton Dent
Jack Jacobson

KCKN

The VOICE of
GREATER KANSAS CITY

Without the Rate Penalty
of Outstate Coverage

BEN LUDY
Gen. Mgr.

AGENCIES

W. D. 'BILL' GRIFFITHS has resigned from the public relations department of B. F. Goodrich Co., Akron, Ohio, to conduct his own advertising, publicity, and promotion business. **JACK O. LING** will be associated with him in the new enterprise, to operate under the name of Bill Griffiths & Associates, Akron. Griffiths, a former Akron newspaperman who entered radio field in 1932, will continue his present broadcasting assignments.

RAY KRIMM, newspaper, radio and publicity man who was an associate consultant to the United States delegation at the United Nations Conference at San Francisco and who now is publicity director for New York University's campaign to raise \$15,000,000 for its College of Medicine, announces the following additions to his publicity staff: **RUTH ANDERSON**, former research secretary of the Association of American Colleges and author of several books on research in education, and **CAPT. KENNETH BOCHAT**, formerly of the Eighth Air Force and the bureau of public information of New York University.

HOWARD C. CAINE, recently discharged from the Royal Canadian Navy where latterly he held an important post in Halifax as a staff officer to the Commanding Officer, Atlantic Coast, has been appointed manager of the syndicated script department for Imperial Radio Productions, Toronto.

MAJ. IRVING M. MOSS, former assistant public relations officer of the Eastern Defense Command, has joined the advertising firm of Rodgers and Brown as head of the Radio Department.

LIEUT. (j.g.) FRANK J. BARTLELL, on terminal leave from the Navy, has joined the staff of Flournoy and Gibbs, Toledo, public relations counsel, with which he was associated before entering service.

CY NORTON, formerly manager of sales promotion and public relations of Strathmore Paper Company, has joined the staff of the Association of National Advertisers.

Radio Engineers Finish Conference Discussions

Columbus—An exchange of views and technical information bearing on present state of knowledge in VHF radio wave propagation took place Saturday at the closing session of the sixth annual broadcast engineering conference at Ohio State University.

The panel of experts who reviewed the behavior of radio waves at frequencies above 40 mc. included Major Edwin H. Armstrong, professor of electrical engineering at Columbia University and a pioneer in modern radio development; J. S. McPetrie of the signals research and development establishment, Christ Church, England; Paul A. DeMars, consulting engineer, Washington, D. C.; Edward W. Allen, Jr., of the FCC, Washington, D. C.; Dr. Thomas J. Carroll, of the propagation section, Office of the Chief Signal Officer, Washington, D. C.; Dr. C. R. Burrows of Cornell University, Ithaca, N. Y., and chairman of the committee on propagation of the National Defense Research Committee, and C. W. Carnahan of the Zenith Radio Corp., Chicago.

Chairman of the symposium was Raymond M. Wilmotte, consulting engineer, Washington, D. C. FM modulation methods were discussed by a panel at the morning session of

the conference under the chairmanship of A. James Ebel of the Peoria Broadcasting Co., Peoria, Ill.

Some 440 persons attended the conference which was devoted largely to FM and television problems. The meeting was sponsored by the departments of electrical engineering of Ohio State University and the University of Illinois with the cooperation of the National Association of Broadcasters. The chairman was Dr. W. L. Everitt, head of the Electrical Engineering department of the University of Illinois.

Kettell Leaves NBC; Forming Own Company

Elmer Kittell, NBC's New England spot sales representative since 1940, has resigned to form Kittell-Carter, regional radio station representative company with offices in the Park Square Building, Boston, Mass. Assisting Kittell in the new business will be Marjorie Carter, who has been associated with him since 1941.

Expected to open offices April 1, Kittell-Carter will cover the New England and New York State territories.

PROMOTION

"Stuffers"

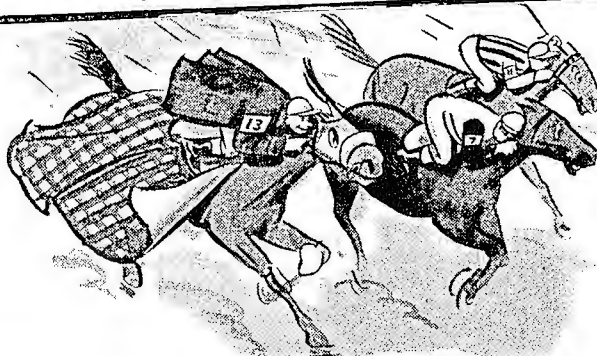
Charles V. Weise Company, Rockford, Illinois, department store, is using stuffers in billings to plug the unusual hat contest currently being promoted by WROX in connection with the Tom Breneman, Hedda Hopper gimmick. Copy invites shoppers during the week of April 8, to enter the contest and see the store's window display of unusual hats. WROK has provided the department store with placards advertising the Breneman-Hopper contest and Weise is running newspaper ads on the stunt.

Sponsor Plugs Elsa

Globe A-1 Flour, which sponsors "Elsa Maxwell's Party Line" (Mutual) on the West Coast is launching a heavy promotion contest for listeners in its region. Program is sponsored on a cooperative basis, and heard in New York from 11:15 to 11:30 a.m., EST. The following prizes will be awarded in the Globe contest: 1946 Plymouth De Luxe Sedan; 1946 Stromberg-Carlson radio-phonograph; 1946 Serval Gas Refrigerator; 75 six-tube Stromberg-Carlson radios.

now that the "Wraps" are coming off...

watch Radio Mirror

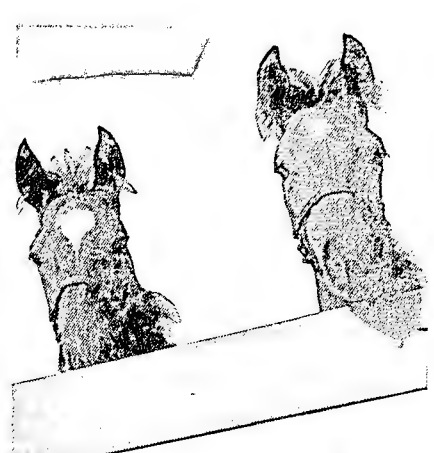


WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a walloping 425,000 for the April issue!

watch Radio Mirror



new business

is what radio stations must get to stay in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

THE Only REGIONAL
BETWEEN DALLAS, SHREVEPORT and HOUSTON!
KFRO
LONGVIEW
James R. Curtis, Pres.
1000 WATTS day and night!

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Theaters To Get News Via "Delayed Video"

Methods recently developed for projection of television pictures on theater screens, with a degree of rapidity almost comparable to television reception itself, will prove an important stimulant to the growth of the video industry, according to Walter S. Lemmon, vice-president of Globe Wireless, Ltd., in an article appearing in the N. Y. Herald Tribune this week.

Lemmon, whose firm will operate an experimental radio relay system between New York and Schenectady, said that a practical form of theater television, made possible by methods of quick development of motion picture film and known as "delayed video," would be implemented immediately by his firm, through provision of network transmission facilities. Theaters in towns within a thirty-mile radius of two towers in the New York-Schenectady circuit, one on Mount Helderberg near the latter city, and the other on Mount Beacon near Poughkeepsie, probably will be serviced by Globe Wireless within six months to a year, Lemmon said.

In these areas, theater audiences would have an opportunity to witness sporting events, important speeches and other events almost immediately, through methods recently developed by a "leading producer" of photographic film, which are currently receiving the attention of important theater interests.

Globe Wireless, acting as a common carrier of television programs, would "pipe" programs to theaters in the two areas through the installation of wide-dispersion antennae on each of the two towers. Television images received by the theaters would immediately be photographed on motion picture film, within their projection rooms. The film would then be developed by the new quick-development method and projected on theater screens within a few minutes after receipt of broadcast.

According to Lemmon, the development has supplied one of the "missing links" in the commercial development of video, and predicted that the showing of television pictures in theaters would go far toward building audience interest in video.

WORDS AND MUSIC

By HERMAN PINCUS

Did Von Con Don? . . .

REPORTS to the effect that Don Wilson and Harry von Zell plan to co-star in a new air series, is merely the latest wrinkle in their respective ascents to the top . . . they've finished one-two in many Radio Polls, with Harry, then Don in first place . . . but here's an item which most of you probably never knew . . . years ago, when he was trying to break into radio as an announcer, Don went to station KMTR in Hollywood and approached the manager for a job . . . the manager, was Harry von Zell and, after listening to Don's story, was sympathetic enough BUT didn't hire the applicant . . . years later, Harry confided to Don saying, "I had to turn you down, Don, I was expecting to be fired myself any minute."

☆ ☆ ☆

RADIOLOGY:—When Nick Keesely was with N. W. Ayer back in 1939, he thought up the idea that of putting Fred Waring's aggregation on a 15-minute, five-times a week strip . . . the agency tried to sell the package to a cigarette company but was turned down . . . so another cigarette company, Chesterfield, nabbed the show and it ran for five years . . . ● When Ilene Woods first arrived in Gotham from New Hampshire two years ago, Moe Gale had her sing for us and we gave the talented singer her first 'rave' notice . . . Ilene has just become a featured singer on Don McNeill's "Breakfast ABClub." . . . ● Next month's "The Woman" mag will carry a swell article on radio's "The Answer Man," penned by Eleanor MacKenzie. . . . ● In his current Fox flicker, "Doll Face," Perry Como sells his barber shop in order to raise money to finance his singing career . . . that's exactly what Perry did in real life . . . sold his barber shop in Cannonsburg, Pa., to take a whack at singing. . . . ● Sol Pett, new INS radio editor, already has his column syndicated in 45 newspapers. . . . ● Sinatra's next MGM musical, "It Happened In Brooklyn," goes before the cameras April 1. . . . ● Bert Gordon, the 'Mad Russian' of the Eddie NBCantor Show, has enrolled at night school to learn to speak—RUSSIAN! . . . ● Several "Theater of Romance" CBStints, will be filmed for use at college dramatic classes. . . . ● Ralph Edwards presented a check for \$74,169.05 to National Foundation for Infantile Paralysis, the amount sent in by listeners, following Ralph's interview on his "T Or C" of Little Janice, a victim of the dreaded polio.

☆ ☆ ☆

TIN PAN ALLEY-OOPS:—Vincent Lopez, who was a top-notch band leader when most of the current crop of maestri were still learning the scale, has introduced more songhits to the public than any contemporary . . . it's Vincent's orchestra at the Taft Hotel, which tries out dance arrangements of new tunes for music publishers prior to being printed. . . . ● Did you know that Art Lund, Benny Goodman's new vocalist won the heavy-weight boxing championship in the Kentucky Golden Gloves tourney, while he was a student in college? . . . ● Just out of the Army, Clark Dennis who sang on the "Duffy's Tavern," returns to ABCycles. . . . ● Just returned from a tour of 38 countries, Jose Cortez and his "Band From Rio," have been re-booked into the Club Continental at Gotham's Hotel St. Moritz. . . . ● Pfc. Mel Richmond, wearer of the Purple Heart, has been honorably discharged after 3½ years of service. . . . ● That grand old man of music, Will Rossiter, publisher of "Some of These Days," celebrates his 56th year on Tin Pan Alley this week. . . . ● WMCA's cowboyodeller, Ray Smith, has been signed to wax for Mercury Records. . . . ● Global Music has a good bet in the Jack Wolf-Fud Livingston novelty ditty, "Without A Penny In My Pocket." . . . ● Have a chuckle:—Raymond Paige has come up with a songtitle, "I Promise to Love You Forever, So Please Stop Twisting My Arm." . . . ● Because each accuses the other of claiming full credit for having written "Till The End of Time" and "Full Moon and Empty Arms," Ted Mossman and Buddy Kaye have split up . . . wonder if they could spare a little credit for Chopin and Rachmaninoff, who REALLY composed those melodies, respectively.

N. M. Governor Files Charges Against KOB

Washington Bureau, RADIO DAILY

Washington — Charging "offensive and scandalous" broadcasts were directed at him, Governor John J. Dempsey of New Mexico on Friday called on the FCC to revoke the license of KOB, Albuquerque, and "investigate" T. M. Pepperday, owner of the station.

In a petition filed with the FCC, Governor Dempsey pointed his ire at broadcasts which allegedly contained "false, defamatory and scurrilous allegations" against Dempsey and other New Mexico officials.

The petition charged that Pepperday has "authorized, permitted and caused to be broadcast over radio station KOB a series of 15-minute weekly programs containing false, defamatory and scurrilous allegations against this petitioner and against certain other officials of the state government of New Mexico."

State Dept. Proposal May Reach The House


(Continued from Page 1)

of the fear on the part of House leadership that bringing it to the House floor at this time might result in irresponsible speeches further straining tense relations of the United States and Soviet Russia.

Democratic members of the rules committee are now reported fairly solid for permitting the bill out to the floor—with even Representative E. E. Cox of Georgia, its bitterest opponent expected to vote for the rule. In view of the easing up of international tension, Chairman Adolph Sabath indicated yesterday that his committee might move for a vote on the rule this week.

Insuline Corp. Names Morton

Adelbert R. Morton has been named chief engineer of the electronics division of Insuline Corporation of America. A graduate of MIT., Morton was formerly with the Navy Bureau of Engineering, Ansley Radio and Western Electric.



Ask any Central New England distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG.

WTAG
WORCESTER



Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
KXO
MUTUAL DON LEE EL CENTRO CALIFORNIA
SEE RAYMER

★ ★ ★ COAST - T O - COAST ★ ★ ★

— PENNSYLVANIA —

PITTSBURGH — "Tap Time," KDKA's half-hour musical program produced by Farris Feland and featuring Maurice Spitalny, Mary Martha Briney, Faye Parker, Bob Carter and the Kinder Sisters, began its ninth year on the airways March 19. Originating at KDKA, show is being carried over WJW, Cleveland; WWVA, Wheeling, W. Va., and the West Virginia network consisting of WCHS, Charleston; WHIS, Bluefield; WPAR, Parkersburg, and WBLK, Clarksburg, with WSAZ expected to join the network in December. . . . KDKA newsman Jack Swift, recently released from the Navy, has been selected as the newscaster to the "Sweetheart Soap" program aired Monday, Wednesdays and Fridays in the p.m. spot.

— MASSACHUSETTS —

BOSTON—WBZ has granted the U. S. Armed Forces, Western Pacific, for the use of "the Massachusetts Plan" for soldier education. WBZ, working in cooperation with the Massachusetts Department of Education, will furnish scripts for the series of twenty-six broadcasts in addition to granting two points of college credits, good in any Massachusetts educational institution, to all GI's who complete requirements of the broadcast course. . . . SPRINGFIELD—The FCC has notified WMAS, Inc., that it will hold a hearing in Washington June 10 on the application for increased power and a change of frequency. Hearing will be held jointly with the identical petition from WATR, Waterbury, Conn. WHYN, with stations in Holyoke and Northampton, has also been notified that a hearing will be held on May 13, for a change in frequency and increased power.

— IOWA —

DES MOINES—Gene Shumate, for the past 27 months, a Marine Corps representative of the shortwave division of the Armed Forces Radio Service, has returned to KMO to resume active duties as sports director. . . . Fran Hall, assistant to Mary Little, "Air Glaces" columnist for the Des Moines Register and Tribune, will leave KRNT March 31, to become the wife of Master Sergeant Roy McKissack, AAF meteorologist. Eleanor Robinson, will take over as Mary Little's assistant and will also double in brass via the traffic department, in a part-time understudy's role.

— NEW YORK —

NEW YORK—Yvette, blond thrush, who has made her way to fame via her suave Gallic song style, and Larry Douglas, night club and radio singer, appeared as special guests on WHN's "Gloom Dodg-

ers" program, March 25. . . . Edith Fellows, singer, will be booked into the "Gloom Dodgers" program Wednesday, March 27, for a guest appearance. . . . Ray Heatherston, bandleader and feature vocalist before entering the Marine Corps, returned to radio March 25, in the new WNEW airing "The Lady Comes to Breakfast," to be heard Monday through Saturday ayem.

— SOUTH CAROLINA —

COLUMBIA — WIS bookkeeper, Margaret Joyner, recently underwent a tonsilectomy operation at Columbia Hospital. . . . Clair Shadwell, WIS staff announcer, has accepted the role of Cecil in the Town Theater play, "Elizabeth the Queen." . . . Richard Hasbrook, upon his release from the Navy, will join the WIS sales force April 2. . . . SPARTANBURG—Hal Moore, musical director and organist, has rejoined the WSPA staff following three and a half years of service with the Army Combat Medics. . . . Jerry Mosteller, who left WSPA three years ago for Army Anti-aircraft and Special Services, has returned to his morning announcing shift.

— NEW YORK STATE —

ALBANY—William M. Whitney & Company, sponsors of "Shopping News" roundup aired over WOKO, has added "The Wishing Well," a new quarter-hour Monday through Friday presentation over WTRY featuring Mary Elizabeth Gaynor. . . . TROY—Professional basketball games between the Troy Celtics and teams of the American and National Leagues are now being sponsored over WTRY by Berk-Ray, Troy manufacturer of sportswear. Roy Shudt, formerly of the sports staff of the Troy Record is handling the play-by-play with Ed Walker assisting. . . . Frank Myers, narrator on the broadcast of Mass from St. Joseph's Church, presented Sundays over WABY, Albany and Troy, is serving as vice-chairman of public relations for the Red Cross in Rensselaer County and is conducting interviews via WTRY.

— MICHIGAN —

DETROIT—Anticipating increased demands on its engineering staff as a result of its entering FM broadcasting in the near future and to better correlate its activities in proof and performance surveys, WJR has added G. F. Leydorf, formerly with the Crosley Corporation, to its staff as directing head in charge of all engineering. Another WJR change in engineering occurred when Merrill R. Mitchell, department head of the transmitter staff resigned to devote all of his time to his boys camp located in Northern Michigan. Walter Workman, who served as a radio technician with the Armed Forces in Europe, has been named to succeed Mitchell at the transmitter. Andrew Friedenthal will continue as department head of studio control.

— NORTH CAROLINA —

CHARLOTTE—Wallace Wade, head football coach of Duke University, guested for the first interview since his return from service with WAYS sports director, J. B. Clark, a Duke alumnus. . . . Norman Young, WAYS program director, is now touring Western North Carolina making personal appearances with the Price Brothers Quartet, hillbilly group, whose program he announces. . . . George Flowers is now featured as news reporter

on the early morning WAYS summaries. In addition to his regular announcing duties, he has been placed in charge of studio production for the outlet. . . . Paul Absher, WAYS chief engineer, is back following a lengthy illness.

— OHIO —

CINCINNATI—Jack Strader, WCKY announcer, is in conference with relatives, in an attempt to get as many names as possible into the given name of his new daughter, born on income tax day. Mrs. Strader, the former Joan Ganne, and the baby are doing taxationally fine. . . . COLUMBUS—Harold P. Allen, after three years service in the Navy, has returned to the WBNS announcing staff.

— TEXAS —

FORT WORTH—"Music that Inspires" a quarter-hour program of devotional melodies is now being presented each Sunday a.m. over KGKO sponsored by the Laurel Land Memorial Park. . . . SAN ANTONIO—Edna Brewster, of the Radio House of Texas, has been sent to KCOR, where she will establish a KCOR radio workshop. Colleges and Universities in San Antonio will be invited to participate in a daily series of programs to be aired for Spanish, and English-speaking, listeners. . . . Ward Wilcox, former KTSA sales staffer has been released from the Marines and has joined the Conroy Advertising Agency.

TED BATES INCORPORATED Advertising

announce the removal of offices

to their new location

6432 SELMA AVENUE

CORNER OF WILCOX AVENUE

TELEPHONE HOLLYWOOD 2161

HOLLYWOOD 28, CALIFORNIA

H. AUSTIN PETERSON, Vice-Pres.

FRANK O'CONNOR

Producer, College of Musical Knowledge

HARRY SAZ

Associate Producer

An All-Time Favorite

I DON'T WANT TO SET THE WORLD ON FIRE

Published by CHERIO MUSIC PUBLISHERS, Inc.

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC. 580 Fifth Ave., New York 19, N.Y.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO.

727 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

a lot for less

If you are interested in the costs of advertising it will pay you to read further.

In the past year, we've swelled our coverage by adding 40 more stations—yet the overall cost of Mutual remains unchanged. This policy of "More for your Money on Mutual" is being continued.

There are power increases for present affiliates such as Minneapolis, Pittsburgh and Washington which have each been granted increases to 5,000 watts. There are many more new stations soon to be added—at minimum cost to the advertiser.

The important end result is that Mutual today is the *largest* network, with over one-third more stations than the next network. And it will remain, even with power improvements and planned station additions, the *lowest priced*. We think this has particular significance now when advertisers are facing the problem of keeping costs of distribution at a minimum

In fact, currently, Network X costs at least 24% more than Mutual; Network

Y costs at least 47% more than Mutual; Network Z costs at least 64% more.

Here are some typical bedrock-priced buys, which illustrate how much advertisers are getting for how little on Mutual:

¼ hour eve.-259 stations	\$4,663 weekly
½ hour day-266 stations	\$3,744 weekly
½ hour eve.-259 stations	\$6,691 weekly
5, ¼ hrs. day-266 stations	\$10,400 weekly

Net, 52-week basis

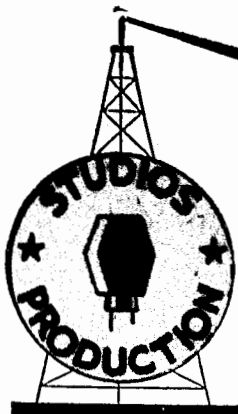
Time on Mutual is becoming a better investment all the time. So, too, are Mutual shows. Mutual is equipped to help with your choice of over a score of good programs, *tested on the air*.

These are some of the reasons why, compared with the previous year, Mutual sales increased 43% in the last 2 months of 1945 and 58% in the first 2 months of 1946.

At the Mutual network, values are up and costs are down, and so your advertising budget will buy a lot for less.

Mutual Broadcasting System

MORE FOR YOUR MONEY ON MUTUAL



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 59

NEW YORK, N. Y., WEDNESDAY, MARCH 27, 1946

TEN CENTS

Poll UNO Press On Video

Ascap's Annual Meet; New Fees For Writers

General annual meeting of Ascap was held yesterday afternoon at the Ritz-Carlton Hotel, with more than 500 publisher and writer members in attendance. Election results for new board members were announced as well as the fact that the Society during 1945 received total gross revenue via license fees of \$8,881,000. Operating expenses brought the net amount for dividends to \$7,244,000. Of the 29,489 licensees of Ascap 965 were radio stations and networks

(Continued on Page 6)

WOR Using Nielsen System For Radio Usage Survey

WOR, New York, announced yesterday that it has become the first major station in the Eastern section of the United States, and the second in the country, to subscribe to the services of the Nielsen Radio Index. The Nielsen system, which supplied WOR with comparative "radio usage" figures of all other New York stations, has been provided since last Fall, and covered the months of Oc-

(Continued on Page 2)

Trammell Comments On The Role Of Radio

Dallas—Niles Trammell, president of NBC, stopping off in Dallas en route to the network's regional post-war clinic at Fort Worth, declared that the American radio listener is pleased with what he hears on the airwaves.

According to Trammell, the results

(Continued on Page 6)

Clean Sweep

John Cholewinski, ex-Army captain, who broke into New York papers when he took a job as street cleaner, breaks into radio tonight on WNEW's "Reunion In New York" (9:15 to 9:30 p.m.). Cholewinski will be interviewed with three other vets of the Pacific area campaign on the program which is part of the station's "Operations Homecoming" series.

Tribute

Production of a two-volume record album of excerpts from the speeches of the late Franklin Delano Roosevelt was announced yesterday by Dr. James Rowland Angell, NBC Public Service Counselor. The NBC albums are timed for release on April 12—the first anniversary of the late President's death. The album is titled "Rendezvous With Destiny."

House-Sen. Conferees Agree On Petrillo Bill

Washington Bureau, RADIO DAILY
Washington—Senate and House conferees yesterday agreed to the House version of the anti-Petrillo bill. The House version provides jail penalties and fines for "coercive practices" applied to broadcasters to force them to hire more employees than they wish to engage, or to keep from the air non-commercial programs.

The bill now will go to the House,

(Continued on Page 4)

BMB List Now 673 Stations As April 1 Deadline Nears

With the approach of the April 1 deadline for subscription to the service of the Broadcast Measurement Bureau, a total of 673 stations are now listed among the membership, it was announced yesterday. BMB is currently completing its first U. S. Area Audience Report, which will be dis-

(Continued on Page 2)

Ask CPA To Clarify Order Aimed To Halt Construction

Washington Bureau, RADIO DAILY
Washington—The Government's flat stop order on all new commercial construction may halt radio station building in its tracks, an industry-FCC survey indicated yesterday. Although the all-inclusive CPA order covers all new "non-essential" construction, it may mean that development of FM particularly, will be slowed for many months.

A press conference with National

Survey Reveals Working Newspapermen Find Present Black-And-White Television Acceptable

Miller Restates Views Opposing FCC Report

Chicago—Expressing the view that the FCC programming report abridged the first amendment to the Constitution—guaranteeing freedom of speech—inasmuch as it gives the Commission the power of censorship over programs, Judge Justin Miller told NAB 9th District meeting at the Palmer House that if it was an abridgment the FCC action was unconstitutional.

Pointing out that the NAB is neu-

(Continued on Page 7)

Levin, PM Radio Editor, Resumes Promotion Post

As a result of an extended promotion plan for PM, planned by recently returned editor Ralph Ingersol, Edwin Levin, promotion manager of the newspaper, who has been acting

(Continued on Page 2)

CBS Annual Statement Shows Gain For 1945

Annual statement of the Columbia Broadcasting System for the fiscal year ending December 29, 1945, reveals that the gross income of the

(Continued on Page 2)

Taking the black-and-white versus color television controversy to an impartial jury of working newspapermen covering the UNO Security Council session at Hunter College in New York, RADIO DAILY yesterday conducted a poll to get a cross section press expression on the subject of video. Al-

(Continued on Page 6)

Mfg. Assn. Asks OPA To 'Liberalize Pricing'

The Radio Manufacturers Assn. yesterday called on OPA Chief Paul A. Porter to "liberalize pricing" so that full radio production could get under way. Led by A. S. Wells, chairman, the special RMA committee met with Porter to explain the industry's side of the set production picture, and presented to Porter a four-point

(Continued on Page 7)

"Holiday For Music" Debuts On CBS April 3

West Coast Bureau, RADIO DAILY
Hollywood—David Rose, American conductor and composer, and singer Curt Massey, introduce a new show "Holiday for Music" to the air next Wednesday, April 3 over CBS at 10:30

(Continued on Page 2)

Blackie Sockers

Members of the cast of the "Boston Blackie" program, heard every Tuesday at 7:30 p.m. on WJZ, have organized a baseball team, and have chosen as their captain Richard Kollmar, who portrays the title role in the show. The team has sent formal challenges to the casts of other programs to play them at the baseball diamond up in Central Park.



Vol. 34, No. 59 Wed., Mar. 27, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserzau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Tues., March 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	191 3/8	191	191	+ 1/2
CBS A	43 3/4	43 1/4	43 1/2	...
CBS B	42 1/2	42 1/2	42 1/2	...
Crosley Corp.	37 1/4	37 1/4	37 1/4	+ 3/4
Farnsworth T. & R.	16 3/8	15 7/8	16 1/8	+ 1/2
Gen. Electric	48	47 1/2	47 1/2	- 3/8
Philco	39 1/4	39	39	+ 1/2
RCA Common	17	16 1/2	16 5/8	+ 1/4
RCA First Pfd.	95	94 1/2	93 1/2	- 1/2
Stewart-Warner	22 1/2	22	22	- 1/8
Westinghouse	35	34 1/2	34 1/2	- 3/4
Zenith Radio	37	36 3/4	36 3/4	...

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22 1/2	22	+ 3/4
Nat. Union Radio	12	11 1/2	- 1/2

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	123 3/4	14
Stromberg-Carlson	23 1/2	25
WCAO (Baltimore)	34 1/2	...
WJR (Detroit)	36	38

WOR Using Nielsen System For Radio Usage Survey

(Continued from Page 1)

tober and November of 1945. Survey included 78 counties in New York, New Jersey, Pennsylvania and Connecticut.

First station to make use of the Nielsen system, which is based on a mechanical device called an "audimeter" and records radio usage 24 hours per day, was WLW, Cincinnati.

According to WOR officials, the Nielsen survey for this period covered an area of 5,128,468 homes and installed 322 audimeters in one out of every 16,000 homes in the 78 counties measured.

LEN STERLING
LA 4-1200

CBS Annual Statement Shows Gain For 1945

(Continued from Page 1)

network was \$86,257,385 as compared to \$84,905,830 for 1944. The net income for 1945 was \$5,345,641 against \$4,678,361 for 1944, an increase of \$667,280. It is pointed out, however, that \$1,037,014 of the 1945 earnings are attributable to the profit from the sale of WBT and that the 1945 income from operations was \$369,734 less than the comparable figure for 1944.

Statistically the report reveals that during 1945 CBS broadcasts filled a total of 8,634 hours during which 24,074 programs were presented. From December 7, 1941, through September 2, 1945, the network presented 58,603 programs devoted to the war and related problems, accounting for 10,586 hours.

The report forecasts that television and FM will exert important influence on the operations of the network during the next few years. Emphasis is placed on CBS' campaign for ultra high frequency color television as compared to black-and-white.

"Holiday For Music" Debuts On CBS April 3

(Continued from Page 1)

p.m., EST for Nash-Kelvinator. Rose will lead his own 45-piece orchestra on the new series.

Listeners will have an opportunity to designate the tunes they wish to hear on the program, with Rose and Massey extending invitations to write in and ask for special numbers for presentation on the air.

Levin, PM Radio Editor, Resumes Promotion Post

(Continued from Page 1)

as radio editor the past year, returns to his regular post.

Understood that PM's managing editor, John P. Lewis, will assign a member of the staff to handle the radio department.

'Off-the-Air' TYPEWRITTEN TRANSCRIPTS

RADIO COPY

12-hour Delivery in N. Y. Round-the-Clock Service ALSO

Electrical Transcriptions converted to typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL 9-7779

BMB List Now 673 Stations As April 1 Deadline Nears

(Continued from Page 1)

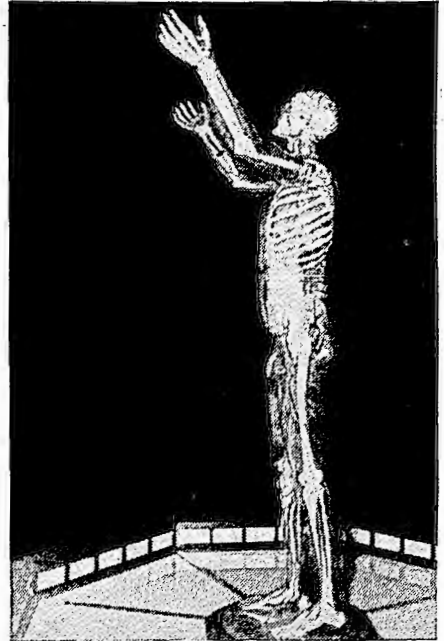
tributed to advertisers and agencies in the near future.

The latest subscribers include WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WMFG, Hibbing, Minn., and WHLB, Virginia, Minn., all owned by Walter C. Bridges. Their subscriptions were signed by H. E. Westmoreland. Also KWLM, Willmar, Minn., signed by H. W. Linder; WAGM, Presque Isle, Me., H. D. Glidden; WGAC, Augusta, Ga., J. B. Fuqua; WBCM, Bay City, Mich., H. A. Giesel; KTKC, Visalia, Calif., Charles P. Scott; KLRA, Little Rock, Ark., Roy Judge and WMBI, Chicago, Ill., H. E. Stockburger.

Dennis King To Star On ABC Premiere Sunday

Dennis King, who is playing in the current Broadway show "He Who Gets Slapped," will star in the premiere of the new ABC public service series, "Warriors Of Peace" next Sunday, March 31, from 2 to 2:30 p.m., EST.

The first program, subtitled "Wings Over Weather," will dramatize actual experiences of men who earned Presidential combat citations for their battle against weather, and how they "abolished" weather over the Himalayan Hump and how their efforts have made push-button flying possible today.



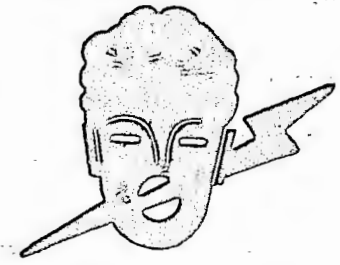
Transparent man

That's a life-sized male figure whose bony structure and internal organs are seen through a "skin" of cello. It's been in the New York Museum of Science and Industry in Rockefeller Center.

We picked the picture for two reasons. One, it's a reader-stopper. Two, we've always been suckers for this "bring it out in the open" where our own station is concerned.

And for some time now we've laid it out on the line for everyone to see that W-I-T-H, the successful independent station, delivers more listeners-per-dollar-spent than any other station in Baltimore, the country's sixth largest city.

Clear enough?



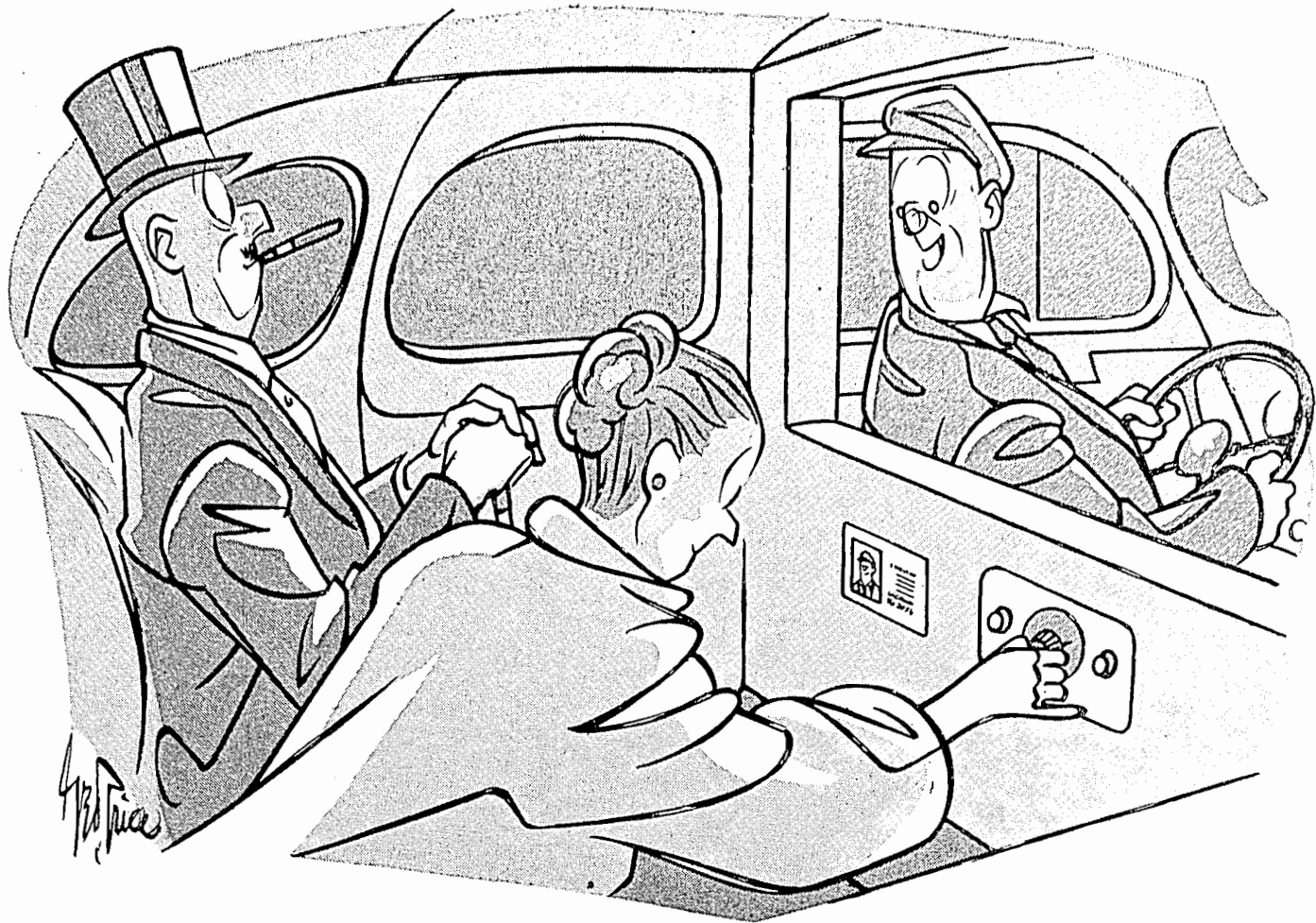
W-I-T-H IN BALTIMORE

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.



"If I was in your shoes and wanted a good time in the evening at low cost, I'd . . .

Listen to ABC!"

A GOOD MANY leading advertisers are listening to the facts about ABC's evening programs with their ears wide open—because they have discovered that ABC offers a greater value today than any other major network. Compare rates! You'll find that one network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more.

All this despite the fact that ABC's fast-growing line-up of top-flight evening shows is getting more and more families to listen and *keep* listening to ABC for their news and entertainment. *The Boston Symphony, Walter Winchell, Paul Whiteman, Lone Ranger, The Theatre Guild on the Air, the Quiz Kids, the Alan Young Show, Famous Jury Trials, Gangbusters*—those are but a few of the shows that are helping to build a bigger evening audience for ABC.

Today ABC has a potential evening audience of Twenty-Two Mil-

lion families from coast to coast—and this figure is climbing steadily as station facilities continue to be expanded and improved. ABC's 198 stations blanket practically every major market in the U. S.—an area which accounts for a lion's share of the nation's business.

It's because they can reach a rich, nationwide audience at lower cost and during good time periods that so many leading advertisers are deciding that ABC is their best buy in radio today. They know, too, that a good ABC time period bought now can mean a mighty valuable franchise for years to come. If you are looking for good radio time, have an ABC representative tell you the whole story soon.

7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**, located in practically every major market in the U.S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present *all* sides of vital issues.
6. **198 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 198 RADIO STATIONS SERVING AMERICA

Ask CPA Clarification On Radio Construction

(Continued from Page 1)
struction of new radio stations, as well as other "non-essential" building.

Possible "Outs"

Two possible "outs" for radio were noted by officials:

(1) Special consideration may be given to construction of FM stations, since it is a new and important development.

(2) Equipment may be installed in already existing buildings or studios—provided, of course, any such facilities can be found.

All such statements, however, will still be guesses until the CPA defines the order in more detail. As the order now stands it appears clear that new construction of radio stations will be stopped cold.

Denny To Intercede

Acting FCC Chairman Charles R. Denny said he would ask CPA for clarification of the order as far as it affects radio buildings.

The order does not apply to construction, repair or alterations on radio stations on which the cost does not exceed \$1,000, but this is viewed as virtually meaningless for any construction program.

Completion of construction already begun on radio stations is permitted, provided "any of the materials which are to be an integral part on the structure have been incorporated in it on the site" before yesterday and if work is being carried on at the present.

To enforce its new order, CPA is setting up a regional construction office in each of the 71 cities where FHA has offices.

Small said advisory committees will work with each of these CPA offices. These committees, made up of local prominent citizens, will "screen each project in the light of peculiarities of the local situation."

Since many FM stations were expected to be completed by Summer or earlier, the CPA order would stop this construction in its tracks. In addition to FM, however, AM and television may take a beating under the order. Although considerably fewer television stations are due to be constructed than FM and AM, video's development might be slowed.



Manhattan Memoranda. . . !

● ● ● N. Y. Post and Herald-Trib reported adding radio col'ns shortly. . . Is Milton Biow lining up Berle for a Schick show? He's been having almost a daily pow-wow with the comic at the Carnival. And this new package with Ray Bloch, Monica Lewis and Larry Douglas. Is that for a "Holiday" replacement? While we're in an asking mood, what spot has he in mind for those four announcers he auditioned the other day? . . . Milwaukee Journal's radio poll was Bing Crosby all over, with Der Bingle copping practically every dep't except the femme trio section. Hope, surprisingly enuf, landed up in 3d position plus an editorial slap-on-the-wrist for having 'slipped'. . . Danny Kaye show could use a little Goody Assistance. . . The Mayors of Miami and Miami Beach will turn songpluggers in exploiting Irving Fields' new tune, "My Am I Happy In Miami," which they've adopted as their theme song. . . Mary D. Chase (Sardi Bldg.) looking for production ass't for her radio and television activities. . . Al Sack with a 34-piece ork set for new Tony Martin Bourjois stanza, which will prob'ly include Georgia Gibbs as well. . . Look mag had a three-page layout all set for Marlin Hurt, whose untimely death saddened Radio Row last week.



● ● ● Raymond Paige had a great idea in that Swing vs. The Classics gimmick on the RCA-Victor stanza, but it appears that he made a slight error in casting sponsors. In fact, we might even go far as to say he couldn't have made a poorer choice in bankrollers. Not that it isn't a highly reputable firm and all that—but it all adds up to one thing. RCA-Victor are in the record-selling biz and they sell popular as well as longhair stuff. So it hardly behooves them to put on a program and then hire two guys to rap the daylights out of their respective products, which Deems Taylor and Kenny Delmar are certainly doing their best to do. Speaking of miscasting, Deems can also take a bow on this. As pres. of ASCAP, he should hardly put himself in the position of being anti-popular music. However, with these slight corrections, we still think the idea itself is solid.



● ● ● Henry Youngman says the Income Tax dep't went easy on him this year. They let him keep his mother. . . Chrysler looking for a new show? . . . Lot of sponsor interest in Charlotte Greenwood show which did an outstanding job as a Bob Hope replacement and ran for 65 very healthy weeks for Hall Bros. . . Colwell-Green looking for writers for Fu Manchu. . . Radio Row publicists still gabbing about Al Wilde's sensational stunt in landing his client, Robert Merrill, on the front page of the Daily News the other ayem. Duly impressed, the Roxy immediately offered Merrill four weeks at \$7,500 per. Not bad for a guy who rated only \$175 on his last date there. . . The Smoothies, off the air too long for our dough, readying a new show with Eugenie Baird for ABC. . . Pick 'n Pat are a better than even money choice for a summer replacement spot. They'll be on Nat'l Barn Dance April 6th and Chesterfield on the 26th. . . Joy Hodges' "Honeymoon in N. Y." has a terrific rating for a 9 ayem spot. . . Joan Edwards goes into the Waldorf for a repeat date Friday nite. . . Tom Beck out of the army and back in local scene. . . Recommended listening: Jean Sablon on "Hall of Fame" this Sunday. . . Double billing on theater marquee: "Sweater Girl" and "Twice Blessed."



● ● ● Carr & Stark, Inc., offered an effective answer to FCCeething over lack of public service programs in their new ainer, "Youthville, U. S. A.", which they auditioned over WABC last week. Show has more public service value, in awakening parents to their responsibilities in the current so-called juvenile delinquency wave, than any we've heard in many a season.

House-Sen. Conferees Agree On Petrillo Bill

(Continued from Page 1)

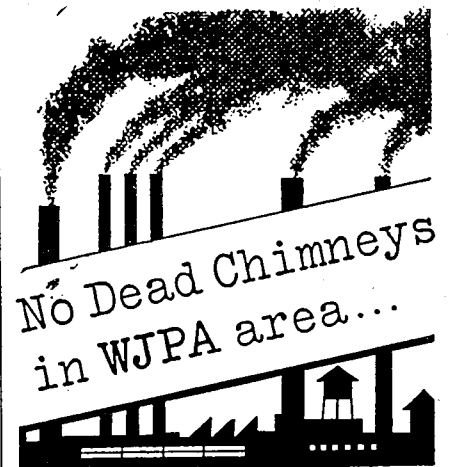
which passed it by a large margin last month, after which it will be submitted to the Senate, which has never voted on a similar measure even remotely resembling the present bill. A spirited fight on the floor of the Senate is considered a certainty.

CBS Shortwave In 10 Tongues

CBS shortwave transmitters are beaming news of the UNO Security Council meetings in New York in 10 languages to listeners in Europe, North Africa, the Near East, Mediterranean, and Latin America. News summaries, commentaries, important speeches and special features are shortwaved in English, French, Italian, German, Dutch, Polish, Czech, Serbo-Croatian, Spanish and Portuguese in a daily schedule extending from 5:45 a.m. to 1:00 a.m.

Stamford Elects Vice-President

Stamford, Conn. — The Stamford Electric Products Co. has elected Jack R. Siegel of White Plains, N. Y., as vice-president in charge of sales and advertising. Siegel, until April of last year, was west coast manager of Philharmonic Radio Corporation of New York, which recently withdrew from the home receiver field.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Hershey McGillers, Los Angeles, San Francisco, New York.

JOHN LAUX
Managing Director

WSTV - Steubenville, O.
WFG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



1906 1946

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies

15 East 52nd St.

25TH
YEAR
Exclusively
OVER

WNAC
AND
THE YANKEE NETWORK



Jim Britt,
Yankee's Ace
Sportscaster

PLAY
by **PLAY**

National and American League BASEBALL

BOSTON BRAVES

BOSTON RED SOX

Co-sponsored by

The Atlantic Refining Co.

The Narragansett Brewing Co.

8th Consecutive Year Sponsoring
Play-by-play Baseball and Football

8th Consecutive Year Sponsoring the News
2nd Year Play-by-play Baseball

Another Yankee Partnership for 1946

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

Black And White Tele Okay, Say Newsmen

(Continued from Page 1)

though believing that the ultimate future of television lies in color, the general public will readily accept present-day black-and-white video as soon as receivers are put on the market at a reasonable cost, 80 per cent of the newsmen opined.

Approximately 700 newspapermen from all sections of the country are covering the UNO meetings, and an overwhelming majority of those polled showed marked interest in tele. Many who had been overseas during the war observed television for the first time in five years on the receivers set up by RCA in a room adjoining the Council Chamber, and without exception, they praised the "tremendous improvement" in image quality made since Pearl Harbor.

An interesting sidelight is the fact that the staunchest advocates of monochrome to the exclusion of color were, in the main, editorial cartoonists whose work is done in black-and-white. Plugging color the strongest, as a group, were cameramen, most of whom have done some work in polychrome photography. The majority of reporters and columnists, however, desire black-and-white now, with color to replace it eventually.

While most of the newsmen approached had formed definite opinions on the subject, many of them said that they had not yet seen color tele.

The question put to the fourth estaters was, "Do you think television in its present black-and-white form is acceptable, or should it wait for color?"

George C. Hull, of the Providence Journal-Bulletin, in expressing his preference for monochrome, said that "black-and-white is always going to remain a very valid medium, particularly in dramatic presentations." Stating that color is best adaptable for lavish backgrounds, such as those in musical productions, "in black-and-white the emphasis is on the action," he said.

Questioned in the tele-equipped "overflow" room, Alicia Ruhl, of the Medford Mail-Tribune, said she thought black-and-white "very acceptable." "I wouldn't wait a minute," she added emphatically.

The cost of tele receivers received great consideration from most of those questioned. "If I could get a set for one-and-half weeks' pay,

Send Birthday Greetings To

March 27

George Fields Ferde Grofe
John H. Henninger Fred Keating
Grace Faillace

Ascap Fees \$8,881,000 In '45; More Money To Some Writers

(Continued from Page 1)

which paid a total in fees of \$5,683,000. Society's annual dinner was held in the main ballroom of the hotel in the evening. With 83 new writers and 24 new publisher members, Ascap now has a total of 1,755 writers and 257 publishers.

Afternoon meeting was opened by Deems Taylor, president, by introducing Irving Caesar, assistant treasurer, who reported on the income for the year 1945. At the end of Caesar's report, Saul Bornstein, chairman of the executive committee, informed the members of the Society's status with regard to various licensing functions and business matters. The highlight of the meeting, however, was the announcement by Taylor that the Writers Classification Committee had put into effect the formula whereby all classes of membership, with the exception of Class 4 and the permanent classes, would receive payment on a percentage basis. The next quarterly checks will be based on this fluctuating formula. This news was received with great enthusiasm by the members of the Society.

Taylor also advised the membership of the results of the annual elections of the board of directors, as follows:

For the writers in the popular field: for a three-year term—Oscar Hammerstein, II, was re-elected by

a vote of 85,298; Fred Alvert was re-elected by a vote of 84,132; A. Walter Kramer was re-elected by 71,549; Paul Cunningham was elected by a vote of 60,615, replacing Irving Caesar, and Richard Rodgers was re-elected for a one-year term by a vote of 68,787.

For the publishers in the popular field: for a three-year term—Herman Starr was re-elected by a vote of 6,023; Louis Bernstein by 4,940; Saul Bornstein by 4,561. For a two-year term—Max Dreyfus by 5,886, and for a one-year term—Lester Santly by 6,181. In the Standard field: Gustave Schirmer was re-elected for a three-year term by a vote of 5,729.

The Society's annual dinner held in the evening had, among its guests: Robert D. Swezey, vice-president of Mutual, and Phillips Carlin, vice-president of Mutual programs; Frank Stanton, president of Columbia, and Frank K. White, vice-president of CBS; Harold Spivacke, chief of the music division of the Library of Congress; Congressman Frederick Hartley; Hon. Sam B. Warner, Register of Copyrights of the Library of Congress; Walter G. Douglas, chairman of the board of the Music Publishers' Protective Association; Harry Fox, general manager of MPPA; Bob Miller, president of Music Publishers' Contact Employees of Greater New York, and others.

Grauer Named Narrator Of State Dept. Series

Ben Grauer, has been named official narrator for the Department of State's Office of International Information and Cultural Affairs, the organization into which have been combined the O. W. I. and the O. I. A. A. Grauer will narrate a series of films which project the American scene as it is today, for world-wide distribution to English speaking peoples.

Surles Gets New Post

Larry Surles, sales account executive of ABC's co-operative program department for the past year, has been appointed sales manager of the department, according to an announcement yesterday by Barney Cragston, director of the co-op department.

which is what my budget will allow, I'd take it right away," said Mike James, of the AP. He added that while tele seems "technically perfect" it will have to improve greatly from the production standpoint.

"I would like to see color, but I want a television set as soon as I can get one," is the opinion of Marcia Mardo, of the U. S. staff of Tass, who added that she "wouldn't mind" waiting until color "is perfected."

Hamilton Morgan, Denver Post staffer who was just discharged from the Army, said, "While color is good,

WOR Starts Tele Series From WRGB On April 5

WOR will present a new series of television programs in cooperation with WRGB, Schenectady, beginning April 5, under the supervision of Norman S. Livingston, program director, it was announced yesterday. In the new series, WOR, which has produced over 100 video programs over WRGB and WABD, will create new shows, adapt WOR radio programs to the medium, and experiment with production techniques.

Engagement Announced

The engagement of Miss Catherine M. O'Neill, personal secretary to Irving E. Rogers, general manager of WLAW, Lawrence, Mass., to John P. Kenney, local clothier, was announced Friday.

I don't think the public will wait for it. I think the public would be amazed if color were to come out without black-and white as a preliminary."

Consensus of all the supporters of color was the answer given by George Torrie, of the New York Daily News, who said "I've waited this long without television, and so I'll wait for color of it's in the offing in the not too distant future. Television will have to go to color eventually, for all trends are running in that direction. I'd wait."

Trammell Comments On The Role Of Radio

(Continued from Page 1)

of the recent survey conducted by the University of Denver and released last week is definite proof of a pleased radio audience. "The results of the survey showed that 81 per cent of the listeners liked the radio programs, while only 12 per cent were dissatisfied and 7 per cent expressed no opinion," Trammell said.

On the subject of commercials, the NBC head said that they were getting shorter and better. "The sponsor is allowed only three minutes for commercials on a 30-minute show, 10 per cent of the time to sell his product," Trammell declared. "He always takes less."

Makes Television Prediction

He predicted that Dallas would have television in 1948. "The coaxial cable is now under construction from coast-to-coast through Dallas and networks should be operating in this part of the country by that time" he stated. He told of the FCC approval of a grant of a license for a station in Washington and that the New York-Washington network should be in operation by the end of the year. He stated that television sets and transmitters would probably be released to the market by the fall of 1946 and at a much cheaper price than the first sets. Large television sets would sell for around \$500 and the smaller ones for about \$150. He concluded his remarks with a brief word on FM, stating that it would be inexpensive, with sets running as low as \$50.

Stations WFAA, Dallas and KGKO, Fort Worth were joint hosts at a luncheon honoring President Trammell; Easton Woolley, director of the stations department; Charles P. Hammond, director, advertising and promotion; Clarence Menser, vice-president in charge of programs; Sheldon Hickox, Jr., manager of stations relations; Noran Kersta, manager of television, and Robert Shelby, director of the technical developments of television.

An All-Time Favorite

THERE'LL BE SOME CHANGES MADE

Published by EDWARD B. MARKS MUSIC CORP.

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC. 580 Fifth Ave., New York 19, N.Y.

Mfg. Assn. Asks OPA To 'Liberalize Pricing'

(Continued from Page 1)
program through which OPA can "start full radio production." These points were:

(1) Arrange immediate price relief for component parts manufacturers of speakers, transformers, tubes, coils, condensers and wood cabinets.

(2) Correct the increase factor for producers of raw materials and partly fabricated parts.

(3) Adjust prices on present completed sets by applying a correction factor to establish prices, and provide an adjusted increase factor for future pricing.

(4) Establish necessary factors to meet legal wage increases, past or future, among raw material suppliers, component parts manufacturers and set manufacturers.

RMA's gloomy picture of prospects for 1946, appeared at variance with set production figures already submitted to the FCC by manufacturers. Returns so far indicate that manufacturers expect to break all production records this year. Porter, former chairman of the FCC, was expected to question the committee closely on this aspect.

The committee stated as the objective of its report: "to liberalize pricing, starting with raw material supplies, not that the radio manufacturers can make a profit, but to start production.

"OPA has already stated that it will remove price controls when an industry is competitive.

"The radio industry cannot get competitive until it can get into production; therefore, OPA must liberalize prices to the point where material and supplies can be obtained."

WCAU News Show Sponsored

Philadelphia—WCAU announces the sale of a series of news broadcasts devoted entirely to local and regional happenings titled "Headlines At Home With Al Taylor." The programs are being sponsored by the Wool Novelty Co. of New York in the interest of Woolfoam.

Miller Restates Views Opposing FCC Report

(Continued from Page 1)

tral on the Lea bill, Judge Miller said he has high hopes of working out a constructive basis for a solution of the music problem. He told of his recent meeting with James C. Petrillo, AFM head, and said that he had found Petrillo in a receptive mood. The forthcoming meeting in New York on April 7 between the AFM music committee and the special industry music committee grew out of his original meeting with Petrillo, Judge Miller said.

Public relations, both internal and external, is the most important problem facing the NAB, the association president declared, because it is something that goes hand in hand with governmental relations. Broadcasters, he added, are on common ground and should present a united front in meeting their problems.

Membership Report

NAB membership is the highest in the organization's history, Judge Miller pointed out, with active members listed as 648 AM, 43 FM, two television and two networks. In addition, under associate memberships there are: construction permit AM, 14, and miscellaneous, 175, making a total membership of 920.

Reminding the members that the expiration date of their ASCAP contracts—Dec. 31, 1949—was drawing near and that it behooves them to begin thinking about what their position is going to be when they begin negotiations with ASCAP for a new contract, C. E. Arney, Jr., NAB secretary-treasurer, opened a discussion of what he called the industry's "unsolved music problem" at the second morning session of the two-day district meeting.

Arney urged greater use of BMI music by broadcasters and an appraisal of their music setup by those now on a blanket basis.

Sydney M. Kaye, general manager of BMI, declared that ASCAP has the right to go to broadcasters on Dec. 31, 1948, and ask for an increase in the percentage rate for the next nine years. The stations have three courses open to them in that event. They can reject ASCAP music, they can accept the demand, or they can negotiate. If negotiations fail, the dispute can be arbitrated, Kaye said, but they will be bound by the arbiter's decision and if they are on a blanket basis at the time it will mean that they will be forced to remain on that basis for a nine-year period, or for the duration of the new contract. Kaye suggested that broadcasters make as great a use of the BMI catalogue and of public domain music as possible.

Sponsoring Swing

Los Angeles—Starting April 1, the Kelley Kar Company is buying both the 4:15 p.m. and 10:30 p.m. broadcast on Station KECA for sponsorship of Raymond Gram Swing. The Kelley Kar Company is also buying the live broadcast of 4:15 to 4:30 and they sponsor the re-broadcast. The Tullis Company is the agency.

KOMA

gratefully acknowledges the recognition it has been given in receiving the . . .

GEORGE FOSTER

PEABODY

RADIO AWARD

For Outstanding Public Service by a Local Radio Station During 1945

OUR deep pride in being chosen for this significant honor is matched only by the glow of satisfaction which comes from knowing that our award-winning series of "SAVE-A-LIFE" programs served the public interest so well in 1945. On behalf of the entire staff at KOMA, we sincerely thank the Awards Committee for this recognition. We shall endeavor to merit this coveted citation by redoubling our efforts to serve even better the listening public.

KENYON BROWN, *General Manager*

KOMA OKLAHOMA CITY'S CBS STATION

National Representative: FREE & PETERS, Inc.

BALTIMORE'S Listening Habits

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Rooder, General Manager

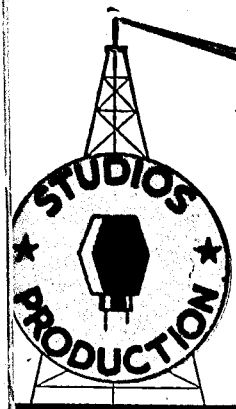
FREE & PETERS, Inc., Exclusive National Representatives

Over the top!



in radio time selling means exceeding quotas. Weed's policy of continuous selling wins the blue ribbon for outstanding performance when it comes to delivering signed contracts. You can rely on Weed and Company's time-wise representatives to render consistently topnotch service:

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 61

NEW YORK, N. Y., FRIDAY, MARCH 29, 1946

TEN CENTS

FCC Rules On Liquor Ads

700,000 Sets Shipped In Feb., Says Capital

Washington Bureau, RADIO DAILY

Washington—The CPA reported yesterday that approximately 700,000 radio sets were shipped during February, an increase of 27 per cent over January shipments. February shipments, CPA said, represent approximately 65 per cent of the pre-war monthly rate of 1,100,000 sets. Revised figures for January brought the figure for that month up to 550,000.

Production, CPA said, is "being re-

(Continued on Page 2)

WLIB Petitions FCC For Power Increase

WLIB, owned by the New York Post, has applied to the FCC for full time operation and an increase in power, it was announced yesterday. A three-way fight is expected on the application between WLIB, WOWO, Fort Wayne, and WIRE, Indianapolis. With an increase in power to 10 kw., WLIB would interfere with the Westinghouse station, WOWO. WIRE is seeking WOWO's facilities.

MGM Reviewing Tele Plan As L. A. Hearing Nears

Commercial television plans for MGM in Los Angeles and New York may crystalize within the next week or two as the FCC hearings for the six video channels in LA get under way early in April.

MGM officials are reported set to review the company's video plans some time next week in Los Angeles

(Continued on Page 3)

Benefit Auction

Hollywood—Back from a seven-week tour with Tom Breneman's "Breakfast in Hollywood" show, radio producer John Masterson has completed arrangements with Braille Institute to auction off for benefit of blind 70,000 hats entered in "National Hat Hunt" sponsored jointly by Breneman and Hedda Hopper. Masterson originated the idea for the hat contest.

Up-To-The-Minute

Listeners to KFVB, Warner Bros. station in Southern California, are getting on-the-spot news coverage of the United Nations meeting in New York City via direct wire installed at the Hunter College site.

Educators To Meet With CBS Officials

Problems of educational broadcasting with special emphasis on its benefits and effects will be discussed by a board of the country's leading educators at the annual meeting of the National Board of Consultants of the CBS' American School of the Air in New York on April 4.

The meeting will be conducted by Dr. Lyman Bryson, CBS director of education and Leon Levine, assistant director, in the offices of Robert Hudson, recently named associate director of education for CBS. Chairman of the board is Dr. William C. Bagley, professor emeritus of Teach-

(Continued on Page 5)

Van Nostrand Joins MBS In Sales Department

Roland Van Nostrand, formerly chief time buyer for Benton & Bowles, has joined the sales staff of the Mutual Broadcasting System effective April 1, it was announced yesterday

(Continued on Page 4)

Tele Broadcasters Await CPA Edict Clarification

Television broadcasters yesterday were mulling over the Civilian Production Administration's sudden freeze on construction throughout the country, as many questions went unanswered following the press conference Tuesday in which John Small, CPA director, made it clear that radio was definitely included in the over-all-construction ban.

Industry officials in New York were still not certain what the order would

Denies Plea Of Prohibition Organization To Withhold Renewal Of KRLD, But Admits Advertising Is Propaganda

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday termed advertising a "species of propaganda" in a decision which is expected to have industry-wide ramifications.

While denying the petition of a prohibition organization which called for denial of license renewal to KRLD, Dallas, because of liquor advertising, the FCC indicated that it would give the subject serious consideration. The National Temperance and Prohibition Council, of Wash-

(Continued on Page 5)

Ask Truman To Name Broadcaster To FCC

In line with the resolution adopted last week by the 8th District NAB members at their meeting in Grand Rapids, Mich., urging the appointment to fill the FCC vacancy of a man trained in radio, the following telegram was sent to President Truman by Judge Justin Miller during the 9th District meeting at the Palmer House in Chicago this week:

"Present vacancy on the Federal

(Continued on Page 6)

Tele-Newsreel Status At UNO Involves Unions

The jurisdictional dispute between two AFL unions, IATSE and the International Brotherhood of Electrical Workers regarding television coverage of the current United Nations

(Continued on Page 6)

FM Situation Reviewed At Chicago NBC Meeting

Chicago—If the Petrillo edict against the duplication of standard broadcast programs on FM stands it would make necessary the setting up

(Continued on Page 6)

ABC Takes Tele Films To Philly For Showing

Philadelphia—First television films of the UNO Security Council opening this week at Hunter College in New York City were shown to the press at the Germantown Cricket Club here Wednesday night on WPTZ, the Philco video station, under the supervision of Paul Mowrey, manager of ABC's television department.

The ABC film, a 13-minute-running

(Continued on Page 2)

Re-Align NBC Spot Sales; McConnell, Roux Upped

James V. McConnell, who has been manager of national spot sales for NBC, has been named director of the department, and William C. Roux,

(Continued on Page 7)

Did Gromyko Vote?

Three popular melodies, "Star Dust," "Night and Day" and "Smoke Gets in Your Eyes," were chosen as their favorite American tunes in a poll of the UNO delegates now in New York by Nat Brandwynne, band maestro, who will play them as a solo piano medley on his CBS program next Tuesday. The Czech delegate was strong for "Beer Barrel Polka."

(Continued on Page 7)



Vol. 34, No. 61 Fri., Mar. 29, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Thurs., March 28)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

700,000 Sets Shipped In Feb., Says CPA

(Continued from Page 1)

tarded by inability to obtain balanced supply of components such as speakers, volume controls and transformers, as well as a shortage of wood cabinets especially for console models."

KSJB Jamestown North Dakota. Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS

Coming and Going

FRANK E. MULLEN, vice-president and general manager of NBC; CLAY MORGAN, assistant to the president; DWIGHT HERRICK, manager of the public service department; HORTON HEATH, director of the information department, and IRENE KUHN, assistant to Heath, are leaving for Washington, D. C., where tomorrow they will attend the dinner of the Public Relations Assn.

MAURICE MITCHELL, sales manager of WTOF, Columbia-owned station in Washington, D. C., is spending this week in New York.

CEDRIC FOSTER, commentator on MBS and the Yankee Network, is expected in town from Boston today to cover the UNO meetings at Hunter College.

JESSE BLOCK and EVE SULLY have returned from Europe, where they spent 15 months on a USO Camp Show tour.

BOB SHAW, co-writer of the "Mr. District Attorney" program, has returned from a trip to points South, including Havana.

W. R. WILLS, news editor of WGBS, Miami affiliate of ABC, has arrived for the meetings of the UN Security Council.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, was in town Wednesday for a meeting at the headquarters of Mutual.

MOSE GUMBLE, of MPHIC, will leave today for the West Coast. He has entirely recovered from his recent illness and looks forward to a party at the Brown Derby upon his arrival in Hollywood.

DANNY O'NEIL, tenor heard on CBS, leaves today for a trip to Birmingham, Ala., his home town.

RICHARD HARKNESS, NBC correspondent in Washington, D. C., arrived in Gotham Wednesday to cover the news at Hunter.

TOM HUDSON, announcer on the "Teentimers" show heard over ABC, leaves tomorrow for Pittsburgh, and will do his stint from there, returning to New York the same day.

JANE BARTON, publicist, has left for Baltimore and Washington on business.

RON RAWSON, announcer on the "Hour of Charm" program, is leaving for Cleveland, from which point the all-girl show will originate Sunday.

ABC Takes Tele Films To Philly For Showing

(Continued from Page 1)

account of the incidents in and about UNO headquarters, including high-lights and closeups of the international dignitaries, were narrated by Walter Kiernan, network radio commentator. Interjected in the commentary were excerpts from speeches by Secretary of State Byrnes and New York's Governor Dewey.

Photographed by Emerson-York cameramen for ABC, the films were the first celluloid account on video of the UNO opening shown anywhere, and were of sufficiently high calibre to indicate quick and wide acceptance from the millions who will witness special events of this type when the audience is available.

Kiernan Is Narrator

Kiernan's fine narration was sparked with humor and breezy comments on some of the side incidents of the meeting and his pacing of mood seemed ideally suited to the action unfolding on the screen. Production and photography under the guidance of Harvey Marlowe, ABC's video producer-director, were better than the average motion picture newsreel. The films will be shown tonight on the DuMont station, WABD, in New York.

Philco representatives at the showing were Rolland Tooke, commercial manager of WPTZ, and Clarence Tobin, business manager.

WSM Coverage For UN

Dr. D. F. Flemming, head of the economics and political science departments of Vanderbilt University, is in New York covering the UNO Security Council meetings for WSM, Nashville. He is heard six nights a week, via a class A line to the Tennessee outlet, at 11:15 p.m., EST, from NBC headquarters in New York. Dr. Flemming also does his regular Sunday spot from New York.

New Illinois Station Going On The Air Soon

Pekin, Ill.—WSIV, owned and operated by the Pekin Broadcasting Company, will go on the air April 9, Kenneth Patterson, general manager, announced yesterday. Station has adopted the slogan, "We Serve the Illinois Valley."



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our point in Baltimore radio:

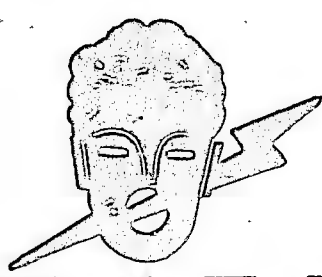
W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Facts are available.

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.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

★ **AGENCY NEWSCAST** ★

JEROME HARRISON, account executive at WABC, New York, has joined the sales staff of The Katz Agency, Inc., national advertising representatives. Associated with WABC since 1939, Harrison was formerly advertising manager of the New York Metropolitan Edition of Parent's Magazine. In 1943, he was commissioned a lieutenant in the USNR and served two years as executive officer of a landing ship.

WALTON BUTTERFIELD, ex-Lieutenant Commander, USCGR, has joined the H. B. Humphrey Company, Boston and New York advertising agency, after three and a half years as public relations officer for the Coast Guard in the Third Naval District. He will concentrate mostly on programming and production problems for Humphrey's radio department, and act as public relations advisor.

THE NEW ENGLAND COUNCIL, Boston, Mass., recreational and regional development, has retained as its advertising agency the Charles W. Hoyt Company, Inc., of New York City.

CONRAD W. ULMER, formerly of Ted Bates and Benton and Bowles, has joined Walter Weir, Inc., as production manager.

H. E. SUSSMAN & CO., Pittsburgh, manufacturer of umbrellas, have appointed the Seidel Advertising Agency, New York City, to conduct their new campaign.

LT. MILAN BROZEK, recently released from the Army, has returned to the R. T. O'Connell Company as production manager.

JAMES B. MEIGS, JR., recently discharged from the Army Transport Command, joins Sherman & Marquette, Inc., in a sales and merchandising research capacity April 1, with headquarters in Chicago.

PUBLICITY DIRECTOR for the Automotive Golden Jubilee, to be celebrated nationally May 31-June 2, will be William H. McGaughey, public relations director of the Automobile Manufacturers Association.

New York headquarters will be at 366 Madison Avenue. In Detroit, temporary headquarters have been set up at 320 New Center Building.

Mr. McGaughey will coordinate newspaper, radio, magazine and newsreel publicity for both the national celebration under Lt. General William S. Knudsen's chairmanship and for the Detroit civic celebration under Prentiss M. Brown, former U. S. Senator and one time OPA head.

ROSEMARIE de PARIS, INC., has engaged Cecil & Presbrey to prepare the advertising for the Rosemarie line of quality chocolates.

M. H. HACKETT COMPANY announces the resignation of the Riggio Tobacco Corporation account, effective April 1, 1946.

JACK BURNETT, director of publicity for Foote, Cone & Belding, has announced that Jack Melvin, West Coast publicist, has joined FC&B's publicity department as West Coast representative. Melvin will make his headquarters in the agency's Hollywood office.

H. W. RODEN, president of Affiliated Products, Inc., division of American Home Products, Inc., announces the appointment of Ruthrauff & Ryan, Inc., to handle the advertising on Jocr Wave Set and a new depilatory.

JEAN DYER and **MARGIE McCABE** have joined Henry A. Loudon, Advertising, New York, as time buyer and assistant to the radio director, respectively. Miss Dyer was formerly time buyer at Buchanan & Co. Miss McCabe was with The Biow Co., Inc.

MGM Reviewing Tele Plan As L. A. Hearing Nears

(Continued from Page 1)

before the hearing which will result in the elimination of approximately five of the applicants for the channels.

It is believed that MGM is currently partial to high-frequency tele as a result of the findings of Jansky and Bailey, Washington engineering firm, at the time of its withdrawal of application for a channel in the Capital. MGM was reportedly told at that time that television's future was "upstairs."

Stern Covering Tourney

Augusta—The Masters Golf Tournament—one of golfdom's major annual events—will be broadcast exclusively by NBC Friday, Saturday and Sunday, April 5-6-7 with Bill Stern at the microphone.

RIGHT IN THE MIDDLE



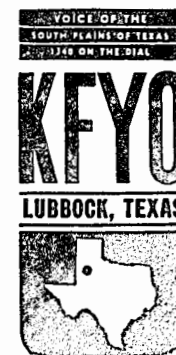
OF BIG THINGS

Yep! Right in the middle of West Texas, most alert, responsive market. Because—as the geographical, trading, financial, industrial, commercial, and educational center—Lubbock is the very hub around which a \$167,892,000 market emanates!

You'll like this market, too—because it's so easy to reach YOUR share through KFYO—the only station dominating this rich area with a consistent clear signal!

AFFILIATED WITH
LONE STAR CHAIN

AMERICAN
BROADCASTING CO.



250
WATTS
1340
KILOCYCLES

An All-Time Favorite

**PRACTICE
MAKES
PERFECT**

Published by
BROADCAST MUSIC, INC.

Performance Rights
Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

LOS ANGELES

By RALPH WILK

WENDELL NILES and Al Capstaff, who made a recording of a new show they plan for a summer replacement, "What Can You Lose?" are in Chicago talking to several agencies who are lining up shows.

Herb Allen, who for the past two years has been with the War Department Public Relations, is out of the Service and will do free-lance announcing. Before joining the service he was doing "People Are Funny," the Irene Rich Show, and the Joe E. Brown program.

Max Shagrin, agent, is arranging a personal appearance tour for Walter Tetley, tying in with the voice of "Andy Panda," which he records for the Walter Lantz Cartunes released by Universal. The Tetley tour will begin immediately after "The Great Gildersleeve" radio show, in which he portrays "Leroy," goes off the air in July for its summer recess.

Warren Gray, Don Lee net technician, became a father for the first time, with the birth of an eight-pound nine-ounce baby girl, who is to be called Gail Kathleen. Baby was born March 19th. Gray is a technician in the master control room and at the Don Lee transmitter.

CBS News Reporter Bob Garred, just back into civvies, was inked this week by Walt Disney to do the narration for a Disney Cartoon.

Joseph Cotten will be the guest star on Robert Light's production titled "Jills of All Trades" heard Saturday on KHJ. Series is called "You Were There" and is produced by Light.

Radiote Bob Burns and his multiple hobbies are to be pictured in the Paramount short subject, "Unusual Occupations."

Van Nostrand Joins MBS In Sales Department

(Continued from Page 1)
by Jess Barnes, vice-president in charge of sales.

Prior to his affiliation with Benton & Bowles, where he handled major radio accounts including General Foods, Procter & Gamble, Prudential Life Insurance, etc., Van Nostrand was media director of the Ivey & Ellington Agency. He began his radio-advertising career in 1930 with Lord & Thomas and later went to the Joseph Katz Co. in Baltimore as space and time buyer.

Van Nostrand's successor at Benton & Bowles is expected to be announced within the next couple of days.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one
Religious drama of the Americas.
IT'S A DONALD PETERSON
PRODUCTION



Memos Of A Midnigher...!

● ● ● The March issue of "Fortune" devotes some nine pages to radio's soap opera, explaining why and how it considers the phenomena of daytime drama to be the cake of soap on which radio's standards and service values have slipped. Adding up their complaints and suggestions, it seems to us that, in attacking the programs, they have shown that the major weakness of radio today is not in its programs, but in its programming. No matter how much evidence they dig up in support of their contention that "soap opera is tedious bilge," they keep coming back to statistics proving that millions of people listen to them. But don't millions read mystery thrillers, for instance? They're not considered the best in literature, but so far we haven't heard any lambasting of their public—which includes intellectuals, statesmen, etc., who seek escape and relaxation in their pages. Women apparently find escape in concern over other people's problems—so we find them loyal to daytime dramas. The crux of the whole problem, we think, is lack of variety in daytime listening—unless you'd call commercial transcriptions and racing results 'variety.' Concentrated attack on soap opera is made possible only by this concentrated presentation. If the nets saw to it that their schedules permitted listeners to find something they liked some time during the day, we would have one indisputable answer to the critics of daytime drama per se: "Everyone to his own taste."

★ ★ ★

● ● ● Pressed for a comment on the same article, Bill Ramsey, Director of Radio for P & G, wired this desk: "Much of the information gathered together by 'Fortune' is factual and as a quick survey of daytime serials it is quite entertaining. However, after more than 15 years of studying daytime serials and constant research of public attitudes and preferences, our findings do not verify the conclusions reached."

★ ★ ★

● ● ● Small Talk: Biow bought back "It Pays To Be Ignorant" and will insert it in the unhappy "Holiday" slot. . . . Life story of the fabulous Toots Shor may wind up on film—prob'ly with Wm. Bendix. Rags Ragland doesn't agree with the choice, however. Says Bendix ain't good-lookin' enuf. . . . Benay Venuta bought Artie Shaw's home on the coast and will settle there permanently. . . . Two agencies mulling over a show with the two Maxies—Baer and Rosenbloom. . . . With Charlie Harrell taking over "Court of Missing Heirs," he'll have a total of 13 shows a week running. . . . Bob Novak has an article in "Musical Courier" tagged: "Radio Wants New Talent." . . . Carmen Lombardo has opened his own music publ. firm. Watch for MacArthur to do a radio commentary series from Tokyo with the fee going to Army Relief Society. . . . Evelyn Knight guesting on Carnation Hour Monday—same nite she opens her new series with Lanny Ross. . . . P. G. Wodehouse, the humorist, who is in a very unfunny spot, has written a series of radio dramas, with no takers as yet. . . . Rob't Q. Lewis describes alimony as the high cost of leaving. . . . Mrs. Mike Todd will enter the producing ranks on her own in the fall. . . . Add listenable quartets: The Four Notes on WHN. . . . Musicraft signing baritone Mordecai Bauman for platter series. . . . Rumored that Paul White, Peabody Award winner, will bow out at CBS soon.

★ ★ ★

● ● ● Add Smart Booking: Charlie Spivak has been inked in to open Tues. nite at the Meadowbrook. What somebody failed to realize, however, is that Louie Prima doesn't close until Tues., so now the \$64 question is who's gonna get the two air shots over CBS and Mutual that nite. Prima, on a percentage deal there, insists he wants a piece of Spivak's opening nite biz. Otherwise, he threatens to play "Angelina" all nite and not even let Charlie on the bandstand. Meanwhile, we heard that Frank Dailey has been studying road maps to Calif.

CHICAGO

By BILL IRVIN

RALPH EDDY, veteran WGN announcer, has been appointed assistant to Hal Totten, farm editor.

Marion Mann departed the ABC "Breakfast Club" last week-end and 20-year-old Ilene Woods of Portsmouth, N. H., joined the show March 25. Miss Woods made her debut in show business three years ago in an army show, "Keep Mum, Chum," produced by the 22nd Artillery regiment. At the close of the New England tour Miss Woods had shown so much promise that the regiment made up a purse to send her to New York, where she was auditioned by Paul Whiteman and joined his band as soloist.

Jimmy Fidler, whose ABC broadcast was made from Chicago Sunday, was quizzed by the local press on his campaign against unsavory pictures, and he reiterated his belief that crime pictures are responsible for much juvenile delinquency.

An experimental radio workshop designed to serve as a proving ground for radio writers has been organized here with Mrs. Rosalind Perlman as director.

Capt. George B. Frank has received his discharge from the Signal Intelligence Service and has returned to the Goodkind, Joice & Morgan agency as production service manager.

Henry Weber and his wife, Marion Claire, of WGN, leave this week for a two-week vacation at Varo Daro Beach, Cuba.

New Tele "Hobby" Series Debuts On WBKB This Wk.

Chicago—"Don's Hobby House," a new type television program debuted on the Balaban & Katz station, WBKB, this week starring Don Faust, radio personality and emcee. Program will bring various people before the video camera to discuss their "out-of-the-way" hobbies and avocations. First guest on the show was Mrs. Alice Schiavon, a doll fancier whose collection is considered to be one of the foremost of its kind in the nation.

Other plans for the "Hobby" series are under way to incorporate the doings at the National Hobby Convention to be held here in May.

Yesterday, March 28, Joseph Gerl, president of the Sonora Radio Corporation will appear on a panel discussion on the subject "How Television Will Affect Business," with D. Imberman, publicity director for the Radio Manufacturers Association.

LEN STERLING

LA 4-1200

Educators To Meet With CBS Officials

(Continued from Page 1)

er's College, at Columbia University. Members of the board who will attend the meeting are: Roy Chapman Andrews, Honorary Director, American Museum of Natural History; Stephen F. Bayne, Deputy and Associate Superintendent of Schools, New York City; Regina C. M. Burke, Associate Superintendent of Schools, New York City; William G. Carr, Secretary, Educational Policies Commission; Paul E. Elicker, Executive Secretary, National Association of Secondary-School Principals; Belmont Farley, Director of Public Relations, National Education Association; Florence Hale, Editor, The Grade Teacher; Mrs. William A. Hastings, President, National Congress of Parents and Teachers; Lt. Col. Harold W. Kent, War Department Liaison, U. S. Office of Education; Director, Radio Council, Board of Education, Chicago; Lou LaBrant, President, Association for Arts in Childhood; Charles H. Lake, Superintendent of Schools, Cleveland, Ohio; R. S. Lambert, Supervisor of Education Broadcasts, Canadian Broadcasting Corporation; Morris Meister, President, American Science Teachers' Association; Principal, New York City High School of Science; Carl H. Milam, Executive Secretary, American Library Association; Jane E. Monahan, Chairman, Radio Committee, Department of Elementary School Principals, National Education Association; Lilla Belle Pitts, Professor of Music Education, Teachers' College, Columbia University; John W. Studebaker, U. S. Commissioner of Education, and Mrs. Beulah Keeton Walker, President, Department of Classroom Teachers, National Education Association.

Premiere On "Family Hour"

Next Sunday's "Family Hour" (CBS—5 to 5:30 p.m., EST), will present the world premiere of the complete score from the forthcoming Broadway production "Annie Get Your Gun"—the story of Annie Oakley who created a sensation with Buffalo Bill's Wild West Show at the turn of the century. This is Irving Berlin's first Broadway musical since "This Is the Army."

FCC Denies 'Dry' Petition, But Calls Ads 'Propaganda'

(Continued from Page 1)

ington, had petitioned the Commission to deny KRLD's request for a license renewal because the station sold "choice" time "counseling the drinking of alcoholic beverages." It was brought out that many of the listeners of the station lived in areas, which have local prohibition laws.

"It is the Commission's view," the FCC said, "that the problem raised by the petition is of industry-wide proportions and is not restricted solely to KRLD."

In denying the council's petition, the FCC said KRLD's application for license renewal will be considered "on its merits," and declared:

"In considering the problem of what the application of the criterion of the 'public interest' requires in resolving this controversy, the Commission cannot acquiesce in the view of KRLD and CBS that the advertising of commercial goods or services may not be controversial.

"In support of this view the brief of CBS draws a distinction between 'advertising' and 'propaganda' and rejects the proposition that any product advertising can amount to propaganda. But the very real and troublesome problem presented by the instant petition cannot be so readily disposed of by the application of a handy nomenclature, for reflection about the nature of advertising reveals that it is, indeed, a species of propaganda, designed to induce the audience to use a given product or to prefer it to another.

Entertainment Discounted

"The fact that the entertainment afforded by the sponsor may count for more than his announcements about the merits of his product in winning audience favor for his product must not obscure the fact that advertising is, in essence, a form of popaganda. That propaganda may be implicitly or expressly based on a genuine difference of view as to the relative merits of one product or type of product over another, thus difference may exist as to the relative merits of plastics and metals or of aluminum and other metals.

"Ordinarily, differences of this character, based upon diversity of preferences and commercial competition, do not raise issues of public importance. Differences concerning the relative merits of one product over another do not usually divide the community by raising basic and important social economic or political issues. But it must be recognized that under some circumstances it well may do so.

"Without at this time passing on such factual issues as whether broad-

cast time has been unfairly denied or whether petitioner is an appropriate representative to press for the securing of time, it can at least be said that the advertising of alcoholic beverages over the radio can raise substantial issues of public importance. It is hardly necessary to point out that the question whether the sale and consumption of alcoholic beverages should be prohibited by law is frequently an issue of public importance. That is not here disputed, for KRLD points out that it has made time available for discussion of that issue in connection with local-option elections.

Sees "Moral Issue" Involved

"As a result of such local-option elections 1,500,000 of the 3,500,000 persons within the primary night-time service area of KRLD (according to the station's own tabulation) reside in counties forbidding sale of alcoholic beverages. For many of these people non-consumption of alcoholic beverages is not simply a matter of preference but of deeply-held conviction, which extends to the view that encouraging the consumption of alcoholic beverages is a grave moral and social evil. That conviction is reflected in the consistent effort to secure legislation in Congress wholly forbidding the advertising of alcoholic beverages over the radio.

"What is for other individuals merely a routine advertising 'plug' extolling the virtues of a beverage essentially no different from other types of product advertising, is for these individuals the advocacy of a practice which they deem to be detrimental to our society. Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance. The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue."

Aurelia Becker Recovering

Cumberland, Md.—Aurelia S. Becker, manager of WTBO, is confined to the Memorial Hospital following a major surgical operation on Monday. Mrs. Becker will be away from her office for about a month.

FOR SPECIALIZED
DELIVERY

Call

HOLLYWOOD
MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: **GLADSTONE 2244**

BALTIMORE'S *Listening Public*
WCBM
MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Roeder, General Manager
WATERBURY, INC., Exclusive National Representative

it pays
to present
your sales
story in these
two thriving
Pennsylvania
markets

WEST
EASTON, PA.
(PHILLIPSBURG, N. J.)

WAZL
HAZLETON, PA.

NBC
MUTUAL

Represented By
Radio Advertising Co.

SOUTHWEST

HARVEY FRYE, back from three years with Uncle Sam, is named assistant merchandising manager to W. Poundstone Jackson, at KABC. . . Jean Walton has been named secretary to George Lee Marks, KTSA program director.

The Bay City Broadcasting Company has been formed at McAllen and has applied to the FCC for permission to operate a station on 1580 kilocycles with a power of 50 kilowatts. . . During the Southwestern Exposition and Fat Stock Show and from time to time on other special occasions, the eighteen foot blimp balloon which inscribed the letters "Welcome Neighbor-KFJZ" took to the air in a prevailing south Texas wind last Tuesday for whereabouts unknown. Anchored by sand bags atop the KFJZ building, the balloon was to be given a "test flight," but came Tuesday and only the seven sand bags remained. It was last reported heading North or for that matter it may have gone to the moon.

What is believed to be another "first" in radio is being claimed by KCOR, San Antonio. It is the airing of two distinct Amateur Hour shows for the same sponsor, one broadcast in Spanish and the other in English, both under sponsorship of the Insull Wool Co. of San Antonio. Marvin Broyles handles the English programs while Rola Antol the Spanish programs. Cash prizes are awarded each week to the first three winners picked by telephone vote.

The Gene Autry CBS Sunday broadcast for the past two weeks have originated in Fort Worth where Autry is appearing as star of the Fort Worth Live Stock Show. The Case County Kids, former entertainers of KGKO, Fort Worth and WFAA, Dallas, are here with Autry and renewing old friendships with old friends.

Fulton Lewis, Jr., Mutual's ace commentator spoke in Dallas last Thursday on "Democracy With A Gun In Her Ribs," under the sponsorship of the Dallas Civilian Club at the McFarlin Memorial Auditorium.

Interstate Theaters are sponsoring a new series of daily quarter hour programs over KABC, San Antonio. Series features music and songs by Bing Crosby and a telephone quiz with some local listener. If the listener identifies the song sung by Crosby she or he is awarded a family ticket to her favorite local Interstate theater. In any case she is awarded a pass for two in case she does miss the question.

Spellman "Life" On WJZ

With Joseph Curtin in the title role and Jay Jostyn as narrator, a documentary drama relating the life and works of Francis Cardinal Spellman will be presented as a historic highlight on WJZ, Sunday, March 31, 4:00 to 4:30 p.m., in connection with the 27th Annual Appeal of New York Catholic Charities.

FM Situation Reviewed At Chicago NBC Meeting

(Continued from Page 1)
of separate and distinct FM networks which would be in conflict with the FCC philosophy opposing dual avenues of communication under one ownership. This was the view expressed by Niles Trammell, NBC president, at a press conference this week at the Drake Hotel. Trammell is attending the 1946 stations meeting at the Drake, the fourth in a series of five being held across the country. Approximately 100 representatives from 30 NBC-affiliated stations in 13 states attended the conference.

FM broadcasting must be a simultaneous and companion service with a complete duplication of AM programs, Trammell said. Basically FM is simply an improved method of transmission and should be regarded as such, and not as another medium of communication, he declared. He said that NBC plans to use the same programs on FM as are on its standard stations. The only fly in the FM ointment is the Petrillo edict, said Trammell, but he expressed the belief that some satisfactory solution to this obstacle would be found.

Color Tele Outlook

Predicting that there would be no practical color television for at least another five years, the NBC head observed that "it took fully 10 years to develop an adequate coast-to-coast standard radio network and the problems involved in AM radio were as nothing compared to television."

Comments On Chi. Radio

In response to question about the future of Chicago radio, Trammell said he believed Chicago would develop new talent and program ideas. He cited Amos 'n Andy, Fibber McGee and Molly and the Breakfast Club as examples of the topnotch programs Chicago was able to develop in the past and said Chicago radio can come up with other programs equally as good. Chicago and New York used to be the radio production centers, but now it is Hollywood, Trammell said. New York has been almost as acutely affected by the westward trend as Chicago, he declared.

UNO Series On WAAT

WAAT, Newark, will inaugurate a new three-a-week series of the United Nations sessions this Saturday with Rutgers University history, economics and sociology professors providing commentary. The program, listed as "UNO Commentary," is slated for Tuesdays, Thursdays and Saturdays from 8:05-8:15 p.m., beginning Saturday, March 30.

Seek FM System

Montreal—The city authorities have received tenders from three firms for the installation of a three-way radio system for the fire department, so that fire officials may keep in touch with their headquarters and each other while out on fire-fighting missions.

Tele-Newsreel Status At UNO Involves Unions

(Continued from Page 1)
meetings was described yesterday by a video executive as "an attempt to stifle the natural competition that television offers the newsreels."

He added that "newsreel interests" were trying to bring to a final conclusion whereby films shot for tele are "distributed"—over the air—the same evening while newsreel films are not distributed for two or three days after the event has taken place.

IATSE has threatened to pull its cameramen off the job "if the IBEW grinds another camera" in the Council Chamber. CBS tele cameramen are members of the electrical union.

It is the position of the IBEW that the IATSE claim is invalid since films shot by members of the former union are not used for theatrical purposes.

Meanwhile, the UNO Secretariat has been quite embarrassed by the situation and has attempted to disassociate itself from it. A. H. Feller, general counsel, issued the following statement:

"The United Nations has made its facilities available to the motion picture and television companies; it does not itself employ any personnel for the taking of pictures or for television. Consequently it has no direct concern with this controversy and has no authority to settle the controversy or render any decision with regard to it. The problem is one to work out by such means as are available to them."

Ask Truman To Name Broadcaster To FCC

(Continued from Page 1)

Communications Commission offers a splendid opportunity for you to give deserved recognition to the radio-broadcasting phase of the Commission's work. In its entire history, no person who has been trained in the practical everyday operation of a broadcast station has been appointed to membership on this Commission, while many have been named from utility regulatory bodies or utility industries. Broadcasting has been specifically declared by Congress not to be a public utility and at least one member of the Commission should have the public interest viewpoint required of station licensees as distinguished from public service or utility point of view. Earnestly urge you give this suggestion favorable consideration."

WNYC Honors Cowan

A luncheon honoring Thomas H. Cowan, WNYC chief announcer, who celebrated his birthday and twenty-two years with the station, was held last Friday at the Municipal Building. Cowan, formerly associated with WJZ, Newark, New Jersey, opened WNYC's inaugural broadcast July 8, 1924. Herman Neuman, WNYC musical director, also with the outlet since its inauguration, attended the luncheon.

PROMOTION

KABC Shopping List

Latest merchandising wrinkle to put KABC, San Antonio across to its women's audience is the new handy "KABC Shopping List" which W. Poundstone Jackson of KABC's merchandising staff has issued for their use. Pads are obtainable from KABC advertisers and come in a handy size 4¼x11 inches and which can be placed on the kitchen wall by hanging via a hole punched through the pad. Ruled lines and printed headings divide the pad into various sections which serve as a helpful reminder to purchase coffee, bread, breakfast food, meats and other helpful items. In bold face print KABC lists their helpful suggestion in each section for merchandise aired over the station. For instance, for breakfast food their suggestion would be "Try Kellogg's Corn Flakes" (Tom Breneman's Breakfast in Hollywood) or on another series of pads "Try Quaker Oats" (Ladies Be Seated). For the meat suggestion it may be Swift & Co. products (Breakfast Club) or Armour and Co. products (Hedda Hopper).

For Window Shoppers

Local druggists in Milwaukee are enthusiastic over the success of the twenty-five window displays, built around large, hand painted brightly colored backgrounds, featuring the drug sponsored programs on WISN that have been installed in drug stores at strategic points throughout the area. Dummy cartons of other drug products sold on the station are used in the foreground, and are completely changed every three weeks. Sponsors of WISN drug programs and spot announcements are reaping the benefits of the year round display inaugurated by the station and the Milwaukee County Pharmacists' Association.

Takes ANA Post

Cy Norton, former manager of sales promotion and public relations of Strathmore Paper Co., has joined the administrative staff of the Association of National Advertisers, and will work on arrangements for the various ANA meetings. He has been active in ANA for many years, and has served as president of the Paper Makers Advertising Association and regional director of the National Federation of Sales Executives.

Graham, CBS, Joins WQAM

Irvin Graham, formerly promotion manager for radio sales, the spot broadcasting division of CBS has been appointed to direct program promotion and publicity for WQAM, CBS affiliate in Miami. Prior to joining CBS, Graham was actively engaged in advertising capacities for SESAC, Inc., Scott & Bowne and Schwab & Beatty Advertising Agency, New York.



WALTER WINDSOR, formerly with WMCA, WAAT, WSGN, and the J. Walter Thompson Co., has just been released from the Armed Forces Radio Service with rank of lieutenant. Windsor managed hospital and overseas stations for AFRS and has now returned to the freelance announcing and acting field in New York.

JACK SCHLICHMAIER following several years service with the Air Corps has returned to the staff of KTSA, San Antonio. Jack will be a member of the sales staff. He was formerly on the merchandising staff.

LT. COM. ED EHRICH, USNR, has returned to the NBC Radio-Recording Division after three and a half years as an air combat intelligence officer with the Navy Air Force.

GREG CENTOLA has returned to WMCA's production staff after three years in the Army Signal Corps. He has been with the outlet since 1933 when he started as a page boy.

'Laugh Week' Starts Apr. 1

In an attempt to procure happier moments for a weary, war-torn nation, the Gag-writers Protective Association, newly organized co-operative group of writers, has announced the week of April 1, as National Laugh Week. The Association asks that you become a member of the Funny-bone committee by telling your neighbor a gag and put a smile on his lips for April Fool's week.

Tie-ups in conjunction with National Laugh Week are, WJZ's "Headline Edition," WINS's Dorothy Day, WHOM's Dolores Craig, WNEW's "High School Press Conference," with Herb Shriner; "We, The People," CBS, March 31, with Milton Berle; also Phil Baker's "Take It or Leave It"; WHN, Robert Q. Lewis, April 1; "Can You Top This," over WOR and NBC; the Tom Breneman and Ralph Edwards shows and the Joan Davis show, April 1.

Wedding Bells

Los Angeles—Paul Masterson, one of the original ABC network announcers in Hollywood, was married March 10th, to Adell Leonard. The couple plan to Mexico City for a honeymoon prior to Masterson's resuming his announcing chores for the network April 1. Masterson has just been honorably discharged from the U. S. Army after three and a half years service.

New Assignment

Charles Powers, staff director of ABC will direct "Dashiell Hammett's Fat Man" beginning Monday, April 1. Powers succeeds Robert Sloane as director of this 8:30 to 9 p.m., EST ABC Monday night series.

Tele Broadcasters Await CPA Edict Clarification

(Continued from Page 1)

to be derived from an "already badly muddled supply situation."

Jack Poppele, vice-president of the Bamberger Broadcasting Service, which was recently granted one of the four video channels in Washington, continued to look for additional clarification of the ruling, and pointed out that "some modification of the order might result, permitting continuance of present plans." He pointed out that radio "did a fine job all during the war, when material scarce and would probably keep on doing so." On the other hand, the setback in planning for the industry might provide a chance to make more definite plans and commitments without pressure of time, he added. Regarding Bamberger's plans in Washington, Poppele said: "they are still on paper," thus no immediate tangible effect would result if the ruling were strictly enforced as proposed.

DuMont Official Comments

DuMont's position in Washington is somewhat more involved. Leonard Cramer, executive vice-president said that the company has only one studio available now, and it is used chiefly for experimental purposes. Furthermore, there is very little adjoining room for expansion, he added. Highly important in DuMont's Capital tele plans is an expenditure (disclosed at

Will Announce Results In ABC-Met. Opera Poll

The results of the ABC-Metropolitan Opera poll to select six of the works to be aired by the web next season will be announced tomorrow at the final broadcast of the current season by Mrs. August Belmont, president of the Metropolitan Opera Guild.

More than 115,000 ballots already have been tabulated and final compilation will be made tonight so that the results may be aired during the second intermission of "Die Walkure" about 4:45 p.m., EST.

BMB Issues New Booklet

The Broadcast Measurement Bureau has just published "To Date," a 40-page illustrated booklet explaining the uniform measurement of radio station audiences throughout the U. S. which it is undertaking.

Booklet explains the need for such a measurement and the organization of BMB by the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters to meet that need. Also outlined is the operations of BMB's measurement of radio station audiences, the techniques and procedures to be used, the forms in which information will be published and distributed and the step-by-step mechanical processes by which the ballots will be coded and tabulated.

the FCC hearing recently) of approximately \$125,000 for construction purposes.

Cramer speculated on the possibility of "a return to some form of priority building. The government will have to evolve some method of aiding construction, he said, if it wants television to become a major industry.

Probably more seriously and immediately affected would be the construction schedule of the Evening Star Broadcasting Co., another Washington tele assignee, since the company is believed planning an entire new building for television.

Webbs Await Clarification

CBS and NBC officials were unable to ascertain at this time the effect of the CPA edict.

FM broadcasters were equally baffled as they awaited clarification of the order, which may be laid down to apply differently in each case.

Herbert L. Pettey, director of WHN-WHN-FM, New York, explained his case which may be considered to be typical in many instances. Plans for an FM station in Los Angeles, Calif., are nearing completion, following some difficulty in securing approval of site location by zoning officials, and the CPA edict would virtually "start the problem all over again," he said.

New CBS Dramatic Series Replacing "Beulah" Show

"Calamity Jane," a new dramatic series starring Agnes Moorehead, stage and screen star, will debut on the CBS network as a replacement for the "Beulah" show Sunday, March 31. Program will be heard in the same segment, 8 to 8:30 p.m., EST.

New series is sponsored by Lewis-Howe Co., through Roche, Williams & Cleary Agency, Inc.

Farnsworth Profits Announced

E. A. Nicholas, president of Farnsworth Television & Radio Corporation, announced this week a net profit of \$469,077 for the company's operations in the nine months ended January 31, 1946, after estimated taxes (and subject to possible renegotiation). This compared with net profit of \$741,854 for the corresponding nine-month period of the preceding fiscal year.

Capt. Boucheron Decorated

Fort Wayne, Ind.—Capt. Pierre H. Boucheron, USNR, now director of public relations for the Farnsworth Television and Radio Corp., Fort Wayne, Ind., has been awarded the Legion of Honour, rank of Chevalier, by the French Government for distinguished service during the liberation of France. The citation praises Capt. Boucheron for his outstanding services as communications officer.

EQUIPMENT

Announce RCA Supervisors

E. C. Cahill, president of RCA Service Company of the Radio Corporation of America, announced recently the appointment of new field service supervisors in several districts throughout the country. The new supervisors and their territories include: J. W. Watson, New York; C. L. Swinney, Atlanta; H. E. Frisbie, Cleveland; E. T. Brown, Chicago; E. D. Van Duyn, Kansas City; S. E. Baker, Dallas; R. E. McKinstry, San Francisco; H. M. Madison, Los Angeles; and A. S. Riley, New Orleans. Many of these men have been associated with the theater industry since its early days, and have been actively engaged in the electronics field during the war, serving in the company's Government Group in special activities for the Navy on radar and other services.

The new appointments, Cahill said, put into effect another step in the company's post-war program to provide added services to exhibitors.

Crosley Names Training Head

Appointment of John S. Devey, as director of training in the manufacturing division of The Crosley Corporation, has been announced by Gerald F. Gamber, Crosley director of industrial relations. Devey will train supervisory employees in both factories and offices in Cincinnati and Richmond placing emphasis on the importance of human relations in industry. Prior to his present appointment, he served as director of training and education in the Clairton Works of the Carnegie-Illinois Steel Corporation and later served as director of training and safety for Carl L. Norden, Inc. makers of bombsights and precision instruments in Elmira, N. Y., and in New York City.

Hulse Comptroller At G. E.

E. L. Hulse, formerly auditor of the Electronics Department of General Electric Company, has been named comptroller of that department and will continue his headquarters in Syracuse, N. Y., where the company is building Electronics Park. Announcement was made by Dr. R. G. Baker, vice-president in charge of electronics, and J. G. Farrar, comptroller for the company.

Re-Align NBC Spot Sales; McConnell, Roux Upped

(Continued from Page 1)

formerly assistant to McConnell, has been appointed manager of the department. He will supervise spot sales operations in the New York office and will assist McConnell in the discharge of administrative duties.

The realignment, announced by Frank E. Mullen, vice-president and general manager of the network, is in line with the granting of increased responsibilities to NBC spot activities throughout the United States.

★ ★ ★ COAST - TO - COAST ★ ★ ★

—NEW YORK—

NEW YORK—Harry Balogh, famed Madison Square Garden announcer and successor to the late Joe Humphries, will appear on the "So You Want to be a Disc Jockey," portion of the Robert Q. Lewis WHN program, today, March 28. . . . **LONG ISLAND**—WWRL aired the St. James-Community House basketball game last Thursday night, from the Forest Hills High School for the benefit of the American Red Cross. Fred Barr, program director for the outlet, handled the color with Jocko Maxwell and Ray Carroll, chief announcer doing the play-by-play. . . . **BROOKLYN**—The sixteen major league baseball teams will be sized-up over WLIB in a daily series starting Monday, April 1, and will inaugurate a daily baseball program which will be heard daily throughout the season. Sportscasters Stan Smith, Murray Jordan and Hal Kosut will handle the descriptions and color.

—NEBRASKA—

OMAHA—Robert Dooley, national sales manager for KFAB, has left his Omaha headquarters for a week's business trip to Chicago where he is conferring with the executives of the Mississippi Valley Network regarding additional programs to be carried by KFAB. . . . Gaylord Avery, recently released from the Army Air Corps, has joined KFAB as announcer and newscaster. . . . Al Larson who has been serving in the Statistical Section, Headquarters Company, Fort Riley, Kans., has been released from the Army and has returned to WOW as office manager. . . . Richard Peck, after serving in the Army has returned to the control room of WOW.

—INDIANA—

FORT WAYNE—Hillard Gates and Marian Ellis of WOWO, took a recording outfit to the Hanna Homestead for Crippled Children on March 21 to transcribe a fifteen-minute program, in support of Easter Seals for the benefit of crippled children. . . . **INDIANAPOLIS**—James Shelton, discharged from the Army Air Corps after over three years of service, has rejoined the WIBC announcing staff. . . . Representatives of 16 of Indiana's 20 radio stations met last week to perfect an organization of the Indiana Association of Broadcasters. The new organization is the first in Indiana to include all radio stations, and supplants a former association of 250-watt broadcasters.

Send Birthday
Greetings To

March 29

Nancy Douglas William H. Ensign
Harvey Goldin Leon Levine
Janice Dunn

—CALIFORNIA—

SAN FRANCISCO—John W. Elwood, KPO general manager, was elected president of the Northern California Amherst Alumni Association at the Association's annual luncheon held last week. C. S. Mason, Pacific Telephone and Telegraph Company official, was elected secretary-treasurer of the association. . . . Harold Haklik, who returned to KPO after three years of Army service in the Pacific, has been appointed sales traffic manager replacing Barbara Smith, who is expected to leave shortly for the altar, to marry Marvin A. Smith. Announcement was made by KPO chief, John W. Elwood.

—NEW YORK STATE—

BUFFALO—Clint Buehlman, WBEN disc jockey, received an award for meritorious service and outstanding work in the field of public safety during his program of Tuesday, March 25. The award was made by Arthur S. Phelps, president of the Western New York Safety Conference, Inc. . . . The Most Rev. John F. O'Hara, CSC, Bishop of the Buffalo Diocese, will make two addresses over WBEN, in behalf of the annual Catholic Charities Appeal, Sunday, March 31, and on Saturday, April 6. The appeal begins April 7. . . . **SYRACUSE**—WSYR has inaugurated a new program entitled "The New Horizon," dedicated to stimulating thought throughout the station's listening area on the problems of friendship among nations and how to achieve that friendship. For the first three months the new program will be devoted to a contest opened to everyone in WSYR's listening area. Winner of the 250-word essay "How Can Great Britain and the United States be Better Neighbors?" left from Syracuse yesterday, March 28, for a two days in London. Plans also call for the next contest to feature the same question with relation to Mexico, with a weekend in Mexico City as the prize.

—OHIO—

PORTSMOUTH—Staff members of WPAY were honored recently at a dinner party given by Paul Wagner, general manager of the outlet, at the Chez Paree Nite Club. . . . **CINCINNATI**—James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting, is back at WLW after a brief vacation in Tucson, Ariz. . . . "The Doodlesocks" program is once more being heard over WLW emceed by Sidney Ten Eyck, who was originally responsible for the show back in the youthful days of WLW. . . . **CANTON**—Robert V. Howard, former lieutenant in the Navy, has joined the sales staff of WHBC.

—NORTH CAROLINA—

CHARLOTTE—WAYS now maintains permanent lines in the Charlotte Police Department for a daily pick-up of police bulletins and for emergency use in helping police broadcast important news of interest to the general public. . . . Paul Absher, WAYS chief engineer, was enrolled in a class of North Carolina radio engineers attending the North Carolina State College FM course. . . . Exten-

sive WAYS studio face lifting is now in preparation for the Spring, with workers knocking down old walls to enlarge lobby and office space. General Manager W. H. Goan plans extensive re-decorating with wall murals and wood paneling. Studio auditorium is being equipped with theater seats, elevated to permit better vision, and a special newsroom studio for the broadcasting of all news items is being added.

—FLORIDA—

MIAMI—"For the Veterans" is the new public interest presentation now being heard Fridays over WIOD with Barney Kent, representing the Harvey Seeds Post of the American Legion, the Veterans of Foreign Wars and the Military Order of the Purple Heart. . . . "Help Wanted," a five-minute a.m. program heard Monday through Saturday, airs the jobs available through the U. S. Employment Service. . . . WGBS, recently signed a new twelve-month contract for full showings in Fort Lauderdale, Coral Gables, South Miami, and Miami Beach Busses.

—OKLAHOMA—

TULSA—Ann Fountain, KOME director of Women's Activities, has inaugurated a new Monday-through-Friday feature entitled "News Thru A Woman's Eye." . . . Jay Crum, recently released from the Navy, has been added to the KOME news gathering staff. . . . The entire staff of KOME co-operated with the Tulsa Babies' Milk Fund benefit committee this year and presented a 20-minute radio show in conjunction with the annual wrestling matches. . . . KOME's program director, Dick Campbell, recently concluded a series of interviews with members of the Tulsa Hockey Club on his program, in which tips to skaters and future hockey players were outlined.

—VIRGINIA—

RICHMOND—WMBG is now running a series of public interest programs in cooperation with the local parent-teacher Associations in the city. Each week, a group from each parent teacher group in the city comes to the studios of WMBG and presents a 15-minute program dealing with the various problems facing the average school child of the city, and in what way the parent teacher group is trying to correct and solve the problems. . . . WMBG recently welcomed Arthur Hyland back to the announcing staff.

—CANADA—

MONTREAL—Arthur L. Phelps, in an address to the Royal Canadian Institute, spoke of the responsibility of all intelligent citizens to safeguard radio broadcasting "as a truly nutrient medium" for establishing the one world, or no world, as perhaps which the alternative confronting the nations today. Phelps, supervisor of United Kingdom and Commonwealth broadcasts for the CBC, expressed regret at public apathy which he said had permitted radio to be so largely taken over by "energetic ignoramus and calculating fools whose pride is that they can give their audience exactly what it wants to get."

—COLORADO—

PUEBLO—Outstanding service to a strike-bound community recently was rendered by KGHF, where thousands of returned ex-servicemen were thrown out of work by a two-month steelworkers strike at the C. F. & I. plant. Attempting to clear up misunderstandings and confusion, Bob Cooke, Denver VA radio chief, and Cliff Hendris, KGHF program director, got together with the interested parties to arrange a broadcast which presented a frank discussion of the problems on the eve of the strike's end. While on the air, local Veterans Administration and USES representatives answered pointed questions asked by a CIO and a non-union veteran, on the results of which the Pueblo VA office reported an eighty per cent drop in applications for unemployment checks following the program.

—CONNECTICUT—

HARTFORD—Governor Raymond E. Baldwin of Connecticut inaugurated a new series of five broadcasts over WTIC March 25, to be aired Mondays. The second in the series will be heard April 1, with the Governor's guest, Jesse W. Randall, president of the Travelers Insurance Companies and State Chairman for the Cancer Fund Drive which opens April 1, and continues through April 30. . . . Ed Anderson, who served overseas as an MP and as an announcer for AFN, has rejoined the announcing staff of WTIC. . . . Bernard Mullins, Jr., son of WTIC's chief announcer has rejoined the outlet after serving over two and a half years in the Army.

—MASSACHUSETTS—

BOSTON—From London, England, requests have come for copies of WEEI's "Let's Talk About Children" series, the weekly program aired under the auspices of the Greater Boston Community Fund. The series which instructs parents on how to bring up their children, employs nationally-recognized experts in child guidance from Community Fund services. Request was made by the British National Council for Mental Health. . . . Bill Wood, who has been with WCOP since his release from the Navy in December, is donning the uniform again and is heading back to the Pacific, for "Operation Crossroads."

1,000th Performance Set For Lum 'n' Abner Apr. 18

Los Angeles—On April 18, the 1,000th Lum and Abner broadcast will be heard over the 113 affiliated stations of the Keystone Broadcasting System. Chester Lauck and Norris Goff (Lum and Abner) will present a special program on that day, in honor of the occasion, which has been planned in collaboration with Robert E. Dwyer, of the Wade Advertising Agency, representing the Miles Laboratories and Alka-Seltzer, Robert A. McInnes, producer, Elaine N. Gonda, program director for Keystone, and Joseph Ellison, of the Allied Record Manufacturing Company.